

Riding the Waves of HK Business
Metamorphosis: Reviving a Foreign
Brand by Hong Konger Spirit

本地薑順勢而行乘風而起
以國際品牌打響名堂

SMEs Hitchhiking the e-Com Growth
in Challenging Times

電商增長持續 中小企靠網絡平台點石成金

Welcome our New Board of Directors

歡迎新一屆董事局成員

Fake Goods Create Real Problem
Protect Your Brand and Improve
Channel Management Now

假貨泛濫!「碼」上做好產品驗證及
銷售渠道管理



Ricky Wong

Vice Chairman and
Chief Executive Officer
Hong Kong Television Network Ltd

王維基

香港電視網絡有限公司副主席及行政總裁

Executive Connect 管理層專訪

Staying Alive in COVID-19 Storm

Ricky: Agility is the Key

「疫」境自強 王維基:「靈活反應才是關鍵」



New Opportunities Amid Coronavirus Epidemic 「疫」市「新」機

2020 started in an extraordinary way - the Coronavirus epidemic has paralysed the global, as well as China & Hong Kong economy. Snapping up for face masks, “queueing” at online stores for anti-epidemic items, ordering takeaways via app, visiting online stores have become the “daily routine of HKers”, bringing new e-commerce opportunities. An e-commerce platform in China has seen an increase in web traffic and new user sign-ups, with gross merchandise volume up 2.1 times year-on-year.

Traditional retailers are embracing e-commerce to shield from the impact of epidemic, with various strategies debut to uniquely attract consumers and enhance consumers' online shopping experience using innovative technologies. A foreign fashion brand has newly launched an augmented reality (AR) shopping tool linked to Google search technology. When consumers search for products on a smartphone, AR experience can be activated and the item will be “placed” to real life setting with phone camera, for example, a black leather handbag can be viewed alongside an existing outfit owned by shopper without having them to physically visit a shop.

Though Coronavirus outbreak has brought growth opportunities to food delivery industry, risks arise from human contact during food delivery. To give consumers a peace of mind, Chinese e-commerce giants are ramping up their deployment of robots for delivery. Autonomous vehicles were used in Shunyi district in Beijing last month, and similar robot delivery services will be seen in other districts soon.

Hong Kong business sector has also geared up to tackle epidemics. In this issue, various business leaders shared the secret of how SMEs can stay afloat in times of epidemic. Maverick e-commerce entrepreneur Ricky Wong, who has plans to produce face masks in Hong Kong, shared his e-commerce journey and key to success for SMEs in embracing e-commerce. Jenny Hui, General Manager, Hong Kong, Southeast Asia and Taiwan, eBay believes SMEs can ride the wave of e-commerce growth and expand their business to overseas market to drive business growth. Kenny Wong, CEO of 95 International Co. Ltd shares how SMEs can open up new opportunities by heeding firmly to the belief “be bold, cautious and thick-skinned” and commitment to consumer care.



2020年的起始絕不平凡，一場突發的新冠肺炎疫情為中國及香港，甚至是世界各地帶來「疫」市。線上線下搶購口罩、於各大網店上「排隊」買抗疫用品、平台上叫外賣、逛網上商店解悶等已為了「港人日常」，同時為電子商貿帶來一片新景象，「新」機無限。有中國電子商貿平台近日的銷售額與去年同期相比增加2.1倍，網上流量及新用戶註冊亦顯著提升。

傳統零售正投身電子商貿應對「疫」市，更各出奇謀吸引顧客，應用創新科技全面提升顧客線上購物體驗。有外國服裝品牌最近亦將擴增實境(AR)科技帶到Google搜尋上，讓顧客以手提電話搜尋產品時能啟動AR功能，透過手機鏡頭及AR科技將產品「帶」到現實，例如是運用AR科技將觀看中的黑皮手袋「襯」上身，儼如置身店內親身選購。這可讓顧客不用親身到店內亦可選購貨品，更可提升消費者購物體驗。

肺炎疫情雖為外賣行業帶來商機，但當中涉及人手送外賣，存在風險。有中國外賣巨頭善用自動化科技推出「無接觸」送外賣，由機械人送貨，讓消費者買得安心。上月於北京順義區街道上亦開始出現無人車送外賣，並會陸續於北京各城市推出。

面對「疫」市，香港商界亦致力與港人抗疫。今期便有各商家為中小企帶來「疫」境自強秘訣，包括最近成為城中風雲人物、親力親為製作香港口罩的HKTVMall行政總裁王維基，分享其電商經營心得以及中小企開網店成功之道。eBay香港、台灣及東南亞業務發展總經理許頌恩亦表示中小企可借助電商平台拓展海外市場，為業務帶來增長。95國際有限公司總裁黃耀明亦寄語中小企要「膽大心細臉皮厚」，配上誠懇的待客之道才可覷準及把握各種機會。

GS1 Hong Kong
22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T +852 2861 2819 E info@gs1hk.org
www.gs1hk.org



2020 March 三月 Contents 目錄

Executive Connect 管理層專訪 Staying Alive in COVID-19 Storm Ricky: Agility is the Key 「疫」境自強 王維基:「靈活反應才是關鍵」	3
Corporate Dynamics 企業動態 Riding the Waves of HK Business Metamorphosis: Reviving a Foreign Brand by Hong Konger Spirit 本地薑順勢而行乘風而起 以國際品牌打響名堂	9
Corporate Dynamics 企業動態 SMEs Hitchhiking the e-Com growth in Challenging Times 電商增長持續 中小企靠網絡平台點石成金	13
Special Feature 特別專題 Why Businesses Should Avoid Unauthorised Barcodes? 為甚麼不能使用未經授權的條碼?	17
Solution in Feature 解決方案 Fake Goods Create Real Problem Protect Your Brand and Improve Channel Management Now 假貨泛濫!「碼」上做好產品驗證及銷售渠道管理	19
GS1 HK In Review 活動回顧 Revealing the Secrets of Smart Business 揭秘企業成功之道	21
New Members 歡迎新會員	29

3 Executive Connect 管理層專訪 - HKTVMall



9 Corporate Dynamics 企業動態 - 95 International



13 Corporate Dynamics 企業動態 - eBay



19 Solution in Feature 解決方案 - REAL Visibility



21 GS1 HK in Review - Revealing the Secrets of Smart Business 活動回顧 — 揭秘企業成功之道



About GS1 Hong Kong 關於香港貨品編碼協會

GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets.

GS1 Hong Kong's mission is to empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. Our EPC standard lays the foundation for IoT, powering a range of IoT-based services and applications. We are helping industry to meet the challenges of omni-channel commerce and create a seamless customer experience. By engaging with communities of trading partners, industry organisations, government, and technology providers, we are fostering a collaborative ecosystem and aiming for "Smarter Business, Better Life".

For more information about GS1 Hong Kong, please visit www.gs1hk.org

Editors: Corinna Fung, Will Ip, Cindy Chui
Advertising and editorial enquiries: Will Ip
Tel: 2863 9763 **Email:** willip@gs1hk.org

香港貨品編碼協會是GS1®環球組織的香港分會,也是一間提供標準的非牟利機構,一直致力研發和推動方便採納的全球標準,讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。

GS1 HK透過提供以全球標準為本的一系列平台、解決方案及服務,為不同行業的企業提升效率、安全性、真確性和可持續性,並推動商業之間的連繫。全球標準能確保數據可信、準確,讓業務夥伴易於分享、搜索這些數據,並連結到相關資訊。而本會的產品電子代碼(EPC)標準是物聯網的基礎,有助研發出一連串物聯網服務及應用。我們亦協助業界應付全渠道商貿帶來的挑戰,為其營造無縫的顧客體驗。GS1 HK與各貿易夥伴、行業機構、政府及資訊科技公司積極構建協作生態,實踐「智能商貿,優質生活」的願景。

如欲進一步了解香港貨品編碼協會,請瀏覽www.gs1hk.org

編輯: 馮美珠, 葉永大, 徐子惠
廣告及編輯查詢: 葉永大
電話: 2863 9763 **電郵:** willip@gs1hk.org

This document is provided "as is" with no warranties whatsoever, including any warranty of merchantability, noninfringement, fitness for particular purpose, or any warranty otherwise arising out of this document.

GS1 HK disclaims all liability for any damages arising from use or misuse of this document, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information or reliance upon this document. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

GS1 HK retains the right to make changes to this document at any time, without notice. GS1 HK makes no warranty for the use of this document and assumes no responsibility for any errors which may appear in the document, nor does it make a commitment to update the information contained herein.

本文件按「當時情況」展示,GS1 HK不會對內容的適銷性、非侵權性、適用於特定目的,或任何由本文件引起的性質作任何擔保。

GS1 HK不承擔由使用或濫用本文件而造成的任何損害和任何責任,無論是特殊、間接、嚴重後果或補償性的損害,包括由於使用信息或依賴本文件而導致的任何知識產權侵權的責任。儘管我們努力提供準確、及時的信息,但不能保證此類信息從收到之日起便是準確,或將來仍將會準確。任何人在沒有對特定情況進行徹底了解及適當的專業建議時,都不應對此文件內信息採取行動。

GS1 HK保留隨時對此文件進行更改的權利,恕不另行通知。GS1 HK對本文件的使用不作任何保證,也不會對文件中可能出現的任何錯誤和更新文件內容承擔任何責任。



Staying Alive in COVID-19 Storm **Ricky: Agility is the Key**

「疫」境自強

王維基：「靈活反應才是關鍵」

Ricky Wong

Vice Chairman and
Chief Executive Officer
Hong Kong Television Network Ltd

王維基

香港電視網絡有限公司副主席及行政總裁

The scramble for masks and protective gears amid the coronavirus outbreak has brought HKTVmall under the media and public spotlight, not only for the masks sold on the online platform, but more for the company's high sensitivity to consumer sentiments and responsive actions taken at this critical time. Ricky Wong, Co-founder, Vice Chairman and Chief Executive Officer of HKTVmall, believes SMEs should demonstrate integrity and step up marketing efforts to weather the economic storm and triumph in future.

Advice from the Entrepreneur to Turn Crises into Opportunities

While the Hong Kong retail and tourism sector has entered a harsh winter, HKTVmall remains one of the few impervious to the downturn. The company saw a significant increase in sales volume in February, receiving an average of 32,600 orders per day in the month which represents a year-on-year growth of 165%. "The demand for e-commerce has always been here, especially among the youngsters. The only reason that Hong Kong was often perceived as falling behind others in this aspect is because we lack quality online shopping platforms all these years."

HKTVmall is now arguably the largest "shopping mall" in Hong Kong, with over 300 online stores offering close to 320,000 items contributing to a bulk of its revenue through "rental fee" and sales commissions. The "landlord" would obviously hope to drive more traffic to the platform and help its merchants boost sales, which is why, HKTVmall is planning to launch the e-Com Academy, a 6-day e-commerce course for merchants to equip them with better e-commerce skills. These courses come in addition to a series of Merchant Day co-organised with Google, which Ricky said have been well-attended by hundreds of SMEs merchants who realised they are short of e-commerce skills and expertise.

HKTVmall近月的一舉一動都成為傳媒和公眾焦點，除了因為新冠肺炎疫情而要網上搶購抗疫用品外，亦因其緊貼消費者脈搏的敏感度和舉措而為人熱議。香港電視購物網絡有限公司聯合創辦人、副主席兼行政總裁王維基給中小企電商經營的建議：誠信為上、加強推廣，才可以在現時「疫」境，以至在未來穩中求勝。

創業家教路 企業如何轉危為機

現時香港零售旅遊業步入寒冬，要數「疫」市奇葩，HKTVmall自然榜上有名。HKTVmall在今年二月的訂單量錄得顯著增幅，按年上升165%至平均每日訂單數量32,600張。王維基表示：「其實香港消費者多年來一直有網購需要，尤其是年輕人，只是當年沒有一個優質網購平台選擇，所以大家才覺得香港網購發展落後。」

HKTVmall現時儼如全港最大商場，內有3,000多間舖、逾320,000件貨品，以收取網店舖租及銷售分成作為主要收入。作為「大業主」，自然希望商戶丁財兩旺，所以即將成立e-Com Academy(電商學堂)、定期提供6日電商技巧課程，同時與Google合作舉辦Merchant Day，讓電商學習推廣銷售技巧。王維基稱普遍中小企未熟習電商技巧或缺乏專才，所以過去活動都非常受歡迎，每次都有數百人參加。

“While the brick-and-mortar retail sector is taking a downturn, SMEs should act fast and transform their businesses by putting the O2O retail strategy into practice, lest being eliminated by the market sooner or later.”

However, it is also uneasy for businesses to stand out in the ultra-competitive online business environment. On that end, Ricky reiterated the importance of quality and integrity.

“Building trust is crucial for e-commerce businesses to succeed, so the bottom line is never to think about pulling tricks on your customers. Whenever there is a quality issue with your products or services, rectify the situation immediately, otherwise you are risking to lose your consumers, reputation and long-term income stream.”

Another piece of advice is to invest in marketing and uplifting the brand name. “I got to know a group of graduates from the Shue Yan University operating a store in HKTVmall that sells novel snacks from Japan, they are now making close to HKD30 million a year. In just half a year after the store was launched, their sales skyrocketed with the appropriate use of SEO, SEM and eDM tools that helped capitalise the unique value of their niche products.” Ricky emphasised that 75% of consumers would search for a product by keywords, so the more precise and detail your product descriptions are, the easier you could stand out from the crowd.

“We have now collected a large amount of consumption data from our customers, and such data can be categorised by more than 2,000 attributes. Merchants can tap into this data to market their products or services in a more targeted manner.”

HKTVmall recently announced to expand its total number of pick-up points from 75 to 100, covering partner stores such as Baleno, CATALO, Foodwise and Hung Fook Tong. “The plan will not only drive up traffic and potential sales of those merchants’ outlets, but also expand our network of pick-up points and free up some of our delivery capacity, as well as provide convenience to customers by allowing them to collect their purchased items at a nearby location. Altogether, this will create synergy between all the three parties.”

Agility is Key to Success When Things Don't Go as Planned

The size of the consumer staples market in Hong Kong, according to Ricky, approximates to HKD500 billion of annual spending, of which more than HKD400 billion goes to brick-and-mortar stores. In the coming 2-3 years, he believes online retail sales can grow to HKD100 billion, accounting for 20% of the entire market. “HKTVmall now only contributes to HKD2.8 billion of merchandise transaction value in the market, even being Hong Kong's largest online shopping platform. There are certainly huge potentials for us and the e-commerce sector to grow.”

Despite the enormous business opportunities, order fulfilment is yet a challenge for HKTVmall as it has constantly been overloaded by orders these two years.

「現時實體零售經濟一蹶不振，中小企商戶更應趁現時迅速變陣、實踐O2O零售，否則遲早只會被淘汰。」

然而現今網絡市場競爭激烈，要在電商市場突圍亦非易事，王維基重申質素和誠信是關鍵。

「先決條件是不要『出古惑』，因為網購最靠『信任』二字，若產品或服務質素有問題，商戶必須修正，否則損失不只是顧客、更是商譽和長遠收入。」

另一秘訣是多做推廣及品牌提升。「我認識一群樹仁畢業生在HKTVmall開店，售賣在日本搜羅的新穎零食，全因利用SEO/SEM/電郵等推廣得宜，加上產品獨特，開業半年銷量暴增，現時一年營業額已約3千萬。」王維基特別強調現有七成半消費者會用關鍵字搜尋產品，所以產品資訊描述越詳細、越準確越好，才能在芸芸產品中凸顯出來。



「現時我們有大量顧客的消費數據，數據可以劃分為2,000多項不同特性，讓不同商戶可運用數據、針對地推廣他們的產品或服務。」

HKTVmall近日宣佈將訂單自取點由現時75個、增加25個至100個，包括Baleno、CATALO、Foodwise慧品、GIORDANO及鴻福堂門市。「計劃一方面可為商戶的門市帶來人流及潛在購買力，另一方面可助我們拓展自取點網絡，為送貨服務減輕壓力，同時讓顧客在就近地方提貨、優化配送體驗，可謂一舉三得。」

計劃趕不上變化 執行應變是重點

王維基表示，現時香港日用品消費市場每年約5,000億港元，其中4,000多億來自實體店，他相未來2-3年網絡零售應可佔總體2成約1,000億。「HKTVmall作為全港最大的網上市場，現時只有28億的交易額，我相信未來增長潛力無限。」





To cope with that, HKTVMall introduced a robotic pick & pack system from Germany to its business. “To be honest, had it not been for this system, it would be impossible for us to handle such a huge amount of orders. This is even beyond the talks of cost saving or efficiency. Before that, we were

so overwhelmed by the massive workload that required 200 warehouse staff to handle 3,000 orders a day, but now we can easily handle over 20,000 orders a day with just a handful of staff.”

“We basically do not make marketing plans that look beyond the next six months - such plans won't be able to catch up with the rapidly changing online shopping trends. Instead, we rely on a nimble and sharp team to react on market changes and adjust our execution strategies spontaneously.

Changing Times, Changing Tides

HKTVMall has just celebrated its 5th anniversary. Looking ahead to the next five years, Ricky sees three major shifts in the local online shopping business landscape: In the past, online consumers were mainly from the younger generations aged under 35 years old; but the widespread use of mobile phones and tablets has now led more senior citizens, aged 60 or above to become active online shoppers. Online shopping is no longer exclusive to the younger generations. “We noticed many silver-hair consumers like to visit our physical store in the afternoon and have hence launched a O2O campaign to get this group of consumers on board to our app during their visit. Subsequently, this has driven up both the online and offline sales.”

A wider age range of online consumers means the products offered on the shopping platform can no longer be limited to tech gadgets, Japanese and Korean fashion, sneakers, accessories or other products favoured mostly by youngsters, but should also include groceries, beauty and health products, or even mattresses and other furniture items to cater for the more mature group. At the same time, online shoppers are becoming smarter and are more aware of common online shopping pitfalls. They have learnt to read the product reviews before making a purchase, and will only buy from reliable merchants

Ricky looks to ride on these changes in consumption pattern to fuel his business growth. “As the largest online shopping mall in Hong Kong, we have over 600 choices just for potato chips, so I'm sure everyone can find their favourite products here. With the less tech-savvy consumers in mind, we have earlier released a new version of our mobile app, HKTVMall Lite, which comes with a simplified interface to provide easier navigation and payment process for all consumers.”

Hong Kong could use more people like Ricky - a person with foresight, always rising to the challenges - to maintain our reputation as the international business hub.



縱然商機無限，但近兩年亦曾因訂單太多問題而未能滿足送貨要求，所以自2019年開始從德國引入自動執貨及倉儲系統。「現實是，若沒有該系統，我們根本做不來，已不是省錢或效率的問題。以往我們在貨倉聘請200人、每日付運3,000張訂單也要叫苦連天，現在我只需幾個人便可處理每天平均20,000多張訂單。」

「基本上我們現時不會有六個月或以上的市場計劃，因網購趨勢日新月異，計劃永遠趕不上變化。我們團隊勝在執行能力高，能隨市場轉變而改變執行策略。」

時移勢易 見證網購風雲演變

HKTVMall剛慶祝5歲生日，王維基留意到5年前後本地網購環境有三大變化：過往消費者以35歲以下的年輕人為主，隨著現時手機與平板電腦日益普及，網購已不受年齡限制，即使60歲以上人仕網購亦非常活躍。「早前已注意到許多銀髮族在下午時段往HKTVMall零售門市購物，所以公司有推出O2O購物策略，鼓勵顧客在購物期間登記成為我們App用戶，帶動線上線下銷售。」



年輕人世界通常圍繞新潮電子產品、日韓衣履、波鞋飾物等，但隨著越來越多年齡層的消费群加入網購大軍，產品變得包羅萬有，由糧油雜貨、美容健康、甚至是床褥傢俱都有。此外，過往消費者在不同社交平台購物常現受騙例子，所以他們變得越來越精明，會深入查看評價、找可靠的商家才會去買。

王維基看準這些消費模式的轉變，化成增長動力。「HKTVMall是全港最大網上百貨商場，就薯片已有600款，不論男女老幼都能找到喜愛貨品。而早前推出的HKTVMall Lite便是針對長者等不諳科技人士，界面設計及付款方式等都作出簡化，方便任何人購物。」

或許香港需要更多王維基的高瞻遠矚、迎難而上精神，才能維持國際商貿之都的稱譽。



Money-saving Tips for Business Trading 企業省錢交易竅門

HKTvmall is planning to adopt ezTRADE, a standard-based B2B e-commerce platform, through which its merchants and trading partners can make electronic purchase orders and send invoices for better communication and business efficiency.



Currently, ezTRADE is helping around 2,000 China and Hong Kong enterprises from industries ranging from retail, packaged consumer goods, healthcare to food and food services to improve their business efficiency and accuracy, cost-saving and customer service quality enhancement.

HKTvmall計劃採用以GS1標準為基礎的「通商易」，讓HKTvmall、商戶及貿易夥伴利用電子平台傳送訂單和發票，提升溝通和營運效率。

現時「通商易」正協助約2,000家中港企業提升速度和準確性、節省成本並改善客戶服務質素，當中橫跨零售、包裝消費品、醫療、食品及飲食服務等多個行業。

If you are one of the merchants of HKTvmall, or seeking improvements in efficiency, please email us at: 若您是HKTvmall商戶或與想提升營運效率，請即電郵至 services-web@gs1hk.org



Data is the New Currency 數據是現今交易貨幣

As Ricky mentioned, comprehensive product descriptions give your products better chances to stand out from crowd in an online market environment. GS1's barcode standards has laid the foundation of the world of e-commerce, where e-commerce giants like Alibaba, Amazon, eBay and others have been recommending their merchants to use the barcode standards for better search results, product identification and big data analytics. GS1 HK also offers other omni-channel business solutions and services, such as GS1 SmartSearch, e-commerce partnership programmes like sourcing matching platform and CTS Bus WeChat Stores and Barcode Scan @WeChat solution.



如王維基所言，在電商市場中產品資訊越詳細越好，產品才能突出。GS1的編碼標準正是電商的基礎，就連阿里巴巴、Amazon、eBay等電商巨擘都要求/期望商戶使用GS1條碼，以改善其搜尋、產品識別及大數據分析功能。本會亦有GS1智慧搜尋、銷售合作計劃如採購配對平台及微信商城項目、條碼「掃一掃」@微信等全渠道商貿方案及服務。



Paddling Ahead in Pandemic With e-Commerce Skills 學習電商技巧「疫」境向前

SMEs must equip themselves with e-commerce skills to turn around their businesses. GS1 HK works hand-in-hand with leading international e-commerce enterprises to organise various training courses and workshops on wide-ranging topics, including digital marketing strategies, retail strategic planning and supply chain management. Some of these programmes are government funded. We have recently launched a course on smart retail supply chain and big data analytics with the one and only official CPFA-certified organisation (Certified Professional for Apache projects) in Hong Kong. The course focuses on ways to leverage big data analytics in order to help companies transform into the future smart retail business model.

中小企轉型必須學習電商技巧，本會一直與眾多國際領先電商舉辦培訓課程及工作坊，內容涵蓋數碼營銷策略、零售規劃及管理、供應鏈管理等，部份課程更可申請資助。近月推出的智慧零售供應鏈和大數據分析課程，更與全港唯一具備官方認證CPFA(Certified Professional for Apache projects) 資格的機構合作，教導電商善用大數據分析、轉型成未來智慧零售模式。

Sustainability as Business & Smart City Driver 可持續發展驅動業務增長及智慧城市發展



Three Hong Kong CEOs were listed as one of the world's 100 best-performing CEOs in the world by Harvard Business Review. Beside financial performance, the weighting on environmental, social and governance (ESG) results accounted for 30% of the overall rating, showing ESG's importance. To companies, sustainability is no longer just a "good thing to do", but something they must do to stay competitive. Hong Kong Exchanges and Clearing Limited (HKEX) has also announced significant improvements to the ESG governance and disclosure framework for Hong Kong-listed companies.

Sustainable and responsible business practices can save resources, promote green production and protect the environment. Looking beyond pure financial considerations, it also helps companies reduce operating costs, innovate and remain competitive.

In Hong Kong, business sustainability is becoming the top focus of C-level executives and consumers. In our 4th edition of CEO & consumer survey with KPMG, smart environment strategies such as energy saving and sustainability are seen to be one of CEO's top priorities in driving smart city development.

香港有3位CEO獲《哈佛商業評論》列入「全球最佳CEO百強」名單當中，當中的評審準則不但會參照企業的業務表現，還會對企業的環保、社會責任和企業管治表現(ESG)作評審，更佔整體表現的30%。對企業而言，可持續發展不單是一項應做的事，而是未來要保持競爭力的關鍵。香港交易所最近亦進一步提升了香港上市公司的ESG管治及披露框架。

可持續發展及具備社會責任的業務運作有助節省資源、推動綠色生產及保護環境。此舉亦有助企業減低營運成本、推動創新及保持競爭力。

在香港，可持續發展亦是企業管理層及消費者的重心項目。根據本會與畢馬威聯合發表的第四份CEO及消費者調查報告，各項智慧環境策略如節約能源及可持續發展亦是未來各行政總裁推動智慧城市發展的重要元素。

✓ 5 benefits of upholding ESG practice 企業可持續發展帶來的5大好處

- Managing brand reputation and risks more efficiently and effectively
更有效維持品牌形象及管理風險
- Acquiring and retaining corporate talent
吸引和留住企業人才
- Fostering good relations with investment partners and surrounding communities
與投資夥伴及各社群建立良好關係
- Innovation and brand differentiation
為企業帶來創新及突顯品牌
- Cost saving
節省開支

GS1 HK Enterprise Trading solutions such as **ezTRADE** and **Supplier Portal** are both effective tools to enhance business efficiency with a sustainable approach - digitalisation of files and documents with trading partners, which also reduce manual error and save costs. Business owners can also maintain close connection with trading partners when working at home during the epidemic, issuing and receiving orders/invoices with ease.

GS1 HK的解決方案如「**通商易**」(ezTRADE)及「**供應商平台**」(Supplier Portal)將企業與貿易夥伴之間的文件傳輸數碼化，幫助企業實踐可持續發展、減少人為錯誤及節省開支。在疫情下，各商家亦可透過平台與貿易夥伴無間斷連繫，發出及接收訂單。

Moving Towards a Paperless Future - ezTRADE

「通商易」引領無紙化未來

What it does: Using GS1 identification keys and cloud platform, it facilitates paperless trading for business data exchange, handling documents such as purchase orders, invoice, advanced shipping notice, remittance advice in electronic way.

用法: 利用GS1識別碼及雲平台，企業可從遠端以無紙化進行商業訊息交換，處理多種文件傳輸，例如採購單、發票、付運單、匯款通知等。



Industries 應用行業



Available in web-based version and mobile app version, it supports the sustainability initiatives of companies by: 「通商易」備有互聯網及流動裝置應用程式版本，可助企業實踐可持續發展：

- **Saving Costs** – Minimize data inaccuracy, manual invoice processing, paper storage and filing costs
節省成本 – 減少錯誤數據輸入、人手處理訂單及紙本文件儲存
- **Accelerating order-to-cash** – Enable paperless procurement and invoicing processes with various trading partners via EDI
加快「訂單到現金」 – 以電子數據聯通與各種貿易夥伴進行交易，實踐無紙化採購及發票程序
- **Centralize Product Data Management** – Improve operational efficiency via seamless automation of data flows, achieving just-in-time fulfillment
集中管理數據 – 透過自動化的數據聯通進行即時補貨，提升營運效率
- **Prevent Data Loss** – Enable a secure way to go paperless, collaboration and file sharing via digitalisation
防止數據流失 – 提供安全可靠的電子方法進行數據傳輸

View how Café de Coral reduced massive number of paper delivery notes with ezTRADE
觀看大家樂如何透過ezTRADE減少大量紙本送貨單



Connect, Communicate, Collaborate From Anywhere - Supplier Portal

「供應商平台」讓企業可在任何地方與貿易伙伴聯繫、溝通及協作

What it does: A web-based global sourcing & trading partner management solution that facilitates global product procurement and centralizes product data & master data management

用法: 利用網頁作介面，協助管理全球採購、及與供應商協作的工具，並集中管理產品數據。



Supplier Portal enables a connected and sustainable trading community by:

「供應商平台」助建立一個緊密連繫且可持續發展的貿易社群：

- Managing orders and inventory with visibility throughout the supply chain for just-in-time inventory replenishment, which also prevents excessive stock
提升供應鏈的透明度，以管理訂單及庫存及進行即時補貨，避免庫存過多
- Empowering users and trading partners to collaborate faster and more effectively via gateway, web-based or mobile
用家及貿易夥伴可有效地透過網頁或流動裝置進行協作，緊密連繫

Riding the Waves of HK Business Metamorphosis: Reviving a Foreign Brand by Hong Konger Spirit

本地薑順勢而行乘風而起 以國際品牌打響名堂



Kenny Wong
CEO, 95 International Co. Ltd
黃耀明
95國際有限公司行政總裁

Kenny Wong, CEO of 95 International Co. Ltd., can be described as a typical Hongkonger – hardworking, diplomatic, quick-wit and bearing multiple roles. Over the years, he heeds firmly to the belief **“Be bold, cautious and thick-skinned”**, which opens up for him many doors of opportunities, taking advantage of the golden age of Hong Kong’s development.

Social Connection is King

Back in his youth, Kenny failed to get into a local university. Still, he worked his way to Canada as a part-time student major in manufacturing engineering in the 1980s. After graduation, he worked as production supervisor in a factory for a time, but he refused to be confined in such environment because his university lecturer once told him, “Success is not what you know, it’s who you know”, so he took a leap of faith and quitted his high-paying job to become a salesperson.

“As a computer printer salesperson back in the days, the income was meager with little commission. Yet my job provided me the opportunity to change my career and allowed me to expand my social connections a lot, which paved the way to my starting my own business in tele-communications, cell phone distribution and accessory manufacturing. Later I started my own vehicle parts and repair plant in Liaoning, all thanks to my connections in the past.”

He earned his first pot of gold from manufacturing charging devices for mobile phone. Later, it turned out that mobile phone manufacturers were starting to make their own charging devices. Sensing the change, Kenny decided to transform his business and set up a factory in Dalian for auto repair/ equipment parts trading.

95國際有限公司總裁黃耀明(Kenny)可算是典型的「香港仔」：拼搏勤奮、具實際手腕、轉數快、「多範數」等，而多年來他都能覷準及把握各種機會，全因他一直秉持**「膽大心細臉皮厚」**的格言。

人脈重於一切

因考不上本地大學而在加拿大工讀的Kenny，在80年代唸生產工程等相關課程，本應在工廠擔當生產主任等職務，但他受大學導師啟發、明白「Success is not what you know, it’s who you know」(成功不重知識而重人脈)的道理，所以毅然放棄高薪厚職，投身銷售人員行列。

「當年作為電腦打印機公司的業務員時雖然只有低微底薪及佣金，但卻有機會拓闊許多人脈資源，亦在機緣巧合下投身通訊器材、手機批發及配件生產等生意，並由廣東省轉戰到遼寧省開汽車維修設備廠，都有賴人脈關係才能實現。」

他的第一桶金是從生產「大哥大」手機充電設備得來。其後因手機商開始生產自家充電配件，Kenny憑藉敏銳市場觸覺而轉型、在大連建工廠進行汽車維修/零件設備貿易，適逢當時國家正值改革開放，公司順理成章便成為中國出口先頭部隊，然後盡享往後數十年世界工廠樞紐的盛世。

覷準商機 華麗轉型

Kenny憑藉努力學習的態度、遠見，再加上市場機遇，造就他另一品牌La Raine在本地誕生。Kenny在10年前洞察到有機護膚品市場的發展潛

Riding the wave of China's Economic Reform, the company joined in China's pioneering exporter army and enjoyed some decades of prosperity from China's status as the "world's factory".

Seizing Opportunities and Change for the Better

His hard-working attitude and vision, coinciding with market opportunities, gave birth to La Raine in Hong Kong – another brand owned by Kenny. The story started 10 years ago: Kenny identified much business potential in organic skincare market. After years of due diligence and market research, he decided to collaborate with La Raine, an organic skincare brand from Canada. Though it is a lesser-known brand, Kenny believes it can stand strong in the middle-class market for its exceptional quality.

"Canada has been widely known for its ginseng, maple leaves and salmon, yet organic skincare products are in fact the 'hidden gem'. We can find lots of skincare product brands in Hong Kong, but only a few of them are organic. There is a huge demand for skincare products ranged from HKD900-1200 in Greater China market, so I truly believe the potential for La Raine rings loud in China and Hong Kong."

La Raine now has 5 store counters and 11 sales locations. In order to collect market data and enhance consumer experience, the brand adopted GS1 HK's Smart Kiosk solution to offer a seamless online and offline experience. When the sensors in Smart Kiosk detect the interaction between consumers and the products, the Kiosk will instantly display the product details on screen, pop up discount coupons, show recommended products, also allowing consumer to share on social media, facilitating a more interactive shopping experience and stimulating sales.

In addition, La Raine also joined HKCTS Bus WeChat Store via GS1 HK, reaching out to 4 million active users in Mainland China. The platform provides one-stop services to members including product listing, marketing, customer service, cross-border logistics and customs clearance, aiding the brand to effectively gain exposure in China.

力，在多年資料搜集及市場調查後，決定將外國成熟的有機護膚品引入香港，遂與源自加拿大的有機護膚品牌La Raine合作，貪其知名度不高但質素卓越，能夠在中產市場站穩陣腳。

「加拿大的花旗參、楓葉、三文魚出名，但有機護膚品其實是『禾稈中珍珠』。香港市場護膚品牌眾多，但有機的卻寥寥可數，再加上中國內地對港幣900-1200元的護膚品有需求，所以La Raine在中港絕對有市場。」

La Raine現有5個分店櫃位、11個銷售點。為提升顧客體驗及收集市場數據，品牌曾利用GS1 HK的Smart Kiosk廣告機支援線上線下服務深度融合。Smart Kiosk能感應La Raine顧客與產品的互動，自動播放產品資訊，更具備彈出優惠券、展示推薦產品、社交平台分享等功能，增加銷售機會及豐富購物體驗。



La Raine同時透過GS1 HK加盟了中旅巴士微信商城，開拓包括大灣區在內的、共400萬活躍用戶國內市場。該平台為La Raine提供一站式服務如開店上架、市場營銷、客戶服務、國內清關及跨境物流服務，讓品牌迅速在國內建立知名度。



“As Hong Kong consumers prefer to try the product before purchase, they are more keen to trust brands with brick-and-mortar stores. So we use new technology to provide consumers a more personalised and interactive experience. Since China covers a lot of cities and grounds, I think the best way to penetrate into the market is through online platform.”

Consumer Care is the Key

Kenny emphasised on consumer experience, and he believes employee training is fundamental to consumer care. Qualified as an assessor at Hong Kong Mediation Centre, Kenny integrates his mediation skills into employee trainings. Therefore, their staff are not only acquired with product knowledge, but also with consultative selling skills, ability to manage expectations, as well as dealing with customer complaints and feedbacks. That is why La Raine was awarded “Consumer Caring Company” for two consecutive years, recognising the brand’s high-quality products and services provided to consumers, which are essential for brands to navigate through retail slump.

“No experience is required for our new-join staff, as we offer comprehensive trainings to help them quickly grasp the key points after trying the products. I also coach our staff to observe customers’ closely and sense what they are interested in, matching them with the right product.”

Currently sold in ASEAN countries like Vietnam and Cambodia, Kenny will put extra focus on Middle East and Africa in future, capitalising on the China’s Belt & Road Initiative development. As a Canadian brand, the Canadian Trade Commissioner Service also promotes the product on its website keenly.

「香港顧客始終較相信有實體店的新品牌，他們要試用產品才購買，所以我們特別使用新科技，強化顧客的個人化互動體驗。而國內因地大物博，以網上渠道去滲入國內市場是最佳選擇。」

貼心服務是關鍵

Kenny強調顧客體驗，認為員工培訓是其根本。他現時是香港和解中心調解員的評審，喜歡將其所學應用在培訓上，同事除了產品知識外，亦要學習顧問式銷售技巧、推測顧客期望、處理投訴/意見等多元化技巧，難怪La Raine連續兩年成為「貼心企業嘉許計劃」。該計劃表揚La Raine為消費者提供安全高質產品及一流服務，在現今零售業放緩的情況下更顯重要。



「我聘請銷售員可以不需有經驗，因公司有完善的培訓安排，讓不懂護膚品的同事試用後也可迅速掌握重點。我教導同事要鑒別辨色、留意客人對哪一項有興趣，再順勢進行銷售。」

La Raine現時在越南、柬埔寨等東盟國家有售，Kenny表示未來正注視中東及非洲等市場，與國家一帶一路的發展步伐一致。而由於加拿大品牌，所以加拿大貿易處的官網也積極推介其產品。

A Message to SMEs: Be Bold, Cautious and Thick-skinned

As the Vice Chairman of GS1 HK SMEs Advisory Board, Kenny believes SMEs should be “bold, cautious and thick-skinned” to stand out from competition, especially during economic downturn. A living example: Triggered by a “bold” decision, Kenny decided to invest into skincare industry, and “cautiously” examine the “why, what, when” in the market to identify business opportunities and come up with hero products. The thoughtful service to consumers, underpinned by all-round employee training is what make La Raine’s story today.

中小企格言：「膽大心細臉皮厚」

作為GS1 HK中小企諮詢委員會的副主席，Kenny認為中小企在現時疲弱零售市道下，必須保持「膽大心細臉皮厚」才能脫穎而出。當年一個「膽大」的決定，讓Kenny毅然投身有機護膚品行列，並「心細」地審視市場上的「Why(為何), What(甚麼), When(何時)」，瞄準各項商機、定出皇牌產品，再以誠懇的待客之道，培訓員工貼心服務，成就了今天的La Raine。



Welcome our New Board of Directors 歡迎新一屆董事局成員

GS1 HK has reached a new milestone in 2020, and is pleased to welcome our new Board of Directors, who are generously contributing their time and expertise to the betterment of the organisation under the leadership of our new Chairman, **Dr. Kelvin Leung**, CEO, Asia Pacific, DHL Global Forwarding (HK) Ltd.



Comprised of a great mixture of senior executives from various industries, our Board of Directors help GS1 Hong Kong deliver best-of-breed solutions and services to meet the challenges faced by our members.

本會於2020年正式踏入新里程，同時歡迎新一屆的董事局成員。在本會新主席DHL全球貨運物流亞太區行政總裁**梁啟元博士**的領導下，各董事局成員會為協會無私貢獻出時間和專業知識。

董事局成員由各行各業的高級行政人員組成，幫助GS1 HK為會員提供最優秀的解決方案及服務，協助他們迎接挑戰。

GS1 HK Board of Directors 董事局成員 (2019-2020)

Back Row, from left to right 後排由左至右

Gary Lau 劉焯濤 Executive Director Renley Watch Group 運年集團 執行董事	Eddie Chan 陳育懋 CEO Lever Style 利華集團 首席執行官	Jeffrey Chen 陳宇 President Greater China Product Supply Procter & Gamble (China) Ltd 寶潔大中華區供應鏈 總裁	Roy Ng 伍俊達 Chairman & CEO Star Lite (HK) Ltd 暉星(香港)有限公司 主席及行政總裁	Neil Waters 利偉達 Director & General Manager Swire Coca-Cola HK Ltd 太古可口可樂 香港有限公司 董事兼總經理	Calvin Chan 陳家偉 Chairman & CEO Catalo Natural Health Foods Ltd 美國家得路集團 主席及行政總裁	Gordon Farquhar 范國華 CEO Mannings North Asia The Dairy Farm Group 牛奶公司集團 萬寧北亞區總裁	Andrew Yu 余偉傑 Director Yue Hwa Chinese Products Emporium Ltd 裕華國產百貨有限公司 董事總監	Simon Hui 許慶得 CEO E.P.S.A. Corporation Limited 億世集團有限公司 行政總裁
--	---	---	---	---	---	--	--	---



Front Row, from left to right 前排由左至右

Annie Yau Tse 謝邱安儀 Chairman & CEO Tse Sui Luen Jewellery (International) Ltd 謝瑞麟珠寶(國際)有限公司 主席及行政總裁	Peter Lee 李雨川 Chairman Eurosia Group 華寶實業集團 主席	Anna Lin 林潔貽 Chief Executive GS1 Hong Kong 香港貨品編碼協會 總裁	Chairperson 主席 Dr. Kelvin Leung 梁啟元博士 CEO Asia Pacific, DHL Global Forwarding (HK) Ltd DHL全球貨運物流 亞太區行政總裁	Vice-Chairperson 副主席 May Chung 鍾美玲 General Manager Nestlé Hong Kong Ltd 雀巢香港有限公司 總經理	Company Secretary 當任秘書 Nicholas Horvath 鮑皓華 Sole Proprietor Bodnar Horvath 鮑皓華律師行 獨營執業者	Betty Leung 梁佩貞 Chief Executive Sims Trading Co Ltd 慎昌有限公司 總裁	Shirley Yuen 袁莎妮 CEO Hong Kong General Chamber of Commerce 香港總商會 總裁
---	--	--	--	---	--	---	--

SMEs Hitchhiking the e-Com Growth in Challenging Times 電商增長持續 中小企靠網絡平台點石成金

Jenny Hui

General Manager

Hong Kong, Southeast Asia and Taiwan, eBay

許頌恩

eBay香港、台灣及東南亞業務發展總經理



eBay's gross merchandise volume surged to a record high in 2019. Jenny Hui, General Manager of eBay Hong Kong, Southeast Asia and Taiwan, sees a strong momentum from sellers in the region as they reported double-digit growth annually. For merchants selling electronic products to markets like England, France, Italy and Spain, their performance excelled their peers by doubling their growth compared with the previous year.

Tackling uncertainty with e-Com business

Despite the phase one US-China trade deal was sealed, the market is still full of uncertainties and fears, it is inevitable that Hong Kong economy will continue to tumble downwards. Jenny believes Hong Kong's cross-border e-commerce (e-com) market can be shielded from the downturn and continue to surpass Southeast Asia and Taiwan, for its proximity to Mainland China market, tax-free system and international logistics hub. She also noticed the deteriorating economic situation has driven businesses of all sizes, whether they are giant retail chains, SMEs or sole proprietor, to jump onto the e-com platform bandwagon to unlock the global market.

"Retail chains like Milan Station, Brand Off and Sasa not only sell on their own e-com site, but also collaborate with us to sell globally. With up-to-date intelligence on worldwide market trends and needs, our global team can help sellers open up new market easily."

ecHome, a local home and kitchen appliance brand in Hong Kong, started its cross-border e-com journey on eBay in 2017. Aiming for the Chinese market in Southeast Asia for their similar culinary culture, the company's kitchen appliances, like rice cookers and steamers, gained an unexpected popularity in Australian market, achieving incredible growth in e-com channels. This is contributed to eBay's category management team and its big data analytics tool, which has helped sellers identify opportunities in potential markets.

eBay於2019年的貨品交易額創歷年新高，其香港、台灣及東南亞業務發展總經理許頌恩(Jenny)表示，其負責地區的賣家發展勢頭強勁，每年均有雙位數增長，其中以售賣電子產品的跨境交易最突出，同比增長超過一倍，以英、法、意、西班牙等作為主要市場。

市況未明 電商優勢明顯

中美雖已簽署首階段貿易協議，但現時市場充滿不確定性，香港經濟放緩在所難免。Jenny表示，香港憑藉鄰近國內的地理優勢、免稅及成熟的物流配送，在網上跨境貿易市場相較東南亞及台灣地區仍表現卓越。但面對營商環境艱難，不單是個體戶或中小企，就連大品牌和連鎖店都要透過電商平台開拓全球市場。

「米蘭站、Brand Off、莎莎等連鎖店除擁有自身網店外，亦會與我們合作銷售至世界各地，因為eBay的環球團隊知道哪個市場需要哪種商品，讓賣家能在全球打響名堂。」

本地家電企業億世家於2017年開始利用eBay拓展海外市場，原本估計其廚房電器只在東南亞地區熱賣，因當地華人多、飲食文化相近，意外發現其電飯煲、蒸爐等在澳洲市場亦很受歡迎，令其電商業務增長率以倍數提升。這有賴eBay品類管理(Category management)團隊，從全球搜羅最新市場資料，再加上eBay的大數據，讓賣家隨時獲知最適合自己發展的市場。

Strategic back-up for businesses

Around 60% of eBay's business comes from cross-border trade, so its team tried hard to help suppliers and sellers boost their sales. As many of the suppliers are not familiar selling on e-com platforms, eBay and SoldEasy joined forces to launch a sourcing matching platform that facilitates suppliers matching with top-rated eBay sellers, opening up overseas market with ease. GS1 HK members can enjoy exclusive offer to join the programme, and benefit from the easy-to-use orders and delivery management solution, easily tapping into cross-border trade business. GS1 HK also provides solutions like SmartSearch to help brands enhance their search ranking and improve online sales.

出謀獻策 助建跨境電商業務

eBay現有約6成生意來自跨境貿易業務，其團隊一直竭力協助供應商和賣家提升銷量。有許多供應商對電商平台不熟稔，所以eBay特別與SoldEasy合作推出易貿通分銷平台，讓供應商與eBay的金牌賣家輕鬆配對，輕易賣向環球市場。GS1 HK會員更可尊享優惠價加盟此計劃，會員只需透過操作簡易、配套完善的一站式物流及訂單解決方案，便可開拓跨境貿易新藍海。而GS1 HK亦提供SmartSearch等提升搜尋結果排名的方案，助加強網上銷售。



Sourcing Matching Platform

“The platform helps us identify new suppliers, and on the other hand, eBay sellers take advantage of it to explore new products because some sellers may not have resources and logistics system to stock up inventory from suppliers before the transaction, or in need of new products. By matching suppliers and sellers creates a win-win situation.”

Besides, eBay also collaborates with the regional e-com platforms in different countries like Gmarket in Korea, Ruten in Japan and Taiwan, GittiGidiyor in Turkey and MercadoLibre in South America. Sellers from Hong Kong, Taiwan or Southeast Asia only need to join a programme to expand their businesses to those regions.

“Once sellers join the programme, a dedicated team will help to direct the products to those platforms, providing support on translation, website design, overseas marketing strategy etc. For those first-time participants, they may enjoy subsidies to help them reduce risk in expanding new markets.”

全球採購配對平台運作

「我們利用這系統找供應商之餘，亦讓eBay賣家發掘新財路，因為他們未必有資源或物流系統去找供應商買貨再放售、或需要新產品，此服務就可讓供應商和賣家配對，達致雙贏。」



此外，eBay亦積極與不同地區當地電商系統對接，如韓國的Gmarket、日本和台灣的露天拍賣、土耳其的GittiGidiyor、南美洲MercadoLibre等，只要香港、台灣或東南亞的賣家在eBay開店後參與計劃，便可以將產品拓展到這些當地市場。

「賣家參與計劃後，我們會有專責團隊將其產品內容複製到不同地方的銷售網站上，在翻譯、頁面設計、海外市場的廣告定位及投放等方面作支援，對於首次使用的賣家更有機會獲得補貼，減低他們拓展市場時的風險。」

eBay offers SpeedPAK shipping services for cross-border delivery. Partnered with logistics solution providers, one-stop service is provided to sellers including receiving, warehousing, customs clearance, last mile delivery etc, enabling them to sell their products to 41 countries worldwide. Sellers can also provide better after-sales service as eBay offers return service in 6 markets in Europe and the United States.

Success Tips for e-Commerce

When asked about the tips for brands to stand out among the 10,000 active sellers on eBay, Jenny revealed two keys to success – product uniqueness and having market demand or competitive advantage. “I know of a seller whose father is a professor with expertise in semiconductors. They like to hunt for old treasures in scrap market, then repair and enhance those semiconductor components, sell them for 10 or dozen times of the cost and earn a handsome profit. They are one-of-a-kind in the market with this unique business model.”

“There’s another fishing enthusiast who has been selling fishing lures, rods, and others on eBay for 20 years. Even though fishing equipment market is niche, his expertise in the market, high quality products made in Japan or Taiwan, together with active promotion like KOL endorsement has brought him great success in markets like Australia and Korea.”



eBay同時推出線上跨境電商物流管理方案SpeedPAK，透過其合作的物流供應商夥伴，提供收貨、倉儲、通關/清關、最後一程配送等一站式服務，讓賣家送產品到全球41個國家，並在歐美6個市場設買家退貨服務，令售後服務更全面。

揭兩大電商成功秘技

eBay香港現時擁有過萬名活躍賣家，要脫穎而出，Jenny認為有兩大竅門：產品獨特、有市場需求或有競爭優勢。「我認識一位賣半導體的賣家，他父親是鑽研半導體的教授，父子倆最喜歡到廢棄舊電子零件場中尋寶，再將收買回來的半導體零件維修改良，然後以10倍甚至數10倍的價錢賣出，獲利極豐厚。這類獨特的經營模式為他們帶來與別不同的市場。」

「另一位熱衷釣魚的賣家，他在eBay上賣魚餌、魚杆等，一賣便20年。釣魚產品的市場其實不大，但因為他來自日本及台灣的貨源高質，且熟悉市場，懂得利用KOL推廣，所以在澳洲、韓國等市場生意很好。」



Jenny believed Hong Kong sellers have great potential ahead as Hong Kong has competitive advantage in pricing, and people are quick-wit with sharp business acumen. “Seeing more competitors in the mobile refurbishing service market, the existing service providers changed its business strategy by obtaining official certification from mobile manufacturers or certification bodies, sealing its official status to sustain their businesses.” If there is a winning formula for sellers, it is to always assess the landscape, conduct due diligence, and respond quickly to the market changes.

對於香港市場，Jenny表示香港賣家具備價格競爭優勢。她認為香港人腦筋靈活、市場觸覺靈敏，未來仍大有可為。「有過往做翻新手機的賣家眼見越來越多人進入市場，便找來機構或手機生產商認證，讓其成為官方翻新手機商，持續發展業務。」所以賣家要審時度勢、隨機應變，才能運籌帷幄、決勝全球。

Enabling Data Quality with Unique Product Identification

獨有產品識別助推動數據質素



In today's hyper-connected, highly automated world, 91% of companies see product data as a key priority, but it's often challenging for companies to maintain good product data quality. Data quality refers to the accuracy and completeness of product information, including product description, product name, country of origin etc.

With the rise of new technologies such as artificial intelligence, machine learning and warehouse automation, data quality is now even more critical for these technologies to function accurately and efficiently.

Data quality highly depends on information foundation, and GS1 standards and identification number lay a firm foundation for data quality and collaborative commerce.

在現今高度連接、自動化的世界，有91%的公司都會視產品數據為首重，但要保持良好的產品數據質素往往對公司造成挑戰。數據質素是指產品相關的資訊如產品資料、名稱及來源地等。

隨著各種新科技如人工智能、機器學習及自動化倉庫的興起，數據質素亦開始變得尤其重要，使各科技能準確及有效地運作。

資訊基礎對數據質素尤其重要，而GS1標準和產品識別碼可為數據質素及商貿聯通奠定基礎。

How GS1 standards & identification help in data quality

GS1標準和產品識別碼如何提升數據質素



Unique product identification
獨有產品識別



Facilitate data exchange with business partners
促進商貿夥伴之間的數據互換



Ensure consistent & accurate product information across all channels
確保所有銷售渠道的產品資訊統一及準確



Enhance consumer journey with complete product data (e.g. product authentication and track-&-trace)
透過提供完整的產品資訊，提升消費者購物體驗 (例如是產品驗證和追蹤追溯)



Accurately capturing and automatically sharing important information on products, locations and more
準確擷取及自動分享產品的重要資訊如產品資訊、位置等

Learn more about GS1 product identification standards.
立即了解更多關於產品的獨有識別標準



Why Businesses Should Avoid Using Unauthorised Barcodes?

為甚麼不能使用未經授權的條碼?



GS1 HK is the only officially licensed organisation with the authority to issue GS1 barcodes locally. Numerous benefits can be brought by our Global Trade Item Number (GTIN):

- 1 Enable trade globally, recognised by big retail chains and small stores across the world;
- 2 Facilitate selling on Amazon, Alibaba, eBay etc;
- 3 Use everywhere along the supply chain, no matter you are the brand owner, manufacturer, logistics distribution service provider, importer/exporter, wholesaler, distributor;
- 4 Increase your sales through more relevant search results;
- 5 Unlock immense business opportunities in social commerce, via Barcode Scan@WeChat

However, unauthorised barcodes are recently seen in the market, and massive unnecessary expense may be incurred by using unauthorised barcodes. Businesses need to be aware not to obtain barcode numbers from an unauthorised source.

GS1 HK為香港唯一能發出GS1國際條碼的機構。使用GS1發出的國際貨品條碼為各行業帶來多項裨益：





- 1 全球通行，由大型零售商至小商戶都能識別；
- 2 讓您的產品能在電子商貿平台上架，如阿里巴巴、亞馬遜、Google、eBay等；
- 3 應用範圍廣泛，不論您是品牌商、生產商、物流分發服務供應商、入口商/出口商、批發商、分銷商都可應用；
- 4 優化網絡搜尋結果，助您提升銷售；
- 5 開啟社交商貿無限商機，如「條碼掃一掃@微信」。

可是，現時市面上出現了一些未經授權的條碼，然而使用這些條碼會為品牌帶來潛在損失，商家要提防不要使用未經授權的貨品條碼。

What is an unauthorised barcode? 甚麼是未經授權使用的條碼?

- Expired barcodes
過期的條碼
- Barcode transfer
條碼轉讓
- Counterfeit barcodes
偽造的條碼
- Barcodes issued by non-GS1 organisations
非GS1組織發出的條碼

Potential Risks 潛在後果

-  **Products cannot be sold in the market because of duplicated number**
因使用重複的條碼，產品需下架
-  **Loss of Money**
金錢損失
-  **Brand image and reputation loss**
品牌形象受損
-  **A lawsuit**
面臨法律訴訟

Learn more
了解更多



GS1 Standards Required for Vaccines by GAVI, the Vaccine Alliance and UNICEF

全球疫苗免疫聯盟(GAVI)要求所有由UNICEF提供及GAVI資助的疫苗需採用GS1的數據及條碼標準



The Vaccine Alliance (GAVI) has required GS1 data and barcode standards to be used on secondary packaging for vaccine tenders financed by GAVI and issued by UNICEF since 1 October, 2019 and latest by 31 December 2021. GS1 data and barcode standards will be used to improve product identification, labelling and data exchange within the immunisation supply chain. Since 2015, UNICEF and the World Health Organization (WHO) had already recognised the benefits of the use of harmonised global or international identification and serialisation standards on vaccines to improve visibility and traceability.

全球疫苗免疫聯盟(GAVI)已由2019年10月1日起要求所有由UNICEF提供及GAVI資助的疫苗均需採用GS1的數據及條碼標準，最遲於2021年12月31日全面實行。該數據及條碼標準將用以改善免疫供應鏈的產品識別、標籤及數據互換。自2015年起，UNICEF及世界衛生組織(WHO)已認同於疫苗上採用統一的國際識別標準以改善透明度及可追溯性。



Vaccines are key in making this world a safer place. We are proud to contribute with our global standards to the delivery of quality assured vaccines at the right place, in the right quantities and at the right time to children and adolescents.

疫苗是推動全球健康的重要元素之一，我們很榮幸能以全球標準提供品質保證的疫苗，在適當的地點及時間供應予小朋友及青少年。

Miguel Lopera GS1 CEO & President
GS1主席兼行政總裁



Fake Goods Create Real Problem Protect Your Brand and Improve Channel Management Now

假貨泛濫！「碼」上做好產品驗證及銷售渠道管理



Fake masks with no trademarks, barcodes or product information, and counterfeit alcohol-based hand sanitizers produced by methanol go rampant lately, posing threats to public health. Hong Kong customs has recently made the largest seizure of counterfeit Chinese herbal and Western medicine in a decade, combating the sale of 2.4 million tablets and 470 litres of suspected counterfeit medicines, as well as 3,200 items of suspected counterfeit cosmetics products. The total estimated market value of the seizure was about \$13.8 million.

Counterfeit products are often sold at a price 40-80% cheaper than genuine products, and salesperson often claims the products as parallel import to Hong Kong so price is cheaper. Besides pharmacy products, counterfeit mobile phones, shoes, handbags and clothing are also often seen in the market, posing substantial threats to brand owners, wholesalers, retailers and consumers.

Our REAL Visibility Solution can help businesses to protect their brand and build consumer trust with patented anti-forgery micro printing technology, offering numerous values to businesses in **brand protection, consumer engagement, channel management and anti-phishing**.

最近市面上充斥著各款無商標、條碼或產品訊息的假口罩，甚至是以甲醇冒充乙醇成份的假消毒酒精，使用後嚴重者可使人中毒。香港海關早前亦破獲了過去10年最大宗冒牌藥物案件，當中涉及約240萬粒和470公升懷疑冒牌藥物，以及約3,200件懷疑冒牌化妝護膚品，估計市值共約1,380萬元。

然而，假貨價格往往比正貨便宜4-8成，銷售者會欺騙消費者假藥是由外地水貨進口至香港。除藥品外，多個產品類別如手提電話、鞋履、手袋及服裝等的冒牌品亦屢見不鮮，對品牌商、批發商、零售商和消費者構成嚴重威脅。

本會的REAL Visibility方案透過專利的防偽微印刷(micro printing)技術幫助企業保障其品牌及建立消費者信任，助商家做好**品牌保障、與消費者的互動、銷售渠道管理及辨識釣魚網站**。

Industries that have successfully adopted REAL Visibility Solution:
應用了REAL Visibility方案的行業



Jewelry
珠寶



Food
食品



Industrial Supplies
工業用品



Health Supplements
保健品



Consumer Electronics
消費電子產品

How it works? 方案如何運作?



- 1** Consumers scan the REAL Barcode/ QR Code on the product using the app.
消費者透過應用程式掃描產品上的真的碼。



- 2** Instant product verification to identify whether it is genuine or fake. At the same time, consumers can also trace product origin & obtain trusted information.
獲得即時產品驗證資訊，辨別產品真偽。同時，消費者亦可追蹤產品來源及獲得可靠資訊。



- 3** Brand owners can also obtain real-time visibility on scan activities, and they will get alerted and obtain location & information of counterfeit goods, as well as the list of phishing website.
品牌商亦可即時獲得實時的掃描活動資訊，獲通知假貨的位置和資訊，以及假冒釣魚網站名單。



Benefits to Brand Owners 對品牌商的好處

- Empower Brand Owners with Real-time Visibility On Scan Activities
為品牌商提供實時的掃描活動資訊

Brand Protection
保障品牌

- Get alerted and obtain location & identity of counterfeit goods
接獲通知並獲取假貨的位置和資訊
- Prevent counterfeits and enhance customer confidence
防止假貨及提升消費者信心
- Reduce revenue loss resulting from counterfeits or lawsuits
避免面臨訴訟及影響品牌形象，損害收益

Consumer Engagement
與消費者互動

- Interact with consumers by providing trusted information in real-time
通過提供實時的可靠資訊與消費者互動
- Capture data for big data analytics to understand consumer behavior & gain insights
獲取大數據以了解消費者的行為及洞察先機
- Create better consumer journey and enhance consumer confidence
提升消費者購物體驗，增強消費信心

Channel Management
渠道管理

- Track distribution channels and identify suspicious suppliers
追蹤產品分銷渠道及識別可疑的供應商
- Get alerted when product is scanned and detected out of the region
若產品於銷售地區以外被掃描，可接獲通知
- Combat product resell and parallel products
打擊產品轉移及水貨產品

View the case of Hang Cheong Loong in building consumer trust on product quality
觀看恒昌隆如何建立消費者信心



View how Chow Tai Fook enhanced consumer experience
觀看周大福如何提升消費者經驗



Benefits to Consumers 對消費者的好處

- Empower Consumers with Instant Product Authentication & Traceability
讓消費者進行即時驗證和追溯產品

- Instantly authenticate the product with just a simple scan
即時驗證產品真偽
- Trace product origin & obtain trusted information
追蹤產品來源並獲取可靠信息
- Save consumers from potential harm
讓消費者免受任何損失

Learn more
了解更多



Protect Your Brand Build Consumer Trust 保障您的品牌 為消費者建立信心



View the speakers interview here
按此觀看講者分享片段

Revealing the Secrets of Smart Business @ GS1 HK Summit 於GS1 HK高峰會上揭秘企業成功之道

Over 25 distinguished speakers and 500 delegates gathered at GS1 HK Summit 2019 themed “Smart Business: Creating, Connecting, Collaborating”, where the “ABCD” of smart business – “act now, be agile, capitalise on data” were discussed. Dr. Raymond So, Under Secretary for Transport and Housing of HKSAR, Legislative Councilors Charles Mok and Peter Shiu inaugurated the opening ceremony with other VIP guests.

2019年的GS1 HK高峰會主題為「智能商貿：創造·連繫·協作」，匯聚了超過500位與會者及逾25位演講嘉賓。高峰會上探討了企業可以如何掌握數據、快速行動、靈活多變，拓展智能商貿。運輸及房屋局副局長蘇偉文博士、立法會議員莫乃光及邵家輝聯同其他嘉賓一同主持開幕儀式。



The brand new session “Board Forum – Innovating, Transforming, Sustaining” was held. Hosted by Gregory So, the Forum brought new and old brands together sharing how they re-invent themselves in the dynamic environment. 高峰會推出了全新的壓軸論壇「董事論壇：創新·革新·延伸」，由前商務及經濟發展局局長蘇錦樑主持，各新舊品牌聚首一堂，分享企業如何在多變的環境下演變及轉型。



GS1 HK and KPMG's 4th edition of CEO & consumers survey, titled "Digital Retail on the Rise" was announced, providing an overview of digitalisation and technology trends in retail sectors in the Greater Bay Area and Hong Kong.
當日GS1 HK與畢馬威中國聯合發表的第四份CEO及消費者調查報告《數碼零售的興起》，概述大灣區零售業的數碼化和科技趨勢。



View the Report here
於此閱覽報告





Toast to a New Journey @ 30th Anniversary Finale Cocktail 舉杯同賀 迎接新里程 @GS1 HK 30周年 誌慶壓軸酒會

Our year-long celebration of 30th Anniversary concluded with a finale cocktail in the newly-opened St. Regis Hotel, joined by hundreds of distinguished guests and friends. Packed with entertainment like face-changing performance, singing and live band entertainment, the night captivated everyone into the splendid environment.

Starting a new journey, we look forward to another decades of collaboration with our members and stakeholders!

本會的連串30周年精彩活動以壓軸酒會作總結，酒會於全新的St. Regis酒店內舉行，獲數百位舉足輕重的嘉賓及好友親臨支持。當晚場內節目多姿多彩，包括變臉表演、樂隊表演和大合唱等，讓每位嘉賓投入當晚的歡愉氣氛當中。

GS1 HK正式踏入新里程，我們期待與各會員及持份者攜手邁向未來。





Driving Supply Chain Innovation @ Asian Logistics and Maritime Conference 2019 於海運年度盛事上推動供應鏈創新

Supply chain has become a critical element for companies to remain competitive in the modern, digital economy. At the Asian Logistics and Maritime Conference (ALMC), GS1 HK was the co-organiser of “Supply-chain Management & Logistics Forum 1”, sharing ideas on the theme “driving supply chain innovation with smart logistics”.

Hosted by Heidi Ho, GS1 HK’s Principal Consultant, the Forum highlighted the ways to reshape supply chain and logistics for smarter business that reduces labour resources and cost. GS1 HK also showcased how GS1 standard-based solutions drive end-to-end supply chain visibility with data intelligence.

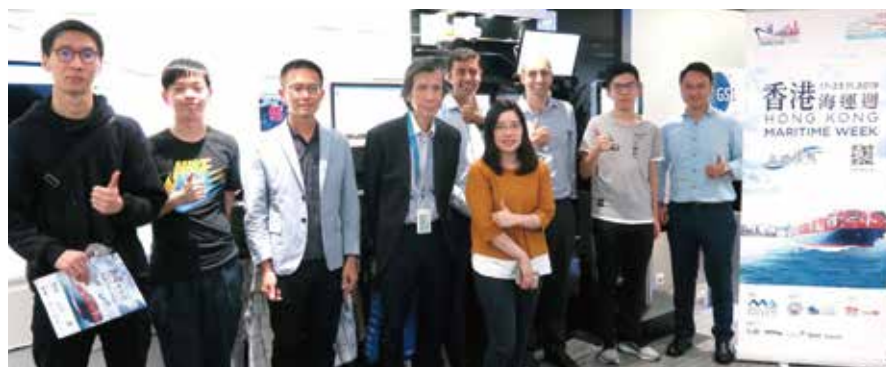
供應鏈已成為企業在現代數碼經濟中，保持競爭力的要素之一。在亞洲物流及航運會議上，GS1 HK為「供應鏈管理及物流論壇1」的籌辦機構，聚焦探討「智慧物流驅動供應鏈創新」的議題。

論壇由GS1 HK的供應鏈首席顧問何雅賢主持，講述如何將供應鏈和物流智能化，為公司減省人手和成本，同時提升公司自身優勢。GS1 HK亦於展覽上展出了各種建基於GS1標準的智能方案，助企業善用數據及提升供應鏈透明度。



Industry experts including Hong Kong Supply Chain Director from P&G, Group Director of Information Technology from Kerry Logistics and Head of Blockchain Technology, SF Technology shared their wisdom and experience in supply chain and logistics.

多位行業內舉足輕重的專家亦於論壇上分享了他們對智慧供應鏈及物流的見解，當中包括香港寶潔供應鏈主管、嘉里物流集團資訊科技總監及順豐科技區塊鏈技術負責人。



As part of the over 50 activities organised during Hong Kong Maritime Week, industry practitioners visited GS1 HK’s Smart Business Innovation Centre. They were inspired by the smart applications in various industries.

2019年香港海運週舉辦了超過50多項活動，其中一項為安排參加者參觀GS1 HK智慧科技創新中心，為不同行業從業員帶來智能化應用的靈感。

EPICOR.

迎接工業物聯網 成為智慧互聯工廠

利用Epicor ERP建設互聯工廠，
聯網的設備和機器方便隨時隨地獲取、
交換和分析數據，能快速做出明智的決策。

您的企業智慧營運成熟嗎？



快來測試!



聯絡Epicor  info@epicor.com  www.epicor.com

Cross-Industry Leaders Gathered @ The 9th GS1 Executive Luncheon 跨行業領袖雲集GEL「聚」會

The 9th GS1 HK Executive Luncheon (GEL) was held in mid December 2019, gathering over 30 executives across various industries ranging from food, retail, household products, watch, healthcare and medical industry. Representatives from A.S. Waston Group, Campbell Foods, Fortress and others initiated discussions on numerous topics, exchanged insights about industry development, and got updates from GS1 HK.

本會於2019年12月中舉行了第9次GEL午餐聚會，雲集超過30位跨行業的管理層人員，包括食品、零售、家庭用品、鐘錶、護理保健等行業。來自屈臣氏集團、金寶食品公司、豐澤代表均有出席，於聚會上就不同議題作討論，並了解GS1 HK的最新方案及動向。

Karen Chan, Vice President of German Pool shared how businesses stay competitive in today's economic environment and ways to develop omni-channel businesses to drive future growth.

德國寶副總裁**陳嘉賢**女士在分享環節上剖析如何在現今經濟環境保持競爭力，以及如何同時拓展線上線下渠道、帶來增長。





Reinforcing Regional Collaboration @ AP Forum GS1亞太區成員組織於論壇上承諾加強協作

The Asia-Pacific region is diverse, dynamic and the rapidly changing region. In order to help our members better respond to future changes in the region, the management team from GS1 member organisations (MOs) across the Asia Pacific region and Global Office had come to Hong Kong to discuss the status of strategic initiatives, on-going regional projects, best practices and insights. They also shared their challenges and opportunities in their region. Salina Yan, Director-General of Trade and Industry, HKSAR Government and May Chung, General Manager, Nestlé Hong Kong Ltd. shared industry insights at the opening session.

亞太區為一個多元化、變化多端及急速發展的地區，為幫助區內的會員迎接未來挑戰，GS1亞太區成員組織及總部的管理層人員到訪香港參與了論壇，探討各策略動向的進度、了解正在進行的地區項目和相互交流最佳範例及見解。他們還分享了於區內面對的挑戰及機遇。工業貿易署署長甄美薇及雀巢香港有限公司總經理鍾美玲於開幕儀式上分享了行業見解。



16 GS1 Asia Pacific Member Organisation executives signed the Hong Kong Declaration to pledge to a new way of working together to better promote GS1 in the Asia Pacific region, and support GS1 members to move products to market faster, open new markets in the region effectively.

16個成員組織的代表於論壇上簽署了宣言，承諾會以嶄新方式加強彼此的協作，共同推動GS1於亞太區內的發展，旨在幫助GS1會員更快將產品推到市場及於地區內更有效率地開拓新市場。



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. 1953 (HK) FOOD SCIENCE & TECHNOLOGY CO LTD
1953香港食品科技有限公司
2. A&S BROADCAST LTD
3. ABLE TREASURE ENTERPRISE LTD
寶亮企業有限公司
4. ADVANCE BEAUTY INTERNATIONAL CO LTD
5. AGILE TRADING (HK) CO LTD
敏捷貿易(香港)有限公司
6. AGING REVERSE ISLAND GROUP CO LTD
逆齡島集團有限公司
7. AGREE LTD
澳滴有限公司
8. AIMEX LTD
9. AIROSI CHILDREN SUPPLIES CO LTD
愛柔適嬰童用品有限公司
10. ALLISDONE LTD
11. ALPHA INTERNATIONAL CO LTD
啟始國際有限公司
12. ALTUM ASIA LTD
13. AMELIE BOUTIQUE INTERNATIONAL LTD
艾美莉時裝國際有限公司
14. AMERICAN SUPERHERO CO LTD
美國超級英雄有限公司
15. AMPLE GAIN INTERNATIONAL CO LTD
大海國際有限公司
16. ANCOGOLD JEWELLERY INTERNATIONAL LTD
泓昌金珠寶國際有限公司
17. APS PHARM LTD
澳皇製藥有限公司
18. AQUA FOEST TRADING
水森林貿易
19. AQUA PLUS CO LTD
迦保有限公司
20. ARBITT CO LTD
21. ARCHON INNOVATIONS LTD
雅歌生活科技有限公司
22. ARIRANG (INT'L) HOLDING GROUP LTD
阿裏郎(國際)控股集團有限公司
23. ASIA DIRECT SERVICE (HK) LTD
24. AVANTIA INTERNATIONAL GROUP CO LTD
悅美國際集團有限公司
25. BATHE TO BASICS LTD
本簡(香港)有限公司
26. BEANIE HONG KONG LTD
品殼源香港有限公司
27. BEAR HUGS TOYS HK LTD
28. BEST UNITED MARKETING LTD
綜合國際有限公司
29. BLESS INTERNATIONAL GROUP LTD
30. BLESSCUIT LTD
祝奇餅集團國際有限公司
31. BLUE INDUSTRIAL (HK) CO LTD
蔚藍實業(香港)有限公司
32. BLUE MERCURY TECHNOLOGY (INT'L) LTD
藍水星科技(國際)股份有限公司
33. BOVI GOJI BERRIES LTD
寶威枸杞貿易有限公司
34. BPH INVESTMENT CO LTD
佰品匯投資有限公司
35. BRANDLITE LTD
36. CALICRUSH LTD
37. CAMROSS 360
38. CAVEN FOODS (HK) HOLDINGS CO LTD
凱溫食品(香港)控股有限公司
39. CHEUK YIP PLASTIC FACTORY LTD
卓業塑膠有限公司
40. CHINA CULTURE LTD
大中華文化有限公司
41. CHINA GINSENG DRIED SEAFOOD TRADING LTD
中華參茸海味貿易有限公司
42. CHINA NATIONAL NUTRITION CO LTD
中國國民營養有限公司
43. CHINA SHUNBAILI TOBACCO CO LTD
中國順百利煙草有限公司
44. CHUNG TIN INDUSTRIAL LTD
中天世紀實業有限公司
45. CITITOP GLOBAL LTD
德寶環球有限公司
46. COLLECTANEA J LTD
薈飾有限公司
47. COLUNBU BRAND MARKETING CO LTD
48. CRESCENDO APPAREL LTD
域星童服裝有限公司
49. CRYSTAL-CHARMS INTERNATIONAL CO LTD
雪顏夕國際有限公司
50. D Q XIANG FOOD PRODUCTS (HK) LTD
多巧香食品(香港)有限公司
51. DCFANBOY CO LTD
52. DEFIANCE INTERNATIONAL (HK) GROUP LTD
桀驁國際(香港)集團有限公司
53. DELEGANCE COSMETICS (FRANCE) LTD
滴水集化妝品(法國)有限公司
54. DERMA POWER CO LTD
55. DRAGON WAY COMMERCIAL AND SCIENCE TECHNOLOGY GROUP LTD
香港龍源商貿科技集團有限公司
56. DREAMTEC LTD
夢芋科技有限公司
57. DUO MI YI XIA (CHINA) FOOD CO LTD
多咪一下(中國)食品有限公司
58. EDOHK INTERNATIONAL GROUP LTD
一朵國際集團有限公司
59. ELECTRONIC COMMERCE GLOBAL LTD
60. EMOHIC CO LTD
柏藝創意有限公司
61. ENZYME BIOPHARM (HK) LTD
恩贊生物醫藥(香港)有限公司
62. ERA TOYS LTD
63. EUROPHARM LABORATOIRES (HK) CO LTD
歐化藥業(香港)有限公司
64. EVERWAY INDUSTRIAL LTD
永志實業有限公司
65. FENWICK TRADING CO
梵域貿易公司
66. FOLLOW ME INT'L BIOTECHNOLOGY LTD
跟隨我國際生物科技股份有限公司
67. FONSMEDIC SERVICES CO LTD
68. FORKIDS PROMOTION LTD
科傑推廣有限公司
69. FORWIN (HK) INVESTMENT HOLDINGS LTD
富榮(香港)投資集團有限公司
70. FRANCE SI FU JIAO (HK) TOILETRIES LTD
法國思芙嬌(香港)化妝品有限公司

71. FRE-NEWLIFE LAB (GROUP) LTD
72. FRIENDSHIP FOOD LTD
誼成食品有限公司
73. FULL ASIA ENTERPRISES LTD
富健企業有限公司
74. GAIN SUCCESS INDUSTRIAL LTD
達成實業有限公司
75. GENESIS CREATION (HK) CO LTD
晨創天地(香港)有限公司
76. GERMANY GEBAO GROUP (HK) COSMETICS LTD
德國歌寶集團(香港)護理品有限公司
77. GERMANY KAISER BEER CO LTD
德國凱撒啤酒有限公司
78. GIANT KING ENTERPRISES LTD
智基企業有限公司
79. GRADIENT BREWERY LTD
奎狄恩有限公司
80. GRANT TALENT DEVELOPMENT LTD
裕智發展有限公司
81. GREATICE LTD
格睿特思科技有限公司
82. GREEN TECH QUANTUM INTERNATIONAL CO LTD
翠彤能量科研國際有限公司
83. GRUIT (SCANDINAVIA) BREWERY GROUP CO LTD
格魯特(北歐)精釀啤酒集團有限公司
84. HAPPY KITCHEN DEVELOPMENT CO
開心廚房發展公司
85. HAPPY TOGETHER ABALONE LTD
鮑您歡禧有限公司
86. HARVEST FULL DEVELOPMENT LTD
益富發展有限公司
87. HEALTH BOOST INTERNATIONAL LTD
活力思國際有限公司
88. HEALTH ELITE CLUB LTD
健英會有限公司
89. HENG BAO FOODSTUFF (HK) LTD
恆寶皇牌食品(香港)有限公司
90. HK AOSHITING INT'L FOOD LTD
香港奧斯汀國際食品有限公司
91. HK CHUXIN (ASIA-PACIFIC) GROUP HOLDING LTD
香港初心(亞太)集團控股有限公司
92. HK DAYITONG TRADE LIMITED
香港大益通商貿有限公司
93. HK HENGLINXIANG FOODS TECHNOLOGY INT'L LTD
香港恒林祥食品科技國際有限公司
94. HK LOVECRAFT LTD
95. HK QIAOJIAREN BIOLOGICAL TECHNOLOGY GROUP LTD
香港俏佳人生物科技集團有限公司
96. HK RHT INT'L GROUP LTD
香港仁和堂國際集團有限公司
97. HK WA WA MEI INTERNATIONAL BIOTECHNOLOGY LTD
香港娃娃美國國際生物科技股份有限公司
98. HK WEIXIANG TRADING LTD
香港威翔貿易有限公司
99. HK WH INDUSTRIAL CO LTD
香港偉行實業有限公司
100. HK XIZI INT'L BIOTECH LTD
香港西子國際生物科技股份有限公司
101. HONG KONG AMY FINANCIAL INVESTMENT LTD
香港阿美金融投資有限公司
102. HONG KONG ETON FOOD LTD
香港伊藤食品有限公司
103. HONG KONG FISILE TRADING LTD
香港菲思樂貿易有限公司
104. HONG KONG GIAYEE CO LTD
香港嘉億股份有限公司
105. HONG KONG GOOD LUCK TOBACCO CO LTD
香港好運煙草有限公司
106. HONG KONG GUAN YI INDUSTRIAL CO LTD
香港貫一實業有限公司
107. HONG KONG HIGHPOWER TECHNOLOGY CO LTD
香港豪鵬科技有限公司
108. HONG KONG JIAPIN INTERNATIONAL TRADING CO LTD
香港伽品國際貿易有限公司
109. HONG KONG LITTLE DEER TEA INDUSTRY LTD
香港小鹿茶實業有限公司
110. HONG KONG MARRY INTERNATIONAL GROUP CO LTD
香港麥瑞國際集團有限公司
111. HONG KONG NACHEL COSMETICS INTERNATIONAL CO LTD
香港奈雪兒化妝品國際有限公司
112. HONG KONG NATIONAL GATE TOBACCO CO LTD
香港國門煙草有限公司
113. HONG KONG PANGEGE GROUP CO LTD
香港潘哥哥集團有限公司
114. HONG KONG PO CHI LAM GROUP CO LTD
香港寶芝林集團有限公司
115. HONG KONG SHAM KONG FOODS (GROUP) CO LTD
香港深港食品(集團)有限公司
116. HONG KONG SIWEITE CO LTD
香港斯微特有限公司
117. HONG KONG SNACK ANGEL CO LTD
香港小食大愛有限公司
118. HONG KONG SUPERIOR PRODUCTS CO LTD
香港優品之上有限公司
119. HONG KONG WANYA INTERNATIONAL CO LTD
香港萬雅國際有限公司
120. HONG KONG WEN HONG INTERNATIONAL TRADING LTD
香港文鴻國際貿易有限公司
121. HONG KONG XIANGSINI FOOD CO LTD
香港香斯妮食品有限公司
122. HONG KONG XIANLISHI INTERNATIONAL COSMETICS CO LTD
香港纖麗詩國際化妝品有限公司
123. HONG KONG XIAOJILA INTERNATIONAL TRADE CO LTD
香港笑吉拉國際貿易有限公司
124. HONG KONG YASHIDA INTERNATIONAL GROUP CO LTD
香港雅仕達國際集團有限公司
125. HONG XIANG (HK) FOOD LTD
紅象(香港)食品有限公司
126. HONGKONG (GERMANY) SINAIQI STOCK INDUSTRY CO LTD
香港(德國)斯耐奇股份實業有限公司
127. HONGKONG AOLONG FOOD CO LTD
香港澳隆食品有限公司
128. HONGKONG BAISHI INTERNATIONAL GROUP LTD
柏士國際(香港)集團有限公司
129. HONGKONG BAMPTON GROUP CO LTD
香港班頓實業集團有限公司
130. HONGKONG BBGOOD INTERNATIONAL LTD
香港寶寶好國際有限公司
131. HONGKONG FOIST INTERNATIONAL TRADING LTD
香港福思特國際貿易有限公司
132. HONGKONG GUOXUANTANG GROUP CO LTD
香港國宣堂集團有限公司
133. HONGKONG JINDEFU INT'L GROUP LTD
香港金德福國際集團有限公司
134. HONGKONG MOOD FOR LOVE BIOLOGICAL TECHNOLOGY LTD
香港花樣年華生物科技股份有限公司
135. HONGKONG SIBEINI FOOD CO LTD
香港思貝妮食品有限公司
136. HONGKONG SROGET COSMETICS CO LTD
香港施露潔化妝有限公司
137. HONGKONG THE BEAUTY INTERNATIONAL CO LTD
香港多美人國際有限公司

138. HONGKONG TIANLONG INDUSTRY LTD
香港天龍實業有限公司
139. HONGKONG WENRUN INTERNATIONAL TRADE LTD
香港聞潤國際貿易有限公司
140. HONGKONG XINYAN INTERNATIONAL LTD
香港心妍國際有限公司
141. HONGKONG YI PIN JIA ER DAILY NECESSITIES CO LTD
香港一品佳兒日用品有限公司
142. HONGKONG YIDIAN CO LTD
香港一典有限公司
143. HONGKONG ZHENG HONG DE INTERNATIONAL GROUP CO LTD
香港正鴻德國際集團有限公司
144. HONGKONG ZHONGSHENG INT'L ENTERPRISE SHARE LTD
香港中晟國際企業股份有限公司
145. HONGMAO (HK) FOOD CO LTD
泓冒(香港)食品有限公司
146. HUANGANG (HK) FOODS INDUSTRY LTD
環港(香港)食品工業有限公司
147. HUAYUE INT'L (HK) CO LTD
華悅國際(香港)有限公司
148. HUGE EGG TRADING LTD
巨蛋貿易有限公司
149. HYDRAGON LTD
海章文有限公司
150. INCINTA CO LTD
香港瑛信達有限公司
151. INTERSALES (HK) LTD
港衛(香港)有限公司
152. INTERSALES (HK) LTD
港衛(香港)有限公司
153. ITALY VV BROWN INTERNATIONAL LEATHER CO LTD
意大利威威布朗國際皮具有限公司
154. JAPAN LULINSOCIETY (HK) LTD
日本國鹿麟社(香港)有限公司
155. JIN HOI INTERNATIONAL TRADING LTD
津凱國際貿易有限公司
156. JITA BIOTECHNOLOGY LTD
自家生物科技有限公司
157. JJ & C INVESTMENTS LTD
158. JMC COSMETICS LTD
美琳化妝品有限公司
159. JUMBO MILLION DEVELOPMENT LTD
百宏發展有限公司
160. JUNXIONG INDUSTRY CO LTD
駿雄實業有限公司
161. KADOKAWA HONGKONG LTD
香港角川有限公司
162. KAFUYOUPIN (INT'L) CO LTD
卡芙優品(國際)有限公司
163. KARREX (HK) LTD
加益(香港)有限公司
164. KAXIMU (HK) FOOD CO LTD
卡西姆(香港)食品有限公司
165. KEEN OCEAN INDUSTRIAL LTD
僑洋實業有限公司
166. KNITWARM LTD
織暖有限公司
167. KOMARC HOLDINGS LTD
168. KOREA LOTTE INT'L LTD
韓國樂天國際有限公司
169. KWEICHOW MOUTAI ZHONG TIEN WINE CO LTD
貴州茅台中天酒業股份有限公司
170. LAKE (HK) CO LTD
寧(香港)有限公司
171. LAND AND SEA CORPORATION LTD
172. LASON GOUTAL GROUPS LTD
娜桑妮集團有限公司
173. LEDYOND TECHNOLOGY LTD
領揚電子科技有限公司
174. LI YUAN MENG (HK) HEALTH INDUSTRY LTD
梨園夢(香港)健康產業有限公司
175. MACAO DAGUDONG FOOD STOCK CO LTD
澳門大穀咚食品股份有限公司
176. MAGIC HOUSE (HK) LTD
香港晨琦坊有限公司
177. MALAYSIA HUASHENG FOOD LTD
馬來西亞華生食品有限公司
178. MANTA LAB LTD
179. MARCUS & MARCUS (INT'L) LTD
180. MASTER GLOBAL INTERNATIONAL CO LTD
181. MEFFERT'S LTD
182. MEITEC LTD
183. MINGSTON INDUSTRIES LTD
發明實業有限公司
184. MIRACLE FOOD TRADING CO LTD
美歷高貿易有限公司
185. MOIMUI CREATIONS LTD
186. MR PET SUPPLIES WHOLESALE CO
寵物先生寵物用品總批發
187. NET:D LTD
曉科有限公司
188. NEW DIRECTION INTERNATIONAL TRADING CO LTD
揚新國際貿易有限公司
189. NEW PIONEER INDUSTRIAL LTD
銳新實業有限公司
190. NEXT MARKETING LTD
逆思策劃有限公司
191. NIMENI (HK) BIOPHARMACEUTIAL CO LTD
尼美尼(香港)生物制藥有限公司
192. NORTH SWAN HOLDINGS LTD
193. NWMCY (CHINA) CO LTD
寶僑(中國)股份有限公司
194. OLD HENRY LTD
195. OLIVIO (HK) LTD
奧里維安(香港)有限公司
196. OUYA MILITARY LUBRICATION TECHNOLOGY GROUP CO LTD
歐亞軍工潤滑科技集團有限公司
197. PARTLINK LTD
栢凌有限公司
198. PAVO PHILO INTERNATIONAL CO LTD
孔恩國際有限公司
199. PET TIME TRADING LTD
200. PLASMA CLOUD LTD
201. PROLIFE BIO LTD
寶萊福生物科技有限公司
202. PROTIGA CO LTD
203. QUALIFE HONG KONG LTD
銀髮優質生活(香港)有限公司
204. QUARK LTD
205. QVS INDUSTRIES LTD
辛迪加實業有限公司
206. RB (HYGIENE HOME) HK LTD
207. REAL PRO LTD
偉意實有限公司
208. RICH GROMART
209. ROUND ONE LTD
210. ROYAL TOYS (HK) CO LTD
樂雅兒玩具(香港)有限公司
211. RUISHIHANFU TO THE INTERNATIONAL HOLDINGS LTD
瑞士漢福來國際集團有限公司

212. SAM LUNG EMBROIDERY THREAD FACTORY LTD
三龍繡線廠有限公司
213. SAM'S RANCH CO LTD
森營牧場有限公司
214. SEATOMAN HOLDINGS LTD
司徒文有限公司
215. SEENICE INTERNATIONAL BIOTECHNOLOGY LTD
萱妍國際生物科技有限公司
216. SG NANYANG MEDICINE MANUFACTORY LTD
星加坡南洋製藥廠有限公司
217. SHAN HO ASIA PACIFIC LTD
山河亞太有限公司
218. SHANFANGZ BEAUTY HEALTH INT'L CHAIN ENTERPRISE LTD
善芳姿美容養生國際連鎖企業有限公司
219. SHEN HUA INTERNATIONAL LTD
220. SHENG YUAN ZHONG TIAN GROUP (INT'L) HOLDING CO LTD
盛元中天集團(國際)控股有限公司
221. SHESHI LTD
些事有限公司
222. SHINY PHARMA (HK) CO LTD
香港焜焜大藥廠有限公司
223. SIMPLE SMILE LTD
簡之愛集團有限公司
224. SINGSONG INTERNATIONAL TRADE CO LTD
三松國際貿易有限公司
225. SKYDRAGON TOBACCO GROUP INTERNATIONAL LTD
天龍煙草集團國際有限公司
226. SKYMAY GLOBAL CO LTD
智永環球有限公司
227. SNOWY VILLAGE PERSONAL CARE LTD
白雪個人護理有限公司
228. SPIDER GLOBAL LTD
信必得環球有限公司
229. SUNDIAL TECHNOLOGY DEVELOPMENT LTD
科日發展有限公司
230. SYMEA LTD
231. T&R TOBACCO INTERNATIONAL CO LTD
天潤煙草有限公司
232. TAGYE HK CO LTD
太古香港有限公司
233. TAIWAN LUJIAOXIANG MILK TEA CO LTD
臺灣鹿角巷奶茶有限公司
234. TAK SHING FOOD CO LTD
德成食品有限公司
235. TEPKO ENTERPRISES LTD
特高企業有限公司
236. THE PRODUCT WORKSHOP LTD
品·創設計有限公司
237. THINKBUSINESS BRAND SERVICE LTD
拓想品牌服務有限公司
238. THREE DOG NIGHT LTD
239. THUNDERBOT INTERNATIONAL (HK) LTD
雷神國際(香港)有限公司
240. TIMEXPOSE LTD
時霸有限公司
241. TINTIN ROW TRADING CO LTD
天天行貿易有限公司
242. TOBY WORLD LTD
托比世界有限公司
243. TONIC SUPREME LTD
百補之王有限公司
244. TOP LEADER ASIA PACIFIC LTD
卓領亞太有限公司
245. TOP TALENT UNIVERSAL LTD
智盛環球有限公司
246. TRAVELMALL SWITZERLAND HOLDINGS LTD
瑞士歐斯科控股有限公司
247. TUO QUE TANG INSTITUTE OF REGENERATIVE SCIENCE CO LTD
佗鵠堂再生科學研究院有限公司
248. UDAY INTERNATIONAL TRADE CO LTD
優貝國際貿易有限公司
249. UK HENRY FOOD HOLDINGS LTD
英國亨利食品控股有限公司
250. UMC INTERNATIONAL LTD
251. UNIHUI INTERNATIONAL LTD
聯力惠國際有限公司
252. UNION SQUARE LTD
展亮有限公司
253. UUSZE (HK) ELECTRONIC CO LTD
254. VOTO GLOBAL LTD
255. VVO INTERNATIONAL CO LTD
好食國際有限公司
256. WATTLY INTERNATIONAL GROUP LTD
華特利國際有限公司
257. WEALTHY INTERNATIONAL TRADING (HK) LTD
財運國際貿易(香港)有限公司
258. WELCOME WING LTD
銀禧有限公司
259. WELL SELECTION INTERNATIONAL LTD
偉晴國際貿易有限公司
260. WINTIDE BRAND LTD
盈泰品牌有限公司
261. WISE INNOVATION
慧技創意
262. WOSHINE PRECISE MACHINERY (CHINA) LTD
華信精機(中國)有限公司
263. WWW LTD
264. XINGYAO ECOMMERCE TECHNOLOGY LTD
星耀電商科技有限公司
265. XIONG YOUXIN PIN (INT'L) CO LTD
熊有心品(國際)有限公司
266. YAN WO HO FOOD CO LTD
仁和號食品有限公司
267. YIDA THE WORLD TRAD LTD
亦大世貿有限公司
268. YIELD SINO LTD
優華有限公司
269. YINYING ECOMMERCE TECHNOLOGY LTD
銀瑛電商科技有限公司
270. YITONG FLYING INTERNATIONAL CO LTD
一統福來因國際有限公司
271. YLX GROUP CO LTD
272. YPERNOVA LTD
273. YUEN FAT SEAFOOD AND MEAT LTD
源發乾凍海產肉食專門店有限公司
274. YUN HAN (HK) INDUSTRIAL INTERNATIONAL LTD
韻哈實業(香港)國際有限公司
275. YUNTENG GROUP (HK) CO LTD
雲騰集團(香港)股份有限公司
276. ZHEJIANG AISUN HOME TEXTILE CO LTD
浙江愛尚家居用品有限公司
277. ZXZY LTD
278. 三林薈商貿有限公司
279. 香港古鳳國際集團有限公司

Join Us
成為我們的會員





濟生堂三寶 有相同成份亦有不同處方，舒緩因傷風感冒引致的症狀，流鼻水，咳嗽痰多，喉嚨腫痛，使服用者可於短時間康復。治療及預防傷風感冒消化不良，虛火上升咽喉不適各服二粒，療效顯著，安全可靠，不會出現睡意，是消費者最佳選擇！

香港、澳門、沙頭角及各大藥行藥房連鎖店
中成藥註冊編號 HKP-10861, HKP-11025, HKP-11026, HKP-10846



港九藥房總商會會員均有銷售



肩頸背痛
四肢麻痺
筋肌疲勞
腰骨刺痛

濟生堂正千里追風油
CHANLE CHIU FUNG OIL
跌打聖藥，藥油之王！



德國東大克療痰[®]

GERMANY EAST GREAT HAK LIU TAM

獲頒優質



正印產品



不含西藥成份、老幼均宜服用、純正中藥提煉、止咳化痰潤肺



敬請認明

克療痰[®]

註冊商標

中成藥註冊編號 HKP-10872, HKP-10870, HKP-12097

克療痰右上角有[®]字樣，方為正貨，以免誤購贗品。

濟生堂 香港、澳門、沙頭角及各大藥行藥房連鎖店 港九藥房總商會會員均有銷售



Drunk Essential Ginger Oil

醉玲瓏 ~ 天然抗疫你最值得擁有



現在新型冠狀病毒肆虐細菌迅速傳播，全世界人人自危恐慌性搶購防護口罩、消毒用品。但您可有想過僅依靠口罩和消毒用品就能讓你和你的家人得到有效的保護？

眾所周知，生薑對健康的益處基於其抗氧化和抗炎性。例如：薑酚，薑烯酚，薑酮酚和薑油酮。因此，它是一種天然消毒、抗菌和消炎劑。

醉玲瓏 ~ 百份百純薑提煉精心製造的精華油具有高度消毒、抗菌和消炎作用。它不但可以令你和你的家人得到天然保護的同時也可讓你安心的繼續美容護膚，絕不油膩、性質溫和適合任何類形肌膚，成人小孩及至孕婦皆適用。

國際專利申請號：PCT/CN2019/126232

抗疫及護膚使用方法，請瀏覽網站：www.drunkhk.com



請開啟微信掃描



電話：2117 4650
傳真：2117 4652



電郵：drunk@hq.com.hk
網站：www.drunkhk.com



確潤有限公司
香港新界荃灣橫龍街32-40號
興盛工業大廈18樓Q室



WhatsApp: 9369 0011



微信ID: DrunkEssentialOil



健康生活 由食品追蹤開始



參加「優質食品源頭追蹤計劃」
成為優質飲食源頭的一份子

「優質食品源頭追蹤計劃」透過國際標準及監控食品管理系統技術作基礎，評審本地企業的食品追溯情況和提供優質安全食品予消費者的水平，予以相應嘉許及改善建議。

Through international standards and food management system best practices, the “Quality Food Traceability Scheme” assess local companies’ of their food supply chain traceability and their ability of offering consumers safe and quality food, and provide recognition and improvement advice.

「優質食品源頭追蹤計劃2019」得獎企業 (按公司名稱字母順序排列)

Participating Enterprises in Quality Food Traceability Scheme 2019 (in alphabetic order by company name)

鑽石企業Diamond Award Enterprise



金獎企業Gold Award Enterprise



銀獎企業Silver Award Enterprise



計劃詳情請瀏覽
For details, visit:
<http://bit.ly/2GsJ6Vn>



支持機構
Supporting Organisations



The Institute of Purchasing
& Supply of Hong Kong
香港物資採購與供應學會

GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

T +852 2863 9750

E services@gs1hk.org

www.gs1hk.org

GS1 is a registered trademark of GS1 AISBL. All contents copyright©GS1 AISBL 2020 <https://www.gs1hk.org>