TEMPERATURE CONTROL

INVENTORY MANAGEMENT

PATIENT SAFETY

SECURITY & EFFICIENCY

Smarter Business · Better Life

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

Founded in 1989 by the Hong Kong General Chamber of Commerce, GS1® Hong Kong is a not-for-profit, industry-led organization and one of 111 GS1 member organizations located in 150 countries representing multiple sectors and industries.

GS1 proactively designs and implements a global system of supply chain standards which makes the supply chain more efficient, less complex and enables higher cost saving. As the local chapter of GS1, our key role is to strengthen and support the core competencies of businesses in Hong Kong and the Pearl River Delta region to enable them to gain a competitive edge in the domestic and global marketplaces through supply chain optimization.

To this end, GS1 Hong Kong focuses on delivering value to the business sector and the community at large by promoting the wider adoption of global standard and facilitating knowledge exchange among stakeholders. We also support industry development by providing relevant business-enabling solutions and consultancy services while driving local-global collaboration and innovation so we can build a resilient and sustainable global value chain that will be beneficial to all of the parties.

Over the last 22 years, GS1 Hong Kong has supported the growth of over 6,000 members by helping them to employ the GS1 System of Standards throughout their supply chains. We have provided members with the relevant tools to unlock the power of global standards and enabling technologies such as RFID and Internet of Things technologies.

香港貨品編碼協會於1989年由香港總商會成立,是一個由行業主導的非牟利機構,也是GS1社群的成員組織之一。GS1國際組織擁有111個成員組織,遍及全球150個國家及地區,覆蓋多個行業及商業範疇。

GS1積極開發和實施供應鏈標準的環球系統,使供應鏈更有效率、更簡單、更節省成本。作為GS1的香港分會,香港貨品編碼協會肩負協助香港及珠三角地區企業的使命,致力加強企業的核心實力,通過GS1標準優化供應鏈,提升企業在本地及環球市場的競爭能力。

為此,香港貨品編碼協會一直專注於鼓勵商界和社區廣泛採用全球標準,並為持份者提供知識交流的機會。協會亦致力開發能夠提升營運效率及對應企業需求的解決方案和顧問服務,並推動本地與全球性的合作與創新,從而建構一個適應力強及可持續發展的全球價值鏈,讓各方受惠。

過去22年,香港貨品編碼協會一直為逾6,000名會員提供支援,協助他們將GS1系統標準應用在其供應鏈系統中。我們為會員提供適切的工具及服務,以發揮全球標準及應用技術(如無線射頻識別及物聯網)的潛能。

Our Mission

GS1 Hong Kong's mission is to be a trusted partner of Hong Kong enterprises, enabling more efficient, visible and safer supply chains for business success through the provision of GS1 global standards and full spectrum of standards-based solutions.

Enabling Smarter Business and Better Quality of Life

Key Initiatives in 2010/11
2010/11年度的主要項目

2010/11 was busy and productive for GS1 Hong Kong. We embarked on a number of new initiatives and extensive engagement programs that enable smarter businesses and ultimately better the quality of life for Hong Kong people.

2010/11年度是香港貨品編碼協會繁忙而充實的一年。我們展開多項新計劃及拓展項目,致力協助企業全面提升業務效率,冀能為港人締造更優質生活。

1 Standard-based **cold-chain management solution** ensures supply chain efficiency and product quality
以標準為基礎的**冷凍鏈管理方案**
提高供應鏈效率及產品安全性

Traceability solutions maximize value chain security and integrity
追溯方案 增強價值鏈安全性及誠信度 **2**

我們的使命

香港貨品編碼協會的使命是要成為香港企業可信賴的夥伴。通過GS1全球標準及一系列以標準為基礎的方案，使供應鏈更具效率、透明度及安全，協助企業邁向成功。

Item-level RFID tagging achieves source-to-store visibility for business success

單件RFID標籤項目 實現由源頭至零售商店的供應鏈透明度

3

4

New Consumer Caring Scheme promotes consumer care excellence

「**貼心企業」嘉許計劃** 推廣卓越關愛消費者文化

Launch of **Unsafe Product Prevention Program** enhances consumer protection

防預不安全產品項目 加強消費者保障

5

GS1 Hong Kong Solutions and Services at a glance

Driving standards development and adoption
引領標準發展並
促進業界採納

GS1 System of Standards identify, capture and share supply chain information, providing visibility in the value chain, enabling trading partners to collaborate and build a more efficient, safe and sustainable supply chain.

GS1 BarCodes

Global standards for automatic identification
自動識別的全球標準

GS1 eCom

Global standards for electronic business messaging
電子商業訊息傳遞的全球標準

Engaging industries and assisting enterprises in solving business issues with relevant standards-based services and solutions
協助企業透過以標準為本的
相關服務與方案解決業務上
的問題

BARCODE PLUS

BarcodePlus
A trusted product and location information portal allowing businesses to access and share product quality-related information using GS1 Keys via the Internet, mobile devices and smart kiosk

BarcodePlus
一個可靠的產品及位置資訊入門網站有效協助業界透過GS1識別碼並經由互聯網、流動通訊設備與智能資訊站獲取及分享與產品品質有關的資訊

ezTRADE 通商易

ezTRACK
An efficient and proven B2B e-commerce platform facilitating e-transaction messaging via EDI and the Internet to support e-ordering, invoicing and shipment notices

通易商
一個具實際成效之商業對商業電子商貿平台，可透過電子數據聯通與互聯網執行電子訂購、製作發票與付運通知，藉此促進電子交易之訊息傳遞

Enabling knowledge exchange between multiple stakeholders throughout the supply chain ecosystem
透過供應鏈生態系統促進持
份者之間的知識交流

Host a wide range of training courses to facilitate knowledge transfer for SCM principles, e-business strategies, global standards and the implementation of enabling technologies

Workshop and training course: Barcode workshops, Internet of Things certification programs
Industry seminar and conference: Annual Supply Chain Management Excellence Summit
Award Scheme: Hong Kong RFID Awards, Consumer Caring Scheme
RFID Demonstration Centre: Jiangyin Internet of Things RFID Demonstration Centre

Facilitating local-global collaborations
促進各行各業與本地及全球
合作夥伴之間的協作

Foster collaboration amongst members, trading partners, logistics service and solution providers, statutory and government bodies to solve together business challenges that leverage standards and to ensure a visibility along the entire value chain

香港貨品編碼協會解決方案與服務一覽

GS1標準系統可作識別、擷取及分享供應鏈資訊之用。此標準有助業界體現價值鏈透明化，及協助貿易夥伴進行協作，以建立一個更有效率、更安全與可持續發展的供應鏈。

GS1 GDSN

The network for global synchronization
全球資訊同步之網絡

EPCglobal

Global standards for RFID-based Identification
以RFID為本的識別系統之全球標準

GS1 HK DataPool

eZTRACK 蹤橫網

GS1 HK Datapool
A certified product information synchronization platform that interoperates with the GS1 global registry, enabling exchange of synchronized and updated production information between buyers and suppliers

GS1 HK數據池
一個認可的產品資訊同步平台，能與GS1全球註冊資料庫互通運作，有助買家與供應商交換最新的產品資訊

ezTRACK
EPCIS-standard traceability network supporting cloud computing, enabling real-time visibility of goods and information flow from manufacturing to point of destination

蹤橫網
以EPCIS為標準的產品追溯網絡，能支援雲端電子運算，增加由生產線至目的地之實時貨物與資訊流的透明度

GENUINE

Genuine Product Authentication
A product authentication solution powered by EPCIS network enabling supply chain e-pedigree visibility

「正貨」驗證方案
由EPCIS網絡支援的「正貨」驗證方案，能協助企業體現供應鏈電子履歷透明化

Cold-chain Management Solution
A cold-chain solution powered by EPCIS network, capturing important real-time data such as temperature, humidity, time, location of perishable and temperature sensitive products in transit

冷凍鏈管理方案
由EPCIS網絡支援的冷凍鏈管理方案，能擷取容易腐壞及易受溫度變化影響的產品在付運過程中關鍵的實時資訊，如其溫度、濕度、時間及位置等

舉辦有關供應鏈管理、電子商貿策略、全球標準與如何運用應用技術的培訓課程，以推動知識轉移

工作坊與培訓課程：條碼工作坊、物聯網認證及培訓課程
業界研討會與會議：供應鏈管理高峰年會
獎項計劃：香港無線射頻識別大獎、「貼心企業」嘉許計劃
無線射頻識別技術演示中心：江陰市物聯網無線射頻識別技術演示中心

促進會員、貿易夥伴、物流服務與解決方案供應商、法定機構與政府部門之間的協作，共同面對業務挑戰，並利用標準確保整體價值鏈的資訊透明度

Chairman's Statement

Joseph C. Phi 彭焜燿
Chairman 主席

Technological innovation plays a key role in economic transformation. Channeled in the right direction, new technologies act as a catalyst for economic growth, transforming old industries, creating new ones, and allowing businesses to make better use of their limited resources. This may all sound rather obvious, yet some enterprises still hesitate to embrace innovation and technology due to risk and uncertainty.

Since its inception more than 20 years ago, GS1 Hong Kong has played a vital role in the Hong Kong business community. By championing transformational technologies, we have helped businesses raise cost competitiveness, strengthen customer service quality and expand market horizons, during good times and bad.

Facilitating innovation and supply chain technologies

The introduction of the GS1 BarCode to Hong Kong is a case in point. GS1 Hong Kong drove industry adoption by demonstrating the benefits, such as retail automation, just-in-time replenishment and efficient logistics to enterprise users. Today GS1 BarCode is widely adopted by businesses across many industries. GS1 eCom standards and our B2B e-commerce service "ezTRADE" have further streamlined supply chain processes. Together, GS1 BarCode and GS1 eCom standards have become integral to the success of many local Hong Kong organizations.

科技創新是促進經濟發展的最主要動力。用之有道，嶄新科技更可直接刺激經濟，推動工商業改革、創造嶄新業務、協助業界更有效地運用有限的資源，這個規律毋庸置疑。然而，一些企業在不明朗因素影響下，未能當機立斷，運用創意與科技提升業務效益。

香港貨品編碼協會成立超過20年，在香港業界一直佔有很重要的地位。協會透過不斷推動開創性的技術，協助業界提高成本效益與客戶服務水平、拓展市場空間，更與本地企業共同面對順逆，迎向挑戰，掌握機遇。

鼓勵創意　推動供應鏈技術

香港貨品編碼協會成功為本地業界引進GS1條碼，便是一個很好的例子。多年來協會一直努力向業界推廣GS1條碼的效益；條碼不但能推動零售業自動化的進程、亦可協助企業有效執行適時補貨流程、體現高效物流程序。時至今日，條碼已廣為業界所用，成效有目共睹。至於GS1之電子商貿標準，以及協會的商業對商業電子商貿服務「通商易」，亦成功地協助業界進一步優化供應鏈流程。事實上，GS1條碼與GS1電子商貿標準，已成為香港眾多企業賴以成功的要素。

As GS1 Hong Kong continues to drive adoption and promote value creation at a local level, we have made significant strides this year. During the year, GS1 Hong Kong extracted more value out of GS1 BarCode. We collaborated with government organizations, leading retailers and industry associations to launch the Unsafe Product Prevention Program (UPPP) with the aim of raising food product safety and consumer protection. Leveraging GS1's unique identification keys to automate the process for blocking unsafe products at retail points of sale, the initiative took quality and safety assurance in the consumer goods market to a new level, providing greater protection for consumers.

As mobile usage has grown rapidly, we plan to devote significant efforts to drive adoption of mobile barcode technology and assist local enterprise to take full advantage of the benefits that mobile barcodes have to offer.

Strengthening Hong Kong's competitive edge in terms of visibility, connectivity and quality

Hong Kong has been long established as a regional trading hub and global sourcing centre. During the year, we have stepped up our efforts to reinforce Hong Kong's competitive advantage through enhanced supply chain connectivity and greater visibility.

As part of our continued commitment to driving standard-based technological innovation, one of our most notable achievements this year has been the item-level RFID tagging initiative for the apparel industry. To facilitate source-to-store visibility by using EPC-compliant RFID tags and EPCIS for data exchange between trade partners, GS1 Hong Kong in partnership with GS1 US rolled out the initiative in 2011. Based on collaboration with retailers in US, brand owners, suppliers and sourcing offices in Hong Kong and China, the initiative is expected to create significant value to stakeholders along the apparel supply chain by raising efficiency, productivity and profitability. The project can assist Hong Kong enterprises in becoming more competitive, ultimately reinforcing Hong Kong's position as a strategic trading, sourcing and logistics hub in Asia.

Apart from product information, visibility is also critical to product quality assurance and safety. During 2010-2011, we made continued enhancements to our EPCIS-based RFID track-and-trace platform ezTRACK, extending its connectivity to Asia, the United States and Europe.

香港貨品編碼協會在推動本地業界使用全球標準，為各行各業創優增值的努力從無間斷，今年顯見佳績。協會在過去一年，成功透過GS1條碼為業界與社會大眾創造出更大的價值。為提高食品安全及對消費者的保障，協會與不同政府部門、零售業界的翹楚，以及多個工商團體成功達成協作，推出防預不安全產品項目。此計劃乃透過GS1獨一無二的識別碼在銷售點自動阻截不安全的產品售出，進一步確保消費品的質素與安全，為消費者提供更大的保障。

隨著流動通訊設備的急速發展，協會計劃投入資源推動流動條碼科技，以協助本地企業從這些流動條碼獲取最大的效益。

提高透明度 實現網絡互連
確保產品質素
加強香港的競爭能力

香港多年以來都是區內的貿易樞紐與全球採購中心。協會於去年全力協助業界加強供應鏈網絡互連能力、體現供應鏈透明化，加強本地企業的競爭優勢。

協會一直致力推動以標準為本的創新科技，去年，我們成功為成衣業引進單件貨品RFID標籤。協會在2011年與GS1美國分會合作推出了上述計劃，目的是透過以產品電子代碼為基礎之無線射頻識別標籤，以及有效促進貿易夥伴交換商業數據的EPC訊息服務（EPCIS），體現由來源地至銷售點的供應鏈透明化。協會透過與美國零售商、品牌持有人、供應商，以及香港與中國內地的採購公司合作，竭力為成衣業供應鏈持份者創優增值，優化業務運作效率、提升生產量以及加強企業盈利能力。此計劃除有助本地企業維持競爭力外，更能鞏固香港作為亞洲策略性貿易、採購以及物流中心的地位。

在確保產品品質與安全方面，產品資訊與供應鏈透明度擔任同等重要的角色。2010/2011年間，協會以EPCIS為本之RFID追蹤與追溯平台「蹤橫網」，成功進行了功能升級，其網絡互連能力可延伸至亞洲、美國與歐洲各地。

We collaborated with GS1 Italy to enable global source-to-store wine traceability leveraging the extended EPCIS traceability platform to enhance product quality and safety through real-time temperature monitoring of imported wine. We also assisted GS1 New Zealand in implementing a livestock traceability trial project with the use of EPCIS network and ezTRACK. In addition, we were also actively involved in a fresh produce traceability pilot initiative with the Hawaii Department of Agriculture, helping three Hawaiian island distribution centers monitor in real-time the condition of products as they were shipped from one Hawaiian island to another, ensuring greater food safety and security during the transport process.

To drive technological innovation and enable improvements in supply chain visibility, efficiency, product safety and quality, we also sustained our efforts in promoting knowledge exchange and transfer through various platforms, including the Hong Kong RFID Awards and the newly established Jiangyin Internet of Things RFID Demonstration Centre in Wuxi, China. We are confident these initiatives can help us further enhance cross-border cooperation, and promote technological innovation and best practices in supply chain management.

Facing the future with optimism

GS1 Hong Kong has more than 6,000 member companies, which represent a significant portion of the world's suppliers across a wide array of industries. As Hong Kong's leading supply chain standards and solutions organization, we will continue to serve them by enhancing our services and solutions, and strengthening our alliances with various public and industry organizations. We will continue to add value to all our stakeholders, enabling Hong Kong enterprises to do smarter business and helping to create a better quality of life for the community as a whole.

Our goals cannot be achieved without the commitment and dedication of all those involved. I would like to recognize and thank the contributions of our organization's leadership and team in the past year. I would also like to thank all our Board Members for their unwavering commitment to our organization.

Sincerely,

Joseph Phi

Chairman

去年，協會與GS1義大利分會合作，透過EPCIS追溯平台，以及實時葡萄酒溫度監控工具，協助葡萄酒業體現由來源地至銷售點之進口葡萄酒追溯能力，藉以提高業界的產品質素與安全。協會更協助GS1新西蘭分會透過EPCIS網絡與「蹤橫網」，實踐畜牧業追溯試點計劃。此外，我們更積極參與了由夏威夷農業部推動的新鮮農產品追溯試點計劃，協助夏威夷群島的分銷中心，以實時方式監控產品由夏威夷某島嶼運送至另一島嶼的狀況，以提高運送過程中食品的安全和保障。

協會為推動技術創新，改善供應鏈透明度、加強企業的運作效率、及確保產品的質素與安全，將繼續透過不同的項目與平台，努力推動知識轉移與技術交流；香港無線射頻識別大獎、以及在中國無錫市新近成立的江陰市物聯網RFID演示中心，都能發揮上述的作用。本會相信，以上的計劃與項目能進一步促進跨境協作、推動創意科技與供應鏈之最佳實務。

樂觀面對未來

香港貨品編碼協會擁有超過6,000個企業會員，正代表了全球各行各業供應商的聲音。本會作為香港領先的供應鏈標準與解決方案推廣組織，將繼續改善解決方案與服務質素，並與各公共機構及工商團體建立更緊密的聯繫，冀能為業界提供更佳的服務。同時，本會將貫徹目標，努力為業界創優增值，協助企業獲取更大的商業效益，並為社會大眾創造更理想的生活環境。

眾志成城，有賴各方的投入與努力，協會才能實現今日的成果。本人衷心感謝協會領導層與團隊在過去一年所作的貢獻，同時，感激董事局成員對本會的發展不遺餘力。

彭焜燿

主席

Chief Executive's Report

總裁報告

Anna Lin 林潔貽
Chief Executive 總裁

As the international gateway to the mainland with efficient, world-class logistics and information infrastructure, Hong Kong has been benefiting from China's robust economic development for many years. To stay competitive in the global market and take advantage of the opportunities arising from the increasing level of cross-border trade with China, it is more than important for Hong Kong businesses to make better use of innovation and technologies to enhance business operations as well as to sharpen their competitiveness.

In 2011/11, we embarked on a number of new initiatives and extensive industry engagement programs, as we looked to make continued headway on three fronts: firstly, adding value to our members through the provision of integrated support services; secondly, forging closer ties with industries to bring supply chain visibility, efficiency and quality assurance to more enterprises; and lastly, creating programs to facilitate innovation and knowledge sharing among industries.

Adding value to our members

One of our notable achievements this year was to assist our members to successfully extend their B2B e-commerce capability to China via our ezTRADE service. In addition to our existing base of over a thousand members in Hong Kong, the ezTRADE community has grown to around a thousand in mainland China, primarily in Guangdong and Shenzhen, and we have aggressive plans in the coming year to widen the community to other major Chinese cities.

香港擁有高效和世界級的物流與資訊基建,既是中國內地通向世界的窗口,同時亦受惠於國家高速的經濟發展。香港與中國內地之間的商貿往來越趨頻繁,本地企業要成功掌握當中的機遇,及維持其在全球市場的競爭優勢,必須更有效地運用創意科技、優化業務運作、提升競爭能力。

2010/11年間,香港貨品編碼協會推出了多個嶄新的計劃,並順利舉辦了多項活動以加強與業界的交流。一直以來,本會均朝著以下三個方向為業界服務,首先,通過整合性的支援服務,為會員創優增值;此外,與業界建立更緊密的聯繫,協助更多企業體現供應鏈資訊透明化、優化運作效率,以及提高產品質素;最後,透過不同的活動與計劃鼓勵創意、並促進業界進行知識交流。

為會員創優增值

去年,本會在不同服務範疇均達到卓越的成就。首先,我們透過「通商易」服務,成功協助會員把商業對商業電子商貿之應用範圍延伸至中國內地。「通商易」的用戶群也不斷壯大,除了現有逾千的本地用戶外,使用該服務的內地企業會員數目,已接近一千家。而此等企業,主要集中在廣東省及深圳地區。來年,我們將加強推廣項目,務求有更多來自不同省份的企業使用「通商易」服務。

Another key initiative during the year was the launch of the Consumer Caring Scheme, which aims to help our members communicate their dedication to consumer care to their customers. The award scheme gives recognition to members who follow the Efficient Consumer Response practice and deliver a high standard of services and products to consumers. Governed by a steering committee composed of experts from academia and industry, the judging process covering site visits, a performance evaluation against the scheme's scorecard criteria based on ECR best practices, and a consumer survey, the judging process is carried out in a fair, professional and credible manner. The inaugural scheme results and announcement will be presented in our Annual Members Dinner in December 2011.

As helping Hong Kong enterprises build stronger brands is one of our key goals, GS1 Hong Kong also continued to assist members to leverage the GS1 standards and GS1 Hong Kong product authentication service to protect their brand equity and build trust with consumers through a transparent supply chain.

Forging closer ties with industries

Harnessing the power of the GS1 System of Standards, our supply chain industry programs over the past year have allowed a broad range of industries to achieve greater visibility, efficiency and higher quality assurance throughout their supply chain.

Retail and food

Considering the prevalence of barcodes on consumer products and the effectiveness of retail point-of-sales scanning, we collaborated with government, leading retailers and industry associations in 2010 to launch the Unsafe Product Prevention Program (UPPP) with the objective of protecting consumers against the purchase of unsafe products. The scheme allows retailers to respond quickly when products are discovered to be unsafe by blocking the sale of the products at point-of-sales terminals. The Centre for Food Safety under Food and Health Bureau, has been supportive to this program by incorporating the unique product barcode ID (GTIN) in its Rapid Alert System commencing May 2011. By the end of 2011, 500 key retail stores are expected to implement the UPPP system.

Globally, we also participated in a fresh fruit traceability pilot project involving three Hawaiian island distribution centers initiated by the Hawaii Department of Agriculture. Through our global EPCIS traceability platform (ezTRACK) and cold chain management solution, the distribution centers were able to monitor both the logistics flow and temperature condition of fresh fruit products in real time, as they were shipped from one Hawaiian island to another, ensuring greater food safety and security during the transport process.

協會去年的另一個重要項目,是「貼心企業」嘉許計劃,其目標是協助我們的會員向客戶表達業界對消費者的關懷,並表揚一直為消費者提供優質服務與產品,及積極實踐有效消費者回應實務的企業。該計劃成功邀請學術界與業界代表組成籌備委員會,並透過實地考察、消費者問卷調查,以及按照根據有效消費者回應來制定的計分卡評估這些企業的關懷措施及表現。整個評估過程以公平、專業及可靠的方式進行。獲獎名單將於本會在2011年12月舉辦之週年會員晚宴上公佈。

香港貨品編碼協會另一項重要使命,是提高本地企業的品牌知名度,為此,我們將繼續透過GS1標準與產品驗證服務,協助企業體現供應鏈資訊透明化,以保護品牌信譽,及提高消費者對其品牌的信心。

與業界建立更緊密聯繫

過去一年,協會在GS1標準的基礎上推出了不同的供應鏈計劃,成功協助各行各業提升供應鏈透明度、改善運作效率,以及確保所有合作夥伴能更有效地執行供應鏈流程。

零售與食品

時至今日,條碼已廣受消費品行業使用,而零售業銷售點掃瞄系統的卓越效能同樣有目共睹。本會為保證消費者避免因購入不安全產品而蒙受影響或損失,遂於2010年與香港特區政府部門、零售業翹楚,以及多個工商團體合作推出防預不安全產品項目。該計劃有助零售商在發現不安全產品時能迅速透過銷售點電腦終端機的功能阻截出售有關產品。本會預計,於2011年底將有500家零售店採納這套系統。香港特區政府食物環境衛生署轄下之食物安全中心(食安中心)也為此計劃提供支援,於2011年5月把獨一無二的產品條碼識別碼－國際貿易貨品編碼－納入食安中心的快速警報系統之內。

本會於去年亦參與了由夏威夷農業部所推動,獲夏威夷群島三家分銷中心參與的新鮮農產品追溯試點計劃。本會就這計劃提供以EPCIS為本的追溯平台「蹤橫網」及冷凍鏈管理方案的支援,成功協助上述分銷中心以實時方式監控新鮮水果產品由某個夏威夷島嶼運送至另一島嶼途中的溫度與付運狀況,藉此加強對食品在運送途中的安全保障。

Healthcare

Patient safety is paramount in the healthcare sector. To help improve patient safety and create a safer and more efficient healthcare supply chain, GS1 Hong Kong collaborated with the Hospital Authority to implement its pharmaceuticals supply chain modernization program.

The enhanced features of ezTRADE, such as EDI Advance Shipping Notice message and serial shipping container code (SSCC) logistics label, helped facilitate the Hospital Authority's pharmaceuticals supply chain modernization program, whereby members of GS1 Hong Kong could increase the accuracy and efficiency of the delivery of pharmaceuticals products to the Hospital Authority and enable complete traceability.

Wine

As a major regional trading and distribution hub in Asia, Hong Kong has the potential to become one of the top wine trading hubs in the world. To enable the city to fulfill this potential, local wine merchants and importers need to enhance communication with their international wine trading partners, and safeguard the quality of wines being imported.

To this end, GS1 Hong Kong partnered with GS1 Italy to enable global source-to-store wine traceability, conducting a series of cross-border wine traceability pilots in 2011. Leveraging GS1 identification keys and the EPCIS traceability platform, the pilots were completed in August 2011, proving the value of global standards in enhancing product quality and safety through real-time temperature monitoring of imported wine.

Transport and Logistics

Supply chain visibility is critical to modern logistics. With the objectives of facilitating cross-border trade and enhancing risk assessment, member economies of the Asia-Pacific Economic Cooperation (APEC) have actively advocated cooperation on supply chain standardization to enable cross-border logistics visibility.

In response to the APEC's call, the Hong Kong Logistics Development Council initiated a cross-border supply chain visibility feasibility study in 2011, project managed by GS1 Hong Kong and the Li & Fung Institute of Supply Chain Management & Logistics of the Chinese University of Hong Kong. Comprising a business feasibility study and pilots, the project is evaluating the implications of cross-border supply chain visibility from an economic, operational and technical standpoint. The ultimate purpose of the study was to explore how cross-border supply chain visibility can bring value to Hong Kong's logistics industry stakeholders and validate strategies for implementing cross-border visibility. The study and the pilots are underway with findings due to be released in 2012.

醫療護理

醫療護理業最重要的責任,是確保病人的安全。香港貨品編碼協會為加強對病人安全的保障,及創建一條更有效與更安全的醫護供應鏈,遂與醫院管理局合作推行藥物供應鏈現代化計劃。

本會的「通商易」服務經過功能升級後,能為業界提供電子數據聯通預先付運通知訊息服務,以及貨運容器序號物流標籤,以推動醫院管理局藥物供應鏈現代化計劃的進程。透過以上的服務,本會的會員便能更準確及更快捷地把藥物送到醫院管理局,有助對方執行全面的產品追溯流程。

葡萄酒

香港作為亞洲區主要的貿易與分銷樞紐,已具有發展成為全球頂級葡萄酒貿易中心之一的條件。本地的葡萄酒商與進口商若要掌握這個機遇,必須增強其與國際葡萄酒貿易夥伴之間的溝通,以及有效確保進口葡萄酒的質素。

為此,香港貨品編碼協會於2011年與GS1義大利分會合作,透過跨境葡萄酒追溯試點計劃,協助有關企業體現來源地至零售店的全球性葡萄酒追溯能力。該計劃透過GS1識別碼及EPCIS追溯平台的支援,成功協助有關企業以實時方式監控進口葡萄酒之溫度,有效改善產品質素及加強對產品安全的保障,肯定全球標準的實用價值。上述計劃已於2011年8月順利完成。

運輸與物流

供應鏈透明度對現代物流業的運作至為重要。亞太經濟合作組織成員國為促進跨境貿易與改善風險評估機制,一直積極推動各界就標準化進行合作,以協助企業體現跨境物流透明化。

香港物流發展局為響應亞太經濟合作組織就推動供應鏈透明化所作的努力,於2011年進行了一項跨境供應鏈透明化可行性研究。該局委任了香港貨品編碼協會以及香港中文大學利豐供應鏈及物流管理學院擔任上述研究的項目經理。此項目內容包括一個業務可行性研究與多個試點計劃,目的是就經濟、運作程序、以及技術層面評估跨境供應鏈透明化的潛在價值,藉此了解跨境供應鏈透明化如何協助香港物流業持份者創優增值,並能就體現跨境透明化訂定有效策略。上述計劃正在進行中,研究報告可望於2012年發佈。

We also participated in "Cassandra", a global supply chain visibility initiative led by the European Union, providing expertise from standardization and ezTRACK as the 'living lab' to support Europe-Asia trade route.

Apparel

Success in the apparel industry relies on manufacturing products that match current market demands, in the right quantities, at the right time, quality and cost, and through the right channels. To this end, leading global retailers and brand manufacturers such as Metro Group, Walmart, Macys, JC Penney and VF, have formed a consortium to explore the feasibility and benefits of implementing item-level RFID tagging based on EPC standards for apparel. The benefits of item-level tagging are increasingly clear. A study conducted by the University of Arkansas concluded that item-level tagging delivers compelling benefits to industry, raising the inventory accuracy rate to more than 95% from an average of 62%.

We worked closely with GS1 US to promote the use of item-level RFID tagging in the apparel industry, highlighting the benefits of using source tagging to enable source-to-store visibility. In July 2011, an Item-level Tagging Workshop under the theme of "Paving the way toward 'source-to-store' supply chain visibility" was organized. The workshop attracted more than 75 participants – including global retailers, brand owners, contract manufacturers, vendor partners, academia, and solutions providers – from Hong Kong and the US to discuss the benefits of item-level tagging and the way forward for the technology.

Facilitating innovation and knowledge sharing

Innovation and technology have been identified by the Hong Kong SAR Government as one of six new pillar industries. At the same time, mainland China is accelerating the development of the Internet of Things (IoT) to provide fresh impetus for economic growth. To seize these emerging opportunities, local enterprises need to continue to upgrade their knowledge and skills. At GS1 Hong Kong, our work in terms of facilitating knowledge exchange aims to provide local supply chain management participants with the opportunity that continually raising their competence and competitiveness.

Hong Kong RFID Awards and IoT Certification Program

Three years ago, we launched the Hong Kong RFID Awards scheme to drive adoption of RFID technology and encourage the business community to make innovative use of RFID technology. Today the Hong Kong RFID Awards are recognized as Hong Kong's premiere RFID award scheme. Comprising a main

年內，本會亦參與了由歐盟策劃的全球性供應鏈透明化計劃「Cassandra」，提供標準化的專業知識以及透過蹤橫網進行試點計劃，以支援歐亞貿易路線。

成衣業

企業要在成衣業脫穎而出，必須確保產品能緊貼市場需求，並以恰當的質量、合理的成本，透過有效的銷售渠道適時推出市場。為此，領先的全球零售商與品牌製造商如麥德龍、沃爾瑪、Macys、JC Penney 與威富合組成了一個聯盟組織，共同研究如何把以產品電子代碼標準為本的RFID標籤應用到單件成衣產品，並探討上述方案的潛在價值與實踐方法。事實上，單件貨品RFID標籤的成效有目共睹。由阿肯色大學進行的一項研究指出，單件貨品RFID標籤有助企業把倉存準確度由平均62%提升至95%，對它為業界帶來的效益予以肯定。

本會為協助業界體現全球性之點對點供應鏈透明化，遂與GS1美國分會合作，向成衣業推廣單件貨品RFID標籤，以協助有關企業採納來源地標籤，以體現來源地至零售店之供應鏈透明化。為此，本會於2011年7月更舉辦了一個以「為體現來源地至零售店供應鏈透明化奠定基礎」為題的單件貨品RFID標籤工作坊。該活動吸引了來自香港與美國75位業界人士參加，包括全球零售商、品牌持有人、合約製造商、供應商合作夥伴、學術界人士以及解決方案供應商。參加者就單件貨品RFID標籤的效益，以及對此技術的未來展望進行具建設性的討論。

鼓勵創意 促進知識交流

香港特區政府已把創意科技列為本地六大支柱產業之一。與此同時，中國內地正積極加快物聯網之發展，目的是為經濟增長提供重要的原動力。本地企業要充分掌握當中的機遇，必須維持對市場趨勢、最新知識與技術的了解。為此，香港貨品編碼協會將繼續為本地供應鏈持份者提供一系列促進知識交流的活動，以提高業界的競爭力與相關的技能。

香港無線射頻識別大獎與物聯網培訓及認證計劃

本會於三年前首次舉辦香港無線射頻識別大獎，以推動各行業採納無線射頻識別技術，並鼓勵商界創新使用這項技術。時至今日，香港無線射頻識別大獎已獲本地業界一致認可為最重要的無線

award scheme for the business sector and an under-21 awards scheme for tertiary institutions, the awards have given recognition to more than 100 organizations that have demonstrated excellence in harnessing RFID technology to create value for businesses and the community, thus serving as role models.

This year, we expanded the scope of the awards by collaborating with the Guangdong RFID Public Service Centre (GDRC) to organize the first-ever Guangdong - Hong Kong RFID Awards. Some of the winners of the Hong Kong RFID Awards in the business category were nominated to participate in the cross-border awards, winning two of the top prizes. We are confident the new award scheme will enhance cross-border knowledge exchange and co-operation in the development and application of RFID technology.

We also joined hands with GDRC to launch the first IoT-RFID Certification Program for Certified IoT and RFID Application Engineers and Certified IoT and RFID Architects in Guangdong Province. The scheme will equip enterprises and individuals with complete knowledge of IoT-RFID standards, technologies and applications, which will allow them to compete more effectively in the marketplace. Over 30 professionals have been trained this year.

Establishment of Jiangyin IoT RFID Centre in Wuxi
In view of the emerging importance of IoT, the committee of Wuxi Jiangyin Economic Development Zone's Sensor Network Industrial Park has commissioned GS1 Hong Kong to set up the Jiangyin Internet of Things RFID Centre in the third quarter of 2011. In line with the central government's focus on technological advancement and innovation, as outlined in the 12th Five-Year Plan, the centre aims to facilitate industry adoption of RFID technology and inspire innovation in the development of RFID technologies and applications.

SCM Excellence Summit and Training Programs
Our annual Supply Chain Management Excellence Summit continues to serve as an excellent platform for business leaders and professionals to keep abreast of industry trends, exchange views and network with each other. The Summit attracted more than 500 participants in 2010. Running in parallel with the Summit, we offered enterprises a suite of extensive training programs on the GS1 System of Standards, and supply chain management principles, processes and strategies.

射頻識別獎項。其獎項內容包括為業界而設的主要大獎，以及為大專學界而設的U-21獎項。舉辦以來，該獎項已成功表揚超過100家在使用該技術方面表現卓越，並能協助業界與社會大眾創優增值，成為業界模範之機構。

去年，本會與廣東省無線射頻識別公共技術支持中心合作，順利舉辦首屆「粵港無線射頻識別大獎」。於香港無線射頻識別大獎獲得業界獎項的部份機構，獲提名參加這項跨境盛事，並於該活動中榮獲兩個主要獎項。本會相信，這個嶄新的獎項將有效促進粵港兩地在無線射頻識別技術發展與應用方面的合作與知識交流。

此外，本會於去年亦與廣東省無線射頻識別公共技術支持中心合作，推出首個國際物聯網及無線射頻識別培訓及認證計劃，在廣東省成功舉辦了國際物聯網及RFID應用工程師課程，以及國際物聯網及RFID架構師課程。計劃之目的，是透過協助企業與個別人士獲取物聯網標準、技術與應用方案的全面知識，以提升其在市場的競爭力。年內，已有超過30位專業人士接受了上述培訓並順利完成課程。

於無錫市建立江陰市物聯網無線射頻識別演示中心
隨著物聯網的急速發展，位於江陰市經濟開發區的無錫江陰高新科技創業園遂邀請香港貨品編碼協會，於2011年第三季度聯手合作成立江陰市物聯網無線射頻識別演示中心。中心的成立，是為實行中央政府第十二個五年規劃中，針對技術創新與發展的這個目標，冀能透過中心的設施與演示促進各界採納無線射頻識別技術，並推動業界開發更具創意的無線射頻識別技術與應用方案。

供應鏈管理高峰會與培訓課程
本會每年舉辦香港貨品編碼協會供應鏈管理高峰會，目標是為商界翹楚與專業人士提供一個與各行各業聯繫及交流的平台，並藉此了解最新的業界趨勢。去年，該活動吸引逾500名參加者到場。另外，本會亦舉辦了一系列以GS1標準、供應鏈管理、供應鏈流程與相關策略為題的培訓課程。

Moving forward

Moving forward, we aim to use our worldwide network, global expertise, and local implementation experience to achieve the following goals:

- Continue to add value for our members through the provision of global standards and a wide array of relevant standards-based industry solutions and services.

- Champion innovation and technologies to drive supply chain visibility, efficiency, product quality and safety.

- Strengthen ties with key industry stakeholders to reinforce Hong Kong's competitiveness in various aspects

Above all, as a trusted partner to local enterprises, we remain dedicated to helping Hong Kong companies improve their business efficiency and global competitiveness and to supporting the wider community through standards based supply chain management innovation and solutions.

Sincerely,

Anna Lin
Chief Executive

未來展望

在可見未來，本會將繼續利用我們在全球的網絡、國際性專業知識，以及在本地推廣及體現全球標準的豐富經驗，努力實踐以下目標：

- 持續透過全球標準與一系列以標準為本的業務解決方案及服務為會員創優增值

- 推動創意科技，以協助企業體現供應鏈透明化、優化運作效率，及確保產品質素與安全

- 加強與主要業界持份者之聯繫，以鞏固及提升香港在各方面的競爭力

本會作為本地企業信賴的合作夥伴，將繼續努力協助香港商界提高業務運作效率與全球競爭力，並透過以標準為本的供應鏈管理創新科技與解決方案造福社會大眾。

林潔貽
總裁

Organization Structure
協會架構

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┌─────────────────────────────────────┐
│      GS1 Hong Kong Board            │
│      香港貨品編碼協會董事局              │
└─────────────────────────────────────┘
                  │
┌─────────────────────────────────────┐
│         GS1 Hong Kong               │
│         香港貨品編碼協會               │
└─────────────────────────────────────┘
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GS1 Hong Kong Management
香港貨品編碼協會管理層

Industry Advisory Boards
業界諮詢委員會

Membership & Customer Services
會員事務及顧客服務

Product & Professional Services
產品及專業服務

ECR Hong Kong
ECR 香港

Electronic Commerce Users' Committee
電子商貿用戶委員會

Business Development
業務發展

Industry Engagement
企業拓展

Export Supply Chain Advisory Board
出口供應鏈諮詢委員會

EPC Partners Advisory Board
EPC 夥伴諮詢委員會

Marketing & Communications
市務及傳訊

Human Resources & Administration
人力資源及行政

SMEs Advisory Board
中小型企業諮詢委員會

Board of Directors
董事局

2010/2011

Chairman
主席

Directors
董事

Mr Joseph C. Phi
President
LF Logistics
彭焜燿先生
總裁及執行董事
LF Logistics

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 Derrick Chan
*Executive Director,
Supply Chain*
Swire Beverages Ltd
(Service till July 2011)
陳世傑先生
執行董事 — 供應鏈
太古飲料有限公司
(2011年7月御任)

Mr Choo Peng Chee
*Chief Executive Officer –
Wellcome Hong Kong*
The Dairy Farm
Company Ltd
朱秉志先生
總裁 — 香港惠康
牛奶有限公司

Directors
董事

Mr Alex Fong
Chief Executive Officer
Hong Kong General
Chamber
of Commerce
(Service till August 2011)
方志偉先生
總裁
香港總商會
(2011年8月御任)

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

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

Directors
董事

Dr Kelvin Leung
Chief Executive Officer
Asia Pacific
DHL Global Forwarding
(Hong Kong) Ltd
梁啟元博士
行政總裁（亞太區）
敦豪全球貨運物流
（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

Ms Caroline Mak
Regional Director,
North Asia & CEO,
Dairy Farm China
The Dairy Farm Group
麥瑞琼女士
北亞區地區董事兼
中國行政總裁
牛奶公司集團

Ms Robin Moriarty
Managing Director
Kimberly-Clark (HK) Ltd
(Service till February 2011)
莫麗緹女士
董事總經理
金佰利（香港）
有限公司
(2011年2月御任)

Mr Roy Ng
Chief Executive Officer
Star Lite (HK) Limited
伍俊達先生
行政總裁
暉星（香港）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

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

Mr Simon Wong, JP
Group Chairman
Kampery Group
黃家和太平紳士
集團主席
金百加集團

Mr Lance Wright
General Manager,
Swire Coca-Cola HK
衛能智先生
總經理
太古可口可樂香港

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 Nicholas
Horvath**
Sole Proprietor
Bodnar Horvath
鮑皓華律師
鮑皓華律師行

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

Note: The Board of Directors list is in alphabetical order by surname. 註：以上董事局名單以姓氏英文字母次序排列。

Charter and Achievements of Advisory Boards
諮詢委員會憲章及成就

As a leading industry organization that promotes global standards, best practices and enabling technologies aimed to improving the core competencies and competitiveness of the Hong Kong business community, GS1 Hong Kong spearheaded key initiatives in establishing an environment that fully support the local enterprises' growth and business expansion.

In line with this, a number of committees have been established to provide strategic advice and pursue initiatives to aid local enterprises across industry sectors enhance their competitive advantage.

ECR Hong Kong

Established in 1996, ECR Hong Kong strives to assist the FMCG sector in enhancing their domestic and global competitiveness by eliminating irrelevant cost from the supply chain and increasing responsiveness to changing consumer demand by adopting ECR techniques. ECR Hong Kong also advises the local business community on efficient trade practices, a critical factor in developing a reliable intra-industry trade infrastructure. It also promotes local adoption of SCM and assists enterprises to connect with regional and international SCM and ECR bodies.

Accomplishments

- In order to help industry stakeholders minimize the occurrence of Out-of-Stocks (OOS), ECR Hong Kong, in collaboration with GS1 Hong Kong, has set up the On-shelf Availability (OSA) workgroup in 2010. During the year in review, the OSA workgroup conducted pilots to investigate out-of-stock situation at the backroom and retail end of seven participating suppliers of household, health and beauty, fresh produce, fresh drinks and beverages, confectionery, baby, and personal care products. The results showed that the integration of suppliers' audit and retailer system checking enhances the root-cause analysis for both parties for better inventory planning. Moving forward, the workgroup will further explore the feasibility of developing an electronic integrated approach to improving the industry's out-of-stock situation. Meanwhile, the workgroup works closely with the Asia Pacific Sub-Committee on OSA in ensuring that Hong Kong can interoperate with the region.

- To enhance data visibility across supply chain, a Sharing of Sales & Inventory Data workgroup was formed in 2010 by ECR Hong Kong. In 2011, the workgroup members successfully

作為向業界推廣全球標準、最佳實務與應用技術的先導機構，香港貨品編碼協會一直致力提升本地工商界的核心能力和競爭力，透過推動不同的項目，全面支援本地企業的增長和業務拓展。

為此，本會成立多個委員會，為本地不同行業的企業提供策略性建議，籌劃及推動提升本地業界競爭優勢的行業計劃。

ECR 香港

ECR香港在1996年成立，致力協助快速流轉消費品行業透過使用高效消費者響應技術，減省供應鏈帶來的非必要成本，迅速回應消費者多變的需求，從而提升該行業在本地至國際貿易市場的競爭力。同時，ECR香港為本地商界提供有效貿易的實務知識，此乃發展可靠的基礎設施以進行業內貿易的重要元素。ECR香港也推動本地企業採用供應鏈管理，協助企業與其他地區和國際性的供應鏈管理和高效消費者響應體系建立聯繫。

主要成就

- 為了協助業界降低整體缺貨率，ECR香港與香港貨品編碼協會於2010年成立上架貨品流通管理工作小組。過去一年，工作小組進行了多項試點計劃，項目涉及七家來自家庭用品、健康和美容、新鮮產品、新鮮飲品和飲料、糖果、嬰兒用品和個人護理產品行業的試點企業，研究他們的存貨室和零售點貨架的缺貨情況。計劃的結果顯示，把生產商的審計和零售商的系統檢查進行綜合研究，有助進行根本成因分析，以協助雙方更有效地規劃貨存。展望將來，工作小組將會探索發展電子綜合方法的可行性，以改善業界貨架缺貨的情況。與此同時，工作小組會與亞太區附屬委員會就貨架利用率的情況緊密協作，為確保香港的項目能與地區相互運作。

- 為提升供應鏈的資訊透明度，ECR香港在2010年成立銷售及庫存數據共享工作小組。

collected the industry's requirements and developed guidelines on how to share sales and inventory data in the industry.

- To keep Hong Kong businesses abreast of the latest technology and best practices, ECR Hong Kong organized a four-day training program in October 2010 including workshops, guided tour to Hong Kong RFID Centre and site visits, with over 90 participants from 34 companies in attendance.

在2011年，工作小組成員成功收集業界的意見及要求，並制定業界如何互通銷售與庫存數據的指引。

- 為協助本地企業掌握最新技術與最佳實務，ECR香港在2010年10月舉辦了為期四天的培訓計劃，內容涵蓋工作坊、香港無線射頻識別中心導賞團及實地考察。是次活動吸引了34間公司逾90位人參加。

Chairman		**主席**	
Mr Keith Bartlett	*Director – Group IT & Logistics* A.S. Watson Group	鮑卓祺先生	*集團資訊科技及物流總監* 屈臣氏集團
Vice Chairman		**副主席**	
Mr Lance Wright	*General Manager* Swire Coca Cola HK	衛能智先生	*總經理* 太古可口可樂香港
Members		**委員**	
Mr Fred Lemoine	*Supply Chain Manager* A.S. Watson Group	**Mr Fred Lemoine**	*Supply Chain Manager* 屈臣氏集團
Mr Michael Yee	*Managing Partner, Retail Group, Asia Pacific Products Group, Greater China* Accenture	余炳祥先生	*董事總經理 — 亞太區零售業及大中華區產品製造事業部* 埃森哲
Mr Rocky Wong	*Business Development Manager (South China and HK)* CHEP Hong Kong	黃銘先生	*南中國及香港區域業務發展經理* 集保香港
Mr Alan Law	*Division Manager – Supply Chain Management & Logistics Division* Circle K Convenience Stores (H.K.) Limited	羅炳倫先生	*供應鏈後勤支援部部門經理* OK便利店
Mr K.C. Ling	*Senior Supply Chain Manager* Citrus Growers International A member of A.S. Watson Group	凌家祥先生	*高級物流供應經理* 時鮮菓汁國際 (屈臣氏集團屬下機構)
Mr K L Chan	*Dupty Head, Supply Chain Operations Support Serivce* City Super Ltd	陳鑫鈴先生	*Dupty Head, Supply Chain Operations Support Serivce* City Super Ltd
Mr Louis Sham	*Logistics Division Head, Supply Chain, Operation Support Service* City Super Ltd	岑耀國先生	*Logistics Division Head, Supply Chain, Operation Support Service* City Super Ltd
Ms May Chung	*Customer Development Director* Colgate Palmolive Limited	鍾美玲女士	*客戶發展部總監* 高露潔棕欖有限公司
Mr Philip Ho	*Commercial Director, General Sales Division* Getz Bros. & Co. (HK) Ltd	何文錦先生	*消費品部商務總監* 美國吉時兄弟(香港)有限公司 何文錦先生

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。

Members		委員	
Mr Benjamin Lee	*Senior Manager (Support Services Development)* Hospital Authority	李祥美先生	*高級行政經理〈支援服務發展〉* 醫院管理局
Mr Noel Bautista	*Executive Vice President – Head of Hong Kong* IDS Logistics (Hong Kong) Limited	Mr Noel Bautista	*香港區執行副總裁* 利和物流(香港)有限公司
Ms Iris Lam	*Customer Development Director – Greater China* Johnson & Johnson (HK) Limited	林逸陶女士	*營業總監* 強生香港有限公司
Mr Patrick Nam	*Supply Chain Manager* Kimberly-Clark (HK) Limited	藍嘉榮先生	*供應鏈經理* 金佰利(香港)有限公司
Mr Eric Chow	*General Manager – Group Supply Chain* Lam Soon Hong Kong Group	周昭揚先生	*集團供應鏈總經理* 南順香港集團
Mr Tony Cheung	*Customer Care Manager* L'OREAL Hong Kong Limited	張兆華先生	*Customer Care Manager* 歐萊雅香港有限公司
Mr Patrick Chan	*Country Sales Manager – Greater China & HK* LOSCAM (HK) Limited	陳偉光先生	*全國銷售經理 — 大中華地區及香港* LOSCAM(香港)有限公司
Mr Richard Li	*Customer Services / MIS Manager* Nestle Hong Kong Limited	李志明先生	*Customer Services / MIS Manager* 雀巢香港有限公司
Mr Stephen Chan	*Managing Director* Power Hub Limited	陳鏡治先生	*董事總經理* 力泓有限公司
Mr Teddy Che	*HK&TW Integrated Business Planning Leader & HK MDO PS Leader, Product Supply* Procter & Gamble (HK) Limited	徐偉文先生	*HK&TW Integrated Business Planning Leader & HK MDO PS Leader, Product Supply* 香港寶潔有限公司
Mr Glenn Smith	*Chief Executive* Sims Trading Company Limited	史密夫先生	*總裁* 慎昌有限公司
Mr Nelson Law	*Supply Chain Director* Swire Coca Cola HK	羅逸強先生	*物流總監* 太古可口可樂香港
Mr Dallas Choi	*Supply Chain Director* The Dairy Farm Company Limited	蔡述洲先生	*供應鏈總監* 牛奶有限公司
Ms Maria Bong	*Director and General Manager, Merchandising & Concession Administration Division* The Wing On Department Stores (HK) Ltd	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
Mr Jones Leung	*Head of Customer Development* Unilever HK Limited	梁健宗先生	*Head of Customer Development* 香港聯合利華有限公司
Mr Marco Wong	*Senior Manager, Supply Chain* Vitasoy International Holdings Limited	黃國雄先生	*高級經理(供應鏈營運)* 維他奶國際集團有限公司

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Export Supply Chain Advisory Board (ESCAB)

Set up in 2006, ESCAB's principal mission is to improve business processes and facilitate better supply chain collaboration and integration amongst Hong Kong export and sourcing industry. The Board also contributes in achieving improved production process of consumer goods, establishing industry standards for Hong Kong exports, reinforcing Hong Kong as worldwide major sourcing hub, as well as strengthening Hong Kong's position in knowledge and supply chain competence.

Accomplishments

- In 2010/11, the Committee continued to work on a multi-staged "Key Performance Indicators (KPI)" project catered for the suppliers in the export and sourcing industry. A total of 15 KPIs of supply chain competence for suppliers' assessment were identified. Moving forward, the Board will invite the Toys and Apparel industries to start measuring their suppliers' supply chain capabilities based on this set of KPIs.

出口供應鏈諮詢委員會

出口供應鏈諮詢委員會在2006年成立，主要的使命是改善香港出口及採購行業的業務程序、並協助各貿易夥伴在供應鏈上取得協成及融合的成效。諮詢委員會還致力改善消費品的生產程序，為香港出口業建立行業標準，鞏固香港作為全球主要的採購樞紐的地位，以及加強香港在行業知識和供應鏈的優勢。

主要成就

- 在2010/11年度，委員會繼續進行一項針對出口和採購行業供應商的多階段的「主要績效指標」項目，確立了15項用來量度評核供應商的供應鏈管理能力之主要績效指標。展望將來，諮詢委員會將邀請玩具與成衣業者採納此方案，利用已制訂的主要績效指標量度其供應商的供應鏈管理能力。

Chairman		主席	
Mr Hubert Kreuter	*Executive Manager, Supply Chain Management* MGB METRO Group Buying HK Ltd	**Mr Hubert Kreuter**	*Executive Manager, Supply Chain Management* MGB METRO Group Buying HK Ltd
Vice-Chairman		**副主席**	
Mr Felix Chim	*Managing Director - Hong Kong Office* LG Sourcing Inc., Lowe's	詹兆輝先生	*Managing Director – Hong Kong Office* LG Sourcing Inc., Lowe's
Members		**委員**	
Mr Martin Fu	*Supply Chain Manager, International Buying* A.S. Watson Group	符國棟先生	*供應物流經理, 國際採購部* 屈臣氏集團
Mr Wang Lu Yen	*Chairman* Linmark Group Ltd	王祿閻先生	*主席* 林麥集團有限公司
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 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
Mr Chris Yung	*Supply Chain Development Manager* TESCO International Sourcing	**Mr Chris Yung**	*Supply Chain Development Manager* TESCO International Sourcing
Mr Raymond Lee	*Director, Business Process & Systems* Walmart Global Sourcing	李柏希先生	*業務系統和電腦部總監* 沃爾瑪百貨集團全球採辦

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SMEs Advisory Board

The SMEs Advisory Board was established in 1999 to enhance SMEs' competitiveness and operational efficiency by driving the adoption of SCM and e-commerce practices. The board also raises awareness of the community on the diverse yet distinct needs of SMEs, particularly on how to remain competitive and sustain business operations in a volatile economy.

Accomplishments

- During 2010/11, the Board participated in the SMEs Mentorship Program initiated by the Support and Consultation Centre for SMEs of the Trade and Industry Department (TID). The program provides SME entrepreneurs with an opportunity to learn from successful and experienced industry players through one-on-one counseling.

中小企業諮詢委員會

中小企業諮詢委員會在1999年成立,透過推廣供應鏈管理和電子商貿,協助中小企提升競爭力和營運效率。同時,該委員會致力提升各界對中小企各種訴求的認識與關注,並主力協助中小企在複雜多變的經濟環境下保持競爭力及維持業務的持續增長。

主要成就

- 在2010/11年度,該委員會參與了由工業貿易署中小企業支援與諮詢中心主辦的「營商有道」計劃。該計劃為中小企東主提供一對一的諮詢及學習機會,讓他們能透過計劃向業經驗豐富的成功人士請教營商之道。

Chairman			主席		
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	
Vice-Chaiman			**副主席**		
Mrs Candy Chan	*Vice President* Wan Ho Holdings Inc.		陳燕兒女士	*副總裁* 運豪集團	
Members			**委員**		
Mr Kenneth Chan Kin Nin	*Director* Kui Fat Yuen Limited		陳建年先生	*董事* 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	*Customer Team - Director* P&G HK Ltd		張學主先生	*港/澳區 — 客戶銷售總監* 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	
Mr Desmond Luk	*Commercial Director* World-Link Roadway System Company Limited		陸有志先生	*商務總監* 環宇貨業有限公司	
Ex-officio member			**常委會員**		
Ms Anna Lin	*Chief Executive* GS1 Hong Kong		林潔貽女士	*總裁* 香港貨品編碼協會	
Mr K C Tsui	*Managing Director* Shun Sang (HK) Co. Ltd.		徐國才先生	*董事總經理* 香港信生有限公司	

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Electronic Commerce Users' Committee (ECUC)

The Electronic Commerce Users' Committee composed of ezTRADE member community was formed in 1999. The committee's objective is to monitor and improve the service quality and effectiveness of ezTRADE, and at the same time, provides timely and relevant feedback on GS1 Hong Kong's electronic commerce initiatives.

Accomplishments

- The upgrading of ezTRADE was completed in 2011. The enhanced user interface and features including the introduction of Advance Shipping Notice (ASN) to ezTRADE further helps users enhance supply chain efficiency and streamlines communications amongst trading partners.

- In December 2010, the ECUC Committee organized a user gathering which provided users and suppliers a clear understanding of ezTRADE's future development.

- Over 5,500 records of Global Location Number (GLN) have been collected from ECUC members and uploaded to GS1 Hong Kong's product and location information portal BarcodePlus. The GLN registry enables all parties to identify the same location using one globally unique identifier.

電子商貿用戶委員會

由「通商易」用戶社群組成的電子商貿用戶委員會在1999年成立，旨在監察並改善「通商易」的服務質素和效能。同時，該委員會為就香港貨品編碼協會的電子商貿項目提供適時和相關的意見及指引。

主要成就

- 「通商易」系統升級已在2011年順利完成。「通商易」經改良的用戶介面和貨運預報等多項新增功能，有效協助用戶進一步提升其供應鏈效率和改善貿易夥伴間的溝通。

- 電子商貿用戶委員於2010年12月舉辦用戶聚會，匯報「通商易」的未來發展，讓用戶和供應商對「通商易」服務的發展有更透徹的了解。

- 年內，香港貨品編碼協會將委員會成員所提交的5,500多項全球位置編碼紀錄上載至協會的產品及位置資訊平台 BarcodePlus。全球位置編碼登記處讓所有用戶能透過全球獨一無二的識別碼，識別出實際的位置。

Chairman		主席	
Ms Wendy Lam	*Deputy Head of IT* The Dairy Farm Company Ltd	林慧鳳小姐	*Deputy Head of IT* 牛奶有限公司
Members		**委員**	
Mr Simon Tsoi	*Senior Manager – Systems & Control Retail Hong Kong* A.S. Watson Group	蔡俊光先生	*高級經理 — 香港零售* 屈臣氏集團
Mr Oliver Ho	*Department Manager – Logistics Department* AEON Stores (Hong Kong) Co.Ltd	何嘉權先生	*物流部 — 部門經理* 永旺（香港）百貨有限公司
Mr Edward Cheung	*Enterprise Solution Architect* Hospital Authority	張海威先生	*系統經理* 醫院管理局
Mr Pony Li	*Manager, Network Management & User Support* Murata Co Ltd	李良華先生	*Manager, Network Management & User Support* 村田有限公司
Mr Douglas Zhong	*Associate Director Customer Business Development* Procter & Gamble Hong Kong Limited	鍾杰生先生	*Associate Director Customer Business Development* Procter & Gamble Hong Kong Limited
Mr Andrew Wong	*Head of Operations* Zuellig Pharma Ltd	黃志賢先生	*Head of Operations* 裕利醫藥有限公司

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。

EPC Partners Advisory Board

The Board aims to champion EPC development in local industries through the promotion of EPC concept and adoption of related standards. Set up in 2004, the Board's missions include creating market awareness of EPC standards and promoting the wide acceptance of EPC standards across industries. It also acts as a bridge between the HKSAR government and the industry to drive the adoption of EPC/RFID.

Accomplishments

- Three Advisory Board meetings were held during the year in review to keep members informed on the development of local and global EPC/RFID initiatives and issues.

- Members of EPC Partners Advisory Board were invited by the RFID User Group organized by GS1 Hong Kong to take part in a RFID User Group Seminar themed 'Grabbing the Right RFID Tags, Grabbing the Best RFID Implementation Performance' and share the latest developments on RFID tags with local users.

EPC 夥伴諮詢委員會

EPC 夥伴諮詢委員會透過推動產品電子代碼 (EPC) 的概念和使用相關標準，領導本地業界掌握 EPC 技術的發展。在 2004 年成立的委員會，旨在提升市場對 EPC 標準和推動各行各業採納 EPC 技術。該諮詢委員會也作為香港特區政府與業界之間的橋樑，藉以推動 EPC/RFID 的應用。

主要成就

- 年內，該諮詢委員會共舉行三次例會，向委員會成員匯報本地和全球 EPC/RFID 計劃和議題的發展。

- EPC 夥伴諮詢委員會會員獲由香港貨品編碼協會成立 RFID 用戶小組之邀請，出席主題為「抓緊最合適的 RFID 標籤，掌握 RFID 的最佳績效」的研討會，跟本地用戶分享 RFID 標籤的最新發展。

| Honorable Chairman		榮譽主席	
Mr Lawrence Wong	*Chief Executive Officer* Epcode Systems Ltd.	黃德先生	*行政總裁* 易科系統有限公司
Chairman		**主席**	
Dr Hubert Chan	*Chairman & Chief Executive Officer* Hong Kong Communications Co., Ltd.	陳重義博士	*主席* 香港通訊有限公司
Vice-Chairmen		**副主席**	
Mr Jonson Yue	*Director, RFID Business Development Asia* Avery Dennison	余頌源先生	*亞太區 RFID 業務總監* 艾利丹尼森
Mr Klaus Festl	*Managing Director* Schmidt & Co., (Hong Kong) Ltd.	費詩圖先生	*執行董事* 興華科儀有限公司
Committee Members		**委員**	
Mr Kevin Choi	*Sales & Marketing Director* ID-TECH (Hong Kong) Ltd.	蔡賜豪先生	*銷售及市場推廣總裁* ID-TECH (Hong Kong) Ltd
Mr Matthew Man	*Chief Executive Officer* Megasoft Ltd	文振聲先生	*行政總裁* 萬信電子科技有限公司
Mr Adam Kwan	*Senior Manager, IT system development* PCCW Solutions	關志豪先生	*資訊科技系統發展 高級經理* 電訊盈科企業方案
Ms Angela Wong	*Chief Executive Officer* RFID System & Supplies Limited	黃婉華女士	*行政總裁* 射頻科技系統資源有限公司
Mr Sam Wong	*Managing Director* Sedna Systems Ltd	王宗旺先生	*執行董事* 思納系統有限公司

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Corporate Development
企業發展

GS1 Hong Kong Full Membership Breakdown by Business Type (as of August 31, 2011)
香港貨品編碼協會全面會員分佈（以業務類型劃分）（截至2011年8月31日止）

Business Type
業務類型
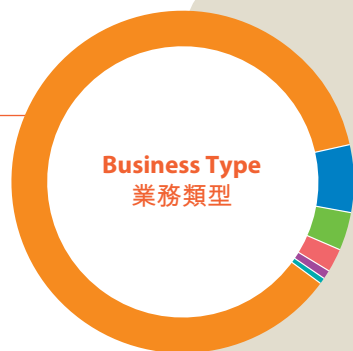
86.41%
Importer/Exporter
出入口商

6.42%
Manufacturer
製造商

3.59%
Business/Professional Service
商業/專業服務

2.22%
Wholesaler
批發商

0.82%
Retailer
零售商

0.54%
Others
其他

Increase in Membership

As an industry-led organization, membership is our greatest asset and underpins the success of GS1 Hong Kong. During the year under review, particular emphasis was placed on both enhancing the services we offered and strengthening communication with our members and links with our organization among members through a wide range of activities. These initiatives included introducing a new recognition scheme, forming user groups plus organizing our annual members gathering and a series of informative seminars and workshops covering industry-related topics.

We also assisted our members to extend their business-to-business e-commerce reach to China via ezTRADE.

The dedicated efforts have resulted in a significant increase in our membership number. In 2010/11, the total number of our barcode Global Company Prefix (GCP) members recorded a net growth rate of 8%. This significant leap was fuelled by an impressive growth of 19% of our new barcode GCP members compared to previous year.

The number of our ezTRADE users has also increased steadily. In addition to our solid base in Hong Kong, the ezTRADE community has grown to around a thousand in the mainland China.

會員數目不斷上升

香港貨品編碼協會作為一間行業主導的機構，會員就是協會的最大資產，也是成功的基石。在過去一年，我們特別著力擴展服務範圍及加強會員之間的溝通，並且透過各種活動拉近會員與協會之間的距離。這些活動包括推出新的認證計劃、組織用戶小組、舉辦會員年會，還有一系列涵蓋行業相關話題的資訊性研討會和工作坊。

同時，透過「通商易」平台，我們協助會員提升他們的商業對商業（B2B）電子商貿能力，加強與其國內夥伴的協作。

經過這些努力之後，我們的會員數目明顯上升。在2010/11年度，本會的條碼會員總數的淨增長達8%。這個顯著的增長受惠於年內新加盟條碼會員數目的上升，與去年新增條碼會員數目相比，增幅高達19%。

協會的「通商易」的用戶數目也持續增長，除了香港的用戶外，國內的「通商易」商業用戶已接近千家。

「貼心企業」
Consumer
Caring 2011
By GS1 Hong Kong 香港貨品編碼協會

The first Consumer Caring
Scheme was launched by
GS1 Hong Kong in 2011
香港貨品編碼協會於2011年
首辦「貼心企業」嘉許計劃

Over 330 guests attended the
Annual Member Dinner themed
"Enhancing Efficiency and Quality
through Innovation."
逾330位嘉賓出席題為「憑創
意、建效率、顯質素」的週年
會員晚會。

Inaugural Consumer Caring Scheme

Hong Kong, deservedly known as the "shoppers' paradise", offers a huge selection of goods and services of high quality and value-added features. We take great pride in our 6,000 members spanning from 15 industries, and their efforts to improve themselves and the communities in which we live and work.

To further lift members' overall capabilities in delivering quality products and services and foster a culture of consumer care excellence in Hong Kong, GS1 Hong Kong introduced the first Consumer Caring Scheme in 2011. The scheme aims to honor and recognize members who follow the Efficient Consumer Response practice and maintain a high customer service standard. The scheme will gauge applicants' commitment to seven consumer caring values through professional assessment which includes site visits, performance evaluation against the scheme's scorecard, as well as a consumer survey. Those who achieve a pass score will be qualified as Consumer Caring Companies.

The inaugural scheme was well-received by a diverse range of businesses including both multinational companies and small- and medium-size enterprises. GS1 Hong Kong will announce this year's Consumer Caring Companies in December 2011.

Networking Programs, Topical Seminars and Interest Groups

To strengthen relationships with and between members, we organize regular information sharing and networking activities. In December 2010, GS1 Hong Kong held the flagship members' event, the Annual Members Dinner under the theme of Enhancing Efficiency and Quality through Innovation. The event's fun-filled infotainment program, drew more than 330 guests

首屆「貼心企業」嘉許計劃

香港為消費者提供各式各樣優質及具增值功能的產品和服務,因而被譽為購物天堂。香港貨品編碼協會現有6,000名會員,涵蓋15個不同的行業。對於他們為所屬行業以及我們生活和工作的社區所作出的努力,我們引以為榮。

為了進一步提升本地企業的競爭力,鼓勵他們繼續為消費者提供優質產品及服務,並且推動卓越關愛消費者文化,香港貨品編碼協會於2011年推出了首屆「貼心企業」嘉許計劃。這計劃旨在嘉許有效運用高效消費者響應實踐方案,為消費者提供優質產品與服務的會員。計劃的評審委員會成員會實地採訪參加企業,並按照制定的計分卡以及消費者調查,來評估這些企業的關懷措施及表現能否滿足七大關愛消費者準則的要求取得合格分數的企業,可贏得「貼心企業」的殊榮。
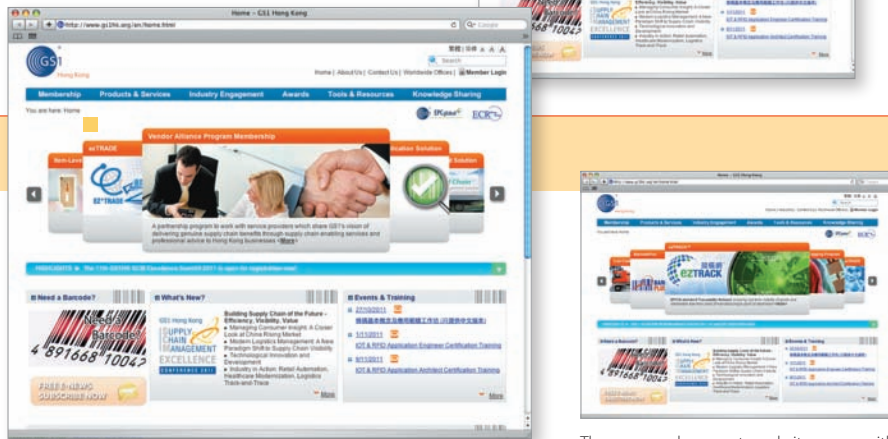
嘉許計劃推出後,跨國企業及中小型企業隨即踴躍參與。我們將於今年12月公佈首屆「貼心企業」的名單。

會員活動、主題研討會及關注小組

為了加強會員之間的關係,我們定期舉辦資訊交流聚會及各類活動。2010年12月,香港貨品編碼協會便舉行了主題為「憑創意、建效率、顯質素」的週年會員晚宴。當晚極富娛樂及資訊性的遊戲節目吸引了逾330名嘉賓參與,包括協

www.gs1hk.org

The revamped corporate website comes with a new look and rich content.
革新後的協會網站，煥然一新，內容更豐富。

including the GS1 Hong Kong board, our members and partners from various industries, making it a memorable occasion and a useful networking opportunity for members and guests alike.

In addition to the annual gathering and regular GS1 BarCode workshops, the organization stepped up its efforts to add value to our members through the introduction of new initiatives and programs.

The vibrant Mainland China market offers vast opportunities for Hong Kong enterprises. To equip members with the necessary knowledge and skills to tap into the opportunities arising from the booming China market, GS1 Hong Kong ran a series of China Business seminars review. Successful businesses including Tencent and China Chain Store & Franchise Association were invited to share the winning strategies that had enabled them to capture market share in China market participants.

During the year, we further enhanced the functions and user interface of business-to-business e-commerce service "ezTRADE", enabling users to trade competitively in the global marketplace. In addition, we embarked on a new initiative called ezTRADE Interest Group to enhance the quality of our membership services. Targeting the users of ezTRADE Gateway Solution, the aim of the ezTRADE Interest Group is to provide a platform for users to share their experiences with ezTRADE Gateway Solution and propose future improvements to the infrastructure and features.

Website Revamp

During the year under review, the organization's corporate website was revamped to better serve our members and enhance user experience for all visitors. The new look

會董事局成員、會員及來自不同行業的夥伴，場面熱鬧，各來賓共度一個愉快及難忘的晚上。

除了週年聚會及定期的GS1條碼工作坊外，協會亦不時推出新的項目及計劃，為會員增值。

經濟蓬勃發展的國內市場為香港企業提供了龐大的商機。本會為了協助會員有足夠的知識和技術進軍如日方中的國內市場，特別主辦了一系列中國商貿研討會，還邀請了成功的企業，包括騰訊、中國連鎖經營協會等出席，並分享他們能夠於國內市場分一杯羹的致勝策略。

今個年度內，我們還進一步強化了商業對商業電子服務「通商易」的功能及用戶介面，以提升用戶在環球貿易市場的競爭力。此外，為加強本會的會員服務，我們又推出了一項名為「通商易」用戶小組的新項目。這項新項目主要針對增值網電子商務解決方案的用戶，旨在為他們提供一個交流平台，讓他們彼此分享使用該方案的經驗，以及提出系統需要改善的架構及功能。

網站革新

年內，我們推出了全新的協會網站（www.gs1hk.org），革新後的網站更加簡單易用，並且為會員及所有訪客提供更多服務和資訊。協會又將以往獨立運作的 EPCglobal 香港網頁，納入這個嶄新的網站內，還提升了網站

同心展關懷
caring**organisation** 2010/11
Awarded by The Hong Kong Council of Social Service
香港社會服務聯會頒發

The student interns from IVE (Shatin) had fruitful work experience in GS1 Hong Kong.
透過支持香港專業教育學院的實習計劃，香港貨品編碼協會為 IVE (沙田) 的學生提供寶貴的實習機會。

GS1 Hong Kong received two prestigious awards in 2011.
香港貨品編碼協會在2011年榮獲兩項殊榮。

Internship Program

www.gs1hk.org website incorporates the former EPCglobal Hong Kong website and features enhanced communications capabilities. In addition to providing timely and useful on global supply chain standards and technologies, services and solutions, the website serves as an effective marketing and research tool for members.

When the revamped website was launched in the second quarter of 2011, page views were increased by an impressive 25% compared to the same period in 2010.

Industry Awards

This year, GS1 Hong Kong received two prestigious awards, including the Caring Organization 2010/11 by the Hong Kong Council of Social Services as well as Hong Kong's Most Valuable Companies 2011 by reputable international business magazine publisher Mediazone Group. The two awards acknowledge the enduring commitment of GS1 Hong Kong to corporate citizenship and its outstanding efforts in fostering the adoption of global standards for better operational efficiency, supply chain visibility and product quality.

As a socially responsible organization, GS1 Hong Kong fully supports the internship program run by the Hong Kong Institute of Vocational Education (IVE). The program provides students with real-life working experience to build their competencies and develop additional skills that strengthen personal qualities important in the workplace. Since 2010, over 30 student interns from the Department of Business Administration, IVE (Sha Tin) have worked in the membership and customer service areas of GS1 Hong Kong.

的互動溝通能力。新網站不僅為會員提供適時及有用資訊，包括全球供應鏈標準與技術，服務以及解決方案，也是有效的市場推廣和資料搜集的工具。

這個嶄新的網站於2011年第二季推出時，網站的瀏覽量大大增加，較2010年同期上升了25%，確實令人鼓舞。

業界獎項

今年，香港貨品編碼協會獲頒兩項殊榮，一項是獲香港社會服務聯會頒發2010/11年度「同心展關懷」標誌，另一項是獲信譽十足的國際商業雜誌出版商 Mediazone Group 評選為「2011香港最有價值企業」。這兩項殊榮均表揚本會一直以來所實踐的企業公民責任，並為推動企業採納全球標準，以提升營運效率、供應鏈透明度及產品質素所作的努力。

作為一間具社會責任的機構，香港貨品編碼協會全力支持香港專業教育學院（IVE）的學生工作實習計劃。該計劃為同學提供實際工作的機會，讓同學在職場裡學習實務技巧、發揮個人所長，以加強他們的競爭能力。自2010起，已經有超過30名香港專業教育學院（沙田）工商管理系學生到本會實習，協助處理會員及客戶服務等工作。

GS1 Hong Kong – A Standard-based Solution Enabler and Accelerator for Business Success

Driving Standards Development and Adoption

Engaging Industries and Meeting Business Needs

Enabling Knowledge Exchange

Facilitating Local-Global Collaborations

Driving Standards
Development and Adoption
引領標準發展與採納

As a local chapter of GS1, GS1 Hong Kong is dedicated to promoting the development and adoption of global standards. During the year, GS1 Hong Kong fulfilled its mission of acting as a trusted enabler of best practices to help enterprise achieve supply chain efficiency and deliver enhanced customers values through the innovative use of GS1 System of Global Standards.

In 2010-11, GS1 continued to strengthen the GS1 System of Standards and provide quality and relevant services to users.

GS1 Standards

Automatic Identification & Data Capture

In the past 30 years, GS1 has been helping businesses around the world work better, faster and more efficiently. In 2010-11, GS1's AIDC teams continued to work with industry representatives to pursue new and better ways of meeting needs and solving problems. GS1 sponsored the Ohio University AIDC Test Lab and the results from it have been used to set standards for the healthcare sector and predict the impact of mobile devices. Use of GS1 DataBar for fresh foods and coupons has continued to be a focus area for the Test Lab and for GS1 as a whole.

Key initiatives:

- Application Standards for Fresh Food Trade Items scanned at Point-of-Sale using GTIN launched

- GTIN Allocation Rules and GS1 AIDC Implementation Guide for Fresh Food Trade Items Scanned at Point-of-Sale released

- GS1 Human Readable Interpretation (HRI) Implementation Guide published

- A range of pilots and deployment in fresh foods around the world

GS1 eCom

GS1 eCom standards for EDI provide a neutral, global way to manage the electronic exchange of business data efficiently and accurately, providing companies with tangible business values by making their administrative processes quicker, smoother, more accurate and less expensive. During the year, GS1 continued to drive a wider adoption of GS1 eCom standards and add values to all users.

作為 GS1 的本地分會，香港貨品編碼協會一直致力促進全球標準的發展與採納。過去一年，協會作為工商界值得信賴的後盾，繼續履行協助企業透過 GS1 標準系統的創新應用，提升供應鏈管理效率，為客戶創新更大價值。

在 2010-11 年度，GS1 繼續強化 GS1 標準系統，並為用戶提供優質及適切的服務。

GS1標準

自動識別及資料套取

在過去 30 年，GS1 一直協助世界各地的企業提升業務運作效率。在 2010-11 年，GS1 的自動識別資料套取 (AIDC) 團隊與業界代表緊密協作，致力尋求最佳的新方法以滿足業界需要和協助他們解決問題。年內，GS1 贊助俄亥俄大學 AIDC 測試實驗室的研究項目，研究結果乃應用於為醫療護理業界制定標準，並用以預測流動設備所帶來的影響。測試實驗室和 GS1 也致力發展 GS1 DataBar 在新鮮食品和優惠券的應用。

主要計劃：

- 推出利用全球貿易貨品編碼在銷售點上識別新鮮食品貿易貨目的應用標準

- 發佈應用在銷售點上、用以識別新鮮食品貿易貨目的 GTIN 配置規則及 GS1 AIDC 實施指引

- 發佈 GS1 人工判讀實施指引

- 在全球進行及部署一系列新鮮食品試點計劃

GS1電子商貿

支援電子數據聯通的 GS1 電子商貿標準，為業界提供一個中立、全球性的方式以有效地管理電子商業數據交換，為企業帶來具體的商業價值，使行政程序更具效率、更流暢、更準確和更具成本效益。年內，GS1 繼續推動業界廣泛採用 GS1 電子商貿標準，為用戶創優增值。

Key initiatives:

• Worked on major new 3.0 release of all GS1 XML standards

• Facilitated many new live implementations around the world, especially for order-to-cash measures

• Became a provider and partner of eGov interoperable solutions to the Semantic Interoperability Centre Europe (SEMIC.EU) project

• Published GS1 profiles of UN/CEFACT XML, to complement current GS1 XML standards

• Collaborated with CEN, the European Committee for Standardization

GS1 Global Data Synchronization Network

In 2011, the GS1 Global Registry achieved a record seven million registered items, a clear testimony of both the regional expansion and the new-sector growth for serving the needs of a global community of users.

Key initiatives:

• Released Data Quality Framework 3.0

• Have 28 GDSN-Certified data pools now supporting activity in 132 countries

• Introduced new attributes into the network to support expansion into new sectors such as TV & marketing, software, wine, cheese, dangerous substances

• Created new Global Product Classification bricks for healthcare, consumer electronics, fresh foods, alcoholic beverages, tobacco and home care

GS1 EPCglobal

GS1 EPCglobal has also grown steadily in the past year. The UHF Gen 2 tag standard is now pervasive globally while item-level tagging is exploding in the apparel sector. With EPC/RFID on cases and pallets and even directly on livestock, fresh food producers and consumer goods or electronics manufacturers are benefited. The EPCIS network for customs is taking off in Asia.

主要計劃：

• 推出GS1可擴展標示語言（XML）標準3.0

• 促進世界各地採納GS1電子商貿標準，尤其是由訂貨到付款的應用

• 為歐洲語意互通中心SEMIC.EU下電子政府互通解決方案的供應鏈及合作夥伴

• 發佈聯合國貿易便捷化與電子商務中心（UN/CEFACT）XML的GS1檔案，以輔助GS1 XML標準

• 與歐洲標準化委員會緊密協作

GS1全球數據同步網絡

在2011年，GS1全球登記處所紀錄的項目突破700萬個，實踐區域及新行業發展，以滿足全球社區用戶的需求。

主要計劃：

• 發佈數據質量架構3.0

• 透過28個GDSN認可數據池為全球132個國家提供支援服務

• 在GS1全球數據同步網絡加入新屬性，以支援新行業，例如電視與營銷、軟件、葡萄酒、芝士和危險物質

• 為醫療護理、消費電子產品、新鮮食品、酒精飲品、煙草和家庭護理產品，建立新的全球產品分類表

GS1 EPCglobal

過去一年，GS1 EPCglobal持續發展。現時，第二代超高頻標籤標準已全球通行，與此同時，單件貨品標籤在成衣業的應用也顯著增長。在貨箱和卡板以至在禽畜上應用EPC/RFID標籤，令新鮮食品生產商、消費品或電子產品製造商各方同樣受惠。在亞洲，海關部門也開始應用EPCIS網絡。

Key initiatives:

- Launched Core Business Vocabulary (1.0) and new HF Air Interface Standard

- Signed MoU with Universal Postal Union: work will enhance use of EPC

- Saw growing adoption of EPC/RFID in apparel, led by Walmart, Gerry Weber and other industry initiatives in many countries and supported by EPCglobal's Electronic Article Surveillance Guidelines

- Facilitated many EPCIS pilots in cross-border shipping & transport

- New Privacy Impact Assessment (PIA) Framework for RFID Applications signed by the European Commission

Global Standards Management Process

The GS1 Global Standards Management Process (GSMP) is a unique collaborative forum where GS1 standards are developed via a four-step process that engages industry users and builds upon recognized business needs.

Key initiatives:

- Published GS1 General Specifications version 11

- Released Global Product Classification (GPC) June 2011 Publication

- Published Implementation Guidelines for AIDC in Healthcare, Bar Coding Plasma Derivatives, GDSN Trade Items and more

GEPIR

In March 2011, an updated version of Global Electronic Party Information Registry (GEPIR) was released. GEPIR is an Internet-based service that gives access to basic contact details for over one million companies that use GS1's globally unique numbering system in more than 100 countries. The new version will provide GS1 Member Organizations with a more standardized way to offer even more value-added services that draw on GEPIR.

主要計劃：

- 推出核心商業詞彙（1.0）和新的高頻空中介面標準

- 與萬國郵政聯盟簽署合作備忘錄，以加強EPC的應用

- 憑藉沃爾瑪、Gerry Weber和其他在全球多國家推行的行業計劃之推動下，以及EPCglobal發佈的電子商品防禦系統文章監測指南，令EPC / RFID技術在成衣業的應用有顯著增長

- 推動多項跨境貨運與運輸的EPCIS試點計劃

- 新私隱影響評估下的RFID應用技術應用框架獲歐洲委員會認可簽署

全球標準管理程序

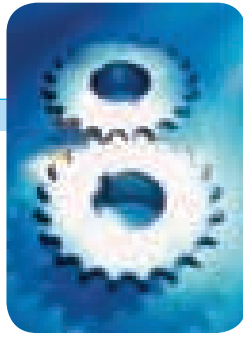GS1全球標準管理程序（GSMP）是一個獨一無二的協作平台，通過四個步驟確保建立GS1相關標準之發展能符合企業的需求。

主要計劃：

- 發佈第11版GS1規格說明書

- 在2011年6月發佈全球產品分類

- 發佈多項實施指引，包括醫療護理業的自動識別資料套取、血漿衍生物條碼標示、GDSN貿易貨品等實施指引

全球電子公司資料庫

在2011年3月，GS1發佈了全球電子公司資料庫(GEPIR)的更新版本。GEPIR是一個以互聯網為本的服務，能讓用戶存取使用GS1獨特的編碼系統、遍佈全球超過100個國家逾100萬家企業的基本資料。新版本GEPIR將為GS1成員機構提供一個標準化的方式，締造更大的價值。

Key initiatives:

- Hosted GEPIR Data for over 50 GS1 MOs with our GS1 Global Office hosting services

- Began work on GEPIR version 4.0, first major release in over 5 years

Global Solutions

Business-to-Consumer (B2C)

To improve consumer confidence in digital product information while also further addressing the growing focus among consumers and regulators on health and wellness, GS1 started a project to improve access to authentic product information provided by brand owners to retailers, application providers and government for industry and consumers alike through a "trusted sourced of data." The goals of this initiative support all key stakeholders by protecting the brand, helping shoppers make informed decisions, raising consumer confidence and increasing sales.

Key initiatives:

- Published GS1/CapGemini "Beyond the Label: Providing Digital Information Consumers Can Trust" strategic report

- Established successful proof-of-concept for system to communicate authentic product data between brand owners and internet application providers

- Deployed industry engagement initiatives in over 20 countries

Traceability

This year, GS1 continued the deployment of the GS1 Global Traceability Program which prepares professionals to perform on-site food traceability assessments allowing companies to obtain insight into their system's compliance with major business and regulatory requirements, helping them to implement GS1 standards.

主要計劃：

- 透過GS1全球辦事處寄存服務，為逾50個GS1成員組織寄存全球電子公司資料庫數據

- 發展GEPIR 4.0版本，預計於5年後公佈

全球解決方案

商業對消費者 (B2C)

為改善消費者對數碼產品資訊的信心，並回應消費者和監管機構日益重視健康的需求，GS1啟動一項新計劃，透過建立可靠的資訊來源，讓業界及消費者能獲取品牌持有人提供予零售商、應用供應商和政府等持份者的可靠產品資訊。這項計劃的目標，旨在透過保護品牌、協助消費者作明智的選擇並提升信心，以及協助企業提升營業額，為各持份者帶來協同效應。

主要計劃：

- GS1與CapGemini聯合發佈名為「超越標籤：為消費者提供可靠的數碼資訊」的研究報告

- 成功為品牌持有人與互聯網應用供應商之間的可靠真確產品數據傳遞建立概念性驗證。

- 在超過20個國家展開行業拓展計劃

追溯

今年，GS1繼續開展GS1全球追溯標準計劃，協助專業人員作出實地食物追溯評估，讓企業深入了解其系統主要業務和監管要求的規範，協助他們推行GS1標準。

Key initiatives:

- 23 auditors fully accredited by the GS1 Global Traceability Program and 52 additional people trained within the Program

- More than 100 GS1 Global Traceability Program assessments performed in companies around the world

- GS1 EPCglobal standards reviewed and to be further developed, so as to ultimately enable end to end visibility of finished pharmaceuticals and medical devices in healthcare globally, from point of production to point of use

Sustainability

Businesses are increasingly focusing on finding sustainable ways to improve their operations and optimize their processes. In the past year, industry representatives have worked with The Consumer Goods Forum to define the Global Protocol on Packaging Sustainability, a common language and measurement tool that will enable companies to reduce the environmental impact of their packaging. GS1 hereby creates standards for the automated exchange of these sustainability metrics, leveraging the GS1 Global Data Synchronization Network, to standardize the sustainability indicators.

Key initiative:

- Collaboration with The Consumer Goods Forum to prepare the launch of GS1 standardization group

Visibility

GS1 standards are already helping retailers and manufacturers in consumer goods get an accurate view of their inventory, allowing them to optimize ordering processes and production planning. Through GS1 DataBar or EPC/RFID, fresh food and livestock producers and the retail stores that sell their output can trace and recall items effectively. The healthcare sector is looking to establish the authenticity of pharmaceuticals and track the chain of custody thanks to GS1 standards. Transport and logistics companies are using the GS1 EPCIS network to track and trace.

主要計劃：

- 23位稽查員獲GS1全球追溯計劃授予認可專業資格，另有52人正接受該計劃的培訓

- 逾100全球追溯計劃正在全球多個機構內進行

- 修訂及繼續拓展GS1全球產品電子代碼標準，以促進全球醫療護理實現成藥和醫療儀器由生產地到使用點的點對點透明度

可持續性

近年，企業致力尋求可持續改善營運和優化程序的方法。去年，業界代表參與消費品論壇，商議制訂可持續性包裝的全球協議，即透過共同的語言和量度工具協助企業降低其包裝對環境的影響。在這方面，GS1為此等可持續發展指標建立自動交換的標準，並透過全球數據同步網絡進行數據交流。

主要計劃：

- 與消費品論壇合作籌劃成立GS1標準化小組

透明度

GS1標準一直協助零售商和消費品製造商有效地監測庫存量，讓他們能夠優化訂貨流程和生產計劃。新鮮食物、畜牧業者和零售商店透過GS1 DataBar或EPC/RFID，能有效追蹤和回收已售的產品。另外，醫療護理業界正準備以GS1標準建立驗證及追蹤藥品的管理流程。運輸及物流公司也使用GS1 EPCIS網絡進行貨品追蹤與追溯。

Industry Adoption

With its multi-sector approach, GS1 continues offer targeted business benefits to various industry sectors, enabling global user communities to optimize supply chain efficiencies and strengthen their collaborations.

Retail & Consumer Goods

GS1 facilitated the cooperation among different stakeholders in the retail value chain to better develop visibility and build a trusted connection with consumers. Thanks to the facilitation, these companies and organizations are able to work together to agree upon standards that make their supply chain faster, more effective, less costly. Additionally, a number of innovative initiatives and business-to-consumer activities aiming to ensure a trusted source of data have been deployed in the past 12 months.

Key initiatives:

- Expansion of GS1 Global Data Synchronization Network in consumer goods & retail, now reaching over 130 countries

- Several major food safety initiatives are well underway: GS1 Global Traceability Program under deployment in 25 countries, product recall standard in development

- Collaboration with The Consumer Goods Forum to support projects such as the Global Packaging Project on common sustainability metrics for packaging

行業拓展

GS1本著跨行業的發展方針，繼續為各行業帶來核心的商業利益，協助全球用戶提升供應鏈效率和加強彼此之間的協作。

零售與消費品

GS1致力促進零售價值鏈各持分者之間的協作以增加透明度，並與消費者建立信任的關係。在GS1的推動下，這些企業和機構能透過彼此共識的標準進行溝通，令供應鏈運作更快捷有效、更具成本效益。此外，GS1在過去12個月積極推動多項創新的計劃和商業對消費者 (B2C) 的項目，以確保數據來源的可信性。

主要計劃：

- 擴展GS1全球數據同步網絡至消費品及零售業，現時網絡的覆蓋範圍已逾130個國家

- 多項食物安全計劃進行得如火如荼，GS1全球追溯計劃正於全球25個國家中展開，產品回收標準亦正在發展中

- 與消費品論壇協力支援多項計劃，包括發展可持續包裝指標的全球包裝計劃

Healthcare

GS1 Healthcare, a global community of healthcare supply chain stakeholders advancing global standards to transform the supply chain, improve patient safety and increase efficiency, has joined force with other healthcare organizations to combine expertise and maximize outreach. Today, 22 of Gartner's top 25 healthcare companies take part in GS1 Healthcare user groups. In 2010-11, GS1 Healthcare launched collaborative efforts with the International Health Terminology Standards Development Organization, the European Association of Hospital Pharmacists and the European Alliance for Access to Safe Medicines. It was also invited to join the Joint Initiative Council, a global initiative of the six leading healthcare standards development organizations working to ensure interoperability.

Key initiatives:

- Published Implementation Guide for Phase 1 AIDC Application Standards;

- Published Implementation Guide for Bar Coding Plasma Derivatives, co-developed by GS1 and ICCBBA

- Published Healthcare Supply Chain Traceability White Paper

- Launched Healthcare Provider Advisory Council (HPAC) to support adoption of GS1 Standards in healthcare institutions and retail pharmacies

引領標準發展與採納

醫療護理

GS1醫療護理是一個由醫療護理供應鏈上的持份者所組成的全球社群,旨在將全球標準引進醫護界,改善病人的安全和提升供應鏈效率。GS1醫療護理與其他醫護組織緊密協作,以結合領域內專家及進一步拓展網絡。現時,Gartner全球25大的醫療護理機構中的22家企業已為GS1醫療護理用戶小組的成員。在2010-11年,GS1醫療護理與國際衛生術語標準制定組織、歐洲醫院藥劑師協會和歐洲安全藥物獲取聯盟展開合作關係。此外,GS1醫療護理獲邀加入由六家領先的醫療護理標準發展機構組成以確保資訊互通性為本的聯合倡議理事會。

主要計劃:

- 發佈自動識別資料套取應用標準第一階段實施指引

- GS1和國際血庫自動化議會(ICCBBA)聯合就血漿衍生物條碼標示發佈實施指引

- 發佈醫療護理供應鏈追溯白皮書

- 成立醫療服務諮詢委員會(HPAC),以支援醫療護理機構和零售藥房採納GS1標準

Transport and Logistics

Deploying GS1 standards in the transport and logistics sector has been shown to enhance collaboration, efficiency, visibility and security, as well as generate measurable cost savings. In the past year, significant progress with the transportation and logistics sector in defining the global strategy has been made. At the 2011 GS1 General Assembly, an ambitious new strategic plan for this sector was approved.

Key initiatives:

- Pursued development of Logistics Interoperability Model (LIM) eCom standard; work is on target for timely completion

- Signed Memorandum of Understanding with the Universal Postal Union

- Successfully supported a range of regional projects including CASSANDRA, eFreight, APEC Supply Chain Visibility

運輸與物流

在運輸與物流行業應用GS1標準，有效促進業界協作、提升效率與透明度、加強保障，以及節省成本。過去一年，GS1在制訂運輸與物流業的全球策略上有顯著進展，一項全新的運輸與物流業發展規劃在2011年的GS1全球年會會議上獲得通過。

主要計劃：

- 致力發展物流業互通性模式(LIM)的電子商貿標準，並按照計劃完成項目

- 與萬國郵政聯盟簽署合作備忘錄

- 成功支援一系列地區項目，包括CASSANDRA、電子貨物運輸及亞太經濟合作會議（APEC）供應鏈透明化

Accelerating
Business Success
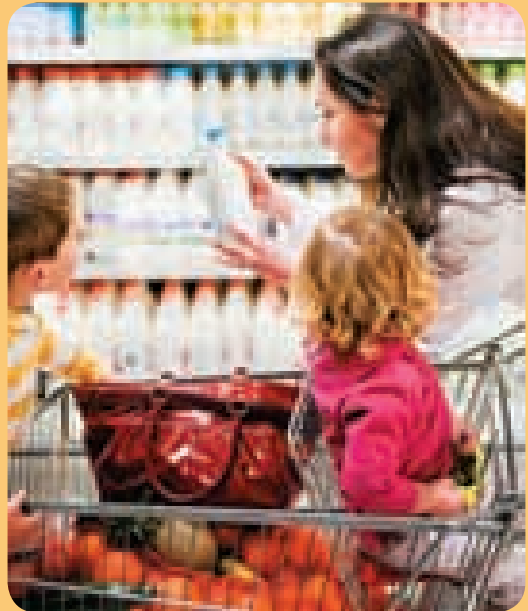
Engaging Industries and Meeting Business Needs
支援業界 回應所需

The capabilities of global standards for identification automation, traceability and data synchronization provide many industries with opportunities to make the global supply chain more efficient and visible, increase logistics and operational efficiency, improve patient safety and enhance consumer satisfaction.

During the year under review, GS1 Hong Kong proactively engaged the business community and continued to deepen cooperation with various economic sectors. Notable progress has been made in leading various industries including apparel, healthcare, food and retail, trade and logistics as well as wine industries to implement global standards.

產品識別自動化、產品追溯與數據同步之全球標準，成功為各行各業提供了優化供應鏈效率、提升供應鏈透明度、提高物流與運作效率、加強對病人安全的保障、以及改善客戶滿意度的寶貴機會。

在過去一年，香港貨品編碼協會積極與業界建立聯繫，並繼續與各個不同的界別加強合作。協會在推動各行業如成衣紡織、醫療護理、食品與零售、貿易、物流及葡萄酒業使用全球標準方面有顯著的成果。

Food and Retail 食品和零售

Food and Retail

Maximizing food safety and assuring product quality are vital to the success of the food and retail industries. In the past year, GS1 Hong Kong continued to intensify its efforts to assist the food industry in its pursuit of continuous improvement by leveraging global standards, enabling technologies and best practices.

Acknowledging the importance of GS1 Standards in food safety

In 2010, GS1 Hong Kong in collaboration with the Hong Kong Food Council, conducted a food safety survey in order to understand the attitude of the Hong Kong companies towards managing food safety.

食品與零售

提升食品安全與確保產品質素，對食品與零售業至為重要。去年，香港貨品編碼協會積極透過全球標準、應用技術與最佳實務，協助食品行業改善業務運作。

確定 GS1 標準對食物安全的重要性

香港貨品編碼協會於2010年與香港食品委員會共同協作，進行了一項食品安全調查，以了解香港企業在食物安全管理上的取向。

Cold Chain Management

Findings showed that over 70% respondents are considering enhance food safety through traceability system in place. To help companies effectively implement traceability, GS1 has developed a Global Traceability Program that enables businesses to evaluate their readiness before introducing a global based traceability system (GTS) in their operations.

Boosting food product safety standards for better consumer protection

To ensure that the food products available in the market are safe to consume and enhance consumer protection, in September 2010 GS1 Hong Kong initiated an Unsafe Product Prevention Program (UPPP) in cooperation with government bodies, leading retailers and industry association.

An industry working group comprising major retailers including A.S. Watson Group, AEON Stores, City Super Ltd, Dah Chong Hong Kong Ltd, Hong Kong Food Council, Kampery Group, Nuance-Watson (HK) Ltd, and the Dairy Farm Company, has been set up to facilitate the rollout of the industry-wide initiative.

The initiative aims to bring the quality and safety assurance of retail consumer goods industry to a higher level by automating the unsafe product handling process leveraging the unique identification numbers of GS1 keys. In 2011, some leading retailers in Hong Kong have successfully rolled out the system in their supermarkets and the results obtained were encouraging. The system helped the supermarket safeguard consumers' health and safety by blocking unsafe products at the point-of-sale terminal and preventing problematic items from reaching the market for public consumption.

GS1 Hong Kong also worked with the Centre for Food Safety (CFS) to incorporate Global Trade Item Number (GTIN) onto its existing rapid alert system. Sharing the same belief in safeguarding public safety, with the support from CFS, GS1 Hong Kong offered a Rapid Alert Solution by appending Global Trade Item Number (GTIN) with trade internal codes

調查結果顯示，超過70%受訪機構正考慮使用產品追溯系統，以加強對食品安全的保障。為協助企業更有效地進行產品追溯，GS1推出了一個全球追溯計劃，企業如欲建立全球追溯系統以改善業務運作，可以透過此計劃評估公司有否充足的準備以支援上述的系統與設備。

提高食物安全標準 加強消費者保障

香港貨品編碼協會為加強對消費者安全的保障，及確保市面上出售的食品符合安全標準，落實與多個政府部門、領先的零售商以及工商團體合作，於2010年9月推出了防預不安全產品項目。

由多家主要零售商組成的工作小組，專責向各行各業推廣這個計劃。工作小組成員包括屈臣氏集團、永旺百貨公司、City Super Ltd、大昌行集團、香港食品委員會及金百加集團。

上述計劃之目的，就是透過獨一無二的GS1識別碼，推動自動化的不安全產品處理程序，藉此提升零售與消費品行業的品質及安全水平。2011年間，多家領先的香港零售商成功地在旗下的超市連鎖店實踐及推行這個計劃，成效令人鼓舞。該系統有助超市職員透過銷售點電腦總機屏幕的顯示，順利阻截超市售出不安全產品，及避免有問題的產品流入市場，有效確保消費者的健康與安全。

此外，香港貨品編碼協會更與食物安全中心（食安中心）合作，把國際貿易貨品編碼納入現存的快速預警系統內。協會與食安中心抱著共同的信念，以保障公眾的安全為目標，故此攜手合作，為業界提供了一個快速預警方案。為加快不安全產品管理流程，協會更透過
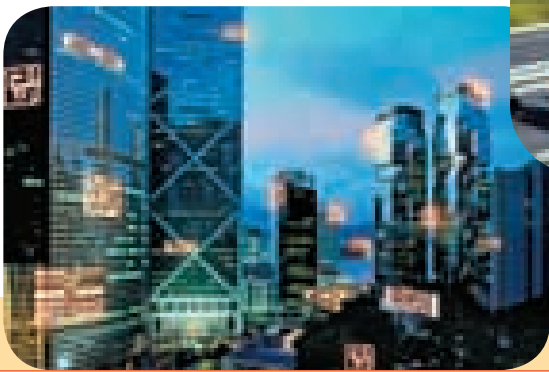
through BarcodePlus in order to further speed up the entire unsafe product management cycle. By August 2011, BarcodePlus had over 2 million product records, making it an effective tool for to access and share the related information and data with consumers and business partners.

To facilitate the exchange of the product quality information data amongst industry players, we also enhanced the functions of the BarcodePlus during the year. The new GTIN and GLN interface upload feature of BarcodePlus, which enables users to speed up the process of uploading files in a common Excel format in batches, makes the information update process more effective and efficient.

Driving DataBar for fresh produce

As a new barcode carries more information in less space, GS1 DataBar has been proven to be valuable to retailers today, allowing GTIN identification on small items and products difficult to mark, and supporting GS1 Application Identifiers such as serial numbers, lot numbers and expiration dates. The unique features of this symbol also create the opportunity for a number of value-added solutions, such as traceability, authentication, product quality and effectiveness, variable measure product identification and couponing.

During the year, GS1 Hong Kong continued to help retailers in Hong Kong leverage the values of DataBar to improve the freshness control in chain stores and at the same time, ensure consumers always enjoy quality and safe products.

Enhancing Cold Chain Management for fresh produce

In the year of 2010/11, we also made significant progress in helping the food and retail industries boost their operation efficiency and quality assurance through the effective use of standards-based cold chain solution powered by ezTRACK.

BarcodePlus 網頁把內部貿易編碼與國際貿易貨品編碼納入上述方案之中。截至2011年8月，BarcodePlus 已儲存了200萬個產品紀錄，使它成為消費者與商業夥伴藉以獲取及分享相關產品資訊的有效工具。

為促進業界就產品品質資訊進行訊息交換，協會更於年內積極提升及強化 BarcodePlus 的內容，為該網頁加入了國際貿易貨品編碼與國際位置編碼的上載功能，以協助用戶加快以 Excel 格式根據批次上載檔案的速度，提高更新資訊流程的效率與速度。

推動新鮮農產品使用 DataBar 條碼

DataBar 條碼能以較細小的空間儲存更多的數據，其功能已獲現今的零售業界廣泛認可。企業可透過上述條碼，識別在體積細小及難以貼上條碼的產品上的國際貿易貨品編碼。此外，DataBar 條碼更可儲存 GS1 應用識別碼如序號、批號與產品有效日期。DataBar 條碼擁有與別不同的獨特性，能支援一系列增值的方案，如有關產品追溯、產品認證、產品品質與效率、變數量度產品識別與提供產品優惠的方案等。

過去一年，香港貨品編碼協會致力協助香港零售商，透過 DataBar 條碼改善連鎖店對新鮮產品的監控，同時確保消費者能夠享用優質及安全的產品。

提升新鮮農產品的冷凍鏈管理流程

2010至2011年間，協會在協助食品與零售業透過有效使用以標準為本，並由「蹤橫網」支援的冷凍鏈管理方案，以提高運作效率及確保產品質素方面有顯著的成效。

Healthcare 醫療保健

Pharmaceutical Supply Chain Modernization

A series of EDI training workshops for Hospital Authority's suppliers were organized in 2011.
在2011年，協會舉辦一系列專為醫院管理局供應商而設的EDI工作坊。

GS1 Hong Kong was also actively involved in the fresh produce traceability initiative and pilot initiated by Hawaii Department of Agriculture, helping three Hawaiian island distribution centers to monitor the condition of fresh fruits in real-time as they were shipped from one Hawaiian island to another, ensuring greater food safety and security during the transport process. Coupled with real-time alerts on temperature variations, the cold chain management solution successfully helped the pilot users avoid food safety issues due to improper temperature changes during transportation.

Healthcare

GS1 Standards have been in widespread use in Hong Kong's healthcare sector for a number of years. In 2010/11, GS1 Hong Kong continued its major initiative to enhance healthcare supply chain efficiency and delivering opportunities to enhance patient safety. Working closely with The Hospital Authority (HA), the largest healthcare services provider in Hong Kong, GS1 Hong Kong has put in place a number of important building blocks to streamline the pharmaceutical supply chain.

Driving pharmaceutical supply chain modernization

The HA has been using GS1 Hong Kong's ezTRADE to automate product identification and communicate with their suppliers along the supply chain since 1996. In 2010/11, we proactively assisted the HA in further enhancing its pharmaceutical products procurement system with the introduction of Advance Shipping Notices (ASNs) through ezTRADE, as well as the enhanced procurement process through the product and location information interlink between ezTRADE and BarcodePlus. With the product and location information interlink between the two platforms, the HA has streamlined the ordering process and improved overall procurement costs and efficiency.

香港貨品編碼協會積極參與了由夏威夷農業部推動的新鮮農產品追溯及試點計劃，並協助三間設於夏威夷島嶼的配送中心監察島嶼與島嶼之間新鮮水果運送的實時狀況，有效確保食品安全及提升產品付運過程的安全性。冷凍鏈管理方案配上實時的溫度變化預警系統，成功協助試點計劃的用戶預防在付運過程中發生溫度變化而引發的食品安全問題。

醫療護理

GS1標準在香港醫療護理行業早已受廣泛應用。2010/2011年間，香港貨品編碼協會繼續協助醫護界提升供應鏈效率，及加強對病人安全的保障。協會與香港最大的醫護服務供應商醫管局保持緊密合作，並積極為優化藥物供應鏈提供一系列的重要方案。

推動藥物供應鏈現代化

醫管局自1996年開始使用香港貨品編碼協會的「通商易」服務把產品識別自動化，並透過這個平台在供應鏈上與供應商溝通。2010/2011年間，協會積極協助醫管局經由「通商易」網絡發送預先付運通知，藉以進一步優化藥物採購系統，同時透過「通商易」與BarcodePlus的產品與位置資訊互通性聯繫(interlink)改善採購流程，醫管局藉以上的方案成功優化訂貨的程序，提高整體藥物採購效率及減低所需的成本。

Wine 葡萄酒

Real-time Temperature Monitor
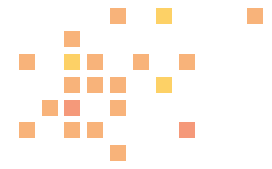
To equip the HA's suppliers with the necessary knowledge for successful implementation and in-depth understanding of EDI requirements for all drug items set by the HA, GS1 Hong Kong joined hands with the HA to organize a series of workshops for the HA's suppliers in 2011.

Wine

Since the announcement of the duty exemption on wine in 2008, Hong Kong has become the first free wine port among major economies and the world's second largest wine auction centre. To ensure the quality level of wine, stringent quality control procedures are required, especially real-time temperature monitor.

During the year, GS1 Hong Kong worked with GS1 Italy to initiate three wine traceability projects, enabling global source-to-store wine traceability leveraging the extended EPCIS traceability platform to enhance product quality and safety through real-time temperature monitoring for imported wine. Completed in August 2011, the wine industry pilots acknowledged the importance and value of standard-based cold chain management solution, enabling users to capture traceability information and temperature status in real time, hence improving the overall inventory management and quality control.

為協助醫管局的供應商對實踐電子數據聯通、以及醫管局就所有藥物訂立的電子數據聯通標準要求有更深入的了解,香港貨品編碼協會於2011年與醫管局攜手合作,為該局的供應商舉辦了一系列的工作坊。

葡萄酒

自2008年撤銷酒稅後,香港便成為全球主要經濟體中首個自由葡萄酒貿易區及世界上第二大葡萄酒拍賣中心。要確保葡萄酒的品質,必須訂立一套嚴謹的品質監控程序,一套實時的溫度監控系統更是不可或缺。

過去一年,香港貨品編碼協會與GS1意大利分會積極透過延伸的EPCIS追溯平台,實踐由源頭至零售點的葡萄追蹤及追溯,並進行三個葡萄酒業試點計劃,透過實時的溫度監測,有效確保進口葡萄酒的品質及安全性。葡萄酒業試點計劃已於2011年8月順利完成,成功體現了以標準為本的冷凍鏈管理方案之重要性與價值,並展示如何協助試點用戶實時方式擷取產品追溯資訊與溫度,藉以改善整體倉存管理與品質監控流程。

Apparel 服裝

A three-day item-level RFID tagging workshop co-organized by GS1 Hong Kong and GS1 US paved the way toward source-to-store supply chain visibility.
由香港貨品編碼協會及GS1美國分會共同舉辦，為期三天的單件貨品RFID標籤工作坊，為實現來源地至銷售點的供應鏈透明化鋪路。

Apparel

The textile and apparel industry is well established in Hong Kong and is one of the economy's major export earners with the United States being one of its biggest markets. Hong Kong's continued success is increasingly dependent on the effective use of global standards and advanced technologies to enhance communications throughout the supply chain.

Realizing source-to-store supply chain visibility via Item-level tagging

The value of carton-level RFID tagging is proven. By leveraging EPC standards, tagging at the carton-level provides inventory visibility and management across the supply chain. Taking a step further, according to a recent study by University of Arkansas, item-level RFID tagging delivers compelling benefits to industry, raising the inventory accuracy rate to more than 95%. In 2011, a group of leading apparel retailers and brand manufacturers in US formed a consortium to facilitate the wider adoption of item-level RFID tagging for apparel goods within the retail environment for the benefit of all parties.

To demonstrate the benefit of item-level tagging at the point of manufacture and encourage industry players to take the lead in technological change, GS1 Hong Kong joined hands with its American counterpart, GS1 US to host an item-level tagging workshop in Hong Kong, July 26-28, 2011.

Titled "Paving the way toward source-to-store supply chain visibility", the three-day workshop included presentations, study tour and discussion sessions and provided a unique opportunity for apparel and footwear industry players to get hands-on experience of item-level RFID tagging implementation in a neutral setting.

Over 75 participants representing a cross-section of global retailers, brand owners, contract manufacturers, vendor partners, academia, and solution providers from US and Hong Kong were in attendance. Item-level tagging pioneers and industry experts from Wal-mart, VF Corporation, Li & Fung shared insights into the benefits of a fully-implemented item-level tagging supply chain

成衣業

香港的成衣紡織業發展相當理想，是區內主要的出口業務，產品以美國為其中一個最大的市場。香港能持續享受商業上的卓越成果，有賴業界有效利用全球標準與先進技術積極改善供應鏈上的訊息傳遞，而這個要素更愈來愈重要。

透過單件貨品標籤 實踐由來源地至銷售點之供應鏈透明化

事實上，貨箱層面RFID標籤的實用價值已被肯定。企業為紙板貨箱貼上以產品電子代碼為基礎的標籤，便可在供應鏈上體現倉存資料與管理流程透明化。根據阿肯色大學最近一項研究顯示，使用單件貨品RFID標籤能為企業帶來莫大裨益，令庫存準確度大大提供至95%。2011年，一個由美國領先成衣業零售商與品牌製造商組成的聯盟組織，合作推廣在零售業界使用成衣產品單件貨品RFID標籤，冀能為各界帶來效益。

香港貨品編碼協會為向業界展示在來源地使用單件貨品標籤的效益，及鼓勵業界積極推動技術改革，遂與GS1美國分會合作，於2011年7月26至28日在香港舉辦單件貨品標籤工作坊。

這個為期三天的工作坊名為「為體現來源地至零售店供應鏈透明化奠定基礎」，其內容包括演示、實地考察與討論環節，冀能為成衣紡織業與鞋類行業的從業員提供一個難得的機會，在一個中立的環境下親身體驗單件貨品RFID標籤使用流程。

來自美國與香港從事不同業務的75名人士參與了上述工作坊，包括全球零售商、品牌持有人、合約生產商、供應商合作夥伴、學術界人士與解決方案供應商。來自沃爾瑪、威富公司

from "source to store" through the use of GS1 standards. Solution providers also shared their latest solutions with the participants. The workshop helped pave the way for increased implementation of item-level RFID tagging in the textile and apparel industry.

Transport and Logistics

As regional trade has expanded rapidly, the volume of cargo transportation and the number of players in the transportation have become more diversified. Last year APEC proposed a supply chain initiative to facilitate trade and create value for supply chain stakeholders amongst APEC economies, in which Hong Kong is taking a proactive role in supporting APEC supply chain visibility initiative.

Cross-border supply chain visibility feasibility study

In partnership with the Li & Fung Institute of Supply Chain Management & Logistics of the Chinese University of Hong Kong, GS1 Hong Kong embarked on a feasibility study sponsored by Hong Kong Logistics Development Council (LOSCOUNCIL) for cross-border supply chain visibility across Guangdong, Hong Kong and other Asian countries.

The project comprised two key components: a feasibility study and pilot case studies. Evaluating the implications of cross-border supply chain visibility from economical, operational and technical perspectives, the feasibility study aims to explore how cross-border supply chain visibility can bring value to Hong Kong's logistics industry stakeholders. To further investigate how cross-border visibility can be put into operation through the implementations, two pilots involving transfer of goods via sea and road freight logistics transport from Guangdong to Asia through Hong Kong, will be conducted during the fourth quarter of 2011.

The findings of the feasibility study and pilot cases will be announced by 2012.

與利豐集團的業界專才，以及率先採用單件貨品標籤改善業務運作的業界翹楚，就使用以GS1標準為本，完全體現由來源地至銷售點之單件貨品標籤供應鏈，分享與討論當中的實際效益與深入見解。解決方案供應商更即席與參加者分享最新的解決方案。事實上，紡織與成衣業已開始廣泛採用單件貨品RFID標籤，上述工作坊將為更多有意採用此方案的企業作好準備。

運輸與物流

隨著區內貿易不斷迅速發展，貨櫃運輸量將不斷增加，而參與有關貨運的合作夥伴亦愈來愈多。去年，亞太經合組織為促進區內貿易，並為亞太經合組織成員國中的供應鏈持份者創優增值，提出了一個供應鏈項目的建議，香港在這個項目上擔任了一個積極主動的支援角色。

跨境供應鏈透明度可行性研究

香港貨品編碼協會與香港中文大學利豐供應鏈管理及物流研究所網際物流研究中心合作，並獲香港物流發展局贊助，就廣東、香港與其他亞洲國家的跨境供應鏈透明度進行了一項可行性研究。

上述計劃包含兩個組成部份，包括一個可行性研究與試點個案研究。可行性研究的目標乃從經濟、業務運作與技術的角度研究跨境供應鏈透明度對香港物流業持份者的價值。為進一步研究如何透過實踐項目來體現跨境供應鏈透明化，協會於2011年第四季推行了兩個試點計劃，研究由廣東經香港運至亞洲之航運與陸運貨物物流運輸狀況。

可行性研究與試點個案研究的結果將於2012年公佈。

Sharing **Knowledge** and **Expertise**

AWARD
Presenting awards, honoring innovations

EVENT
10 years of tenacity, marching towards SCM excellence

TRAINING
The first Internet of Thing (IoT) and RFID Certification Program

Enabling Knowledge Exchange
推動知識交流

Since the inauguration of Hong Kong RFID Awards in 2008, over a hundred outstanding projects have been awarded.
本會自2008年舉辦首屆香港無線射頻識別大獎以來，已頒發獎項表揚逾百項優秀項目。

One of the key missions of GS1 Hong Kong is to promote and facilitate the sharing of supply chain knowledge and strategies, as well as proven best practices amongst stakeholders. To accelerate business competitiveness, we stepped up our efforts during the year in providing different platforms to facilitate the sharing and advancement of knowledge.

Hong Kong RFID Awards honoring innovation and excellence

To encourage Hong Kong companies and professionals harness the power of enabling RFID technology to drive efficiency of supply chains and yield maximum benefits, we successfully organized the fourth Hong Kong RFID Awards Scheme. Since the inauguration of the scheme in 2008, over a hundred outstanding projects by pioneering organizations and academia have been awarded the Hong Kong RFID Awards and U-21 RFID Awards for their exceptional creativity and innovative use of RFID technology.

In 2011, the Hong Kong RFID Awards Scheme began a collaboration with the Guangdong RFID Awards, jointly organized by GS1 Hong Kong and the Guangdong RFID Public Service Centre. The top performers in the annual Hong Kong RFID business catagory were nominated for and won two of the top prizes at the Guangdong-Hong Kong RFID Awards 2011, which took place in September 2011. The collaboration further drove the adoption of RFID technology in Hong Kong and the Guangdong region, and enhanced cross-border interchange on RFID application and technology development.

香港貨品編碼協會其中一個重要使命，是促進供應鏈持份者分享和交流供應鏈知識與策略、及具實際成效的最佳實務。協會為加快企業的競爭力，特別於去年推出多個項目平台以促進業界分享和增進有關知識。

香港無線射頻識別大獎表揚業界創新與卓越成就

協會為鼓勵香港企業與專業人士透過RFID應用技術，提升供應鏈效率與獲取最大的效益，舉辦了第四屆香港無線射頻識別大獎。協會自2008年舉辦此獎項以來，已有逾100個由業界翹楚與學術界人士研發或應用的項目獲頒發香港無線射頻識別大獎與U-21無線射頻識別大獎，以表揚他們的創意與使用RFID技術的創新意念。

2011年，香港無線射頻識別大獎與廣東省無線射頻識別大獎進行了一項協作計劃，這是由香港貨品編碼協會與廣東省無線射頻識別公共技術支持中心聯合舉辦的「粵港無線射頻識別大獎2011」。香港無線射頻識別大獎中商業組織優勝者，獲提名參加於2011年9月舉行的粵港無線射頻識別大獎2011，並於該活動中榮獲兩個主要獎項。這個計劃順利推動了香港與廣東省地區採納RFID技術，並有效促進RFID應用與技術發展的跨境交流。

Site visit

The Hong Kong RFID User Group promotes knowledge exchange through a series of sharing sessions and site visits.
香港無線射頻識別用戶小組舉辦用戶案例分享及實地考察活動，促進知識交流。

Hong Kong RFID User Group promoting knowledge sharing

A new Hong Kong RFID User Group composed of Hong Kong RFID Awards' winners, RFID pioneers, adopters and other related organizations was set up during the year, with a primary objective of facilitating the sharing of insights and experiences amongst existing and potential RFID users through a unique knowledge exchange platform.

To enable participants to learn first-hand the latest RFID applications, implementation experiences and best practices, RFID-user case sharing sessions and RFID seminar series have been organized since the inception of the User Group in January 2011. Through the collaborative support from Hong Kong RFID Awards Winners, a series of site visits for the group members have also been arranged. The site visits and subsequent briefing sessions offered by the awards winners including Hong Kong Disneyland Resort, Airport Authority Hong Kong, Sik Sik Yuen and Library of the City University of Hong Kong, etc, provided attendees an opportunity to gain valuable insights into different aspects of the award winning cases.

推動知識交流

香港無線射頻識別用戶小組 推動各界分享知識

去年，由香港無線射頻識別大獎獲獎單位、RFID業界精英，RFID技術使用者以及其他相關組織組成的香港無線射頻識別用戶小組正式成立，其目標是促進目前正在使用RFID的用戶與即將使用這種技術的用戶，透過一系列的知識交流平台交換心得與經驗。

自香港無線射頻識別用戶小組於2011年1月成立後，協會舉辦了一系列活動，包括RFID用戶案例分享與討論、RFID研討會系列，目標是讓與會者了解最新的RFID應用技術、體驗實踐該技術的經驗，並學習掌握相關的最佳實務。透過香港無線射頻識別大獎獲獎單位的協作與支援，協會為小組成員舉辦了一系列實地考察活動，地點包括香港迪士尼樂園、香港機場管理局、嗇色園與香港城市大學圖書館，透過上述活動以及由獲獎單位提供的簡介會，參加者有機會從多方面深入了解獲獎項目的內容。

The Jiangyin IoT RFID Centre aims to increase public awareness of RFID and facilitate the industry adoption of RFID technology.
江陰市物聯網無線射頻識別技術演示中心，旨在提升公眾對 RFID 技術的認知及促進業界採納 RFID 技術。
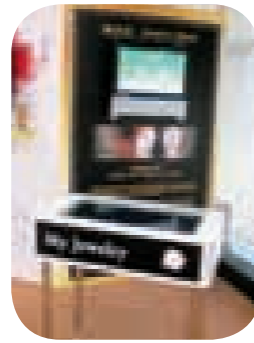
Jiangyin IoT RFID Centre in Wuxi

## Wuxi Jiangyin IoT RFID Centre driving technology development and collaboration

As part of the dedicated effort to facilitate the industry adoption of RFID technology and facilitate knowledge sharing through cross-border collaboration, GS1 Hong Kong in 2011 joined with the Committee of Jiangyin Economic Development Zone's Sensor Network Industrial Park to establish the Jiangyin Internet of Things (IoT) RFID Demonstration Centre in Jiangyin City, Wuxi.

The centre, in line with the goals of technological advancement and innovation outlined in the 12th Five-Year Plan, aims to raise public's awareness and knowledge of RFID technology, inspire innovation of RFID technologies and applications, as well as facilitate the development and industry adoption of RFID technology in the Jiangsu Province for business growth and sustainability.

無錫江陰市物聯網無線射頻識別技術演示中心 推動技術發展與協作

香港貨品編碼協會於2011年與江陰市經濟開發區的無錫江陰高新科技創業園合作，於無錫江陰市成立江陰市物聯網無線射頻識別技術演示中心，目的是透過跨境協作促進業界採納 RFID 技術並鼓勵業界分享相關知識。

成立江陰市物聯網無線射頻識別技術演示中心，乃配合「十二五規劃」加快科技進步和增強創新能力的目標，旨為提高公眾對 RFID 技術的意識與知識、啟發各界革新 RFID 技術與應用方案，藉此促進江蘇省企業採納 RFID 技術與加快 RFID 的技術發展，以推動江蘇省的商業活動與可持續性發展。
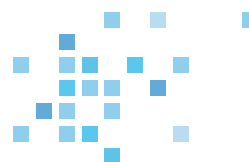
SCM Excellence Summit

(From left to right) Dr Gerd Wolfram, Metro AG's Head of CIO Office, Mr Simon Landford, Walmart Store Inc.'s senior director, Mr Terence Moore, Procter and Gamble's Supply Operations General Manager for Greater China, Mr Joseph Phi, Chairman of GS1 Hong Kong, Mrs Rita Lau, former Secretary for Commerce and Economic Development of HKSAR Government, Dr Zou Sheng, Vice Director, Guangdong Provincial Economic and Informatization Commission, Legislative Councilors Ir. Dr Hon. Samson Tam and Ms Miriam Lau, and Anna Lin, Chief Executive of GS1 Hong Kong officiated at the opening ceremony of the 10th GS1 Hong Kong SCM Excellence Summit.

（由左至右）麥德龍集團資訊科技總監辦公室主管 Dr Gerd Wolfram、沃爾瑪公司高級總監 Mr Simon Langford、寶潔公司大中華區供應業務總經理 Mr Terence Moore、香港貨品編碼協會主席彭焜燿先生、香港特別行政區前任商務及經濟發展局局長劉吳惠蘭女士、廣東省經濟和信息化委員會鄒生副主任、立法會議員劉健儀女士與譚偉豪博士工程師，以及香港貨品編碼協會總裁林潔貽女士主持第十屆香港貨品編碼協會供應鏈管理高峰會的開幕儀式。

More than 500 delegates took part in the SCM Excellence Summit on November 5, 2010.
在2010年11月5日舉行的高峰會，吸引逾500位嘉賓參與。

SCM Excellence Summit entering its 10th year anniversary

The annual Supply Chain Management (SCM) Excellence Summit, an anchor event of GS1 Hong Kong, provides a unique networking platform for business, technology and supply chain leaders and professionals from all over the world to exchange ideas and discuss the industry trends, issues, and opportunities facing all stakeholders along the supply chain.

Entering its 10th anniversary, the 2010 SCM Excellence Summit themed "Revitalizing your Supply Chain to Accelerate Growth", proved popular with over 500 local and overseas delegates attending.

A great line-up of speakers shared their valuable insights and knowledge into how harnessing supply chain innovation, collaboration and risk management to drive strategic business goals, with the audiences across a wide spectrum of industries, providing a rewarding experience for all participants. The presentation ceremony of the Hong Kong RFID Awards was one of the highlights of the Summit, where the award winners shared their winning cases with the audiences.

供應鏈管理高峰會踏入十週年

一年一度的供應鏈管理高峰會是香港貨品編碼協會的重點項目。舉辦該活動之目的，是為來自世界各地的商界領袖、科技專才、供應鏈專家與專業人士提供一個獨一無二的交流平台，就業界趨勢、機遇與供應鏈持份者所面對的問題進行討論，並分享真知灼見。

2010年香港貨品編碼協會供應鏈管理高峰會正式踏入第十週年，主題為「激活供應鏈，帶動經濟增長」。高峰會吸引逾500位本地及海外的代表參加。

高峰會亦邀請到強大的講者陣容，就如何駕馭供應鏈的創新意念、供應鏈協作與危機管理方案，以推動企業建立策略性商業目標等議題發表真知灼見。到場的嘉賓雖然來自不同界別，但都從上述的主題演講獲益良多。香港無線射頻識別大獎頒獎典禮最高峰會的另一重點項目，獲獎機構跟與會者分享他們的成功案例。

Members of GS1 Hong Kong acquired practical knowledge and skills in supply chain management through various workshops and training programs.
協會所舉辦的工作坊及培訓課程，協助會員提升供應鏈管理知識及技術水平。

During the year, GS1 Hong Kong partnered with Guangdong RFID Public Service Centre (GDRC) to launch the first Internet of Things and RFID Certification Program in 2011.
在2011年，香港貨品編碼協會於與廣東省無線射頻識別公共技術支持中心合辦首個物聯網與RFID培訓及認證課程。

Workshops, Seminars and Training Programs facilitating sharing

Providing timely, relevant resources and support to members is a key priority for GS1 Hong Kong. During the year of 2010/11, we organized 14 basic and professional barcode workshops to equip members with the necessary knowledge and skills to implement barcode technology into their operation effectively.

We also worked closely with our business and vendor partners to organize over 15 seminars on a wide range of topics ranging from food safety management and traceability, EPC/RFID technology, Efficient Consumer Response (ECR) strategy, inventory, warehouse and supply chain management, online product promotion, distribution and channel management for wine industry, effective brand and marketing strategy in China, and etc – all these activities were tailored to address the needs of the business community.

The first Internet of Things (IoT) and RFID Certification Program has also been launched in partnership with Guangdong RFID Public Service Centre (GDRC) during the year. This helped industry players sharpen their knowledge and skills in IoT/RFID. Since the launch of the certification program in early 2011, over 30 people in Guangdong Province have been trained.

Participation in key industry events

During the year under review, GS1 Hong Kong also actively participated in key industry events and exhibitions organized by leading industry players, trade associations and the academic sector.

工作坊、研討會與培訓課程 促進各界分享知識交流技術

香港貨品編碼協會最重要的任務，是適時為會員提供一切相關的資源與支援。在2010/2011年間，協會一共舉辦了14個基本與專業的條碼工作坊，為會員提供採納條碼技術所需的一切知識與技術，以便企業能夠有效地改善業務運作。

協會更與業界夥伴及供應商夥伴維持緊密合作，共同舉辦超過15個研討會，主題包羅萬有，涵蓋食物安全管理與追溯、產品電子代碼/無線射頻識別技術、高效消費者響應策略、倉存、倉庫與供應鏈管理、網上產品推廣、葡萄酒業分銷與渠道管理、中國高效品牌與市場策略等等。上述研討會均為針對業界的需要而設。

年內，協會與廣東省無線射頻識別公共技術支持中心合辦首個物聯網與RFID培訓及認證課程，為業界提供物聯網與RFID的知識與技術。上述課程自2011年上旬推出後，已有逾30位來自廣東省的學員順利完成課程。

積極參與業界舉辦的主要項目

過去一年，香港貨品編碼協會積極參與由業界領袖、工商組織與學術界舉辦之主要業界活動與展覽會。
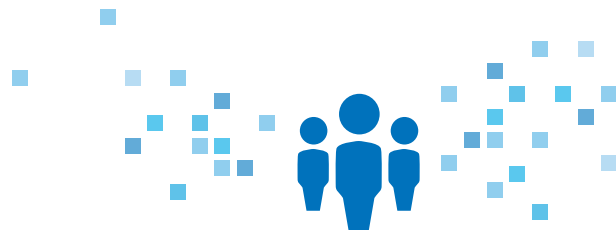
Signing Ceremony

The 45th Hong Kong Brands and Products Expo

GS1 Hong Kong took part in the "Signing Ceremony for Collaborative Projects at Jianyin's Conference on Strategic Emerging Industries"
香港貨品編碼協會參加了在深圳舉辦的「江陰市會議策略性新興產業合作項目簽署儀式」。

Guangdong-Hong Kong RFID Technology Application Summit

On behalf of GS1 Hong Kong, Mr KK Suen, Chief Architect & Principal Consultant of the association attended that Guangdong-Hong Kong RFID Technology Application Summit in Guangzhou organized by the Guangdong RFID Technology Service Centre in conjunction with LSCM & R&D Centre in September 10, 2010, sharing his insights on RFID technology development on the panel of "Internet of Things, Supply Chain Management and Guangdong-Hong Kong Public Platform with the audiences.

The 45th Hong Kong Brands and Products Expo

GS1 Hong Kong joined the 45th Hong Kong Brands and Products Expo as one of the exhibitions in the promotion zone from January 1-3, 2011, demonstrating the functionalities of its product information and location portal BarcodePlus to the mass public.

Signing Ceremony for Collaborative Projects at Jianyin's Conference

As part of the effort to facilitate the industry adoption of RFID technology through cross-border collaboration, GS1 Hong Kong took part in the "Signing Ceremony for Collaborative Projects at Jianyin's Conference on Strategic Emerging Industries" held in Shenzhen on February 24, 2011, and signed a cooperation agreement with the Committee of Jiangyin Economic Development Zone's Sensor Network Industrial Park to develop an Internet of Things (IoT)/RFID Industry Base Demonstration Centre.

粵港 RFID 技術應用高峰會

香港貨品編碼協會總工程師及首席顧問孫國江先生，代表香港貨品編碼協會出席由廣東 RFID 公共技術支持中心、香港物流及供應鏈管理應用技術研發中心聯合主辦，於 2010 年 9 月 10 日舉行的粵港 RFID 技術應用高峰會，並在高峰會中以「物聯網與供應鏈管理及粵港公共平台」為主題的分組討論上，就 RFID 的技術發展向聽眾分享真知灼見。

第 45 屆香港工展會

香港貨品編碼協會參加第 45 屆香港工展會，並由 2011 年 1 月 1 日至 1 月 3 日於場內推廣區展示產品資訊與位置入門網站 BarcodePlus 的功能。

江陰市會議合作項目簽署儀式

香港貨品編碼協會一直致力透過跨境協作促進各界採納 RFID 技術，協會遂於 2011 年 2 月 24 日參加了在深圳舉辦的「江陰市會議策略性新興產業合作項目簽署儀式」，並與江陰市經濟開發區的無線感測網絡工業園委員會簽署合作協議，共同開發物聯網 / 無線射頻識別技術產業基地演示中心。

During the year, GS1 Hong Kong actively participated in various industry events organized by leading industry players, business and trade associations.
年內，香港貨品編碼協會積極參與多項由領先業者及商會舉辦的活動。

Caring Company Awards Presentation Ceremony

GS1 Hong Kong received the Caring Organization certificate 2010/11 presented by the Hong Kong Council of Social Services.
香港貨品編碼協會獲社聯頒發2010/11年度「同心展關懷」嘉許狀。

2011 Retail Asia Expo

The 3rd LSCM Annual Conference 2011

As one of the panel speakers in the Government and Industry Dialogue themed "Existing Situation and Areas of Expansion for Hong Kong – Cross-boundary logistics, Port Operations, SME, MNC'" in the 3rd LSCM Annual Conference 2011 organized by LSCM R&D Centre held on March 22, 2011, Ms Anna Lin, Chief Executive of GS1 Hong Kong, shared her insights on how SMEs can sharpen their competitive edge through enhanced supply chain visibility.

Caring Company Awards Presentation Ceremony

At the Caring Company presentation ceremony organized by the Hong Kong Council of Social Services (HKCSS) on April 19, 2011, GS1 Hong Kong along with 2,200 companies and organizations, was awarded the Caring Organization Logo 2010/11 for caring for the community and its commitment to corporate citizenship.

2011 Retail Asia Expo

Ms Anna Lin, Chief Executive, GS1 Hong Kong joined fellow officiating guests at the opening ceremony of 2011 Retail Asia Expo, a 3-day expo held from June 14 to 16. During the expo, GS1 Hong Kong also showcased the latest wine traceability solutions.

第三屆香港物流及供應鏈管理應用技術研發中心周年會議2011

香港貨品編碼協會總裁林潔貽女士，參加由香港物流及供應鏈管理應用技術研發中心舉辦，於2011年3月22日舉行之第三屆香港物流及供應鏈管理應用技術研發中心周年會議2011，並擔任小組討論講者，在以「香港現況與發展機遇－跨境物流、港口運作、中小企業、跨國公司」為題之政府及業界研討會上，與各界就中小企業如何透過改善供應鏈透明度提升市場競爭力分享深度的見解。

「商界展關懷」頒獎典禮

由香港社會服務聯會於2011年4月19日舉辦的「商界展關懷」頒獎典禮上，共有2,200家企業和機構獲得嘉許，當中，香港貨品編碼協會獲社聯頒發2010/11年度「同心展關懷」標誌，對本會一直以來關懷社群和實踐企業公民的承諾予以肯定。

2011年亞洲零售業博覽會

為期三天的2011年亞洲零售業博覽會於2011年6月14日至16日在香港舉行，本會總裁林潔貽女士獲邀為開幕典禮的主禮嘉賓之一。香港貨品編碼協會在展覽會上亦展示了最新的葡萄酒產品追溯方案。

Building Bridges
Across the World

Facilitating Local-Global Collaborations
促進本地–全球協作

Alongside the GS1 Advisory Council Meeting, a social program was arranged such as dinner gatherings at the Peak, the Hong Kong Jockey Club and Lei Yun Mun as well as a sightseeing tour to the Hong Kong Lantau Buddha.
除了GS1顧問委員會會議外，大會更安排多項社交及遊覽活動，包括在山頂、香港賽馬會及鯉魚門的晚宴聚餐，以及大嶼山天壇大佛觀光遊覽。

In January 2011, 26 leaders from GS1 Global office and member organizations gathered in Hong Kong to attend the GS1 Advisory Council Meeting.
在2011年1月，26位來自GS1總部及成員組織的領袖匯聚香港，出席GS1顧問委員會會議。

Council Meeting

As a trusted partner of Hong Kong enterprises, GS1 Hong Kong enables industry collaboration and facilitates sharing of value-added information between local and global partners, enhancing capabilities and competitive edge of all supply chain stakeholders. In addition, GS1 Hong Kong also worked closely with GS1 and member organizations.

Besides hosting the GS1 Advisory Council Meeting 2011 in Hong Kong, GS1 Hong Kong participated in several national and international events, facilitating local-global collaborations.

GS1 Asia Pacific Regional Forum

GS1 Hong Kong participated in the GS1 Asia Pacific Forum 2010 hosted by GS1 India in October 2010. Held at New Delhi, the event drew over 50 participants from 17 GS1 member organizations (MOs) in the Asia Pacific region.

At the forum, Mr Miguel Lopera, President and CEO of GS1 gave an overall update on various breakthrough projects and initiatives of GS1's core sectors. Updates by MOs including GS1 Hong Kong on challenges, strategies and experiences also provided valuable information for MOs within the region to strengthen their capabilities to serve members better.

GS1 Advisory Council Meeting

GS1 Hong Kong hosted the GS1 Advisory Council Meeting in January 2011, attended by 26 GS1 CEOs from 18 member organizations and the Global Office. The 3-day meeting is aimed at providing a platform for the GS1 leaders to collectively shape and steer the strategic directions of the organizations in particular on topical subjects such as Business-to-Consumer (B2C), supply chain visibility and data quality.

作為本地工商界可信賴的夥伴，香港貨品編碼協會一直致力促進業界發展，以及本地與全球合作夥伴之間的增值資訊的交流，從而提升各供應鏈各持份者的能力與競爭優勢。除此以來，本會與GS1及全球各地的成員組織緊密的聯繫。

年內，香港貨品編碼協會主持GS1顧問委員會會議2011，並積極參與多個國際及全球性會議，促進本地–全球協作。

GS1亞太地區論壇

香港貨品碼協會出席由GS1印度分會於2010年10月主辦的GS1亞太地區論壇2010。於印度首都新德里舉行的論壇，共有來自亞太區內17個成員組織的50位代表出席參與。

GS1 Global行政總裁Mr Miguel Lopera在會議上公佈GS1在過去一年於重點行業上的突破性項目之發展。此外，本會於論壇上也與各成員組織在挑戰、策略及經驗等領域上互相交流，以加強自身的能力，為會員提供更佳的服務。

GS1顧問委員會會議

在2011年1月，香港貨品編碼協會主持了GS1顧問委員會會議，共有26位來自18個GS1成員組織及GS1總部的領袖出席是次活動。這個為期三天的會議之目的，是為GS1領袖提供一個平台，共謀策略與發展方向，尤其是商業對消費者、供應鏈透明度及數據質量等議題。
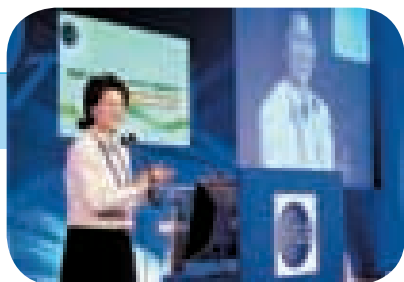
During the year, GS1 Hong Kong took part in various national and international events, facilitating local-global collaborations.
年內，香港貨品編碼協會參與多項的主要GS1會議及論壇，促進全球組織發展與協作。

Alongside the meeting, a social program was arranged to let participating executives experience the unique Hong Kong life – a sophisticated fusion of Eastern traditions and Western cultures.

GS1 Global Forum

In February 2011, GS1 Hong Kong participated in the Global GS1 Forum hosted by GS1 Global office in Brussels. The Forum drew record breaking attendance of some 530 participants representing more than 80 countries, The event's theme "Positioning GS1 for the Future Value Chain", reflects the goal of GS1 to drive the global standards and solution implementation to better serve its users globally and position GS1 to remain relevant for the future value chain.

The one-week Forum, , kicked off with a welcome address by Mr Miguel Lopera, President and CEO of GS1, followed by a series of informative plenary sessions conducted by senior executives of GS1 and member organizations (MOs) surrounding GS1 Systems of standard and developments on various industry sectors. At the Transport and Logistics plenary session, Ms Anna Lin, Chief Executive of GS1 Hong Kong gave a briefing on the challenges and opportunities in the transport and logistics sector, and provided an update on the APEC supply chain visibility initiative. GS1 Hong Kong also participated in various MOs sharing sessions to share its experiences in management and development of application the standards system.

GS1 General Assembly

Held in Paris in May 2011, the GS1 General Assembly 2011 was well-attended by 220 representatives who came from 76 countries across the globe. GS1 Hong Kong was represented by Mr Joseph Phi, Chairman and Ms Anna Lin, Chief Executive of GS1 Hong Kong. The event has provided a unique opportunity to share best practices around the world, hear inspiring stories and innovative examples of standards implementation as well as introduce the new Board Members.

除了會議外，大會更安排多項社交及遊覽活動，讓與會者體驗香港融合東方傳統與西方文化的獨特都會文化。

GS1全球論壇

在2011年2月，香港貨品編碼協會參與由GS1總部於布魯塞爾舉辦的GS1全球論壇。此次論壇共有來自全球80多個國家的530名代會參與，出席人數創新高。是次會議以「為GS1定位，面向未來價值鏈」為主題，反映GS1致力推動業界採納全球標準與解決方案，為全球用戶提供更佳的服務，迎接未來價值鏈的目標。全球論壇由GS1 Global行政總裁Miguel Lopera的歡迎辭揭開序幕，緊接其後為連串的全體會議，GS1高級行政人員及成員組織討論有關GS1標準系統及不同行業的發展。

香港貨品編碼協會總裁林潔貽女士在運輸及物流全體會議上，跟與會者分析運輸和物流業的挑戰和機遇，並向與會者簡述亞太經濟合作組織（APEC）供應鏈資訊透明度項目的發展。另外，協會也參與多個成員組織交流會，與各成員組織分享在GS1標準系統管理和應用開發上的經驗。

GS1全球年會會議

2011年度的GS1全球年會會議於2011年5月在法國巴黎舉行，雲集GS1理事會成員及來自全球76個國家，超過220個全球年會會議代表參與活動。香港貨品編碼協會主席彭焜耀先生及總裁林潔貽女士也出席是次活動。 全球年會會議為來自全球的GS1成員組織提供了一個獨一無二的平台，一同分享最佳實務、聽取充滿啟發性的報導，以及獲取最新的策略性項目及全球標準發展與推行的進程。此外，GS1社群更藉著會議認識新的理事會成員並進行交流。

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