

Three Engines for Business Growth
Local Food Brand Develops Ready-to-eat
Juicy Siu-Mei
食店研鎖水燒味即食包 以三頭馬車促增長

Local Pharmaceutical Firm Pivots and
Diversifies amid Changes in Regulatory
Environment
藥品改例 棄百萬紙品 轉型批發零售多元發展

4 Barcode Myths Debunked
條碼4大謬誤你要知

Smart Operations: Where is it Used?
智慧營運新視角: 應用場景逐個數



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Executive Connect 管理層專訪

Charting the New Retail Landscape in a New Era 新零售百態 隨時代更佳



The World is Changing, So Must the Food Industry

世界在變，食品行業不得不變

The food industry has changed dramatically in recent years, resulted from a few key megatrends - growing digital behaviors, renewed focus on health & wellness, rising prominence of ESG and sustainability & changing ways of working and living - which will reshape how food companies operate, according to the Future Consumer Index by a global consultancy firm.

The index showed 48% of global consumers believe the way they use technology will change in the long term. To tap into the digital behavior trends, food companies are therefore changing the way they engage with consumers, for example, manufacturers are using AI & feedback loops to develop new food flavoring, restaurants are offering "digital dining" experience by enabling consumers to see a digital version of a dish from all angles in augmented reality (AR) before they order.

Health and wellness has also become the top of mind for consumers. In addition to food safety, conscious and inquisitive consumers look out for key product information such as manufacturing date, ingredient details and nutrition values. Therefore, food companies are now adopting "digital labels" on their products - the use of QR codes or barcodes to communicate a vast range of product information to consumers, or even business partners.

Another highlight is the rising prominence of ESG & sustainability, in which 43% of consumers will not purchase from an organization if it does something socially or environmentally inappropriate. Empowering consumers to track and trace the products they're consuming will be one of the differentiating factors for food companies, in which the adoption of interoperable global standards is the key.

Last but not least, the shift towards consuming at home: Consumers will increasingly seek food options that can offer convenience and speed as well as the pleasure for a home-cooked meal.

In this issue, PARKnSHOP shared how they charted the new retail landscape and cater to changing behaviors by creating seamless O+O shopping for consumers, also introducing new concept stores and delivery services. Noble Health, a pharmaceutical firm found in 2005, explained how they pivot and diversify businesses to navigate through the volatile yet promising healthcare products market, whereas Tong Shun Hing Poultry identified three engines for future growth and revealed how they are tapping into the ready-to-eat market.

Enjoy reading.



近年食品行業出現翻天覆地的變化，國際諮詢服務公司發佈的《未來消費者指數》指出，數碼習性普及、對身心健康重新關注、ESG和可持續性漸趨重要及不斷改變的工作和生活模式等4大趨勢是引發轉變的主因。

報告發現48%全球消費者認為他們使用科技的方式長遠而言會改變。為捕捉消費者數碼習性所帶來的機遇，食品企業正改變他們與消費者互動的方式，例如有調味料公司正以人工智能(AI)配合顧客的意見去調製出新味道，也有餐廳為消費者提供「數碼化餐飲體驗」，透過擴增實境(AR)讓消費者在點菜前多角度預覽菜式外觀。

健康和保健也成為了消費者關注焦點。除食品安全外，健康意識強的消費者還會希望獲得更多關鍵產品資訊，例如是生產日期、成份及營養和健康資訊。因此，食品品牌也正於產品上應用「數碼標籤」，透過QR碼或條碼將一系列產品資訊展示予消費者，甚至是營商夥伴。

調查還指出，ESG和可持續性將成為另一個重大趨勢，有43%消費者表示他們不會向未有關注社會或環境的企業購買產品。食品品牌要突圍而出，就需於供應鏈上應用具相互操作性的全球標準，讓消費者可以對產品追蹤溯源。

消費者在家進餐的習慣仍然重要，他們會傾向購買方便快捷、又能讓他們享受在家煮食樂趣的食品。

今期的Business Connect有百佳超級市場分享他們如何在新零售環境下為消費者提供最佳的「O+O」線下及線上購物體驗，並引進新概念店及送貨服務。2005年成立的藥商樂寶健康就講述了他們如何在波瀾雲詭但機會處處的藥品行業中穿梭發展，而唐順興家禽則看好推動未來增長的「三頭馬車」，把握即食食品市場機遇。

歡迎閱讀更多精彩内容。

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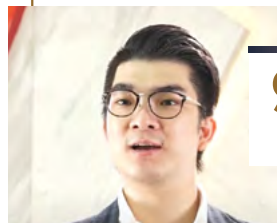


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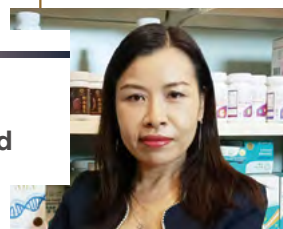
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About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity and facilitate commerce connectivity, through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organizations, government, and technology providers, we can foster a collaborative ecosystem with the vision of "Smarter Business, Better Life".

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

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香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立,是GS1®環球組織的香港分會,提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務,助企業數碼化,提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易。

GS1 HK目前有近8,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態,實踐「智能商貿,優質生活」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織,總部位於比利時的首都布魯塞爾,擁有超過115個分會,遍及全球150個國家。

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Charting the New Retail Landscape in a New Era 新零售百態 隨時代更佳

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PARKnSHOP, one of the leading supermarket chains in Hong Kong, is a founding member of GS1 HK. Started from a single store 50 years ago, PARKnSHOP has now become a network of around 260 stores. Norman Yum, Managing Director of the company, bears witness to the evolution and progress of the company, “Having worked in the retail industry for decades including China, Singapore, Thailand, India and beyond, I stay true to my 4 credos and pursuits along the journey – be passionate and thorough in the retail sector; always moving forward; think out of the box; and keep surprising customers. Like a creative agency, we always find new ideas to put a smile on our customers’ faces.”

Breaking New Grounds for the Changing Customers

Responding to the rising online shopping trends among Hongkongers, PARKnSHOP has invested HK\$200 million to accelerate digital transformation and expand its O+O (Offline plus Online) business. The retail chain has been deploying new technological applications to enhance the shopping experience, including self-checkouts (SCOs), electronic shelf labels, smart disinfection robots, eShop and mobile app upgrades, and more. “We have recorded double-digit growth in our online sales in the past two years, and expect the momentum to continue in future years. To create more seamless O+O shopping experience for customers, we are also planning to open more physical stores, at a rate of 10 new stores this year.”

本地超市巨頭百佳超級市場是GS1 HK創會成員之一，由50年前一間分店發展至今約260間超市，其董事總經理任良安(Norman)可說是伴隨成長。「我在零售業工作幾十年，曾在中國、新加坡、泰國及印度等地工作；一路以來支持我的是4個理念和追求，就是對零售熱誠細心、不進則退、力求創新、以及為顧客不斷帶來驚喜，就有如廣告創作般經常發掘新點子，才可擷獲顧客的歡心。」

新招破常規 應顧客轉變

為配合港人現今網購習慣，百佳最新招數便是斥資逾2億港元，推動數碼轉型，拓展「O+O」線下及線上業務。百佳早前已陸續推出生活化零售科技，包括設置自助收銀機、電子價錢牌、智能抗疫機械人、網店及手機應用程式升級等，令顧客購物體驗更暢快方便。「過去2年的網上銷售，按年都有





On top of that is the development of a 300,000-square-foot “Super e-Commerce Distribution Centre (Super EDC)” in Kwai Chung, which can handle 3 times the inventory volume of the company’s current capability. With phase 1 of the center scheduled to run by November this year, the facility is almost fully automated – equipped with Automatic Guided Vehicles (AGVs) and backed by new technologies such as artificial intelligence and data analytics, it will be able to handle online orders 24x7, and is expected to make same-day delivery for orders placed in the morning.

“There had always been shortages of workers for warehouses, let alone those with experience. With the pandemic posing tremendous challenges on staffing, we turned to automation for the solution, and it has helped to raise our efficiency by 50%.” To cope with panic buying during the pandemic, the group coupled automation with shorter operation hours, flexible staffing, and collaborated with suppliers to arrange same-day delivery to meet surges in demand.

Cumulative Efforts Over the Years

PARKnSHOP has always been a pioneer in technology, the fact that it started adopting barcode technology more than 30 years ago is solid proof.

“ Sticking price labels and checking out products involved a lot of manpower in the old days, so as we first saw the electronic technology, we became the forerunner to introduce GS1’s product barcode to streamline many of our operation processes like check-out, stock replenishment, and supply chain management. Barcode technology is much more than price labels, it signified the dawn of an era of information technology and data.

在貼價錢牌和人手輸入價錢的年代，百佳已留意到電子化改革契機，成首批引進GS1產品條碼進行結帳、補貨、供應鏈管理的先鋒。條碼不單是省卻打價錢和貼標籤這麼簡單，那是代表一個資訊科技、數據年代的誕生。

雙位數增長、亦預期會持續；同時我們計劃繼續開設門市，今年目標新增10間分店，冀完善O+O線下及線上網絡、便利顧客。」

葵涌建成佔地30萬呎的「百佳電商物流中心(Super EDC)」，可處理比現時多3倍貨量，預計第一期於今年11月啟用。中心設施幾乎全自動，透過自動導引車(AGVs)等設備，配合人工智能及數據分析等科技，24x7全天候處理網上訂單配送，預期最快可早上下單、晚上送達。

「現時聘請倉庫人手難，請有經驗的更難，再加上疫情令人手緊張，倉庫自動化正是解決之道，可提升近50%效率。」Norman稱疫情期間曾引發搶購潮，集團除了部署自動化，亦以縮減營業時間、彈性調配人手、動員供應商即日送貨等方法應對。

聚創新成塔 非一日之功

百佳一直走在科技前沿，從30多年前、率先應用條碼科技已可見一斑。



Unveiling another new era is the use of 2D barcode (QR code), which the major U.S. retailers have agreed to adopt gradually starting in 2027. Learning of GS1 HK's "1QR", PARKnSHOP has decided to apply QR codes on its own brand "FARMFRESH". "The small yet multi-functional '1QR' enables our customers to scan and check product details, combat counterfeit, as well as trace origins of the products, that's why it earns our wholehearted support."



揭開另一新時代序幕的可說是二維條碼 (QR碼), 美國主要零售商已同意將於 2027年逐步採納。百佳亦不甘後人, 在得悉GS1 HK推出的「1QR」後, 便決定在其自家品牌“FARMFRESH”上應用。「『1QR』尺寸更小而更多功能, 讓消費者簡單掃描即展示詳細產品資訊、防偽以至追縱溯源, 絕對應善用。」

The image shows a screenshot of the GS1 Verified by GS1 service interface on the left and a physical Product ID card on the right. The interface displays product details for a 'SELECT' brand oat product, including GTIN, brand name, product description, and image URL. The Product ID card features a QR code, a green checkmark, and lists the same product details as the interface, including the GTIN: 9504002100016.

GTIN	04898118944639
Brand name	SELECT
Product description	SELECT QUICK COOKING OAT+200G 選之選 快熟燕麥片罐 2 0 0 克 1KG 選之選 快熟燕麥片罐 2 0 0 克 1KG
Product image URL	https://www.barcodeplus.com.hk/eld/ Download
Global product category	Cereal / Muesli Bars [10000287]
Net content	200 GRM
Country of sale	HK
Last modified	2022-02-17 17:27:57
MO of record	GS1 Hong Kong, China

PARKnSHOP has also leveraged Verified by GS1 service, which greatly reduced the GTIN (barcode) validation process from a few days to a few hours. Not only does it free the staff to focus on the core business, but also enhance customer experience online with consistent and reliable information. "Verified by GS1 creates a triple win for brands, retailers, and consumers: simplifying the data sharing process for brands, accelerating the listing process for retailers, and ultimately, providing reliable product information and a richer experience for consumers."

百佳去年亦已率先運用Verified by GS1服務, 對新商品的GTIN(條碼) 驗證流程由幾天縮短至幾個小時, 讓員工聚焦處理核心業務, 同時為顧客提供單一可靠資訊, 增強消費者網上體驗。「Verified by GS1為品牌、零售商和消費者創出三贏局面: 品牌商能簡化數據共享的過程, 零售商可加快產品上架流程, 最終為消費者提供可靠的產品信息和更豐富體驗。」

No Formula to Success Except Constant Innovation

Norman believes the retail industry is now in a new time: even after the pandemic, consumers will continue to shop online, but the physical store still has its room to thrive. The leading supermarket chain has never stopped inventing new business model for growth: Taking its TASTE x FRESH stores in Kowloon Bay and Tsuen Wan as examples, which offers an extravaganza of products - apart from groceries, there are sections offering fresh seafood, vegetables, poultry and meat, ready-made takeaways, all under a single roof with a premium experience. To fulfill the local consumers' appetite for Japanese and Korean food, PARKnSHOP introduced "Oishi Su-pa-" Japanese and Korean shop in shop concept

成功無方程式 唯有推陳出新

Norman認為零售業已步入新階段, 即使疫情過去, 部份顧客仍會維持網購習慣, 但他表示實體店仍有增長空間。所以即使作為業界龍頭, 百佳並沒固步自封, 反而不斷開拓新經營模式: 如位於九龍灣及荃灣的TASTE x FRESH新鮮生活, 便提供星級墟市體驗: 在生活百貨上加入海鮮、新鮮蔬果、鮮肉及熟食外賣等產品區域, 儼如大型市集、共冶一爐。百佳去年亦引入「Oishi Su-pa-」日韓食品專區, 以滿

store in 2020, and will gradually add more Southeast Asian delicacies into its portfolio. The retailer has also collaborated with the delivery platform to launch a new service called “Deliveroo HOP”, which provides groceries delivery. Around 2,000 different products are available, which can be delivered fastest in 10 minutes to customers in the Central and Western districts on Hong Kong Island.



足港人在疫情下對日韓產品的掛念，並逐步引進星馬泰等東南亞的美食。近日又與外賣平台合作推出「戶戶超市」，提供生活百貨速遞服務；新服務有約2,000款產品供應，最快可於10分鐘內完成送遞，方便港島中西區顧客。

“ Working in the retail industry is like rowing upstream. We do not build on the past success, and always look for ways to innovate to stay competitive and progress.

我相信零售業有如逆水行舟，過往的成功只能參考、而非不敗之道；唯有不斷破舊立新，我們才會保持競爭力及發展空間。”

Partners, Network, Members – A Unique Positioning

A lot of stores have turned to selling Japanese and Korean food and other related products, intensifying competition in the retail space. In response to the trend, Norman said PARKnSHOP stands strong because of its advantages – great partners’ network, 260 physical stores, and more than 4 million MoneyBack members. “We often do cross-over with brands and manufacturers like Jack’nJill, Calbee, Lee Kam Kee, Hung Fok Tong, Lay’s and others to launch products exclusive to our shops, and always make sure stable supplies from all over the world. Meanwhile, our online customers can enjoy the Click & Collect service to pick up at one of our 200+ stores, or arrange home delivery, covering all the key areas in the city. Beyond that, we would reward our VIP members who spend a great deal at our shops, with exclusive discounts, free gifts, double points and more.”

夥伴、網絡、會員 突顯獨有定位

市場競爭日增，不少公司覷準日韓產品商機，食品雜貨店成行成市。被問及如何應對時，Norman稱百佳最大的優勢是擁有出色合作夥伴、約260間百佳分店和超過4百萬「易賞錢」會員：「我們與珍珍、卡樂B、李錦記、鴻福堂及樂士Lay’s等品牌及生產商常聯乘合作，推出百佳獨家口味的產品，同時確保全球各地產品持續供應穩定；我們現有逾200間分店提供網購後店舖自取Click & Collect服務，亦可選擇送貨上門、覆蓋率廣大；VIP會員更是累積高額消費用戶，所以我們經常會提供針對性的獨有優惠、贈品、雙倍積分等來回饋他們，互惠共贏。」



Keep Leading with ESG Initiative

Earlier, PARKnSHOP and Food Angel together launched the first smart food donation machine in Hong Kong supermarkets, across 50 PARKnSHOP stores, where shoppers can donate food to earn points in their MoneyBack account. In the past decade, PARKnSHOP has donated more than 3,500 tons of edible surplus food to Food Angel, which has turned into 10 million free meal boxes and 2 million free food pack to people in need.



智能捐贈機 減膠減廢領導市場

早前百佳與惜食堂宣佈推出全港超市首個智能食物捐贈項目「智賞捐」，在50間分店設置智能食物捐贈機，讓熱心市民更隨心地捐贈食物又賺積分。百佳在過去10年已捐出超過3,500公噸食物予該機構，用以製作逾1,000萬個免費飯餐及逾200萬個食物包免費送予有需要人士。

“ We are also committed to reducing plastic and waste. We have stopped selling plastic straws in all our stores since 2020, and we will stop selling all disposable plastic utensils by the end of this year. Currently, we are trialing the concept of “naked shopping” in 15 stores, where fresh produce will be sold unpackaged. This is just the beginning, and we shall do more on the sustainability front.

百佳多年來亦推動減膠減廢措施，前年全線店舖已停止出售膠飲管，今年底將停售一次性塑膠餐具產品；目前在15間分店亦試行「裸買」，如出售無包裝的新鮮蔬菜等，引領可持續發展勢頭。 ”



Heading a series of activities to celebrate its 50th anniversary, Norman is wildly busy, **“Passion is the key to work in the retail business, or else it will be hard. My guiding principles as a leader are, to set clear goals, make good use of data for insights, innovate and keep striving to do better.”**

為慶祝踏入50周年，百佳超市舉辦多項慶祝活動，作為董事總經理，Norman直言「忙到甩轆」。「做零售行業最緊要有熱誠，否則很容易感到辛苦。訂立明確目標、善用數據洞察未來、著眼創新、銳意進步，這就是我的管理之道。」



Anna Lin Appointed as Non-official Member of Digital Economy Development Committee

GS1 HK總裁林潔貽獲委任為數字化經濟發展委員會非官方委員



The HKSAR Government announced the establishment of the “Digital Economy Development Committee” chaired by the Financial Secretary. Aiming to accelerate the progress of digital economy in Hong Kong, the Committee comprises industry experts and scholars, as well as relevant government officials.

Appointed as the committee member, GS1 HK Chief Executive Anna Lin attended the first meeting and shared the current issues and conditions facing the community at large, for example the significance of supporting SMEs to go through digital transformation as a key to propel economic growth; talent shortages particularly in technology sector, and the need for vocational training for existing staff and fresh graduates, etc.

早前香港特別行政區政府宣佈正式成立「數字化經濟發展委員會」，由財政司司長擔任主席，成員包括業界專家、學者以及相關政府官員，旨在推動香港數字化經濟的進程。

本會總裁林潔貽獲委任為委員會成員之一，出席了首次會議並就多個議題分享了現況，包括支持中小企推行數碼轉型，對帶動本地經濟發展有著積極作用；各行業人才短缺、尤其是科技界別，而為現職員工及職前學生提供職業培訓是其中解決方法等。



Digital economy is crucial especially in the new normal where SMEs need to be well equipped to meet the challenges.

I believe GS1 HK's digital barcode/QR code, digital trade financing, smart IoT & biz solutions can help our members and the industry to accelerate digital transformation and embrace the business opportunities that the digital era brings.

新常態下，數字化經濟越來越重要，中小企亦都要準備就緒，面對新時代挑戰。

我相信GS1 HK的數碼化條碼/QR碼、數碼貿易融資、智慧物聯網及營運方案會有助我們的會員及業界加速數碼轉型步伐，捉緊數碼時代帶來的機遇。



Anna Lin
林潔貽
CE of GS1 HK
GS1 HK總裁

Three Engines for Business Growth

Local Food Brand Develops Ready-to-eat Juicy Siu-Mei

食店研鎖水燒味即食包 以三頭馬車促增長

Patrick Tong
General Manager
Tong Shun Hing Poultry (HK) Co. Ltd.

唐振峰
唐順興家禽(香港)有限公司總經理



Siu-Mei (Hong Kong-style roasted meat) and Lou Mei (dishes made by braising in a sauce) are the second most popular cuisine among Hongkongers, according to the Hong Kong Population-based Food Consumption Survey conducted by The Centre for Food Safety. A survey also estimated that a staggering 66,233 tons of Siu-Mei are consumed by Hong Kong people every year. These are the reasons why Tong Shun Hing Poultry (HK) Co. Ltd, established in the 90s supplying roasted pigeon in Shatin, has grown into one of the leading poultry suppliers in Hong Kong. Taking up 25% of the market share, Patrick Tong, General Manager of Tong Shun Hing stated, "With our one-stop manpower resources and cost advantages, we believe poultry, frozen meat and pre-cooked foods will be the '3 growth engines' that help us thrive."

The Tripartite Way Forward for Business

Having gone through several outbreaks of Avian influenza, Tong Shun Hing has diversified their business in the early years in 2000s. They have expanded from supplying poultry to selling frozen meat, and also from wholesale to retail and catering businesses. In addition to the Siu-Mei restaurants operated under Tong Shun Hing, they are also selling ready-made Siu-Mei & Lou Mei, Hainanese chicken, soup packs under the brand names like Day Fresh and Happy Farm. "As wholesalers, we can easily satisfy our clients by offering low priced, high quality products, but this is not the same for restaurant business - we not only need to offer great products at low price, but also fast and excellent service. For retail business, besides ensuring product quality, we need to take extra efforts in marketing and promotion to win popularity. Though we are a well-established, 30-year-old brand be known for our trustworthiness, we still need to go with the trend and increase our brand exposure."

香港食物安全中心於2021年的「全港性食物消費量調查」報告顯示，燒味滷味位居港人最愛次位；另一調查推算港人每年進食66,233噸燒味，數量驚人。難怪唐順興家禽(香港)有限公司在90年代供應沙田乳鴿起家後，現已成為本地家禽供應市場頭領之一、約佔25%市佔率。其總經理唐振峰(Patrick)表示：「未來我們會靠『三頭馬車』推動增長，即家禽、凍肉、預製熟食包，因我們有一條龍的人力及成本優勢，帶動上升勢頭。」

業務鼎足而立

歷經多次禽流感，唐順興早年已意識到多元化發展的重要，2000年代開始由供應家禽到售賣凍肉、由批發拓展至零售及餐飲：除創立多家唐順興燒味店外，亦有日日鮮、開心農場等品牌售賣燒味滷味、海南雞、湯包等。「以往做批發只需價錢平、質量好，客戶便會滿意；而現時餐飲業不但要價廉物美，更講求服務優質快捷；零售業務除重視『質優料靚』和服務，更要做好宣傳推廣，令品牌深入民心。我們公司是30多年老店、備受信賴，亦需要順應時勢、加強品牌曝光。」





A Head Start in Production Line Supported by Technology

Patrick believes that Siu-Mei industry also needs to transform: the manufacturing process of Siu-Mei used to rely on manual labor and their experience, but as old chefs retire, they face talent shortage. Therefore the company has introduced automatic equipment such as smart roasters and dehydrators. “We are developing a ready-to-eat Siu-Mei pack that can lock in the moisture of the meat even after reheating in the microwave. This would make takeaway Siu-Mei more palatable.”

With its warehouse and fulfillment center relocated to Ping Shan at Yuen Long, they now enjoy geographical advantage in transporting between Mainland and Hong Kong. Spanning an area of 80,000 sq. ft., the center can accommodate their self-owned fleet of over 30 cold chain trucks equipped with temperature control system to ensure food quality. The company has also developed a traceability system based on barcodes to improve management efficiency with technology.

“Apart from utilizing GS1 barcode to identify individual products, we have also learned many practical skills on supply chain traceability from GS1 HK team that enable us to up our game with better food safety, food processing and tracking process. ‘Industry 4.0’ and smart manufacturing trends are becoming mainstream, so we will invest more resources in research and development in those areas to enhance our management effectiveness and efficiency.” Having participated in the Quality Food Scheme for five consecutive years since 2018, Tong Shun Hing has been promoted from Gold Enterprise Award to Diamond Enterprise Award, which is a testament to its company culture of striving for the best.

贏在生產線 科技作後盾

Patrick指燒味業亦要轉型升級：過往製作過程會靠人手和經驗，但隨著年長燒味師傅退休、人才不繼，公司已引入更多自動化設備如智能燒爐、風乾爐等，減少人手依賴。「我們亦正研究燒味即食包：燒味在微波爐翻熱後會『變淋變嘍』，所以正研製能鎖水的燒味包裝，方便食客外賣翻熱也能享受香口酥脆滋味。」

公司去年將香港倉庫及配送中心遷至佔地80,000呎的元朗屏山地段，便利中港兩地運輸，亦足夠擺放由30多架冷鏈物流車組成的自家車隊。每架車設恆溫裝置，確保食物質素，同時公司自行開發出條碼溯源系統，以科技改善管理效能。

「除了應用GS1條碼去獨立識別產品外，我們亦從GS1 HK團隊身上掌握許多供應鏈追溯系統和實踐技巧，助我們提高食品安全、食品處理及追蹤的水平並且加強執行力。工業4.0和智能製造趨勢漸成主流，我們也會主動研究，持續提升管理水平及效率。」唐順興自2018年連續5年參加「優質食品計劃」，更由金企業升級為鑽石企業，正正展現其努力求進的公司文化。



Stringent Preventive Measures to Minimize Impact of COVID-19

Though the pandemic has deeply affected the wholesale business, the sales surge in retail, takeaway businesses of restaurants and online sales offset the impact. On the other hand, the freight logistics arrangement between Mainland China and Hong Kong was the major challenge. "Our logistics schedule was greatly disrupted by the pandemic, we have therefore responded by implementing a 'close loop management'. After each ride, trucks will be sanitized thoroughly, and their drivers are required to conduct COVID-19 rapid-antigen test. In addition, staff handling food will be equipped with personal protection equipments and food processing workspace will be cleaned and sanitized for 4 times a day to avoid cross contamination and safeguard food hygiene & safety." Patrick admitted that all these measures may not guarantee zero infection, so he took extra steps to educate his customers to cook the food thoroughly before consumption to minimize the potential impact.

Tong Shun Hing has 4 production lines in Weizhou, China, realising one-stop operations from poultry farming, slaughtering, food processing and logistics. As a Hong Kong brand managed locally, Patrick believes that Hong Kong products have competitive edges that should be promoted.



做足防疫措施 減低影響

疫情對公司批發生意影響不少，但零售及餐飲外賣的強勁銷情令收入此消彼長，同時網上零售亦發展順利；反而困難在於應付中港貨運物流的阻滯。「疫情打亂了中港運輸的送貨行程，我們立即推行閉環管理，而且每架貨車及其司機在運貨後都必須消毒和進行快速測試，並為處理食材的員工添置防疫服和每日4次消毒場地，確保員工不會交叉感染及食物衛生安全。」他承認即使做足措施也無法百份百保證零感染，亦要多管齊下、包括教導顧客將食物煮熟等，才會將影響減至最低。

公司在國內惠州擁有4條生產線，由家禽養殖、屠宰至食材處理、加工、運輸等一站式營運。作為香港管理的本地品牌，Patrick認為港貨具備優勢，需要向消費者推廣。

Patrick acknowledged that GS1 HK's 1QR can help enhance product credibility, tap into consumers' habit of "search before purchase" and boost sales by enabling consumers to obtain useful information such as company certifications, nutrition or even promotion, simply by scanning the QR code.

Patrick獲悉GS1 HK的1QR能夠讓消費者簡單掃描QR碼即可瀏覽公司的證書認證、營養價值、優惠等資訊，認同這能增加產品可信度，貼近消費者「先搜後買」的購物模式、有助銷售。



Speaking as one of the leading poultry importers in Hong Kong, Patrick hopes the Government could provide more support to the industry, for example, subsidy schemes on rental and license to propel industry development. In his point of view, Hong Kong food products are considered to be safer, better in quality, and more reliable among China customers, therefore he wishes the Government can strengthen promotion of Hong Kong products in China, especially in the Greater Bay Area. Better measures to facilitate cross-border trade are also needed to motivate Hong Kong brands to enter into China market.

唐順興是本地主要家禽入口商之一，Patrick認為港府可對業界加強支援，例如提供租金、牌照等補貼，確保業界良性發展。他覺得香港品牌在內地消費者心中仍有優質安全、誠信可靠等優勢，期望港府能加強香港產品在內地以至大灣區市場的宣傳並提供便利措施，讓港貨更易打入內地，重振業界動力。

Dealing with Supply Chain Pressures, How?

供應鏈塞車惡夢恐重來 物流業如何自處？



Moving a container from China to the West Coast of the U.S. stretched to a record high of 113 days up from fewer than 50 days, leading to empty shelves in the supermarkets
由中國工廠至美國西岸的航運時間由平均少於50日增至113日，大大影響貨品供應。



Increasing numbers of COVID cases in Dongguan and Shenzhen have led authorities to reduce cross-border truck movements with Hong Kong, from 3,500 to 1,500 a day until further notice, which is just 10% to 20% of normal levels
因應東莞及深圳疫情，粵港跨境陸路貨運近月由每日3,500架次減至1,500架次，是平日10%-20%的運輸量。



The Russian-Ukrainian war has caused global commodity prices and oil prices to rise, coupled with global port congestion and unstable shipping schedules, putting pressure on terminal throughput and a decline in the volume of imports and exports in Hong Kong. It is expected to eventually affect Hong Kong's status as a logistics hub for international trade.
俄烏戰爭令全球商品價格及油價上漲，加上全球港口擁堵和不穩定的船期持續，令碼頭吞吐量受壓、本港進出口貨物量下跌，預期最終會影響香港作為國際貿易物流樞紐的地位。

The industry will require real-time visibility into the progression of shipment to tackle the above supply chain problems. Knowing when, where and how cargo is arriving can help businesses better plan ahead and streamline operations in order to react to sudden situations, for example, to re-direct the route, reshuffle the products at different locations etc.

對業界來說，實時貨運資訊透明度為克服以上供應鏈問題的關鍵。公司掌握貨物到達的時間、地點和狀況，才能更好地提前規劃及簡化營運以應對突發情況，例如是更改運輸路線、調配不同地方的貨物等。

The 5Ws Logistics Industry Should Know About 物流業需掌握的5個W

Who

or which parties
are involved
參與者

What

products are
being traced
甚麼產品

Where

the products
were located
產品位置

When

the movements
took place
何時開始運送

Why

the products were
there at that time
何為甚麼產品需於
該時間到達

How to do so?

GS1 Smart Traceability solution provides accurate, real-time data about the traceable item between trading partners that improve supply chain visibility. It improves the ability to track forward movement of products / assets along stages(s) of the supply chain and to trace backward the history, application or location of products in compliance with the appropriate GS1 identifiers.

如何做到？

GS1 HK智慧追蹤追溯方案，便有助貿易夥伴準確互通有關可追溯物品的資訊。透過追蹤產品於供應鏈各階段的動向，並配以適當的GS1識別碼如GS1全球追溯標準可以追溯該產品及資產的動向記錄、應用情況和位置。

Contact us to learn more 聯絡我們了解更多
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Local Pharmaceutical Firm Pivots & Diversifies amid Changes in Regulatory Business Environment 藥品改例 棄百萬紙品 轉型批發零售多元發展

Lily Mong
Managing Director of Noble Health Co. Ltd
蒙燦櫻
樂寶健康有限公司董事總經理



The local health food market has been growing in recent years, thanks to the rising health-consciousness of Hongkongers. The 17-year-old company Noble Health Co. Ltd has witnessed the evolution of the market, and its Managing Director Lily Mong is optimistic about the growth momentum in future.

“People become more concerned with their well-being since the pandemic, which also unleashed the strong spending power of Hongkongers in safeguarding health & wellness: many are willing to pay more than HK\$1,000 for a bottle of NMN anti-aging supplements, or best-selling vitamins and probiotics. Also considering the huge market in China, we have every reason to believe in the industry potentials.”

One-stop Service for Drugs Trading

Began with selling pharmaceutical products, Noble Health is a licensed wholesale dealer registered at the Department of Health in Hong Kong, and has successfully registered more than 400 pharmaceutical products thus far. “The process of drug registration is very stringent; it usually takes 1 to 2 years for the authority to approve a new type of drug. Our rich experience has helped expedite the process to as short as 6 months.”

With an extensive sales network that covers 90% of local dispensaries, as well as some clinics and doctors, the company provides a full range of services from sourcing trustworthy pharmaceutical manufacturers, completing drug and trademark

港人的保健意識提升，帶動近年保健食品市場持續增長。開業17年的樂寶健康有限公司，可說是經歷過香港保健品的蛻變，其董事總經理蒙燦櫻(Lily)指，未來本地市場潛力仍然極大。

「疫情令人更關注健康，而香港人的購買力可說是深不可測，近期暢銷的維他命丸、益生菌、NMN 抗衰老產品等，即使是1,000多元一樽也受港人熱捧；而內地商機更龐大，所以我看好業界發展。」

藥品批發一條龍

樂寶創辦人本來從事藥物營銷，是香港政府衛生署認可之藥物持牌入口及批發商，至今成功註冊超過400多款藥物。「衛生署註冊藥品通常需時1-2年，過程嚴謹；我們憑着多年藥物註冊經驗，曾試過最快紀錄是半年註冊到一隻新藥。」

掌握全港9成藥房銷售網絡的樂寶會為藥房、診所及醫生等客戶提供一條龍服務，由揀選有信譽的製造商、藥物/商標註冊、產品代工/貼牌、包裝設計、倉儲物流管理等一應俱全。

公司會大批量進口保健品、如每批次逾百萬粒的維他命丸，為本地藥房及拆家代工包裝成不同牌子，方便各藥房自行定價。「美國商會會時常介紹外國廠商給我們，商議合作打入香港及內地市場。」



registration, OEM business, designing product packaging, to managing the logistics and warehousing.

Importing a huge amount of health food products, e.g. a million pieces of vitamin tablets, Noble Health will put them into different packages and labels before distributing to dozens of local dispensaries and dealers who will then set their own price to sell. “The American Chamber of Commerce often connects us with the U.S. manufacturers who wish to enter the Hong Kong and China market.”

Separate Regulations and Changes in HK and China

Misled by the geographic proximity of Hong Kong and China, foreign pharmaceutical companies often thought their products can be sold in both markets simply by working with Hong Kong dealers. Lily refuted the misconception, “Besides having totally different regulatory systems on food and drugs in the 2 regions, Mainland China has a separate set of laws pertaining to healthcare products, and the requirements on registration, serving size, ingredients, etc. are all unique. Even when selling in Hong Kong, some overseas manufacturers and brands were unwilling to put in resources on brand building, and eventually failed to grow. We need to tell them it takes investment and efforts to enter into HK market.”

In 2016, the HKSAR Government re-categorised vitamins, glucosamine, and some other types of supplements from drug to food products, which implied that such products should be regulated under both the Trade Descriptions Ordinance and The Undesirable Medical Advertisements Ordinance. Such changes also caused product packaging valued at millions of dollars stored at Noble Health to become obsolete. “It is common for us to keep an ample stock level for our dispensary clients, but as we needed to follow the new ‘7+1’ nutrition labelling at that time, the old packaging had to be discarded. The new categorisation also meant that the drug registration processes are relaxed, attracting a lot of international healthcare brands to get into the local market. Luckily the market demand soars, our sales have increased in spite of the intense competition.”

Excelling after Hard Lessons

Recognising the trend of globalisation, the company’s management is keen to reinforce its competitiveness and decided to diversify their business model from OEM to building own-brand.

“We learned some hard lessons in the early days of launching our very own brand ‘YesNutri’: We had participated in many trade shows, but many of them couldn’t help in building our brand; our pharmacists are good at writing medical product descriptions and regulatory information, but they cannot help in sales & marketing. Things have worked out well since we restructured the team and hired nutritionists & professional marketers for our brand development, reinforcing our competitiveness as the market grows fierce.”

中港法規差異及轉變

Lily稱外國人誤以為「中港一家親」，外國藥物只要透過香港代理商便能進軍香港及中國內地市場：「香港和內地均有不同的食物及藥物法規，而內地還有保健品條例，兩者的申報、份量規定、成份要求等完全不一樣；而部份外國藥廠/品牌不願意投入資源、為自家品牌打響名堂，令生意不似預期，便要向他們講解在港建立品牌並不容易。」

特區政府於2016年將維他命、葡萄糖胺等由於藥品轉為食品，受《商品說明條例》及《不良醫藥廣告條例》規管，為此公司須丟棄價值百萬的舊包裝。「我們會為藥房大量存貨，新標籤需列明7加1營養資料，存貨的舊包裝紙品便須扔掉。由於不再需要註冊，隨即吸引更多國際保健品牌來港爭一席位；幸好市場需求大、公司生意不跌反升。」



「撞板」中學習 一步一腳印

公司管理層意識到在全球化趨勢下，與其繼續代工、幫助他人作嫁衣裳，不如同步發展自家品牌，提升公司價值和競爭力。

「推出『卓營方YesNutri』品牌初期交了不少學費：我們參加了很多展覽會去推廣產品，發現許多活動其實不適合公司品牌；我們過去聘請的藥劑師擅長撰寫藥品描述及藥物監管資料，但為配合競爭激烈的保健品市場發展，公司重整團隊增聘營養師及市場專員拓展品牌，為公司帶來新機遇。」



With Closer Economic Partnership Agreement (CEPA) announced by the HKSAR Government in 2003, cross-border trade has become vibrant, benefiting a lot of local businesses including YesNutri, in which the debut of its maternal and infant healthcare series had caught much market attention. The brand now offers a total of 9 different series today, selling more than 200 individual products that cater to the health and wellness needs of both genders at all ages. In addition to selling at drugstores chain, they have also listed their products on cross-border and local e-commerce platforms a few years ago, taking up about 10% of their retail income.

“Through our network of selected Current Good Manufacturing Practice (CGMP)-approved manufacturers in Europe, U.S., Australia and New Zealand, and a professional team of pharmacists and nutritionists who work closely with these manufacturers, we can research and develop new formula that is most suitable for Asians. We are also grateful to have received support and trust from the industry and our customers.” Awarded as “Consumer Caring Company” for 7 consecutive years since 2016, the company has hammered home the “customer-centric” values and delivered extraordinary buying experience to its customers.



港府自2003年推出CEPA，促進了跨境貿易便利，帶動本港商機。卓營方亦有受惠，其推出的母嬰健康品亦備受中港市場關注。現時卓營方有9大系列、超過200項產品，照顧男女老幼的保健需要；除了大型連鎖藥房有售，公司在多年前已進駐跨境及本地電商，現有約10%零售收入來自網購。

「樂寶精選歐美澳紐等地有CGMP認證的供應商，亦透過團隊的藥劑師與營養師定期與廠商調製和研發配方，引入適合亞洲人士服用的產品，深受業界及顧客信賴。」公司由2016年至今連續7年獲得GS1 HK頒發的貼心企業殊榮，代表公司致力「以客為先」、為顧客帶來超凡消費體驗。

Shortcut to the Mainland China Market

In face of the market volatility of China's health food and drug market, Noble Health had encountered difficult situations: Even after overcoming customs clearance, permit application, listing, logistics and many other hurdles, the product sales have been stagnant due to a lack of promotions.

The company then turned to GS1 HK's “HK Trusted Market” partner “WJH”, which not only helped YesNutri list on physical stores such as Walmart and China Southern Airlines, but also provided with promoters that yield decent results.

公司遂與GS1 HK的「信港商城」夥伴「唯家薈」合作，助其公司在實體店展示、包括Walmart及南方航空實體店等，派員進行推廣、初見成效。

Despite the restriction on physical meetings during the pandemic, Noble Health banks on GS1 HK's online and offline activities, such as “GEL” (GS1 Hong Kong Executive Luncheon) and GS1 HK Summit, to keep up to date with the latest market trends, network with industry experts and explore business opportunities. Lily agrees that digital and smart technologies are vital to the business, and she is looking forward to more solutions and services from GS1 HK that help enhance the company's O2O business, open up new market and boost its competitiveness.

發掘國內市場捷徑

國內保健及藥品市場變化難料，樂寶也曾遭遇「滑鐵盧」：即使解決了報關、許可證申請、上架、物流等問題，在內地電商平台上架也會因欠缺宣傳而沒有流量，反應不濟。

即使疫情限制會面，樂寶亦積極參與GS1 HK舉辦的線上線下活動，如GEL「聚」會、GS1 HK高峰會等，獲悉市場最新走勢，認識跨行業夥伴、共謀商機。Lily認同公司必須推行數碼化、智能化，期待GS1 HK方案及服務繼續助其推動線上線下營商，提升競爭力並開拓新市場。



Baby Infant Formula Allows Consumers to Trace the Farm & Cow

奶從何來 嬰兒營養品牌讓消費者全程追溯



93% of mums in China & Hong Kong find that current information on product packaging is insufficient, and they often need to search for more information from other channels, especially about the quality management at source and during production.

That is why the world's largest dairy co-operative FrieslandCampina in Netherlands adopted QR codes built on GS1 Digital Link and a traceability solution in its Friso brand, to empower global consumers to scan and trace the origin of its infant formula including date & details of farm information, milk collection, packaging, quality check & export etc. Consumers can also "experience" the journey starting from Dutch farms at their fingertips, which include the following:

根據調查，有93%中國及香港的母親都認為目前奶粉包裝上的資訊不足夠，更希望能追溯更多關於源頭和生產上的品質管理資訊。

有見及此，全球最大的乳業合作社 - 荷蘭皇家菲仕蘭在其Friso嬰幼兒配方奶粉上採用了建基於GS1 Digital Link標準的QR碼及一套追蹤系統，讓各國消費者只需掃一掃QR碼，即可全程追蹤至奶粉生產源頭，包括荷蘭自家農場資訊、採奶、包裝入罐、檢測、出口等各個階段的日期和其他細節。消費者更可如同親臨荷蘭自家農場，查看以下資訊：



360-degree Virtual Farm Experience
農場360°實景照片



Farm Size
農場面積



Number of Cows
乳牛數目



Farm Quality Check
農場審查日期



Date of Milk Collection
採奶日期



GS1 Digital Link & Kezzler technology (traceability solution) make it easy to digitalise hundreds of thousands of individual products. We empower parents to make a well-considered purchasing choice by providing them with full transparency.

透過GS1 Digital Link及Kezzler科技(溯源方案)，我們可更容易將數十萬的產品資訊數碼化，讓家長可於購買產品前獲得透明度高的資訊。



Rob Van Stek (FrieslandCampina 菲仕蘭)

What are the benefits of GS1 Digital Link?

使用GS1 Digital Link的QR碼有甚麼好處?

- ✔ Consumers obtain complete product information with just ONE QR code (including product origin, supply chain traceability etc)
一個QR碼，為消費者提供更多、更完善的關鍵產品資訊(包括產品來源、供應鏈全程追蹤等)
- ✔ Digitalise product information and put online for sharing via GS1's product ID, e.g. GTIN (barcodes)
透過GS1產品識別標準如條碼(GTIN)，將產品資訊數碼化並放上網
- ✔ Use the same QR code for product promotion, or even update offers from time to time
可同時用於產品推廣，靈活推出新優惠



Contact us to learn more about GS1 Digital Link 聯絡我們了解更多關於GS1 Digital Link
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Simple, yet Awesome Way to Tap into Online & Physical Business Opportunities

簡單實用方法 搶攻線上線下商機

The ubiquitous barcode used globally for over 50 years have become part of our everyday lives. With over 9.5 million barcode scans in Hong Kong every day, barcodes are not only used in physical business operations like retail checkout, inventory management etc, but also play an important role in online commerce.

幾乎無處不在，於全球應用超過50年的條碼已成為生活中的一部份。現時香港每日平均條碼掃描次數超過950萬次，除了於零售結帳、倉庫管理等實體業務營運上發揮著重要作用，還不斷地演變，幫助商家做好線上生意。

3 Key Areas that Businesses can Leverage Barcodes

以下為3大條碼應用範疇

1 Increase Business Operation Efficiency in Physical Locations 提升傳統營運效率



Streamline retail checkout
零售結帳



Facilitate inventory management with product tracking
追蹤庫存，改善倉庫管理



Facilitate scan, pick & pack
便利掃描、執貨及包裝



Implement self-checkout
自助結帳

and more.....
及更多.....

2 Smart Barcode - An Essential Tool to Kickstart e-Commerce Business 智慧條碼 - 電商平台的「入場券」

Barcodes have also evolved over the years - they not only help businesses open up new opportunities online, but have also become an essential tool to get product listed on e-commerce platforms.

條碼與時並進，助企業開拓線上新商機，更成為商家於電商平台上架的「入場券」。

e-Commerce platforms like Alibaba, Amazon, eBay recommend merchants to provide GTINs (product barcodes) when listing products online.

各大電商平台如Alibaba、Amazon、eBay等，都建議賣家將產品上架時提供產品編碼(條碼)。



Barcodes empower e-commerce platforms to identify products for product categorization, thereby showing more relevant search results to consumers.

電商平台會以條碼識別產品，以進行產品分類，讓消費者更容易於平台上搜尋您的產品



Barcodes also help Google clearly identify products, which not only enhance the performance of Google Shopping ad & drive up to 40% more user clicks, but also enable Google to show more accurate and relevant results to consumers. With barcodes adopted on their products, merchants can also **show their products on Google Shopping for FREE**. 條碼還可助Google更清楚地識別產品，提升Google Shopping ad(購物廣告)的表現，最多增加四成user click(用戶點擊)，並讓Google為消費者提供更準確和相關的搜尋結果。此外，商家於產品上添上條碼，也可在**Google Shopping上免費刊登產品**。

3 Satisfying Consumers' Growing Need for Product Information 迎合消費者對產品資訊的新需求

Responding to consumers' growing demand to product information transparency, brands are expected to provide product information to consumers in an easy and accessible way. The following are 2 ways that brands can tap into the “search before purchase” behavior of consumers & provide with detailed product information simply by leveraging barcodes issued by GS1 HK!

隨著消費者對產品資訊透明度需求增加，品牌需讓消費者更容易搜尋及獲得產品資訊。只需有由GS1 HK發出的條碼在手，即可透過2大方法配合消費者「先搜後買」習慣，為他們提供完整產品資訊！

Method 方法 1 Consumers scan Smart Barcodes, then search and buy products on Google! 消費者掃一掃智慧條碼，即時於Google上搜尋及購買產品！



Consumers use “QR/barcode scanner” app to scan product barcodes.
消費者以手機的「QR/條碼掃描」程式掃一掃產品條碼。



After scanning, consumers can search for product information, or even purchase the products on Google.
掃描條碼後，即可於Google上搜尋產品資訊，甚至購買。

Watch the
20 second
demo
觀看20秒
示範



Method 方法 2 Consumers can Scan QR codes to Obtain 5 Key Product info + Discount! 掃一掃QR碼，掌握5大產品資訊+獲得優惠！

Merchants can adopt “1QR” (a QR code free for GS1 HK members to use) on their products, showcasing all the key product information to consumers with just ONE QR code.

商家還可透過供GS1 HK會員免費使用的「1QR」(QR碼)，只需一個QR碼，便可載有消費者所需的各個關鍵產品資訊。

“1QR” is built based on GS1's Digital Link Standard, with product GTIN (i.e. barcode) for product identification integrated into the URL encoded in QR codes to ensure product credibility, safety and authenticity.

「1QR」建基於GS1全球標準數字鏈接(Digital Link)，消費者掃描QR碼後，就會連接至嵌入了產品編碼(barcode)的網址，保障產品資訊的可信度、安全性及真實性。



Consumers can obtain detailed product information, discounts, certifications, track & trace*, authentication* etc after scanning “1QR”.

消費者掃描「1QR」後，即可盡覽產品資料、優惠、認證、追蹤追溯*、防偽驗證*等資訊。

Scan to
experience
立即體驗



Merchants can also change the offers from time to time to create surprises for consumers
商家還可隨時更改優惠，為消費者帶來驚喜！

Contact us to Learn more 聯絡我們了解更多





4 Barcode Myths Debunked 條碼4大謬誤你要知!



Consumers can see the ubiquitous product barcodes everywhere around the world, but how much do you know about it?

相信大家對隨處可見的產品條碼絕不陌生，但您對它認識有多深？

Q1 Can barcodes tell us product's country of origin? 從產品條碼可得知產品原產地嗎？

GS1 product barcodes only show where the owner company is registered in (A barcode with prefix "489" means that it belongs to a Hong Kong-registered company; 690-699 is Mainland China, 471 is Taiwan, etc.), but cannot reflect where the product is made in.

GS1產品條碼只能反映品牌持有人的公司在哪個國家或地區註冊(條碼前3個數字可顯示, 香港是489、中國是690-699、台灣是471等), 並不表示產品的實際生產地。



You will need track-and-trace solutions to show product's country of origin.
若想讓消費者知道產品的原產地, 就要靠追蹤溯源。



Q2 Can we differentiate a genuine product from a fake one by its product barcode? 我們能以條碼分辨真貨、A貨嗎？

Counterfeiters usually fabricate products to the details, including their barcodes, therefore barcodes cannot tell if a product is genuine or not.

不法商人在仿製品牌產品時會抄襲包裝上的條碼, 所以並不能以條碼產品判斷貨品真偽。



Using barcodes/QR codes printed with patented anti-forgery micro-printing technology empower consumers to scan and authenticate the products.
在產品上添上專利的微印刷條碼, 可讓消費者掃描條碼/QR碼後辨別產品真偽。



Q3 Can we apply for GS1 barcodes from other barcode providers? 企業可以隨便向不同供應商申請GS1條碼嗎？

No, **GS1 is the only official organisation to issue globally recognised barcodes**, and GS1 HK is its member organisation in Hong Kong. Using unauthorised barcodes provided by non-GS1 HK organisations may result in lawsuit or other problems as you may have used barcodes officially issued to other companies.

不可以。全球只有一個官方機構 - GS1能提供國際通行的產品條碼(GTIN), 而GS1 HK是其香港分會。向非GS1 HK機構申請未經授權條碼, 有機會因使用了其他品牌的條碼而面臨法律訴訟問題。



Products using barcodes issued by non-GS1/GS1 HK organisations may fail to list on e-commerce platforms like Amazon, and are not eligible to use the free product listing function on Google Shopping.
企業若申請了非由GS1/GS1 HK發出的產品條碼, 產品就不能於Amazon上上架, 更不能Google Shopping的免費展示產品功能。



Q4 In addition to facilitating retail checkout, what are the other benefits of barcodes provided by GS1 HK? GS1 HK提供的條碼除用於零售店收銀上, 還有甚麼作用？

GS1 barcodes can also be used for listing products on e-commerce platforms, enhancing product search results, and empowering consumers to scan barcodes then search and buy products.

條碼還能用於電商上架、提升產品網上搜尋排名、讓消費者掃描條碼後於線上搜尋及購買產品之用。



GS1 HK members can generate barcodes and QR codes that store multiple product information at the same time on GS1 HK's product information platform.
GS1 HK會員更可於產品資訊平台上註冊新產品時, 同時製作條碼及能向消費者展示多樣化產品資訊的二維碼。



Contact us to learn more 聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org



SME Loan Application Gets Easier

中小企借錢「其實唔難」?



Companies often require additional capital when undergoing transformation or business expansion, in which loan application from banks can be one of the ways to do so. However, SMEs often encounter issues in their loan application process, for example, directors are required to sign personal guarantee, or banks require plenty of documents to prepare a credit risk report, which are complicated for SMEs with limited manpower.

Fintech can be one of the ways for SMEs to get flexible loan, streamlining both SME's loan application & bank's credit assessment process. GS1 HK has collaborated with 2 local banks to launch digital trade finance solution, empowering SMEs to apply for loans easier and faster via streamlined, digital method, or even to obtain financing on the same day.

很多企業在轉型或是擴充規模時，往往需要額外的資金，向銀行申請貸款便是比較直接的方法。可是，中小企往往遇上不同的難題，例如是要求董事作私人擔保，或是需要數以百計的發票及單據作證明文件，手續繁瑣，無法應付。

數碼金融科技便是其中一個幫助中小企實現自由貸款的方法，同時將企業申請及銀行審批貸款流程由繁變簡。GS1 HK與2間銀行推出的數碼貿易融資方案便可讓中小企透過簡便的電子方式，輕鬆於短時間內，甚至是即日達成貿易融資。

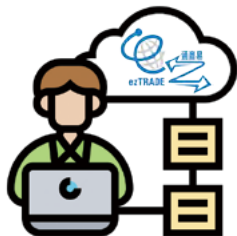
How it empowers SMEs to obtain trade financing faster?

SME users of GS1 HK's B2B e-commerce platform ezTRADE can leverage their own trade transaction data to obtain working capital.

中小企如何更快獲得資金?

GS1 HK電子商貿平台「通商易」(ezTRADE)上的中小企用戶可運用自身貿易數據作基礎，獲得營運資金。

1



GS1 HK's ezTRADE users can authorise banks to access the users' trusted transaction data on the platform for credit assessment.
「通商易」用戶授權銀行查看其在平台上可靠的過往貿易數據，作信貸評估。

2



Banks make credit assessment based on digital records like frequency of invoices, volume amount etc.
銀行以中小企於平台上的訂單量、發票金額等數碼資訊去審核貸款申請。

3



SMEs can obtain financing in short period of time.
中小企於短時間內獲得資金。

Benefits of the Solution to SMEs

中小企透過方案借錢的好處



Simplify loan application process, so SMEs can obtain trade financing easier and faster
融資申請繁變簡，更快更易開戶及獲得貸款



Enjoy preferential interest rates, empowering SMEs to get access to working capital with minimal fees
享用優惠利率，降低融資成本

SMEs have successfully obtained financing in a short period of time via the solution, contact us to learn more

已有中小企透過服務短時間內成功獲得融資，聯絡我們了解更多

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Smart Operations: Where is it Used?

智慧營運新視角：應用場景逐個數



A local health food supplier announced more than 10 million investments to build smart production lines in Hong Kong, whereas a pharmaceutical SME applied technologies like IoT and RFID to monitor its drug storage and fulfillment centre to comply with regulatory requirements and boost efficiency.

Regardless of the scale of operations, Smart Operations is now and future. Do you know if your company fits? Below are the 3 application scenarios:

最近有本地健康食品商投資千萬在港建立智能生產線，亦有中小型藥商利用物聯網、RFID技術，為其藥品監察倉儲、配送等環境數據，以配合監管要求及提升效率。

智慧營運勢在必行，可謂「大有大做、小有小做」，您公司是否適合？以下是3大適用場景：

	 Manufacturing 生產	 Warehouse 倉儲	 Logistics 物流
Current Situation 現況	Productivity cannot meet sudden orders / manual QC / high product wastage 訂單急趕、效能未足 / 人手驗貨 / 損耗率高	Under-utilise or out of storage space at times / Difficult to locate specific goods / manpower shortage 時而缺貨、時而爆倉 / 貨物難找 / 人手短缺	Late delivery / High loss during transportation / Time-consuming to delivery scheduling & track-and-trace 沒準時送貨 / 運送時貨物損耗高 / 費時編排送貨及追蹤
Solution 解決方案	Real-time online production monitoring solution, with issue alert and automated corrective actions, and mass customization for cluttered markets 自動實時遙距生產監控，問題警示、自動調節，可小批次、客製化生產滿足市場	Automated sortation system and AGV that achieve goods-to-man picking, with real-time management that realise just-in-time inventory 電子標籤揀貨及自動導向車實現「貨到人」，實時監測管理體現最佳庫存	AI-powered transportation management system that facilitates route planning, equipped with track-and-trace capability of delivery and goods 具人工智能的運輸管理系統進行路線規劃，配以實時監察及追蹤運送及貨物
Benefits 效益	<ul style="list-style-type: none"> Enhance operation efficiency 提升營運效率 Improve order fulfillment 提高訂單付運率 Reduce loss and fault rate 降低損耗及故障率 	<ul style="list-style-type: none"> Fully utilise storage space 盡用倉庫空間 Enhance inventory visibility and warehouse efficiency 提升庫存透明度及管理效率 Reduce labour needs 減少人手需求 	<ul style="list-style-type: none"> Improve performance and operation visibility 提升送貨效率和透明度 Lower logistics cost and wastage 降低物流成本及消耗 Optimise route planning 優化送貨規劃
Business Cases 企業實例	Top Soya reduced loss and fault rate by 10% 壹品豆品將損失及故障率 降低10% 	After attaching RFID tags on their items, Indigo Living saved up to 70% of time for item check-in & out of warehouse Indigo Living於傢俱上應用RFID標籤後，記錄物品在倉庫和各地點之間運輸的 時間節省達70% 	DCH Logistics achieved full supply chain visibility from farm to fork 大昌行物流提升由農場到餐桌食物供應鏈透明度 

With experience and expertise, GS1 HK Smart Professional Service has supported many companies in their digital transformation with services like process review and reengineering, smart operations implementation, Government funding guidance and more.

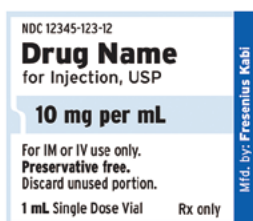
本會智慧專業服務 (SPS) 已幫助多間公司成功轉型，提供流程評估及設計、智能營運實踐、政府資助申請代辦等服務，經驗豐富、專業優質。



Leader in Injectable Medicines

Applies GS1 DataMatrix on all its Drugs

注射性藥物龍頭 全面應用GS1 DataMatrix



000000A



DataMatrix barcodes (2D)

Data includes:

- NDC (National Drug Code)
- Lot Number
- Expiry Date

Photo source: Business Wire



Fresenius Kabi, a pharmaceutical worth US\$20 billion and ranked 338 in Forbes 2022, introduced a three-year plan to **add GS1 DataMatrix barcodes to its pharmaceutical portfolio** of vials, syringes, IV solutions and parenteral nutrition products at the unit of use in its US office.

The initiative will help streamline workflows at health care facilities by reducing error-prone manual data entry and providing automatic identification & verification of products in medication management systems. In addition to the National Drug Code (NDC), Fresenius Kabi will include the lot number and expiration date within GS1 DataMatrix.

市值逾200億美元、2022年福布斯排名338位的藥廠Fresenius Kabi，其美國分部宣布將於未來3年，逐步在其小藥樽、針筒、靜脈注射藥液瓶等產品上**全面應用GS1 DataMatrix編碼**。

Fresenius Kabi會將美國食品及藥物管理局(FDA)的國家藥物編碼(NDC)、批次號碼、過期日等資料儲存在GS1 DataMatrix內。這有助集團在管理藥物時，利用產品自動識別和驗證來減少人手輸入出錯，簡化醫療機構的工作。

“ By adding GS1 DataMatrix barcodes to product labels in our comprehensive portfolio of medicines, we are further answering our customers' calls to make it easier to assure that the right pharmaceuticals are in the right places at the right time.

我們將GS1 DataMatrix編碼添加到集團多元化的藥品的標籤中，正正回應了客戶要求，向他們保證適當的藥品按時按地出現。

”

John Ducker, President and CEO of Fresenius Kabi USA
Fresenius Kabi USA 總經理及行政總裁

Major benefits 主要好處



Support safety checks for clinicians in assuring the right drug
助醫護核對正確藥物



Help easily track potential recalls and expired medications in drug recalls (such as expiration) can be accurately tracked



Eliminate manual data entry and transcription of crucial drug data
免卻人手輸入重要藥物資料



Support automatic inventory replenishment
支援自動補貨

Local News 本地速報

The Hospital Authority (HA) has advised vendors of pharmaceutical products supplied to HA to carry a GS1 DataMatrix on the package of its sales pack, to achieve operational efficiency in the supply chain management process.

香港醫院管理局(醫管局)已要求藥品分銷商，就供應予醫管局的藥物在其銷售包裝外層附上GS1 DataMatrix標籤，以強化供應鏈管理效率。

Contact us to learn more 聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org



Over 400 Industry Practitioners

Experienced Innovative Technologies
at the 1st GS1 HK Solution Day

超過400位業界人士於首屆GS1 HK Solution Day 體驗創新科技



“ The solution showcased are very practical and demonstrated how innovation & technology can help enhance businesses in different aspects like omni-channel commerce or supply chain management, forging a more robust business environment. 現場的科技方案都很實用，充份展示出創新科技如何幫助企業改善全渠道商貿、供應鏈管理等不同範疇，營造一個有充滿活力的營商環境，令人鼓舞。 ”

Guest of Honour of GS1 HK Solution Day - Victor Lam, Government Chief Information Officer
GS1 HK Solution Day主禮嘉賓政府資訊科技總監林偉喬



Over 400 delegates joined GS1 HK's first Solution Day themed "A Journey to Digital Transformation" throughout the afternoon to exchange insights and experienced the 24 innovative solutions showcased by 16 valued partners in 5 thematic solution zones - Digital Product Journey, Omni-channel Commerce, Smart Retail Technology, Smart Operations Management, Digital Trade Finance. In addition, HK Maxim's Group & DBS HK also shared tips for businesses to undergo digital transformation.

早前本會舉辦了首屆GS1 HK Solution Day，以「A Journey to Digital Transformation」為題，超過400名業界人士在不同時段出席活動，交流討論的同時，親身體驗了於5個主題展區(數碼產品管理、全渠道商貿、智慧零售、智慧營運、數碼貿易)內，由16間合作夥伴展出的24類數碼和智慧科技及方案。此外，美心集團及星展香港於活動上分享數碼轉型要訣。

Louis Mah, Director, Group Information Technology of HK Maxim's Group said, "IT can do, but it's not a success factor" and highlighted the key elements when implementing business transformation. One of the most important factor is to look from the consumer's perspective - to solve issues for consumers, and to enhance their experience.

美心集團資訊科技高級總監馬慶和指出「IT can do, but it's not a success factor」, 更分享了企業進行數碼轉型需注意的各大要素, 當中最重要是從消費者角度出發, 處理客人問題之餘提升體驗。

Watch video sharing
觀看影片



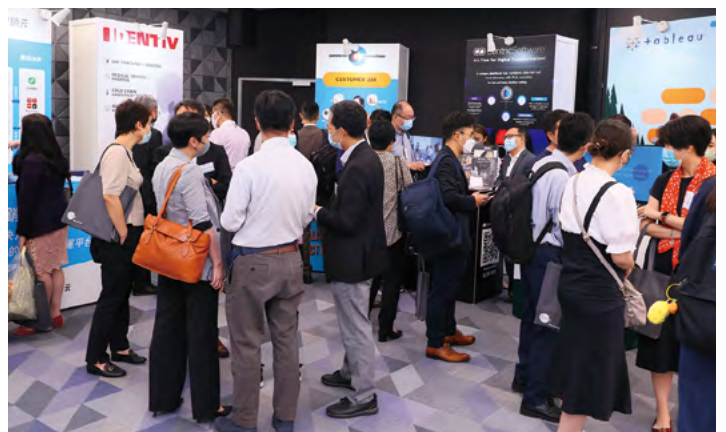
DBS HK introduced their partnership with GS1 HK on **"on-demand digital trade financing solution"** to support SMEs. The solution enables SME users of the B2B e-commerce platform - ezTRADE to use their own transaction data to apply for financing, and obtain financing in as short as ONE day.

星展銀行(香港)於活動上介紹了他們與GS1 HK合作推出專為中小企而設的「**按需數碼貿易融資服務**」, 讓GS1 HK電子商貿平台「通商易」(ezTRADE)上的中小企能運用自身貿易數據申請融資, 最快即日資金到手。

Watch video sharing
觀看影片



Guests experienced how GS1 HK's 1QR connects online & physical experience.
眾嘉賓體驗了GS1 HK的「1QR」如何連繫消費者線上線下購物體驗。



85 Local Enterprises Crowned with “Consumer Caring Company”

85間本地企業獲 「貼心企業嘉許計劃」加冕



The award presentation ceremony of “Consumer Caring Scheme” was also held at GS1 HK Solution Day, with Dr. Kelvin Leung, GS1 HK Chairman, Dr. Toa Charm, Chairman of GS1 HK’s Internet of Things Industry Advisory Council and Anna Lin, GS1 HK Chief Executive as Award Presenters. 85 local companies were awarded by the “Consumer Caring Scheme” this year, they have pursued consumer care as top priority throughout their businesses and demonstrated excellence in 4 aspects – consumer centric, conforming to commitment, strive for quality and caring for staff.

If your companies have also implemented consumer-centric strategies in the above 4 aspects, you may join GS1 HK’s “Consumer Caring Scheme” to build positive brand image and attract potential consumers!

於GS1 HK Solution Day上也舉行了「貼心企業嘉許計劃」頒獎典禮，由GS1 HK董事局主席梁啟元博士、物聯網產業諮詢委員會主席湛家揚博士及總裁林潔貽擔任頒獎嘉賓。今屆「貼心企業嘉許計劃」共嘉許了85間本地企業，各企業均在業務上展現「以客為先」的服務理念，於4大範疇 – 以消費者為中心、信守承諾、追求品質及關愛員工上表現卓越。若您的企業也有於業務上展現上述4大貼心要訣，就可透過參加「貼心企業嘉許計劃」建立正面品牌形象，吸引消費者！

Join “Consumer Caring Scheme” Now to enjoy Early Bird Offer
立即享用「早鳥優惠」，參加「貼心企業嘉許計劃」

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▶ Watch this 有片睇!

One of the “Consumer Caring Company” - Aqua Plus Company Limited - AQUA PRO+TECH is committed to delivering products to consumers in 2 days. Though they have encountered logistics constraints during the pandemic, they worked around the clock and got the whole company involved in delivery, and even set up their own fleet to meet consumers’ urgent need for disinfectant products. The Award also encouraged them to continue improving their consumer caring strategies!

「貼心企業」之一的加保有限公司(AQUA PRO+TECH)堅持於2天內將產品送到客人手上，即使於疫情期間遇上物流問題，仍不眠不休，24小時安排全體員工送貨，更自設車隊，滿足客人對消毒產品的急切需求。「貼心企業」嘉許更能幫助他們鞭策自己，更進一步！

Watch the video
觀看影片



Insights on SMEs Entering GBA & Upgrading Operations

中小企打入大灣區及改革營運策略



As the strategic partner of Business GOVirtual Expo & Conference this year, GS1 HK Chief Executive Anna Lin was one of the officiating guests at opening ceremony.

At the GS1 HK Forum, GS1 HK and industry users shared how companies can sell medical, healthcare and beauty (“big health”) products to Greater Bay Area with ease, and ways to enhance operational efficiency.

A Big Leap Forward to Sell in Greater Bay Area

Lily Mong, Managing Director of Noble Health Company Ltd shared the setbacks they encountered when selling products to GBA: customs declaration, permit application, product listing, logistics etc. Even after listing their products, they may not receive good response due to the lack of publicity thus e-commerce traffic.



GS1 HK’s “HK Trusted Market” partner – Zenecom not only helped Noble Health to showcase products at physical stores, but also provided them with salesperson on-site to promote and give out samples. Leveraging the platform, “Big health” brands can also be **exempted from CCC certification (China Compulsory Certification), or even to enter retail hotspots at Walmart or China Southern Airlines.**

透過GS1 HK「信港商城」夥伴唯家薈的跨境電商平台，Noble Health不但能將「醫健美」產品於實體店內展示，還有團隊做推廣及派發試用裝，隨即有反應。「醫健美」品牌透過此平台將產品賣到大灣區，**無需中國進口証，更可於Walmart或南方航空實體店展示產品！**

Enhancing Operational Efficiency by 30%

Focusing on soy produce in HK for more than 60 years, Sun Fat Heung Food Products Ltd. (Top Soya) turned their fate around with digital transformation.



Following the advice from GS1 Hong Kong Smart Professional Service (SPS) team, Top Soya has installed smart sensors in the production area to capture environmental index like temperature, humidity, air quality and noise. Staff may get alerted if there are abnormalities. GS1 HK’s SPS Team also assisted the company to apply for TVP funding!

壹品豆品在在本會專業團隊的建議下，在工場範圍安裝了智能感應器，以測量溫度、濕度、空氣質量和噪音等環境指標。當出現異常時，員工更會獲警報提醒。GS1 HK團隊更協助品牌成功申請科技券(TVP)資助！

GS1 HK為早前舉行的BUSINESS GOVirtual 科技博覽及會議的策略夥伴，本會總裁林潔貽更是活動開幕禮的主禮嘉賓之一。

本會更聯同業界於活動上的GS1 HK Forum拆解企業可如何輕易將醫療、保健、美妝護膚(「醫健美」)貨品賣到大灣區及提升營運效率。

賣貨到大灣區「不再撞版」

樂寶健康(Noble Health)董事總經理蒙燦櫻(Lily Mong)表示過往公司將產品賣到大灣區時經歷挫折，先要解決報關、申請許可證、上架、物流等問題，上架後更因欠缺推廣及流量，導致反應不好。

營運效率大增30%

專營豆製品、成立60年的新佛香食品(壹品豆品)分享他們如何憑藉科技成功數碼轉型，擺脫傳統行業步向夕陽的命運。

Contact us to learn how GS1 HK can support companies in the above-mentioned ways
聯絡我們了解GS1 HK可如何於上述2方面幫助企業

Tel: 2863 9740 Email: corpinfo@gs1hk.org



GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

- 108 PET HEALTH PRODUCTS LIMITED
壹零捌寵物保健品有限公司
- 2 DOGS 3 CATS LIMITED
- ABAD (ASIA) LIMITED
翌家亞洲有限公司
- ADORI INTERNATIONAL (HONG KONG) CO., LIMITED
阿多裡國際(香港)有限公司
- ARCHIVE COLLECTIVE LIMITED
- ATLAS INTERNATIONAL ENTERPRISE CO LIMITED
環球國際企業有限公司
- BAILI COMMERCIAL LIMITED
百利商業有限公司
- BETTER ME GROUP LIMITED
比她美集團有限公司
- BGI HEALTH (HK) COMPANY LIMITED
華大基因健康科技(香港)有限公司
- BGI PRECISION NUTRITION (HONG KONG) TECHNOLOGY CO., LIMITED
華大精準營養(香港)科技有限公司
- BRANDSAY INT'L CO., LIMITED
佰隆盛國際有限公司
- BYRON MCKENZIE LIMITED
- C DRAGON INTERNATIONAL FOODS LIMITED
斯龍國際食品有限公司
- CAREMASTER TECHNOLOGY (HK) GROUP CO., LIMITED
香港寶礪超科技集團有限公司
- CB GLOBAL LIMITED
- CHINA HEMNEURO HEALTH COMPANY LIMITED
中國恒潤健康有限公司
- CHINESE MEDICINE RESEARCH ACADEMY (HK) LIMITED
香港中華醫學研究中心集團有限公司
- CYTOLOGICS PHARMACEUTICAL LIMITED
伊胞樂生物製藥有限公司
- DANNY BEAR COOKIES LIMITED
丹尼精靈小熊曲奇餅有限公司
- DBC (HK) BIOCARE LIMITED
香港快糖生物科技股份有限公司
- DELI FRESH LIMITED
臻美食品有限公司
- DI CHUANG HOLDINGS LIMITED
帝創集團有限公司
- DIGITEK DENTAL SOLUTIONS LIMITED
- DR. PLAY LIMITED
玩博士有限公司
- DRAGONTEN WORLDWIDE LIMITED
龍騰環球有限公司
- E2M CONCEPT LIMITED
- ELENA GALLI GIALLINI LIMITED
- FENGFA HOLDING GROUP HONG KONG LIMITED
香港鋒發控股集團有限公司
- FINE CHINA CREATION LIMITED
輝華創建有限公司
- FOOK YUEN FOOD COMPANY LIMITED
福元食品有限公司
- FREEYARD CO., LIMITED
飛也有限公司
- GANGGULIAN GROUP (HONG KONG) LIMITED
港古戀集團(香港)有限公司
- GLOBAL MEDICAL BIOTECH LIMITED
宏康科泰生物技術有限公司
- GLOBAL TARGET ENTERPRISE LIMITED
霸圖企業有限公司
- GUIZHOU PRINCE CO., LIMITED
貴州王子酒業股份有限公司
- HAKKA BROTHERS EQUIPMENT LIMITED
康達機電有限公司
- HAND FIRST LIMITED
首先發展有限公司
- HARMONY VETERINARY MEDICAL LIMITED
兆和動物醫療有限公司
- HEI BEAUTE LIMITED
日沛國際有限公司
- HK BIO-RHYTHM R&D COMPANY LIMITED
香港生物節律研究院有限公司
- HK GAN XI BABY BIOTECHNOLOGY LIMITED
香港幹細寶實生物科技有限公司
- HK JIMIAN BRAND MANAGEMENT LIMITED
香港己面品牌管理有限公司
- HK LONGMAI (INTERNATIONAL) HOLDING GROUP LIMITED
香港隆邁(國際)控股集團有限公司
- HK YAMMYWAY INTERNATIONAL TRADING LIMITED
香港芽米薈國際貿易有限公司
- HONG KONG CIYANQUAN GROUP LIMITED
香港瓷顏泉集團有限公司
- HONG KONG COCOA MANUFACTURING COMPANY LIMITED
香港可可製造有限公司
- HONG KONG JIA TU IMPORT & EXPORT CO., LIMITED
香港嘉圖進出口有限公司
- HONG KONG JIN YI FOOD CO., LIMITED
香港錦益食品有限公司
- HONG KONG JINBOSHI FOOD CO., LIMITED
香港金泊氏食品有限公司
- HONG KONG KING CROWN CO., LIMITED
香港金皇食品有限公司
- HONG KONG KONGBERSI GROUP LIMITED
香港港貝詩集團有限公司
- HONG KONG MUZE INTERNATIONAL LIMITED
香港樸澤有限公司
- HONG KONG RESTORATIVE PERIODONTITIS INSTITUTE LIMITED
香港修復牙周炎醫學院有限公司
- HONG KONG RONGHUA FOOD CAKE DEVELOPMENT LIMITED
香港榮華食品餅業發展有限公司
- HONG KONG SHENGFENGPING TECHNOLOGY CO., LIMITED
香港晟鋒品科技有限公司
- HONG KONG SHIZUOKA SANGYOSHA CO., LIMITED
香港靜岡產業社有限公司
- HONG KONG TIANWEI INSTITUTE OF LIFE SCIENCES CO., LIMITED
香港天為生命科學研究院有限公司
- HONG KONG TIM FOOD LIMITED
香港天福食品有限公司
- HONG KONG XZE TRADING CO., LIMITED
香港新擇貿易有限公司
- HONG KONG YINIUNIU INTERNATIONAL FOODS LIMITED
伊妞妞國際香港食品有限公司
- HONGKONG KESANAS INTERNATIONAL TRADING LIMITED
香港可薩國際貿易有限公司

- | | |
|---|---|
| 62. HONGKONG WANEN INTERNATIONAL TRADE CO LIMITED
香港宛恩國際貿易有限公司 | 96. SUNNY LIFE PRODUCE LIMITED
晴朗生活有限公司 |
| 63. HONGKONG WINGTAI INDUSTRIAL GROUP LIMITED
香港榮泰實業集團有限公司 | 97. SWEDISH BEARING SERVICES LTD
瑞典軸承有限公司 |
| 64. HUATIAN GENE BIOTECHNOLOGY (HK) CO., LIMITED
華天基因生物科技(香港)有限公司 | 98. SYNERGY CATERING SERVICES LIMITED
協作餐飲服務有限公司 |
| 65. INTOCO MEDICAL (HK) CO., LIMITED
英科醫療用品(香港)有限公司 | 99. TANG DYNASTY ENERGY TECHNOLOGY (HK) CO., LIMITED
唐朝能源科技(香港)有限公司 |
| 66. JIANMEI ELEMENT HONG KONG LIMITED
健美元素(香港)有限公司 | 100. TASTY INTERNATIONAL (EUROPE) HOLDINGS CO., LIMITED
天饜國際(歐洲)控股有限公司 |
| 67. KOKO FRUITS LIMITED | 101. TECH GOOD PROFIT LIMITED
德盈利有限公司 |
| 68. LEKKER-FOOD LIMITED
萊可福有限公司 | 102. THESTREAMER INC. LIMITED |
| 69. LEVITON CHINA CO., LIMITED
立維騰中國有限公司 | 103. TIANYA TRADING (INTERNATIONAL) LIMITED
天雅貿易(國際)有限公司 |
| 70. LINONG CHINA LIMITED
立農(中國)有限公司 | 104. TOUCH CONNECTION CO., LIMITED |
| 71. LITING UNIVERSAL (HK) COMPANY LIMITED
香港宙輝企業股份有限公司 | 105. U&E BUY (HK) LIMITED
香港美歐全球購有限公司 |
| 72. MAJOR PROSPERITY TRADING COMPANY LIMITED
雄大貿易有限公司 | 106. UKRAINE WINDHAM BEER LIMITED
烏克蘭溫德姆啤酒有限公司 |
| 73. MAN HO HAIR PRODUCTS INTERNATIONAL LIMITED
萬豪髮品國際有限公司 | 107. VIETNAM GL7 COFFEE CO., LIMITED
越醇咖啡(越南)有限公司 |
| 74. MOHABAT PERSIAN CARPET AND HANDICRAFT SCARF
COMPANY LIMITED
慕赫柏波斯地氈及手工圍巾專門店有限公司 | 108. VITAL MESSAGE MEDICAL HEALTH CARE CENTRE LIMITED
生命信息醫療保健中心有限公司 |
| 75. MOMENTUM WORLD LIMITED | 109. VOLCANO HK |
| 76. NATURA WISH LIMITED | 110. WHY CARE LIMITED
為何護理有限公司 |
| 77. NEW ELEMENT TECHNOLOGY COMPANY LIMITED
新元素科技有限公司 | 111. WIDEAL INTERNATIONAL TRADE LIMITED
匯易國際貿易有限公司 |
| 78. ON&IN PHARMACY LIMITED
萬應藥業有限公司 | 112. WINCOM INTERNATIONAL LIMITED |
| 79. OUTSIDER LIMITED
外行者有限公司 | 113. WISE UNICORN LIMITED
韋麒有限公司 |
| 80. PETIT TIPPI LIMITED | 114. WISHING TREE CREATIVE DEVELOPMENTS LIMITED
願望樹創意發展中心有限公司 |
| 81. PLATFORM MANAGEMENT SERVICE LIMITED
八方綜合服務有限公司 | 115. WORLD TUNE LTD
環登有限公司 |
| 82. PRACTICAL MAGIC & INNOVATION COMPANY LIMITED
迷離科技有限公司 | 116. WUI HEUNG YUN (HONG KONG) COMPANY LIMITED
匯香園香港有限公司 |
| 83. PRECIDIO ENTERPRISES LIMITED
美斯實企業有限公司 | 117. YEARLY HARVEST INVESTMENT LIMITED
豐嘉投資有限公司 |
| 84. PRENETICS LIMITED | 118. YORKTAL HONG KONG LIMITED
旭東香港有限公司 |
| 85. PRIME AUTO PARTS & SUPPLIES LIMITED
盛世汽車零配件有限公司 | 119. Z.T.S INTERNATIONAL INDUSTRIAL CO., LIMITED
極泰國際實業有限公司 |
| 86. QI DIAGNOSTICS LIMITED
氣範科技有限公司 | 120. ZHIDE BIOTECHNOLOGY (HONG KONG) LIMITED
蛭德生物科技(香港)有限公司 |
| 87. RAYMEDY BIO-ENERGY INNOTECH LIMITED
潤脈通生物能科技有限公司 | 121. 香港港醇集團有限公司 |
| 88. ROYAL AGARWOOD BIOTECHNOLOGY (HK) CO., LIMITED
皇家沉香生物科技(香港)有限公司 | |
| 89. SANCERRA LIMITED | |
| 90. SHANGHAI FOOD LIMITED
上海么鳳有限公司 | |
| 91. SHANGHAI HEALTH MEDICAL CO., LIMITED
上海健康醫療有限公司 | |
| 92. SKINAPTIVE LIMITED | |
| 93. SKY PORT TRANSPORTATION LIMITED
天港貨運有限公司 | |
| 94. SS ENTERPRISES INTERNATIONAL LIMITED | |
| 95. SUMMER TREE LIMITED
夏木香氣有限公司 | |

Join Us
成為我們的會員



Crossover with Start-ups to Unleash Data Power 與初創聯乘 展數據潛力

Cyberport and GS1 HK jointly launched the **“Driving digital transformation by making use of data intelligence”** programme, aimed at connecting Cyberport community start-ups with GS1 HK. Participants will explore the feasibility of connecting both sides’ technologies and developing solutions to benefit the business community.

The first cohort will focus on studies involving **trade finance** and **smart operations** related solutions. Dr. Stephen Lam, Chief Operating Officer of GS1 HK and Mr. Wayne Luk, Head of Product & Service Delivery of GS1 HK shared the latest development in the fields at a briefing session earlier.



數碼港與本會合作，推出**「智能數據推動數碼轉型」**計劃，目的將數碼港的初創企業與GS1 HK連繫起來，探討雙方科技對接的可行性，從而開發出有助商界的科技方案。

項目首階段集中研究**「貿易融資」**及**「智慧營運」**領域的應用方案，早前本會首席營運總監林漢強博士，聯同產品及服務交付總監陸偉棠在計劃簡介會上分享了2個領域的最新發展。

Trade Finance 貿易融資

A solution that enables SMEs to leverage data from ezTRADE B2B e-commerce platform **to simplify and speed up loan application & approval process**, so as to obtain fund faster.

一個讓企業可透過「通商易」電子商貿平台的數據**簡化貸款申請及審批程序**，更快獲得資金的方案。

Read the case
觀看實例



Smart Operations 智慧營運

By adopting IoT & other innovative technologies, companies can monitor their real-time operations, or even **take preventive measures and avoid productivity challenges**.

透過物聯網及其他創新技術，讓企業可實時監察營運，甚至作出**針對性分析、預測及主動採取預防措施**。

Learn more
了解更多



Contact us to learn more 聯絡我們了解更多
T: 2863 9740 E: corpinfo@gs1hk.org





GS1 HK Calendar

6 - 8 SEP

Retail Asia Conference & Expo (GS1 HK will exhibit and showcase solutions)
亞洲零售論壇暨博覽 (GS1 HK將展出方案)

8 SEP

【Free Seminar】Web3, NFT, Metaverse Marketing
【免費研討會】Web3、NFT、元宇宙營銷入門

22 SEP

Barcode & Digital Service Workshop (Webinar)
條碼及數碼工作坊(網上進行)

13 - 16 OCT

International ICT Expo 2022 (GS1 HK will exhibit and showcase solutions)
國際資訊科技博覽 (GS1 HK將展出方案)

17 - 21 OCT

Invest HK Week
(GS1 HK will host a sharing session on 19 Oct)
(GS1 HK會於10月19日主持分享環節)

21 OCT

Barcode & Digital Service Workshop (Webinar)
條碼及數碼工作坊(網上進行)

15 NOV

GS1 HK Summit
GS1 HK高峰會

Upcoming Events
即將舉行的活動



Tips to Improve SEO Ranking with Barcodes 想知如何以條碼做好SEO、提升產品線上搜尋排名?

Barcodes not only facilitate traditional retail, but also help in enhancing product search results and selling products on e-commerce. GS1 HK's Barcode & Digital Service Workshop will introduce ways for companies to leverage Smart Barcodes functions in online commerce - list products on e-commerce platforms, enhance search results and increase product exposure etc.

Participants may even **obtain Search Engine Optimization Tips for FREE** after joining the workshop. Hassle-free ways for brands selling medicines, healthcare and beauty products to enter into the GBA market will also be introduced at the Workshop.

條碼不只能用於傳統零售，還可用於免費提升產品線上搜尋排名及幫您做好電商營銷！GS1 HK的「條碼及數碼工作坊」會剖析如何全面發揮智慧條碼功能，包括電商上架、提升搜尋排名、增加產品曝光等。

參加工作坊後更可**免費獲得SEO入門秘笈**！此外，工作坊還會介紹醫療、保健、美妝護膚品牌可如何零煩惱，成功打入大灣區市場。



Barcode & Digital Service Workshop (Webinar)
條碼及數碼工作坊 (網上進行)

22 SEP, 16 OCT 2022

Please contact us to join the events
歡迎聯絡本會參加以上活動

T 2863 9740
E corpinfo@gs1hk.org

GS1 Hong Kong Summit 2022

15 NOV 2022
9:15 am to 6:00 pm

 **HKCEC S200 Series**

**The Future is Now :
Enabling Growth through "IDD"**

Innovation, Disruption, Digital Transformation

*Format: Hybrid (In-person & Online)
Simultaneous Interpretation : English and Putonghua*



Guest of Honour

The Honourable Paul CHAN Mo-po, GBM, GBS, MH, JP
Financial Secretary, The Government of the
Hong Kong Special Administrative Region



Host

Dr. Kelvin Leung
Chairman, GS1 Hong Kong Board
CEO, DHL Global Forwarding
Asia Pacific

Distinguished Speakers



Keith Wu
Fulum Group
Holdings Ltd.



Simon Wong
HK Federation of
Restaurant &
Related Trades



Nelson Chow
HK Monetary
Authority



Samuel Lau
Kerry Logistics
Network Ltd.



Anson Bailey
KPMG China



Martin Kwok
Kwok Kam Kee



Bosco Law
LAWSGROUP



May Chung
Nestlé Hong
Kong Ltd



Jeff Law
Sun Fat Heung
Food (Top Soya)

and more!

Key Topics to explore

- Sustainable Value Chain
- Digital Ecosystem in Trade Finance
- New Realities: Into the Metaverse & Beyond
- F&B Enterprises Turning the Crisis Table Around
- Data Intelligence · Connected Operations · Smart Operations
- Go Digital · Go GBA · Go ASEAN Opportunities

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View the
Programme
and Register



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