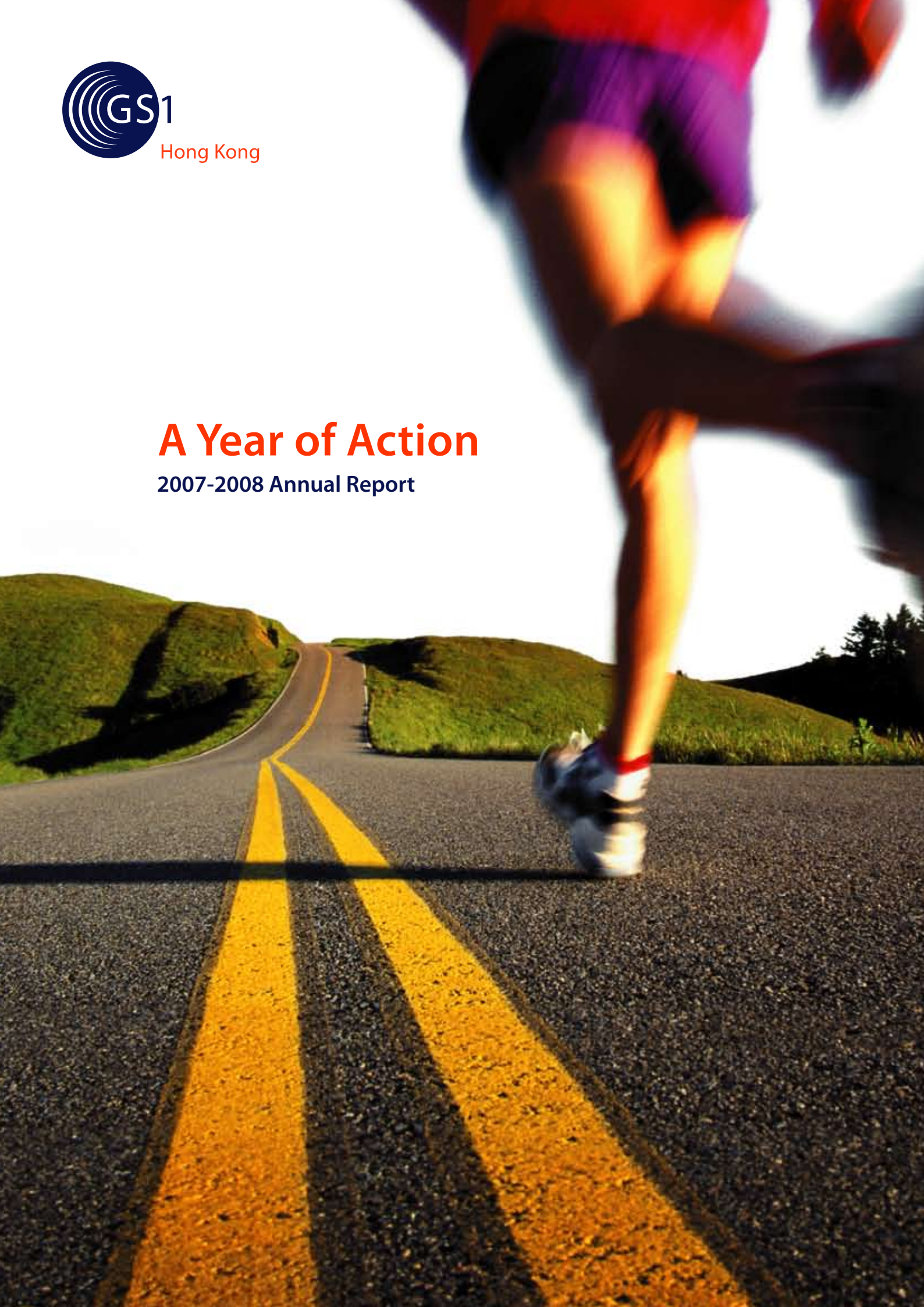


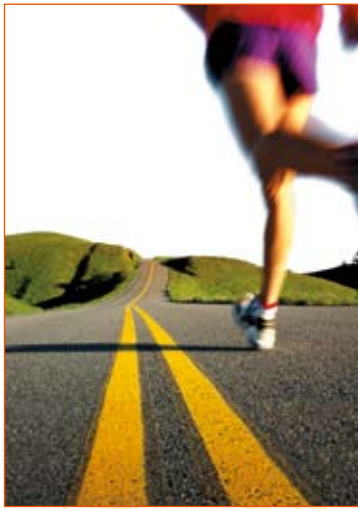


Hong Kong

A Year of Action

2007-2008 Annual Report





"The 2007-2008 Year was a time of consolidation, action and achievement for GS1 Hong Kong. Building on a solid foundation of 19 years' experience with GS1 system of standards and a progressive attitude towards new technology and best practices, we broke new ground with fresh initiatives that reached out to previously untapped sectors, extended our range of services and expanded existing projects."

Philippe Giard
Chairman, GS1 Hong Kong

香港貨品編碼協會於過去一年取得豐盛的發展，不單有效地鞏固現有的工作，更為未來採取積極的行動，同時取得滿意的成果。憑藉19年來推行GS1標準系統的穩固基礎及豐富經驗，加上其對創新技術及最佳實務抱持的進取與積極態度，香港貨品編碼協會屢創新猷，成功地在各個新領域上推行創新的項目，有效地擴展服務範圍並全速推動現有計劃的實行。

簡力宏
香港貨品編碼協會主席



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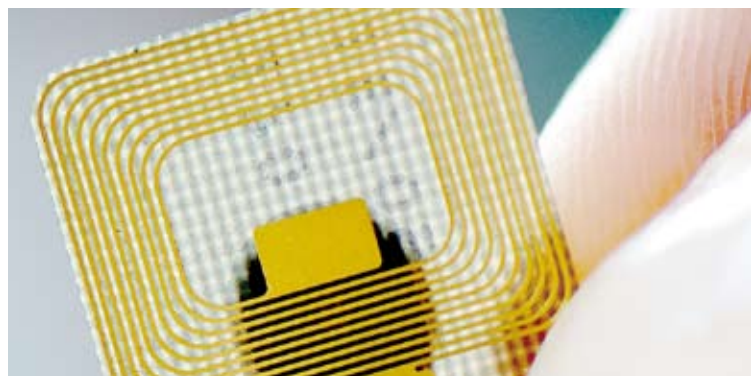
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Our Mission 使命

A Year of 躍動 Action 的一年

09/2007 – 08/2008 Key Achievements
主要成就



Broadening Our Services and Capabilities 擴展服務範疇 增強協會效能

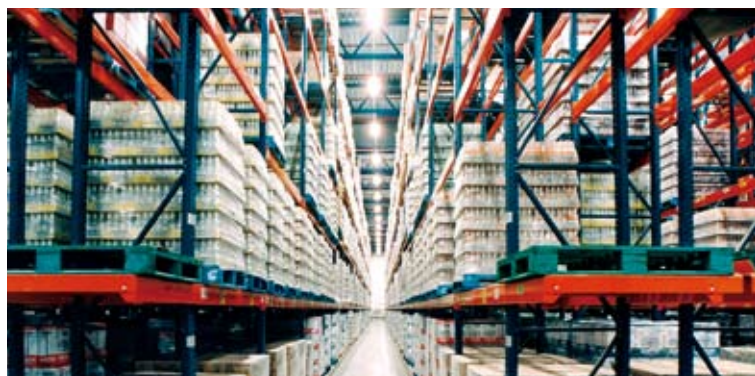
- Initiated the development of “Product Quality and Safety Information Portal”
- Extended EZ*TRADE to Mainland China
- Launched ezTRACK, an EPC/RFID-based, track & trace platform
- Embarked on the revamping of the SCIC into Hong Kong RFID Centre
- Organized Hong Kong RFID Awards 2008
- 開拓產品品質及安全資訊入門網站
- 拓展EZ*TRADE服務領域至中國內地
- 推出以EPC/RFID技術為基礎的追蹤與追溯平台「縱橫網」
- 把「供應鏈創科中心」改造成為「香港RFID中心」
- 舉辦「香港無線射頻識別大獎2008」

Engaging the Business Community 與業界緊密合作

- Conducted Shelf-life Cycle Study & Cross-border Retail Supply Chain Study
- Organized ECR Hong Kong Awards 2007
- Participated in GCI's Value Chain 2018 Initiative
- Organized GS1 Hong Kong Healthcare Night
- Developed common KPIs for Export and Sourcing
- Co-organized CMSS Roundtable for Apparel
- Delivered the 2nd phase of EPC/RFID global logistics pilot project
- 推行「貨架壽命週期研究」計劃及零售業「跨境供應鏈研究」項目
- 舉辦「香港高效消費者響應獎2007」
- 參與全球商業計劃的「2018價值鏈」研討會
- 舉辦「香港貨品編碼協會醫療護理晚宴」
- 訂立為出口及採購業而設的共同主要表現指標
- 協辦為成衣業而設的「協同原物料標準規格」圓桌會議
- 完成第二階段EPC/RFID全球性「運輸及物流業試點計劃」

To be the trusted partner of enterprises in Hong Kong & the Pearl River Delta region, enabling businesses to implement global supply chain standards, technologies, solutions and services for collaborative commerce.

矢志成為獲香港及珠三角地區企業信賴的合作夥伴，協助工商界實施跨行業之全球標準及解決方案，促進商貿協作。



Sharing Knowledge and Experience 知識與經驗交流

- Organized GS1 Hong Kong SCM Excellence Conference 2007
- Organized Taipei RFID study tour
- Rolled out new series of SCM Training
- 舉辦「香港貨品編碼協會供應鏈管理年會2007」
- 舉辦台北無線射頻識別技術考察團
- 推出全新供應鏈管理培訓課程

Further Collaboration with Our Strategic Partners in China and the World 促進中國與環球策略夥伴的協作

- Launched Guangdong RFID Industry (Foshan) Base Demo Centre
- Acted as program manager for Sam's Club's EPC rollout in Asia
- Formed a tripartite alliance with Wal-Mart and Chancheng's District Government in Foshan
- 成立廣東省無線射頻識別產業（佛山）基地 RFID 演示中心
- 為山姆會員商店在亞洲推行「產品電子代碼採納計劃」擔任項目經理
- 與沃爾瑪及佛山市禪城區人民政府簽訂「三方合作備忘錄」

About GS1 Hong Kong

關於香港貨品編碼協會



Who is GS1?

GS1 is a neutral, not-for-profit global organization with 108 member organizations dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains. More than a million companies across 20 industries do business using GS1 standards in over 150 countries.

About GS1 Hong Kong

Our organization was founded by the Hong Kong General Chamber of Commerce in 1989 as the Hong Kong Article Numbering Association (HKANA) and was renamed "GS1 Hong Kong" in 2005 under the GS1 Global Charter. Since this transformation, we have expanded our membership to more than 5,000 member companies across 15 industries in Hong Kong.

Value to Members

With a broad portfolio of services and solutions backed by our global knowledge and local experience, GS1 Hong Kong is well-poised to provide neutral and credible guidance on the adoption of GS1 system of standards, technology and best practices. All our efforts are dedicated to helping enterprises in Hong Kong and the Pearl River Delta region improve responsiveness to market demand, work more effectively with trading partners and remain competitive in the global marketplace through optimizing supply chain management.

誰是 GS1?

GS1是一個中立、非牟利的全球組織，擁有全球108個成員組織。現時世界上有150個國家，來自20個行業逾100萬家公司採納GS1的標準進行商貿。

關於香港貨品編碼協會

香港貨品編碼協會由香港總商會於1989年成立。根據GS1環球憲章，協會於2005年正式把英文名稱Hong Kong Article Numbering Association (HKANA)易名為「GS1 Hong Kong」。在此以後，協會在香港的會員總數增至5,000名，涵蓋15個不同的行業。

對會員的貢獻

香港貨品編碼協會憑藉豐富的環球知識以及本地實踐的經驗，提供一系列廣泛的商貿服務及解決方案，就GS1標準、技術及最佳實務的應用提供不偏不倚及可靠的指引，藉以協助香港及珠三角地區的企業加快回應市場需求，促進其與貿易夥伴的有效合作，以及透過優化供應鏈的管理保持企業在國際市場的競爭力。

GS1 System of Standards

GS1 BarCodes

Helping businesses work more efficiently

Everyday, at least 5 billion barcodes are read worldwide. GS1 BarCodes are certainly the most well-known and universally recognizable part of GS1 system of standards. They enable businesses to manage the supply chain more efficiently, allowing quick response to the demands and challenges of a globalized supply chain. Next generation barcode – GS1 Databar, is smaller in size yet carries more information like serial numbers and expiration dates.

GS1 eCom

Swift and smooth global communication

Our e-commerce standards provide clear guidelines for creating electronic version of different trading documents such as purchase orders, shipping manifests, invoices and payment statements. These standards enable just-in-time ordering and delivery contributing to reduced inventory holding and invoice reconciliation. With GS1 eCom standards, partners in a supply chain can work together to respond more rapidly to customers' demands.

GS1 Global Data Synchronization Network (GDSN)

Enabling new ways of working together

The GS1 Global Data Synchronization Network enables companies who do business with each other to always have the same information in their systems. Any changes made by one company are automatically and immediately available to all of the other companies who do business with it. With accurate, detailed and up-to-date product information, supply chain partners can continuously synchronize information, and provide better service to the consumers.

EPC/RFID

Better visibility throughout the supply chain

The Electronic Product Code (EPC) has been conceived as "an Internet of things". The ultimate goal of EPC is that, every item in the supply chain will be identified with its own unique number encoded in an RFID tag. Readers will capture the EPC number and constantly report the items' location, condition and status to on-site information systems or remote databases via the Internet. EPC/RFID technology makes traceability of goods and information possible on a global scale leading to more effective and streamlined supply chain operation.

GS1標準系統

GS1條碼

協助企業提升作業效率

現今在全球被閱讀的條碼最少有50億個。毫無疑問，在GS1提供的全球標準中，GS1條碼早已廣為人知，同時得到廣泛認可。有了條碼技術的支援，工商界便能更有效地執行供應鏈管理，並快速地回應全球供應鏈的需求及挑戰。GS1在條碼技術的未來新趨勢將會是一種名為GS1縮減空間碼的新條碼，它的尺碼比現行的條碼要小，卻能儲存更多資料如序號及到期日。

GS1電子商貿

暢通無阻的全球通訊

GS1電子商貿標準，為建立不同種類貿易文件的電子版本提供清晰的指引，例子包括採購訂單、貨運清單、發票和付款收據。這些標準除了可以保證貿易夥伴能適時發出訂單及付運，從而減低倉存量及達至收據標準化外，更有助貿易夥伴以更暢順的電子方式進行數據交換，供應鏈上的夥伴亦可更快速地回應客戶的需求。

GS1全球數據同步網絡

造就嶄新合作模式

GS1全球數據同步網絡有助貿易夥伴在系統內共享相同的資訊；任何一家公司在系統內作出資料更新，其貿易夥伴都能在同一時間擷取相同的數據。憑藉準確、詳盡及最新的產品資訊，供應鏈上的夥伴可不斷同步傳遞數據，為客戶提供更佳的服務。

產品電子代碼/無線射頻識別技術

提升供應鏈透明度

產品電子代碼已被演繹成「物聯網」的概念，其最終目標是替供應鏈上的所有物品裝上RFID電子標籤，記錄有關物品獨一無二的產品電子代碼，以便準確地識別每件物品。這樣，接收器便可透過讀取產品電子代碼，偵測物品的所在位置及狀況等資料，定時通過互聯網將有關資訊傳送到現場的電腦系統，以至其他地方的數據庫內。EPC/RFID技術，實現全球性貨品及資訊追蹤，從而改善供應鏈管理運作及提高商業運作效率。

Chairman's Statement

主席獻辭

With a global network and local focus, GS1 Hong Kong is in a unique position to help companies transform challenges into opportunities.

香港貨品編碼協會以GS1的理念為基礎，並憑藉其全球網絡及本地經驗，協助企業轉危為機。



The 2007-2008 Year was a time of consolidation, action and achievement for GS1 Hong Kong. Building on a solid foundation of 19 years' experience with GS1 system of standards and a progressive attitude towards new technology and best practices, we broke new ground with fresh initiatives that reached out to previously untapped sectors, extended our range of services and expanded existing projects.

As outlined in my statement of last year, I believe that the key ingredients vital to supply chain excellence are innovation and collaboration. I am pleased to report that by consistently encouraging innovation and harnessing the synergies of collaboration, we were able to achieve a number of "first-ever" projects which have further strengthened the building blocks towards championing supply chain excellence.

The milestones achieved include: the launch of ezTRACK – Asia's first EPC/RFID-based globalized track-and-trace platform service; the development of Hong Kong's first RFID Centre co-hosted by HKSAR Government's Innovation and Technology Commission and Hong Kong Science and Technology Parks Corporation; and the establishment of the first-ever Guangdong Province RFID Industry Base (Foshan) Demonstration Centre. In addition, we launched a number of breakthrough initiatives into industry sectors such as healthcare, apparel and textiles, as well as sourcing and export.

As always, our efforts are empowered by teamwork. I would like to take this opportunity to express our appreciation for the dedicated support of many people and organizations, including our board of directors, a variety of government bodies in Hong Kong and Mainland China, and the business community who have generously contributed

香港貨品編碼協會於過去一年取得豐盛的發展，不單有效地鞏固現有的工作，更為未來採取積極的行動，同時取得滿意的成果。憑藉19年來推行GS1標準系統的穩固基礎及豐富經驗，加上對創新技術及最佳實務抱持的進取與積極態度，香港貨品編碼協會屢創新猷，成功在各個新領域上推行創新的項目，有效擴展服務範圍並全速推動現行計劃的實行。

本人於去年的獻辭中曾表示，創新及協作乃實現卓越供應鏈的主要元素。我很高興能在今年的獻辭中引證，基於我們在鼓勵創新及促進協作上的恆久努力，最終實現了多個「第一」，而這一系列首創的計劃正好進一步鞏固協會的基石，為推廣供應鏈優勢增強了動力。

協會在去年寫下的里程碑包括推出亞洲首個以產品電子代碼/無線射頻識別技術(EPC/RFID)為基礎的全球追蹤及追溯服務平台「縱橫網」、與香港特別行政區政府創新科技署及香港科技園公司共同建立香港首間「香港RFID中心」、以及建設首個廣東省無線射頻識別產業(佛山)基地RFID演示中心。此外，協會更在多個不同的行業界別如醫療護理、成衣及紡織業、採購及出口業等推動一系列創新的項目，成績令人鼓舞。

香港貨品編碼協會一直得到各方人士及業界的支助。我希望藉此機會向協會的董事局成員、中國內地及香港的政府機構、以及各工商團體表達謝意，感激他們所付出的寶貴時間與專業

their time and expertise. I believe these collaborative relationships we have fostered in the public and private sector have cemented our status as a trusted partner to local enterprises in the field of supply chain management.

Looking ahead to 2009, we see significant challenges for local businesses with the prevailing volatile economic climate. Growing public concerns over product safety, new environmental regulations and increasingly complex cross-border trade policy between Hong Kong and Mainland China will also add further turbulence to the business environment. Businesses will need to continually be creative to stay competitive. They will need to adopt new technology-driven modes of collaboration with supply chain stakeholders to explore new business opportunities and improve responsiveness to customer needs.

With a global network and local focus, GS1 Hong Kong is in a unique position to help companies transform such challenges into opportunities by providing neutral and credible guidance on the adoption of global standards, technology and best practices underpinned by the GS1 philosophy. We have also extended our expertise to new sectors such as solutions for traceability and mobile commerce in a bid to expand our contribution for the benefits of business and the improvement of people's lives.

In line with our corporate mission to help Hong Kong companies stay competitive in the global marketplace through the adoption of standards-based supply chain management practices, we will continue to develop innovative ideas and drive collaborative relationships with key stakeholders, including the Hong Kong SAR Government, the Chinese Central Government, as well as leading enterprises and alliance partners.

Next year will be particularly exciting for GS1 Hong Kong as it marks our 20th anniversary. We are proud to enter this landmark year with more than 5,000 member companies, which represent a significant portion of the world's products across a wide array of industries. Amid the growing complexity of global supply chains and an increasingly challenging business environment, we reaffirm our commitment to providing our members with world-class supply chain expertise and services and look forward to continuing working closely with them to achieve another productive year.

Philippe Giard
Chairman

意見。本人相信協會與公營及私營機構經多年建立的協作關係，會進一步鞏固我們的地位，成為本地企業在供應鏈管理方面所信賴的合作夥伴。

展望2009年，本地工商界將因為當前瞬息萬變的經濟氣候而面對更重大的挑戰；與此同時，產品安全日益受到公眾的關注，更甚者，新的環境保護條例與愈趨複雜的跨境中港貿易政策都相繼為營商環境帶來衝擊。為了保持競爭優勢，工商界必須不斷靈活求變，並與供應鏈上的貿易夥伴共同採納以創新科技為基礎的協作模式，藉此尋求更大的商機及更迅速地滿足客戶的需求。

香港貨品編碼協會以GS1的理念為基礎，並憑藉其全球網絡及本地經驗，就採納全球標準、應用技術以及最佳實務，向業界提供不偏不倚的可靠指引，協助企業轉危為機。協會亦不斷把專業的知識及技術擴展至新的領域，務求為工商界帶來更大的效益，並就改善人類的生活作出更大的貢獻，從協會在產品追溯解決方案及流動商貿上所作的努力可見一斑。

香港貨品編碼協會將堅守使命，透過推廣以標準為基礎的供應鏈管理實務，協助香港的公司在全球市場上保持競爭力，並將繼續發展創新理念，促進與香港特別行政區政府、中國政府及領先企業等主要合作夥伴的協作關係。

香港貨品編碼協會將於來年邁進20週年，這將是特別令人振奮的一年。昂然踏入2009年，我們很榮幸擁有足以代表全球不同行業及其大部分貨品的逾5,000名公司會員。面對著日趨複雜的全球供應鏈及愈見嚴峻的營商環境，香港貨品編碼協會將堅守承諾，致力為會員提供最佳的供應鏈專業知識及服務，並期待與各界保持緊密合作，創造更豐碩的一年。

簡力宏
主席

Chief Executive's Report

總監報告

We made a number of significant strides in fulfilling our mission and, in the process, strengthened our position as a trusted partner to the local business community.

對於實踐我們的使命，香港貨品編碼協會踏出重要的一步，進一步鞏固我們作為本地工商界所信賴的合作夥伴之地位。



A Year of Action

At GS1 Hong Kong, our mission is to assist local enterprises in becoming more efficient and profitable by optimizing their supply chain using the GS1 system of global standards. For the year under review, we are pleased to report we have made a number of significant strides in fulfilling this mission and, in the process, strengthened our position as a trusted partner to the local business community.

In another strong year for the organization, we continued to make outstanding progress in driving the adoption of global supply chain standards, technology and practices. A great deal of important work was done on five distinct but complementary fronts with exciting implications for industry and the community at large. These five areas of activities were:

- 1) Broadening our services and capabilities
- 2) Engaging the business community
- 3) Sharing knowledge and experience
- 4) Further collaboration with our strategic partners in China and the world
- 5) Supporting new global initiatives

躍動的一年

香港貨品編碼協會矢志協助本地企業透過採納GS1的全球標準，藉以提升供應鏈效能、增強營運效率及改善盈利。在過去一年，協會通過實踐這個使命創造出多項顯著的成果，踏出重要的一步，進一步鞏固我們作為本地企業信賴的合作夥伴之地位。

在這成果豐碩的一年，協會在推動各界採納全球供應鏈標準、技術及實務上如以往一樣獲得卓越的成績及進展；去年的主要成果集中在五個不同但互為相關的層面，此等發展對業界及整體社會均有著深遠的意義。這五個領域包括：

- (一) 擴展我們的服務及效能；
- (二) 與業界緊密合作；
- (三) 知識分享及經驗交流；
- (四) 加強與中國和環球策略夥伴的協作；
- (五) 支援最新的全球性發展方案。

Broadening our services and capabilities

Our supply chain solutions and services are the cornerstone of the work we do to help local enterprises meet their business challenges. Throughout the year, we added to and extended these solutions and services, continuing to build up our core strengths in the process.

One of our main achievements in this aspect was the launch of ezTRACK, a community-wide, EPC/RFID-based, global track-and-trace platform service in June 2008. The new web-based application was developed based on the successful work of our EPCnetwork project funded by the HKSAR Government's Innovation and Technology Commission between 2005 and 2007. With unique track-and-trace capabilities, we expect ezTRACK to help local enterprises stay competitive in the global marketplace by being the "first-mover", improving customer satisfaction and enhancing collaboration with trading partners around the world.

Another key initiative underway is the development of a Product Quality and Safety Information Portal under the "Improving Product Trustworthiness through Product Authentication" project funded by Office of the Government Chief Information Officer (OGCIO). This project will enable industry and consumers to access product quality-related information and corresponding industry-compliant certification to authenticate products. Scheduled for launch in May 2009, the portal aims to raise product information visibility in Hong Kong to safeguard the safety and thus health of the community.

During the year, we also extended our popular e-commerce service, EZ*TRADE, to Mainland China. The standards-based electronic data interchange (EDI) service, which had been widely adopted for years by the retail sector in Hong Kong, was rolled out across the border to enable swift and smooth paperless communication between retailers and suppliers in the Mainland in February. As at the end of August, more than 1,500 companies had subscribed the service.

Engaging the business community

One of the essential activities of the GS1 organization has always been the promotion and facilitation of the industry adoption of GS1 system of standards. In this respect, GS1 Hong Kong carried out a host of active programs in the past year targeting a wide range of vertical industries and serving their diverse supply chain needs.

擴展我們的服務及效能

香港貨品編碼協會為本地企業所提供的供應鏈解決方案及服務，為協會的重要基石，旨在協助企業面對不同的營商挑戰。為了進一步鞏固協會的主要效能，我們於年內就解決方案及服務進行了擴展及提升。

協會其中一項主要成就，是於2008年6月推出以產品電子代碼/無線射頻識別技術為基礎的追蹤及追溯社區服務平台——「縱橫網」。這個以互聯網為基礎的應用方案是建基於香港特區政府創新科技署於2005年至2007年間所資助的EPC網絡計劃。「縱橫網」具備獨特的追蹤及追溯效能，可望協助本地企業在全球市場內掌握快人一步的致勝先機，並藉此提高滿足客戶需求的能力，及加強與全球貿易夥伴的協作。

協會另一個進行中的主要項目乃建構一個產品品質及安全資訊入門網站，該項目由香港特區政府資訊科技總監辦公室的電子商務計劃——「透過產品認證改善產品可信度」項目所資助，旨在協助工商界及消費者獲取有關產品品質的資料及相關的認可證明，並為產品執行有效認證，將有助提升香港的產品資訊透明度，並進一步保障市民在食品上的安全及健康。該網站將於2009年5月推出。

年內，協會在進一步推廣「通商易」的努力上獲得成果，成功把這項在本港廣泛採納的服務擴展至中國內地。「通商易」是一種以標準為基礎的電子數據交換服務，多年以來廣受香港的零售業所採用。2007年2月，該項服務在國內推出，讓內地的零售商及供應商可以在快速及暢通的情況下進行無紙化的溝通。截至2007年8月底為止，已有逾1,500間公司登記使用該項服務。

與業界緊密合作

GS1組織一直致力推廣及促進業界採納GS1標準。同樣，香港貨品編碼協會於年內不斷積極推行各項針對多個垂直行業的計劃，藉以滿足業界在供應鏈上不同的需求。

Retail

GS1 Hong Kong, in collaboration with Efficient Consumer Response (ECR) Hong Kong, rolled out several initiatives for the retail industry. These included a Shelf-life Cycle Study aimed at uplifting the shelf-life management capabilities in the fast-moving consumer products supply chain by defining a common set of industry standards; the Cross-border Supply Chain Study Team to identify best practices and provide recommendations for better cross-border supply chain efficiency and security; and the inaugural ECR Hong Kong Awards to recognize businesses that successfully adopted the ECR strategies in enhancing responsiveness to consumer demand.

We also participated in the "Value Chain 2018" initiative, a study into the increasingly complex demands of consumers. The study, led by Global Commerce Initiative (GCI), a global voluntary body comprised of senior manufacturers and retailers from around the world, was based on a worldwide series of workshops. As Hong Kong was one of the destinations of this workshop tour, compelling insights from the report will be revealed for the first time at the GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit 2008 in October.

Healthcare

During the year, the GS1 Global team took a major step forward with the establishment of GS1 Healthcare, a voluntary, global user community bringing together healthcare stakeholders to develop and implement global standards to enhance patient safety and supply chain efficiency. In support of this global initiative, GS1 Hong Kong had been collaborating with the local healthcare community to advocate better supply chain practices to improve safety for users of pharmaceutical and other healthcare products. These activities included the HIMSS AsiaPac08 Conference & Exhibition and the GS1 Hong Kong Healthcare Night, which laid the foundation for the further development of the local healthcare supply chain.

Export and Sourcing

To support businesses involved in export and sourcing, GS1 Hong Kong continued to do excellent work through the Export Supply Chain Advisory Board. During the year, the board drew up a working plan with multiple initiatives aimed at driving better supply chain collaboration between Hong Kong export and sourcing industry and global buyers. The development of common key performance indicators to benchmark exporters is just one of the examples of the many initiatives.

零售業

香港貨品編碼協會聯同ECR香港為針對零售業的需要推出多項計劃，其中包括貨架壽命週期研究；計劃旨為透過訂立一套行業的共同標準，提升企業在快速消費產品供應鏈上的貨架壽命管理能力；另一個項目乃通過跨境供應鏈研究小組，就提升跨境供應鏈的作業效率及安全性這個課題上釐定最佳實務及提出建議；此外，協會成功舉辦「香港高效消費者響應獎」，以嘉許工商界成功利用高效消費者響應策略有效提升滿足消費者需求的努力與成效。

協會於去年參與了研究日趨複雜的消費者需求之「價值鏈2018」計劃。該研究計劃，是由世界各地的主要生產商及零售商組成之全球志願組織「全球商業計劃」所策劃，以一系列在全球多個城市巡迴舉辦的工作坊為基礎，香港乃其中一站；研究報告內容於2008年10月舉行的香港貨品編碼協會供應鏈管理高峰會內首度公布。

醫療護理

全球GS1組織於年內踏出重要的一步，共同建立了自願性的全球用戶社群小組—GS1醫療護理小組，成功匯聚醫療護理行業的合作夥伴，透過發展及推行全球標準，提升病人的安全及供應鏈的效率。為了支持這項全球性的項目，香港貨品編碼協會與本地醫護界進行了有效的協作，積極推動業界採納更具效能的供應鏈實務，以提高藥物使用者及其他醫護產品用戶的安全；另外，協會積極參與了「HIMSS AsiaPac08醫療資訊科技會議及展覽」及舉辦了「香港貨品編碼協會醫療護理晚宴」，為香港醫療護理供應鏈的進一步發展奠下基礎。

出口及採購業

香港貨品編碼協會繼續透過「出口供應鏈諮詢委員會」的努力為出口及採購業提供支援。為了促進香港出口及採購業和全球買家在供應鏈上實現更佳的協作，委員會於年內擬定了一項包含多個項目的工作計劃，其中一項成果乃成功訂立共同的主要表現指標，作為評估出口商績效的行業標準。

Apparel and Textiles

During the past year, GS1 Hong Kong co-organized the Collaborative Material Standards Specifications (CMSS) roundtable with the Voluntary Interindustry Commerce Solutions Association (VICS), a global organization comprising members representing leading general merchandise suppliers and buyers around the world. The event allowed more than 30 industry leaders including executives from Esquel, Fountain Set, Liz Claiborne, Luen Thai, Macy's, Target, Wal-Mart and William E. Connor to share and discuss ways forward in enabling the industry to reap the real benefits of CMSS/AppTex through their participation in global pilot projects.

Transport and Logistics

GS1 Hong Kong successfully completed the second phase of a global logistics pilot project led by EPCglobal's Transportation and Logistics Services Industry Action Group last year. The project demonstrated the power of EPC-compliant RFID in providing an unprecedented level of real-time visibility for air cargo shipments from China to the US. The planning of the third phase of this project is underway.

Sharing knowledge and experience

Knowledge and experience sharing is critical to accelerating the practice and adoption of modern supply chain management by enterprises. One of our major accomplishments in this area over the past year was the redevelopment of the Supply Chain Innovation Centre into Hong Kong's first RFID centre in partnership with the Hong Kong SAR Government's Innovation and Technology Commission and Hong Kong Science and Technology Parks Corporation.

The Supply Chain Innovation Centre was originally established by GS1 Hong Kong in collaboration with the Hong Kong Science and Technology Parks Corporation in February 2007. The facility showcased EPC-compliant RFID technology applications, attracting some 3,500 local and overseas business visitors to date. The Hong Kong RFID Centre, which will be launched in October 2008 with three presentation zones to demonstrate the use of RFID technology in the consumer sector, manufacturing and logistics, aims to extend our efforts in promoting RFID technology from the business community to the general public.

GS1 Hong Kong also organized the first-ever Hong Kong RFID Awards to recognize the best efforts in the industry to generate innovation and business value through RFID technology. Award-winning companies, who will serve as role models for other enterprises, will share their invaluable experience at the award presentation ceremony to be held at the GS1 Hong Kong SCM Excellence Summit 2008 in October.

成衣及紡織業

在過去一年，香港貨品編碼協會與成員來自世界各地主要採購供應商及買家的全球組織「產業協同商務標準協會」成功協辦「協同原物料標準規格」圓桌會議，與會者包括逾30位業界翹楚，分別來自溢達、福田實業、麗詩卡邦、聯泰、Macy's、Target、沃爾瑪及William E. Connor，就業界如何透過參與全球試點計劃實現CMSS/AppTex的真正效益，作出意見分享和討論。

運輸及物流業

香港貨品編碼協會於去年順利完成由EPCglobal轄下的運輸及物流業界工作組所推動的EPC/RFID全球物流試點計劃，計劃旨在展示產品電子代碼/無線射頻識別技術就實時追蹤由中國運送至美國的空運貨品所提供的高效透明度。計劃的第三階段現正積極籌備中。

知識分享及經驗交流

知識及經驗分享對加速企業實施及採納現代供應鏈管理尤為重要。在過去一年，協會的另一項主要成就，乃聯同香港特區政府創新科技署及香港科技園公司，把「供應鏈創科中心」重新打造成首個「香港RFID中心」。

「供應鏈創科中心」是由香港貨品編碼協會聯同香港科技園公司於2007年2月建立，中心旨在展示以產品電子代碼為標準的無線射頻識別技術的應用，至目前為止，已吸引逾3,500名本地及海外商業訪客到場參觀。經重新打造的「香港RFID中心」將於2008年10月正式啟用；中心包括三個主題區，分別展示RFID技術在消費行業、製造業和物流業的應用，目的是把RFID技術從工商界延伸，推廣至普羅大眾認知的層面。

協會亦成功舉辦了香港首個無線射頻識別大獎，嘉許業界在採納RFID技術時所帶來的創意及商業效益。獲獎的機構將成為其他企業的楷模，並於2008年10月舉辦的「香港貨品編碼協會供應鏈高峰會」中的頒獎禮中分享寶貴的經驗。

Throughout the year, GS1 Hong Kong hosted a number of events and training programs. An extensive suite of training and seminars was arranged for local enterprises on a wide range of supply chain management topics, including barcodes, EPC/RFID technology, and supply chain management principles, processes and strategies. For senior executives, the GS1 Hong Kong SCM Excellence Conference 2007 concluded with great success again. The event was attended by some 500 delegates and its successor would certainly continue to serve as an ideal platform for business leaders and professionals to keep abreast of industry trends, exchange views and network.

To maximize our reach to both the private and public sectors, we also participated in a variety of industry conferences and exhibitions, and training courses organized by trade associations and academia.

Further collaboration with our strategic partners in China and the world

China continued to be a key focus for GS1 Hong Kong during the year and our commitment to driving the development and adoption of RFID technology across the border was amply demonstrated through our work with various government authorities and organizations in Mainland China and Hong Kong. Following the signing of a Memorandum of Understanding with the Chancheng District Government in Foshan to collaborate on driving RFID technology adoption, the past year was a time for implementation to take place at full speed. Our activities included:

- The launch of the Guangdong Province RFID Industry (Foshan) Base Demonstration Centre in August 2008, which is the first facility of its kind in Mainland China.
- The establishment of initiatives to assist small businesses in adopting RFID technology, and support the Foshan government's policy of advocating the adoption of RFID technology through technical and implementation consultancy.
- The appointment by Sam's Club, a division of Wal-Mart Stores, Inc. as program manager of the company's EPC adoption program in Asia to help its suppliers to meet EPC compliance standards for RFID systems in March 2008. The first tag verification for Sam's Club's suppliers using ezTRACK's DataLink service will be completed in October 2008. Prior to this, a tripartite alliance was formed among GS1 Hong Kong, Wal-Mart and Chancheng's District Government in Foshan in November 2007.

在過去一年，香港貨品編碼協會舉辦了多項活動及培訓課程，當中包括一系列專為香港企業而設，規模龐大的培訓課程及研討會，其內容涵蓋多個供應鏈管理議題，包括條碼、產品電子代碼/無線射頻識別技術、供應鏈管理原則、流程及策略。香港貨品編碼協會供應鏈管理年會2007亦已圓滿結束，成績美滿；與會的商界代表與行業翹楚達500多人，展望來年及以後的會議將繼續為商界領袖及專業人士提供理想平台，藉以了解業內最新趨勢、交換意見及互相聯繫。

為促進協會與各公私營機構達至更緊密的聯繫，協會於年內亦積極參與了多個由工商團體及學術界所舉辦的業界會議、展覽會及培訓課程。

加強與中國及環球策略夥伴的協作

一直以來，香港貨品編碼協會與中國都保持著緊密的聯繫，並視中國為重要的合作夥伴。年內，協會與中國的多個政府部門在推動內地的RFID技術發展及應用上作出了不懈的努力，再次肯定我們為推進跨境RFID的發展的決心。協會與佛山市禪城區人民政府簽下合作備忘錄，攜手推動區內採納RFID技術，過去一年正好見證了雙方在這方面作出的最大努力。

- 廣東省無線射頻識別產業(佛山)基地RFID演示中心於2008年8月開幕，是中國內地首個同類型的演示中心。
- 推出一系列協助小型企業採納RFID技術的項目，並透過技術支援及提供實施有關項目的顧問服務，為佛山市政府採納RFID的政策作出支持。
- 2008年3月香港貨品編碼協會為沃爾瑪旗下的山姆會員商店在亞洲推行的「EPC採納計劃」擔任項目經理，協助亞洲供應商配合EPC/RFID的要求。計劃中山姆會員商店將於2008年10月完成首次利用「縱橫網」數據連繫服務進行標籤確認。在此之前，香港貨品編碼協會、沃爾瑪及佛山市禪城區人民政府於2007年11月成功簽訂了「三方合作備忘錄」，為共同協作打下基石。

Supporting new global initiatives

During the year, GS1 re-aligned its global structure to better serve the needs of its stakeholders and member organizations all over the world.

These initiatives included solutions development such as :

- The adaptation of the Global Traceability Solution for use by specific sectors such as healthcare, food and fresh produce giving the GS1 Global Traceability Standard true business-focused relevance for companies.
- The launch of the Mobile Commerce Workgroup, which published a positioning paper laying out its vision of mobile commerce with a focus on extended packaging as a foundational effort.
- Collaboration with GCI to help our member companies meet the needs of upstream integration through the creation of tools, guidelines and education programs.
- Strategic alliance with United Nations Centre for Trade Facilitation and Electronic Business, an organization with a global constituency of international supply chain participants, to develop global, interoperable standards in support of e-business, e-government and e-trade.

In terms of serving vertical industries :

- GS1 Healthcare had already made excellent progress by working with the healthcare community including hospitals, medical device manufacturers and regulatory agencies, etc to drive healthcare supply chain excellence.
- The GS1 Logistics Label Group completed work on the Standards International Logistics Label (STILL), a document designed to facilitate efficient management of logistics operations in the supply chain.
- GS1 Global also strengthened its collaboration with the World Customs Organization (WCO) through a Memorandum of Understanding to work together to meet the mutual needs of the members of both organizations.

The success of these initiatives shows there is growing global momentum behind supply chain management. As the industry expands further, GS1 Hong Kong will continue to be proactive in initiating projects, which will keep the local business community up to speed.

支援最新的全球性發展方案

在年內，GS1重整其全球架構，務求更有效地回應貿易夥伴與全球成員組織的需要。

此等新發展方案包括：

- 制定針對不同業務需要的環球追溯解決方案，範圍包括醫療護理、食物及新鮮農產品，讓GS1全球追溯標準更能切合企業的需要。
- 成立流動商業工作組，並發表白皮書，集中闡釋致力發展延伸性包裝的流動商業願景。
- 與「全球商業計劃」(GCI)協作，透過共同建立工具、指引及舉辦培訓計劃，協助會員機構滿足整合供應鏈上游的要求。
- 與聯合國貿易促進及電子商業中心組成策略聯盟。該中心乃由不同國際供應鏈參與者組成的全球性組織，旨在發展支持電子商業、電子政府及電子貿易的共融環球標準。

在服務垂直行業方面：

- GS1醫療護理與醫護界如醫院、醫療設備製造商及監管機構等組織攜手合作，推動卓越的醫護供應鏈管理，已取得長足的發展。
- GS1物流標籤小組已完成國際物流標籤標準的文件，藉以推動有效的物流供應鏈管理。
- GS1透過與世界海關組織(WCO)訂立合作備忘錄，加強彼此協作，致力滿足兩個組織的會員之共同需要。

此等計劃的順利發展，反映了供應鏈管理發展在環球形勢銳不可擋。隨著業界不斷向前發展，香港貨品編碼協會將繼續積極開展新計劃及項目，促進香港工商界與世界接軌，協助企業保持競爭力並在業務上獲得全速的發展。

A milestone year ahead

Looking ahead to the coming year, we will continue to be focused on what matters most – helping local business community achieve a sustainable competitiveness edge through supply chain excellence. Our efforts will be devoted to serving local enterprises in the following directions :

- Delivering greater support and value to local enterprises that will result in faster, more effective adoption and implementation of the GS1 system of standards to make them more responsive to global demand and work more efficiently with business partners.
- Providing enterprises with the solutions, tools and knowledge to attain end-to-end supply chain visibility through traceability to uplift their product quality and consumer safety.
- Making further progress in our efforts to broaden our solutions and our reach to new vertical industries to serve the diverse needs of different sectors.
- Raising supply chain management competencies locally through the provision of quality knowledge transfer programs.
- Continuing our collaboration with our strategic partners in Mainland China and the world to accelerate the development and adoption of sound supply chain management practices and solutions.
- Providing local representation in committees for global supply chain initiatives in the development of standards and technology.

We see plenty of opportunities in the coming year, as we approach another important milestone – the 20th anniversary of the founding of GS1 Hong Kong. We look forward to celebrating this special occasion with our members and partner organizations, and aspire to delivering many more years of dedicated services to the local business community, with our world-class standards, knowledge and expertise in global supply chain management.

Anna Lin
Chief Executive

邁向新一年的里程碑

展望來年，我們將繼續致力協助本地工商界透過卓越的供應鏈管理，保持競爭優勢。我們將努力不懈循以下途徑服務本地企業：

- 為企業提供更多協助，促使他們更有效地採納及推行GS1系統標準，迅速回應環球市場的需求，以及與貿易夥伴更有效地協作。
- 為企業提供解決方案、工具及知識，使之能透過貨品追蹤，實現點對點供應鏈透明化，從而提升產品質素及保障消費者的安全。
- 進一步擴展我們的服務及拓展新的垂直行業解決方案，以回應不同行業的需要。
- 透過優質的知識轉移計劃及活動，提升本地企業的供應鏈管理能力。
- 繼續與中國內地及環球策略夥伴共同協作，促進供應鏈管理實務及解決方案的應用與發展。
- 委派香港代表參與環球供應鏈計劃，致力發展標準及有關技術。

來年，香港貨品編碼協會將邁向20週年，標誌著我們業務發展的重要里程碑。我們熱切期待與會員及夥伴機構一同慶祝這個重要的時刻。憑藉我們世界級的供應鏈標準知識及技能，協會致力在未來為本地工商界提供更多優質的服務。

林潔貽
總監

Organization Structure

協會架構



Board of Directors

董事局

2007/2008

Chairman 主席



Mr Philippe Giard
*Regional Managing Director,
Greater China (Food Retail)*
PARKnSHOP
簡力宏先生
區域董事總經理 (大中華區食品零售)
百佳超級市場

Directors 董事



Dr David Hui
Chairman
A-Fontane Group
Ltd
許章榮榮譽博士
集團主席
雅芳婷集團有限公司



Mr Kelvin Leung
*Chief Executive Officer,
North Asia Pacific*
DHL Global
Forwarding (Hong
Kong) Ltd
梁啟元先生
行政總裁 (北亞太區)
敦豪全球貨運物流
(香港) 有限公司



Mr Peter Lee
Chairman
Eurosia Group
李雨川先生
主席
華寶實業集團

Directors 董事



Mr Saunders Tam
Chief Executive Officer
Forewide Company
(HK) Ltd
譚澤生先生
行政總裁
福揚行 (香港)
有限公司



Dr Gordon Yen
Executive Director
Fountain Set
(Holdings) Ltd
嚴震銘博士
執行董事
福田實業 (集團)
有限公司



Mr Roy Ng
Chief Executive Officer
Friven & Co
伍俊達先生
首席執行總裁
Friven & Co



Mr Anthony Au
Director
Futuresuccess
Consultants Ltd
區煒洪先生
行政總裁
舊金山顧問有限公司



Mr Alex Fong
Chief Executive Officer
Hong Kong General
Chamber of
Commerce
方志偉先生
總裁
香港總商會



Mr Joseph Phi
President
IDS Group
Management Ltd
彭焜耀先生
總裁
利和經銷管理有限公司

Directors
董事



Ms B Y Lau
President & Managing Director
Kimberly-Clark (HK) Ltd
劉冰瑩女士
總裁兼董事總經理
金佰利(香港)有限公司



Mr Sandroff Ma
Director
Kingsway International Holdings Ltd
馬智駒先生
執行董事
港基國際集團有限公司



Mr Charlie Lee
Director
Lee Kum Kee Co Ltd
李惠中先生
董事
李錦記有限公司



Mr Thomas Burkhalter
Finance Director
MGB METRO Group Buying HK Ltd
傅多瑪先生
Finance Director
MGB METRO Group Buying HK Ltd



Mr Bankee Kwan
Chairman
Pricerite Group Ltd
關百豪先生
主席
實惠集團有限公司



Ms Laura Xiong
General Manager
Procter & Gamble (HK) Ltd
熊青雲小姐
總經理
香港寶潔有限公司

Directors
董事



Mr K C Tsui
Managing Director
Shun Sang Holdings Ltd
徐國才先生
董事總經理
信生集團有限公司



Mr Glenn Smith
Chief Executive
Sims Trading Co Ltd
史密夫先生
總裁
慎昌有限公司



Mr Alex Tay
Chief Executive Officer – Wellcome
The Dairy Farm Company Ltd
鄭朝豐先生
總裁 – 惠康
牛奶有限公司



Mr Nicholas Horvath
Partner
Horvath & Giles
鮑皓華律師
合夥人
鮑皓華湛偉霖
律師行



Mr Andrew Ross
Managing Director
Baker Tilly Hong Kong Ltd
羅安狄先生
首席董事
香港天華會計師
事務所



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

Company Secretary
公司秘書

Auditor
核數師

Ex-Officio Member
當然委員

Note: The Board of Directors list is in alphabetical order by organization name.
註：以上董事局名單以機構英文字母次序排列。

Advisory Boards

諮詢委員會

ECR Hong Kong

Chairman

Mr Keith Bartlett *Director – Group IT & Logistics*
A S Watson Group

Vice Chairman

Ms B Y Lau *President & Managing Director*
Kimberly-Clark (HK) Ltd

Members

Mr Michael Tse *Partner*
Accenture Company Ltd

Mr Hao Chen *General Manager – HK/Macau*
British American Tobacco Co (HK) Ltd

Mr Adolf Ho *Managing Director*
Campbell Soup Asia Ltd

Mr York Yao *Operation and Customer Service Manager*
CHEP Hong Kong

Mr C K Pak *Managing Director*
Circle K Convenience Stores (HK) Ltd

Mr Alan Law *Division Manager – Supply Chain Management & Logistics Division*
Circle K Convenience Stores (HK) Ltd

Mr K C Ling *Distribution Manager*
Citrus Growers International
(A Member of A S Watson Group)

Mr Stephen Lee *Managing Director*
Getz Bros. & Co. (Hong Kong) Ltd

Mr Benjamin Lee *Senior Manager (Support Services Development)*
Hospital Authority

Mr Michael K K Ma *HK SCM Leader, Global Business Services*
IBM China/Hong Kong Ltd

Mr Joseph Phi *President*
IDS Group Management Ltd

Ms Iris Lam *Customer Development Director – Greater China*
Johnson & Johnson (HK) Ltd

Mr Eric Chow *General Manager – Group Operation Services*
Lam Soon Hong Kong Group

Mr Keith Chan *Operations Manager*
L'OREAL Hong Kong Ltd

Mr Patrick Chan *General Manager – HK & Southern China*
Loscam (HK) Ltd

Mr Stephen Chan *Managing Director*
Power Hub Ltd

Mr Anthony Chin *Associate Director, Customer Business Development*
Procter & Gamble (HK) Ltd

Mr Glenn Smith *Chief Executive*
Sims Trading Co Ltd

Mr Patrick Wu *Manager, Demand and Operations Planning*
Swire Coca-Cola (HK) Ltd

Mr David Bound *Fresh Food and Supply Chain Director*
The Dairy Farm Co Ltd

Ms Maria Bong *General Manager, Merchandising & Concession Administration Division*
The Wing On Department Stores (HK) Ltd

Ms Dorcas Lau *Managing Director*
Unilever HK Ltd

ECR香港

主席

鮑卓祺先生 *集團資訊科技及物流總監*
屈臣氏集團

副主席

劉冰瑩女士 *總裁兼董事總經理*
金佰利(香港)有限公司

委員

謝德健先生 *大中華區副總裁*
埃森哲

陳浩先生 *總經理 – 香港及澳門*
英美煙草(香港)有限公司

何炳右先生 *董事總經理*
金寶湯亞洲有限公司

姚強先生 *運作及客戶服務經理*
CHEP Hong Kong

白志堅先生 *董事總經理*
OK便利店

羅炳倫先生 *供應鏈後勤支援部部門經理*
OK便利店

凌家祥先生 *營運部經理*
時鮮菓汁國際(屈臣氏集團屬下機構)

李孔標先生 *董事總經理*
英國吉時兄弟(香港)有限公司

李祥美先生 *高級行政經理(支援服務發展)*
醫院管理局

馬家駒先生 *HK SCM Leader, Global Business Services*
國際商業機器中國香港有限公司

彭焜耀先生 *總裁*
利和經銷管理有限公司

林逸陶女士 *營業總監*
強生香港有限公司

周昭揚先生 *集團運作服務總經理*
南順香港集團

陳其信先生 *Operations Manager*
歐萊雅香港有限公司

陳偉光先生 *總經理 – 香港及中國華南地區*
LOSCAM(香港)有限公司

陳鏡治先生 *董事總經理*
力泓有限公司

金昌倫先生 *客戶業務發展部副總監*
香港寶潔有限公司

史密夫先生 *總裁*
慎昌有限公司

鄔志衡先生 *需求及運作策劃經理*
太古可口可樂有限公司

鮑大衛先生 *新鮮食品及物流系統董事*
牛奶有限公司

黃貴敏女士 *董事兼總經理(貨務及專櫃管理處)*
永安百貨有限公司

劉盛雪女士 *董事總經理*
香港聯合利華有限公司

SMEs Advisory Board

中小型企業諮詢委員會

Chairman

Mr Saunders Tam *Chief Executive Officer*
Forewide Company (HK) Ltd

主席

譚澤生先生 *行政總裁*
福揚行(香港)有限公司

Vice Chairman

Mrs Candy Chan *Vice President*
Wan Ho Holdings Inc

副主席

陳燕兒女士 *副總裁*
運豪集團

Members

Mr Kenneth Chan Kin Nin *Director & Manager*
Kui Fat Yuen Ltd

委員

陳建年先生 *董事經理*
鉅發源有限公司

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 Alex Cheong *Business Manager*
Procter & Gamble Hong Kong Ltd

張學主先生 *客戶業務拓展部經理*
香港寶潔有限公司

Ms Cherry Lee *Data & System Administrator*
Procter & Gamble Hong Kong Ltd

李詠儀小姐 *Data & System Administrator*
香港寶潔有限公司

Mr Victor Tam *Greater China Business Analyst*
Procter & Gamble Hong Kong Ltd

譚德揚先生 *Greater China Business Analyst*
香港寶潔有限公司

Mr Kenneth Leung *Director*
Woods Pharmacy

梁廣熙先生 *董事*
活士藥房

Ex-Officio Members

Ms Anna Lin *Chief Executive*
GS1 Hong Kong

當然委員

林潔貽女士 *總監*
香港貨品編碼協會

Mr K C Tsui *Managing Director*
Shun Sang Holdings Ltd

徐國才先生 *董事總經理*
信生集團有限公司

Note: The Advisory Boards list is in alphabetical order by organization name.
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Supply-Chain Council – Greater China

供應鏈管理委員會 (大中華區總會)

Chairman

Mr Michael P S Tung *Director – Logistics, South China*
Schenker International (HK) Ltd

主席

董柏成先生 *總監 — 物流, 華南地區*
全球國際貨運有限公司

Vice Chairmen

Mr Jim McAndrew *Manager, Manufacturing*
Cisco Systems

副主席

麥家駿先生 *Manager, Manufacturing*
思科系統

Dr Thomas Li *Director, IBM China Research Lab*
IBM China Group

李實恭博士 *IBM 中國研究院院長*
IBM China

Secretary General

Ms Anna Lin *Chief Executive*
GS1 Hong Kong

秘書長

林潔貽女士 *總監*
香港貨品編碼協會

Treasurer

Ms Carrie Yu *Partner*
PricewaterhouseCoopers

司庫

余葉嘉莉女士 *合夥人*
普華永道會計師事務所

Board Member

Mr Wang Zhi Xiu, Woody *Section Manager*
Institute for Information Industry

委員會成員

王志修先生 *組長*
財團法人資訊工業策進會

Export Supply Chain Advisory Board

出口供應鏈諮詢委員會

Chairman

Mr Thomas Burkhalter *Finance Director*
MGB METRO Group Buying HK Ltd

主席

傅多瑪先生 *Finance Director*
MGB METRO Group Buying HK Ltd

Vice Chairman

Mr Felix Chim *Managing Director – Hong Kong Office*
L G Sourcing, Inc

副主席

詹兆輝先生 *Managing Director – Hong Kong Office*
L G Sourcing, Inc

Members

Prof Dr Helmut Merkel *Member of the Management Board*
Arcandor

委員

馬曉文教授博士 *執行董事*
Arcandor

Mr Wang Lu Yen *Chairman*
Linmark Group Ltd

王祿閻先生 *主席*
林麥集團有限公司

Mr Sven Jasper *Director – Information Technology*
OTTO International (Hong Kong) Ltd

卓柏宏先生 *資訊科技董事*
歐圖國際

Ms Shirley Ng *Managing Director*
Target Sourcing Services/AMC

伍麗萍小姐 *Managing Director*
Target Sourcing Services/AMC

Mr Nick Chapman *Supply Chain and Operations Manager*
TESCO International Sourcing

Mr Nick Chapman *Supply Chain and Operations Manager*
TESCO International Sourcing

Mr Raymond Lee *Senior Manager, Business Process & Systems*
Wal-Mart Global Procurement

李柏希先生 *業務系統和電腦部高級經理*
沃爾瑪百貨集團全球採辦

Note: The Advisory Boards list is in alphabetical order by organization name.
註：以上諮詢委員會名單以機構英文字母次序排列。

Objectives and Achievements of Advisory Boards

諮詢委員會的目標和成就

ECR Hong Kong

Objectives

- Facilitate the development of Supply Chain Management/Efficient Consumer Response (SCM/ECR) initiatives in Hong Kong and also form a link for regional and international SCM/ECR bodies, such as ECR Asia, Global Commerce Initiative and GS1 Global.
- Provide an industry platform for retailers and suppliers to enhance collaboration on supply-chain-related matters.
- Enable the Fast-Moving Consumer Goods (FMCG) industry to increase operating efficiency and improve customer services through knowledge transfer on ECR/SCM best practices and enabling technologies aimed at better management of demand and supply chains.

Accomplishments

- To instill awareness and increase understanding of the ECR concept, a series of ECR training workshops were organized. These workshops, which included case sharing and site visits, were designed to keep Hong Kong businesses abreast of the latest technology and best practices.
- The ECR Hong Kong Shelf-life Cycle Study was initiated in May 2008. This was aimed at achieving an industry norm and practice for effective shelf-life management in the FMCG sector agreeable to the suppliers, retailers as well as consumers. The work group will align with the shelf-life requirement data collected and work with retailers to facilitate implementation of a forward plan. More details about this initiative can be found in the Section of "Vertical Industry Initiatives".
- To better understand cross-border supply chain management (SCM) in six key PRD cities, ECR Hong Kong in collaboration with GS1 Hong Kong formed a "Cross-border Supply Chain Study" team in 2007. The study was aimed at identifying best practices and providing recommendations related to the efficiency and security of cross-border supply chain process. More details about this initiative can be found in the Section of "Vertical Industry Initiatives".
- The first ECR Hong Kong Awards program was co-organized by GS1 Hong Kong and ECR Hong Kong in October 2007. The awards program was aimed at encouraging collaboration between retailers and suppliers in the quest for continuous advancement and development of SCM/ECR initiatives in Hong Kong.

ECR香港

工作目標

- 推動本港供應鏈管理/高效消費者響應 (SCM/ECR) 的發展，以及連繫 SCM/ECR 的地區及國際性組織，例如 ECR 亞洲、全球商業計劃與 GS1 等。
- 為零售商及供應商提供業界平台，促進各方在供應鏈方面的協作。
- 提供 SCM/ECR 最佳實務及應用技術之知識轉移計劃，幫助企業強化在需求與供應鏈上的管理，從而協助快速消費品行業提高營運效率及改善客戶服務。

主要成就

- 為增強業界對 ECR 概念的認識，委員會舉辦了多個 ECR 培訓工作坊；工作坊涵蓋個案分享及實地參觀，以求令本港企業掌握最新技術及最佳實務。
- ECR 香港的「貨架壽命週期研究」於 2008 年 5 月展開；旨在建立一套能同時滿足供應商、零售商及消費者要求的業界規範及實務，以便有效管理快速消費品行業之貨架壽命。工作小組將聯同零售商，就各個合作夥伴對貨架壽命提出的數據要求進行整合，並協力推行有關的發展方案。有關此計劃的詳情可參閱「垂直行業發展」一節。
- 為深入認識珠三角六個主要城市在跨境供應鏈管理上的現況，香港貨品編碼協會與 ECR 香港合作，在 2007 年成立了「跨境供應鏈研究小組」，旨在訂立最佳實務，並就跨境供應鏈流程的效率及安全提供建議。有關此計劃的詳情可參閱「垂直行業發展」一節。
- 香港貨品編碼協會及 ECR 香港於 2007 年 10 月攜手舉辦首屆「香港高效消費者響應獎」選舉，以鼓勵零售商與供應商加強協作，繼續推動香港 SCM/ECR 計劃的發展。

SMEs Advisory Board

Objectives

- Uplift the competitiveness of SMEs in the global marketplace.
- Increase the operational efficiency of SMEs through driving the adoption of SCM and e-commerce.
- Enhance awareness of the HKSAR Government about the needs of SMEs, especially with regard to sustaining their businesses in a volatile economy.

Accomplishments

- The SMEs Advisory Board, in collaboration with SME support organizations, has continuously provided business advisory and support services to help SMEs improve their productivity and profitability.
- The Board has also participated in facilitating the SME Mentorship Program organized by the Trade and Industry Department's **SU**pport and **C**onsultation **C**entre for **SMEs** (SUCCESS).

中小型企業諮詢委員會

工作目標

- 提升中小企在全球市場的競爭力。
- 透過推廣供應鏈管理及電子商貿，協助中小企提升營運效率。
- 加強香港特別行政區政府對中小企的關注，協助中小企在複雜多變的經濟環境下業務得以持續發展。

主要成就

- 中小型企業諮詢委員會與中小企支援組織協作，為中小企提供業務諮詢及支援服務，協助他們改善企業的生產力及盈利能力。
- 委員會也參與了由工業貿易署旗下中小企業支援與諮詢中心主辦的中小企業「營商友導」計劃。

EPC Partners Advisory Board

Objectives

- Create market awareness of EPC standards and EPC/RFID solutions.
- Foster and keep track of the development and adoption of EPC standards across industries.
- Support solutions partners in deploying EPC standards.
- Develop and promote EPC/RFID implementation case studies as industry reference.
- Act as a bridge between the HKSAR Government and industry to drive the adoption of EPC/RFID.

Accomplishments

- A special task force was formed to advise on the development and promotion of the first-ever Hong Kong RFID Awards 2008 organized by GS1 Hong Kong.
- Regular Advisory Board meetings were held to keep board members informed on local and global EPC/RFID initiatives and issues such as industry adoption of EPC standards worldwide, EPC standards regulatory development and issues, related marketing and training activities, etc.
- Regular EPC/RFID technical training workshops and networking occasions were held to update solution partners on the ratification of various EPC standards as well as local EPC services and solutions.

EPC夥伴諮詢委員會

工作目標

- 提升市場對產品電子代碼標準及產品電子代碼/無線射頻識別技術解決方案之認識。
- 促進及關注產品電子代碼標準的發展及其在不同行業應用的情況。
- 支援解決方案夥伴採納產品電子代碼標準。
- 於各行業建立及推廣產品電子代碼實踐個案。
- 作為香港特別行政區政府及業界的橋樑，藉以推動產品電子代碼/無線射頻識別技術的應用。

主要成就

- 組成特別工作小組，為香港貨品編碼協會舉辦的首個「香港無線射頻識別大獎2008」提供諮詢及意見。
- 舉辦定期的諮詢委員會會議，為委員會成員提供本地及全球產品電子代碼/無線射頻識別技術之最新發展資料，例如世界各地不同行業的應用情況、監管條例的發展及議題、以及相關的市場推廣及培訓活動等。
- 定期舉辦產品電子代碼/無線射頻識別技術培訓工作坊及業界交流會，為解決方案夥伴審核各類型產品電子代碼標準、提供本地產品電子代碼服務及解決方案最新發展的資料。

Export Supply Chain Advisory Board

出口供應鏈諮詢委員會

Objectives

工作目標

- Establish supply chain industry standards for Hong Kong exporters.
 - Facilitate better supply chain collaboration and integration among Hong Kong's export and sourcing industries.
 - Help Hong Kong exporters and sourcing offices improve business processes.
 - Contribute to the improvement of product quality in the production processes.
 - Strengthen Hong Kong export enterprises' knowledge and competence in supply chain management.
 - Maintain Hong Kong's position as the world's major sourcing hub.
- 為香港出口商建立供應鏈行業標準。
 - 促進香港出口及採購業之間的供應鏈協作及整合。
 - 改善香港出口及採購商的作業流程。
 - 協助改善生產流程中的產品質量。
 - 加強香港出口商在供應鏈管理上的知識及能力。
 - 保持香港作為世界主要採購中心的地位。

Accomplishments

主要成就

- Successful 3-phase rollout of supply chain competence key performance indicators (KPI) project:
 - Phase I, which focused on identifying a common set of KPIs and methods to measure the performance of the suppliers, was completed in August 2007.
 - Phase II involved analyzing, defining and assessing a scalable solution model to fit the participating companies' sophisticated infrastructure. The data collection, storage and audit were aimed at deriving a common platform for the sourcing offices to measure their suppliers' KPIs.
 - Phase III covered deployment, implementation and facilitation of knowledge transfer.
- 分三個階段成功推出有關供應鏈效能的主要表現指標項目：
 - 第一階段：訂立一套主要表現指標，以評估供應商的表現。這項工作已於2007年8月順利完成。
 - 第二階段：分析、界定及評估可擴展方案的模型，以切合各參與公司的設施。第二階段的工作項目亦包括資料搜集、儲存及審核等，為採購部門創造一個平台，以評估供應商的主要表現指標。
 - 第三階段：包括落實推行主要表現指標計劃，以及為知識轉移作出安排。

Supply-Chain Council – Greater China

供應鏈管理委員會 (大中華區總會)

Objectives

- Build a neutral platform that brings together supply chain professionals and practitioners to share issues and best practices.
- Create industry's awareness of the Supply Chain Operations Reference-model (SCOR) and build industry capabilities.
- Help assess industry's performance in supply chain operations and localize SCOR model.
- Drive the continued development and adoption of SCOR to ensure the region's overall supply chain competencies.

工作目標

- 建立一個中立平台，讓供應鏈專家及從業員分享最佳實務及相關議題。
- 提升業界對供應鏈運作模型 (SCOR) 的認識及增強業界在供應鏈管理上的效能。
- 協助評估行業在供應鏈運作上之績效及把 SCOR 模型本地化。
- 推動業界採納供應鏈運作模型 (SCOR) 及保證 SCOR 得到持續發展，藉此確保區內維持整體供應鏈的優勢。

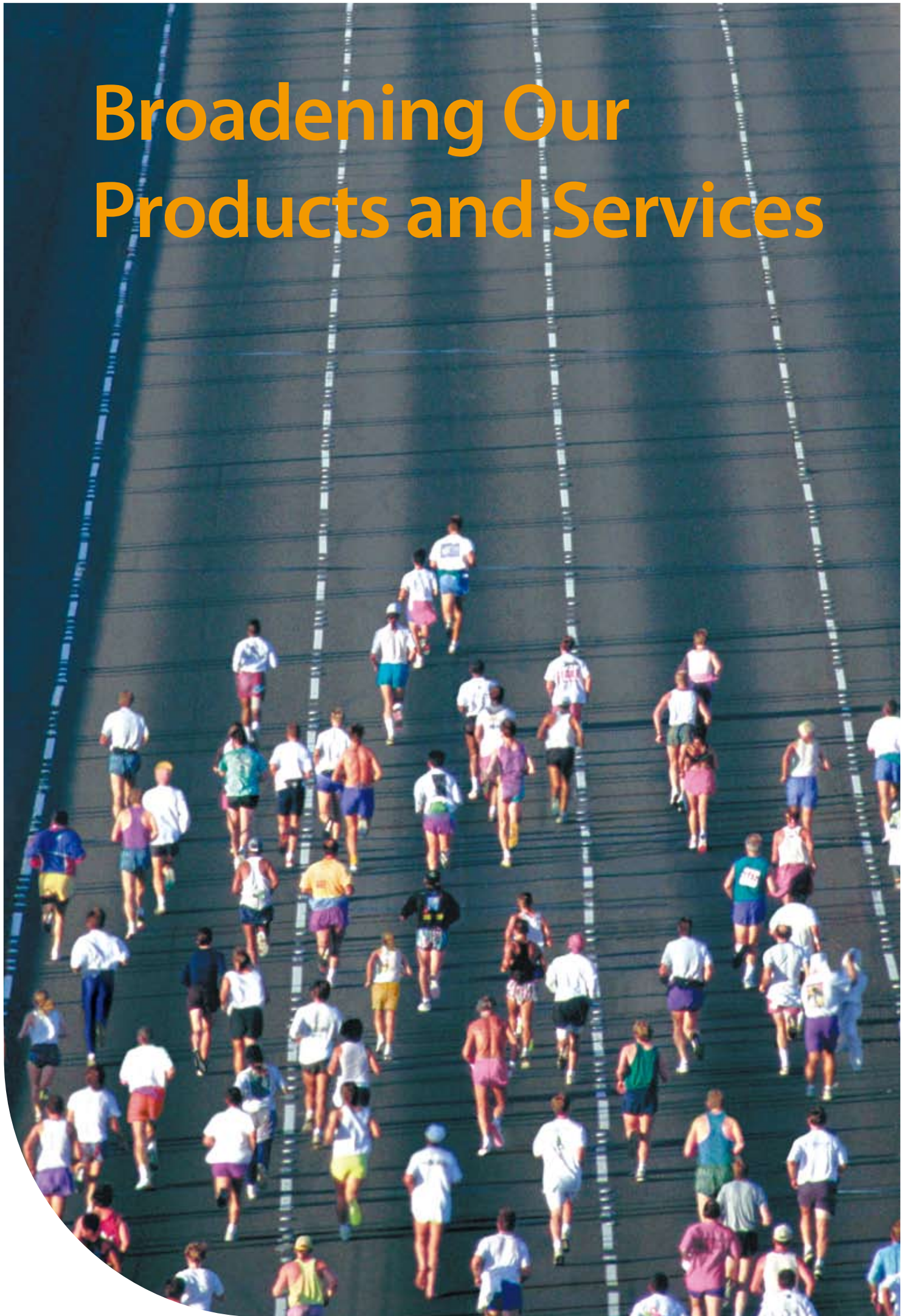
Accomplishments

- With support from the SME Development Fund of Hong Kong SAR Government's Trade and Industry Department, the Supply Chain Maturity Reference Model (SCMRM) was developed to facilitate local SMEs to improve their supply chain operations as well as assess their readiness for the adoption of proven supply chain models, such as the SCOR model. Six SCMRM training workshops, based on the six main modules developed, were conducted during the year.

主要成就

- 獲香港特區政府工業貿易署之中小企業發展支援基金審批撥款，發展「供應鏈完善程度參考模型」，以協助本港中小型企業改善供應鏈流程，及評估他們採納成效的供應鏈參考模型如「供應鏈運作模型」的完善程度。年內共舉行了六個「供應鏈完善程度參考模型」培訓工作坊。工作坊的內容乃以六個主要單元為基礎。

Broadening Our Products and Services



Latest Services and Accomplishments

最新服務及成就

- Initiated the development of "Product Quality and Safety Information Portal"
- Extended EZ*TRADE to Mainland China
- Launched ezTRACK, an EPC/RFID-based, track & trace platform
- Embarked on the revamping of the SCIC into Hong Kong RFID Centre
- Organized Hong Kong RFID Awards 2008
- 開拓產品品質及安全資訊入門網站
- 拓展EZ*TRADE服務領域至中國內地
- 推出以EPC/RFID技術為基礎的追蹤與追溯平台「縱橫網」
- 把「供應鏈創科中心」改造成為「香港RFID中心」
- 舉辦「香港無線射頻識別大獎2008」



GS1 Hong Kong has sought to broaden and deepen its range of services and continue to promote technological standards this year, in line with its mission to helping companies achieve supply chain excellence through standards-based enabling technologies. This goal has been the starting point of a number of initiatives, which are outlined in the following sections.

GS1 BarCodes

GS1 Hong Kong's barcode system enables our members to identify and track goods and shipment in order to enhance operational efficiency. In 2008, one of our members reported on a project which leveraged the tracking capabilities of the system to promote sustainable business and eco-friendly recycling.

Swire Coca-Cola Hong Kong (SCCHK) launched a plastic beverage bottle-recycling scheme in November 2006 using GS1 Hong Kong's barcode system. The scheme used vending machines, which were converted to receive rather than dispense bottles, to collect used bottles manufactured by SCCHK from consumers in return for Octopus Reward Dollars.

Under the GS1 BarCodes system, SCCHK's products were assigned unique product identification numbers. By scanning the barcodes printed on empty bottles, the reverse vending machines were able to identify bottles manufactured by SCCHK and issue Octopus Reward Dollars as an incentive for consumers to continue recycling. Over 10,000 bottles had been recycled since the program was launched. The scheme was expanded in 2007 to include a further 50 machines located at venues across the city, including Ocean Park.

香港貨品編碼協會一直致力擴展和深化其服務範圍。在過去一年，協會秉承協助企業透過以標準為基礎的技術實現卓越供應鏈管理的使命，積極鼓勵及推廣國際技術標準。協會通過一系列的服務及計劃來實踐這個目標，此等項目將在以下各環節加以闡述。

GS1條碼

香港貨品編碼協會的條碼系統，讓各成員能識別與追蹤貨物及運件，從而提高營運效率。在2008年，協會的其中一個公司會員，便成功透過GS1標準的追蹤功能，有效促進業務持續發展並推廣環保回收。

香港太古可口可樂（下稱「太古可樂」）在2006年11月，利用香港貨品編碼協會標準條碼，推出飲品膠樽回收計劃。該計劃把自助飲品販賣機改裝成自助回收機，讓消費者飲用太古可樂生產的膠樽飲品後把膠樽退回至自助回收機，以換取八達通日日賞積分。

利用GS1標準條碼系統，太古可樂所生產的飲料產品均印有一個獨一無二的產品識別碼。透過掃描飲品膠樽上的條碼，自助回收機即能識別太古可樂品牌的膠樽，並發放日日賞積分以鼓勵市民繼續支持飲品膠樽回收計劃。自該計劃推出以來，太古可樂已成功回收超過10,000個飲品膠樽。在2007年，這項計劃的服務範圍進一步擴大，在各區包括海洋公園增加50部自助回收機。



GS1 BarCodes contributed to eco-friendly recycling by enabling members to identify goods



Product Quality & Safety Information Portal

GS1 Hong Kong has been developing a Product Quality & Safety Information Portal under the "Improving Product Trustworthiness through Product Authentication" project funded by Office of the Government Chief Information Officer (OGCIO), which aims to raise public awareness of product safety, authenticity and quality.

The product information portal is designed as an online platform for businesses to disseminate product quality-related information, in collaboration with laboratory testing organizations, to the industry as well as consumers.

Products carrying barcodes, which passed tests conducted by the testing laboratories, would be listed in the portal with the consent of the suppliers. In this way, the portal serves as a searchable database of information about certified products, allowing consumers to verify the authenticity of the products and search for related information. The portal is scheduled for launch in May 2009.

產品品質及安全資訊入門網站

香港貨品編碼協會正在開拓一個產品品質及安全資訊入門網站，該項目由香港政府資訊科技總監辦公室的電子商務推廣計劃——「透過產品認證 改善產品可信度」所資助，旨在提升公眾對產品安全、認證和品質的意識。

這個項目的主要目標，是為協會會員提供一個網上平台，以便企業通過與各實驗室的合作，向業界人士及消費者發送有關產品品質的資訊。

在獲得供應商的同意後，配有條碼並通過指定檢定中心測試的產品，其資料將被納入網站的資料庫內。在這個基礎之上，該網站可作為檢索認證產品的數據庫，讓消費者就產品進行查證，並搜尋更多相關資料。該網站將於2009年5月正式啟用。



Powered by GS1 Hong Kong

Over 1,500 companies in Hong Kong and China had subscribed EZ*TRADE

EZ*TRADE China rollout

GS1 Hong Kong's e-commerce solution EZ*TRADE has made remarkable strides in helping retailers and suppliers conduct collaborative commerce since its launch in 1995.

EZ*TRADE supports the exchange of electronic business messages, enabling efficient and accurate transmission of commercial documents to facilitate paperless commerce.

在中國推出「通商易」服務

香港貨品編碼協會自1995年推出「通商易」電子商貿方案以來，一直協助零售商及供應商進行協同商貿，在這方面已取得重大的進展。

「通商易」支援電子業務訊息的交流，能讓企業夥伴有效及準確地傳送商業文件，加快實現無紙化商貿模式。



In 2008, GS1 Hong Kong added new functions to the business-to-business e-commerce platform aimed at delivering added value to enterprises in China, including support of Chinese characters, automatic generation of e-VAT invoices with data crosschecks between electronic product orders and e-invoices.

With these enhancements, EZ*TRADE was successfully introduced to the Mainland market with more than 400 China suppliers registered for the service to date.

EPC/RFID

GS1 Hong Kong has made significant inroads in the past year in facilitating the adoption of Electronic Product Code™ (EPC) based radio frequency identification (RFID) technology among trading companies and other businesses. Our achievements in the past year have been built on the success of the EPC-based RFID pilot project and the awareness programs we have initiated in recent years. In doing so, we have contributed significantly to ensuring EPC standards-based RFID technology is widely recognized in Hong Kong for its unparalleled track-and-trace capabilities to help businesses monitor the flow of goods along the supply chain.

在2008年，協會就企業對企業的電子商貿平台加入多項新功能，為國內企業帶來更大的方便，其中包括支援中文字體，以及加入自動編製電子增值稅(e-VAT)發票功能，該平台更配備了覆核網上電子訂單及網上電子發票的功能。

藉著加強及提升系統的功能，「通貿易」成功引進國內市場。現時，逾400家中國供應商已經登記使用「通貿易」服務。

產品電子代碼/無線射頻識別

去年，香港貨品編碼協會在推動貿易夥伴及其他企業採納以產品電子代碼為基礎的無線射頻識別技術取得重大進展。去年的佳績，有賴於協會近年推行的EPC/RFID試點項目及EPC認知計劃。藉著這些活動，協會成功令以產品電子代碼為基礎的無線射頻識別技術備受本地各界所認同，而其高效的追蹤及追溯功能亦獲得肯定，能有效協助企業監察貨物在整個供應鏈上的流向。

EPC/RFID is widely – recognized for its unparalleled track and trace capabilities



A community-wide globalized track-and-trace platform by GS1 Hong Kong

ezTRACK: The launch of a globalized track-and-trace platform

Managing logistics operations in today's highly competitive global business environment requires more than the safe passage of goods from one location to another, but demands companies get everything right the first time and every time – from the actual goods being shipped, the identity of the recipients and their locations, to the timing of the deliveries.

In June 2008, GS1 Hong Kong launched a community-wide globalized track-and-trace platform called ezTRACK to give local businesses of all sizes the edge they need to compete against their global rivals in the supply chain space. The EPC standards-based RFID platform is the fruit of a foundation project completed in March 2007, entitled "Establishing an Electronic Product Code (EPC) Network Infrastructure to Enable End-to-end Supply Chain Visibility". The pilot project was funded by the HKSAR Government's Innovation and Technology Commission under the former Guangdong/Hong Kong Technology Co-operation Funding Scheme.

ezTRACK makes EPC standards-based RFID technology available to any enterprise in Hong Kong and the Pearl River Delta region, and is a logical extension of the EPCnetwork pilot project. In partnership with Autotoll, the platform operates a low cost, plug-and-play solution to deliver EPC-based RFID global track-and-trace capabilities to enterprises. We provide the easy-to-install highly reliable

「縱橫網」：嶄新全球化追蹤及追溯平台

在現今競爭激烈的全球營商環境中，物流運作管理不再是單純地把貨物安全運送，還要求企業時刻對物流環節的各個流程，包括運送的貨物、收貨者的身份及地點以至送貨時間等每個細節，作出最妥善的安排及處理。

在2008年6月，香港貨品編碼協會為本地業界推出「縱橫網」——一個全球化追蹤及追溯社區平台——旨在為本地不同規模的企業加強供應鏈上的優勢。這個以EPC標準為基礎的RFID平台，是香港特別行政區政府創新科技署基金資助計劃的成果，有關資助項目名為「建立產品電子代碼網絡基建，體現點對點供應鏈透明化」，屬於前粵港科技合作資助計劃的一部分，已於2007年3月順利完成。

「縱橫網」可說是由EPC網絡試驗計劃衍生而成，讓香港及珠三角地區企業能應用以EPC標準為本的RFID技術。透過與快易通有限公司合作，該平台為企業提供低成本、即裝即用的應用方案，體現以EPC/RFID技術促成全球化的追蹤及追溯功能。協會提供可靠、穩健及具擴展性的網絡平台服務，讓企業能實現由製造源頭至銷售點的產品實時透明度。



and scalable web platform service, through which businesses can enjoy real-time visibility of goods from point of origin through to point of sales, anytime, anywhere.

A live, real-time demonstration of ezTRACK will be available at the Hong Kong RFID Centre, an extension of the Supply Chain Innovation Centre, since October 2008 to help businesses better understand the key features and benefits of this standards-based platform service.

Asia rollout of the EPC program for Sam's Club

In March 2008, Wal-Mart appointed GS1 Hong Kong as program manager of the EPC adoption program in Asia for its division Sam's Club to help the company's suppliers meet EPC compliance standards for RFID systems. Sam's Club is an American chain of membership-only retail warehouse clubs founded in 1983. It stocks a wide range of products from electronics and clothing to designer goods and food. Amongst Sam's Club suppliers in Asia, Hong Kong's enterprises account for more than 50%.

The first task was to help suppliers meet the tagging requirements of Sam's Club under the system. GS1 Hong Kong conducted EPC/RFID briefing and training sessions, provided a list of qualified technology providers, and offered a low-cost and subscription-based ezTRACK service for the data verification on tagged goods. The first tag verification for Sam's Club suppliers deploying ezTRACK's DataLink service is expected to be completed in October 2008.

GS1 Hong Kong has also been working closely with GS1 member organizations in Asia to co-ordinate the execution of the program and act as the focal point of communication and progress updates for Sam's Club EPC adoption program.

自2008年10月起，由「供應鏈創科中心」延伸而成的全新「香港RFID中心」，將提供「縱橫網」的即場示範，以協助企業對這項以標準為基礎、服務社群為本之服務平台有更深入的认识。

協助山姆會員商店推行亞洲EPC採納計劃

2008年3月，沃爾瑪委任香港貨品編碼協會為亞洲EPC採納計劃的項目經理，以協助區內的山姆會員商店(Sam's Club)供應商配合EPC/RFID要求。成立於1983年，山姆會員商店是一家美國連鎖式集團，旗下有多個會員專用的零售倉庫。商店所儲存的貨品涵蓋電子產品、服裝、名牌貨品及食品等。而山姆會員商店在亞洲區內的供應商當中，超過五成來自香港。

香港貨品編碼協會的首項任務是協助供應商達到山姆會員商店的標籤要求。協會舉行了多個EPC/RFID簡報會及培訓活動，並向各商戶提供了一眾合資格的技術供應商作為參考，同時為山姆會員商店供應商提供一項低成本及以訂用為基礎收費的「縱橫網」服務，以進行EPC標籤數據確認程序。透過「縱橫網」的數據連接服務，首個為山姆會員商店進行的標籤數據確認程序預計於2008年10月完成。

香港貨品編碼協會與亞洲區的GS1成員組織一直保持緊密合作，在推行該項目上擔任協調的工作及聯繫點，為山姆會員商店的亞洲EPC採納計劃匯報項目進展情況。

GS1 Hong Kong was appointed Program Manager for Sam's Club Asia EPC Rollout Program



HONG KONG
RFID
CENTRE
(SCIC)

**Boosts awareness
of RFID among
businesses &
community**

Hong Kong RFID Centre: The new face of the Supply Chain Innovation Centre

As an extension of the Supply Chain Innovation Centre established in February 2007, a new Hong Kong RFID Centre is planned to be launched in October 2008 in collaboration with the Innovation and Technology Commission of the HKSAR Government and Hong Kong Science and Technology Parks Corporation.

The Centre is created to boost awareness and understanding of RFID technology among businesses and the community. A new consumer section aims to raise public awareness of RFID technology by focusing on clothing, dining, living and commuting, areas where the application of the technology is most evident. The section will enable people to gain a better understanding of the applications and benefits, and the significance of the technology to Hong Kong's development.

The Centre also aims to encourage young people to take an interest in RFID technology, with the view to increasing the pool of talents involved in the research and development of RFID technology in the local market.

The first Hong Kong RFID Awards

RFID is widely recognized today for contributing significant value to various industries' abilities to deliver efficient services around the world. With such widespread use, businesses are finding increasingly innovative ways to apply RFID technology.

In light of this, GS1 Hong Kong organized the first-ever local awards to recognize excellence and innovation in the use of RFID technology to support supply chain operations. The

「香港 RFID 中心」： 「供應鏈創科中心」全新面貌

由香港貨品編碼協會、香港特區政府創新科技署及香港科技園公司攜手創立的全新「香港 RFID 中心」，是 2007 年 2 月成立的「供應鏈創科中心」的演進，將於 2008 年 10 月正式啟用。

「香港 RFID 中心」的宗旨，乃提升企業及社會對 RFID 技術的認識。該中心全新的消費者區環繞衣、食、住、行的四個層面，透過展示極具參考價值的技術應用以提升市民對 RFID 技術的應用、效益及其對香港未來發展意義的認識及了解。

成立該中心的另一目的，乃在於啟發年青人對 RFID 技術的興趣，藉此吸引更多人才在本地市場從事 RFID 技術的研發工作。

香港首個無線射頻識別大獎

時至今日，RFID 對企業供應鏈所帶來的效益已備受各界認同。該技術為不同行業帶來莫大裨益，協助業界在世界各地提供高效率的服務。隨著技術日漸普及，企業亦不斷尋求創新的方法來應用 RFID 技術。

有見及此，香港貨品編碼協會舉辦首屆無線射頻識別大獎選舉，藉以表揚領先企業就應用 RFID 技術以提升供應鏈效能方面的卓越成就。2008 年 3 月舉辦的「香港無線



**Recognized
innovation and
excellence in the
use of RFID
Technology**

Hong Kong RFID Awards, organized in March 2008, honors and acknowledges Hong Kong companies and professionals who have been exemplary in applying RFID technology and are setting the standard for others to aspire.

There were three categories of awards. The following were the winners:

Best EPC/RFID Implementation

- Gold Award** : Asia Airfreight Terminal Company Limited for RFID truck control system
- Silver Award** : CLP Power Hong Kong Limited for RFID fleet management
- Bronze Award** : Esquel Group for RFID production tracking and monitoring

射頻識別大獎」，表彰成功把 RFID 落實應用至企業供應鏈的本地機構及專業人士，使之成為其他行業從業員的模範。

是次選舉頒發三個組別的獎項。得獎者如下：

最佳EPC/RFID應用大獎

- 金獎**：亞洲空運中心有限公司 — RFID 貨車控制系統
- 銀獎**：中華電力有限公司 — RFID 車隊管理系統
- 銅獎**：溢達集團 — RFID 生產追蹤及監控

The Most Innovative Use of EPC/RFID

- Gold Award** : Airport Authority Hong Kong for integrated RFID baggage reconciliation and management system
- Silver Award** : mi-tu for smart retail system
- Bronze Award** : Asia Airfreight Terminal Company Limited for RFID truck control system

最具創意EPC/RFID應用大獎

- 金獎**：香港機場管理局 — 整合式 RFID 行李確認及管理系統
- 銀獎**：mi-tu — 智能零售系統
- 銅獎**：亞洲空運中心有限公司 — RFID 貨車控制系統

The Most Innovative EPC/RFID Products

- Gold Award** : Convergence Systems Limited for RFID handheld reader
- Silver Award** : NEC Hong Kong Limited for RFID truck control system
- Bronze Award** : Schmidt & Co. (Hong Kong) Limited for SCHMIDT RFID G-Box

最具創意EPC/RFID產品大獎

- 金獎**：Convergence Systems 有限公司 — RFID 手持式閱讀器
- 銀獎**：NEC 香港有限公司 — RFID 貨車控制系統
- 銅獎**：興華科儀有限公司 — 興華 RFID G-Box

The Hong Kong RFID Awards presentation ceremony will be held at the GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit in October 2008. Awards winners will share their experiences of RFID implementation at the conference.

「香港無線射頻識別大獎」的頒獎典禮將於 2008 年 10 月舉行的「香港貨品編碼協會供應鏈管理高峰會 2008」內同場進行。屆時，各得獎者將分享他們在應用 RFID 技術的寶貴經驗。

Global Data Synchronization Network (GDSN)

GDSN is a global community platform, which allows trading partners to list and update product information in a secure and standardized repository. When a member supplier updates information on a product, the new details are automatically provided to other companies on the network. This not only eliminates the risk of outdated data hindering business but also ensures suppliers and retailers share the same information on items the minute it is updated.

全球數據同步網絡

全球數據同步網絡 (GDSN) 是一個全球社區平台，讓貿易夥伴可以透過一個安全及標準化的環境，詳列及更新產品資料。若有會員供應商進入系統更新產品資料，網絡上的其他貿易夥伴便可即時獲得最新的資料。此舉不但避免因數據過時而阻礙業務進程，更可確保各零售商能夠同步分享產品資料。

**More than
17,000 global
users registered
with GDSN**

The network consists of 25 certified data pools revolving around the GS1 Global Registry™, which is the hub of the whole system storing the master data. The data pools represent countries around the world that are grouped into regions, namely North America, South America, Asia, Europe, the Middle East and Africa. Through continuous synchronization of master data between the data pools, GDSN enables retailers and suppliers to trade globally, increase data accuracy and reduce costs throughout the supply chain. There are now more than 17,000 global users registered with GDSN and over 2.9 million items listed on GS1's Global Registry.

GS1 Hong Kong also provides a certified GDSN HK Data Pool which has been used to support the pilot projects for The Dairy Farm Company Limited and P&G Hong Kong initiated in 2004.

Professional services

By leveraging a worldwide network of expertise and local implementation experience, GS1 Hong Kong helps our members adopt best international practices for SCM through global standards and technologies. Our SCM methodology is defined based on widely-recognized business models such as Supply Chain Operations Reference-model (SCOR), a well-established, renowned process reference model developed by the Supply-Chain Council. GS1 Hong Kong's professional services are specifically designed to assist businesses to manage their supply chain from point of origin to point of delivery involving critical steps of planning, sourcing, production, delivery, return and strategy.

To enable SMEs to benefit from proven supply chain models like SCOR, we have developed a Supply Chain Maturity Reference Model (SCMRM) under the support of the SME Development Fund of the Trade and Industry Department, HKSAR Government, which provides a roadmap for SMEs to adopt SCM practices in phased approach.

During the past year, we successfully completed several supply chain management consultancy projects for a variety of industry sectors. Below is one of the outstanding cases.

該網絡由25個認可的數據池所組成，連接GS1全球註冊資料庫，成為儲存數據的中心系統。這些數據池分佈於全球多個地區，包括北美、南美、亞洲、歐洲、中東及非洲。GDSN通過各數據池之間持續不斷的主體數據同步化交換程序，讓零售商及供應商可以進行全球貿易，增加數據的準確性及減低供應鏈的各項成本。現時，全球共有逾17,000個GDSN註冊用戶及超過290萬項產品資料紀錄儲存於GS1全球註冊資料庫。

香港貨品編碼協會亦有提供GDSN HK數據池。於2004年，該數據池更為牛奶有限公司及香港寶潔有限公司的全球同步試點計劃提供支援。

專業服務

憑著環球網絡、專業知識與本地實踐經驗，香港貨品編碼協會協助企業通過使用全球標準和技術以應用全球供應鏈管理最佳實務。協會的供應鏈管理方案，以國際知名的模型為基礎，包括由供應鏈管理委員會(SCC)所制定的「供應鏈運作模型」(SCOR)。協會的專業服務，特別針對協助企業管理整個供應鏈各個環節，當中涉及從源頭到交貨點流程中的規劃、採購、生產、付運、退貨及策劃等重要程序。

為了協助中小企從SCOR等成功的供應鏈模型中獲益，協會在香港特別行政區政府的中小企業發展支援基金資助下，制訂了供應鏈完善程度參考模型(SCMRM)。這個管理模型為中小企提供藍圖，讓他們循序漸進地採納供應鏈最佳實務。

在過去一年，協會為來自不同行業的企業提供協助，並成功完成多個供應鏈管理諮詢項目。以下為其中一個成功個案。



Helping Tsit Wing capitalize on SCOR model

Tsit Wing International Holdings Limited, a leading food and beverage supplier, recognized the importance of supply chain management to support its business growth locally and overseas. The company successfully deployed the Supply Chain Operations Reference (SCOR) model, which enabled users to address, improve and communicate supply-chain management practices within and between all parties involved.

Tsit Wing, with the help of GS1 Hong Kong's consultancy service, used the SCOR model to assess the strengths and weaknesses of its supply chain practices. GS1 Hong Kong's services in the project included research, analysis, project management and measurement, giving Tsit Wing a complete picture of its supply chain processes.

By capitalizing on GS1 Hong Kong's expertise in SCOR, Tsit Wing was able to re-examine every process involved in its operation, from procurement and production to warehouse and distribution. Encouraging improvement over the company's supply chain reliability, responsiveness, flexibility and cost of operation have been seen.

協助捷榮實施 SCOR 模型

著名食品及飲料供應商捷榮國際控股有限公司，深明有效的供應鏈管理是拓展本地及海外業務的關鍵，遂採納 SCOR 模型以改善供應鏈管理效能及與相關夥伴進行訊息傳輸。

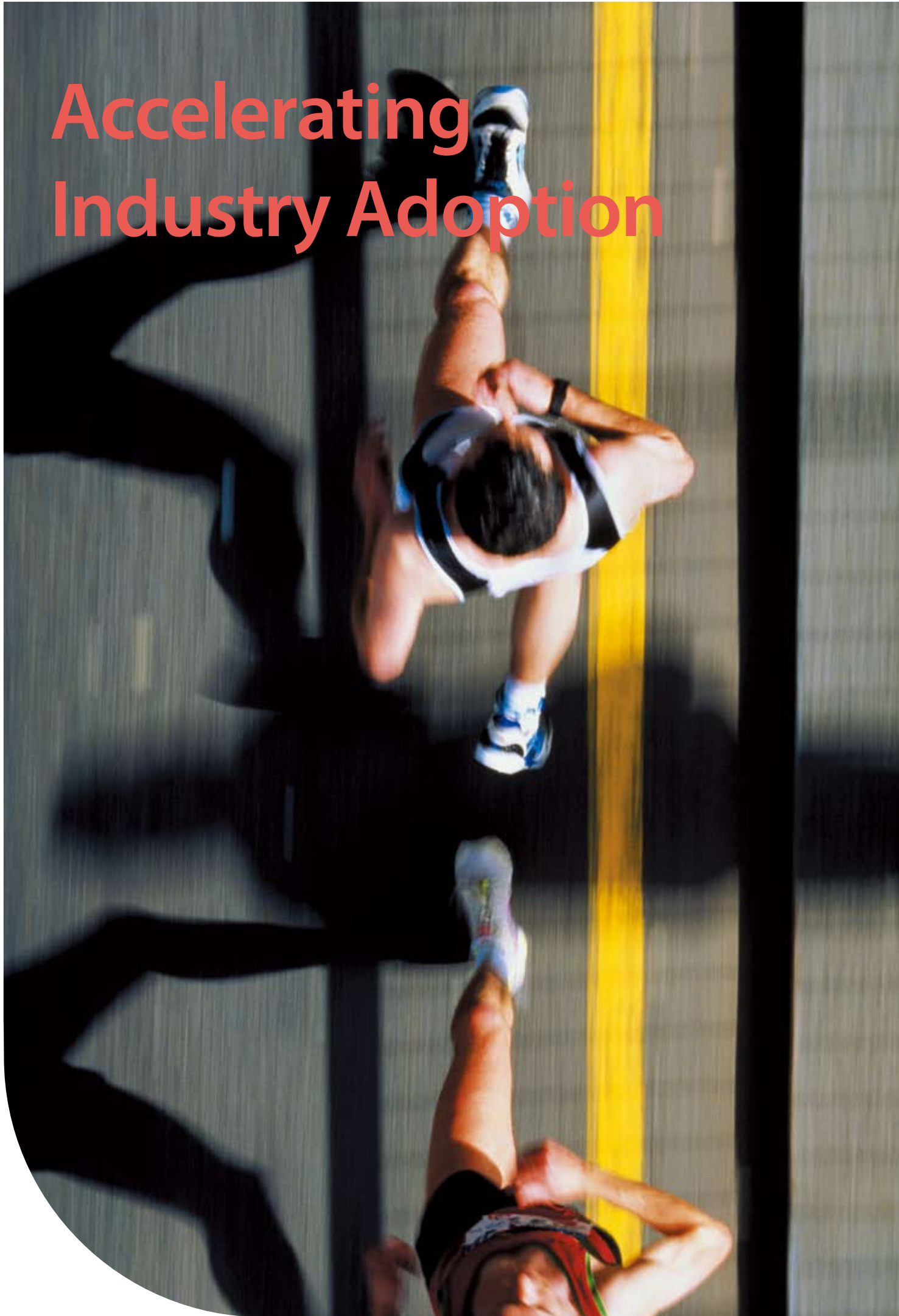
在協會的協助下，捷榮透過 SCOR 模型對其供應鏈流程的優點與缺點進行評估。在這個計劃當中，協會所提供的服務涵蓋研究、分析、項目管理及評估，讓捷榮全面掌握其供應鏈流程。

憑藉香港貨品編碼協會在 SCOR 方面的專業知識，捷榮就公司的採購、生產、庫存及分銷等每個環節，徹底進行分析，最終為公司的供應鏈可靠性、回應速度、靈活度及成本管理等各方面帶來重大改善。



SCOR – a unique framework for businesses to improve supply chain effectiveness

Accelerating Industry Adoption



Vertical Industry Initiatives

垂直行業發展

- Conducted Shelf-life Cycle Study
- Organized ECR Hong Kong Awards 2007
- Organized GS1 Hong Kong Healthcare Night
- Developed common KPIs for Export/Sourcing
- Co-organized CMSS Roundtable for Apparel
- Delivered EPC/RFID global logistics pilot project
- 推行「貨架壽命週期研究」計劃
- 舉辦「香港高效消費者響應獎2007」
- 舉辦「香港貨品編碼協會醫療護理晚宴」
- 訂立為出口及採購業而設的共同主要表現指標
- 協辦為成衣業而設的「協同原物料標準規格」
- 完成EPC/RFID全球性「運輸及物流業試點計劃」



Retail

Under the umbrella of Efficient Consumer Response (ECR) Hong Kong, GS1 Hong Kong has driven several initiatives for the retail sector as follows:

Shelf-life Cycle Study

Shelf-life management is compounded by different shelf-life policies adopted by retailers who use online operating system to check if goods meet minimum shelf-life requirements at store level. However, the absence of common standards to accurately check products rejected might lead to business loss. On the other hand, having expired goods remaining on the shelf unchecked – could damage customers' trust and loyalty. This is particularly crucial at a time when food safety is becoming a global concern.

To establish a common industry standard for shelf-life management applicable to all key stakeholders in the fast-moving consumer products supply chain, GS1 Hong Kong in collaboration with ECR Hong Kong rolled out the ECR Hong Kong Shelf-life Cycle Study in May 2008. Some of the groundwork has been set up in the past year including defining product scope and collecting shelf-life requirements from retailers and wastage indicator from suppliers.

零售業

在 ECR 香港的支援及協作的基礎上，香港貨品編碼協會為零售業推出多個發展方案，包括：

貨架壽命週期研究

市場上各個零售商採取了不同的貨架壽命策略，他們均透過網上操作系統檢查店內的貨品數量是否符合貨架壽命的要求，由於策略迥異，貨架壽命管理因而變得複雜。這是由於業界欠缺一套通用的標準，令企業無法準確監察沒有上架的貨品而蒙受損失。另外，在貨架上擺放過期產品，則可能會損害顧客對企業的信任及其忠誠度。當食品安全成為全球關注的焦點時，這個問題尤為重要。

為了建立一套貨架壽命週期管理的行業標準，以供快速消費產品 (FMCG) 行業供應鏈的各個持份者應用，香港貨品編碼協會在 2008 年 5 月聯同 ECR 香港進行了一項 ECR 香港貨架壽命週期的研究。研究的基礎項目包括確定貨品範圍、向零售商收集有關其對貨架壽命的數據要求、以及向供應商收集貨品損耗量的指標數據等經已於去年制定。



Provided recommendations for cross-border supply chain efficiency

Cross-border supply chain management study

To better understand cross-border supply chain management (SCM) in six key PRD cities namely Shenzhen, Dongguan, Guangzhou, Zhuhai, Huizhou and Foshan, GS1 Hong Kong in partnership with ECR Hong Kong formed a "Cross-border Supply Chain Study" team in the past year to identify best practices and provide recommendations for cross-border supply chain efficiency and security.

Phase 2 of the project, which was conducted in the past year, focused on investigating the challenges of cross-border SCM between Hong Kong and Southern China including issues like cost impact due to significant policy changes in labor contract laws, export rebate tax, and environmental protection regulations. Specifically, the project team intended to compare the competitiveness of Hong Kong and PRD cities using the Logistics Index approach. Based on the study results, recommendations were made to suppliers and logistics service providers on adopting indirect supply chain model to reduce overall logistics cost, arranging back-hauling to decrease overall transport costs, as well as using logistics index and KPIs for logistics strategic planning.

ECR Hong Kong Awards 2007

In recognition of local companies attaining superior business results using ECR practices in Hong Kong, GS1 Hong Kong and ECR Hong Kong co-organized the first ECR Hong Kong Awards in October 2007. The Awards also aimed at forging further collaboration between retailers and suppliers looking for continuous advancement in supply chain management.

跨境供應鏈管理研究

為了對深圳、東莞、廣州、珠海、惠州及佛山這六個珠三角主要城市在跨境供應鏈管理的發展有更深入的了解，協會於去年與ECR香港攜手成立「跨境供應鏈管理研究」小組，旨在釐訂最佳實務，並就提升跨境供應鏈流程的效益及安全度提供建議。

計劃的第二階段於去年進行，重點研究香港及南中國跨境供應鏈管理所面對的挑戰，涵蓋議題包括勞動法、出口退稅及環境保護等規例方面的政策轉變。研究小組特別運用物流指標方法，以比較香港及珠江三角洲地區城市的競爭能力。小組根據研究結果，建議供應商及物流服務供應商採用非直接供應鏈管理模式，以減低整體物流成本，並利用載貨反航的流程以減省整體運費，以及使用物流指標及主要表現指標，作為物流策略的規劃之用。

香港高效消費者響應獎2007

為表揚在業務營運中成功實踐高效消費者響應(ECR)策略的本地企業，香港貨品編碼協會與ECR香港在2007年10月攜手合辦首屆「香港高效消費者響應獎」選舉，其目的還包括促進零售商與供應商的合作，藉以持續改善供應鏈管理。

The winners of the ECR Hong Kong Awards include:

- ECR Innovation Award and the Best of the Best: Swire Coca-Cola Hong Kong (SCCHK) which achieved outstanding results by launching an eco-friendly program called “Every Bottle Counts” for recycling plastic beverage bottles. This program allowed consumers to return used SCCHK plastic bottles assigned with unique GS1 product identification numbers at specific reverse vending machines in exchange for Octopus Reward Dollars.
- The Supply Chain Operation Excellence Award: PARKnSHOP (PNS) by adopting a Chinese Vegetable Traceability System for quality assurance to monitor more than 300 types of vegetables throughout the whole supply chain from production to processing until they reach PNS outlets and into the hands of consumers.
- The Demand Creation Excellence Award: mi-tu with its Interactive Shopping System, which includes a Smart Dressing Mirror, Smart Fitting Room and Smart Retail System equipped with EPC standard-based RFID antennas and interrogators, contributing to increased sales of the two RFID-enabled stores by 30%.

The Awards were presented at the GS1 Hong Kong Supply Chain Excellence Conference 2007 with all the winners sharing their success stories during the Executive Panel session.

ECR Asia Pacific Conference in Thailand

Gathering executives and thought leaders from the Asia Pacific FMCG community to share best practices and network, the 11th ECR Asia Pacific Conference with a theme “The Winning Recipes for the 2nd Decade of ECR” will be held in Thailand in October 2008. The conference serves as a unique venue to exchange the learning from different projects driven by the region.

ECR Asia Reduce Workgroup

The ECR Asia Reduce Workgroup was formed to evaluate the maturity of ECR in different countries in the region, and establish guidelines and framework to help companies reduce non value-added costs and translate savings into better consumer value. As one of the key achievements of the Workgroup in the past year, an Out-of-Stock Study Pilot Project with Beijing Hualian was delivered.

「香港高效消費者響應獎」的得獎者包括：

- 「創新高效消費者響應大獎」及「高效消費者響應優越大獎」：
太古可口可樂香港有限公司 (SCCHK) 的環保項目 — 「分分樽有賞」飲品膠樽回收計劃取得理想成績。該計劃讓消費者把已使用及附有 GS1 產品識別碼的太古可口可樂飲料產品膠樽退回指定的自助回收機，以獲得八達通日日賞積分。
- 「最佳供應鏈管理大獎」：
百佳超級市場實施蔬菜條碼標籤系統，為旗下逾300種不同種類的蔬菜進行監控，由種植、加工、再運抵各店舖至最後銷售至顧客手中的整個供應鏈運作流程，均得到妥善監控。
- 「最佳需求響應管理大獎」：
mi-tu 採用了互動購物系統，包括「智能試身鏡」、「智能試身室」以及配備以 EPC 標準的 RFID 天線及閱讀器之「智能零售系統」。兩間採用互動購物系統的 mi-tu 店舖，錄得達30%的銷售額增長。

各獎項於「香港貨品編碼協會供應鏈管理年會2007」上頒發，獲獎企業更在會上分享他們的成功個案。

高效消費者響應 (ECR) 亞太區會議在泰國舉行

以「高效消費者響應的20年致勝之道」為主題的第11屆高效消費者響應亞太區會議，將於今年10月在泰國舉行。屆時亞太地區快速消費產品行業的高級行政人員及領袖將雲集會場，一同分享最佳實務及作出交流。作為一個獨一無二的交流平台，是次會議讓與會者分享不同地區所推動的計劃之經驗。

ECR 亞洲簡化工作小組

ECR 亞洲簡化工作小組 (ECR Asia Reduce Workgroup) 的成立，旨在評估高效消費者響應在區內不同國家的完善程度，及建立指引及框架，以協助企業減省非增值成本並將之轉化為更優質及具價值的服務。在去年，工作小組成功與北京華聯集團進行缺貨研究先導計劃。

**ECR Asia R-group –
An Out-of-stock
Study Pilot Project
delivered**

Global Commerce Initiatives – Value Chain 2018

With a mission to spearheading global value chain collaboration by identifying business needs and promoting best practices to serve consumers better, GCI initiated a study titled “2016: The Future Value Chain”, which explored a comprehensive view of trends and identifies key areas where companies could collaborate in order to manage the value chain in 2016. In 2008, GCI took a further step by studying major trends that will create an impact to the value chain until 2018, arranging a series of brainstorming workshops for senior business leaders in various major cities, including Hong Kong, India and Japan. Major stakeholders including executives from Amoy Food, Colgate Palmolive, Dairy Farm, HP, Metro Group, Tsit Wing Coffee, Unilever, GS1 Hong Kong, etc will participate in the Hong Kong Workshop in September.

The collective reports will be disclosed for the first time at the GS1 Hong Kong Supply Chain Management Excellence Summit in October 2008 with key findings on trends including significant raw materials’ increasing costs, a universal drive for social and environmental responsibility, and the widespread availability and enormous influence of technology on consumers that will lead to the emergence of a new kind of unsurpassed shopping experience.

GCI shed light on Value Chain in 2018

Healthcare

Global standards for automatic identification and traceability facilitate the improvement of patient safety and make the healthcare supply chain more efficient and accurate. GS1 standards in the healthcare sector contribute to reducing medication errors, making counterfeiting more difficult and decreasing the supply chain cost.

GS1 Healthcare officially launched and now at work

Since 2005, GS1 has been actively working on a global level. Our global team recently took another important step forward with the official launch of GS1 Healthcare, a voluntary, global user community bringing together healthcare stakeholders encompassing pharmaceutical and medical devices manufacturers, wholesalers and distributors, group purchasing organizations, hospitals, pharmacies, and governmental and regulatory bodies towards the development and implementation of global standards to enhance patient safety and supply chain efficiency.

全球商業計劃 — 2018年之價值鏈

國際組織「全球商業計劃」(GCI)一直致力推動全球價值鏈協作，並透過識別企業所需及推廣最佳實務，為消費者提供更佳的服務。在2006年，GCI籌組了一項名為「2016 — 未來價值鏈」的研究，探索未來趨勢，以及釐訂企業所需的共同協作以便更有效地管理未來價值鏈的重要範疇。在2008年，GCI再進一步研究價值鏈在2018年的主要發展趨勢，並在數個主要城市，包括香港、印度和日本舉辦一系列的專題研討會，邀請來自不同國家領先企業的領袖共同討論有關議題，集思廣益。企業巨擘包括淘大食品、高露潔公司、牛奶公司、惠普公司、麥德龍集團、捷榮咖啡、聯合利華及香港貨品編碼協會等代表將於9月參加在香港舉行的專題研討會。

研究報告的綜合結果，涵蓋多個環球趨勢包括原材料價格的上漲、全球對社會及環境責任所作的積極推動、科技的廣泛應用及其對消費者尤其是購物體驗上之重大影響，其報告結論將於2008年10月舉行的「香港貨品編碼協會供應鏈管理高峰會」中率先發佈。

醫療護理

自動識別系統與追溯解決方案的全球標準有效改善病人的安全，同時改善了醫療護理供應鏈的效率及準確性。GS1標準為醫療護理界減低因藥物造成的醫療失誤、提高偽造藥物的難度，並有助減低供應鏈的成本。

GS1醫療護理小組正式啟動

自2005年起，GS1已積極在全球的層面上作出努力。GS1工作小組最近踏出了重要的一步，組成了自願性的全球用戶社群GS1醫療護理小組，成功實現來自醫療供應鏈上各持份者的合作，包括藥物及醫療設備製造商、批發商、分銷商、集體購買組織、醫院、藥房、政府及監管機構，共同透過發展及推行全球標準，以改善病患者的安全及供應鏈效率。



Driving and supporting local adoption

In line with GS1 Healthcare's mission of leading the healthcare sector to the successful development and implementation of global standards, GS1 Hong Kong, in collaboration with the healthcare stakeholders, government and professional bodies are making major strides to promote the adoption of healthcare supply chain standards and technology for the benefits of the local healthcare community. These include:

Healthcare-focused e-newsletters

To facilitate knowledge transfer and keep healthcare stakeholders updated on global and local healthcare issues, trends, best practices and emerging technologies, GS1 Hong Kong has developed and regularly distributed e-newsletters on healthcare supply chain. The eNews, which is published bimonthly, has several thousands of subscribers from the industry up until now.

HIMSS AsiaPac08 Conference & Exhibition

As one of the region's most widely represented industry events, the HIMSS AsiaPac08 Conference & Exhibition provided an exceptional platform for healthcare professionals to gain insights on strategies, practices and innovations.

推動及支持本地在全球標準上的應用

為配合 GS1 醫療護理小組帶領醫療護理界成功發展及推行全球標準的使命，香港貨品編碼協會聯同醫療供應鏈上各持份者、政府以及專業組織，正全力推動醫療供應鏈標準及技術的應用，務求為本地的醫療社群帶來效益。有關工作包括：

醫療電子報

為了促進知識轉移及確保醫療護理界的持份者能獲得有關全球與本地在醫療議題、趨勢和創新技術上的最新資訊，香港貨品編碼協會定期發送有關醫療供應鏈的電子通訊。目前，該電子通訊以每兩個月一次發送到數千名業界訂戶。

HIMSS AsiaPac08 醫療資訊科技會議及展覽

作為亞洲區內最具代表性的業界活動之一，HIMSS AsiaPac08 醫療資訊科技會議及展覽為專業醫療護理人員提供一個獨一無二的平台，以了解行業的策略、實務及最新的技術。

Thousands of healthcare professionals had subscribed GS1 Hong Kong Healthcare eNews



GS1 Hong Kong supported this event by participating in one of the educational panel presentations to discuss the topic “Supply Chain Technologies and Standards Improving Patient Safety”. Mr. KK Suen, Chief Architect & Principal Consultant of GS1 Hong Kong illustrated during the event how technologies like barcode and RFID combined with GS1 healthcare standards can improve patient safety and healthcare quality. Mr. Raymond Wong, Chief Manager (Business Support Services) of Hospital Authority and Mr. Yan Liang, Director, Legal/International affairs, SH-FDA China also shared their visionary thoughts and real-world experience with the delegates.

GS1 Hong Kong Healthcare Night

The GS1 Hong Kong Healthcare Night with Ms. Sandra Lee, Permanent Secretary for Food and Health (Health) of HKSAR Government as our Guest of Honor was another unique networking and information sharing event dedicated to pulling together the best minds in the healthcare community. The event was attended by some 40 leading local and overseas healthcare industry professionals from government bureaus, professional bodies, manufacturers, retailers, etc to exchange views and ideas on local and global healthcare developments, policies and issues.

香港貨品編碼協會透過參與會議中的教育專題講座，以「供應鏈技術及標準改善病人安全」為題進行討論，作為對這次活動的支持。此外，協會總工程師及首席顧問孫國江先生更就條碼及RFID技術結合GS1醫療護理標準能如何改善病患者安全和醫療質量發表演講。醫院管理局總行政經理（業務支援及發展）王紹強先生及上海市國家食品藥品監督管理局（SH-FDA）政策法規處/國際合作處處長嚴樑先生亦和與會代表分享了他們的真知灼見和實踐經驗。

香港貨品編碼協會醫療護理晚宴

香港貨品編碼協會醫療護理晚宴同樣是為業內人士提供交流及分享資訊的良機的重要活動。晚宴除獲得香港特別行政區政府食物及衛生局常任秘書長（衛生）李淑儀女士擔任嘉賓外，更雲集了醫療界的知名人士；約40名來自政府部門、專業團體、製造業、零售業以及海外知名醫療護理界專業人士，就本地和全球的醫療發展、政策和議題交換意見和理念。

Feasibility study of using RFID for medical asset management

Efficient tracking of high-value, high mobility and portable assets like infusion pumps, ventilators and other portable devices is crucial to the operations of healthcare organizations. In this regard, the Hospital Authority (HA) of Hong Kong has set up an RFID Asset Management Task Force in mid-2007 involving users from different departments in the head office as well as Prince of Wales Hospital (PWH), and North District Hospital (NDH).

Through this taskforce, GS1 Hong Kong and the HA conducted a study on using RFID technology as a means to facilitate asset location tracking and management at the point of care. Safety measures such as EMI assurance testing were performed and it was found that there is no interference generated on active RFID tags. The study showed that the application of RFID technology for asset tracking would help frontline nurses to track medical devices with little effort and save their precious time in patient care.

Export and Sourcing

GS1 Hong Kong established the Export Supply Chain Advisory Board (ESCAB) in 2006, a neutral platform aimed at addressing the growing needs of the export and sourcing industries for better supply chain efficiency. During the past year, the board succeeded in fulfilling its objectives by leading the development of Supply Chain Competency Key Performance Indicators (KPI).

Supply Chain Competency Key Performance Indicators (KPI)

The Supply Chain Competency KPI is specifically designed as an effective means of measuring suppliers' performance to facilitate better supply chain collaboration between Hong Kong exporters and the global/local sourcing offices. Two teams, namely KPI Team and Implementation Team, were set up to execute the initiative in phases.

The KPI Team was responsible in identifying and gathering KPI from all participating members of ESCAB, proposing common KPI to all participants, and looking into methods to evaluate the operations of the suppliers in Phase 1 which was completed in August 2007 as scheduled.

With the common KPI available, the Implementation Team started working on the process and tools for data collection, storage and audit in Phase 2 aimed at establishing a common platform for the sourcing offices to measure their suppliers' KPI. The final phase will focus on facilitating deployment, implementation and knowledge transfer.

利用RFID技術作醫療器材管理的可行性研究

有效追蹤輸液泵、通風機及其他手提設備對醫療機構的運作相當重要。有見及此，香港醫院管理局（醫管局）於2007年年中成立了一個RFID器材管理工作小組，成員來自醫管局總部不同部門的使用者以及威爾斯親王醫院和北區醫院的使用者。

通過這個小組，香港貨品編碼協會及醫管局進行了一項研究，以了解在醫護點上利用RFID技術追蹤及管理醫療設備的成效。安全設施如電磁干擾(EMI)保證測試已經完成，結果顯示主動式RFID標籤對其他電磁波並無造成干擾。研究報告指出，採用RFID技術進行設備追蹤，能協助前線護士有效處理醫療設備，以投入更多時間為病人提供護理。

出口及採購

香港貨品編碼協會於2006年成立出口供應鏈諮詢委員會，作為一個中立平台，委員會的目標在於滿足出口及採購業在實現供應鏈管理效率上的迫切需要。去年，委員會成功地訂立了供應鏈效能主要表現指標，完成了既定的目標。

供應鏈效能主要表現指標

供應鏈效能主要表現指標是一套用作評定供應商表現的有效工具，其功能乃促進香港出口商與全球或本地採購商在供應鏈上的協作。有關的工作由主要表現指標(KPI)團隊及執行團隊負責。

KPI團隊在第一階段主要負責訂立及收集出口供應鏈諮詢委員會成員的表現指標，然後進行整合，以便向參與者提供表現指標建議，同時建立評估供應商的運作能力的方法。第一階段的計劃已於2007年8月完成。

在經過整合的表現指標的基礎上，執行團隊於第二階段開始進行數據收集、儲存及審核的工作，目的是為採購公司創建一個共同的平台，用以評估供應商的主要表現。最後階段的工作則集中在執行過程上提供協助及為知識轉移作出安排。

Facilitating better supply chain collaboration between exporters and buyers



CMSS/AppTex global pilot project on the way

Apparel & Textiles

Collaborative Material Standards Specifications (CMSS) Roundtable

The apparel and textiles industry is one of the most important sectors of the Hong Kong economy. According to the Trade Development Council, the textiles industry is Hong Kong's major exports earner, accounting for 3.7% of total exports for the first half of 2008.

However, due to the complexity of materials procured, many garment makers encounter difficulties in their business processes and fail to effectively collaborate with their trading partners. The lack of a common standard regarding the specifications of raw materials also adversely affected the communications among the players.

In order to facilitate business collaboration and streamline communications among raw materials suppliers, GS1 Hong Kong, with the support of the SME Development Fund of Trade and Industry Department of HKSAR Government, collaborated with 33 forward-looking Hong Kong and international manufacturers, suppliers and industry organizations to develop raw materials specifications standards from November 2002-2004. This remarkable effort to help enhance business processes for the apparel and textiles industry has been well recognized by the international market.

Voluntary InterIndustry Commerce Solutions Association (VICS) which comprises hundreds of members representing leading general merchandise suppliers and buyers

成衣及紡織

「協同原物料標準規格」圓桌會議

成衣及紡織業是香港經濟的重要支柱。根據香港貿易發展局的資料顯示，紡織業是香港最主要的出入口收入來源，佔2008年上半年總出口量的3.7%。

然而，由於物料採購程序繁複，很多成衣製造商在業務流程中亦面對著種種困難，未能有效地與貿易夥伴協作。由於業內欠缺一套共通的物料規格標準，業界之間的溝通因而受阻。

為了促進物料供應商之間的協作及簡化溝通流程，香港貨品編碼協會在香港特別行政區政府工業貿易署之中小企業發展支援基金全力支持下，在2002年11月至2004年間，聯同33家具遠見的本地及國際成衣製造商、供應商及業界組織合作開發了一套名為「成衣及紡織業物料標準化計劃」（簡稱AppTex）的物料規格標準。這項有助成衣及紡織業界改善業務流程的計劃，備受國際市場所認同。

產業協同商務標準協會(VICS)是與香港貨品編碼協會持相同理念的國際組織之一。該組織由數百家來自全球具領導地位的採購供應商及買家所組成。基於AppTex在促進成衣及紡織業供應鏈的商貿協作方面取得佳績，VICS遂在此基礎上推出「協同原物料標準規格」(CMSS)計劃。

worldwide, is one of the global organizations espousing the same objective. Leveraging on the results of AppTex in facilitating collaborative commerce along the apparel and textiles supply chain, VICS launched the Collaborative Material Standards Specifications (CMSS).

Sharing a common vision of using CMSS/AppTex as an effective tool to bring collaboration of global apparel and textiles supply chain to another level, GS1 Hong Kong joined hands with VICS to co-organize a CMSS Roundtable in June 2008. Over 30 key stakeholders from the US and Asia apparel and textiles community attended the CMSS Roundtable, including executives from Esquel, Fountain Set, Liz Claiborne, Luen Thai, Macy's, Target, Wal-Mart and William E. Connor. Leading garment-manufacturing organizations from China such as China National Textile Industry Council, China National Commercial Information Centre, and Haitian Textile Co. also flew in to support the initiative.

Delegates were in unison that there is an urgent need among retailers and suppliers to further collaborate and build more effective supply chain with CMSS using AppTex as the foundation. A global pilot project is now under preparation that will demonstrate the real business value of CMSS/AppTex. Enterprises participating in the trial will be among the pioneering companies to experience business relevance of CMSS/AppTex as well as the opportunity to connect to global players through the project.

Transport and Logistics Services

EPCglobal's Transportation and Logistics Services Industry Group launched a multi-phase system pilot test in October 2006 to track shipment globally as the cargos moved from manufacturers to overseas buyers. Phase One of the pilot was a success in tracking the movement of shipments from the Pearl River Delta (PRD) via Hong Kong port to Japan using EPC/RFID technology.

Building on the success in Phase I, Phase II of the project, which was completed in March 2008, achieved unprecedented real-time air cargo visibility for flow of goods from China (Hangzhou – Shanghai) via Japan (Narita) to U.S. (Los Angeles – Long Beach). Phase II was another first-ever global experiment in testing the integrated use of passive and active tags at carton and pallet levels for LCL (Less than Container Load) air shipment on the global supply chain route, paving the way for the development of future standards.

香港貨品編碼協會與VICS擁有共同的信念，期望藉著CMSS/AppTex推動全球成衣及紡織業供應鏈協作邁向更高層次。因此，雙方於2008年6月攜手合辦CMSS圓桌會議。是次會議吸引超過30家來自美國及亞洲地區的成衣及紡織業主要企業參與，包括溢達、福田實業、麗詩卡邦、聯泰、Macy's、Target、沃爾瑪及William E. Connor。另外，中國的領先成衣生產商及相關組織如中國紡織工業協會、中國紡織信息中心以及海天輕紡集團，也親臨香港支持是次活動。

各與會代表一致認為零售商及供應商有加強合作的迫切需要，應透過運用以AppTex為基礎的CMSS構建更有效率的供應鏈。試點計劃現正籌備中，預計其成果將有效展示CMSS/AppTex計劃所帶來的真正商業效益。參與試點計劃的企業將可率先體會CMSS/AppTex所帶來的商業優勢，藉以掌握良機，與全球業界加強聯繫。

運輸和物流服務

EPCglobal轄下的運輸和物流業界工作組，在2006年10月推出一個分多個階段進行的全球物流系統試點計劃，以監測及追蹤由製造商運送至外國分銷商的全球船運狀況。第一階段的試驗成功利用了EPC/RFID技術追蹤從珠江三角洲（珠三角）經香港港口運至日本的貨物流向。

在第一階段的基礎上，計劃的第二階段亦於2008年3月順利完成，實現了前所未有的實時空運貨品物流透明度，成功追蹤從中國（杭州 — 上海）經日本（成田）至美國（洛杉磯 — 長堤）的貨物流向。試點計劃的第二階段，是世界上首個在全球供應鏈上測試在空運散裝貨物的貨箱和貨盤上採用被動及主動式標籤效能的項目，成功為發展未來的標準奠定基礎。

EPC/RFID global logistics pilot project – attained 100% read rate for data capture in air cargo



GS1 Hong Kong played a key role in the project, by providing the EPCnetwork (EPCIS) in Hong Kong as EPCIS provider and effectively coordinated its implementation in China as well as the testing of the system with system integrators in Japan. With GS1 keys, the trade items, logistics units, assets as well as locations programmed on the EPC numbering standard and embedded with RFID tags were identified. The EPC data was also captured by EPC readers at designated read points and reliably uploaded in each EPCIS, allowing multiple partners to access accurate, real-time data.

Supply chain visibility was consistently achieved throughout the pilot air route. Using EPCglobal standard networks, the pilot test attained 100% read rate for data capture, which had profound implications for the delivery of goods such as high-end consumer electronics products that required accurate delivery date via air transport.

香港貨品編碼協會在第二階段試點項目中擔當重要的角色；透過EPCIS服務，協會負責在香港提供EPC網絡（EPCIS），並有效協調及執行中國方面的項目管理，同時在日本以系統集成設備進行系統測試。藉著GS1全球識別碼，貿易貨品、物流單位、資產以及位置等資料可透過以EPC編碼標準為基礎的RFID標籤進行識別。EPC數據亦可經由在指定訊息接收點的EPC閱讀器所讀取，再安全地被上載至不同的EPC網絡內，讓各貿易夥伴可擷取準確的實時數據。

這個試點計劃引證了在整條空運路線上實現供應鏈透明度的可能。憑著EPCglobal標準網絡，試點計劃成功地在國際空運供應鏈路線上的重要訊息接收點上取得高達100%的數據讀取率；對於某些產品特別是高級電子消費品而言，準確的交貨日期尤其重要，這項功能正好為日後在空運航線上進行產品追蹤帶來重要的啟示。



**SCMRM – A
roadmap for
supply chain
operation
enhancement**

SME

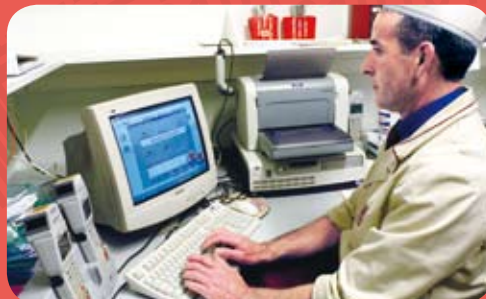
Supply Chain Maturity Reference Model (SCMRM)

The Supply Chain Maturity Reference Model (SCMRM), funded by the SME Development Fund of the Trade and Industry Department of the Hong Kong SAR Government, commenced in June 2007 and is expected to be completed within two years. Initiated by GS1 Hong Kong, SCMRM aims to assist and provide local SMEs with step-by-step guidelines and best practices to improve their supply chain efficiency.

中小企業

供應鏈完善程度參考模型 (SCMRM)

由香港特區政府工業貿易署之中小企業發展支援基金所資助的供應鏈完善程度參考模型 (SCMRM)，已於2007年6月展開，預計可在兩年內完成。由香港貨品編碼協會所發展的SCMRM，旨在為本地中小企業提供詳細指引及最佳實務，藉此改善其供應鏈效益。



Designed to determine local SME's readiness and maturity in adopting world-class proven supply chain reference model, in particular SCOR, SCMRM serves as a roadmap for supply chain operation enhancement. A web-based tool that allows SMEs conduct self-assessment is part of the model, with answers that match up their evaluation to ascertain their level of maturity and suggestions on how they can improve their current business operations.

In addition, an industry survey participated by 12 local companies was conducted as part of the SCMRM project in order to effectively understand the business needs of the SMEs. The survey results were used to develop a business model suitable for SMEs as well as a suite of management tools encompassing inventory management, warehouse management, sales order management, delivery and outbound logistics management, as well as procurement and inbound logistics management. These modules were presented as main focus of six well-attended training workshops organized by GS1 Hong Kong.

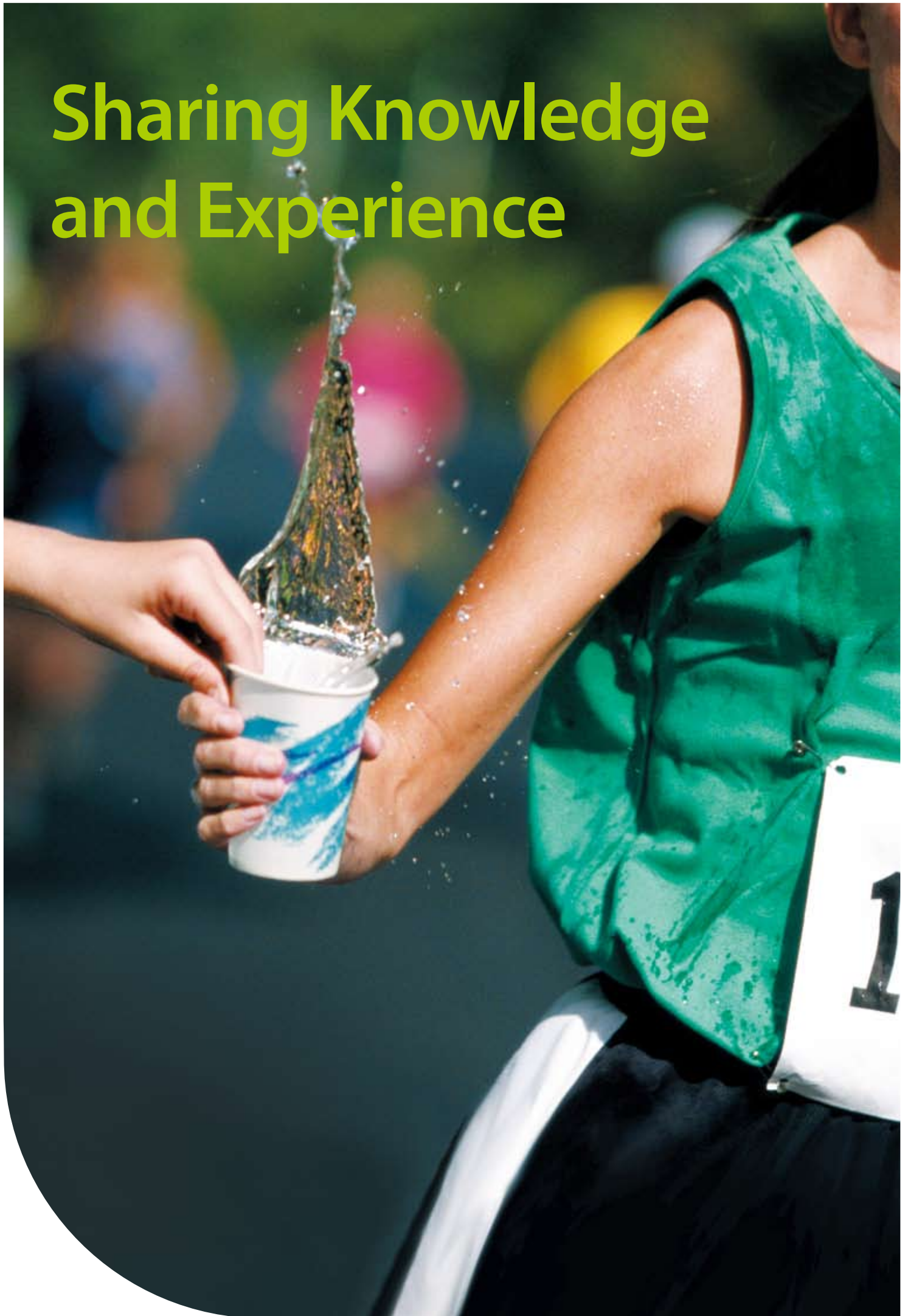
The SCMRM also provides seminars, exhibitions, pilot case studies, helpdesk services, a bilingual SCMRM implementation guidebook, and website – all aimed at helping SMEs effectively move up their SCM ladder.

SCMRM 能釐定本地中小企業在採用世界級供應鏈參考模型上的完善程度，特別是 SCOR 模型，另外亦可就其供應鏈運作提供改善方向。該模型設有以互聯網為基礎的工具，讓中小企業進行自我評估，並根據參考答案與個人的評估結果進行比較，藉此判斷企業採納供應鏈參考模型的完善程度，並獲取改善業務運作的建議。

此外，SCMRM 計劃亦進行了一項業內調查，共獲得 12 間本地公司參與，務求更有效地掌握中小企業的業務需要。有關調查結果已被用作發展一個中小企適用的商業模型，以及一套涵蓋庫存管理、倉庫管理、銷售訂單管理、運送及外向物流管理、採購及內向物流管理等範疇的管理工具。香港貨品編碼協會亦舉辦了六個 SCMRM 培訓工作坊，成功吸引近百位專業人士參加。

SCMRM 亦提供講座、展覽、試點個案研究、支援服務、雙語版的 SCMRM 實施指南以及專用網站，旨在協助中小企提高其供應鏈完善程度。

Sharing Knowledge and Experience



Knowledge Exchange

知識交流

- Organized GS1 Hong Kong SCM Excellence Conference 2007
- Organized Taipei RFID study tour
- Rolled out new series of SCM Training
- 舉辦「香港貨品編碼協會供應鏈管理年會2007」
- 舉辦台北無線射頻識別技術考察團
- 推出全新供應鏈管理培訓課程



Knowledge and technology are both integral to achieving global supply chain excellence. To ensure business leaders and supply chain professionals to stay competitive in the global marketplace, GS1 Hong Kong has consistently dedicated its efforts to sharing knowledge and experience on supply chain strategies, technologies and best practices with enterprises in Hong Kong and the PRD region through technical training workshops, industry-focused seminars, regional conferences and study tours, as well as participating in international exhibitions and forums.

Trainings and Workshops

GS1 BarCodes Workshop

GS1 BarCode is one of the world's most widely-adopted supply chain standards encompassing a range of processes, such as manufacturing, warehousing, distribution, retail, etc. In the past year, ten BarCodes workshops with a total attendance of 300 participants from different industry sectors were conducted. These workshops demonstrated fundamental principles and guidelines on barcode implementation as well as the use of Hong Kong e-ID Registry to access our members' company and product information.

EPC Workshop

In line with our objectives to drive the adoption of EPC/RFID in the past year, two technical training sessions for solution partners on ezTRACK – the globalized track-and-trace platform service developed by GS1 Hong Kong – were held in Hong Kong and Taiwan to enable them to deliver this service to their customers. In addition, to keep EPC subscribers updated on the latest EPC applications and developments, quarterly training programs on EPC Standards and Development were conducted.

知識與科技是實現全球供應鏈優勢的兩大基石。為確保商業領袖及供應鏈專業人材能在環球市場上保持競爭力，香港貨品編碼協會一直致力透過專業技術培訓課程、業界會議、區域性研討會、實地考察團，以至積極參與國際性的展覽及研討會，與香港和珠江三角地區的企業在供應鏈策略、應用技術及最佳實務的層面上進行知識傳授、分享、以及經驗交流。

培訓及工作坊

GS1條碼工作坊

GS1條碼是受到全球廣泛採用的供應鏈標準之一，條碼應用範圍涵蓋生產、庫存、分銷及零售等流程。香港貨品編碼協會於年內合共舉辦了10個條碼工作坊，吸引了300個來自不同行業的人士參加。這些工作坊展示了條碼應用的基本原則及指引，以及介紹如何使用香港e-ID登記處獲取會員企業及產品資料。

產品電子代碼工作坊

為了配合推廣產品電子代碼/無線射頻識別技術的計劃，香港貨品編碼協會於香港及台灣兩地舉辦了兩個專為「縱橫網」解決方案夥伴而設的技術培訓課程，目的是協助參加機構為客戶提供有關的服務。「縱橫網」是一項全球化追蹤及追溯平台服務，由香港貨品編碼協會研發。而為了讓產品電子代碼的用戶了解產品電子代碼的最新應用方案及發展，協會於每季均有舉辦關於產品電子代碼標準及發展的培訓課程。

**300 professionals
attended GS1
BarCodes
Workshop**



Briefings on Sam's Club EPC Rollout Program attracted over 460 Hong Kong and China suppliers to participate in

On top of the regular training events for EPC subscribers, GS1 Hong Kong, in its role as the program manager of Sam's Club EPC adoption program in Asia, also organized four training sessions for Wal-Mart Sam's Club suppliers respectively in Hong Kong, Shenzhen, Foshan and Shanghai from May to August 2008. The training sessions, which were attended by over 150 participants, shared the basics of EPC/RFID, the specific requirements of Sam's Club on EPC/RFID deployment as well as implementation reference cases. To facilitate Asian suppliers in meeting Wal-Mart Sam's Club's EPC requirements to tag their products at case level in 2009, suppliers' briefings with nine sessions were held in Hong Kong, Shenzhen, Foshan, Shanghai and Taiwan from March to August 2008. These briefings were well-attended by over 460 suppliers' representatives.

VAP Workshop

GS1 Hong Kong's Vendor Alliance Program (VAP) aims to bring the GS1 user and vendor community into closer collaboration, serving as the gateway for GS1 members to gain access to value-added supply chain services from quality service providers. To this end, a wide array of VAP supporting events in the form of knowledge and experience sharing were held from September to December 2007, namely "Supply Chain – The Engine for Growth" Seminar; Retail Solution Day – NFC Seminar and "Implementing Supply Chain Management – Effective Inventory Management" Seminar, etc.

除了定期為產品電子代碼用戶舉辦培訓項目外，香港貨品編碼協會作為山姆會員商店亞洲區產品電子代碼採納項目的項目經理，亦於2008年5月至8月為沃爾瑪山姆會員商店的供應商分別在香港、深圳、佛山及上海舉辦了四個培訓課程。參加課程的人數超過150名，其內容包括EPC/RFID基礎知識、山姆會員商店實施EPC/RFID的指定要求、以及相關的實施參考個案。為協助亞洲的供應商有效配合沃爾瑪山姆會員商店規定所有供應商必須於2009年在每箱產品貼上RFID標籤的要求，協會於2008年3月至8月間，分別於香港、深圳、佛山、上海及台灣舉行九場供應商簡報會，反應非常熱烈，參加的供應商代表人數逾460名。

供應商夥伴計劃工作坊

香港貨品編碼協會的供應商夥伴計劃(VAP)旨在促進協會旗下企業會員與供應商的聯繫與協同作用，讓會員對優質供應商有更多的認識，藉以獲取由他們提供的供應鏈增值服務。協會於2007年9月至12月共舉行了多個不同種類，以知識及經驗分享為主的供應商夥伴計劃項目，當中包括「供應鏈 — 業務增長引擎」研討會、Retail Solution Day — 「近距離通訊」研討會及「推行供應鏈管理 — 有效存貨管理」研討會等。



SCM Training

In order to uplift the overall supply chain competencies of Hong Kong enterprises and facilitate their ability to put best practices to work, a new series of practical SCM training courses were organized for companies of all sizes. With a total of six modules characterized by real world case sharing, the training series are specifically designed for participants to manage total Supply Chain Management (SCM) knowledge and skills from concepts to strategies, covering a comprehensive range of business critical processes: "PLAN", "SOURCE", "MAKE", "DELIVER", "RETURN" and "STRATEGY".

A total of three SCM Training Workshops attracting an attendance of over 80 participants, including directors and senior management, were delivered by August 2008. Feedback on the workshops were positive and encouraging; participants praised the program for its breadth and depth of information which provided guidance on evaluating the entire supply chain and enabled them to better understand and recognize their own position, as well as stimulated their strategic thinking for future development.

供應鏈管理培訓課程

為了提升香港企業在整體供應鏈上的優勢，及促進企業採納最佳實務，香港貨品編碼協會為不同規模的企業舉辦了全新系列的供應鏈管理培訓課程。課程包括六個單元，主要目標是透過真實個案分享，讓參加者從概念以至策略的層面全面掌握供應鏈管理的知識及技術，課題內容廣泛，涵蓋各個關鍵性的商業流程，包括「規劃」、「採購」、「生產」、「付運」、「退貨」及「策略」。

協會共舉辦了三個供應鏈管理培訓工作坊，參加者超逾80人，當中不乏董事及高級管理人員。參加者一致認為課程內容廣泛而深入，且為評估整個供應鏈績效提供了良好的指引，同時讓企業對自己的定位有更深入的了解，有助他們作出策略性思考以計劃未來的發展。

*Positive
feedback
received on
SCM Training
Courses*

Annual Conference and Study Tour

GS1 Hong Kong Supply Chain Management (SCM) Excellence Conference 2007

GS1 Hong Kong Supply Chain Management (SCM) Excellence Conference 2007, with the theme "Maximizing Supply Chain Management and EPC/RFID Power", was held in October 2007. The Conference was the first-ever cross-over event of the conventional SCM CEO Summit and EPC/RFID conference that brought together business leaders and professionals to discuss the latest trends, developments and technologies in supply chain management.

As a regional landmark event, the SCM Excellence Conference was attended by some 500 local and international delegates, with the support from 11 sponsoring companies and 26 trade associations. The conference, which had successfully gathered over 30 prominent speakers from around the world, provided an ideal platform for insights, strategy and experience sharing by leading players in the global supply chain.

The first ECR Hong Kong Awards 2007 co-organized by GS1 Hong Kong and ECR Hong Kong was another highlight of the Conference. The Awards honoured outstanding local companies for their successful implementation of the Efficient Consumer Response (ECR) strategies. In return, the award recipients shared their winning strategies and business savvy.

Taipei RFID Study Tour Bolsters the Learning Momentum

GS1 Hong Kong and the Hong Kong Science and Technology Parks Corporation co-organized a three-day Taipei RFID study tour for business leaders from Hong Kong, Korea, Japan and Thailand in mid July. The delegates were impressed by the fruitful discussions and visits. Participants were introduced with the latest deployment and development of EPC/RFID, both from the user and vendor perspectives, through the following activities:

- The EPCglobal Asia Adoption Program Meeting, which was organized to drive the adoption of EPC/RFID in different countries, presented the latest status of global and regional EPC/RFID development.

年度會議及考察團

香港貨品編碼協會供應鏈管理年會2007

「香港貨品編碼協會供應鏈管理年會2007」於2007年10月舉行，這次會議首次把以往的「供應鏈管理行政總裁高峰會議」及「EPCglobal香港RFID高峰論壇」合而為一；是年的主題是「全力發揮供應鏈管理及EPC/RFID最佳效益」。會議成功滙聚商界翹楚及專業人士共同商討供應鏈管理最新趨勢、其未來發展以及技術議題。

作為一項區域性業界盛事，這次會議獲得11間贊助機構及26個商會的鼎力支持，本地及國際參加者超過500名，會議同時成功滙集逾30名來自世界各地的知名講者，為全球供應鏈的領導者提供了一個分享經驗、策略和真知灼見的理想平台。

由香港貨品編碼協會及ECR香港合辦的首屆「香港高效消費者響應獎2007」亦是這次年會的另一重點項目，其目的是表揚一些成功推行高效消費者策略的本地公司，得獎者同時分享了其致勝的商業策略及營運心得。

台北RFID考察團帶出培訓動力

香港貨品編碼協會和香港科技園公司於2008年7月中合辦了一個為期三天的台北RFID考察團，參與這項活動的商界領袖來自香港、南韓、日本及泰國，他們一致認為討論及參觀活動內容富有成效。參加者從用戶及供應商的兩個層面上認識EPC/RFID的應用及發展，活動項目包括：

- EPCglobal亞洲採納項目會議，旨在推動EPC/RFID在不同國家的應用以及展示EPC/RFID最新的全球及區域性發展。
- 台灣公營機構RFID研討會探討EPC/RFID在台灣不同公營機構內的應用，包括醫療護理、食品安全及品質等。



**GS1 Hong Kong
SCM Excellence
Conference 2007
recorded an
attendance of
500 executives**



- The Taiwan Public Sector RFID Forum discussed the applications of EPC/RFID in different public sectors in Taiwan, such as healthcare, food safety and quality, etc.
- Visits to Unitech, a leading UHF Gen 2 RFID handheld manufacturer, and major testing centers including Static Performance Test Center, EPCglobal Accredited Asia Pacific Dynamic Test Center and Industrial Technology and Research Institute.

Further Expansion on the Supply Chain Innovation Centre (SCIC)

Since its inception in February 2007, the SCIC with an objective of providing the necessary infrastructure and environment for nurturing the development of integrated RFID solutions in Hong Kong and the PRD region, has made major strides. Its significant achievements include:

- 1) Attracting over 3,500 business visitors from all over the world so far.
- 2) Wal-Mart becoming one of SCIC's founding members in November 2007. Wal-Mart, the retail giant with more than 90 retail outlets in China and partners with over 20,000 suppliers in the mainland, is a significant addition to the member board as an important representative of the retail sector.
- 3) In November 2007, GS1 Hong Kong partnered with OTA, one of the world's RFID training institutes, to organize Certified RFID Professional Training at SCIC. The RFID+ Certification validates the knowledge and skills of professionals who work with RFID technology. Some 10 RFID professionals were trained and certified.

- 參觀台灣領先的超高頻第二代RFID手提閱讀器生產商精聯電子及主要測檢中心，包括 Static Performance Test Center、EPCglobal Accredited Asia Pacific Dynamic Test Center 及工業技術研究院。

擴展「供應鏈創科中心」

「供應鏈創科中心」於2007年2月成立，旨在提供所需的基礎建設與環境，以培育及促進香港及珠江三角洲區內無線射頻識別技術方案的發展。開幕以來達致多項成就，包括：

- (一) 直至目前為止，已吸引逾3,500名來自世界各地的商界訪客。
- (二) 沃爾瑪於2007年11月加盟「供應鏈創科中心」成為其中一名創辦成員。零售業巨擘沃爾瑪，在中國內地開設及經營超過90家零售店舖，與當地逾20,000家供應商建立合作關係，成為零售業創辦會員中的重要代表。
- (三) 於2007年11月，香港貨品編碼協會夥同世界知名的RFID高等專業學院OTA，在「供應鏈創科中心」舉辦RFID專業認可培訓課程。RFID的認可資格讓從事RFID技術的專業人員的知識及技能得以肯定。目前已有10多位接受過培訓的RFID專業人員獲得認可資格。



**Hong Kong
RFID Centre
showcases a
roster of
industry
applications**

4) With further support from the Innovation and Technology Commission of the HKSAR Government and Hong Kong Science and Technology Parks Corporation, the SCIC will be upgraded into Hong Kong RFID Centre, with extended focus on the Consumer Sector featuring Clothing, Dining, Living and Commuting. The Centre, occupying a 4,500-square-meter space at the new phase of Hong Kong Science Park, will be opened in October 2008. It will showcase a roster of industry sectors spanning healthcare, retail, food, apparel, logistics, public services like transport, library services, etc, and highlights the values added to the local and global supply chain operations.

Participation in Major Industry Events

Besides self-run education programs, GS1 Hong Kong has also actively participated in various industry events organized by leading industry players, professional bodies and trade associations during the year. Below are some highlights:

Innovation Design Technology Expo

At the Innovation Design Technology Expo in December 2007, GS1 Hong Kong delivered a presentation at the Logistic Industry Symposium on "Trends of Technological Applications and Supply Chain Management".

(四) 進一步得到香港特區政府創新科技署和香港科技園公司的支持，「供應鏈創科中心」將被改造成為「香港 RFID 中心」，而其覆蓋的層面將擴展到消費者的生活上，以展示 RFID 技術在衣、食、住、行四個範圍的應用。中心位處科學園二期，面積將擴展至 4,500 平方尺，定於 2008 年 10 月啟用。屆時中心將展示不同行業與界別的供應鏈管理運作情況，涵蓋範圍包括醫療護理、零售、食品、成衣、物流，以及公營服務諸如運輸、圖書館服務等，展示以突出 RFID 在本地及全球供應鏈運作上帶來的價值為重點。

參與業界重要活動

除了舉辦一系列的培訓課程，香港貨品編碼協會年內亦同時積極參與多項由領先業者、專業團體及商會舉辦的活動，以下是一些主要活動的重點：

創新科技及設計博覽

在 2007 年 12 月舉辦之「創新科技及設計博覽」，香港貨品編碼協會於「物流業交流會」內發表演說，介紹供應鏈管理應用技術之最新趨勢。

World SME Expo

At the World SME Expo in December 2007, GS1 Hong Kong showcased to small and medium-sized enterprises the latest global supply chain standards, best practices and know-how, as well as delivered a presentation titled, "EPC/RFID – Making Supply Chain Visibility a Reality" at the SME Services Presentation session.

Hong Kong Optical Fair 2007

At the Hong Kong Optical Fair in November 2007, GS1 Hong Kong demonstrated the latest emerging RFID technologies and other e-commerce application solutions as well as presented a paper on "Making EPC/RFID Work for You" in the Open Forum.

International ICT Expo, SCM and NFC Conference

At the International ICT Expo in April 2008, GS1 Hong Kong joined hands with Hong Kong Retail Technology Industry Association (RTIA) in demonstrating real-life experience of adopting RFID & 2D barcode at the e-Logistics & Retail Technologies Zone, as well as delivered a presentation titled "Global Standards for Supply Chain Management" at the Supply Chain Management (SCM) and Near Field Communication (NFC) Conference, which was concurrently held with the ICT Expo.

Collaborations with Government Bodies/Universities/Associations

With the aim of promoting GS1 standards to a broader audience, GS1 Hong Kong also supported and maintained close collaborations with major universities, associations and governments through a wide array of events as speaker. These included:

- The Supply Chain Risk Management Seminar
- The CMA Seminar for Importer and Exporter
- Hong Kong Tianjin Binhai Information Technology Industry Co-operation Forum on "Staying Ahead for Business Success – Green Logistics."

中小企國際市場推廣日

在2007年12月舉辦的「中小企國際市場推廣日」中，香港貨品編碼協會為中小企業展示了最新的全球供應鏈標準、最佳實務及技術知識，同時亦在中小企服務介紹會的環節中發表主題為「EPC/RFID實現供應鏈訊息透明度」之演說。

香港眼鏡展2007

於2007年11月舉辦之「香港眼鏡展」中，香港貨品編碼協會在公開論壇內展示最新的無線射頻識別技術及其他電子商貿應用方案，亦同時發表以「產品電子代碼及無線射頻識別技術的應用」為題的論文。

國際資訊科技博覽/供應鏈管理及近距離通訊會議

於2008年4月舉辦的「國際資訊科技博覽」，香港貨品編碼協會聯同香港零售科技商會於「電子物流及零售科技」專區內展示在日常生活中採納無線射頻識別技術及二維條碼的應用情況，並同時在與博覽會同期舉行的「供應鏈管理及近距離通訊會議」中介紹供應鏈管理的全球標準。

與政府機構/大學及商會的協作

為了更廣泛地推廣GS1國際標準，香港貨品編碼協會一直與主要大學、商會及政府保持緊密聯繫及向對方提供支援，並在以下活動中擔任講者：

- 供應鏈風險管理研討會
- 香港中華廠商聯合會為出入口商舉辦的研討會
- 香港天津濱海新區資訊科技產業合作論壇「邁向業務成功 — 綠色物流」研討會

Working Together



China & Global Initiatives

中國與環球發展

- Launched Guangdong RFID Industry (Foshan) Base Demo Centre
- Acted as program manager for Sam's Club's EPC rollout in Asia
- Formed a tripartite alliance with Wal-Mart and Chancheng's District Government in Foshan
- 成立廣東省無線射頻識別產業（佛山）基地 RFID 演示中心
- 為山姆會員商店在亞洲推行「產品電子代碼採納計劃」擔任項目經理
- 與沃爾瑪及佛山市禪城區人民政府簽訂「三方合作備忘錄」



5-Year RFID Development Plan with Foshan Chancheng District Government Put into Action

Over the years, GS1 Hong Kong has been working closely with enterprises in the PRD region in helping them sustain global competitiveness and excelling in supply chain management.

To bring collaboration with China's public and private sectors to another level, the Guangdong-Hong Kong RFID Industry Cooperation Memorandum was signed with the Foshan Chancheng District Government in June 2007, a significant move aimed at further driving the adoption of RFID in the region.

As a result of this strategic partnership, a 5-Year Plan was developed comprising of four major strategies that included setting up a demonstration centre, developing Foshan into a RFID application base, building a test centre, and creating an industry chain.

During the year, the four major strategies of developing Foshan into Guangdong RFID Industry Base were carried out in full swing.

Under Foshan Government's reinforcement policy and programs together with GS1 Hong Kong's support and expertise on the implementation of standards and technology, more and more RFID vendors had set up representative offices in Foshan, leading to an accelerated adoption of RFID by different industries. The official

與佛山市禪城區人民政府的五年 RFID 發展計劃正式啟動

過去數年，香港貨品編碼協會一直與珠江三角洲的企業保持緊密合作，協助他們維持在全球市場的競爭力以及在供應鏈管理上實現卓越的成效。

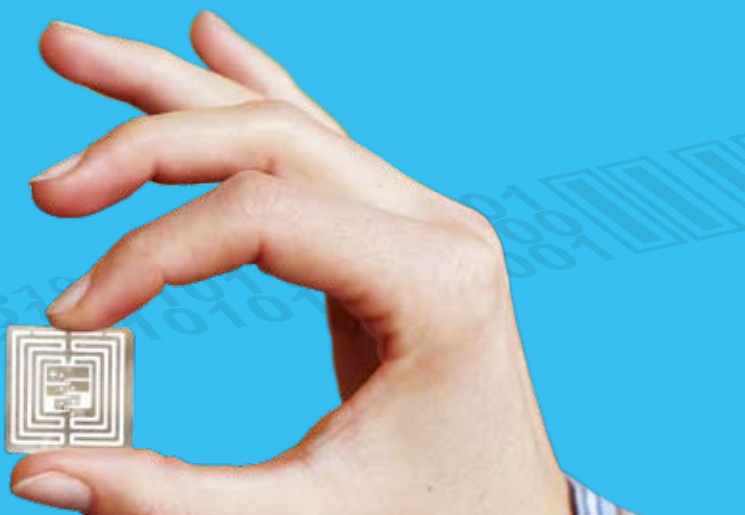
為了進一步提升與中國公私營機構的協作，香港貨品編碼協會於2007年6月與佛山市禪城區人民政府簽訂《粵港 RFID 產業合作備忘錄》，標誌著協會在區內加強推動 RFID 應用的目標。

這次策略性的合作，直接帶動了一個包含四大主要目標的五年計劃，包括建立一所演示中心、把佛山打造成一個 RFID 應用基地建立一所測檢中心以及在當地創建一條 RFID 的產業鏈。

年內，四個以打造佛山成廣東 RFID 產業基地為目標的策略性項目已經全面展開。

佛山市政府設立了多項鼓勵性的政策及項目，同時香港貨品編碼協會在推行標準及應用技術上提供支援及專業指導，故此愈來愈多的 RFID 供應商在佛山設立辦事處，加快了 RFID 在不同行業的應用。

**5 year plan
"The 4 Major
Strategies" were
carried out in
full swing**



opening of the first-ever Guangdong Province RFID Industry Base (Foshan) Demonstration Centre in August 2008 contributed to knowledge transfer by showcasing real-life RFID applications deployed in different industry sectors, marking another milestone in the development of a RFID application base. In June 2008, Wang Yang, Secretary of Guangdong Provincial Party Committee, made a pre-launch visit to the Demonstration Centre, signifying the Chinese Central Government's recognition of the collaborative initiatives in developing RFID in the region.

Tripartite agreement among GS1 Hong Kong, Wal-Mart, and Foshan Chancheng District Government

A Tripartite agreement involving global retail giant Wal-Mart, the Foshan Chancheng District Government and GS1 Hong Kong was signed in October 2007, marking a significant milestone to the collaboration between Hong Kong, Guangdong and global forces in fostering the adoption of EPC/RFID in the PRD region. This synergy helped position the region as an ideal international RFID deployment base for logistics and supply-chain operations. It also strengthened the region's position as an important global procurement center for international retailers.

These initiatives further attested GS1 Hong Kong's capability and dedication in driving the widespread adoption of RFID technology in the region and helped Hong Kong enterprises expect more fruitful and promising progress in the near future.

於2008年8月，首個廣東省無線射頻識別產業（佛山）基地RFID演示中心正式開幕，中心除了展示RFID技術在不同行業別的实际應用，為知識轉移作出貢獻外，亦為RFID應用基地的發展寫下一個新里程。2008年6月，廣東省委書記汪洋在演示中心啟用前進行實地參觀，可見中國政府對發展區內的RFID協作計劃作出認同。

香港貨品編碼協會、沃爾瑪及佛山禪城區人民政府的「三方合作備忘錄」

全球零售巨擘沃爾瑪、佛山禪城區人民政府及香港貨品編碼協會於2007年10月簽訂「三方合作備忘錄」，為粵港與全球力量在推動珠江三角洲EPC/RFID應用的協作上寫下重要的里程碑。「三方合作備忘錄」的協同效應不單把該區成功定位為物流及供應鏈運作上最理想的國際RFID應用基地，更鞏固了該區作為國際零售商所重視的全球採購中心。

這些合作項目再次證明香港貨品編碼協會在推動區內廣泛應用RFID技術的努力及決心，並有助香港企業在未來獲取更豐碩的成效。

Global Initiatives

The concerted efforts of 108 Member Organizations globally made GS1 standards the most widely-used supply chain standards system in the world. During the past year, various initiatives implemented by GS1 assured a sustainable model for the growth of GS1 standards and their support applications across sectors.

Standards Development

GS1 DataBar

In the past year, implementations for GS1 DataBar, the new point-of-sale barcode which enables GTIN identification for small, hard-to-mark consumer product goods, have been running at full speed. Several retailers around the world have successfully launched pilot programs using GS1 DataBar. Retail giant Wal-Mart, in particular, is planning to roll out GS1 DataBar on all its fruit and vegetable stores across the United States.

In addition, the Joint Industry Coupon Committee (JICC) of the Grocery Manufacturers' Association (GMA) and the Food Marketing Institute (FMI) announced the release of specifications for a new coupon system in North American Coupon Application Guidelines Using GS1 DataBar™ Expanded Symbols in December 2007. With the GS1 DataBar coupon, consumers, manufacturers and retailers in the US will easily get expanded, accurate and efficient offer options in printed form on a broader range of products.

GS1 eCom

GS1 eCom has established strategic alliance with the United Nations Centre for Trade Facilitation and Electronic Business (UN/CEFACT) to enhance cross-border data exchange, collaborate with new sectors, as well as ensure the efficient convergence of standards. Upon completion, it will enable GS1 eCom to smoothly access the public eProcurement sector. The GS1 Global Office and several Member Organizations (MO) are actively involved in managing this project.

環球發展

憑著GS1全球108個成員組織的共同努力，GS1的標準已成為全球最受廣泛應用的供應鏈標準。在過去一年，GS1實施的多個新方案，為GS1標準的發展及其對各行業在應用上的支援提供了一個可持續發展的模式。

發展全球標準的最新情況

GS1縮減空間碼

在過去一年，GS1縮減空間碼的採用得到全速的發展；這個嶄新的銷售點條碼系統讓一些細小及難以貼上標籤的消費品都可以採用全球貿易貨品編碼(GTIN)進行識別。事實上，全球多個零售商都已成功推行GS1縮減空間碼試點計劃，包括具世界領導地位的零售業巨擘沃爾瑪現正計劃在旗下所有美國蔬果店採用GS1縮減空間碼。

此外，百貨製造商會旗下的Joint Industry Coupon Committee (JICC)及食品推廣中心於2007年12月宣佈，在使用可擴展縮減空間碼北美優惠券應用指引上推出了新的優惠券系統規格。印上縮減空間碼的優惠券讓美國的消費者、製造商及零售商可以在更多的產品種類上獲得更廣泛、準確及有效率的優惠選擇。

GS1電子商貿

GS1電子商貿與聯合國貿易促進及電子商業中心已建立了策略性的聯盟，以促進跨境數據交換以及各個新界別之間的協作，並確保數據交換的標準能以有效的方式融合。預計在此項目完成後，GS1電子商貿便可順利進入公眾電子採購的線上領域。GS1總部及多個成員組織現正積極參與管理這個項目。

Wal-Mart plans to roll out GS1 DataBar

Member companies of GS1 EPCglobal community reached over 1,300

GS1 Global Data Synchronization Network (GDSN)

Project Etoile, a premier GDSN adoption program supported by the Boards of GCI, GS1 and GDSN, Inc, achieved remarkable results in 2007. Eight data pools involving 12 retailers and 25 manufacturers in France, Germany, Netherlands, Spain, the UK and the USA participated in the program and demonstrated the capability of GS1 GDSN in enabling businesses to achieve growth, realize efficiencies and cost savings. In 2008, Etoile continued to focus on connectivity and interoperability and began to address two other project components: Data Quality Key Performance Indicators (KPIs), and Business Process Automation Improvements.

A global GDSN pilot in Healthcare had also been successfully implemented in collaboration with GS1 Australia and GS1 US. It was designed to demonstrate how GDSN supported the exchange of accurate product information between hospitals and suppliers across countries and with multiple data pools.

GS1 EPCglobal

Strenuous efforts of member organizations have further expanded EPC's reach. As of August 2008, member companies of the GS1 EPCglobal community have reached over 1,300 with global head offices spreading across 42 countries.

Several key milestones were achieved during the year. One of the most important and successful pilots of the year was the GS1 EPCglobal Transport and Logistics Pilot Phase 2 Initiative. (Please refer to "Vertical Industry Initiatives" section for more details)

Another milestone was the launching of the Media and Entertainment pilot which demonstrated how EPC-based technology could be used in retail stores for media and entertainment products to ensure that the right amount of products was efficiently maintained to meet shoppers' demand as well as to help shoppers find the right products in the right place inside the store.

GS1全球數據同步網絡

"Etoile" 是一項獲全球商業計劃、GS1及GDSN董事局全力支持的重要GDSN採納計劃。在2007年，包括法國、德國、荷蘭、西班牙、英國及美國12個零售商以及25個製造商在內的八個數據池已參與這項計劃，證明GS1 GDSN能有效協助企業實現業務增長、提高效率及節省成本。在2008年，該計劃續把焦點投放在聯繫性及互運性的發展上，並開始推行其餘兩個項目，分別是數據質量主要表現指標及商業流程自動化的改善計劃。

另一方面，GS1澳洲及GS1美國成功攜手推行一項全球性的GDSN醫療護理試點計劃，旨在展示GDSN在多個不同數據池的情況下，如何支援各國醫院與供應商之間進行準確的產品數據交換。

GS1 EPCglobal

在GS1各成員組織的努力下，產品電子代碼(EPC)的應用範圍得到進一步的擴展；截至2008年8月為止，GS1 EPCglobal的企業會員已超過1,300家，辦事處遍及42個國家。

在2008年，GS1 EPCglobal寫下多個里程碑，其中一個最為重要及成功的試點計劃便是GS1 EPCglobal運輸及物流業第二階段試點計劃（詳情請參閱「垂直行業發展」部分）。

此外，GS1 EPCglobal成功推出了創新的媒體及娛樂行業試點計劃，旨在展示供應鏈的主要貿易夥伴如何將EPC為基礎的技術應用在零售店的媒體及娛樂產品上；這項技術確保產品的數量能夠滿足顧客的需求，同時有助顧客在店內尋找所需的產品。



A review of our certification strategy, which plays a key role in ensuring that companies can use hardware and software with the knowledge that conforms to GS1 EPCglobal standards, had been undertaken during 2007-2008, resulting in a renewed focus of push for EPC adoption. Furthermore, EPC Information Services (EPCIS) Data Validation Service was completed successfully in June 2008, helping companies ensure that the data they shared with their partners using EPCIS would be meaningful and in compliance with the standard.

Industry Development

Healthcare

GS1 Healthcare, a unified global healthcare standards user group was formed in 2007 to develop standards in enhancing healthcare supply chain efficiency and patient safety. The group has achieved remarkable progress in working with medical device manufacturers, regulatory agencies and other key stakeholders along the healthcare supply chain. These included :

- GS1 Healthcare User Group and the EPCglobal Healthcare & Life Science Industry Action Group have joined hands to launch GS1 Healthcare, aimed at developing global standards for the automatic identification and data capture (AIDC) of healthcare products at all packaging stages.

一直以來，EPCglobal的認證服務都有效確保企業在使用硬件及軟件時能夠掌握足夠的知識，以配合GS1 EPCglobal的標準。在2007-2008年GS1 EPCglobal就認證策略進行了檢討，檢討成果為加強推廣產品電子代碼定出了新的方向。此外，EPC訊息服務(EPCIS)的數據確認服務也於2008年6月順利推出，有效確保企業透過EPCIS與合作夥伴分享的數據經過確認並符合有關標準。

行業發展

醫療護理

GS1醫療護理小組成立於2007年，是一個專注發展全球醫療護理標準的聯合用戶小組，其目標是透過建立標準以提升醫療護理界別的供應鏈效率及保障病患者的安全。小組一直與醫療設備製造商、監管機構以及醫療護理供應鏈上的持份者合作，成績理想，其成就包括：

- GS1醫療護理用戶小組及EPCglobal轄下之醫療護理及生命科學業界工作組攜手合作，組成GS1醫療護理小組，旨在開發以自動識別數據套取(AIDC)技術為基礎的的全球應用標準，以應用在醫療護理產品的一切包裝流程上。

Enhancing Patient Safety with GS1 Traceability

- As an increasing number of regulatory bodies were in search of traceability solutions, GS1 Healthcare Global and Local User Groups and GS1 MOs met with these bodies to provide inputs and share insights on the benefits of adopting global standards. There are now 15 GS1 Healthcare Local User Groups working together to enhance patient safety and supply chain efficiencies. Below are a couple of examples of their many achievements:
 - GS1 New Zealand partnered with the Health Information Strategy Action Ministerial Committee to launch a Safe Medication Project, aimed at reducing cases medication errors and thus minimizing the number of patients affected and the cost associated with remedial treatment by implementing bedside scanning in all hospitals;
 - A pilot project designed to illustrate the concept and benefits of e-commerce using GS1 standards and guidelines in ordering, processing, picking, packing, dispatch and receipt of goods was conducted at the Monash Medical Centre Pharmacy Department, part of Southern Health, the largest public Health Service in the Australia state of Victoria. Phase 2 of the project which highlighted the need for continuous, ongoing data quality control and alignment ended in December 2007.
- 愈來愈多的醫療監管機構在努力尋求合適的追溯解決方案。GS1全球及本地醫療用戶小組聯同多個GS1成員組織與這些監管機構會面並提供建議，就採用全球標準的優點分享見解。目前，共有15個分佈各地的GS1醫療用戶小組為加強病人的安全及供應鏈效率合力推出各項計劃，其部份成就包括：
 - GS1紐西蘭夥同隸屬於當地政府的The Health Information Strategy Action Ministerial Committee開展了一個藥物安全計劃，旨在減少由藥物引發的失誤事故，以減低受影響病人的數目，並透過在所有醫院實施床邊掃描流程，減少補救治療帶來的成本；
 - 隸屬於澳洲維多利亞省最大的公共醫療機構Southern Health的澳洲蒙納士醫療中心的藥劑部進行了一個試點計劃，把GS1標準及其指引應用於訂貨、貨物處理、包裝、出貨及收貨上，目的為展示電子商貿的概念及優勢。該計劃的第二階段以持續的數據質量控制及統一為重點，而此階段的計劃已於2007年12月圓滿結束。

Transport and Logistics

The GS1 Logistics Forum was founded to help manufacturers, material suppliers, retailers, logistic service providers and carriers achieve business benefits and remove unnecessary costs of global supply chains in transport and warehouse management activities. The Forum had two work groups: the Logistics Label Group and the Logistics Interoperability Model Group (LIM). The former completed work on the Standards International Logistics Label (STILL), a document designed to facilitate efficient management of logistics unit in the supply chain, while the latter was committed to increasing business interoperability and visibility over operations in transport and warehousing.

Customs

An important milestone in the past year for GS1 was the signing of a MOU with the World Customs Organization, agreeing on facilitating efficient cooperation and providing support for initiatives that harmonized standard in the Customs sector. One immediate result of the MOU was the adaptation of an existing GS1 Identification Key to create

運輸及物流

GS1物流論壇的成立，旨在協助製造商、物料供應商、零售商、物流服務供應商及運輸公司實現營運效益，以及減省全球供應鏈中運輸及倉庫管理的非必要成本。論壇共有兩個工作小組，分別是物流標籤小組及物流互運性模型小組(LIM)。前者已完成一份名為「國際物流標籤標準」(STILL)的文件，旨在促進供應鏈中物流單位的有效管理，後者則以協助實現運輸及倉存運作上的業務互運性及透明度為目標。

海關

GS1於2008年創下的另一里程碑，是與世界海關組織成功簽署合作備忘錄。雙方同意加強合作，就貨物清關流程提供支援以確保各方採納共同的標準。備忘錄其中一個顯著的成果，就是在現行的GS1識別碼

An important milestone on "Customs"



the Global Shipment Identification Number (GSIN), specifically made for the identification of shipments in international trade and customs.

Solutions Development

GS1 Traceability

The GS1 Global Traceability Standard (GTS) enables companies along the global supply chain to systematically associate the physical flow of materials, intermediate and finished products with the flow of information. With a properly deployed traceability system, companies are able to identify and locate specific products along the supply chain and take necessary actions to protect consumers' best buying interest. GS1 has been working on giving the GS1 Global Traceability Standard true business-focused relevance for companies with adaptation of global traceability solution to specific sectors such as Healthcare or Fresh Produce.

Mobile Commerce

In light of the growing complexity of international commerce and the emerging trends in mobile commerce, interoperability has become a critical business need. In this regard, GS1 is well placed to contribute in a neutral way to establish relevant global standards for the benefits of the stakeholders. In 2008, GS1 launched a Mobile Commerce Workgroup together with a variety of companies including several brand owners and retail chains. A white paper laying out their vision of mobile commerce with focus on the applications of extended packaging was published in the spring of 2008, which will be pushed for adoption in the coming year.

的基礎上開發全球貨運識別碼 (GSIN)，為海關及國際貿易的貨運識別流程提供解決方案。

解決方案的發展

GS1追溯解決方案

GS1全球追溯標準有效協助在全球供應鏈上的企業就原材料、中間產品以及完成品的實際流動，與數據流動作出系統性的結合。在一套經妥善安裝的追溯系統的基礎上，企業可以確定在供應鏈上流動的某些貨品的位置，從而採取適當的行動，以最大限度保障消費者的購物利益。一直以來，GS1致力為採納全球追溯解決方案的企業，就GS1全球追溯標準提供能有效針對業務需要的應用方案，讓這套標準可被用於醫療護理或新鮮農產品等更多範疇。

流動商貿

由於國際貿易的複雜性與日俱增，加上流動商貿漸成趨勢，業務運作上的互運性遂成為了企業營運的重要條件。作為一個非牟利行業支援組織，GS1正好透過建立相關的全球標準，為商業夥伴帶來效益。2008年，GS1與來自不同界別的企業、多個品牌持有人以及零售連鎖商店共同成立了流動商業工作組，並於2008年春季發表了一份以流動商貿的願景為題的白皮書，焦點集中在延伸性包裝的應用課題上，相關的項目預計將在來年推出。

**GS1 launched
Mobile Commerce
Workgroup**

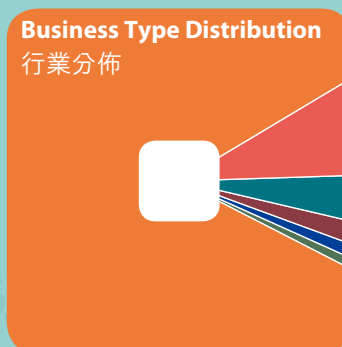
Reaching Out



Membership Update

會員最新概況

Breakdown of GS1 Hong Kong Full Membership by Business Type (as at 31 Aug 2008)
香港貨品編碼協會全面會員行業分佈 (截至2008年8月31日止)



GS1 community has over a million corporate members representing different industries in 150 countries worldwide. At GS1 Hong Kong, we have over 5,000 company members spanning 15 industry sectors with the majority coming from the Import & Export Sector. Please refer to the chart above for more details about the profile of GS1 Hong Kong's members. To ensure we effectively address the unique needs of different businesses and industries, we offer nine categories of memberships as follows:

GS1在全球各地擁有逾100萬企業會員，遍佈全球150個國家。香港貨品編碼協會擁有逾5,000家公司會員，涵蓋15種行業，主要來自進出口業。請參考上圖，以進一步了解香港貨品編碼協會的會員之行業分佈。為了配合不同企業和行業的需求，協會提供以下九種會籍：

- | | |
|--|----------------------|
| • Full Membership | • 全面會員 |
| • EZ*TRADE Membership | • 「通商易」會員 |
| • Associate Membership | • 普通會員 |
| • Serial Shipping Container Code (SSCC) Membership | • 貨運容器序號 (SSCC) 會員 |
| • Global Data Synchronization Membership | • 全球數據同步會員 |
| • EPCglobal End User Membership | • EPCglobal 終端用戶會員 |
| • EPCglobal Solution Partner Membership | • EPCglobal 解決方案夥伴會員 |
| • Vendor Alliance Program (VAP) Membership | • 供應商夥伴計劃 (VAP) 會員 |
| • SCM Knowledge Center Membership | • 供應鏈管理資源中心會員 |

On top of the membership services, we have also created multiple platforms, both by electronic and physical, where members are easily connected to the global marketplace, leading to boundless business opportunities. These include:

除會員服務外，本會亦建立多個電子及現實的平台，會員可透過此等平台輕易地連接國際市場，締造無限商機。這些平台包括：

Hong Kong e-ID Registry

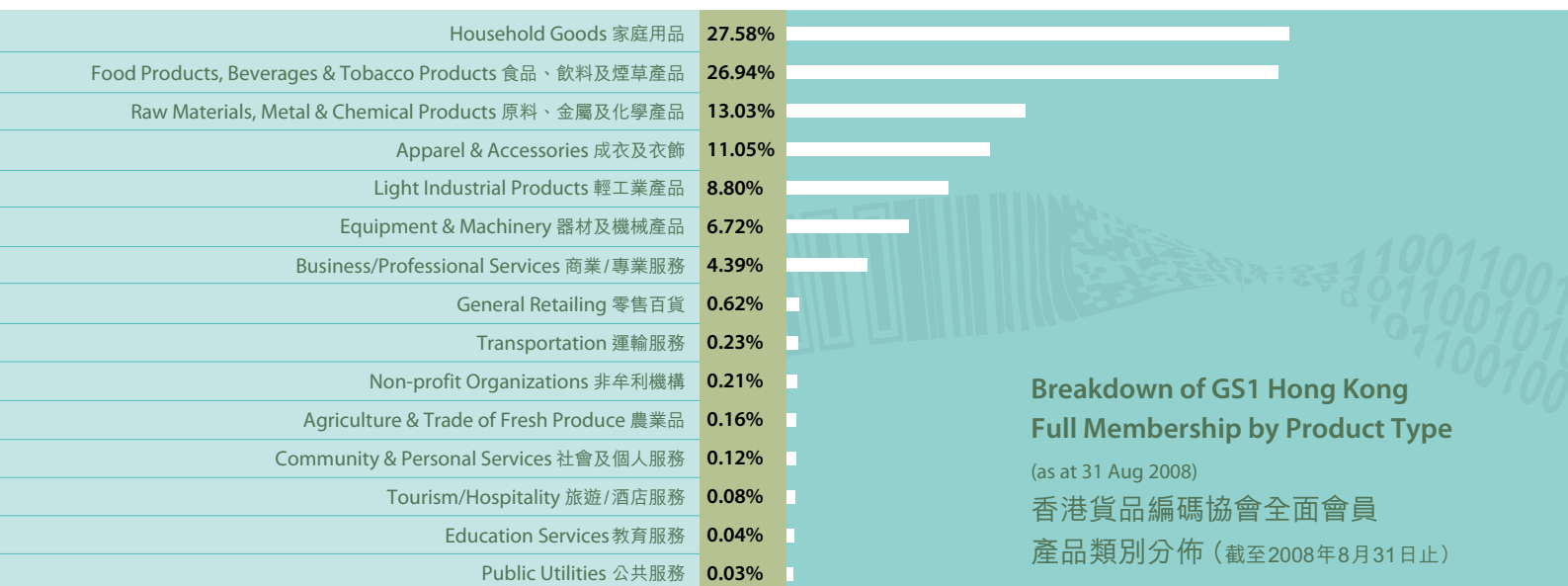
Serving as a directory of Hong Kong homegrown product data information, the Hong Kong e-ID Registry is a web-based database developed by GS1 Hong Kong to enable suppliers, manufacturers and distributors to upload core product and company information with GS1 global

香港 e-ID 登記處

由香港貨品編碼協會設立的香港 e-ID 登記處，是一個以互聯網為基礎的數據庫，讓供應商、生產商和分銷商能以 GS1 全球標準上載產品和公司的資料。現時，香港

Connecting members to global marketplace with Hong Kong e-ID Registry

Membership Update 會員最新概況



Breakdown of GS1 Hong Kong Full Membership by Product Type

(as at 31 Aug 2008)

香港貨品編碼協會全面會員

產品類別分佈 (截至2008年8月31日止)

standards. The directory, currently with over 1.5 million records, plays a key role in ensuring both the quality and integrity of the product data and facilitates data exchange among trading partners all over the world.

GEPIR – a global “yellow page” directory allows trading partners to share standardized company information

Global Electronic Party Information Register (GEPIR)

The local repository of the registered companies is linked to the global directory, Global Electronic Party Information Register (GEPIR), which consists of basic information from over 1 million GS1 member companies in more than 100 countries. The GEPIR serves as an online “yellow page” global directory that allows global trading partners to share internationally standardized company information on a global basis.

Annual Members’ Dinner

On 7 December 2007, the Annual Members’ Dinner with a theme “GS1 Keys – The Key to Winning in the Global Marketplace” successfully assembled over 300 local and overseas guests comprising of GS1 Hong Kong Board, partners and members from various industries. The auspicious event provided guests with an excellent platform to network with their industry peers and learn more about GS1 Hong Kong’s latest range of standards and services that could contribute to the success of their supply chain. Participants were also inspired by various presentations including best practices from the SME Ambassador Program 2008, winners of the ECR Hong Kong Awards 2007, as well as updates on EPC/RFID projects’ accomplishments. Overall, the event was a huge success with our guests enjoying the whole program.

e-ID 登記處所儲存的紀錄已超過150萬項，此登記處在確保產品數據資料的質量與完整性上起著關鍵作用，有效促進全球貿易夥伴間的數據交換。

全球電子公司資料庫 (GEPIR)

香港 e-ID 登記處中的註冊公司名錄已與 GS1 全球電子公司資料庫 (GEPIR) 連接。GEPIR 儲存超過 100 萬家 GS1 成員公司的基本資料，範圍覆蓋逾 100 個國家。GEPIR 的作用猶如一個網上「黃頁」式全球名錄，讓全球貿易夥伴可以分享符合國際標準之公司資料。

週年會員晚宴

2007年12月7日，以「生意鑰匙 GS1 Keys」為主題的週年會員晚宴順利舉行，當晚逾300位本地和海外嘉賓出席，包括香港貨品編碼協會董事局成員、來自各行業的夥伴和會員。晚宴為嘉賓提供了一個與同業交流的良機，並進一步了解香港貨品編碼協會的最新標準和服務，以助他們在供應鏈方面取得成功。與會者還親身目睹一系列精彩的報告和演講，包括中小企大使計劃2008的最佳實務、香港高效消費者響應獎2007優勝者的經驗分享，以及有關EPC/RFID項目的最新消息。晚宴相當成功，一眾嘉賓們皆盡興而回。

Event Summary

活動一覽表

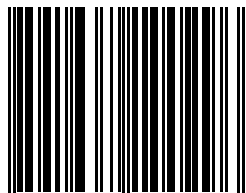
Date 日期	Event Name	活動名稱
7 Sep 2007	Legendary Brand Gala Dinner	「香港老品牌·條碼新世界」晚宴
7 Sep 2007	Hair Beauty – Information Technology Workshop	美容美髮業 — 資訊科技工作坊
13 Sep 2007	Staying Ahead for Business Success – Green Logistics Seminar	「邁向業務成功 — 綠色物流」研討會
14-18 Sep 2007	Innovation Expo 2007	創新博覽會2007
25 Sep 2007	“Last Mile Supply Chain Management” Seminar	「最後一里」供應鏈管理研討會
26-28 Sep 2007	“Hong Kong Tianjin Promenade New Zone Information Technology Manufacturing Base Cooperation Summit” Hong Kong Delegates Tour	「香港天津濱海新區資訊科技產業基地合作論壇」香港代表團活動
4 Oct 2007	GS1 BarCodes Workshop	GS1條碼工作坊
12 Oct 2007	GS1 Hong Kong SCM Excellence Conference 2007	香港貨品編碼協會供應鏈管理年會2007
12 Oct 2007	Launch of 1st ECR Hong Kong Awards	舉辦首屆「香港高效消費者響應獎」
6-8 Nov 2007	Hong Kong Optical Fair – Retail & Shop Design, Equipment and Technology Section	香港眼鏡展 — 零售及店舖設計、陳列設備及技術專區
7 Nov 2007	“Implementation of Supply Chain Management Excellence – Trusted Brand – Effective Inventory Management” Seminar	「實踐卓越供應鏈 — 信譽品牌 — 高效倉存管理」研討會
19-22 Nov 2007	SCIC RFID Professional Training and Certification	「供應鏈創科中心」無線射頻識別技術專業培訓及證書課程
23 Nov 2007	GS1 BarCodes Workshop	GS1條碼工作坊
5 Dec 2007	“Supply Chain – The Engine for Growth” Seminar	「供應鏈 — 業務增長引擎」研討會
7 Dec 2007	Annual Members’ Dinner 2007	2007週年會員晚宴
11 Dec 2007	Retail Solution Day – NFC Seminar	Retail Solution Day — 近距離通訊研討會
12-14 Dec 2007	World SME Expo 2007	中小企國際市場推廣日2007
12-14 Dec 2007	Innovation Design Technology Expo	創新科技及設計博覽
9 Jan 2008	GS1 BarCodes Workshop	GS1條碼工作坊
27 Feb 2008	GS1 BarCodes Workshop	GS1條碼工作坊
5 Mar 2008	“Well Informed Retail Executives Help Drive Operational Performance” Seminar	「零售行政人員協助提高營運表現」研討會
28 Mar 2008	Supply Chain Management (SCM) Training Series 1 – Certificate in Winning Your Supply Chain (Module 1)	供應鏈管理培訓系列一：供應鏈管理全攻略（課程一）

Event Summary 活動一覽表

Date 日期	Event Name	活動名稱
16 Apr 2008	SCM & NFC Conference 2008	供應鏈管理與近距離通訊會議2008
14-17 Apr 2008	International ICT Expo	國際資訊科技博覽
22 Apr 2008	Seminar for Importer & Exporter	研討會 — 出入口商
22 Apr 2008	GS1 BarCodes Workshop	GS1條碼工作坊
25 Apr 2008	Supply Chain Risk Management Seminar	供應鏈風險管理研討會
25 Apr 2008	EPC Standards and Development Quarterly Training Workshop (Hong Kong)	EPC標準及發展季度培訓(香港)
20-23 May 2008	HIMSS Asia Pacific Conference and Exhibition 2008	HIMSS AsiaPac 08醫療資訊科技會議及展覽
23 May 2008	GS1 Hong Kong Healthcare Night	香港貨品編碼協會醫療護理晚宴
23 May 2008	Supply Chain Management (SCM) Training Series 1 – Certificate in Winning Your Supply Chain (Module 2)	供應鏈管理培訓系列一：供應鏈管理全攻略(課程二)
27 May 2008	GS1 BarCodes Workshop	GS1條碼工作坊
6 Jun 2008	GS1 Hong Kong Launches ezTRACK cum EPCnetwork Project Completion Ceremony	「縱橫網」啟動暨產品電子代碼網絡計劃完結典禮
19 Jun 2008	GS1 Hong Kong and VICS Co-organized CMSS Roundtable	香港貨品編碼協會與產業協同商務標準協會聯合舉辦「協同原物料標準規格」圓桌會議
2 Jul 2008	ezTRACK Implementation Technical Training Workshop (Hong Kong)	「縱橫網」實施技術培訓工作坊(香港)
10 Jul 2008	GS1 BarCodes Workshop	GS1條碼工作坊
13 Jul 2008	ezTRACK Implementation Technical Training Workshop (Taipei)	「縱橫網」實施技術培訓工作坊(台北)
14-16 July 2008	GS1 Hong Kong Taipei RFID Study Tour 2008	香港貨品編碼協會台北無線射頻識別技術考察團2008
18 Jul 2008	Supply Chain Management (SCM) Training Series 1 – Certificate in Winning Your Supply Chain (Module 3)	供應鏈管理培訓系列一：供應鏈管理全攻略(課程三)
1 Aug 2008	Launch of Guangdong Province RFID Industry (Foshan) Base Demonstration Centre	廣東省無線射頻識別產業(佛山)基地RFID演示中心開幕
8 Aug 2008	SCMRM Training Workshop – Inventory Management	中小企供應鏈全面睇工作坊 — 倉存管理
8 Aug 2008	SCMRM Training Workshop – Warehouse Management	中小企供應鏈全面睇工作坊 — 倉庫管理
15 Aug 2008	SCMRM Training Workshop – Sales Order Management	中小企供應鏈全面睇工作坊 — 銷售訂單管理
15 Aug 2008	SCMRM Training Workshop – Delivery and Outbound Logistics Management	中小企供應鏈全面睇工作坊 — 付運及其他物流管理
26 Aug 2008	GS1 BarCodes Workshop	GS1條碼工作坊



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