

Century-Old Bakery Transforming for a Future
百年傳統經典 時代蛻變

Over 85 Hong Kong Companies Armed with Barcode in the Battle Against COVID-19
85間本地公司加入抗疫戰線
生產口罩「碼」上抗疫

The Secret Behind a Profitable Digital Transformation: Smart Operations
數碼轉「盈」大法：智慧營運

GS1 HK BARzaar Official Debut
全新GS1 HK BARzaar正式登場



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Executive Connect 管理層專訪

**COVID-19 Reshapes Global Supply Chains:
Enterprises Should Master “3 High, 3 Low” to Stay Afloat**
疫情逆轉全球化供應鏈 企業應以「3高3低」原則求存



Adapting Uncertainty and Emerge Stronger 掌握新時代步伐 遇強越強

It seems like apocalypse for retail sector as large enterprises are collapsing: a global fast-fashion brand announced closures of 1,200 stores worldwide, and an iconic lingerie enterprise filed for administration in England. But it's not all doom and gloom for retailers. The largest online shopping festival "618" had triumphed, with a record high of 269.2 billion RMB sales volume on JD.com platform. The National Bureau of Statistics of China echoed the good news, unveiling a YoY growth of 4.5% to 4,017 billion RMB for online sales in the first 5 months of 2020.

Like a train in full speed, e-commerce has been trending for years and the pandemic has simply fueled its power, forcing retailers to transform quickly. Taking our interviewee Hang Heung as example, they have only started its own e-marketplace in 2019. Seeing immense opportunity for growth, they invested more in opening e-shops on HKTVmall, Ztore, Lazada, Tmall etc.

With "Go Digital" prevailing among businesses, many traditional retailers and youngsters are open to more opportunities and new business model, which saves them from the high rental cost and shopkeeper expenses in Hong Kong. By reducing the operating cost, the retail price of products can be more affordable and reasonable. Consumers are enabled to find more product information and make better evaluation for similar products online, which protects shoppers' interest and ensure market fairness.

It can be challenging sometimes when company started online business. CEO of Hang Heung unveiled the most difficult part has been the delivery and fulfillment. Spokesperson of Getz Brothers (HK) mirrored that sentiment, saying in an interview that there will be continuous fluctuation in Hong Kong domestic demand and supply chain in the second half of 2020. He recalled the company usually stocked up 1-2 months of inventory and yet there was still unstable supply at a period of time, because of the city lock-down and suspension of transport. He believes the industry should build a robust tracking system so as to create a more transparent supply chain.

"Go Smart" is a strategy to encourage company to adopt new technologies like IoT / RFID, big data analytics over its supply chain, which enables automation and traceability in many processes like production, cold chain, monitoring. Using the data collected from the data points, business can analyse or even predict the future demand & supply, so as to "Do More with Less". Dr. Stephen Lam, COO of GS1 Hong Kong, will explain more on the importance and applications of Smart Operations inside the magazine.



零售業進入寒冬，有國際衣飾品牌宣佈全球關閉1,200門店、也有名牌內衣在英國申請破產。然而危中有機，疫情以來最盛大的網購節日「618」卻大收旺場，以京東為例，在6月1-18日期間，累計交易金額達2,692億人民幣，創下新紀錄；而國家統計局亦發佈了2020年首5月份全國網上零售額40,176億元人民幣，同比增長4.5%。

其實電子商貿早已為大勢所趨，而疫情只是導火線，加速了一眾零售商急急轉型。就好像本期企業動態的受訪品牌恆香老餅家，在2019年始建立自家網店，便已陸續投放更多資源拓展網絡，在HKTVmall、Ztore，以至區域性的Lazada、Tmall等平台開店，拓展網上商機。

「Go Digital」已成香港商界主流，這種模式造就了很多舊品牌及年輕一代可用低成本大展拳腳以至創業，既免卻高昂的舖租成本、亦省掉一批店舖員工。這可以大大減低營運開支，貨品價格亦能因成本下降而回復合理水平。消費者亦可在線上找到相關產品的資訊，作出不同品牌的比較，增加消費者的知情權，令市場更公平。

企業要打通線上業務，自然存著不少挑戰。恆香CEO亦提到，物流交付是其中最困難部份。美國吉時兄弟(香港)負責人在今期訪問中亦提到，2020下半年香港的需求及供應鏈將持續波動，過往曾預備約1-2個月日用品的貨量，亦試過因封城及停航等措施而短期窒礙供應。他亦認為業界應建立可靠的追蹤追溯系統，讓供應鏈更透明，才能在品質、危機管理等系統上打穩基礎。

「Go Smart」便是鼓勵公司在供應鏈上運用物聯網/RFID、大數據分析等科技，讓生產、冷鏈運輸、監控等流程自動化，透過收集供應鏈各點的數據加以分析，讓商家能掌握甚至準確預測未來供需情況，有助公司事半功倍「Do More with Less」。今期Business Connect便請來本會首席營運總監林漢強博士介紹智慧營運Smart Operations的重要性和應用情況，讓各位會員獲得更多啟發，趕上新時代、新常態步伐。

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About GS1 Hong Kong 關於香港貨品編碼協會

GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets.

GS1 Hong Kong's mission is to empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. Our EPC standard lays the foundation for IoT, powering a range of IoT-based services and applications. We are helping industry to meet the challenges of omni-channel commerce and create a seamless customer experience. By engaging with communities of trading partners, industry organisations, government, and technology providers, we are fostering a collaborative ecosystem and aiming for “Smarter Business, Better Life”.

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

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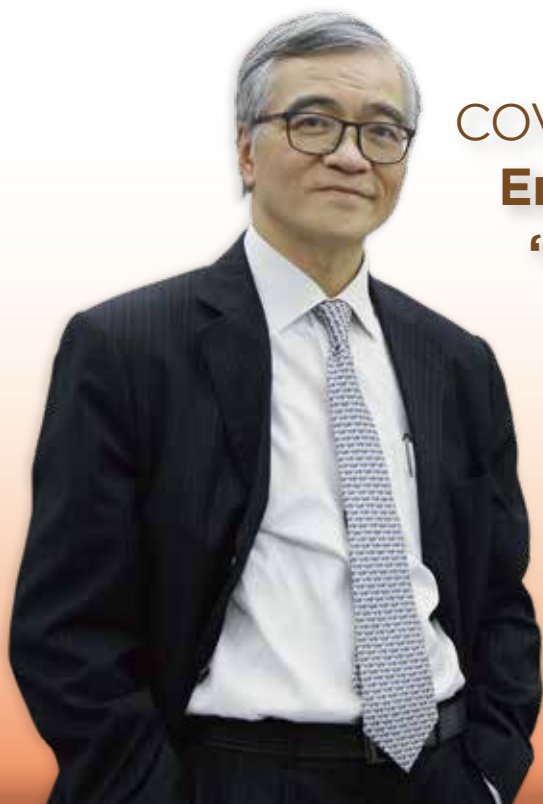
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COVID-19 Reshapes Global Supply Chains: Enterprises Should Master “3 High, 3 Low” to Stay Afloat 疫情逆轉全球化供應鏈 企業以「3高3低」原則自保



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COVID-19 pandemic and the associated lockdowns in many countries have created economic turmoil and impacted supply chains globally. Philip Ho, Chairman of the Hong Kong Suppliers Association and Managing Director of Getz Bros. & Co. (Hong Kong) Ltd, expects that as the daily lives and habits of local citizens have been impacted and forced to change and adapt, there will be continuous fluctuations in Hong Kong's domestic demand and supply chain in the second half of 2020. The pandemic, US-China trade war and the US's plan to strip Hong Kong of its special trading status are making it more difficult to accurately forecast the demand and supply conditions. Enterprises are recommended to explore different kinds of supply chain solutions to ensure uninterrupted supply and respond flexibly to the changing market demands.

Stable Supply to Hong Kong without Disruptions

When the pandemic was at its peak in the last few months, Hong Kong people were snapping up household goods and groceries out of fear of scarcity. Representing the Association, Philip recalled that he had urged citizens not to panic buy as every supplier has sufficient inventory based on the normal local demand. Take Getz Bros. for example, a distributor of a host of brands including C&S toilet rolls, Energizer batteries, Okamoto condoms, Sensa Cools herbal drinks, Taikoo sugar, Royal Taste luncheon meat, Ah Yat abalone, Samyang noodles, etc., have an average of 10 standard containers (about 50 to 80 tons) shipped to Hong Kong every day. There was minimal, if any, supply shortage encountered even during the pandemic. At that time, staff at Getz Bros. had spent extra hours and efforts to closely monitor the demand and inventory, and contact suppliers frequently in order to ensure stable and timely supply of goods.

因應新冠肺炎疫情，各國採取封城措施，導致全球經濟大受影響，而供應鏈亦受到牽連。香港供應商協會主席、美國吉時兄弟(香港)有限公司董事總經理何文錦預料，疫情令市民起居飲食、生活習慣產生了巨大變化，2020下半年本港的需求及供應鏈將持續波動，疫情、中美貿易戰、美國考慮取消香港特殊貿易地位等因素，都將令供求情況難以預測，建議企業可以探討不同供應鏈方案、確保貨源不絕、靈活面對市場需求。

港來貨穩定 供應未受阻

市民早前曾因疫情爆發而搶購家居用品和糧食，當時何文錦亦代表香港供應商協會表示，各供應商都按本地的慣常需求而備有充裕庫存，呼籲市民毋須搶購和囤積。以吉時兄弟為例，其代理的幾十個品牌，包括潔柔衛生紙、勁量電池、岡本安全套、清熱酷、太古糖、皇滋味午餐肉、阿一飽魚、三養麵等，平日每天平均有10個標準貨櫃(約50至80噸)的貨量運港，在疫情期間鮮有出現短缺。當時公司員工花了很多額外時間去監察庫存、需求及緊密與廠商聯絡，以確保貨品供應。

“We usually stock up one to two months of inventory to maintain our supply to over 10,000 retail stores and catering outlets in Hong Kong, particularly before Chinese New Year. Besides, suppliers will normally pre-arrange replenishment orders for distribution after Chinese New Year, as some factories might be closed for long during the festive season.”

Philip said the goods distributed by Getz Bros. come from all over the world. Around half of them are from South East Asia, over 30% from Mainland China and the rest from Europe and the US.

“During the COVID-19 outbreak, household goods and food suppliers in Mainland China have actively imposed quarantine and preventive measures, and hence most of them were able to resume work quickly after a short period of closure and ramp up production. Goods supply was only disrupted temporarily. On the contrary, the pandemic continues to surge in the West and South East Asia, putting much pressure on logistics delivery and cost. With lockdown and stay-at-home orders implemented in most countries, people have avoided shopping in the street, and the international trade has faltered. Both sales and cargo shipments have dropped, leading to lesser sea freight sailing frequencies, longer logistics cycle and rise in supply chain costs.”

Barcode Optimizes Inventory Management and Digitisation Accelerates Cash Flow

To cope with business growth, Getz Bros. relocated its warehouse to Hutchison Logistics Centre at Kwai Chung Container Port Terminal 4 last year. Occupying an area of over 110,000 sq. feet, the new warehouse is designed for both ambient and temperature-controlled storage, with the latter taking up half of the warehouse space. It has three-layer adjustable steel racking designed specifically for palletized goods, supported by electric forklifts that greatly enhance storage capability and cargo movement efficiency. It is also equipped with over 60 CCTVs and an alarm monitoring system operating 24 hours for security surveillance. There is also a repacking centre set up to cater for various clients' needs.

All container trucks and other vehicles can go straight to the warehouse, which can handle the loading and unloading of 10 vehicles/containers at the same time. This has greatly enhanced the operational efficiency and competitive edge, catering for different business models and requirements of customers.

「我們公司平時都會預備約1-2個月的貨量，供應全港10,000多間零售店及餐飲店。尤其在農曆新年前，業界都會增加庫存量，及預先安排在農曆年後補貨，以滿足消費者於節日前後，對各類產品的龐大需求。」

何文錦稱，吉時兄弟的貨源來自世界各地，約有一半來自東南亞、3成多來自中國，其餘為歐美等地。

「內地的家居用品及食品供應商在疫情爆發後，已積極採取隔離及防疫措施，迅速復工，而復工後更加大生產量，所以貨源只有片刻窒礙、並無斷裂。反而疫情在西方及東南亞持續肆虐，增加了業界的物流貨期和成本的壓力。因各國相繼封城、市民留家，減低了外出消費，以致銷售大減，貨運航班縮減，因而物流時間長了，運費也增加了。」

條碼減缺貨率 數碼化增現金流

隨著業務增長，吉時兄弟於上年將貨倉遷往葵涌4號貨櫃碼頭和黃物流中心，新貨倉集中於同一層，佔地達11萬平方呎，其中約一半為恆溫倉庫。全倉建有3層高不同類型的鋼結構貨架，配合電動鏟車，大大提高儲運力。倉內設有60多部CCTV及警報監察系統，進行24小時監測，以確保安全；同時設有一個包裝工作車間，以應付不同客戶對貨物的需求。

另外，貨櫃車及其他車輛可直達貨場，全倉庫可同時處理10輛車/貨櫃的裝卸工作。對比以往的倉庫，大大提高了營運效率及加強競爭力，能滿足不同類型客戶的生意模式及需求。



Getz Bros. uses GS1 barcodes in various storage and retail operation scenarios to increase efficiency. "With only 20 storekeepers in our warehouse, they make use of barcodes extensively to identify, store, pack and deliver tens of thousands of incoming and outgoing goods every day. The standard is also applied in every storage zone and location, playing a key role in our goods identification, stock-taking and tracking processes. As we work closely with both brick-and-mortar retail stores and online e-commerce platforms, we need barcodes to efficiently exchange accurate product information and sales data with our business partners, to ensure products availability and replenishment."

Getz Bros. has also leveraged GS1 HK's ezTRADE platform to exchange electronic orders and shipment notices with trading partners, enabling them to achieve greater efficiency. "ezTRADE has been used by most of the large retailers in Hong Kong. There's no exception for suppliers. The platform helps reduce manual errors, accelerate data accuracy and stock replenishment. As a result, we only need a few staff to process over 10,000 orders every month. This is one of the cornerstones in our digitisation journey."

Alternative Solutions in Response to Supply Chain Disruptions

In the past, some merchants kept just-in-time stock inventory to optimise warehouse space. The current worldwide pandemic shows the vulnerability and risk of supply chain, because factories and production lines can be suspended in some places. Philip advises companies to identify weaknesses in their supply chains, such as over-reliance on one single supplier in certain areas. They may have to look for alternate suppliers in those areas and set up early alert systems as well as response and remedial mechanisms to tackle supply issues. An agile and flexible supply chain helps companies respond quickly and effectively to supply issues and the volatile market demands, which can turn into a key differentiator for companies.

He points out that many logistics companies have started to use technologies such as electronic signature or shipment tracking to increase supply chain transparency. Getz Bros. uses transportation management system to carry out route planning and fleet management. Integrated with artificial intelligence and data analytics technologies, the system provides



公司在倉儲和零售管理的不同層面都有應用GS1條碼來提升效率。「我們倉庫只有約20名員工，每天需要處理數以萬計貨物的進出，均以條碼認證進行收貨、儲存、執貨和出貨等工作。同時間，每一個儲存區域、儲存位置亦是應用到條碼技術，以茲識別。如果沒有條碼來確認、點算和追蹤，實難以想像如何管理。同時，我們要與實體零售商及電子商貿平台接軌，都必須有條碼來快捷地與商業夥伴交換準確的貨品資料，並獲取銷售數據，讓缺貨率減到最低。」

公司同時亦採用了GS1 HK的「通商易」(ezTRADE)平台，以電子方式傳送訂單、發票及付運通知書，提升溝通效率。「現在香港各大零售商都有用『通商易』平台，作為供應商自然必須使用。電子系統不但減少人為錯誤、提升數據準確性，而且有助及時補貨、改善收款流程、加快現金流，我們只需數個員工便能處理每月過萬張訂單，是我們數碼化進程的其中一項關鍵。」





comprehensive transportation and distribution features to optimise delivery schedule. The system can track goods delivery in real time and forecast inventory accurately, reducing manual errors in invoice processing. It can also provide sales and inventory data report to help staff evaluate delivery performance and enhance operational efficiency.

供應鏈突變 需替補方案

過往，有些商家會以最低成本和剛足夠的庫存，來達致最佳供應鏈管理。一場疫情卻顯示某地方的工廠停工停產，可引發供應斷裂的危機。何文錦認為，商家應先審視供應鏈的薄弱環節、例如倚賴單一供應的地方，然後確保該環節有替代供應商，並建立早期預警系統，及供貨出問題的應對機制與修復機制。靈活、有彈性的供應鏈可幫助公司在供應受壓時迅速進行調整。同時，這亦可滿足不斷變化的市場需求，變成公司的競爭優勢。

他透露，許多物流企業開始應用電子簽名或貨運位置追蹤等科技，令供應鏈更透明，吉時兄弟便透過運輸管理系統去規劃路線和管理車隊。系統內置人工智能和數據分析等科技，具備全面的運輸和配送功能，助優化送貨排程。系統能實時追蹤貨物運送情況及準確預測庫存，減低因人手操作而導致發票出錯，提供統計報告以評估送貨表現及提高效率等。

Mastering “3 High, 3 Low” for Survival

Philip believes enterprises should hold on to the “3 High 3 Low” principle in order to weather the economic downturn and the global supply chains volatility:



- Increasing market demand forecast accuracy
提高市場需求預測準確性
- Increasing sales and marketing efforts
提高市場營銷及推廣的力度
- Increasing delivery and supply capabilities
提高交貨和供應能力



企業自保需掌握「3高3低」

何文錦認為，企業要在經濟低迷、全球供應鏈重新洗牌的環境下求存，必須盡力做到「3高3低」：

- Lowering supply chain costs
降低供應鏈成本
- Lowering inventory backlog
減少庫存積壓
- Lowering overall procurement costs
降低總體採購成本

Consumers are increasingly seeking for more product information, for example its manufacturing, production and delivery data. This is especially true for food and personal care products, because they directly affect consumers' health and safety. Philip has reiterated that the primary responsibility of a supplier is to provide quality products to consumers, so that they can enjoy them with peace of mind. He thinks the industry should work together to build a robust tracking system so as to create a more transparent supply chain, which helps fortify quality, crisis management and other systems. It also helps in the compliance to regulatory requirements and boosts consumer trust for the industry.

近年消費者日益重視產品的生產、製造、運輸相關資訊，尤其是食品及個人護理用品，因這些會直接影響他們自身健康及安全。何文錦強調作為供應商，業界的責任正是要提供優質產品給予消費者，讓他們安心享用。他亦寄語業界應共同努力建立可靠的追蹤追溯系統、讓供應鏈更透明，才能在品質、危機管理等系統上打穩基礎，滿足監管規定之餘亦提升消費者對業界信心。

How will the EU's e-Commerce VAT Changes Impact your Business? **Item Identifiers Required for Cross-border Parcels**

歐盟電商VAT增值稅新措施如何影響您的業務？ 立即為您的跨境郵包添上識別碼



The EU will change its Value Added Tax (VAT) regulation by 1 July 2021, e-tailers outside of the EU (including China & Hong Kong) will no longer benefit from a VAT exemption for parcels up to 22 euros. In addition, **item identifiers like GS1 Serial Shipping Container Code (SSCC) are required**, or else the parcels cannot be shipped.

GS1 SSCC is compliant with the EU demands for VAT declarations while providing interoperability among sellers, marketplaces or logistics service providers in the delivery chain.

歐盟將於2021年7月1日起實施歐盟VAT新措施，除了取消低於22歐元跨境貿易郵包的免稅額外，**歐盟以外地區電商、包括香港及中國內地的商家，需為入境歐盟的郵包添上識別碼**，否則將不獲送遞。

GS1的貨運容器序號(SSCC)標準便是其中一個可用的識別碼，符合歐盟VAT的申報要求，並可與賣家、電商平台及物流供應商互聯互通。

What is 甚麼是 SSCC?



A GS1 identification key to uniquely identify cross border parcels, enabling interoperability between all parties in the parcel delivery network for tracking
用以識別跨境郵包的GS1標準，讓運送過程中的所有持份者都能追蹤郵包



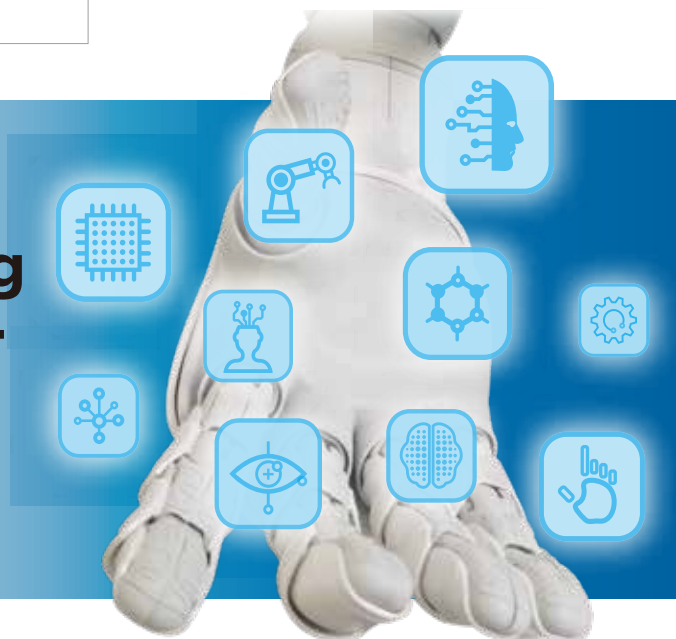
A common parcel identification code endorsed by The European Committee for Standardisation (CEN) for end-to-end identification of all parcel deliveries across Europe
獲歐洲標準化委員會(CEN)認可為歐盟境內跨境郵包的唯一識別標準



Apply for your SSCC now! Contact us at 立即申請您的SSCC識別碼，請電郵至：services-web@gs1hk.org

The Silent Hero Helping Combat COVID-19- IoT

抗疫「無名英雄」：物聯網



The world is experiencing unprecedented challenges from COVID-19. IoT technologies have become a silent hero in the pandemic battle.

新型冠狀病毒肺炎為全球帶來前所未有的挑戰和衝擊。於全球抗疫期間，「物聯網」扮演著「無名英雄」的角色。

Robot “Nurses” Serve Patients

In early March 2020, a smart field hospital was set-up in Wuhan, China, with robots and other IoT devices performing all the tasks in the hospital – from checking temperatures of incoming patients to cleaning and disinfecting the area. They also provided food and medicines to the quarantined patients and even entertained them by dancing.

Inside the hospital, patients wore smart bracelets and rings so medical staff can monitor their temperature, heart-rate and blood-oxygen levels, and get intimated if there were signs of infections.

機械人護士助抗疫

3月於武漢啟用的智慧醫院採用了機械人及其他物聯網設備，全力協助醫護人員的日常護理工作，如量度病人體溫、進行清潔消毒工作、送餐及送藥於被隔離病人，甚至跳舞為隔離病人提供娛樂。

而院內的病人均會配戴智能手環或戒指，讓醫護人員監測病人的身體健康指標，如溫度、心跳、血氧飽和度等，如出現感染症狀第一時間通知醫護人員。

The “Flying IoT” - Drones

Drones are an emerging form of IoT devices, with some innovative use to help combat the pandemic:

空中的物聯網「無人機」

無人機是物聯網發展的重要範疇，在疫情期間更化身抗疫神器：



- ✂ Monitored temperatures of those in quarantine through infrared thermometers mounted on drones while the patients stood on their balcony
- ✂ Sprayed disinfecting chemicals in epidemic hotspots, public spaces and vehicles
- ✂ Flew medical supplies and quarantine materials in China, with 50% increase in speed compared to road transportation

- ✂ 監察居家隔離人士的體溫，只要被隔離人士站在露台，裝備了紅外線測溫設備的無人機就可量度他們的體溫
- ✂ 於上空噴灑消毒劑為疫區、公共地方和車輛進行消毒
- ✂ 以無人機送藥及派送物資予中國的被隔離人士，比陸路運輸快50%

AI Robot Delivers Meal in Hotel

A hotel in Hong Kong also deployed AI robot to serve meals and beverages to guests to avoid direct contact between hotel guests and staffs, helping to lower the risk of cross-infection. 130-150 meals were served per day.

送餐機械人

在香港，有酒店應用了人工智能機械人送餐，將食物和飲料送到客人手上，避免職員與顧客直接接觸，減低傳播機會。送餐機械人每日可送130至150個餐給客人。

Century-old Bakery

Transforming for a Future:

An Interview with Desmond Wong,
CEO of Hang Heung Cake Shop

百年經典 時代蛻變：

恆香老餅家行政總裁王偉樑專訪



Anything related to heritage and traditions has become popular and chic in the consumer markets of late. Taiwanese Castella Sponge Cake, vintage themed cafes, and Hang Heung's traditional bakery. Committed to product innovation, Hang Heung Cake Shop has been under the spotlight again as it infuses modern, new elements to its classic Chinese delicacies. Desmond Wong, CEO of Hang Heung Cake Shop Co. Ltd, has been the driver behind its rejuvenation after taking up the leadership. While keeping superior food quality, he believes the company needs a new positioning and better engaged with consumers in order to sustain the century-old legend.

Famous Across Town and Advancing Through Times

"Hang Heung Cake Shop has been popular for 100 years because of our solid belief to produce fresh products in Hong Kong every day, and our impeccable quality control practice to maintain first-rate quality and unique taste. Our classic handmade Wife Cake and pastries are best-selling items not only among local consumers, but also for overseas tourists as their must-buy souvenirs. Yet, times have changed. Even if we're one of the premier brands, still we have to embrace changes to meet the various needs of the new-generation consumers."

"That's why last year we introduced shortcrust pastry mooncake series with lava custard, matcha and red bean paste as well as Japanese black sesame flavours, packaged in stylish boxes. They were well received by lots of youngsters. In celebration of 100th anniversary this year, we will be launching a retro limited edition, 'Eighth Happiness', that used our classic design for seven mini assorted mooncakes plus one mooncake with five egg yolks,

近年消費市場喜將傳統奉為時尚：台灣古早味蛋糕、懷舊主題冰室，而恆香老餅家也適逢其會，以中式唐餅風味，注入年輕新鮮元素，再成市場新寵。恆香老餅家有限公司行政總裁王偉樑接手恆香後銳意活化品牌，認為除了品質上的堅持，未來亦需要一個新定位、與消費者更緊密連繫，才能將百年傳奇延續下去。

口碑載道 與時並進

「恆香老餅家能百年不衰，全因堅持每日香港新鮮製造、緊密監控以確保產品水準，貫徹傳統風味。我們尤以傳統手製老婆餅、酥餅最享負盛名、暢銷本地，亦是世界各地遊客必購手信之一。但時代轉變，即使有口皆碑，我們仍須不斷求變，以迎合新世代顧客不同口味。」

「所以去年我們推出流心奶皇、宇治抹茶紅豆、日本黑芝麻口味的曲奇皮系列月餅，並配以時尚的包裝設計，反應極佳，吸引大量年青捧場客。今年100周年更特別推出懷舊復刻版「八星報喜」限定禮盒，沿用當年經典的迷你七星伴五黃設計圖案，充滿香港情懷，相信會受市場歡迎。」

假貨層出不窮 防範勝於一切

有麝自然香，但同時招來不法商人覬覦。曾有老顧客攜帶當時新包裝設計的月餅，到恆香門市抱怨月餅比以往遜色、缺乏濃郁口感，查証後發現原來顧客買了假貨。月餅盒上雖有雷射防偽標籤，但偽冒品上亦有相似標籤，令顧客難以分辨。公司遂決定採用GS1 HK「真的碼」方案，讓抄襲者難以複製、消費者「碼」上辨真偽。

showing the essence of old Hong Kong. We're sure this limited edition will win the hearts of consumers."

Prevention is Better than Cure for Counterfeits

The company's success has put them under the radar of unscrupulous merchants. There was once a loyal customer who brought a then-new mooncake package to one of Hang Heung's retail shops, complaining about poor quality and taste. They later found out the mooncakes were not made by them. They had put in place a hologram anti-counterfeit label on the package, but unsurprisingly, they found a similar forged hologram on the counterfeit box, making it difficult for consumers to authenticate by naked eyes. They thus decided to adopt GS1 HK REAL Barcode solution to prevent counterfeits and offer consumers instant product authentication by simply scanning a barcode.

"We were once notified of the production of fake Hang Heung mooncakes at a factory in a certain province in Mainland China. I went there to verify and report the counterfeit case but it was time-consuming and exhausting. We also found an illegitimate company acted on behalf of us, by switching the character of our brand. All these show that copycats are difficult to trace and almost impossible to completely annihilate. We think it's more cost effective to educate consumers to distinguish between the real and fake products."



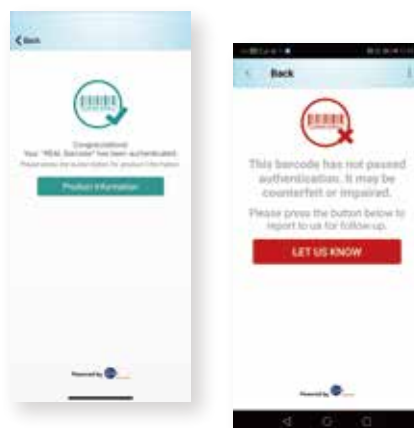
「曾收到消息，內地某省市的廠房正在生產恆香月餅，我便親身到內地驗証舉報，但費時失事；亦有公司以『老恆香餅家』來冒認我們，手法可說是層出不窮、數之不盡。所以教育消費者本身去認清假貨，可能更化算。」

REAL Barcode solution combines GS1 barcode with patented anti-forgery micro printing technology to prevent counterfeits. When consumers scan the REAL barcode / QR code with any mobile device using any app, REAL Barcode app will be activated to do a simple scan and perform product authentication instantly.

「真的碼」方案是一個綜合條碼，融合了多層防修改保安塗層及GS1標準條碼，以及微印刷 (micro-print) 加密專利技術，能有效防止條碼被複製。當消費者以手機程式掃描該標籤，便會啟動本會「真的碼」手機app掃描條碼，立刻驗證產品真偽。



- 1 Consumers scan the REAL QR Code with "REAL Barcode" mobile app. 消費者掃描產品上的「真的碼」防偽標籤，便會啟動GS1 HK「真的碼」手機app掃描條碼。



- 2 Consumers can obtain immediate results from REAL Barcode app and verify product authenticity. 程式會彈出驗證畫面，即時得知產品真偽。



Authenticate Mooncakes and Collect Data Using Barcode Scan

Hang Heung plans to print REAL Barcode label integrated with hologram design onto every mooncake package this year. “Customers are interested in interacting with brand owners in addition to getting high-quality products. This solution not only enables customers to easily verify product authenticity, but also direct them to our online store, facilitating O2O cross selling. We'll keep the anti-counterfeit hologram design to help the elderlies who are not familiar with technologies to have basic verification.” Hang Heung has been listening to consumers' opinions and understanding their needs, in hope to strengthen the connection and experience between the brand and consumers continuously.

Desmond acknowledged that the ability to capture data behind the scan activities is key of this solution. “By collecting customer data such as location and time through the REAL barcode scan, our company can gain better insights and make data-driven decisions.”

CEO Rolling up Sleeves to Change

Transformation is no easy task. It involves changing a corporate system, and more importantly the adaptation and transition of hundreds of employees and suppliers. For Hang Heung, traditional craftsmanship and product quality must not be sacrificed. “Rome wasn't built in a day, and so does company transformation. We started our own online store www.hangheung.com.hk just in 2019. We took baby steps to open online shops on e-marketplaces like HKTVmall, Zstore and Lazada, before we test the water to expand our online presence on Tmall in the future. The most difficult part in the transformation is delivery. We need to keep our pastries hot and our egg rolls in good condition. Only then we can gain more loyal customers.”

Hang Heung opened a pop-up store in Singapore before. Its pastry chef flew there to produce hot, fresh-from-the-oven Wife Cake and other pastries in the store, and attracted loads of local customers. Desmond believes South East Asia will be a key market for Hang Heung in the future. The company is developing frozen pastries for sales in overseas market, allowing consumers to simply bake the pastries hot and serve right away.

A very hands-on kind of executive, Desmond knew inside out his company from business development strategy to details of lotus seed and egg yolks supply. Perhaps it is this commitment and tenacity that makes Hang Heung continues to shine and thrive in the domestic and global markets for years.

親力親為 轉型求變

轉型不易，牽涉的不止是公司系統，更是數百名員工、供應商適應和轉變的過程，同時要保持傳統工藝及產品品質。「我相信轉型並非一蹴而逝。我們於2019建立自家網店 www.hangheung.com.hk，才逐步在HKTVmall、Zstore、Lazada等平台開店，未來會在Tmall試水溫。過程中最困難的是送貨，必須確保酥餅熱辣辣、蛋卷不會碎成一團，有品質才有回頭客。」

恆香曾在新加坡開設pop-up store，特地請製餅師傅飛往當地、即製熱呼呼的老婆餅及其他餅食，大受當地人歡迎。王偉樑稱未來東南亞是重要發展市場，正研發冰鮮餅食銷往外地，食客只需焗熱便可。

訪問過程中王偉樑由業務方向策略、以至供應商的蓮子/咸蛋黃大小均瞭如指掌，可見他對生意親力親為、傾盡全力。相信是這種嚴謹和堅持，恆香才能一直備受本地人愛戴，同時馳名海外。

掃碼辨月餅真偽 收集數據部署策略

恆香計劃在今年各款月餅包裝上貼上融合雷射防偽技術的「真的碼」標籤。「現時顧客除了期望優質產品，更想與品牌互動。方案既讓顧客分辨真假貨，又可以連接到公司網店，鼓勵線上線下交叉銷售。我們同時保持雷射防偽設計，讓不諳科技的長輩仍可作基本分辨。」恆香平日用心聆聽消費者意見，明白消費者需要，才做到提升品牌與消費者關聯及體驗。

王偉樑認為方案背後所收集的數據才是癥結所在。「公司能透過顧客掃描，收集顧客所在地點、時間等，有助我們簡單分析、精準決策。」



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Over 85 Hong Kong Companies Armed with Barcode in the Battle Against COVID-19

85間本地公司加入抗疫戰線 生產口罩「碼」上抗疫



The outbreak of COVID-19 in Hong Kong had triggered a wave of panic buying of masks, leading to a short period of shortage in supply. In response, local companies had quickly roused to set up anti-pandemic production lines in Hong Kong to aid the city's fight against the pandemic.

Up till now, more than 85 companies which supply anti-epidemic items have approached GS1 Hong Kong to apply for barcode, helping to roll out their products to market faster.

疫情期間，香港曾一度出現口罩短缺，全城搶購口罩。一眾本地公司及機構紛紛作出迅速反應，在港自設工場生產口罩及抗疫物資，緩解全城抗疫需求。

疫情開始至今，本會共接獲85間公司申請GS1條碼，讓抗疫產品更快推出市場。

Local Garment Producer Manufactures Disposable Mask and Uses Barcode “Inside-Out”

The shortage of masks in Hong Kong had driven the founder of Li Hung International Company Limited, a garment manufacturer of 20 years, to initiate the production of disposable face mask under their new company - Hong Kong Mask Co. Ltd. -since February this year, aiming to diversify its business.

“Despite our 20+years of experience in the field, we had a number of hurdles to overcome, like the price hike of face mask machine from HK\$300,000 to over HK\$1,000,000, the soaring price of melt blown fabric (raw material of face masks), and suppliers failing to deliver machines and causing delay.” Their spokesperson said.

The endeavour had paid off as mask production went in operation in early May. The company is now offering EN14683 Type II certified (BFE>99%) disposable face masks, providing the city with an estimated 2.5 million pieces per month, with plans to expand overseas.

Their spokesperson acknowledges that **barcodes help them “inside and out”**. Externally, the barcode with “489” prefix indicating HK-origin supports them sell in both local and global markets, as it's a prerequisite for products to be listed on retail stores and e-commerce platforms like Amazon, and worldwide consumers would recognise and be assured of the “Made in Hong Kong” quality. Internally, barcodes can help in inventory management, pick & pack, distribution and sales management etc, bringing huge benefits to the company.



製衣業者增設口罩生產線 靠條碼「內外兼修」

眼見本港出現口罩短缺，製衣貿易公司俐鴻國際創辦人早於2月已籌備生產口罩，並註冊新公司 Hong Kong Mask製造拋棄式口罩，使業務多元化發展。

其發言人表示：「雖然我們具20年製衣貿易相關經驗，但仍需面對各樣難題，例如是口罩機由HK\$300,000炒高至HK\$1,000,000以上、原材料熔噴布價格暴升、供應商未能兌現承諾，延誤了我們的進度。」

經過公司團隊鍥而不捨的努力，口罩終在5月初投產，並獲歐盟EN14683 Type II的防護標準 (BFE>99%)認証，已有現貨出售。公司預期每月可供應約250萬個口罩，並有長遠計劃於海外銷售。

「申請條碼目的是『內外兼修』：對外、口罩除本地銷售之外亦將賣向國際，489香港條碼能國際通行，更是Amazon等電商市場的上架要求，讓全球消費者知道香港口罩的質素保證；對內、公司以條碼掃描便利倉存管理、包裝、發送、銷售管理等，帶來莫大好處。」

Made-in-HK Mask Makes its Mark in Japan

Specialized in Japanese food trading, Honesty Trading Development Co. Ltd. knows the Japan market like the palm of its hand. As the pandemic unfolded in Japan, the company rolled out their mask production line in Hong Kong with incredible speed. Its mask was ASTM F2100-19-certified with BFE=>99% within 3 weeks. These are attributed to the company's understanding of the market and its worldwide connections. Their "GOEIDO" masks are currently sold in Japan and Europe via distributors, and its spokesperson hinted their plans to sell in Hong Kong soon.

The company agreed that **the international GS1 barcodes are indispensable to global trade**, providing a common language for supply chain stakeholders to identify, capture and share data as product moves along the supply chain - from distributors, logistic providers, retailers and even consumers.



港產口罩 日本熱賣

除本地市場外，亦有商家瞄準其熟悉的海外市場商機。專營日本食品貿易的誠信貿易發展有限公司對日本市場瞭如指掌，在疫情肆虐日本之時，迅速在香港籌措口罩生產線及申請ASTM F2100認證(BFE=>99%)，短短2-3星期內已獲確認。

公司擁有強大的環球人脈，其GOEIDO口罩主要透過分銷商賣到日本及歐洲市場，並計劃推出香港市場。

其發言人表示：「因公司在生產口罩時已計劃於海外銷售，所以我們申請了**全球通行的GS1條碼**。而且，條碼字首『489』代表公司已在香港註冊，符合香港公司註冊處條例規定，讓全球消費者買得安心。」

他續說，公司的供應鏈涉及多個持份者，包括分銷商、物流商、零售商、以至消費者，條碼可以讓供應鏈上所有持份者都能識別、擷取及分享產品數據，提高效率及透明度。

Philanthropic Mask by Social Enterprise Shares Happiness



Operates as a social enterprise, masHker now produces 5,000 boxes of surgical masks every day to fulfill the pre-orders. The company's 3 production lines are yet to be fully automated, so its co-founder and spokesperson Denis Huen has expanded its manpower threefold and have been working head over heel to fulfill all the orders by end of June.

Coming from ICT / healthcare / social enterprise background, Denis and its co-founders are bonded by the kindred spirit of "Doing Good Feels Good". In addition to frontline healthcare staff, they believe patients and their families are in dire need of masks for they access hospitals or clinics regularly.

The company launched a 'Buy 2 Donate 1' pre-order scheme which for every two boxes of masks (HKD248 for two boxes of 51 pcs) purchased, one box will be donated by masHker to different local patient groups in need, e.g. Hong Kong Alliance of Patients' Organizations. It helps to share their mission of "Doing Good Feels Good".

Denis said their masks meet certain criteria in ASTM F2100-19 and EN14683:2019 standards like BFE=>99%, effectively blocking bacteria from body. masHker has also applied for GS1 barcode standard because the "489" prefix means Hong Kong registered company, increasing trust and recognition for its brand and products. As the unique ID for products, **barcode also facilitates its pick-and-pack and order fulfillment processes.**

社企慈善口罩 助人為樂

以社企模式營運的masHker現每日生產5,000盒口罩予參與預售的市民，雖然3條生產線未能完全自動化運作，但其創辦人禰彥勳及其團隊已每天「捱更抵夜」，更額外增聘3倍人手，務求在6月底前為所有訂單完成送貨。

禰彥勳與其他創辦人是創科/醫護/社企出身，能聚首共襄善舉全為助人自助的理念。他們認為除前線醫護外，需要經常出入醫院或診所的病友及其家人，都因缺乏口罩而未能覆診感無奈，同時擔心病情惡化。

masHker早前推出「買2盒捐1盒」預售計劃，市民即以HK\$248訂購兩盒「本土好罩」，masHker便會捐出一盒予香港病人組織聯盟等200多個本港



病友團體，實踐助人為樂的精神。

禰彥勳稱口罩符合ASTMF2100-19及EN14683:2019當中某類標準，包括細菌過濾率(BFE)大於99%，有效阻擋細菌穿透。masHker同時申請了GS1條碼，條碼字首『489』代表香

港註冊的公司，讓品牌及產品更被信賴和認同；而條碼是貨品的獨一識別身份證，有助社企在執貨、出貨等流程上更快更準確。

Industry-first Reuseable Far-infrared Mask Uses REAL Barcode for Authentication

Fake masks had once gone rampant in times of plague. To protect consumers from buying counterfeits and preserve its positive brand image, Super X International Group adopted GS1 Hong Kong's REAL Barcode solution to perform authentication and boost consumer trust.



The spokesperson highlighted that the patented far-infrared material exclusively used on their ACCAPI FIR mask series, is a result of 13 years of evidence-based clinical practice around the globe, with CE Marking Class I medical devices compliance. Their Xmask series is the first to incorporate Coolmax and silver fabric technology, and even though they are one-of-a-kind, consumers cannot identify the uniqueness with naked eyes.

To prevent copycats, the company decided to adopt the trustworthy and cost-effective

REAL Barcode onto its 3 series of masks, including the handmade artistry Queen Mask series. Printed with durable materials, the REAL Barcode can still be scanned even after multiple washing, enabling consumers to use for a long time.

There are 500 different styles of masks in the above-mentioned series, on which consumers can verify whether the product is genuine simply by scanning the QR code with "REAL Barcode" mobile app. Consumers are enabled to further understand the masks' health benefits, offering a peace of mind for them.

Using state-of-the-art technologies, REAL Barcode integrates patented anti-forgery micro printing, multi-layered digital encryption and GS1 standards to prevent the barcode from forgery.

In addition, the solution also empowers brand owners with real-time visibility on scan activities. If counterfeit goods are scanned, brand owners will be alerted and receive the scan location and other information of the counterfeits.

首推可重用遠紅綫能量口罩「碼」上驗證真偽

市面上口罩五花八門，假口罩泛濫。有口罩生產商擔心消費者會因而購買假冒口罩，影響消費者的同時破壞品牌形象，早前推出了三款可重用口罩系列的Super X International集團便應用了本會「真的碼」(REAL Barcode)方案去防偽，鞏固消費者信心。

其發言人稱，ACCAPI FIR口罩系列獨家使用獲歐盟一級醫療認證、於國際臨床實踐應用逾13年的遠紅外線專利新物料，而XMask首度引用Coolmax及銀纖維結構，均為市場比較獨特的款式，消費者難以區分真偽，易惹不法商人抄襲。

品牌亦有推出全人手時尚工藝的Queen Mask系列，為防範三款口罩被偽冒，公司遂決定為產品添上可靠兼具有成本效益的「真的碼」(REAL Barcode)。該標籤物料跟可重用口罩一樣可重覆清洗，消費者長時間使用亦不會混淆。

三個系列共500款可重用口罩均加入了「真的碼」標籤，消費者只需以手機程式掃描該標籤便可驗證產品真偽，並了解功能性新物料對健康的好處，為他們帶來無憂消費體驗。

「真的碼」融合了多層防修改保安塗層及GS1標準條碼，以及微印刷(micro-print)加密專利技術，能有效防止條碼被複製。方案還可讓品牌實時捕捉消費者的掃描活動，如有不法商人抄襲「真的碼」，被消費者掃描後，系統便會知道是偽冒，通知商戶假貨的位置和資訊。



To enquire more about barcode or REAL Barcode, please email to 如希望申請條碼或了解更多關於「真的碼」如何防偽，歡迎電郵至

services-web@gs1hk.org

APEC Guidelines and Best Practices on Global Data Standards Adoption Released

《亞太經濟合作組織成員國採用全球數據標準指引及最佳範例》已發佈



Recognising that a wider use of GDS in APEC can improve supply chain performance, the **APEC Guidelines and Best Practices for the Adoption of Global Data Standards (GDS) was published in March 2020**. Produced by GS1 Hong Kong and Trade and Industry Department, it provides useful materials to assist APEC member economies, government agencies including customs agencies, and traders involved in supply chains including exporters, logistics companies and importers in their adoption and implementation of GDS for the purpose of enhancing the overall performance of supply chains and improving risk management.

為推動全球數據標準(GDS)於亞太經濟合作組織(APEC)成員國的廣泛應用以改善供應鏈效能，GS1 Hong Kong 聯同工業貿易署於**2020年3月**發佈了《亞太經濟合作組織成員國採用全球數據標準指引及最佳範例》，幫助APEC成員國的各機構組織應用GDS，包括政府機構如海關、供應鏈上的各個貿易參與者如出口商、物流公司及進口商等，提升供應鏈效能及改善危機管理。

View the guidelines here
於此查看指引



A suite of pilot projects on the adoption of GDS was conducted since 2015, and GS1 HK was the appointed manager of the projects.

With the use of GDS and GS1 HK's cloud-based traceability platform ezTRACK™, various trade routes were successfully connected: exporting wine from Australia to Hong Kong, exporting boxed meat from Australia to US, exporting durian from Malaysia to China and Hong Kong, exporting asparagus from Peru to the United States and exporting tequila from Mexico to the United States. All of those demonstrated GDS as an effective trade facilitation tool and APEC ministers endorsed wider use of GDS shall be promoted in APEC.

Benefits of GDS

- 1 **Enhance supply chain visibility:** enabling greater knowledge about the products being transported such as when, where, what and why
- 2 **Enhanced supply chain efficiency:** executing the processes and communication related to a shipment at a shorter time and a lower cost, with efficiency gains for traders and more effective operations of border agencies

自2015年起，GS1 HK獲委任為連串GDS項目的主導機構。

透過採用GDS及雲端追溯平台ezTRACK™成功連接多條貿易路線，包括：由澳洲運往香港的紅酒、由澳洲運往美國的盒裝牛肉、由馬來西亞運往中國及香港的榴槤、由秘魯運往美國的新鮮蘆筍及由墨西哥運往美國的龍舌蘭酒。以上多個成功項目均證明了GDS有效促進貿易暢順，並獲APEC部長級官員建議加強於亞太經濟合作組織成員國的應用。

採用全球數據標準的好處

- 1 **提升供應鏈透明度：**讓供應鏈持份者可掌握產品的運送數據，例如是產品何時運送、曾經在哪裡、這是甚麼產品及為何會運送等
- 2 **提升供應鏈效率：**短時間及低成本處理貨物運送過程，讓貿易商可以更有效率將產品出口

View how GDS successfully connected various trade routes
觀看全球數據標準如何成功連接多個貿易路線



6 Strategies to Win in the “New Normal” 「新常態」突圍必備6大行銷法



Consumers are flocking to online in reaction to stay-at-home restrictions, businesses are rushing to get on board to “Go Digital” and sell online, embracing the “New Normal”. But do you know the techniques?

受居家限制影響，消費者轉移到線上購物。各企業亦紛紛投身網上銷售「GoDigital」，迎接「新常態」，您們知道當中的秘訣嗎？

1

Ride on e-Commerce Platforms

48% of online shoppers tend to navigate in large online platforms when buying something online.

e-Commerce platforms like Amazon, Alibaba, eBay, Google and Walmart are the fundamental to sell online, besides your own website. GS1 product ID is a pre-requisite for products to get listed on those platforms to ensure a high quality shopping experience with better product catalogue management.



開拓電子商貿平台

48%的網購消費者會傾向於各大電子商貿平台上選購貨品。

要於網上銷售產品，除可開設自家網店外，各大電子商貿平台如亞馬遜、阿里巴巴、eBay、Google和沃爾瑪等都是不可或缺的平台。產品需要「身份證」，才能於電商平台上架，以確保高質素的消費體驗及更佳的产品類別管理。

2

Use Coupon to Boost Sales

Approximately 31 billion digital coupons were redeemed worldwide in 2019. Half of the consumers are more likely to visit a store if they have received coupons.

Digital coupons can be an incredibly powerful tool to entice consumers to purchase a product. Distribute e-coupons, engage consumers, prevent fraud, analyse campaign success to maximise your campaign effectiveness!



以優惠券帶動銷售

於2019年，全球消費者約兌換了310億張電子優惠券。調查亦顯示，優惠券可吸引半數消費者到訪店鋪。

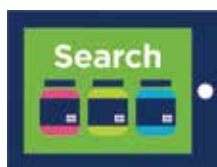
電子優惠券是驅使消費者購物的重大誘因，企業可透過發放電子優惠券、與消費者互動、防止偽冒優惠券、分析成效，全面提升推廣效益！

3

Enhance Searchability Online

63% of shopping journey begins online. Better product searchability can bring up to 5-10% improvement in online sale.

GS1 SmartSearch standards can help businesses to improve search engine ranking and share consistent product information online across different channels, which in turn create more sales opportunities.



讓產品更易被搜索

有63%的消費旅程是由網上搜尋開始。更易於網上被搜尋的產品，可提升網上銷售額達5-10%。

透過GS1 SmartSearch標準，企業可以提高搜尋引擎排名，並確保於不同的網上平台上展示一致的產品資訊，創造更多銷售機會。

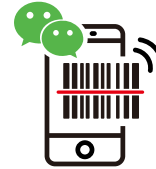
4

Leverage Social Commerce in China

WeChat has over 1.165 billion active users. To expand business in China, it's time to go ahead in formulating your WeChat marketing strategies!

A simple barcode can help. Key product information can be retrieved by scanning product barcodes issued by GS1 HK with Barcode Scan @ WeChat function, helping you to expand market presence and reach potential consumers in China for free. (For GS1 HK members)

Retailers can also try to expand their sales channel on CTS WeChat Store, a channel with over 4,000,000 active users.

**社群商貿尋商機**

微信擁有龐大的用戶群，活躍用戶達11.65億。企業是時候於此強大社群上尋商機，於微信上開展營銷策略！

一個簡單的條碼，就可以幫到您。消費者可透過WeChat微信條碼「掃一掃」功能，掃描產品條碼獲得更多產品資訊，助品牌免費拓展中國市場及接觸潛在消費者。(只適用於GS1 HK會員)

此外，零售商亦可借助中旅巴士的微信商城，開拓新銷售渠道，接觸400萬名活躍用戶。

5

Integrated Online Promotion

The Google Display Network reaches 90% of Internet users worldwide.

To optimise campaign awareness, marketers need to manage their digital marketing channels (Google/ Yahoo! SEO, Google banner display ad, social media promotion, Baidu and WeChat etc) effectively, unlocking business opportunities in Hong Kong and China.

In addition, businesses can also leverage GS1 HK BARzaar to gain access to its 8000+ corporate members community including their staff, families and friends.

**多元化網上營銷**

Google的展示廣告網絡能夠覆蓋全球90%的互聯網用戶。

要達至最佳的營銷效果，企業需要有效地管理各個數碼營銷渠道如Google或Yahoo!的搜索引擎最佳化(SEO)、Google展示廣告、社交媒體推廣、百度及微信等，以開拓中國及香港的無限機遇！

與此同時，企業亦可借助GS1 HK BARzaar將產品推廣至超過8000位企業會員及其同事、家人及朋友。

6

Minimise Overhead Cost & Ensure Cashflow

Depending on the platform and requirements, the costs of starting a website could range from thousands to millions, with expenses like domain name, hosting, inventory, payment processing.

It's important to pay attention to those overhead cost. Business can also take advantage of the sourcing matching tool in the market, to easily match with top sellers on top e-marketplace with one click.

GS1 HK's Sourcing Matching Platform connects business with eBay's 182 million users, enabling businesses to sell from local to global. A hassle-free short-cut to expand global sales channels, cutting out numerous overhead cost and the need to learn complex and ever-changing e-Commerce skills.

**減少間接費用及確保資金流**

要開拓一個新平台，所需要的費用可能會因應平台需求而可大可少，由幾千到數百萬不等，涵蓋各項收費如設定域名註冊、網站託管、庫存管理和支付流程等。

故此，企業需特別留意這些間接費用。企業可利用採購配對工具，一鍵輕鬆配對電子商貿平台上的金牌賣家。

GS1 HK的採購配對平台可助您連繫額eBay上1.82億用戶，將產品由本地「賣」向國際，輕鬆快捷拓展海外銷售渠道的同時減低多項間接費用，更不需學習繁複且日新月異的電子商貿知識。

Statistics extracted from: Big Commerce (2019), Statista (2019), McKinsey & Company (2020), Google (2019)

GS1 HK can help you with all the above-mentioned strategies to "Go Digital" and embrace "New Normal" easily and effectively, contact us at services-web@gs1hk.org now!

GS1 HK可以幫您輕鬆做好以上6項行銷大法，助您成功「Go Digital」，迎接「新常態」。立即電郵至 services-web@gs1hk.org 與我們聯絡！

GS1 HK BARzaar Official Debut - Up to 50% off on Hundreds of Products

全新GS1 HK BARzaar 正式登場 過百件產品 激安價低至半價



Our preminent GS1 HK BARzaar is officially opened, serving as a community for our corporate members to promote their products with good deals. It's also a robust "BARzaar" – "Brilliant • All-round • Reliable" - where registered members can purchase a wide variety of products at great discount.

Brilliant offers are available for a wide variety of products, ranging from healthcare, skincare and makeup, electrical appliances, housewares, fashion and accessories, grocery, dining and other services, as well as mother and child care products. Festive and latest offers will also be available from time to time, share the offer with your families and friends to double the fun!

籌備多時的GS1 HK BARzaar已正式登場，是個讓GS1 HK企業會員推廣其產品優惠的社群，亦是個為大家提供「多元化、多優惠、多放心」的平台，登記成為會員後即可享用各項產品優惠。

產品優惠包羅萬有，涵蓋保健護理、護膚化妝、電子電器、家私傢俬、時尚服飾、食品雜貨、吃喝玩樂和母嬰兒童等，亦會定期有新上架的節日優惠。歡迎大家將此平台分享予同事、家人及朋友，齊齊登記成為會員，盡享各項精選優惠！



View latest offers here!
立即瀏覽最新優惠

Brilliant offers as follow 各精選優惠如下:



Getz Bros. - Bulk Purchase Offer for imported European Food

Getz Bros - 歐洲進口食品原箱優惠

Promotion period till 31st July, 2020
優惠期至2020年7月31日



VÖOST - Exclusive offer: Buy 1 Get 1 Free for Vitamin C 1000mg (20 Tablets)

VÖOST 獨家優惠: 維他命C 1000mg 水溶片 (20片裝) 買一送一

Promotion period till 31st July, 2020
優惠期至2020年7月31日



Super Star Group - Special Discount of \$50 (can add up to a total of \$100 discount by registering at e-shop)

鴻星食品 - \$50即減折扣優惠 (於網店上登記成為會員，最多可減\$100)

Promotion period till 9th September, 2020
優惠期至2020年9月9日

"Brilliant • All-round • Reliable" 「多元化、多優惠、多放心」盡在GS1 HK BARzaar

A New Sales Channel for GS1 HK Corporate Members

GS1 HK BARzaar is also a promotional channel for GS1 HK corporate members to reach over 8,000 companies and their staff, family and friends, unlock extensive sales opportunities and attract potential customers.

全新銷售渠道助GS1 HK企業會員促銷產品

GS1 HK BARzaar亦是本會企業會員免費推廣產品優惠的平台，讓他們於零售寒冬下開拓新促銷渠道，接觸超過8,000間企業和機構員工及他們的家人朋友，吸引潛在顧客，創造新商機。

Unlock extensive sales opportunities from GS1 HK BARzaar:
GS1 HK BARzaar助您創造商機:



Large Consumer Base
龐大消費群



Free Promotional Channel
免費推廣平台



Repeatable Business
鼓勵重複消費



Enhanced Business Opportunities
強大商戶網絡



“Wide variety of discounted products are available on GS1 HK BARzaar, enjoy shopping your favorite items here! GS1 Hong Kong BARzaar 將各類型的著數一網打盡，產品包羅萬有，必定會有一款你喜歡的!”

Keith Wu
Executive Director
Tsit Wing Group
捷榮集團執行董事鄒錦安

“Share the exclusive offers on GS1 Hong Kong BARzaar with your families and friends to double the happiness! GS1 HK會員及其員工親友均可享用GS1 Hong Kong BARzaar的獨家優惠，立即與親友開心分享!”

May Chung
General Manager
Nestlé Hong Kong Ltd.
雀巢香港有限公司總經理鍾美玲

“In times of economic hardship, we find new sales opportunities from GS1 Hong Kong BARzaar - a platform for people to stay home and shop online.

在經濟艱難的時刻，GS1 Hong Kong BARzaar平台有助各行各業促銷之餘，還可讓您安坐家中盡享優惠，一舉兩得!”

Simon Lam
Business Development Manager
ecHome
億世家國際業務經理林露恒

“Besides discounts, numerous offers are also available on GS1 Hong Kong BARzaar, join now! GS1 Hong Kong BARzaar 除了折扣外，還提供很多不同優惠，大家快點參加!”

Joe Yiu (Grand Master)
Director
Dashijie
大師姐董事姚廣源 (大師公)

Interested parties please contact:
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The Secret Behind a Profitable Digital Transformation : Smart Operations

數碼轉「盈」大法：智慧營運

Connected smart operations are the keys to accelerate company growth and profits, with significant impacts like 64% of improvement in decision making and planning, and 8% increase in productivity and efficiency, according to a survey by IBM.

Exactly what is Smart Operations and what does it mean to business? Dr. Stephen Lam, COO of GS1 Hong Kong, will deconstruct how Smart Operations work, its benefits & use case.

互聯互通的智慧營運模式是未來企業加速增長及提升盈利的關鍵。IBM的調查顯示，智慧營運可讓企業提升64%的決策及計劃能力，以及提升8%生產力及效率。

究竟什麼是智慧營運？對企業而言智慧營運又有何作用？GS1 Hong Kong首席營運總監林漢強博士解構智慧營運如何運作、其優點和及應用案例。

E Editor 編輯

SL Dr. Stephen Leung 林漢強博士

E How do you define Smart Operations and why should business care? 您如何定義智慧營運？為什麼企業要關心智慧營運？

Smart Operations unleashes the power of digital transformation using data intelligence to improve business efficiency and visibility. In a Smart Operations environment, people, processes and things are engaged in the production of physical goods and maintenance of physical assets using IoT technologies.

Manufacturing organisations can therefore obtain not just real-time data, but also gaining predictive analytics, eventually transforming to a truly autonomous production environment, turning data into actionable insights.



Data insights drive business decisions, enabling businesses to remotely monitor critical assets and processes, so as to make more informed decisions to optimise resources, improve productivity & efficiency, reduce downtime, ensure safety and consistency in quality, conformance to customer order requirements, and get products to market faster.

I'd say if your operations don't "Go Smart", it won't last.



智慧營運是指運用數據智慧發揮數碼轉型的力量，以改善營運效率及透明度。在一個智慧營運的場境內，所有的人、事和物件都以物聯網科技與實體物件及生產線相互聯繫。

因此，生產商不僅能以智慧營運獲得實時數據，亦可以數據作預測分析，甚至是將業務轉化成全自動的生產線，將數據轉化為見解及行動。



Real Time 實時數據 → Predictive 預測分析 → Autonomous 自動化

數據見解更可助企業洞悉先機，進行決策。透過遙距監控關鍵的資產及流程數據，從而作出更明智的決策，幫助企業善用資源、改善生產力及提升效率、減少故障、確保安全及產品質量、符合顧客訂單要求及更快將產品推出市場。

可以說是，企業營運不夠「智慧」，就不能繼續走下去。

SL

E Can you describe briefly how does Smart Operations work?

可否簡單介紹智慧營運如何運作？

Businesses usually deploys various IoT/RFID devices throughout its operation, for example, a food trading company would place sensors and camera with analytics capability at the warehouse, repacking centre, truck, loading / unloading area etc.

The devices will capture data from various data points and share to a cloud-based data management platform like GS1 HK's ezTRACK™, so companies can view real-time data monitoring and analytic results in a responsive dashboard anytime, anywhere from mobile or website.

They can therefore proactively detect issues and identify underperforming areas, perform predictive maintenance to increase productivity and decrease operating cost.



企業會在整個營運流程中採用物聯網或無線識別射頻(RFID)等科技。以食品貿易公司為例，他們會在倉庫、重新包裝配送中心、卡車、貨品裝卸區等放置傳感器及鏡頭等，進行分析。

從各個數據點擷取的數據會分享至雲端數據管理平台(例如:GS1 HK的「縱橫網™」),讓企業透過流動裝置或網站隨時隨地在一個數據儀表板上獲得實時數據監測及分析,及早發現問題及找出表現不佳的領域,進行預測性維護以提高生產力及降低營運成本。

SL

E Can you share some scenarios of how Hong Kong companies implement Smart Operations?

香港公司可在哪些場境下實踐智慧營運？



Smart Operations can be applied in many industries and scenarios.

Smart Production: Automated production monitoring (e.g. machine settings, process duration, product count, loss count, power consumption, etc)

Smart Cold Chain: Real-time goods status monitoring (temperature, humidity, vibration level, location, etc)

Smart Building: Real-time environmental and usage monitoring (e.g. temperature, humidity, air quality, water leakage, energy and water consumption, people counting, room occupancy, etc)

智慧營運可應用於多個行業及場景。

智慧生產: 自動監測生產數據(如機器設定、製作時間、製成品數量、貨品耗損率、能源使用等)

智慧冷鏈: 實時監察貨品狀況(溫度、濕度、振動水平、位置等)

智慧建築: 實時監測環境及使用數據(如溫度、濕度、空氣質素、漏水檢測、能源及水使用量、人流統計、房間使用率等)

SL

E Is Smart Operations solution only suitable for large enterprises?

智慧營運方案是否只適用於大型企業？

Definitely not. No matter what size of the business, it helps companies take preventive measures and address productivity challenges. It is scalable to fit all size of operations, from single location to complex operation models.

Smart Operations is a future looking vision that describes what a factory or production line of the future will look like, so it's time for businesses to embrace this, or risk becoming obsolete.

當然不是,不論營運規模的大小,智慧營運方案都可協助企業採取預防措施及應對生產力的挑戰。方案可靈活配合所有營運規模,無論是單一位置,或是複雜的營運模式,都可以配合採用。

智慧營運是一個具前瞻性的願景,打造未來工廠或生產線。因此,企業現在就需開始投身智慧營運模式,否則就有機會被淘汰。

SL

Grow Stronger as One

Anti-COVID-19 Measures

與會員攜手同行「疫」境自強

GS1 HK防疫措施一覽



Though the pandemic has brought unprecedented challenges to the business environment, opportunities lie ahead. GS1 HK implemented anti-COVID-19 measures to protect the health and wellbeing of visitors, members and staff, while at the same time fostering collaboration to **“Grow Stronger as One”** with members.

疫情為企業營商環境帶來前所未有的挑戰，同時亦帶來種種新機遇。GS1 HK於疫情期間推行了一系列的防疫措施，保障到訪者、會員及員工健康的同時，與會員攜手同行，加強協作**「疫」境自強**。



Protect Our Visitors, Members and Staff

保障到訪者、會員及員工

- Alcohol-based hand sanitizers/wipes were placed at reception, conference room and meeting rooms
於接待處及會議室提供酒精搓手液/抹紙
- Set up an alternate short term office as business continuity plan to ensure accessibility of our membership services
推行企業持續營運計劃，短期租用另一辦公室，確保會員服務不受疫症影響
- Work from home arrangement
在家工作安排



Equipping Members to “Go Digital, Go Smart”

助會員增值自己 讓業務「Go Digital, Go Smart」

During the pandemic, a series of **“Go Digital, Go Smart”** webinars / seminars / trainings were held to help our members grow and add value to their companies. 本會亦於疫情期間舉辦了一系列「Go Digital, Go Smart」網上研討會 / 講座/培訓，幫助會員增值自己及公司業務。

- “Go Digital”** webinars: Industry experts shared tips to succeed in e-commerce, and how businesses can embrace the “new normal” with Government funds
「Go Digital」 行業專家分享電子商貿成功之道及如何善用政府資助迎接「新常態」
- “Go Smart”** webinars: Topics included smart retail, smart property, smart operations webinars, as well as supply chain certification courses.
「Go Smart」 網上研討會：內容涵蓋智慧零售、智慧物業、智慧營運網上研討會及供應鏈認證課程。



Join our upcoming webinars/
seminars/ trainings to
“Go Digital, Go Smart”
立即參加本會即將舉辦的網上研討會
/講座/培訓，了解如何
「Go Digital, Go Smart」



Facilitating Application of Government Fund

協助會員申請政府資助

With years of experience in applying for Government funding, GS1 HK can help facilitate the application process of Government funding:
GS1 HK擁有多年協助會員申請政府資助的經驗，可協助會員簡化申請各項政府資助的程序：

- GS1 HK is one of the service providers in D-biz Programme (Reference Number: SP-461-131), with Smart Retail Solution and Supplier Portal as approved solutions
GS1 HK已成為「遙距營商計劃D-biz」認可資訊科技服務供應商之一(編號：SP-461-131)，獲認可的方案包括「供應商平台」及「智慧零售」
- GS1 HK can also help businesses to apply for Technology Voucher Programme (TVP), a subsidy for businesses to improve productivity or upgrade with technological services and solutions
GS1 HK亦協助企業簡化「科技券」申請程序，讓企業可善用科技方案或服務提高生產力，或將業務升級轉型



Contact us to learn more 了解更多，立即電郵至: services-web@gs1hk.org

93 Companies Stepped Up in Consumer Care

93間公司 全心為顧客



Many companies had consistently stepped up their care to consumers, of which 93 local enterprises were awarded as “Consumer Caring Companies” in GS1 Hong Kong’s 9th Consumer Caring Scheme, close to half of them demonstrated their commitment to consumer care for 5 years or more.

多間公司已不斷在優化其對顧客的服務，當中有93間本地企業獲頒發為GS1 HK第九屆「貼心企業嘉許計劃」的「貼心企業」，近半數企業更已連續5年或以上獲嘉許，彰顯他們對消費者貼心服務的堅持。

The award-winning companies all demonstrated excellence in consumer-focused strategy and provided quality service. Congratulations!

各得獎企業均致力為顧客提供高質素的服務。恭喜!

[View more details
觀看詳情](#)



5 Years+ and 5 Years Awards 「五年+賞」及「五年賞」

(arranged in alphabetical order 按公司名稱英文字母排序)



Other Award Winners 其他獲獎企業

(arranged in alphabetical order 按公司名稱英文字母排序)



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)

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1981創意時代有限公司
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3228有限公司
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40動力科技有限公司
- A PLUS HEALTHCARE DEVELOPMENT LTD
迦德誠醫療發展有限公司
- ACTION MEDICAL SUNDRIES LTD
益成醫療用品有限公司
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香港尚優品食品貿易有限公司
139. HONG KONG XIN HUAYU INVESTMENT LTD
香港新華宇投資有限公司
140. HONG KONG XIN TAI WANG INTERNATIONAL TRADE CO LTD
香港新泰旺國際貿易有限公司
141. HONG KONG YISHAN FURNITURE CO LTD
香港意杉家居有限公司
142. HONG KONG ZHENPIN INTERNATIONAL TRADE CO LTD
香港臻品國際貿易有限公司
143. HONGKONG AJ FASHION CO LTD
香港奧吉潮牌國際有限公司
144. HONGKONG CDLAEI INTERNATIONAL TRADE CO LTD
香港快樂比國際貿易有限公司
145. HONGKONG DIVERSIFIED GROUP CO LTD
香港恆瑞集團有限公司
146. HONGKONG HAOWEIDAO FOOD LTD
香港好味道食品有限公司
147. HONGKONG KINGBIN GROUP CO LTD
香港今品堂集團有限公司

148. HONGKONG RUIYANG TRADE CO LTD
香港瑞洋貿易有限公司
149. HONGKONG SALES (KNITWEAR) LTD
150. HONGKONG START INTERNATIONAL TRADING CO LTD
香港思達環球貿易有限公司
151. HONGKONG TAIBAI TRADING CO LTD
香港太白貿易有限公司
152. HONGKONG WEIMEISI LUBRICATING OIL CO LTD
香港維美斯潤滑油有限公司
153. HONGKONG YLEAD FOOD CO LTD
香港洋力得食品有限公司
154. HONGKONG YRM (INT'L) BIOLOGY TECHNOLOGY DEVELOPMENT LTD
香港伊爾美(國際)生物科技發展有限公司
155. HSL (HK) CO LTD
156. HUITONG SHENGSHI TRADE CO LTD
匯通盛世貿易有限公司
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158. INCOME VIEW LTD
濃景有限公司
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印尼愛咪貓屎咖啡有限公司
160. INFITECH LTD
康至科研有限公司
161. ITALY BAGATEA BEER CO LTD
意大利布加迪啤酒有限公司
162. JAPAN DONGXING GROUP (HK) CO LTD
日本東興集團(香港)有限公司
163. JAPAN SEVEN DEGREES OF LIGHT DAILY NECESSITIES LTD
日本七度光日用品株氏會社有限公司
164. JAPAN XIDONG ZHUSHIHUI LTD
日本西東株式會社有限公司
165. JIABEI INTERNATIONAL (HK) LTD
嘉貝國際(香港)有限公司
166. JO MACRON (HK) COMMODITY GROUP CO LTD
祖馬龍(香港)日用品集團有限公司
167. JOYSER GROUP LTD
168. KA SHUI PLASTIC TECHNOLOGY CO LTD
嘉瑞塑膠科技有限公司
169. KAI CHUN HONG LTD
佳駿行有限公司
170. KAI YUE (HK) INDUSTRIAL INTERNATIONAL DEVELOPMENT CO LTD
凱悅(香港)實業國際發展有限公司
171. KALLIMOUNT CAPITAL (HK) LTD
翱盟資本(香港)有限公司
172. KANGAN INTERNATIONAL GROUP LTD
康安國際集團有限公司
173. KAWADA HOLDINGS CO LTD
川田集團有限公司
174. KENPAX INTERNATIONAL LTD
175. KF LOGISTIC HONG KONG LTD
奇峯物流有限公司
176. KIDZTECH MEDICAL SUPPLIES LTD
奇士達醫療用品有限公司
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建溢(香港)實業有限公司
178. KING BAKERY HOLDINGS LTD
蛋撻王控股有限公司
179. KING RICH ENTERPRISES LTD
康富來投資有限公司
180. KINGDOM TRADING (INT'L) LTD
基業貿易(國際)有限公司
181. KLAUSTORY INTERNATIONAL LTD
騰得利國際有限公司
182. KONG FUNG FINANCIAL GROUP HOLDINGS LTD
港豐金融集團控股有限公司
183. KUMAGAYA CO LTD
株式會社熊古屋有限公司
184. LAPLANETE CO LTD
185. LAPLAPLING LTD
立立靚科技有限公司
186. LEAGUE OF YIPS GLOBAL TRADING CO LTD
葉氏聯盟全球貿易有限公司
187. LEKU LTD
樂坤有限公司
188. LEMAN (HK) FOOD LTD
樂漫(香港)食品有限公司
189. LEUNG PUI KEI MEDICAL (MACAU) CO LTD
梁培基藥廠(澳門)有限公司
190. LHM MEDICAL TECHNOLOGY (HK) LTD
立興醫療科技(香港)有限公司
191. LI CI HONEST (HK) CO LTD
利齊奧(香港)有限公司
192. LI HUNG INTERNATIONAL CO LTD
俐鴻國際有限公司
193. LONG WIN GENERAL CO LTD
長勝將軍有限公司
194. LOVINI HOLDING CO LTD
心然控股有限公司
195. LOYAL GAIN GROUP LTD
利忠集團有限公司
196. LOYALINE LTD
俊國有限公司
197. LUCK WELL INTERNATIONAL HOLDINGS LTD
福進國際控股有限公司
198. LUMINOUS (HK) LTD
皓(香港)有限公司
199. LUO LAN YA INTERNATIONAL GROUP (HK) CO LTD
羅藍雅國際集團(香港)有限公司
200. UVCEL TECHNOLOGY LTD
佳瓦科技有限公司
201. MAINETTI (EASTERN CHINA) LTD
萬美(東方)有限公司
202. MALAYSIA YAQIHAN(HK) FOODSTUFF CO LTD
馬來西亞雅奇韓(香港)食品有限公司
203. MAMMOTH BRANDS LTD
204. MAN MING HUNG TAI MANUFACTURING CO LTD
文明鴻泰製品有限公司
205. MARBOLUR FOOD (UK) LTD
英國萬寶路食品有限公司
206. MARKET'S LINK LTD
207. MCMC ASIA LTD
208. MEDFORT HEALTHCARE LTD
醫堡健康護理有限公司
209. MEINUOYI(HK)BIOLOGY TECHNOLOGICAL LTD
美諾怡(香港)生物科技有限公司
210. MERGE ENTERPRISE LTD
浚一企業有限公司
211. MIHK LTD
美現香江有限公司
212. MISS KWAN'S HOUSE LTD
關小姐養生食品工房有限公司
213. MTIMES ELECTRONICS CO LTD
漫時代電子科技有限公司
214. MUN SHAN TONG HEALTH CO LTD
萬山堂大健康有限公司
215. NEKOBU CO LTD
貓之部落有限公司
216. NEW CENTURY HOLDING GROUP LTD
創世紀控股集團有限公司
217. NEW FLAME GROUP LTD
新火智造集團有限公司
218. NEWTON (HK) LTD
新通(香港)有限公司
219. NITE INDUSTRY (HK) INTERNATIONAL LTD
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221. ONANOFF LTD
222. ONENESS DEVELOPMENT LTD
天壹發展有限公司
223. ONEWORLD SOLUTIONS LTD
鍵邦世界有限公司

224. PALAMI ASIA LTD
帕拉米亞洲有限公司
225. PANDA TOBACCO LTD
熊貓煙草有限公司
226. PARKSONDA HONG KONG LTD
百盛達香港有限公司
227. PET CAKE FACTORY CO LTD
貓狗罐頭工房有限公司
228. PLUS ONE LTD
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229. POWCOOKHK
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虹亮國際集團有限公司
236. RED WINGS INDUSTRIAL CO LTD
泓翔實業有限公司
237. RICHFIELD DYNAMIC TECHNOLOGY LTD
富達澎湃科技有限公司
238. RIH LTD
樂漢有限公司
239. RYUKAKUYEE (HK) INTERNATIONAL CO LTD
香港龍角飴國際有限公司
240. SAMSON INNOVATION CORPORATION LTD
三永禮品國際有限公司
241. SAMYUEN INTERNATIONAL TRADE CO LTD
三源國際貿易有限公司
242. SANSESHI INTRNATIONAL HONG KONG LTD
三色獅國際香港有限公司
243. SEIJITSU TRADING LTD
耀澧守田世紀有限公司
244. SHANGZHOU HOLDING GROUP (HK) CO LTD
尚洲控股集團(香港)有限公司
245. SILVER LAKE TRADING LTD
銀湖貿易有限公司
246. SINOGAIN FOOD AND OIL LTD
港基糧油食品有限公司
247. SKY TOP GLOBAL GROUP LTD
天威環球集團有限公司
248. SMART CHAIN ENTERPRISES LTD
恒智供應鏈管理有限公司
249. SMART GOLD HOLDINGS LTD
誠高集團有限公司
250. SMART PRODUCT CONCEPTS LTD
251. SMART SUPPLIER LTD
駿圖寵物有限公司
252. SMARTPLAY TOYS LTD
253. SPRING OF FEIGE (HK) LTD
妃歌的春天(香港)有限公司
254. STAR LIGHT FOOD SERVICES LTD
星朗食品有限公司
255. STEAMONE LTD
斯蒂萬有限公司
256. SUMMER GLOBAL TRADING LTD
新馬國際貿易有限公司
257. SUN CHEONG HONG STATIONERY & PAPER
生昌文具紙行
258. SUN CONCEPT ENTERPRISE LTD
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259. SUN PEN LTD
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261. SWEETIES (USA) INTERNATIONAL HOLDINGS LTD
新寵兒(美國)國際控股有限公司
262. SYNERGY CARE LTD
263. TABATA HOLDINGS LTD
必能達控股有限公司
264. TEAMFORCE PRODUCT CO LTD
天互斯有限公司
265. THAILAND SACHIN FOOD CO LTD
泰國薩尚食品有限公司
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269. THE NUTTER CO LTD
270. THINKTHING STUDIO LTD
想相工作室有限公司
271. TIC DESIGN & MANUFACTURE LTD
272. TIMFOLD CATERING AND FOOD SERVICE LTD
添福餐飲食品發展有限公司
273. TIN YUI DEVELOPMENT LTD
天乙發展有限公司
274. TOP SHUNXING BIO-TECH CO LTD
頂順興有限公司
275. TOPWILL PASSION LTD
奧成有限公司
276. TRONEER (BIO-TECHNOLOGY) LTD
創先鋒(生物科技)有限公司
277. VERSITY HEALTH TECHNOLOGY LTD
278. VINCENT REHAB DEVICES CO LTD
永勝康復器械有限公司
279. VOLTAYC LTD
三哥貿易有限公司
280. WAH HONG CONVENIENCE STORE LTD
華康便利店有限公司
281. WAH MING HONG LTD
282. WALKURE COFFEE (ITALY) LTD
華爾秋蕾咖啡(意大利)有限公司
283. WEIHUANG (HK) FOOD CO LTD
煒煌(香港)食品有限公司
284. WU RUI GREAT HEALTH NUTRITION HONG KONG LTD
五瑞大健康營養品香港股份有限公司
285. YICK CHEONG HO HK LTD
大澳益昌號(香港)有限公司
286. YING FAT LUNG PROVISIONS (HK) LTD
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Reshaping Food Supply Chain in post-COVID-19 with Data Quality and Supply Chain Visibility

數據質素及供應鏈透明度

引領後疫情食品供應鏈新時代



COVID-19 had created huge uncertainty and undefinable disruptions in the food supply chain – even as demand soared at grocery stores, farmers were forced to dump milk and let vegetables rot. Food industries must remain focused on **data quality** and **supply chain visibility** to keep smooth food supplies.

Data Quality to Make Informed Decisions

Food and food service companies often make big decisions based on data every day, therefore data accuracy is critically important for companies to adapt and manage through any supply chain issues.

Standardised data enabled by GS1 Standards ensure supply chain stakeholders can access to complete and accurate product data, which is especially critical for emergency situations like food recall.

Supply Chain Visibility Becomes Pivotal

Food industries need to collaborate and work together for better supply chain visibility. As digital transformation continues, promising technology like blockchain can drive food traceability and visibility. GS1 standards make up the building blocks of blockchain by providing standardised and structured data to data transactions on blockchain, and enabling interoperability between blockchains.

Other GS1 Standards such as the Global Trade Item Number (GTIN) used for product identification also help in enhancing supply chain visibility, so retailers can get proper product locations when needed.

疫情為食品供應鏈帶來前所未有的不確定性及沖擊 – 在零售商需求日增的時候，農夫卻要丟棄奶類產品及讓蔬菜隨時間腐爛。食品行業需更重視**數據質素**及**供應鏈透明度**，以確保食品供應。

數據質素讓企業更易作出決策

食品及食品服務行業每天都要作出各樣基於數據的重要決策，因此數據準確度極為重要，助企業應對供應鏈上的關鍵問題。

GS1的全球標準可使供應鏈數據標準化，確保供應鏈上各持份者都能獲取完整及準確的產品數據，這對食品回收過程尤其重要。

供應鏈透明度更顯重要

食品行業亦需加強協作，全面提升供應鏈透明度。隨著數碼轉型日趨普及，行業可透過區塊鏈等可靠科技實踐食品追蹤追溯及提升透明度。GS1標準可構建成區塊鏈的基礎，透過標準化及結構化的數據，讓區塊鏈之間互聯互通。

其他用以識別產品的GS1標準如全球貿易貨品編碼(GTIN)亦可讓零售商隨時獲取產品位置資訊，提升供應鏈透明度。

Please contact us at services-web@gs1hk.org to learn how our standards help!

若希望進一步了解GS1的標準如何在供應鏈上發揮作用，請電郵至：services-web@gs1hk.org

Explore “The Power of Innovation for Food Safety” @ Food Safety Forum 2020

參加食品安全論壇2020 以科技創新推動食品安全



**AUG
28**

As food and food services industry is embracing rapidly growing challenges, driving change with innovation is arguably the best solution. Themed “The Power of Innovation for Food Safety” this year, our **annual Food Safety Forum will be held on 28 August 2020**, bringing together the collective wisdom of over 300 industry experts and practitioners to improve food traceability practices as well as to drive effective adoption of international standards and technology for food management systems, thus mitigating food risk along the end-to-end supply chain.

Overseas and local food industry leaders from GFSI, Nestlé Hong Kong, HKTVMall, DCH Logistics, Sun Fat Heung Food Products, Wynn Macau, etc will join and share how they transform food safety by technology and innovation. The award presentation ceremony for GS1 Hong Kong Quality Food Traceability Scheme 2020 will also be held.

食品及餐飲行業面對種種挑戰，以創新科技推動變革成新路向。**將於2020年8月28日舉行的食品安全論壇**以「創新科技推動食品安全」為主題，匯聚超過300位行業專家及從業員分享及相互探討如何透過採用全球標準及科技提升食品追蹤追溯及食品安全管理，從端到端全面提升供應鏈食品安全。

論壇上會有來自GFSI、雀巢香港、HKTVMall、大昌行物流、新佛香食品及永利澳門的海外及本地食品行業專家分享他們如何以創新科技成功轉型，提升食品安全。此外，同場亦會舉行「香港優質食品源頭追蹤計劃2020」頒獎典禮。

Join now!
立即參加



GS1 HK Calendar



6 JUL

KPMG: The Connected Cities Conference 2020 @ Startmeup Festival (GS1 HK will have virtual booth)*

7 JUL

Co-organised webinar with HKCS, HKMA and HKPC “Cross Border Commerce for SMEs” – GS1 HK Sharing “REAL barcode facilitating ecommerce”

16 JUL

Joint Workshop with APIFS : Team Motivation for Navigating the “New Normal”

30 JUL

Basic Barcode Workshop

30-31 JUL

Unleash! Design Thinking e-Forum*

5-6 AUG

The Virtual AI Summit Hong Kong 2020 (Strategic Partner)

6 AUG

“Future Challenges of the Food Industry” Seminar

11-12 AUG

Smart Retail Supply Chain & Big Data Analytics Course: Module 1

7 & 14 AUG

Data-Driven Business Models for Food Manufacturing & Distribution Training

27 AUG

Basic Barcode Workshop

28 AUG

Food Safety Forum 2020

* GS1 Hong Kong is the supporting organisation
GS1 HK為支持機構

GS1 Hong Kong Summit 2020

Scaling Digital Transformation to Create New Value

19 November 2020 | HKCEC



20+
Speakers



**CEO Panel/
Distinguished
Keynote**



500+
Delegates



**IoT and SCM
Solutions
Showcase**

2020 has been a challenging year for all industries, brands are accelerating digital transformation to tackle adversity. Themed "**Scaling Digital Transformation to Create New Value**", this year's Summit will explore ways to integrate smart technologies, innovation and new business model that sharpen your business edge, enhance collaboration, drive digital transformation in today's competitive market and battered economy.

Distinguished SPEAKERS



May Chung

General Manager
Nestlé Hong Kong Ltd.



Ir. Ricky Leung

Executive Director,
Engineering &
Technology
Airport Authority
Hong Kong



Dr. Hong Fung

Executive Director
and Chief Executive
Officer
CUHK Medical
Centre (CUHKMC)



Jennifer Tam

Director
Chun Au
Knitting Factory



Karen Ho

Head of Corporate
and Community
Sustainability
WWF

TOPICS Highlight

IoT empowering digital transformation and case sharing

The 5th **CEO PULSE REPORT** survey findings/**CEO PANEL**

Insightful sharing on accelerating **DIGITAL TRANSFORMATION** for **BUSINESS REBOUND**



Register NOW
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<https://www.gs1hk.org/events/gs1hk-summit-2020>

解決

中小企資金不足

融資困難



FundPark 服務



訂單融資

很多中小企因為與海外買家貿易，出貨後面對較長的運輸過程、或面對本地或海外大型零售商或買家不會即時找清貨款，往往中小企在出貨後與他們正式收到貨款中間，會有一個空檔期，現金流會短暫受影響。



應收帳融資

中小企在成長的階段，不一定有物業作融資抵押或足夠的業績，而訂單及應收款項賬單的金額也相對比大企業的細，未能符合傳統的借貸機構如銀行等的貸款要求，因此傳統借貸機構未能完全照顧中小企的融資需要。



供應鏈金融

FundPark是一個網上貿易融資平台，我們希望為B2B企業提供傳統借貸機構以外的融資方案，為中小企提供合理、簡單及快捷的一站式貿易融資方案。我們主要提供應收帳融資及訂單融資，不管企業規模大小都會為他們提供營運資金援助，改善企業現金流不足所造成的壓力。



存貨融資

FundPark成立至今已經服務超過百多間中小企，並支援本港多間大型超市及內地的電商平台，包括：惠康、百佳、HKTVmall、天貓、小紅書、環球易購、京東、蘇寧...等。

- ✓ 申請流程簡單
- ✓ 高透明度的收費
- ✓ 審批及放款快捷
- ✓ 無須任何抵押品
- ✓ 優惠、合理的融資成本
- ✓ 不影響環聯信貸紀錄