GS1®
Hong Kong

The Global Language of Business -
Optimizing Business, Creating Value

Annual Report 2012

GS1®
Hong Kong

GS1 Hong Kong 香港貨品編碼協會

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About GS1 Hong Kong
關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, global supply chain standards organization headquartered in Brussels, Belgium, with over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains through the provision of global standards and a full spectrum of standards-based solutions and services, thus making possible business optimization and value creation. The GS1 System of Standards is the world's most widely used supply chain standards, allowing the efficient and secure movement of products, services, and information between companies and facilitating the interoperability between different business systems.

GS1 Hong Kong is the authorized registration organization for GS1 BarCodes and Electronic Product Code System. It also offers platforms for trusted product information, BarcodePlus; e-ordering and replenishment, ezTRADE; a global traceability system, ezTRACK™; and a B2C mobile application, Consumer Connect. The organization also offers training and consulting in supply chain management technologies and best practices, as well as membership and partnership programs to facilitate business matching and global trade collaboration.

GS1 Hong Kong currently has more than 6,000 corporate members covering close to 20 industries including retail consumer goods, food, wine, healthcare, apparel, consumer electronics and logistics.

For more information about GS1 Hong Kong, please visit www.gs1hk.org.

香港貨品編碼協會於1989年由香港總商會成立，是GS1®社群的成員組織之一，也是一間積極開發和實施全球供應鏈標準的非牟利機構。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務，讓香港企業享用更有效率、更高透明度和更安全的供應鏈，以優化業務及創優增值。GS1的標準系統是全球最廣泛採用的供應鏈標準，能促進和保障企業之間的貨物、服務及資訊流通，提升不同商業系統之間的互通性。

香港貨品編碼協會是唯一在香港獲授權註冊GS1條碼和產品電子代碼系統的機構。協會為業界提供多個平台，如搜尋可信產品資訊的BarcodePlus、供業界進行電子採購的「通商易」、全球追溯平台「蹤橫網™」及企業對個人推廣流動通訊平台「物密嘟」。協會亦提供關於供應鏈管理技術及最佳實務的培訓和顧問服務，並且藉會員及夥伴計劃推動商業配搭及環球貿易協作。

香港貨品編碼協會目前有逾6,000名企業會員，涵蓋約20種行業，包括零售消費品、食品、葡萄酒、醫療護理、成衣、消費電子產品及物流。

如欲進一步了解香港貨品編碼協會，請瀏覽www.gs1hk.org。

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.

Optimizing Business, Creating Value
優化業務，創優增值

Key Initiatives in 2011/12
2011/12年度主要項目

In 2011/12, GS1 Hong Kong has been very dedicated to the sustainable success of enterprises across industries through the key initiatives and extensive engagement programs to create value for better life.

在2011/12年度，香港貨品編碼協會展開了多個主要項目及計劃拓展，致力推動各行各業持續優化業務，為更佳生活創優增值。

Food and Wine, Cold Chain, Visibility Project and Unsafe Product Prevention Program ensure supply value chain security, integrity, efficiency and product quality.

食品與葡萄酒、冷凍鏈、透明度項目和防預不安全產品項目能確保整條供應價值鏈的安全、可信度、效率及產品質素。

Apparel Item Level RFID Tagging achieves source-to-store visibility for business success.

成衣單件RFID標籤項目能提高由源頭至商店的透明度，助你運籌帷幄。

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。

Supply Chain Visibility in Transport and Logistics improves efficiency and enhance connectivity.

交通及物流業的供應鏈透明度能改善效率和供應鏈連接。

Healthcare Supply Chain Modernization streamlines pharmaceutical procurement process to raise the bar on patient safety.

醫療供應鏈現代化能簡化藥物採購過程，有效提升病人安全。

Consumer Connect is a direct mobile communications platform that helps brand owners and retailers deliver their product and brand values in just ONE barcode scan.

「物密嘟」是一個直接的流動通訊平台，品牌商和零售商只要嘟一次條碼，就能帶出產品和品牌價值。

Chairman's Message
主席獻辭

Joseph Phi **彭焜燿**
Chairman 主席

Since the financial crisis in 2008, Hong Kong enterprises have learned to cope with and thrive in the highly volatile global economy. Against a lackluster external climate, we have continued to focus on technological innovation as the driver for improvement and the catalyst for growth. During this period, GS1 Hong Kong has played a vital role in the transformation of Hong Kong into a digital economy. By championing global supply chain standards and by facilitating local-global trade and industry collaborations, we have helped businesses stay competitive and create new opportunities.

During the year under review, GS1 Hong Kong has achieved quite a few groundbreaking results. First and foremost, as part of our effort to extract maximum value of GS1 BarCodes from business to consumers, we launched Consumer Connect, a mobile application which allows consumers to access trusted source of product information beyond what is included on the product label. We then organized a series of workshops to help our SME members get acquainted with Consumer Connect and reap the benefits of digital marketing.

Second, in our bid to expand the adoption of Internet of Things (IoT) technologies, we partnered with the Management Committee of the Jiangyin Hi-tech Park to launch the Jiangyin IoT RFID Demonstration Center. Through the Park, we open the opportunity for businesses across various industries to witness IoT RFID applications in different aspects of life. We firmly believe this initiative will not only help to promote wider adoption of RFID technology, but also foster closer collaboration between Hong Kong and the East China region.

自2008年金融危機以來，香港的企業學會了如何在極不穩定的全球經濟中茁壯成長。面對低迷的外圍環境，我們繼續專注於技術創新，以改善及促進業務增長。同時，香港貨品編碼協會在協助香港轉型為數碼經濟的過程中擔任了一個重要的角色，透過提倡全球供應鏈標準，促使本地與全球貿易及業界的合作，我們幫助企業保持競爭力，創造新機會。

回顧本年度，香港貨品編碼協會已取得不少突破性的成果。首先，我們將GS1條碼價值從企業帶到消費者層面上，推出手機應用程式「物密嘟」，幫助消費者獲得產品標籤以外的可信賴產品資訊。我們更舉辦了一系列的研討會，幫助中小企業會員熟悉「物密嘟」運作，以及數碼營銷帶來的好處。

另外，為了推動業界廣泛採納物聯網(IoT)，我們與江陰高新技術創業園委員會成立江陰市物聯網無線射頻識別演示中心。透過該中心，我們讓業界見證物聯網無線射頻識別(RFID)在生活層面上的應用。我們堅信這計劃有助推動無線射頻識別技術的廣泛採用，同時可為香港與華東地區建立更緊密的合作。

Third, through our unprecedented alliance with GS1 Italy, we have successfully tracked and traced wines from Italian vineyards to Hong Kong, thereby improving inventory visibility and enhancing quality assurance. This initiative has earned GS1 the much coveted QUID Innovations Italy award.

Last and certainly not the least, in response to a study by APEC Business Advisory Council (ABAC) that pointed to lack of connectivity as one of the key factors causing inefficiencies in cross-border trade, our very capable and long-serving Chief Executive, Ms Anna Lin, JP has worked tirelessly to promote the value of global standards and supply chain visibility among APEC policy makers. To hasten the adoption process, Anna was designated by the APEC Business Advisory Council (ABAC) to represent Hong Kong at the Policy Partnership on Food Security (PPFS), a committee formed under APEC to promote sustainable food supply in the APEC economies.

Today, GS1 system provides a common, globally acceptable language for exchange of supply chain information within 25 industries, and GS1 standards have been used by two million companies globally. GS1 Hong Kong will continue to leverage on our global reach to facilitate local-global trade and industry collaboration, and help Hong Kong enterprises adapt more effectively to changes in the global marketplace.

Our exemplary accomplishments are dedicated to all of you who believe in us. Specifically, I would like to thank our Board Members and partners for their continuing support and guidance. I would also like to recognize the commitment and dedication of our GS1 Hong Kong's leadership and team for their relentless pursuit of excellence. Together with you, we look forward to another great year ahead.

此外，我們與GS1意大利分會合作的酒類產品追溯計劃取得空前成功，該計劃旨在追蹤與追溯由意大利葡萄園至香港酒窖的葡萄酒物流紀錄，從而改善庫存的透明度和保證產品質量。這項創新更令GS1贏得意大利QUID科技創新獎。

最後，亞太經合組織(APEC)工商諮詢理事會(ABAC)的一份研究報告指出，造成低效率的跨境交易主要關鍵是缺乏連結性，故香港貨品編碼協會總裁林潔貽太平紳士一直努力不懈地在APEC政策制定者間推動全球標準化和供應鏈透明度的價值。為了加速法案通過，林女士獲APEC工商諮詢理事會(ABAC)委任為糧食安全策略伙伴關係(PPFS)委員會之香港代表。PPFS委員會是APEC轄下之組織，負責在各APEC經濟體推動可持續糧食供應的委員會。

今天，GS1系統提供了一個全球通用的語言，全球已有200萬家公司包括25個行業，採用了GS1標準作供應鏈的訊息交換。香港貨品編碼協會將繼續發揮我們的全球影響力，促進本地與全球性貿易以及業界的合作，並協助香港企業更有效地適應全球市場的變化。

我們的成就全賴大家的信任，在此，我要感謝董事會成員和合作夥伴的支持和指導，並感謝香港貨品編碼協會的領導層與團隊努力不懈追求卓越的承諾和貢獻。我們期待與你一起創造更美好的一年。

Joseph Phi
Chairman

彭焜燿
主席

Chief Executive's Report
總裁報告

Anna Lin, JP **林潔貽** 太平紳士
Chief Executive 總裁

The challenges of 2011 and the uncertainties of 2012 have impacted every business and industry in one or other ways. It is only through continuous improvement and innovations that a company can stay strong and get ahead across time. For over 20 years, GS1 Hong Kong has been playing a vital role in the transformation of Supply Chain Management. Through global supply chain standards, offering solutions and services, facilitating local-global trade and industry collaborations, we help our members to improve efficiency, enhance customer service and increase competitiveness in global marketplace.

In 2011/12, we continued to adhere to our mission of being a trusted partner of Hong Kong enterprises, enabling more efficient, visible and safer supply chains for business to stay strong and get ahead in this consumer-oriented digital economy.

GS1 Hong Kong's vision - Optimizing Business and Creating Value

As an industry-led business support organization, GS1 Hong Kong serves more than 6,000 companies in 7 core industries in Hong Kong, including Retail, Consumer Goods, Food, Wine, Healthcare, Apparel, Transport & Logistics and ICT. We foster the adoption of the global supply chain standards, technologies and best practices that form the backbone of supply chain efficiency, visibility and collaboration.

Driving efficiency and quality

GS1 Hong Kong supports Hospital Authority Hong Kong (HA) to implement Supply Chain Modernization through the adoption of GS1 BarCodes and eCom (ezTrade) in HA's 13 hospitals and major drugs suppliers in 2012. The project has leveraged GS1's system of standards and technology to drive higher operational efficiency and patient safety through increased visibility riding on track-and-trace capability.

充滿挑戰的2011年和不穩定的2012年，或多或少影響到每一家商業機構和行業，只有不斷地改進和革新，才可以保持實力，業務蒸蒸日上。過去20年，香港貨品編碼協會在供應鏈管理轉型方面擔當起重要的角色，憑藉全球供應鏈標準，提供解決方案和服務，促進地方與全球貿易及業界的合作。本會致力幫助會員改善效率、提高客戶服務水平，以及在全球市場的競爭力。

在2011/12年度，我們繼續堅守使命，成為香港企業值得信賴的合作夥伴，推動更高效、更具透明度、更安全的供應鏈，讓企業在這個以消費者為先的數碼經濟，保持強勁勢頭，業務運籌帷幄。

香港貨品編碼協會的願景 — 優化業務，創優增值

作為行業主導的支持機構，香港貨品編碼協會服務橫跨7個核心行業逾6,000家公司，包括零售、消費品、食品、葡萄酒、醫療護理、成衣、運輸與物流，以及資訊與通訊科技。本會推動業界採納全球供應鏈標準、技術和最佳實務，鞏固供應鏈的效率、透明度和業界協作。

帶動效率與質素

香港貨品編碼協會支援香港醫院管理局（下稱醫管局）推行供應鏈現代化計劃。於2012年，醫管局在其13間醫院和主要藥物供應商採用GS1條碼和電子商貿(通商易)，該計劃通過GS1標準系統和技術達至更佳營運效率，並透過追蹤與追溯所帶來的透明度提升病人安全。

We continued our collaboration with GS1 global community, especially the US, to introduce EPC-enabled RFID Item Tagging (ILT) to major fashion brand owners and retailers for better supply chain performance by tagging at the source. ILT adoption can reduce cycle counting time by 96% and raise inventory accuracy from 63% to 95%. An apparel forum themed "Winning the Apparel Value Chain from Source to Store" was organized by GS1 Hong Kong and GS1 US to get the US retailers and brand owners with sourcing offices and garment manufacturers in Hong Kong and Southern China in the global supply chain to share the insights and benefits and the vision of tagging from source to retail for higher end-to end visibility in the whole value chain. GS1 Hong Kong will also provide an ILT implemental support program to assist our members to be ILT ready and be compliant to the buyers' tagging requirement, which increase their operational efficiency, supply chain reliability and visibility.

In the retail sector, we introduced Synchronized Supply Chain Replenishment Program in April 2012, aiming to improve inventory management by optimizing on-self-availability rate. Members of Efficient Consumer Response (ECR) Hong Kong have joined this program to help reduce extraneous cost from the supply chain and increase responsiveness to fluctuations in consumer demand.

Enhancing product quality and safety

GS1 provides the Global Traceability Standard (GTS) and Global Traceability Conformance (GTC) to support the implementation of traceability across the supply chain both locally and globally. Companies can obtain guidance on complying with major international traceability regulations and traceability requirements established by key quality standards used in the Food industry. In 2012, GS1 Hong Kong organized a regional training on GTS/GTC, and also commenced an industry scheme to assist members such as AEON, General Mills and Lam Soon to assess their existing traceability systems through GS1 GTC/GTS program. It advised the trading partners to implement ingredient inspection in the manufacturing and distribution procedure to ensure flow of goods, services and data linked along whole supply chain are optimized.

GS1 Hong Kong also initiated an automatic GS1 Unsafe Product Prevention Program (UPPP) notification system with the support of the two leading supermarket chains as well as Center of Food Safety to reduce the potential risk that may arise from the unsafe products. Recalled products can be identified and stopped at the point of sale.

香港貨品編碼協會繼續與全球GS1成員組織合作（尤其是GS1美國分會），推動各大時尚品牌商和零售商應用EPC-RFID單品標籤(ILT)，該項目由源頭開始標記，能改善供應鏈的績效。採用ILT可減少每個週期96%的盤點時間，把庫存準確率由63%提高至95%。另外，本會聯同GS1美國分會舉辦成衣論壇，主題為「『由產源至零售』成衣業價值鏈致勝之道」，邀請在全球供應鏈中，於香港及華南地區擁有採購辦事處和服裝製造商的美國零售商和品牌商，在會中分享由源頭至零售商採用單品標籤，帶來整條價值鏈的點到點透明度之見解、效益及理念。協會將提供一個推行ILT的支援計劃，幫助會員落實符合買家對標籤要求的ILT項目，從而提高營運效率，讓供應鏈更可靠和具透明度。

零售方面，本會在2012年4月引入供應鏈同步配銷項目，旨在優化貨架補貨率，改善存貨管理。高效消費者回應(ECR)香港之會員已參與此計劃，減少供應鏈額外的成本，隨消費者多變的需求優化配銷效率。

提升產品質量與安全

GS1提供全球追溯標準(GTS)和全球可追溯性準則(GTC)，支援本地與全球供應鏈追溯。企業可以得到符合主要國際追溯法規和追溯要求的指引，該指引來自食品業廣泛採用的主要質量標準。2012年，香港貨品編碼協會舉辦了GTS/GTC的地區訓練，並開展行業計劃，幫助會員透過GS1 GTC/GTS計劃評估現存的追溯系統，例如永旺百貨、General Mills與南順。計劃建議貿易夥伴在生產與分銷過程進行材料監察，以確保整條供應鏈的貨物、服務與數據順暢運作。

在兩大超市連鎖店及食品安全中心的支持下，協會亦開始自動化的GS1「不安全產品防預計劃」(UPPP)通報系統，減低不安全產品所帶來的風險。召回的產品可在銷售點被識別和阻截出售。

Enhancing brand protection and consumer experience

Nowadays consumers are educated and more demanding, they will look for information before purchase. Social media is the upcoming trend which provides updated information through online platform such as facebook, twitters, google, etc. GS1 Hong Kong Consumer Connect provides a digital promotional platform for brands and retailers to deliver their brand and product values to consumers beyond the packaging in just one bar code scan. Consumers can access trusted and more useful product information and enhance shopping experience in different touch points. The application is now available in the Apple Apps Store and Google Play, and series of inspiring campaigns will be launched to interact with consumers by reading the barcode with digital devices.

To fight counterfeiting problems in the consumer market, GS1 Hong Kong addressed this challenge and extended the product authentication solution to mobile platform. Successful user cases were developed in consumer electronic goods, cosmetic and high value food items. With a unique verification code, product can be identified and registered in a quick and easy way.

Enhancing supply chain efficiency, connectivity and security

Companies operating in today's global environment are faced with a growing complexity of their supply chain, with multiple tiers of trading partners, intermodal transport and cross-border trade issues. The logistics industry is one of the economic pillars of Hong Kong and e-logistics has become increasingly important in enhancing the competitiveness of the industry. To strengthen the role of Logistics Information Hub, Hong Kong Logistics Development Council commissioned GS1 Hong Kong to conduct an Intra-Asia Cross Border Supply Chain Visibility (SCV) feasibility study for the industry. This study will also prescribe a sustainable business model that can realize the proposed value. Two pilot cases will be conducted to illustrate how cross border SCV is technically feasible and can be operationally adoptable for stakeholders.

There are many ongoing SCV related initiatives being conducted within the European Community and APEC economies including the USA, Japan, Mainland China, Taiwan and Malaysia. Specific objectives are to remove frictions or chokepoints by accelerating digitalization and information integration, to extend product information visibility for better risk based assessment concept across economy boundaries. GS1 Hong Kong has also participated in an EU project named CASSANDRA that used a new approach of Risk Base Assessment and Data Pipeline concept to facilitate global

提升品牌保護和消費體驗

現今消費者的教育程度及要求都有所提高，會於購物前搜尋產品資訊。社交媒體是大勢所趨，透過如facebook、twitters、google等網上平台更新資訊。香港貨品編碼協會研發的「物密嘟」，為品牌商和零售商提供數碼推廣平台，讓消費者掃描產品條碼時，帶出包裝以外的品牌及產品價值。讓消費者在不同層面獲取值得信賴和有用的產品資訊，提升購物體驗。該應用程式現可於Apple Apps Store和Google Play下載，本會將展開一系列精彩活動，讓消費者透過數碼產品讀取條碼體驗互動。

為打擊消費市場的假貨，協會在該手機應用程式加裝產品驗證解決方案。消費者電子產品、化妝品和高價食品項目已有成功的用戶個案。憑藉獨特的驗證碼，該應用程式可以快速簡便地識別和註冊產品。

提升供應鏈效率、連接度和安全

在今天的全球環境，公司的營運都面臨著一個日益複雜的供應鏈：多方的貿易夥伴、聯運和跨境貿易問題。物流業是香港的經濟支柱，電子物流在行業提升競爭力方面亦越來越重要。要加強物流資訊樞紐的角色，香港物流發展局委託香港貨品編碼協會為業界進行亞洲區內跨境供應鏈透明度(SCV)的可行性研究。這項研究定為可持續的商業模式，以實現所建議的價值。研究將進行兩個試點個案，說明跨境SCV在技術層面上是如何可行的，以及持份者可以如何採用該技術。

不少歐洲社會和亞太綜合組織(APEC)經濟體正在進行SCV，包括美國、日本、中國大陸、台灣和馬來西亞。其具體目標是透過加快數碼化和資訊融合、增加產品資訊透明度，讓不同的經濟體系達至更佳風險評估，以消除障礙或阻塞點。香港貨品編碼協會還參加了名為CASSANDRA的歐盟項目，該項目使用一種新的風險基本評估和數據管道的概念方法，以促進全球貿易，改善供應鏈績效。嶄新的風險評估和數據共享，將改善社會和

trade to improve supply chain performance. New risk assessment and data sharing will improve social safety and give opportunities for product safety as well. The Asia-EU Living Lab will ride on ezTRACK, an EPCIS enabled track and trace platform and Discovery Services, to connect different EPCIS networks to test the data pipeline concept.

Facilitating development of innovation

The Hong Kong SAR Government is committed to facilitating the development of innovation and technology in Hong Kong, while Internet of Things (IoT) is listed into China's 12th 5-Year Plan as a focus initiative. To ride on this upcoming wave, GS1 Hong Kong continues to facilitating the knowledge sharing with the local industry participants on optimizing operational efficiency, assuring product quality and enhancing brand integrity.

GS1 Hong Kong has organized The Hong Kong RFID Awards in its 5th Year Anniversary, to honor and recognize enterprises, which have successfully implemented EPC/RFID technologies in their business operations. The U-21 Mentorship Program was newly launched to inspire the young talents to create new insights in the development of RFID application.

With funding support from Innovation and Technology Commission (ITC), GS1 Hong Kong has planned to transform existing RFID Center located in the Hong Kong Science and Technology Park to IoT center in early 2013. The centre will promote Hong Kong and PRD as a regional centre of gravity for IoT applications adoption. GS1 Hong Kong has also launched the Jiangyin IoT RFID Demonstration Center at Jiangyin Hi-tech Park in March 2012, which aimed to inspire and promote the RFID technology to business world.

Looking ahead

Product quality and safety, as well as supply chain security, are the most critical concerns in the modern supply chain. GS1 Hong Kong continues to be the trusted source partner to provide added value to all stakeholders by leveraging standardized approaches to solve today's business challenges.

Looking ahead, GS1 Hong Kong continues to support the local businesses in building operational efficiency, improving customer service and strengthening global competitiveness by implementing the global standards with innovative technology solutions.

Anna Lin, JP
Chief Executive

產品安全。亞洲－歐盟生活實驗室將憑藉「蹤橫網」－由產品電子代碼資訊服務網絡(EPCIS)支援的追蹤與追溯平台及搜尋服務－能連接不同的EPCIS網絡，以測試不同的概念。

促進創新的發展

香港特區政府致力促進香港的創新和技術發展，而物聯網(IoT)亦被列為中國十二五計劃的重點倡議。為迎合這個勢頭，香港貨品編碼協會將繼續就優化運營效率、保證產品質量和提升品牌的完整性，促進本地企業的知識交流。

香港貨品編碼協會舉辦了第五屆香港無線射頻識別大獎，以表彰和認可在商業運作應用產品電子代碼/無線射頻識別技術的企業。第一屆的「U-21 RFID 大獎師友計劃」激發青年才俊的新思維，革新無線射頻識別的技術應用。

在創新科技署(ITC)撥款支持下，香港貨品編碼協會計劃將位於香港科技園的無線射頻識別中心，在2013年初轉變為物聯網中心。該中心將促進香港和珠三角作為一個採用物聯網應用的重點區域中心。在2012年3月，香港貨品編碼協會在江陰高新技術創業園推出了江陰市物聯網無線射頻識別演示中心，旨在鼓勵和促進商業機構應用無線射頻識別技術。

前瞻

現代供應鏈最重要的是產品質量與安全，以及供應鏈安全。香港貨品編碼協會將繼續成為提供可信資訊的夥伴，憑藉標準化的方案協助企業面對業務挑戰，為所有持份者創優增值。

展望將來，香港貨品編碼協會將繼續支援本地企業，透過全球標準和創新的技術解決方案提升企業的營運效率、改善客戶服務、加強全球競爭力。

林潔貽 太平紳士
總裁

Congratulatory Messages
賀辭

Prof the Hon Anthony CHEUNG Bing-leung,
GBS, JP
Secretary for Transport and Housing
The Government of HKSAR

張炳良教授
GBS, 太平紳士
運輸及房屋局局長
香港特別行政區政府

香港貨品編碼協會二零一一至一二年度年刊

求變拓新

匡導物流

運輸及房屋局局長張炳良

The Hon Gregory SO Kam-leung,
GBS, JP
Secretary for Commerce and Economic Development
The Government of HKSAR

蘇錦樑先生
GBS, 太平紳士
商務及經濟發展局局長
香港特別行政區政府

香港貨品編碼協會二十三周年誌慶

推動創新科技

興旺百業工商

商務及經濟發展局局長蘇錦樑

Dr KO Wing-man,
BBS, JP
Secretary for Food and Health
The Government of HKSAR

高永文醫生
BBS, 太平紳士
食物及衞生局局長
香港特別行政區政府

香港貨品編碼協會二十三周年誌慶

效績顯彰

匡業有序

食物及衞生局局長高永文

Mr Clement CHEUNG Wan-ching,
JP
Commissioner of Customs & Excise
The Government of HKSAR

張雲正先生
太平紳士
海關關長
香港特別行政區政府

Message from Mr Clement Cheung, JP
Commissioner of Customs & Excise
for the GS1 Hong Kong Annual Report 2011-12

I congratulate GS1 Hong Kong on the 23rd Anniversary of its establishment and offer my heartfelt appreciation of its outstanding achievements in upholding our status as a premier logistic and trading hub.

Given the rapid pace of globalization and increasingly sophisticated product manufacturing process that involves cross-border sourcing and coordination, supply chain connectivity has become a deciding factor of success for business corporations. In this context, GS1 Hong Kong plays an essential supportive role in uplifting the efficiency and competitiveness of local operators through promoting the adoption of relevant standards and providing bespoke solutions to meet emerging needs.

Over the years, Hong Kong Customs enjoyed an excellent communication and developed close rapport with GS1 Hong Kong. I look forward to leveraging on this partnership to further enhance the quality of service that we deliver to different stakeholder groups.

Clement Cheung
Commissioner of Customs and Excise

Mr Alan WONG Chi-kong
JP
Director of Agriculture, Fisheries and Conservation
The Government of HKSAR

黃志光先生
太平紳士
漁農自然護理署署長
香港特別行政區政府

香港貨品編碼協會二十三周年誌慶

廣惠工商

卓展宏猷

漁農自然護理署署長黃志光

Miss Janet WONG Wing-chen,
JP
Commissioner for Innovation and Technology
The Government of HKSAR

王榮珍女士
太平紳士
創新科技署署長
香港特別行政區政府

香港貨品編碼協會二十三周年誌慶

促商興貿
百業欣榮

創新科技署署長王榮珍

Mr Kenneth MAK Ching-yu
JP
Director-General of Trade and Industry
The Government of HKSAR

麥靖宇先生
太平紳士
工業貿易署署長
香港特別行政區政府

香港貨品編碼協會二十三周年誌慶

運籌有策
拓貿興商

工業貿易署署長李靖宇

MR Daniel LAI
BBS, JP
Government Chief Information Officer
The Government of HKSAR

賴錫璋先生
BBS, 太平紳士
政府資訊科技總監
香港特別行政區政府

香港貨品編碼協會二十三周年誌慶

新章迭展
馬譽遐揚

政府資訊科技總監賴錫璋

The list is in alphabetical order by organization name
以下名單以機構英文字母次序排列。

Mrs Agens MAK TANG Pik-yee,
MH, JP
Executive Director
Hong Kong Productivity Council

麥鄧碧儀女士
MH, 太平紳士
總裁
香港生產力促進局

共建工貿樞紐
開拓環球商機

香港生產力促進局總裁
麥鄧碧儀 題辭

Mr E Anthony TAN
Chief Executive Officer
Hong Kong Science and Technology Parks Corportaion

陳蔭楠先生
行政總裁
香港科技園公司

On behalf of Hong Kong Science and Technology Parks Corporation (HKSTPC), it gives me great pleasure to congratulate GS1 Hong Kong on its 23rd anniversary. Your organisation's dedicated efforts over the last two decades in assisting the local business community have enabled them to remain competitive in the global market. We look forward to working collaboratively in the future on endeavours that bolster both parties' mission of enhancing Hong Kong's knowledge economy and its competitiveness.

E Anthony Tan
Chief Executive Officer
Hong Kong Science and Technology Parks Corporation

Mr Fred LAM Tin-fuk
Executive Director
Hong Kong Trade Development Council

林天福先生
總裁
香港貿易發展局

On behalf of the Hong Kong Trade Development Council, my congratulations to GS1 Hong Kong on the occasion of your 23rd anniversary. And my best wishes for your Annual Member Dinner.

Our two organisations are both dedicated to helping Hong Kong companies succeed in the global marketplace. In this regard, we have always worked closely together. I'm grateful for GS1 Hong Kong's support of our Asian Logistics and Maritime Conference, and I'm also pleased that the conference and the annual GS1HK SCM Excellence Summit were affiliated events in 2012. Such cooperation can only benefit companies from Hong Kong, and around the world.

We look forward to deepening our cooperation with GS1 Hong Kong in the coming year.

Fred Lam
Executive Director
Hong Kong Trade Development Council

Dr LEUNG Pak Yin
JP
Chief Executive
Hospital Authority

梁栢賢醫生
太平紳士
行政總裁
醫院管理局

香港貨品編碼協會二十三周年誌慶

貨品資訊環球通
編碼功宏商貿頌

醫院管理局行政總裁梁栢賢

Mr Steve LO
JP
Chairman
The Chamber of Hong Kong Logistics Industry

羅煌楓先生
太平紳士
總裁
香港物流總會

群策群力
服務業界

香港物流商會主席
羅煌楓太平紳士

Mr Irons SZE
JP
President
The Chinese Manufacturers Association of Hong Kong

施榮懷先生
太平紳士
會長
香港中華廠商聯合會

扶助企業 善用科技
提升效率 增強優勢

香港中華廠商聯合會會長
施榮懷太平紳士敬賀

Mr Francois GAY-BELLIE
Manufacturers' Co-chair,
ECR Asia Pacific
Vice President, Customer Leadership
Coca-Cola Pacific Group
高朗先生
ECR Asia Pacific 製造商聯合主席
Coca-Cola Pacific Group 客戶領導力副總裁

Mr Anthony ROSE
Retailers' Co-chair,
ECR Asia Pacific
Vice President, Corporate Affairs
Walmart Asia
羅世傑先生
ECR Asia Pacific 零售商聯合主席
Walmart Asia 企業事務副總裁

On behalf of ECR Asia-Pacific, we would like to congratulate GS1 Hong Kong for your 23rd anniversary. As an active member of the ECR AP Executive Council, GS1 Hong Kong and in particular its Chief Executive Anna Lin, continues to be an essential contributor to the advancement of the Fast Moving Consumer Goods retailing in Asia-Pacific. By tirelessly sharing best practices and standards that have contributed to improve the operational effectiveness of many companies in Hong Kong, and more recently Food Safety for consumers, GS1 HK helps raise the bar for our industry across our geography. We look forward to enhancing further this collaboration over the coming years, as GS1/ECR Hong Kong and ECR Asia-Pacific collaborate closely on the organization of the 2014 ECR Asia-Pacific conference, which will appropriately be held in Hong Kong.

Dr CP WONG
JP
President
eHealth Consortium Limited

王春波醫生
太平紳士
主席
電子健康聯盟

The eHealth Consortium Limited has teamed up with GS1 Hong Kong in the last seven years to promote eHealth development locally and around the Asia Pacific region with the aim of improving efficiency and quality of patient care delivery. GS1 Hong Kong has been one of the founding members of eHealth Consortium and she has contributed tremendously to the local development of Supply Chain Management and Standardization particularly in drug data standards for the healthcare sector, like the Hospital Authority, private hospitals, pharmacies and other healthcare providers. The benefits will be amplified with the coming launching of the territory wide electronic health records system in Hong Kong soon.

On behalf of the eHealth Consortium Limited, I congratulate GS1 Hong Kong on her continued success of the 23rd Anniversary. I am sure GS1 Hong Kong will continue to prosper and extend her leading and beneficial role in the healthcare delivery and other sectors of service in Hong Kong.

Dr CP Wong, JP
President
eHealth Consortium Limited

Dr Roy CHUNG
Chairman
Federation of Hong Kong Industries

鍾志平博士
主席
香港工業總會

香港貨品編碼協會二十三周年誌慶

方寸之間蘊商機
四海之內促繁榮

香港工業總會主席
鍾志平博士

Ir Dr Paul TSUI
Chairman
Hongkong Association of Freight Forwarding and Logistics Ltd

徐翰恩博士工程師
主席
香港貨運物流業協會有限公司

On the occasion of the 23rd anniversary of the GS1 Hong Kong, on behalf of HAFFA, I would like to extend my warmest congratulations to the Organization for its tremendous achievement and distinguished contributions to improving the efficiency and visibility of supply chains.

Over the past two decades, GS1 Hong Kong has been rigorously playing a very unique role in promoting global standards, best practices and enabling technologies in the arena of global value and supply chain management. Being a longstanding industry partner, HAFFA will continue to treasure our amicable relationship and join hands with GS1 Hong Kong to empower the core competences and competitiveness for Hong Kong's freight & logistics industry.

I am honoured and delighted to celebrate this remarkable milestone with you. May I wish GS1 Hong Kong every success in its endeavours and may it go from strength to strength in the days to come.

Ir Dr Paul Tsui
Chairman
Hongkong Association of Freight Forwarding & Logistics (HAFFA)

Mr Y K PANG
Chairman
The Hong Kong Coalition of Service Industries

彭耀佳先生
主席
香港服務業聯盟

香港貨品編碼協會二十三周年誌慶

致力拓展全球標準
盡心促進全球貿易

香港服務業聯盟主席
彭耀佳敬賀

Mr Simon WONG
JP
Chairman
Hong Kong Food Council

黃家和先生
太平紳士
主席
香港食品業總會

I would like to deliver my sincerest congratulation to the 23rd Anniversary of GS1 Hong Kong.

In the past 23 years, GS1 Hong Kong has devoted time and great effort to motivate the local supply chain efficiency and innovation and hence to strengthen Hong Kong competitiveness.

In its continuing pursuit of excellence, GS1 has developed a strong regional logistics hub with local businesses. Such efforts have been recognized both locally and internationally. My warmest congratulation to the 23rd Anniversary of GS1 Hong Kong and I extend my best wishes for all its future endeavors.

Mr Simon Wong, JP
Chairman
Hong Kong Food Council

Mr Sherman LAM
Chairman
Hong Kong Institute of Marketing

林少銘先生
主席
香港市務學會

香港貨品編碼協會二十三周年誌慶

資訊匯聚觀天下
嶄新編碼通全球

香港市務學會主席林少銘敬賀

Mr Stephen CHENG
President
The Hong Kong Logistics Association

鄭會友先生
會長
香港物流協會

香港貨品編碼協會二十三周年誌慶

推動物流技術
加強經濟發展

香港物流協會會長鄭會友敬賀

Mr Eldon YEUNG
Chairman
Hong Kong PKI Forum

楊國樑先生
主席
香港公匙基建論壇

Since the establishment in 1989, GS1 has played a pivotal role to bring global supply chain standards and the full spectrum of standard-based solutions and services across the industries. Over the years, GS1 helped local enterprises to operate more efficiently for sustainable edge in the global marketplace. On behalf of the Hong Kong PKI Forum, I'm delighted to congratulate the GS1 Hong Kong on it's 23rd anniversary.

Mr Eldon Yeung
Chairman
Hong Kong PKI Forum

Dr Michael LAM
CEO
Hong Kong Quality Assurance Agency

林寶興博士
行政總裁
香港品質保證局

恭賀香港貨品編碼協會二十三周年誌慶

與時並進
會譽日隆

香港品質保證局總裁
林寶興博士

Mr Tommy LUI
Chairman
Hong Kong R&D Centre for Logistics and Supply Chain
Management Enabling Technologies (LSCM R&D Centre)

雷瑞強先生
董事局主席
香港物流及供應鏈管理應用技術研發中心

香港貨品編碼協會二十三周年誌慶

貨 碼 導 各 業
編 標 拓 商 機

香港物流及供應鏈管理應用技術研發中心董事局主席
雷瑞強先生

Mr David T.C. LIE
SBS, OM, JP
Chairman
Hong Kong-Taiwan Business Cooperation Committee

李大壯先生
銀紫荊星章, OM, 太平紳士
主席
香港 — 台灣商貿合作委員會

香港貨品編碼協會廿三周年誌慶

力推海外商貿
辞繪業內方圓

香港—台灣商貿合作委員會 主席
二零一二年九月 李大壯 敬賀

Ms Caroline MAK
Chairman
Hong Kong Retail Management Association

麥瑞琼小姐
主席
香港零售管理協會

On behalf of the Hong Kong Retail Management Association, I would like to extend my warmest congratulation to GS1 Hong Kong on its 23rd Anniversary.

Taking a leading role in Asia, the tireless effort of GS1 Hong Kong in advancing supply chain technologies over the years is highly commendable. It promotes goods and information to move efficiently and securely, contributing to the raising competence and enabling diverse business sectors to gain a competitive edge in the domestic and global marketplaces.

We look forward to working more closely with GS1 Hong Kong. May I offer the best wishes to GS1 Hong Kong and its members for the continued success in the years to come.

Caroline Mak
Chairman
Hong Kong Retail Management Association

Mr Henry HO
President
Hong Kong Wine Merchants' Chamber of Commerce

何耀康先生
會長
香港葡萄酒商會

It is with great honor and pleasure that Hong Kong Wine Merchant's Chamber of Commerce (HKWMCC) celebrates the 23rd anniversary of GS1 Hong Kong. May you continue to accompany the development of supply chain technologies. We drink a toast to all the success and prosperity to GS1 Hong Kong.

Henry, Ho Yiu Hong
President
HKWMCC

Mr Willy LIN
SBS, JP
Chairman
The Hong Kong Shippers' Council

林宣武先生
SBS, 太平紳士
主席
香港付貨人委員會

Congratulate GS1 on its 23 years of remarkable achievements

Mr Willy Lin, SBS, JP
Chairman
The Hong Kong Shippers' Council

Mr To CHEUNG
Chairman
Hong Kong Wireless Technology Industry Association

章濤先生
主席
香港無線科技商會

I would like to extend my warmest congratulations to GS1 Hong Kong on its 23rd Anniversary. As a faithful partner of the Organization, we are pleased to witness the achievements of GS1 HK in helping companies in Hong Kong and the Pearl River Delta region improve their supply chain efficiency to compete in the global market.

We will continue to support to GS1 HK, particularly in the information and communications technology arena, for the development of a more open and connected business environment in Hong Kong.

To Cheung
Chairman
Hong Kong Wireless Technology Industry Association (WTIA)

Mr PM LAI
Chairman
Hong Kong Retail Technology Industry Association

黎寶茗先生
主席
香港零售科技商會

On behalf of the Hong Kong Retail Technology Industry Association, I would like to congratulate GS1 Hong Kong on its 23rd anniversary for its remarkable contribution to promoting the industry-wide adoption of global supply chain standards and best practices. For more than two decades, GS1 Hong Kong has successfully led many initiatives to boost the awareness and usage of barcode and electronic product code system as well as various trusted product information platforms. We are privileged to be a close partner with GS1 Hong Kong in supporting its continued efforts and joint events on how to effectively facilitate supply chain traceability and retail storefront visibility. On this special occasion, I congratulate GS1 Hong Kong again on its achievements, and sincerely wish GS1 Hong Kong and its members every success in their future endeavors.

P.M. Lai
Chairman
Hong Kong Retail Technology Industry Association (RTIA)

Mr Willy LIN
SBS,JP
Chairman
Textile Council of Hong Kong Ltd.

林宣武先生
SBS, 太平紳士
主席
香港紡織業聯會

On behalf of the Textile Council of Hong Kong, it gives me great pleasure to contribute a message in GS1 Hong Kong's 2011-2012 Annual Report.

As an industry support organization, GS1 Hong Kong has contributed immensely toward enhancing the development and efficiency of Hong Kong's Industrial community. By promulgating the use of electronic coding technology, GS1 has been instrumental to the enhancement of Hong Kong industries' readiness on electronic business; allowing enterprises to be equipped for a more data-efficient supply chain and helping SME obtain greater competitiveness in the market place.

The Council is pleased to see GS1 Hong Kong's achievements, on behalf of The Textile Council of Hong Kong, our congratulations again and best wishes to the GS1's continuous success.

Willy Lin, SBS, JP
Chairman
Textile Council of Hong Kong

Optimizing Business, Creating Value

GS1 Hong Kong Board of Directors

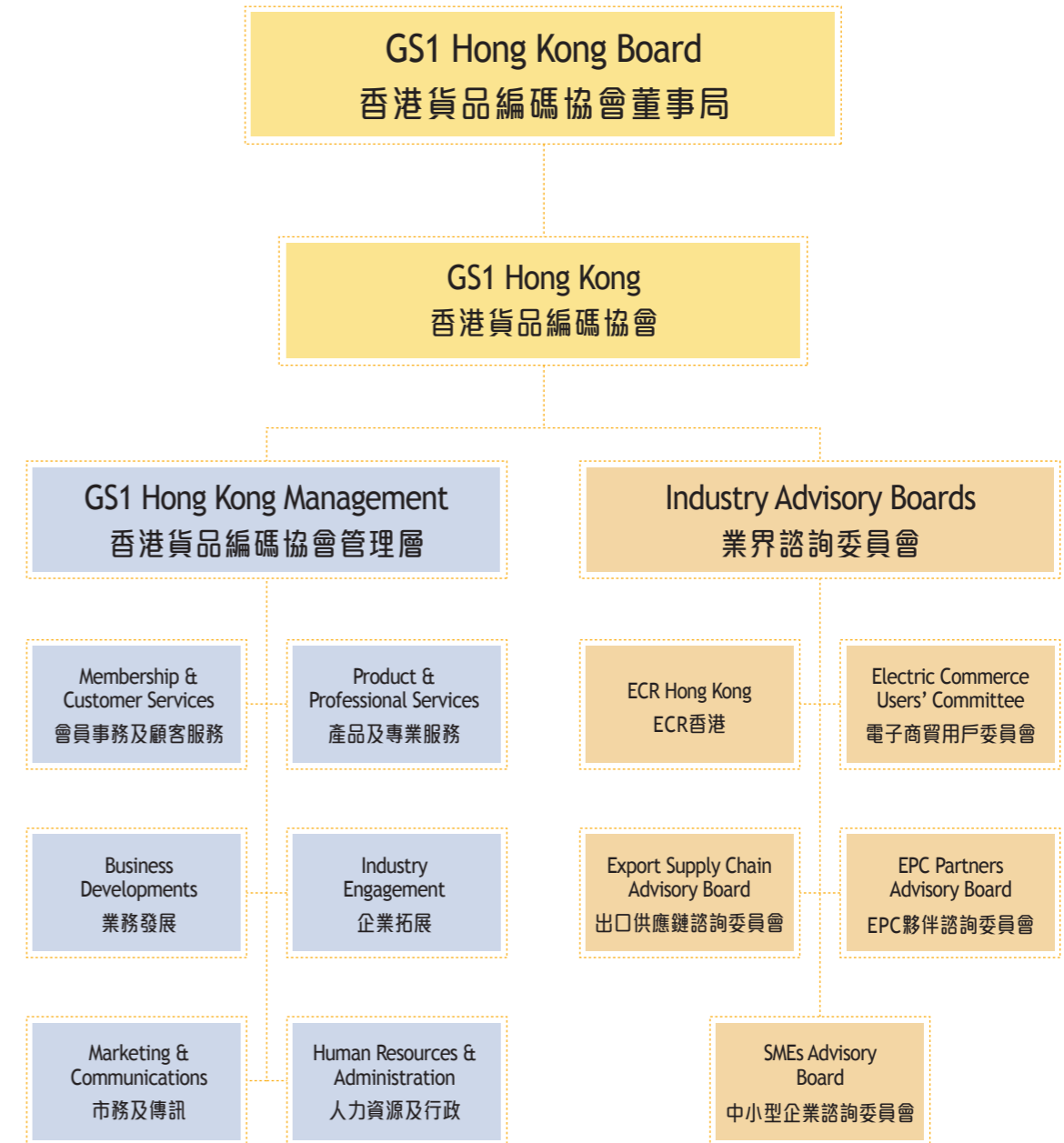|			
Mr. Joseph C Phi	Mr. Choo Peng Chee	Mr. Philippe Giard	Dr. David Hui
President	CEO	Regional Managing Director, Greater China (Food Retail)	Chairman
彭焜燿先生	朱秉志先生	簡力宏先生	許章榮榮譽博士
總裁	總裁	區域董事總經理 (大中華區食品零售)	集團主席
LF LOGISTICS	惠康 wellcome	PARKnSHOP	A-FONTANE 雅芳婷
Mr. Peter Lee	Dr. Kelvin Leung	Mr. Sandroff Ma	Ms. Caroline Mak
Chairman	CEO, Asia Pacific	Director	Regional Director, North Asia
李雨川先生	梁啟元博士	馬智駒先生	麥瑞琼女士
主席	行政總裁 (亞太區)	執行董事	北亞區地區董事長
Eurasia Holdings Limited	DHL GLOBAL FORWARDING	KINGSWAY	Dairy Farm
Mr. Roy Ng	Mr. Glenn Smith	Mr. Saunders Tam	Mr. Simon Wong, JP
CEO	Chief Executive	CEO	Group Chairman
伍俊達先生	史密夫先生	譚澤生先生	黃家和先生 太平紳士
行政總裁	總裁	行政總裁	集團主席
STAR LITE	Sims	翱揚行	KAMPERY 金百加
Mr. Lance Wright	Dr. Gordon Yen	Ms. Shirley Yuen	Mr Nicholas Horvath
General Manager	Executive Director	CEO	Bodnar Horvath
衛能智先生	嚴震銘博士	袁莎妮女士	鮑皓華律師
總經理	執行董事	總裁	鮑皓華律師行
SWIRE COCA-COLA HK	福田實業 (集團) 有限公司 Fountain Set (Holdings) Limited	HKGCC Hong Kong General Chamber of Commerce 香港總商會 1861	鮑皓華律師行

A standard-based solution enabler and business success accelerator

As the local chapter of a not-for-profit, industry-led global supply chain standards organization, GS1 Hong Kong is dedicated to helping our business community to thrive and compete effectively in the global marketplace by fostering the adoption of standards, technologies and practices.
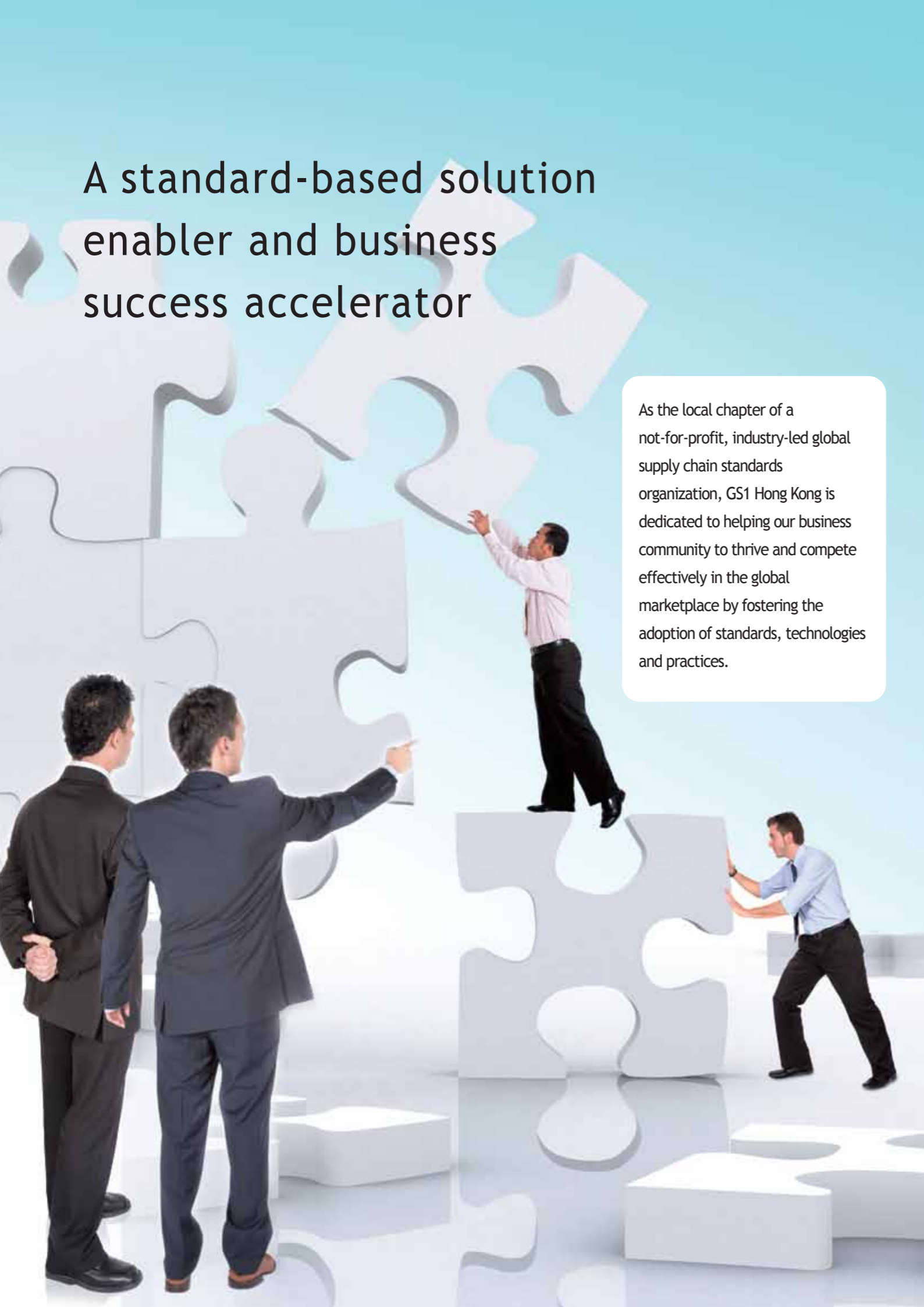
Organization Structure
協會架構

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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	Electric Commerce Users' Committee 電子商貿用戶委員會
Business Developments 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

2011/2012

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 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

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

Directors
董事

Mr Roy Ng
CEO
Star Lite (HK) Ltd

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

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

Directors
董事

Mr Peter Lee
Chairman
Eurosia Group

李雨川先生
主席
華寶實業集團

Dr Kelvin Leung
*Chief Executive Officer
Asia Pacific*
DHL Global Forwarding (HK) 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
The Dairy Farm Group

麥瑞琼女士
北亞區地區董事
牛奶公司集團

Directors
董事

Dr Gordon Yen
*Executive Director and
Chief Financial Officer*
Fountain Set (Holdings) Ltd

嚴震銘博士
執行董事及首席財務官
福田實業(集團)有限公司

Ms Shirley Yuen
Chief Executive Officer
Hong Kong General Chamber
of Commerce

袁莎妮女士
總裁
香港總商會

Company Secretary
公司秘書

Mr Nicholas Horvath
Sole Proprietor
Bodnar Horvath

鮑皓華律師
鮑皓華律師行

Ex-Officio Member
當然委員

Ms Anna Lin, JP
Chief Executive
GS1 Hong Kong

林潔貽太平紳士
總裁
香港貨品編碼協會

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 improve 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 (Efficient Consumer Response) 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. In 2012, 4 'E' Strategies - Efficient Replenishment, Efficient Promotion, Efficient Product Introduction and Efficient Product Assortment - are applied. In 2011/12, four workgroups on 4 'E' strategies were organized.

Accomplishments

- In order to help industry stakeholders minimizing 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. To achieve 'Efficient Replenishment', OSA Workgroup provided a means to resolve the top OSA root causes, develop an availability analysis for diagnosing inventory status and make a replenishment suggestion for maintaining optimal inventory level.

- In 2011/12, Mobile Retail Workgroup , aimed at achieving 'Efficient Promotion', was launched to connect with consumers on digital retail, maximize brand exposure via mobile application, facilitate business development with digital exposure on mobile communications platform on 7/24 basis.

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。2012年「四E策略」為：高效補貨、高效推廣、高效引入產品及高效產品分類。在2011/12年度，ECR香港共舉辦了與「四E策略」相關的工作坊。

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(OSA)工作小組。為達成「高效補貨」之目標，OSA工作小組提供方案以解決上架貨品流通管理的問題根源，建立貨架使用率的分析以評估存貨狀況，並且作補貨建議以達至理想存貨水平。

- ECR香港與香港貨品編碼協會於2011/12年度成立流動零售工作小組，旨在達至「高效推廣」。該小組憑藉數碼零售趨勢與消費者聯繫，藉手機程式擴大品牌曝光率，並隨時隨地在手機通訊平台展示產品資訊以助業務發展。

- To echo the strategy 'Efficient Product Introduction', New Product Introduction (NPI) Workgroup was set up in 2011/12 to ensure effective data communications enabled by BarcodePlus. Retailers and Suppliers are both benefited by standardized new product introduction flow, efficient electronic data exchange, enhanced data integrity via electronic verification and speeding up new products on shelf.

- In 2011/12, Category Management (CM) Workgroup was formed in response to 'Efficient Product Assortment' strategy. In 2012, the workgroup performed industrial requirements analysis and consolidating industrial best practices.

- 為響應「高效引入產品」策略，引入新產品工作小組於本年度成立，旨在確保業界有效應用由BarcodePlus支援的數據通訊。零售商和供應商受惠於標準化的新產品引入流程、高效數據交換、藉電子驗證達至更可信的數據，以及加快新產品上架。

- 產品分類管理工作小組在2011/12年度成立，以響應「高效產品分類」策略。工作小組2012年作出業界要求分析和蒐集業界的最佳實務。

ECR HK Board Members				
Chairman		**主席**		
Mr Lance Wright	Director and General Manager Swire Coca Cola HK Ltd	衛能智先生	董事總經理 太古可口可樂香港有限公司	
Members		**委員**		
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 Rocky Wong	Business Development Manager (South China and HK) AEON Stores (Hong Kong) Co.Ltd	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.) Ltd	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 Ltd A member of A.S.Watson Group	凌家祥先生	營運經理 時鮮菓汁國際 (屈臣氏集團屬下機構)	
Mr K L Chan	Deputy Head of Supply Chain Operation Support Services City Super Ltd	陳鑫鈴先生	區域零售營運副總監 City Super Ltd	
Ms May Chung	Customer Development Director Colgate Palmolive (Hong Kong) Ltd	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	
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 Simson Chan	Senior Vice President, Head of Hong Kong. LF Logistics	陳兆簹先生	高級副總裁 LF Logistics	
Ms Iris Lam	Regional Key Account Director - Asia Pacific Johnson & Johnson (HK) Ltd	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) Ltd	藍嘉榮先生	供應鏈經理 金佰利(香港)有限公司	

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

ECR HK Board Members

Members		委員	
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 Chan Tai Hing, Terence	*Manager, Supply Chain* Lee Kum Kee International Holdings Ltd	陳大慶先生	*供應鏈管理經理* 李錦記國際控股有限公司
Mr Tony Hui	*Customer Care Manager* L'OREAL Hong Kong Ltd	許樹榮先生	*Customer Care Manager* 歐萊雅香港有限公司
Mr Patrick Chan	*Sales Director - Greater China & HK* Loscam (HK) Ltd	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 Lawrence Chan	*Director - Supply Chain HK* Nestle Hong Kong Ltd	陳惠華先生	*供應鏈總監(香港)* 雀巢香港有限公司
Mr Stephen Chan	*Managing Director* Power Hub Ltd	陳鏡治先生	*董事總經理* 力泓有限公司
Mr Douglas Zhong	*Hong Kong Sales Country Manager Customer Business Development* Procter & Gamble (HK) Ltd	鍾杰生先生	*香港銷售總經理* 香港寶潔有限公司
Mr Glenn Smith	*Chief Executive* Sims Trading Company Ltd	史密夫先生	*總裁* 慎昌有限公司　　* Sit in GS1 Board
Mr Nelson Law	*Supply Chain Director* Swire Coca Cola HK Ltd	羅逸強先生	*物流總監* 太古可口可樂香港有限公司
Mr Dallas Choi	*Supply Chain Director* The Dairy Farm Company Ltd	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	*Director, Customer Development & Operations* Unilever HK Ltd	梁健宗先生	*客戶發展及營運總監* 香港聯合利華有限公司
Mr Marco Wong	*Senior Manager, Supply Chain* Vitasoy International Holdings Ltd	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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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

- In 2011/12, ezTRADE Enhancement & BarcodePlus Integration was completed to provide upgraded features and more effective user interface for better operation efficiency.

- In August, 2012, ezTRADE Web Invoice Enhancement Project with web invoice uploading features was developed. It helps to cater the needs of non-PO suppliers which send invoices to retailers such as magazine distributors with large transaction volume. The project was well-received since the system is user-friendly and the efficiency of document turnaround is enhanced.

- New ezTRADE Hub including China Resources Vanguard (CRV) will kick-off projects like Web EDI PO implementation with more than 400 web suppliers in 2013 Q1 and implement EDI PO with other gateway suppliers implementation in mid-2013.

- In 2012, the Hospital Authority launched its Supply Chain Modernization project in 13 public hospitals in Kowloon Central Cluster and New Territories East Cluster. The move will enable more hospitals to benefit from the visibility along HA's pharmaceutical supply chain to ensure the drug quality and safeguard patient safety.

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，該委員會會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

- 在2011/12年度，委員會完成了「通商易」提升及BarcodePlus整合計劃，以提供升級功能和更有效的用戶介面，達至更佳運作效率。

- 委員會於2012年8月研發了具備上載發票功能的「通商易」網上發票提升計劃，迎合非採購訂單供應商的需要，以向零售商傳送大量交易額的發票，如雜誌發行商。由於系統使用方便，而且文件周轉效率提高，該計劃自推出後反應甚佳。

- 嶄新的「通商易」中心，包括中國華潤萬家(CRV)將推出項目，例如於2013年第一季度與400多家網絡供應商推行網絡電子數據交換採購訂單(Web EDI PO)項目，並於2013年中與其他網絡設備供應商推行EDI PO項目。

- 醫院管理局供應鏈現代化計劃已於2012年6月在九龍中和新界東的公立醫院聯網的13間醫院中實行。此舉將令更多醫院受惠於醫管局的醫療供應鏈透明度，以確保藥物質素和保障病人安全。

ECUC Board Members

Chairman		副主席	
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 Terence Wu	*Manager, Information Technology* AEON Stores (Hong Kong) Co.Ltd	胡嘉暉先生	*資訊科技部 -經理* 永旺（香港）百貨有限公司
Mr Billy Hung	*Senior Manager, Network Mgt & User Support* Murata Co Ltd	孔祥樂先生	*Senior Manager, Network Management & User Support* 村田有限公司
Mr Douglas Zhong	*Hong Kong Sales Country Manager Customer Business Development* Procter & Gamble Hong Kong Ltd	鍾杰生先生	*香港銷售總經理* 香港寶潔有限公司
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
Mr Leo Lee	*Enterprise Solution Architect* Hospital Authority	李志豪	*系統經理* 醫院管理局

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EPC Partners Advisory Board

The Board aims to champion EPC (Electronic Product Code) 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

- Jiang Yin IoT Centre & Shanghai RFID Study Tour was organized on March 28-30, 2012. This provided networking opportunity with JY industry alliance, technology vendors and end-user companies. More importantly, it showcased the Government that GS1 Hong Kong had equipped with the industry solution of EPC/RFID which could be leveraged by the user group.

- In 2011/12, the board worked on industry facilitation programs and collaborated to motivate U-21 RFID talents. The first ever Hong Kong U-21 RFID Awards Mentorship Program was launched to share implementation experience and advice for ideas generation and project feasibility. Technology partners provided RFID hardware support and shared a number of application areas and business issues to address the market needs.

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

- 在2012年3月28-30日,委員會舉辦了江陰物聯網中心及上海無線射頻識別學習團,為江陰的業界聯盟、技術供應商和終端用戶公司提供專門交流機會。更重要的是,本學習團向政府展示香港貨品編碼協會為用戶小組提供由產品電子代碼/無線射頻識別支援的業界解決方案。

- 在2011/12年,委員會致力業界促進計劃,並協作栽培U-21 RFID(無線射頻識別)人才,於本年度成立首個香港U-21 RFID大獎師友計劃,旨在分享實踐經驗和參賽計劃之可行性。技術夥伴為參賽學生提供RFID硬件支援,並與他們分享不少應用範疇和迎合市場的商業意見。

EPC Partners Advisory Board Members

Honorable Chairman		榮譽主席	
Mr Lawrence Wong	*Chief Executive Director* 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, Business Development , RFID Asia Pacific* 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

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

EPC Partners Advisory Board Members

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	*AVP, Technology Development* PCCW Solutions Ltd	關志豪先生	*科技研發 助理副總裁* 電訊盈科企業方案
Mr William Chan	*Chief Executive Officer* RFID System & Supplies Ltd	陳惠龍先生	*行政總裁* 射頻科技系統資源有限公司
Ms Vicky Koo	*Marketing Consultant* Convergence Systems Ltd	古慧明小姐	*市場顧問* 恒進信息科技有限公司
Mr Michael Tai	*General Manager* Data-Pro Technology Ltd	戴尚焜先生	*總經理* 迪寶科技有限公司
Mr Simon Leung	*Director (Global Information Strategy and Solution Dept)* Leo Paper Group (Hong Kong) Ltd	梁延國先生	*董事(環球資訊策略及解決方案部)* 利奧紙品集團(香港)有限公司
Ms Candy Wong	*Director and Deputy General Manager* C & C Joint Printing Co., (H.K.) Ltd	黃紹顏女士	*董事副總經理* 中華商務聯合印刷(香港)有限公司
Ms Florence Lo	*Global Training and Marketing Specialist, RFID* SML Group Ltd	盧敏怡小姐	*環球培訓及市務專員, RFID* SML Group Ltd

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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

- During the year 2011/12, the board continued working on Key Performance Indicators (KPI) project and invited suppliers in export and sourcing industry to participate in KPI implementation survey. The survey helps to increase participants' awareness on the key supply chain requirement, enable them to realize their performance benchmarked with other suppliers and enhance their competitiveness in the industry in the long run.

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2011/12年度，委員會繼續進行一項針對出口和採購行業供應商的「主要績效指標」(KPI)項目，邀請了該行業的供應商參與關於實踐KPI的問卷調查。該問卷調查有助於參加者更關注主要供應鏈管理能力，幫助業界實踐與其他供應商所制定的表現基準，長遠促進業界的競爭力。

ESCAB Board Members

Vice-Chairman		副主席	
Mr Felix Chim	*Managing Director - Hong Kong Office* LGS Hong Kong Ltd, Lowe's	詹兆輝先生	*Managing Director - Hong Kong Office* LGS Hong Kong Ltd, 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	王祿閭先生	*主席* 林麥集團有限公司
Mr Sven Jasper	*Director Global Sourcing* Hermes-OTTO International	卓柏宏先生	*全球採辦董事* 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	*ISD Director Business Process & Systems* Walmart Global Sourcing	李柏希先生	*信息系統總監業務流程及系統部* 沃爾瑪全球採辦

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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 (Supply Chain Management) 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

- In 2011/12, the board participated in the SMEs Mentorship Program initiated by the Support & Consultation Centre of the Trade and Industry Department (TID). The program provides SME entrepreneurs with the 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2011/12年度，委員會參與了工業貿易署轄下中小企業支援與諮詢中心的中小企業「營商友導」計劃。該計劃讓中小企僱主有機會以一對一形式向成功及富經驗的業界翹楚學習。

SMEs Advisory Board Members

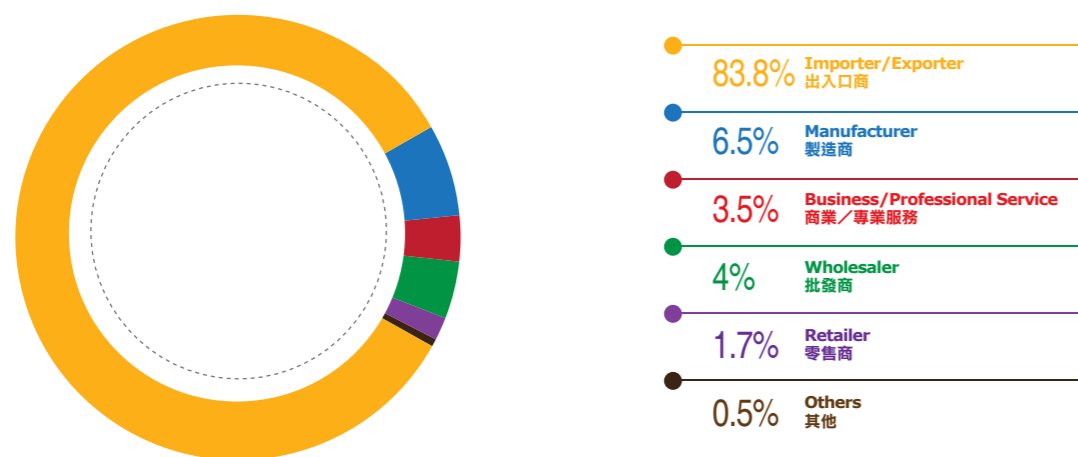| **Chairman**		主席	
Mr Saunders Tam	*Chief Executive Officer* Forewide Company (HK) Ltd	譚澤生先生	*行政總裁* 福揚行(香港)有限公司
Vice-Chairman		副主席	
Mrs Candy Chan	*Vice President* Wan Ho Holdings Inc.	陳燕兒女士	*副總裁* 運豪集團
Members		**委員**	
Mr Kenneth Chan Kin Nin	*Director* Kui Fat Yuen Ltd	陳建年先生	*董事* 鉅發源有限公司
Mr Amedeo 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 Ltd	陸有志先生	*商務總監* 環宇貨業有限公司
Ex-Official Members		**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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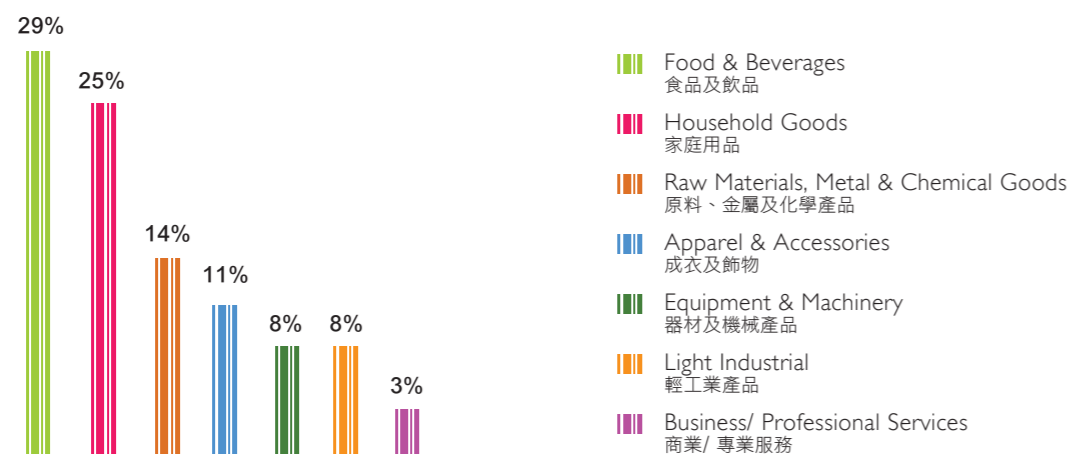
Membership Profile
會員概覽

GS1 Hong Kong continues to facilitate the application of GS1 Systems of standards in multiple sectors and industries in Hong Kong. During the year in review, we strived to enhance our services and strengthened communication with our members through a wide range of various activities. These initiatives included forming user groups, organizing our annual member gathering, a series of informative seminars and industry-related workshops. Our dedicated efforts have resulted in 6% increment for GCP (Global Company Prefix) Barcode membership in 2011/2012.

香港貨品編碼協會一直努力不懈，於本港不同界別及行業推動應用GS1標準。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。這些活動包括組織用戶小組、舉辦會員年會，還有一系列與業界需要有關、內容豐富的研討會和工作坊。經過不斷努力，在2011/2012年度的GCP(全球公司前置碼)條碼會員數目上升了6%。

GCP Barcode Membership Distribution by Business Classification (as of August 31, 2012)
GCP條碼會員分佈（以業務類型劃分）（截至2012年8月31日止）

83.8%	Importer/Exporter	出入口商
6.5%	Manufacturer	製造商
3.5%	Business/Professional Service	商業／專業服務
4%	Wholesaler	批發商
1.7%	Retailer	零售商
0.5%	Others	其他

GCP Barcode Membership Distribution by Product Classification (as of August 31, 2012)
GCP條碼會員分佈（以產品類型劃分）（截至2012年8月31日止）

29%
25%
14%
11%
8% 8%
3%

- Food & Beverages 食品及飲品
- Household Goods 家庭用品
- Raw Materials, Metal & Chemical Goods 原料、金屬及化學產品
- Apparel & Accessories 成衣及飾物
- Equipment & Machinery 器材及機械產品
- Light Industrial 輕工業產品
- Business/ Professional Services 商業/ 專業服務

GS1 Hong Kong

42%
Lower distribution costs

32%
Less out of stocks

21%
Shorter lead time

3.5%
Higher invoice accuracy

Source: IBM Corporation, Make your supply chain more efficient by using GS1 Global Standards, Findings of the 2011 Consumer Goods Forum Compliance Survey (January 2012)

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Optimise your business value is our standard.

GS1 offers you the value beyond BarCode, our retail-focused professional services optimise your value-chain visibility, collaboration and result that drives your business into big wins. Our services include:

- Inventory and Replenishment Upgrade Programs
- Product Traceability and Safety Consultancy Services
- Supply Chain Management Training and Consultancy
- Cross-border Collaboration Projects
- B2B2C

Call us today to find out more: (852) 2863 9798   www.gs1hk.org   info@gs1hk.org

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Engaging Industries to Uplift SCM Standards
支援業界　回應所需

In 2011/12, GS1 Hong Kong continued to deepen the collaboration with business community leveraging the capabilities of global standards for identification automation, traceability and data synchronization to make the global supply chain more efficient and visible, increase logistics and operational efficiency, improve patient safety and enhance consumer satisfaction. Notable progress has been made in leading various industries including retail, food, wine, apparel, healthcare, as well as transport and logistics to implement global standards.

在2011/12年，香港貨品編碼協會繼續與業界加強合作，推動產品識別自動化、產品追溯與數據同步之全球標準，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。協會在推動各行業如零售、食品、葡萄酒、成衣、醫療護理，以及物流與運輸使用全球標準方面有顯著的成果。

Retail
零售

Enhancing product replenishment efficiency and assuring quick response to unsafe products are vital to the success of the retail industries. In the past year, GS1 Hong Kong continued to intensify its efforts to assist the retail industry in its pursuit of continuous improvement by leveraging global standards, enabling technologies and best practices.

加快產品補貨效率和快速發放不安全產品預警消息，對零售業至為重要。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，協助零售行業改善業務運作。

Enhancing product replenishment efficiency with Synchronized Supply Chain Replenishment Solution

Retailers are faced with critical operational issues, including inaccurate inventory, out-of-stocks, increase administrative man-hours due to human error, hence affecting their market competitiveness. To address these challenges, city'super started a trial project in partnership with GS1 to implement the Synchronized Supply Chain Replenishment (SSCR) solution aimed at helping the company simulate inventory replenishment. GS1 first checked the data integrity and existing inventory status of

使用同步供應鏈補貨模式　加快產品補貨效率

零售商所面對的挑戰，如庫存誤差、缺貨、人為錯誤所增加的行政工時等，都會影響企業的競爭能力。有見及此，city'super與香港貨品編碼協會合作進行了一個試點計劃，透過同步供應鏈補貨模式(SSCR)方案，為該公司模擬設計出一個有效的補貨策略。香港貨品編碼協會首先核對有關貨品每日的交易數據，再仔細研究現有的存貨狀

the selected Stock Keeping Units (SKUs). They were then reviewed to determine their priority level of replenishment, enabling city'super to have a clear view which product is on top priority to meet actual market demand. The pilot also identified other products with balanced inventory, while those SKUs identified as slow-moving products will have less stock to free up warehouse space and allocate it to fast-selling items. With SSCR, city'super is able to categorize product portfolio, establish product ranking and effectively recommend replenishment sequence. Product lead-time, minimum quantity of replenishment, promotional factors and sales pattern were all addressed.

況，並擬定優先補貨的排列次序，讓公司可以了解哪種產品在市場上有較大需求，哪種產品存貨量處於合理水平，以及哪種產品存貨量過剩，必須減低存貨量以騰出貨倉空間擺放銷售迅速的產品。city'super成功透過SSCR方案為產品項目進行分類，擬定產品銷售排名，及制定產品優先補貨策略。在進行試點計劃時，方案亦顧及產品補貨時間、最少補貨量、促銷及銷售模式等因素。

Food
食品

Maximizing food safety is vital to protect consumers' health. In the past year, GS1 Hong Kong continued to intensify its efforts to assist the food industry in its pursuit of continuous improvement leveraging global standards, enabling technologies and best practices, which ultimately win consumers' confidence by enhanced food safety.

提升食品質素對保障消費者健康尤其重要。去年，香港貨品編碼協會積極透過全球標準、應用技術及最佳實務，協助食品業改善業務運作、提升食品安全，以獲得消費者的信任。

Efficient and quick response to unsafe product alerts via GS1 barcodes

To assist traders in identifying unsafe products in the market today via the Food Safety Alert System, GS1 Hong Kong initiated an automatic GS1 alert notification system. Once GS1 Hong Kong receives the Rapid Alert System (RAS) form, the appended GTIN is mapped out using BarcodePlus to generate related internal inventory codes used by

使用GS1條碼　快速及有效地發放不安全產品預警訊息

為協助業界辨別市面上的不安全產品，香港貨品編碼協會於現行的「防預不安全產品項目」上，推出一套自動化的GS1預警通報系統。當香港貨品編碼協會接獲食物安全中心的快速警報系統表格後，其附載的國際貨品編碼資料會經由BarcodePlus資訊平台，為不同連鎖超級市場搜

different supermarket chains. A standard GS1 electronic alert message with its correspondent mapping result is then transmitted to PARKnSHOP and Wellcome via email and SMS if an unsafe product is identified among their existing product portfolio. GS1's e-alert notification solution further enhances the management of unsafe products process to ensure to the protection of consumers from purchasing or consuming any perilous products. With this solution, it aids in prioritizing and accurately streamlining the processing time of identifying unsafe products by at least 30%.

APEC Policy Partnership Meeting on Food Security (PPFS) Meeting in Kazan

Asia Pacific Economic Cooperation (APEC) Policy Partnership Meeting on Food Security (PPFS) Meeting was held in Kazan in May to address the sustainability of food security. Calling for region-wide collaboration on application of global standards to create more efficient, safer and sustainable value chains, Mr John G. Keogh, Director of Product and Consumer Safety, GS1 Global Office delivered a presentation entitled "An Overview of Global Standards in the Food Chain". The presentation is a business-based proposal that improves food safety and security to all member economies – improving food supply-chain visibility both in domestic markets and for internationally traded food, enhancing traceability and recall of unsafe foods, reducing costs and driving supply chain efficiency, building consumer confidence in food products, and contributing to strong economic growth. Ms Anna Lin, JP, the Chief Executive of GS1 Hong Kong, is appointed by ABAC Hong Kong to represent Hong Kong at APEC PPFS.

尋相關的內部倉存編碼。該系統繼而會建立一個標準化的GS1電子預警訊息，該通報結果即時以電郵與短訊方式發送予百佳及惠康。他們便可立刻知道現售貨品是否存有不安全產品。GS1的電子預警通報方案進一步提升了不安全產品的管理流程，有效阻截消費者購入及使用有問題產品。這套方案協助業界更準確地查找不安全產品，比以往快30%或以上。

俄羅斯喀山亞太經合組織(APEC)糧食安全策略伙伴關係(PPFS)會議

亞太經合組織糧食安全策略伙伴關係(PPFS)在本年五月於俄羅斯的會議，探討糧食安全的可持續性。為呼籲不同的地區協力應用全球標準共創更有效、更安全和可持續的價值鏈，GS1總部產品及消費者安全總監John G. Keogh先生在會議中匯報「在食品供應鏈採納全球標準綱要」。 該匯報是一項商務建議，有助於經濟體系會員的食品和糧食安全，如改善本地市場和國際貿易食品的供應鏈透明度、提升追溯能力和不安全食品回收、減低成本，以及增加供應鏈效率、建立消費者對食品的信心和帶動強勢經濟增長。協會總裁林潔貽太平紳士獲ABAC委任為APEC PPFS香港代表。

Wine

葡萄酒

To respond to the fast growing wine consumption in Asia, ensuring wine quality through real-time temperature monitor is the key to tap the business opportunity. GS1's Global Wine Supply Chain Traceability project, which tracks-and-traces wines from Italian vineyards to Hong Kong along with real-time temperature monitoring, helps improve inventory management and quality control. This project won the prestigious Year 2012 QUID Innovation Italy Award.

為回應亞洲酒類市場的急速增長，實時溫度監控有助於酒商提升酒類品質，穩佔商機。香港貨品編碼協會推動全球酒類產品供應鏈追溯計劃，成功從意大利葡萄酒莊園至香港進行產品流向追溯及溫度監控，令本地入口商及零售商有效提升倉存管理效率，並向消費者提供產品質素保證。此計劃於2012年度獲得意大利QUID創新嘉許獎項。

Mr KW Ho, Senior Manager of Industry Engagement, was invited to present on 'Global Wine Supply Chain Visibility Project' at the Supply Chain Visibility Workshop coordinated by Ministry of Economy (METI) of Japan to share one of the best practices of Cargo Status Information Network for enhancing Supply Chain Visibility among APEC region.

During the year, Hong Kong Trade Development Council (HKTDC) and GS1 Hong Kong coordinated "Wine Logistics: A Moving Feast" session in the second Asian Logistics and Maritime Conference to address the challenges faced by stakeholders in the crucial area of wine visibility along the supply chain and advise on how to boost customer satisfaction and brand reputation through quality assurance, so as to sustain Hong Kong's role as an international wine hub. Wine consortium was formed right after the session, with 17 companies participated at the initial stage.

繼全球酒類產品供應鏈追溯計劃的成功，本會企業拓展高級經理何錦榮先生，獲邀到日本經濟部舉辦的供應鏈透明度工作坊匯報「全球葡萄酒供應鏈透明度項目」，分享如何憑藉貨運資訊網絡的最佳實務，推動APEC區域供應鏈透明度。

於本年度，香港貿易發展局（貿發局）和香港貨品編碼協會於第二屆亞洲物流及航運會議，共同舉辦「醇酒流芳 — 專家談酒類物流」討論環節，以回應業界持份者於建立葡萄酒供應鏈透明度時面對的挑戰，並且就如何透過品質保證提升顧客滿意度和品牌商譽提供專業意見，以致維持香港作為國際葡萄酒樞紐的形象。葡萄酒業聯盟亦於環節完畢後成立，初步有17家企業加入該聯盟。

Consumer Goods

消費品

As a free trade zone, Hong Kong allows products from various places worldwide to hit the local market; consumer safety hereby needs to be safeguarded. Consumer confidence can be enhanced by mobile application enabled by Trusted Source of Data, preventing counterfeits as well as track-and-trace capability.

香港作為一個自由貿易區，產品均來自世界各地，消費者安全需要有效保障。利用提供可信產品資訊來源的手機應用程式、杜絕假貨、具備產品追蹤與追溯能力的解決方案，均可有效提升消費者的信心。


Mobile application enabled by Trusted Source of Data

提供可信產品資料來源的手機應用程式

GS1, as a supply chain standards organization, aims to become the Trusted Source of Data (TSD) that brand owners can rely on in order to provide consumers with accurate product /service information. By incorporating product and location information in BarcodePlus portal, GS1 Hong Kong has also developed a Consumer Connect mobile app on Apple iOS and Google Android platforms where consumers can easily retrieve product/ service information at ease. With Consumer Connect, consumers only need to scan the GS1 BarCode on product packaging or QR Code in a store to directly view product and service information via TSD source in BarcodePlus.

Besides showing basic content such as ingredients and nutritional facts, it also displays additional data such as product uniqueness, benefits, and promotional video link, which consumers can bookmark if they find it useful, and share with friends via Facebook, Email, and SMS. Consumer Connect also allows brand owners, distributors, and retailers from sizable to SME companies to promote their marketing campaigns by just scanning the GS1 BarCodes.

作為推廣供應鏈標準的組織，GS1的目標是成為可信的資料來源，以支援品牌商為消費者提供正確無誤的產品/服務資料。香港貨品編碼協會成功透過BarcodePlus平台儲存了產品與其位置資訊，並開發了一個可於Apple iOS及Google Android操作平台上運作，名為物密嘟的手機應用程式，讓消費者輕易地查看免費的產品/服務資訊。消費者只須透過物密嘟掃描印於產品包裝上的GS1條碼或零售點提供的QR碼，便可直接查看BarcodePlus資訊平台上的可信產品/服務資料。

透過物密嘟，消費者不但能查看產品成份、營養標示等基本資料，還可獲取更詳細的資料如產品的獨特性、效益及產品推廣錄像連結等。有需要的話，消費者可以把該產品加入書籤內，並透過Facebook、電郵及短訊與朋友分享。物密嘟更有助品牌商、分銷商、零售商以及不同規模的企業推行產品推廣計劃，消費者只須使用該應用程式掃描產品的GS1條碼，便可獲取相關的推廣資訊。
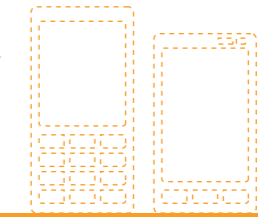
Assessing track-and-trace capability via GS1 Global Traceability Conformance

透過GS1全球可追溯性準則　評估企業之產品追蹤與追溯能力

To address the changing market dynamics, AEON, General Mills and Lam Soon decided to enhance product safety and improve their track-and-trace capability. The companies appointed GS1 Hong Kong to evaluate their existing traceability systems through GS1 Global Traceability Conformance (GTC) programme. The operation procedures and capability to perform traceability were assessed and analyzed in terms of: identification, information, systems and technologies, operations and procedures. With a clear picture of their current traceability practices, the companies have been advised to extend their track-and-trace practices with other trading partners, starting with ingredients inspection, manufacturing and distribution. It optimizes flow of goods, services and data linked along the whole supply chain, benefitting supplier pre-selection, production process improvement and product replenishment.

永旺百貨、General Mills與南順認為必須要提高產品的追蹤與追溯能力，並提升產品安全，才可應對當前多變的市場狀況。香港貨品編碼協會透過「全球可追溯性準則」，評估這三家公司使用以GS1為基準的追溯系統的可行性。當中涵蓋範圍包括：識別、資訊、系統與技術、運作模式和程序。經過仔細的審計及評估，永旺百貨、General Mills與南順對現行的追溯系統得到清晰的了解，協會亦建議他們可進一步尋求與其他貿易夥伴合作，加強及擴展產品追蹤與追溯的範圍，從原料的檢查、生產過程至分銷流程。企業除可加強保障產品安全、減低風險，更可優化整體供應鏈上貨物、服務與資訊的流向，有助企業挑選合適的供應商，改善生產及補貨流程。

Preventing counterfeits and enhancing product management by adopting Product Authentication Solution

透過產品驗證方案，打擊假貨，提升產品管理

V-MODA APAC team started a program with GS1 Hong Kong by adopting GS1 Serialized Global Trade Item Number (SGTIN) and Genuine Product Authentication Solution on all its headphone products, with a QR code printed on two labels to serve different operational purposes. One of the labels is stuck on the packaging, which the QR code used to store the SGTIN with product e-pedigree. With this code, consumers can make inquiries about the product exact location, starting from the point when the goods are labeled, packed, and picked up for distribution, via GS1's BarcodePlus by simply scanning the QR code with their smart phone before purchase. "By adopting GS1 Hong Kong GENUINE product authentication solution, we now have better control of our product price and sales channel, as well as improve our customer relation management," said Gavin Luk, Executive VP – APAC of V-MODA.

V-MODA亞太團隊與香港貨品編碼協會合作推行「正貨」驗證方案，利用GS1的國際貨品編碼序號識別每件耳機產品，打擊市場上的偽造品。除沿用一維條碼外，更將QR碼印於兩款產品標籤上以達到不同的運作目的。其中一款產品追蹤標籤貼於產品包裝盒上，消費者可於購買產品前，以智能手機掃描載有該產品獨有的國際貨品編碼序號之QR碼，通過V-MODA網頁連接至香港貨品編碼協會的BarcodePlus平台查詢有關產品由標籤、包裝、分配至銷售的供應鏈電子譜系，以了解產品可供銷售的狀況。V-MODA亞太區行政副總裁陸正則先生表示：「香港貨品編碼協會提供的「正貨」驗證方案，有助公司有效地管理產品的市場價格及銷售渠道，提升顧客對品牌的信心，進一步維護V-MODA的品牌價值。」

Healthcare

GS1 Standards have been in widespread use in Hong Kong's healthcare sector for a number of years. In 2011/12, 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 Hong Kong (HA), GS1 Hong Kong has put in place a number of important building blocks to streamline the pharmaceutical supply chain. To enhance patient safety through electronic surgical instruments tracking system, Hong Kong Baptist Hospital (HKBH) adopted barcodes to achieve real-time monitoring of equipment decontamination cycle.

醫療護理

GS1標準早已廣泛應用於香港醫療護理行業。2011/12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。協會與香港醫院管理局（下稱醫管局）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。為提升病人安全，浸會醫院透過電子追蹤手術儀器系統實時監察其消毒週期。
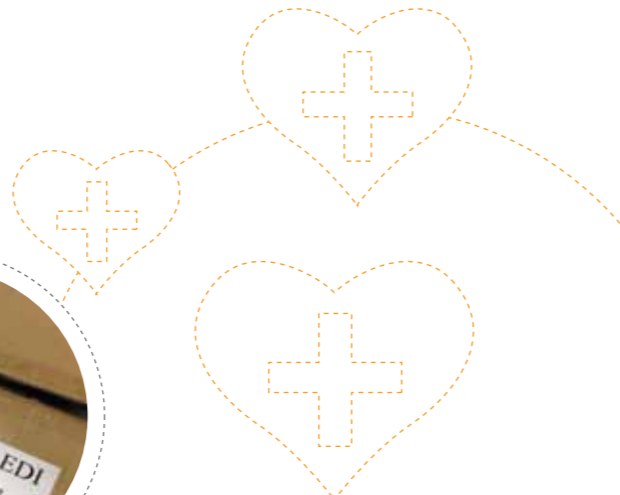
Rolling out Pharmaceutical Supply Chain Modernization Project

The Hospital Authority Hong Kong (HA) applied GTIN to identify every pharmaceutical product, GLN to represent every delivery location and a comprehensive set of EDI messages with the suppliers. The manual process of

推出醫療藥物供應鏈現代化計劃

香港醫院管理局（下稱醫管局）透過國際貨品編碼識別每件藥品，及利用國際位置編碼為每個付運地址編碼，並使用電子數據聯通提供的訊息組

checking paper-based invoices from the suppliers is eliminated using EDI invoices which are automatically integrated into the HA IT system for validation and sent to the finance department for payment processing. The pilot was completed in June 2012, with 13 hospitals from 2 of the 7 clusters officially rolling out the Supply Chain Modernization (SCM) at the same time. The HA observes that the SCM project has enhanced their operation efficiency and has reduced the time spent by their staff in the entire process. According to the SCM project roadmap, all public hospitals should have rolled out the project by June, 2013.

Enhancing Patient Safety through electronic surgical instruments tracking system

Hong Kong Baptist Hospital (HKBH) will establish a new off-site facility for reprocessing reusable surgical devices will be established in Fanling, New Territories in 2013. A more comprehensive and advanced system will be setup in collaboration with Getinge International (Asia) Ltd that adopted GS1 Standards for track-and-trace. All the above data on instrument track-and-trace, as well as device usage and equipment data logging are stored in the database. The new system requires every staff who handles any surgical device to scan her personal 1-D BarCode to identify herself in every stage of production process. This new surgical instrument traceability system significantly enhances surgical safety enabled by IT cum BarCode technology. Senior management can export real-time report of the decontamination cycle and also monitor staff productivity," said Dr Raymond Chen, CEO of HKBH.

合供應商溝通。醫管局使用了電子數據聯通的電子發票後，所有採購資料會自動整合到醫管局的資訊科技系統以作核對，並傳送到財務部進行付款安排，成功取締人手檢查紙本發票的工序。試點計劃最終於2012年6月完成，醫管局七個聯網中有兩個聯網合共13家醫院於同一時間推行了供應鏈現代化計劃。醫管局表示，該計劃有效提高運作效率，並節省了員工執行醫療流程的時間。根據該計劃之發展藍圖，所有公立醫院將於2013年6月全面實施供應鏈現代化計劃。

透過電子追蹤手術儀器系統　加強保障病人安全

香港浸信會醫院（下稱浸會醫院）將於2013年在新界粉嶺設立一座用作處理用後手術儀器的嶄新設施，並會與使用GS1標準進行追蹤及追溯程序的潔定國際（亞洲）有限公司合作，建立更全面及先進的系統。上述追蹤與追溯手術儀器使用流程的所有資料，包括儀器使用紀錄及醫療設備資料紀錄，均會被儲存在數據庫內。在新系統的運作下，處理過任何手術儀器的員工，必須於進行每個工序前透過系統掃描自己的1-D條碼以確認身份。浸會醫院行政總監陳崇一醫生指出：「這套嶄新的手術儀器追溯系統將有助提升浸會醫院的手術安全度。有了這套結合了資訊科技和條碼的系統，高級管理人員更可以匯出實時消毒週期報告，以及監察員工的工作效率。」

Healthcare Supply Chain Sharing in Chinese Health Information Technology Exchange Conference

Barcodes are playing a more significant role in raising the bar on patient safety than ever before. Senior Industry Engagement Manager Mr KW Ho from GS1 Hong Kong was invited to present on "Using GS1 Standards on Pharmaceutical Products to Improve Patients Safety and Product Authentication". To advance health information technology and better serve the medical and health system, the Health Information Technology Exchange Conference 2012 was held in Dalian World Expo Plaza on July 18 -19.

於中國衛生信息技術交流會講解醫療護理供應鏈

隨著條碼在改善病人安全水平方面，擔當起愈來愈重要的角色，協會高級企業拓展經理何錦榮先生，獲邀向聽眾講解醫療護理供應鏈的國際條碼標準與防偽機制。2012中國衛生信息技術交流會於7月18至19日在大連世博廣場舉行，旨在改進衛生資訊技術，以更有效推動醫藥衛生體制改革。

Apparel

成衣業

The apparel industry is well established in Hong Kong and is one of the economy's major export earners. 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.

香港的成衣業發展相當理想，是區內主要的出口業務。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。

Apparel RFID Item Level Tagging from source to store taking off

GS1 Hong Kong Item Level Tagging Enablement Program offers: Brand Owner Item Level Tagging Compliance Enablement Program, Item Level Tagging Serialization Management on ezTRACK™ and Supply Chain Electronic Proof of Delivery (ePOD) Subscription Service. Contract manufacturers will be able to comply with buyers' tagging requirements while order fulfillment and delivery information of product are made visible to trading partners hence lessen charge backs due to wrong deliveries, and minimize errors and returns. The electronic proof of delivery allows reconciliation of goods and final destinations thus, shorten the order-to-cash cycle between trading partners.

啟動由來源地至零售點成衣單品無線射頻識別標籤化

香港貨品編碼協會單品標籤項目包括：品牌持有人單品標籤規範化啟動項目、蹤橫網™單品標籤序列化管理及供應鏈電子配送憑證訂購服務。參與成衣單品標籤項目的合約生產商將可成功配合買家的標籤化規範，更可向貿易夥伴提供訂單履行及貨物付運的資料，避免因付運出錯引起索償，同時亦可減低其他出錯的機會，免卻執行貨物回收的麻煩。此外，電子配送憑證亦可提高付運的準確性與效率，有助縮短訂單收款周期。

For RFID label service bureaus, the serialized EPC numbers are assigned and managed by ezTRACK™ ensuring that all EPC manager numbers are unique regardless which label providers the brands or retailers are working with from different locations. For brand owners and retailers, the serial number management with different label providers and contract manufacturers is made easy regardless what management approaches they adopt. The availability of end-to-end ePOD information made possible by ILT allows them to address market needs timely and accurately.

對無線射頻識別標籤服務單位來說，由於產品電子代碼序號經由蹤橫網™分配及管理，故此，不管品牌持有人或零售商與那家標籤供應商合作，均可確保所有產品電子代碼管理單位代碼都是獨一無二。不論採納哪一套單品無線射頻識別標籤管理策略，使用序號管理方案正好讓品牌持有人及零售商有機會與不同的標籤供應商及合約生產商合作。點對點的電子配送憑證更有助貿易夥伴適時地獲得準確的市場資訊，迅速回應市場需求。

National Retail Federation 101st Annual Convention & EXPO in the US

The National Retail Federation (NRF) 101st Annual Convention & EXPO was successfully held in January, 2012 at the Javits Center in Manhattan. In a session entitled "The Source-to-Store Retail Supply Chain: Moving Beyond Technology and Standards," Ms Anna Lin, JP, CEO of GS1 Hong Kong was one of the speakers who delivered an update on the state of RFID and its major role in supply chain management.

美國零售聯會第101屆週年會議暨展覽

美國零售聯會第101屆週年會議暨展覽於2012年1月在美國曼哈頓賈維茨中心舉行。在「從源頭至商店的零售供應鏈：逐漸超越技術與標準」為題的環節，香港貨品編碼協會總裁林潔貽太平紳士是其中一位演講嘉賓，分享無線射頻識別(RFID)的最新行情及RFID在供應鏈管理的主要角色。

Transport and Logistics

運輸與物流

Hong Kong, as a premier transportation and logistics hub in Asia, the volume of cargo transportation, the flow of containerized cross-border trade and the number of players in the transportation have become more diversified. In 2010, 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.

香港作為亞洲主要的運輸及物流樞紐，貨櫃運輸量將不斷增加，企業使用貨櫃箱裝運進行跨境貿易的趨勢愈來愈普遍，而參與有關貨運的合作夥伴亦愈來愈多。2010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。
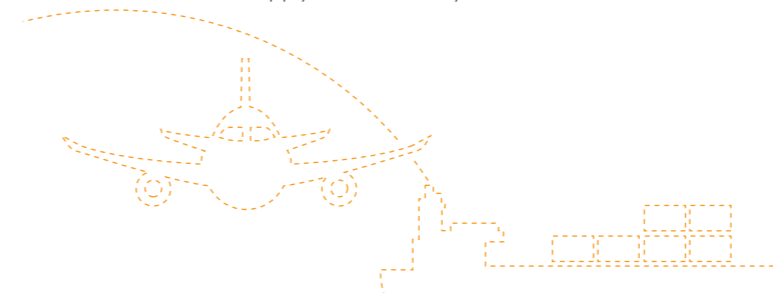
Common Assessment and Analysis of Risk in Global Supply Chains (CASSANDRA)

As part of the European Commission's Seventh Framework programme for security, it created CASSANDRA to develop supply chain security frameworks in improving resiliency and the development of security standards and procedures. CASSANDRA combines heterogeneous systems of all parties involved using state-of-the-art IT innovations. It creates virtual information pipeline that enables data-sharing and crawling, and bridging the gap between existing supply chain solutions. The pipeline consists of interoperable solutions, common set of exchange information, communicating through the GS1 EPC Information Services (EPCIS) infrastructure. All trading partners provide their transaction-related data in the pipeline, which extracts both commercial and container tracking data and makes them visible to other partners and government agencies in the chain for use in evaluating operational and security risks.

全球供應鏈風險評估與分析計劃

全球供應鏈風險評估與分析計劃(CASSANDRA)是歐盟第七期科研架構計劃的一部份，旨在開發一個能有效監控供應鏈的保安架構，用以提升保安標準與流程的質素及彈性。CASSANDRA利用最先進及創新的技術，整合所有參與方的電腦系統，最後設計出虛擬資訊管道，協助參與方讀取資料及進行數據分享，並有效地融合不同的供應鏈解決方案。此資訊管道包含了多個具互運性的方案以及一組通用的交換數據，透過GS1的產品電子代碼訊息服務架構進行數據傳遞。虛擬資訊管道收集了每個貿易夥伴所提供與其交易有關的數據後，便會自動篩選出追蹤業務與貨櫃箱的數據，以便各國的政府機關及供應鏈上的貿易夥伴能評估供應鏈運作及保安上的風險。

Cross border supply chain visibility across Guangdong, Hong Kong and Asia

The supply chain visibility (SCV) study investigated the importance and current status of SCV, and reviewed how cross-border SCV can bring value to shippers, logistics companies and government agencies. Operational and technical feasibility studies revealed the technical requirements for implementation, including the difficulties on the physical level in handling of goods movement, system integration and control. It also showed that data sharing for both the industry stakeholders and government agencies may need the adoption of e-seals and SCV information platforms. Two pilot case studies are identified to further supplement the operational and technical feasibility of SCV with finished goods export from a Southeast Asian country, to be transited from Hong Kong to Guangdong, China. The case studies will reveal the impact supply chain visibility in logistics operations and how the business value can be realized through the right business model.

廣東省與香港及亞洲之間的跨境供應鏈透明化項目

供應鏈透明化研究主要就供應鏈透明度的重要性和現況進行分析，及就高效跨境供應鏈平台如何透過試點計劃為付運商、物流公司及政府機關創優增值作出詳細的回顧。協會進行了運作程序及技術可行性研究，結果顯示該計劃必須克服一些技術要求，包括如何處理貨物流、怎樣進行系統整合與監控等問題。研究亦顯示業界持份者與政府機關在分享數據上需要使用電子封條及供應鏈資訊平台作技術支援。除了運作程序及技術可行性研究外，整個解決方案還包括了兩個試點計劃，參與方會把一批完成貨品由一個指定的東南亞國家運送至香港再轉運至中國廣東省，目標是了解供應鏈透明度對物流運作流程帶來的效益與影響，並研究如何透過合適的營運模式體現相關的商業價值。

A Clear Vision

At GS1, our vision is a world where things and related information move efficiently and securely for the benefit of businesses and improvement of people's lives, everyday, everywhere.

To promote and facilitate the sharing of supply chain knowledge and strategies, as well as proven best practices amongst stakeholders are GS1 Hong Kong's missions. We strived to provide different platforms to facilitate the sharing and advancement of knowledge during the year to accelerate business competitiveness.

促進供應鏈持份者交流供應鏈知識與策略，分享公認的最佳實務，是香港貨品編碼協會的使命。協會為提升企業的競爭力，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。

Consumer Caring Scheme 2011

38 Hong Kong companies were recognized in the first ever Consumer Caring Scheme for 2011. The scheme recognizes Hong Kong companies that demonstrate excellence in customer care, and a commitment to delivering high-quality consumer experience. The Consumer Caring Scheme 2011 presentation ceremony was held on December 6, 2011 in GS1 Hong Kong Annual Member Dinner. The recognized companies enjoyed different media exposure like Roadshow and bus body advertising. Building on the success of Consumer Caring Scheme 2011, GS1 Hong Kong rolled out the second Consumer Caring Scheme, and will commend the recognized enterprises on January 8, 2013 in GS1 Hong Kong Annual Member Dinner.

2011「貼心企業」嘉許計劃

38家致力提供優質客戶體驗、充分發揮以客為先理念的本地企業，在香港貨品編碼協會2011年「貼心企業」嘉許計劃中獲得表揚。大會已於2011年12月6日在香港貨品編碼協會周年會員晚宴上，舉行2011年「貼心企業」嘉許計劃頒獎儀式。獲嘉許的企業已透過Roadshow和巴士車身廣告等途徑接觸普羅大眾。繼2011年「貼心企業」嘉許計劃的成功，香港貨品編碼協會推出了第二屆「貼心企業」嘉許計劃，協會將於2013年1月8日的週年會員晚宴表揚獲嘉許的企業。

The Consumer Caring Scheme 2011 presentation ceremony was held on December 6, 2011 to recoginze 38 local companies.

香港貨品編碼協會已於2011年12月6日舉行2011年「貼心企業」嘉許計劃頒獎儀式，嘉許38家本地企業。

Launching Hong Kong IoT Centre in Hong Kong Science Park

GS1 Hong Kong plans to launch the Hong Kong Internet of Things Centre of Excellence (HK IoT Center) in 2013 Q1, which will be located at Hong Kong Science Park. Building on the success of the Hong Kong RFID Centre (2008-2010), the HK IoT Center will further extend the best practices by nurturing the prosperous development of the local technology industry, promoting Hong Kong and Pearl River Delta Region as a regional centre of gravity for accelerated EPC/ RFID technologies adoption, as well as providing a one-stop knowledge transfer and RFID/ IoT applications demonstrations platform for the business community and the public.

Jiangyin IoT RFID Demonstration Center

In a bid to expand the adoption of Internet of Things (IoT) technologies and tap the opportunities in East China, GS1 Hong Kong launched the Jiangyin IoT RFID Demonstration Center at Jiangyin Hi-tech Park on March 29, 2012. Jointly organized by GS1 Hong Kong and the Management Committee of the Jiangyin Hi-tech Park, the Center is aimed to provide a new engine to inspire and promote the innovative adoption of RFID technologies in different operational and daily life, as well as to facilitate collaboration between Hong Kong and the East China region. Apart from the grand launch of the Center, the Jiangyin-Hong Kong Internet of Things Application Forum & Jiangyin Internet of Things Application Association was successfully founded on March 29, 2012. Ms Anna Lin, JP, the Chief Executive of GS1 Hong Kong, is the chairlady of the Association.

The Jiangyin - Hong Kong Internet of Things Application Forum & Jiangyin Internet of Things Application Association was successfully founded.

江陰—香港物聯網應用技術論壇暨江陰市物聯網應用協會成功創立。

於香港科技園成立香港物聯網中心

香港貨品編碼協會計劃於2013年首季在香港科技園成立香港物聯網中心。繼香港無線射頻識別中心(2008-2010)的成功,香港物聯網中心將會推動本地科技界的利好發展以延續最佳實務,繼續引領香港和珠江三角洲作為主要採納產品電子代碼(EPC)/無線射頻識別(RFID)科技的地區中心,以及為業界和公眾提供一站式知識傳遞和RFID/IoT應用的展示平台。

成立江陰市物聯網無線射頻識別演示中心

為推動更多業界採納物聯網(IoT)以及把握華東的機遇,香港貨品編碼協會聯同江陰高新技術創業園委員會,於2012年3月29日在江陰高新技術創業園成立江陰市物聯網無線射頻識別演示中心,旨在推動和引領大眾在不同的業務運作和日常生活中,創新地採納無線射頻識別(RFID)技術,以促進香港和華東地區更深入的協作。繼演示中心隆重面世,江陰一香港物聯網應用技術論壇暨江陰市物聯網應用協會成立大會在2012年3月29日舉行,香港貨品編碼協會總裁林潔貽太平紳士獲邀為該協會的會長。

Jointly organized by GS1 Hong Kong and the Management Commitee of the Jiangyin Hi-tech Park, the Jiangyin IoT RFID Demonstration Center was launched at Jiangyin Hi-tech Park.

協會聯同江陰高新技術創業委員會,在江陰高新技術創業園成立江陰市物聯網無線射頻識別演示中心。

Hong Kong RFID Awards has entered its 5th year anniversary. More than 100 participants have been awarded.

香港無線射頻識別大獎踏入五週年,至今已嘉許逾一百個得獎單位。

Over 500 local and overseas delegate's attended the 2011 SCM Excellence Summit themed "Building Supply Chain of the Chain: Efficiency, Visibility and Value".

2011年度供應鏈管理高峰會的主題定為「建設未來的供應鏈:效率、透明度和價值」,吸引逾500位本地及海外的代表參加。

Hong Kong RFID Awards entering its 5th year anniversary

Hong Kong RFID Awards will celebrate its 5th Year Anniversary this year. Since the Awards' launch in 2008, it has been recognizing local enterprises and individuals that have demonstrated excellence in harnessing the power of RFID technology to maximize efficiency of supply chains and logistics. The awards champion the use of EPC-standards-compliant-RFID technology in supply chain operations by Hong Kong industry players, and have awarded more than 100 recipients.

SCM Excellence Summit building supply chain of the future

Themed "Building Supply Chain of the Chain: Efficiency, Visibility and Value", the 2011 SCM Excellence Summit proved popular with over 500 local and overseas delegates attending. 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.

Prominent speakers shared their valuable insights and knowledge on how to harness supply chain innovation, meet the market trend and explore strategies for business growth that drive strategic business goals. With the audiences across a wide spectrum of industries, the Summit provided professional sharing and networking experience for all participants. The presentation ceremony of the Hong Kong RFID Awards was one of the highlights of the Summit, the award winners also shared their winning cases with the audiences.

香港無線射頻識別大獎踏入五週年

香港無線射頻識別大獎踏入五週年,該獎項在2008年首次推出,一直表揚本地企業和個別人士在供應鏈和物流項目有效應用RFID技術的卓越表現。香港無線射頻識別大獎旨在推動業界用家於供應鏈運作善用產品電子代碼(EPC)標準支援的RFID技術,至今已嘉許逾一百個得獎單位。

供應鏈管理高峰會建設未來的供應鏈

2011年香港貨品編碼協會供應鏈管理高峰會的主題定為「建設未來的供應鏈:效率、透明度和價值」,是香港貨品編碼協會的重點項目,旨在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。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、把握市場走勢與發掘業務增長的策略發表真知灼見,以推動企業建立策略性商業目標。到場的嘉賓雖然來自不同界別,皆從以上之主題演講,以及與業界人士的交流獲益良多。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其成功案例。

Asian Food Safety and Product Quality Forum brought together over 200 food safety specialists to exchange knowledge and best practices, as well as collaboration to manage food safety and product quality.

亞洲食品安全和產品質量論壇吸引逾200位食品安全專家交流專業知識和最佳實務，並且就食品安全和產品質素議題共同協作。

Asia Food Safety and Product Quality Forum

The first ever Asia Food Safety and Product Quality Forum was successfully held in Holiday Inn Golden Mile Hotel on March 6, 2012. The Forum, organized by GS1 Hong Kong, brought together over 200 food safety specialists from over 9 countries in Asia to exchange knowledge and best practices, as well as collaboration to manage food safety and product quality. It ultimately aims at better consumer safety and building a stronger brand.

ECR Hong Kong Retail Forum

Co-organized by GS1 Hong Kong, ECR Hong Kong and Hong Kong Retail Management Association, Efficient Consumer Response Hong Kong Retail Forum titled "Smarter Retail for Optimizing Consumer Experience" was held on June 1, 2012 in the Mira Hotel, attracting more than 160 participants from Retail, Food & Beverages, Logistics & Transport as well as Healthcare Sectors. The Forum aims to provide a unique platform for industry stakeholders to keep abreast of the latest technologies and efficient consumer response practices to enhance supply chain efficiency and to satisfy changing consumer demand in nowadays retail world.

亞洲食品安全及產品質量論壇

首屆亞洲食品安全及產品質量論壇已於2012年3月6日在金域假日酒店舉行。該論壇由香港貨品編碼協會主辦，吸引超過9個亞洲國家逾200位食品安全專家交流專業知識和最佳實務，並且就食品安全和產品質素議題共同協作，以達致改善消費者安全和建立強勢品牌。

高效消費者回應零售論壇

高效消費者回應零售論壇於2012年6月1日假香港美麗華酒店舉行，由香港貨品編碼協會、ECR香港及香港零售管理協會合辦，主題定為「憑藉智能零售優化消費體驗」，吸引逾160名來自零售、食品及飲品、物流與交通，以及醫療等業界的參加者。該論壇旨在讓業界持份者在這獨有的平台緊貼最新科技和認識高效消費者回應實務，以提高供應鏈效率和滿足現今零售世界多變的消費者所需。

Industry experts shared insights in ECR Hong Kong Retail Forum.
業界翹楚於高效消費者回應零售論壇分享慧見。

Ms Anna Lin, JP, the Chief Executive of GS1 Hong Kong, gave a welcome speech in Apparel Item Level Tagging Forum.
協會總裁林潔貽太平紳士於成衣單品標籤論壇致歡迎辭。

Apparel Item Level Tagging Forum

Organised by GS1 Hong Kong in partnership with GS1 US and the RFID Research Center of the University of Arkansas, the Apparel Item Level Tagging Forum was held in August 2012 at the Hong Kong Convention & Exhibition Centre and reunited close to 140 delegates from 67 companies representing apparel manufacturing, sourcing offices, fashion retail stores, logistics firms, and supply chain and distribution specialists. Presentations and panel discussion all contributed to supporting the forum's theme of "Winning the Apparel Value Chain from Source to Store".

成衣單品標籤論壇

成衣單品標籤論壇由香港貨品編碼協會，聯同GS1美國分會及亞肯色大學RFID研究中心合辦。論壇吸引來自67間公司逾140名參加者，多為成衣生產商、採購公司、時裝零售店、物流公司，以及供應鏈和分銷專家。論壇主題定為「『由產源至零售』成衣業價值鏈致勝之道」，有專家討論環節和精彩演講。

All delegates of the apparel forum had the first-hand experience of visibility and efficiency brought by RFID item level tagging. With RFID tag embedded name badge received upon arrival delegates experienced the qutomatic registration when the walked past the guest attendance console.

成衣單品標籤論壇的參加者已親身體驗單件RFID標籤(ILT)帶來的透明度和效率。他們抵達會場時獲得一件附有RFID標籤的名牌，當他們經過操作站，儀器就會自動讀取他們的出席紀錄。

Training
專業培訓

Workshops, Seminars and Training Programs facilitating sharing

In 2011/12, we organized 15 basic and advanced 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 23 seminars on a wide range of topics ranging from food safety management and traceability, EPC/RFID technology, Efficient Consumer Response (ECR) strategy, Synchronized Supply Chain Replenishment (SSCR), digital marketing workshop, GS1 Global Traceability training, 'SME Dedicated Fund on Branding, Upgrading and Domestic Sales' seminar, 'Lean Supply Chain Solutions for Profit' seminar, etc. All these activities were tailored to address the needs of the business community.

工作坊、研討會與培訓課程 促進各界分享知識交流技術

在2011/12年間，香港貨品編碼協會一共舉辦了15個基本與進階條碼工作坊，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23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、高效消費者回應策略、供應鏈同步配銷、數碼營銷課程、GS1全球追溯訓練、「中小企專項基金、發展品牌、升級轉型及拓展內銷市場」研討會、「改善盈利的精益供應鏈解決方案」研討會等等。上述研討會皆為業界所需而設。

The participants of Digital Marketing Workshop experienced barcode marketing with Consumer Connect.

數碼營銷策略課程學員藉「物密嘟」體驗條碼營銷。

GS1 Hong Kong strives to equip members with practical knowledge and skills in supply chain management through various workshops and training programs.

為協助會員提升供應鏈管理知識及技術水平，協會積極舉辦工作坊及培訓課程。

Internet of Things and RFID Certification Training Programs

In partnership with The Internet of Things Technology Engineering Center of Shunde and RFID Standards Alliance of Shenzhen during the year, Internet of Things and RFID Certification Training Programs were held and 50 industry representatives in Guangdong Province were trained. The programs sharpened the trainees' knowledge and skills in IoT/RFID.

物聯網與RFID應用及架構技術專業課程培訓

本年度，協會與深圳RFID產業標準聯盟及佛山順德物聯網技術工程中心合辦物聯網與RFID培訓及認證課程，為業界提供物聯網與RFID知識與技術的培訓。課程至今已有培訓了50位來自廣東省的企業代表。

In partnership with The Internet of Things Technology Engineering Center of Shunde and RFID Standards Alliance of Shenzhen, Internet of Things and RFID Certification Training Programs were held to sharpen the trainees' knowledge and skills in IoT/RFID.

協會與深圳RFID產業標準聯盟及佛山順德物聯網技術工程中心合辦物聯網與RFID培訓及認證課程，為業界提供物聯網與RFID知識與技術的培訓。

Collaborate to Achieve Global Standards
共同發展全球標準

In 2011/12, GS1 continued to drive and GS1 Standards development and adoption achieve supply chain efficiency and deliver customers values.

Over 10 million items in GS1 Global Registry

The GS1 Global Registry now contains over 10 million registered items. The milestone figure is a testimonial of GDSN value, which provides the latest information for trading partners to access true, accurate, and up-to-date information at a single point. The more items in the GS1 Global Registry, the more information can be exchanged fluidly between companies.

GS1 specialists active in EU activities

EU Expert Group on the Internet of Things

Led by the Information Society & Media Directorate General (INFSO), this group advises the Commission on strategy with regard to the development of the Internet of Things in Europe.

EU Expert Group on Product Traceability

Led by the Health & Consumers Directorate General (SANCO), this group provides information to the European Commission about best practices, standards, systems, and comment on on-going international developments for ensuring traceability for non-food consumer product safety.

EU eHealth Stakeholder Group

GS1 was nominated to this group in March 2012. The group, led by the Information Society & Media Directorate General (INFSO), provides a platform for stakeholders to contribute to the development of legislation or policy related to eHealth.

GS1 Announces Global Product Recall Standard

GS1 announced the ratification of a new global product recall standard. The Standard defines 3 core messages in XML format. It also defines the business process elements and data attributes that are required to communicate from Business to Business and Business to Government. Currently the B2B cloud-based recall platforms of the USA, Canada and Australia are fully functional and operational with the US platform members covering close to 90% of all volume foods in the US.

GS1全球註冊資料庫已有逾一千萬個項目

在2011/12年度，GS1繼續發展及推動各界採納GS1標準，以提升供應鏈管理效率，為客戶創造更大價值。

GS1全球註冊資料庫現已擁有超過一千萬個項目，是一個重要的里程碑。該資料庫為貿易夥伴GDSN(全球數據同步)拓展網絡，並紀錄真實準確的資訊名錄，確保數據同步的更新。GS1全球註冊資料庫的項目愈多，企業之間的資訊交換就愈順暢。

GS1專家積極參與歐盟活動

歐盟物聯網專家小組

這個由資訊學會與媒體總署(INFSO)領導的專家小組，就歐盟的物聯網發展向盟會提出發展策略。

歐盟產品追溯專家小組

這個由醫療及消費者總署(SANCO)領導的專家小組，就確保非食品類消費者的產品安全，向歐盟提供最佳實務、標準、系統及建議。

歐盟電子醫療護理持分者小組

GS1於2012年3月獲委任參與該小組。該小組由社會及媒體總署領導，為持分者提供平台，並對電子醫療護理的法規或政策發展作出貢獻。

GS1公佈全球產品召回標準

GS1認可全新的全球產品召回標準。該產品召回標準定義了商業對商業(B2B)和商業對政府(B2G)所需要溝通的業務流程元素和數據屬性。目前，在美國、加拿大和澳洲的B2B雲端召回平台運作正常，產品召回服務覆蓋美國接近90％的食物。

Standard Committees in which GS1 participates
GS1參與的標準委員會

ISO	國際標準組織
ISO/IEC/JTC 1/SC31 - Automatic Identification and Data Capture This Committee is very much at the initiative of GS1. The secretariat of SC31 was assigned to the American National Standard Institute (ANSI) that delegated it to GS1 US. In July 2011, the secretariat was transferred from GS1 US to GS1 GO US office.	**ISO /IEC/JTC 1/SC31－自動識別和讀取數據** 該委員會在1996年創立，與GS1目標相若。SC31秘書處被分配到美國國家標準協會(ANSI)，並委派到GS1美國分會。2011年7月，秘書處由GS1美國分會轉移至GS1總部在美國的辦事處。
ISO/TC68/WG6 - Financial services - Legal Entity Identifier This working group was formed in June 2011 to develop a standard for Legal Entity Identifier in the Financial Services sector. The standard was completed in May 2012. GS1 participates as SC31 liaison representative.	**ISO/TC68/WG6 — 金融服務 — 法律實體識別碼** 這個工作小組成立於2011年6月，在金融服務界別的法律實體識別碼制定一套標準。該標準於2012年5月完成。GS1以SC31聯絡代表的身份參與該項目。
ISO/TC104/SC4 - Freight Containers, Identification and communication This group has issued several standards related to the coding, identification and marking of containers. Additional standards based on RFID are under development. GS1 participates in this work since September 2009.	**ISO/TC104/SC4 — 貨運集裝箱、識別和通訊** 這小組已發行關於編碼、識別和標記容器的標準。以RFID為基礎的標準正在開發中。GS1自2009年9月起參與這項工作。
ISO/TC154 - Processes, data elements and documents This Committee is responsible for a series of standards that are relevant to GS1 eCom, including the Trade Data Elements Directory (TDED), the EDIFACT syntax and the Electronic business eXtensible Markup Language (ebXML).	**ISO/TC154 — 流程、數據元素和檔案** 該委員會負責與GS1電子商貿有關的一系列標準，包括貿易數據要素指南(TDED)、EDIFACT語法和電子商務可擴展標記語言(ebXML)。
ISO/TC215 - Health informatics TC215 has a working group on "Pharmacy and medicines business" and another one on "Devices". GS1 liaises with the relevant working groups and particularly with WG6.	**ISO/TC215 — 健康訊息** TC215有關於「藥劑業及藥品經營」和「設備」的工作小組。GS1與相關工作小組聯絡，特別是WG6。
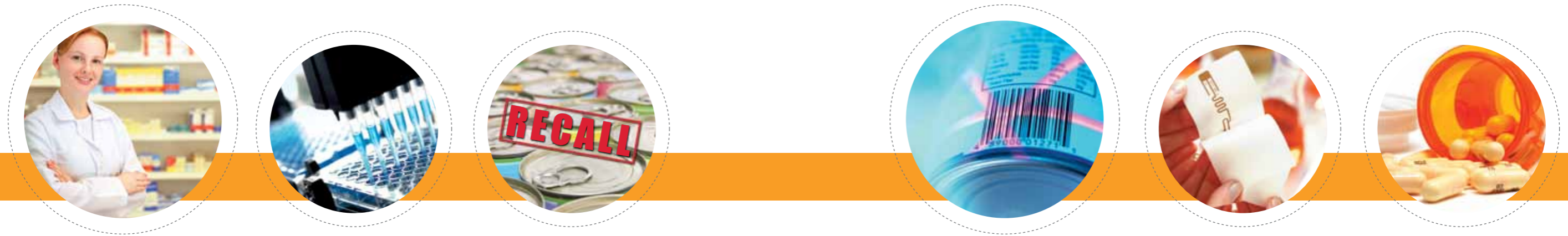
ISO/TC240 - Product recall

This committee was launched in 2008 and the liaison with GS1 was established early 2010. The main work item is a "Consumer product recall – Guidelines".

ISO/TC247 - Fraud countermeasures and controls

This committee focuses on anti-counterfeiting and particularly with WG3 dealing with "Anti-counterfeiting track and trace method using unique identifier numbering".

Other international bodies

ITU-T Joint Coordination Activity on the Internet of Things

The scope of the JCA-IoT is to coordinate the ITU-T work on the "Internet of Things" including networks aspects of identification of things, and ubiquitous sensor network (USN).

Regional standard bodies

CEN TC 225 - Automatic Identification and Data Capture

CEN TC 225 is the European Standards Committee responsible for European Automatic Identification Data Capture Standards and Applications. GS1 is involved in the project teams dealing with Signage and Privacy Impact Assessment.

Strategic Update: GS1 standards adoption for Product & Consumer safety gaining global momentum

APEC Product & Consumer Safety

GS1 attended and presented at the APEC product safety regulators workshop (PSIISS) in Malaysia from 7-9 August. The objective is to provide a briefing on how GS1 standards can facilitate improved product safety incident reporting from C2G (consumer to Gov) and B2G as well as facilitate product recall alerts from B2G, G2G, G2C and G2SMB.

ISO /TC240－產品召回

該委員會於2008年成立，與GS1於2010年初開始聯繫。其主要工作項目是「消費產品召回指引」。

ISO /TC247－假貨的對策與監控

該委員會專注於防偽（尤其是與WG3處理「以獨有識別編碼作追蹤與追溯打擊假貨」）。

其他國際機構

ISO /TC240－產品召回

物聯網聯合協調活動的範疇是協調ITU-T物聯網的工作，包括在網絡方面的識別物件，以及無處不在的傳感網絡(USN)。

地區的標準機構

CEN TC 255－自動識別和讀取數據

CEN TC225是歐洲標準委員會，負責歐洲的數據讀取自動識別的標準和應用。GS1參與的計劃小組，負責處理指示標誌和隱私影響評估。

最新策略：採用GS1標準以提升產品與消費者安全，成為全球發展勢頭

亞太經合組織產品與消費者安全

GS1於8月7-9日在馬來西亞出席亞太經合組織產品安全監管機構工作坊（PSIISS），並在會議中作匯報。匯報目標是概述GS1標準如何配合改良產品安全事故報告，從C2G（消費者對政府）和B2G（商業對政府），以及由B2G、G2G（政府對政府）、G2C（政府對消費者）和G2SMB（政府對伺服器訊息區）促進產品召回通知。

OECD global product recall project

The Organisation for Economic Co-operation and Development (OECD) goes live in October with a global product recall portal using GS1 standards: GTIN and GPC (Global Product Classification). Phase 1 of the OECD initiative will have inputs from the US (regulator CPSC), European Union (regulator DG SANCO), Australia (regulator ACCC) and Canada (regulator Health Canada).

ISO PC 240 product recall standard

GS1 attended the final ISO Product Recall Standard workshop in Kuala Lumpur in August. This ISO standard is fully interoperable with the recently released GS1 Product Recall Standard.

ASEAN product safety advisory

GS1 briefed ASEAN product & consumer safety regulators on best practices and the usage of GS1 standards. Follow up meetings on potential collaboration took place in August 2012.

GS1 facilitating incremental improvements in Product Traceability and Recall in Europe

GS1 was awarded a 24-month project to facilitate a group of 12 experts targeting improvements in product traceability and recall. GS1 has produced several discussion papers and will conclude the project in May 2013 with a best practices guideline for product traceability and effective recall.

GS1 has signed a Memorandum of Understanding (MoU) with the NFC Forum

The Near Field Communications (NFC) Forum and GS1 have signed a Memorandum of Understanding (MOU) to explore synergies between NFC technology and the use of GS1 standards to better serve the developing needs of mobile commerce. The MOU opens up a realm of opportunities for mobile B2C applications based on NFC Technology and GS1's unique product identification system.

經濟合作與發展組織全球產品回收項目

經濟合作與發展組織（OECD）在10月發佈的全球產品召回平台，該平台採用GS1標準：GTIN和全球產品分類（GPC）。第1階段的OECD計劃將有美國的監管機構美國消費品安全委員會、歐洲聯盟（監管機構DG SANCO），澳洲（監管機構ACCC）和加拿大（監管機構加拿大衛生部）的加盟。

ISO PC 240 產品召回標準

GS1出席了8月在吉隆坡最後一次的ISO產品召回標準工作坊。該ISO標準可以與GS1最近推出的產品召回標準共同操作。

東盟產品安全諮詢

GS1向東盟產品及消費安全監管機構匯報最佳實務和GS1標準的應用。關於協作可行性的跟進會議在2012年8月舉行。

GS1正在推動歐洲的產品追溯和召回的逐步改進

GS1獲委託開為期24個月的項目，推動一組有12名專家的團隊，專注改善產品追溯和召回。GS1製作了幾份討論文件，並將於2013年5月完成產品的可追溯性和有效的召回項目的最佳實踐指引。

GS1與NFC論壇就流通零售進行協作

GS1與NFC論壇已經簽署諒解備忘錄(MOU)，探索如何結合近距離無線通訊(NFC)技術和GS1標準，以有效應付流動電子商務發展的需要。該備忘錄開啟了由NFC技術和GS1獨有產品識別系統支援的B2C流動應用軟件。

Events Highlights of the Year
年度焦點活動回顧

To facilitate sharing of value-added information between local and global partners and enhance competitive edge of all supply chain stakeholders, GS1 Hong Kong organized and participated in a diverse range of local and international events.

GS1 Hong Kong Programmes and Local Events

GS1 Hong Kong's landmark event, the 11th SCM Excellence Summit, took place in November, 2011. The Summit provided valuable insights into global supply chain outlook and strategies. Another significant event, Annual Member Dinner, was held in December 2011. More than 300 participants from sectors spanning government, industry, trade associations and members attended the dinner. The first ever Consumer Caring Scheme recognition ceremony took place in the Annual Member Dinner. GS1 Hong Kong also took part in Ningbo-Hong Kong Economic Cooperation Forum 2011, HKTDC Hong Kong International Wine & Spirits Fair, Asian Logistics and Maritime Conference 2011, as well as HK U-21 RFID Awards Case Sharing and DIY RFID Tag Workshop at InnoCarnival 2011.

香港貨品編碼協會致力推動本地與全球合作夥伴之間交流增值資訊，從而提升各供應鏈各持份者的能力與競爭優勢。為此，本會一直積極舉辦及參與多個本地活動及國際會議。

香港貨品編碼協會項目及本地活動

第十一屆供應鏈管理高峰會是協會的年度盛事，於2011年11月舉行，為與會者就全球供應鏈的前景和發展策略提供專業見解。另一項重要活動是協會的週年會員晚宴，於2011年12月舉行。逾300名嘉賓蒞臨是次晚宴，他們分別來自不同的政府部門及工商組織，以及本會會員，而首屆「貼心企業」嘉許計劃的嘉許儀式於晚宴中舉行。本協會亦參與2011甬港經濟合作論壇、香港貿發局香港國際美酒展、2011亞洲物流及航運會議，以及於2011創新科技嘉年華舉行香港U-21 RFID大獎得獎作品分享會及自製RFID標籤工作坊。

GS1 Community Global Events

As a local chapter of GS1, GS1 Hong Kong participated in GS1 Global events to acquire the updated global supply chain standards knowledge to strengthen and support Hong Kong businesses to enable them to gain a competitive edge in the domestic and global marketplaces through supply chain optimization. The GS1 anchor events include GS1 Global Forum, GS1 Advisory Council Meeting, GS1 Industry and Standards Event, GS1 Asia Pacific Regional Forum, GS1 Healthcare Conference and GS1 General Assembly.

GS1社群全球活動

作為GS1社群的成員組織之一，香港貨品編碼協會積極參與GS1全球活動，以獲得最新的全球供應鏈標準資訊，幫助香港企業優化供應鏈，提升企業在本地及環球市場的競爭力。協會所參與的GS1年度活動包括：GS1全球論壇、GS1諮詢委員會議、GS1業界及標準會議、GS1亞太區地區論壇、GS1醫療護理會議及GS1大會。

APEC Meetings, International Conferences and Outbound Missions

GS1 Hong Kong was invited to join the Asia Pacific Economic Cooperation (APEC) Policy Partnership Meeting on Food Security (PPFS) Meeting on May 28 - 29 in Kazan to deliver a presentation entitled "An Overview of Global Standards in the Food Chain". We also made a presentation on the Global Wine Supply Chain Visibility Project at the Supply Chain Visibility Workshop coordinated by Ministry of Economy (METI) of Japan on May 21. The international conferences and outbound missions GS1 Hong Kong participated include: 'Hong Kong as Regional Logistics Hub – The Best Link in Your Global Supply Chain' seminar in New York, NRF 101st Annual Convention & Expo, ECR Asia Pacific Conference, the 15th Asia-Pacific Retailers' Convention and Retail Asia Expo, and HKTDC Hong Kong Food & Wine Logistics Services Mission to New Zealand.

Mainland Events

The Health Information Technology Exchange Conference 2012 was held in Dalian World Expo Plaza on July 18 -19. GS1 Hong Kong was in vited to present on "Using GS1 Standards on Pharmaceutical Products to Improve Patients Safety and Product Authentication". The 7th Guangdong-Hong Kong IoT Technology Application Summit, aims at deepening the exchange and cooperation in RFID industry of the two sides and strengthening the cooperation of information service industry, was held in Guangzhou on August 23. Result of Guangdong-Hong Kong RFID Awards 2012 was announced in the Summit and winners from Hong Kong RFID Awards 2012 won 4 top prizes. Themed "Industry Upgrading", Hong Kong Trade Development Council joined hands with Zhejiang government bodies to hold SmartHK in Hangzhou dated August 30-31. GS1 Hong Kong was invited to present on how Cross Border Supply Chain Visibility brings manufacturing and retail sectors business opportunities.

亞太經合組織會議、國際會議及外訪團

香港貨品編碼協會獲邀參與亞太經合組織(APEC)於俄羅斯喀山舉行APEC糧食安全策略伙伴關係(Policy Partnership on Food Security, PPFS)會議。協會於會議中匯報「在糧食供應鏈採納全球標準綱要」。另外，協會亦參與日本經濟部於5月21日舉辦的供應鏈透明度工作坊，在會中匯報「全球葡萄酒供應鏈透明度項目」。協會參與的其他國際會議及外訪團包括：「香港作為區域物流樞紐－助你在全球供應鏈建立最佳連繫」紐約貿易研討會、第101屆美國零售聯會之年度會議及展覽、高效消費者回應亞太區會議、第15屆亞太區零售會議、亞洲零售博覽會，以及香港貿發局舉辦的香港食物及葡萄酒物流業紐西蘭外訪團。

內地活動

2012中國衛生信息技術交流會於7月18至19日在大連世博廣場舉行。協會獲邀向聽眾講解醫療護理應用供應鏈的國際條碼標準與防偽機制。第七屆粵港物聯網技術應用高峰論壇於8月23日在廣州舉行，旨在推動粵港RFID業界的專業交流和協作，並加強資訊服務產業合作。「粵港RFID大獎2012」亦於會中公佈得獎結果，「香港RFID大獎2012」的優勝者一共奪得四項大獎。另外，香港貿易發展局聯同其他浙江省政府單位以「轉型升級」為主題，於8月30-31日在杭州舉辦SmartHK博覽會。協會於會中向生產商和零售商闡釋跨境供應鏈透明度所帶來的商機。
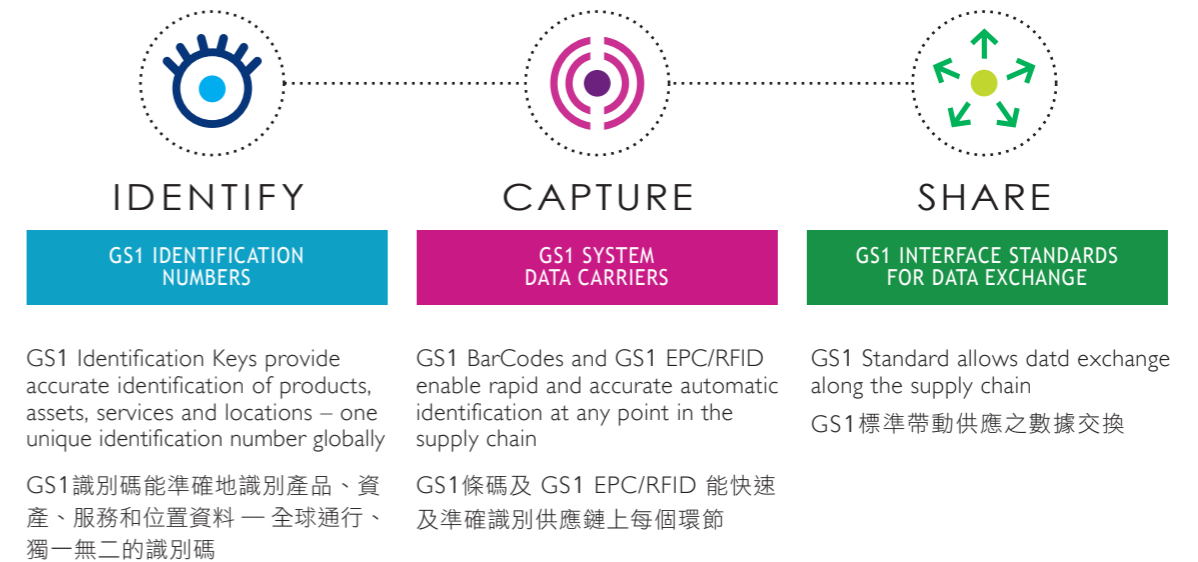
Global reach, Local presence
GS1成員遍佈全球

For more than **30** years

111 national chapters

Serving **2,000,000** companies worldwide

in **150** countries

Covering more than **20** industries

超過**30**年經驗

111個 **GS1** 成員個組織

為全球**2,000,000**家公司服務

遍佈**150**個國家

覆蓋**20**多個行業

GS1 Standards enable visibility in the supply chain
GS1標準支援供應鏈透明度

GS1 Standards for Identifying, Capturing and Sharing data
GS1標準有助於識別、讀取和分享數據

IDENTIFY	CAPTURE	SHARE
GS1 IDENTIFICATION NUMBERS	GS1 SYSTEM DATA CARRIERS	GS1 INTERFACE STANDARDS FOR DATA EXCHANGE

GS1 Identification Keys provide accurate identification of products, assets, services and locations – one unique identification number globally

GS1識別碼能準確地識別產品、資產、服務和位置資料 — 全球通行、獨一無二的識別碼

GS1 BarCodes and GS1 EPC/RFID enable rapid and accurate automatic identification at any point in the supply chain

GS1條碼及 GS1 EPC/RFID 能快速及準確識別供應鏈上每個環節

GS1 Standard allows datd exchange along the supply chain

GS1標準帶動供應之數據交換

Global Trade Item Number (GTIN)
國際貿易貨品編碼(GTIN)

Global Location Number (GLN)
全球位置編碼 (GLN)

Serial Shipping Container Code (SSCC)
貨品容器序碼(SSCC)

BARCODES

EAN/U.P.C.   GS1-128

ITF-14   GS1 DataBar™

GS1 Data Matrix   GS1 QR Code   GS1 Composite Bardcode

EPC®-ENABLED RFId TAGS

Electronic Product Code (EPC) RFID Encodings

Electronic Business Messaging
電子商業訊息

GS1 XML or EANCOM, enables rapid, efficient and accurate standardized e-business data transmission between trading partners along global supply chain

GS1 XML或EANCOM，讓全球貿易夥伴實現快速、具效率及準確的商業數據交換

EPC Information Service (EPCIS)
產品電子代碼訊息服務(EPCIS)

Provides important capabilities to improve efficiency, security, and visibility in the global supply chain

協助改善全球供應鏈的效率、安全性及透明度

Global Data Synchronization Network (GDSN)
全球數據同步網絡 (GDSN)

Enables secure data synchronization between trading partners

讓貿易夥伴實現安全的數據同步傳輸

GS1 Hong Kong Solutions and Services at a glance

香港貨品編碼協會解決方案與服務一覽

Optimizing Business, Creating Value   優化業務，創優增值

Driving standards development and adoption 引領標準發展並促進業界採納	**GS1 BarCodes** Global Standards for Identification and Data Capture 應用於自動識別及數據擷取的全球標準	**GS1 eCom** Global Standards for Electronic Business Messaging 應用於電子商業訊息傳遞的全球標準	**GS1 GDSN** Global Network for Data Synchronization 應用於全球數據同步的網絡	**GS1 EPCglobal®** Global Standards for RFID-based Identification and Traceability 利用全球標準以無線射頻識別為基礎的產品識別及追溯技術	**GS1 Traceability** A Traceability Process for Product Recall and Quality Management 支援產品召回及品質管理的追溯過程	**GS1 B2C** Mobile Application for Connecting Consumer 流動電話應用程式促進消費者連繫
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	**GS1 BarCode numbers registration and administration GS1條碼編號之登記及管理** Supporting local businesses with the implementation of GS1 BarCode System and the BarCode quality assurance 為本地企業提供GS1條碼系統及條碼質素保證的支援 **BarcodePlus** A product and location information portal allowing users to access and share quality data using GS1 Keys like GTIN and GLN via the internet, mobile and smart kiosk 透過GS1識別碼如國際貨品編碼及國際位置編碼，讓不同用戶經由互聯網、手機及智能資訊站擷取並分享產品及位置資料的資訊平台 **Global Electronic Party Information Registry (GEPIR) 全球電子公司資料庫** A global online directory of suppliers, with information of over 1 million companies worldwide, creating boundless business opportunities 一個儲存了世界各地逾一百萬個供應商資料的全球性網上資料庫，為業界帶來無界限的商機	**ezTRADE 通商易** An industry-wide B2B platform facilitating electronic transaction messaging via EDI and Web to support electronic ordering, invoicing and shipment notices 一個經由EDI及互聯網以支援電子訂單、發票、貨運通知的跨業界商業對商業電子數據交換平台	**GS1 HK DataPool** **GS1 HK Datapool GS1 HK 數據池** A certified product information synchronization platform that interoperates with the GS1 Global Registry® enabling exchange of synchronized, accurate and up-to-date product information between buyers and suppliers 連接GS1全球註冊資料庫並獲國際認可的產品資訊平台，讓買家及賣家可適時互換準確無誤及最新的產品資料	**ezTRACK™ 蹤橫網™** Cloud-based EPCIS-standard traceability network enabling real-time visibility of goods and information flow from point of manufacturing to point of destination 以雲端科技為基礎，並以產品電子代碼資訊服務為標準的追溯網絡，能提供經由來源地至目的地之實時貨物流及資訊流的透明度 **GENUINE Product Authentication Solution 「正貨」驗證** A product authentication solution enabling supply chain e-pedigree visibility 一個產品驗證的解決方案，提供供應鏈電子系譜透明度 **Cold Chain Management Solution 冷凍鏈管理方案** Traceability network enabling visibility of goods (such as food and pharmaceuticals), information flow, and thermo-humidity status from point of source to point of destination 能提供能擷取及分享有關食品及藥物的有關產品溫度、濕度、時間及位置的實時數據之解決方案 **Warehouse Management System 倉庫管理系統** Inventory management network to capturing in-stock, out-stock, and stock take information 用作擷取入倉、出倉及盤點紀錄的倉存管理網絡 **Item Level Tracking Solution 單件貨品追蹤方案** Providing manufacturer-to-store supply chain visibility by item-level EPC/RFID tagging 為業界提供由生產商至零售店舖的單件貨品供應鏈透明度	**Global Traceability Conformance (GTC) 全球可追溯性準則** A methodology and set of tools to audit and access existing traceability systems based on the process described in the GS1 Global Traceability Standard and international standards such as ISO, HACCP and other food safety standards. 一套以GS1全球追溯標準及其他國際性標準 (例如 ISO、HACCP及其他安全法則) 為基礎，用作稽核及評估現行追溯系統的方法及工具） **Global Traceability Standards (GTS) 全球追溯標準** A business process standard that enhances the ability to track forward the movement of products along stage(s) of the supply chain to trace backward the history, application or location of products in compliance with the appropriate GS1 identifiers. 一套以特定的GS1識別碼為基準的商業流程標準，其作用是協助企業改善追蹤產品供應鏈流向，以及提高企業追溯產品歷史、應用及位置的能力	**Consumer Connect 物密嘟** A direct mobile communications platform for brand owners to provide trusted product information and interact with consumers anytime, anywhere 直接的流動通訊平台，讓品牌提供可信賴的產品資訊，並隨時隨地與消費者互動連繫
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, SSCR Workshop, Digital Marketing Workshop, ECR Workshop, Internet of Things certification programs, etc. **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 **Hong Kong Internet of Things Centre of Excellence (IoT Centre):** A centre to facilitate the development of IoT and extensive adoption of IoT/RFID technology			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、SSCR工作坊、數碼營銷策略課程、ECR課程、物聯網認證及培訓課程等 **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 **香港物聯網科技應用中心：** 一個促進物聯網發展及推動業界採納物聯網/ RFID技術中心	
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	To enhance Hong Kong's industry competitiveness by the following solutions • Retail ECR • Food & Wine Traceability • Healthcare Supply Chain Modernization • Apparel Item-level Tagging • Cross-border Logistics Supply Chain Visibility			透過以下方案提升香港業界的競爭力 • 高效消費者回應零售 • 食品及葡萄酒追溯 • 醫療供應鏈現代化 • 成衣單品標籤 • 跨境物流供應鏈透明度	