

DCH Holdings
GO DIGITAL
GO SMART
with
GS1 Hong Kong

DAH CHONG HONG



Sharing a Long-term View of Value

With 70 years of history, operations in 12 Asian markets and more than 16,000 employees, Dah Chong Hong (DCH) is a diverse company that extends across the four basic necessities of life: food, health, mobility and household goods. In consumer business, DCH manages brand development, manufacturing, marketing, logistics and retail, for food, fast moving consumer goods, healthcare and electrical products.

DCH aims to **“Bring Quality to Life”** by bringing brands to market and products to shelves for a wide range of industries. Echoing its vision, GS1 Hong Kong (GS1 HK) has been powering business to grow and improve efficiency, safety and sustainability by creating a common foundation of data, aspiring **“Smarter Business, Better Life”** for the community.

Built on the respective strengths, DCH has teamed up with GS1 HK on its business and digital transformation journey years ago for a resilient business model characterized by agility, efficiency and scalability, for today and tomorrow.

“ Given the ever increasing complexity of business environments, we have been driving transformation across the group, strengthening our customer connection and service delivery. With GS1 standard-led solutions and services, we are able to constantly upgrade our efficiency & service level, sustain our competitive edge and better equip ourselves for any future changes. ”



Betty Leung
Advisor
DCH Holdings

GS1 HK's 4 Step Approach in DCH's Evolution

Being the local body for global standards in supply chain management supported by the industry-specific knowledge of the Smart Professional Team, GS1 HK has been one of the catalysts in DCH's transformation:



**Evaluate &
Design**



Deploy



Train



Manage

Supported by: GS1 Standards, Consultancy, Services & Solutions

- **Plan and carry out business process re-engineering**
- **Support new system implementation across different business units of the group, including ERP, CRM and POS systems**
- **Pave the way to new business partnerships, smart operations and “Industry 4.0” vision**
- **Help capitalise on emerging technologies, standards & solutions**
- **Facilitate DCH's compliance and certification readiness for FSSC 22000 standard**

Fueling End-to-end Business Transformation

For almost a decade, GS1 HK has worked with different DCH business units - covering food and healthcare divisions to modernize their supply chain processes for streamlined operations, improved efficiency, better traceability, enhanced consumer experience, etc., ushering in more opportunities.

FOOD				HEALTHCARE	
 <p>ERP</p> <ul style="list-style-type: none"> Supported ERP system setup Enabled FSSC 22000 certification readiness 	 <p>Increase brand recognition</p> 	 <p>New competitive edge & offerings</p> 	 <p>25% efficiency gain across retail operations</p>  	 <p>Increased consumer trust & food safety from farm to fork</p>  	<p>6 Million+</p> <p>Pfizer-BioNtech COVID-19 vaccines safely distributed with GS1 Datamatrix barcodes*</p> 

* as of Dec 2021, HKSAR Government data

Manufacturing

<p>IGF - Steering Towards Industry 4.0</p> <ul style="list-style-type: none"> Supported business process re-engineering and ERP system implementation Facilitated advanced food safety standard (FSSC 22000) Enabled diversification from B2B to include B2C market <p>Solutions</p> <ul style="list-style-type: none"> Smart Professional Services - business process re-engineering Global Trade Item Number (GTIN) GS1 HK Academy - Supply Chain Management (SCM) Training Quality Food Scheme <p>READ MORE</p> 	<p>Tai Luen - Ensuring Food Traceability & Safety</p> <ul style="list-style-type: none"> Enhanced food traceability & safety practices Uplifted brand image Strengthened consumer trust <p>Solutions</p> <ul style="list-style-type: none"> GS1 HK Academy - SCM Training Quality Food Scheme <p>READ MORE</p> 
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Distribution

<p>Sims Trading - Pioneering Track-and-trace Operations</p> <ul style="list-style-type: none"> Supported end-to-end cold chain & wine traceability system Ensured quality of products & strengthened customers' trust in the company's services <p>Solutions</p> <ul style="list-style-type: none"> Global Trade Item Number (GTIN) Global Location Number (GLN) GS1 Global Traceability Standard (GTS) Serial Shopping Container Code (SSCC) Cold Chain Solutions ezTRACK™ GS1 HK Academy - SCM Training Quality Food Scheme <p>READ MORE</p> 	<p>DCH Logistics - Ensuring Food Quality with Globalised Tracking</p> <ul style="list-style-type: none"> Supported cold chain management, transporting fruits from Africa to China and from Argentina to China to ensure product quality and hence consumer safety Improved data exchange efficiency Achieved full supply chain visibility from farm to fork <p>Solutions</p> <ul style="list-style-type: none"> Global Trade Item Number (GTIN) Global Location Number (GLN) GS1 Global Traceability Standard (GTS) Serial Shopping Container Code (SSCC) Cold Chain Solutions ezTRACK™ GS1 HK Academy - SCM Training Quality Food Scheme <p>READ MORE</p> 
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Retail

DCH Food Mart – Process Re-engineering for New Retail Landscape

- ✓ Greatly enhanced efficiency by turning the manual operation into ERP system modules
- ✓ Supported building of CRM system that boost online business membership loyalty
- ✓ Helped POS system enhancement for better consumer experience

Solutions

- Smart Professional Services– business process re-engineering
- Global Trade Item Number (GTIN)
- GS1 HK Academy – SCM Training
- Quality Food Scheme

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“ Thanks to GS1 HK’s consultancy service, we are able to identify the existing shortfall against industry benchmark. We are looking forward to the ERP system and revamped procedures executed, and hope to see better production output, improved traceability and efficiency, preparing us for the new normal. ”



Gordon Chan
Deputy General Manager
Food Manufacturing & Processing,
HK Food Group, DCH Holdings

Healthcare

DCH Auriga – Enabling End-to-end Visibility of Vaccine Supply Chain

- ✓ Enabled end-to-end traceability with unique identification and elevated trust among stakeholders
- ✓ Provided training to facilitate their standard implementation process

Solutions

- GS1 DataMatrix
- GS1 HK Academy – Healthcare Training

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“ GS1 Datamatrix standard serves as an effective component for enhancing track and trace visibility on COVID-19 vaccines distribution, improving significantly both data accuracy and time saving comparing to traditional linear barcode. It is also essential for health care providers to administer vaccines with confidence and improve the supply chain efficiency. ”



Harris Kwok
Assistant General Manager
Operations, DCH Auriga



Built on the synergy with GS1 HK’s professional teams, data standards, services and solutions, DCH is able to adapt quickly to the evolving market, sustain their reputation for customer-first service and uphold its “bring quality to life” commitment.

GS1 Hong Kong

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