

**Investing HK\$100 Million for Smart Production:
HK Health Product Brand Sets Sights
on Greater Bay Area**

投入一億 拓智能生產 港保健品牌劍指大灣區

**Shed the Old-age Stereotype
Embrace a Bright Lift at Dawn**

擺脫傳統安老印象 活出精彩樂齡人生

**Largest Global Confectionery Brand
Achieves Close to 100% Product
Data Accuracy**

全球最大糖果品牌 實現近100%產品數據準確度

**Capitalising Business Opportunities
with Barcodes**

善用條碼營商 快人一步做好生意



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Executive Connect 管理層專訪

**Devoted Newcomer Hatched “30-store” Plan Amidst
Continuing Demand for Japanese Drugstore Products**

日本藥妝需求不減 過江龍冀開30店



Forging the Future with Digitalisation and Sustainability 企業的未來之道：數碼化、可持續性雙管齊下

As companies adopt a digital-first approach and harness innovative technologies in their operations and manufacturing processes, they not only enhance operational efficiency and reduce costs, but also make significant strides towards sustainability. Recognised as 2 significant global business trends, the convergence of “digital transition” and “green transition” has become essential, and neither can succeed without the other.

Green initiatives have gained momentum worldwide. One notable example is “the European Green Deal”, which aims to reduce emissions by 55% by 2030. To achieve so, they have set a mandatory requirement to create a “digital product passport”, which carries a set of digital data specific to a certain product and aimed at making all relevant information visible during the product’s lifecycle. Businesses globally, including those in Hong Kong, are also increasing their commitment to sustainability.

Therefore to drive transformation at scale, companies of all sizes should equally focus on “Go Digital” and “Go Green” strategies. Technologies and standards play crucial roles as enablers. For example, a leading food company in Hong Kong leveraged technologies such as IoT sensors, video analytics, standard-based cloud platform in their factories to capture real-time productivity and machine energy consumption etc, which in turn support them to increase staff performance & productivity by 15% & save energy consumption by 5%.

Another effective approach to embracing sustainability is the implementation of GS1 2D barcodes (or QR codes), a powerful tool to track product carbon footprint, facilitate data transparency & interoperability, showcase ESG certifications etc. In addition to serving as a key enabler of EU’s “Digital Product Passport”, they also empower companies to reduce food waste. In Japan, a pilot test was conducted in retail stores, where GS1 2D barcodes were used to enable dynamic pricing based on expiration dates, stimulating purchase thereby reducing food loss.

In this issue, Matsumoto Kiyoshi shared their ambitious plan of opening 30 stores within 5 years, and how they leveraged “digital, paperless trade” since inception in Hong Kong to enhance procurement & auditing efficiencies and promote their sustainability agenda. CATALO, with an investment of HK\$100 million, aims to improve production volume while realizing sustainable development; whereas Culture Homes and Forward Living focus on creating quality and engaging experiences in elderly care and consider using 2D barcodes to bridge offline & online experiences.



企業比以前更著重數碼化，並於營運和製造過程中經常採用創新科技。這不僅提高了營運效率、降低成本，還推動企業邁向可持續發展。「數碼轉型」和「綠色轉型」2大全球趨勢的融合已經變得勢在必行，而且不能單獨發展。

全球也非常關注可持續發展。其中一個顯著的例子是歐盟發佈的《綠色政綱》，旨在於2030年減碳55%。為實現這目標，他們實施的其中一個舉措為要求產品擁有載有產品數碼數據的「數碼產品護照」，提升產品生命周期內的產品資訊透明度。事實上，全球包括香港在內的企業，也逐漸提升他們對可持續發展的承諾。

因此，不論大中小企業要成功推行數碼轉型，都需要同時重視「Go Digital」及「Go Green」策略，當中科技和標準於實現以上2大策略有關鍵作用。例如，香港有食品公司於工廠內應用物聯網傳感器、影像分析及建基於標準的雲端平台後，實時擷取生產效能和機器能源消耗等數據，改善員工績效和提高生產力達15%的同時，節約5%的能源消耗。

另一個有效推動可持續發展的方法為應用GS1 2D條碼（或QR碼），讓企業可以更有效地追蹤產品的碳足跡，提升數據透明度及互聯互通，展示ESG證書等。GS1 2D條碼除可實現「數碼產品護照」外，還可助企業減少浪費食物。在日本，有零售商進行了試點測試，透過GS1 2D條碼的應用，讓食品價格隨到期日改變，刺激消費，減少浪費食物。

在今期Business Connect，松本清分享了他們於未來5年內開設30間店的計劃，並於成立初期已利用「數碼化、無紙化貿易」，提升採購和審計效率的同時，實現可持續發展。CATALO投資1億港元提升生產量的同時，亦有關注廠房的可持續性；而文化村及迎進生活則專注於為復康者及老人護理創造優質和互動體驗，並考慮使用二維條碼來提升線下和線上體驗。

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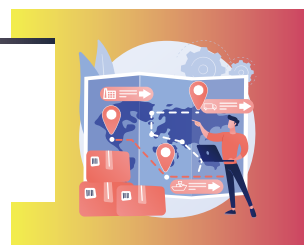


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About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity, facilitate commerce connectivity and enable sustainable value chain through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organizations, government, and technology providers, we can foster a collaborative ecosystem, paving the way for “Smarter Business, Better Life”.

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

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香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立,是GS1®環球組織的香港分會,提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務,助企業數碼化,提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易及推動可持續價值鏈。

GS1 HK目前有近8,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態,實踐「智能商貿,優質生活」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織,總部位於比利時的首都布魯塞爾,擁有超過115個分會,遍及全球150個國家。

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Devoted Newcomer Hatched “30-store” Plan Amidst Continuing Demand for Japanese Drugstore Products 日本藥妝需求不減 過江龍冀開30店



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松本清香港股份有限公司董事長兼總經理

The Japan Tourism Agency reported about 910,000 Hong Kong travellers visited Japan in the first half of 2023, placing behind Taiwan, Korea and the US, and ranked the 5th biggest foreign spender with HK\$91.6 billion spending*. Has the opening of borders affect the sales of Japanese and Korean products locally, which prospered during COVID?

Yasunori Hayashi, Director of Matsumoto Kiyoshi (HK) Co., Ltd., said the company has experienced steady revenue growth despite relaxed travel restrictions for HK people, driven by its product diversification strategy which highlights more than 16,000 different products offering, from cosmetics and health foods to everyday grocery. Planning to expand in HK and Macau markets, Matsumoto Kiyoshi (MK) is broadening its product range with more daily essentials and food products, aiming to make the company the first choice for those who admire Japanese culture and products.

Holistic Supermarket-like Health & Beauty Shop

Premiered in May 2022 amid the raging pandemic in Hong Kong, MK has opened 6 stores within just more than a year. The company aspired to open 30 stores within 5 years, and adapt the size of the shop according to the specific locale. “Half of our stores are located in high-traffic areas like Causeway Bay and Tsim Sha Tsui, for better brand visibility, and another half in residential areas, where we offer a wider range of products like pet supplies and contact lenses, catering to the everyday needs of the residents and creating a one-stop shopping experience.”

日本觀光廳公布2023年上半年外國旅客數據，香港共91萬人次「返鄉下」，排名在台、韓、美後，而消費金額累計916億，排第5位*。在本地售賣日韓產品的店舖在疫情期間如雨後春筍，會否受影響？

松本清香港股份有限公司董事長兼總經理林保範(Yasunori Hayashi)稱，公司在香港通關後營業額仍穩步攀升，有賴其超過16,000款商品多元化策略，包括藥妝、保健食品、生活雜貨等；而隨著公司計劃在港澳兩地繼續擴張，未來會搜羅更多日用品及食品，目標將松本清成為「哈日族」日常購物之首選店。

超市般的綜合藥妝店

松本清在2022年5月COVID期間開業，1年多時間內已開6家舖；公司期望能在5年時間擴展至30家，並會根據地區去釐定店舖規模大小。「我們現時一半店舖進佔銅鑼灣、尖沙咀等旺區以打響名堂，一半在住宅區開店，並放置更多日用雜貨，滿足香港市民日常所需，例如寵物用品、隱形眼鏡等，塑造一站式消費體驗。」



One of the local store holds a top 5 position in sales among the company's expansive network of over 3,400 stores throughout Asia, thanks to the popularity of their in-house health products and exclusive co-branded items. "About 10% of our product line-up, or some 1,600 items, are from our own brand. Domestic consumers are also flocking to exclusive co-branded products, such as the limited edition Doraemon ANESSA sunscreen lotion, which accounts for half of the overall sales in the group. These items not only draw traffic to our stores, but also promote more spending."

Daily Lucky Draw Gimmick for the 7th Store in Sep

Set to open the 7th branch by end September in Mongkok, MK plans to roll out a membership scheme and a dedicated mobile app. Among the initial promotional activities is a daily "Lucky Wheel" coupon draw, an initiative expected to stimulate consumption. "In Japan, we use proximity-based push notifications extensively. Let's say the weather near Ginza is hot and humid, we would send out discount messages for items like tissues or drinks to lure customers. Instead of using demographic data like age or gender, we aim for personalised promotions that are based on individual customer's buying history. It is expected to roll out in Hong Kong as well to engage our customers." Technology-driven, an AI makeup smart mirror called "KATE BOX" is set-up in its Causeway Bay store that use customer's facial features and clothing style on the day to suggest the most fitting makeup.



現時香港其中一家店的銷售額在集團全亞洲3,400多家店舖中排首5位，熱銷產品包括自家品牌的保健品及獨家聯乘產品。「松本清香港現有約10%、大概1,600款產品是自家品牌，而消費者對獨家聯乘產品亦趨之若鶩，譬如多啦A夢限定版的ANESSA防曬乳液，香港銷量佔集團整體銷量一半；這些都有助帶動人流到店、刺激消費。」

9月開7號店 幸運輪每日抽

松本清將在今年9月底開旺角7號店，預期同時推出會員計劃和手機App，頭炮活動之一是幸運輪優惠券每日抽，冀帶動生意增長。「在日本，我們會應用近距離推送通知，譬如銀座附近既濕又熱，便會發送有關紙巾/飲料折扣優惠等，根據個別顧客的消費記錄去作個人化推廣，而非單靠性別、年齡等人口數據。我們在香港亦有加入各項科技，與顧客互動。」銅鑼灣4號店內設有名為「KATE BOX」的人工智能(AI)妝容屏幕，能根據顧客當日的的面型數據及衣服穿著，計算出最適合顧客的妝容。



Mr. Hayashi is keenly aware of the values of EDI (Electronic Data Interchange) as well, which is why the company adopted GS1 HK's "ezTRADE" platform since its inception in Hong Kong, and demanded its suppliers to use.

林保範表示很久之前已知道EDI(電子數據交換)的好處，所以在本港開業時已成為GS1 HK「通商易」會員，並要求供應商使用。

“ I'm pleased to know that many local agents for Japanese brands have been using "ezTRADE" for transactions with retailers, with proven positive results for years. As a leading Japanese drugstore, it comes naturally for us to adopt the established industry standard. The platform is critical to enhance our procurement and auditing efficiencies, ensuring data accuracy, and allowing us go paperless, paving way to a small yet important step towards environment protection and our sustainable development. 其實許多日本品牌在港的代理商都用『通商易』與零售商交易、多年來行之有效，我們作為日本藥妝店龍頭，自然會採納行業標準。平台不但大幅提升我們採購和核數效率，亦確保數據準確，同時減少紙本單據，對環保及可持續發展略出綿力。 ”



While 80% of the group's products are shipped directly from Japan to Hong Kong, the other 20%, such as Kao and LION brands, are supplied via local agents at present.

集團現有8成產品都是由日本直送香港，其他2成如花王、獅王品牌等日本品牌則透過本地代理商供應。

Subtle Difference of HK, TW, JP Shoppers

Also serving as the chief of Matsumoto Kiyoshi in Taiwan, Mr. Hayashi thinks while the consumption patterns in Hong Kong, Taiwan and Japan are similar, he noticed there are subtle differences, like the quality-seeking Hong Kong's customers usually spend more per bill, as opposed to Japanese' supermarket-style shopping, and Taiwanese treating the purchase as a reward to oneself or others when one feels weary.

“Today's Gen Z customers tend to compare products online, make their own choices, and check out quickly. They rarely ask for help from staff, so we're considering introducing self-checkout counters to make shopping more convenient. Once our growth turns stable, we'll even consider the possibility of unmanned stores with fully automated shopping models.”

Mr. Hayashi maintains a positive outlook on the potentials of AI, which is expected to support the front-end services in the future. He imagined AI could assist in diagnostics, providing essential data to pharmacists and nutritionists to recommend the most fitting treatment or wellness plans for customers, or aid in backend tasks such as stock replenishment. When

港台日消費的微妙差異

現兼任台灣松本清董事長的林保範認為，港、台、日消費模式相近，但本地人均消費力高、追求品質，與日本作為超市式購物，及台灣顧客「心累了要獎勵自己/別人」的消費心態有著微妙差異。「現今 Gen Z 年輕顧客偏好上網比較產品、自行選擇然後迅速結帳，較少要求員工協助，所以我們正考慮引入自助付款機方便顧客，此外亦會在業務發展穩定後，評估無人商店、全自助購物模式的可行性。」

林保範對AI應用潛力看法正面，預計未來AI也能支援前台服務，例如可協助健康診斷等，作為輔助藥劑師及營養師為顧客推介最合適的治療/保健方案的參考數據，或在後勤範圍如補貨等作支援。問及本地網購發展，他表示香港人口密集、店舖



asked about the company's e-com plan, he noted that given Hong Kong's dense population, close proximity of stores and the convenience these offer mean MK will focus on brick-and-mortar stores. He expressed concern over the quality of the many online marketplaces where products of unknown source or inferior quality, so he urged consumers to shop through legitimate channels.

Challenges & Sustainable Development

Hong Kong has stringent requirements for imported drugs, which is why many over-the-counter (OTC) drugs from MK are still awaiting approval for distribution. Mr. Hayashi is hopeful that this process can be accelerated in the future to better cater to local needs. The group is also grappling with challenges posed by labor shortages and warehouse management, yet he believes digitalisation and automation will clear the way ahead for the retail industry.

Committed to "Net Zero" by 2050, the Group has done more than reducing paper usage via digital ways by "ezTRADE", they have also used automatic timing controls for the LED wall at the Causeway Bay flagship store and the lighting system at the Tsim Sha Tsui Kimberly Road store. This helps minimize disturbances to the neighbourhood and also monitor power usage.

“ About 40% of Matsukiyo's own brand products are made in an eco-friendly way. For example, the eco-bags sold in Japan are crafted from 4 recycled materials. Our another brand ARGELAN, the products are produced in 95% natural materials. Besides, our headquarter has made flexible and work-from-home arrangements one of our human resource policies for a few years, and we are now enforcing these measures in the oversea branches to foster a carbon-reducing culture and play our part to protect the environment 現有約4成Matsukiyo自家品牌產品都以環保方式製造，例如日本採用的環保袋會以4循環再造的物料生產而成。又例如自家品牌ARGELAN的商品均以95%的天然原材料製成。集團在人力資源政策上多年前已實行流動及在家工作等措施，亦有把政策推廣至海外，以帶動公司減碳文化，為環保作貢獻。 ”

就近、生活便利，所以松本清會以實體店作為重心，而網購市場仍良莠不齊，存在許多來歷不明甚至劣質產品，建議消費者在正規渠道購物。

挑戰與永續發展

香港對入口藥品的要求嚴謹，所以松本清許多非處方藥(OTC)還在「排隊」供港，林保範期望未來能加快程序，滿足本地需求。另外，人手不足和倉儲管理亦是集團需面對的挑戰，但他深信在數碼化、智能化的大趨勢下，將有助解決零售業難題。

集團積極以2050零碳排放為目標，除以「通商易」等系統減少用紙外，亦會設定銅鑼灣旗艦店外牆的LED及尖沙咀店的照明系統會定時自行開關，避免影響周遭居民作息亦能監控電源供應。

* Japan Tourism Statistics (Jul 2023). "Visitor Arrivals to Japan and Japanese Overseas Travelers". 日本觀光局(2023年7月)。《訪日外客數および出国日本人數》。取自 <https://statistics.jnto.go.jp/en/graph/>

Unveiling Infinite Retail Possibilities from QR codes

零售新風潮 二維碼 潛力無限



2D barcodes (QR codes) are widely used in daily life for various purposes - payment, ordering meals, event tickets, promotions, anti-counterfeiting and traceability, and providing detailed product information.

As business owners, have you fully leveraged the various benefits of QR codes? Experts even predict that QR codes will have increased adoption in industries such as healthcare, education, business operations & marketing in future.

二維碼(2D Barcode)在日常生活應用廣泛,除支付外,亦可點餐、用作入場票、下載優惠、防偽溯源、觀看產品詳盡資訊等。

作為商家的您,有否好好善用二維碼的各大功效?有專家更預測二維碼將在未來幾年更多地出現在醫療、教育、商業和營銷中。

What is the main difference between GS1 QR code and ordinary QR code?

GS1 QR碼與普通QR碼主要有何分別?

GS1 QR code GS1 QR碼

- GS1 QR code is structured basing on GS1 Digital Link standard, and serves multiple purposes (e.g. retail check-out, track-and-trace, expiry management etc, details refer to key usages areas on next page)

GS1 QR碼以GS1 Digital Link標準結構化,能有不同應用(如收銀、追蹤溯源、有效期管理等 - 詳情看下頁主要應用範疇)

Ordinary QR code 普通QR碼

- An ordinary QR code is not structured and serves single purpose (e.g. direct to a webpage)
普通QR碼並非結構化、通常只有單一應用(如指向網站)



What are the differences between the 2 types of 2D barcodes - GS1 QR codes and GS1 DataMatrix?

同樣是2D條碼,GS1 QR碼與GS1 DataMatrix大不同?

GS1 QR碼

Suitable for 適用於

Retail, Consumer-facing sectors

零售、消費者相關業務



Characteristic 特點

- Scannable by most smartphones, so commonly used for consumer engagement / interaction
能以智能手機掃描該碼,多用於消費者互動層面

GS1 DataMatrix

Suitable for 適用於

Medical and healthcare (e.g. pharmaceuticals), **electronics** (e.g. components), and **automotive** (e.g. parts) **industries.**

醫療護理(如藥品)、電子(如組件)及汽車(如零件)行業



Characteristic 特點

- Generally smaller in size compared to QR codes, allowing for higher data density in smaller spaces.
普遍大小比QR碼小,方便在較小空間內裡提供更高數據密度。

Must-know Trend for Retailers: Both 1D + 2D Barcodes will be used in 2027

零售業必知：2027年1D + 2D條碼雙軌制

QR codes have become a prevailing trend. GS1 and the business community has initiated the “Sunrise 2027” project, aiming to accept 2D barcodes at retail Point of Sale (POS) systems by end 2027. 1D & 2D barcodes will co-exist on product packaging.

二維碼是大勢所趨，GS1與商界發起「Sunrise 2027」計劃，冀在2027年年底前於零售銷售點能掃描二維碼的裝置，預期產品包裝上屆時會有2D及1D兩款條碼雙軌並行。

Key usage areas of GS1 2D barcode (QR codes)

GS1 2D條碼(二維碼)的各項主要應用範疇



Enhance Inventory Management (inventory accuracy, first-in/first-out management)
提升庫存管理(先進先出管理、庫存準確度)



Increase supply chain visibility for traceability & product authentication
強化追蹤追溯，提升供應鏈透明度，驗證產品真偽



Protect consumers via expiry date management at POS
零售銷售點(POS)上管理產品到期日，保障消費者



Sustainability by preventing food waste and providing recycling information
推動可持續發展，避免浪費食物及提供可回收產品資訊



Reinforce Consumer Engagement (update promotion offers from time-to-time, provide nutrition value about the product)
提升消費者互動(隨時隨地更新優惠、提供產品營養資訊等)



Fulfill regulatory compliance / industry best practice by showing more product information (e.g. nutrient value) digitally
以數碼方式展示更多產品資訊(如營養價值)以符合監管要求/最佳行業實踐



Local Use Cases of GS1 2D barcodes

本地應用實例

Ocean Empire

Leveraged 1QR for promoting new congee pack to increase consumers' product awareness

海皇粥店

推新包裝粥，以1QR宣傳，加深消費者對產品認識



Mak Man Kee Noodle Shop

Boost online sales at zero cost

麥文記麵家

零成本帶動網店銷量



Tap into various business opportunities of GS1 2D barcodes now! Contact us to learn more
作為零售商或品牌商的您，請即行動，把握GS1 2D條碼大商機！聯絡我們了解更多

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Investing HK\$100 Million for Smart Production: **HK Health Product Brand Sets Sights on Greater Bay Area**

投入1億 拓智能生產 港保健品牌劍指大灣區



Calvin Chan

Chairman and CEO

CATALO Natural Health Group

陳家偉

家得路天然健康集團主席兼行政總裁

The “Made-in-Hong-Kong” operations appear to run out of steam after the mask manufacturing boom: In Q1 2023, the index of industrial production for manufacturing industries showed minor ups-and-downs between 0.3% and 0.8% over the last 4 quarters as per the Census and Statistics Department, suggesting a potential lack of growth momentum in the manufacturing sector.

That said, Calvin Chan, Chairman and CEO of CATALO Natural Health Group and a member of the GS1 HK Board, maintains a positive outlook on Hong Kong’s manufacturing sector. He believes Hong Kong still holds pivotal roles and advantages in international trade, finance and innovation, and feels confident of the Greater Bay Area (GBA) market potentials. Calvin predicts that CATALO’s local smart production line, set to be operational next year, will create over a hundred new products to meet the needs of GBA consumers.

Disruptive Technology Nurtures Health

Situated in the MARS Center in Tai Po InnoPark, CATALO’s new natural health food smart production lines cover an approximate area of 20,000 sq. ft. with a 15-meter high ceiling to accommodate the large machineries. **“With more than 10 production lines, we have invested around HK\$30 million just on machinery and smart technology, including a 7.9-million subsidy from the ‘Reindustrialisation Funding Scheme’ (RFS) by the HKSAR government for smart manufacturing equipment. That entails what the industry calls the first intelligent warehouse that combines 2 major technologies, which features a floor-to-ceiling 3D storage arrangement solution ensuring ‘storage on top, picking at the bottom’, and an AI-enabled inventory management system that prioritise hot items with convenience, boosting efficiency for stock keeping and order fulfillment.”**

Calvin aspires to achieve “Dark factory” with the project: “Through new industrialisation technologies, the production facilities can work

香港製造在口罩工廠冒起後似乎力有不逮，據政府統計處的工業生產指數顯示，在2023年首季的過去4個季度，指數都在0.3% - 0.8%窄幅上落*，或代表製造業缺乏增長動力。

家得路 (CATALO) 天然健康集團主席兼行政總裁、GS1 HK董事局成員陳家偉 (Calvin) 卻看好香港製造，認為香港仍坐擁國際貿易、金融、創科等樞紐角色和優勢，尤其對大灣區市場看高一線，他預期下年竣工投產的CATALO本地智能生產線會新增過百款新產品，進軍大灣區市場。

黑科技締造健康

全新CATALO天然健康食品智能生產線設於大埔創新園的醫療用品製造中心，佔地約2萬平方呎，有15米特高樓底，適合放置大型機器。「**我們開設超過10條生產線，單計機器和智能化科技已投入約3千萬，當中包括特區政府『再工業化資助計劃』(RFS)的790萬元資助添置智能生產設備，更具備業界稱為全港首家的上存下揀智能倉庫，打造地面至天花板的立體存儲空間，並利用人工智能提升倉庫合理性，智能理貨較頻繁的產品優先揀選的智能科技，提高出貨和存庫效率。**」



round-the-clock with only a small technical team: from receiving customer orders to the entire production process such as formulation, mixing, manufacturing, packaging, to warehousing and so on; as well as customer management, supply chain and logistics management, etc. Data from all these processes will be captured, shared and analysed through a smart system, supposedly halving the production cycle and improving production capacity and agility.”

Calvin期望項目達致所謂「黑暗工廠」(Dark Factory)目標:「透過新型工業化技術,生產間應可7x24、只需少量技術人員便能運作:由收到顧客訂單至整個生產流程如配方、混合、製作、包裝、倉儲等;以至客戶管理、供應鏈、物流管理等,都由智能系統把數據串連,預計能縮短百分之五十的生產週期,有效提升生產能力及靈活性。」

Calvin agrees to the adoption of **“489” Hong Kong barcode** and **“1QR”** on the locally-made natural health foods in the future, which will help consumers to easily scan and retrieve vital information such as certification, nutritional values and promotional offers at their convenience. This aligns with the “search before buy” shopping behavior today, and also boosts consumers’ confidence with “developed and made in Hong Kong” branding, paving way for CATALO to turbocharge into mainland China market.

Calvin同意未來在本地生產的天然健康食品上,將應用**489香港條碼**及**“1QR”**,方便消費者隨時隨地簡單掃描便可閱覽認證、營養價值、優惠等資料,迎合現今「先搜後買」的購物習慣,亦以「香港研發、香港品牌、香港製造」提升消費者信心,全力拓展中國內地市場。



Positive Outlook on the GBA Market

CATALO used to rely on factories in the United States, Europe and Australia to produce its products, yet the pandemic-stricken supply chain had not only plunged the production volume, but consumers in the foreign markets had also been competing for health food products, which exposed shortages of supply for certain CATALO products like natural Vitamin C and Lung Defense Formula in both China and Hong Kong. So CATALO took the strategic move to build the first smart production facility for health food products in Hong Kong. Acquiring international certifications such as cGMP, ISO22000, and HACCP soon, this new production line ensures a consistent and high-quality supply to meet the demands of the local market. In addition, the entire product life cycle and building facilities prioritize reducing resource and energy consumption, environmental pollution to realise sustainable development and achieve carbon neutrality.

Calvin had explored a number of locations for setting up the factory, and eventually settle for Hong Kong because of its many advantages. “Hong Kong usually stands for high quality, trustworthy reputation and a well-developed marketplace. More importantly, as part of the GBA, locally-made products can enjoy duty-free import into Mainland China under CEPA after registration. I believe this will serve as the key catalyst driving CATALO’s future growth.”



Clean Room 無塵室

看好大灣區市場

CATALO一向以來在美國、歐洲及澳洲等地廠房生產,但疫情下供應鏈受嚴重影響,除了令當地廠房的產能下降,外國本土對保健食品的需求同時大增,令CATALO產品如天然維他命C及防禦護肺寶等在中港兩地都供不應求,CATALO遂決定在港投資設立全港首個健康食品智能生產中心,將會獲得cGMP、ISO22000及HACCP等國際認證,將確保區內市場有穩定的優質供應。同時整個產品生命週期及建築物設備都重視減少資源及能源消耗、環境污染,兼顧可持續發展,實現碳中和願景。

「當初我亦曾到不同地方考察建廠,最終認定『香港製造』仍有許多優勢,是品質高、信譽好、市場發展成熟的標誌,更重要是香港作為大灣區一部份,港製產品便可藉着CEPA免關稅進口內地,我相信是驅動CATALO未來增長的主要引擎。」

The current revenue from mainland China accounts for about 10% of the company's total earnings, driven mainly from online sales. Once the new production facility operates, Calvin expects the products will be able to go omni-channel covering online and offline of the retail outlets in China, like pharmacies and supermarkets. His medium-term goal is to match the GBA's turnover with that of Hong Kong. "GBA is 12 times the population size of Hong Kong with more than 86 million people, so I believe it has tremendous potentials. I think it's crucial that all industry fellows to capitalise on this to support the continuous growth of Hong Kong economy."

Catering to Individual Needs with Personalisation

Besides expanding into mainland China, CATALO is offering personalised products and services for its tens of thousands of members locally. By equipping professional body composition analysers at the CATALO Plus experience stores, customers are enabled to gauge their condition and select products that best suit their needs. "We offer nutritionist consultation service and curate personalised natural health foods for our customers."

CATALO is engaging in research collaborations with local universities, research institutions, testing and certification bodies, to leverage AI and new technologies to add value and enhance products efficacy that meets the market needs. Committed to innovation and a customer-centric approach to offer personalised products and services, CATALO has been named "Consumer Caring Company" by GS1 HK for 5 years in a row, reinforcing itself as a trustworthy and premium brand to consumers.

New Currents in "Big Health"

With public concern over "Long COVID" in the post-COVID times, Calvin notes that products related to lung health and immunity enhancement continue to enjoy robust sales. Collagen and inner beauty products sell well too, as people start to unmask and pay attention to their appearances. As social and business activities resume — including social engagements, banquets, and business trips — the sales of CATALO's products for liver protection, stress reduction, and sleep quality improvement has seen a noticeable uptick.

"Even the Gen Z today recognise the importance of 'nurturing health at young age', that is why we've introduced new products like sugar-free gummies with different flavours and functionalities to supplement the nutrient they need with ease.

Over a hundred new products are set to roll out with the new smart production line, Calvin added, with an investment of more than HK\$100 million into the project over the first six years. While Calvin has high hopes for the GBA's development, he's also keen on driving the local health food sector growth and chart the path for the long-term progress of the new industrialization in Hong Kong.

現時公司在國內收入佔總營業額約1成，主要透過網上渠道銷售；預期新廠房投產後，產品能進入內地全線渠道銷售，包括線上線下藥房、超市等零售店，Calvin稱中期目標是大灣區的營業額與香港看齊。「大灣區人口超過8,600萬，是香港的12倍，具有極大發展潛力。本港各行業同儕都應把握機會，為香港經濟持續發展作出貢獻。」

個人化調配 針對需要

除拓展內地市場以外，擁有數萬會員的CATALO同時在香港推出個人化服務及產品，如在CATALO Plus體驗店設置專業體組成分析儀，讓顧客掌握自身狀況，選擇合適健康食品。「我們會為顧客提供營養師諮詢服務，度身訂做個人化的天然營養健康食品。」



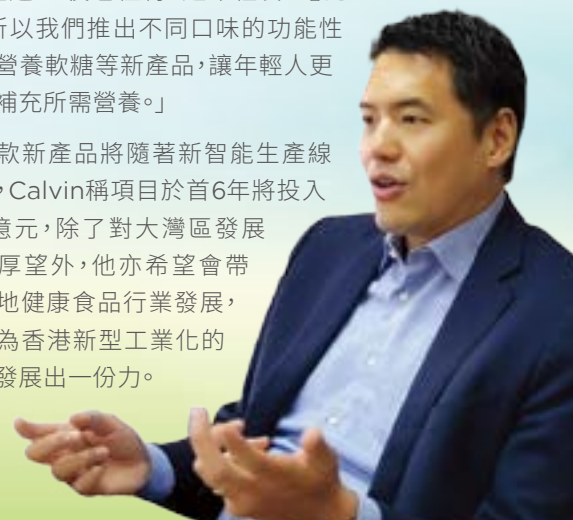
CATALO正與本地大學、科研機構和檢測認證機構研發合作，利用人工智能及新科技為產品增值及提升功效，迎合市場所需。CATALO既致力創新，亦以客為本的精神去提供個人化產品和服務，難怪連續5年獲GS1 HK的「貼心企業」褒賞，是消費者可信賴的卓越品牌。

大健康 新風向

疫情過後市民關注長新冠，Calvin指護肺及提升免疫力相關產品仍持續熱賣，此外解除口罩後大家都亦更留意外表，為皮膚美顏產品的膠原抗老系列帶來增長。社交應酬、宴會及出差公幹等活動回復正常，亦令CATALO的護肝、減壓、提升睡眠質素等產品的銷量上揚。

「現在連90後也懂得『趁年輕養生』的重要，所以我們推出不同口味的功能性無糖營養軟糖等新產品，讓年輕人更容易補充所需營養。」

逾百款新產品將隨著新智能生產線推出，Calvin稱項目於首6年將投入逾1億元，除了對大灣區發展寄予厚望外，他亦希望會帶動本地健康食品行業發展，同時為香港新型工業化的長遠發展出一份力。



Food Traceability has Become More Crucial Than Ever Before

食品追蹤追溯變得前所未有的重要



The FDA (Food and Drug Administration) final rule on Requirements for Additional Traceability Records for Certain Foods highlights the increased importance of food traceability, introducing **new traceability recordkeeping requirements** to enable faster identification and rapid removal of potentially contaminated food from the market.

FDA發佈的「針對指定食品的額外追蹤追溯記錄要求」最終細則提升了對食品追蹤追溯的要求，引入**新的追溯記錄規範**，以更快地識別和迅速從市場上回收可能受到污染的食品。

Persons subject to the rule who manufacture, process, pack, or hold foods on the FTL (Food Traceability List) should maintain records containing Key Data Elements (KDEs) associated with specific Critical Tracking Events (CTEs); and provide information to the FDA within 24 hours or within some reasonable time to which the FDA has agreed. The Final Rule **went into effect in January 2023 with a compliance date of January 2026**.

The FDA recognizes the use of GS1 Standards as one of the options to enhance traceability and meet the specified requirements:

《食品追溯清單》(Food Traceability List; FTL)上所列的各項食品範疇的工作人員，包括生產製造、加工、包裝或貯存都需要確有記錄與重要追溯追蹤事(Critical Traceability Event; CTE)相關的關鍵數據(Key Data Element; KDE);並須在24小時內或FDA同意的合理時間內向FDA提供相關資訊。此規範**已於2023年1月正式生效，最後合規期限為2026年1月**。

FDA認可GS1標準為提升追蹤追溯及達至上述新規範的其中一個方法:

GTIN

GTIN (Global Trade Item Number 全球貿易貨品編碼)

Record where products are shipped, delivered, transformed or purchased
記錄產品發貨、配送、轉移或購買的地點

GLN

GLN (Global Location Number 全球位置編碼)

Unique identifier that helps identify a location along the supply chain
獨有識別標準助識別供應鏈上的位置



EDI (Electronic Data Interchange 電子數據交換) & **EPCIS** (Electronic Product Code Information Services 產品電子代碼訊息服務)

Structured data capturing & sharing among trading partners, and sharing visibility data along supply chain
擷取及分享結構化數據予貿易夥伴，及傳遞供應鏈可見性數據



Supporting Companies to Enhance Food Traceability in Hong Kong

幫助香港企業提升食品追蹤追溯

In Hong Kong, we also support food industry to enhance food traceability & ensure safety via standard-based solutions. For example, **Smart Cold Chain Management** that monitors temperature & humidity in real-time, or **Quality Food Scheme** that helps companies to improve food safety management & control via global standards.

在香港，我們也有透過建基於標準的方案幫助食品行業提升食品追蹤追溯，確保食品安全。例如，**智慧冷鏈管理**可以實時監測溫度及濕度；**優質食品計劃**可以助企業透過全球標準改善食品安全管理及控制。



Shed the Old-age Stereotype Embrace a Bright Life at Dawn

擺脫傳統安老印象 活出精彩樂齡人生

Stephanie Law

Managing Director
Culture Homes and Forward Living

羅凱寧

文化村及迎進生活董事總經理



The Census and Statistics Department released the latest population projections in August, expecting the number of elderly persons aged 65 and over to nearly double in a 25-year period from 2021 to 2046 in Hong Kong, meaning more than 1 in 3 people will be elderly. Stephanie Law, Managing Director of Culture Homes and Forward Living, believes that the silver market will grow significantly, and the company is in a unique position to evolve from selling elderly care products 22 years ago, to having their e-shop, and extending to include rehabilitation equipment rental, professional consultation and home improvement service, as well as a 13-year building project - the elderly living community, which completes its holistic elderly care service ecosystem.

Culture as the Core of Care

The elderly living concept store “The Living Gallery” located opposite of Sanatorium Hospital in Happy Valley looks like a show flat, boasting a series of assisted living facilities in sitting room and toilet, along with a made-in-Japan electric wheelchair. Resembling an exercise bike, the futuristic-looking wheelchair can be folded into compact size, enabling not only mobility but also innovation and style, contrary to the typical fragile and helpless image. “Aging and rehabilitation are natural stages of life. Built on this belief, we are integrating the care culture, the relevant products and services into everyday life, offering not some cold and unpleasant medical devices, but a quality and engaging experience with dignity and delight for the seniors and people-in-recovery.”

Having conducted studies in Japan and Europe, Stephanie found stark differences in the elderly and nursing care culture across the regions: For example, aged care furniture in Europe emphasises user independence and autonomy, with distinctive color designs. The company has curated a selection of over 50 premium brands globally and localised to cater to the local needs, available in its 8 stores and online shop.

政府統計處8月剛發佈最新人口推算，香港65歲或以上長者會由2021年約20%，倍增至2046年中的36%，即每3人便有多於1人是長者。文化村及迎進生活董事總經理羅凱寧(Stephanie)深信銀髮市場會大幅增長，亦稱公司22年前已涉獵安老護理產品，現更設立網店，並發展出復康用品租賃、安老服務項目諮詢和家居改善服務、以至歷經13年建成的長者生活社區等，創造出完整的安老護理服務生態。

文化是照顧的核心

位於跑馬地養和醫院對面的居家安老概念店「The Living Gallery」像個示範單位，展示了長者友善客廳及浴室，亦擺放了由日本引進的電動輪椅。輪椅有如健身單車般，小巧可摺疊，亦具科技感，除方便使用者出行，更展現時尚型格、而非羸弱感覺。「安老和復康是人生自然階段，我們將護理文化融入生活，視護理產品和服務為日常，而非冷冰冰的醫護用具。我們目標不但為復康者和長者帶來優質體驗，更讓他們有尊嚴、快樂地生活。」

Stephanie曾到日本和歐洲考察，發覺各地安老和護理文化大相逕庭，例如歐洲護理家具重視用家獨立自主，用色設計亦有別傳統。公司從世界各地及本地搜羅逾50個優質品牌，於8家專門店、居家安老概念店及網店發售。





She illustrated with an example, "We made efforts to bring the special diet of the cared to Hong Kong, promoting soft meals culture over the years. This helps people with swallowing difficulties to enjoy eating again, drawing industry attention to their specific dietary needs."

Upon knowing GS1 HK's "1QR" capability to let users scan for diverse information like discount, certifications, she thinks this can uplift users' trust.

她舉例：「我們過去把照護食文化帶到香港市場，多年來推廣軟餐文化，讓吞嚥困難人士重拾飲食樂趣，帶動行業關注他們飲食所需。」

她得知GS1 HK推出的「1QR」能讓用家手機掃描便獲取如優惠、認證等多元化資訊，認為能提升用家信心。

“Most senior people and their caregivers are smart enough to use mobile scanning function today. As our website's product sales rising to about 30% of the total, we look forward to trying the 2D barcode on our products to bridge offline to online experience and drive further growth. 現今長者很精靈，使用手機掃描QR碼絕對難不倒他們。現時我們網站產品銷量已佔整體約3成，我們會積極考慮以『1QR』打通買家的線上線下體驗、帶動新增長。”

Focusing on the mental well-being of the elderly, Stephanie derived the ideas from the Eden Alternative, an organisation found by US geriatrician Dr. Bill Thomas, who calls for eliminating loneliness, helplessness and boredom for the senior group living in care homes. Built on this idea, she is committed to enabling a socially-engaged and independent living for the elderly to pursue their passion, continuing growth with a purpose. The 60,000-square-foot, 9-storey-tall building, or what Stephanie called a senior living community named "Forward Living", is the brainchild of such belief.

"We see the residents of 'Forward Living' our living partners. Together, we steer various committees such as those for meal planning and social activities. Our elderly associates are actively involved in the decision-making process for daily meals and community events, which cultivates a deeper sense of engagement and empowerment. This helps them continue to manifest creativity, broaden social circles, and pursue personal goal, even in their twilight years."

Stephanie關注長者情緒和心理，其理念來自美國安老專家Dr. Bill Thomas創立的The Eden Alternative，當中提到社會必需正視長者入住院舍所面對的三大困境：孤寂、無助及苦悶。她將理論應用到公司，致力提升長者社交及獨立自主發展，讓長者持續學習、自我增值，活得豐盛充實。她指佔地約60,000平方呎、樓高9層的『迎進生活』長者生活社區的營運模式正建基於此。

「『迎進生活』的住客與我們是生活夥伴，一起領導籌劃膳食委員會、活動委員會等，長者能親身參與每月膳食、社交活動等決策，增加投入感及自主，就算在晚年仍可發揮創意、擴闊生活圈子，追求成長。」



Building Independent & Inclusive Society

Boasting a comprehensive range of facilities including a hair salon, library, gym, restaurant, and park, “Forward Living” also plays host to a myriad of activities, such as weekly visits from the students of the neighboring Lingnan University, who engage the residents in rural excursions or coaching on interesting smartphone functions. These initiatives not only promote integration between generations, but also strengthen ties with the local community and social inclusion.

Harnessing technologies such as electronic medical records and big data analytics, Culture Homes is able to gain insight into the needs of the elderly and inspire industry innovations. Along with its pledge to quality service, the company consistently delivers reliable products and services that surpasses user expectations. These align with the four pillars of GS1 HK’s “Consumer Caring Scheme”, namely “Consumer/User-Centric”, “Strive for Quality”, “Conforming to Commitment” and “Caring for Staff”. In hindsight, the company is contemplating joining the Scheme as a testament to its service excellence.

Minor Shifts, Major Lifts

In addition to using website as an information portal and e-shop, the 40,000-members company also provides practical advice through multiple hotlines and elder care workshops. “We organise seminars on diverse topics like better ways to treat wound, pain relief, and reducing home accidents. The seminars are always full, whereas we receive an average of 600 phone calls per month, inquiring about product information.”

Doing Good through Business

Elder care often extends beyond the realm of experts like doctors and nurses, that involves well-trained caregivers to provide empathetic services. Culture Homes is steadfast in its mission to reshape the stereotype by driving professional qualifications into the sector.

“ The interns at our place would have their perception upside down, who realise that the caregiver and the cared relationship can transcend from the traditional roles, to become collaborative partners in the community. Some of them chose to work with us after graduation, wanting to change the society’s stereotypes. We are not just a platform for training and career development, but a space where the young can find passion and fulfillment in the profession, rewriting the old perceptions. This is the societal change I am most eager to achieve. 有實習生到職後對行業印象徹底改觀：有別於傳統照顧者與被照顧的角色，他們發覺原來護理員與長者可合作共建社區，發展成深厚夥伴關係，在畢業後更繼續任職，期望為改變社會刻板印象出一份力。所以文化村不只提供培訓及晉升機會，亦讓年輕人對行業滿懷熱情和滿足感、改寫舊時定位，這就是我最想為整個社會帶來的變革。 ”



建設自主共融社區

『迎進生活』內有髮廊、圖書館、健身室、餐廳、公園等設施一應俱全，亦經常舉辦活動，例如鄰近的嶺南大學的學生會每星期探訪，進行郊外遊蹤、手機應用示範等，實行長青共融，同時緊密連繫當地社區、融入社會。

文化村善用科技如電子化醫療記錄、大數據分析等去了解長者情況，推動業界創新，亦會由心出發服務、時刻提供可靠的產品及服務，不斷超越用家期望，這些與GS1 HK的「貼心企業嘉許計劃」四大準則即「以消費者/用家為中心」、「追求品質」、「信守承諾」、「關愛員工」等一致，所以公司正考慮參與以展示其兌現服務承諾。

小改變 大改善

文化村現有40,000名會員，除了以網站作為資訊及購物平台外，亦設立熱線和舉辦安老護理講座，提供實用小貼士。「我們會舉辦各類講座，例如護理傷口方法、紓緩痛症、減少家居意外等。講座經常爆滿，而現時我們更平均一個月接聽約600個電話，查詢相關產品資訊。」

以商為善

安老行業除了醫生護士等專業人士外，護理員也需要經過培訓才能好好關心長者。文化村決心把安老行業專業化，打破舊有印象。



Largest Global Confectionery Brand Achieves Close to 100% Product Data Accuracy

全球最大糖果品牌實現近乎100%產品數據準確度



In the mid-2000s, the product data accuracy of Mars Wrigley was only 46%. As of 2022, the brand is at 100% accuracy on six of the attributes and 90% to 95% for the images.

在2000年代中，Mars Wrigley的產品數據準確度僅為46%。截至2022年，該品牌在6個屬性上達到100%準確度，圖片則有90%-95%準確性。

Data quality first became a topic of interest at the company in the mid-2000s when McLane Company, Mars Wrigley's biggest distributor at the time, began requiring brand owners to become certified vendors. However, Mars Wrigley wasn't certified at that time and it impacted their speed to market, costing them almost US\$2 million a year.

於2000年代中，Mars Wrigley因為當時最大經銷商McLane Company開始要求品牌成為認證供應商時，開始提升對數據質素的關注度。然而，當時Mars Wrigley並未獲得該認證，影響了產品推出市場的速度，對他們造成每年近200萬美元的損失。

The company therefore laid the groundwork for high-quality data governance. By mid-2020, they were ready to publish product data to Verified by GS1, a repository of product data for high quality management with 7 attributes*.

因此，公司決定做好數據質素管理規範，遂於2020年年中將產品數據上傳到產品數據庫Verified by GS1上，一個透過提供7大產品屬性實現高質量數據管理的平台*。

In fact, accurate product data has become imperative for brands to succeed in the e-commerce market to ensure their products to be easily discoverable.

事實上，準確的產品數據也成為品牌要於電商市場中成功關鍵，確保產品更容易被搜尋到。

Accurate Product Data supported the company to 準確的產品數據可以幫到企業



Maintain Strong Brand Reputation 保障品牌形象

Ensure consistency in how products show up in physical store & digital marketplaces
確保產品於實體店及電商平台上所展示的產品資訊一致



Fewer Supply Chain Delays & Logjams to Reduce Carbon Footprint 減少供應鏈延誤及堵塞，以降低碳足跡

Prevent overfilling or underfilling delivery trucks caused by inaccuracy in declared gross weight
避免因申報重量不準確而導致運輸車超載或不足載

“ We were immediately able to identify a few instances where we had the same image for multiple products. These were mistakes we would not have been able to catch so quickly and easily without Verified by GS1. 於幾個實例中，我們發現不同產品使用了相同的產品圖片，如果沒有GS1的 Verified by GS1，我們不可能如此迅速及輕鬆地發現這些錯誤。 ”

Joyce Ann Rosenfield
master data value creation lead at Mars Digital Technologies

Read how PARKnSHOP in Hong Kong leveraged Verified by GS1 to streamline product listing process, from few days to few hours.

閱讀香港百佳超級市場如何利用Verified by GS1簡化產品上架流程，由以往幾天時間縮短至只需幾個小時。



* Verified by GS1 portal usually has each product's GTIN, brand name, description, GS1 Global Product Category (GPC) code, the item's net content with the unit of measure, the country of sale and the URL of a product image 每個於Verified by GS1上的產品均載有產品的GS1 GTIN、品牌名稱、描述、其GS1全球產品類別代碼(GPC)、淨含量、計量單位、銷售地區和產品圖片的網址



25% of Companies use Experience to Forecast Demand, but **80% Question its Reliability**

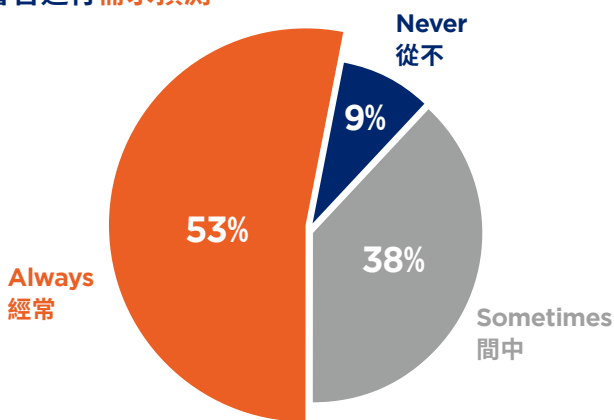
25%企業靠經驗估需求 逾8成認未必可靠



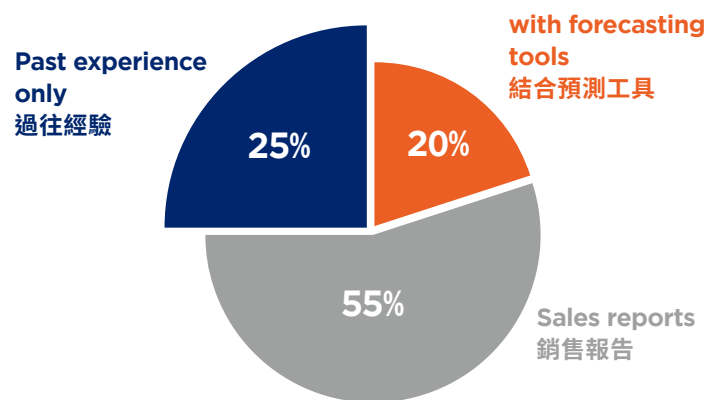
The aggregate results of SCMM (Supply Chain Maturity Model) self-assessment by 111 executives shows that about half of the companies always forecast future market demand, while about 40% sometimes do and 9% never do. Normally they use old sales report to make projection, yet 1 in 4 companies would estimate based on past experience, and only 20% would rely on forecasting tools and data like market research for planning.

111位企業人員進行了「供應鏈成熟度模型(SCMM)」自我評估,結果顯示約一半公司會定期預測市場需求,約4成會間中做但有1成則從來不做。他們通常以過往銷售報告(55%)去預測,卻有25%靠經驗去估算,只有2成會結合其他預測工具和數據如市場調研等去規劃。

Any demand forecasting in supply chain planning 會否進行需求預測



How to forecast demand 如何預測需求



Demand forecast allows companies to shorten the lead-time for order-to-delivery process (usually B2B) that ensure on-schedule fulfillment, secure enough supply (B2B and B2C) at all times to satisfy customers' needs. Such process also optimises and synergises the use of materials, manpower, plant facilities and even capital, maximizing the effectiveness of production, warehousing, logistics and other functions.

企業對產品需求進行預測,可縮短客戶由落單到送貨的時間(B2B)、如期交貨;亦確保產品供應充足(B2B或B2C),滿足顧客未來需求。需求預測亦可讓物料、人手、廠房設備以至資金等都能提早規劃,不會手忙腳亂,達到生產、倉庫、物流等效益最大化。



✓ Enhance customers' satisfaction
提高客戶滿意度



✓ Make plan to harmonise all resources
提早調配好資源



✓ Ensure stable cash flow
確保穩定現金流



✓ Track KPI progress and aim for operational excellence
追蹤KPI進度、達管理營運目標

Predictions are often inaccurate 預測時準時不準

84% of respondents from the assessment said their forecast are occasionally accurate, depending on the product type, and only 6% claimed their forecast “very accurate”. Only 1 in 3 executives said their forecast tool can be integrated with or collect data from ERP or IT system, meaning the majority use manual approach to retrieve the basic set of data for forecast.

GS1 HK’s Principal Consultant Heidi Ho remarked that today’s ever-changing market can present challenges for businesses that depend solely on past experience and simple sales records for making projections. This could lead to potential miscalculations, resulting in excess inventory and wastage, or fail to prepare in advance for shifts in customer needs thereby missing out on business opportunities.

“ Business today shall adopt a ‘data-driven forecast’ approach. By harnessing technologies like sensors and AI, executives can capture data and monitor status regarding materials in warehouse, semi-finished goods, final products and market inventory level, etc. Together with upstream suppliers’ data and market research / consumer data, we can hence improve the accuracy of the market projection. 現今企業應以『數據為基礎作預測』，時刻利用傳感器、AI等科技去擷取和監控倉庫物料、生產中的製品、成品與市場上銷售存貨狀況，以至上游供應鏈廠商的供貨週期變動，配合市場調查和消費數據輔助，才能更精準判斷未來需求。 ”

評估結果亦顯示，84%受訪者承認預測只會有時準確、視乎產品而定，只有6%稱預測非常準確。同時只有三份一表示，預測或收集數據的工具，可與企業資源規劃(ERP)等系統融合，亦即大部份仍以非常基礎數據和人手方式進行預測規劃。

本會首席顧問何雅賢指，現今市場千變萬化，企業單憑經驗和簡單銷售記錄去進行預測，有很大機會出錯，導致公司存貨過剩而浪費，也可能因顧客需求和喜好改變而無法提前作準備，錯失商機。



Heidi Ho 何雅賢
GS1 HK Principal Consultant
GS1 HK 首席顧問

How to Minimise Inaccuracy in Forecast? 如何應變需求預測的不準確性？



Adopt Smart Operations Solution to help capture real-time data in areas of production, warehouse, logistics etc.

以智慧營運方案實時掌握生產、倉庫、物流等基礎數據



Gather relevant data from upstream supplier and downstream merchants to shorten procurement and production lead-time

蒐集上游和下游的資訊，有助縮短採購與生產週期



Adopt standardised production process and modify process module in case of ad hoc change to reduce impact

採取標準化的生產流程，遇上突變時亦可更換模組，減低影響生產進度

Supply Chain Maturity Model Self-Assessment 供應鏈成熟度自我評估

The self-assessment is a means to measure the readiness and completeness of supply chain operations against standards, covering 5 parts: (i) supply chain planning; (ii) sourcing; (iii) warehousing and logistics; (iv) return and (v) inventory visibility.

評估以全球標準去衡量供應鏈營運的完善程度和完整性，涵蓋5個部分，即**供應鏈規劃、採購、交付、退貨以及庫存透明度**。它讓企管人員自行檢視當前流程及管理方法，並識別出需要改進的地方。



Complete the self-assessment to understand your company’s supply chain maturity level in 5 minutes. 只需短短5分鐘，就能初步了解公司的供應鏈成熟程度。
www.gs1hk.net



GS1 Smart Professional Service team helps review your processes, make them more agile and responsive to market changes, and more importantly increase your profit margin.

GS1 HK智慧專業團隊幫您檢視流程，令日常營運更快更靈活、隨時迎合市場變化，更重要是提升盈利。



Enhance Supply Chain Traceability Effectively & Efficiently in **2 Ways**

提升供應鏈追蹤追溯**2大法** 簡單又快捷



68% supply chain management executives **consider supply chain traceability to be very or critically important***
68%供應鏈管理層視供應鏈追蹤追溯為非常或至關重要*

Only 58% of companies have just begun the journey. Following are 2 cases of how companies enhance their supply chain transparencies:

只有58%的企業處於剛剛開始實現供應鏈追蹤追溯。以下為2間企業提升供應鏈透明度的實例：

Increase Stakeholders' Confidence via Traceability of Pharmaceutical Products 藥品追溯 建立持份者信任

As a distributor of professional and consumer health care products, Mekim has coordinated with a dozens of pharmaceutical suppliers from Germany, Hungary, Malaysia, Spain, Thailand and others to adopt GS1 DataMatrix on package to increase supply chain transparency:

- Automate Stock Management Process: After receiving medical product shipments, the staff can simply scan the GS1 DataMatrix to verify and register the product details, accelerating the stock management and pick-and-pack process.
- Increase Stakeholders' Confidence: The identification & traceability data enhances stakeholders' confidence.
- Meet the Industry Best Practice: "Guideline for Implementing GS1 DataMatrix on Pharmaceutical Products for Hong Kong Hospital Authority" issued by GS1 HK.



Read More
閱讀更多



代理及分銷與健康相關專業和消費產品的美儉已與來自德國、匈牙利、馬來西亞、西班牙、泰國和其他國家的多個藥品供應商協調，於一系列藥物上應用GS1 DataMatrix，提升供應鏈透明度：

- 自動化庫存管理流程：員工只需簡單掃描GS1 DataMatrix標籤，便可確認和登記產品詳細資料，省卻庫存管理時需要人手輸入批次/到期日的工序，提升效率。
- 建立持份者信任：GS1 DataMatrix提供可識別和可追溯的數據，提升供應鏈持份者信心。
- 達到最佳行業守則：符合本會早前制定的「在供應予醫管局的藥物上配上GS1 DataMatrix實踐指南」。

Championing the Title of Global RFID Leader in Retail with Life-long Learning 堅持進修不懈 保持全球零售界RFID領袖地位

Nedap provides retailers with a complete view of the supply chain, enabling them to perfectly match demand and supply anywhere, at any moment. Their RFID middleware is an EPCIS repository that is built on the GS1 EPCIS standards, enabling different retailers' systems to communicate between solutions and systems such as ERP, POS, and WMS etc.

The company continually invests in its staff's learning and development, enhancing their RFID knowledge via GS1 HK's "Certified RFID/EPC Professional Training Program".



Read More
閱讀更多



Nedap助零售商透視整個供應鏈，讓他們可隨時隨地準確配對消費者供應與配對需求。公司的RFID中介軟件是在GS1 EPCIS標準上建成，協助不同零售商的系統之間傳遞訊息，如ERP(企業資源管理)、POS(零售點)、WMS(庫存管理系統)等。

公司持續投入資源栽培員工，讓他們透過參加由GS1 HK學院舉辦的「RFID/EPC專業培訓證書課程」，加深對RFID應用的專業知識。

*資料來源: Bain's "Global State of Traceability" Survey

Contact us to learn about the training & how GS1 DataMatrix enhances supply chain transparency.
聯絡我們了解相關培訓及GS1 DataMatrix如何提升供應鏈透明度。

19 T: 2863 9740 E: corpinfo@gs1hk.org



400+ Industry Practitioners Explored about Food Safety & Sustainability

逾400行業人士 探討食品安全、可持續發展

The annual GS1 HK Food Safety Forum gathered over 400 industry practitioners online and offline to explore how food companies can enhance food safety, address manpower & supply chain challenges through digitalisation & innovative technologies, achieving sustainable development.

Vivian Lau, Permanent Secretary for Environment and Ecology (Food) was the Guest of Honor. Executives from Uni-China (Business) Management Limited, DKSH, Hung's Food Group, The Hang Seng University of Hong Kong, Hong Kong All About Eat Catering Limited, Hop Hing Oil Group, KIN and Tahuu Limited shared their insights.

年度GS1 HK食品安全論壇於線上線下匯聚了超過400位行業人士，探討食品行業如何透過數碼化、智慧科技推動食品安全，應對人手和供應鏈挑戰，達致可持續發展。

論壇由環境及生態局常任秘書長(食物)劉利群擔任主禮嘉賓。多間機構和企業如建華(業務)管理有限公司、大昌華嘉香港、洪氏飲食集團、香港恒生大學、香港食全食美餐飲有限公司、合興食油集團、KIN、塔胡胡有限公司等高層代表分享了真知灼見。



Hon. Tommy Cheung, Member of Executive Council & Legislative Council, Hon Peter Shiu, Member of the 14th CPPCC National Committee & Legislative Council Member, as well as Dragon Li, Political Assistant to Secretary for Environment & Ecology were the award presenters.
行政會議成員暨立法會議員張宇人、全國政協委員暨立法會議員邵家輝及環境及生態局局長政治助理李世隆擔任頒獎嘉賓。

The Award presentation ceremony for “Quality Food Scheme+” & “Quality Food Scheme” was also held to recognize 22 companies that demonstrated excellence in enhancing food safety management, control, and traceability measures.

同場亦舉辦了「優質食品計劃+」及「優質食品計劃」嘉許典禮，表彰了22間致力提升食品安全管理、控制和追溯的企業。

View all 22 recognised companies
一覽22間獲嘉許企業



Stimulating Purchase and Increasing Business Efficiency with **Digital Technologies**



數碼科技 刺激消費及提升業務效率大法



At the “GS1 HK Forum” at “Business GOVirtual Expo & Conference” this year, GS1 HK shared the key elements of digital transformation, ways to create business opportunities and enhance operational efficiency.

Lincoln Chan, Head of Membership & Digital Services of GS1 HK shared how brands can leverage barcodes & 2D barcodes like “1QR” to tell products’ stories and create business opportunities.

In addition, Wayne Luk, Head of Product & Service Delivery and Ken Mok, Lead-Manufacturing Solutions, shared how food companies can “Go Digital, Go Green” strategies – to obtain real-time environmental data leveraging IoT technology & sensors, thereby enhancing operational efficiency and achieving sustainability goals.

於早前舉行的「Business GOVirtual科技博覽及會議」上，本會舉行了「GS1 HK Forum」，向企業講解數碼轉型要訣，創造商機及提升營運效率。

本會數碼服務總監陳志裕於會議上講解了品牌如何善用簡單的條碼及2D條碼「1QR」向消費者說好產品故事，創造商機。

除此之外，本會產品服務交付總監陸偉棠更聯同美心集團製造應用主管莫志強於會議上拆解食品企業如何Go Digital, Go Green，善用物聯網科技及傳感器，實時掌握生產環境數據，提升營運效率的同時達到可持續發展目標。

Unlocking Business Opportunities

of Buyers & Suppliers

買家、供應商齊拓新商機



Two “Buyer Connect” activities were held this month, in which buyers from city’super, HKTVmall and Carousell interacted with suppliers from various sectors including food, elderly products, pet, beauty, trendy & gadget products, and explored business opportunities.

本會早前分別舉行了2場「買家採購會」，邀請了city’super、HKTVmall、Carousell的採購代表與各行業包括食品、長者用品、寵物用品、美容及潮流產品、小型家電類別等供應商交流及體驗產品，了解可供採購的供應商優質產品，探索新商機。

Business Executives Gathered at Executive Luncheon to **Explore Digital Trade** 企業匯聚行政午宴 探討數碼貿易

GS1 HK co-organised an executive luncheon with Matsumoto Kiyoshi (HK) that brought together industry practitioners including buyers, suppliers, and banks to explore how digital trade ecosystem can enhance efficiency and benefit businesses. In fact, Matsumoto Kiyoshi (HK) has been using ezTRADE, the B2B community platform, for some time and actively engaging with suppliers to achieve digital trade.

The luncheon served as their first face-to-face gathering since the pandemic, providing a valuable opportunity for Matsumoto Kiyoshi (HK) to gain a better understanding about their suppliers, whereas suppliers can have a deeper understanding on how B2B electronic data exchange can enhance operational efficiency and facilitate trade.

早前GS1 HK聯同松本清舉行了行政午宴，匯聚多位業內人士包括買家、供應商、銀行，探討數碼貿易生態圈如何帶來更高效率，為企業帶來更多好處。松本清於一段時間前已開始應用「供應商社群平台」ezTRADE，並積極與供應商溝通，實現數碼貿易。

是次午宴為疫後首次面對面溝通，讓松本清更有效地了解供應商問題，同時令供應商更明白B2B電子數據交換如何提升他們的營運效率，促進貿易。



Enhancing Operational Efficiency with “Digital Trade” 數碼貿易 提升企業營運效率

As a community platform for suppliers, ezTRADE platform enables businesses (buyers and suppliers) to digitize and automate their daily B2B transactions such as electronic orders and invoices, bringing various benefits to enterprises:

作為「供應商社群平台」，ezTRADE平台可助企業（買家及供應商）將日常B2B商貿交易（如電子訂單、發票等）數碼化及自動化，為企業帶來各個好處：



Facilitate digitalised communication between buyers and trading partners, reducing human errors and enhancing trade efficiency.
讓買家及貿易夥伴建立數碼聯繫，減少人為錯誤，提升貿易效率



Enable paperless trade that enhance efficiency and contribute to sustainable development.
促進無紙化貿易，提升效率及實現可持續發展



Trading partners can leverage the platform to transmit electronic orders, invoices, etc., allowing businesses to have better control over their financial and operational status.
貿易夥伴可利用平台傳送電子訂單、發票等，企業更有效掌握業務財政情況



The trusted transactional data on the platform can serve as “alternative data” that empowers SMEs to apply for financing in a digitalized manner.
平台上的可靠交易數據更可作為「替代數據」，供中小企以數碼化方式申請融資。

Contact us to learn how to turn data into working capital in 3 steps!
簡單3步，將ezTRADE上的數據轉化成營運資金。聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org



GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

1. AC GLOBAL LIMITED
2. AGILE GROUPS INTERNATIONAL (HK) LIMITED
小群國際(香港)有限公司
3. ALPHA WISDOM INTERNATIONAL PHARMA LIMITED
智達國際藥業有限公司
4. ARCTIQUE GRAND HEALTH INDUSTRY GROUP COMPANY LIMITED
安嘉仁大健康產業集團有限公司
5. ARION FOOD TRADING CO., LIMITED
圓方食品貿易有限公司
6. BAGVEL (HONG KONG) INDUSTRY CO., LIMITED
貝果微(香港)實業有限公司
7. BENGY INTERNATIONAL (HK) CO. LIMITED
冰橘國際(香港)有限公司
8. BICONIC LIMITED
9. BIOFUTURE LAB HK LIMITED
香港生物未來實驗室有限公司
10. CALORIE (HONG KONG) FOOD CO., LIMITED
卡卡路里(香港)食品有限公司
11. CASTLE VAST LIMITED
堡泰有限公司
12. CATALO NATURAL HEALTH FOODS LIMITED
家得路天然健康食品有限公司
13. CATALYST ASIA HOLDING LIMITED
14. CHEFLOVE GROUP LIMITED
廚之愛集團有限公司
15. CHELUX (HONG KONG) FOOD TRADING LIMITED
車路仕(香港)食品貿易有限公司
16. CHINA GOLDEN BILE BIOLOGICAL TECHNOLOGY CO., LIMITED
中華金膽生物科技有限公司
17. CHINA HONG KONG YELANG ECOLOGICAL ORGANIC FOOD CO. LIMITED
中港夜郎雲貴川有機食品有限公司
18. CHINA HONG KONG YELANG GUIZHOU MAOTAI ZHEN WINE INDUSTRY CO. LIMITED
中港夜郎貴州茅台鎮酒業有限公司
19. CHINE DUTY FREE TRADING GROUP LIMITED
東升免稅貿易集團有限公司
20. CHUNG CHI (HONG KONG) TRADING CO. LIMITED
中之(香港)貿易有限公司
21. CL&L UNIVERSAL LIMITED
青勵環宇有限公司
22. CONIZON ECOMMERCE LIMITED
康訊商貿有限公司
23. CPJ INTERNATIONAL LIMITED
24. DEVIL TOYS LIMITED
25. DING SAUCE FOODS CO., LIMITED
鼎醬食品有限公司
26. DOMX GROUP (HONGKONG) CO., LIMITED
27. DRAGON MEDICINAL PRODUCTS LIMITED
金龍藥業有限公司
28. DRAGON SIGHT LIMITED
29. ENA CO., LIMITED
30. ENGLISH TOBACCO COMPANY LIMITED
英吉利煙草有限公司
31. ENVOY INTERNATIONAL DEVELOPMENT LIMITED
康和國際發展有限公司
32. EPF GLOBAL ENTERPRISES LIMITED
訓修環球有限公司
33. EXTRALL CO., LIMITED
金誠(遠東)有限公司
34. FLAMME INNOVATION INTERNATIONAL INVESTMENT LIMITED
35. FOODISDOM LIMITED
睿膳有限公司
36. FUNNY OASIS CATERING COMPANY LIMITED
37. GEDILIAN (SWITZERLAND) CO., LIMITED
歌帝蓮(瑞士)有限公司
38. GERMAN MINGHE PHARMACEUTICAL CO., LIMITED
39. GERMANY TA CANYON ELECTRONIC LIMITED
德國塔谷電子有限公司
40. GLI GLI LIMITED
41. GOLDEN LEAF INTERNATIONAL TOBACCO CO., LIMITED
金葉國際煙草有限公司
42. GOOD SEVEN INTERESTING (CHINA) FOOD CO., LIMITED
好七優趣(中國)食品有限公司
43. GROCERI LIMITED
尚品集食品有限公司
44. HEALTH WEARABLE DEVELOPMENT LIMITED
45. HG INNOVATION LIMITED
46. HIMEL HONG KONG LIMITED
47. HK AWUSEM COSMETICS LIMITED
吾尚美化妝品有限公司
48. HK MINGYISHIJIJA ALCOHOL SHARES LIMITED
香港銘邑世家酒業股份有限公司
49. HK TIANZHILI (INTERNATIONAL) FOOD LIMITED
香港添之利(國際)食品有限公司
50. HLD INTERNATIIONAL HOLDINGS GROUP (HK) LIMITED
海力達國際控股集團(香港)有限公司
51. HONG KONG ALL ABOUT EAT CATERING LIMITED
香港食全食美餐飲有限公司
52. HONG KONG EAZEN INTERNATIONAL LIMITED
香港逸臣國際有限公司
53. HONG KONG EXTREME SPRING TECHNOLOGY CO. LIMITED
香港極思科技有限公司
54. HONG KONG HONGDE TRADING CO., LIMITED
香港弘德貿易有限公司
55. HONG KONG JIAOYOU BIOTECHNOLOGY LIMITED
香港焦友生物科技有限公司
56. HONG KONG LANZE TRADING LIMITED
香港瀾澤商貿有限公司
57. HONG KONG LOVZEL PHARMACEUTICAL GROUP LIMITED
香港樂維健藥業集有限公司
58. HONG KONG MEDICAL INSTITUTE OF PHARMACOLOGY LIMITED
香港藥理醫學研究院有限公司
59. HONG KONG MEIWAN GROUP INTERNATIONAL LIMITED
香港美灣集團國際有限公司
60. HONG KONG NEWEMIX BIO-TECHNOLOGY CO., LIMITED
香港新立和生物科技有限公司
61. HONG KONG NIU BROTHERS FOOD TRADING CO., LIMITED
香港牛氏兄弟食品商貿有限公司
62. HONG KONG PHARMACY PHARMACEUTICAL SHARES LIMITED
香港大藥房藥業股份有限公司
63. HONG KONG YJC PHARMACEUTICAL CO., LIMITED
香港逸健臣製藥有限公司
64. HONG KONG ZHIJIA YOUSHEG INDUSTRIAL CO., LIMITED
香港智佳優盛實業有限公司
65. HONGKONG BESTLIVE INTERNATIONAL SALES LIMITED
香港百諾利威國際銷售有限公司
66. HONGKONG MARVEL LIMITED
香港魔獸有限公司
67. HUIZHAN GROUP SHARES LIMITED
匯善集團股份有限公司
68. IGNIS THERAPEUTICS (HK) LIMITED
翼思生物醫藥(香港)有限公司
69. INSYNC PRODUCTS LIMITED
同步研發有限公司
70. ITALY IFERLA SUPPLY CHAIN MANAGEMENT CO., LIMITED
意大利嫻芙拉供應鏈管理有限公司

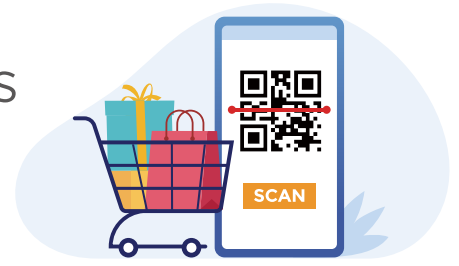
- | | |
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| 71. JAPAN DINGDING (HK) INTERNATIONAL LIMITED
日本叮叮(香港)國際有限公司 | 107. PEGASUS TECHNOLOGY HOLDING LIMITED
天馬科技控股有限公司 |
| 72. JAPAN KSKN PHARMACEUTICAL LIMITED
日本康諾藥業股份有限公司 | 108. PLANTTECH HEALTH LIMITED |
| 73. JIEHUA ELECTRONIC COMMERCE LIMITED
捷華電子商務(香港)有限公司 | 109. PO LUNG INTERNATIONAL TRADING (HK) LIMITED
寶隆國際貿易(香港)有限公司 |
| 74. JINGJING YOUWEI HOLDING GROUP (HONG KONG) CO., LIMITED
京京友味控股集團(香港)有限公司 | 110. POLARIS MOBILITY SOLUTIONS CO., LIMITED
極光通訊有限公司 |
| 75. JINYE FOOD(TOKYO) CO., LIMITED
今冶制菓株式會社(東京)有限公司 | 111. POPKORN LIMITED |
| 76. JMM HEALTHCARE LIMITED
健滿滿保健有限公司 | 112. PRIMO FIGHTWEAR LIMITED |
| 77. JOINSMART INTERNATIONAL GROUP LIMITED
精進國際集團有限公司 | 113. QIHANG ANKANG LIMITED
企航安康有限公司 |
| 78. JOYPET LIMITED
樂家寵物用品有限公司 | 114. RHT INDUSTRIES LIMITED
信山實業有限公司 |
| 79. JUMEI ENTERPRISE (HONG KONG) HOLDING CO., LIMITED
聚美企業(香港)控股有限公司 | 115. SANDOZ HONG KONG LIMITED |
| 80. JUST YUMMY (HONG KONG) INTERNATIONAL GROUP LIMITED
壹味(香港)國際集團有限公司 | 116. SEAL INDUSTRIAL COMPANY LIMITED |
| 81. JUZHEN INTERNATIONAL TRADING CO., LIMITED
矩陣國際貿易有限公司 | 117. SMART LIFE TECHNOLOGY LIMITED
智樂生活科技有限公司 |
| 82. KA FUNG INDUSTRIES LIMITED
家豐實業有限公司 | 118. SOLOIST TECH CO., LIMITED
索洛科技有限公司 |
| 83. KACHI BIOTECH (HONG KONG) COMPANY LIMITED
嘉綺生物科技(香港)有限公司 | 119. SOYOUNG BIOTECHNOLOGY COMPANY LIMITED
盛元生物技術有限公司 |
| 84. KALDTVAER LIMITED | 120. SPIRIT AGE TECHNOLOGY LIMITED
精靈時代科技有限公司 |
| 85. KAMIKA GROUP LIMITED
卡米卡集團有限公司 | 121. THE KICKSTIFY LIMITED
足勁有限公司 |
| 86. KEFU (HONG KONG) FOOD LIMITED
吉富(香港)食品有限公司 | 122. THE SOUL WHALE |
| 87. KONG RECORDS LIMITED | 123. TIGER LABEL (HONG KONG) PHARMACEUTICAL CO., LIMITED
虎標(香港)藥業有限公司 |
| 88. KOREA KANAISHI NANYOU SPRAY ASSOCIATION LIMITED
韓國加奈時男優噴霧會社有限公司 | 124. TIME CONCEPTS (CHINA) LIMITED
宇輝(中國)有限公司 |
| 89. KOSMAN (HONG KONG) PHARMACEUTICAL CO. LIMITED
科斯曼(香港)制葯有限公司 | 125. TOA TRADING COMPANY LIMITED
洵源貿易有限公司 |
| 90. KWAN TAI SING TRADING COMPANY LIMITED
坤泰盛貿易有限公司 | 126. UNI-CHINA INVESTMENT & DEVELOPMENT (HK) LIMITED
建華投資發展(香港)有限公司 |
| 91. LEGEND INTERNATIONAL FOOD LIMITED
嶺進國際食品有限公司 | 127. URBAN COFFEE ROASTER III LIMITED |
| 92. LIJIESHI BIOTECHNOLOGY (HK) CO., LIMITED
儷潔時生物科技(香港)有限公司 | 128. VA LUEN INTERNATIONAL HOLDINGS LIMITED
華聯國際控股有限公司 |
| 93. LINA INT'L ENTERPRISE LIMITED
利納企業有限公司 | 129. VEB COMPANY LIMITED
宏域國際有限公司 |
| 94. LIVE-RIGHT LIMITED
利韋萊特有限公司 | 130. VITAL HEALTH LIFE LIMITED
美活人生有限公司 |
| 95. LU ROCHER INTERNATIONAL LIMITED
祿榮興(國際)有限公司 | 131. VOFFICE LIMITED |
| 96. LUCKY SPREAD INVESTMENT LIMITED
福揚投資有限公司 | 132. VOLKING YOHO COMPANY LIMITED
福境優合有限公司 |
| 97. MOONPASHY INT'L GROUP (HK) CO., LIMITED
夢佩絲國際集團(香港)有限公司 | 133. WAI CHIT (HK) DEVELOPMENT LIMITED
惠捷發展(香港)有限公司 |
| 98. MORINGA FOOD (HK) LIMITED
辣木食品(香港)有限公司 | 134. WASTION (HK) TRADING CO., LIMITED
華晨香港貿易有限公司 |
| 99. MUNDIAL CO. LIMITED
蒙特環球有限公司 | 135. WINDER GARMENT FTY
永達製衣廠 |
| 100. NETWORK FOODS (HONG KONG) LTD
尼華(香港)食品有限公司 | 136. WING'S COMPANY LIMITED
泳晟有限公司 |
| 101. NEW OPPORTUNITY HEALTH TECHNOLOGY DEVELOPMENT CO., LIMITED
新際遇健康科技發展有限公司 | 137. WONDERFUL TIME INTERNATIONAL LIMITED
偉時錶業國際有限公司 |
| 102. NINI SHOP
妮妮小舖 | 138. XINXI (HONG KONG) TECHNOLOGY MANAGEMENT CO., LIMITED
新晰(香港)科技管理有限公司 |
| 103. NTLD NUTRITION CO., LIMITED
諾特蘭德營養有限公司 | 139. XIYUE SHANTIAN (INTERNATIONAL) BRAND MANAGE LIMITED
喜悅山田(國際)品牌管理有限公司 |
| 104. NURTURENATURE LIMITED | 140. YAU HING FOOD PROCESSING COMPANY LIMITED
祐興粉麵廠有限公司 |
| 105. ONFOCUS INTERNATIONAL LIMITED
匯鈞有限公司 | 141. YUANFENG HOLDINGS GROUP LIMITED
源豐股份有限公司 |
| 106. ORIENTAL QINGLAN (HONG KONG) COSMETICS LIMITED
東方青蘭(香港)化妝品有限公司 | 142. ZHUO YUAN FOOD COMPANY LIMITED
香港卓苑食品有限公司 |

Join Us
成為我們的會員



Capitalising Business Opportunities with **Barcodes!**

善用**條碼**營商，快人一步做好生意！



As business owners, have you made good use of the product barcodes applied from GS1 HK to empower more efficient physical & online business?

作為商家的您，向GS1 HK申請條碼後，有否好好善用產品條碼，更快地做好線上及實體生意？



Exclusive for GS1 HK Members: **Enjoy Special Discount for Listing on HKTVmall!**

GS1 HK會員獨家：**HKTVmall 產品上架折扣優惠！**

GS1 HK members can enjoy special discount for listing products on HKTVmall. Contact us to learn more and tap into e-commerce opportunities!

破天荒！本會會員於HKTVmall上架，可享特別折扣優惠。立即聯絡我們了解更多，把握電商銷售大商機！



GS1 HK Calendar

28 SEP / 26 OCT / 17 NOV

Barcode & Digital Service Workshop
條碼及數碼工作坊

28 SEP

"How can e-Commerce Platforms leverage AI to develop strategies, improve business efficiency and drive growth?" seminar
「電商如何善用AI制定策略、提升業務效率、帶動增長？」研討會

29 SEP

"Emerging New Opportunities in Cross-Border eCommerce with CNShip4Shop x SHOPLINE" Seminar (GS1 HK will share insights)*
「CNShip4Shop x SHOPLINE: 跨境電商新機遇」(GS1 HK將進行分享 GS1 HK will share insights)*

13 OCT

Global Sources Consumer Electronics Show (GS1 HK will share about "Digital Passport & the Possibilities with GS1 Digital Link at 14:40 - 15:00)

Global Sources Consumer Electronics Show (GS1 HK將於14:40 - 15:00分享「數碼產品身份證」及GS1 Digital Link的潛力)

26 OCT

"Complete Guide to Digital Transformation for Small and Medium Enterprises (SMEs) in E-commerce" Seminar
「中小企業轉型電子商務的完整指南」研討會
(GS1 HK將進行分享 GS1 HK will share insights)*

14 NOV

The 22nd GS1 Hong Kong Summit
第22屆GS1 Hong Kong高峰會

* GS1 Hong Kong is the supporting organisation
GS1 HK為支持機構

Upcoming Events
即將舉行的活動



Stimulating Consumer Purchase with Positive + Consumer-centric Brand Image

品牌刺激消費秘笈： 建立貼心+正面品牌形象！



Providing consumer-centric services can lead to instant purchasing decisions from consumers! As long as your company adheres to 4 "Consumer Caring" principles – consumer centric, strive for quality, conforming to commitment & caring for staff, you can join to become a "Consumer Caring Company" and build positive brand image in 3 steps!

貼心服務隨時可以令消費者更快決定購買您的產品！只要您的企業有堅持「以消費者為中心」、「信守承諾」、「追求品質」及「關愛員工」，就可以透過簡單三步，加入成為「貼心企業」，宣揚正面品牌形象！



Submit application & payment
報名及繳交費用



Companies need to undergo 3 assessment procedures – self assessment, interview & consumer survey
通過3個審核程序 – 自我評估、訪談、消費者問卷調查



Awarded with "Consumer Caring Scheme" Certificate, Trophy, and to join GS1 HK Annual Dinner cum CCS Award Presentation Ceremony
獲得「貼心企業」證書、獎座，並可參加GS1 HK年度晚宴暨頒獎典禮

Join Now
立即參加



Contact us to learn more
聯絡我們了解更多

Tel 電話 2863 9740 Email 電郵 corpinfo@gs1hk.org





THE 22nd GS1 HK SUMMIT

14 Nov 2023 (Tuesday)
9:00 am to 5:00 pm

Innovation
Digitalisation
Sustainability

Language: English

Simultaneous Translation: Putonghua

📍 S200 Series, Level 2, HKCEC



GUEST OF HONOUR

The Honourable Paul CHAN Mo-po,
GBM, GBS, MH, JP

Financial Secretary of the Government of
the Hong Kong Special Administrative Region



HOST
May CHUNG

Chairman, GS1 HK Board

DISTINGUISHED SPEAKERS

(In alphabetical order by company name)



Bobby Ho
AS Watson Group



Joyce LEE
Crown Gas Stoves
Holdings Co. Ltd



Wallace LAM
DBS Bank
(Hong Kong) Ltd



Mohit GROVER
Deloitte HK



Will FU
Galaxy Macau



Jane TONG
Giormani



**Anna LIN, MH,
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