

Legacy Business Strikes while the “Stove”
is Hot Amid the Pandemic

傳統企業疫情下翻身 一步一腳印

The 1-2-3 Strategy to Expand Business
Amid Trough

逆市擴充 靠「一心二向三不做」策略

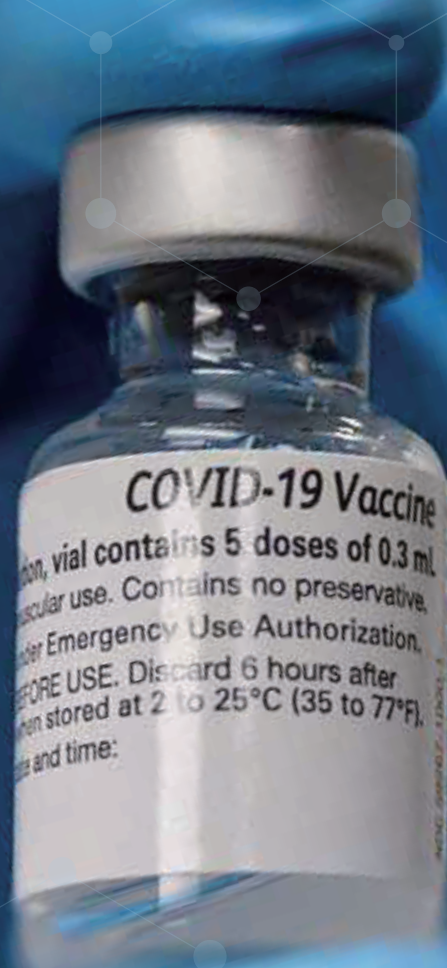
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Ulrike Kreysa
Senior Vice-President
GS1 Global Healthcare
GS1 全球醫療保健
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Executive Connect 管理層專訪

Ensuring Safety and Trust in COVID-19 Vaccines Supply

保障新冠疫苗安全 加強信任之道



Vaccine Passport: Crossing Borders with Trust 疫苗護照：全球可信的通行證

From China to Iceland, Governments around the world are testing the so-called “vaccine passport” as they hope to unfreeze economies from the stagnant business activities and restore normality to social life. Multiple vaccine passports are in trial globally, for example the WeChat-based digital health certificate in China which contains information about holders' COVID-19 antibody test result and vaccination status.

The challenge to the global cross-border rollouts, however, is the lack of global standards for such health passes, “There is no standard in place... from one country to another, and no one is following any level of consistency whatsoever,” IATA senior vice president Nick Careen alerted.

While a globally accepted vaccine passport may take more time, global leading public health officials who are in charge of the mass distribution and administration of COVID-19 vaccines, all agree to the universal adoption of global standards across the healthcare supply chain worldwide. Dr. Seth Berkley, Chief Executive Officer, Gavi, a vaccine alliance formed by public-private global health partnership noted, “We need to be able to trace every vaccine dose—from shipping to delivery and finally administration—using technologies such as 2D DataMatrix barcodes, and we need better adoption of common standards across to optimize cost and product visibility.”

In this issue, Ulrike Kreysa, Senior Vice-President Healthcare of GS1, shared the keys to carry the “life-saving” mission forward, and highlighted the importance of trust in COVID-19 vaccine supply chain, as well as 4 key elements to achieve efficiency, security, speed and public trust in vaccine delivery.

As the vaccination programme in Hong Kong unfolds, businesses that have dealt with a heavy blow are seeing a glint of hope and using different strategies to sustain and even to expand. For instance, Chairman & CEO of Imperial Patisserie, a pastry brand of just over 4-year-old, shared his strategies to boldly expand amid economic downturn. On the other hand, Crown Gas Stove has been holding on to its traditional business model while cautiously diversifying its business, as the Managing Director said safety, quality, caring for customer and staff are the company's greatest strength.

Enjoy reading.



全球各國政府如中國及冰島，正在測試「疫苗護照」的可行性，以重啟停滯了的商業活動，推動經濟發展，並恢復社交生活。多國「疫苗護照」亦正在試行，例如中國正透過微信應用程式推出電子健康證明，顯示持有人的COVID-19核酸檢測結果及疫苗接種情況等。

全球在推行跨境通關時，所面對的挑戰為缺乏健康通行證的全球統一標準，正如國際航空運輸協會(IATA)的機場、乘客、貨運及保安高級副總裁Nick Careen所言：「國家與國家之間根本沒有統一的標準，而且沒有人遵從統一性。」

儘管要於全球推行疫苗護照可能需要更多時間，但全球負責COVID-19疫苗大規模分配及管理的公共衛生官員均認同全球醫療保健供應鏈需要採用統一的醫療保健供應鏈標準。由公私合作組成的全球疫苗和免疫聯盟(Gavi)首席執行官Seth Berkley博士表示：「我們需要透過使用二維條碼如2D DataMatrix等技術，從疫苗運輸、送抵到最後接種流程都全程追蹤，並以統一的標準應用優化成本和產品可視性。」

在最新一期的Business Connect封面故事，就有GS1全球醫療保健高級副總裁Ulrike Kreysa分享了繼續推行這個「拯救生命」任務的關鍵，帶出了COVID-19疫苗供應鏈信任度的重要性，以及提升疫苗運送效率、安全性、速度及民眾信任的關鍵。

疫苗計劃在本港進一步推行，為受到沉重打擊的企業帶來一線希望，各企業亦相繼善用不同策略去生存，甚至是持續增長。成立4年的餅藝品牌皇明董事長及首席執行官嚴運波博士便分享了他們「逆」市大膽擴充的戰略。另一邊廂，皇冠爐具在保持其傳統業務營運模式的同時，將業務變得多元化。就如品牌董事長所言，安全性、質量及關愛顧客和員工，為公司最大的優勢。

誠邀大家閱讀本雜誌！

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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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Ensuring Safety and Trust in COVID-19 Vaccines Supply 保障新冠疫苗安全 加強信任之道



Ulrike Kreysa
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As the world continues to battle against the COVID-19 pandemic and grapple with the harsh reality, hope is on the horizon with the global rollout of massive vaccination programmes. Governments are beginning the complex process of global vaccine distribution, and the world is starting to realise that a trusted supply chain for these lifesaving vaccines depends on global standards necessary to ensure secure distribution, traceability and administration.

Ulrike Kreysa, Senior Vice-President of GS1 Global Healthcare, shared her wisdom with us about what must be done moving forward.

Trust is a Cornerstone

Referencing a recent Deloitte report, “Securing Trust in the Global COVID-19 Supply Chain”, Mrs Kreysa noted “For vaccine developers, health care stakeholders, and society at large, the level of transparency and public trust will determine COVID-19 vaccine acceptance and confidence.”

“I believe that trust is the key for the successful launch, distribution and administration of vaccines.” She explained trust is the belief that another will behave with integrity and consistency—and cannot only be embodied by individuals—but also by standards, processes, and technology. She also noted that transparency will help to instill confidence that vaccines are safe and genuine, and that allocation is being done fairly and equitably worldwide.

According to the Deloitte report, concerted effort is necessary in four key areas to achieve efficiency, security, speed and public trust in vaccine delivery:

當全球正奮力抗擊疫情及應對艱難環境，各國陸續推出的疫苗接種計劃終於為現況帶來曙光。各地政府已開展了全球疫苗配送的程序，而它們亦開始意識到，全球標準能為這些拯救生命的疫苗提供可靠供應鏈的基礎，確保疫苗安全分發、可追蹤溯源並妥善接種。

GS1全球醫療保健高級副總裁Ulrike Kreysa分享了她對推展疫苗接種中當前要務的心得。

信任是關鍵

Mrs Kreysa參照德勤(Deloitte)最新的「提升全球疫苗供應鏈的可信程度」報告時指：「對於疫苗研發者、醫療保健持份者以至整個社會而言，疫苗的透明度和公眾信任程度將決定公眾的接受程度和信心。」

「我相信信任是成功推展、配送和管理疫苗的關鍵。」她解釋信任是公眾對誠信和一致性的合理期望，除了個人的表現去建立外，亦需靠標準、流程及科技去認定。她指出透明度有助公眾對疫苗的安全和真確性建立信心，相信各國正公平合理地分配疫苗。

該報告指，要實現疫苗接種高效、安全、迅速並獲公眾信任，持份者都需要在4方面共同努力：

4 Key Factors to Secure Trust in the Global Vaccine Supply Chain 四大要素 提升全球疫苗供應鏈可信程度

1 Advancing Industry collaboration to achieve scale, speed and efficiency
提升業界間的協作，讓過程更具規模，更快及更有效



2 Embracing global GS1 standards to secure the supply chain
採用GS1的全球標準，保障供應鏈可信任度



3 Anticipating challenges for sale and efficacious delivery of vaccines
預測未來挑戰，有效及安全地運送疫苗



4 Using clear and transparent communications to build confidence
採用清晰及透明度高的溝通方法去建立信心



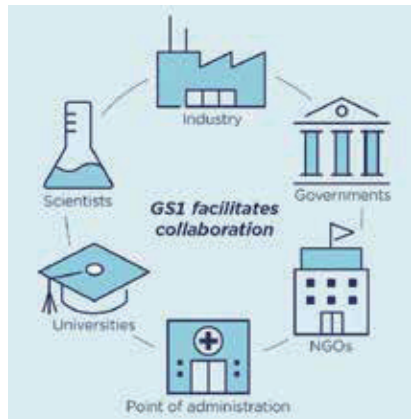
1. Advancing Industry Collaboration

Vaccination on a global scale requires common effort between industry, scientists and international organisations. Pharmaceutical companies are not in competition with one another on the development of a vaccine; instead, they are working in collaboration with the world's top scientists to save lives. These partnerships, both in vaccine development and in clinical trials between industry and universities, create trust.

2. Embracing Global Standards

COVID-19 vaccines, therapeutics, associated medical devices and consumables present an urgent need for traceability built upon global identification. GS1's supply chain standards are the most widely utilised in the world; using these existing standards for harmonised implementation of vaccine packaging requirements will further patient safety goals, adding an element of trust at all levels of the supply chain.

Use of global GS1 standards means that every product, at every level of packaging, is uniquely identified. This identification information is captured in a standardised barcode, in healthcare often the GS1 DataMatrix, that can be read by all supply chain partners and is essential for healthcare providers to administer vaccines with confidence.



1. 提升業界協作

在全球推行疫苗接種需要行業、科學家及國際組織之間的攜手協作。各間製藥廠在開發疫苗時不應相互競爭，反而需要與全球頂尖科學家相互協作，拯救生命。憑藉業界與大學之間在疫苗開發及臨床試驗之間的夥伴協作關係，就能建立信任。

2. 採用全球標準

新冠肺炎疫苗、治療劑及相關醫療器械和消耗品都急需一個全球識別標準，以進行追蹤追溯。GS1的供應鏈標準是世界上最廣泛使用的標準，在疫苗包裝上統一採用這些現有標準，可進一步達到保障用家安全、提升供應鏈全程可信度的目標。

在產品上採用GS1全球標準，代表不同程度包裝的產品，都可被獨有識別。這些識別資訊都儲存於標準的條碼(在醫療界所用的是GS1 DataMatrix)，讓供應鏈夥伴都能獲取資訊，這對醫療保健服務提供者尤其重要，讓他們可放心地管理及接種疫苗。

The idea of doing traceability for the COVID vaccine can be a very important tool in establishing trust in that vaccine and acceptance globally.

要提升世界各地對新冠肺炎疫苗的信任及接納程度，追蹤追溯可說是非常重要的工具。

- Tom Woods, Chairman of the Global Steering Committee, Assurance of Health Products for the World Bank
世界銀行全球衛生產品品質保證指導委員會主席Tom Woods



What is GS1 DataMatrix? 什麼是GS1 DataMatrix?

A GS1 DataMatrix is a 2D barcode. It can contain the following attributes:

GS1 DataMatrix是二維條碼，可載有以下資訊：



GTIN: (01) 07046261398572
Expiry: (17) 130331
Batch / lot: (10) TEST5632
S/N: (21) 19067811811

- Manufacturer Product Code (GTIN) – 14 digits
生產商產品編碼(GTIN) – 14位數字
- Expiry Date – 6 digits (YYMMDD)
到期日 – 6位數字 (年月日)
- Batch/lot Number – up to 20 alpha-numeric characters
批次號碼 – 最多20個字母/數字

3. Anticipating Challenges for Vaccine Delivery

Challenges to anticipate include capturing adverse events, identifying falsified vaccines, cold chain logistics requirements, and mixing and matching of vaccines depending on availability, etc.

Product integrity 產品完整性

It is important to identify and label the vaccines, which allows for capturing precisely which patient, received which vaccine, and when. Visibility enabled by aggregating global data will engender a higher degree of trust.

識別和標籤疫苗極為重要，以準確擷取個別接種者、所接種疫苗和接種時間。將全球所有數據整合，就能提升可視化及信任度。

Anti-counterfeit 防偽

It is expected that the highly anticipated vaccines, needed by so many people, will have the highest risk of being falsified. This should be monitored and prevented to avoid significantly undermining public trust in safe vaccines. This is where track and trace plays a critical role.

由於疫苗需求大，加上民眾對疫苗的期待，預期很大機會出現偽造疫苗，所以需要進行監察及預防措施，避免影響公眾對疫苗安全的信任。故此，追蹤追溯擔任重要的角色。

Optimizing delivery and last mile cold chain challenges

完善運送流程及最後一里配送的冷鏈挑戰

The cold chain requirements for vaccines are an unprecedented logistical challenge on a global scale. This is especially true for Fosun BioNTech vaccine which requires “ultra-cold” storage at below -70°C.

疫苗所需的冷鏈運送要求對全球物流業帶來前所未有的挑戰，尤其是必須冷藏於零下70°C「超低溫」儲存的復必泰疫苗(由復星醫藥與BioNTech合作研發)。

3. 預期疫苗配送的挑戰

報告預期了疫苗配送的難題，包括掌握接種異常事件、識別偽造的疫苗、冷鏈物流要求以及因疫苗供應短缺而混合配搭疫苗等。



DCH Auriga Handles Comirnaty and Sinovac Vaccine Supply Chain in HK 奧利佳(DCH Auriga)在港負責復必泰及科興疫苗供應鏈

DCH Auriga, one of the largest healthcare distributors in Hong Kong, has been assigned to monitor the safe and efficient storage and distribution of both vaccines.

They are in charge of the end-to-end validated supply chain from collecting the product from the airport, receiving at the DC, storage, pick-and-pack, repacking, labeling, to local deliveries. DCH Auriga have made very detailed preparations to store and transport the vaccines in full accordance with the requirements set by the drug manufacturers and the Government.

作為香港最大的醫療保健品分銷商之一，奧利佳(DCH Auriga)獲任命去負責以上兩款疫苗在本地的儲存和配送的重要任務。

他們負責已獲驗證可靠的點到點疫苗供應鏈，從機場收取疫苗、於倉庫接收、儲存、執貨與包裝、重新包裝、標籤以至本地運送。奧利佳事前仔細規劃準備，按照政府及藥品製造商要求去儲存和運輸疫苗。

“Vaccine identification information like the GS1 barcode is essential for healthcare supply chain stakeholders to uniquely identify and track-and-trace each job, from delivery to point of administration.”

「應用疫苗識別資訊如GS1條碼對醫療保健供應鏈持份者尤其重要，方便獨有識別，並於供應鏈從運送到疫苗發放等每個點都做好追蹤追溯。我相信透過採用GS1標準，就能提升供應鏈透明度及改善協作，繼而減低疫苗錯配、過期及假疫苗的風險。」

- David Moulard, Vice President Logistics of DCH Auriga
奧利佳(香港)物流副總裁David Moulard



4. Using Clear and Transparent Communications

Vaccine uptake will need to be facilitated by clear, evidence-based and tested communications. It is critical that governments and the public and private sectors come together to build confidence and ensure that patients have trust in the newly developed vaccines—especially since vaccination may be voluntary in many parts of the world

As the world gears up for the largest deployment of vaccines in history, it is more important than ever that supply chains are up to the task of maintaining trust and ensuring effective, timely delivery. We need to be able to trace every vaccine dose - from shipping to delivery and finally administration - and we need better adoption of common standards.

全球正準備史上最大規模的疫苗接種，保障供應鏈的可信度及有效性變得前所未有的重要，確保疫苗能準確和及時運送。我們需要在運送、分發及最後接種流程都可全程追蹤所有疫苗—因此我們需要更妥善應用統一的全球標準。

- Dr. Seth Berkley, Chief Executive Officer, Gavi
全球疫苗免疫聯盟首席執行官 Dr. Seth Berkley



4. 採用清晰透明的溝通方法

要疫苗順利接種，必須採用清晰、以證據為基礎及經測試的溝通模式。政府與公共及私營部門聯手建立信任非常關鍵，以確保民眾對新研發的疫苗有信心，這對於某些市民可選擇自願接種疫苗的國家尤其重要。

WHO, GAVI & UNICEF Require/Recommend GS1 Standards for Vaccines identification

Currently, COVID-19 vaccine suppliers are either using GS1 DataMatrix on their vaccine packaging or are in the process of implementing this based on national or regional requirements.

Today more than 70 countries have healthcare regulations or trading partner requirements for which industry uses GS1 standards. WHO recommends that all vaccines be identified with this data in a standardized barcode." GAVI and UNICEF have also required/ recommended the use of GS1 standards on the secondary packages of vaccines.



WHO、GAVI及UNICEF 要求/建議在疫苗識別上應用GS1標準

現時，新冠肺炎疫苗供應商正於其疫苗包裝上使用GS1 DataMatrix，或正在根據全球或地區要求採用此標準。

全球超過70個國家亦制定了醫療法規，要求行業及貿易夥伴使用GS1標準。WHO亦建議於疫苗包裝上使用全球標準條碼，以識別相關資訊。GAVI和UNICEF亦要求/建議於疫苗次級包裝上採用GS1標準。

Let us build safe systems, for now and the future, so that we not only have the right vaccine, but the right vaccination to protect the people and eliminate problems.

無論是現在或未來，我們都需要構建安全的系統，不但可確保我們準確地獲得疫苗，更能準確地接種疫苗，保障民眾及減少問題發生。

- Tjalling van der Schors, Board Member, Director of Professional Development, European Ass. of Hosp. Pharmacists
歐洲醫院藥劑師協會董事局成員及專業發展總監Tjalling van der Schors



Ulrike Kreysa has facilitated the WHO Vaccines barcode subgroup, which developed worldwide guidance for the automatic identification with barcodes for vaccines to enable traceability and an improved supply chain. She was also one of the facilitators of the APEC work group on Track and Trace systems.

Ulrike Kreysa曾協助促成WHO疫苗條碼小組，該小組負責疫苗的條碼自動識別制定全球指引，以實現追蹤追溯和改善供應鏈表現；她同時是亞太經合組織追蹤追溯系統工作組的推動者之一。

2711 Participants Joined GS1 Global Forum Online 全球2711與會者匯聚網上 GS1全球峰會



GS1's Global Forum, an occasion to advance GS1 global strategy, inspire innovation and drive collaboration around the world, was held online for the first time this year.

旨在優化GS1全球策略、激發創新及推動全球協作的年度GS1全球論壇今年首次移師到網上舉行。

Highlights at a Glance 精彩重溫

Celebrating the 50th Anniversary of GTIN @ Opening Plenary

開幕論壇：慶祝GTIN(產品編碼)50周年

Sanjay Sarma, VP for Open Learning at MIT and Chair of GS1 Innovation Board, highlighted the future role of GS1 GTIN (barcodes) in bridging physical and digital world, "GS1 will continue to be more agile, flexible and relevant in our actions, in order to bridge the barcodes and data."

麻省理工學院開放式學習副校長暨機械工程學系教授Sanjay Sarma指未來GS1 GTIN(產品編碼)將繼續連繫線上線下：「GS1已準備好繼續推行更靈活、彈性及與時並進的策略，將編碼與數據連繫。」



Future of Barcodes Unveiled: 2D Barcode 揭示未來條碼：二維條碼



We will embrace a more powerful version of the humble little barcode in the next 50 years – 2D barcodes, empowering improved product transparency and authenticity, as well as quality data sharing.

在未來50年，簡單的條碼將演變成更有效益的二維條碼(2D barcodes)，讓產品透明度及真確性大大提升，同時確保有質素的數據分享。

Watch the video
立即觀看

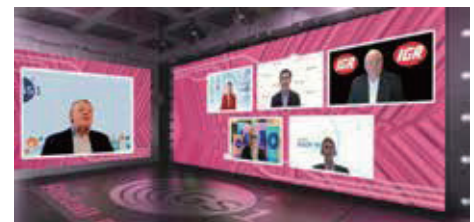


World's Top Retail Leader Gathered @ Retail Plenary

零售論壇：全球頂尖零售零袖 探討未來零售策略

Senior Executives from Nestlé, Switzerland, IGA Inc., L'Oréal, bol.com., as well as Joseph Phi, our ex-Chairman, Group CEO of Li & Fung and CEO of LF Logistics, shared their insights of the current retail landscape. Joseph highlighted an interesting observation of "3D phenomenon" at current retail environment – Discounters, Distribution and Digitalisation, and how GS1 Standards enable product visibility, data integrity, product authenticity and traceability.

來自瑞士雀巢、IGA超級市場、L'Oréal、bol.com的管理層，以及本會董事局前主席、利豐集團行政總裁暨LF Logistics總裁彭焜耀(Joseph)分享了他們對現今零售市場的見解。Joseph分享了他觀察到現今零售的「3D現象」-折扣(Discounters)、配售(Distribution)及數碼化(Digitalisation)，並帶出GS1標準如何提升產品透明度、數據完整性、產品真確性及可追溯性。



Watch the plenary
重溫



GS1 Standards: Key Foundation for Healthcare Sector @Healthcare Plenary

醫療保健論壇：GS1標準為醫療保健界的發展基礎

Global leaders from Johnson & Johnson, Sanofi, UCL Fight the Fakes, Royal College of Physicians and Surgeons of Canada shared how GS1 standards ensure patient safety, drugs authentication, efficient delivery of vaccines and medical supplies, unique identification for end-to-end traceability and secure trust. 來自強生、賽諾菲、UCL Fight the Fakes、倫敦皇家內科醫師學會及加拿大皇家內科醫生和外科醫生學院分享了GS1標準如何保障病人安全、驗證藥品、確保疫苗及醫療用品的有效運送、獨有識別以作端到端追蹤追溯及提升可信度等。

Watch the plenary
重溫



1 Billion Smart Phones in the World will... 全球10億部智能電話都會...

As “contactless service” emerges across the globe, QR code has become a hit. Companies of all sizes are using the humble QR code to offer contactless experience to consumers. It is also estimated that by 2022, 1 billion smart phones will access QR codes*.

隨著「無接觸服務」於全球興起，QR碼的使用亦如影隨形。各大中小公司正在使用簡單的QR碼為消費者提供無接觸體驗。有預計指及至2022年，全球將有10億部智能電話會掃描QR碼*。



QR Code Campaigns Across the Globe:

- Restaurants in the US started using QR codes for menu display, order and payment, enabling a quick and convenient consumer experience.
- A beauty brand used QR codes in their video campaign and redirected viewers to the e-shop, which helped the brand increase its app downloads by 80%.
- A fashion flagship store offered “scan to try” function for shoppers to scan mannequins and have store assistants bringing them the right size and color to the fitting rooms.

* Source 資料來源: Juniper Research

一覽全球各地如何善用QR碼:

- 有美國餐廳透過條碼讓消費者觀看電子餐單、下單及付款，為消費者帶來便捷服務。
- 有美容品牌於其影片推廣中使用QR碼，將觀看者帶到網上商店，讓品牌的手機程式下載量提升了80%。
- 有時裝品牌在旗艦店內提供掃碼試身服務，在顧客掃描人體模型上的QR碼後，店員便會為顧客準備合適大小及顏色的衣服，並帶他們到試身室試身。

Contact us to explore
與我們探討QR code更多功效



News Source 新聞來源: fortune.com



Convenience Store Offers Real-time Tracking Service 便利店提供實時貨品追蹤服務



87% of supply chain professionals plan to invest in supply chain resilience in the next two years, and 98% of them are looking to invest in agility, according to Gartner's study. Supply chain resilience can bring surprisingly ground-breaking services to enhance consumer experience - a global convenience chain introduced anytime, anywhere delivery to customers in US, enabling customers to order and receive items even at locations like parks, beaches, sports fields or entertainment venues. Real-time tracking is also available for customers to know when they expect to receive their orders.

Gartner的調查指出，有87%的供應鏈專家正計劃未來兩年投資於提升供應鏈彈性上，當中有98%更希望讓供應鏈變得更靈活。靈活的供應鏈可助商家提供創新的服務，提升消費者的體驗：最近有全球連鎖便利店便於美國推出了隨時隨地的送貨服務，顧客不論身處何方(如公園、沙灘、體育館或娛樂場所)，都可以隨時下單及收貨。顧客更可透過實時追蹤，即時預算收貨時間。

News Source 新聞來源: Insider Trends

Legacy Business Strikes while the “Stove” is Hot Amid the Pandemic

傳統企業疫情下翻身 一步一腳印

Kot Man Tai

Managing Director, Crown Gas Stoves (Holdings) Co. Ltd..

葛文泰

皇冠爐具(集團)有限公司董事長



Home cooking has been made popular because of the restrictions on restaurant dine-in services and social distancing rules. This allows CGS (Crown Gas Stove), founded more than 40 years ago, to turn the “kitchen” table around. Mr. Kot Man Tai, Managing Director of Crown Gas Stoves (Holdings) Co. Ltd., said the company’s predecessor focused on liquefied petroleum gas (LPG) and gas stove business, and once he took over, he started to transform and introduce a range of kitchen products, bathroom and electric appliances as well as kitchen engineering services to broaden the market. He believes the future of CGS is still full of promise as he saw a 20% jump in gas stove online sales, despite the pandemic ravaged.

Declining Industry Fights Its Way Out

Open kitchen is becoming more widespread among Hong Kong residences, fueling the demise of flame cooking in those new households because of safety issue, and prevalence of flameless cooking. “70% of our current revenue still comes from gas stove products, one of our customers’ favourite is a glass-top built-in LPG stove, which is as slim as a 1-dollar coin and requires gas tube size of pit on cabinet desktop for mounting only. In addition, we have been introducing air fryer and Korean BBQ grill to meet the demands for flameless cooking.”

The company has been testing the water on new market sectors and collaborations as stove business reported flat growth. “Food and cleaning supplies are the must-have items for kitchen, so we sourced foods like



晚市禁堂食、食肆限聚人數等措施令在家煮食大流行，正好讓擁有40多年歷史的皇冠爐具(CGS)重振旗鼓。皇冠爐具(集團)有限公司董事長葛文泰表示，前東主一開始是銷售石油氣和氣體爐具為主，在他接手後便開始逐步改革，引入多元化的廚具、浴室、家電等新產品及廚房工程服務，拓展市場；疫情期間更見到CGS爐具在網上銷量增加20%，所以他對未來業務仍充滿信心。

夕陽行業殺出新出路

隨著香港住宅日漸採用開放式廚房設計，而開放式廚房因安全問題不能用明火煮食，無火煮食亦逐漸盛行。「現時家用的氣體爐具仍佔公司約7成收入來源，例如一款玻璃面座台式石油氣煮食爐便頗受歡迎，只有1元硬幣的厚度、非常纖巧，只需在廚房台上提供輸氣管位便能安裝；但我們已陸續引入氣炸鍋等電器，配合家居無火煮食趨勢，其中韓式燒肉烤盤更賣斷市呢。」

在平穩發展爐具的同時，公司亦大膽嘗試新業務範疇和合作。「廚房離不開食物和清潔用品，所以我們搜羅了罐頭鮑魚等食物及廚房清潔用品，並利用社交媒體直播平台去推廣及吸引年輕一代；

另外我們與La Raine合作推廣其護膚產品，因為雙方部份顧客都是

家庭主婦，而其產品有消退濕疹、主婦手的功效，所以雙方會有協同效應、吸納到新客。」

canned abalone and detergent products, and marketed them using social media live platform to appeal to the younger generation. Sharing similar 'housewives' demographics, we also partnered with La Raine on their eczema / contact dermatitis-killing products. The synergy worked out nicely, as we both won new customers."



The company used social media live platform to attract new consumers
公司在社交平台上進行直播，吸引新客戶群

Keep Abreast of Time in the Technology Bandwagon

As GS1 HK members for years, CGS always apply GS1 global barcode onto its products, no matter for its branded or distributed products. **“Barcode not only helps us accurately log our inventory and in-out record, but also to get listed in the physical retail stores. Now it even bridges the offline to online world, enabling us to get listed onto e-commerce platform too.”**

“Technology-wise, we have deployed electronic invoicing more than 10 years ago to reduce human errors. Tapping into the Government’s Technology Voucher for digital transformation, we have upgraded our website and integrated with our backend logistics system, so the sales support staff can issue and review the work orders more efficiently and accurately. We are also preparing to launch an app that allows customers to place orders and make payments easily online.”



“Besides Hong Kong and Macau markets, we have been exploring the Chinese market in Australia. After-all, cooking Chinese food with gas stove is easier to bring out the flavor in the dishes.” noted Mr. Kot. “In fact, CGS is fairly famous in Mainland China that some consumers cross the border just to buy and bring the stoves home, yet our operation in China ceased since the change of hands. As we see counterfeits and parallel imports manifest, we hope to enter the Mainland China market again as soon as the pandemic is contained.”

以科技與時代接軌

CGS作為GS1 HK會員多年，不論是自家製或代理的新舊產品，都會附上GS1全球編碼。**「條碼不但方便我們準確紀錄庫存及產品出入庫情況，亦是產品在不同門店上架的『通行証』；現時更能打通線上線下，助我們在不同電商平台上架。」**

「我們於10多年前已應用電子出單，減少人為出錯。我們亦運用政府科技券的資助去數碼轉型，將網站升級並與後勤系統接軌，讓銷售支援同事很快已可發出工作單及覆核資料，提升效率及準確度。另外，我們亦準備推出手機應用程式，讓顧客輕鬆在網上下單及付款。」



「除了香港和澳門，我們亦已開拓澳洲的華人市場，始終烹調中菜才較常用氣體爐具，炒出來的餸菜才有鑊氣。此外，有中國內地消費者亦特意到香港買CGS爐具，因為品牌多年前在內地已打響名堂，但轉手後已中止營運。我們發現內地有不少偽冒品和水貨，所以希望在疫情後能儘快進軍內地市場。」

Customer Centric and A Job for Life

4 years in a row now, CGS has been crowned “Consumer Caring Company” since 2017 by GS1 Hong Kong. Their commitment to safe and reliable products, certificated with GU label by EMSD, along with their customer centric culture, have always kept the customers loyal. “We once received a sudden call from an old customer in winter time, saying there’s no hot shower because the water heater broke down. We immediately arranged technician to fix the problem so the customer had hot water for shower that night,” recalled Mr. Kot. “We also offer technology-enabled, personalised service to customers by reminding them to check their products and offering help if needed, as our transaction records are able to show the inspection or replacement needed for products sold.”



Customer loyalty usually goes hand in hand with staff loyalty. With more than 40 employees, he stated, “Over 70% of our staff have worked with us for more than 15 years, one of them has been with me since I started the company.” Treating employees like family and providing training and coaching to

support staff career, are the major reasons for his staff to dedicate their lifetime for the job. “The sad truth is, LPG is an old-fashioned business with very few new blood, so we are also recruiting new immigrants from China and Southeast Asians to support our development.”



「急顧客所急」+「一份工做一世」

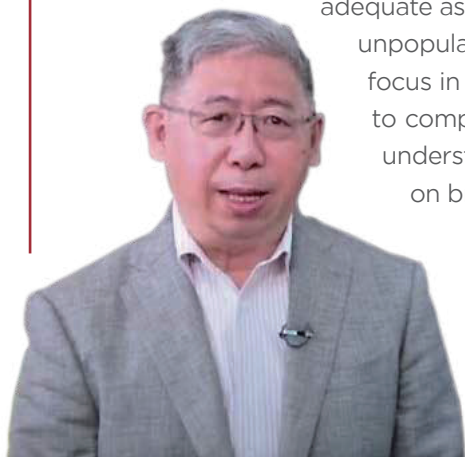
CGS自2017年起連續4年均獲得GS1 HK「貼心企業」的認可，除了產品安全可靠、爐具必定附有機電工程署氣體安全監督的「GU」標誌外，其顧客至上的態度亦是關鍵。「記得冬天有一天突然收到老顧客來電，說熱水爐壞了不能洗澡，我們便當晚派員工到場維修，讓顧客當晚便能使用熱水。另外透過記錄，我們會知道產品的到期檢測或更換時間，便會定期提醒顧客要檢視或有問題時維修，做到個人科技化服務。」

除了長期顧客，CGS亦有長情員工。葛文泰表示現有員工40多人，「其中約7成員工的年資已經逾15年，其中1個更是自我做生意以來便工作到現在。」對待員工如家人、有商有量，為員工提供知識及技能培訓，便是員工甘心情願打一世工的原因。「但石油氣始終是舊行業、新入職的不多，所以現在要培訓內地新移民和南亞族裔人士才可吸納到新血、延續業務。」

SME Strategy: Win Amid Stability

中小企策略：穩中求勝

As a member of GS1 Hong Kong’s SMEs Advisory Board, Mr. Kot said the latest Government’s Budget has offered adequate assistance to local SMEs, and the Quality Migrant Admission Scheme also provided unpopular industries with manpower support. He believes technology development is the focus in Greater Bay Area, so SMEs in trading sector need to commit time and resources to compete and open up the market. For Southeast Asian markets, he advises SMEs to understand the local regulations and culture inside out, and prepare sufficient resources on brand & product promotion to fully uncover the opportunities.



政府剛公佈預算案，CGS作為GS1 HK中小企業諮詢委員會一員，葛文泰稱政府對本地中小企的支援尚算充足，而專才計劃亦能有助一些較冷門的行業提供人手。就大灣區商機而言，他認為現時較著重科技發展、對於其他行業的競爭相當大，本地中小企需要時間和資源去慢慢融入。他亦寄語若中小企要開發東南亞市場，必須先做足功課，清楚掌握當地營商法規，並要預備相當資源去推廣品牌及產品才能發掘出機會。



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The 1-2-3 Strategy to Expand Business Amid Trough 逆市擴充 靠「一心二向三不做」策略

Dr. Martin Yim
Chairman and CEO of Imperial Enterprises Holdings Ltd

嚴運波
皇玥董事長及首席執行官



As local infection starts to put under control, the catering and retail owners are seeing hope for the future. While most businesses are treading carefully in the market, Imperial Patisserie, a pastry brand of 3 years+ history, has been progressively expanding in the past 6 months, with plans to open 8 additional retail stores this year to increase market share. "Expansion and active promotion when the economy is good usually incite keen competition and fail to produce the ideal results," said Dr. Martin Yim, Chairman and CEO of Imperial Enterprises Holdings Ltd. "Opening new stores in uncertain times is relatively affordable, and create better publicity too."

"Pastry is not a necessity for most people, and I believe consumers regard 'convenience to shop' as a key consideration for buying our products, that's why our current 12 stores are all located at the most convenient spots in Hong Kong, for example Citygate in Tung Chung, New Town Plaza in Shatin, or Lyndhurst Terrace in Central."

Single-minded Focus on Chinese Pastry Inheritance

Crowned as the hero product, the company's Mooncake has been granted the Grand Gold honour by Monde Selection, an institute renowned for evaluating the quality of the culinary all over the world. Among which the most popular type is mooncake, which was the masterpiece by Chef Yip Wing Wah, the custard mooncake creator. Different flavours have been introduced since then, like custard, sesame, ginger, durian, for the youth market.

本地疫情稍緩，餐飲及零售商戶漸見曙光，當許多品牌仍在審慎觀察未來市況時，開業3年多的皇玥集團已主動出擊，過去半年間不斷擴張，今年更計劃增設零售舖至20間，伺機擴大市佔率。

皇玥董事長及首席執行官嚴運波指：「當經濟向好時大灑金錢做宣傳，與其它品牌競爭，未必能做到理想推廣效果；反而此時開店一來舖租相對便宜，同時可為品牌宣傳，一舉兩得。」



「因餅食始終不是生活必需品，我相信消費者會頗著重『購物方便程度』，所以現時皇玥的12間舖遍佈港九新界，並專門挑選便利顧客的位置，如東涌東薈城、沙田新城市廣場、中環擺花街等地點。」

一心一意做餅

月餅是皇玥的王牌產品，曾獲世界食品品質評鑒大獎、食品界奧斯卡Monde Selection的最高金獎；當中以流心月餅最為暢銷，是由奶黃月餅始創人葉永華師傅製造的奶黃月餅為基礎，再演變成不同口味的流心月餅，如奶黃、芝麻、薑汁、榴槿等，吸引年輕一代。

「我們上年賣出的月餅整體銷量比以往便高出4倍，而今年農曆新年的餅食禮盒訂單亦比上年

“The sales volume of mooncake has spiked 400% in 2020, and in this Chinese New Year, our pastry orders rose 3.5 times over the last year.” Dr. Yim highlighted the results. “At the beginning, we spent some HKD1,500 million to build a large-scale pastry factory in Hong Kong. I believe it is our single-minded passion to the Chinese pastry inheritance and authentic 100% Made in Hong Kong experience that have won the customer over in such a short period of time, turning them into our fans.”

Mostly handmade, Imperial Patisserie is committed to culinary craftsmanship and perfection that bridges Chinese heritage and creative presence. Take crispy cookies for example, which use French natural butter instead of lard and infuse it with the texture of Chinese walnut crisp, it results in a healthier and crispier delicacy. While eggrolls and palmiers usually top the sales chart in terms of pastry, crispy cookies have gauged a lot of repeat purchase too.

Dual-Channel for Business Development

Online shopping experienced exponential growth amid the pandemic. Imperial Patisserie has taken a dual-pronged approach to embrace integrated marketing for both online and offline channels. “Our online sales have seen a big jump, taking up 15% of our sales volume, compared to 4-5% before the COVID-19. With the growing number of retail shops, we expect the growth rate will be similar across the online / offline channels”

Joined as GS1 HK member in mid-2018, printing GS1 barcodes on products not only support their operations like check-out, stock delivery and stock-take, but also enable products get listed on major e-commerce platforms easily, enhancing search results, and boosting marketing outcomes through bridging the physical and digital worlds. The company also leverages GS1 Hong Kong's BARzaar for free to promote their products and reach out to a potential of 8,000+ corporate member community that covers staff and their friends, unlocking extensive sales opportunities.

“e-Shop and retail store are two entirely different shopping experiences, and the customers are different too, so we have tailor-made strategies to cater to their varying needs. A majority of target customers feel safer and more comfortable to see and touch products first-hand in stores, where our staff would provide caring services (like food tasting before the COVID-19) that warrant a satisfying experience.”



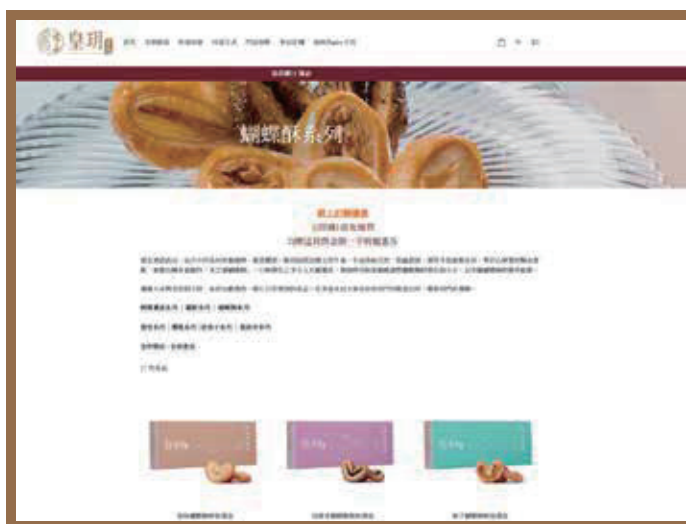
增加3倍半。公司在開業時投資了1.5億港幣去建立一個大型的本地製餅廠房，一心一意發揚中華餅食文化、標榜『香港製造』的優良品質，才能在短時間內獲顧客認同，成為品牌的忠誠顧客。」

皇玥對食品工藝專心一致、精益求精，大部分以人手製造，其製餅師傅更經常將西式材料與中式技術結合。例如脆曲奇，就結合中式合桃酥鬆脆的質感，同時又用法國天然牛油代替豬油，製作出鬆脆而油分較低的脆曲奇。銷量而言，蛋卷及蝴蝶酥的銷量均高踞首兩位，而脆曲奇的回購率亦高。

雙向發展業務

網購在疫情期間大行其道。皇玥亦大肆宣傳自家網店，實行線上線下雙向發展。「現時網店佔整體銷量約15%，比起疫情前僅4-5%，增長幅度可說是最快。隨著分店數目增加，我們預期兩者增長比例相約。」

皇玥開業不久已成為GS1 HK的會員，每件產品都印有GS1的全球產品條碼，不但有助收款、送貨、收貨等內部營運，亦確保貨品在電商平台輕易上架，提升產品網絡搜尋結果及推廣效益，連繫線上線下。皇玥同時利用GS1 HK BARzaar平台免費推廣產品，觸及逾8,000間企業和機構的員工及其親友，擴大銷售機會。



「網店跟門市是兩種不同的購物體驗，而兩邊的消費群也不一樣，所以我們會以不同策略照顧不同的消費者。畢竟我們賣的是食品，顧客在門店親身見到實物會比較安心，而且店舖會有員工貼心服務，例如在疫情前便有試食等，提供更圓滿的購物體驗。」

Three Promises to Care for Staff

The company pledges to 3 “NOs” policies during this difficult time: No layoffs, No salary cut, No forced unpaid leave. “I believe in the old saying ‘Happy employees create happy customers’. In addition to the 3 promises, our master chef offers coaching about our company’s philosophy and techniques for the junior staff on a regular basis, helping our staff to grow.”



Championing quality, Caring for staff, Consumer centric and Conforming to commitment are the factors that Imperial Patisserie being recognised as Consumer Caring Company by GS1 Hong Kong. The Award helps remind the recognised companies to put consumers and employees at the centre of what they do,

and make continuous improvement to stay competitive in the market. Stepped into the 10th edition of the Scheme, over 150 local enterprises have been recognised as “Consumer Caring Company”.

三不政策關顧員工

由於逆市擴充，公司承諾「三不」政策，包括不裁員、不減薪、不放無薪假。「我相信滿足的員工才能滿足顧客。除了『三不』政策，我們師傅會定期為員工做培訓、講授做餅理念及工藝技巧，助員工職場發展。」

追求品質、關愛員工、以消費者為中心、信守承諾，這些都是皇玥成為GS1 HK貼心企業的原因。「貼心企業」的嘉許代表公司要以消費者體驗及員工為依歸、不斷進步，才可在現今市況下保持優勢。計劃邁向第10年，已有超過150家本地大中小型企業獲得「貼心企業」殊榮。



Tripartite Advantages for “Hong Kong Brands” 「香港品牌」3大優勢

A “489” barcode prefix means the product is operated by a Hong Kong-registered company, which enables consumer to identify products from Hong Kong and other region with naked eyes. As a player for “Made in Hong Kong” products, Dr. Yim considers this title still bears business potentials, because Hong Kong performs remarkably well in food safety, quality and image.

代表香港註冊公司的489條碼，能讓消費者一眼辨識產品哪些來自香港公司、哪些來自其地地區。作為「香港製造」的一份子，嚴運波表示香港製造仍然有發展空間，因在食物安全、品質要求和形象上均表現出眾。



“First, there are stringent regulations and top-rated facilities for Hong Kong food factory, so buyers have a high faith for local products. Second, the consumers in Hong Kong are sophisticated, so merchants tend to use quality materials or sources for premium food items. Lastly, Hong Kong is a free trade port for many tax-free imports and exports, that benefits the development of local manufacturers too.”

「香港食品工廠在監控上的配套充足、規定嚴謹，買家對食品廠的信心比較強。另外本港市場對商品款式及品質要求高，港商傾向研發較高規格的產品，通常質優料靚。而香港是自由貿易港，很多產品進出口都不需要關稅，亦有利本地廠商發展。」



運輸及房屋局
Transport and Housing Bureau



「第三方物流服務供應商資助先導計劃」 “Pilot Subsidy Scheme for Third-party Logistics Service Providers”

累計資助高達港幣100萬 Funding Up To HK\$ 1 Million



計劃已批出首輪 29 個項目，合計約港幣 2,100 萬元
A total of 29 projects were approved, with the
approved funding amounting to around HK\$21 million

為維持香港物流業界的競爭力，香港特別行政區政府已於2020年10月12日正式成立「第三方物流服務供應商資助先導計劃」，鼓勵物流業界透過科技應用提升效率及生產力，成功申請企業最高可獲港幣100萬元資助！

With a view to maintaining competitiveness of Hong Kong's logistics sector, the Government of the Hong Kong Special Administrative Region launched the “Pilot Subsidy Scheme for Third-party Logistics Service Providers” on 12 October 2020 to encourage the adoption of technology by the logistics sector for enhancing efficiency and productivity. Successful applicant enterprises will be provided funding up to HK\$1 million!

查詢電話 Hotline : +852 2788 6077
電郵 E-mail : tplsp_sec@hkpc.org
網址 Website : tplsp.hkpc.org



Food for Thought: Increase Food Information Transparency

食品議題：全面提升資訊透明度



47% of consumers will turn to the internet when they face confusion or need more detailed product information. If more information is available online, they are more likely to seek details on the products*.

Information transparency is the key to build consumer trust. With the objective of building a safe, trusted and transparent food ecosystem, GS1 HK's newly launched Trusted FoodNet enables key players of food & beverage supply chain, including consumers, to access product information like product name, quality and safety certificate anytime, anywhere.

有調查指47%的消費者對食品有疑問或需要更多產品資訊時，會先到線上搜尋。若能於線上找到相關的產品資訊，他們更會進一步了解產品*。

因此，資訊透明度對食品行業尤其重要，是建立消費者信任的關鍵。GS1 HK全新推出的Trusted FoodNet旨在建立一個安全且可靠的平台，讓餐飲業供應鏈上各持份者，包括消費者在內，可以隨時隨地查閱各公司和產品的相關資料、品質或安全證書。

GS1 HK members can join and register for FREE! Benefits include: GS1 HK會員請立即加入及加盟平台！好處包括：

 Food Suppliers 食品供應商	 Restaurants and Food Service Companies 餐廳及餐飲業服務商
 Display product information, quality and safety certificate to restaurants, food and food service companies and consumers 於平台上向餐廳、餐飲業服務商和消費者展示產品的相關資料、品質或安全證書  Higher chance to reach more restaurants and food service companies for more business opportunities 有更多機會接觸到餐廳和餐飲業服務商，以獲得更多的商機  Increase consumer confidence from upstream to downstream supply chain 提升上游下游以至消費者的信心 <p style="text-align: right;">Join Now 立即加盟</p>  <p>Your information will be uploaded to the platform after filling the form 填妥表格後，我們會將相關資訊上載到平台。</p>	 Browse food safety information of food suppliers to ensure ingredients and food products are safe 瀏覽食品供應商的食品安全資訊，確保所選用的食材和供應商均為安全  Get access to food safety certificates 查閱食品安全相關的證書認證  Upload company's quality or safety certificate to the platform to boost consumer confidence 將公司品質或安全證書的相關資料上載至平台，提升消費者信心 <p style="text-align: right;">Register Now 立即登記</p> 

* Source 資料來源：IFT

主辦機構：



資助機構：

工業貿易署「工商機構支援基金」撥款資助



工商機構支援基金
Trade and Industrial Organisation Support Fund

執行機構：



基金項目計劃

「制定冷鏈物流管理體系之實務守則，以針對及協助物流業的長遠發展」

隨著市場全球化、電子商貿和中國大灣區的急速發展，冷鏈物流管理的需求亦日漸增加。香港處於優越的地理位置，擁有完善的國際網絡，是不容置疑的國際物流中心。可是，因冷鏈物流管理不善及新入行人士的經驗不足等因素，食物中毒事件偶有發生。香港物流業面對著很多挑戰，因此香港必須發展一套適用於本地業界廣泛使用的冷鏈物流管理實務守則。

有見及此，香港物流協會在香港工業貿易署「工商機構支援基金」的資助下，推行「制定冷鏈物流管理體系之實務守則，以針對及協助物流業的長遠發展」項目，並委託香港品質保證局為項目的執行機構。現階段的「冷鏈物流管理體系實務守則」主要先針對冷凍和冷藏食品的處理。



項目目的

- 協助業界建立一套有效及適用的香港冷鏈物流管理實務守則
- 提升現有的冷鏈物流管理系統的質素及優化其系統
- 減少因冷鏈物流管理不善而發生的食物安全事件的風險



掃描瀏覽：



《冷鏈物流管理體系項目指南》

《冷鏈物流管理體系項目指南》

在完成現行物流管理相關的標準和指引的研究及業界訪談調查後，香港品質保證局的技術團隊把已搜集的資料導入已草擬的《冷鏈物流管理體系實務守則》及相關資料文件（如：流程圖、檢查清單等）。

此外，本會亦邀請了物流業界參加先導計劃，透過現場運作試驗以確認《冷鏈物流管理體系之實務守則》的適用性、可行性、實用性、全面性和有效性。本協會相信修改後的《冷鏈物流管理體系之實務守則》能夠更實務及有效地讓物流業界使用及執行，以協助業界提升其運作水平。

《冷鏈物流管理體系項目指南》已編輯成書，並透過香港物流協會有限公司的項目網頁和先導計劃經驗分享會發佈，供業界及公眾瀏覽下載。《冷鏈物流管理體系項目指南》分為兩冊，機構可按照需要，適時閱覽。

《冷鏈物流管理體系項目指南》內容如下：

- 冊一：(1) 冷鏈物流行業的歷史及發展、
(2) 項目簡介及
(3) 先導計劃的經驗分享

- 冊二：(1) 「冷鏈物流管理體系實務守則」

派發渠道：

- 電子版本可於香港物流協會有限公司的項目網頁免費瀏覽
- 印刷本將於先導計劃經驗分享會（試驗計劃經驗分享會）派發

查詢：香港物流協會

電話：(852) 2777 9656 傳真：(852) 3421 2477
電郵：info@hkla.org.hk 網址：www.hkla.org.hk

香港品質保證局

何小姐 (Ms Angela Ho)
電話：(852) 2202 9386 傳真：(852) 2202 9222
電郵：angela.ho@hkqaa.org

合作機構：



The Hong Kong Shippers' Council
香港付貨人委員會



Hong Kong Sea Transport & Logistics Association
香港航海物流協會



THE INSTITUTE OF
PURCHASING & SUPPLY
OF HONG KONG
香港物資採購與供應學會
Since 1973



Hong Kong

3 Tips from Google to Enhance Search Ranking, Reach More Potential Consumers

Google提出三大秘訣 提升搜尋排名 + 接觸更多潛在顧客



93% of online experiences begin with a search engine, and a higher search ranking can result in more traffic and conversions.

As highlighted by Google in their Global Search Central Blog, unique product identifiers like **GS1 Global Trade Item Number (GTIN)** can improve Google's understanding on products, enabling retailers to have better search results and reach more consumers online.

Google also suggests brands and manufacturers to submit quality product data through Google Manufacturer Center for **FREE**.

調查指出，有93%的網上體驗會由搜尋引擎開始*，一個高的搜尋排名可以為品牌帶來更多的流量和轉化率。

Google Global Search Central Blog文章中便指出**全球貿易貨品編碼(GTIN)**的獨有識別標準，可助它們更了解產品，以提升產品搜尋結果，於線上接觸更多潛在客戶。

Google亦建議品牌及製造商**免費**使用Google Manufacturer Center，提交高質素的产品數據。

3 Tips from Google to Brands and Manufacturers: Google給品牌及製造商的三大建議:

- Ensure your products have GTINs
確保您的產品有貨品編碼(GTIN)
- Don't reuse product identifiers
不要重複使用貨品編碼
- Use valid and unique GTINs, never invent or "borrow" from other products
使用有效及獨一無二的貨品編碼，不要借用或自己創建

Read more
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“ Products with valid GTINs can also receive up to 40% more user clicks and increase up to 20% conversion rate in Google Shopping Ad.

採用有效的全球貿易貨品編碼(GTIN)可以大大提升Google購物廣告(Google Shopping Ad)的表現，最多有機會增加40%點擊及20%轉換率。

Google Commerce Blog ”

GTIN (Product barcodes) – internationally recognized standard identifiers for products in physical stores and on e-commerce platforms
貨品編碼(即GTIN，產品編碼) – 一個適用於線上線下平台的全球認可的識別碼標準

Learn more
了解更多



Scan to Unlock Online Business Opportunities from **Barcodes**

條碼數碼化 「掃碼」有商機

Product barcodes not only help businesses to enhance Google search ranking, but also **unlock online opportunities** by connecting consumers' search and purchase journey.

產品條碼除能用於提升Google的搜尋排名外，還可幫助商家「Go Digital」於網上開拓「掃碼」商機，連繫消費者的搜尋、購物旅程。



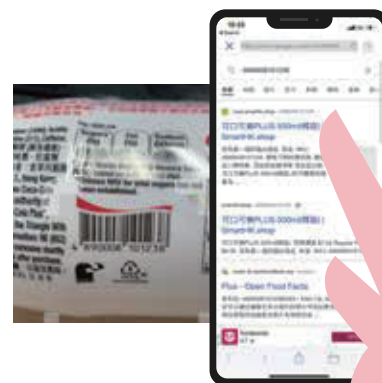
Scan to Search 「碼」上搜尋

Shoppers can use QR code scanner app to scan product barcodes and search for information online, or even be directed to various online shops to compare prices and buy, ensuring that they buy the right product.

In addition, shoppers can also use the “scan” function of WeChat to scan barcodes and search for product information.

消費者以QR code掃描器掃描產品條碼後，可以即時搜尋產品相關資訊，甚至連繫至產品的不同銷售點，進行格價及購買，同時確保能購買正確的貨品。

此外，消費者還可透過WeChat掃描條碼，搜尋相關產品資訊。



Scan to Buy 「碼」上購買

After deciding to purchase the products, shoppers can scan product barcodes using the scanning function of e-marketplaces like HKTVmall, Taobao and eBay to purchase directly.

消費者決定購買產品後，可以直接使用各大電商平台如HKTVmall、淘寶、eBay等的掃碼功能，購買產品。



Scan to Get Offers 「碼」上取得優惠

Brands can also generate Digital Link on GS1 HK's BarcodePlus platform, a QR code for shoppers to scan and get offers.

Different marketing campaigns can be launched from time to time using the same code, so shoppers can scan for surprises.

各品牌可在GS1 HK的BarcodePlus平台上製作QR條碼數字鏈接(Digital Link)，讓消費者掃「碼」獲取優惠。品牌更可隨時隨地以同一條碼推出不同優惠，讓消費者掃出驚喜。

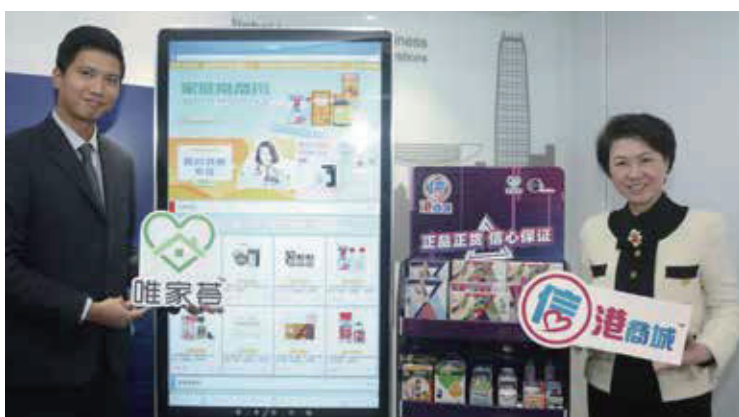


Contact us to
explore
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Capitalising on Trillions Online + Offline Opportunities in Mainland Medical, Healthcare & Beauty Markets with **Barcodes**

「碼」上佈局內地醫健美線上 + 線下萬億市場



With China's rapid economic growth and the increasing awareness for health, wellness and beauty, the medical and healthcare product market in China sees a soaring growth with a compound annual growth rate (CAGR) of 17.1%, reaching 16 trillion RMB in 2030.

Businesses in Hong Kong revealed numerous obstacles when bringing their medicines, health supplement, beauty and skincare products ("Big Health") to China, e.g. problems encountered in licensing, customs declaration and clearance, as well as concerns about counterfeits, etc.

To help business resolve the issues, GS1 HK and Zenecom joined hands to launch the "HK Trusted Market + WJH" programme, enabling businesses to **"Go Digital"** and connect consumers offline to online via one-stop omni-channel marketing services, open up new market, new opportunities easily and effectively.

隨著內地經濟水平提升及越來越多人對健康美容的關注，內地醫療美容產業進入高速增長期，預計會以17.1%的增長速度發展，規模更預計於2030年達到16萬億。

不少香港商家亦在將其醫藥、保健、美妝護膚(醫健美)產品進駐內地市場時遇到重重困難，例如是領牌、報關、清關及怕被內地山寨廠偽冒問題。

為幫助港商解決進駐內地市場問題，GS1 HK早前與牽你康國際集團有限公司(Zenecom)推出全新「信港商城+唯家薈」跨境電商平台，透過一站式全渠道營銷服務助港商**「Go Digital」**將醫健美產品帶到國內線上線下(O2O)平台售賣，輕鬆快捷拓新市場、新商機。

4 Key Features of "HK Trusted Market + WJH"

「信港商城+唯家薈」4項全能一覽：



Online to Offline (O2O) Sales: Products can be listed on the "Big Health-focused" e-commerce platform WJH, WeChat mini-programme and digital kiosks displayed at stores across China

線上線下(O2O)銷售：產品於專營「大健康」的「唯家薈」網上商城、微信小程序上架及全國線下智能售賣機展示



15 Day Cross Border Customs Clearance: One-off import declaration in 15 days, exempting merchants from CCC certification (China Compulsory Certification), slow import process or even stuck at the Customs

15日報關報備：產品一次性報關備案即可順利通關，免卻貨品申請3C證、清關慢、卡關等煩惱



"REAL Barcode" for anti-counterfeiting: Products listed onto the platform will adopt an anti-counterfeiting QR code - "REAL Barcode" provided by GS1 HK, so consumers can scan to authenticate

「真的碼」防偽：產品可獲GS1 HK提供的專利二維碼防偽標籤-「真的碼」，讓消費者即時驗證真偽



One-stop Sales & Marketing Services: From product listing, cross-border and mainland logistics and storage, brand promotion, offline display, to order fulfillment

一站式全方位營銷服務：由平台上架、跨境及內地物流及存倉、品牌推廣、線下佈點、以至送貨到戶等一應俱全





6 easy steps to seize “Big Health” opportunities in China 簡單6步，就可開拓內地醫健美大商機

Learn more
了解更多



What Industry Leaders Say 業界領袖分享

“Focused on developing quality Chinese health products, One Health strives to maintain our positive and professional brand image. Though we wish to open up new market in China, we are not familiar with the market trends, and have a fear of counterfeits. With the all-rounded services of HK Trusted Market programme, coupled with GS1 HK's anti-counterfeiting QR solution, we can reduce operational cost and at the same time enhance consumer confidence on Hong Kong products.”



「同健以中藥科研為本，對專業品牌形象非常重視。我們希望進駐國內市場，但不太熟悉市場文化，亦擔心會出現偽冒品。信港商城計劃有專業的國內團隊提供一條龍客服營運支援，更在所有商品加入GS1 HK防偽標籤技術，大大減少額外營運成本又可以令客人對正版港貨更有信心。」

“ Among our 8,000 members, 21% of them are in the ‘Big Health’ industries, and they have revealed numerous obstacles to develop in Mainland. To help resolve their issues, GS1 HK and Zenecom joined hands to launch the ‘HK Trusted Market + WJH’ programme to facilitate their cross-border business and pave way for their further development in China.

本會逾8,000名會員中有21%為個人護理、醫藥保健、美妝等行業會員，他們反映內地發展時遇到種種障礙，我們針對這些痛點，我們特別與Zenecom攜手推出『信港商城+唯家薈』項目，助港商突破發展樽頸，便利跨境生意

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



Capitalise on Online Shopping Opportunities List Products Offers for **FREE**

免費於線上推廣產品優惠 把握線上購物商機



Despite economic uncertainty, e-commerce continues to grow at a speedy rate, with e-commerce sales expected to account for 22% of all retail sales worldwide in 2023. Retailers need to keep up with the latest trends, to **“Go Digital”**, to expand sales channels online for growing their business.

3 Online Shopping Trends to Watch*:

- It is expected that by 2021, over 2.14 billion of world's population will buy online
- Women tend to buy lower-priced items such as cosmetics and skincare products online
- The main reason why consumer decided to buy online instead at physical stores is price difference

As GS1 HK Members, you can simply list product offers online for **FREE** on GS1 HK BARzaar. Over 500 products have been listed on the platform, contact us to learn more!

在充滿著不確定性的經濟環境下，電子商貿仍然迅速增長。有預計指及至2023年，電子商貿的銷售額將佔全球零售總額的22%。零售商要掌握電商最新發展趨勢，就要「Go Digital」、拓展新銷售渠道，讓業務持續增長。

3個值得留意的網上購物趨勢*：

- 預計到2021年，全球有超過21.4億的人會在網上購物
- 女性傾向於線上購買價格更低的產品，例如是化妝品和護膚品
- 消費者決定在網上購買(而非實體店購買)的主要原因是價錢差距。

作為GS1 HK會員，您可以在GS1 HK BARzaar上**免費**推廣產品優惠。目前已有超過500件產品於平台上上架，立即聯絡我們了解更多！

Contact us to
learn more
聯絡我們了解更多



Source 資料來源: e-Commerce Guide

Brilliant Offers from GS1 HK BARzaar GS1 HK BARzaar 各大精選優惠

HKBN - Enjoy up to HKD800 Discount upon Purchase of Specific Laptops / Desktops
香港寬頻- 購買指定手提/桌上電腦享高達HKD800優惠



Pavo Philo Hydrating Mask (Made in Taiwan) - Buy 1 Get 1 Free
Pavo Philo台灣製造超導保濕醫方面膜 - 買一送一



DIREACH Portable UVC LED Sterilizer Box - 34% off
DIREACH無線充電紫外線消毒盒 - 66折優惠



“Brilliant • All-round • Reliable” 「多元化、多優惠、多安心」盡在GS1 HK BARzaar

Top 3 Solutions to Seize New Opportunities in the New Normal

三大方案 迎接新常態下新機遇



In the latest webinar, Heidi Ho, Principal Consultant of GS1 HK highlighted top 3 strategies for businesses to digitalise their supply chain and use data to make better business decisions in the “New Normal” :

- **Barcodes:** Encode more information (e.g. production lot, production and expiry date) in barcodes, enabling supply chain stakeholders/ consumers to scan to obtain information anytime, anywhere.
- **Warehouse Management:** Re-design the supply chain by adopting data interchange platforms, robotics or other automation technologies to improve efficiency
- **Internet of Things (IoT):** Leverage technologies like IoT, Artificial Intelligence (AI) and Video Analytics in operations to capture environmental index like temperature, humidity, air quality and noise, or even to prevent inaccurate results in production.
- **條碼:** 於條碼上記載更多資訊, 如批次號碼、到期日及生產日期等, 讓供應鏈各持份者/ 消費者都能隨時隨地掃碼獲得資訊。
- **庫存管理:** 重新設計供應鏈, 如引入自動數據交換平台、機械人或其他自動化方案, 提升效率。
- **物聯網:** 於營運上採用物聯網、人工智能及視像分析等科技, 供企業遙距實時監察環境數據如溫度、濕度、空氣質素及噪音等, 甚至是檢測生產上會否因人工工序而產生錯誤。

Register to watch now!
立即登記觀看!



Tapping into 4 Government Fundings for Digital Transformation

助您善用政府4大資助 數碼轉「盈」



GS1 HK's Government Funding Advisory Service can help companies of all sizes to digitally transform with 4 types of Government fundings, including:

- Technology Voucher Programme (TVP) amounted to HKD 600,000
- Pilot Subsidy Scheme for Third-party Logistics Service Providers
- Re-industrialisation Funding Scheme (RFS) and the Dedicated Fund on Branding
- Upgrading and Domestic Sales (BUD) (funding ceiling increased to 6 million)
- 高達60萬的科技券(TVP)
- 第三方物流服務供應商資助先導計劃
- 再工業化資助計劃(RFS)
- 剛獲提升資助上限至600萬的「發展品牌、升級轉型及拓展內銷市場的專項基金」(BUD)計劃

The team has successfully helped various companies to apply for funding throughout the years, covering 4 major scope of work:

專業團隊多年來已成功為不同機構獲得資助, 涵蓋的4大服務範疇包括:

- ① Meet, understand and evaluate business models and need 初步諮詢評估
- ② Prepare funding application proposal 提供資助內容建議
- ③ Submit application 遞交申請
- ④ Follow up the application, and address query to ensure accurate and timely process 申請後定時與政府部門溝通了解進度

Contact us
to learn more
聯絡我們了解更多



Overseas, Mainland and HK Industry Experts Exchanged Insights @ The 6th GS1 HK Food Safety Forum

海外、內地及香港食品行業專家 匯聚第6屆食品安全論壇



The 6th GS1 HK Food Safety Forum was held virtually this year, with interactive sessions arranged throughout the event. Themed "The Power of Innovation for Food Safety", industry experts from overseas, mainland and Hong Kong, including executives from HKTVMall, Ting Hsin International Group (Master Kong/康師傅), Top Soya (壹品豆品), and former Global Food Safety Initiative (GFSI) Chairman - Yves Rey shared how they enhanced food safety with innovation, technology and global standards.

主題為「創新科技推動食品安全」的第6屆食品安全論壇早前順利舉行，今年的活動移師到網上舉行，更以互動形式連繫各行業持份者。來自海外、中國及香港的企業管理層包括HKTVMall、頂新國際集團(康師傅)、壹品豆漿及GFSI前任主席Yves Rey亦分享了他們如何善用科技提升食品安全。





20 Enterprises Recognised at “Quality Food Traceability Scheme” 20間企業獲「優質食品源頭追蹤計劃」嘉許

The annual award presentation ceremony for the “Quality Food Traceability Scheme” was also held to recognise 20 food companies which demonstrated outstanding performance in food traceability. Hon Peter Shiu Ka-fai, Legislative Councilor and Deputy Chairman of Panel on Food Safety and Environmental Hygiene, May Chung, Chairperson of Hong Kong Food & Beverage Industry Advisory Board of GS1 HK and General Manager of Nestlé Hong Kong Ltd, and Anna Lin, Chief Executive of GS1 Hong Kong were the award presenters for Diamond and Gold Enterprises.

同場亦舉辦了「優質食品源頭追蹤計劃」的頒獎典禮，嘉許了20間於食品追蹤追溯上表現傑出的企業，由邵家輝議員、本會香港食品及飲品行業諮詢委員會主席、雀巢香港總經理鍾美玲、聯同本會總裁林潔貽為鑽石和金企業頒發嘉許。



After participating in the Scheme, we have fostered closer communication from the procurement of raw materials to production. In case of food quality issues, we can leverage the system based on Global Traceability Standards (GTS) to obtain accurate, real-time product information for food recall. The Scheme helped us maintain high-quality product production and increase consumer confidence.

參加這計劃後，公司由原材料採購到產品生產整個過程溝通更加緊密，當發現有食品品質上的問題時，我們可以在全球追溯標準(GTS)的系統之下，即時取得準確的產品資料，和迅速回收有問題的產品。計劃除幫助我們保持產品的高質素生產外，還增加了消費者對我們產品的信心。



Jeff Law
羅孟慶
Managing Director, Sun Fat Heung
Food Products Ltd. (Top Soya)
新佛香食品有限公司 (壹品豆品)
董事總經理



We've received third-party assessment by GS1 HK after joining GS1 HK's Quality Food Traceability Scheme, which helped us to enhance our food safety practices and meet the expectations of our customers. We also increased our food information transparency via barcodes, so consumers can enjoy safer food at home with convenience and peace of mind.

參與GS1 HK優質食品源頭追蹤計劃，由GS1 HK作為第三方的考核，助我們持續優化食品安全政策，更加緊貼市場上客人對我們的期望。我們亦透過條碼系統增加我們的食品資訊性和透明度，讓消費者可以在家中安心享用方便衛生的美食。

Patrick Tong
唐振峰
General Manager of Tong Shun
Hing Poultry (HK) Co. Ltd.
唐順興家禽(香港)有限公司總經理



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)

- 3CHEMBIO LTD
- ACCENT BIOTECH GROUP LTD
雅笙生物科技集團有限公司
- ACCOMMATE HONG KONG LTD
- ADESIFLAVA PRIVATE LTD
- AISHANGZI STATIONERY HK CO LTD
香港戀上字文化用品有限公司
- ALOES TREE NANOTECH LTD
蒼豪納米科技有限公司
- AMERIBRIGHT INDUSTRIES LTD
亞美利實業有限公司
- AMMOLITE TRADING CO LTD
愛美萊特貿易有限公司
- ARCTONG (HK) LTD
亞銅創玩有限公司
- AUDIKOM TECHNIK LTD
歐迪高科技有限公司
- AURORA WORLD HK LTD
- BAO YUAN TONG GROUP HONGKONG HOLDING LTD
寶源通集團香港控股有限公司
- BAOJENLI HONG KONG TRADING CO LTD
寶珍利(香港)貿易有限公司
- BAY INTERNATIONAL ENTERPRISE LTD
港灣國際企業有限公司
- BENASSIE LTD
- BEST LUCK INDUSTRIAL DEVELOPMENT LTD
好運多發展有限公司
- BILL'S FOOD FACTORY LTD
標記食品廠有限公司
- BIOEM ENVIRONMENTAL TECHNOLOGY LTD
貝達安環保科技有限公司
- BLITE LTD
- BMB LIFE
元興百文
- BNM GROUP CO LTD
百利美(集團)有限公司
- BRAINNOW MEDICAL TECHNOLOGY LTD
博腦醫療科技有限公司
- CALIBRE SCALE MODELS (ASIA)
- CARESEEN CO LTD
- CARLIE BELLE (CHINA) LTD
香港蔻麗貝兒國際(集團)有限公司
- CATYA TRADING CO LTD
香港卡恰貿易有限公司
- CHAMPION RICH HONG KONG LTD
香港藍貓均達文化科技有限公司
- CHINA FAR EAST AGRICULTURE BI-PRODUCTS TRADING LTD
中國遠東農副產品交易有限公司
- CHONG KEE FOOD CO LTD
創記食品有限公司
- CHUANMING IMPORT & EXPORT CO LTD
傳明進出口有限公司
- CLASSIC MOTOR SERVICE LTD
經典汽車維修有限公司
- CRYSTAL JADE FOOD AND BEVERAGE (HK) LTD
翡翠飲食(香港)有限公司
- DAYAO (HK) INTERNATIONAL CO LTD
大耀(香港)國際有限公司
- DONGBA GROUP (HK) CO LTD
動吧集團(香港)有限公司
- DUSTYKID LTD
塵有限公司
- EDA CREATION YC CO LTD
易創服飾貿易有限公司
- EIGHTMADE CO. LTD.
- EZ CANOPY CO LTD
卡拉幫貿易有限公司
- FANSHAQI (HK) CO LTD
範莎琪(香港)股份有限公司
- FEGVE GROUP CO LTD
標派集團有限公司
- FELICITA CO LTD
- FIRST GRADE GROUP (HK) CO LTD
一品集團(香港)有限公司
- FLARE TRADE LTD
相耀有限公司
- FORTHCOME DEVELOPMENT CO LTD
- FORTUNE MART (HK) LTD
幸福棧有限公司
- FRAGRANCE CORNER FOOD LTD
天香閣食品有限公司
- FRANCE DAUPHINE INTERNATIONAL GROUP LTD
- FRANCE TIZHUANG COSMETICS GROUP LTD
法國媞妝化妝品集團有限公司
- FULL FORTUNE WORLDWIDE LTD
- FULLPOWER GROUP LTD
富珀集團有限公司
- G.T.S. CREATIVE LTD
金廣泰創意有限公司
- GENESCENCE LTD
- GERMANY LIEBE GROUP HOLDING CO LTD
德國利貝集團股份有限公司
- GERMANY MUNICH BEER (HK) CO LTD
德國慕尼黑啤酒(香港)有限公司
- GLOBALX TECHNOLOGY LTD
- GLORY SKY CORPORATION LTD
天興有限公司
- GOLDEN LIFE HEALTH PRODUCT LTD
金色生命健康產品有限公司
- GOURMET MASTER CHEFS (INT'L) MANAGEMENT CO LTD
環球廚神(國際)餐飲管理有限公司
- GREENERGY POWER TECHNOLOGY LTD
凱輪威新能源科技有限公司
- GUIZHOU DAGUO JIANGJIU GROUP CO LTD
貴州大國醬酒集團股份有限公司
- H B JEWELRY COMPANY LTD
- H R WOODWARD FOODS (ASIA) CO LTD
海潤食品(亞洲)有限公司
- HAHNE CENTURY (HK) INTERNATIONAL TRADING CO LTD
漢尼世紀(香港)國際貿易有限公司
- HANG CHAN PLASTIC BAGS CO
恒棧膠袋公司
- HARPER INTERNATIONAL TRADING LTD
- HEHUI FOOD (HK) CO LTD
和惠食品(香港)有限公司
- HK INTERNATIONAL LV KOU COMMODITY LTD
香港國際綠蔻日用品有限公司
- HK LIANGZAI INTERNATIONAL CO LTD
香港靚仔國際有限公司
- HK LOVE THE BLUE MOTHER AND BABY NUTRITION HEALTH LTD
香港愛之藍母嬰營養健康有限公司
- HK QIAN YU TRADING DEVELOP LTD
香港乾譽貿易拓展有限公司
- HK WOKA FOOD LTD
香港喔味食品有限公司
- HK YHT RESTAURANT GROUP LTD
香港益禾堂餐飲集團有限公司
- HKEXPLACE LTD
- HO TAI CHAN FOODS PRODUCTION CO LTD
好底饌食品有限公司

75. HOLLAND XILI BEER (CHINA) CO LTD
荷蘭喜力啤酒(中國)有限公司
76. HONG KONG (BELT AND ROAD) CENTENNIAL SHENCHU TOBACCO LTD
香港(一帶一路)百年慎初煙草有限公司
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78. HONG KONG DEFENLI COSMETICS INTERNATIONAL CO LTD
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79. HONG KONG DIFANNI FOOD LTD
香港蒂梵尼食品有限公司
80. HONG KONG DUMPLING LTD
哇好好味啊有限公司
81. HONG KONG DUO TON GROUP HOLDINGS LTD
香港多頓集團控股有限公司
82. HONG KONG FARM FAMILY FOOD SALES LTD
香港農家親食品銷售有限公司
83. HONG KONG GUDI FOOD LTD
香港穀迪食品有限公司
84. HONG KONG HUANGPAI FOOD CO CO LTD
香港皇牌食品株式會社有限公司
85. HONG KONG HUANGSEN HEALTH TECHNOLOGY INDUSTRY GROUP CORPORATION LTD
香港煌森大健康科技實業集團有限公司
86. HONG KONG HUAXI MI (INT'L) CO LTD
香港花西謎(國際)有限公司
87. HONG KONG HUIYUAN INTERNATIONAL BEVERAGE CO LTD
香港匯源國際飲品有限公司
88. HONG KONG KANGLE INTERNATIONAL LTD
香港康樂國際有限公司
89. HONG KONG MAN WAN LTD
香港盲玩創意有限公司
90. HONG KONG MARKET HOTPOT LTD
香港鮮入圍煮有限公司
91. HONG KONG MIAOLANJIE BIOTECHNOLOGY CO LTD
香港妙蘭潔生物科技股份有限公司
92. HONG KONG SHUANG ZANG MICRO ECOLOGICAL TECHNOLOGY CO LTD
香港雙贊微生態科技有限公司
93. HONG KONG TIANXIANG (INT'L) GROUP CO LTD
香港天祥(國際)集團有限公司
94. HONG KONG TOP CAPITAL (CHINA) LTD
香港優勢資本(中國)有限公司
95. HONG KONG YIPINTANG INDUSTRIAL CO LTD
香港壹品堂實業有限公司
96. HONG KONG YUEMU SHENGHUA BIOTECHNOLOGY LTD
香港悅木生花生物科技股份有限公司
97. HONG XIANG JI (HK) FOOD LTD
宏香記(香港)食品有限公司
98. HONGKONG DIDIAN INTERNATIONAL TRADE LTD
香港迪點國際貿易有限公司
99. HONGKONG JUNDIAN GROUP CO LTD
香港君典集團有限公司
100. HONGKONG KIT LEUNG INTERNATIONAL TRADING LTD
香港潔亮國際貿易有限公司
101. HONGKONG LEFU FOOD INTERNATIONAL LTD
香港樂夫食品國際有限公司
102. HONGKONG MOFY TRADING CO LTD
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103. HONGKONG YIJIBANG NURSING LTD
香港一級幫護理有限公司
104. HONGKONG ZHIKANG TRADING CO LTD
香港致康貿易有限公司
105. HURDLE TRADING LTD
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106. HYADES & CO. LTD
107. IDV (HK) LTD
艾德威(香港)有限公司
108. INDIGIT CREATIVE LTD
109. INNSAEI MAGIC INTERNATIONAL TRADE LTD
芳園國際貿易有限公司
110. ISARATTI BOUTIQUE LTD
111. JAPAN BAICHUAN ZHUSHIHUISHE LTD
日本柏川株式會社有限公司
112. JAPAN JICAOTANG CORPORATION (INT'L) GROUP LTD
日本肌草堂株式會社(國際)集團有限公司
113. JAPAN PI YA NUO CO LTD
日本皮亞諾株式會社有限公司
114. JAPAN WAKAHISA CO LTD
日本若久株式會社有限公司
115. JC PRODUCTION HOUSE LTD
116. JCARE MEDICAL TECHNOLOGY CO LTD
傑康醫療科技有限公司
117. JENNYSTELLA BEAUTY LTD
118. JIAYI INTERNATIONAL ENTERPRISE (HK) CO LTD
佳益國際企業(香港)有限公司
119. JIEYI BIOENGINEERING TECHNOLOGY (HK) CO LTD
介一生物工程技術(香港)有限公司
120. JINXISHANG FOOD (HK) LTD
金喜尚食品(香港)有限公司
121. JOHN TECHNOLOGY HOLDINGS LTD
中興科技集團有限公司
122. JOINT STAR INC LTD
駿星興業有限公司
123. KAM WAH HONG TRADING LTD
錦華行貿易有限公司
124. KATEX JEWELLERY LTD
嘉陞珠寶有限公司
125. KAWU FOOD (HK) CO LTD
卡武食品(香港)有限公司
126. KAZOO TECHNOLOGY (HK) LTD
實立科技(香港)有限公司
127. KCH INTERNATIONAL DEVELOPMENT CO LTD
香港嘉世行國際發展有限公司
128. KCM PRODUCTIONS
129. KIDULT KIDDO CREATIVE HOBBIES LTD
童心夢創意模型有限公司
130. KINLONLIFE BIOTECH LTD
金倫命力生物科技股份有限公司
131. KNIGHT WAH TECHNOLOGY LTD
勵華科技有限公司
132. KOREA HNF CO LTD
韓國韓牛福株式會社有限公司
133. KOREA SHENGYIN BIOPHARMACEUTICAL GROUP CO LTD
韓國盛茵生物製藥集團有限公司
134. LEADER BIOLOGICAL TECHNOLOGY HONGKONG CO LTD
香港立特爾生物科技股份有限公司
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GS1 HK Calendar



24 MAR

“Go Digital” Webinar: Basic Barcode Workshop

30 MAR

“Go Digital” Webinar: 360 Digital Business

19 APR

HKTDC TBox Workshop (Webinar): How can Garment Industry Leverage e-Commerce to Transform and Create Business Opportunities

29 APR

“Go Digital” Webinar: Basic Barcode Workshop

27 MAY

“Go Digital” Webinar: Basic Barcode Workshop

10 JUN

The 20th GS1 HK Summit
(co-located with GoVirtual Business Expo & Conference)

10 -12 JUN

GOVirtual Business Expo & Conference
(Physical Event)

Upcoming Events
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- **Digital Sales Management**
數碼銷售管理
- **Payment & FinTech**
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- What's Next for Retail in Hong Kong: Marching Towards Digital Ecosystem
- Digital Supply Chain Enables Trade Finance Digitalisation
- The 5th CEO Pulse Report and Survey Findings

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