



Hong Kong
new name of HKANA

GS1 Hong Kong 香港貨品編碼協會

2004-2005 ANNUAL REPORT

Gearing Hong Kong Up for
World-Class Supply Chain Excellence



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Mission

To drive and optimize the business efficiency and performance of Hong Kong enterprises through the provision of world-class supply chain standards and know-how.

使命

為本港工商界提供國際級的供應鏈標準方案及專業知識，致力推動並促進本地企業的營商效率及業務表現。

2 The Role of GS1 Hong Kong 香港貨品編碼協會簡介

GS1 Hong Kong, formerly the Hong Kong Article Numbering Association, is an independent, not-for-profit industry support organization. It was formed to promote and support the adoption of supply chain management best practices and enabling technologies, underpinned by GS1 standards, to increase the business efficiency and global-market competitiveness of local enterprises.

Originally founded by the Hong Kong General Chamber of Commerce in 1989, it comes under the aegis of GS1 (formerly EAN International), the global body that creates, develops and manages GS1 standards for demand- and supply-chain management. This now has more than one million member companies in 155 nations/economies and is charged with driving the new generation of open, multi-industry standards into one fully integrated system.

As a local representative member of GS1, GS1 Hong Kong plays a leading role in promoting a set of common global standards to the local business community and providing a diverse range of business support services, from the transfer of the latest supply chain knowledge and standards development to professional consultancy services, e-commerce training and the implementation of Electronic Product Code™/Radio Frequency Identification and Global Data Synchronization.

It is also the only organization in Hong Kong authorized to issue GS1 identification numbers such as GTIN, GLN, SSCC for different trading items, locations and shipping containers. These enable companies across the globe to communicate with their business partners by electronic means using the same language.

香港貨品編碼協會(英文名稱已由Hong Kong Article Numbering Association改為GS1 Hong Kong), 是一個獨立、非牟利的工商業界支援組織, 以推廣及支援一系列以GS1 標準為基礎的供應鏈管理最佳實務及應用技術為己任, 協助本地企業提高營運效率, 提升企業在國際市場上的競爭能力。

協會原於1989年由香港總商會成立, 現為GS1(前稱為EAN International)的成員組織。GS1是負責開發及管理GS1標準的國際組織, 支援需求及供應鏈管理的發展, 旨在推動新一代開放式的跨行業標準, 成為一套全面的綜合系統。GS1現時擁有逾100萬企業會員, 遍佈全球155個國家和地區。

香港貨品編碼協會作為GS1本地分會的代表, 在推動本地商界應用共同國際標準上扮演領導角色, 提供多元化的商業支援服務, 服務涵蓋最新供應鏈知識傳授、標準開發, 以至專業顧問服務、電子商業培訓、產品電子代碼/無線射頻識別技術及全球數據同步的應用。

協會亦是本地唯一獲認可編發GS1國際貨品編碼的機構, 包括國際貿易貨品編碼(GTIN)、國際位置編碼(GLN)和貨運容器序號(SSCC)等。GS1國際貨品編碼有助全球企業透過共同的語言, 識辨不同的貨品、位置和貨櫃, 以電子方式與世界各地的商務夥伴緊密聯繫。

Chairman's Statement

主席獻辭



"Single but not alone. Multiple but not separate." These words can best characterize the position of GS1 Hong Kong today. Our new unified global identity was formally adopted in April 2005 along with over one hundred GS1 Member Organizations worldwide. The need and benefit of unifying the two bar code organizations, EAN International and the Uniform Code Council, had been

recognized by major retailers and manufacturers resulting in their merger and the creation of GS1.

Globalization is progressing ever more rapidly, challenging businesses and individuals across national boundaries. GS1's answer to this is "See One Vision, Speak with One Voice, Act as One Organization". In this drive towards creating one global language of business, many of our multinational and local members are working together with GS1 on a multitude of initiatives and new technologies. These all serve our common goal to design and implement new global standards and ways of working to improve the management of the supply chain.

The GS1 community is therefore working as one global organization, with global perspectives and a clear way forward. It is now led by a vigorous management team at GS1 global headquarters in Brussels supported by active country members like GS1 Hong Kong. I am confident that the new structure and focus will help to unleash tremendous productivity in the establishment of new world-class supply chain standards and systems. The key initiatives now being pursued include Radio Frequency Identification with Electronic Product Code™, and Global Data Synchronization – both critical to making major advances in Supply Chain Management.

From a local perspective, the increasing volume of trade with the Pan Pearl River Delta, and the need for Hong Kong to be competitive in world markets makes the success of these new global initiatives paramount. We must continue to support our global trading partners by raising our competence and leadership in supply chain management in both the China and Hong Kong markets. The Hong Kong SAR Government has taken an important lead by undertaking a series of initiatives aimed at developing Hong Kong into a regional information and logistics hub. Our mission at GS1 Hong Kong therefore is, by driving supply chain standardization, to improve operational efficiency of local industry; to create more business opportunities for local businesses; and to foster integration with China as a manufacturing base.

以「單一卻不孤獨，人多更見齊心」，來比喻今天香港貨品編碼協會和其他成員組織的連繫最貼切不過。協會在2005年4月冠上全新的英文名稱GS1 Hong Kong，與其來自全球一百多個的GS1成員組織正式統一易名。國際貨品編碼協會(EAN International)和美國統一代碼委員會(Uniform Code Council)之所以合併成為GS1，是由於全球主要零售商和製造商均意識到，結合兩個條碼組織可帶來極大的好處。

隨著全球一體化的步伐不斷加快，世界各地的企業和個人都面對更大的挑戰。因此，GS1以「共同的宗旨、一致的聲音、團結的行動」，為全球工商界建立一個共同的商業語言。不少GS1的跨國和本地企業會員，正和GS1一起推行多個計劃和新技術，有助我們達到設計和實踐國際新標準、不斷改善供應鏈管理的共同目標。

GS1結合了所有成員組織的力量，成為具國際視野和清晰發展方向的全球性組織。GS1的國際總部現設於布魯塞爾，擁有積極進取的管理團隊，並獲得本協會及其他活躍的國家和地區成員組織的支持。我深信GS1簇新的架構和工作方針，將大大提升我們建立國際級的供應鏈新標準和系統的能力。GS1現時的主要計劃，包括產品電子代碼及全球數據同步，兩大全球標準均對供應鏈管理未來的發展起著關鍵的作用。

在本地而言，泛珠三角區域的貿易不斷增長，我們亦必須繼續維持香港在國際市場的競爭力，因此，GS1全球性計劃的成功對香港尤為重要。我們必須在香港和內地市場，繼續提升供應鏈管理能力和維持領先地位，以支援全球貿易夥伴。香港特區政府早前已踏出重要的一步，推出一系列措施把香港發展成為亞洲地區的資訊及物流中心。香港貨品編碼協會的使命，是透過推動供應鏈標準化提高本地工商界的營運效率，為本地企業創造更多商機，以及促進香港整合內地作為生產基地。

GS1 Hong Kong has a primary objective to “improve the supply chain flow from China to the world from Hong Kong”. To do this, we must strengthen our collaboration and cooperation with China businesses and SCM organizations. GS1 Hong Kong has a lot to offer in terms of building and executing a road map and empowering organizations to take control of their supply chains. The EPC initiatives and network will quickly enhance efficiency for manufacturers by providing information visibility about the progress of their goods within the supply chain. To support this, we are also investigating the potential of extending EZ*TRADE to enterprises in the region, who can benefit from improved operational processes from standard XML and EDI messaging.

GS1 Hong Kong understands and appreciates the challenges faced by our members and partners due to the advance in new standards and technologies. We believe part of our mandate for the next few years is to assist in the re-alignment of companies' internal business flows to match with that of their global customers. Helping our members learn about new developments regarding SCM standards and technologies and how to apply them to their businesses will remain a key focus for the organization in the coming year.

Above all else, we must avoid complacency and inertia as this will divert us from our destination at, what is now, this critical turning point. One of the main challenges ahead is to bring into the movement the thousands of SMEs that exist and to enable them to sail through this journey together with suppliers, wholesalers, retailers and others who will soon become users of the new global standards. We have confidence that by educating and training more practitioners in best SCM practices, we can invigorate their businesses.

We are most grateful for the generous support from our members and industry partners. We now have over 4,500 members, many of which are business leaders, and great supporters of the SCM movement and GS1 Hong Kong. We have been a pioneer in this region and have an impressive history of leadership in Asia for the betterment of SCM. I am excited and confident about our continuing success in providing benefits for our 4,500 strong members in building Hong Kong's competence in global SCM. Therefore I would like to convey the following closing message: “We have tools, we have the language, and we will finish the job”.

Glenn Smith
Chairman

協會的主要目標之一，是「透過香港改善中國與世界各地之間的供應鏈流程」。要達到這個目標，我們必須加強與內地企業和供應鏈管理組織的合作。協會可在多方面與內地協作，包括建立和實踐發展路線圖，以及協助企業控制及管理供應鏈。我們的產品電子代碼計劃和網絡，可為製造商提供高透明度訊息，讓他們掌握供應鏈內貨物流動情況，迅速提高效率。同時，我們正研究為區內企業引入「通商易」，讓他們透過標準XML和EDI交換資料改善營運流程。

協會明白及瞭解新標準和技術為會員和夥伴帶來的挑戰，我們未來數年的主要任務之一，是協助企業調整內部業務流程，以配合全球客戶的作業流程。來年，我們將致力協助會員認識供應鏈管理標準和技術的最新發展，以及如何在業務上應用這些技術。

最重要的是，我們在這關鍵時刻決不能自滿或鬆懈。實踐最新國際標準是全球的大勢所趨，我們未來最大的挑戰之一，是要把本地數以萬計的中小型企業帶進這場「供應鏈管理運動」中，協助他們採用最新的國際標準和技術，以配合全球供應商、批發商、零售商和其他有關企業的發展步伐。我們堅信，協會可透過教育和培訓，向中小型企業灌輸供應鏈管理最佳實務，協助他們更上一層樓。

我們非常感謝會員和業界夥伴的大力支持。協會現時擁有超過4,500名會員，當中不少是商界翹楚，對供應鏈管理運動和香港貨品編碼協會均給予莫大的支持。我們是亞洲區內發展供應鏈管理的先驅，卓越的往績令我們在區內一直保持領先地位。我對協會未來發展充滿信心，相信協會可繼續成功地為4,500多名會員提供支援和協助，繼續加強香港於全球供應鏈管理方面的能力。最後，在此與大家共勉：「我們擁有合適的工具、共同的語言，我們一定會把任務完成。」

史密夫
主席

Chief Executive's Report

總監報告



The continuous recovery in the economy of Hong Kong, together with further advance of globalization that accelerated the growth in goods and information flow through this region, made it an encouraging year for the supply chain industry. Advancing together with the industry, GS1 Hong Kong is pleased to report that our pioneering efforts in facilitating the enhancement in

SCM for local enterprises, by contributing to the development, deployment and adoption of global standards and services, have made promising progress.

Advancing beyond our horizon from numbers to services

The year of 2005 marks a new epoch of GS1 Hong Kong. This new name adopted in April, in tune with the global GS1 structure, reflects the steady evolution from a modest local bar code numbering association towards a service-oriented organization with the cornerstones made of advanced supply chain standards, practices and technologies. It is on solid foundation that the standard-based infrastructure be built so that the flow of information and goods is connected with high efficiency and effectiveness by four core supply chain standards: the GS1 global numbering identification and bar code systems; a B2B messaging standard based on XML & EANCOM/EDIFACT; the Global Data Synchronization Network (GDSN) standard; Electronic Product Code™ (EPC) standard for Radio Frequency Identification (RFID)-based identification. The progress in development and expanded use of these standards last year have consolidated our belief that we are on the right track to become service-oriented.

Making it seamless with the eSCM suite

From bar codes to e-ID Registry, the repository is designed as a web-based database for the local GS1 System users to authenticate, manage and share product and company information with their trading partners, which now has over 880,000 records (GTINs) – increased by 11% compared to that of last year. Registered companies are also linked with the GS1 Global Directory that holds company information from over 70 countries, leading to boundless business opportunities for suppliers and buyers all around the world.

The standard-based B2B e-platform of EZ*TRADE, after three generations of upgrade to the latest technology of XML, can provide greater flexibility by more options to users now numbered at 730, processing over 120,000 transactions per month in peak seasons. After the success in FMCG, healthcare and electronics, catering is the next sector EZ*TRADE targets.

本年度香港經濟持續復甦，加上全球一體化的大趨勢不斷加快區內貨物和訊息流的增長，令供應鏈行業取得可喜的發展。香港貨品編碼協會一直與整個行業並肩前進，透過協助業界開發及應用國際標準和服務，致力推動本地企業加強供應鏈管理，我們的努力亦已取得一定的成果。

編碼為基 服務為本

協會在2005年邁進了新的紀元。為配合GS1國際組織的發展，協會在4月冠上新的英文名稱GS1 Hong Kong，標誌著我們由一個專注管理條碼運作的本地協會，逐步發展成為一個以提供全面、先進供應鏈標準、實務和技術為本的服務機構。現時連繫訊息和貨物流主要有四個供應鏈標準：GS1國際貨品編碼和條碼系統、以XML 和 EANCOM/EDIFACT為基礎的企業對企業資料交換標準、全球數據同步網路(GDSN)標準，及以無線射頻識別(RFID)為基礎的產品電子代碼(EPC)標準，隨著這些標準的開發和應用在去年取得良好的進展，協會將繼續朝著以服務為本的目標向前邁進。

令訊息傳遞暢通無阻的 電子供應鏈管理

利用條碼資料發展而成的e-ID登記處，為一個讓本地GS1標準用戶鑒定、管理和與貿易夥伴分享產品和企業訊息的網上資料庫。資料庫現時擁有逾880,000項記錄(GTIN國際貿易貨品編碼)，較去年增長了百分之十一。已登記的企業同時與GS1全球名錄連接，該名錄載有超過70個國家的企業訊息，為全球供應商和買家創造無限商機。

經過三代技術提升後，以標準為本的企業對企業電子平台通商易(EZ*TRADE)已推出最新的XML技術，更多的選擇令通商易的服務更具靈活性，現時該服務共擁有730名用戶，高峰期每月有超過120,000項交易。通商易已在快速流轉消費品、醫療護理和電子行業成功應用，下一個目標將是餐飲業。

For achieving substantial benefits from Global Data Synchronization (GDS), GS1 Hong Kong took the effort one step further by selecting Global eXchange Services International Inc. as our B2B technology partner last November for developing the GDSN-compliant local data pool – the GS1 HK Data Pool which is now among the 26 globally certified Data Pools. The successful completion in the GDS pilot project between Wellcome and P&G in assuring synchronization between the source and recipient data pool through the GS1 Global Registry™ entails more tests to ensure GDS workflow fit in their daily operation thus realizing truly global interoperability.

To help local industries ride the wave of the global emergence of EPC/RFID technology in SCM, EPCglobal Hong Kong has secured more than 30 technology partners, the largest membership based in Asia, comprising hardware and software providers, consulting companies to system integrators with an ultimate goal to deliver one-stop shop EPC-based solutions for users in the region.

In achieving the wide penetration of EPC/RFID within local industries in future, specific initiatives were undertaken and are now operating with the support of the Government's Innovation and Technology Funding Scheme. These include EPC awareness programs and training courses since August to impart the practical skills needed by both executives and operations staff to apply the new technology; and the pioneering effort in designing and actualizing the EPCglobal Network™ which enables end-to-end visibility on the goods flow in the supply chain.

Assuring it is your knowledge

The now bigger SCM Knowledge Center with more than 2,500 reference items in form of publications, research papers, multi-media resources and online information will remain the major location of information, training and experience for the industry. The latest additions to the Center are EPC/RFID-enabled simulation kiosks and a dedicated helpdesk which assists visitors in finding answers with SCM-related questions.

The Fourth SCM CEO Summit co-hosted by GS1 Hong Kong, ECR Hong Kong and ECR China with the theme "Creating Value Through the Innovative Supply Chain" attracting some 300 industry leaders was concluded on a success note. Another organized by EPCglobal Hong Kong – The 2nd EPCglobal HK RFID Conference in April was attended by more than 700 global industry leaders and consultant firms.

為了實現全球資料同步(GDS)可帶來的巨大利益，協會於去年11月選定GXS國際公司為企業對企業技術夥伴，開發符合全球數據同步網路標準的本地數據池，現時GS1 HK數據池已是全球26個獲准註冊的數據池之一。在成功完成惠康和寶潔的全球數據同步試點計劃後，我們已確保可透過GS1全球註冊資料庫(GS1 Global Registry™)使貿易夥伴的數據池同步化，下一步我們需要進行更多測試，確保全球數據同步的流程能完全配合雙方企業的日常營運，達至真正的全球數據互通。

在供應鏈管理中應用產品電子代碼/無線射頻識別技術是全球的大勢所趨，為協助本地工商界實踐有關技術，EPCglobal 香港已取得超過30個技術夥伴的支援，當中包括硬件和軟件供應商、顧問公司以至系統整合商，成為亞洲這方面最大的團隊，為區內的用戶提供以產品電子代碼為本的一站式技術方案。

為了向本地工商界推廣產品電子代碼/無線射頻識別的應用，協會在特區政府創新及科技資助計劃的支援下推出多項計劃，包括提高各界對產品電子代碼認知的計劃和於八月展開向行政人員和營運人員提供應用新技術所需的知識和技巧之培訓課程；倡導設計和實踐EPCglobal 網路的工作，以實現供應鏈貨物點對點的透明度。

著重知識提升

協會已擴充供應鏈管理資源中心的規模，提供2,500多項雜誌、研究報告、多媒體和網上訊息等參考資料，是業界獲取供應鏈管理訊息、培訓和交流經驗的主要場地。資源中心近期設立了產品電子代碼/無線射頻識別技術的模擬系統，以及協助用戶尋找所需資料的諮詢服務。

由香港貨品編碼協會、ECR香港和ECR中國合辦的第四屆供應鏈管理行政總裁週年高峰會已成功舉行，高峰會以「創意增值 拓展商機」為主題，吸引了300多位業界領袖參加。由EPCglobal 香港主辦的第二屆EPCglobal香港無線射頻識別研討會在4月舉行，共有超過700位來自全球業界翹楚和顧問公司的人士參與。

There are numerous professional training courses ranging from SCM principles, e-business strategies, global standards to enabling technologies implementation such as XML and e-ID. This year, we further collaborate with educational institutions including the Hong Kong Polytechnic University, the University of Hong Kong and the Caritas Logistics Center to cater for the diverse needs and interests of attendants at different levels.

Reaching out to the industries

ECR Hong Kong continued to commission an industry-wide Out of Stock (OOS) study which examined the top 100 products in Hong Kong's FMCG industry. The fourth phase revealed an overall OOS level of 3.6 percent, which was close to that recorded in June 2003. We look forward to seeing the forthcoming result to help identify ways to reduce OOS and to establish a benchmark on performance measurement to suppliers and retailers.

The Supply-Chain Operations Reference-Model (SCOR) championed by the Supply-chain Council (SCC) was finally extended to China in late 2004. The SCC China Chapter, secretariat of which being GS1 Hong Kong, now bears the principal task of encouraging leading Mainland enterprises to use SCOR so as to enhance their integration into global supply chain. We will continue the active facilitation and promotion to assist across the border in the years to come.

The two-year project of "Apparel & Textiles Express" (AppTex) for standardizing the classifications, specifications and identification coding of seven selected raw materials was completed successfully in early 2005. The project has contributed to the adoption of a common set of specifications for the classification of raw materials, enhancing operational efficiency and product development process, thus speeding up "time to market". A Proof of Concept project was initiated recently to investigate the feasibility of adopting AppTex as the standard to facilitate Collaborative Product Development on global scale.

To infiltrate the influence into industries, GS1 Hong Kong has been devising measures targeting at SMEs in different sectors. Since 2002, the 14 SME ambassador projects have successfully enhanced operational efficiency by applying e-commerce and SCM strategies. To notch up another success, the GS1 Hong Kong funded the "GS1 Ambassador Program" for launch by end of 2005. This aims at implementing bar code and eBusiness solutions to SMEs through consultation and implementation by us, and guidance and advice from the SMEs Advisory Board.

此外，協會提供多項專業培訓課程，課題涵蓋供應鏈管理概念、電子商業策略、全球標準，以至 XML 和 e-ID 等基礎技術的實踐。今年，協會進一步和香港理工大學、香港大學和明愛物流中心等教育機構合作，以滿足不同類別學員的需要和興趣。

致力支援工商界

ECR 香港繼續就本港快速流轉消費品行業首100種產品，進行全行業的缺貨研究，第四期研究顯示，整體缺貨率為3.6%，與2003年錄得的缺貨率相近。最新一期的研究結果，將有助我們找出有效減低缺貨率的方法，並為供應商和零售商建立評估表現的基準。

由供應鏈管理委員會(SCC)提倡的供應鏈管理運作模型(SCOR)，於2004年下旬正式引入中國內地。作為供應鏈管理委員會中國分會的秘書處，香港貨品編碼協會的主要工作是鼓勵內地的領先企業透過使用供應鏈管理運作模型，加強與全球供應鏈的整合。我們將繼續致力推動和推廣供應鏈管理運作模型在內地的應用。

為期兩年的「成衣及紡織業物料標準化計劃」(AppTex)已於2005年初順利完成，計劃旨在為七種物料制定統一的分類、規格和識別編碼標準，並成功推動業界採納一套物料分類的統一規格標準，從而加強營運效率和產品開發程式，縮短把產品推出市場的時間。我們近期展開了一個概念驗證(Proof of Concept)計劃，研究透過以AppTex為標準來推行全球協同產品開發的可行性。

為加強協會對各行業的支援，我們針對不同行業的中小型企業制定多項措施。自2004年以來，我們完成了14個中小型企業大使計劃專案，透過應用電子商貿和供應鏈管理策略，成功提升企業的營運效率。我們將再下一城，於2005年底推出由協會資助的「GS1大使計劃」，目標是為中小型企業實踐條碼和電子商業解決方案，協會將提供諮詢服務和實踐有關技術，中小型企業諮詢委員會則提供指引和意見。

With vendors hand-in-hand

With its inception in 2002, the Vendor Alliance Program was devised with the concept of one-stop shop that encourages delivery of standard-based solutions to users. The collaboration has made possible a business community in which adoption of global standards and technologies on both vendors and users is fostered. We are pleased to have over 50 solution providers lined up for this Program by now.

Continuing the odyssey with confidence

In the years to come, we believe that there will be profound changes in the global supply chain, which will deliver unprecedented opportunities to Hong Kong enterprises. The emerging standard-based technologies like GDSN and EPC that allow information to flow seamlessly between local suppliers and the global customers will advance to deliver end-to-end supply chain visibility.

GS1 Hong Kong will continue to optimize business efficiency for local business community through

- representation in committees for global supply chain initiatives in the development of standards, best practices and technology;
- input on industry relevance in the government's strategy in innovation and technology for logistics and supply chain management;
- collaboration across sectors and technology vendors and;
- enabling knowledge transfer with academic institutes.

The work in progress and to be done will serve as the foundation and growth engine for local adoption of supply chain standards. GS1 Hong Kong is ready to perform the tasks of supporting our members and the industry with the best services, latest enabling technologies and effort.

Anna Lin
Chief Executive

與技術供應商攜手合作

供應商夥伴計劃於2002年推出，旨在鼓勵更多技術供應商提供以標準為本的解決方案，共同為用戶提供一站式的服務。計劃加強了技術供應商之間的聯繫，對供應商和用戶採納國際標準和技術起著積極的作用。現時共有超過50家解決方案供應商參與此計劃。

積極向前 精益求精

展望未來，我們相信全球供應鏈將經歷深遠的變化，並為香港企業帶來前所未有的商機。全球數據同步和產品電子代碼等以標準為本的新技術，讓訊息在本地供應商和全球客戶之間暢順地流通，未來技術將不斷提升，以增加點對點供應鏈的透明度。

香港貨品編碼協會將透過以下的工作，繼續致力協助本地工商界提高商業效率：

- 參與全球供應鏈發展計劃的委員會，協助推動國際標準、最佳實務和技術的發展。
- 就特區政府在推動物流和供應鏈管理創新及技術的政策上，反映業界意見。
- 推動不同行業及技術供應商之間的合作。
- 與學術團體聯辦培訓。

協會將一如既往竭力為會員和業界提供最佳的服務和最新的技術，並為本地工商界採納供應鏈標準提供良好的基礎和發展動力。

林潔貽
總監

Organization Structure

組織架構



Board of Directors

董事局

As at December 2005
截至 2005 年 12 月

CHAIRMAN 主席



Mr Glenn Smith *Chief Executive*
Sims Trading Co Ltd

史密夫先生 總裁
慎昌有限公司

DIRECTORS 董事



Mr Anthony Au *Director*
Futuresuccess Consultants Ltd
Representative, Hong Kong
Electronic Commerce Advisory Board

區煒洪先生 行政總裁
舊金山顧問有限公司
香港電子商業諮詢委員會代表



Mr Victor Mok *Managing Director – East Asia*
Exel Hong Kong Ltd
Representative, Hong Kong
Coalition of Service Industries

莫志明先生 董事總經理 — 東亞區
英運香港有限公司
香港服務業聯盟代表



Mr Adrian Li *General Manager & Head of
Corporate Banking Division*
The Bank of East Asia, Ltd
Representative, Hong Kong Coalition of Service
Industries (service till December 2005)

李民橋先生 總經理兼企業銀行主管
東亞銀行
香港服務業聯盟代表 (2005年12月御任)



Dr Y S Cheung *Senior Director – Operations*
Hong Kong General Chamber of Commerce

張耀成博士 營運副總裁
香港總商會



Mr John Shelton *IT Director, North Asia*
The Dairy Farm Company Ltd
Chairman, Hong Kong
Electronic Commerce Advisory Board

莊兆堂 資訊科技董事 — 北亞區
牛奶有限公司
香港電子商業諮詢委員會主席



Ms B Y Lau *President & Managing Director*
Kimberly-Clark (HK) Ltd
Vice Chairman, ECR Hong Kong

劉冰瑩女士 總裁兼董事總經理
金百利(香港)有限公司
ECR香港副主席



Mr Peter Lee *Managing Director*
Eurosia Holdings Ltd
Representative, Hong Kong
General Chamber of Commerce

李雨川先生 董事總經理
華寶實業集團有限公司
香港總商會代表



Mr Jim Tsao *Group Managing Director*
Lam Soon (HK) Ltd
Representative, Federation of Hong
Kong Industries (service till July 2005)

曹宸綱先生 集團董事總經理
南順(香港)有限公司
香港工業總會代表 (2005年7月御任)

DIRECTORS 董事



Mr Charlie Lee *Executive Director*
Lee Kum Kee Co Ltd
Representative, Chinese Manufacturers'
Association of Hong Kong

李惠中先生 執行董事
李錦記有限公司
香港中華廠商會聯合會代表



Dr Kenneth Wang *Managing Director*
Sterling Products Ltd
Representative, Textile Council of Hong Kong

王克繼博士 執行董事
英聯企業有限公司
香港紡織業聯會代表



Mr Joseph Phi *Regional Managing Director*
IDS Group Management Ltd
Representative, ECR Hong Kong

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PARKnSHOP
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Retail Management Association

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Retail Management Association

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Horvath & Giles

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鮑皓華湛偉霖律師行



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中小型企業諮詢委員會主席



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Mr Andrew Ross 合夥人
正風會計師事務所

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屈臣氏大藥房

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OK便利店

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國際商業機器中國香港有限公司

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A Division of A.S. Watson Group (HK) Ltd
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時鮮菓汁國際(屈臣氏集團旗下業務)

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慎昌有限公司

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香港貨品編碼協會

Mr K K Suen
GS1 Hong Kong
孫國江先生
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中小型企業諮詢委員會

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運豪集團

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鉅發源有限公司

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張學主先生 客戶業務部拓展經理
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Lam Soon (Hong Kong) Ltd
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南順(香港)有限公司

Ms Cherry Lee *Data System Administrator*
Procter & Gamble Hong Kong Ltd
李詠儀小姐
香港寶潔有限公司

Mr Desmond Luk *Caterplan Sales Manager*
Unilever Bestfoods Hong Kong Ltd
陸有志先生 營業經理
美國粟米產品有限公司

Mr Amedeo Tam *Sales & Marketing Controller*
Metro Distribution Networks Ltd
譚嘉霖先生 銷售及市場總監
聯市行銷有限公司

Mr Kenneth Leung *Director*
Woods Pharmacy
梁廣熙 董事
活士藥房

Ms Jasy Leung *Account Manager*
Procter & Gamble Hong Kong Ltd
梁雋思 客戶經理
香港寶潔有限公司

Ms Michel Lau *Customer Team Systems Manager*
Procter & Gamble Hong Kong Ltd
劉蘊賢
香港寶潔有限公司

EX-OFFICIO MEMBER 當然委員

Ms Anna Lin *Chief Executive*
GS1 Hong Kong
林潔貽女士 總監
香港貨品編碼協會

Objectives and Achievements of our Advisory Boards

諮詢委員會的目標和成就

ECR Hong Kong

Objectives:

- Set up in 1997, ECR Hong Kong is dedicated to facilitate the development of SCM/ECR initiatives in Hong Kong and to provide links to other regional and international SCM/ECR bodies, such as ECR Asia, GCI and GS1.
- It provides an industry platform for retailers and suppliers to improve their collaboration on supply-chain-related matters.
- To help the FMCG industry to increase business efficiency and customer services via ECR/SCM best practices and enabling technologies for better management of demand and supply chains.

Accomplishments:

- Planned and coordinated the organization of the fourth Annual SCM CEO Summit, which was held in November 2004.
- Organized SCM Certification courses and completed the Certified Supply Chain Integrator Program (first intake) and the Executive Certificate in SCM (12th intake) in May 2005.
- Organized industry networking program to visit Li & Fung Distribution Center in July 2004 and Lam Soon Food Industries Ltd. in September 2004.
- Strengthened industry collaboration by completing the fourth round (January-December, 2004) of an Out-of-Stock Study designed to understand the scale of OOS issues in Hong Kong and their causes, and to give recommendations for improving the situation. (See Supply Chain Studies, Page 21). The fifth round of OOS Study also commenced in early 2005.

ECR香港

工作目標

- 委員會於1997年成立，旨在推動本港供應鏈管理/高效消費者回應(SCM/ECR)的發展，以及連繫ECR亞洲、全球商業計劃(GCI)和GS1等有關的國際組織。
- 為零售商及供應商提供業界平台，協助改善供應鏈方面的協作。
- 透過推動供應鏈管理/高效消費者回應的最佳實務及應用技術，有助強化需求和供應鏈管理，從而協助快速流轉消費品(FMCG)行業改善營商效率和客戶服務。

主要成就

- 策劃及統籌於2004年11月舉行的第四屆供應鏈管理行政總裁週年高峰會。
- 舉辦供應鏈管理課程，並於2005年5月完成首屆的供應鏈整合證書課程(Certified Supply Chain Integrator Program)及第12屆的供應鏈管理行政人員證書課程。
- 舉辦業界交流活動，分別於2004年7月及9月到利豐分銷中心及南順食品工業有限公司參觀。
- 於2004年1月至12月期間進行第四輪缺貨研究，旨在瞭解本港在缺貨方面的現況和成因，並就改善缺貨情況提出建議，從而加強業界在這方面的協作(詳情請參閱第21頁的供應鏈研究)。第五輪的缺貨研究亦已於2005年初展開。

Hong Kong Electronic Commerce Advisory Board

Objectives:

- Set up in 1999, the Hong Kong Electronic Commerce Advisory Board is tasked with overseeing the direction of GS1 in promoting and educating the community on e-commerce, establishing e-commerce infrastructure in Hong Kong and providing international GS1 standard-based e-commerce services for implementation in the global supply chain.

Accomplishments:

- Initiated a pilot on adoption of Global Data Synchronization for the retail industry.
- Initiated the government-funded project for the EPCnetwork and its general awareness of EPC technologies.
- Provided support and advisory services to enterprises in the adoption of e-commerce.
- Organized training for GS1 Hong Kong members on the use of the HK e-ID Registry as the foundation of e-commerce.
- Facilitated B2B implementation in the industry.
- Organized certificate courses on XML/EDI for IT professionals.

SMEs Advisory Board

Objectives:

Set up in 1999, the SME Advisory Board strives to promote the application of SCM and e-commerce among SMEs and to help SMEs overcome the difficulties they face in adopting the enabling technologies of SCM and e-commerce.

Accomplishments:

- Advised on the development and monitored progress of the SME Ambassador Program with 14 SME Ambassadors' cases successfully completed.
- Consolidated and reflected SME members' interests and views on various issues to the HKSAR Government.
- Initiated study and seminar on ad hoc topics for SME members.

香港電子商業諮詢委員會

工作目標

- 委員會於1999年成立，專責領導香港貨品編碼協會推動電子商務的應用及提供有關培訓，並協助發展香港應用電子商務的基本設施，實施以GS1標準為本的全球供應鏈電子商務技術。

主要成就

- 為零售業實踐全球數據同步展開試點計劃。
- 倡議由政府資助的EPC網路(EPCnetwork)計劃，並提高業界對產品電子代碼(EPC)技術的認識。
- 為企業實踐電子商務提供所需的支援和指引。
- 舉辦培訓課程協助會員使用香港e-ID登記處，作為發展電子商務的基礎。
- 推動業界使用企業對企業電子商務技術。
- 為資訊科技人員舉辦XML/EDI證書課程。

中小企業諮詢委員會

工作目標

委員會於1999年成立，旨在推動供應鏈管理及電子商務在中小型企業的應用，並協助他們解決有關實踐應用技術所面對的問題。

主要成就

- 就中小型企業大使計劃的推行提供意見和指導，並監察計劃的進度。計劃至今已成功完成14個專案。
- 就業界關注的議題已收集了中小型企業的意見，並向特區政府反映有關意見。
- 就中小型企業關注的議題已進行研究和舉辦不同類型的研討會。

One Number for
Global Identification

一次編碼 全球通用



Our Services

協會提供的服務

To achieve our mission of being the essential partner of Hong Kong enterprises in achieving world-class supply chain excellence, we must constantly strive to share with our partners all the information they need to know to optimize their business efficiency and performance. As a pioneer in the supply chain management, we do not wait for problems to arise before suggesting solutions. Our role is a pro-active one and involves the provision of an ever-expanding range of services. These are the most important ones:

I. Article Numbering and Bar Coding Services

GS1 Hong Kong offers a spectrum of article numbering and bar coding services to facilitate effective supply chain management by enabling the users to collect, process, transmit and track details of products along the supply chain.

- **GS1 Numbering System:** the system strengthens the accurate and immediate identification of items, parties, locations and services for an effective exchange of goods and information across the global supply chain.
- **Bar Code Quality Control Program:** assures that all bar codes generated are accurate and comply with the international standards adopted by GS1 System users worldwide.
- **HK e-ID Registry:** a web-based database offered for GS1 System users to authenticate, manage and share product and company information for distribution in Hong Kong.
- **GS1 Global Membership Directory (GEPIR):** a global registry that connects GS1-user communities worldwide for locating products and production locations.

II. E-commerce Services

E-commerce, which expedites the flow of information and physical goods alike, represents an indispensable tool for efficient supply chain management. GS1 Hong Kong dedicates a complete start-up e-business platform to enterprises that are conscious of the need for both efficiency and quality.

- **Electronic Data Exchange (EZ*TRADE):** supports full Electronic Data Interchange/eXtensible Markup Language (EDI/XML) as well as web-based EDI/XML capability for users to trade competitively in the global marketplace. All messages sent through EZ*TRADE are based on the international GS1 EANCOM/EDIFACT standard to enable automatic process of information by different computer systems. Buyers and sellers can conduct data exchange efficiently via a Value Added Network (VAN) or Internet.
- **Global Data Synchronization:** a worldwide project managed by GS1 for the efficient and secure exchange of trade data on a global scale to facilitate the automated flow of information

協會一直以協助香港企業達致世界一級水準供應鏈管理為使命，是本地企業不可或缺的夥伴。為達成此使命，我們必須不斷與我們的夥伴分享他們必須掌握的一切資訊，協助他們的業務達到最佳效率和取得最理想業績。作為供應鏈管理的先鋒，我們決不靜待問題出現後才建議解決方案，而是時刻採取積極主動的策略，包括不斷擴大我們的服務範圍。以下是本會最重要的幾項服務簡介：

I. 貨品編碼及條碼服務

香港貨品編碼協會提供一系列貨品編碼及條碼服務，以助用戶收集、處理、傳送和追蹤供應鏈中產品的詳細資訊，促進更有效的供應鏈管理。

- **GS1編碼標準：**此標準可即時準確地識別貨品、貿易夥伴、地點及服務，全面加快全球供應鏈中互換貨物及數據的速度。
- **條碼品質控制計劃：**此計劃確保用戶所使用的條碼準確無誤，並符合分佈全球的GS1標準用戶所採納的國際通行準則。
- **香港e-ID登記處：**這是為GS1標準用戶提供的一個網上數據庫，以驗證及管理產品和企業資訊，並讓本地用戶分享該等資訊。
- **GS1全球會員名錄(GEPIR)：**這個名錄聯繫全球的GS1用戶團體，方便確定產品所在地及生產地點。

II. 電子商貿服務

電子商貿能促進資訊及貨物的流動，是確保高效率供應鏈管理不可或缺的工具。香港貨品編碼協會提供一套完善的電子交易入門平台，供積極改善效率和品質的企業使用。

- **電子數據交換(通商易)：**此平台全面支援EDI/XML轉換，以及相關網上功能，可提高用戶在世界各地市場進行交易的競爭力。通商易是以GS1 EANCOM/EDIFACT標準為基礎傳送資訊，透過這些標準數據，不同電腦系統便可自動兼容處理資訊；買賣雙方亦可利用增值網絡或互聯網進行高效交換數據。
- **全球數據同步：**這是一項由GS1推動的全球性計劃，目的是為全球數據交換開拓一條既快捷又安全的新途徑，並以全球各國及地區均

built on standards and frameworks agreed by all countries and economies. GS1 HK Data Pool, which is fully interoperable with the GS1 Global Registry™ and as one of the 26 certified data pools around the world, will enable suppliers throughout the region to easily synchronize item and location data with their local and global business partners.

III. Electronic Product Code™/RFID Services

The advent of the Electronic Product Code (EPC), which combines Radio Frequency Identification technology with the Internet backbone, enables all parties within the supply chain to share and synchronize real-time product information over the Internet using RFID data-capturing devices.

IV. SCM Consultancy Service

GS1 Hong Kong strives to help its members adopt effective supply chain management to enhance their competitiveness and responsiveness to market changes in today's highly volatile and competitive economic environment.

V. SCM Knowledge Center

Established in 1994, the SCM Knowledge Center was set up to keep the local business community attuned to supply chain innovations and to transfer cutting-edge knowledge to forward-looking business leaders.

VI. Industry Programs

We play an active role in helping local industries adhere to the standards and best practices of supply chain management, advising and facilitating where necessary through a number of special programs. We also collaborate with relevant enterprises to implement pilot projects with a view to testing the benefits of technological innovations that we believe to be in the ultimate interests of the business community as a whole.

VII. Vendor Alliance Program

In order to raise the awareness of SCM standards and technologies in the vendor community – with the ultimate aim of providing value-added services to GS1 Hong Kong users – GS1 Hong Kong initiates the Vendor Alliance Program on various alliance services that open new market opportunities for standard-compliant vendors and, at the same time, help bring users and vendors together for mutual benefits.

認同的通用標準和架構為藍圖，令數據傳送更趨自動化。GS1HK數據池是其中26個全球已驗證的數據池之一，它讓區內的供應商能輕易與其環球商務夥伴互換產品及位置資料。

III. 產品電子代碼/無線射頻識別服務

產品電子代碼(EPC)是一項創新技術，將無線射頻識別技術(RFID)與互聯網骨幹相結合，讓供應鏈上的各貿易伙伴均可以利用無線射頻識別擷取裝置，實時透過互聯網分享產品資訊，並進行數據同步交換。

IV. 供應鏈管理顧問服務

香港貨品編碼協會致力協助會員運用有效的供應鏈管理，以在現今瞬息萬變及競爭激烈的商業環境下，提升競爭力及加快回應市場變化的速度。

V. 供應鏈資源中心

供應鏈資源中心於1994年成立，旨在協助本港商界時刻緊貼國際供應鏈管理的創新思維，並讓高瞻遠矚的商界領袖吸收最尖端的科技知識。

VI. 業界發展計劃

協會積極協助本港商界推行供應鏈標準和最佳實踐個案，並透過多項特別計劃，發揮促進及諮詢的作用。此外，本會更與業內相關企業合作實施試點計劃，為商界引證採用創新應用技術之好處。

VII. 供應商夥伴計劃

為提升供應商對供應鏈標準及科技的認知，以致最終能為GS1用戶提供增值服務，香港貨品編碼協會的各項商業聯盟服務均推行「供應商夥伴計劃」，在替符合標準的資訊科技供應商開拓更多商機的同时，亦可加強用戶與這些供應商之間的聯繫，令雙方獲益。

Review of Activities

業績匯報

GLOBAL RE-BRANDING

New name, new face. Same goal; one global brand. Without doubt, the year 2005 will go down as a milestone in the history of what started out in 1989 as the Hong Kong Article Numbering Association. For this was the year of our re-branding – as GS1 Hong Kong, officially effective from April. The identity makeover was brought about by the previous year's unification between EAN International and the US-based Uniform Code Council, which gave birth to one global brand – GS1, a new name of our parent body.

The move is much more than a mere name-change. It symbolizes increasing globalization and the importance of knowledge transfer in the effort to bring the business world together, with a common language of business and the adoption of universal standards, for the benefit of all. By speaking with one voice in developing and promoting one global standard, and acting as one organization, we can more effectively convince the world of the need for unification – and for making the GS1 vision a reality.



Global Standards, a Global System and Global Solutions can all be read into the "GS" in our new title, while the figure "1" is self-evidently a pointer to both global consolidation and the goal of excellence.

The blue element of the logo represents our global presence and the chevron elements imply the global reach of GS1 standards. The new brand symbolizes the synergy between business processes and a truly integrated system of open, multi-industry standards for global trade.

The new face empowers GS1 Hong Kong to deliver an extensive and diversified range of services and new-generation enabling technologies for the local community to conduct seamless global commerce. To publicize our new identity, activities were organized throughout the year in connection with the re-brand, including a reception ceremony to inaugurate the organization's new office, which features a multi-purpose Knowledge Center (October 2004); an Annual Members' Gala Dinner to celebrate our 15th anniversary and, coincidentally, to soft-launch the re-brand (December 2004); and an official Re-Branding Ceremony in tie with a series of publicity campaigns (April 2005).

To complement the new face, a brand-new English-language corporate website (www.gs1hk.org), as well as an EPCglobal Hong Kong website (www.epcglobal.org.hk), were unveiled to present the new standards, services and enabling technologies in a more user-friendly manner (April 2005).

全球重新命名

新標誌、新面貌，目標卻貫徹始終的一個全球標記正式定立。2005年毫無疑問是香港貨品編碼協會自1989年成立以來的一個重要里程碑。今年四月，協會正式宣佈更改英文名稱為GS1 Hong Kong。此舉為國際貨品編碼協會(EAN International)與總部設於美國的統一代碼委員會(Uniform Code Council)於2004年進行結構性統一而取名GS1後成為香港貨品編碼協會的總部機構。作為GS1的香港分會，易名可令協會更能突顯其國際形象。

是次易名不只更改標誌，而是象徵著更深入的全球一體化，以及知識傳授的重要。透過利用共同的商業語言、統一標準的作業模式，商業社群便能融合起來，互享採用統一標準所帶來的效益。憑著一致的聲音、團結的行動來開發及推廣一個全球通用的標準，我們可以肯定統一能更有效地實現GS1的理想。

新會徽中的「GS」兩字代表本會以推動全球編碼標準、全球體系和全球解決方案為己任；而「1」字顯而易見是指向全球整合和達到卓越成果的目標。標誌的藍色底色象徵GS1標準通行全球，而弧形線條則代表GS1標準滲透全球各地之能力。新的品牌意味著商業流程之間得以發揮協同效應，並成為全世界各行各業均適用的真正統一編碼標準。

新面貌賦予香港貨品編碼協會更多優勢，為本港企業提供更廣泛、更多元化的服務及新一代應用技術，令企業可以達到全球通商暢通無阻的目標。為配合宣傳本會的全新之英文名稱，我們年內舉辦了多項相關活動，包括為增設多用途資源中心的新辦事處而舉行的啟用典禮(2004年10月)；慶祝成立十五週年誌慶聯歡晚宴，席間並率先宣佈更改協會英文名稱事宜(2004年12月)；以及其後舉行的正式宣佈易名儀式，同時推出一連串宣傳活動(2005年4月)。

此外，為配合協會新面貌，協會推出了全新的英文網站，包括香港貨品編碼協會網站(www.gs1hk.org)及EPCglobal香港網站(www.epcglobal.org.hk)，網頁內容更豐富、更方便易用，可讓會員隨時查閱各項最新標準、服務和應用技術(2005年4月)。

SUPPLY CHAIN STUDIES

Three major supply chain studies were conducted during 2005 – on the out-of-stock situation in Hong Kong, on the better integration of Greater China into the global supply chain and on the streamlining of Supply Chain Management (SCM) in the apparel and textiles industry.

Researching Hong Kong's OOS situation

To establish an industry benchmark for suppliers and retailers as an ongoing performance measurement to identify ways of reducing Out-Of-Stock (OOS) occurrences, a study aiming to examine the top 100 products in Hong Kong's FMCG industry on the OOS situation went into its fifth phase in January 2005. The previous year's fourth phase had revealed an overall OOS level of 3.6 percent, which was close to the figures recorded in June 2003.



Helping companies in Greater China "SCOR" higher



To help solve the difficulties many companies have in finding common ground with their partners – and even sometimes within their own organizations – on a mutually acceptable

supply chain model, the Supply-Chain Operations Reference-Model (SCOR) was developed. This provides a unique framework that links features of business processes, metrics, best practices and technology into a unified structure, using a common set of definitions.

Since companies such as P&G, Lockheed Martin, Rockwell, Norton and Texas Instruments pioneered the adoption, SCOR has now been adopted by more than 700 globally prominent firms.

In late 2004, the Supply-Chain Council-Greater China (SCC-GC) Chapter was established principally to encourage leading Mainland enterprises to use SCOR – and thereby enhance the country's integration into the global supply chain. GS1 Hong Kong, which is the secretariat of the Greater China Chapter, is actively promoting the adoption of this model across the border.

In April this year, SCOR was upgraded with additional best practices to make the application of metrics easier. And a Chinese-language version, in both traditional and simplified characters, is now under development.

供應鏈研究

於2005年內，協會共進行了三項大型供應鏈管理研究，就香港處理缺貨的情況；大中華地區與全球供應鏈整合，以及精簡成衣與紡織業供應鏈管理的問題上進行深入探討。

香港缺貨研究調查

為訂立一項業界指標，讓供應商和零售商能持續量度績效，以尋求解決減低缺貨情況出現的方法，協會因此對香港快速流轉消費品行業首100種產品的缺貨情況進行了研究。是項研究已是第五階段並於2005年1月展開。在去年的第四階段研究顯示，整體缺貨水平為3.6%，與2003年6月錄得的數字大致相若。

協助位於大中華之企業飛躍

由於不少公司感到難以與業務夥伴建立雙方共識的供應鏈模型，此情況甚至出現在本身企業內部溝通上，「供應鏈管理運作模型」(SCOR)便因此而開發。該模型是一個獨特的供應鏈管理架構，它利用一套共用的定義，將商業流程、量度指標、最佳實務與技術組織成一個統一的架構。

多家大型國際企業，包括寶潔公司、洛克西德—馬丁、羅克韋爾、諾頓及德州儀器公司早已率先採用SCOR。現時全球已有超過700家知名商業機構採用。

於2004年年底，供應鏈管理委員會成立了大中華區總會(Supply-Chain Council-Greater China)，其任務主要鼓勵大中華區的領先企業應用SCOR，藉此促進與全球供應鏈的整合。香港貨品編碼協會擔任大中華區總會秘書處，一直積極協助並推動跨國企業採納此模型。

今年四月，SCOR已被更新，進一步引入多項新的最佳實務，目的是令評估標準更易應用。而繁體和簡體中文版的SCOR亦快將面世。

Standardizing apparel and textiles

The two-year project “Apparel & Textiles Express” (AppTex), which endeavored to standardize the classifications, specifications and identification coding of seven selected raw materials, was completed in early 2005. It was supported by funding from the Trade and Industry Department’s SME Development Fund and run by GS1 Hong Kong and the Textile Council of Hong Kong, together with leading industry players.



The project has contributed to the adoption of a common set of specifications for the classification of raw materials which helped to enhance operational efficiency and product development process, thus, speeding up “time to market”.

Having refined the AppTex standards specification on buttons, interlining, knitted fabric, labels and tags, thread, woven fabric and yarn, a Proof of Concept project was initiated in late 2005 to investigate the feasibility of adopting AppTex as the standard to facilitate Collaborative Product Development on a global scale.

Establishing best practices for SMEs

In helping Small-to-Medium Sizes Enterprises (SMEs) to better perform in their supply chain management and raise e-SCM capability globally, GS1 Hong Kong initiated the “SME Ambassador Program” in 2001 striving to promote the application of SCM related enabling technologies and best practices for Hong Kong enterprises to overcome their barriers and facilitate their adoption of global standards.



Funded by the Trade and Industry Department’s SME Development Fund, the program was re-launched between 2002 and 2004 and successfully helped 14 SME ambassadors increase their operational efficiency for retail and wholesale industries by applying automate e-commerce solutions and SCM strategies. As part of the program, practical industry guidelines for the introduction of ready-on-shelf retail management system and warehouse management solution were developed while SME ambassador real-life cases and researches were published referencing the findings and implementation results. As a result, it created a rippling effect for more local SMEs to implement best practices to manage their supply chain.

In the near future, we will focus on more initiatives that will help SMEs enhance business capabilities through using ePOS data and will expand bar code applications in supply chain management by providing SME professional consultancy services.

成衣及紡織業物料標準化

為期兩年的「成衣及紡織業物料標準化計劃」(AppTex)已於2005年初完成。是項計劃的目標是為七種選定物料制訂分類、規格及識別編碼進行標準化，在工業貿易署「中小企業發展支援基金」的支持下，由香港貨品編碼協會、香港紡織業聯會及主要成衣及紡織業企業攜手合辦。

此計劃成功促進業界採納一套統一的物料分類規格，有助提升營運效率及產品開發程序，從而縮短了新產品推出市場的週期。

鈕扣、襯裡、針織布料、標籤及掛咭、縫紉線、梭織布料及紗線的AppTex標準規格被修正後，於2005年年底已投入另一項概念論證計劃，剖析採納AppTex標準促進全球性協同產品開發的可行性。

協助中小型企業實行最佳實務

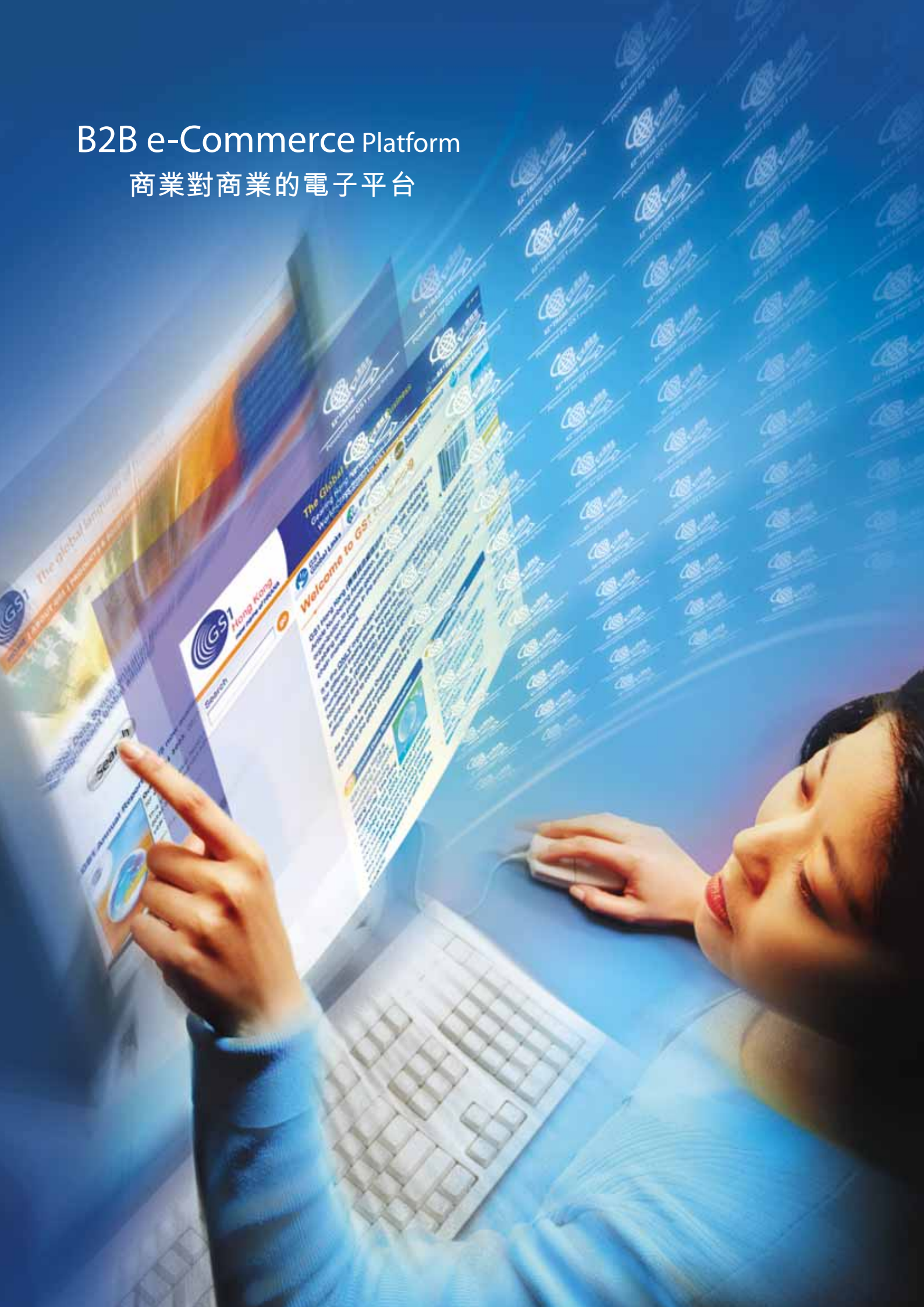
為協助中小型企業改善供應鏈管理及在國際市場上提升其電子供應鏈管理的能力，香港貨品編碼協會於2001年展開了「中小型企業大使計劃」(SME Ambassador Program)，致力向本港企業推廣與供應鏈管理相關的應用技術及最佳實務，幫助他們克服因採納全球標準而面對的種種難關。

被獲得工業貿易署中小企業發展支援基金的支持下，中小型企業大使計劃於2002年至2004年期間再度展開。透過應用自動電子商貿解決方案及供應鏈策略，我們成功協助零售業及批發業的14個中小型企業大使提升營運效率。作為計劃的一部份，我們制訂了一本介紹陳列式零售管理系統及倉存管理解決方案的實用行業指南，同時亦編印了中小型企業大使的真實案例及研究，概述從研究所得的結果及實施成效，以供業界參考。該計劃鼓勵了更多本港中小型企業引進供應鏈管理最佳實務，提升現代供應鏈管理的能力。

於不久的將來，我們將致力推出更多計劃，協助中小企業透過應用電子銷售點數據來提升其營商能力，同時亦會竭誠為中小企業提供專業諮詢服務，廣泛推廣條碼在供應鏈管理上的應用。

B2B e-Commerce Platform

商業對商業的電子平台



E-BUSINESS TRANSFORMATION

電子商貿躍進

In pursuit of excellence via e-commerce

Digitalization is fast evolving to be the industry norm in today's competitive business environment. In line with this trend, GS1 Hong Kong is devoting much of our resources towards driving unified standards and enabling technologies that will allow Hong Kong enterprises to take full advantage of e-commerce.

EZ*Trade – growth in use and enhancement of function



Since its launch in 1995, EZ*TRADE has emerged as the preferred one-stop B2B document-exchange trade platform in Hong Kong. After three generations of upgrade to the latest technology of XML, EZ*TRADE can provide greater flexibility

by more options to users now numbered at 730, the like of PARKnSHOP, Watsons, Wellcome, Mannings, 7-11, CircleK, AEON Stores and the Hospital Authority, who together process 120,000 transactions per month. The number of transactions is expected to increase further with the addition of a new module, "Remittance Advice" this year.

Global Data Synchronization contributing to global Interoperability



Global Data Synchronization (GDS) enables trading partners to efficiently and securely exchange accurate, up-to-date and compliant supply chain data based on GS1 standards. It

is built upon a network of certified Data Pools that host master data, and subsequently linked to the GS1 Global Registry™. As such, product information can be synchronized between trading partners on an ongoing basis.

With the support of the GDS Task Group which was set up in April 2004, GS1 Hong Kong conducted a gap-analysis report of the Global Commerce Initiative (GCI) to ascertain the level of benefits gained from the GDS implementation, in the light of Hong Kong's cultural background and IT-adoption level.

電子商貿成就卓越業務

面對現今競爭的市場環境，數碼化已成為業界發展的趨勢。有鑒於此，香港貨品編碼協會正投入大量資源致力推動統一標準及應用技術，務求令電子商貿可為香港企業帶來得益。

通商易 — 使用增長、功能增強

「通商易」創建於1995年，目前已發展成為香港最受歡迎的一站式企業對企業的數據交換平台。在升級至第三代的最新可擴展標記語言 (XML) 技術後，「通商易」具備了更大的靈活性，為百佳、屈臣氏、惠康、萬寧、7-11便利店、OK便利店、吉之島百貨及醫院管理局等730個用戶提供了更多的選擇，每月涉及的的交易量達120,000宗。隨著今年內將增設「匯款通知」服務，相信交易數量將進一步上升。

全球數據同步實現全球互通

全球數據同步 (GDS) 可讓貿易夥伴快捷及安全地交換準確、適時及符合GS1標準的供應鏈數據。全球數據同步是建基於該網絡中認證數據池的主要產品數據，數據池將連接至「GS1全球註冊資料庫」(GS1 Global Registry™)，從而實現貿易夥伴之間不斷地進行數據同步。

全球數據同步用戶工作小組於2004年4月成立，在其支持下，香港編碼協會的全球商業計劃 (GCI)，就香港文化背景與資訊科技實際應用水平進行了深入的差距分析研究報告，確立實施全球數據同步的受惠程度。

2004年11月，香港貨品編碼協會與技術夥伴GXS國際公司(Global eXchange Service International Inc.) 協作創建符合GDSN標準的本地數據池一名為GS1 HK數據池(GS1 HK Data Pool)。迄今為止，共有26個數據池已獲全球認證，而香港的GS1 HK數據池亦名列其中。

In November 2004, GS1 Hong Kong selected Global eXchange Services International Inc. as the technology partner of the GDSN-compliant local data pool – GS1 HK Data Pool. So far, a total of 26 Data Pools have been certified globally, including Hong Kong's GS1 HK Data Pool.

A GDS pilot project between Dairy Farm's subsidiary, Wellcome, and Proctor & Gamble (P&G) was initiated in 2004. As the manufacturer, P&G published its items on the GS1 Global Registry through its source-data pool. Wellcome, in the role of the retailer, subscribed its items through its recipient data pool to the Global Registry. Both P&G and Wellcome's data were then synchronized via the Global Registry. Multiple cycles of Publish, Subscribe and Synchronize have been successfully completed which entail more tests to ensure GDS workflow fit in their daily operation thus realizing truly global interoperability.

Over the year, GS1 Hong Kong has organized four training sessions and various conferences, including the CEO Summit. This helps to create more awareness of the benefits of this new technology and provides an opportunity for practical implementation guidelines to be explained.

The advent of Electronic Product Code (EPC)/Radio Frequency Identification (RFID) technology

With the aim of facilitating local industries to embrace the global tidal wave of emerging EPC/RFID technology in supply chain management, EPCglobal Hong Kong (under the auspices of GS1 Hong Kong) has attracted tremendous interest from industry as well as Government and is spearheading a number of initiatives.

To deliver one-stop shop EPC-based solutions to users in the region, EPCglobal Hong Kong has secured over 30 technology partners, ranging from hardware and software providers, consulting companies to system integrators, holding the largest EPCglobal Solution Partner membership based in Asia.

Funded by the General Support Program under the HKSAR Government's Information and Technology Commission (ITC), EPCglobal Hong Kong kicked off a series of awareness programs and training courses to impart the practical skills needed by both executives and operational staff to apply the new technology in August 2005. As part of these programs, a computerized, real-time, EPC/RFID-enabled supply chain simulation model through which workshop participants can experience a future EPC/RFID-enabled world was introduced.

And to keep the business community constantly updated with the latest information on EPC/RFID technology, EPCglobal Hong Kong website (www.epcglobal.org.hk), an information portal (www.epcexpress.org) and an e-News service have been launched.



於2004年，牛奶公司的附屬機構——惠康與寶潔開始參與全球數據同步試點計劃。作為生產商的寶潔公司，透過其地區的來源數據池向GS1全球註冊資料庫發佈產品資料。而惠康則扮演著零售商的角色，通過其地區的接收數據池向全球註冊資料庫提交產品資料。這樣，透過全球註冊資料庫相互運作，雙方的數據便能同步化。目前，多個發佈、提交及同步化的測試週期已順利完成，但仍需進行更多相關的測試，以確保全球數據同步流程能夠融入企業日常運作中，體現真正的全球互通協作。

過去一年來，香港貨品編碼協會舉辦了四次培訓及多項會議，其中包括供應鏈管理行政總裁週年高峰會，為業界展示了此項新技術的優勢，並就實際應用方針進行詳細講解。

產品電子代碼/無線射頻識別技術的誕生

為了協助本地行業融入全球供應鏈管理新興技術產品電子代碼/無線射頻識別，由香港貨品編碼協會資助的EPCglobal香港引起了業界及政府的廣泛關注，率先展開了多項計劃。

為了向本地用戶提供完善的一站式產品電子代碼技術解決方案，EPCglobal香港已簽訂了30多家科技合作夥伴，包括電腦軟硬件供應商、顧問公司、系統集成供應商等，成為亞洲地區擁有最多解決方案供應商會員的EPCglobal分會。

透過香港特別行政區政府創新科技署 (ITC) 的一般支援計劃 (General Support Program)，EPCglobal香港展開了一系列產品電子代碼/無線射頻識別技術的推廣活動及於八月開始為行政管理及營運人員提供有關產品電子代碼應用技術的培訓課程。作為活動內容之一，還設計了一座電腦化、實時及應用產品電子代碼/無線射頻識別技術的供應鏈模擬系統，讓參與學員可率先感受未來產品電子代碼/無線射頻識別技術的世界。此外，EPCglobal香港亦推出了EPCglobal香港網站 (www.epcglobal.org.hk)、資訊網站 (www.epcexpress.org) 及電子郵報服務，向商界提供最新、最適時的產品電子代碼/無線射頻識別技術資訊。

To reinforce Hong Kong's position as a leading information and logistics hub and to foster integration with PPRD-based manufacturers, logistics service providers and global retailers through creating visibility for goods and information flow, EPCglobal Hong Kong received a HK\$14 million fund from the Guangdong-Hong Kong Technology Cooperation Funding Scheme under ITC to pioneer the EPCnetwork, an EPC/RFID compliant infrastructure system based on EPCglobal standards for data collection and exchange. The network will allow key stakeholders in the global supply chain to optimize their upstream or downstream operations to better meet their customer demands through enabling end-to-end visibility on the goods flow in the supply chain. With the world's leading global SCM players participating in this initiative as key pilot users, a practical and state-of-the-art implementation reference of the EPCglobal Network™ will be available by the end of 2006.

EPCglobal Hong Kong is contributing to the development of the global standard by being the Asian representative in the EPCglobal Architectural Review Committee, which comprises a group of leading technical experts charged with developing, overseeing and ensuring coherence of the EPCglobal standards. EPCglobal Hong Kong also identifies the specific business requirements of transportation and logistics users in relation to standards development through its representation in the Transportation & Logistics Services Business Action Group.

And to accelerate the adoption of EPC in Asia, we actively participate in the Asian Adoption Program Working Group to localize EPC business cases in the Asian context of the global supply chain by involving three work streams – business case sharing of EPC/RFID deployments; Asia specific EPC Value Model; and the EPC/RFID implementation cookbook for the region, among which EPCglobal Hong Kong is chairing the Asian EPC Value Model work stream.

為了鞏固香港作為資訊及物流中心的領先地位，以及建立暢通的貨物及資訊流，並促進泛珠三角地區生產商、物流服務商及全球零售商的整合，EPCglobal香港獲得香港特區政府創新科技署屬下的粵港科技合作資助計劃所提供的1,400萬港元資助，率先推行EPC網絡(EPCnetwork)計劃。EPC網絡是一個基於EPCglobal標準符合產品電子代碼/無線射頻識別技術規範的基建系統，用以收集及交換數據。該網絡可提升供應鏈物流的透明度，讓全球供應鏈中的主要企業優化其上下游的營運，從而滿足客戶需求。國際主要供應鏈管理的企業現正參與EPC網絡的啟導計劃，成為試點用戶，而EPCglobal網絡之實際應用可望於2006年底供綜合參考。

作為EPCglobal建築審訂委員會(EPCglobal Architectural Review Committee — 由一組負責開發、監管及統一EPCglobal標準的高級技術專家組成的委員會)的亞洲代表，EPCglobal香港一直積極促進全球標準的發展。同時，作為運輸及物流服務商業行動組的代表(Transportation & Logistics Services Business Action Group)，EPCglobal香港亦致力確定相關標準發展的運輸及物流用戶的具體業務需求。

為了加快EPC在亞洲的採納，我們積極參與亞洲採納計劃執行小組(Asian Adoption Program Working Group)，並根據全球供應鏈在亞洲的實際情況，將產品電子代碼用戶案例本地化分為三個工作流程 — 產品電子代碼/無線射頻識別商業個案共享、亞洲特定產品電子代碼價值模型、以及區內產品電子代碼/無線射頻識別實施手冊。其中亞洲產品電子代碼價值模型工作流程由EPCglobal香港負責。



Global Data
Synchronization
makes data accuracy
in supply chain a reality
全球數據同步實踐
供應鏈數據準確之理想

USERS CASES

GS1 Hong Kong endeavors to help local enterprises deploy the best practices in supply chain management through consultation, studies or program development and implementation services. We hope that the case studies documented in this section, which include initial findings of ongoing cases, will serve as inspiring references to both public and commercial sectors on how operational efficiency can be enhanced through innovative e-commerce and supply chain management solutions.

A Codification and Classification Model for the Hospital Authority

Hong Kong's Hospital Authority (HA) – which oversees a head office, some 43 public hospitals and institutions, and 45 specialists and 74 general outpatient clinics – is seeking to implement an integrated enterprise resources planning system (ERPS) that supports business functions in a more effective and efficient manner.

The Authority recognized that a critical step towards achieving this aim was to first define the Codification and Classification Model to be adopted. In this connection, the key objective of the October 2004 to March 2005 project was to decide upon the most appropriate model – one that would make the most effective use of the product information to support, control and manage the processes and decision points related to the supply chain operations.

In executing this project, GS1 Hong Kong conducted intensive workout sessions with user groups to study and analyze the existing Codification and Classification Model. To establish the evaluation framework for the To-be Model, GS1 Hong Kong also collected users' requirements for the future system.

Based on these findings and the evaluation framework established, GS1 Hong Kong has recommended the To-be Model which will further be validated by the Hospital Authority during the design of the ERPS. Establishment of a good Codification and Classification Model will facilitate HA to continue fulfilling its commitment to providing the most efficient high-quality service possible to the community.



用戶案例

香港貨品編碼協會致力透過諮詢、研究或項目發展及執行等服務，幫助本地企業實踐供應鏈管理最佳實務。本部份將備有案例分析，包括現時案例的初步數據，為政府/公營機構及商界提供深具啟發性的參考資料，介紹如何透過創新的電子商務及供應鏈管理方案提高營運效率。

香港醫院管理局 研發編碼及分類模型

管轄一個總辦事處、43家公立醫院/醫療機構，以及45家專科門診診所和74家普通科門診診所的香港醫院管理局(下稱醫管局)，為進一步提升運作效率，正銳意訂立一個效率與效益兼備、可支援各項業務功能的綜合企業資源規劃系統(ERPS)。

為達致上述目標，醫管局充份明白首要的工作是要釐定對新編碼及分類模型的各項要求。為此，於2004年10月至2005年3月期間所推行的項目之主要目的乃開發一個對醫管局最合適的編碼及分類模型——而最重要的條件是該模型必須能有效地運用產品資訊來支援、監控並管理供應鏈運作上的各個相關程序和決策點。

在執行這項研發計劃的過程中，香港貨品編碼協會與各個用戶群組進行了多次會議，深入探討和剖析醫管局現時所採用的編碼及分類模型，並透過收集用戶的意見及要求而擬訂日後所選用模型的評估方法和準則。

根據所取得的資料和所訂立的評估機制，香港貨品編碼協會向醫管局建議了應採用的模型。一個良好的編碼及分類模型的設立將有助醫管局繼續履行為市民大眾提供高效率、高質素服務的承諾，在設計ERPS的過程中，醫管局會對該系統作進一步的驗證。

JOS switch for Hospital Authority shows interoperability of EDI and XML

As a key vendor of Hong Kong's Hospital Authority (HA), Jardine OneSolution (JOS) used to send its invoice transaction reports by email and courier the hardcopy invoices to the HA based on the agreed schedule. Both companies were seeking to improve this communications process through a more efficient automated system.

The first step of this transformation took place at the end of 2004. GS1 Hong Kong helped JOS develop a file comprising an XML document. GS1 Hong Kong then defined the data-mapping requirements to be covered in the invoices to enable the conversion from XML to EDI, a standard adopted by HA.

The changeover involved conducting a user-acceptance test and parallel testing to ensure that the file of the EDI/XML invoice was developed according to guidelines and that there was a smooth transition from paper to e-invoice.

By the first quarter of 2005, the conversion was successfully completed, thus becoming the first user-implementation case to demonstrate in a practical way the interoperability of EDI and XML. Today, JOS can send e-invoices to the HA, making for a considerably more accurate and efficient communication between the two trading partners.

PARKnSHOP leverages EZ*TRADE to best advantage

PARKnSHOP (PNS) is one of the first supermarkets in Hong Kong to use EZ*TRADE, an e-platform provided by GS1 Hong Kong for buyers and sellers to conduct data exchange. Today, nearly all of its stock-item suppliers are linked to it and the retailer is constantly leveraging the advantages it offers by utilizing it for more transactions.

In order to further enhance the efficiency of its B2B operation through the EZ*Trade platform, PNS is now moving towards the E-processing of invoices as well as debit and credit notes. This will eliminate the possibility of document loss and human error during the transaction process.

Incorporating Direct-to-Store deliveries into EZ*TRADE will also help PNS realize a successful collaboration with its trading partners along the supply chain. Items with a short life-span, such as milk, ice cream and newspapers, in particular will benefit.



香港醫院管理局與怡和科技共同體現EDI與XML格式的互通性

怡和科技是香港醫院管理局的主要供應商之一。過往，怡和科技一直以電郵及速遞服務把發票的交易報告於議定時間內傳送給醫管局，但於去年，兩家機構均認為有必要利用更具效率的自動化系統改善此通訊流程。

去年底，雙方為此目標踏出突破性的一步。香港貨品編碼協會為怡和科技開發了一個以可擴展標示語言 (XML) 編寫的文件檔案，並釐定對應雙方發票資料的規格，使以XML為本的數據可準確無誤地轉換為醫院管理局所採用的電子數據聯通 (EDI) 格式。

整個計劃包括用戶驗收測試及並行測試，以確保 EDI/XML 發票的檔案乃按照指引開發及實行，以確保從紙張發票到電子發票的轉化過程得以順利完成。

有關計劃已於2005年第一季完成，更成為首個切實體現EDI與XML互通性的用戶實施案例。今天，怡和科技可以以先進的電子形式將發票發送到醫管局，大大提升了兩個商貿夥伴之間的通訊準確性和效率。

百佳超級市場充分利用「通商易」保持競爭力

百佳超級市場 (百佳) 是本港最先採用「通商易」(EZ*TRADE) 的超級市場之一。時至今日，差不多所有百佳的供應商都已使用「通商易」，而百佳更不斷擴大其應用範圍，務求進一步提高營運效率。

為提升超級市場在企業對企業 (B2B) 運作上的績效，百佳正計劃把發票、借貸及信貸通知的處理程序電子化，藉此減除交易過程中遺失文件及人為錯誤的可能性。

透過「通商易」，百佳可把貨物由供應商直接運送到各分店，成功與供應鏈上的貿易夥伴緊密聯繫。此運作模式對於一些貯存期較短的貨物，如：牛奶、雪糕和報紙等的運送尤為合適。

Keith Bartlett, Business Process Director, Food, Electronics & General Merchandise Division of PNS, says: "Using the EZ*TRADE platform has helped us to grow and also to contain our costs all the way through the expansion process, from purchasing costs to backend costs."

Airland Bedding poised for growth with new international bar coding system

Airland Bedding Co Ltd, the bedding-goods subsidiary of Hong Kong's leading spring mattress manufacturer Airland Holding, was sharing a wholesale operating system with its parent company, but managing its retail business and purchasing procedures manually.

In recent years, Airland Bedding had expanded rapidly to become a regional brand and the company was starting to experience the constraints of growth. The challenge was to implement a new operating procedure that offered up-to-date systematic sales and inventory records and allowed for tighter delivery schedules. Operating efficiency would be enhanced, and the company would be poised to respond better to customers' needs and market developments.

A key part of the solution was to minimize manual operation – but with space at a premium, implementation had to be at the point of sale. GS1 Hong Kong, in association with IT solution provider Synergy, offered Airland Bedding an international bar code solution. Synergy designed a portable data-capture system and inventory and sales-management system and installed portable PC terminals and bar code printers at sales counters and warehouses.

The solution was rolled out in early July 2004. The use of international bar codes supported by portable PC terminals resulted in more precise sales and inventory data, as well as allowed for instant updates of incoming, out-going goods and other sales data.

A spokesman for Airland Bedding said: "The introduction of the supply chain management system has improved our operations in various aspects, including order control, inventory management, operating-costs control, sales analysis and the allocation of human resources. This has effectively reduced the incidence of errors, increased our flexibility to respond to market changes and boosted our capability for exploring new business areas."

百佳Business Process Director, Food, Electronic and General Merchandise Division鮑卓祺先生表示：「採用了『通商易』平台後，我們無論在買入價或後勤成本方面均控制得宜，大大幫助百佳的業務發展。」

雅蘭採納國際條碼標準 為業務拓展作好準備

雅蘭床上用品有限公司(下稱「雅蘭」)是本港主要彈簧床褥生產商雅蘭集團的附屬公司。一直以來，雅蘭都是與母公司共用批發作業系統，而零售業務的運作及採購程序則由人手處理。

近年來，雅蘭已成為亞洲區內流行品牌，而隨著業務迅速擴展，公司逐漸感到現行的營運系統無法配合業務增長的需要。公司面對的主要挑戰是如何引入新的作業程序，以便及時獲得銷售及庫存紀錄，同時縮短送貨週期，藉此提高作業效率，讓公司有效回應客戶需要及市場趨勢。

解決方案的其中一個重點要求是能夠盡量減少人手操作，以及必須能在地方狹小的銷售點運作。針對雅蘭的需要，香港貨品編碼協會聯同資訊解決方案供應商智揚訊息系統為雅蘭提供一項應用國際條碼的解決方案。智揚特別設計了兩個系統：手提數據收集系統、及庫存及銷售管理系統，並為公司的銷售專櫃和倉庫安裝手提電腦終端機及條碼打印機。

是項解決方案已於2004年7月上旬正式啟用。透過利用國際條碼，配合手提電腦終端機的運用，雅蘭成功獲得更準確的銷售及庫存數據外，更可即時更新入貨、出貨及其他銷售數據。

據雅蘭的發言人表示：「引進供應鏈管理系統，使我們不論在訂貨控制、倉存管理、營運成本、銷售分析和人力資源分配等各方面都得到改善，不但有效減少錯誤的發生，更幫助我們提高回應市場變化的能力，並加強我們的實力以開拓新業務領域。」

MEMBERSHIP UPDATE

GS1 Hong Kong membership continued to grow, with 2005's up by 3.5% over that of the previous financial year, bringing the total to around 4,500. To accommodate the various needs of enterprises, there are five categories of membership: Full Membership, EZ*TRADE Membership, Serial Shipping Container Code (SSCC) Membership, Vendor Alliance Program (VAP) Membership, and SCM Knowledge Center Membership.

Among our Full Members, Importers and Exporters still comprise the majority at 83%. The second-biggest representation is among Manufacturers (8%), followed by Business/Professional Services (5%).

HK e-ID Registry

The HK e-ID Registry, launched by GS1 Hong Kong in 2002, is a web-based database/repository that enables local GS1 System users to exchange authorized and internationally standardized product and company data seamlessly in high data integrity with their trading partners. As at August 2005, over 880,000 records (GTINs) in the product database are available for users to track and trace information – increased by 11% compared to that of last year.

The repository aims to pave the way for the future by acting as a product catalog in which Hong Kong-owned product data are stored, and local buyers can look for suppliers and product information to facilitate trading commerce.

The local repository of the registered companies is interlinked with the GS1 Global Membership Directory (GEPIR). Connected with GS1 members from over 70 countries until now, GEPIR enables global trading partners to share internationally standardized company information on a global scale. It serves as an online “yellow pages” global directory where suppliers’ company information is stored, thereby benefiting buyers for whom such information can create boundless business opportunities and development.

15th Anniversary Gala Dinner

To celebrate the 15th anniversary of GS1 Hong Kong (formerly HKANA), a Gala Dinner was held in December 2004. Attended by more than 300 members, the event provided an opportunity to review our achievements over the past decade and a half, during which GS1 Hong Kong laid a strong foundation for its members and the business community to excel in supply chain management. Some of our members were invited to share their experiences of prospering with us at a panel discussion themed “Grow with you, get ready for a brighter future”. Highlighted by a series of excellent entertainment programs, the event was deemed by all present as memorable.



會員最新消息

香港貨品編碼協會會員持續增加，2005年的新增會員較上一財政年度增長3.5%，令會員總數增加至約4,500名。為了滿足業界的不同需要，我們提供了以下5種會員資格類別以供選擇：全面會員、通商會員、貨運容器序號會員、供應商夥伴計劃會員及供應鏈管理資源中心會員。

出口商及入口商行業佔全面會員類別最多，為83%，製造業則居第二，佔8%，商業/專業服務商緊隨其後，佔5%。

香港e-ID登記處

香港貨品編碼協會於2002年推出以互聯網為基礎的數據庫——香港e-ID登記處，在保持數據高度完整性的前提下，令本地的GS1標準用戶可與其貿易夥伴互相交換已經授權、國際標準化的產品及公司數據。截至2005年8月，產品數據庫可供用戶查找及追蹤的信息逾880,000項記錄（國際貿易貨品編碼），較去年增長了百分之十一。

該數據庫旨在為各界人士提供香港產品數據的產品目錄，以便本地採購商從中查詢供應商及產品信息，從而促進商業貿易的發展，為香港的商貿發展奠定基礎。

此外，該數據庫中的註冊公司名錄亦已經與GS1全球會員名錄（GEPIR）相連接，從而令全球貿易夥伴可透過GEPIR與來自全世界70多個國家的GS1會員分享彼此的公司資料。GEPIR猶如一個儲存全球供應商數據的在線「黃頁」，為採購商創造無限的商業機會及發展前景。

十五週年誌慶聯歡晚宴

為慶祝香港貨品編碼協會成立十五週年，我們在2004年12月舉辦了盛大的週年誌慶晚宴，超過300名會員參加了這次盛會。在晚宴中，我們一起回顧了過去十五年來，香港貨品編碼協會的業績及協會如何為其會員及商界奠下供應鏈管理的堅固基礎，我們亦舉行了「風雨同路，與您成長」的研討會，邀請了部份會員與我們分享他們的成功心得。此外，晚宴還準備了精彩的娛樂節目，為所有嘉賓和會員獻上了難以忘懷的一晚。

EPC Networking Hour

EPC Networking Hour, a member gathering held on a regular bi-monthly basis provide EPC members a good opportunity to keep abreast of the latest development of EPC/RFID enabling technologies and industry demands.

產品電子代碼會員聚會

產品電子代碼會員聚會為定期每兩個月舉行一次的會員聚會，為EPC會員提供一個了解產品電子代碼/無線射頻識別技術最新發展及行業需求的機會。

FIG 1 Breakdown by Business Nature of GS1 Hong Kong's Full Membership (as at 31 August 2005)

圖一 香港貨品編碼協會全面會員行業分佈 (截至2005年8月31日止)

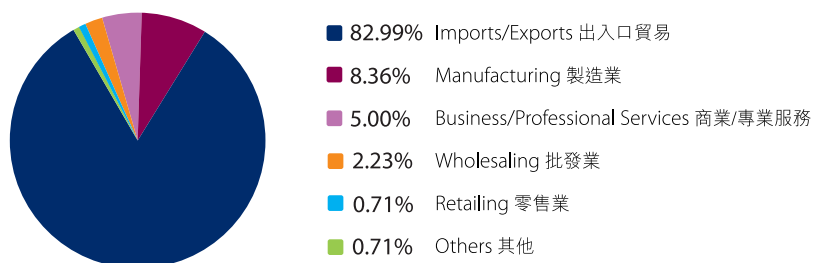
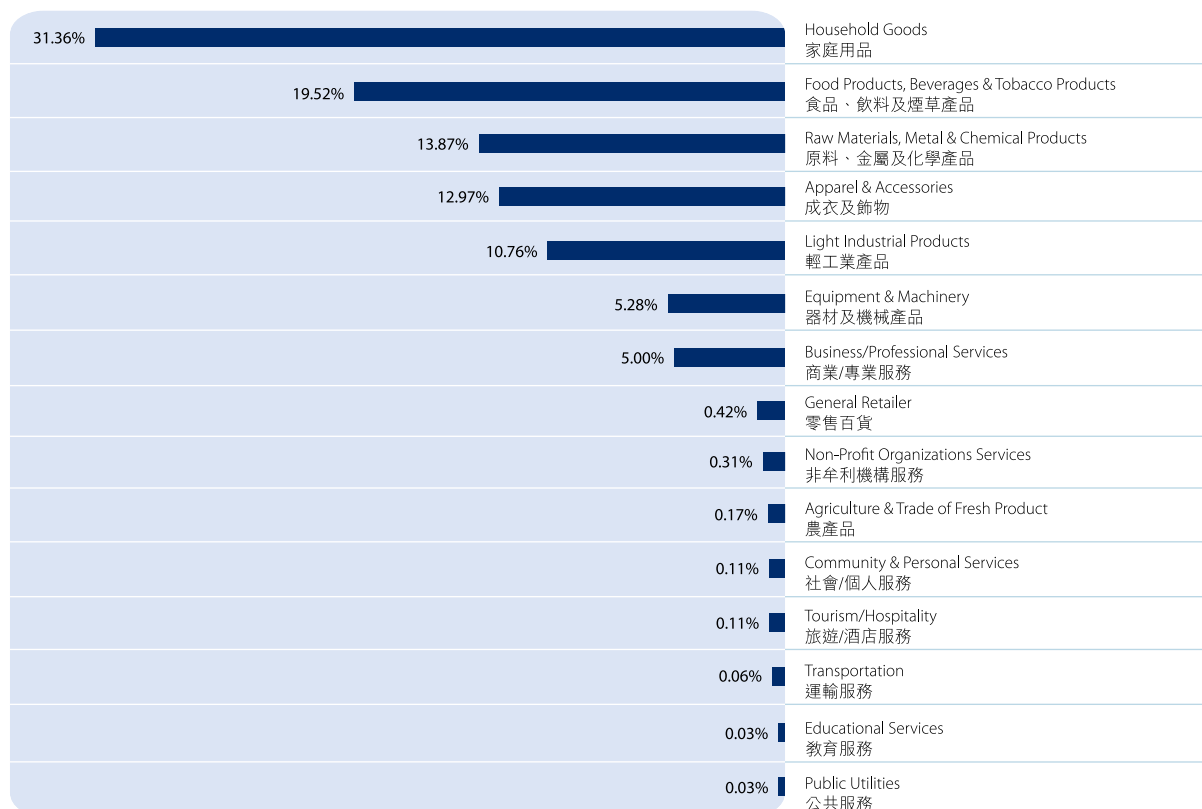


FIG 2 Breakdown by Product Type of GS1 Hong Kong's Full Membership (as at 31 August 2005)

圖二 香港貨品編碼協會全面會員產品類別分佈 (截至2005年8月31日止)



The Next Generation
of Supply Chain
新一代供應鏈



KNOWLEDGE TRANSFER & TRAINING

GS1 Hong Kong's knowledge transfer programs are well recognized by the industry for its professional, high quality and up-to-date information on supply chain management in Hong Kong. We provide local enterprises with all the skills and knowledge needed to correctly implement supply chain standards from basic concept of SCM, enabling technology know-how, standards compliance and application to global standards development through a suite of comprehensive educational programs and industry conferences.

SCM Knowledge Center

Set up in 1994, the SCM Knowledge Center transferred to a bigger site in 2004 to accommodate a more comprehensive and multi-purpose range of services. These include information sources ranging from industry publications, reports and research papers to multi-media resources, solutions demonstrations and training seminars. The library houses more than 2,500 reference items, including videos and CD-ROMs as well as books, periodicals and specialist publications. GS1 Hong Kong also offers a comprehensive suite of tools from hotlines to online for member support. A dedicated helpdesk is set up to answer any questions relating to SCM and point information-seekers in the right direction is ready for service whereas the GS1 Hong Kong e-news, our online library and the GS1 Hong Kong website will provide members a quick and easy access to the latest supply chain information. An upgrade on the library software system is also underway to enable a more user-friendly online browsing experience with defined categories and our collections have been expanded to cover areas that better meet the specific demand of retail management such as Direct Store Delivery (DSD) management, a growing initiative for the FMCG industry.

With the advent of EPC/RFID technology that will radically change the way business is done for global buyers and suppliers, the Center offers an increasing number of resources for business professionals looking to leverage this development. Research papers and publications explaining the EPC technology, and showcases of various systems and solutions on EPC/RFID technologies, are available, as well as EPC simulation kiosks that allow users to experience how the EPC network works in real life.



知識傳授及培訓

香港貨品編碼協會的知識傳授及培訓計劃於供應鏈管理範疇上所提供的專業、高質量和適時資訊一向備受香港業界認同。透過推出一系列全面的教育培訓及業界研討會，我們致力向本地企業傳授如何正確實行與供應鏈標準相關的知識及技能，包括供應鏈管理基本概念、應用技術、標準規範及已開發的全球標準的應用等。

供應鏈資源中心

香港貨品編碼協會供應鏈資源中心設立於1994年，隨後於2004年因著業務發展而遷往新址，令中心提供的服務更見全面及多元化。所提供的資訊包括行業刊物、報告、研究論文，以至多媒體資訊、解決方案示範及培訓研討會等。供應鏈資源中心的藏書超過2,500多份的參考資料，包括錄像、光盤、書籍、期刊及專業刊物等。此外，供應鏈資源中心亦為客戶提供專線及在線的客戶支援服務。所設置的客戶服務專線為客戶解答有關供應鏈管理的疑問。香港貨品編碼協會的電子郵報(GS1 Hong Kong e-News)、網上參考資料室及香港貨品編碼協會網頁，可讓會員以最便捷的方法取得最新的供應鏈資訊。供應鏈資訊中心正將參考資料室的軟件系統進行升級，並新增叢集/類別查找功能，讓網上瀏覽更方便。為滿足零售管理的特別需求，並針對快速流轉消費品行業日益重視的項目，我們的藏書新增了直接貨物配送(DSD)服務的類別。

隨著產品電子代碼/無線射頻識別(EPC/RFID)技術的誕生，全球買家及供應商的業務模式將漸漸轉變過來。而資訊中心則致力為有意利用這類新科技的商業人士提供更多資源，包括介紹產品電子代碼技術的研究論文及刊物、展示產品電子代碼/無線射頻識別技術各種系統及解決方案以及產品電子代碼模擬系統，讓用戶體驗產品電子代碼網絡如何在現實生活中運作。

Conferences

One of the most effective means of propagating the latest supply chain strategies is via symposia involving key decision-makers. Two such events were staged in this year – the annual SCM CEO Summit and the EPCglobal HK RFID Conference.

SCM CEO Summit

Since its inception, the SCM CEO Summit has been well established as an important networking and information-sharing forum for senior executives looking to enhance their business with modern SCM techniques. This fourth Summit, hosted jointly by GS1 Hong Kong, ECR Hong Kong and ECR China, attracted some 300 industry leaders and was supported by 15 trade organizations locally and 9 industry bodies from the Mainland.

With its theme “Creating Value Through the Innovative Supply Chain”, the one-and-a-half-day Summit provided the participants with inspirational and creative ideas on how new business values could be created through effecting changes in supply chain management. Moreover, deployment of new technologies and management best practices supplement the benefits derived from supply chain strategies. In the light of this, a dedicated session was designed in this year’s Summit to explore the potential of the emerging EPC/RFID technologies.

The Supply-Chain Council – Greater China was launched at the Summit as part of the effort to encourage Greater China enterprises to adopt the SCOR (Supply-Chain Operations Reference-Model), a process reference model to re-engineer business processes that enables users to address, improve and communicate supply chain management practices.



研討會

廣邀企業決策者參加座談會，是推廣最新供應鏈策略相當有效的方法之一。而在今年，該資訊中心已舉辦了兩次重大盛會——供應鏈管理行政總裁週年高峰會及EPCglobal香港無線射頻識別研討會。

供應鏈管理行政總裁週年高峰會

自開辦以來，供應鏈管理行政總裁週年高峰會即成為眾多高級管理層聚首一堂、共同探索先進供應鏈管理技術以提高業績的重要平台。今年的高峰會為第四屆，由香港貨品編碼協會、ECR香港及ECR中國聯合主辦，並獲內地15個商貿組織及9個行業機構支持，吸引了約300名業界領袖出席。

此屆高峰會為期一天半，主題為「創意增值，拓展商機」。會議就如何透過改善供應鏈管理創造新的商業價值提出了許多新穎而可行的構思。此外，採用新技術及最佳管理實務，可與供應鏈策略相得益彰，發揮更強大的作用。有鑒於此，今年的高峰會特設了一個探索新興產品電子代碼/無線射頻識別技術之發展潛力的環節。

在此屆高峰會上，供應鏈管理委員會（大中華區總會）正式宣佈成立，以鼓勵大中華區企業採用SCOR（供應鏈管理運作模型）。透過該模型，企業可重整其業務流程，以解決、改善供應鏈的運作及管理及對供應鏈管理的實踐進行交流。

EPCglobal HK RFID Conference

The potential of emerging EPC/RFID technologies came under the spotlight at the EPCglobal HK RFID Conference organized by GS1 Hong Kong in April 2005. More than 700 global industry leaders and consultant firms attended to share their insights on the successful deployment of the EPC, which has been described as the “next big thing” in the evolution of supply chain management.

**Training Courses**

Bar code workshops demonstrating both the fundamental principles and the latest available market solutions to article numbering assignment are available to members free of charge. At these sessions, industry-specific requirements and compatibility for bar code printing are also discussed.

To prepare enterprises for the forthcoming global EPC standards, the first within a series of training programs was launched in August 2005 for executives and operational staff to acquire practical skills in applying EPC/RFID technology. In collaboration with academic institutes – the University of Hong Kong, the Hong Kong Polytechnic University and the Caritas Logistics Center, GS1 Hong Kong continued to provide SCM-related courses for executive and operational personnel this year.

EPCglobal香港無線射頻識別研討會

於2005年4月，香港貨品編碼協會就新興產品電子代碼/無線射頻識別技術的發展潛力舉行了EPCglobal香港無線射頻識別研討會。全球700多名業界領袖及顧問公司出席會議，並就被形容為新一代供應鏈的產品電子代碼分享了他們的成功實踐經驗及見解。

培訓課程

除研討會外，協會亦為會員免費開辦條碼工作坊，介紹貨品編碼分配的基本原則及市場上最新的解決方案。會員更一起探討個別行業的需求及條碼的可兼容性等問題。

為了協助各企業達到未來的全球產品電子代碼標準，協會已於2005年8月開辦了一系列培訓課程教授行政管理人員及營運人員產品電子代碼/無線識別射頻技術的應用技術。香港貨品編碼協會並與香港大學、香港理工大學及明愛物流中心等機構合作，持續為行政管理人員及營運人員提供供應鏈管理之相關課程。



Websites

In keeping with the organization's new identity, a new GS1 Hong Kong website (www.gs1hk.org) has been developed to replace the old HKANA one.

Richer in content, it features material on new services, activities and up-to-date information, all presented in well-defined, categorized sections in a contemporary, user-friendly format that reflects the new values implied in our re-brand and their benefits to the business community.

At the same time, EPCglobal Hong Kong's website (www.epcglobal.org.hk) has also been revamped and its wealth of information on everything pertaining to Electronic Product Code™ is presented in an easily navigable format. Apart from the EPCglobal Hong Kong's website, the information portal – EPC Express (www.epcexpress.org) provides readers with project details of EPC initiatives, up-to-date industry news and latest event details every two months.



Newsletter

HKANA News, the organization's original newsletter, has been re-named *SupplyChainPlus* and given a facelift in accordance with the GS1 Hong Kong's re-brand. The newsletter features updated, informative stories about all the latest developments in the SCM world.

To arouse public awareness of the latest SCM technologies, two regular e-newsletters, GS1 Hong Kong e-News and EPC Express, are available for subscription. GS1 Hong Kong e-news covers a wide range of information spanning up-to-date information on our upcoming events and training sessions, associated global standards and SCM-related enabling technologies as well as case studies and research papers written by leading global and local industry experts and companies. EPC Express is a bi-monthly e-news that will keep its subscribers updated with EPC/RFID developments worldwide and the upcoming EPC training programs and events hosted by EPCglobal Hong Kong.

網站

為配合協會的全新形象，香港貨品編碼協會推出了全新的網站www.gs1hk.org。

該網站內容豐富，涵蓋協會最新的服務、活動及資訊，分類清晰明確、形式富時代感，反映出新品牌所代表的新價值及對企業將帶來的貢獻。

與此同時，重新設計的EPCglobal香港的網站 (www.epcglobal.org.hk) 亦令瀏覽者更容易搜尋關於產品電子代碼的所有重要資訊。除EPCglobal香港的網站外，EPC Express (www.epcexpress.org) 亦會每兩個月將有關產品電子代碼項目的最新發展、細節及活動更新上載。

協會通訊

香港貨品編碼協會的通訊已由 *HKANA News* 易名為 *SupplyChainPlus*，以報導所有有關供應鏈管理的最新發展資訊。

為增進公眾對最新供應鏈技術的了解，香港貨品編碼協會出版了GS1 Hong Kong e-News及EPC Express以供訂閱。GS1 Hong Kong e-News涵蓋的資訊十分廣泛，包括我們即將舉行的各種活動、培訓課程、與國際標準及供應鏈管理相關的技術，以及由全球或本地主要企業發佈的案例及研究報告等。而EPC Express則是一份雙月電子新聞期刊，向訂閱者提供產品電子代碼/無線射頻識別的全球最新發展，以及EPCglobal香港舉辦的培訓課程及活動等。

COLLABORATION WITH CHINA

It is envisaged that the Pan Pearl River Delta (PPRD) region, which includes Hong Kong, will develop as a regional economic system that will evolve into a powerful new economic force in terms of the size of its economy, total volume of external trade and intake of foreign investment by working together as one. The interaction will allow the region to become one of the world's leading manufacturing centers and Hong Kong to become a leading center for information and a logistics hub. Given our vast experience in administering global standards for the supply chain and working with local enterprises on supply chain efficiency, GS1 Hong Kong will be an ideal partner to accelerate local adoption of global standards through collaboration with our mainland counterparts and an essential partner for Hong Kong enterprises moving along the supply chain looking to profit from the PPRD concept.

Precluding the misuse of bar codes

To ensure that the integrity of the common, globally recognized GS1 standard is maintained, starting from June 2005, GS1 Hong Kong has been working closely with the Article Numbering Center of China and key retailers in Hong Kong and southern China to verify their product data against authorized bar codes. If any improper use is identified, GS1 Hong Kong will immediately inform the retailers concerned and rectify the problem.

China road show introduces EPC vision

GS1 Hong Kong and EPCglobal Hong Kong, in association with EPCglobal China, co-organized the EPC/RFID Conference 2005 China Road Show in Guangzhou and Shenzhen in April. The event, which featured speakers from EPCglobal Hong Kong, EPCglobal China, Wal-mart, Avery Dennison, Intel and Cisco, aimed to create and provide a unique opportunity for leading innovators and industry contributors to discuss and share knowledge and experience of the global RFID market and the implications of the expected RFID "tidal wave" in the Pan Pearl River Delta region. The two roadshows attracted a total of more than 140 delegates.

連繫中國

據預測，透過香港與內地的緊密合作，包括香港在內的泛珠三角地區將在經濟規模、對外貿易總量及吸引外資方面取得長足發展，從而形成一個具備強大經濟實力的區域經濟體系。這將令該地區成為世界首要的製造業中心之一，而香港亦會成為領先的資訊及物流中心。憑藉推行供應鏈全球標準及有效協助本地企業改善供應鏈管理的豐富經驗，香港貨品編碼協會透過與內地同業及重要伙伴的合作，致力加快推動本地企業與全球標準接軌，令香港企業能貢獻兼受惠於泛珠三角地區的供應鏈發展。

防止非授權條碼

為確保全球通用的貨品編碼協會標準發揮最佳效用，香港貨品編碼協會於2005年6月份開始與中國物品編碼中心、香港及華南地區的主要零售商展開緊密合作，以核實他們的產品資料庫是否存在非編碼中心授權的數據。若發現有任何不當使用的情況，香港貨品編碼協會將立即通知相關零售商進行處理。

中國巡迴展推廣產品電子代碼

4月份，香港貨品編碼協會及EPCglobal香港聯合EPCglobal中國在廣州和深圳共同舉辦了「產品電子代碼/無線射頻識別研討會2005中國巡迴展」。會議邀請了來自EPCglobal香港、EPCglobal中國、沃爾瑪、Avery Dennison、英特爾及思科的多位講者發表演講，為業內領導創新的表表者提供一個不可多得的機會，一同探討及分享彼此在全球無線射頻識別市場的知識及經驗，以及無線射頻識別在泛珠三角地區即將掀起的熱潮對該區的影響等。該次巡迴展在業內引起了熱烈反響，共吸引了逾140名行業代表出席。

Helping to ensure safety of food from Shenzhen

As part of the EU-China Small Projects Facility Program, a project called “An Insurance System for the Safety and Quality of Agricultural Products” aims to bring in relevant European Union procedures as best practices to facilitate the establishment of an effective insurance system for the safety and quality of agricultural products in Shenzhen. To achieve this, products in all the region’s packing, transport and storage configurations have to be identifiable and traceable at any point in the supply chain. The GS1 system is regarded as an ideal one to leverage and apply given its proven identification method of effecting the traceability of products, which will ultimately protect the health of consumers.



The role of GS1 Hong Kong in this project is that of a supporting organization, contributing to the project by actively participating in the main activities, including training, workshops and meetings. Besides sharing ideas, knowledge and experience, GS1 Hong Kong has lined up Hong Kong companies with operations in Shenzhen to participate in this project.

協助深圳加強食品安全

「農產品質量安全保證體系」乃歐盟與中國合作的小型項目促進計劃之一，旨在將相關的歐盟最佳實務引入深圳，以協助深圳建立一個有效的農產品安全保證體系。為達到此目的，深圳所有地區的產品包裝、運輸及儲存模式，均必須能夠在供應鏈每一個流程上得以確認及追蹤。由於GS1標準在產品確認及追蹤上廣受業界認可，並最終能保障消費者的健康，故被視為能應用在該保證體系上的最佳準則。

作為該項目的支援組織之一，香港貨品編碼協會積極參與推動此項目的主要活動，其中包括培訓、工作坊及會議等。除了與大家分享理念、知識及經驗外，協會更邀集了在深圳擁有業務運作的香港公司參與該項目。

GLOBAL INITIATIVES

Global vision

Simplification of global commerce by connecting the flow of information with the flow of goods is the goal of GS1, summed up in the slogan *“See One Vision, Speak with One Voice, Act as One Organization”*. By combining the efforts of more than 100 Member Organizations from around the world, GS1 will lead the design and implementation of global standards to improve the supply and demand chain for the benefit of the global community.

Global Standards Management Process



The Global Standards Management Process (GSMP) was created as an online forum for global collaboration to support standards development, maintenance and implementation

support. To buttress Global Data Synchronization Network (GDSN) development throughout the year, the GDSN roadmap was drafted and a GDSN Operations Manual was published.

GS1's XML Version 2.0 was re-published to form one comprehensive publication that includes 60 Business Message Standards, comprising more than 850 XML Schemas.

Electronic Product Code™



Electronic Product Code™ (EPC) combines the Radio Frequency Identification (RFID) technology with Internet backbone and is predicted to be the next generation for product

identification in supply chain management. Initial standards for the EPCglobal Network™ were the main focus of activity in 2005. The Generation 2 standard for the Network was ratified in December 2004.

Regulations making provisions for the use of RFID in the Ultra High Frequency (UHF) band are in place in most advanced economies. A certification process was developed to ensure that users can procure standards-compliant products with confidence from an increasing number of solution providers.

環球視野

環球宗旨

簡化全球商業運作、將資訊流與貨品流連繫起來是GS1的目標，此正是GS1的口號：*「共同的宗旨，一致的聲音，團結的行動」*。憑著聯合全球逾百個成員組織的力量，GS1將帶領制訂及實施全球統一標準，以改善供應鏈和需求鏈的運作，為全球社區帶來效益。

全球標準管理程序

設立全球標準管理程序 (GSMP) 網上平台的目的是促進全球協作，在標準開發、管理和執行上提供支援。為加強推動全球數據同步網絡 (GDSN) 的發展，於2005年內已草擬全球數據同步網絡藍本，並完成編製該操作手冊。

GS1的XML 2.0版已經重新編訂，新版本的內容更全面，除載有60項商業訊息標準外，更涵蓋850多項XML格式。

產品電子代碼

產品電子代碼 (EPC) 將無線射頻識別 (RFID) 技術與互聯網骨幹相結合，被公認為供應鏈管理的新一代產品識別創新技術。2005年，GS1在EPCglobal網絡上的工作主要集中於制訂初步標準。而網絡的第二代標準亦早於2004年12月獲審批。

大部份先進國家已實行監管使用超高頻 (UHF) 為無線射頻識別技術的規格。與此同時，GS1亦已制訂了一項認證程序，確保有更多的解決方案供應商提供服務，讓用戶可配置符合標準的產品。

Global Data Synchronization



The dream of a Global Data Synchronization Network (GDSN) has now become a reality. The GS1 Global Registry™ serves as a “yellow pages” directory for global

supply chains to identify where item information is held globally across data pools. There are now more than 475 subscribers, with thousands more in the process of implementation.

Global Registry membership covers multiple sectors across North America, Latin America, Europe and Asia-Pacific. As at October 2005, 26 data pools were certified and more than 500,000 items had been registered in the Registry. The GDSN User Task Group has delivered numerous industry-essential standards in the GS1 Business Message Standard Version 2.0 and the Global Data Dictionary.

Global Product Classification (GPC) became part of GDSN and the classification schema was extended to food, beverage and tobacco, home care, health and beauty care, home appliances, clothing and footwear.

GS1 Learn



GS1 Learn, a web-based system delivers cost-effective, language-independent and interactive training for business and employee development on the latest enabling

technologies and solutions related to supply chain management. After one year, it has more than 1,500 registered students worldwide and there is a growing number of GS1 Member Organizations offering courses through GS1 Learn to provide both e-learning and classroom training as well as certification activities.

Accomplishments in industry sectors

Many different types of industry can benefit from enhanced supply chain management techniques with Consumer Packaged Goods, Food, Logistics, Healthcare and Defense among the major ones that have seen significant advances made recently.

Consumer Packaged Goods

- Published a positive feasibility study on GS1 identification and bar code standards in the upstream supply chain.
- Leading manufacturers and their suppliers endorsed the GS1 Global Trade Item Number (GTIN) to identify ingredients, packaging and raw materials.



全球數據同步

全球數據同步網絡(GDSN)的夢想現已實現。GS1全球註冊資料庫(GS1 Global Registry™)發揮了全球供應鏈資料庫的作用，可媲美「黃頁」指南，讓貿易夥伴可在世界各地的數據池找到所需的產品資料。目前，已有超過475名登記用戶，尚有數以千計企業正準備全面投入運作。

全球註冊資料庫的會員遍佈南北美洲、歐洲和亞太區，來自各行各業。截至2005年10月止，資料庫共有26個數據池取得認證，並儲存有超過500,000項產品。GDSN用戶工作小組已編製GS1商業訊息標準2.0版及全球數據辭典，公佈大批對業界需要的標準。

全球產品分類(GPC)現已被納入在GDSN的範圍，而分類格式亦已擴大覆蓋至食品、飲品和煙草、家居護理、醫療護理及美容護理、家庭電器、服裝及造鞋業。

GS1學習系統

GS1學習系統為企業提供具成本效益、不受語言限制的網上學習互動培訓平台，企業可透過網上學習掌握與供應鏈管理有關的最新應用科技和解決方案，藉此促進業務發展並協助員工擴展技能。自成立一年以來，該系統已為全球1,500多名註冊學員提供培訓。此外，亦有愈來愈多GS1成員組織利用GS1學習系統提供課程和認證計劃，充分結合網上學習和課堂講授兩者優點。

個別行業的發展

不少行業就供應鏈管理技術的提升而受惠，而取得顯著成效的包括零售商品、食品、物流、醫療護理及國防事務行業。

零售商品

- 制訂了一份對上游供應鏈有關的GS1識別及條碼標準層正面可行性的研究報告。
- 業內主要製造商及相關供應商已採納GS1國際貿易貨品編碼(GTIN)，用以識別產品成分、包裝材料及原材料。

- The GCI Global Upstream Supply Initiative (GUSI) committed to launch GS1 Upstream Standards implementation projects in over 50 production sites across Europe and the Americas.
- GS1 engaged the chemical and paper industries to promote acceptance and interoperability with GS1 eCom Standards.

Food

- GS1 took the lead to enable its member companies to implement a track and trace system.
- More than 75 international experts collaboratively designed a GS1 Global Traceability Process Standard.
- Some 18 GS1 Member Organizations, food companies and industry bodies participated in the work of traceability-processes implementation using the GS1 System.

Logistics

- GS1 Beer, Wine and Spirits User Group and Revenue & Customs (UK) initiated a pilot project to demonstrate the potential benefits of the use of the Serial Shipping Container Code (SSCC) as the World Customs Organization (WCO) Unique Consignment Reference (UCR).
- The new GS1 Global Document Type Identifier (GDTI) is poised to become the preferred solution for the International Federation of Freight Forwarders' Association's (FIATA) Document Repository Project, benefiting some 40,000 forwarding and logistics firms by ensuring secure identification of transport documents worldwide.



Healthcare

- Global pharmaceutical and medical-device manufacturers have joined with GS1 to form the Global Healthcare User Group (HUG) to lead the healthcare industry to the effective utilization and development of global standards on automatic product identification to improve patient safety.

Defense

- GS1 initiated cooperation with NSA, which is responsible for NATO's entire standardization activity, to advise NATO on the application of GS1 Standards within NATO Standardized Agreements (STANAGs).
- GS1 is currently supporting NATO's Group of National Directors on Codification and the NATO Asset Tracking Working Group.



- GCI全球上游供應鏈計劃組織(GUSI)已承諾在美洲和歐洲50多個生產地點展開GS1上游標準實施計劃。
- GS1已接觸化工及造紙業人士，推廣GS1電子商業(eCom)標準的接受程度及互通性。

食品

- GS1帶領其成員組織推行追查及跟蹤系統。
- 超過75名國際專家合力完成制訂一項GS1全球跟蹤程序標準。
- 利用GS1系統，逾18個成員組織、食品公司及工業團體參與實施跟蹤程序的工作。

物流

- GS1啤酒、葡萄酒及烈酒的用戶小組與英國稅務海關總署合作推行一項試驗計劃，旨在引證採用貨運容器序號(SSCC)對世界海關組織(WCO)統一託運參號(UCR)上有潛在的效益。
- 最新制訂的GS1全球文件類識別碼(GDTI)極有可能獲國際貨運業協會聯會(FIATA)選定為其文件貯存計劃的解決方案；該方案可確保世界各地的運輸文件安全，令40,000多家貨運和物流企業受惠。

醫療護理

- 全球各地多家製藥及醫療設備製造商已與GS1合作，組成全球醫療護理用戶小組，領導業界如何在自動化識別產品方面有效地運用和開發全球標準，以改善病人安全。

國防事務

- GS1已與負責北大西洋公約組織(NATO)所有制訂標準工作的美國國家安全局(NSA)展開合作，就北約所簽訂的各項標準化協議(STANAGs)範圍內的應用GS1標準事宜上提供意見。
- GS1目前正為北約屬下國家編碼總監小組及資產跟蹤工作小組提供支援。

Timeline of Events

活動一覽表

2004

10 Sep
九月十日

Organized EPC/RFID Workshop
舉辦產品電子代碼/無線射頻識別工作坊



23 Sep
九月廿三日

Organized Bar Code Workshop
舉辦編碼及條碼工作坊

21 Oct
十月廿一日

Organized ERP Solution Day
舉辦ERP方案日

26 Oct
十月廿六日

Participated in 7th ECR Asia Conference · Philippines
參與第七屆亞洲「高效消費者響應」會議 · 菲律賓



3-4 Nov
十一月
三至四日

Organized the 4th Annual Supply Chain Management CEO Summit
舉辦第四屆供應鏈管理行政總裁週年高峰會



4 Nov
十一月四日

Established Supply-Chain Council – Greater China
成立供應鏈管理委員會(大中華區總會)



16 Nov
十一月十六日

Participated in World SME Expo
參與中小企國際市場推廣日

18 Nov
十一月十八日

Organized Bar Code Workshop
舉辦條碼工作坊

26 Nov
十一月廿六日

Participated in the RFID Seminar organized by OGCIO (ITSD) as speaker
於政府資訊科技總監辦公室舉辦的無線射頻識別研討會擔任演講者

2 Dec
十二月二日

Participated in Software Industry of Pearl River Delta Forum 2004
參與珠三角軟件產業論壇2004

10 Dec
十二月十日

Organized 15th Anniversary Gala Dinner & Annual General Meeting
舉辦十五週年誌慶聯歡晚宴及週年大會



8-11 Dec
十二月
八至十一日

Participated in Asia Pacific IT Solutions Expo
參與2004 亞太區資訊科技方案博覽會

2005

14 Jan Organized EPC Networking Hour
一月十四日 舉辦產品電子代碼會員聚會



18 Jan Organized Bar Code Workshop
一月十八日 舉辦條碼工作坊

28 Jan Organized E-Business Solution Day
一月廿八日 舉辦電子商務解決方案日

15 Mar Organized Bar Code Workshop
三月十五日 舉辦條碼工作坊

22 Mar Co-organized Cross Border IT
三月廿二日 Solutions Forum
聯辦跨境科技資訊方案研討會

23-25 Mar Participated in HK Logistics Services Expo
三月廿三至 2005 · Guangzhou
廿五日 參與香港物流服務博覽2005 · 廣州

12 Apr Organized GS1 Hong Kong Re-branding
四月十二日 Ceremony
舉行香港貨品編碼協會正式宣佈易名儀式



13 Apr Organized EPCglobal Hong Kong
四月十三日 RFID Conference
舉辦EPCglobal香港無線射頻識別會議

14-17 Apr Participated in Hong Kong Electronics
四月十四至 Fair 2005 and International ICT Expo
十七日 參與香港電子產品展暨資訊科技博覽2005

19 May Organized Bar Code Workshop
五月十九日 舉辦條碼工作坊

27 May Organized ERP Solution Day II
五月廿七日 舉辦ERP方案日II

22 Jun Participated in 2005 the 3rd China
六月廿二日 International EPC/RFID Summit as speaker
於2005第三屆中國國際EPC與RFID
高峰會擔任演講者

23 Jun Organized e-logistics Seminar
六月廿三日 舉辦物流電子化研討會

21 Jul Organized Bar Code Workshop
七月廿一日 舉辦條碼工作坊

28 Jul Participated in the ERP Seminar organized
七月廿八日 by Toppan Forms
參與凸版資訊(香港)集團舉辦的ERP研討會

11-12 Aug Participated in 2005 Logistics Cooperation and
八月十一至 Development Conference Amongst China's
十二日 Mainland, Hong Kong, Macao and Taiwan
參與海峽兩岸暨香港澳門物流合作與
發展大會2005

19 Aug Co-organized Retail and Supply Chain
八月十九日 Management Solution Day
聯辦零售及供應鏈管理解決方案日



Hong Kong
new name of HKANA

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