

**The Key to Growing Organic Business Amid
Pandemic: Integrity, Expertise, Tenacity, Agility**
越「疫」越有機 全靠誠信、專業、堅持、靈活

**Successful Commercialisation of Local R&D to
Support the Fight Against Pandemic**
本地科研成功商品化 支援抗疫

4 Myths about e-Commerce
拆解電商4大迷思

Ways for Businesses to Enhance Cash Flow
企業提升資金流大法



Bosco Law

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GS1 HK董事

Executive Connect 管理層專訪

**Nurturing Local Creative Talents
and Creating Shared Value**
弘揚商社共生 淬鍊本地原創生力軍



Navigating the Logistics Havoc-Induced Supply Shortage 運輸受阻致缺貨 企業如何自處？

Similar to the tight supply of vegetable and meat earlier, drugs like Panadol and COVID-19 rapid test kit are in shortfall as the pandemic situation escalates. Guangdong Province has opened up 6 sea freight supply routes and rails to support and ensure sufficient daily commodities shipped to Hong Kong.

Responding to the crisis, some local enterprises has shifted to inventory-ready “just-in-case” supply chain model, from the efficiency-focused “just-in-time” model, stressing on supply chain flexibility and resilience by diversifying the single-sourced risk.

Yet this opens up heated debate: Prof. Heiwai Tang of HKU Business School explained in an interview that some companies will add 1-2 suppliers outside of China as source of product supply, but it is hard to completely detach from the Mainland and establish a new base in South East Asia. Take Vietnam for example, it has around 97 million populations, compared to 126 million permanent residents in Guangdong, the manpower alone is already a question mark.

A survey conducted by McKinsey in 2020-21 asking 60 supply chain executives from varied industries and regions echoed the notion: As many as 93% respondents tried to increase supply chain flexibility, only 15% has gone through the restructure, mostly on expanding key products inventory without changing the source of supply. The reasons behind involve a myriad of considerations including costs, tax, raw materials, technology, etc. This issue's interviewee, Bosco Law of LAWSGROUP, noted its clients would “lock-in” certain suppliers with long-term contract for economies of scale, ensuring stable supply with less flexibility.

The pandemic also brings the spotlight on Environment, Social & Governance (ESG) and sustainability issues. 96% out of 500 CEOs across 11 global markets has shifted focus to the social component of ESG, a 30% growth compared to the same survey in 2020, according to KPMG. Besides financial benefits and better addressing stakeholders' needs, they admitted a stronger emotional connection to company purpose since the crisis began.

In this issue, the “Creating Shared Value”-devotee LAWSGROUP has supported entrepreneur and community engagement for years, and is now reaping the fruits in the post-pandemic new normal. Another interview, the organic product-advocate Health Aims saw a 10% growth in business as a result of the flourishing health-conscious demands; whereas a start-up has successfully capitalised on its R&D results in fighting against the pandemic and re-invested the gains into its bio-tech research.

More interesting stories within. Enjoy reading.



疫情嚴峻，「必理痛」等藥物、快測產品的供應緊張，蔬菜肉類亦曾因運輸問題一度短缺。廣東省已迅即開通6條水上物資供應航線及鐵路援港班列，確保足夠生活物資供港。

不少本地企業的供應鏈亦由講求營運效率的「即時生產」(just-in-time)轉到「以防萬一」(just-in-case)，強調不同供應源的靈活和韌性，分散風險、應對突變。

然而，港大經管學院經濟學教授鄧希煒在訪問中解釋，雖然有公司會在中國等生產基地外，多加1-2個供應商（「中國加一」策略）；但要完全離開內地生產鏈，以東南亞為替代卻絕非易事：例如越南，其總人口僅約9,734萬，而廣東省的常住人口為1.26億，人力已是問題。

McKinsey於2020-21年訪問了60個來自不同行業和地區的供應鏈人員，雖有93%受訪者試圖增加供應鏈彈性，但最後只有15%在12個月內有實質重整，主要增加關鍵產品的庫存、並非改變供應源，背後牽涉太多成本、關稅、原料、技術等的複雜計算。今期受訪者羅氏集團的羅正杰便指其品牌客戶通常會鎖定供應商，簽訂長期合約以取得優惠價格，保障供貨穩定、較少轉變。

同樣，疫情令人更關注環境、社會及管治(ESG)等可持續發展議題。KPMG於2021年訪問了11個環球市場500位CEOs，96%受訪者會承擔更多社會責任，比2020年調查提升30%以上，除因他們預期能從中獲利、滿足持份者要求外，亦對ESG發展更具道德承擔。

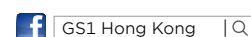
羅氏集團在多年前已在倡議「商社共生」、鼓勵初創及社區參與，現在很快便適應疫後新常態。以有機產品為主打的源生坊亦因市民更關注健康而受惠，生意額飆升逾1成；有初創成功將本地研發技術商品化，在抗疫前線獲利再投入研發、推動科研。

更多有趣故事，歡迎閱覽。

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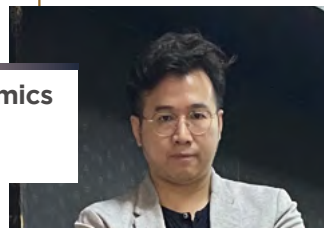
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About GS1 Hong Kong 關於香港貨品編碼協會

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 and facilitate commerce connectivity, 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 with the vision of "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。

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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Nurturing Local Creative Talents and Creating Shared Value 弘揚商社共生 淬鍊本地原創生力軍

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LAWSGROUP Deputy Chairman & CEO
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羅正杰

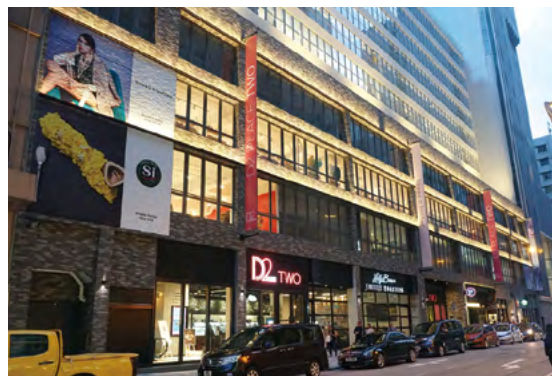
羅氏集團副主席及行政總裁
GS1 HK董事



While a lot of businesses are striving to stay afloat and adapt to market changes, LAWSGROUP, a conglomerate with over 45 years of history, has been transforming since 2015, by implementing the “Creating Shared Value” strategy and green initiatives across the Group’s businesses. Bosco Law, Deputy Chairman & CEO of LAWSGROUP and Board of Director of GS1 Hong Kong, acknowledged that in addition to the Group’s motto “Passion for Fashion”, his love for Hong Kong is also a driver for changes. “Part of the reason why the development of Hong Kong brands withers is that local people have not been appreciating local creativity in the past decade, and we need to change that.”

LAWSGROUP’s Love for Hong Kong

LAWSGROUP was founded in Hong Kong with manufacturing plants in Mainland China. Majored in architecture, Bosco leads the Group and initiated expansion of production line along the Belt and Road to Vietnam, Myanmar and Bangladesh, achieving an annual production capacity of more than 208,000,000 pieces of clothing. Bosco has been always supporting local design, fashion and creative industries, and he envisioned D2 Place as Hong Kong’s first commercial complex revitalized from industrial building and converted it into an incubation hub for local designers. He is also the patron sponsor of Fashion Farm Foundation (FFF), an NGO supporting Hong Kong fashion designers to develop their own brands and help introducing their designs to Mainland China and overseas markets. “D2 Place stands for ‘Designers’ Dreams’. We nurture and support local designers to realize their dreams through our Entrepreneurship Model.”



正當一眾企業家在這兩年苦思如何恪守本業、同時轉型配合市場趨勢時，擁有超過45年歷史的羅氏集團早於2015年已大刀闊斧地變革，牽頭將「創造共享價值」(Creating Shared Value)理念及綠色倡議貫通集團業務。除了集團本身「Passion for Fashion」的信念外，羅氏集團副主席及行政總裁、GS1 HK董事羅正杰(Bosco)承認有著一份「香港情懷」。「香港品牌發展式微，我覺得部份原因是過往10多年來香港人較少留意及欣賞本地創作，而我們需要改變這種風氣和想法。」

羅氏集團的香港情懷

羅氏集團發跡自香港並於中國內地設廠，修讀建築的掌舵人Bosco把生產線擴展至一帶一路地區包括越南、緬甸及孟加拉等地，迄今年產量高達2億多件。Bosco關注本地創作，並獨具遠景，在活化廠廈「D2 Place」時便聚焦服裝行業發展，更支持 Fashion Farm Foundation (FFF) 支援香港時裝設計師發展個人品牌，協助其進軍內地及海外市場。「D2 Place以『設計師之夢想Designers’ Dreams』而命名，以『初創商業模式(Entrepreneurship Model)孕育及支持本地服裝設計師去追尋夢想。」

Turning Revitalised Industrial Building into Incubation Hub

The Entrepreneurship Model at D2 Place consists of 6 different stages, in which startups are nurtured and supported progressively from an initial sales experience in the Weekend Markets, pop-up stores, kiosks and shops to managing a developed business across the city and even outreaching the world. Since the launch of the program, over a quarter of entrepreneurs managed to advance progressively into in a kiosk, in which more than 50 brands already successfully expanded their businesses from D2 Place to other local shopping malls.

WEEKEND MARKETS 週末市場



Very Affordable Rent
容易負擔之租金

POP-UP STORES 快閃店



Concessionary Short-term Lease
優惠短期租約

KIOSKS 銷售櫃檯



Flexible Terms
靈活條款

SHOPS 店舖



Concessionary Short-term Lease
優惠短期租約

ACROSS THE CITY 遍及市內



Promotion of the CSV model
推廣「商社共生」計劃

OUTREACH THE WORLD 面向世界



Adoption in other Cities
落戶於其他城市

Apart from signature events like Weekend Markets, D2 Place has been partnering with creative groups from different countries to organize various cultural events, such as French May and Songkran Thai Water Festival. The group also established the “Made in Hong Kong” brand and organised “Top 10 Artisans Award” and Street Carnival to support local creativity. In addition, LAWSGROUP collaborated with Hong Kong Trade Development Council (HKTDC) Design Gallery, and set up THE BARN Lifestyle Store as a retail and promotional platform for local designers and entrepreneurs. D2 Place holds more than 100 events every year and has benefited more than 10,000 creative parties and designers since its opening.

For their excellence in creating shared value, LAWSGROUP stood out from over one hundred corporates and won the Grand Award at the inaugural Business for Social Good Award organised by Our Hong Kong Foundation.

活化廠廈成初創試煉場

D2 Place的「初創商業模式」分六個階段，從市集擺檔、快閃店、銷售櫃檯到開設正式店舖，再擴展生意遍及市內以至世界各地。據過往經驗，超過四分之一創業家能夠循序漸進沿階梯進駐銷售櫃檯，而迄今已有超過50個品牌成功衝出D2 Place，將業務拓展至其他本地商場。

除週末市集等重點活動之外，D2 Place經常與不同國家的創意團體合作，舉辦各類文化活動，例如法國五月及泰國潑水節。集團亦成立了品牌「香港掂檔」，舉辦「十大匠人選舉」、街頭嘉年華等活動，支持本地創作。而集團與香港貿易發展局設計廊合作推出的THE BARN生活百貨店，為本地設計師提供了零售及推廣平台。D2 Place每年舉辦近百個活動，開業至今惠及過萬個創意團體及設計師。

憑藉D2 Place在弘揚商社共生理念的卓越成就，羅氏集團從過百家參選企業脫穎而出，在團結香港基金舉辦的首屆「商社共生大獎」中獲頒發傑出大獎。



“Apart from nurturing entrepreneurs, the success of D2 Place’s Entrepreneurship Model has inspired local megamalls to follow and adopt the similar strategy, and start celebrating local craftsmanships, building up synergy and an ecosystem for the Creating Shared Value business model”

「項目除了成就初創企業，更起牽頭作用，D2 Place支持本地創業家的模式取得成功，啟發了本地許多大型商場仿效，繼而加強推廣本地創作，正正體現『創造共享價值』的協同效應。」

Promoting Reindustrialisation

Bosco strongly supports the HKSAR Government's re-industrialization initiative, such as setting up a new fashion hub and form a Hong Kong version of "Dongdaemun/Fashion District" in Sham Shui Po, as proposed by the Commerce and Economic Development Bureau. He believes they will accelerate the growth of the local fashion and creative industries, bringing traffic and new prospect to the area.

Supply Chain Resilience as the Key to Success

In response to the growing risk and disruption brought by the pandemic. Bosco revealed that some manufacturers are shifting from the efficiency-focused, just-in-time supply chain, to a more responsive and risk-averse supply system. He added the Group has been able to react quickly to the disruptions brought by the outbreak, as the production facilities in multiple locations ensured steady and reliable supplies.

He also observed business consolidations are taking place, where manufacturers with inflexible supply chain are replaced by the competitive ones, which contributed to the growth of the Group's market share. At the same time, since casual wear accounts for the majority of LAWSGROUP's product portfolio, the overall sales increased as work-from-home becomes the new normal, and the demand for business attires goes down while casual wear goes up. In addition, the Group has been using automated machines and adopted 5G and smart technology across all plants.



With agile supply chain and a competitive product portfolio, Bosco is confident of the Group's future in achieving sustainable growth in multiple areas despite adversity. He believes the GS1 barcode, smart technology, 5G network, and even blockchain will play a vital role in the global apparel supply chain, which facilitates inventory management, logistics control, automated replenishment and more, enhancing competitive advantages for both suppliers and merchants.

推動香港「再工業化」

Bosco十分支持香港特區政府提倡的「再工業化」，例如香港商務及經濟發展局正在籌劃、於深水埗成立設計及時裝基地，打造港版的「東大門」/Fashion District，他認為這些項目有助進一步推動香港的時裝及創意產業發展，帶動深水埗人流，並為區內帶來一番新景象。

供應鏈彈性成致勝關鍵

談到疫情對集團的服裝製造業務有何影響，Bosco表示過往供應鏈講求營運效率的「即時生產」(just in time)，但在疫情之下風險及變數增加，生產商講求即時應變及風險分散能力。他指集團的供應鏈管理素來穩固且完善，疫情之下即時反應游刃有餘，且設有多個生產基地，可適時調配生產地點以確保供應。

他觀察到疫情亦促使到行業出現整合，供應鏈缺乏彈性的生產商會被淘汰，集團的市場佔有率亦因此而有所提升。新常態下在家工作普及化，上班服需求減少、休閒服飾需求增加，而集團的產品以休閒服為主，因此產品需求不跌反升。他補充，集團全線廠房均採用自動化紡織機，並將5G技術應用於智慧製造 (Smart Factory) 之上。



憑藉富彈性的供應鏈及具競爭力的產品組合，Bosco對集團在新常態下的業務發展看法非常正面，有信心在逆境下仍能在多方達到持續增長。Bosco亦認同GS1條碼智能科技、5G網絡及區塊鏈技術在全球服裝供應鏈上非常重要，有助監察庫存、追蹤出貨情況、將補貨自動化等，能提升商家競爭優勢。

In 2020, the majority stake of Bossini was acquired by Viva China, a company controlled by Li Ning family, in a bid to reposition the brand and expedite its expansion into the Mainland China market leveraging from Li Ning's expertises and experiences. Bosco believes there is room for developing local fashion brands in Hong Kong by introducing new elements and ideas.

The Global ESG Trends

Long before ESG (Environmental, Social and Governance) prevails in Hong Kong, LAWSGROUP has launched a "15-year Sustainability Plan" in 2016 and introduced new technologies, facilities, green ideas and GS1 global standards in building a seamless and sustainable industry ecosystem. The group spearheaded waste and emission reduction in textile manufacturing to match with the target of limiting global warming within 1.5 degrees Celsius, paving the way to sustainable fashion.

On the other hand, the group has deployed 5G enterprise solution by China Mobile Hong Kong to realise smart property management. Riding on advanced technologies including cloud, big data analytics, IoT, AI and environment monitoring system, the solution enables real-time analysis of traffic and customer locations, and the capability to customize promotion strategies for boosting sales.

Bosco believes GS1 HK's Smart Business Operations can help companies do more with less, and will explore applications in terms of crowd control, workplace temperature automation, as well as improved customer engagement and shopping journey in smart retail.



2020年Bossini控股權易手予李寧家族控股的非凡中國，以李寧家族在活化品牌上的往績，幫助堡獅龍集團進行重新定位，並大力發展國際市場。Bosco深信香港本地服裝品牌仍有發展空間，必須不斷增加新元素及新構思。



順應環球ESG趨勢

ESG (環境、社會和管治) 在港成大勢所趨，而羅氏集團早在2016年已經推出「15年可持續發展計劃」，為公司各地廠房引入嶄新技術、器材、環保概念和GS1的國際產品識別標準，建立緊密聯繫及可持續發展的貿易鏈，牽頭帶動紡織製造業減廢，抵抗全球暖化，實現控制升溫幅度維持在攝氏1.5度內的終極目標，建立可永續的時裝生態圈。

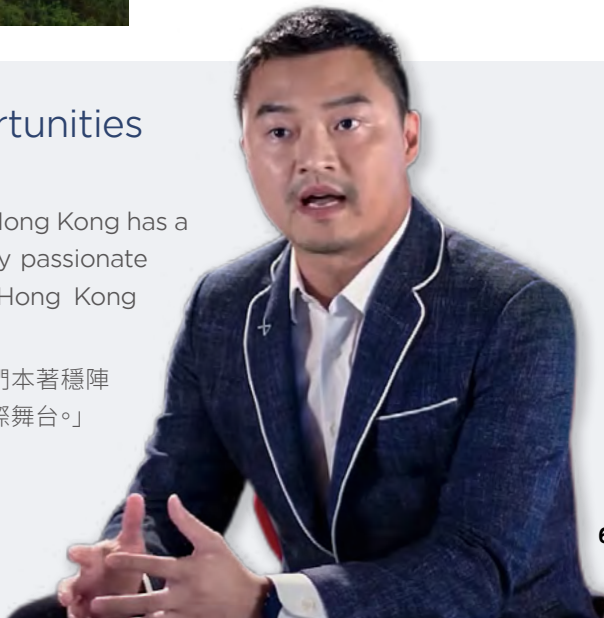
在智能物業管理方面，集團亦部署了中國移動香港的5G企業解決方案，藉雲端及大數據分析，配以物聯網和人工智能，整合環境監測系統，並提供實時分析人流和客戶群分佈，以便集團能夠制定出合宜的策略性推廣方案、增加銷量。

Bosco認同GS1 HK著力推動的智慧營運方案 (Smart Business Operations) 有助企業以更少資源發揮更大效益，會積極研究在譬如人流管理、溫感工作場所調控等範疇上應用；又或者藉智慧零售方案與顧客和商戶互動、優化購物旅程。

Stay Steady and Open Up to New Opportunities 穩健中不忘進取

Bosco believes the future of Hong Kong brands is promising, "Hong Kong has a solid foundation. We just need to keep going, be vigilant, stay passionate and confident. I'm sure we can revive our glory and bring Hong Kong fashion to the international stage."

Bosco對香港品牌發展的未來充滿信心：「香港仍有強大實力，只要我們本著穩陣中不忘進取的樂觀精神，必定可以重建『金漆招牌』，將香港時裝帶到國際舞台。」



Embracing Circular Economy for Net Zero

做好「循環經濟」 達致零碳排放



The combined carbon footprint of the consumer electronics and fashion industries makes up approximately 6% of global emissions, according to DHL's latest whitepaper "Delivering on Circularity". DHL is urging the transition toward circularity, built on the redesign of supply chains: optimizing production volumes and materials, extending product lifecycles, launching novel use models, and developing new solutions for end-of-life recycling.

DHL最近發佈《發展循環經濟，實現綠色轉型》白皮書，指出服飾及電子消費品行業佔全球溫室氣體排放總量約6%。DHL促請各行業重塑供應鏈，投入循環經濟營運理念：包括優化產量和材料、延長產品生命週期、推出嶄新使用模式，以及開發廢棄回收創新方案等。

The Environmental Impact Updates 環境問題數據



E-WASTE HAS GROWN 21% 電子垃圾在過去5年
in the past 5 years **增加21%**

Source: UN's Global E-waste Monitor 2020
來源：聯合國《2020年全球電子廢棄物監測報告》



External packaging contributes to **30% of E-commerce emission**

電商行業3成碳排放量來自產品包裝



Halving overproduction could **reduce fashion waste by 10 million tons**
將服飾行業的產能過剩減半，能減省**1千萬噸行業廢料**

Source 來源: Scientific Data "A global-scale data set of mining areas"; Green IT Report: Global E-Waste Monitor; BBC "Why clothes are so hard to recycle"

Simply put, circularity is about the **5Rs: Reduce, Repair, Resell, Refurbish and Recycle**. It is key to increase the life-cycle of a product, reduce waste and optimize water consumption, while businesses need to build a sustainable business model.

根據「5 R」理論，循環發展簡單而言即**減量 (Reduce)**、**修復 (Repair)**、**轉售 (Resell)**、**再利用 (Refurbish)**和**回收 (Recycle)**。商界應想辦法如何增加產品生命週期、減廢、節約用水等，同時建立可持續發展業務模式。

How GS1 helps?

GS1 provides a common set of standards to share sustainability information widely, both for B2B and B2C purposes. Our standards can also support green procurement in both the public and private sectors.

GS1 EPCIS standard is ideal for establishing an effective chain of custody of non-renewable resources as well as for proving the provenance of sustainable sources of raw materials for the food, textiles and construction sectors, amongst many others.

GS1合力推動循環經濟

GS1提供一套通用標準，有助B2B和B2C業務之間，分享可持續發展的訊息，並能支援公營和私營機構的「綠色採購」。

而GS1 EPCIS標準便適合建立非再生資源的監管系統，以及證明食品、紡織和建築等行業可持續原材料的來源。

For details, please visit GS1 position paper on sustainability and circular economy
詳情請閱覽GS1可持續發展及循環經濟資料



More about DHL's whitepaper "Delivering on Circularity"
有關DHL《發展循環經濟，實現綠色轉型》白皮書



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- Awareness of the global supply chain management environment and management issues
- An array of purchasing related subjects

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- The Chartered Institute of Procurement & Supply (CIPS)
- The Chartered Institute of Logistics and Transport in Hong Kong (CILTHK)
- The Institute of Purchasing & Supply of Hong Kong (IPSHK)

Scholarships

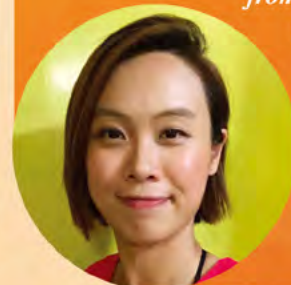
LMS Taught Postgraduate Programme Scholarship Scheme

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“

The programme covered theories of end-to-end supply chain management and illustrated the efficiency of up-to-date supply chain technology with business cases. The newly acquired knowledge has been applied to the strategic supply chain planning in the company I serve. Sharing experience with supply chain professionals from different industries

inspired me to think differently and drive new value at work.



Yung Siu Ki

”

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Prof. Song Miao (852) 2766 5087 miao.song@polyu.edu.hk

The Key to Growing Organic Business Amid Pandemic: Integrity, Expertise, Tenacity, Agility

越「疫」越有機

全靠誠信、專業、堅持、靈活

Duncan Ko

Managing Director and Founder of
China Aims Enterprises Ltd. (Health Aims)

高照成

華標企業有限公司(源生坊)董事總經理暨創辦人



In response to the 2-year-long pandemic crisis, Hong Kong consumers have been prioritising their health concerns and keen to spend more money on the organic and natural foodstuff to boost immunity. For this reason, the 24-year-old Health Aims Organic Functional Food Specialty Shop (Health Aims) has enjoyed more than 10% business growth over the past 2 years. Committed to ethical practice and eyed on long term business, Duncan Ko, Managing Director and Founder of Health Aims, has kept the price of its local organic vegetables unchanged thanks to the stable supply, despite vegetable prices in market spike in previous weeks. This has brought credibility and transactions to the company.

Solidarity and Integrity in Adversity

Knowing that FarmFest 2022 was cancelled because of the outbreak at the beginning of 2022, Duncan was approached by Hong Kong Organic Resources Centre to help sell off hundreds of kilograms of local organic agricultural produce to reduce wastage. To ensure freshness, Health Aims used “Buy Online, Pick Up in Store”(BOPIS) model so that customers would receive order confirmation and pick-up notice before collecting their purchases in store. Besides boosting local agricultural sales by 6 times from 100 catty to 600 catty per week, the BOPIS model effectively drove traffic to store for additional purchase. This in turn builds up a win-win ecosystem that paves the way to new fresh foods business for the company.

Due to price and others factors, organic food market in Hong Kong was not popular, but Duncan believes this is going to change. “The onset of pandemic has sparked off a group of consumers with higher purchasing power to pay more for quality organic vegetables and fruits. They prioritise products functions and applicability more than price, that’s why we pay special attention to staff

面對連續兩年的疫情，香港消費者愈加明白健康的可貴，因而更願意花錢在有機及天然食材上，冀提升抵抗力。在香港紮根逾24年的源生坊有機功能產品專門店(源生坊)亦因而受惠，過去2年生意額飆升逾1成；亦因為源生坊董事總經理暨創辦人高照成(Duncan)一直秉持營商有道、深信長遠經營的原則：所以即使早前坊間菜價倍升，旗下店鋪的本地有機菜因供應穩定遂維持價格不變，為公司贏盡口碑及銷量。

「疫」勢崛起 以誠信互相扶持

年初時，Duncan知悉本地漁農美食嘉年華在疫情下被迫取消，公司受香港有機資源中心之託，幫忙出售數百斤本地有機新鮮農作物，避免浪費農夫的心血。而為保存食材的新鮮品質，源生坊採用「網購店取」策略，消費者在確認訂單並收取通知後，便可以到源生坊實體店鋪領取貨品。此舉不但令店鋪的本地農作物訂單飆升6倍，由日常每星期100斤遞升至600斤的量，更成功提升店鋪人流、助人助己，跨出公司有機新鮮食材發展新一步。



product expertise and offer routine training, so our consultant can offer appropriate healthcare and wellness advice that meets customers' needs.”

Reaching Customers with Professionalism and Care

Health Aims also provides various health tips to its 50,000 members, detailing the products' relevance, effects and use directions. The company set up interactive sessions to listen consumers' needs as well. These caring measures has scored recognition of “Caring Company” by GS1 HK for 9 consecutive years.

“Some customers had asked if our products were good for fighting against cancer or other serious illnesses, we would urge them to consult doctors instead and never encourage purchase just for our sales. I believe integrity and staff expertise are the unique strengths that we are proud of.”

Enhancing Credibility, Authenticity, Safety with Tech

Information transparency is the key to building trust between consumers and organic food businesses. With 13 physical stores, Health Aims holds thousands of organic functional foods covering organic herbal juices, vegetable juices, tea, grocery and snacks. In addition to clear information label on every product, 80% of products obtain organic certification from different authorised bodies.

Apart from product functions and nutritional values, customers tend to examine the organic certification, source of origin and authenticity to ensure the foods are safe. In addition to showing organic certifications from overseas, Health Aims would use GS1 HK barcode (GTIN) during repacking its own-brand products to help consumers get reliable and rich product information.

As GS1 HK's 1QR solution can register key product information like discounts, certification, track-and-trace and authentication information, Duncan believes it helps promote information transparency and thus consumers' confidence.

Duncan認為以往本港有機食品市場因價錢等原因未算大眾化、市場需求不高，但正在改變。「疫情令更多具購買力的消費者，願意付出更高價錢選購優質有機蔬菜及食品。這類的消費者注重產品功效及合適度，不會過份計較價格上的差異；因此我們亦特別著重員工的專業知識、定期提供培訓，讓員工針對顧客的健康需求作出相應建議，助維護健康。」

堅持專業 打動顧客

源生坊同時會為其5萬會員提供不同的健康資訊，詳細解說公司產品的相關功能及使用細則，並設有互動環節回答及聆聽消費者所需，這些專業貼心措施令公司連續9年獲GS1 HK評選為「貼心企業」。

「曾經有顧客查詢某類產品是否有助抵抗癌症或其他頑疾，我們員工會建議他們必須諮詢醫生意見，絕對不會因賣貨而慫恿購物。我深信，公司誠信和專業員工是源生坊引以自豪的重要商標。」

以科技提升產品可信度、真實性、安全性

有機食品資料的透明度，是建立消費者與商戶互信的重要一環。有13間店鋪的源生坊有近千種有機功能產品，涵蓋有機草本汁、蔬果汁、茶品及雜糧零食等，每件產品上都有明確資料標示，其中逾8成更獲得權威機構的有機認證。

許多顧客除了要瞭解產品功效及營養，亦注重各項有機認證、來源記錄、真偽驗證，確保食品安全。源生坊除了展示國外有機認證，而在包裝自家品牌食品時，就會使用GS1 HK的產品條碼(GTIN)，方便消費者獲得可靠及更豐富的產品資訊。

Duncan得知GS1 HK的1QR方案可儲存優惠、認證、追蹤追溯、防偽驗證等關鍵資訊，認為有助提升資訊透明度、加強消費信心。



GS1 HK's 1QR solution can reveal multiple information with 1 code, enhancing credibility, authenticity and safety, so consumers can buy and consume with a peace of mind. I hope more manufacturers and brand owners will adopt it.

GS1 HK的1QR方案能一『碼』展示多種資訊，提升產品可信度、真實性、安全性，讓消費者買得安心、用得放心，我期望其他生產商、品牌商多加採用。



Sizing up and Adjusting in Troubled Times for Transformation

The company plans to open new stores in Kowloon East, HK West and South and strengthen its online business once the contagion slows down. Having gone through stores closure due to social movement in 2019, as well as an increase in cost that caused 10% deficit in that year, Duncan has also experienced major disruptions since the virus outbreak - logistics blockages from US and EU that caused more than 6-month of order lead-time and so on, jeopardising operations a great deal in spite of rising demand for products.

“What we did is be agile, act fast and flexibly to everyday situations. The pick-and-pack centre has been understaffed lately because of confirmed cases, so we can only arrange shop staff to support order fulfillment. We have also been using technology to improve efficiency, for example adding new software and licenses for more crews to use at the same time to improve productivity.”

Duncan encourages fellow SMEs to take this crisis as an opportunity to evolve, “Companies usually meet headwind to changes in good times, because of staff reluctance and rising costs; but in difficult times, there are greater determination and acceptance to change. Besides, as IT costs are lower today, digital and business overhaul can be done easily, so I think it’s prime time for business to implement transformation.”

Duncan feels discreetly optimistic of the company development, despite the tumult in operations caused by the raging pandemic. “As a leader, I have tried everything in my power to retain staff, beef up training and career prospect, provide security and sense of belonging for them. I just hope we will survive through this and grow stronger in future.”

嚴峻的疫情雖窒礙公司發展，但Duncan對未來仍然樂觀積極。「身為老闆應該肩負的責任，該做的、可以做的，我都盡力而為：挽留員工、加強培訓、提供晉升階梯、增加員工歸屬感，我只期望與大家一起共渡時艱。」

審時度勢 轉型渡難關

公司有計劃待疫情稍緩時，擴展實體店至九龍東、港島西和南，同時會加強網上業務。Duncan回想公司在2019年曾因社會因素而導致門市停運，其時更因成本價格上漲而錄得約10%虧蝕。及至疫情爆發，歐美市場的物流供應鏈停頓、外國訂單貨期更長達逾半年，即使產品需求大增、銷量上揚，但仍影響運作。

「我們應對的策略可說是每日見招拆招、靈活應對，例如近日因有員工染疫以致分揀包裝人手短缺，便要即時抽調門市人手、安排訂單付運。我們亦積極善用科技、提升效率，譬如增購軟件及軟件授權、好讓各同事能同時使用更多軟件、優化營運。」

危中有機，Duncan亦寄語中小企應趁勢改革轉型：「企業在順境時要變革通常較難，因成本及同事等阻力較大；反而在逆境時轉型的決心和推動力量更大，再加上現時科技成本下降，推動數碼和業務轉型可謂易如反掌，所以我鼓勵同業實踐轉型大計。」



4 Myths about e-Commerce

拆解電商 4 大迷思



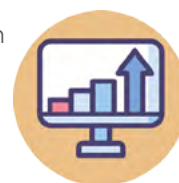
The pandemic has fueled the growth of “stay-at-home economy”, and people are shopping online more frequently. Merchants often need to consider ways to increase exposure and website traffic when they develop e-commerce.

疫情反覆令「宅經濟」興起，大家都習慣了於網上購物。商家在開展電商時，往往需要考慮如何增加曝光率和網站流量。

1 Is there a Way to Drive Free Traffic via Google? Google可以免費引流?

As long as you adopt GTINs (i.e. product barcodes) on your products, you can list them on Google Shopping for FREE! Survey* shows that the page views of merchants doubled after listing on Google Shopping.

只要您的產品有條碼(GTIN)，就可免費於Google Shopping上刊登產品，提升網站流量。調查顯示*，有商戶在Google Shopping上免費刊登商品資料後，獲得的平均瀏覽次數上升1倍！



2 Can I Improve Search Engine Results without Spending Money? 要提升網上搜尋排名，一定要錢?

Barcodes can improve Google's understanding & identification of products on website. Therefore, brands can leverage product barcodes to enhance search result on Google and gain exposure for FREE. Conversion rates can be increased up to 20%.

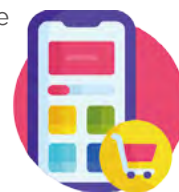
條碼協助Google更容易了解網站內容，更清楚地識別您的產品。因此只要善用產品條碼，就可以免費提升產品於Google上的搜尋排名，增加曝光率，最多有機會增加20%轉換率。



3 What is the Prerequisite for Listing on e-Commerce Platforms? 各大電商都需要的入場券?

Product barcodes (GTIN) are required as the prerequisite for selling on e-commerce platforms. Amazon requires merchants to use unique, valid barcode (GTIN) for product identification when listing products online. Other marketplaces like eBay, Taobao & Tmall HK also recommend merchants to use GTIN as product identifiers.

於電商上賣貨需要具備最基本的入場券—產品條碼(GTIN)！Amazon規定所有上架產品都具備獨一無二、正規的產品條碼，其他電商平台如eBay、淘寶及天貓也建議商家採用產品條碼作識別。



4 How to Ensure Consumers Purchase the Right Product? 怎樣確保消費者買到正確的貨品?

When consumers buy product online, they may accidentally buy similar goods or even fake products. Merchants can include their barcode numbers (GTINs) in the product description on e-commerce platforms or their own online shop, so shoppers can scan barcodes with mobile phones to search for desired product and be directed to e-shops accurately. In addition, merchants can also adopt anti-counterfeiting barcodes for consumers to scan and authenticate products.

消費者於網上買貨時，有機會不小心買錯相類似的貨品，甚至是買了假貨。商家在電商平台或自家網店等的產品描述上輸入產品編碼，就可讓消費者透過手機掃描條碼，更快更準確地搜尋到想買的產品及連接至網購平台。此外，商家也可於產品上添上防偽條碼，讓消費者驗證產品真偽。



Successful Commercialisation of Local R&D to Support the Fight Against Pandemic

本地科研成功商品化 支援抗疫

Oliver Chiu

CTO, Creative Technology Development Ltd.

招景亮

創靈科技發展有限公司首席科技總監



Bismuth is a non-toxic and green chemical element. The ionic bismuth created from the chelation technique can help to remove viruses and bacteria. Building on this, a local start-up has spent 2 years and invented a mask with “chelated ionic bismuth implantation technique” to protect people from infection. Oliver Chiu, CTO of Creative Technology Development Ltd., said there are rich supply of science and technology talents in Hong Kong, and the formula to success and market recognition is to set clear objectives, plan ahead and seize the chance as it comes.

New Self-Sterilization Garment Well Prepared for Fakes

Creative Technology is a joint venture by a well-established laundry group and Dreamial Technology in mid-2021, “Creat B” mask is the first branded product in market. “Creat” is creation in French and “B” is Bismuth, so the brand stands for “Creation of Bismuth”.

Committed to researching green-biotech, food biotech, liquid metal and more, Oliver said Dreamial Technology found out how to create sterilization zone on garments with ionic bismuth implantation technique, completed with photocatalysis efficiency. “We happened to meet Far East Laundry Group which has been investing in scientific research and training new talents. We hit it off quite naturally because our newly-found technique matches their core business development, and they have the right machines and devices for us to try, thus shortening our time for the R&D.”

鈹是一種化學元素，除了是綠色無毒元素外，利用螯合技術造出的液態金屬鈹離子，能成為消除病毒及細菌武器。有本地初創便以2年時間，發明螯合鈹離子技術並成功導入口罩，支援抗疫。創靈科技發展有限公司首席科技總監招景亮(Oliver)指香港科創不乏人才，只要目標明確、準備充足，當有機會時便能獲得市場認同和賞識。

研發布料殺菌 防偽於未然

創靈科技由本地老牌洗衣集團和理想科創共同在2021年中成立，以Creat B品牌口罩打入市場。Creat是法文、意思是創作品；B是Bismut(鈹)，所以品牌是「鈹創作品」。

Oliver指理想科創一直鑽研綠色生物科技、食品生物科技、液態金屬等，而鈹離子導入技術便是令布料建立消毒屏障、具備「見光殺菌」的光觸媒功能。「我們正好遇上遠東洗衣，他們多年來都有投入資金作科研及培訓，該技術正好與其核心業務相關，而他們也有合適的機器和設備讓我們不斷嘗試，大大縮短我們的研發時間，令我們合作無間。」



Oliver had considered working with US / Korean company, but eventually chose a local company to prevent an infringement of intellectual property. As the first mask with chelated ionic bismuth implantation technique in Hong Kong, the company has used GS1 HK's REAL QR as an authentication tool. "Creat B mask is the fruit of our painstaking labour of 2 years, in which we have spent 6 months alone just to pick the right fabrics. Copying is easy, we definitely want to ward off counterfeits, but more importantly we need to safeguard our customers' health. If a customer bought a fake Creat B mask and fell ill, that'd ruin us, so we need to nip it in the bud."

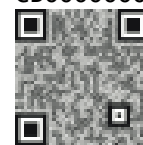
Oliver透露曾考慮與美國、韓國公司合作，最終選擇本地合作是為保護好知識產權，以防技術外洩。作為全港首個屬螯合離子技術口罩，公司亦為產品申請了GS1 HK「真的碼」(REAL QR)作為防偽冒的工具。「我們品牌Creat B口罩是2年多的心血結晶，單選擇布料已花了半年，當然不希望被山寨貨冒充，現時抄襲太易了；更重要的是保障顧客健康，若有人因買了假冒Creat B口罩而身體不適，便非常大問題，必須防範於未然。」

“ We are using **REAL QR** on every product package, so that consumers can simply scan a code to check its authenticity, giving them a peace of mind and confidence.

所以我們在每件產品包裝都貼上『真的碼』，方便消費者簡單掃描便可驗證口罩真偽，買時更安心、對品牌更有信心。”



CB000000



Please scan to Verify REAL QR code

掃描二維碼 認證『真的碼』

Love at First Trial and Low-Priced Market Strategy

Other than killing viruses and bacteria, the mask also excels in breathability and comfortability. "Customers are falling for it," Oliver said. "No matter for exercise lover, heavy coffee drinker or smoker, the reusable mask can deodorize the offensive odor and help improve breathing. Users are sharing rave reviews which builds up our reputation. We have gone through local-certified laboratory tests that prove its functionalities."

GS1 HK's 1QR platform is able to list exhaustive product information like certification or marketing info, Oliver agrees that this helps promote transparency, and meet today's consumers' "search before buy" shopping pattern that helps boost sales.

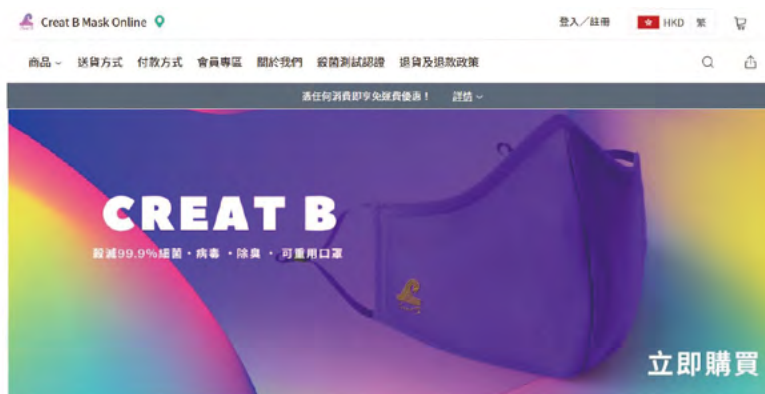
To encourage trial and experience, Creat B mask is set at half the price of the normal sterilization mask, in the hope to quickly penetrate the market. Besides HKTvmall, Bigbigshop and its own e-shop, the corporate enterprise market has also fared quite well for the brand, as a large-scale retail chain has handed out Creat B mask for all its staff.

一試戀上 以體驗價滲透市場

除了高效殺菌，口罩的透氣度和舒適度都是獨特之處，Oliver笑言顧客都「一試戀上」。「不論是做運動、喝咖啡，以至吸煙，口罩都能清除異味、令呼吸更暢順，而且能重覆使用，用家試過都『返唔到轉頭』，口碑非常好。我們亦經過本地認證的實驗室測試，證實多項功效。」

Oliver獲悉這些產品資料都可放在GS1 HK的1QR平台上，包括證書認證、產品推廣資訊等，他認同這能增加透明度，貼近消費者「先搜後買」的購物模式、有助銷售。

為鼓勵試用體驗，Creat B口罩以較一般消毒口罩市價平一半的價錢搶攻市場，現在HKTvmall、Bigbigshop、自家網店等發售，亦打入本港企業團體市場，已經有大型連鎖零售店全線員工正在使用Creat B口罩。



The company capitalises on GS1 HK's Trusted Product programme to enter into Mainland China. The programme provides one-stop omni-channel marketing services, covering customs declaration, products listing, to offline display, so products can enter into the Mainland China O2O (online-and-offline) markets. By collaborating with online KOLs and setting up Wechat mini-programme, Creat B's sales network includes 30 cities in China. Shopee and Amazon have also been used to reach out to South East Asian and the global markets.

公司有利用GS1 HK的「信港商城」計劃進軍國內，透過一站式營銷服務，包括由產品報關報備、平台上架、以至線下佈點等，將產品帶到國內線上線下(O2O)的消費市場。公司同時與內地網上KOL合作推廣促銷，並設立微信小程序，網絡偏佈全國30個城市；亦透過Shopee及Amazon開拓東南亞以至全球市場。



Vision and Prospects of HK Innovation & Tech Sector

Oliver plans to launch chelated bismuth ionic spray and washing powder in the first half of 2022 and apply patent for the products. The next step is to expand usage and register as a trademark. "Ionic bismuth implantation technique works with any fabric, we aim to launch Self-sterilization headscarf, veil or clothing furnished with bismuth ion for US/EU consumers who are not used to wearing masks like Asians, ultimately turning it into a trademarked technique like GORE-TEX or Dri-FIT and becoming mainstream."

“ I think positioning is important to a start-up like us because it set out the goals and directions for the team to move forward. Hong Kong has all the advantages as an innovation incubator: Quality talents with international perspectives, free flow of information, a market with high purchasing power. Just that the manpower costs are too high, so even with Government funding, a start-up can only run for a year and may fall apart afterwards. My experience tells me it is critical to commercialise the R&D result in every possible way to secure market and cash flow, provide financing for further R&D and eventually make your dream come true.

作為本地創科公司，我覺得定位很重要，是團隊一致發展的目標和方向。香港有人才、有國際化視野、資訊流通、有高購買力市場，是創科必備條件；但人才太貴，就算獲政府資助也只能維持1年研發營運，所以我覺得要盡力將成果商品化，有了市場、獲得資金，便可再投入支持研發，才能成就夢想。

香港創科有遠景 有出路

Oliver預期今年上半年推出螯合鉍離子噴霧液及洗衣粉，冀能正為產品成功申請專利，並進一步擴大應用、成為註冊商標。「鉍離子導入技術能應用在任何布料，現時歐美國家不像亞洲人習慣戴口罩，我希望日後能推出殺菌頭巾、紗巾、衣服等更多鉍離子產品，最終成為像GORE-TEX、Dri-FIT般的商標類技術、獲廣泛應用。」



Next Generation 2D Barcodes

- A New Marketing Weapon

新一代營銷武器 - 2D條碼



Traditional barcodes (i.e. 1D barcodes) can help businesses in numerous ways - facilitate retail checkout & inventory management, enhance online search results, improve shopping experience as shoppers can scan barcodes to search and buy. With consumers' growing demand for greater product information, barcodes evolve into next generation 2D barcodes (i.e. QR codes) - a new marketing weapon to enhance promotional effectiveness with multiple functions.

傳統的產品條碼(即1D條碼)除可用於零售結帳、庫存管理外，還可用於網上行銷如提升搜尋排名、讓消費者掃一掃後，搜尋及購買。隨著消費者對產品資訊的重視程度提高，條碼也逐漸演變成新一代的2D條碼(即QR碼) - 一個大大提升營銷效益、集多個功能於一身的新一代的營銷武器 - QR碼。

One QR Code, Multiple Information

2D barcodes can hold more data than 1D barcodes while still appearing physically smaller. This enables businesses to use only ONE QR code for multiple functions, for example, showcasing varied information including website, certifications, product information, ingredients, user manual and social media platforms etc.

一個QR碼，多種資訊

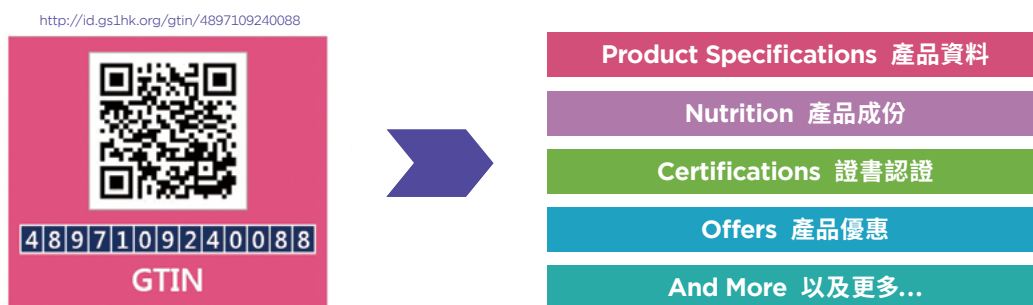
相比起傳統的條碼，QR碼體積更小之餘，能載有更多的資訊。這讓商家只需一個QR碼，就可達到多個不同功能，如連至各種資訊如品牌網站、證書認證、產品資料、產品成份、使用方法、社交平台等。

Businesses can leverage the next generation barcodes to tap into online opportunities and enhance consumers' experience. Built based on GS1 Global Standard - Digital Link, GS1 HK's QR code can hold significant amount of information, allowing stakeholders (e.g., consumers / business partners) to scan the same QR code to obtain information.

為了讓商家可透過新一代的2D條碼把握線上商機，提升消費者數碼體驗，GS1 HK建基於GS1國際標準Digital Link推出集多元化資訊於一身的QR碼，讓不同持份者(e.g. 消費者/銷售商)都可用同一個QR碼去獲取相關產品資訊。

Product information stored on QR code

QR碼可載有的資訊

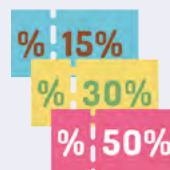


Stimulate Purchase with New Offers

新優惠隨時推 讓消費者買不停!

Besides enabling shoppers to scan barcode to obtain production information (including certifications that boost consumers' confidence), GS1 HK's QR code can also be used for sales promotion. Businesses can use the **same QR code to offer new discounts at different times**, and consumers can scan for surprises!

除了讓消費者掃一掃便可獲得各樣資訊，包括可提升消費者信心的證書認證外，GS1 HK的QR碼還特別加入「優惠獎賞」功能，讓商家能隨時以同一包裝上的**同一QR碼，於不同時間展示不同的推廣優惠**，消費者掃「碼」就可掃出驚喜！



Contact us to learn to learn more
聯絡我們了解更多



Global Retailers Shared the Secret Recipe to Win Consumer Trust



GS1
Global Forum 2022

全球專家拆解贏得消費者信任秘技

Consumer trust has become more important than ever, survey also shows that over 90% consumers tend to purchase products from brands they trust*. Over 136 industry experts across the globe joined GS1 Global Forum online this year to explore how industries and businesses can leverage GS1 Global Standards & solutions to win consumer trust, enable digital transformation, enhance traceability for food safety etc.

全球消費者越來越重視對品牌的信任，有超過9成的消費者更傾向購買他們信任的產品*。於早前舉行的GS1全球論壇上，就有超過136位來自世界各地的專家探討如何於各行各業善用GS1全球標準及方案提升消費者信任、進行數碼轉型、追蹤追溯達至食品安全等。

Enhance Information Transparency with Barcodes 揭示如何以條碼提高資訊透明度

Industry leaders from ABAC, Google, Groupo Bimbo & Migros shared how they leveraged barcodes to solve data challenges, **and provide accurate & transparent product information to consumers!**



Google shared how barcodes can help them to tackle with the great data challenges brought by hundreds of millions of new product listing online, thus enhancing information transparency on shopping platforms. Migros, Switzerland's largest retail company, stated that they must ensure the accuracy of product data in digital world as consumers demand more accurate & transparent data on e-commerce platforms since pandemic.

ABAC、Google、Groupo Bimbo、Migros等零售界專家拆解了他們如何善用最簡單的條碼，**應對數據挑戰，為消費者提供準確、透明度高的產品資訊！**

當中Google表示，全球近萬億產品於線上銷售為他們帶來更大的數據挑戰，正確的產品條碼可助他們提升購物平台上的資訊透明度。瑞士最大零售商Migros認為疫情使消費者要求於網店上獲得更準確及高透明度的產品資訊，所以他們更要確保產品數碼數據的準確度。

Watch replay
觀看影片



Safeguarding Vaccine Safety with Global Standards 全球標準 守護疫苗安全

Industry leaders from A.C.T. Health Australia, Deloitte, Johnson & Johnson, UNICEF revealed how to ensure transparency & trust in vaccine supply chain with barcodes. Deloitte highlighted 4 elements to secure trust in global vaccine supply chain, in which the key ingredient to success is global standards. UNICEF also shared the mandatory requirement of GS1 standards on secondary package of vaccines to improve traceability.



A.C.T. Health Australia、Deloitte、Johnson & Johnson、UNICEF等專家解構條碼如何大大提升疫苗供應鏈的透明度及可信度。Deloitte指出4個保障全球疫苗供應鏈安全性的要素，而應用全球標準為成功關鍵。UNICEF亦已規定其供應商於疫苗次級包裝上採用GS1標準，提升醫療產品的可追溯性。

Watch replay
觀看影片



* Source 資料來源: Reader's Digest & Ipsos

PARKnSHOP Shortened Product Listing Process to Hours Instead of Days 百佳上架流程 由幾日變幾小時

PARKnSHOP also shared how they shortened product listing process to few hours, enabling them to provide wider variety of products to shoppers. Garrick Chan, Supply Chain Director of PARKnSHOP stated that they will validate barcodes in product listing process to ensure accurate flow of product data along the supply chain. However, the barcode validation process in the past involved their staff to manually verify GTINs item by item, and only a limited number of GTINs can be enquired every day.

於GS1全球論壇上，百佳超級市場也分享了他們如何將新產品上架過程加快至幾小時的秘訣，讓他們可向消費者提供更多的產品種類。公司的供應鏈總監Garrick Chan表示，他們會在產品上架時驗證條碼，以確保供應鏈上的產品數據準確。以往他們在處理產品上架過程中只能靠人手逐一驗證條碼，每日於系統上可查詢的條碼數目亦有限。

“ After implementation of Verified by GS1 solution, we can upload the barcodes of new products into our system, then instantly get back the feedback for all items in one go. The solution can also enhance our online shoppers' experience as we can ensure accurate product information on online shops, which is an extremely important element to online shoppers.

在使用Verified by GS1方案後，我們可一次過驗證所有需上架的產品條碼，將處理上架流程由數天縮短至數小時。方案亦有助我們提升消費者購物體驗，確保網店上產品資訊準確度，這對網上消費者尤其重要。”



Watch replay
觀看影片



How Verified by GS1 Accelerates Product Listing Process? Verified by GS1如何加快零售商上架流程？

Learn More
了解更多



Suppliers submit product information with barcodes
供應商在產品上架時提交產品資訊及條碼(GTIN)

Retailers can check the barcodes via Verified by GS1 system
零售商透過Verified by GS1系統檢查所有條碼

After validating product barcodes, retailers can input product information in ERP for product listing
在核實產品條碼後，零售商將產品資訊輸入至ERP系統上，安排上架

The 7 Publicly Viewable Product Attributes of Verified by GS1 Verified by GS1如可供零售商/商家/消費者瀏覽的7大產品數據

Product ID 產品編碼



GTIN 全球貿易貨品編碼: 9504002100016

Brand Name 品牌名稱

Product Description 產品描述

Product Image URL 產品圖片

Global Product Category 全球產品類別 (GPC)

Net Content & Unit of Measure 淨含量/計量單位

Country of Sale 目標市場 (銷售國家)

“ For retailers, Verified by GS1 reduces time to market and improves data quality, contributing ultimately to the customer experience. It is even more apparent to e-commerce which involves online listing process and correct identification to facilitate consumer experience through algorithms and AI. 對零售商而言，Verified by GS1有助他們加快產品上架，提升數據質素，為消費者帶來更佳體驗。方案對電商的效益更明顯，因電商更需要準確識別產品作上架之用，並以演算法及AI提升消費者體驗。”

Anna Lin, Chief Executive of GS1 HK
GS1 HK總裁林潔貽



Ways for Businesses to Enhance Cash Flow on Top of Government's Support

緩解資金周轉 除百億預算案外尚有...



The 2022-23 Budget by HKSAR Government presented various business supporting measures that includes 100% profit tax reduction, rates concession for non domestic properties for 4 quarters, business registration fees waived, as well as increasing liquidity for business by extending the application period of all guarantee products under the SME Financing Guarantee Scheme (SFGS) for 1 year, and increasing The Special 100% Loan Guarantee loan ceiling from \$6 million to \$9 million.

Boosting Cash Flow with Brand New Trade Finance Service

The Budget also pointed out the HKMA-led "Commercial Data Interchange" (CDI) initiative, which allows SMEs using various kinds of commercial data for better access to financial services. It has been a success with approved loans totaling over HK\$900 million to SMEs. GS1 HK has shown support to the initiative and rolled out service by collaborating with 2 local banks, whom can evaluate the health and financial needs of SMEs using ezTRADE transaction data upon authorisation. The service also streamlines SME's application and assessment process in obtaining trade finance services.

預算案提出兩方面措施支援企業，包括寬減100%利得稅、4季的非住宅物業差餉、商業登記費等多項稅收和費用，並優化融資計劃如延長「中小企融資擔保計劃」一年、將「百分百擔保特惠貸款」每家企業最高貸款額上限由HK\$600萬增至HK\$900萬等。

「疫」勢崛起 以誠信互相扶持

預算案亦提及香港金融管理局的「商業數據通」計劃，讓中小企能運用自身商業數據，得到更佳金融服務，至今銀行更已向中小企批出逾HK\$9億貸款。

香港貨品編碼協會(GS1 HK)亦積極響應，正與2間本地銀行合作，透過「通商易」(ezTRADE)*上的交易數據作融資評估，簡化貸款的申請及審批程序，為中小企帶來更便利的貿易融資服務。

3 Steps to Financing 融資3步曲

1

GS1 HK's ezTRADE users who need loan facility can authorise banks to access the users' transaction data on the platform and submit basic application documents
有貸款需要的GS1 HK「通商易」用戶授權銀行獲取「通商易」平台上實時可靠的交易數據，並遞交基本申請文件

2

Bank makes credit assessment based on digital records like frequency of invoices, volume, amount, and other credit reports
銀行以訂單量、數額等數碼資訊及其他信貸紀錄去審核貸款

3

Users enjoy better interest rates, streamlined process, lower repayment cost and faster access to loan
用戶獲享更優惠利率、更簡便手續、更低還款成本、更快獲得融資

* ezTRADE is a GS1 standards-based B2B e-commerce platform that facilitates paperless trading and the exchange of electronic orders, invoices and shipment notices among trading parties, enabling enterprises to achieve greater efficiency. About 2,000 companies in Hong Kong and China, across retail and FMCG, cosmetics, healthcare to food and food services industries, are connected through platform, with around 24 million EDI transactions being processed annually. 「通商易」(ezTRADE)是以GS1標準為基礎的B2B電子商貿平台，貿易夥伴利用平台傳送電子訂單、發票及付運通知書，提升溝通效率、促進無紙交易。現有約2,000家中港企業採用，橫跨零售、消費品、醫療、食品等行業，每年處理約2,400萬宗交易數據。

Details
詳情

Success Story – Asian Mea Inc. Ltd.

真實成功個案 - 浩治有限公司

1

Specialised in trading free-range Qingyuan chicken, Asian Mea has seen a surge in sales because of home-cooking trend. So, the company hopes to expand by broadening their product portfolio to include different types of meat and frozen food.

專營清遠走地雞的中小企浩治(Asian Mea)因在家煮食流行而銷量急增，便想拓展產品組合、引入其他肉類及急凍食品滲透市場。



2

To support expansion, Asian Mea tried to apply for SME loan, but turned futile due to the lack of property or asset mortgage, also because of the complicated document requirements and lengthy application processes.

公司曾以中小企身份向銀行申請貸款，但因沒有物業或資產抵押、文件需求繁複、審批過程冗長，最終不了了之。



3

Learning that GS1 HK has partnered with a local bank to provide digital trade finance service in June 2021, Asian Mea decided to make use of the data from ezTRADE for credit facility. The company **obtained the fund in just 1 month** and also enjoyed preferential interest rates, flexible repayment terms and other loan offers.

浩治於2021年6月時得知GS1 HK與一間本地銀行合作推出數碼貿易融資服務，便向該銀行以「通商易」交易數據申請貸款，**1個月以後已取得資金**，既獲得較佳利率及更靈活還款方式，更享其他貸款優惠。



Success Story – Come-In Enterprise

真實成功個案 - 錦源企業

1

Engaged in manufacturing, wholesale and retail of Southeast Asian food and sauces, Come-In needed more working capital to strengthen core business.

經營東南亞食品出入口批發、生產及零售的錦源企業，在2021年年底需要資金周轉、強化核心業務營運。



2

The company granted access to a bank that partnered with GS1 HK to review its transaction records on ezTRADE platform, also provided some basic application information with easy procedure for bank's approval.

公司授權一家與GS1 HK合作的銀行去檢視「通商易」交易紀錄，配合簡單的貸款申請手續和資料供銀行審批。



3

The bank approved the credit line in 2 weeks, which is much faster than market norm of 3 months. Preferential interest rates was offered that helps Come-In saves interest cost

銀行在2星期已批核融資申請，比一般市場需時3個月快許多，更提供更優惠息率、讓錦源節省利息成本。



GS1 HK is in discussion with more banks to bring in better, more streamlined trade finance services, at the same time helping banks to leverage timely data for a more accurate assessment and understanding of the users' cash flow and financial needs.

GS1 HK正與更多銀行商討合作，為中小企帶來更便利的貿易融資服務，亦讓銀行可更有效及全面地評估企業的信貸風險及融資需要。

Remarks: From Budget Speech, the HKSAR Government is exploring ways to enable the financial institutions, with the authorisation by the enterprises, to obtain the enterprises' data kept in various government departments. Priority will be accorded to data which facilitates the application for financial services by SMEs.

附註：預算案宣佈讓金融機構在企業授權的情況下，能夠從不同政府部門取得該企業數據，並會優先處理有助中小企申請金融服務的數據。

Contact us to learn more
聯絡我們了解關於數碼融資服務





Navigating Adversity: Transform to Embrace New Opportunities

企業打逆境戰 變出「新」機

Businesses have been impacted by various challenges like the pandemic & business uncertainties. However, they have been proactively transforming to create new business opportunities and achieve breakthrough.

企業在過往幾年受疫情、營商環境等帶來的挑戰衝擊。有不少企業於業務營運或推廣上變出新商機，成功突圍。

Tips to Transform 一覽企業求變法則

Business Transformation 變革



Transform Standard Practice to Digital-First 傳統變新

Dah Chong Hong (DCH) has started their digital transformation journey years ago. Supported by the industry-specific knowledge of GS1 HK's Smart Professional Team, they have adopted a 4 step approach to transform (evaluate & design, deploy, train, manage). They have successfully planned and carried out business process re-engineering, implemented new system across different business units of the group (including ERP, CRM and POS systems) and built a resilient business model characterized by agility, efficiency and scalability.

大昌行集團(大昌行)多年前已部署將傳統營運模式變革，憑著GS1 HK專業團隊的行業知識，以轉型4步曲(評估和設計、實踐、培訓和管理)，成功規劃並實踐業務流程重組策略，並於不同業務單位落實新系統應用(包括ERP、CRM、POS系統)，打造出靈活、高效、可擴展的強韌營運模式。



Digitalise Business to Expand to B2C Market 數碼化拓B2C市場

International Gourmet Food (IGF), a leading food supplier in Hong Kong under DCH Group had decided to diversify their business to B2C food market, and followed the recommendation from GS1 HK's Smart Professional Services (SPS) team. They have thereby built a robust infrastructure and a new business management approach enabled by technologies like automation & big data analytics. 大昌行旗下、香港首屈一指的食品供應商寰宇美食決意轉型進軍B2C食品市場，在GS1 HK顧問服務的建議下，善用自動化和大數據分析等科技作數碼基建，進行流程更新，發展出嶄新管理模式。

Strategic Transformation 變陣



Accelerate Order Fulfillment Process 加快處理訂單

An electronic appliance and gadget retail brand under a global retail group began using the Supplier Portal to accelerate its procurement & communication process with 3,000+ suppliers across Hong Kong, Malaysia, the Philippines, and Thailand, which in turn facilitates e-commerce fulfillment & item delivery processes.

有零售集團為加快與數以千計供應商溝通、交易及互動的過程，旗下的電器和智能設備零售品牌率先使用GS1 HK「供應商平台」，管理來自香港、馬來西亞、菲律賓和泰國等地3,000多家供應商，使電商平台網購與產品運輸過程銜接更順暢，加快處理訂單的過程。

Marketing Transformation 變流量



Increase e-Shop Traffic for FREE 免費增網店流量

Selling premium food ingredients sourced around the world, Diamond Restaurant not only adopted barcodes for product listing at local retail chains, but also leveraged the new function of "Smart Barcodes" for FREE, enabling consumers to scan barcode with mobile phone and be directed to online sales outlets or GS1 HK Product Website (wall.gs1.hk). This in turn helped them to grow online traffic and exposure.

售賣世界各地佳餚食材的鑽石酒家申請條碼於本地零售連鎖店上架後，還善用了這個「智慧條碼」的免費新功能，讓消費者可善用手機掃描條碼，連到線上銷售點或GS1 HK產品網頁(wall.gs1.hk)，從而增加曝光率及流量。



Create Surprises with QR Code 以QR創驚喜

New brand - Hays Bio-Tech - leveraged "the simple & effective tool for SMEs" - GS1 HK's smart QR to tap into the prevailing trend of QR scanning, enabling consumers to scan for information or even discount offers, which in turn increase interactions & chance of repeat purchase.

新品牌晞氏生物科技善用「最適合中小企」的GS1 HK智慧QR碼讓消費者掃描獲得資訊甚至優惠，增加與品牌互動及重覆購物機會，早著先機把握手機掃碼大趨勢！

“First of its Kind in HK” Innovative Solutions Awarded at HKICT Smart Mobility Awards 「香港首見」智慧方案 勇奪年度科技界大獎



A number of “first of its kind in HK” innovative solutions were awarded at “HKICT Award – Smart Mobility Award 2021”. Steered by the Office of the Government Chief Information Officer and co-organised by GS1 Hong Kong, the Award aims to encourage the development and adoption of innovative technologies on transport, logistics and tourism, in order to enhance convenience, safety and efficiency to users.

早前舉行的2021香港資訊及通訊科技獎「智慧出行獎」頒獎禮上，有多個「香港首見」智慧方案奪獎。該獎項由政府資訊科技總監辦公室策動、連續四年由香港貨品編碼協會(GS1 HK)籌辦，旨在鼓勵開發和部署創新科技於交通、物流和旅遊上的應用，創建一個更便利、更安全和更有效率的環境。



Government Officials visited booths to learn about the award winning “Smart Mobility” solutions.
政府官員親臨參觀及了解「智慧出行」得獎作品



“Grand Award” & “Smart Transport Gold Award”
- Yee Fung Technology Limited
「智慧出行大獎」及「智慧交通金獎」- 怡豐技術有限公司



“Smart Logistics – Gold Award” - Appcider Limited
「智慧物流金獎」- Appcider Limited



“Smart Tourism Silver Award” – TravelConnect Limited
「智慧旅遊銀獎」- 旅接點



Revealing Future Food Safety Trends @Food Safety Forum

揭示未來食品安全趨勢 @食品安全論壇

GS1 HK Food Safety Forum themed “Food Safety in Times of Crisis: Rethink, Reset, Revive” was successfully held. Dr. Chui, Under Secretary for Food and Health, Food and Health Bureau delivered the opening address at the event. Industry experts from DCH Holdings Ltd, DKSH Hong Kong, FHKI, foodpanda, Kerry Logistics, Maxim’s Caterers, Nestlé HK and SGS etc exchanged insights on digitalisation trends, and ways to tackle food safety and supply issues.

早前本會舉行了題為「重塑、重整、重生 - 應對食品安全挑戰」的食品安全論壇，由食物及衞生局副局長徐德義醫生親臨為論壇致開幕辭。來自大昌行、大昌華嘉、香港工業總會、foodpanda、嘉里物流、美心集團、雀巢、SGS等行業專家亦探討數碼化趨勢，以及如何應對未來食品安全和供應問題。



The award presentation ceremony of “Quality Food Scheme” was also held to recognise the achievement of 20 companies in food safety management, control and traceability. 同場亦舉辦了「優質食品計劃」頒獎典禮，嘉許了20間在食品安全管理、監控和追溯措施上表現卓越的企業。

Contact us to learn ways to enhance food safety.
歡迎聯絡本會了解如何提升食安



為何雲端對提升供應鏈彈性如此重要？

Major Reasons Why Cloud is Essential for Supply Chain Resilience



作者: Epicor 亞洲區域副總裁
鄧永泉

Author: Vincent Tang, Epicor
Regional Vice President—Asia



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在香港, 製造商紛紛邁向雲端之路。政府統計處《2019年資訊科技在工商業的使用情況和普及程度統計調查報告》²指出, 有多達84.9%本港企業正在使用雲端運算服務, 當中製造業更錄得按年增幅11.2%。為何雲端技術對製造商提升供應鏈彈性如此重要?

提高靈活和敏捷程度

新冠疫情擾亂全球供應鏈, 雲端技術的靈活和敏捷程度有助不少企業抵禦這個前所未有的衝擊, 更能突圍而出, 推動業務蓬勃增長。

政府統計處於2021年發表有關資訊科技使用情況和普及程度¹, 報告結果顯示有43.1%香港市民使用網上購物服務, 較新冠疫情爆發前高出35.8%。有賴雲端解決方案的靈活性和可擴展性, 不少企業即使關閉店舖而中斷傳統銷售渠道, 亦能安然應對, 並迅速把握急增的電子商務需求。

雖然遷移至雲端日趨重要, 但很多公司依然對作出改變, 態度審慎。最大原因

是要將內部部署的系統成功遷移至雲端, 需要一間可以信賴的合作夥伴。這正是為何於2019年的報告中, 有22.3%香港受訪者認為在揀選雲端服務供應商時, 供應商的聲譽及市場佔有率非常重要¹。

擁有優秀合作夥伴是成功關鍵

獲得優秀合作夥伴的協助, 對於成功遷移至雲端舉足輕重。它們不僅能夠提供行業觀點和高瞻遠見, 更會從其他機構學到最佳實踐方式, 協助公司應對相同挑戰。

因此, 不意外在Epicor 2021年《行業洞察力報告》的調查結果中發現, 受訪的1,250名技術決策人員有47%認為必須要有可靠的雲端遷移合作夥伴。

今時今日, 商界領袖需要一個可以實現創新, 並將數據轉化為獨特見解的平台。採用雲端平台, 加上合適的合作夥伴, 將有助企業踏出第一步, 讓他們能信心十足地帶領公司邁向未來。

Hong Kong manufacturers are embracing the cloud in a big way. The Technology Usage and Penetration in the Business Sector Report in 2019 by the Hong Kong Census and Statistics Department noted that 84.9% of companies in Hong Kong are now using cloud computing services, with the manufacturing sector experiencing an 11.2% increase year-on-year. How essential is cloud for manufacturers to achieve supply chain resilience?

Driving flexibility and agility

When Covid-19 disrupted global supply chains, cloud's flexibility and agility helped some companies to weather this once-in-a-lifetime black swan event better than others—some even thrived.

The HKSAR Government's 2021 Hong Kong Information Technology Usage and Penetration Report² showed that 43.1% of Hong Kong residents used online purchasing services, 35.8% higher than before Covid-19. Many companies also navigated the closure of in-store sales channels and captured surging e-commerce demand quickly thanks to the flexibility and scalability of cloud solutions.

While moving to the cloud is becoming essential, many companies are still cautious about change. The main reason is that successful migration of on-premises systems requires a trusted partner. It is why 22.3% of Hong Kong respondents in the 2019 report consider the vendor's reputation and market share as vital when choosing the cloud service provider¹.

Engaging a great partner is critical to the success

A partner is essential for successful cloud migrations because they offer an industry perspective and long-term vision. They can learn best practices from other companies addressing the same challenges. So, it's not surprising that 47% of the 1,250 technology decision-makers Epicor surveyed for its Industry Insights report said that a dedicated migration partner is essential.

Today, business leaders need a platform that embraces innovation and turns data into insights to lead their organisations into the future confidently. A cloud-based one and the right partner can help you to take the first step.

1 資料來源 Source : https://www.censtatd.gov.hk/en/data/stat_report/product/C0000031/att/B11302732021XXXXB0100.pdf

2 資料來源 Source : https://www.ogcio.gov.hk/en/about_us/facts/doc/itsurveyreport2019.pdf



“The 4 Toughest” Directives on Food Safety in China 內地4大「最嚴」食品安全方針曝光

Han Zheng, Vice Premier of the State Council, spoke at the 4th All-hands Meeting of Food Safety Commission of the State Council, that the country must build on “4 toughest principles” to strengthen food safety risk management, in order to uplift the governance, management capacity and standards:

國務院副總理韓正在早前國務院食品安全委員會第四次全體會議表示，要以「四個最嚴」的基礎去進一步強化食安風險意識，不斷提升食品安全治理能力和水準：



Toughest standards to ensure high quality food
最嚴標準，恪守高質食品標準



Toughest Inspection on food entering consumers market
最嚴監管，嚴密管控進入市場食品



Toughest Penalty on illicit food management practice
最嚴處罰，懲治違反食安的不法行為



Toughest Accountability System for the principals & personnels
最嚴問責，遵循負責人問責制

Some of the practical measures include:

- Strengthen control of food source, like keenly regulating fertilizer and veterinary drugs use
- Deepen the development of a standard system with reference to international experience for better tracing and assessment
- Explore the establishment of a unified food safety traceability information platform,
- Enhance big data analytic capabilities to improve the efficiency and accuracy of surveillance.

While food track-and-trace is top priority in Mainland China, only a handful of Hong Kong food brands have adopted, jeopardising the business opportunities in Greater Bay Area (GBA) and China market.

For Hong Kong brands, traceability unlocks the door to GBA not just because complying with national policy, but also for consumers to easily get track-and-trace information for a peace of mind and boosted confidence.

當中具體措施包括:

- 加強源頭監控，嚴格規範農藥獸藥使用管理
- 深化標準體系建設，借鑒國際經驗，強化追蹤評估
- 探索建立全國統一的食物安全資訊追溯平台
- 加強大資料分析運用，提高監管效率及準繩度等

追蹤溯源是國家關注項目，但香港食品極少應用了追蹤溯源，減低港貨進軍大灣區市場的機會。

港貨要融入內地大灣區，就需要具備溯源管理，符合國策外更讓消費者輕易獲取產品追溯資訊，提升消費者信心。

How to ensure food traceability? Contact us to know more
食品如何做好追蹤溯源？聯絡我們了解更多



Government Officials & Industries Gathered at 16th GD-HK-Macau IoT Summit to Promote Digital Economy

粵港澳領導及專家聚首 推動大灣區數碼經濟



IDC predicts that by 2025, China's IoT market spending is expected to reach approx. USD300 billion, and will become the world's largest IoT market.

Focusing on ways to embrace digital economy with IoT innovations, the "16th Guangdong-Hong Kong-Macau IoT Summit" co-organised by GS1 HK and GD IoT & Internet Plus Alliance was held in hybrid format. Over 1,500 delegates from GD, HK & Macau joined online. Sub-venue was set up at GS1 HK office and connected to GD venue.

Government officials and industry experts from GD, HK and Macau delivered speech and shared insights, whereas GS1 HK demonstrated how to enhance interoperability in GBA via the integration of industrial internet standards and GS1 Global Standards, which in turn facilitates goods flow & information flow.

研究機構IDC預計，到2025年，中國物聯網市場規模將高達3,000億美元。

早前由GS1 HK聯同廣東省物聯網及互聯網+產業聯盟舉辦的「第十六屆粵港澳物聯網高峰論壇」主題為「擁抱數字經濟，物聯跨域創新」，於線上線下同步進行，粵港澳三地有超過1,500人在線上觀看。論壇的香港分會場設於GS1 HK辦公室，透過線上連接廣州主會場。

論壇上除有粵港澳官員致辭，還有行業專家探討數碼經濟、AI商業智能、區塊鏈等議題。GS1 HK分享了如何將工業互聯網標識和GS1全球標準化體系標識結合，推動大灣區互聯互通，促進物流和資訊流。



The award presentation ceremony of the 11th GD-HK-Macau IoT Competition was also held, which saw 2 winning entries from "Hong Kong ICT Awards 2021 - Smart Mobility Award" - Yee Fung Technology Ltd & UHey Ltd 同場亦舉辦了「第十一屆粵港澳物聯網大賽」頒獎典禮，當中2021香港資訊及通訊科技「智慧出行」得獎者怡豐技術有限公司及UHey Limited 均有獲獎

“IoT is the core element in driving digital economy development. With the support of government policy, HK has forged close links with Mainland China, hope we can continue to deepen IoT collaboration in future to promote digital economy development. 物聯網是數字經濟發展的核心要素，在政策支持下香港與內地聯繫緊密，期待未來繼續深化物聯網交流合作，為數字經濟發展添磚加瓦。”

Kingsley Wong,
Assistant Government Chief Information Officer
香港資訊科技總監辦公室助理總監黃敬文



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)

- 2 PLUS 3 (HK) INDUSTRIAL COMPANY LIMITED
怡加新(香港)實業有限公司
- 4SEASONS MALL GROUP LIMITED
四季貓集團有限公司
- 509 CREW (HONG KONG) LIMITED
- AEON TOPVALU (HONG KONG) CO., LIMITED
- AGILE TRADING (HONG KONG) CO., LIMITED
敏捷貿易(香港)有限公司
- AIMIN INTERNATIONAL LIMITED
艾澤國際有限公司
- ALL THINGS BRIGHT AND BEAUTIFUL LIMITED
- ALPHA LIFE COMPANY LIMITED
亞方生命有限公司
- ALPINA (GERMANY) CO., LIMITED
阿爾賓娜(德國)股份有限公司
- ALTA ART LIMITED
- ANYA TECHNOLOGY HK LIMITED
- AQUA MILLENIUM HK LIMITED
仟國水產有限公司
- AQUILA HEALTHCARE LIMITED
- ATCG INTERNATIONAL MEDICAL CONSULT (HONGKONG) CO., LIMITED
朵朵花開國際醫療旅行(香港)有限公司
- ATTENTIVE AHEAD LIMITED
源江有限公司
- AUSMED GLOBAL LIMITED
澳科環球有限公司
- AWESOME WHOLESOME CO., LIMITED
泰倫寶有限公司
- AWFASHION COMPANY LIMITED
- AXOM DIJITAL LIMITED
- B.E.S.T. GARMENT (HK) LIMITED
寶淇時裝有限公司
- BEAME MEDICAL TECHNOLOGY LIMITED
自有光醫療科技有限公司
- BELTON CHINA LIMITED
百德(亞洲)有限公司
- BETTER HOMES INTERNATIONAL LIMITED
- BIG TREE CLOUD INTERNATIONAL HOLDINGS LIMITED
大樹雲國際控股有限公司
- BILLION HARBOUR CO LTD
中裕港有限公司
- BLUE STAR TOBACCO COMPANY LIMITED
藍星煙草有限公司
- BRIDGING COMPANY LIMITED
雲吉(香港)有限公司
- CAMELEO (HONG KONG) DECO COATINGS COMPANY LIMITED
- CGMM (HOLDING) COMPANY LIMITED
滿滿知味(控股)有限公司
- CHAN KAN KEE LIMITED
陳勤記齒鵝有限公司
- CHINA GLOBAL RESOURCES COMPANY LIMITED
中國環球資源有限公司
- CHOI KUI
綵橋
- C-MER RAINSOPTICS LIMITED
- COLOR MAKE CO., LIMITED
- COOK WITH YOUYOU LIMITED
- COSMEFANCY LIMITED
- CUP LICKING SPIRIT LIMITED
- CYPRESS ASIA LIMITED
柏杰亞洲有限公司
- DARK SIDE ENTERPRISE LIMITED
- DCYH GROUP LIMITED
大昌洋行集團股份有限公司
- DEERMA HONG KONG TECHNOLOGY COMPANY LIMITED
德爾瑪香港科技有限公司
- DELTA INDUSTRIES LIMITED
三興實業有限公司
- DUOYING (HK) TRADING CO., LIMITED
多鷹(香港)貿易有限公司
- EAST ASIA PAPER PRODUCTS COMPANY LIMITED
東亞紙製品有限公司
- EL-HAMED INTERNATIONAL CO., LIMITED
讚美國際有限公司
- ENVIRONMENTAL PROTECTION DEPARTMENT
環境保護署
- FICK LIFE (HONG KONG) BIOTECH LIMITED
菲克生活(香港)生物科技有限公司
- FIRST MARKETING COMPANY LIMITED
創欣(香港)有限公司
- FOURTRY LIMITED
- FRANCE FLOWER SHELL BASIC CARE COSMETICS TRADING LIMITED
法國花貝兒身體基礎護理有限公司
- FRANCE LOUISVUITTON INTERNATIONAL CO., LIMITED
法國(路易威登)國際有限公司
- FRIESLANDCAMPINA FOOD & BEVERAGE (HONG KONG) LIMITED
菲仕蘭食品飲料(香港)有限公司
- FUJI GROUP (HK) INDUSTRIAL HOLDING CO., LIMITED
富士集團(香港)實業控股有限公司
- GLOBAL MARKET (HONG KONG) FOOD CO., LIMITED
全球集(香港)食品股份有限公司
- GOODY HEALTH PRODUCT TRADING LIMITED
康盈健貿易有限公司
- GRAND HEALTH LIMITED
宜康達有限公司
- GRAND RISE TECHNOLOGY LIMITED
佳昇科技有限公司
- GRAND UNIVERSAL LIMITED
宇宏有限公司
- GRANDLY PACIFIC FOOD AND BEVERAGE COMPANY LIMITED
興利太平洋飲品有限公司
- GREENTOUR TIRE (HONGKONG) COMPANY LIMITED
景途輪胎(香港)有限公司
- HAPPY TOYS FAR EAST LIMITED
- HEI LEE BAKERY
喜利餅店
- HK MEITAI INTERNATIONAL TRADING CO., LIMITED
香港美泰國際貿易有限公司
- HK MEIYI GROUP LIMITED
香港美意集團有限公司

65. HOLY CAP LIMITED
66. HOMEPLUS (HONG KONG) LIMITED
67. HONDAI TRADING CO.
安達公司
68. HONEST JOY DEVELOPMENT LIMITED
69. HONG KAP INTERNATIONAL LIMITED
康吸國際有限公司
70. HONG KONG 3D MAESTRO LIMITED
71. HONG KONG ANNAISHAI LIMITED
香港安耐曬株式會社有限公司
72. HONG KONG BAISHIWANG INDUSTRIAL CO., LIMITED
香港佰事旺實業有限公司
73. HONG KONG COMMITTEE FOR UNICEF
聯合國兒童基金香港委員會
74. HONG KONG DINGDONG INTERNATIONAL TRADING LIMITED
75. HONG KONG FANLE TRADING CO., LIMITED
76. HONG KONG GUORAN ROSH CHEMICAL INDUSTRY CO., LIMITED
香港國燃諾實日化有限公司
77. HONG KONG HANYU LOGISTICS LIMITED
香港瀚宇物流有限公司
78. HONG KONG KOWLOON PORT PRODUCTS IMPORT AND EXPORT CO., LIMITED
香港九龍港品進出口有限公司
79. HONG KONG LAM'S GROUP LIMITED
香港林氏集團有限公司
80. HONG KONG LANGLYCER TRADING LIMITED
香港朗麗可貿易有限公司
81. HONG KONG LINTIAN INTERNATIONAL TRADING LIMITED
82. HONG KONG LUXURY BEAUTY CO., LIMITED
香港奢美匯有限公司
83. HONG KONG MANGO MOBILE LIMITED
香港芒果移動科技有限公司
84. HONG KONG MIQILAI INTERNATIONAL CO., LIMITED
香港米琪萊國際有限公司
85. HONG KONG PALACE MUSEUM LIMITED
香港故宮文化博物館有限公司
86. HONG KONG RENJIA CULTURE COMMUNICATION CO., LIMITED
香港任嘉文化傳播有限公司
87. HONG KONG ROSELEX TRADING CO., LIMITED
香港勞樂斯貿易有限公司
88. HONG KONG SHINBO HOLDINGS LIMITED
香港邢博集團有限公司
89. HONG KONG WEI YE DEVELOPMENT LIMITED
香港偉業食品發展有限公司
90. HONG KONG YINGYU CO., LIMITED
香港櫻語有限公司
91. HONG KONG YUANFANG INDUSTRIAL LIMITED
香港園方實業有限公司
92. HONG KONG YUEN HEI TONG LIMITED
香港元氣堂有限公司
93. HONG KONG ZHENFAN GROUP CO., LIMITED
香港振藩集團有限公司
94. HONGKONG BONNY LIMITED
香港博尼有限公司
95. HONGKONG FREEDOM CITY LIMITED
香港無主之城有限公司
96. HONGKONG GODDESS INTERNATIONAL TRADE CO., LIMITED
香港女神國際貿易有限公司
97. HONGKONG LANGYUE ZHIGUO TECHNOLOGY SHARE FOOD CO., LIMITED
香港朗月制菓科技股份食品有限公司
98. HONGKONG SHENGHAOJIA (CHINA) FOOD CO., LIMITED
香港聖好佳(中國)食品有限公司
99. HONGKONG YASUN TRADE LIMITED
香港亞遜貿易有限公司
100. HONGKONG YUNTENG LIMITED
101. HONGKONG YUSHI INTERNATIONAL LIMITED
香港予時國際有限公司
102. HONLIFE INTERNATIONAL CO., LIMITED
好麥多國際股份有限公司
103. HONO BIORESONANCE LIMITED
104. HSH BIOLOGICAL TECHNOLOGY LIMITED
華盛行生物科技有限公司
105. HUA XIAO SHENG (HK) FOOD LIMITED
花小生(香港)食品有限公司
106. INFINITE LOOP LIMITED
107. INNATE TRADE CO., LIMITED
胤楠貿易有限公司
108. INNOVENT BIOLOGICS (HK) LIMITED
109. ISOCAN HONG KONG LIMITED
衝能有限公司
110. JAGTEC INDUSTRIAL CO., LIMITED
111. JAPAN SNACK CLUB (HONG KONG) LIMITED
日本零嘴食社(香港)有限公司
112. JAPAN WUMU (INT'L) LIMITED
日本吾慕(國際)有限公司
113. JAPAN YINGNAIJI CO., LIMITED
日本櫻奈吉株式會社有限公司
114. JARDIN DES FONTAINES GROUP LIMITED
芳庭逸事集團有限公司
115. JEUNESSE GLOBAL GROUP LIMITED
婕斯環球集團有限公司
116. JIALISHENG INTERNATIONAL (HK) FOOD TECHNOLOGY CO., LIMITED
嘉立盛國際(香港)食品科技有限公司
117. JONWIN INTERNATIONAL COMPANY LIMITED
永鏘國際有限公司
118. JUMBO SERVICES (HK) LIMITED
珍寶市場服務有限公司
119. KIDZLAND INDUSTRIAL CO., LIMITED
啟思製品有限公司
120. KOLB LIFE LIMITED
網焯有限公司
121. KORNER (HONG KONG) PHARMACEUTICAL CO., LIMITED
科恩爾(香港)制藥有限公司
122. KUNSHUN TECHNOLOGY CO., LIMITED
坤順科技有限公司
123. LAI LAI PRODUCTION LIMITED
麗勵製作有限公司
124. LAMI TECHNOLOGY LIMITED
徠米科技有限公司
125. LEFU HEALTHY TECHNOLOGY (HK) LIMITED
樂膚健康科技(香港)有限公司
126. LUNACY (HK) FOOD CO., LIMITED
露妮西(香港)食品有限公司
127. MACROCOSM TECHNOLOGY CO., LIMITED
麥格姆科技有限公司
128. MAIYA E-COMMERCE LIMITED
麥芽電子商貿有限公司
129. MARSILLI PRODUCT FACTORY (H.K.) LIMITED
佳美製品廠(香港)有限公司

130. MASKON LIMITED
131. MEDDIT ASIA LIMITED
美迪特亞洲有限公司
132. MILES SUN HOLDING GROUP LIMITED
里陽香港集團有限公司
133. MOI ADORE COMPANY LIMITED
茱愛多有限公司
134. MOONFISH E-COMMERCE COMPANY LIMITED
月亮魚電子商務有限公司
135. MOONWELL TRADING LIMITED
悅好貿易有限公司
136. MOWBOQ INNOVATIONS LIMITED
摩博科創新有限公司
137. MULTIGOODS PRODUCTION LIMITED
138. NAVEE GROUP CO., LIMITED
納薇集團有限公司
139. NORDACE LIMITED
140. NUMIDIA OF WORLD LIMITED
141. ODE ONA GROUP LIMITED
142. ORIGINAL TASTE & HEALTH LIMITED
原味營肽有限公司
143. OUTSTANDING IDEA LIMITED
卓越理念有限公司
144. POCINA COMPANY LIMITED
寶倩娜有限公司
145. POLYGROUP EVERGREEN LIMITED
146. POLYGROUP PACIFIC LIMITED
147. POP GOURMET HONG KONG LIMITED
香港豹料食品有限公司
148. PROCURENET LIMITED
149. PROMISINGLORY INTERNATIONAL TRADING LIMITED
遠永光國際貿易有限公司
150. RENAISSANCE TRADING LTD
151. REVO PREMIUM HK LIMITED
152. SEN CHAU (HK) HOLDING LIMITED
新洲(香港)控股有限公司
153. SHIFTCAM LIMITED
154. SKY X STUDIO
155. SMART AGRICULTURES DEVELOPMENT LIMITED
智慧農業發展有限公司
156. SOLOS TECHNOLOGY LIMITED
所樂思科技有限公司
157. SUPER NOVA GLOBAL TRADING LIMITED
盈聚新星全球有限公司
158. SUPERL TECHNOLOGY LIMITED
勵泰科技有限公司
159. SYNCIRCLE DESIGN COMPANY
陋室五月
160. TA STAR LIMITED
天禧聯星有限公司
161. TA YANG CREATIVE DEVELOPMENT LIMITED
大洋創展有限公司
162. TALENTONE TECHNOLOGY LIMITED
163. THAT'S IT PRODUCTION LIMITED
純粹製作有限公司
164. THINK DEVELOPMENT LIMITED
泛思發展有限公司
165. TIME BACK NUTRITION CO., LIMITED
泰柏克實業有限公司
166. TRADE WITHOUT BORDERS (HK) LIMITED
無國界商貿有限公司
167. TRADELINK TECHNOLOGIES LIMITED
168. TREASURE OF TIBET (H.K.) INVESTMENT LIMITED
高原之寶(香港)投資有限公司
169. TROVI TECHNOLOGIES CO., LIMITED
卓逸科技有限公司
170. UPTOWN LIMITED
半城記有限公司
171. URBAN DINING LIMITED
172. USA L&H HEALTH INT'L (HK) LIMITED
美國仁心仁術健康國際(香港)有限公司
173. V CARESEE HEALTH LIMITED
唯心思健康有限公司
174. VIPETS LIMITED
飛一般寵物有限公司
175. VISIONKIDS COMPANY LIMITED
176. VITELIC TECHNOLOGY (INTERNATIONAL) LIMITED
華智科技(國際)有限公司
177. VOLA GUITAR ONLINE LIMITED
178. WHOLESOME (HONG KONG) LIMITED
皓潔詩(香港)有限公司
179. WING KEUNG INDUSTRIAL INTERNATIONAL LIMITED
永強實業國際有限公司
180. WINNER COMPANY (GARMENTS) LIMITED
永南製衣有限公司
181. WONDERFUL PRODUCTS (HK) COMPANY LIMITED
港真靚貨(香港)集團有限公司
182. WONDERLAB TECHNOLOGY LIMITED
玩的來科技有限公司
183. WOSE INTERNATIONAL CO., LIMITED
沃色國際有限公司
184. YEE SHENG TRADING CO., LIMITED
譯盛貿易有限公司
185. YHY INTERNATIONAL INVESTMENT INCORPORATION LIMITED
浩欣國際投資有限公司
186. YING JI (HONG KONG) FOOD LIMITED
英記(香港)食品有限公司
187. YIYA HONGKONG INTERNATIONAL TRADING CO., LIMITED
亦雅尚品香港國際貿易有限公司
188. ZHONGNANHAI (HK) WINE LIMITED
中南海(香港)酒業有限公司

Join Us
成為我們的會員





GS1 HK Calendar

25 MAR

- **“Go Smart”** Webinar: Challenges of ERP & WMS System Implementation
「Go Smart」研討會: 規劃ERP及WMS系統的困難 (網上舉行)
- **“Go Digital”** Webinar: List Products on Google Shopping for Free & Attract Potential Consumers with Ads
「Go Digital」研討會: 免費於Google購物刊登商品 + 善用廣告吸客 (網上舉行)

30 MAR

- “Go Digital”** Webinar: Barcode and Digital Service Workshop
「Go Digital」研討會: 條碼及數碼工作坊 (網上舉行)

31 MAR

- “Go Digital”** Webinar: Open up New Opportunities in China Retail Market with One-stop Solution
「Go Digital」研討會: 中國零售市場新機遇 開拓新消費群之一站式解決方案 (網上舉行)

22 APR

- “Go Digital”** Webinar: Case Sharing on Ways to Optimise Cost & Reduce Risk with CRM Solutions
「Go Digital」研討會: 案例分享 - 怎樣以最合乎成本效益和低風險的方法實施CRM解決方案 (網上舉行)

22 & 29 APR

- “Go Smart”** Certification Course: Digitalisation & Industry 4.0 on Food Traceability (Physical)
「Go Smart」證書課程 - 數碼化及工業4.0推動食品追溯 (實體課程)

27 - 28 APR

- “Go Smart”** Supply Chain Certification Course: Implementing Industry 4.0: Leading Change in Supply Chain and Operations (Physical)
「Go Smart」供應鏈證書課程: 實踐工業4.0推動供應鏈及營運轉型 (實體課程)



29 APR

- “Go Digital”** Webinar: Protect Your Brands in 360 Degrees
「Go Digital」研討會: 研討會: 360度保障品牌 (網上舉行)

28 JUN

- GS1 HK Solution Day 2022

Upcoming Events
即將舉行的活動



Certification Course: Experts Share Supply Chain Digitalisation & Automation Tips

證書課程: 專家教您構建自動化和數碼化供應鏈秘訣



Driven by the pandemic, companies of all sizes are accelerating their transformation journey to ensure seamless operations & productivity and reduce risks. In GS1 HK's upcoming **“Supply Chain Certification Course”**, experts will share ways to transform and enhance supply chain resilience & agility, empowering businesses to tackle with future challenges and satisfy customer needs.

受疫情及其他不明確因素影響, 各大中小企業正積極變革及轉型, 確保維持營運、生產不中斷、有效預防風險。GS1 HK將舉辦的**「供應鏈認證課程」**透過理論與真實個案分享, 為幫助大家更快、更輕易將業務轉型, 建立供應鏈彈性及靈活度應對未來各種挑戰及滿足客戶新需求!

Key Content at a Glance

- New business models enabled by technological innovations such as the Industrial Internet of Things (IIoT)
- Ways to Improve System Adoption & Evaluate Productivity
- The importance of decoding cultural and workforce factors
- Ways to increase an operation's "IQ," leading to more productive and safer operations
- The key to move from manual to automatic; reactive to predictive control; off-line to real-time

一覽課程內容

- IIoT技術產品應用帶來的新營運模式
- 改善系統應用、評估生產成效
- 讓員工了解數碼化的重要
- 提升生產效率及營運安全的秘訣
- 從手動走向自動化、從「應對」走向「預測」、從「離線」走向「在線」的關鍵

** This course has been included in the list of registered public courses under the Reindustrialisation and Technology Training Programme (RTTP) by VTC - with up to **2/3 (HK\$4,600) subsidy** for each eligible applicant **
課程已被職業訓練局列入再工業化及科技培訓計劃(RTTP)下的已登記公開課程名單內
- 每位合資格及成功申請之人士最高可獲**2/3的培訓津貼 (即HK\$4,600)**

[Read Details](#)
觀看詳情



DATE 日期 | 27-28 APR 2022 **TIME** 時間 | 09:30 - 17:30

VENUE 地點 | GS1 HK Office - 22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
GS1 HK辦公室 - 香港灣仔告士打道160號海外信託銀行大廈22樓

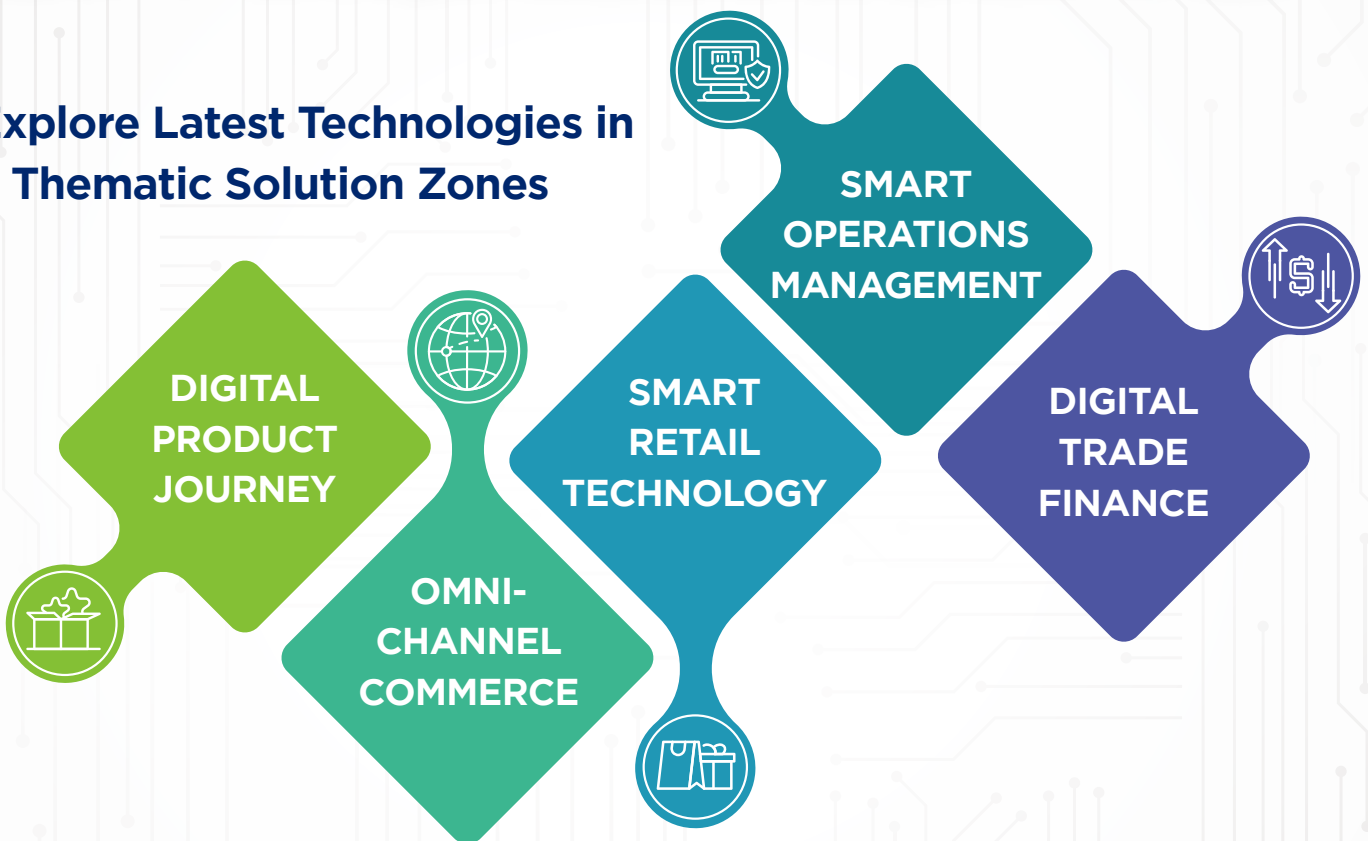
GS1 HK SOLUTION DAY 2022

GO Digital • GO Smart • GO Beyond the Challenge

28 Jun 2022 | 14:00-18:00 | Hong Kong Productivity Council

GS1 HK Solution Day provides an immersive experience with featured talks, hands-on experiences and networking opportunities for you to explore new technologies, best practices and successful use cases.

Explore Latest Technologies in 5 Thematic Solution Zones



The perfect platform for:



For sponsorship or participation
Please contact Anna Ng
annang@gs1hk.org or 28639722

GS1 Hong Kong 

