

**Soothing the Health Need of Urbanite with
Locally-developed Health Products**
本港研發保健品 紓緩都市人健康需求

**20 Years of Entrepreneurship with
Ingenuity and Quick-wit**
破格思維 靈活食腦 廿載創業路

Revealing 3 Hidden Functions of Barcodes
條碼三大隱藏功能

**Over 90 Local Enterprises Recognised
at the 10th Consumer Caring Scheme**
超過90間本地企業獲嘉許為第十屆「貼心企業」



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董事總經理及區域主管

Executive Connect 管理層專訪

**Banking on an Ecosystem of Digitalisation,
Partnership and Data**

匯聚數碼化、合作及數據 塑造銀行業生態



Easy Money in Difficult Times? 時勢艱難，借錢卻易？

Despite the falling infection rates and a rise of market activities in Hong Kong, a gloomy economic sentiment still looms ahead. Local SMEs, accounting for more than 98% of the total number of enterprises in Hong Kong, are still grappling with the harsh reality. This is why the Government announced earlier the extension of the application for 100% guarantee low-interest loan for enterprises with a raise of loan ceiling to \$6 million, which has steered the banking sector to introduce programmes like the Pre-approved Principal Payment Holiday Scheme, to alleviate SMEs' imminent financial hardships.

While most SMEs make use of new capital for day-to-day operations, some are planning for the new normal in post-COVID world. The D-Biz Programme by the HK Government, for example, has received 38,000+ applications, roughly 1 in 10 companies in HK has applied with funding amount of HK\$60,000/case. SMEs are forward thinking and increasingly capable of delivering innovation and higher-end services, supported by investments in technology and sustainable performance.

GS1 HK has supported companies of all sizes to apply for government funding successfully before, no matter for D-Biz, TVP, Re-industrialisation Funding Scheme, BUD fund or LSP. Our teams are familiar with the application procedures with professional expertise in e-commerce, re-industrialisation, supply chain management, etc. that helps business identify and apply for the funding they need.

As the cornerstone of our economy, the banking sector has stayed ahead of digitisation. The cover story interview features Standard Chartered Bank (Hong Kong) Limited groundbreaking cooperation with GS1 Hong Kong, using the trusted electronic transaction data based on ezTRADE platform for SME loan approval, so that SMEs can get a more comprehensive assessment and faster result report. As SME, Yummy House advises fellow business owners not to be sitting duck, but take a leap of faith and dive into the emerging market; "One Health", another SME, believes Hong Kong brands has its advantages in quality and systems and can still triumph in the global markets.

Enjoy reading.



即使本港疫情緩和、市場活動復甦，但整體經濟環境仍不明朗，佔全港企業總數98%以上的中小企，不少仍在掙扎求生。有見及此，政府於年初宣佈延長百分百擔保企業低息貸款申請期限、並提高貸款額上限至600萬元，立即獲銀行業紛紛響應，推出「預先批核還息不還本」等計劃，以解中小企燃眉之急。

中小企資金除了用作每日營運，亦有更多為「疫後新常态」作打算，例如政府早前推出的「遙距營商計劃」(D-Biz)，便收到38,000多宗申請，平均每宗獲資助約6萬，粗略估算即全港10間有1間公司申請，可見它們並不短視、在經濟復甦勢頭下朝着高增值方向發展，圖以創新科技改革業務，發展可持續營運模式。

本會便曾成功為多間中小企申請政府資助，如D-Biz、科技券、再工業化資助、BUD專項基金、第三方物流服務供應資助先導計劃等，在數碼轉型、再工業化、供應鏈管理等範疇上提供諮詢及解決方案，助中小企配對最適合資助。

銀行業界作為百業之母，自然走在數碼化前緣。今期封面故事、渣打銀行便破天荒與本會合作、利用「通商易」的電子交易數據，作中小企貸款審批依據，讓中小企獲更全面評估，更快知道審批結果。作為中小企，美味棧呼籲同業不要坐以待斃，應親身投入新市場、放手一搏；而另一中小企同健相信香港品牌仍有著品質和信譽保證，能在全球市場大展拳腳。

誠邀大家閱讀本雜誌。

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2021 June 六月 Contents 目錄

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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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Banking on an Ecosystem of Digitalisation, Partnership and Data

匯聚數碼化、合作及數據 塑造銀行業生態

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The global COVID-19 pandemic has pushed business to increase their pace of technology adoption with a renewed sense of urgency. The shift to digital operations is being made across all industries, bringing about a permanent shift and increased efficiency. The banking industry is no exception.

Biswajyoti Upadhyay (BJ), Managing Director, Regional Head of Transaction Banking Sales in Hong Kong, Taiwan & Japan and Corporate, Commercial and Institutional Banking of Standard Chartered Bank (Hong Kong) Limited (Standard Chartered), pointed out that the UK-based bank has expedited its digital strategy to offer clients along the global trade and supply chain the most innovative banking solutions that meet their needs.

"I believe many of the digital infrastructure has been built ahead of time, the COVID crisis just accelerated the adoption of it. The new norm is, businesses are moving away from traditional transaction into electronic transaction, and the trade finance sector is ready for it."

The Digital Push & Trade Finance

Standard Chartered has invested in technology to enhance its full suite of international trade and supply chain financing services. Many standard products such as the Letter of Credit (LC) issuances and invoice financing are already done through its internet banking platform. To take the digital trade financing platform to the next level, the bank is mapping massive trade documents with its OCR (optical character recognition) programs to enable big data analysis in order to better support its clients.

Standard Chartered has partnered with GS1 Hong Kong on its ezTRADE platform as the bank's latest initiatives on data analytics. The proprietary platform is one of the largest B2B trade platforms in Hong Kong, processing more than 20 million electronic transactions each year and maintaining digital records of thousands of buyers and sellers across Hong Kong and the Greater Bay Area.

全球新冠肺炎疫情促使企業迫切地加快科技部署，不同行業公司正邁向數碼化營運，有的更全情投入發展以提升效率。銀行業界亦不遑多讓。

渣打香港、台灣及日本區金融交易業務部董事總經理及區域主管安必杰 (Biswajyoti Upadhyay)指，總部位處英國的渣打亦正加快數碼化步伐，為全球商貿及供應鏈客戶帶來最創新的金融方案，應對其財務需要。

「我認為數碼基建已普遍形成，疫情只是加速其應用水平。在新常態下，機構由傳統交易變為電子交易，而貿易融資界亦已準備就緒。」

數碼發展趨勢及貿易融資

渣打銀行積極善用先進科技，強化其一系列國際貿易及供應鏈融資服務。開發信用狀(LC)、發票融資等眾多恒常產品，普遍已可透過網上銀行平台完成。銀行同時正提升數碼貿易融資平台，利用光學字元識別(OCR)系統將大量貿易文件辨識處理，再透過大數據分析去強化客戶業務的支援。



This partnership provides the bank with the necessary access to the wealth of secured information and business transaction data of a particular client stored on the ezTRADE platform. “Instead of relying on the static financial information that comes in three or six months from client’s financials, and potentially nine to twelve months for an audited financial statement of SMEs, this platform gives us transparency to a client’s business and cash flows in real-time for better evaluation of their credit worthiness as well as understanding of their financing needs.”

“We believe it is a critical moment to change the way we evaluate the healthiness of SMEs. The latest financial statements are going to reflect the challenging business environment of COVID over the last year. At the same time, as businesses gradually return to normal, SMEs are going to need more liquidity for their sales activities and operations. Unless we move from a traditional evaluation using financial statement to an evaluation based on the latest sales and procurement activities, we would not be able to support these SMEs and their cash flow is going to be impacted.”

“It also saves both the client and us a lot of time and manpower to salvage paper documents in the loan applications, which used to take days or even weeks to process, but are now completed and accessed seamlessly on one single platform. This has significantly improved our operational efficiency.”

Cross-border Blockchain Pilot

Apart from partnering with industry associations like GS1 Hong Kong, Standard Chartered has also actively contributed to government-led digital trade projects. Back in 2018, the bank was one of the founding members of Hong Kong’s eTradeConnect pilot, the city’s first blockchain-based trade finance platform facilitated by the Hong Kong Monetary Authority. The platform allows buyers and sellers to create, exchange and confirm purchase orders and invoices in real-time, share information on a “need-to-know” basis as well as submit applications for financing on one single interface.



More recently in November 2020, Standard Chartered successfully completed a cross-border blockchain transaction by connecting eTradeConnect with the blockchain platform run by the People’s Bank of China. It was one of the Phase 2 pilot cases to help establish linkage between the two blockchain systems and was critical for getting the cross-border service prepared for launch to more banks.



渣打香港同時與GS1 HK合作，利用「通商易」平台，推出數據分析相關的全新服務。GS1 HK專營的「通商易」平台是全港最大的B2B商貿平台之一，擁有逾千名本地及大灣區的買家與供應商的數碼交易紀錄，每年處理近2,000萬項電子交易數據。

合作項目讓渣打香港從「通商易」平台上獲得申請融資客戶的一籃子與貿易夥伴的安全、可靠的交易數據。「平台幫助我們了解香港該客戶業務及資金流的即時情況，有利我們更準確掌握及評估其信貸能力，明白其融資需要，而毋須依賴3-6個月才公佈的客戶財務狀況、甚至需更長時間核實的中小企財務歷史記錄。」

「我們認為現在是時候要改變評估中小企財務狀況的方式。企業最新的財務報表會反映過去一年因疫情而帶來的艱難營商環境及財務狀況。與此同時，隨著企業陸續重拾正軌，中小企將需要充裕的銷售及營運資金流動性。若然我們繼續使用傳統的財務報表作評估，而非基於最新銷售和採購活動，我們有機會未能支援中小企、影響其現金流。」

「項目亦節省了我們與客戶的許多時間及人手：過往在申請融資時需挑出大量紙本文件，要花費多日以至數週去處理，但現時只需在單一平台存取便能完成，大大提升我們的營運效率。」

跨境區塊鏈先導項目

除了與業界組織GS1 HK合作，渣打香港亦積極支持政府帶頭的數碼貿易項目，包括是在2018年發起的「貿易聯動」(eTradeConnect)先導平台的創始成員之一。該平台是全港首個由香港金融管理局策動的貿易融資區塊鏈平台，能讓買賣雙方可在單一平台上，實時開立、交換和確認採購訂單、發票，乃至融資申請，並且容許交換必要的資訊。

在2020年11月，渣打香港成功透過香港「貿易聯動」和中國人民銀行的區塊鏈平

“Drawing on our early experience in digitalizing transactions for local businesses in 2018, we are now focusing on bridging the two public platforms in Hong Kong and Mainland China to support importers and exporters. This is part of our continuous effort to promote global trade and prosperity.”

Unleashing the Power of Partnership and Data

The emergence of digital trade platforms like ezTRADE has brought buyers, suppliers, logistics providers together into supply chain networks, and Standard Chartered is determined to leverage on these platforms for growth. The bank is embracing an open banking strategy to ensure that it can support cross-sectoral businesses no matter which platform or network they are using. It is joining forces with various platforms to provide their respective users easier access to the financial supply chain solutions across the footprint – going beyond physical and digital borders.

“Partnership is a big part of our success. We have been collaborating with administrations and fintech companies in different regions to tap into opportunities that are beneficial not just to our clients, but also the business sectors as a whole. It helps to foster trust among the trade participants, with a view to driving digitalization progress, improving efficiency, reducing risks and facilitating trade finance.”

Besides going digital, BJ believes what fuels the business growth is the ability to collect and analyse data. “Data is going to be incredibly valuable asset to everyone. The ability to generate insights from the harvested data is deemed the most critical opportunity going forward.”

In a more globalized world where more companies are collaborating and competing with each other, their success becomes increasingly dependent on how well they orchestrate different business activities and manage different partners along the supply chain.



台對接，完成香港與中國內地之間的首批跨區塊鏈平台試點交易。此第二階段成果非常關鍵，為未來推出更多跨境銀行服務鋪路。

「憑藉我們在2018年促成本地企業數碼化交易的經驗，集團現專注連繫香港與中國內地的公共平台，支援進出口商的業務，為促進全球貿易和繁榮持續作出貢獻。」

釋放合作和數據的力量

數碼貿易平台如「通商易」等日趨普遍，將供應網絡中的買家、供應商、物流商、金融機構緊密連繫，渣打亦銳意發展該市場。銀行透過開放式策略，確保任何行業、不論應用任何平台或網絡均能獲取銀行服務，並正與不同平台聯手為其用戶帶來簡單方便的供應鏈融資方案，突破實體及數碼界限。

「合作是奠定我們成功的基石。我們與世界各地不同的行政機關及金融科技公司合作，發掘新機遇，促進客戶以至整個行業的發展。這有助貿易夥伴加強信任，同時驅動數碼化進展步伐、改善效率、降低風險、便利貿易融資。」

除了數碼化，安必杰相信數據收集和分析的能力是業務發展的動力：「數據對任何人而言都是彌足珍貴的資產，而能夠擷取數據並將之變成有價值的資訊，便是未來最龐大機遇。」

當越來越多公司在全球市場中合作及競爭，他們成功與否將取決於其協作能力，以及管理供應鏈上不同持份者的能力。

“ I believe standards are important in building trade finance connectivity with the large amount of data shared between and across different partners and platforms. That’s where GS1 has a unique role to play.

當大量數據在不同夥伴和平台之間互相傳送時，標準便成為建立貿易融資互通性的關鍵，而GS1 HK在當中扮演著重要角色。”

Here for Good: 1 Billion COVID-Financing Fund

Although some local SMEs are already showing signs of recovery, the Q2 2021 Standard Chartered SME Leading Business Index remained below the “bull-bear line” pointing to a stagnant market outlook. “98% of businesses in Hong Kong are SMEs employing 45% of the workforce. So apart from trade finance, we are also supporting them with a range of offerings from short-term loan, mortgage, 100% SME Financing Guarantee Scheme, etc.”

一心做好：10億美元抗疫融資承諾

有本地中小企開始重拾正軌，但根據2021年第2季「渣打香港中小企領先營商指數」調查顯示，綜合營商指數仍低於50分界線(42.2)，經濟展望疲弱。「中小企佔香港企業98%，僱用約45%全港勞動人口，

To combat the crisis, Standard Chartered has committed US\$1 billion of not-for-profit financing to support companies helping in the global fight against COVID-19. Vinda Household Paper (China) Limited, for example, has received a US\$23 million facility from the bank, making it the first company in Asia to benefit from the project. The company has used the funds to support the new face mask production lines at its existing manufacturing facilities in Zhejiang and Guangdong, enabling production of up to 7 million masks every month.



Sustainability Financing

To help create a more sustainable world, the bank has recently launched the Sustainable Trade Finance Proposition with a suite of products and services that will help companies implement more sustainable practices and build more resilient supply chains. Under the new proposition, the bank will offer better support and financing terms to the manufacturers that meet the sustainability standards, or for the retailers who carry out green sourcing along their value chain. Digital trade platform like ezTRADE, for example, can significantly replace paper consumption with electronic information exchange, thus helping to minimize impact on the environment and contribute to meeting companies' own Environmental, Social and Governance (ESG) goals.



支撐本地經濟命脈；所以我們不但提供貿易融資，亦透過一系列服務如短期借貸、按揭、百分百中小企融資擔保計劃等協助其發展。」

為應對危機，渣打推出10億美元抗疫融資承諾，向協助前線抗疫的企業提供融資。維達生活用紙（中國）有限公司便成為亞洲區首間企業，成功透過該項目向銀行提取2,300萬美元貸款。該筆貸款將用於維達在浙江及廣東的廠房，投入新設備製造防疫口罩，提升每月口罩產能至700萬個。

永續性融資

為建設可持續發展未來，渣打近日推出永續貿易融資提案及一連串產品和服務，幫助企業實踐可持續經營活動及建立更強韌供應鏈。渣打在新提案下會為符合永續標準原則的生產商、或對推行綠色採購的零售商提供更佳支援和更佳借貸條款。以「通商易」般的數碼貿易平台作為例子，便可透過電子信息交換取代紙張消耗，助減低對環境影響，並支持企業用戶達成其環境、社會及管治目標。

“ Echoing our brand promise ‘Here for Good’, we are excited to help make global supply chain activities more sustainable, more inclusive and the world a fairer and better place to work and live.

我們很高興能協助構建更具永續性、更具兼容性的全球供應鏈，締造更公平及更優質環境，造福人們工作及生活狀況。 ”



Accelerating e-Commerce Fulfillment with RFID 以RFID加快電子商貿配送

As e-commerce continues to grow, companies are investing in supply chain visibility solutions to manage inventory. An apparel brand has expanded its RFID adoption for accelerated e-commerce fulfillment.

Using RFID, consumers can see the SKUs in stock on e-commerce platforms, whereas retailers can choose between store and warehouse fulfillment for each order placed. Therefore, retailers can choose to fulfill a customer's order through the closest store instead of a more distant distribution center, turning their stores into microfulfillment centers.

隨著電子商貿迅速增長，各企業亦正應用供應鏈方案以提升透明度及做好庫存管理。有服裝品牌就將無線射頻識別(RFID)應用於電子商貿上，加快配送流程。

於產品上應用RFID，除可讓消費者在電子商貿平台上看到庫存數量外，還可讓品牌在收到訂單後，決定貨品需從商店還是庫存發出。因此，品牌可選擇於比較接近消費者的地點出貨，將店舖轉變成小型配送中心。

Contact us to learn more 歡迎聯絡我們了解更多 :corpinfo@gs1hk.org

News Source 新聞來源: Retail Dive



Benefits of RFID 於產品上應用RFID的好處:

99% inventory accuracy
庫存準確度

60-80% stockout reduction
減少缺貨率

2-12% sales lift
提升銷售



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New Alliance Established to Foster Standardisation & Innovation in GBA

粵港澳大灣區標準創新聯盟正式成立



A new alliance aiming to foster standardisation and innovation in the Greater Bay Area was established and announced in the “Standardisation in Greater Bay Area” seminar held in Shenzhen. As one of the initiators, Anna Lin, Chief Executive of GS1 Hong Kong, joined the seminar online, hoping to drive growth in Greater Bay Area with standardisation and innovation, and build a win-win ecosystem through deepened collaboration.

Jointly established by community associations, enterprises, higher education institutions, standardisation experts and professionals, the Alliance aims to create an open, fair, shared, collaborative and standardised joint platform to propel development in Guangdong, Hong Kong and Macau with standardisation and interconnectivity.

粵港澳大灣區標準創新聯盟於早前舉辦的「同一個灣區，同一個標準」粵港澳大灣區標準創新研討會上正式成立。作為發起單位之一，本會總裁林潔貽於線上參與了研討會，期盼能透過大灣區的深度合作，以標準創新驅動粵港澳大灣區發展，共建多贏的合作生態系統。

該聯盟由粵港澳從事標準化的社會團體、企業、高等院校、標準化專家和專業人士共同發起成立，旨在打造開放、透明、公平、共用、共有、共為的標準化平台，聯合拓展灣區標準，促進粵港澳三地標準互聯互通，推動大灣區發展。



There's a great need in the Greater Bay Area to foster 'connectivity, integration and interoperability' via standardisation. At the same time, by integrating GBA standards with international standards, we can drive the GBA development and transform the Area into a world-class bay area.

粵港澳大灣區極需灣區標準，去驅動『聯通、貫通、融通』，同時也需積極探索灣區標準向國際標準升級，以先進標準引領大灣區高品質發展，推動該區建成世界級灣區。

Zhang Xiaogang former ISO President
張曉剛 國際標準組織前主席



A standardised system is the building block for the Greater Bay Area. It can connect the logistics flow, information flow and capital flow across borders and across cities, bridging the industries all around. GS1 system of standards is neutral, unique and recognized by global associations & partners, serving as a concrete foundation for digital economy development.

標準化系統對建設大灣區非常重要，能連繫跨市、跨境的物流、信息流和資金流，讓各地產業互聯互通。GS1的國際貨品編碼體系是國際認可、全球唯一的標準，是經濟信息化發展的重要基礎。

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



Soothing the Health Need of Urbanite with Locally-developed Health Products 本港研發保健品 紓緩都市人健康需求

Carry Yu
CEO, One Health International Limited
余寶珠
同健有限公司行政總裁



The evolving pandemic has put citizens on high alert to care for their own health. Found in 2018, “One Health” has been building a solid footing locally in times of pandemic, with its university-led clinical trial and laboratory certification. Currently testing the waters in south China region and eyeing South East Asian market for expansion, the local brand hopes to thrive in the region drawing on Hong Kong’s reputation for robust quality control and value.

“The brand was established by the former team of The Institute for the Advancement of Chinese Medicine (IACM) Ltd, a subsidiary of Hong Kong Baptist University (HKBU). As the institute decided to cease the manufacturing and commercialisation of some well-researched products, some alumni of HKBU felt the need to build “One Health” brand to continue selling those products with enhanced features, keeping them alive for the benefit of the public.” Carry Yu, CEO of One Health recalled.

Addressing Market Needs

Offering 2 major categories of 6-7 products each, namely oral and external use supplements, the brand’s Spleen Care and Throat Care Granule are crowned the flagship products. Aimed for bustling city workers, the sachets are soluble in drinks that saves people’s time for making, offering both convenience and protection.

“9 out of 10 Hong Kong people are suffering from dampness, mainly because Hong Kong’s humid weather and people’s practice to drying clothes inside the apartment. Living in a knowledge-based economy, Hong Kong people often think too hard, which can hurt the spleen and cause dampness too, resulting in fatigue and sore muscle. According to FRC market research, 93% of users recognized the efficacy of One Health Spleen Care Granule in reducing fatigue and refreshing mind, effectively fighting against sub-optimal health and increasing immunity.”

疫情持續反覆，市民更關注自己健康狀況。2018年面世的「同健」，以大學臨床研究實證及化驗所測試認證作賣點，疫情期間在本地市場逐漸站穩陣腳，正進一步在華南地區試水溫並展望東南亞市場，望以香港品牌代表的嚴謹監控、優質信譽在區內打響名堂。

「同健」行政總裁余寶珠(Carry)指：「品牌由前香港浸會大學屬下浸大中醫藥研究所團隊創建，當時有好些優質的產品被停產，因大學決定不再營運商品，有浸大舊生覺得可惜，便投入資源建立『同健』品牌，並將產品優化改良，讓產品繼續惠及市民。」

覷準市場需要

品牌現提供口服及外用產品2大類，各有6-7款產品，主打的健脾化濕沖劑及清熱利咽沖劑的目標客群為忙碌上班族，方便他們毋須煎藥、簡單沖調飲用，快速保障健康。

「香港人『10個有9個濕』，主要由於香港濕度高、而許多家庭又會在室內晾衫令濕氣加重，加上香港是知識型經濟，多思傷脾，脾傷易招濕困，導致香港人經常感覺疲倦、肌肉酸痛。我們的健脾化濕沖劑經FRC調查報告證實，93%用家認同有效祛濕及改善疲倦，有效抵抗亞健康，同時提升免疫力。」



Apart from physical sales channels in Mannings and CRcare, the company also emphasised the advantages of online channels such as onehealth.com.hk, HKTVmall, Hong Kong Healthy Living, TownGas Fun. It is also joining hands with different enterprises to offer discounts as an integrated approach to infiltrate the market and raise brand awareness.

Carry added that there's also a market need for their products in the humid South China region, but the main hurdles as their health supplements enter into Mainland markets are the complicated processes which may take months or years to complete, such as applications for health supplements and Chinese medicine certificates, or custom declarations. The company must also consider the promotion and management of the fragmented sales channels, or it may market to no avail.



公司除了在萬寧及華潤堂銷售外，主要集中透過網上銷售，如自家網店onehealth.com.hk、HKTVmall、香港大健康生活網、TownGas好氣fun等，同時與不同大企業合作提供優惠，務求以多元化策略滲透市場，提升品牌知名度。

Carry續稱，華南地區普遍濕氣重，所以產品在內地亦應受歡迎；只是健康產品如要大量入口國內手續非常複雜，既需要保健品証、中成藥証、出入口報關等，繁複手續可能要等一年半載才可完成，同時要審慎考慮各個零散分銷渠道的推廣與營運，否則投資有機會如泥牛入海。

Mainland “Big Health” Market Opportunities

“One Health” decided to try out GS1 HK’s “Trusted Market x WJH” programme, to speed up its product listing in the Mainland O+O (online & offline) markets using the Custom’s Green Channel*, facilitating sales and logistics for gauging better market response.

“We treasure highly our professional brand image because our expertise is rooted in the R&D for Chinese medicine. GS1 HK is a not-for-profit global organisation, so we share the kindred spirit and have faith in the programme.”

The programme offers one-stop omni-channel marketing services, covering customs declaration, products listing, cross-border and mainland logistics and storage, brand promotion to offline display. In about 2 months’ time, “One Health” products are already selling in the Mainland markets. Partnering with various large-scale reputable pharmacies for physical point-of-sales, the company’s products are listed on product display stands and digital kiosks, which enables mainland consumers to experience the products and connect them offline to online.

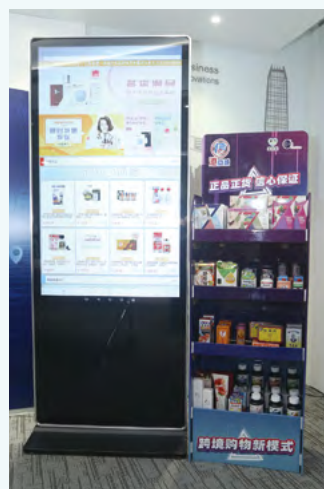
Products listed onto the platform via the programme will be given an exclusive anti-counterfeiting “REAL Barcode / QR” by GS1 HK to ensure the authenticity of its source, boosting confidence for the mainland consumers.

“We find the programme aptly address our needs for a start, providing professional customer service and operational support at a cost-effectively manner. Mainland consumers will also find our products trust-worthy with GS1 HK’s authentication label.”

國內「大健康」產業機遇

公司決定與GS1 HK合作小試牛刀，透過「信港商城x唯家薈」的官方報關通道*，將產品更快在國內線上線下市場上架，加速跨境銷售及付運、探索市場反應。

「我們以中藥科研為本，所以特別重視專業品牌形象。GS1 HK是非牟利的環球組織，所以我們對GS1 HK牽頭的計劃較有信心。」



「信港商城+唯家薈」項目為「同健」提供一條龍服務，由產品報關報備、平台上架、跨境及內地物流及存倉、品牌推廣以至線下佈點等，至今兩個多月已在國內發售。配合與內地大型連鎖藥房合作的線下佈點，「同健」產品在藥房的展示架及智能售賣機出現，讓內地消費者親身體驗，實行O+O推廣及銷售。

而所有經此項目的上架產品，均擁有GS1 HK提供的專屬二維碼防偽標籤「真的碼」，確保貨源真實性，為內地消費者提供正貨信心保證。

「我們在內地市場剛起步，所以信港商城頗切合我們需要，既有專業的國內團隊提供客服營運支援，大大減少額外營運成本；而產品亦加入GS1 HK防偽標籤，讓內地消費者對我們正版港貨更有信心。」

* Zenecom, holding company of WJH, is a cross-border e-commerce pilot enterprise approved by the Chinese government
唯家薈母公司牽你康是中國政府批准的跨境電商試點單位(綜試區)的企業



Caring Services Boosting Confidence

Specialised in R&D and pledged to top quality, the company has successfully procured the Innovation and Technology Fund, to which it is working with universities to innovate new slimming and liver-health products. Designed to revitalise the city dwellers who are deprived of sleep, exercise and regular meal hours, the company also introduced essential oil with ultrasonic aroma diffuser, warm and cold pack, etc.

“One Health” places great values on social and environmental responsibility, and was awarded “The Caring Company” for 2 consecutive years for its charitable deeds.

“On top of quality, we always put our customers first and listen to their needs and feedback, for example we have pledged to confirm orders within 24 hours and arrange delivery as quick as we can.”

Recognised by GS1 HK's 10th Caring Consumer Scheme, One Health reached the “4C” standards: **C**onsumer Centric, **C**onforming to Commitment, **C**hampioning Quality and **C**aring for staff. “The ‘Consumer Caring Company’ honour is a vote of confidence for our customers and team, offering customers a peace of mind to buy and consume whilst empowering employees to strive for excellence.”

貼心承諾 信心保證

公司專注科研、恪守品質至上，並成功申請了兩項創新及科技基金，與大學合作研發減肥及健肝產品，同時引進香薰精油及超聲波香薰機、冷熱敷袋等外用保健品，正正針對都市人食無定時、休息不足又缺乏運動的保健需要。

「同健」亦十分重視社會責任及環保，並已連續兩年獲社聯頒發「商界展關懷」證書，表揚其熱心公益。

「公司一直以客為先，在卓越品質之上同時願意聆聽顧客需要，例如我們堅持24小時內覆實訂單、儘快送貨到顧客手上。」「同健」獲本會第10屆「貼心企業嘉許計劃」的表揚，便是因其以消費者為中心、堅守優質服務、確保產品質素及關愛員工等。「獲得『貼心企業』的第三方認證，對我們的團隊及顧客都好像一支強心針，讓顧客買得更安心，員工更積極投入工作，亦有助提升我們品牌知名度。」



Carry believes Hong Kong brands still enjoy some advantages. “Hong Kong has been known for its quality control system and stringent regulations. They are not only excellent assurances to most buyers that will not change in the short run, but also an important element for the medicine and healthcare industry. These assurances are the pre-requisites for local business like us to stay competitive in the markets.

Carry相信本地品牌仍具優勢。「香港在品質監控上科學化、規定嚴謹，對買家而言仍是質素保證，我相信這個金漆招牌在短期內不會改變。這對醫藥保健行業尤其重要，是港商維持競爭力的先決條件。」

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營運效率提升

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減低生產錯誤率

Focusing on soy production in Hong Kong for more than 60 years, Sun Fat Heung Food Products Ltd. (Top Soya) followed the advice from GS1 HK's Smart Professional Service Team (SPS) and successfully transformed their production line into "Smart Operations", achieving efficiency with "Go Smart" strategies.

60年來專注豆品事業的新佛香食品有限公司(壹品豆品),就在GS1 HK智慧專業服務(SPS)的協助下,成功以「Go Smart」策略推行「智慧營運」。

3 "Go Smart" Tools Used by Top Soya 拆解壹品豆品3大「Go Smart」工具

View the case here
觀看個案



Artificial Intelligence (AI) + Video Analytics: Automated manual processes like checking if expiry dates are clearly stamped on the bottle cap, counting the number of products manufactured to automate product validation, SKU identification to ensure quality output etc.

人工智能(AI) + 影像分析: 將人手工序自動化 - 檢測瓶蓋上有否清楚標明有效日期、計算各種產品的生產數量,為產品進行自動驗證、統計單品數量,確保輸出質量



Smart Sensors: Capture environmental index like temperature, humidity, air quality and noise, to safeguard product quality and occupational health.

智能感應器: 測量溫度、濕度、空氣質量和噪音等環境指標,確保產品質量及職業安全



Dashboards: Visually track and display the process performance, e.g. discrepancy and environmental data, enabling the company to proactively act before issues arise

綜合圖表: 即時展示業務營運資訊,如生產效能、環境數據資料,在事故發生前及早採取行動

GS1 HK's Smart Professional Services (SPS) can help businesses leverage various "Go Smart" strategies to digitally transform, enhance operation and supply chain efficiency, or even facilitate their TVP application processes!

GS1 HK的智慧專業服務(SPS)可助企業善用各項「Go Smart」策略提升營運及供應鏈效率,甚至協助企業申請TVP資助進行轉型!

Promoting Innovation & Technology @ Smart Business Innovation Centre 智慧科技創新中心 推廣創科



JPC (Junior Police Call) visited GS1 HK's Smart Business Innovation Centre to shoot a video about Smart Retail, promoting innovation and technology development. Dr. Stephen Lam, Chief Operating Officer of GS1 HK introduced the latest smart retail technology development and demonstrated how businesses can leverage technologies like RFID, Big Data, Artificial Intelligence to drive business growth in the video.

早前**JPC少年警訊**於GS1 HK的智慧科技創新中心進行拍攝,以推廣創科發展。本會首席營運總監林漢強博士以行業專家身份出鏡,講解最新智慧零售技術發展,並示範商戶可以如何善用無線射頻辨識技術(RFID)、大數據、人工智能等科技,帶來業務增長。

Contact us to visit 歡迎聯絡我們預約參觀 :corpinfo@gs1hk.org

20 Years of Entrepreneurship with Ingenuity and Quick-wit

破格思維 靈活食腦 廿載創業路

Shea King Fung

Managing Director, Yummy House

余瓊峰

美味棧董事總經理



As cooking and dining at home becomes the new normal, a great variety of food and grocery stores popped up as a result. Famous for sauce and condiments, broth, snacks and canned foods, Yummy House has went through the highs and lows because of the new market environment. “Before COVID, we normally received more than 10,000 day-tour visitors from around 100 coaches every month. Of course they are all gone now, but the growth in online sales somehow allows us to take the rough with the smooth.” In 20 years of time, Shea King Fung, Managing Director of Yummy House, has built the brand in global markets, all thanks to their family business network, his ingenuity and out-of-the-box thinking.

Hongkonger Starts from Scratch to Build a Brand

“My family found their first bucket of gold by trading garlic 50 years ago, then turned to dried food and grocery wholesale business later. We were the sole agent in Hong Kong at that time, making trade in overseas countries all over the world. My mum brought me to Mainland China to manage food trading since I was 11, so I felt a special bond with the industry.”

The export trade business has opened up Shea’s connection with hundreds of food manufacturing plants in China, as well as numerous Chinese supermarkets across the world. He then thought about building a brand in 2001. “We bumped into dishonest merchants or fraudulent practices from time to time, after we spent huge amount of efforts sourcing goods for buyers. Besides, during the period of China’s reform and opening-up policies, a lot of manufacturers started to compete with us and contacted the overseas buyers directly, that’s why I decided to build a brand of my own.”

留家煮食、在家用餐成疫下新常態，各類食品及糧油雜貨店如雨後春筍般湧現。主打調味醬汁及湯包、零食、即食罐頭的美味棧，在新環境下縱有受益亦受影響。「疫情前我們每月會接待100多架旅遊巴、萬多位『一日遊』顧客，現在當然今非昔比，但隨著網上生意增長，仍可以拉上補下。」美味棧董事總經理余瓊峰帶領品牌在20年間名聞中外，除歸功於家族生意網絡，亦因其別出心裁性格和心思。

香港仔另起爐灶 創立品牌

「我家族在50多年前開始做蒜頭買賣發跡，其後在南北行做乾貨雜糧批發，當年是獨市生意，在海外多個國家都有生意往來。我由11歲開始跟媽媽返大陸做食品貿易、自始與內地食品業結下不解之緣。」

轉口貿易生意讓余瓊峰接觸到國內數百家食品製造廠，以及無數海外華人超市，他在2001年便起了創立自家品牌念頭。「我們幫人搵貨配貨，中間遇過不少失信及欺詐經歷，而當年正值內地改革開放，內地廠商可以直接與海外客戶聯繫形成競爭，遂決定自創品牌。」



Selling more than 400 different kinds of grocery, snacks, dried seafood and soup packs, the company's original sauce, mustard tuber and biscuits remain the top of sales chart claiming 70% of revenue. "Back in the days, oyster sauce was immensely popular. Unwilling to drift with the current, we came up with abalone sauce using dried scallop, which has become one of the best-selling sauces in our portfolio to date that has drawn many copycats, even the big brands launched similar products in the market. We also pioneered the traditional premium soy sauce, making us the one of the key leaders in the market."



公司現售賣400多款糧油、小食、海味、湯包等，但其原創醬汁、榨菜及零食餅乾仍是最熱銷產品，佔公司7成營業額。「當年蠔油非常受歡迎，但我們不想隨波逐流，便與廠家自行研發鮑魚汁，加入瑤柱等提鮮，變成最好賣的醬汁之一，更引來不少大品牌跟風。另外我們亦首創傳統地道的頭抽，在頂級豉油市場中、美味棧仍穩佔一席位。」

Creative Use of Trending Comic and Games for Promotion

Product innovation is key to a brand, whereas original marketing strategy is just as important to impress consumers. "My son loves Animal Crossing, a video game that allows players to create their own imaginary world. This inspired me to ride the wave of the game for our marketing and stay ahead of trends. We posted HK\$20,000 to hire a player to build a "Yummy House World" in the game, and ended up with a large number of job candidates, raved discussions in town, and a considerable foreign media online coverage, which were totally unexpected. "



"Before this, we had made advertisements using Japanese manga style and received quite positive feedbacks from the market. It has inspired other brands to pay big bucks for Japanese animation makers to recreate Hong Kong street scenes with a heart-warming story."

貼地漫畫遊戲推廣 創意爆燈

產品推陳出新固然重要，亦要配合破格的營銷策略，才能在消費者腦中留下深刻印象。「兒子很喜歡玩《動物森友會》，玩家可以自製出整個世界，便啟發我利用遊戲世界去推廣品牌產品、緊貼潮流。公司用\$20,000月薪去聘請『美味棧動森遊戲專員』，吸引許多申請者之餘更引發社會熱話，連外國的網媒新聞都有報導，實屬意料之外。」

「公司之前曾利用日系漫畫去作廣告，牽動市場回響，亦激發其他品牌重金禮聘日本動畫師創作療癒動畫廣告、重現港式風景，亦算是突破之作。」



Caring Service and Use of Technology are the Imperatives

Recognised as Caring Company for 6th consecutive years, Yummy House is well known for its consumer centricity. “After-sales service is always one of our top priorities, a customer had once asked for exchange of the sauce and snacks that turned bad, even though we found out the issue was caused by improper storage by the customer, we still replaced the little leftovers with new ones to ensure the food safety.”

“Besides collecting customers’ feedback at stores or in exhibitions, we have also tapped into big data like online search performance to introduce new products, for example ready-to-eat sea cucumber, ready-to-drink soup, to keep our products up-to-date.” Responding to customers’ needs and market demands shows the company’s commitment to on-going improvement.

Learning New Economic Culture and Agile to Market

As member of GS1 HK’s SME Advisory board, he shared the same concern with other peers as the COVID-19 situation lingers for another year and continues to cause recession. “The pandemic has suspended container terminals and flights, and dealt a severe blow to many Chinese importers and exporters. As Mainland China advocates internal domestic economy, it can be a big window for many businesses.” Shea advised local SMEs to take a leap of faith in new initiatives, instead of waiting to be saved or fantasizing economic recovery very soon.



Despite the need for weeks of mandatory quarantine, I had travelled back and forth to Mainland China and experienced great changes each time in the post-COVID era, from the salary of Meituan delivery man, to the virtual promotional tools and platforms, all showing signs of opportunities. So I encourage SMEs and the young people to visit and get the feel themselves in Mainland China, to recognise the PROs and CONs of yourself and the environment, so you can find your own development and growth.

「自疫情以來我已經到內地多次，雖然過程中要強制隔離多個星期，但期間我看到內地後疫情時代轉變極大，由美團送貨員的薪酬、到網上推廣平台都正經歷翻天覆地的變化，可說是機遇處處。不論是中小企或年輕一輩，都應該嘗試北上親身體驗，認清自身及環境的優勢和不足，方能成長發展。」



貼心服務、科技應用是關鍵

美味棧已連續6年獲GS1 HK嘉許為貼心企業，向以消費者為中心著稱。「售後服務一直是我們十分關注的環節，有顧客曾投訴醬料和零食味道有變而要求換貨，即使我們發現產品變質是因客戶存放不當所致，但我們仍將只剩少量的產品替換，以保障顧客安全。」

「除了在門市及展銷會如工展會搜集顧客意見，我們亦利用大數據去發掘新產品，譬如即食海參、即飲湯包等，都是因留意到網上熱搜情況而加強自家產品組合。」回應顧客要求、迎合市場所需，便是美味棧持續改進服務的體現。

學習新經濟文化 靈活應對

作為中小企諮詢委員會成員，他最擔心疫情會持續多一年，令整體經濟萎縮。「疫情令貨櫃碼頭及航班停運，對許多中國的進出口商而言打擊甚大。內地現在推動內循環，我相信是一個逃生門。」他寄語香港中小企要放手一搏，不要因疫情望天掛、等待救援，或妄想疫情很快消退。

1ST ANNIVERSARY

of GS1 HK BARzaar - **FREE** Promotional Channel for Your Products **免費**助你產品開拓新銷售渠道



20 May marked the 1st Anniversary of GS1 HK BARzaar, in which over 500 products have been listed on the platform in the past year. Online shopping has become a major trend, it is estimated that by 2040, over 95% of purchase decisions will be facilitated by e-commerce*. Seize online shopping opportunities with GS1 HK BARzaar now!

於剛過去的5月20日為GS1 HK BARzaar成立一周年，平台已成功幫助超過500件產品開拓新銷售渠道，接觸新客戶。網購成為了消費者的新習慣，更有預計指，及至2040年，有95%的購物決定將會透過網上平台進行*。立即善用GS1 HK BARzaar推廣平台，把握網購新商機！

3 Reasons to Promote Using GS1 HK BARzaar:

- Promote your product offers to over 8,000 GS1 HK members and their staff, families and friends
- Free sales channel to reach out to potential customers
- Leverage promotional channels such as Facebook/enewsletter & eDM to drive traffic to your website and increase brand awareness

* Source 資料來源: Nasdaq

善用GS1 HK BARzaar的3大理由:

- 將產品優惠推廣至超過8,000名GS1 HK會員及他們的員工、家人及朋友
- 免費推廣平台，讓您接觸更多潛在客戶
- 透過Facebook/電子通訊/電郵等推廣平台，將消費者帶到您的品牌網站，讓更多人認識您的產品

GS1 HK members can join as merchant on GS1 HK BARzaar for FREE to promote your offers! GS1 HK會員可免費成為合作商戶，推廣產品！
Contact us to learn more 聯絡我們了解更多 :corpinfo@gs1hk.org

Visit GS1 HK BARzaar
立即瀏覽GS1 HK BARzaar平台



GS1 HK BARzaar 1st Anniversary Offers 一周年精選優惠:

Gilman 太平家電家居優惠

Gemini 離心過濾 多功能無線吸塵機 GVC22R \$2,998 \$658	Gemini 8公升 迷你焗爐 GOV8P \$1,998 \$168	Gemini 四季智能 迷你養生壺 GMK600 \$298 \$338
Gemini 27公升 抽濕機 (送維修焗爐) GD27W \$4,998 \$1,798	Gemini 2100W 高效能電磁爐 GIC21B \$998 \$350	Gemini 多功能溫 控即熱式飲水機 GWD210R \$998 \$698
Gemini 多功能 負離子直立風扇 GTF46L1 \$1,498 \$480	Gemini 專業 蒸汽掛燙機 GGS175G \$998 \$348	Gemini 長管手提 乾濕兩用吸塵機 GVC14X \$298 \$318

**Gilman Home Appliances
Up to 90% off**

Gilman 太平家電 - 低至1折

Promotion period till 30th Jun, 2021
優惠期至2021年6月30日



Cherry 網店開幕
迎新禮遇
成為e會員
即賞 **1000分**
每20積分=HK\$1

**Register as Cherry e-Shop Member
to Enjoy 1000 Points Reward
(equals to HKD50)**

登記成為Cherry網店會員

即送1000分(即HKD50)

Promotion period till 13th Nov, 2021
優惠期至2021年11月13日



H2F
全新顏色口罩
更多色彩 更多選擇
GS1HK 專享半價優惠

**H2F Mask Customizable Colored
Mask -50% off**

H2F口罩訂製色彩配搭口罩 - 半價

Promotion period till 10th Aug, 2021
優惠期至2021年8月10日



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

Seize Billion Dollar Opportunity on Amazon with **Valid Product GTINs** 使用正規的產品條碼(GTIN) 把握亞馬遜千億商機



Generating a turnover of USD108.52 billion, Amazon's sales continued to soar and surpassed market's projection in the 1st quarter of 2021. To seize the multi-billion-dollar e-commerce opportunity on Amazon, businesses must obtain GTINs (i.e. product barcodes) from GS1.

亞馬遜的首季業績顯示，期內營業額持續增長，錄得1085.2億美元，遠超市場預期。要把握亞馬遜上的千億電子商貿商機，商家必須獲取GS1的全球貿易貨品編碼(GTIN，即產品條碼)。

“ Product listings with invalid GTINs (i.e. not provided by GS1) will be removed. Merchants must provide a unique product identifier, known as GTIN (Global Trade Item Number) to create new listings. 如產品使用無效的GTIN(即不是由GS1提供)，就會被亞馬遜因產品『無效識別』而移除。賣家在Amazon上架時必須提供正規且唯一的產品識別碼 – 全球貿易貨品編碼(GTIN)。”

Latest announcement of Amazon Seller Forum
亞馬遜(Amazon)於賣家論壇上的公告

If products are classified as invalid by Amazon and listed in “Fix your product” page, merchants must provide with the requested information such as GS1 certificate, name and contact information of manufacturer and brand owner etc by the due date, or else products will remain inactive, or even be removed.

若亞馬遜將產品視為無效，並列於「修復商品頁面」上，商家就需要於指定期限內即時提供所需的訊息，例如是GS1證書、製造商和品牌商的名稱和聯絡方法等。否則，該產品列表將繼續保持無效狀態，甚至被刪除。

On average, SMEs located in US sell 4,000+ items on Amazon per minute. As Amazon's shopping festivals like Prime Day Sale approach, list your products on Amazon now with GTINs!

美國的中小企平均每分鐘於亞馬遜上售出超過4,000件產品。Amazon Prime Day等多個大型促銷購物日將至，立即申請GS1 GTIN將產品上架，把握大商機！

GS1 Hong Kong is the only authorised body to assign GTINs in Hong Kong. GS1 and GS1 HK have NOT appointed, contracted or otherwise authorized any third parties to “sell” GS1 GTINs or GS1 Barcode Numbers.



GS1 HK是唯一在香港能獲授權發出GTIN的機構。GS1和GS1 HK均從未委託或授權予第三方「出售」GS1貨品編碼。

Contact us at corpinfo@gs1hk.org to learn more and apply for GTINs.

歡迎聯絡我們corpinfo@gs1hk.org了解更多及申請GTIN。

Learn more
了解更多



Celebrating the 50th Anniversary of GTIN

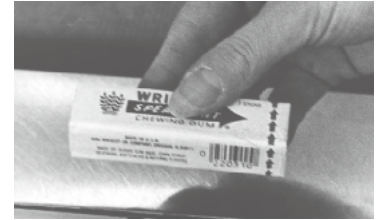
Little Barcodes • Big Opportunities

慶祝條碼50週年 小條碼 • 大商機



50 years ago, GTIN – the number behind the barcode that transformed global economy and revolutionised retail and supply chain operations was developed.

50年前，為零售及供應鏈運作帶來重大變革，改變全球經濟的條碼正式誕生。



Industry leaders in commerce, including Heinz, General Mills, Kroger and Bristol Myers Company, remade global markets for the better, by agreeing to use a unique identifier for product identification - Global Trade Item Number - or known as the “GTIN” (Global Trade Item Number, i.e. product barcodes).

當時全球零售雜貨及消費品的領導企業均有參與其中，包括美國亨氏公司(Heinz)、General Mills、Kroger和Bristol Myers Company。所有管理層均認同業界需要一個統一系統，以獨有識別每一件產品，並稱之為GTIN(即產品條碼)。

The BBC named the resulting outcome one of “the 50 things that made the world economy.”

BBC更將上述事件稱為「50件影響全球經濟事件」之一。



Barcode Benefits 產品條碼帶來的效益:



Speed up retail checkout process
加快零售店結帳



Enhance warehouse management
提升倉庫效率



Transform supply chain and consumer experiences
改善供應鏈以至消費者體驗

Today, the barcode is scanned over 6 billion times everyday, and is evolving to next-generation barcodes.

時至今日，產品條碼每日的掃描次數超過60億次，並逐漸演變成新一代的條碼。



As consumers demand more and better product information in the digital era, it's time for business leaders to come together now to develop next generation barcodes – in addition to enhancing retail and supply chain efficiency, they also hold vastly more information.

在數碼時代，消費者比從前需要更多更完善的產品資訊。業界需要再次攜手協作，開拓出新一代的條碼。新一代的條碼將繼續提升零售及供應鏈效率的同時，載有更多的數據。



Are you ready to Scan Next-gen Barcodes?

消費者也能掃描新一代產品條碼?

The data-rich, next generation barcodes enable consumers to scan to obtain trusted information like whether a product contains allergens, if it is organic, and information on its carbon footprint, providing consumers with greater level of trust and loyalty on products.

新一代條碼載有更龐大資訊量，讓消費者掃描條碼就可獲取可靠的訊息，了解產品是否含有致敏原、是否有機，或其碳排放資訊等，有助提升消費者對產品的信心。

Want to learn how barcodes will evolve in future?

條碼未來會如何演變?

Watch the video
to learn more
觀看影片了解更多



Little Barcodes • Big Opportunities 小條碼 • 大商機



Revealing 3 Hidden Features of Barcodes: Scan to Search, Buy & Share 條碼三大隱藏功能：「碼」上搜尋、購買及分享

Barcode has been evolved over time in the digital era. Using a simple barcode, brands can now **engage consumers at different stages of their buying processes for free!**

踏入數碼時代，產品條碼亦在與時並進。只需一個簡單的產品條碼，就可**免費**助品牌連繫消費者的整個購物旅程！

When consumers want to buy products... 當消費者想購買產品時...

Scan to Search 碼上搜尋



Consumers can simply scan the product barcodes with mobile's "Scan QR" app/ Google Search Engine to search for detailed product information.

只需簡單用手機的「QR掃描」程式/Google搜尋引擎掃描產品條碼，就可搜尋到產品的詳細資訊。



Scan to Buy 碼上購買



After scanning the product barcodes with mobile, consumers can be directed to various online marketplaces, including e-commerce platforms and e-shop of the product.

使用手機掃描產品條碼後，消費者還可以即時看到產品的各個網上銷售點(包括品牌網店及各大網上平台)。



After purchasing the products, they can also share and recommend the products to friends in a simple and accurate way:

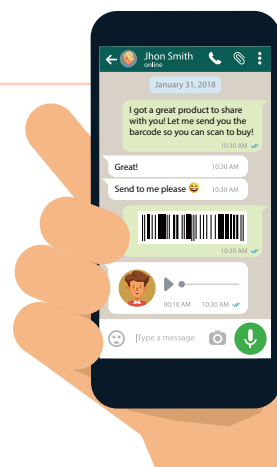
購買過後，更可簡易+準確地將產品分享給好朋友：

Scan to Share 碼上分享



After buying the products, consumers can simply recommend their friends to buy the same product by sharing an image of the product barcode to friends. Their friends can thereby scan to search & buy with great convenience.

在購買過後，如想將產品推介及分享給好朋友，只需將產品條碼的相片分享，對方就可透過同樣方法「掃碼」搜尋及購買產品，簡單快捷。



Barcodes – Helping Brands to “Go Digital” & Promote for FREE: 條碼- 免費助您「Go Digital」做好產品推廣：



Boost e-Shop Visibility Online
提升品牌網店排名



Increase Conversion Rate
提升轉化率



Improve Search Relevancy
提高產品搜尋結果準確度



Enhance Consumer Experience
改善消費者購物體驗



Experience Now 立即體驗!

1. Please scan the barcode on the left with mobile's "Scan QR" app / Google Search Engine. 請以手機的「QR掃描」程式/Google搜尋引擎掃描左方的產品條碼。
2. After scanning the barcodes, you will see search results on Google. Consumers can then buy the products on various e-commerce platforms/ e-shops. 掃描條碼後，Google便會顯示出搜尋結果。消費者便可即時在各大電商平台/網店購買產品。

Encouraging Repeat Purchase with QR Codes Anytime 百變QR碼 增加回購率

Brands can also encourage repeat purchase by adopting GS1 QR Codes on their products, enabling consumers to “Scan for surprises” anytime, anywhere.

How can brands create delightful “scan QR code” experience?

- Same QR code, different promotion offers at different times
- Direct the consumers to brand's website/GS1 HK's BarcodePlus platform to learn more about the product, watch promotion videos, or even share on social media.

品牌更可在產品包裝上添上GS1的QR碼，讓消費者可以「掃碼有驚喜」，增加回購機會。

「掃碼」後的驚喜包括：

- 隨時隨地以同一QR碼，於不同時間，推出不同優惠
- 掃碼後連接到品牌網站/GS1 HK的BarcodePlus平台，了解產品資訊、觀看影片及分享至社交媒體



Contact us to learn about the power of GS1 QR codes, and implement different marketing campaigns anytime with the same QR code!

想知如何善用GS1 QR碼的百變功能，於不同時間，顯示不同的優惠？

Email to 歡迎電郵至: corpinfo@gs1hk.org

Watch the video to learn more
觀看短片了解更多



Over 90 “Consumer Caring Companies” Pursued Consumer Care as Top Priority

超過90間本地企業 堅持以客為先 獲嘉許為第十屆「貼心企業」



Despite the raging pandemic, many companies are still committed to maintaining “consumer first” strategy with quality products and services. Over 90 companies were recognised in the 10th Consumer Caring Scheme this year, with over half of the companies have joined for 5 years or more, showing that the business community always pursues consumer care as top priority to encourage repeat purchase. Congratulations to all “Consumer Caring Companies”!

縱使疫情為營商環境帶來挑戰，許多企業仍堅持以客為先，冀以貼心服務增加回購率。GS1 HK的「貼心企業嘉許計劃」已舉辦10年，今年更有超過90間本地企業獲得嘉許，當中有一半企業更是連續5年或以上獲得嘉許，反映香港商界對貼心為客，提升消費者體驗的堅持。恭喜各獲嘉許的「貼心企業」！



10 Years Recognition 「十年賞」

(arranged in alphabetical order 按公司名稱英文字母排序)



5 Years+ & 5 Years Recognition 「五年+賞」及「五年賞」

(arranged in alphabetical order 按公司名稱英文字母排序)



Other Recognised Winners & New Join Companies

其他獲嘉許企業及2020年新加入企業

(arranged in alphabetical order 按公司名稱英文字母排序)



10 Years Recognition Consumer Caring Tips 「十年賞」企業貼心大法

“Sharing the same “consumer centric” value with Consumer Caring Scheme, Casablanca adheres to the philosophy of “contemporary designs, innovation, functions” to provide high-quality products for our consumers. We will continue to pursue consumer care as the top priority, creating healthier and enhanced sleep experience for our consumers. 憑藉與貼心嘉許計劃中「以消費者為先」的相同理念，Casablanca多年來堅持「時尚、創意、功能」的設計理念，為客戶提供優質的床上用品。未來我們將繼續實踐「貼心」理念，為大眾的睡眠健康發掘更多可能。

Casablanca Hong Kong Ltd 卡撒天嬌香港有限公司

“With our well-established reputation, “Chuan Chiong” now manages close to 400 products. We are honored to be recognised as “Consumer Caring Company” throughout the years, which affirms our commitment to quality products and service. We will continue to seek progress amidst stability, maintaining our trustworthy brand reputation to consumers. 「泉昌」一直保持「老字號」穩健的企業形象，經營產品接近400款。連續多年成為「貼心企業」肯定了我們的優質產品及服務質素，我們會繼續穩中求變，與時並進，務求成為顧客心目中一個值得信賴的品牌。

Chuan Chiong Co Ltd 泉昌有限公司

“Developing our products with nutrition, taste and sustainability, Vitasoy is committed to promoting sustainable nutrition, contributing to the communities and integrating social responsibilities. Consumer Caring Scheme not only helped us to improve our operation processes, product and service quality, but also support us in building stronger relationship with customers. 維他奶以營養、美味及可持續發展作為開拓產品方針，從而推廣可持續的營養，並重視社會責任及致力回饋社會。「貼心企業」嘉許助我們不斷改善業務流程、產品及服務質素，並與顧客建立更深厚的關係。

Vitasoy International Holdings Ltd 維他奶國際集團有限公司

4 Tips to Boost Consumer Confidence

貼心4大法則 助您贏得消費者信心



Customer Centric
以消費者為中心



Conforming to Commitment
信守承諾



Strive for Quality
追求品質



Caring for Staff
關愛員工



73% of consumers will be more confident in the companies with “Consumer Caring”^{*}.

Join now, so your consumers can purchase your products with a peace of mind!

73%受訪者表示「貼心企業」標誌會增強他們對獲嘉許機構或品牌的信心^{*}。立即加入，讓消費者買得安心！

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

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)

- 21 LIFE LTD
- ANGEL YEAST (HK) CO LTD
安琪酵母(香港)有限公司
- APEMAN INTERNATIONAL CO LTD
猿人國際有限公司
- ASIA BIOLOGICAL INT'L GROUP (HK) LTD
亞太生物國際集團(香港)有限公司
- ASIAN MEA INC LTD
浩治有限公司
- AUISET BIOTECHNOLOGY CO LTD
歐艾賽特生物科技有限公司
- AURORA INVESTMENTS GLOBAL LTD
- AUSTRALIA'S OWN (HK) TRADING CO LTD
香港澳牧貿易有限公司
- BADUN FAMILY (HK) INT'L LTD
巴頓家族(香港)國際有限公司
- BAIJIN LISHENG (HK) GROUP CO LTD
佰津利昇(香港)集團有限公司
- BAREBOOBY
- BEAN MANUFACTURING LTD
- BEFOND FOOD TECHNOLOGY CO LTD
畢梵食品科技有限公司
- BEIKE REALSEE TECHNOLOGY (HK) LTD
- BESPRIT LTD
- BESSTAR TECH LIMITED
- BIOCARE ENTERPRISE LTD
寶康雅企業有限公司
- BOTTLENOSE DOLPHIN LTD
- CACT (HK) TRADING CO LTD
中航集運(香港)貿易有限公司
- CARLSBERG GROUP (BELGIUM) LTD
嘉士伯集團(比利時)有限公司
- CASA COLLECTIVE LTD
- CB DIRECTION LTD
善彼德國際有限公司
- CCIR ASIA PACIFIC LTD
- CHERVON (HK) LIMITED
泉峰(香港)有限公司
- CHICKEN WINGS MOUNTAIN COM. LTD
雞翼山有限公司
- CHINA FREE TRADE ZONE CROSS-BORDER COMMODITIES CO LTD
中國保稅區跨境商品有限公司
- CHU KWUN KEE METAL MFY LTD
- CHUANG HUI VEGETABLES LTD
創輝蔬菜有限公司
- CIGRAAL LTD
- COMFIT HEALTHCARE DEVICES LTD
智康健醫療設備有限公司
- COW COW STORE LTD
牛牛生活有限公司
- CREATIVE FRESH UNIVERSAL FOOD LTD
創鮮環球食品有限公司
- CS GROUP HOLDINGS LIMITED
德廚控股有限公司
- CURRENT TREND PRODUCTS LTD
- DASANYUAN FOOD CO LTD
大三元食品有限公司
- DE LA VALLEY LTD
- DEKAVI INTERNATIONAL GROUP LTD
帝卡維國際集團有限公司
- DEMO CLASS PUZZLE LTD
動漫課堂益智股份有限公司
- DIGITAL INFINITY LTD
- DIGIVERZUM HK LTD
- DIKALE (SWITZERLAND) INDUSTRIAL CO LTD
帝卡樂(瑞士)實業有限公司
- DOLERS INDUSTRIAL CO LTD
多樂時實業有限公司
- DR. PLANT INTERNATIONAL LTD
植物醫生(國際)有限公司
- DRAGON SOUL LTD
晨龍文化有限公司
- DRESSWEL LTD
- EBONEE (GERMANY) TECHNOLOGY CO LTD
艾博尼(德國)科技有限公司
- EC SING LIMITED
- ELITE BRANDS LTD
藝儷(香港)有限公司
- ENJOY CATERING SERVICES LTD
樂婷餐飲服務有限公司
- ENVIRONMENTAL INTERNATIONAL LTD
國際環保有限公司
- ESSENCE GLOBAL CO LTD
一葉物華有限公司
- EVERIFE INTERNATIONAL LTD
祥豐國際有限公司
- EXCEL MOBILITY MANUFACTURING CORPORATION LTD
壹笑助行製造有限公司
- EXPRESS ASIA GROUP LIMITED
新通亞洲集團有限公司
- FERRA AUDIO LTD
法拉音響有限公司
- FILTER KING LTD
浩昌企業有限公司
- FORTUNAOPTI CO LTD
- FRANCE SHANLEY EARL LIQUOR INTERNATIONAL CO LTD
法國軒利伯爵酒業國際有限公司
- FSL GROUP LTD
豐盛生活集團有限公司
- FUNG NEST INTERNATIONAL (HK) HOLDINGS LTD
豐巢國際(香港)控股有限公司
- GAIN DETAILS LTD
- GAYA GLOBAL LTD
嘉耀環球有限公司
- GERMANY BAILONG BAOLAINA BEER INTERNATIONAL CO LTD
德國柏龍寶萊納啤酒國際有限公司
- GERMANY CARLOSGER BEER LTD
德國卡洛斯格啤酒有限公司
- GERMANY DINGLI NEW TECHNOLOGY SHARES LTD
德國頂力新科技股份有限公司
- GOOKU CO LTD
高慄有限公司
- GRAIN MILL LTD
五谷療坊有限公司
- GRAND & WELL ENTERPRISES LTD
俊銘企業有限公司
- GREENWAY BIOTECH CO LTD
- GUANG YUAN DA FOOD CO LTD
廣源達食品有限公司
- GUANGMA INTERNATIONAL GROUP CO LTD
廣麥國際集團有限公司

72. GUANGYITANG PHARMACEUTICAL (HK) CO LTD
廣億堂藥業(香港)生物科技有限公司
73. GUOJIN (HK) TECHNOLOGY GROUP LTD
國津(香港)科技集團有限公司
74. GUOKANG PHARMACEUTICAL (HK) GROUP HOLDINGS LTD
國康藥業(香港)集團控股有限公司
75. HANG SING (HK) PHARMACEUTICAL LTD
恆晟(香港)藥業有限公司
76. HAUZIK TECHNOLOGY CO., LIMITED
77. HEBEST JEWELRY HK CO LTD
香港匯比特首飾有限公司
78. HECHUTANG HEALTH INDUSTRY (HK) GROUP CO LTD
鶴初堂健康產業(香港)集團有限公司
79. HELLODOG LTD
80. HERBE MAGIC LTD
香港草本魔法有限公司
81. HK DIXIN INTERNATIONAL CO LTD
香港帝欣國際有限公司
82. HK HONGXUAN INTERNATIONAL INDUSTRIAL DEVELOPMENT CO LTD
香港鴻煊國際實業發展有限公司
83. HK KEDUODUO FOOD TRADE LTD
香港客哆哆食品貿易有限公司
84. HK SHIHUI (HK) INTERNATIONAL CO LTD
港食匯(香港)股份有限公司
85. HK WEIQIANYUAN TRADE LTD
香港富味源貿易有限公司
86. HK ZHIZHEN TANG BIOLOGICAL MEDICINE CO LTD
香港鄧臻堂生物醫藥有限公司
87. HONG KONG BLUE MOUNTAIN COFFEE (CHINA) HOLDING GROUP CO LTD
香港藍山咖啡(中國)控股集團有限公司
88. HONG KONG CHINESE HERBAL MEDICINE RESEARCH CENTER LTD
香港中草藥研究中心有限公司
89. HONG KONG DONGSHENG HOLDING GROUP CO LTD
香港東盛控股集團有限公司
90. HONG KONG JUHONG TECHNOLOGY LTD
香港聚宏科技有限公司
91. HONG KONG LITTLE BOSS FOOD CO LTD
香港小老闆食品有限公司
92. HONG KONG LIXING INDUSTRIAL LTD
香港利興工業有限公司
93. HONG KONG MINGJIA INTERNATIONAL GROUP CO LTD
香港名嘉國際集團有限公司
94. HONG KONG MYTH INTERNATIONAL CO LTD
香港神話國際有限公司
95. HONG KONG OUMAI FOOD CO LTD
香港歐麥食品有限公司
96. HONG KONG ROAD GROUP INDUSTRIAL CO LTD
香港汎道集團實業有限公司
97. HONG KONG RONGCIN GROUP HOLDINGS CO LTD
香港榮鑫集團控股有限公司
98. HONG KONG SINYA INTERNATIONAL TRADE CO LTD
香港新亞國際貿易有限公司
99. HONG KONG TAK FUNG HONG INTERNATIONAL CO LTD
香港德豐行國際有限公司
100. HONG KONG YOUYOU INTERNATIONAL TRADING LTD
香港友友國際貿易有限公司
101. HONG KONG YU YING INDUSTRIAL INVESTMENT LTD
香港鈺滢實業投資有限公司
102. HONGKONG BRIGHT FOOD (INT'L) CO LTD
香港煌尚食品(國際)有限公司
103. HONGKONG FIVE CONTINENTS INT'L TRADE LTD
香港五洲國際貿易有限公司
104. HONGKONG LAVEE DELA COSMETICS LTD
香港蘭頤化妝品有限公司
105. HONGKONG NEW ASIA GROUP CO LTD
香港新亞集團有限公司
106. HONGKONG NOVEL FOODS AND FUNCTIONAL INGREDIENTS LAB CO LTD
香港新型食品與功能成分實驗室有限公司
107. HONGKONG STYC TRADING LTD
香港食添一誠進出口貿易有限公司
108. HONGKONG SUICHENG CO LTD
香港歲成有限公司
109. HS DIGITAL COMMERCE COMPANY
圖南電子商貿公司
110. HUGO (HK) E-COMMERCE CO LTD
雨果(香港)電子商務有限公司
111. I. CAFE - COFFEE WORKSHOP LTD
112. IDESIGN WORLDWIDE LTD
壹·創意有限公司
113. IDUN BIO-TECHNOLOGY LTD
伊童生物科技有限公司
114. INVENTIVE TECHNOLOGY LTD
創科企業有限公司
115. ITALY BIG COCK GROUP CO LTD
意大利大公雞集團有限公司
116. ITALY RELLFORD INTERNATIONAL S.R.L LTD
意大利雷爾弗德國際有限公司
117. JAHIEL GROUP (HK) CO LTD
佳和集團(香港)有限公司
118. JAPAN KOOMY GROUP LTD
日本谷美藥業股份有限公司
119. JAPAN YECUN YITENG CLUB INTERNATIONAL CO LTD
日本野村伊藤會社國際有限公司
120. JUST FOR YOU CO LTD
121. K PLUS ENTERPRISES LTD
嘉橋企業有限公司
122. KADI INTERNATIONAL GROUP (HK) LTD
卡地國際集團(香港)有限公司
123. KAI LIN HEALTH INTERNATIONAL TRADE CO LTD
堪麟健康國際貿易有限公司
124. KAI QI FOOD CO LTD
凱琪食品有限公司
125. KANDO LIFE LTD
126. KAWA ELECTRONICS COMPANY LIMITED
卡瓦電子有限公司
127. KCI INDUSTRIAL LTD
維家實業有限公司
128. KESSHO LIMITED
129. KHAKI SNOW (HK) DEVELOPMENT CO LTD
卡其諾(香港)發展實業有限公司
130. KINGDEE INTERNATIONAL LTD
金沃國際有限公司
131. KOLN 3D TECHNOLOGY (MEDICAL) LTD
科能三維技術(醫療)有限公司
132. KWONG KEE FOOD DEVELOPMENT LTD
廣記食品發展有限公司
133. LESELLE FLORAL INDUSTRY LTD
莉香兒花業有限公司
134. LEXOR INVESTMENT LTD
135. LEYOUJIA HOLDINGS GROUP LTD
樂優佳控股集團有限公司
136. LIN & ZHENG TRADING CO LTD
137. LINDL GRAND MASTER (HK) CO LTD
金草師傅(香港)有限公司
138. LIFESTYLE (HK) CO LTD
簡約生活(香港)有限公司
139. LOK INTERNATIONAL LTD
樂蒂國際有限公司

140. LONGDECANG GLOBAL SUPPLY CHAIN CO LTD
龍德倉全球供應鏈有限公司
141. LUNA C COMPANY LIMITED
142. M PLUS MEDICAL GROUP LTD
日璋醫療集團有限公司
143. MAGNOLIA CONCEPT LTD
五味雜陳有限公司
144. MALAYSIA BENTLEY PARK FOOD CO LTD
馬來西亞賓利園食品有限公司
145. MATRIXMIJI INTERNATIONAL CO LTD
米思捷國際有限公司
146. MATTERIOS LTD
147. MCM ORIGINALS LTD
148. MEXICO LARDINI BEER (GROUP) CO LTD
墨西哥拉蒂尼啤酒(集團)股份有限公司
149. NF ESSENTIAL LTD
150. NGSTB CO LTD
151. NOMURA FOOD CO LTD
野村食品有限公司
152. OCEAN FAITH TRADING LIMITED
海信貿易有限公司
153. ON RICH INDUSTRIAL LTD
富有實業有限公司
154. PETIZEN LTD
155. PHILIPPE V LTD
156. PINWO FOOD (HK) CO LTD
品喔食品(香港)有限公司
157. POLA ORBIS TRAVEL RETAIL LTD
158. PRIMA CHENT VEGETABLES LTD
優之菜有限公司
159. QIAN YU PHARMACEUTICAL LTD
千御藥業有限公司
160. QUICK MOVE BIZ LIMITED
161. RANDCONCEPT LTD
研創貿易有限公司
162. ROCKCODE DIAMOND PRODUCTS LTD
163. RONON (HK) FOOD CO LTD
樂濃(香港)食品有限公司
164. RULER LTD
尺度發展(香港)有限公司
165. S T NGUY SECRETARIAL LTD
魏潤華秘書有限公司
166. SAN TAO CO
新都公司
167. SANHA LTD
山下木舍有限公司
168. SAWADA INTERNATIONAL CO LTD
澤田國際有限公司
169. SHANG HONG INTERNATIONAL (HK) LTD
尚弘國際(香港)有限公司
170. SHANGXI INT'L (KOREA) SKIN RESEARCH CENTER LTD
上喜國際(韓國)皮膚研究中心有限公司
171. SHAWU FOOD (HK) INTERNATIONAL CO LTD4
莎屋食品(香港)國際有限公司
172. SHIEN TRADING COMPANY LIMITED
紫炎商事有限公司
173. SIKUDUM LTD
德國西古電集團(香港)有限公司
174. SINO PROMISE HOLDINGS LTD
中諾控股有限公司
175. SINOCOM TRADING LTD
176. SINOTECH HOLDINGS GROUP LTD
信諾控股集團有限公司
177. SOUTH KOREAN HAN LU CO LTD
韓國韓露株式會社有限公司
178. SPORTFUL GARDEN FOOD INTERNATIONAL LTD
陶源食品國際有限公司
179. STAR IMAGE BEAUTY
新形象美容
180. STARRY FOOD LTD
星輝食品有限公司
181. SWISS LA NOURISH BIOLOGY TECHNOLOGY (ASIA-PACIFIC) CO LTD
瑞士滋素生物科技(亞太)有限公司
182. SYNTECH GLOBAL LTD
183. TACTICGOAL LTD
184. TAIGA CONFECTIONERY LTD
大嘉堂有限公司
185. TAIWAN MAZU DISTILLERY STOCK LTD
台灣馬祖酒廠股份有限公司
186. TECHNICAL DEVELOPMENT (HK) LTD
得利高拓展有限公司
187. THE LITTLE BIG THINGS LTD
小小大事有限公司
188. THINKTIDE TECHNOLOGY LTD
香港信太科技有限公司
189. TOPTRONIC LTD
190. UKRAINIAN BRONK LITTLE SHEEP BEER CO LTD
烏克蘭布朗克小綿羊啤酒有限公司
191. US CARLMEIYE INTERNATIONAL LTD
美國卡爾梅耶日用品國際有限公司
192. VALHALLA TRADING COMPANY LIMITED
維爾納貿易有限公司
193. VOX HIBERNICIS HK LTD
194. WAB MANUFACTORY CO LTD
195. WAH LAI TOYS (HK) LTD
華麗玩具(香港)有限公司
196. WAKUWAKU (HK) CO LTD
沃克我酷(香港)有限公司
197. WANG DA INTERNATIONAL TOBACCO LTD
宏達國際煙草有限公司
198. WEIQUAN (HK) FOOD CO LTD
味全(香港)食品股份有限公司
199. WHAT THE GROUP LTD
200. WINSUN GARMENTS & ACCESSORIES LTD
利達服飾有限公司
201. WORLD UNION INTERNATIONAL INVESTMENT INDUSTRY CO LTD
世聯行國際投資實業有限公司
202. YANGTUO TECHNOLOGY (HK) LTD
洋駝網絡科技(香港)有限公司
203. YATA ELECTRIC LTD
壹帶有限公司
204. YAYI INTERNATIONAL TRADING (HK) LTD
亞怡國際貿易(香港)有限公司
205. YME HK LTD
206. YUMI TRADING LTD
納川有限公司

Join Us
成為我們的會員



GS1 HK Calendar



16 JUN

Hong Kong ICT Awards 2021: Smart Mobility Award Briefing Session
「2021香港資訊及通訊科技獎:智慧出行獎」簡介會 (線上)

17 JUN

Hong Kong Retail Summit 2021 (hybrid)*
香港零售高峰會2021 (線上 + 線下)*

18 JUN

“Go Smart” Seminar Co-organised with HKPC: Smart Technologies for Authentication & Traceability of Pharmaceutical and Healthcare Industries
與生產力促進局舉辦「Go Smart」研討會:新智能防偽溯源技術及應用(藥品及保健品行業)

24 JUN

“Go Digital” Webinar: Barcode & Digital Service Workshop
「Go Digital」條碼及數碼工作坊 (線上)

25 JUN

“Go Digital” Webinar: e-Commerce Strategies & China Import / Export Tips
「Go Digital」研討會:專家拆解電商營銷策略 + 貨物進出口中國要訣 (線上)

29 JUN

“Go Digital” Webinar: Seizing Trillions O2O Opportunities in China
「Go Digital」研討會:拓展內地萬億O2O商機 (線上)

30 JUN

“Go Digital” Webinar Co-organised with HKTDC T-box: Key Success e-Commerce Strategies & “Self-media” Trends
「Go Digital」研討會:與香港貿易發展局聯合舉辦工作坊 - 「掌握內地自媒體的發展趨勢及電子商貿營銷秘訣」

9 JUL

“Go Smart” Webinar: Barcode Application in Smart Warehouse
「Go Smart」研討會:條碼在倉庫的應用 (線上)

29 JUL

“Go Digital” Webinar: Barcode & Digital Service Workshop
「Go Digital」條碼及數碼工作坊 (線上)

Upcoming Events
即將舉行的活動



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

3 Benefits of Barcode Application in Smart Warehouse 拆解條碼於倉庫管理3大效益 應對電子商貿新需求

Go Smart

Barcodes not only help businesses to open up new online opportunities, but also help them to “Go Smart” with enhanced warehouse management. e-Commerce giants like Amazon, eBay are also using barcodes to manage their warehouse.

With the application of barcodes, companies can manage and track the real-time status of products in the warehouse, including location, stock, pick and pack etc. to enhance supply chain traceability and achieve benefits like reducing human error, enhancing operational efficiency and tracking inventory.

Heidi Ho, Principal Consultant of GS1 HK, will share the tips of barcode application in warehouse in our upcoming webinar.

一個小小的條碼,除可助大家拓展線上新機遇外,還可幫大家「Go Smart」做好庫存管理,就連大型電商如Amazon、eBay等都正透過條碼管理倉庫。

在倉庫的產品上應用產品條碼,讓企業可管理及追蹤產品在倉庫的位置、狀態、數量、揀貨與包裝等,並將整個供應鏈的資料清楚記錄並隨時進行追溯,達到3大效用 - 減少人手錯誤、提升營運效率及追蹤庫存數量。

GS1 HK首席顧問何雅賢會於即將舉行的「條碼在倉庫應用」講座中為大家拆解當中的應用秘訣。



Free of charge,
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費用全免,
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Date 日期 9th July 2021
2021年7月9日

Time 時間 15:00 - 15:45



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Smart Mobility Award Briefing Session 「智慧出行獎」簡介會

Date: 16 June 2021 (Wednesday)

Time: 4-5pm

Mode: ZOOM

日期：2021年6月16日（星期三）

時間：下午4-5時

模式：ZOOM

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