

6 Easy Green Actions
Small Steps on Platform,
Giant Leap for Green Cause
6招輕鬆減碳 平台一小步 環保一大步

Scan-to-Order-Food Pioneer
Developed Patented AI Engine
to Manage 10,000 Bikes
專利AI引擎管萬輛單車 掃碼點餐率先應用

Sweeping Wave of Change in Retail:
Unlocking Infinite Opportunities
with QR Codes
QR碼風靡零售界 開拓無盡商機

A Must-have Element to Tap into TikTok
Video Commerce Opportunities
打入TikTok視頻商貿 先要有...



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Executive Connect 管理層專訪

Bridging the SME Funding Gaps with Data

數碼貿易融資 填補中小企財政缺口



The “2S” Strategic Trends to Watch for 2024 – Smart Business & Sustainability

2024要關注的“2S”攻略 – 智慧商貿及可持續發展

The continued disruption over the past few years has driven changes and opportunities to businesses. Both Gartner & GS1 Innovation Board have identified strategic technologies and business trends to watch in near future – intelligent applications, sustainability, supply chain digitization, Generative AI, etc, in which smart solutions & sustainability are 2 notable trends.

Sustainability has driven high corporate interest & become the centre stage in focus for regulatory bodies. According to Deloitte, 2023, 84% of corporate leaders believe the world can achieve global economic growth while also reaching climate change goals. In the EU, the Digital Product Passport initiative, starting with apparel & textiles, requires brands to share key product information essential for sustainability and circularity via digital manner, provides a roadmap to increase recycling and recovery of materials.

Technologies such as AI, Internet of Things (IoT) enable businesses to automate work, and at the same time measure their energy consumption & environmental impacts. A food production company in Hong Kong has reduced wastage and saved power by setting up IoT sensors & standard-based cloud platform at premises to review production easily on dashboard.

Another enabler of sustainability is GS1 2D barcodes powered by global standards (i.e. GS1 QR codes) that allow consumers to access to detailed product information, thereby empowering consumers with greener choices. Some top use cases for 2D barcodes are already emerging, with up to 40% reduced food waste for fresh foods. 2D barcodes also facilitate traceability initiatives, in China, it's recorded that there were 111 million consumer scans of QR Codes powered by GS1 in 2022, putting important product information easily in the hands of consumers.

Smart solutions bring smart data. In this issue, DBS Bank (Hong Kong) revealed how data-driven approaches can support SME's digital transformation & bridge the financing gaps for SMEs; Carbon Wallet revolutionized consumers' shopping experience by rewarding consumers for their “green” lifestyle; whereas Locolla Limited & 616 Catering shared how technology & digital channels supported the F&B business to navigate through competitive market, and bike-sharing business to become “the survival of the fittest”.



過去幾年的挑戰為企業帶來變革和機遇。Gartner和GS1 Innovation Board最近都列出了未來需要關注的策略性科技及商貿趨勢，包括智能方案、可持續發展、供應鏈數碼化、生成式AI等。當中智能方案及可持續發展是2個值得關注的趨勢。

可持續發展不但是企業重點關注的議題，亦為監管機構的焦點。Deloitte於2023年的報告上提出，84%的企業高層相信全球可以實現經濟增長的同時，達成應對氣候變化的目標。歐盟的數碼產品護照倡議便要求品牌分享產品的可持續發展和循環經濟相關訊息，並率先於紡織品和服裝上推行，為提升原材料回收及循環再造提供了路綫圖。

智能科技如人工智能(AI)、物聯網(IoT)等的應用，讓企業可以將工序自動化的同時，監測營運上的能源消耗及對環境的影響。有香港食品生產商就透過在廠房內安裝物聯網傳感器(IoT sensors)及基於標準的平台，更容易於dashboard(儀表板)上監測生產，從而減少原材料浪費及節省能源。

建基於全球標準的GS1 2D條碼(即GS1 QR碼)亦可幫助企業更容易實踐可持續發展理念，例如讓消費者獲得詳細產品資訊，選擇更環保的產品。企業應用GS1 2D條碼提升可持續性的成功案例越來越多，例如有企業就減少了40%新鮮食品浪費。GS1 2D條碼同時推動提升產品可追溯性，在中國，2022年就有1.11億GS1 QR碼掃描人次，從而獲得關鍵產品資訊。

智能方案帶來更多智能數據。今期有星展銀行(香港)揭示如何善用數據支援中小企數碼轉型，並填補他們面對的資金缺口；Carbon Wallet透過獎賞鼓勵消費者履行減碳，為消費者帶來革新的購物體驗；Locolla Limited及616 Catering分享了科技及數碼平台如何助其餐飲業務及單車共享業務於競爭中突圍。

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About GS1 Hong Kong 關於香港貨品編碼協會

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

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

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

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

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

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

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Bridging the SME Funding Gaps with Data

數碼貿易融資 填補中小企財政缺口

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In a recent DBS survey, we discovered that a striking 93% of Hong Kong SMEs believe going digital as essential for their businesses to survive and thrive, but lack sufficient capital to adopt new technologies or compete in the digital talent war. In response, DBS has been harnessing its digital prowess to ensure smoother and seamless banking experience for SMEs.

Wallace Lam, Managing Director and Head of Institutional Banking Group of DBS Bank (Hong Kong) Ltd., recognises the importance of easing SMEs' pain points using technologies. "As a leader in SME banking, we are deeply rooted in leveraging data-driven approaches to support SMEs' digital transformation, helping to improve their day-to-day operations, tap into growth opportunities, and lay the foundation for long-term success."



At the core of its commitment is the partnership with GS1 Hong Kong, together they co-create a trade financing solution, aimed to bridge the financing gaps for SMEs on their digitalisation journey. 星展銀行與GS1 HK的合作便是其中一個關鍵項目，攜手創出貿易融資解決方案，專為協助中小企在數碼轉型過程中填補資金缺口。

星展銀行(星展)近日一項調查顯示，93%香港中小企相信數碼轉型對於經營及拓展業務至關重要，卻缺乏充足資金添置新技術或爭聘數碼人才。有見中小企面對的窘境，星展銀行致力發揮其數碼優勢，為中小企帶來更順暢無縫的銀行服務體驗。

星展銀行(香港)有限公司董事總經理兼企業及機構銀行總監林永德(Wallace)深信科技有助中小企應對難題。「作為中小企銀行業界的領導者，我們常以數據推動及支援中小企數碼轉型，幫它們改善日常營運、捕捉增長機遇，奠定持續成功發展的基礎。」

Labour- and Time-saving

Powered by alternative data and data analytic technologies, the solution enables SME users to turn their own trade data into working capital in a digital and straight-through manner.

An SME client can now provide consent for the bank to access its trade data conveniently from GS1 HK's ezTRADE platform for credit assessments, saving it lots of time and manual work from gathering and organising physical documents, which was a huge burden in the past to clients in the short-staffed FMCG and F&B sectors.

省時省力

融資方案以替代數據和數據分析技術驅動，讓中小企用戶得以運用自身貿易數據轉化成營運資金，直接以電子方式來達成融資。

中小企客戶只需要授權同意星展銀行從GS1 HK的「通商易」(ezTRADE)平台上取得其貿易數據，銀行便可以此進行信貸評估，省卻了大量蒐集和整理紙本文件的時間和人工工序。這對於人手不多的消費

“This streamlined, paperless approach to trade financing not only frees SMEs from repetitive document submission, but also paves the way for more digital and sustainable business practices,” said Wallace.

Wallace指：「這種簡單、無紙化的貿易融資方式，不僅讓中小企免於重複提交文件，還為他們的數碼化和可持續業務發展打好基礎。」

品和飲食業客戶來說，大大減輕了他們的負擔。

星展銀行和GS1 HK之間的數據傳輸由一套穩健的「host-to-host」架構作支援，除安全可靠外，亦讓銀行可以實時查看中小企的財務狀況，即時作出信貸評估，迅速地向中小企提供資金，甚至是更具競爭力的貸款利率。



GS1 HK's ezTRADE Platform GS1 HK ezTRADE平台

A B2B e-com community platform used by close to 2,000 companies in China and Hong Kong, the platform processes 24 million electronic messages annually, such as purchase orders and invoices.

平台有如一個B2B電子商務社群，現有近2,000家遍佈中港兩地的用戶採用，每年處理2,400萬項電子訊息，如採購訂單和發票。

Supported by a host-to-host structure that transfers data securely between DBS and GS1 HK systems, DBS gains real-time visibility on an SME's financial health for credit assessment and speed up the funding process to SME, with potentially more competitive interest rate.

One-click Drawdown, Minimal Hassle & Expense

Users can simply log into the DBS website and submit requests for financing with just 'one click', and receive the approved funds in their banking accounts within the same day.

They can get financing anytime they need without submitting extra supporting documents. "The beauty of the digital trade financing solution lies in its on-demand nature." Wallace explained that, unlike traditional term loans, SMEs receiving the digital trade financing have the freedom to make a draw down only when they need to. Consequently, SMEs can avoid incurring interest expenses unless they utilise the approved credit capital.

Dynamic & Risk-averse

Through DBS' predictive analytics capabilities, the amount of financing SMEs can enjoy is updated daily on a dynamic basis. From the bank's perspective, it gains real-time visibility of operating and financial data to monitor the underwritten credit risk more closely. With better risk control, it is also able to benefit clients with more preferential interest terms.

"We have been able to create a robust and pre-emptive credit model, thanks to ezTRADE's rich dataset - supporting greater transaction processing and risk monitoring while enhancing our customer journey," Wallace commented.

一鍵提款 便捷、相宜

該融資方案用戶只需登入星展銀行網站，「一鍵」就能提交融資申請，並可即日從銀行帳戶中收到批核的資金。

用戶可以根據其需要隨時申請融資，無需提交額外文件。「這項數碼貿易融資方案的優勝之處在於它是按需提供資金。」Wallace解釋，此方案與傳統的定期貸款不同，中小企可在有實際需要時才提取獲批資金。換言之，在客戶還未真正運用資金之前，已批核的貸款額並不會產生任何利息費用。

靈活且風險低

星展透過數據預測分析能力，讓中小企獲批可用金額會每日作靈活更新。對銀行來說，便能時刻掌握借貸方的實時營運和財務狀況，嚴密地監察已批核貸款的風險水平。對客戶來說，亦可因銀行風險成本下降而受惠，享受更優惠利率條件。

「我們能推出這個穩健而具風險防禦能力的融資方案，實有賴ezTRADE豐富的貿易數據庫。系統能處理大規模的交易和風險監控工作，同時提升客戶體驗。」

Users Testified

The solution has drawn a lot of interests from business of all sizes: Infotech Rice is a registered rice stockholder with 20 years of history and about 25% of its sales are completed on ezTRADE. With the abundance of trade records, it acquired the trade financing from DBS to fund its plan for diversifying its procurement network globally.

The company commended that, in addition to financial benefits such as the low interest and fee waiver, the DBS-GS1 HK joint team was committed to ironing out wrinkles in the loan application process like changing receiving banks, minimising troubles for them.

Established retailers like Matsumoto Kiyoshi have recognised the benefits of fintech innovation for their SME suppliers, and joined efforts with DBS and GS1 HK to digitise and streamline operations with its supply chain partners.

Read the
case here
案例詳情



用戶見證

這個方案引起不同企業的廣泛關注：Infotech Rice是一家擁有二十年歷史的註冊食米貯存商。公司約有25%訂單透過ezTRADE完成，並已累積多年的電子交易記錄，讓公司成功從星展銀行獲得貿易融資，有助從全球更多地方購入各款不同食米。

公司讚揚星展銀行和GS1 HK團隊在貸款申請過程中竭力提供協助，除了讓他們取得利率優惠和多項費用豁免外，還順利解決更換收款銀行等繁瑣問題。

知名零售商如松本清也得悉這項金融創新科技對其中小型供應商的好處，遂與星展銀行及GS1 HK合作，以數碼科技簡化與供應鏈夥伴的營運流程。

An “all-win” for Buyers, Suppliers, the Bank and Data Provider 買家、供應商、銀行和數據提供方的「共贏」局面

Matsumoto Kiyoshi (HK) Co. Ltd. (MK), the HK branch of the largest drugstore chain in Japan, has adopted GS1 HK's ezTRADE platform to facilitate trade with local suppliers since its HK operations debut in 2022. To reinforce suppliers' relationship, the company teamed up with DBS and GS1 HK to run an interactive workshop with the local suppliers in order to better understand their business conditions and financing needs.

The collaboration has created an 'all-win' situation synergizing all parties:

- To MK suppliers, they can understand how B2B electronic data interchange streamlines trade processes while leveraging the trade data for financing;
- To MK, it enjoys networking and further business opportunities with partners, like brand cross-over;
- To DBS, it can offer better interest rates and help address capital needs of SMEs;
- To GS1 HK, it gains better understanding of challenges faced by the industry and SMEs, so as to provide better support to them.

日本最大藥妝連鎖企業的本港分社、松本清(香港)有限公司(MK)自2022年在港開業時已採用GS1 HK的ezTRADE平台，與本地供應商進行貿易。為了加強與供應商聯繫，公司與星展銀行(DBS)攜手舉辦互動工作坊，讓MK更了解供應商的業務狀況和融資需求。

是次合作帶動各方「共贏」的協同效應：

- 松本清供應商了解B2B電子數據交換如何簡化貿易流程，並以電子貿易數據融資；
- 松本清在活動中獲享與各行業夥伴交流和合作的機會，如品牌聯乘；
- DBS能從中更了解中小企的資金需要，提供更優惠利率幫助他們解決難題；
- GS1 HK透過活動更了解行業及中小企所面對的挑戰，繼續幫助企業發展。

“We are delighted to work with DBS & GS1 HK to assist our new suppliers' on-boarding, which has demonstrated multiple benefits like manpower and cost savings by digitising the way we work, marking a symbolic move in our digitalisation progress.”

「我們很高興能與GS1 HK和DBS合作，支援我們助新供應商了解合作流程，其中好處顯而易見，例如數碼工序節省許多人力和成本，標誌著我們數碼化進程其中一個轉捩點。」

Kazuyuki Tamaoka, Purchasing Manager of Matsumoto Kiyoshi (HK) Co., Ltd.
松本清香港股份有限公司採購經理**玉岡和之**



“The on-demand digital trade financing solution was born out of DBS’s ongoing commitment to meeting our SME customers’ needs. In addition, we have implemented a series of initiatives, including a mobile-first strategy, an IDEAL platform upgrade, enhancements to our payment solutions, and payroll services for merchants. These efforts are aimed at streamlining operations and enhancing client experience.

我們致力滿足中小企客戶需求，而這項按需數碼貿易融資方案正好展示我們的堅持。此外，我們亦已推行多項規劃，包括『流動優先』策略、IDEAL平台升級、支付解決方案升級和企業薪資管理系統等，旨在簡化客戶的營運流程、提升服務體驗。”

Boris Chan, Managing Director and Head of Global Transaction Services, Institutional Banking Group, DBS Bank (Hong Kong) Limited
星展銀行(香港)有限公司董事總經理兼企業及機構銀行環球交易服務總監 **陳智勇**



Much More than Financing

DBS takes a “Banking-as-a-Service” approach, offering more than just account openings and loans, it also serves as a strategic partner in driving digitalisation of its clients’ businesses. From on-the-go payment solutions, digital signage, DBS IDEAL online banking platform, to being the first bank in Asia to launch real-time tracking of cross-border collections, all these efforts are made to support SMEs’ growth and transformation in the digital era.

The most recent product is the Digital Payroll solution. DBS partners with an HR and payroll platform and co-creates a ‘one click’ payroll management service. What’s more, DBS offers this as a free value-added service to DBS clients, which helps to save SME time on handling payroll, MPF and tax reporting.

Collaborative Digital Financing Ecosystem

Wallace emphasises the importance of ecosystem partnerships, which is key to grow the economic pie. “To provide comprehensive support for businesses’ digitalization needs, DBS leverages our partnerships to co-create diverse products with strong and sustainable impact, fostering the growth of a local digital economy.”

金融以外 更多服務

星展銀行以「銀行即服務」的模式，除了提供開戶及貸款等傳統金融服務外，更是推動客戶業務數碼化的策略合作夥伴。從流動電子支付、電子屏幕、DBS IDEAL網上銀行平台，以至是亞洲首家推出跨境收款實時追蹤的銀行，每項增值服務都在幫助中小企在數碼時代洪流中快速成長和轉型。

「數碼薪資方案」是星展銀行最近期推出的產品。星展銀行與人力資源和薪資平台合作，共同創造「一鍵」薪資管理服務。星展銀行將此作為免費增值服務提供給星展銀行客戶，有助於節省中小企處理工資、強積金和稅務報告的時間。

創建數碼融資的協作生態

Wallace強調「生態夥伴」非常重要，透過多方合作拓展更大市場。「為了更全面地支援企業的數碼化進程，星展銀行重視與夥伴的關係，通過共同開發有深遠價值的產品，有利推進本地數碼經濟發展。」

“ We will continue to explore further solutions and services, and rally supports from different collaborators, raising the bar for the Hong Kong banking industry.

我們會繼續探索更多產品和服務，並凝聚不同合作夥伴，攜手提升香港銀行業的水平。”



Sweeping Wave of Change in Retail: Unlocking Infinite Opportunities with QR Codes

QR碼風靡零售界 開拓無盡商機!



QR Codes are becoming an integral part of product packaging. A survey revealed that the global adoption of QR codes has quadrupled compared to 2021!

越來越多零售商於包裝上應用QR碼。有調查顯示，全球應用QR碼的用戶相比2021年增加超過4倍！

Compared to regular QR codes, GS1 QR codes, which are built based on global standards can offer greater possibilities to which are businesses. The standardized & structured data embedded in GS1 QR codes empower supply chain stakeholders to access accurate and reliable data.

與普通QR碼相比，GS1建基於全球標準的QR碼能為企業帶來更多可能。透過GS1 QR碼標準化的數據結構，供應鏈持份者能獲得準確、可靠的數據。

1 PepsiCo Empowers Consumers to Scan & Access 5 Key Product Information

百事公司讓消費者掃碼 掌握5大資訊



Digitally-minded consumers now rely on digital sources to obtain detailed product information. PepsiCo has implemented GS1 2D barcodes (QR codes) built based on GS1 Digital Link on their beverage "Starry". After scanning the QR codes, consumers can instantly access 5 key product information - product specification (nutrition value, ingredients, allergens, etc.), brand information, sustainability information, or even rewards.

消費者傾向於數碼平台上獲得更多產品資訊，百事可樂於其飲品「Starry」上應用了建基於GS1 Digital Link的2D條碼（QR碼），消費者掃一掃後，可立即觀看5大資訊 - 產品詳細資訊（營養價值、成份、過敏原等）、品牌資訊、可持續發展理念、獎賞優惠等。



Harnessing the Power of QR Code Scanning

捕捉「掃碼」商機！

Hong Kong brands are adopting the FREE QR code offered by GS1 HK to members - **1QR**. By scanning the QR code, consumers can access detailed product information, nutrition value, discounts or even be connected to their online shops for purchasing!

有香港品牌亦正應用供GS1 HK會員免費使用的QR碼 - **1QR**，讓消費者掃描QR碼後，立即了解產品資訊、營養價值、獲得優惠、甚至是連接到網店購買！

Contact us to learn more 聯絡我們了解更多

T: 2863 9740 E: corpinfo@gs1hk.org



2 Australian Supermarket Woolworths Leveraged GS1 QR Code to Enhance Expiration Date Management

澳洲Woolworths以GS1 QR碼 做好到期食品管理



Australian supermarket Woolworths & suppliers have implemented GS1 2D barcodes, allowing their store teams to identify products that are approaching expiry date more quickly and easily, and proactively mark the price down. This subsequently **reduced food waste by up to 40%**.

澳洲Woolworths及供應商均應用GS1 2D條碼，讓員工更快識別出快過期的產品，並立即調整價格促銷，**減少40%食物浪費**。

Data such as barcodes (GTIN), batch number, best before date etc can be encoded in GS1 2D barcodes built based on global standards. This in turn enhance Woolworth's expiry date management, enabling staff to mark down price before food expiration and prevent consumers from purchasing expired products.

建基於GS1標準的2D條碼可以載有條碼、批次序號、到期日等資訊，大大提升了Woolworths的食品到期日管理，在產品到期前成功促銷，亦能防止消費者購買到到期產品。

3 Introducing the 1st QR code Standard for Cosmetics in China

中國首個化妝品二維碼標準面世



L'Oréal China and the China Association for Barcode Technology & Application introduced the first "Guidelines for QR Codes Application on Cosmetic Products" in China, empowering consumers to scan 2D barcodes (QR codes) to obtain product information (brand, packaging, materials) and verify the authenticity of the product.

最近歐萊雅中國與中國條碼技術與應用協會正式啟動了國內首個《化妝品商品二維碼應用指南》團體標準項目，讓消費者可以掃描二維碼，獲得產品基本訊息（品牌、包裝、材質），並碼驗證真偽。

GS1 China highlighted how QR codes can tell the products' story: country of origin, allergen ingredients, organic certification, recyclable materials, and impact to the environment. Such approach can also help cosmetic brands to combat counterfeit products and protect consumers.

中國物品編碼中心指二維碼可以詳細地講述產品的故事：來源地、是否含有導致過敏的成分、是否有機、如何被回收，以及可能對環境產生的影響等。此舉也可以幫助化妝品品牌打擊假貨，保障消費者。



There is always risk of counterfeiting on your products no matter whether you are selling cosmetics or other products! Leveraging QR codes printed by patented anti-forgery micro-printing technology, GS1 HK's "REAL Barcode" solution empowers consumers to scan and instantly verify product authenticity. It also supports brands to combat counterfeit sales locations & phishing websites, etc.

不論您是售賣化妝品還是其他產品，都有機會被偽冒！GS1 HK的「真的碼」方案可以幫您透過一個以加密專利技術印刷的QR碼，讓消費者即時驗證真偽的同時，幫到品牌打擊假貨銷售點、辨識釣魚網站等。

Read how 3 Hong Kong Mooncake Brands Combat Counterfeits
閱讀3大本地月餅品牌如何打擊假貨



6 Easy Green Actions

Small Steps on Platform, Giant Leap for Green Cause

6招輕鬆減碳

平台一小步 環保一大步

Chester Cheng
Co-founder of Carbon Wallet
鄭智韜
Carbon Wallet聯合創辦人



As a consumer, have you thought about recycling plastic bottles and aluminum cans but eventually gave up just because you need to clean them properly, or the recycling stations being too far away? Or do you believe that, "Climate change seems inevitable, my efforts to go green won't really make a difference at all"?

Chester Cheng, Co-founder of Carbon Wallet, said he can relate to these perspectives, "People in Hong Kong are generally conscious of green causes, but there's a disconnect when it comes to taking actions. We wish for easy, rewarding ways that can cut carbon emissions and benefit all. With this in mind, he launched the Carbon Wallet App to reward individuals for their green efforts and help them calculate the carbon emissions they reduce through completing an activity, so everyone can understand their personal contribution to the planet through their eco-friendly actions."

The Butterfly Effects of Low-Carbon Lifestyle

Carbon Wallet (CW) is a one-stop green lifestyle reward platform, a wholly-owned subsidiary of MTR Lab. Today, the App platform has recorded more than 100,000 installs and accumulated over 40,000 registered users. Users can track the carbon emissions they reduce and get rewarded for taking 6 green actions including travelling on MTR transport, walking, recycling, having vegetarian meals, choosing plant-based milk beverages and supporting green shopping. The CW Points earned through the App can be used to redeem "green" rewards, like organic skincare products, vegetarian meals, eco tours, or free MTR rides, to achieve its "Green In, Green Out" principle.

作為消費者，你是否曾經想參與回收膠樽鋁罐，但因要清洗乾淨、回收點較遠等原因而放棄？還是心中會想「反正氣候變化已是既定事實，就算我環保也改變不了什麼」？

Carbon Wallet聯合創辦人鄭智韜(Chester)深切體會這感受：「香港人普遍有環保意識，但要採取實際行動，改變生活習慣，則仍有距離。我們都希望有既方便易做、又利人利己的減碳方法；而Carbon Wallet的推出正正針對這種想法，讓普羅大眾實踐減碳時獲得獎賞鼓勵，亦會計算每項環保行為所減少的碳排放，以便大家了解個人環保行為對地球的貢獻。」

減碳的蝴蝶效應

一站式減碳獎賞平台Carbon Wallet (CW)是MTR Lab的全資子公司，現時已有超過100,000次用戶下載量及超過40,000登記用戶。用家只要透過Carbon Wallet應用程式記錄任何6項活動，包括搭港鐵、步行、回收、享用素食、環保購物、及選用植物奶，就可以儲CW分用以兌換一系列綠色獎賞，包括有機護膚品、素食餐飲、生態體驗、以及免費港鐵車程等，達致「Green In, Green Out」的目標。





“By simply linking their Octopus Cards to Carbon Wallet, users can earn CW Points for every MTR ride, and by allowing the App to track the number of steps the users walk they can also earn points when they have walked a certain distance every week. Users can earn CW Points by taking photos of recyclables or capturing green consumption receipts in the App. They will receive CW Points after verification. While users are commonly drawn to the free MTR rides, some of them join Carbon Wallet’s programmes not purely for rewards, instead they wish to play their parts in the green evolution and want to know how much carbon saving progress they have made collectively with the rest of the Carbon Wallet user community.”

Since the App came out more than 2 years ago, its users have collectively reduced 1,140 tons of carbon emissions, which is equivalent to the carbon emissions of roughly 4,200 one-way flights from Hong Kong to Tokyo, Chester said. It shows that every individual can make a difference, because together they are creating a force of good, with substantial impact and change to society.

Scan to Recycle

To further digitalise recycling records, Carbon Wallet has been working on improving its App with new functions. It has recently partnered with FRISO, Listerine and Aveeno to introduce a barcode scanning feature in the Carbon Wallet App. When users scan the packaging barcodes and follow the instructions to submit the recycling records as they recycle packages of designated products, they will be able to earn CW points and instantly obtain discount coupons from the relevant brands. Additionally, by doing so they can also help brands better understand packaging recycling data. The barcode scanning function for recycling recognition is currently only applicable to designated products. Carbon Wallet is collaborating with GS1 HK and hopes to expand the new function to cover packaging of more products and brands once the technical development is completed.

“One of our missions is also to educate the public of the green living practices. This includes addressing common mistakes like recycling uncleaned plastic bottles, or putting beverage carton packaging into paper recycling bins. We would reject these recycling records when we review the photos, and explain why to the users. We also update the App regularly to show the latest recycling points, vegetarian restaurants, eco-friendly shops in our all-in-one Go Green Map, as well as other green lifestyle tips, etc., designed to nurture public awareness of the importance of environmentally friendly measures.”



「只要將八達通連結Carbon Wallet，搭每程車已自動賺CW分；程式亦會計算步數儲分，另外用家只要將回收物或環保消費單據拍照並於應用程式上載，經核實後就可得分。免費地鐵車程固然吸引，但其實也有不少人不為獎賞，只想知道自己減少多少碳排放、盡自身責任。」

Chester指程式推出2年多至今已減少1,140噸二氧化碳排放量，即大概4,200程由香港飛東京的單程航班的碳排放量，可見個人行為累積成群眾力量時，其實可以帶來真正影響，甚至改變社會風氣、推動變革。

掃「碼」回收

為了讓回收記錄更加數碼化，Carbon Wallet不斷改善應用程式，陸續引入新功能，例如近期與荷蘭美素佳兒、李施德林及Aveeno合作，於Carbon Wallet應用程式推出手機掃描條碼回收識別功能，消費者在回收有關產品包裝時掃描包裝條碼，並按指示提交回收記錄，不但能賺取CW分，並即時獲取有關品牌的優惠券，同時也可以幫助品牌更好地掌握包裝回收數據。目前掃描條碼回收識別功能主要限於特定產品，Carbon Wallet正與GS1香港展開合作，希望完成技術提升後，功能可應用於更多產品、更多品牌的包裝回收。

「教育公眾適當的減碳行為是我們使命之一：有市民會將未經清洗的膠樽回收、或將紙包飲品包裝放入紙張回收箱，這些在檢視回收照片時都會被拒，並向他們解釋原因。程式會定期更新，顯示最新回收點、素食餐廳、環保店鋪地圖和環保小貼士等，培養市民環保減碳觀念，讓低碳生活成為一種自然而然的選擇。」





Circularity-driven Green Platform Catalyses Low-carbon Transformation

As consumers become more environment and sustainability conscious, collaborating with Carbon Wallet in sustainable marketing can help brands expand their customer base to appeal to these green-conscious customers, creating real value for brands, Chester said. Brands can collaborate with Carbon Wallet through a number of ways: Organisations without its own reward programmes can purchase CW Points from Carbon Wallet to provide rewards to their customers and encourage eco-friendly actions, such as choosing e-statements over paper ones. Some companies may establish recycling points within their premises, collecting recycled product containers from customers and offering discounts or rewards through the Carbon Wallet App. Other businesses may promote their ESG initiatives through the App and use it as a marketing channel.

Chester stressed the platform's role as a bridge connecting the government, businesses, and green groups, offering a "Plug-and-Play" green reward solution for all parties. It also strives to convene a wide variety of green rewards, such as discounts at vegetarian restaurants, eco-tour coupons, etc., for users to support sustainable consumption and go green "inside out".

減碳套餐 循環理念 低碳轉型

Chester表示，消費者對環保及可持續發展的關注日益增加，品牌與Carbon Wallet合作推行可持續營銷，正正可以幫助品牌拓展有關客戶群，為品牌創造價值。而品牌可以透過不同模式與Carbon Wallet合作：本身沒有營運積分獎賞計劃的機構可向Carbon Wallet購買CW分，以此作為獎賞，鼓勵其客戶實踐低碳生活，如選擇使用電子月結單取代紙張單據等；有公司會身體力行在店舖設立回收點，鼓勵顧客在用完產品後回收包裝容器，透過程式記錄並獲得折扣優惠或禮品回饋；亦有企業以此作為營銷渠道之一，透過其應用程式去宣傳公司的ESG舉措。

Chester強調公司的平台角色，是連繫政、商、環保團體的橋樑，為各方提供一個「Plug-and-Play」的環保獎賞方案，同時盡力搜羅綠色獎賞，例如素食餐廳優惠、生態遊門券等，鼓勵用戶支持可持續消費，從行動到獎賞都貫徹低碳生活。

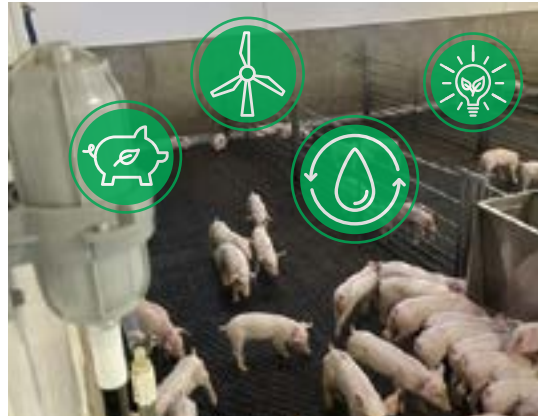


“ While Municipal Solid Waste Charging Scheme, phase-out of disposable plastic tablewares, and producer responsibility scheme on plastic beverage containers are on the horizon, the locals will gradually change their habits and get used to sort their waste and recycle. Hongkongers are keen on social innovation, and he foresees Carbon Wallet App will help users build a habit of checking their daily carbon savings and develop a “low-carbon intuition”, truly achieving low-carbon lifestyle transformation among individuals. 隨著固體廢物徵費、即棄膠餐具法規、塑膠飲料容器生產者責任等法案即將出爐，深信香港市民會慢慢調整生活習慣，提高回收意識。市民熱衷社會創新，寄望市民將「計算食衣住行碳足跡」變成習慣、培養「低碳直覺」，達致真正低碳生活轉型。 ”



Global Standards Support Leading Pork & Grain Producer in US to **Achieve Carbon Neutrality**

全球標準 助美國豬肉和穀物生產商實踐碳中和



Sustainability is no longer a choice, but a business imperative. For the food industry, sustainability starts at the beginning of food production, right on the farm.

可持續發展不再是企業可以選擇，並已成企業勢在必行的一環。對食品行業來說，可持續發展需要從農場生產開始。

Union Farm, leading pork & grain producer in US, achieves carbon neutrality with the use of GS1 standards in capturing, aggregating, analyzing, and evaluating the data the farm collects.

美國豬肉和穀物生產商Union Farm透過應用GS1標準去擷取、整合、分析和評估農場上的數據，實踐碳中和。

By placing sensors at farms, Union Farm can measure environment impact effectively in its grain and pork operations:

透過在農場上安裝傳感器，Union Farm可以有效地測量穀物及豬肉生產對環境的影響：

- **Grain Production:** measure water usage for irrigation, soil moisture content for efficient watering, as well as inputs such as fertilizers
- **穀物生產:** 測量灌溉用的水量、土壤濕度令澆水更精確有效，以及肥料等應用。
- **Animal Husbandry:** measure water usage, temperature, humidity, feed and input levels, etc.
- **畜牧業:** 測量用水量、溫度、濕度、飼料用量等。

GS1 Standard Used 所應用的GS1標準



Electronic Product Code Information Services 2.0 (EPCIS 2.0), the global GS1 Standard, were used for creating and sharing visibility event data, both within and across their enterprise.

應用了產品電子代碼訊息服務2.0 (EPCIS 2.0)，與企業內部及跨企業創建及分享供應鏈數據，提升可視化。



Each group of animals is identified by a Global Trade Item Number (GTIN) and their locations are identified with GS1 Global Location Numbers (GLNs), enabling the farm to collect and store data.

每群動物以全球貿易貨品編碼(GTIN)識別，並透過全球位置編碼(GLNs)識別位置，讓公司可以收集和記錄數據。

By measuring key data elements (KDEs) at every stage of our crop and pork raising processes, we capture data needed to meet our carbon neutrality goals.

透過測量農作物及豬肉養殖過程中每階段的關鍵數據要素(KDEs)，我們可以獲取到實踐碳中和目標所需的數據。

Read more
了解更多



Lukas Fricke, Owner, Union Farms

GS1 HK can also support your businesses to “**Go Digital • Go Green**” and achieve sustainability goals. GS1 HK都可以幫助您的企業以「**Go Digital • Go Green**」實踐可持續發展目標。



Scan-to-Order-Food Pioneer Developed **Patented AI Engine** to Manage 10,000 Bikes

專利AI引擎管萬輛單車 掃碼點餐率先應用

Ken Ching

Founder

Locolla Limited & 616 Catering Management Ltd.

程俊豪

Locolla Limited及616餐飲管理創辦人



Clothing, food, shelter and mobility are generally described as the necessities of life in Hong Kong. Eyeing those opportunities early in 2017, Ken Ching, a PhD candidate in Electrical Engineering studying "Artificial Intelligence and Internet of Things" at City University, has ventured into catering and transport business. Running the largest shared-bike rental service in Hong Kong, he is also leading in the fresh beef hot pot market with 17 restaurants. The two seemingly unrelated businesses showed equally Ken's value on expertise, passion for technology and effective use of data. These qualities allow the young entrepreneur to exert his tech prowess and navigate through the competitive market, which lately earn him the "Outstanding Young Entrepreneur of the Guangdong-Hong Kong-Macao Greater Bay Area" recognition.

Windows for F&B: Takeaway, Overseas Markets, Cost Control

In 2016, Ken Ching setup Locolla Limited with younger brother and 4 classmates from secondary school, and the 616 Catering Management Ltd. with cousin and 10 friends at the same time. "Every one of us are good at something, like cookery, logistics, warehouse, etc. We trust and respect each other's professional turf with a clear role to play in the company, where I obviously take care of the tech part. I remembered back in 2017, we introduced QR code scanning to order food to streamline the floor staff operation. It wasn't popular until today, so the lesson learnt for me is that, timing and conditions can be the "make or break" factors in many circumstances."

Surviving through the 3-year-long pandemic, Ken noted that the key to hotpot business has always been the supply of fresh ingredients, so despite a lack of chefs in the industry, the F&B chain is less vulnerable because the staff main duties are cleaning, cutting and delivering food instead of cooking, helping it to stay resilient. During

衣食住行是所有人的生活基本需要，正就讀城大電機工程學系博士課程研究人工智能物聯網的程俊豪(Ken)早於2017年已覷準機會，在「食、行」雙向發展，現時已奠定本港最大共享單車市場一哥地位，亦是17間餐廳、雄踞新鮮牛肉火鍋食肆的龍頭。兩者看似風馬牛不相及，但憑著Ken重視專業、熱衷科技、善用數據的作風和態度，80後的Ken得以發揮其科技天賦，亦能在商場上長袖善舞，更獲頒「粵港澳大灣區傑出青年企業家」、肯定其成就。

餐飲出路：外賣、跨境市場、成本控制

Locolla Limited及616餐飲管理公司都是由程俊豪於2016年創立，前者是與弟弟及4位中學同窗的研發心血，後者則是與堂哥及中學時期10位友人的分工合作。「我們10人各有專業，有餐飲、物流、倉庫等，大家互信尊重、分工明確；我當然負責技術部份：早於2017年我們已經引入QR碼點餐精簡樓面運作，只是當年還未流行，至今卻蔚然成風；令我明白所有事都要配合天時地利人和。」



the period, 616 Catering launched hotpot takeaway meal sets and became a member of GS1 HK, turning a new page by selling products, especially via online channels. "We were able to quickly diversify our business and cater to our customers' home dining needs, thanks to our central kitchen and own delivery fleet."

Planning to expand overseas, 616 set eyes on Japan and Macau first. "As we have established supply chains in Japan and been buying Shinshu Wagyu beef from the local suppliers, it is only logical for us to expand there, setting us apart from market."

Ken remains discreetly optimistic about the local catering trade, "People lifestyle in Hong Kong have changed, for example there used to be late-night supper at 1-2am, but many prefer buying takeaway around 10pm today. Consumption heading north to Mainland China is also affecting the local F&B sector, so we are adopting a more conservative and defensive strategy. If a permanent staff resign, we would cover with part-time or internal staff transfer, and also hire the minority group to support."

捱過3年多疫情，Ken笑言火鍋店的優勢是食材夠新鮮，員工懂洗切、送餐便可，較少因廚師短缺的影響，所以他們能穩守陣地。期間公司推出火鍋套餐外賣包，並申請成為GS1 HK會員，冀以銷售產品及網上渠道拓新出路。「我們有中央廚房和自家車隊，所以很快已籌組出新銷售模式，滿足顧客在家用餐要求。」

616亦在計劃海外擴張，暫以日本和澳門為目標。「我們在日本當地有食材供應鏈，且與供應商簽了合約、常採購原隻信州和牛，所以在當地擴展較有優勢亦順理成章。」

Ken對本地飲食業前景仍非常審慎：「港人生活習慣已變，以往凌晨1-2點宵夜、已變成10點買外賣回家，而北上消費也有影響，所以現時策略較保守，不求擴張、但求穩守。譬如有長工離職，便以兼職或內部員工調配頂替；亦會聘請少數族裔人士作後勤。」



“Captain Bike of Tai Po” Aims at World’s Top 10 backed by AI

The HK\$180 million-annual-income F&B business may seem much more lucrative than the HK\$18 million-profit bike-sharing platform “LocoBike”, but the profit margin of the latter is at double, meaning it’s achieving more with less, “Whereas our bike-sharing platform focus on technology and operational efficiency, with 75 staff managing more than 10,000 bikes, the restaurant chain is concerned with controlling the 3 costs: food, labor and rent. Simply put, they are 2 completely different sets of game and rules.”

From an intensely competitive battlefield of 7 bike-sharing operators in Hong Kong, to today’s a single, unique dealer, the market is a textbook case of “the survival of the fittest” rule. Ken recalled some of the differentiating factors along that journey, “We used to meet with Transport Department every 2 weeks, and was the first to apply ourselves to the new business guidelines. Besides, we were also the first to share the real-time locations of our bikes with the authorities, which facilitated discussions about tackling bike parking issue in the community. We are equipped with great technology, we have been collaborative, I guess that’s why we are staying.”

「大埔男車神」以AI邁向全球Top 10目標

616食肆年收入約1.8億港元，相比共享單車「樂區踩」(LocoBike)年收入1,800萬，LocoBike毛利率卻高一倍多，算是事半功倍：「共享單車講求科技和營運效率，現有75名員工及物流團隊管理逾萬架單車；而經營食肆則看重3項成本：食材、人手、租金，可以說是2套截然不同的遊戲規則。」

本港由高峰期有7間共享單車營運商，汰弱留強至獨家經營，當中自有過人之處：「當年我們每2星期與運輸署開會，搶先響應其推出的業務手則，亦是首間將單車即時位置交給當局，一同商討解決胡亂泊單車對社區的影響等。我相信LocoBike在技術和配合管理上是做得較好的一家吧。」



Among more than 2,000 shared-bike companies around the world, Ken believes LocoBike ranks within the top 100 in terms of fleet management capability. He set his sight at the top 10 position.

“Our proprietary Loco AI Engine is managing 10,000 bicycles without any fixed parking space. This is made possible by our big data analytics and smart dispatch system, so our patrollers can handle improperly-parked bike in the shortest time within range. They normally take up 200-300 duties a day, helping commuters’ ride easier and safer. This is exceptional in the world because most of the regions are large enough to setup fixed parking spaces. In Hong Kong, the dense population and land scarcity have driven us come up with technological solutions to address the challenges.”

我們以自家研發的Loco AI Engine去管理約萬架單車，就算沒有固定單車泊位，透過大數據分析和智能調配系統，也可讓單車巡邏員在最短時間和距離去處理亂泊的單車，每日執行200-300項搬車管理的工作，讓社區中人輕鬆安全出行。這在其他地區是少數，因它們地方夠多夠大，通常有固定單車泊位；香港人煙稠密，唯有以科技應對。」



Ken believes that their patented AI engine is comparable to the top-tier AI systems globally, partly because of the data they collected for more than 7 years since the beginning. The system was able to drive deep-learning and evolve, becoming an encyclopedia of cycling in the New Territories. The system has the Transport Department attention, which decided to implement a six-month pilot trial on the use of electric mobility devices.

“We have designed and produced a special type of electric bike that meets HK Government’s requirements, and developed a dedicated mobile app that allows 300 participants to unlock and use the bike for free. The trial took place on a roughly 4-km bike route stretching from the University station to Pak Shek Kok station. We hope the pilot participants’ feedback can help the department to assess and conclude on the feasibility of electric bike running in the street.”

Locolla has been continuously upgrading the bike-sharing service and system. In addition to winning Silver Award in the Hong Kong ICT Awards – Smart Mobility (Transport) in 2020 (GS1 HK as the lead organizer), the above-mentioned “Smart Shared Power-assisted Pedal Cycle Platform” jointly deployed with Transport Department was awarded the Certificate of Merit at the Smart Mobility Award (Smart Transport) this year (2023). This demonstrates their success in promoting the concept of “Urban Cycling, Green Travel” to communities. The platform is offering more than 10,000 people with a low-carbon travel option every day.

When asked about the future, Ken believes that ‘micro mobility’ (i.e., bikes or electric bikes, and many other small transportation tools) is a major trend that can alleviate traffic congestion and mitigate air pollution issues. He hopes that the Hong Kong government will quickly pass the law of using electric mobility devices to pave the way for the development of smart green travel in the city, thereby enhancing the overall quality of society and individual living standard.

Ken指LocoBike的規模在全球2,000多間共享單車企業中，以車隊管理能力排名在首100名，他的目標是在未來3年成為頭10位。

Ken指其AI引擎可媲美全球頂尖系統，亦有賴7年來從營運共享單車所收集的數據，讓AI深度學習和演化，成為新界單車徑的百科全書。該套技術獲運輸署青睞，在今年年初合作推行為期一年的「電動可移動工具先導試驗」計劃第三階段。

「我們特意為計劃設計和生產了一部符合香港要求的共享電動輔助單車，並開發專屬手機應用程式，讓300位參加者免費解鎖和使用，在港鐵大學站至白石角之間的一段約4公里單車徑試驗。我們希望計劃能有助署方去評估和分析電動輔助單車在路上行走的可行性。」

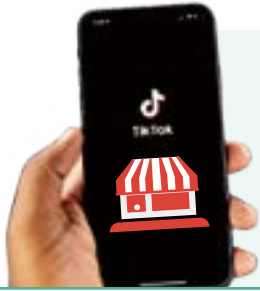
公司透過持續改善共享單車服務和系統，繼在2020年勇奪由GS1 HK籌辦的香港資訊及通訊科技獎 - 智慧出行(智慧交通)銀獎殊榮，上述與運輸署推行的「智能共享電動輔助單車平台」也於今年(2023)獲得智慧出行(智慧交通)優異證書褒賞，表彰他們成功推動「城市單車、綠色出行」理念到社區，表彰他們成功推動「城市單車、綠色出行」理念到社區，現時每日為近萬名市民提供低碳出行的選擇。

展望未來，他認為「微出行」(micro mobility)是大趨勢(即各式小型運輸工具如單車、電動輔助單車等)，能緩解公共交通擁塞和減輕空氣污染問題。他期望港府儘快推動電動可移動工具合法化，為城市的智慧綠色出行發展鋪路，提升整體社會及個人生活的質素。



A Must-have Element to Tap into TikTok Video Commerce Opportunities

打入TikTok視頻商貿 先要有...



To provide better experience to shoppers, TikTok Shop now **require merchants to provide with GS1 barcodes (GTINs) for product listings in UK.**

為了提升消費者的購物體驗，TikTok Shop**要求所有於英國銷售的產品需具備GS1條碼(GTINs)。**

With more than 1.1 billion monthly active users globally, TikTok shop has become a preferred platform for businesses to tap into video-commerce opportunities. The use of GS1 barcode (GTINs) enable TikTok Shop improve product catalogue management, thereby displaying the right products to consumers in search results. This also helps businesses **increase their visibility and product information accuracy.**

全球有超過11億每月活躍用戶的TikTok (抖音) 已成為商家把握視頻商機的必爭之地。GS1條碼可以幫助TikTok Shop改善產品分類管理，於搜尋結果上向消費者展示更相關的產品，同時幫助商家**提升產品曝光率及產品資料準確性。**

“ By joining the long line of platforms and retailers that have improved the experiences of their users with GTINs, TikTok can keep consumers informed and protected with data they can trust, while allowing sellers to take full advantage of the vast opportunities available on the platform. 多個電商平台及零售商均有透過條碼 (GTIN)改善用家購物體驗。TikTok加入其中，除可向消費者提供可靠及完整的數據，還可讓商家在平台上開啓無限商機。 ”



Monica Bird

Head of marketplaces at GS1 UK

Barcodes are also Crucial for Listing on other e-Marketplaces

電商平台上架必備條碼

In addition to TikTok Shop in UK, e-commerce platforms like **Alibaba, Amazon, eBay, Google Shopping** also require/recommend merchants to include barcodes (GTINs) for product listing. Failing so may risk products being delisted.

Products with correct GTINs receive up to 40% more user clicks and conversion rates increase up to 20% in their Google Shopping Ad.

除了英國TikTok Shop，**阿里巴巴、亞馬遜、eBay、Google Shopping**等電商平台都要求或建議貨品上架時加入GTINs，否則有機會被下架。

加入正確的產品GTIN，可以大大提升Google購物廣告 (Google Shopping Ad) 的表現，有機會最多增加4成點擊及2成轉換率。

Contact us to learn more 聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org



Over 80% Companies Set Safety Stock Level but **Lack Efficient Replenishment Workflow, Causing Out-of-Stock Situation**

逾8成企業設安全存貨量 唯缺乏高效補貨流程 易致缺貨情況

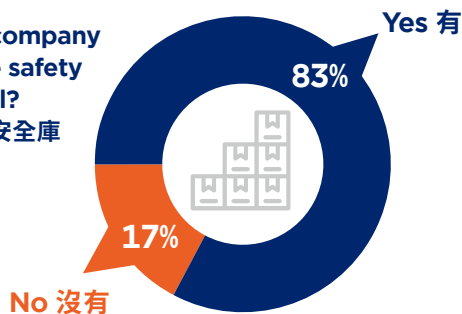


Companies used to hold minimal inventory level to keep costs down, but as the pandemic exposed vulnerabilities in global supply chain, businesses tend to stock up enough or diversify sources of supply in case of disruption. Mirroring the trend, the aggregate results of 'Supply Chain Maturity Model (SCMM)' self-assessment found that 83% of companies have established a 'safety stock level' and have Standard Operating Procedures (SOPs) on procurement, which means they are on the right track of good procurement practice.

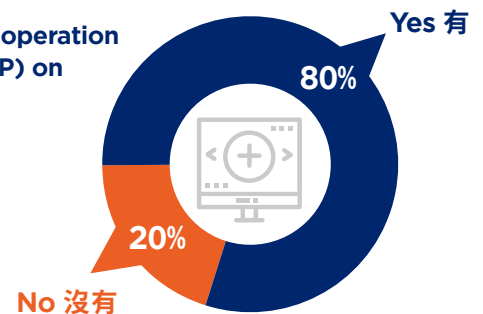
以往企業會維持低存貨量以壓縮成本，但疫情揭露了全球供應鏈的弱點，令公司現時會備足物料、或增加來貨源，以防萬一。本會的「供應鏈成熟度模型(SCMM)」自我評估的結果同樣發現，83%企業有制定「安全庫存量」，在採購上也有標準作業流程(SOP)，反映他們已初步做好採購管理。

Companies Made Initial Progress in Procurement Management 企業已初步做好採購管理

Did your company define the safety stock level?
有否制定「安全庫存量」?



Have standard operation procedure (SOP) on procurement process?
有否制訂標準的採購流程?



Despite so, majority of companies has yet to digitalise or automate their replenishment process. 65% companies said they have not automated the replenishment process using warehouse management system, while about half of them did not use digital ways to issue purchasing orders or receive shipping document.

然而，大多數企業並未在補貨過程中實現自動化/數碼化。除了65%企業未有利用倉庫管理系統去自動補貨外，近半企業都未有使用電子數據方式，發放或接收採購訂單和發貨通知等文件。

Companies Yet to Improve Replenishment Processes 企業未有完善補貨流程

Did you automate the replenishment process using warehouse management system?
有否透過倉庫管理系統實現自動補貨?

35% Yes 有

65% No 沒有

Did you use EDI/XML to issue PO and receive PO acknowledgement?
有否透過電子數據交換方式發出採購訂單?

26%

26%

48%

Did you use EDI/XML to receive shipping documents and Advanced Shipment Notice (ASN)?
有否使用電子數據交換方式接收貨運單據和貨運預報?

19%

30%

51%

Yes 有 Partially 局部 No 沒有

GS1 HK's Principal Consultant, Heidi Ho, pointed out that there are increasing pressure on production, logistics and retail replenishment, businesses needs to reassess their supply chains, with priority to invest in digitalisation to enhance supply chain efficiency and agility.

本會首席顧問何雅賢指，生產、物流、補貨等流程難題日增，企業需要重新評估其供應鏈，並投入數碼化以提高其效率和靈活性。

“ Digital trade is the future, and the sourcing function will become 'smart': moving from reactive to more predictive management. Businesses will use technologies like IoT, AI, self-learning robots, etc. to capture supply chain and market data, estimate needs and automate workflows, which helps to react in real-time and minimise any impact on supply chain. 數碼貿易是未來趨勢，而採購部門將變得智能化：從被動的經營模式轉化成預測性管理，企業將使用物聯網、人工智能和自我學習機器人等技術來獲取供應鏈和市場數據、預估需求及將工序自動化，甚至在問題發生當刻已即時調動，將供應鏈的影響減到最低。 ”



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

4 Best Practices in Procurement 採購部門的4項最佳實務守則



Define standard operating procedure on procurement processes (including new product procurement, delivery and return)
制訂標準採購流程(包括新產品採購、運送和退貨)



Define re-order point and safety stock level regularly
定期評估補貨點及安全存貨量



Standardise the unit of measure for all stocked products
統一所有存貨的計量單位 (UOM)



Define KPI to measure suppliers' delivery performance
制定關鍵指標評估供應商交貨表現



To facilitate trusted, real-time supply chain collaboration, World Trade Organization (WTO) and International Chamber of Commerce (ICC) launched the first-ever standards toolkit that help companies and government agencies adopt available standards to accelerate the digitalisation of trade processes. GS1 is clearly referenced in the toolkit as one of the pillars to ensure seamless data sharing, reporting, due diligence, and compliance requirements. 為促進可靠、實時的供應鏈協作，世界貿易組織(WTO)和國際商會(ICC)推出首個標準應用指南，幫助公私營機構了解及部署廣泛使用的標準，推動貿易數碼化。該指南明確指出GS1標準是確保數據無縫共享、進行盡職調查和達致合規要求的關鍵之一。

[Read here](#)
詳情瀏覽



GS1 HK's ezTRADE, a standard-based B2B e-commerce platform, has been helping 2,000 local / Chinese companies to digitalise their trade processes, streamlining the sourcing operations by managing the information interchange efficiently.

本會「通商易」(ezTRADE)是一個基於全球標準的B2B電子商務平台，現支援2,000多家本地及國內公司，將其貿易流程數碼化，通過有效地管理訊息來精簡採購操作。

Do you need to digitalize your supply chain? We can help you in process consultancy, contact us to learn more 您需要將供應鏈數碼化嗎？本會可以幫您做流程諮詢，聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org



Unveiling the Winners of “Hong Kong ICT Awards 2023: Smart Mobility Award”

「香港資訊及通訊科技獎2023：智慧出行獎」得獎方案出爐！



Steered by the Office of the Government Chief Information Officer, GS1 HK has been the leading organiser of “Hong Kong ICT Awards: Smart Mobility Award” for 6 consecutive years. The Award Presentation Ceremony was held to announce winners this year.

This year we heralded the public and private sector winners, at the same time celebrated the creative mind of individual who has leveraged generative AI, data analytics and other technologies to provide latest traffic information. Some of the winning entries have incorporated “green” elements to tap into market trends. Universal compatible components like location tracking using satellite were also spotlighted.

Deputy Financial Secretary, Mr. Michael Wong, presented Grand Awards to the winners of 8 Award Categories, and announced the “Award of the Year”.

由政府資訊科技總監辦公室策動，GS1 HK連續第6年籌辦的「香港資訊及通訊科技獎：智慧出行獎」2023年結果揭盅，並舉行了頒獎典禮。

今年不僅褒獎公私營界別的優勝者，也要表揚了獨立參賽者的創意，包括利用生成式AI、數據分析和其他科技提供最新交通資訊的項目。部份獲獎項目更配合了市場趨勢，融入環保元素，也有跨地域應用的項目、如衛星定位追蹤系統等。

頒獎典禮當晚由財政司副司長頒發8個獎項類別大獎，並宣佈「全年大獎」。

一覽14個「智慧出行獎」得獎創新方案
View all 14 Award-winning Solutions
of “Smart Mobility Award”



Winners of the 3 Categories of "Hong Kong ICT Awards 2023: Smart Mobility Award" at a Glance

一覽「香港資訊及通訊科技獎2023: 智慧出行獎」3個獎項類別方案



Big Winner - Smart Mobility Grand Award & Smart Tourism Gold Award 大贏家 - 「智慧出行大獎」及「智慧旅遊金獎」



Kaihon 1000 Smart Power Station - TriTerra Technology Limited

Though with 1000Wh energy capacity, the smart power station is just the size of a handbag. Equipped with solar charging capability, it has 7 power sockets to support the needs of different electrical appliance, and is suitable for occasions like camping, filming and during power outages.

啟航1000智能電源 - 賽特立科技有限公司

便攜式智能電源內存1000Wh電池容量，卻有如手袋般大小，有7個供電插位支持不同電器需求(如迷你雪櫃、煮食爐具等)，還融入太陽能充電能力，實現綠能減碳。方案適合露營、戶外拍攝、停電時使用。



Smart Mobility (Smart Logistic) Gold Award 「智慧物流金獎」



HKIA Cargo GBA Sea-air Transshipment - Airport Authority Hong Kong & Accenture Company Limited

It is the first mobility solution that covers Greater Bay Area cargo journey, which supports users to track and trace vessel journey and schedule, receive incident notifications, access shipment information, as well as view CCTV footage of cargo conditions throughout the journey in a timely manner.

香港國際機場「大灣區海空聯運數據應用系統」 - 機場管理局及埃森哲有限公司

為首個涵蓋粵港澳大灣區貨物運輸過程的流動平台，用戶可透過平台實時追蹤船舶航程、船期表、事故通知、貨物資訊及閉路電視錄影片段，以得悉貨物運輸狀況。



Smart Mobility (Smart Transport) Gold Award 「智慧交通金獎」



Smart Navigation Tool for The Visually Impaired/People In Need - Maphive Technology Limited & Spatial Data Office, Development Bureau & Energizing Kowloon East Office, Development Bureau

Building on Maphive's indoor map, the smart navigation tool helps the visually impaired users and those requiring assistance by offering them a seamless indoor and outdoor barrier-free navigation experience. The new feature "Walking Assistant" provides uninterrupted voice guidance. The solution now covers the inner areas of MTR stations and landmark shopping malls in Kowloon East.

為視障人士/有需要人士設計的智慧出行導航工具 - 蜂圖科技有限公司與發展局轄下的空間數據辦事處和起動九龍東辦事

建基於峰圖的室內地圖，此導航工具為視障或有需要人士提供無縫的室內及室外無障礙導航體驗。新功能「暢行助手」能提供無間斷語音導航。目前覆蓋九龍東的港鐵站內和地標式購物商場

Exploring Digital Economy

at HK Fintech Week

於HK Fintech Week上探討數字經濟

2023
HONG
KONG
FINTECH
WEEK



The World Bank estimates digital economy is about 15% of GDP, showcasing its potential. On the 1st day of HK Fintech Week, our Chief Executive, Anna Lin, was the moderator of “Digital Metamorphosis at scale: Transforming Hong Kong’s Digital Economy with CDI” panel discussion, and steered insightful discussion with Herbert Chia, BoD of HKSTP, Claus Christensen, CEO & Co-founder, Know Your Customer and Stephan Wolf, CEO, Global Legal Entity Identifier Foundation (GLEIF). They examined digital economy, the power of data and how SMEs can equip themselves for the imminent opportunities, for example tapping into the values of alternative data built on Commercial Data Interchange (CDI) launched by the Hong Kong Monetary Authority.

世界銀行指數字經濟可貢獻本地生產總值(GDP) 15%以上，潛力無限。在HK Fintech Week的首日，本會總裁林潔貽為「Digital Metamorphosis at scale: Transforming Hong Kong’s Digital Economy with CDI」論壇的主持人，與香港科技园公司董事會成員車品覺、Know Your Customer 聯合創辦人及行政總裁Claus Christensen及全球LEI基金會首席執行官Stephen Wolf一起探討數字經濟基礎、數據角色及中小企如何把握數字經濟機遇，例如透過香港金融管理局推出的「商業數據通」(CDI)，發揮數據的價值。



Paul Chan 陳茂波
GBM, GBS, MH, JP
The Financial Secretary
大紫荊勳賢, GBS, MH, JP
財政司司長

“ We are actively driving new initiatives to spur fintech development. An example is the CDI, launched by the Hong Kong Monetary Authority (HKMA). It allows companies, particularly SMEs, to **share their sales, logistics, transaction and other data with banks on a consent basis, making it easier for them to access loans and other financial services.** In one year, CDI had enabled more than 8,900 loan applications and reviews, with an aggregate credit approval amount exceeding HK\$8 billion.

我們正在積極推動新的舉措，促進金融科技的發展。其中一個例子是由香港金融管理局(HKMA)推出的商業數據通(CDI)，在企業(其是中小企)同意下，**與銀行分享其銷售、物流、交易和其他數據，從而更容易獲得貸款和其他金融服務。**在一年之間，CDI已經促成了超過8,900個貸款申請和審核，累計獲批的信貸金額超過80億港元。”



GS1 HK is one of the CDI participants. By connecting our B2B community platform to the CDI, SMEs can leverage the “order-to-cash” trading data on the platform to access digital trade finance.

GS1 HK為CDI的參與機構之一，透過將電子商貿平台「通商易」(ezTRADE)與CDI對接，讓中小企可善用平台上的可靠「從訂單到現金」數據，作數碼融資用途。

Contact us to learn how to turn data into working capital
聯絡我們了解如何將數據轉化成營運資金
T: 2863 9740 E: corpinfo@gs1hk.org



Exploring Digital Trade, Retail & e-Commerce Ecosystem, Circular Economy Trends at GS1

Asia-Pacific Regional Forum

於GS1亞太區論壇上探討數碼貿易、零售和電商生態、循環經濟趨勢



The annual GS1 Asia-Pacific Regional Forum took place in Ulaanbaatar, Mongolia this year, coinciding with the 20th anniversary of GS1 Mongolia. Mongolia Government Officials, GS1 President & CEO Renaud de Barbuat, retail & marketplace players, brand owners, as well as GS1 executives from over 20 countries gathered at the Forum to share insight and experience.

The Forum explored emerging trends & opportunities including strategies to foster cross-border and digital trade, development of retail and e-commerce ecosystem in Mongolia, circular economy, as well as 2D barcode pilot cases, aimed to understand regional trends & development, discuss strategic initiatives and strengthen regional collaboration.

年度GS1亞太區論壇今年於蒙古烏蘭巴托舉行，適逢GS1蒙古20周年慶典。論壇匯聚了蒙古國政府官員、GS1總裁兼CEO Renaud de Barbuat、零售商及電商、品牌商等，以及亞太區來自20多個國家的GS1組織成員，交流見解及經驗。

會上探討了新興趨勢及機遇，包括促進跨境及數碼貿易策略、蒙古的零售和電商生態發展、循環經濟以及2D條碼試點案例，旨在了解各地區的發展及趨勢、商討策略及加強地區合作。

“ Let's imagine the future - all consumers around the world have instant access to the whole story behind each product, whether shopping online or scanning 2D barcodes powered by GS1.

大家想像一下，未來全球消費者不論在網上購物，還是在實體店掃描GS1 2D條碼，都可以立即掌握每件產品的故事。”

Renaud de Barbuat
President & CEO of GS1
GS1總裁兼CEO



Watch the video
觀看影片



GS1 HK will be the Host of GS1 AP Forum 2024 2024年GS1亞太區論壇將於香港舉行

At the GS1 Asia Pacific Forum, it was also announced that the GS1 Asia Pacific Forum will be held in Hong Kong next year, which is also one of the series of activities to celebrate GS1 HK's 35th Anniversary. 論壇上也公佈了2024年的GS1亞太區論壇將於香港舉行，是GS1 HK慶祝35周年的活動之一。



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. .SELL.SYSTEMS. LIMITED
2. ACTIVE ORIENT LIMITED
連暉有限公司
3. AEROSPACE TRAINING SOLUTIONS LIMITED
4. ANDERSEN (HONGKONG) CO., LIMITED
安徒生(香港)有限公司
5. ARTSOUND INTERNATIONAL DEVELOPMENT COMPANY LIMITED
錦藝國際發展有限公司
6. AUS RESON HOLDING LIMITED
澳洲雷森控股有限公司
7. BEIJING TONG REN TANG (HONG KONG) LIMITED
北京同仁堂國際(香港)醫療健康有限公司
8. BRACEUPGAL COMPANY LIMITED
9. CEDAR INTERNATIONAL TRADING LIMITED
10. C-FOOD TRIBE COMPANY LIMITED
便食部落有限公司
11. CHINA MOPTIMUS HEALTH GROUP CO., LIMITED
中國擎天健康集團有限公司
12. CHINA PHARMACEUTICAL TECHNOLOGY HONG KONG CO., LIMITED
中國醫藥科技香港有限公司
13. CHUN HONG TAI FOOD LIMITED
真匡泰食品有限公司
14. COEXAR CHINA CO., LIMITED
柯嘉(中國)有限公司
15. COLIBRI DIGITAL LIMITED
16. COMER HOLDINGS (ASIA) LIMITED
金盟集團(亞洲)有限公司
17. COOKIEISM LIMITED
曲奇阿嬌
18. CRAZYACE TECHNOLOGY CO., LIMITED
19. DACHENG TOBACCO (HK) LIMITED
達成煙草(香港)有限公司
20. DAVE ECOMMERCE LIMITED
21. DEDAL TRADE LIMITED
22. DELUXE DEPARTMENT INTERNATIONAL LIMITED
23. DR LAM MENTAL CARE LIMITED
林博士情緒治療有限公司
24. ERA TOYS LIMITED
25. EXPANGEFly LIMITED
翼賜鵬有限公司
26. FLUSS CORPORATION LIMITED
27. FOOD PRINCIPLE LIMITED
本意本味有限公司
28. FRANCE JIAFENG INTERNATIONAL LIMITED
法國嘉豐國際有限公司
29. FREELY INTERNATIONAL COMPANY LIMITED
香港博美國際有限公司
30. FUKA AKIZUKI
風花秋月
31. GERMAN BARON BEERS LIMITED
德國紳爵啤酒有限公司
32. GERMANY ROYAL MUNIHEI BEER CO., LIMITED
德國皇家慕尼黑啤酒有限公司
33. GOLDEN FLOWER ENTERPRISE LIMITED
花顏企業有限公司
34. GOLDPRO ELECTRONIC TECHNOLOGY (HONG KONG) LIMITED
金寶電子科技(香港)有限公司
35. GRAND MAPLE OPTICAL LIMITED
恆楓眼鏡有限公司
36. GREENIC COMPANY LIMITED
格力達有限公司
37. H.K. WANGJIAFU FOODS (INT'L) LIMITED
香港旺家福食品(國際)有限公司
38. HAORIZI (HONG KONG) INDUSTRIAL CO., LIMITED
好日子(香港)實業有限公司
39. HEALTH DREAM LIMITED
健康之夢有限公司
40. HERO WORLD LIMITED
41. HK DUOZIMAO CULTURAL CREATIVITY LIMITED
香港多仔貓文創有限公司
42. HK GINSENG & BLACK GOJI HERBAL INVESTMENT LIMITED
香港旗皇花杞投資有限公司
43. HK JIAN SHI TANG HIGH-TECH INT'L GROUP LIMITED
香港健世堂高科國際集團有限公司
44. HONG KONG BIOMASS (WOOD) COLLECT AND RECYCLE COMPANY LIMITED
香港生物質(木材)環保有限公司
45. HONG KONG ENRIQUE LIMITED
香港安瑞克有限公司
46. HONG KONG FUTURE INTELLIGENT TECHNOLOGY CO., LIMITED
47. HONG KONG KOWLOON PHARMACEUTICAL CO., LIMITED
香港九龍藥業有限公司
48. HONG KONG OMYP INTERNATIONAL SUPPLY CHAIN MANAGEMENT CO., LIMITED
香港歐美優品國際供應鏈管理有限公司
49. HONG KONG PAKONTONG GROUP (CHINA) LIMITED
香港百安堂集團(中國)有限公司
50. HONG KONG PHARMACY PHARMACEUTICAL GROUP LIMITED
香港大藥房藥業集團有限公司
51. HONG KONG RUISHIYUE (INTERNATIONAL) FOOD CO., LIMITED
香港瑞士樂(國際)食品有限公司
52. HONG KONG SENRUN LIMITED
香港森潤有限公司
53. HONG KONG XIANG YUE TRADING CO., LIMITED
香港祥悅貿易有限公司
54. HONG KONG YIXIAN FOOD CO., LIMITED
香港益鮮食品有限公司
55. HONG KONG ZHENPIN TRADING COMPANY LIMITED
香港臻品商貿有限公司
56. HONGJI MEDICAL GROUP LIMITED
宏濟醫療集團有限公司
57. HONGKONG ANHAO BIOTECHNOLOGY LIMITED
香港安好生物科技有限公司
58. HONGKONG SALT COMPANY LIMITED
香港鹽業有限公司
59. HONGKONG SMILER VAPE TECHNOLOGY CO., LIMITED
香港麥田守望科技有限公司
60. HYGEIA MEDICAL COMPANY LIMITED
海康醫用產品(香港)有限公司

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|--|--|
| 61. IAMMAMA LIMITED | 95. TAK PO MANUFACTORY LIMITED
德寶製造廠有限公司 |
| 62. ICCPP HONG KONG LIMITED | 96. TCT MOBILE LIMITED |
| 63. I-MUGEN DIGITAL | 97. TENET ENTERPRISE LIMITED
德烽企業有限公司 |
| 64. JO MAX & CO., LIMITED
萬盈商品有限公司 | 98. TK FOOD SERVICE LIMITED
德和豐餐飲服務有限公司 |
| 65. KENSIN BRADLY GLOBAL ENTERPRISE LIMITED
港新萬利國際企業有限公司 | 99. TOP ONE BAKERY
壹號手信 |
| 66. KOFUKU EKI BIOLOGY TECHNOLOGY LIMITED
幸福站生物科技有限公司 | 100. U.I.E INTERNATIONAL LIMITED |
| 67. KOREA HANLE INTERNATIONAL HOLDINGS LIMITED
韓國韓樂國際控股有限公司 | 101. UK NOT JUST PAJAMA FASHION (LONDON) CO., LIMITED
英國不止睡衣有限公司 |
| 68. KOWLOON TONG GROUP CO., LIMITED
九龍塘集團有限公司 | 102. USA BEE COSMETICS LIMITED
美國小蜜蜂化妝品有限公司 |
| 69. KRUCKEL COMPANY | 103. UZU (CHINA) LIMITED
優姿優品(中國)有限公司 |
| 70. KWONG WO TAK LIMITED
康和德有限公司 | 104. VIVIFY LIMITED |
| 71. LILAC LIVING HOUSE LIMITED
紫燕軒有限公司 | 105. VSTECs (HK) LIMITED
偉仕佳杰(香港)有限公司 |
| 72. LILY VITA INTERNATIONAL LIMITED
莉莉生命國際有限公司 | 106. W.D.S.K. (HK) INVESTMENT LIMITED
瓊得盛坤(香港)投資有限公司 |
| 73. LION INDUSTRY LIMITED
獅子龍工有限公司 | 107. WELL SYNERGY INTERNATIONAL LIMITED
領盛國際有限公司 |
| 74. LOUXI (HK) HEALTH FOOD CO., LIMITED
樓璽(香港)健康食品有限公司 | 108. WIDEREXT INTERNATIONAL CO., LIMITED
環亞日昇國際貿易有限公司 |
| 75. MAOSBRO (H.K.) LIMITED
毛之寶(香港)有限公司 | 109. WIN GRAND TECHNOLOGY LIMITED
凱宏科技有限公司 |
| 76. MAXIPRO LIMITED
萬士博有限公司 | 110. WOODEN FLORAL TEA LIMITED
木茶花有限公司 |
| 77. MCPV LIMITED | 111. XIANG TIAN XIA ALOES TOBACCO (HK) LIMITED
香天下沉香煙草(香港)有限公司 |
| 78. NEW BASE TRADING CO
新味思貿易公司 | 112. XIANGGANG HANYUAN INDUSTRIAL CO., LIMITED
香港漢源實業股份有限公司 |
| 79. ORGANICOLEHK LIMITED | 113. XIANMA LIMITED |
| 80. QISI TECHNOLOGY CO., LIMITED | 114. YINGSHENG (HK) FOOD LIMITED
櫻盛(香港)食品有限公司 |
| 81. QIXIN GROUP CO., LIMITED
啟心集團有限公司 | 115. YIQI PHARMACEUTICAL TECHNOLOGY (HONG KONG)
COMPANY LIMITED
壹騏醫藥科技(香港)有限公司 |
| 82. RANBOO TRADE (HK) LIMITED
融寶商貿香港有限公司 | 116. YOMA LIMITED |
| 83. RED4GREEN (HK) LIMITED | 117. YOU ZHI YOU XUAN INDUSTRIAL DEVELOPMENT CO., LIMITED
優之優選實業發展有限公司 |
| 84. ROADERCE TRADING LIMITED
路迪斯貿易有限公司 | |
| 85. ROCKUP INNOVATIONS LIMITED | |
| 86. RUFUS INDUSTRIAL LIMITED
洛福斯實業有限公司 | |
| 87. SHCELL GROUP HK COMPANY LIMITED
上海細胞(香港)集團有限公司 | |
| 88. SHEK LEI NOODLE LIMITED
石籬粉仔有限公司 | |
| 89. SHEMIRA COMPANY LIMITED
舒美雅有限公司 | |
| 90. SHINE SIGNAL INDUSTRIAL LTD
光兆實業有限公司 | |
| 91. SHUNCAI TECHNOLOGY LIMITED
順才電子科技有限公司 | |
| 92. SINO ALLIANCE TRADING (HONG KONG) LIMITED
華聯貿易(香港)有限公司 | |
| 93. STORMING TECHNOLOGY CO., LIMITED | |
| 94. SUI CHENG LIMITED
穗誠有限公司 | |

Join Us
成為我們的會員



Key to Expanding Businesses in Guangdong & HK: Enhancing Traceability Across Supply Chain

開拓粵港商機要訣：供應鏈全流程追蹤！



At the “18th plenary meeting of the Hong Kong/Guangdong Expert Group on Co-operation in Informatisation”, GS1 HK shared the latest development of “China Industrial Internet Identification Service Platform” (the platform). Jointly developed by GS1 HK & Guangdong partner, the platform aims to resolve the China Industrial Internet identifier standard through GS1 Digital Link standard, and has undergone acceptance completion. 5 Hong Kong companies manufacturing gas stoves, garment & textile, food, medical & healthcare products participated in the pilots to enable supply chain traceability from domestic production to Hong Kong.

GS1 HK早前於「粵港信息化合作專責小組的第十八次會議」上分享了由本會和廣東省合作夥伴開展的「粵港工業互聯網標識解析服務平台」進度。平台由本會與廣東省合作夥伴共同開展，已通過驗收，旨在將中國的工業互聯網標識解析和GS1全球標準體系融合，已有5間香港企業參與了試點，來自爐具、成衣紡織、食品及醫療用品，實現國內生產開始及至香港的供應鏈上的追蹤追溯。



A notable pilot case involves a **kitchen appliance brand** in HK. Manufactured in China, the brand was unable to achieve full traceability across supply chain to meet traceability requirements for ensuring product safety.

With the use of QR codes, the platform facilitated seamless information exchange from China's manufacturing site to Hong Kong consumers by tracing crucial information like items, batch numbers, certifications etc.”

Benefits of the platform

- Support HK manufacturers with production sites in China to align with **the “one product, one code” development direction**, meeting product traceability requirements, ensuring consumer safety and enhancing confidence
- Allow products manufactured by HK companies to be sold in Mainland China and **exported to other regions (including HK)**

當中香港一個**爐具品牌**的成效最為顯著。品牌於國內生產，一直未能實現從生產開始的供應鏈全流程追蹤，達到保障產品安全的溯源要求。在試點上綫後，他們透過二維碼便能打通國內生產、配送到香港消費者的訊息互通，追溯到單品、批次、檢測認證等關鍵資訊。

一覽平台各大好處

- 幫助在國內生產貨品的香港廠家達至**中國「一物一碼」發展方向**，既能符合產品追蹤追溯要求，又能保障消費者安全，提升對產品的信心
- 香港廠家生產的產品可於國內售賣，又能**出口到其他地方(包括香港)**

If your products of your company are manufactured in China and distributed to Hong Kong / other countries, please contact us to learn how to enhance supply chain traceability with “one product, one code”.

若您也有國內生產的產品會從廣東配送到香港及發售/出口到國外的企業，就需要應用「一物一碼」，推動粵港供應鏈追蹤追溯！

Contact us to learn more 聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org



GS1 HK Calendar

15 NOV

"Unique Device Identification (UDI) for Medical Devices" Training
「於醫療器材上使用醫療器械唯一標識(UDI)」培訓

15 NOV, 20 DEC

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

17 NOV

"Tapping into Greater Bay Area Business Opportunities: Selling HK Products to Nansha" Seminar
「把握大灣區商機 將港貨賣到南沙」研討會

22 NOV

Co-organise "SCM and Logistics Forum" at The Asian Logistics, Maritime and Aviation Conference (ALMAC) (Theme: The 3D's Supply Chain: Decarbonisation, Decentralisation, Digitalisation)
於亞洲物流航運及空運會議(ALMAC) 2023上聯合舉辦「供應鏈管理及物流論壇」(主題:3D供應鏈 - 脫碳、數位化、去中心化)

23 NOV

Hong Kong Maritime Week 2023 Activity: Co-organise "Navigating towards Smart Port and Logistics 2.0" with HK Sea Transport & Logistics Association & The HK Shippers' Council
香港海運週2023活動: 與香港航運物流協會及香港付貨人委員會聯合舉辦「邁向智慧港口與物流2.0」論壇

24 NOV

Hong Kong Maritime Week 2023 Activity: Visit to GS1 Hong Kong Smart Business Innovation Centre
香港海運週2023活動: 參觀GS1 HK香港物聯網科技應用中心

15 MAR 2024

GS1 HK 35th Anniversary Gala Dinner
GS1 HK 35週年晚宴

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

Upcoming Events
即將舉行的活動



Revealing Tips to Enable

3D Supply Chain

3D供應鏈有什麼秘訣?



At the Asian Logistics and Maritime Conference (ALMAC) organised by the HKSAR Government & Hong Kong Trade Development Council this year, GS1 HK will co-organise the "SCM & Logistics Forum II". Industry experts from **Jardine Restaurant Group, Swire Coca-Cola, Tahuhu & GS1 HK** will exchange insights on **3D** Supply Chain (**D**ecarbonisation, **D**igitalisation, **D**ecentralisation), supporting businesses to seize new opportunities for sustainable development.

於即將舉行的亞洲物流航運及空運會議 (ALMAC, 由香港特別行政區政府與香港貿易發展局舉辦) 上, GS1 HK將協辦「**供應鏈管理及物流論壇II**」, 與**怡和餐飲集團、太古可口可樂、Tahuhu**的行業專家探討**3D**供應鏈(減碳**D**ecarbonisation、數碼化**D**igitalisation、去中心化**D**ecentralisation)秘訣, 助企業把握新一浪持續發展機遇。

Join Now
立即參加



Date 日期 | **22 Nov 2023**
Time 時間 | **14:00 - 15:15**
Venue 地點 | **HKCEC 香港會議展覽中心**

Contact us to learn more

聯絡我們了解更多

Tel 電話 2863 9740 Email 電郵 corpinfo@gs1hk.org



貼心企業 嘉許計劃 2023



4大準則：

- 以消費者為中心
- 追求品質
- 信守承諾
- 關愛員工

參加計劃的好處：



獲得第三方認證，建立
正面品牌形象



免費品牌曝光率



參加GS1 HK年度晚宴暨
頒獎典禮



於店內/市場推廣物品/
產品上使用「貼心企業」
標誌一年

立即參加



詳情及參加：

☎ 2863 9740

✉ corpinfo@gs1hk.org