

Chain Restaurant Recorded Nearly 40% Surge in Takeaway Business Embracing Recovery with "Instant Congee Pack" Launch
連鎖食肆外賣升近4成 推新粥品包迎復甦

Relishing Local Shokunin Spirit Traditional Sauce Producer Turns Data into Working Capital
本土的職人精神 傳統醬料廠將數據變資金

A Simple Business Tool to Meet New Expectations of 90% Consumers
一個簡單方法，滿足接近9成消費者新需求

5 Reasons Why Digitalisation is the Key for Future Business Growth
5個原因，數碼化將會成未來業務增長關鍵



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Executive Connect 管理層專訪

2023 Outlook: Ride on 4 Key Trends to Navigate Through Uncertainties

2023展望：配合4大趨勢 駕馭市場不確定性



Top Trends You Need to Know for 2023

2023年必知的關鍵趨勢

Digital transformation is accelerating at a rapid pace, and will once again be game-changer for businesses in 2023. Here are 4 key trends that will impact your strategic ambitions in coming year.

With recession 2023 rumors swirling, the ability to deliver business value efficiently, predict future trends precisely via digital transformation is more important than ever. Businesses can “Go Smart” & transform into smarter businesses by embedding the right technology (e.g. IoT, AI) throughout every aspect of operations to align with customer needs, streamline manufacturing processes, or even to automate manual & routine workloads.

To stay afloat in supply chain issues triggered by pandemic & war, companies need to embrace supply chain 4.0 to increase transparency & visibility, which can be achieved via various ways - improve forecasting and planning by capturing and analyzing data, implement technologies (e.g. sensors, blockchain, IoT, RFID tags) in supply chain for real-time visibility & transparency, equip employees to make better decisions etc.

Customers will continue to crave experience above all else in 2023. Providing immersive & interactive customer experience via “next level of internet”- metaverse will be in the spotlight, driving impacts on both online & offline retail. For example, fashion brands have created 3D environments for customers to “try on” virtual representations of clothes, jewelry, and accessories. Restaurant chain also designed an interactive experience for users to make virtual Hong Kong-style milk tea in metaverse.

Sustainability is also a new trend on the rise. A report showed that 55% of consumers surveyed recently bought a sustainable product*. In response to the growing demand for eco-friendly products, businesses are trying to reduce their impact on the environment in multiple ways - implementation of “greener” supply chain practices, better delivery methods via electric vehicles to achieve fewer emission, get circular with reuse & recycle etc.

In this issue, Dr. Kelvin Leung, GS1 HK's Chairman & CEO of DHL Global Forwarding Asia Pacific expressed his views on 4 key trends to navigate through uncertainties. Ocean Empire revealed how they are embracing revitalization via implementation of interactive technologies & launch of new products etc. Min Hong Foods Company shared how they stand the test of time leveraging the advantage of “Made in Hong Kong” and get prepared for future expansion with digital trade finance.



數碼轉型步伐不斷加速，更會成為企業於2023年突圍的關鍵。以下為企業在策劃未來戰略時必須知道的4大趨。

隨著2023年經濟衰退的說法越來越多，企業善用數碼轉型於業務上更有效地創造價值、預測未來趨勢，變得前所未有的重要。因此，企業更需「Go Smart」轉型成智慧企業，在業務營運上應用合適的科技如物聯網、AI(人工智能)去滿足消費者需求、簡化生產流程甚至是將人手及日常工作自動化。

此外，供應鏈4.0也成大勢所趨，助企業應對疫情及戰爭等不明確因素所引起的供應鏈問題。當中包括透過不同方法提升供應鏈透明度及可視化，例如是擷取及分析數據去進行預測及計劃、於供應鏈上應用各項科技如傳感器、區塊鏈、物聯網及RFID標籤以獲得實時數據、培訓員工工作出更好的決策等。

消費者將於2023年將繼續重視購物體驗。於「下一代的互聯網」-元宇宙內提供身臨其境及互動的消費體驗將成重中之重，並影響線上線下零售。有時裝品牌創建了3D虛擬環境，讓消費者「試穿」虛擬衣服、珠寶及配飾等。有連鎖餐廳也設計出互動體驗，讓用家可在元宇宙內製作虛擬港式奶茶。

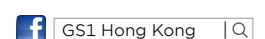
可持續發展也將成為大家關注的新趨勢。有調查*指出，55%的受訪消費者最近購買了「可持續產品」。為回應消費者對環保及可持續產品的需求，企業正透過不同方式減少對環境的影響—應用「更綠色」的供應鏈管理、於運送流程上應用電動車減少排放、推動循環再用及回收等。

今期的Business Connect有本會董事局主席暨DHL全球貨運物流亞太區行政總裁梁啟元博士就企業可如何把握4大趨勢駕馭市場不確定性的見解。海皇粥店透露了他們如何善用互動科技及推出新產品等重新出發，而綿香食品則講述了他們如何經歷歲月考驗、發揮「香港製造」優勢提升競爭力，並透過數碼融資為擴張作準備。

*Source 資料來源: Deloitte

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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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2023 Outlook: Ride on 4 Key Trends to Navigate through Uncertainties

2023展望：配合4大趨勢 駕馭市場不確定性

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It has been a roller coaster ride for the global business community in 2022. From a slowdown of the pandemic early this year to multiple outbreaks of coronavirus variants, and from market recovery anticipation to sudden rate hikes along with the Russia-Ukraine crisis, all of these phenomena are painting an uncertain outlook to the future.

Dr. Kelvin Leung, Chairman of GS1 Hong Kong and Chief Executive Officer of DHL Global Forwarding Asia Pacific, believes that Hong Kong's road to recovery depends on the resumption of inbound travellers to Hong Kong, easing quarantine requirement in China borders, and the overall confidence level from global economies. He expected global trade might rebound in Q4 next year when inventory levels become healthier and new orders being placed. To grapple with adversities, he advised companies to take advantage of 4 economic trends - globalisation, digitalisation, e-commerce, and sustainability development.

Soaring on Hopes China Leads Path to Normalisation Amid Challenges

Kelvin reckoned that the pandemic-induced disruptions to supply chain has left many markets still in turmoil. "The paradigm shift from 'just-in-time' to 'just-in-case' supply model is prevalent. Companies used to keep 1-2 months' of inventory, now their stock level shot up 150% to 200%; they would place orders six months to one year in advance to avoid any unexpected supply chain issues." China, as the world's largest exporter, has casted shadow over the global trade and supply chain with its on-going stringent anti-pandemic policy.

With the spillover effects from Russia-Ukraine war that caused price spikes in commodity goods like oil and food and hence the high inflations, the US has tried to tame the inflation by increasing the interest rate multiple times, at the expense of global currencies devaluation. In the looming recession prospect, both global consumers and merchants are cautious about spending and procurement, making the overall market sentiment still in dismal.

2022年對商界猶如坐過山車般顛簸，從年初疫情漸穩到病毒變種頻生、由環球市場憧憬復常到激進加息及俄烏衝突等，都令未來充滿不確定性。

本會董事會主席、DHL全球貨運物流亞太區行政總裁梁啟元博士(Kelvin)指，香港要重拾正軌，將視乎本港開關、內地放寬入境檢疫限制，及外圍對未來的經濟信心等。他預期全球貿易於2023年第4季始見底回調、庫存回穩及訂單重臨；並鼓勵企業配合4大趨勢 - 全球化、數碼化、電商及可持續發展，轉危為機。

危機重重 冀中國引領復常

Kelvin指疫情導致供應鏈混亂，不少地區至今仍未復常。「許多公司由過往會儲備1-2個月貨量、增加至現時1.5到2倍，將『及時供貨』轉向『有備無患』的供應模式，亦會提早預訂6個月以至1年後的貨，





“The chain reaction of all these issues has made the future full of uncertainties. I hope China will relax its quarantine policies soon, so the Chinese consumers may splash out for ‘revenge spending’, giving opportunities for the flow of people, goods, and money back to their normal levels.”

避免供應鏈出現問題。」而作為全球最大的商品貿易出口地的中國實施嚴謹防疫政策，為全球供應鏈及商貿更添陰霾。

這再加上俄烏戰爭引致原油及糧食等必需品的價格飆升，增加通脹壓力。美國其後加息企圖壓抑通脹，但措施令各國貨幣貶值，環球消費者亦未敢如以往般大膽消費，商家就不敢貿然增加訂單，導致整體市場消費氣氛仍薄弱。「各項危機的連鎖效應令未來經濟出現許多變數。我期望內地能儘快放寬檢疫限制，屆時國內居民有機會出現『報復式消費』，帶動人流、商貿、投資等步向常態發展。」

Globalisation, Digitalisation, E-commerce

Globalisation has given rise to the free flow of capital, technology and talent across the world, but also damaged the global economy like domino effects during the pandemic. Still, Kelvin believes globalisation has its merit. “Trade unilateralism has been on the rise, but regional collaborations remain active in Asia, like those within the Greater Bay Area, and the RCEP (Regional Comprehensive Economic Partnership) - globalisation can manifest in many different ways.”

Another unstoppable trend Kelvin believes is digitalisation, which has become the cornerstone of all businesses and will only expand in breadth and depth. While the uptake of e-commerce has slowed down lately, it is going to sustain at a level higher than the threshold of pre-COVID times. “DHL has been helping clients in B2B, B2C and B2B2C businesses to capitalise on the e-commerce growth with a range of solutions, such as our smart warehouse solution. One of our clients used to manage loading, dispatch and stock-take manually, which is not only time-consuming but also prone to error. We stepped in to support its digitalisation by using AGV (automated guided vehicle) for goods picking, and drone scanning for stock-take, among others, raising its efficiency exponentially and putting them at a better position to ride on the e-commerce megatrends.”

全球化、數碼化、電商市場

全球化讓資金、技術、人才等在全球自由流動，也讓經濟因疫情如骨牌般倒下，但 Kelvin 相信全球化依然是大勢所趨。「雖然單邊主義意識抬頭，但亞洲區域合作卻不斷，例如大灣區、RCEP（《區域全面經濟夥伴關係協定》）等，正好體現全球化發展可以有千變萬化形式。」

Kelvin 認為數碼化已成為各行業的基礎，未來只會日益重要；而電子商貿在呈現爆炸式增長後，即使在後疫情時代勢頭有所減慢，但都不會重回過去。「以 DHL 為例，我們有提供自動化倉庫管理方案，讓不論 B2B、B2C 或 B2B2C 的客戶都能捕捉電商發展契機。過往有客戶透過人手入貨、出貨、點貨，既費時亦易出錯；我們助其數碼化後，以自動導向車執貨、無人機掃描點貨等，效率以倍數級提升，助其抓住電商機遇。」



Sustainable Development

DHL has pledged 7 billion euros to accelerate the roadmap to decarbonisation by 2030. The investment includes cleaner fuels for flights, e-mobility fleet and climate-neutral buildings. “Take biofuel procurement for example, we would examine if the production process would produce any carbon dioxide to ensure they are ‘green’ enough. I think sustainability has become everyone’s core value, so companies of any sizes should really start implementing related measures within their operations if they have not already.”

Kelvin noted the company has just completed the maiden flight of “Alice”, a fully electric commuter plane for DHL, and have used drones to deliver goods to a small island in Germany. While committed to zero-emission, he admitted not every market the Group operates in has established carbon efficiency practice, due of the varying regulations and development stages in different markets.



可持續發展

DHL去年宣佈在2030年前投資70億歐元，加速實現碳中和目標，當中包括引入綠色能源作為飛機燃料、擴充零排放電動車隊、構建零碳建築物等。「例如生物燃料，我們會審視在生產過程中是否符合零碳排放，方會考慮採購。我認為可持續發展已成為大眾的核心價值，不論大中小企都應配合推行。」

Kelvin透露，集團的全電動飛機「Alice」完成貨運首航，另外又有以無人機為德國一小島村落提供貨運；但他承認公司並非在每個市場都有出色的零排放措施，因各地法例不一、發展各異，未必能即時落實。

Compete for Talents and Promote Digital Economy

This year’s Policy Address has a decent coverage on measures to attract enterprises and talent. Kelvin agreed to its directions and believed that its measures would be effective at achieving their goals, paving way for Hong Kong’s economic recovery. “DHL has strived to attract and retain talent besides using financial rewards, we have imposed an EIBD policy (Equity, Inclusiveness, Belonging, Diversity) and flexible working hour. To mitigate the effect of talent crunch, we leverage the expertise of employees from other markets to coach local colleagues or even participate in client’s projects via telecommunication tools.”

Kelvin echoes the HKSAR Government’s focus on digital economy and asserted that in order to build a smart city in Hong Kong, concerted efforts covering talent, infrastructure, regulations and public awareness are critical. As the Chairman of GS1 Hong Kong, he is excited to see the launch of “1QR”, the next generation of GS1 barcode, which supports merchants’ marketing with a simple QR code, and increases product transparency for consumers.

搶人才 推數碼經濟

今年施政報告強調「搶企業、搶人才」，Kelvin認同方向正確、措施對症下藥，有助香港經濟在疫後谷底反彈。「DHL亦盡力招攬及挽留人才，除了金錢回報，亦落實多項EIBD政策(Equity, Inclusiveness, Belonging, Diversity)以及彈性工作時間等。另外我們會善用各地員工不同專長，透過通訊科技去教授或參與其他地方的客戶項目，平衡各地人才需求。」

政府主張數碼化經濟，Kelvin認為必須配合人才、軟硬件基建、法律、宣傳等措施，才能構建出智慧城市。作為GS1 Hong Kong主席，他樂見新一代GS1條碼「1QR」在香港面世，讓商家以簡單QR碼進行營銷，同時增加消費者對產品的知情權。



GS1 HK has laid a strong foundation for the digital economy development. It will continue to play an important role in fostering more data-centric operation models in the future, when the GS1 barcode and QR code coexist.

GS1 HK在數碼經濟中提供重要的軟硬件基礎，未來當GS1條碼及QR碼雙軌並行時，將會鞏固以數據為中心的經營模式，角色舉足輕重。

Acknowledging that GS1 HK's e-business platform, ezTRADE's ability to process tens of millions of transactions, Kelvin is delighted to know that the merchants' trade data captured on the trusted platform are turning into financing application proof for SMEs. This is not only beneficial to the local digital trade financing ecosystem but is also conducive to the development of a digital economy.

“Data is the backbone of the economy nowadays, and SMEs should capitalise the potential out of it.” Having helped companies identify, capture, use and share data for years, the latest GS1 HK's Smart Operations solution is further assisting business to analyse and process data throughout their supply chain including production, warehousing and logistics, hence boosting additional efficiency.

他瞭解GS1 HK的「通商易」電子商貿平台，每年正處理過千萬宗交易數據，現時更欣悉當中可靠的交易數據，可轉化為中小企申請融資的憑証，推動本地數碼貿易融資生態，強調這正好對本港數碼經濟發展作出貢獻。

「數據是當今經濟命脈，中小企必須好好把握。」GS1 HK多年來助企業識別、擷取、應用及分享數據，近年推出的智慧營運方案便為企業在生產、倉庫管理、物流等供應鏈流程上分析及處理數據，讓公司提升效率。



Recommendations: Opening Borders, Establishing Maritime Authority, and Relocating Terminal

While Hong Kong's current “0+3” quarantine arrangement benefits the local residents, inbound travels remain weak, thus the flight frequency and options of destination are still at their sub-optimal level, posing hurdles for Hong Kong to retrieve its role as the international aviation hub like the pre-COVID times, Kelvin observed. “Passenger flights have certain level of cargo capacity, which is especially useful for small batches of goods fulfillment for e-commerce orders. I hope the HKSAR Government will lift the quarantine requirement as soon as possible which will facilitate the flow of goods as well.”

In addition, Kelvin recommended the Government to set up an official maritime authority similar to the capacity of Airport Authority, to facilitate a unified communication channel with all stakeholders within the industry; and to relocate the current Kwai Tsing Container Terminals to not only free up more spaces in the city centre for residential buildings, but also open up opportunities for the Hong Kong maritime sector to expand.

As volatility becomes the market norm, Kelvin believes that in every crisis lies opportunities. He advises industry fellows to recognise their own advantages and collaborate for wins. Only by jumping on the bandwagon of four major trends - globalisation, digitalisation, e-commerce and sustainable development, companies will break through adversities and leap forward to the future.

建議：通關、設航運架構、遷碼頭

Kelvin指現時0+3防疫規定雖讓港人受惠，但旅客未回歸、本地對外航點及航班頻率依舊萎縮，未能回復疫情前作為國際航運樞紐的地位。「旅客航班有不少貨物運載力，對運載網購等小批量貨品特別有用。我期望特區政府儘早回復人員通關，亦便利貨運物流。」

此外，Kelvin建議特區政府成立有如機管局般的官方航運架構，方便集合業界以統一渠道溝通；亦倡議將現時搬遷青衣貨櫃碼頭，騰出土地建房屋、有助香港航運業擴充發展。

世局動盪不安，Kelvin認為危中有機，鼓勵業界認清自身優勢，發掘協作共贏機會，並須掌握全球化、數碼化、電商及可持續發展4大趨勢，方能突破困局、逆境向前。



Exploring Ways to Unleash Possibilities of CDI

探討如何發揮商業數據通(CDI)效益

2022
HONG KONG
FINTECH
WEEK



At Fintech Week, our Chief Executive, Anna Lin, exchanged views with industry experts from ASTRI, Octopus & Dun & Bradstreet on ways to unleash possibilities of the Commerce Data Interchange (CDI) initiative by HKMA. With detailed governance model & structure, CDI aims to form an ecosystem for secure and seamless data exchange. Upon the consent of companies (esp. SMEs), financial institutions can retrieve enterprises' commercial data from both public & private data providers to enhance data sharing.

GS1 HK is the first batch of CDI participants, and has successfully launched ezTRADE Data Management Portal connecting to CDI as "Data Provider". Anna shared how GS1 HK has partnered with banks to offer "digital trade financing", Dr. Stephen Lam, Chief Operating Officer of GS1 HK joined chat-session with DBS, sharing how both parties jointly developed innovative solutions that help SMEs getting loan faster and easier.

早前於Fintech Week上，本會總裁林潔貽與應用科技研究院、八達通及鄧白氏(香港)等行業專家就如何把握金管局推出的「商業數據通(CDI)」機遇交流意見。CDI具管治框架，旨在締造可安全及順暢地互換數據的生態圈。在企業(尤其是中小企)授權下，金融機構可從公私營數據提供方提取該企業的商業數據，促進數據共享。

GS1 HK為CDI的首批參與機構。作為數據提供方，GS1 HK已開發出ezTRADE數據管理平台與CDI成功接軌。活動上，林潔貽分享了本會如何利用ezTRADE平台進一步與銀行合作，推出數碼貿易融資服務。此外，本會首席營運總監林漢強博士也於Fintech Week上與星展銀行交流雙方如何拓展出創新方案，幫中小企更快更易獲得融資。

Turning Data into Working Capital

中小企將數據變資金



The up-to-date and trusted transactional data (e.g. purchase orders and invoices) that reflect the latest financial health of the borrowers is stored on ezTRADE platform. ezTRADE平台存有借款公司值得信賴的最新數碼交易數據(例如貨物訂單及發票等)，能反映企業近期財務狀況。



With the consent from the borrowers, banks can get the reliable data from ezTRADE as alternative data to accelerate the credit assessment and approval processes. 在借款公司的同意下，銀行便可從ezTRADE平台獲取這些可靠資料作為替代數據，加快及簡化信貸審查和批核過程。



SMEs can thereby obtain trade finance easier & faster, and save a lot of document back-and-forth trouble. 中小企更快更易獲得融資，省卻許多文件往來的麻煩。

A bank has also leveraged their predictive analytics capabilities to assess the financial health of SMEs based on real-time invoice data, thus **the amount of financing available to SMEs can be updated on a dynamic and recurring basis.**

有銀行更透過數據預測分析能力，利用實時發票數據評估中小企的財務狀況，**靈活更新中小企獲批可用金額。**



Asian Mea obtained fund easier in just **1 month**.
浩治於**1個月內**取得資金，融資不再難。



Come-in obtained credit facilities in just **2 weeks**.
錦源企業於**2星期**極速獲取信貸額。



The “Green New Normal” in Apparel Industry 「綠色時尚」成新常態



More clothing retailers are looking for ways to make their products more sustainable. An athletic apparel manufacturer recently launched a new product line with items containing 20-100% recycled materials.

Brands are increasingly embracing sustainability:

越來越多的服飾零售商正尋求方法邁向可持續發展的目標。有運動服裝製造商最近便推出了一系列以20-100%可回收材料製成的新產品。

事實上，品牌也越來越重視可持續發展目標：



- **75%** of an athletic apparel manufacturer’s polyester usage would come from recycled sources by 2025
有運動服裝製造商希望於2025年或之前，**75%**生產所用到聚酯纖維均來自回收資源
- **90%** of products from an athletic and sports lifestyle brand will contain a “sustainable material” by 2025
有運動及悠閒品牌希望及至2025年，**90%**產品都會採用「可持續材料」
- A fast fashion brand aimed to have **100%** of materials either recycled or sourced in a more sustainable way by 2030
有快時尚品牌目標是2030年前，實現**100%**材料源自回收或以更可持續的方式採購

Sustainability and circularity initiatives can only scale if stakeholders embrace business processes that are built with a **standardised data language**.

要成功拓展可持續發展及循環經濟兩大方向，行業持份者均需於業務流程上採用「同一語言」- **建基於標準的數據分享**。

GS1 Standards Support Sustainability & Circularity Initiatives GS1標準助您實現可持續及循環發展目標



Recycling 回收

GS1 standards enable businesses to identify, capture & share critical information for recycling, for example product packaging, the provenance of raw materials, the conditions of production and the identification of chemical substances etc.

透過GS1標準，企業可以識別、擷取及分享回收產品所需的關鍵資訊，例如是產品包裝、原材料來源、生產條件和識別化學物質等。



Reducing Food Loss 減少食物浪費

After implementing 2D barcodes (QR Codes) encoded with GS1 Digital Link on all items, a Brazilian gourmet shop can now ensure highly efficient expiration date management, reducing food waste by 50%.

有巴西食品公司應用了建基於GS1 Digital Link標準的QR碼後，更有效地管理產品到期日，減少達50%的食品浪費。

Contact us to learn how standards support your sustainability initiative

聯絡我們了解如何以標準實現可持續發展目標

T: 2863 9740 E: corpinfo@gs1hk.org



Chain Restaurant Recorded Nearly 40% Surge in Takeaway Business Embracing Recovery with “Instant Congee Pack” Launch 連鎖食肆外賣升近4成 推新粥品包迎復甦

Siu Chor Kee

Managing Director
Ocean Empire International Limited

蕭楚基

海皇粥店執行董事



The easing of COVID-19 measures in Hong Kong spurred hope among the food & catering industry for market rebound. Ocean Empire, a traditional Cantonese congee specialty chain restaurant, is now operating 17 branches across Hong Kong and Macau today, reduced from 30 locations at their prime time due to the pandemic. Mr. Siu Chor Kee, Founder and Managing Director of Ocean Empire International Limited, said the company is embracing revitalisation on its 30th anniversary milestone with a series of initiatives – introducing “instant congee pack” product, expanding its takeaway business, leveraging interactive technology, delivering customer-centric services, while staying committed to operational excellence.

Offsetting Losses in Dine-in with New Business Line

Specialised in Cantonese congee, Ocean Empire faced serious pandemic-induced challenges, both in terms of revenue and operation. Staff contracted with COVID-19, disrupted suppliers' delivery and other problems had led the company to pivot and focus on its takeaway business - shifting to food delivery platforms, as well as putting more focus on quality of takeaway food and speed of delivery. Their takeaway business now accounts for almost 40% of the company's total revenue.

“The supplies of frozen meat, vegetables and single-use cutlery had come under severe pressure as the COVID cases were at its peak earlier. But thanks to our supplier tiering strategy, the back-up suppliers had helped in time when we were low in stock. We also expected longer order lead time to better manage unforeseen scenarios.”

本港防疫措施持續放寬，餐飲業終迎來曙光。海皇粥店在高峰期間有超過30間分店，但受疫情嚴重影響，現時在港澳兩地尚餘17間分店，算是經歷低潮。海皇粥店創辦人蕭楚基冀以新推出的包裝粥品、外賣生意、互動科技和貼心服務，以及多年嚴謹管理經驗，在集團30週年時重新出發。

新業務彌補堂食生意

以廣東粥品為主打的海皇粥店，眼見營業額因疫情大幅下降，而食肆營運上亦遇諸多阻滯，例如同事紛紛感染新冠肺炎、供應商船期經常延遲等，公司遂決定轉陣，投入更多資源於外賣生意，包括善用外賣平台，並加強員工對外賣出品品質及速度，令外賣生意比例大幅增長至收入約4成。

「早前疫情嚴峻時，凍肉、蔬菜、外賣餐具等供應會相對緊張，多得我們有套完善的供應系統，後備供應商能在缺貨時提供支援，我們亦會預多時間落單、靈活應對。」





Furthermore, Ocean Empire has developed a new business line – instant congee pack. It is planning to launch 3 series of congee, each comes with 3 different flavors, at the Hong Kong Brands and Products Expo at the end of this year. The new congee types include traditional Hong Kong-style like Sampan congee and congee with pork & century eggs; healthy style like congee with pumpkin, minced pork and quinoa; and Korean-style for youngsters like congee with Korean ginseng and chicken.

“We have used special ingredients that are different from the dine-in options. Sterilized with high temperature, the instant congee packs can be stored for up to 1 year in normal condition. Customers just need to reheat it in the microwave for 2 minutes, saving a lot of time for cooking. Though the packaged food market is now crowded with soup and pre-made dishes, there’s only limited congee options, so we reckon there should be substantial market demand.”

此外，海皇粥店也開發了包裝粥產品，計劃於年底工展會推出3類共9款即食粥包，包括港式地道系列的艇仔粥、皮蛋瘦肉粥；針對注重健康顧客的南瓜肉碎藜麥粥；適合年輕一代的韓式風味 - 韓式人參雞粥等。

「我們選用獨特食材，研發出門市未有的健康之選和韓風系列，經過高溫消毒，確保在室溫下可儲存一年；顧客只需『叮』2分鐘即可享受高質滋味，毋須慢慢熬煮。現今市面湯包、小菜包普遍，但包裝粥產品不多，相信有一定市場。」



New Technology Drives Consumption and Interactive Experience

Ocean Empire is utilizing GS1 HK's "1QR" label on its new products, so that they can use the same QR code to launch new promotion campaigns at different times. Simply by scanning 1QR with mobile phones, consumers can browse product information such as certifications and product's nutrition, enhancing product information transparency. It also displays the latest offers, and consumers can also be directed to company's online stores, boosting traffic to its website and sales.

新科技帶動消費及互動體驗

公司在新產品上應用了GS1 HK的1QR標籤，方便其以同一QR碼，在不同時間靈活推出不同優惠。消費者以手機簡單掃描1QR，即可瀏覽公司的證書認證、營養價值等資訊，有助提升資訊透明度；當中亦包括最新優惠資訊，連結到網店增加人流、刺激銷售。



“As we are planning to list our products on different e-commerce platforms, we believe ‘1QR’ can help engage more customers and encourage repeated purchases. We can also check the scan activities in real-time to analyse market responses and adjust our strategies accordingly.

我們打算將產品在不同電商平台上架，相信1QR能增加顧客與我們互動及重覆購物機會，同時公司也可查看掃描紀錄、分析市場反應，作出適當策略調整。”

Continuing the Systematic Management Approach

Due to the pandemic, Ocean Empire has upgraded its staff clock-in system from fingerprint to facial recognition as biometric verification and record, even for employee who is wearing a mask. To ensure safety for both staff and customers, the company has also introduced new policies for store-wide disinfection and personal hygiene to reduce the spread of virus. Siu revealed that Ocean Empire is the first chain restaurant in Hong Kong to adopt the “Five-S Principles”, and it follows international standards such as ISO and HACCP to prevent and manage unexpected incidents in a responsive manner.

“Our systematic management has helped us increase efficiencies and quality, prevent workplace accidents, and enhance our company image. One example is our hygiene measure, which we require our staff to wear hairnet, face mask and gloves years ago, protecting the wellbeing of our customers.”

Siu believes one of the answers to relieve the shortage of frontline staff is a standardized procedure that helps any staff member to quickly pick up new tasks, and allows managers to easily allocate tasks and manage the operation, hence they can deliver quicker, more accurate and safer services to customers. “Employees are our greatest assets and usually a common headache to most businesses, because it is hard to hire quality frontline staff, so I believe a systematic management approach can help retain the best talent.”

Reopening Border and Offering Low-Interest Loans are The Ways to Go

The pandemic, surge in oil prices, inflation, the China-US trade tension, are just a few factors that are clouding the local economy. SMEs are very vulnerable in times like these and become strapped for cash, unlike the cash-healthy large-corporate counterparts. Siu thinks that the biggest challenges that SMEs face today are the reduction of inbound travelers due to the closing of border and the rental cost. Even though the Government has launched the Employment Support Scheme, the Consumer Voucher Scheme, and the Rental Enforcement Moratorium, the closing of border has already taken a major toll on the local economy and unemployment rate.

“Rent always top the expense list in the balance sheet for most businesses. As the Rental Enforcement Moratorium ended, I heard that more than 8,000 catering outlets had received rent overdue notice. For those who cannot afford to pay, their only choice is to close their businesses.”

He urges the Government to introduce more low-interest financing facility to SMEs, and at the same time reopen the border to allow more inbound travelers into the city, so the local catering industry can be on fast track to recovery.

延續多年系統化管理

因應疫情，公司將所有分店的出勤系統由指紋識別已更換為面容識別，即使員工戴著口罩也可辨識、記錄出勤；同時引入全新的店鋪消毒和員工個人衛生規定，減低傳播風險，保障員工及顧客的健康。蕭楚基指海皇粥店是全港第一間使用五常法管理的連鎖餐飲企業，並按照ISO、HACCP等國際標準去預防及處理異常情況、迅速應變：



「我們一直非常注重系統化管理，多年前亦已要求前線員工使用髮網、佩戴口罩和手套等，確保衛生。這許多措施既加強工作效率及服務質素、亦減少員工發生意外，提升公司品牌形象。」

針對飲食業前線員工不足，蕭楚基表示標準化制度有助員工迅速適應工作環境、方便管理及執行任務，為顧客提供快、準、整潔的貼心服務。「員工是我們最大資產、亦是最大挑戰，因為要聘請優質前線員工實在不易；系統化管理正好有利挽留人手。」

倡通關、低息貸款紓困

疫情、油價上升、通漲、中美貿易角力等都令本地經濟充滿陰霾，相對於財力較雄厚的大型企業，中小企往往首當其衝、陷入財困。蕭楚基認為現時中小企的最大難題是封關及租金，即使特區政府已推出保就業、消費券、暫緩交租等措施，但封關令社會經濟嚴重收縮，失業率不斷上升。

「租金向來是香港營商的最大成本，在政府暫緩交租措施完結後，以我所知至今有多達8,000間食肆接獲催租信。如已經再沒有財務能力交租的商舖，恐怕只能夠倒閉。」他期望政府能夠安排更多低息貸款給中小企，同時儘快解除所有出入境限制，讓飲食業重拾正軌。

他期望政府能夠安排更多低息貸款給中小企，同時儘快解除所有出入境限制，讓飲食業重拾正軌。



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執行夥伴 Implementation Partner



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Promoting Logistics Industry Development

推動物流業發展

GS1 HK has always been supporting logistics industry development by ensuring accuracy, real-time visibility throughout the supply chain. Our Chief Executive Anna Lin joined industry events recently.

GS1 HK向來致力支持物流業發展，透過標準及科技建立準確、實時、透明的供應鏈。早前本會總裁林潔貽參與了物流業界活動。



Our Chief Executive Anna Lin joined the afternoon joint session by HK Alliance of Built Asset and Environment Information Management Association & LSCM at Logistics Summit 2022, sharing how **GS1 Global Standards accelerate digital transformation in construction industry.**

於物流高峰會2022上，本會總裁林潔貽參與了由香港建設資產及環境信息管理聯盟(HKABEIM)及物流及供應鏈多元技術研發中心(LSCM)聯合舉辦的「OpenBIM and Construction Technology」主題環節，分享了**GS1全球標準如何推動建築業數碼轉型。**



At Hong Kong Logistics Association's 26th Anniversary gala dinner, GS1 HK, HKLA & HKQAA signed an MOU to mark the collaboration on cold chain technology project.

早前於香港物流協會(HKLA) 26周年慶祝晚宴上，本會與HKLA及HKQAA(香港品質保證局)簽署了合作備忘錄，共同探討冷鏈技術應用及發展。

Relishing Local Shokunin Spirit Traditional Sauce Producer Turns Data into Working Capital

本土的職人精神 傳統醬料廠將數據變資金

Sam Chan

Director
Min Hong Foods Company Limited

陳培深

綿香食品負責人



“Shokunin”, a Japanese term that hails someone’s decade-long passion and perseverance in specialising something to its perfection, is well embodied in Sam Chan, Director of Min Hong Foods Company Limited. Found in the 1950s, Min Hong has fixated on 5 to 6 signature products, including a buttery-rich satay sauce that requires two days of craftsmanship, chili oil, curry sauce, XO sauce and others. Such focus has led the company through thick and thin.

A History of 60 Years

Min Hong started in an old building in Sheung Wan, where Sam’s father and uncle used a kerosene stove to make satay sauce that were sold in the neighborhoods. Also from Chiu Chow region (in Guangdong Province), Sam’s father was able to sell his satay sauce to the growing number of Chiu Chow restaurants in Sheung Wan, including the big names like Lok Hau Fook, Pak Loh and Golden Island, and even to chained convenience stores like 7-Eleven, as well as boutique hotel group like Bridal Tea House in recent years. “We also made OEM sauces for other brands, you can easily find a handful in local grocery stores and chained supermarkets.”

Stand the Test of Time

Fortunately for Min Hong, business has stayed resilient during the pandemic even though the Chinese restaurants dine-in businesses have been severely hit, it was neutralized by the surge in takeaway segment by local eatery and food express houses.

Sam unveiled that for efficiency in kitchen operations, chefs prefer using ready-made sauce rather than making their own ones like in the old days. This is the reason why Min Hong’s luscious satay sauce gained market share in “Cha chaan teng” (Hong Kong-style restaurants) market.

職人一詞形容執念多年堅持做好一件事，並做到極致的精神文化。綿香食品的負責人陳培深(Sam)可說是本土職人代表之一：公司在50年代成立至今、專注5-6款主打產品，包括香味濃郁、需最少兩天時間製作的沙爹醬、辣椒油、咖喱醬、XO醬等，可說是「十年磨一劍」。

60年洗禮

綿香源起在西環一所舊樓內，Sam的父親與叔叔為謀生，以火水爐製作沙爹，做點街坊鄉里生意。其後上環一帶聚集越來越多潮州食店，令同樣來自潮州的綿香創辦人成為附近食店的主要沙爹供應商；更在70年代打入潮州酒家，像樂口福、百樂、金島等，到近年就連鎖便利店7-11、精品酒店紅茶館等都成為其客戶。「其實我們也有替其他品牌生產醬料，在雜貨店以至連鎖超市都總有幾款牌子是由綿香生產。」





Another product that guaranteed good profit was the small size bottle-shaped chili oil pack for takeaways first created by Sam. “In 2006, I saw there was an opportunity for small-sized bottle-shaped sauce packs to go with takeaway orders, so I designed developed, procured and manufactured small packs of chili oil all by myself.” Though such packaging required specific materials and involved higher production cost, fine-dining Chinese restaurants such as Jade Garden still purchased the pack because of the unique package design and flavor. In recent years, this chili oil pack has taken off riding the trend of takeaway orders and consumers’ preference in “Made in Hong Kong” products.



Business Financing for Future Expansion

Over the years, Sam has been focusing solely on his sauce manufacturing business. “We rarely raise fund for the company because we always invest the profit, no matter large or small, back into the business.” In 2008, Min Hong started to adopt GS1 Hong Kong’s ezTRADE platform. Processing more than 5,000 purchase orders and invoices every year, the platform supported them to increase efficiency by digitalizing day-to-day trading with caterers and retailers like The Dairy Farm and Maxim’s. Upon introduced to “Digital Trade Financing” solution launched jointly by GS1 HK and DBS Hong Kong, Sam is convinced. “I am attracted by its convenience – my credit line is approved without having to submit a lot of documents. The capital raised is mainly used to ensure cash flow in the daily operation, and for future expansion of our factory.”

With Min Hong’s consent, the bank can access the company’s trade data on ezTRADE platform, eliminating the need to go through hundreds of invoices and receipts for the lenders and borrowers, streamlining the financing process.

歲月考驗

疫情期間，酒樓堂食大減，而茶餐廳及小食店外賣激增，Sam指在此消彼長下公司收入沒太大影響。他稱現時廚師為提升廚房效率，不像過往會自製醬料、而會用現成產品；綿香沙嗲醬味道香濃，免卻廚師許多工夫，令茶餐廳客戶需求大增。

此外，當年他首創的軟樽型外賣辣椒油亦是確保收入的功臣之一。「2006年我留意到樽形外賣包裝、覺得有市場，便包辦設計、開發、採購，一手一腳製作出小包辣椒油。」該包裝物料要求高、成本相對亦高，但高級中式食肆如翠園等都因其外型討好且味道佳所以採購；再配合近年外賣潮及本土製造意識興起，綿香產品已悄悄進入尋常百姓家。

實業融資 為擴張作準備

穩打穩紮的Sam一向只做實業，鮮有投資其他業務。「綿香一向沒資金壓力，公司每年賺多賺少、我便投入多少到公司。」綿香自2008年引入GS1 HK的「通商易」(ezTRADE)平台，為牛奶公司、美心等供貨，每年處理約5,000多張單據，以電子化方式提升日常營運效率。Sam得知GS1 HK與星展銀行(DBS)合作提供的「數碼貿易融資」方案後，始感興趣申請。「主要貪其方便，不用遞交一大堆文件便可以獲批信貸額。資金主要用作日常營運的現金流，亦為擴展廠房所需款項作好準備。」

在綿香的授權下，銀行可檢視公司在「通商易」平台上的貿易數據，省卻借貸雙方人手處理每月數以百計的發票及單據等證明文件，將借貸程序化繁為簡。

Turning Data into Working Capital

The bank can make use of the trusted historical digital data on the ezTRADE platform to make credit assessment and approval for Min Hong, in the meantime, it can offer the amount of financing updated on a dynamic and recurring basis, based on real-time trade data that helps calculate latest outstanding invoice amount on the platform.

數據變資金

銀行利用「通商易」過往的可靠電子數據，去審核和批出綿香的信貸額，亦以新的每日交易數據去計算出未償還的發票額。因此，公司獲批的可用金額會根據實際未收賬的款項，每日作靈活更新。這不但方便公司在有需要時才提取資金，亦助銀行緊守審慎風險管理的原則，達致雙贏。

“ The ‘Digital Trade Financing’ solution eliminates the needs of tedious submission of documents or asset mortgage, and attractive financing terms are offered. It’s like a flink of finger to

turn data into working capital, so I have no second thoughts about applying for it.

『數碼貿易融資』免除我提交大量文件或需要抵押的麻煩，而貸款條件亦優厚，簡單以數據變資金，所以我也沒什麼顧慮便去申請。 ”



Persistence in “Made in Hong Kong”

To make a perfect jar of satay sauce, it requires multiple, complicated steps and time. With quality ingredients, Min Hong is a name well heard-of among the catering sector, as shown in its escalating business. Looking ahead, Sam is not seeking breakthroughs in the retail market, but to retain its manufacturing process in Hong Kong, so that he can assure both the high quality of Min Hong products and keep the local Shokunin spirit alive.

堅持香港製造

要製成一瓶沙嗲醬，先要經過重重工序，也是時間淬鍊出來的份量。憑着真材實料，綿香在餐飲食肆間有口皆碑，生意穩步上揚，Sam也不要求在零售市場中有何突破，只堅持繼續在香港製造，對製作工藝的執着和要求始終如一，默默地發揮本地的職人精神。



Official Barcodes – One of the Success Factors of Your e-Commerce Business!

開展電商必備 - 正規產品條碼



Everyone is familiar with barcodes used at supermarkets, where checkout processes can be completed with a “beep” sound. **Official barcodes** are actually also one of the success factors for businesses to tap into e-commerce opportunities.

應用於超市結賬上的條碼對大家來說絕不陌生，「嘟」一下即可完成結賬程序。商家要把握電商機遇，也需要條碼，而且必須是**正規的產品條碼**。

2 reasons why official barcodes are required on e-commerce platforms

大原因，您要用於電商上使用正規條碼

1. Avoid Being Considered as “Invalid” & Removed by e-Commerce Platforms

e-Commerce platforms like eBay, Amazon, Alibaba have either requested/ required merchants to provide with product barcodes (GTIN) to get listed on e-commerce platforms, which support the platforms in product categorization.

- **Amazon** has required merchants to provide with official and unique GS1 barcodes, or else will be considered as “invalid” and removed by the platform.
- **Google Shopping** required merchants to provide with product barcodes (GTIN). Products without barcodes will be disapproved and not eligible for showing on Google Shopping or free listing.

2. Enable Consumers to Search for Products Faster

Barcodes can help Google/ e-commerce platforms to understand products better, resulting in higher search ranking results on Google, more relevant search results on e-commerce platforms. Consumers can therefore search for products easier.

1. 避免因「無效識別」而被電商移除

eBay、Amazon、Alibaba等平台都在不同程度上要求賣家提供/填上產品條碼(GTIN)，因條碼可助電商識別產品以進行產品分類。

- **Amazon**要求賣家必須提供正規且唯一的GS1條碼，否則就會被亞馬遜因產品「無效識別」而移除。
- **Google Shopping**也要求商家提供產品條碼(GTIN)，否則會因無效分類而不能將產品於Google Shopping上展示，更不能享用免費刊登產品資訊功能。

2. 讓消費者更快搜尋到產品

條碼可助Google/電商平台更了解您的產品，提升產品於Google上的搜尋排名，並讓電商平台為消費者提供更相關的搜尋結果，消費者便能更快找到所需產品。

What is Official/ Authorised Barcode?

什麼是正規的產品條碼？

Any expired / transferred / counterfeited / repeatedly used / unauthorized barcode from non-GS1 organisations will be considered as unauthorised barcodes. GS1 HK is the only authorised body in Hong Kong to assign barcode with “489” prefix (GTIN). Only by obtaining product barcodes from GS1 HK, you will receive an official GS1 certificate to ensure that the barcode numbers are uniquely yours, internationally recognised and of authentic source.

任何過期/轉讓/偽造/重複使用/從第三方購買(即非GS1官方組織發出)的條碼，均是非正規的條碼。在香港，GS1 HK是唯一獲授權發出GS1香港條碼(489條碼)的機構。只有從GS1 HK申請的條碼才能獲得GS1官方證書，向電商平台證明條碼是唯一且國際認可。

Contact us to apply for authorised GS1 product barcodes to tap into online & offline opportunities
聯絡我們申請正規的GS1產品條碼，開展您的線上線下生意！

T: 2863 9740 E: corpinfo@gs1hk.org

A Simple Business Tool to Meet New Expectations of 90% Consumers

一個簡易方法，滿足接近9成消費者新需求！



As consumers have become more health conscious & environmentally conscious, product information transparency matters more than ever. Higher product transparency can help strengthen products' competitive advantage, in which using QR codes can be a simple & effective way:

隨著大家對健康及環境的關注度提升，產品資訊透明度越變得重要，可以說是透明度越高，越有競爭力。採用QR碼是提升產品資訊透明度簡單且有效的方法：

64%

shoppers would switch to brands that provide in-depth information besides those on the label
消費者會轉向購買提供產品標籤以外更詳盡資訊的產品

82%

consumers in Asia are extremely willing/ willing to use an app to scan the digital labels on food packaging products to obtain product information.
亞洲消費者非常願意/願意透過手機app掃描食品包裝上的數碼標籤，以獲得最新產品資訊

75%

of consumers say that they have scanned a QR code on a food or drink
的消費者都會掃描食品/飲品上的QR碼

Source 資料來源：Appinio、Food Industry Asia、NielsenIQ

GS1 HK's 1QR can help merchants to leverage the benefits of QR codes to enhance product information transparency, meet new consumer demands & new shopping behaviors. With only **ONE QR code**, merchants can show diversified information to consumers, including product information, discount offers, certifications, traceability* & authentication*.

GS1 HK的1QR可助商家善用QR碼效益，提升產品資訊透明度，滿足消費新需求、新購物習慣。只需將**1QR**應用於產品上，即可一次過向消費者展示產品資料、優惠、認證、追蹤追溯*、防偽驗證*等資訊。

*need to be used with other solutions 需配合相關方案應用

GS1 HK members can generate 1QR for FREE

只要您是GS1 HK會員，就可以免費製作1QR

5 Simple Steps to Generate 1QR 簡單5步，即可免費製作1QR

01



Log in Member Portal
登入Member Portal
會員平台

02



Open BarcodePlus
(Click "GTIN"
"Register new product")
開啓BarcodePlus (全球貿易貨品編碼，註冊新產品)

03



Input 6 key product
information
輸入6大產品資料

04



The QR code is
generated after info
are submitted
確認輸入資料後，
即可生成QR Code

05



Print the QR code on
your products
產品包裝印刷



1QR Hot Items! 人氣產品推介!



More and more GS1 HK members are using 1QR (a 2D barcode) on their products to show additional information beyond product packaging, including product information, certifications or even discount offers to boost sales and consumer trust!

越來越多GS1 HK會員已免費使用1QR二維碼，讓消費者盡覽包裝上以外的產品資訊、證書，甚至是優惠，刺激銷量及提升消費者對產品信心！



DreamTec Limited - Cytopeutic Advance Healthcare Rejuvenating Cream 夢芊科技有限公司犀補靈強效修復軟膏

Cytopeutic Advance Healthcare Rejuvenating Cream contains human identical growth factors, which can activate the growth and differentiation of stem cells, promote skin cell metabolism, accelerate new cells to replace senescent cells, repair damaged skin tissues and promote wound healing. At the same time, collagen fibers can be arranged to reduce scar formation.

犀補靈強效修復軟膏含豐富的寡肽-1，促進肌膚細胞新陳代謝，繼而修復創傷的皮膚組織，令皮膚再生，促進傷口癒合。同時可排列膠原纖維，減少疤痕形成。



“ 1QR enables us to show extra product information to shoppers in addition to those on our product packaging. Shoppers can also obtain company information and contact us anytime. 除包裝上的產品資訊外，1QR讓我們可為消費者提供更多產品資訊，增加他們信心。此外，消費者也可獲得我們公司資訊，隨時與我們聯絡。 ”

Nanion Sanitize Pro Nanion納霸Sanitize Pro納米抗菌天然保護膜

Nanion team collaborated with Malaysia University professor to jointly develop nano-coatings that are more effective than traditional disinfectants for antibacterial use after the outbreak of COVID-19, protecting health without damaging your skin.

Nanion團隊與馬來西亞大學教授於疫情爆發後不斷尋求創新，研究出比傳統消毒藥水更有效殺菌抗菌的納米塗層，守護健康之餘不傷肌膚。



Scan now
掃碼體驗



“ We can show our certificates, company information & contact number clearly to our consumers simply with 1QR, allowing consumers to contact us anytime and boosting their confidence on our products. 使用1QR可讓消費者觀看我們的證書認證，並向他們提供清晰的公司資訊及聯絡方法，隨時與我們聯絡，提升他們對產品信心。 ”

5 Reasons Why **Digitalisation** is the Key for Future Business Growth

5個原因，**數碼化**將成未來業務增長關鍵



In an era of change, supply chain agility and flexibility has become a need for companies to keep up with rapidly evolving market conditions and drive future growth.

在變化多端的年代，供應鏈敏捷度及靈活性已成為企業應對日新月異的市場環境及帶動未來業務增長的關鍵。

Here are 5 ways business digitalisation enables supply chain agility:

以下為業務數碼化對供應鏈靈活度所帶來的5大好處：

1

Ensure Operation Responsiveness 確保營運的應變能力



With seamlessly accessible real-time data in production, businesses can easily manage & track production metrics to drive continuous improvements & improve responsiveness, achieving streamlined workflow in supply chain. Cloud-based platforms can be a way to enable a more responsive, transparent operating & production model.

透過生產中的實時數據，企業可以輕鬆管理及追蹤生產數據指標，持續改進和提高應變能力，以簡化供應鏈流程。採用以雲端為基礎的平台為其中一個提升營運及生產透明度及應變能力的方法。

2

Enforce Quality Control 進行品質管理



Quality control has become high-priority issue of brands. Digitalisation of the production processes via IoT sensors, cloud-based platforms enable better environmental monitoring in manufacturing site/warehouse/ fleets for quality control anytime, anywhere.

品質控制已成為品牌的重中之重。透過應用物聯網傳感器、雲端平台將生產過程數碼化就可隨時隨地管理生產地點/倉庫/車隊內的環境數據，做好品質管理。

3

Enhance Traceability 提升可追溯性



Consumers increasingly want product information traceability & transparency. Digitalisation empowered by global standards & traceability solutions are vital in providing this quickly and efficiently.

消費者越來越希望獲得更高透明度及可追溯的產資訊。全球標準配合追蹤追溯方案應用讓品牌可更快更有效地向消費者提供以上資訊。

4

Reduce Waste & Maximise Efficiencies 減少浪費及提升效率



Businesses can reduce its impact on the environment through efficient management of stock and avoidance of waste during production.

企業可以透過有效地管理貨品倉存及減少生產所產生的廢物，減低對環境的影響。

5

Reduce risk of error and downtime 減低錯誤及停運風險



A digitalised process will realise faster line performance insights by monitoring real-time production performance and tracking unexpected downtime. In addition, digitalisation & automation can also protect supply chains from labour constraints, supporting them to maintain productive operations.

數碼化流程可透過實時監察生產績效及追蹤未能預測的停機時間，讓企業更快地提升績效。此外，數碼化及自動化可確保供應鏈不會受人手短缺影響，維持日常生產營運。

Companies are Ramping up Efforts in Supply Chain Digitalisation

港企加快供應鏈數碼化步伐

Pharmaceutical and food companies have been ramping up efforts in supply chain digitalisation by implementing **smart solutions**.

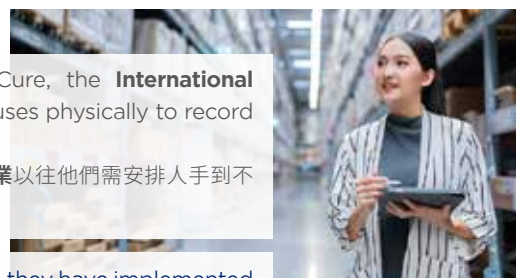
有香港的藥品和食品公司也正積極投身數碼化，在生產過程中應用**智慧方案**。

Pharmaceutical Company 醫藥保健品公司

? Why 為甚麼

Distributing products like Weisen-U and Ricqlès Peppermint Cure, the **International Medical Co. Ltd (TIMC)** required workers to visit different warehouses physically to record temperature, humidity data from time to time.

作為胃仙U、雙飛人藥水及世界各大知名品牌醫藥保健品的供應商，**全球藥業**以往他們需安排人手到不同倉庫，定時記錄溫度及濕度。



> How 如何做到

Following the advice of GS1 HK's Smart Professional Services team, they have implemented sensors in warehouse & fleets for automated data logging & monitoring via integrated dashboard display, enabling them to save labour cost, ensure product quality & fulfill DoH's requirement on drug regulation and warehouse monitoring.

在GS1 HK智慧專業團隊的建議下，公司在倉庫及車隊上安裝智能感應器，自動記錄及於儀表板展示，為他們省去人手記錄數據支出、保障產品質素及輕鬆符合衛生署對藥品倉庫監控要求。

Read more
了解更多



Food Company 食品公司

? Why 為甚麼

Focusing on the soy industry in HK for over 60 years, **Sun Fat Heung Food Products Ltd (Top Soya)** looked for ways to revitalize their production.

60年來在香港專注豆品事業的**新佛香食品有限公司「壹品豆品」**希望革新其生產模式。



> How 如何做到

GS1 HK's Smart Professional Services team advised the company to re-engineer, automate & streamline production processes. After implementing video analytics, AI, smart sensors in factories, they were able to automate product validation, monitor temperature, humidity, air quality etc.

GS1 HK智慧專業團隊建議公司將業務流程重組，並將生產過程簡化及自動化。透過於廠房內應用影像分析、人工智能(AI)，他們成功將產品檢查自動化、監察溫度、濕度、空氣質素等。

Read more
了解更多



Need Help in Digitalising Your Supply Chain?

您需要幫忙，將供應鏈數碼化嗎？

With rich experience in supporting companies to transform, GS1 HK's Smart Professional Services team has helped numerous companies to digitalise their supply chain.

憑著多年助企業轉型的豐富經驗，GS1 HK的專業服務團隊成功幫助多間企業將供應鏈數碼化。



FREE Supply Chain Maturity Test
免費評估您的供應鏈成熟度



5 categories of services 類服務範疇

- Process Consultancy
流程諮詢
- In-house Training
內部培訓
- Technology Implementation
科技應用
- Government Funding Advisory Service
(e.g. TVP, Re-industrialisation Funding Scheme)
政府資助服務 (如：科技券 TVP, 再工業化資助計劃)
- Smart Operations
智慧營運



Digitalising Construction for Higher Efficiency & Sustainability

建築業數碼化 提升效率及可持續發展



The construction industry is known as one of the least productive industries globally, according to McKinsey Report. The report also pinpointed seven areas that can boost productivity by 50-60%, in particular the following 3 areas:

根據麥肯錫報告，建築業被視為全球生產力最低的行業之一。該報告還指出了7大幫助行業提升50-60%生產力的方法，尤其為以下三大範疇：



Reshaping regulation and raising transparency
重塑監管並提高透明度



Improving procurement and supply-chain management
改善採購和供應鏈管理



Infusing digital technology & advanced automation
引入數碼科技及先進的自動化技術

The increased use of Building Information Modelling (BIM) is aimed at addressing most of the areas highlighted above.

更多行業人士正應用建築信息模擬(BIM)，以針對上述三大範疇作改善。

BIM & Unique Identifiers - The Keys to Digitalization 數碼化的關鍵 - BIM和獨有識別

GS1 Standards are required as an essential element of BIM to effectively access & share information among stakeholders across the globe. It also enables a comprehensive digital framework to identify, capture, share and use data throughout the construction project lifecycle.

GS1標準為應用BIM的基礎元素，助全球持份者更有效地擷取和分享資訊，同時有助構建一個完善的數碼化框架，以在整個建築項目周期中識別、擷取、分享及使用數據。

By combining BIM processes with unique identifiers such as Global Trade Item Number (GTIN), it provides the needed visibility of all products, parts and components used in building projects, driving increased efficiencies and sustainability agenda. As efficiencies grow in construction processes, waste can be minimised and a more sustainable supply chain starting from the construction site can be realised.

只要將建築信息模擬(BIM)與獨有識別標準融合，就可提升建築項目中的材料、零件及配件透明度，從而提高效率及可持續發展目標。建築過程的效率提升，就可減少產生廢物，並從施工地點開始構建一個更可持續發展的供應鏈。

Standards that can be used 可應用的標準

GTIN

Store identity, batch/lot number, serial number and expiry date of building materials
載有建築材料的標識、批次/批號、序列號和有效日期

GLN

Ensures building materials get to the right place
確保建築材料及時送達所需地點



Provides all stakeholders with the needed visibility of building materials
為所有持份者提供建築物料所需的透明度

and more!
及更多!

The use of GS1 standards in construction is gaining momentum. Projects in Australia, France, New Zealand, Norway and Sweden using GS1 standards in BIM.

建築業應用GS1標準越趨普遍，澳洲、法國、紐西蘭、挪威和瑞典的建築項目正在BIM上應用GS1標準。



Sharing 2 Business Tips

@ Investment Promotion Week

拆解2大營商秘訣@投資推廣周

Organised by InvestHK, the Investment Promotion Week was held in hybrid format, exploring investment opportunities in the Greater Bay area. GS1 HK shared 2 business tips at “Lifestyle and Creative Industries Day”:

早前投資推廣署舉辦的「投資推廣週」於線上、線下同步進行，探討大灣區投資機會。GS1 HK於活動上的「生活品味及創意產業日」分享了2大營商要訣：

1 Boosting Consumer Confidence with QR Codes 以QR碼提升消費者信心



Lincoln Chan, Head of Digital Services shared how companies can leverage digital solutions such as 1QR to enhance product information transparency and boost consumer confidence.

本會數碼服務總監陳志裕介紹了企業可以如何善用數碼化方案如1QR提升產品資訊透明度，建立消費者信心。

Why you need 1QR? 為甚麼您需要1QR?

Due to space constraints, only limited information can be displayed on product packaging. 1QR empowers brands to use ONE QR code to display multiple product information like product specifications, discount offers, certifications, traceability & authentication* etc.

產品包裝受大小限制，可載有的資訊有限。1QR讓商家透過一個QR碼，就可以展示各大產品資訊如產品料、優惠、認證、追蹤追溯、防偽驗證*等。

*need to be used with other solutions 需配合其他方案使用



2 Turn Data into Working Capital 將數據變資金



Catherine Cheng, Head of Business Development of GS1 HK introduced how companies can leverage transactional data on ezTRADE, B2B e-commerce platform for simpler trade finance application & approval, making SME loan application easier!

本會業務拓展總監鄭慧玲講解了企業可以如何善用B2B商貿平台ezTRADE上的交易數據作銀行融資申請及審批之用，簡化融資流程，中小企借錢更快更簡易！

How to Facilitate Trade Finance with Data? 為甚麼數據能助您更快融資?

Unlike the complicated process with tedious documents required for traditional trade finance application, “Digital Trade Finance” solution empowers companies to leverage their own digital transaction data (e.g. purchase order, invoice & remittance advice) for banks’ assessment & evaluation on SME’s financial health, accelerating trade finance processes.

傳統融資申請流程及紙本文件需求繁複，「數碼貿易融資」讓企業可以善用自身電子交易記錄(訂單、發票、匯款通知等)供銀行作審批及評估公司的營業狀況之用，加快融資流程。



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



Exploring Latest Industry Development at Tour Visits

業界參觀交流團 探討行業最新發展

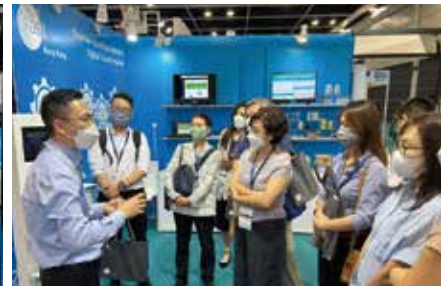
At various tour visits organised by GS1 HK, industry members explored & discussed about latest development and ways to tap into new business opportunities.

本會舉行了多個參觀團，讓行業會員了解及交流最新發展，把握新商機。



Retail 零售

GS1 HK's innovative retail solutions were showcased at the Retail Asia Conference & Expo (RACE). A tour visit were also arranged for industry members to explore solutions that can help enhance product information transparency & consumer trust, stimulate purchase and fight against counterfeits. Dr. Bernard Chan, Under Secretary for Commerce and Economic Development visited GS1 HK Pavilion at the Expo.



GS1 HK於亞洲零售論壇暨博覽會上不但展示了多個創新零售方案，還安排了參觀團，讓業界體驗可提升產品資訊透明度及消費者信心、刺激消費及防偽方案。商務及經濟發展局副局長陳百里博士也親臨參觀了GS1 HK的展館。



e-Commerce & Logistics 電商及物流

Close to 100 industry members joined the tour visit to SF Express organised by GS1 HK. They explored the smart solutions at SF logistics centre and dwelt on latest e-commerce & logistics development. Industry experts from SF Express, Posify, Tencent Cloud & iClick shared trends in e-commerce logistics. GS1 HK shared how to leverage technologies & global standards to enhance operational efficiency.



於本會舉辦的業界參觀團上，近100位會員參觀順豐速運香港貨倉的數碼及自動化設備，相互交流電商業務與物流最新發展。順豐速運、Posify、Tencent Cloud及iClick的行業專家分享電商物流趨勢，GS1 HK則講解了如何善用數碼科技及全球標準提升營運效率。



Food 食品

Over 50+ industry members joined the tour visit to "Cloud Kitchen" organised by GS1 HK to experience smart operations inside Cloud Kitchen and how companies can leverage smart kitchen technologies to tap into new business opportunities.



50+行業會員參加了本會舉辦的「雲端廚房參觀團」，親身體驗雲端廚房運作，以及智慧廚房科技如何幫到業界做生意。



Healthcare 醫療

GS1 HK also arranged a visit to Hospital Authority's IT Innovation Lab. Industry members experienced innovative technologies adopted in Smart Hospitals, including data analytics, AR & VR, Artificial Intelligence (AI) that help enhance healthcare services & management.



本會也安排了業界參觀醫院管理局的創新科技實驗室 (IT Innovation Lab)，親身體驗創新科技於智慧醫院內的應用，包括如何善用數據分析、AR及VR、人工智能 (AI) 等創新科技去提升醫療服務及管理。



Innovation & Technology 創新及科技

Industry members visited ICT Expo to explore & experience "Go Digital • Go Smart" solutions exhibited by GS1 HK, as well as award winning solutions of "Smart Mobility Awards". They also exchanged insights about innovation & technology development.



業界會員參觀了國際資訊科技博覽 (ICT Expo)，親身體驗GS1 HK展出的「Go Digital • Go Smart」方案之餘，參觀「智慧出行獎」得獎者展位，並進行了交流。

Industry Hot Topics Featured at GS1 AP Forum 亞洲地區論壇 聚焦行業熱門議題



GS1 Asia Pacific Regional Forum was held in New Zealand this year. Member organisations joined the Forum physically and online to share organization updates and discuss about industry topics like digitalisation of cross border trade, circular economy & GS1 standards in healthcare.

GS1 HK also joined and shared latest **2D Barcode adoption & development** at the Forum. Lincoln Chan, Head of Digital Services of GS1 HK introduced about 1QR, a solution built based on 2D barcodes (Digital Link) that help brands enhance product information transparency and build consumer trust. Mignone Cheng, Chief Marketing Officer of GS1 Hong Kong shared Hospital Authority's requirement on the adoption of 2D Barcodes - GS1 Data Matrix on packages of pharmaceutical products to enhance traceability & achieve operational efficiency.

年度GS1亞太地區論壇早前於紐西蘭舉行，GS1各分會成員親身或於線上參與了論壇，聚焦探討行業話題如跨境貿易數碼化、循環經濟、全球標準在醫療行業的應用等。

GS1 HK也有親身參與論壇，並分享了**最新的2D條碼應用及發展**。本會數碼服務總監陳志裕分享了建基於2D條碼 (Digital Link) 的1QR如何幫助品牌提升產品資訊透明度及建立消費者信心。本會首席市場推廣總監鄭逸齡則講述了醫員管理局對在藥物包裝上應用GS1 Data Matrix標籤的要求，以提升追溯能力及營運效率。



Exchanging Insights on Food Supply Chain Transparency, Safety & Sustainability

聚焦食品供應鏈透明度、安全性和可持續發展



Mr. Tse Chin-wan, BBS, JP, Secretary for Environment and Ecology delivered opening remarks via pre-recorded video.

環境及生態局局長謝展寰透過視像致開幕辭。



The award presentation ceremony for “Quality Food Scheme” (the Scheme) were also held at the event, with Mr. Anthony Li, JP, Deputy Secretary for Environment and Ecology (Food), Hon. Tommy Cheung, GBM, GBS, JP, Executive Council & Legislative Council Member and Hon. Peter Shiu Ka Fai, JP, Legislative Council Member as award presenters.

同場舉行了「優質食品計劃」(計劃)的頒獎典禮，由環境及生態局副秘書長(食物)李炳威先生、行政會議成員暨立法會議員張宇人議員及邵家輝議員親臨支持擔任頒獎嘉賓。

Over 400 industry practitioners joined GS1 HK Food Safety Forum themed “Food Safety and Consumer Trust: Navigating the Road Ahead” online & physically. As the Guest of Honor, Mr. Tse Chin-wan, BBS, JP, Secretary for Environment and Ecology delivered opening remarks, joined by government officials, Legislative Councilor and food industry stakeholders at the opening ceremony. Industry experts from City Super, DKSH HK, Fulum Group Holdings, HK Baptist University, Jardine Restaurant Group and Sun Fat Heung Food Products (Top Soya) shared insights about food safety & quality control, innovative technologies, new consumer expectations and supply chain traceability etc.

超過400位行業從業員早前於線上及線下參與了主題為「食品安全與消費者信任：邁向未來」的GS1 HK食品安全論壇2022。論壇由環境及生態局局長謝展寰先生擔任主禮嘉賓，政府、立法會及食品行業主要持份者均親臨出席開幕禮。來自City Super、大昌華嘉、富臨集團、香港浸會大學、怡和餐飲集團、新佛香食品等行業專家分享了他們對食品安全及質量控制、創新科技、消費者新需求、供應鏈可追溯性等。



Promoting Standardisation & Digitalisation in GBA

促進大灣區標準化與數字化



The 2nd edition of GBA Standardisation & Digitalisation Seminar was held in Shenzhen, in which over 2,700 delegates from Government, organisations and industry associations from Guangdong, Hong Kong & Macao joined physically and online. The event was organised by GBA Standardization Alliance under the guidance of The Shenzhen Administration for Market Regulation, and co-organised by 14 standards organizations & companies in Guangdong-Hong Kong-Macao Greater Bay Area. It is also one of the event of World Standards Day 2022.

4 standards to propel digitalisation in Greater Bay Area were also released at the event, in which **GS1 HK participated in the development of "SME Digital Maturity Assessment Specification"**, summarizing the strategic direction, current situation & practical use cases for digital transformation of SMEs.

Wayne Luk, Head of Product & Service Delivery of GS1 HK joined the keynote session online to exchange insights on ways to promote standardization & digitalisation, and shared his insights & use cases on industrial internet that enhances supply chain transparency in Guangdong & Hong Kong.

早前「第二屆粵港澳大灣區標準創新研討會暨標準化與數字化轉型」專題研討會於深圳舉辦，匯聚了來自政府、粵港澳三地組織及協會、行業專家和企業代表等2,700多人於線上及現場參加。該研討會由深圳市市場監督管理局的指導，粵港澳大灣區標準創新聯盟主辦，粵港澳三地14家標準化組織及多間公司協辦，為2022年世界標準日系列活動。

於研討會上，粵港澳大灣區標準創新聯盟正式發佈了4項粵港澳大灣區數字領域團體標準，**GS1 HK參與了《中小企業數字化成熟度評估規範》的編製**。該標準總結了中小企業數字化轉型的方向、現狀與實踐方法。

本會產品及服務交付總監陸偉棠與其他行業專家參加了主題演講環節，探討如何促進大灣區「標準化與數字化」，並分享了工業互聯網實踐經驗及案例，提升粵港供應鏈可視化。

Promoting Standardisation of GBA Agriculture Products

推動「灣區農產品」標準化

GS1 HK is one of the organizations that participated in the development of "GBA Agriculture labeling and assessment criteria" to promote standardization in GBA. Our Chief Executive Anna Lin congratulated the inauguration of the project via video recording.

GS1 HK是「灣區農產品」標誌及評定準則項目的聯合發起單位之一，共同推動灣區標準化。早前，本會總裁林潔貽透過視像形式恭賀「灣區農產品」項目正式啟動。



“ We hope to further collaborate with other parties to promote standardization in GBA, which in turn enhances the production, quality & branding of agriculture products, bringing better lives to citizens. 期待與各單位一同推進標準化，提升灣區農產品的生產、質量、及品牌，為大眾帶來更高生活水準。 ”

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)

- 707 INTERNATIONAL LIMITED
- ABBY & ALYSSA TRADING LIMITED
晴希貿易有限公司
- ADA INSTRUMENTS LIMITED
- ADVANCED CARD SYSTEMS LIMITED
龍傑智能卡有限公司
- AIO STUDIO LIMITED
艾奧工作室有限公司
- ANGELA BRIAN INTERNATIONAL LIMITED
嘉啟國際有限公司
- AOTU TECHNOLOGY LIMITED
凹凸科技有限公司
- AQUAWELL INTERNATIONAL ENTERPRISE LIMITED
- ARCTIC VISION HONG KONG BIOTECH LIMITED
極目生物香港有限公司
- AREKLINK CHINA CO., LIMITED
百潔琳(中國)有限公司
- ARROSER LIMITED
双盈環球有限公司
- ARTE PARTY LIMITED
- ARTS AROMATHERAPY (HK) LIMITED
香療苑香港有限公司
- AS PRODUCTS AND SERVICES LIMITED
- ASIA DIGITAL ASSET CLUB (MANAGEMENT) LIMITED
亞洲數碼資產俱樂部(管理)有限公司
- ASPEN PHARMACARE ASIA LIMITED
- AURORA INTERNATIONAL LIMITED
極光國際有限公司
- BAZAAR
- BELGIUM MERMAID BEER CO., LIMITED
比利時美人魚啤酒有限公司
- BELGIUM ULSTER DELANWEI BEER CO., LIMITED
比利時阿爾斯特德蘭威啤酒有限公司
- BEST BRAND CONSUMER PRODUCT CO
尚品消費產物公司
- BEST PARTNER GROUP (HK) LIMITED
最佳夥伴集團(香港)有限公司
- BESTEX (CHINA) HOLDING CORP LIMITED
歐太紡織(中國)控股有限公司
- BEYOND COMMON LIMITED
- BLONDE NO. 8 HONGKONG LIMITED
- BUCK LIMITED
芭克藥業有限公司
- CHANCE YIELD TRADING LIMITED
聯昌貿易有限公司
- CHIEEN INTERNATIONAL PHARMACEUTICAL BIOTECHNOLOGY CO., LIMITED
奇恩國際醫藥生物科技股份有限公司
- CHILL DIM GOURMET LIMITED
潮掂食品有限公司
- CHINA TOBACCO INDUSTRY GROUP CO., LIMITED
中國煙草工業集團有限公司
- CHOITEC PHARMACEUTICAL (HONG KONG) CO., LIMITED
卓泰製藥(香港)有限公司
- CHONG YIN TRADING LIMITED
莊賢貿易有限公司
- CHUNG KEE METAL FACTORY
松記五金廠
- CIRCLE HOME LIMITED
圓家有限公司
- CLINITECH INTERNATIONAL GROUP (H.K) SHARE HOLDING LIMITED
麗尼國際集團(香港)股份有限公司
- CM BAKERY PRODUCTION LIMITED
臻味烘焙製作所有限公司
- DC INDUSTRIES LIMITED
- DERANGEDSIGN CO. LIMITED
頂門設計有限公司
- DIM CUISINE PRODUCTION COMPANY LIMITED
點飲食策劃有限公司
- E CONCEPT VENTURES LIMITED
- ENNSNNE TRADING CO., LIMITED
恩斯貝貿易有限公司
- ESSENCE AUSTRALIS LIMITED
澳森斯有限公司
- FAERIES LIMITED
菲瑞絲有限公司
- FASTCHECK COMPANY LIMITED
快測妥有限公司
- FAT FAT LIMITED
發發啦有限公司
- FERRARINI PACIFIC LIMITED
- FOREVER POWER TRADING COMPANY
恆量貿易公司
- FRANCE DRUGSTORE (CHINA) CO., LIMITED
法蘭西大藥房(中國)有限公司
- FRANCE GOVERMY COSMETICS CO., LIMITED
法國歌維美化妝品有限公司
- FULL NATURE FARMS (HONG KONG) LIMITED
- GENEXPERT CO. LIMITED
- GERMANY BENSE INTERNATIONAL GROUP HOLDINGS (CHINA) CO., LIMITED
德國本色國際集團控股(中國)有限公司
- GLOBAL BIZ COMPANY LIMITED
全球國際貿易發展有限公司
- GLOBICS TECHNOLOGY LIMITED
高比士科技有限公司
- GLORY COMMODITY (HONG KONG) LIMITED
歌譽家品(香港)有限公司
- GOAL TEAM GROUP LIMITED
嵩緒有限公司
- GOLDEN FINE TRADING LIMITED
金朗貿易有限公司
- GOLDFULLY BEDROOM ARTICLE LIMITED
金寶麗寢室用品有限公司

59. GRANTTI INTERNATIONAL LIMITED
甘蒂國際貿易有限公司
60. HAVIT BIOTECH LIMITED
海維特生物科技有限公司
61. HD WELLNESS GROUP LIMITED
62. HEALTHY CHOICE ASSOCIATION LIMITED
健康明智有限公司
63. HEAVEN GIFTS INTERNATIONAL LIMITED
愛奇跡國際有限公司
64. HIEMERS GROUP LIMITED
愛馬集團有限公司
65. HK DUBAO INTERNATIONAL FOOD LIMITED
香港鄰寶國際食品有限公司
66. HK KAZIYA INTERNATIONAL LIMITED
香港味茲吖國際有限公司
67. HK LECMOR TRADING LIMITED
香港樂慕貿易有限公司
68. HK MINGSHI (INTERNATIONAL) GROUP CO., LIMITED
香港銘仕(國際)集團有限公司
69. HK QUAOAR GAMING GEARS LIMITED
香港奎爾光電科技有限公司
70. HK XIN WAN FA TRADING LIMITED
香港新萬發貿易有限公司
71. HKONNI BEAUTY
72. HONG KONG CHIN SHUN TRADING LIMITED
香港千順貿易有限公司
73. HONG KONG DAYAOFANG LIMITED
香港大藥房有限公司
74. HONG KONG DICLTON INTERNATIONAL HOLDINGS LIMITED
香港迪克羅頓國際控股有限公司
75. HONG KONG FAIR NUO INTERNATIONAL INDUSTRIAL CO., LIMITED
香港展諾國際實業有限公司
76. HONG KONG FAITHCARE BIOTECHNOLOGY CO., LIMITED
香港信森護健生物科技有限公司
77. HONG KONG FANTASTIC OEM FACTORY LIMITED
香港真好味食廠有限公司
78. HONG KONG FEISHI CO., LIMITED
香港飛詩有限公司
79. HONG KONG GUOTAI E-COMMERCE LIMITED
香港國泰電子商務有限公司
80. HONG KONG META HEALTHY GROUP CO., LIMITED
香港元氧健康集團有限公司
81. HONG KONG NIM TECHNOLOGY GROUP CO., LIMITED
香港尼姆科技集團有限公司
82. HONG KONG PHARMACEUTICAL TECHNOLOGY CO., LIMITED
香港醫藥科技有限公司
83. HONG KONG PROSTHODONTICS MEDICINE LIMITED
香港口腔修復醫學有限公司
84. HONG KONG RISHENG NON-WOVEN MATERIALS LIMITED
香港日勝環保新材料有限公司
85. HONG KONG SIM COMPANY LIMITED
香港皓檔有限公司
86. HONG KONG WEIMEI NURSING CARE PRODUCTS CO., LIMITED
香港蔚美護理用品有限公司
87. HONGKONG FOIST INTERNATIONAL TRADING LIMITED
香港福思特國際貿易有限公司
88. HONGKONG KEYEYUN INTERNATIONAL TRADING LIMITED
香港琪潤國際貿易有限公司
89. HONGKONG LADY YING (INTERNATIONAL) CO., LIMITED
香港穎夫人(國際)有限公司
90. HONGKONG YOU KANG YUAN INTERNATIONAL TRADING LIMITED
香港優康源國際貿易有限公司
91. HOOGA COMPANY LIMITED
92. HUAYAO INTELLIGENT TECHNOLOGY CO., LIMITED
華耀智能科技有限公司
93. HUIMEI ASIA LIMITED
惠美亞洲有限公司
94. HYAKUNOUSHA INTERNATIONAL LIMITED
百農社國際有限公司
95. ICE OUT (HK) LIMITED
96. INTERNATIONAL BUSINESS ASSOCIATE LIMITED
97. ITEC SMART LIVING TECHNOLOGY LIMITED
雅達智能生活科技有限公司
98. IVAU LIMITED
99. JSL ASIA LIMITED
100. JUICE HOLDINGS LIMITED
101. JUST GREAT SAUCE LIMITED
102. KABOOM ASIA LIMITED
103. KAFELAKU COFFEE INTERNATIONAL HOLDING LIMITED
貓屎咖啡國際控股有限公司
104. KOREA JIZHOUDAO FOOD GROUP LIMITED
韓國濟州島食品集團有限公司
105. KOWLOONDESIGN COMPANY LIMITED
九龍設計有限公司
106. KUMAGAYA CO., LIMITED
株式會社熊古屋有限公司
107. LADIES HEALTHCARE COMPANY LIMITED
玉壺堂有限公司
108. LANCETN MICRO ECOLOGY GROUP HONG KONG LIMITED
蘭賽特微生態集團香港有限公司
109. LEAN AND FRESH LIMITED
新鮮零脂工房有限公司
110. LIGHT LUXURY EASILY (HK) STOCK LIMITED
輕奢臻品(香港)股份有限公司
111. LOHMANN HAAS HEALTH PRODUCTS (GERMANY) LIMITED
萊曼赫斯健康產品(德國)有限公司
112. LT THINGS LIMITED
小商品有限公司
113. LUCKY PET LIMITED
吉祥物有限公司
114. MAP BROTHERS HK
115. MEALAB LIMITED
肉室有限公司
116. MEDELA (HONG KONG) MEDICAL TECHNOLOGY COMPANY LIMITED
美德樂(香港)醫療科技有限公司
117. MEDI STATION LIMITED
君藥有限公司
118. MIENTA HONG KONG LIMITED
119. MILESTONE INTERNATIONAL LIMITED
麥樂多國際有限公司
120. MJ STAR (HK) LIMITED
星協力有限公司
121. MM3 LIMITED
泰仁有限公司

- | | |
|--|---|
| 122. MUI ENTERPRISES INTERNATIONAL LIMITED | 154. TEABALANZE LIMITED
茶寮有限公司 |
| 123. NOBLE HERITAGE LIMITED | 155. THE W FINERY LIMITED
誼豐有限公司 |
| 124. NOC HONG KONG LIMITED | 156. TOBESERVED LIMITED
盛醬有限公司 |
| 125. NUR ASSOCIATES LIMITED
落地有限公司 | 157. VICTOR ZENITH COMPANY LIMITED
偉業宏基有限公司 |
| 126. OCEAN EMPIRE INTERNATIONAL LIMITED
海皇國際有限公司 | 158. VIS NATURALIS INTERNATIONAL GROUP (ASIA) LIMITED
萬物晉國際集團 (亞洲) 有限公司 |
| 127. ONE SATOSHI TECHNOLOGY LIMITED
一宗科技有限公司 | 159. VITAL NOVA INTERNATIONAL CO., LIMITED |
| 128. ORIGIN ORGANICS LIMITED | 160. WAH LAI YUEN CAFE, RESTAURANT AND FOOD LIMITED
華麗園有限公司 |
| 129. ORIGINAL FOOD (HK) COMPANY LIMITED
正品行食品(香港)有限公司 | 161. WEIQUN FOOD CO., LIMITED
味全食品工業股份有限公司 |
| 130. PERFECT LIGHT HOLDINGS LIMITED
耀彩集團有限公司 | 162. WHITE HIPPO LIMITED
白河馬企業有限公司 |
| 131. PET FREQUENCY LIMITED
寵物電波有限公司 | 163. WING TO DEVELOPMENT COMPANY LIMITED
泳滔發展有限公司 |
| 132. PICTOGRAM LIMITED | 164. WING YEUNG TONG MEDICINE MANUFACTORY BIOTECH
DEVELOPMENT CO., LIMITED
榮陽堂製藥廠生物科技開發有限公司 |
| 133. PRANCE INTERNATIONAL COMPANY LIMITED
騰駿國際有限公司 | 165. WONDER WONDER CORPORATION LIMITED
宏達有限公司 |
| 134. QINGDAO ORIGINAL PULP CRAFT BEER CO., LIMITED
青島原漿精釀啤酒有限公司 | 166. XIACHUN INTERNATIONAL GROUP LIMITED
霞春國際集團有限公司 |
| 135. QIVATION COMPANY LIMITED
浩朝有限公司 | 167. YESMARK (HONGKONG) INTELLIGENT TECHNOLOGY LIMITED
香港意邁智能科技有限公司 |
| 136. QQ MALL LIMITED | 168. YOMILE PET LIMITED |
| 137. RACLIA HONG KONG LIMITED | 169. YYC GLOBAL LIMITED |
| 138. REAL ROOT LIMITED
真源有限公司 | 170. ZHENG GUAN INTERNATIONAL GROUP INDUSTRIAL CO., LIMITED
正冠國際集團實業有限公司 |
| 139. RICE WINE CHIC FOODS LIMITED
米酒雞食品有限公司 | 171. ZUNOSAKI LIMITED
頂尖頭腦有限公司 |
| 140. SAM LONG INTERNATIONAL LIMITED
新隆國際有限公司 | 172. 香港蒙芭莎國際製菓有限公司 |
| 141. SATE HOUSE LIMITED
沙爹屋飲食有限公司 | |
| 142. SEVENCOLOR CO., LIMITED | |
| 143. SHAUN HOLDING COMPANY LIMITED
尚恩控股有限公司 | |
| 144. SICO (HONG KONG) COMPANY LIMITED
斯豪 (香港) 有限公司 | |
| 145. SKY HARVEST GLOBAL LIMITED
天糧環球有限公司 | |
| 146. SKY WISE GLOBAL FOODS LIMITED
天慧環球食品有限公司 | |
| 147. SKYONE INTERNATIONAL TRADING (HK) LIMITED
天一國際貿易香港有限公司 | |
| 148. SMITH FOOD COMPANY LIMITED
工匠食品有限公司 | |
| 149. STARLAND (HK) TRADING CO., LIMITED
星升 (香港) 貿易發展有限公司 | |
| 150. SUNDRY GOODS LIMITED
新知高有限公司 | |
| 151. SUPERFRESH FRUIT LIMITED
超鮮果品有限公司 | |
| 152. SURE WIN (YAM SING) LIMITED
王勝有限公司 | |
| 153. TARGET BRAND MANAGEMENT LIMITED
塔吉特品牌管理有限公司 | |

Join Us
成為我們的會員





GS1 HK Calendar

16 NOV

HKICT Awards 2022 - Smart Mobility Award Presentation Ceremony
香港資訊及通訊科技獎2022 - 「智慧出行獎」頒獎典禮

17 NOV

"Practical Strategies for Cross-border Health Products to Seize GBA Market Opportunities" Seminar (GS1 HK is one of the speakers)
「跨境保健品搶佔大灣區零售市場實戰攻略」商務對接研討會(GS1 HK為講者之一)

18 NOV

Barcode & Digital Service Workshop
條碼及數碼工作坊

22 NOV

PBEC Annual Dialogues Summit 2022 (Our Chief Executive Anna Lin is one of the speakers of Roundtable Discussion I "Unchained Global Sourcing - Charting a New Course in Asia Pacific")

22 - 23 NOV

Asian Logistics, Maritime & Aviation Conference (GS1 HK will co-organize "SCM & Logistics Forum II" to be held at 2-3pm on 23 Nov)
亞洲物流航運及空運會議(GS1 HK將主持於11月23日下午2-3時舉行的「供應鏈管理及物流論壇 II」)

24 NOV

Hong Kong Maritime Week Activities - Navigation Towards Smarter Port & Logistics Seminar (co-organised by HK Sea Transport & Logistics Association, The HK Shippers' Council & GS1 HK)
香港海運周2022活動 - 「Navigation Towards Smarter Port & Logistics」研討會(由香港航運物流協會、香港付貨人委員會及GS1 HK聯合舉辦)

24 - 25 NOV

Hong Kong Maritime Week Activities - Visit to GS1 HK Smart Business Innovation Centre
香港海運周2022活動 - 參觀GS1 HK智慧科技創新中心

16 DEC

Barcode & Digital Service Workshop
條碼及數碼工作坊

Upcoming Events
即將舉行的活動



Exploring Supply Chain Resiliency from Omni-channel to Meta-channel 從多渠道走向元宇宙 提升供應鏈韌性



GS1 HK will co-organise the "SCM & Logistics Forum II" at the Asian Logistics, Maritime & Aviation Conference. Industry experts will explore ways to achieve supply chain resiliency from omni-channel to meta-channel (i.e. in physical & digital spaces). They will share how they ensured better visibility, better agility and better risk precaution measures to provide seamless experience to consumers in all channels.

GS1 HK將合辦亞洲物流航運及空運會議上的「供應鏈管理及物流論壇 II」。行業專家將探討如何於全渠道及元宇宙渠道建立供應鏈韌性，連繫實體及數碼世界。他們將分享如何確保透明度、靈活度及風險管理，於各個渠道上為消費者提供完善的消費體驗。

DATE 日期 | 23 NOV 2022

TIME 時間 | 14:00 - 15:00

FORMAT 模式 | Hybrid 線上線下同步舉行

Moderator 主持人



Heidi Ho
GS1 Hong Kong

Speakers 講者



Johnny Wong
Bausch & Lomb HK Ltd.



Ben Au
Empower SCM Ltd.



Rick Woo
LOST



關愛員工

貼心企業

嘉許計劃2022



信守承諾



以消費者為中心



追求品質

立即參加



透過獲得第三方認證，提升品牌形象及消費者信心，更可享受「貼心企業」尊享權益。

詳情及參加：

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