

Rice Merchant Breaking New Grounds in Hard Times  
Redeemable NFTs for 100 Packs of Rice

米商推糧票NFT 可兌百包米  
歷經低潮以創新翻身

Promote Western European Culture  
with Freshly Imported Spanish Food  
西班牙直送 以「味」力宣傳西歐文化

The Key to a Golden Gate of Trade  
- Product Barcodes  
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Attention to Pharmaceutical Companies:  
Hospital Authority Supply Chain  
Modernization Scheme  
藥廠號外：醫管局供應鏈現代化計劃



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Executive Connect 管理層專訪

Turning Data into Working Capital through Digital Trade  
Financing to Fuel a Sustainable Finance Ecosystem

「數碼貿易融資」將貿易數據轉化成營運資金  
建可持續金融生態



### The Golden Triangle of Transformation: Technology, Capital and...

### 「轉型三寶」：科技、資金、還有...

According to Gartner, 91% of businesses are engaged in some form of digital initiative, and 87% of senior business leaders consider digital transformation as a priority. The critical elements to succeed in digital transformation lies on the golden triangle: technology, capital and culture.

Companies can always access advanced technologies in Hong Kong easily, but the key lies in how well the solution can address their needs. For example, a traditional brand expanded to online channels and resulted in a 10% increase in sales; A food company has implemented smart technologies in its manufacturing site to monitor production process, enhance productivity and enable remote management. Understand what the business needs first before diving in the digitalisation trend is important.

Some companies especially the SMEs, may encounter challenges like cash flow problems or insufficient budget when implementing digital transformation. They may need to obtain capitals in 2 ways - apply for Government funding or obtain financing from banks. Government funding like Technology Vouchers (TVP) supports HK enterprises to use solutions to improve productivity and transform business processes; Reindustrialisation Funding Scheme subsidises manufacturers to set up new smart production lines in Hong Kong. To facilitate SMEs' loan application, digitalised financing prevails as well: a company specialised in Southeast Asian food has obtained financing in 2 weeks via the digital trade finance solution offered by GS1 HK & bank, turning trade data into capital.

After all, culture determines digital transformation success. According to a study\*, 87% of respondents agreed that culture created bigger barriers to digital transformation than technology. As digital transformation requires company members at every level to come along the journey, companies shall purposefully focus on "people aspects". For example, to nurture their employees to prepare for changes and upskill themselves to become future-ready.

In this issue, DBS Bank (Hong Kong) Limited shared about the partnership with GS1 HK on the offer of "on-demand digital trade financing solution", which empowers SMEs to enjoy faster access to funding using their invoice data. In addition, Chewy International Foods has also shared their effort in transforming business with digitalisation and automation to capture new opportunities amid turbulent times, whereas EatGoodSpain proactively tapped into the trend of digitalisation.

Enjoy reading.

\* Source 資料來源: "Cultural Transformation in the Digital World" by Singapore Management University



根據Gartner的調查, 91%的企業正參與不同形式的數碼項目, 87%的企業高層更將數碼轉型視為重中之重。企業要成功數碼轉型, 就需靠「三寶」- 科技、資金、企業文化。

香港企業要接觸科技絕非難事, 但關鍵是如何找到切合自身需要的科技。例如有傳統老字號轉攻網上渠道, 令生意升逾1成; 有食品企業就於廠房內應用智能科技監察生產流程, 提升生產力的同時, 進行遙距管理; 因此, 在推行數碼化時, 最重要是找到業務痛點、對症下藥。

有些公司尤其是中小企在推行數碼轉型時往往面對缺乏流動資金或資金不足等問題, 因而需要從以下2個方法獲得資金: 申請政府資助及從銀行獲得融資。當中科技券(TVP)可支援本地企業投資科技, 提高生產力或將業務流程升級, 另外「再工業化資助」讓生產商可設立新的智能生產線。為方便中小企借貸周轉, 銀行融資亦已數碼化, 有經營東南亞食品的公司就透過GS1 HK與銀行攜手推出的數碼貿易融資服務, 於2星期內獲得信用額, 成功將自身貿易數據轉化為資金。

然而, 數碼轉型成功與否終究在於企業文化。有調查\*發現, 87%受訪者認為相比起科技, 企業文化更阻礙他們推行數碼轉型。由於數碼轉型需要整間公司都接受轉變, 企業更需從員工著手, 例如是鼓勵他們願意提升自身技能配合轉型。

今期Business Connect就有星展銀行香港講述他們與本會合作推出的「按需數碼貿易融資服務」, 讓中小企可透過自身的貿易數據更快獲得融資。另外, 超力國際食品致力革新將運作數碼化及智能化, 迅速轉危為機; 食好西班牙就積極配合數碼化大趨勢。

歡迎閱讀更多精彩内容。

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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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# Turning Data into Working Capital through Digital Trade Financing to Fuel a Sustainable Finance Ecosystem

## 「數碼貿易融資」將貿易數據轉化成 營運資金 建可持續金融生態

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While small-and-medium-enterprises (SMEs) show signs of growth as local consumption bounces back, their cash flow remains tight because of the extended payment terms for clients. To improve liquidity, some owners take money out of their own pockets or acquire high-interest loans. Having to handle hundreds of invoices and receipts every month, SMEs, especially in the fast-moving consumer goods (FMCG) and food & beverage (F&B) sectors, often cannot afford to spare manpower to apply for trade financing from banks - a process which is usually time-consuming and tedious.

For this reason, DBS Hong Kong identified GS1 HK as a strategic ecosystem partner to collaborate on an on-demand digital trade finance solution. By making use of financial technology innovations, this solution redefines the trade financing journey for SMEs with DBS availing financing through a streamlined credit assessment process. SMEs no longer need to submit extensive documentation to banks, and can access working capital with just one click via the bank's corporate electronic banking platform, DBS IDEAL, and enjoy same-day disbursement.

消費市道轉趨活躍，有中小企反映即使營業收入增，但資金回籠慢、營運現金不足，仍要自己墊支或以高息貸款作周轉。尤其是快速消費品及飲食業中小企，每月需處理至少數以百計的發票和單據，加上資源有限，要額外騰出人力整理文件給銀行以用於貿易融資的話，既耗時亦麻煩。

有見及此，星展銀行香港認定GS1 HK為策略夥伴，合作推出按需數碼貿易融資服務，以創新金融科技簡化了服務的信貸評估程序，優化中小企的貿易融資旅程。中小企更無需提交大量文件，透過星展DBS IDEAL流動理財服務即可以一鍵提取貸款，貸款最快即日到手。



## Clearing obstacles for SMEs' financing

Aimed to facilitate SMEs' loan journeys, the partnership is built on DBS' digital infrastructure including its predictive analytics capabilities, which is integrated with GS1 HK's B2B e-commerce platform ezTRADE. The ezTRADE SME users can authorise DBS to make use of the trusted historical data on the platform to make credit assessment. Once the trade finance line is approved, using ezTRADE's dynamic trade data, DBS will be able to calculate the SME's current outstanding invoice amount and determine the amount available for financing, which is refreshed daily. SMEs no longer need to submit hundreds of invoices per month to the bank based on their daily business operations; this digital trade financing solution delivers a hassle-free and paperless solution by relieving SMEs from repetitive documents submission. What's more, this trade financing solution offers flexibility to SMEs by allowing them to only draw on the financing amount that they need, thereby reducing the need to bear unnecessary interest unlike a longer term loan.

Usually, it is not common for FMCG / F&B SMEs to seek invoice financing because both the banks and SMEs would find it time-consuming to handle the tons of invoices involved. Alex Cheung, Managing Director and Head of Institutional Banking Group of DBS Bank (Hong Kong) Limited, said, "With the help of financial technology, we can streamline the processes, understand the scale and growth potential of clients and offer them with a suitable trade finance solution. More importantly, SMEs can access working capital for daily operations simply by using trade data, which greatly reduces costs."

A few companies requested for the service when it was launched.

## 解決中小企借錢煩、 借錢難問題

通過是次合作，星展銀行利用自身數據預測分析能力等技術，再結合GS1 HK的B2B電子商貿平台「通商易」(ezTRADE)的力量，助中小企融資化繁為簡。「通商易」用戶授權星展銀行查看其在平台上可靠的過往貿易數據，去進行信貸評估，在手續獲批後，銀行會再根據中小企最新的未收賬發票金額去每日靈活更新其信用額。方案大大減省中小企提交每月過百份文件的工夫，促進無紙化。更重要是數碼貿易融資方案為中小企業提供了靈活性，讓他們提取所需的融資金額，減省了在長期貸款時非不必要的利息。

一般快速消費品及飲食業中小企較少申請發票融資，因為中小企和銀行都覺得要處理大量發票太花時間。星展銀行(香港)有限公司董事總經理兼企業及機構銀行總監張建生(Alex)表示：「我們透過金融科技將流程優化，只需數天便可掌握客戶的生意規模和發展能力，從而訂定出合適的貿易融資方案。更重要的是，中小企可以通過貿易數據，輕鬆獲得資金來支持其日常營運，大大降低成本。」

此項服務剛啟動已吸引了多家公司申請。

☞ The digital trade finance service helps SMEs open up new funding sources and ensure ongoing cash flow for business. This is built on the predictive analytics approach by DBS with the use of the trade data on GS1 HK's platform, enabling DBS Bank to evaluate individual company's financial health and offer the most suitable trade financing option, which in turn minimises our risk of bad debt.

數碼貿易融資服務有助中小企擴大貸款渠道、確保持續的現金流；利用GS1 HK平台上的貿易數據，星展銀行會透過預測分析的方式，評估中小企的財務狀況以提供貿易融資，並將銀行的壞帳風險減低。☞



To reduce operating expenses for SME businesses, DBS Hong Kong has introduced a specially-designed HK\$180,000 online account opening offer package. With DBS, SMEs can also raise up to HK\$ 8 million in funding without pledging collaterals to relieve from financial pressures.

星展香港現時亦推出網上企業開戶18萬港元禮遇，讓新中小企客戶減省營運開支，並提供高達800萬港元的無抵押貸款，緩解企業經濟壓力。

## Digital as Usual Drives Business Innovations

The global pandemic has accelerated the need for SME's digital transformation. This was echoed in the latest DBS Digital Readiness Survey which revealed SMEs' top three priorities for digital investment are sales and distribution channels, trade and supply chain finance and procurement.

Having been named the "World's Best Bank" and "World's Best Digital Bank" by Euromoney in 2021, DBS Bank is committed to providing a broad range of digital financial services for SMEs. This includes online business account opening as fast as three working days, real-time tracking of cross-border collections and seamless integration of DBS' banking services into companies' ERP systems.



## 推進數碼日常 激發業務創新

企業需要資金作數碼轉型，正如星展銀行的「數碼化問卷調查」(DBS Digital Readiness Survey)顯示，多數區內中小企的科技投資首重加強銷售及分銷渠道，其次花費在供應鏈融資和採購上。

作為2021年度《歐洲貨幣》(Euromoney)的「全球最佳銀行」及「全球最佳數碼銀行」，星展銀行著力為中小企提供各項數碼金融服務，例如中小企全程網上最快3個工作天開戶服務、實時跨境資金追蹤服務、以至能與企業管理系統進行整合，幫助中小企掌握即時資金現況，確保周轉及減低風險。

☞ With constrained resources, SMEs usually require support from numerous experts to facilitate their digital transformation and growth journey. Our DBS team aims to be a one-stop shop for SMEs' digitalisation journeys – offering a multitude of 'mobile-first' solutions while delivering a convenient and seamless banking experience. This enables our customers to focus on their core businesses.

中小企的資源相對緊絀，往往需要專業的合作夥伴作支援發展，並推動數碼轉型。星展團隊一直致力推動銀行服務數碼化，推出多項『流動優先』方案，帶來更簡便無縫的銀行服務，讓中小企專心處理業務。☞

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## Business Hub for Insights & Inspirations

Since 2016, DBS BusinessClass – the bank's regional community for startups and SMEs – has helped businesses acquire market intelligence, business knowledge and industry trends to create new opportunities and stay competitive.

Mr. Cheung commented that the programme has connected over 56,000 members in Hong Kong and 250,000 members across DBS' key markets. "DBS BusinessClass has collaborated with different associations in Hong Kong to accelerate the digitalisation of SMEs' day-to-day operations. As Asia's Best Bank<sup>[1]</sup> equipped with strong regional market experience, DBS is proud to have been the jumping board for Hong Kong's SMEs to expand into the South East Asian markets and tap into regional opportunities".

## 企業圍爐 交流營商之道

除了提供數碼金融服務和融資外，星展銀行於2016年已推出DBS Business Class助中小企獲取市場情報、經貿趨勢、行業資訊、最新中小企科技等，從而掌握商機，保持競爭優勢。

DBS Business Class成立至今已有250,000企業會員，其中在港佔56,000家。Alex補充：「我們與不同本地機構合作，加快中小企將日常營運數碼化；同時作為亞洲區最佳銀行<sup>[1]</sup>，我們會充分利用區域市場的豐富經驗，扶持本地企業邁進大灣區、東南亞等，把握區內機遇。」

[1] 星展集團於2020年度被《歐洲貨幣》(Euromoney)選為「亞洲區最佳銀行」。  
DBS Group was recognised as "Asia's Best Bank 2020" by Euromoney.

## Ecosystem Partners Root for SMEs

Recognising the benefits of ecosystem collaboration, DBS has formed an ecosystem partnership team that identifies quality collaborators to co-create diverse products like trade finance solutions, as well as organise business matching & exhibition events to create opportunities for SMEs' growth. GS1 HK is acknowledged as one of the strategic partners.

## 「生態夥伴」為中小企應援

星展銀行深明商貿合作能產生協同效應，特別成立了團隊專責生態夥伴發展，物識優質夥伴、攜手開闢各類型方案包括貿易融資安排，助中小企業務增長。同時利用各項商務配對和展覽活動共創商機、締造多贏。GS1 HK便是星展銀行的策略夥伴之一。

☞ This digital solution was borne out of DBS' ongoing commitment to meeting our SME customers' needs in new and innovative ways. By leveraging digital ecosystems, we are pleased to be able to enhance the SME customer journey further by providing trade financing via a digital 'one click' transaction experience. Through our collaboration with GS1 Hong Kong, we have the ability to use alternative platform data to give us visibility on an SME's health and support their working capital needs.

此嶄新數碼服務方案的誕生，源於星展銀行致力以創新方式滿足中小企業客戶需求的承諾。透過利用電子生態系統解決方案，我們為客戶帶來『一鍵式』的電子交易體驗，輕鬆完成貿易融資程序。通過與GS1 HK的合作，我們得以使用替代數據取代貿易融資證明文件，了解中小企的財務健康狀況，並支援其對營運資金的需求。☞

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星展銀行(香港)有限公司企業及機構銀行執行董事 **陳蓮花**



## Steering Towards Sustainability

Harnessing innovations and sustainable solutions to support companies, DBS has taken a leading role in green development across the banking industry. The bank has raised its sustainable finance target to SGD50 billion (-HKD280 billion) by 2024, of which DBS Hong Kong has contributed HKD24 billion towards in 2021.

In 2022, DBS was awarded the top spot of Debtwire Asia Pacific's (excluding Japan) loans league table for green and sustainability-linked mandated lead arranger. The bank has doubled down on its commitment to providing sustainable financing or green loans to companies of all kinds – whether in Hong Kong or internationally. By co-creating this digital trade financing solution with GS1 HK, DBS will take paperless to the next level, empowering SMEs with greater competitiveness through a digital and sustainable model.

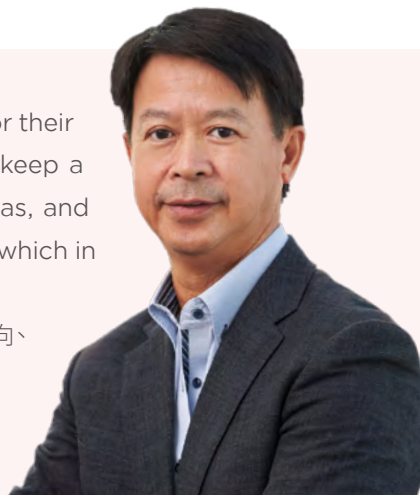
## 邁向可持續發展目標

星展銀行著重創新及可持續發展來支援企業，帶領著銀行業界綠色發展。早前銀行把可持續發展融資目標提升至2024年達到500億新加坡元(約2,800億港元)，星展香港單在2021年，便完成超過240億港元可持續發展融資交易。

星展集團於2021年度Debtwire亞太地區(日本除外)綠色及可持續發展表現掛鈎之貸款主要安排行排名第一位，一直以來為不同香港企業以至國際品牌提供不同形式的可持續融資或綠色貸款，促進解決氣候變化、天然資源枯竭等議題。而這次星展和GS1 HK合作的「數碼貿易融資服務」亦進一步推動無紙化，以更數碼化和可持續的模式助中小企增強競爭力。

As shared by Mr. Cheung, Hong Kong's SMEs have long been renowned for their agility and ingenuity. He therefore encouraged the SME community to keep a close eye on market changes, as well as an open mind towards new ideas, and remain focused on their path to pursuing digitalisation and sustainability, which in turn shall sustain their competitiveness and growth.

本地中小企一向以靈活度高、與時並進為特色；Alex寄語中小企要繼續留意市場動向、接受新事物，並要堅持以數碼化和實踐可持續發展方針，才能保持競爭力、持續增長。



# Tip Sheet for your e-Commerce Business

## 電商新手懶人包

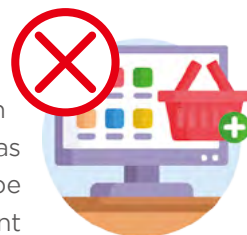
e-Commerce has become a battlefield for companies of all sizes in recent years. Newbies may encounter the following issues when developing their e-commerce businesses:

近年電商市場迅速發展，成為各大中小品牌必爭之地。電商新手在開展電商平台生意時，可能會遇下問題：

### 1 Products Cannot be Listed 產品未必能上架

Brands may experience issues like “product already exists” or “details do not match” when listing products on e-commerce platforms, which are mostly related to barcodes. Amazon has announced that product listings without valid barcodes (i.e. GTINs not issued by GS1) will be removed. For Google, different products using the same barcodes with the same variant attributes will be disapproved, thus cannot be listed on Google Shopping.

品牌可能會遇到產品因各種問題例如是「產品已存在」或「無法識別產品資訊」而未能上架，而這些問題均與產品條碼相關。Amazon指出，如產品使用無效的條碼(即不是由GS1提供)，就會因「無效識別」而被移除。此外，Google也規定若2件不同產品擁有相同識別碼(包括GS1條碼)及產品資料，將會因資訊不明而未能享用Google Shopping的免費產品資訊刊登功能。



### 2 Lack of Online Visibility 產品曝光率低

According to survey report, 63% of shopping journeys begin online\*, highlighting the importance of online visibility. The secret sauce to online product discovery is barcodes. Barcodes can help Google clearly identify products by better understanding online content, thereby providing better search results to consumers and increasing products' online exposure.

有報告顯示，63%的購物旅程均源於線上\*，品牌的網上曝光率非常重要。條碼為提升網上曝光率的秘密武器，因獨一無二的產品條碼(GTIN)可助Google透過準確識別而更了解您的產品，繼而為消費者提供更精準的搜尋結果，提升產品網上曝光率。



### How to Obtain Barcodes for e-commerce?

GS1 HK is the only officially licensed organisation in Hong Kong to issue GS1 barcodes. All the barcodes issued by GS1 HK start with prefix “489”, meaning that the product is managed by a registered company in Hong Kong.

Companies can adopt HK barcodes on their products after joining GS1 HK full membership to start selling their products on both physical and online channels. They can also enjoy various membership benefits – use “1QR” for free, receive complimentary training on barcodes, join GS1 HK networking and anchor events etc.

### 如何獲得電商所需的產品條碼？

在香港，GS1 HK為唯一獲官方授權發出正規GS1國際條碼的機構，所發出的條碼均以「489」為字首，代表該產品由香港公司管理。

大家只需申請加入成為GS1 HK全面會員，即可於產品上應用香港條碼，開展線上線下生意的同時，享受各大會員權益，包括免費應用GS1 HK「1QR」、免費參加條碼培訓、參與GS1 HK聯誼活動及年度活動等。

**GS1 HK members can learn how to enhance products' online searchability with barcodes and obtain SEO Playbook for FREE! 會員可免費了解如何以條碼提升產品搜尋排名+獲得會員尊享SEO手冊!**

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





# Leading Sporting Goods Retailer Deploys RFID Technology across Supply Chain

## 大型體育用品品牌於零售供應鏈上應用RFID



**Decathlon**, the France-based sporting goods retailer had deployed RFID technology on all of its products around the globe.

法國體育用品品牌**Decathlon**已於全球所有的產品上應用了RFID科技。

Leveraging GS1 standards and Electronic Product Code (EPC) - enabled Radio Frequency Identification (RFID) in factories, warehouses and stores, the company is able to uniquely identify products anywhere and in any kind of supply chain, helping them to enhance operation efficiency in multiple ways:

透過於工廠、倉庫和商店內應用GS1標準和產品電子代碼(EPC)/無線射頻識別(RFID)，公司於任何供應鏈上的位置都能獨有識別產品，多方面提升營運效率：



**Improve Production Monitoring**  
改善生產監控



**Enhance Traceability**  
提升追溯能力



**Prevent Overstocks**  
避免庫存過剩



**Ensure On-shelf Availability to Increase Customer Satisfaction**  
確保產品上架數量，提升消費者滿意程度



**Enable Automated Checkout**  
推行自助結帳



Before we implemented RFID, customers could wait up to 20 minutes queuing for payment. Today, RFID allows customers to spend less than a minute paying for merchandise. 在應用RFID前，消費者排隊結帳流程可長達20分鐘。使用RFID後，消費者只需少於1分鐘，即可完成產品結帳流程。

Read More  
了解更多



**Herve D'Halluin**

RFID & Referent Interactive Sport Products Leader, Decathlon

## Gain Consumer Insights with RFID

### RFID助您更了解消費者

In addition to **ensuring accurate inventory level**, GS1 HK is also helping HK retailers to **gain consumer insights** via the adoption of RFID technologies:

除了**確保庫存準確度**，GS1 HK也有幫助香港零售商透過RFID應用更**了解消費者**：



Consumers take clothes from RFID-embedded hangers for trial  
消費者從嵌入了RFID標籤的衣架上揀選心儀衣服試身



RFID reader automatically sense the item taken from shelf  
RFID讀取器自動識別架上被選取的衣服



Data captured will be displayed on dashboard for consumer behavior analytics (e.g identify the item mostly picked by consumers)  
所擷取的數據會於儀表板上展示，讓零售商更了解消費者行為(例如是得知最常被消費者揀選的產品)

Contact us to learn more about retail RFID adoption  
聯絡我們了解如何於零售上應用RFID



# Rice Merchant **Breaking** **New Grounds** in Hard Times Redeemable NFTs for 100 Packs of Rice 米商推糧票NFT 可兌百包米 歷經低潮以**創新翻身**

**Diana Mok**  
Managing Director  
Chewy International Foods

**莫傑琳**  
超力國際食品董事總經理



The public had rushed to stock up rice in the early days of the pandemic, in fear of shortage. As rice is the main staple for Hongkongers, the Government stipulates all registered rice merchants to maintain rice stock at a level sufficient for consumption by the local population for 15 days. Chewy International Foods, one of the key local rice suppliers for more than half a century, is committed to keeping a “safety stock” and had not experienced shortage throughout the pandemic, according to Diana Mok, Managing Director of the company. With years of effort to transform the business with digitalisation and automation, Chewy is able to capture new opportunities amid turbulent times with on-going innovations and services.

## Unceasing Supply Amid Disruption

Chewy is actually among the top ten rice importers in Hong Kong, despite Diana was modest about the company’s performance. It was also one of the key members of The Rice Merchants’ Association of Hong Kong to have met with the Government during the pandemic outbreak, whom were asked to raise the reserved stock of rice to 17% of annual consumption. With suppliers from the US, Canada, Italy, Japan, Korea and other places around the world, Chewy faced tremendous challenges in supply chain caused by shipment uncertainty, as well as high delivery costs that could jump by 10-fold. “We could only play it by ear. Apart from utilising our existing stock, we also persuaded our customers to try alternatives with similar taste but from different origin. In that way we have managed to keep a stable supply throughout. A fast-food restaurant chain customer was using our supply of American rice, and hence affected by the production stand-still at that region. Fortunately, we had stocked up 30,000 packs, which is equivalent to a stock level of another three months in our warehouse, otherwise the restaurant chain would

疫情初期曾發生「搶米潮」，其實米飯作為香港人主食，香港政府有規定保證儲米量夠港人吃15天，亦要求米商確保存貨。迄立香港半世紀的超力國際食品便是本地主要米商，其董事總經理莫傑琳 (Diana) 指公司一直著重『安全庫存』(safety stock)，在疫情期間鮮有斷貨，並憑著多年來一步步將超力革新變成數碼化、智能化運作，在市場大洗牌之際轉危為機，以創新、服務為公司寫下新篇章。

## 供應鏈斷裂 靠庫存企穩

Diana在訪問中一直謙遜地表示公司表現不過不失，但其實超力是香港十大食米進口商之一，在疫情初期政府曾與超力等米行商會成員見面、確保食米供應量維持在全年消耗量的17%以上。超力的供應商偏佈全球，由美加到意日韓都有，可想而知疫情對超力的供應鏈壓力極大，既未知來貨船期、運費亦搶高幾倍至10倍。

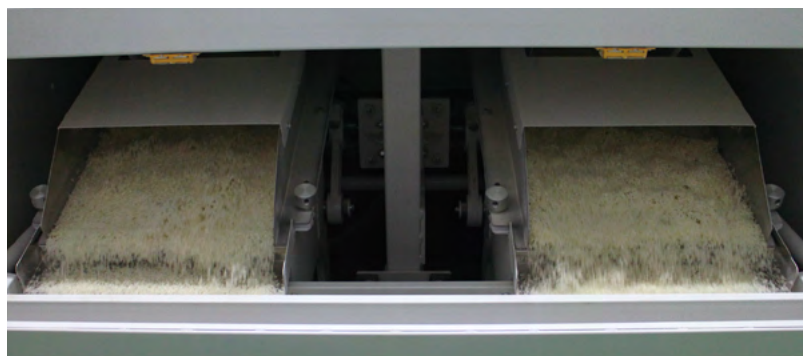
「當時唯有見步行步，既動用本身存貨，亦向客戶推薦口味相似但來源地不同的香米，所以期間從未斷貨。譬如本地一間連鎖快餐廳一直慣用我們



have no grain dishes on its menu. Our counterparts were skeptical about a stock level of three months that occupied their storage space, but who would have imagined that could be of any use ever!”

## Innovation DNA

Chewy is currently operating 6 warehouses stashing rice and dry goods like udon noodles, including 2 cold storages spanning a footprint of 20,000 sq. ft. for frozen foods which are surging in sales. A few years ago, the company installed machineries such as rice color sorters, rice polishing machines and paddy destoners in 2 of its plants, and added robotic arms to automate some of the processes in packaging and goods transport with funding from the “Re-industrialisation Funding Scheme”.



“Digitalisation has also helped our operation to cope with the pandemic. Even when some employees had been infected, we could still remotely perform all our workflow, from procurement to delivery, the same way as we do at the office. Thanks to the well-established online ordering system that empowered our clients to place order anytime, anywhere, we did not miss a single order during the pandemic.”

Chewy was the first member of GS1 Hong Kong in 1989, and was among the first few to adopt GS1 HK’s ezTRADE platform to digitalise transaction records. There is clearly an “innovation genes” in Chewy’s company DNA. “In the old days our products were exported to overseas supermarket, we used barcodes on both the inner and outer box of the packaging for product identification to facilitate overseas trading with global merchants. We were also on the technology forefront which have adopted ezTRADE since 1996 for B2B trading order management. Today, we can even tell the origin of our product all the way back to which field it was grown.”

的美國米，但當地曾經歷停產停運，幸好我們有約3萬包米、約3個月庫存供應，否則快餐店可能『無飯開』。以前有同行會質疑3個月庫存會否太浪費地方，但估不到也真有用得著的一天。」

## 「創新」DNA

超力現時有6個貨倉儲存食米和烏冬等乾貨，當中包括2個佔地約2萬尺的冷藏庫，擺放銷量急增的冷凍食品等。另外2個工場於多年前已引入大型色選機、拋光機、去石機等，公司亦有申請「再工業化資助計劃」去添置自動化機械臂等去減輕員工勞損，提升包裝及搬運效率。



「疫情初期，我們已即時將工序數碼化：就算有員工染疫，其他同事也可在家工作，由採購至送貨都以數碼方式操作。公司早年亦已設了網上落單服務，客人可在網上隨時落單訂貨，疫情期間也沒有漏單。」

超力是GS1 HK在89年成立後首個會員，並在本會「通商易」推出初期已加入系統，將買賣交易電子化，「創新」可說是超力的DNA。「當年我們的產品需要出口至海外大型超市，所以不論是包裝的內盒或外盒，都要條碼去辨識產品，才能與全球商家接軌；其後在96年利用『通商易』管理B2B業務上的貿易訂單至今，算是走在科技潮流的尖端吧。若客戶要求追溯產品到原產地以至哪塊田，我們也可以做到呢。」



With its large-scale food delivery fleet in Hong Kong, the company can perform real-time tracking and tracing with the help from GS1 barcodes, GPS and RFID.

超力擁有全港最具規模的自營食品運輸車隊之一，結合GS1條碼、全球定位系統及無線射頻識別等技術去管理，難怪可以做到實時監控、完善追蹤。

## New Products & New Initiative - NFT as Grain Vouchers

Chewy's B2B business has been badly hit under the pandemic by strict social distancing measures in the catering facilities and fluctuating shipments. Therefore, the company has pivoted quickly to B2C market with frozen, instant and healthy food product lines, such as quinoa, red rice, brown rice, and chia seeds. To celebrate the company's 50<sup>th</sup> anniversary, it has launched limited edition of redeemable NFTs (non-fungible token) serving as grain vouchers. The NFT is of art value and practical use - owners of the NFT are eligible to redeem 100kg of rice in a 10-year period. With an average consumption of 37.2kg of rice per person per year, such amount of rice is enough to feed the owners for 3 years and immune of future rice craze - if any.

## Good Relationships with Partners and Employees Lead to Good Business

Returning from a business trip in Japan on the date of interview, Diana would be on the road again to Thailand for another meeting with Thai rice merchants after 7 days of quarantine. "Even though we are doing business on daily basis for 2 years, it is still crucial to meet suppliers face-to-face to keep closer ties, so I resumed travelling as soon as the quarantine requirements of those countries are lifted."

"My father has taught me a valuable lesson that we must treat our suppliers and employees with respect. Our relationship is built on long-term partnership but not one-off transactions, I truly believe in it and will always uphold this rule of thumb when I lead Chewy into many more milestones in the future."



Seeing that the pandemic has dealt a blow to different industries, Diana hopes Hong Kong border could be opened soon so international trade can be resumed to normal, aligning with the quarantine-free measures in the international markets. Over time, she expects labour shortage to be a major issue as the industry still relies on manpower to carry out processes like quality check, which is irreplaceable by automation or robotics. In order to further promote re-industrialisation in Hong Kong and attract more investments, the HKSAR Government should provide support not only on capital, but also look into importation of labour and talent issue.

2年多的疫情嚴重打擊各行業，Diana期望香港儘快與國際接軌，取消抵港隔離安排，讓跨境運輸往來重回正軌。長遠而言，她看到本地缺乏勞動人手，即使有自動化機械操作、仍需人手檢測等工序，所以她認為香港要再工業化，除資金外、政府亦必須正視輸入勞工與人才的配套問題，才能吸引更多企業投資。



## 新產品 新搞作 NFT兌米

貨期不穩、餐廳食肆限聚令使B2B生意大跌一半，超力即時轉戰深化B2C市場，除了增加急凍及即食食品系列，亦積極拓展健康食品線，陸續引入藜麥、紅米、糙米、奇異籽等。為慶祝成立50週年，公司大搞新意、推出限量版，可用作糧票的NFT（非同質代幣），是藝術亦有實際用途：持有人可憑NFT在10年內兌換100公斤米，以政府數據每人每年食37.2公斤米來計算應可食足3年，幽默回應「搶米潮」。

## 好夥伴 好同事 好生意

訪問當天Diana剛從日本與當地供應商會面後返港，在酒店進行7天隔離，一星期後又馬不停蹄到泰國拜訪當地米商。「超過2年沒見合作夥伴，雖然一直在做生意，但欠缺那種『拍硬檔』、『幫幫手』的關係，所以趁外地取消隔離令，儘快約見供應商。」

「父輩教導，不論對供應商和同事都必須好好對待，視他們為夥伴而非只是交易關係。我相信這是超力繼往開來、創新里程的最重要條件。」



# Attention to Pharmaceutical Companies: Hospital Authority Supply Chain Modernization Scheme

## 藥廠號外：醫管局供應鏈現代化計劃



The Hospital Authority (HA) has advised vendors of **pharmaceutical products supplied to HA to carry a GS1 DataMatrix on the package** of its sales pack with at least the following elements, to facilitate essential information exchange between the relevant parties:

- Global Trade Item Number (GTIN)
- Batch or Lot Number
- Expiration Date or Best Before Date

Such GS1 unique identifier prerequisite would be incorporated into the future corporate pharmaceutical procurement requirement.

It is the continuation of HA's Supply Chain Modernization project aimed to enable the track and trace capability in its handling of the large volume of pharmaceutical products, and to achieve operational efficiency in the supply chain management process, ultimately helping to ensure patient safety.

醫院管理局(醫管局)已要求分銷商就**供應予醫管局的藥物在其銷售包裝外層附上GS1 DataMatrix標籤**，以加強重要訊息的傳遞，其中至少包括以下資料：

- 全球貿易產品編碼 (GTIN)
- 批次編號
- 到期日或「此日期前最佳」

此標籤將被納入未來藥品採購的規範條件。

上述新規定是醫管局供應鏈現代化計劃的延續措施，目的是在準確追蹤醫管局供應鏈內的藥物情況，並強化供應鏈管理效率，達致確保病人安全的最終目標。

Join our webinar on 6 Jul 2022 to learn about the requirements and tips to implement GS1 DataMatrix

參加本會即將於2022年7月6日舉辦的網上研討會，了解此要求及應用GS1 DataMatrix要訣



## FREE Assessment on Your Supply Chain Operations & Management!

### 免費評估您的供應鏈運作及管理!

Global supply chains are expected to remain under pressure in 2022. Supply chain leaders shall take quick actions and make right decisions now to enhance their supply chain capabilities, agility and resilience to get prepared for future challenges!

#### How to begin?

Start with a simple assessment on your supply chain maturity model (SCMM). It is designed to assess the agility and resilience of your company's supply chain, and we will help you to identify strategic priorities in enhancing your supply chain.



預計於2022年，全球供應鏈將繼續面臨壓力。供應鏈決策者急需採取行動，作出正確決策，以增強供應鏈能力、靈活度及彈性，應對未來挑戰！

#### 如何開始?

大家可以先就供應鏈成熟度模型(SCMM)進行簡單評估，透過評估您公司供應鏈的靈活度及彈性，了解供應鏈需改進的策略重點。



**Take the FREE assessment now! 立即免費評估您的供應鏈!**

(Assessment report will be sent to you within 3 working days for you to identify future improvement 完成後可於3個工作天內獲得完整評估報告，讓您可了解公司需改進的空間和方向)



Contact us to seek supply chain advice from our Smart Professional Services Team

聯絡我們獲得智慧專業服務對應供應鏈的建議

Tel: 2863 9740 Email: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)

## Promote Western European Culture with Freshly Imported Spanish Food 西班牙直送 以「味」力宣傳西歐文化



**Leo Chan**

Co-founder of EatGoodSpain

**陳志滔**

EatGoodSpain 聯合創辦人

Prominent Hong Kong food critic Chua Lam once named Ibérico ham as “one of the must-try food before you die.” Famous for the dynamic energy and heated spirit, the Spanish culture also enchanted EatGoodSpain’s Co-founder Leo Chan, after he paid a visit to the western European nation. “My friend owns a farm in the south of Spain, so I got to taste a lot of local produces fresh from the farm. My friends and I were all in awe of the great taste and price, inspiring us to start importing Spanish food to Hong Kong.” With his experience in trading and fluent spoken Spanish, Leo connected with more Spanish suppliers through his friends, and established EatGoodSpain (EGS) brand in 2016.

### Ibérico Ham Different from Parma Ham

Knowing that there were just a handful of Spanish food suppliers in Hong Kong, Leo seized the chance and started his B2B business targeting restaurants and bars, benefiting from direct shipments from his business partners’ farm, as well as cheaper rental cost with an upper-floor shop.

“Customers would suspect the origin of our Ibérico ham as it’s half the price of those from supermarket chain store, which in fact those products involved listing fee, shop rental cost and other operating expenses.”

There are times that customers would inquire about Parma ham. Leo explained that the more-salty Italian Parma ham is normally matured for 12 to 18 months, while Spanish Ibérico ham, with a longer maturation period of 24 to 48 months, has a much darker colour, more even distribution of fat and a rich flavour. “We have been instilling knowledge on Spanish products to our business clients, so they would spread the words to their customers.”

知名本地食家蔡瀾列舉人生必吃的食品，其中之一是西班牙的黑毛豬火腿。西班牙的熱情和魅力令人著迷，食好西班牙(EatGoodSpain, 簡稱EGS)聯合創辦人陳志滔(Leo)就因為一次與朋友的西班牙深度遊，與這個西歐大國結下不解緣。「朋友在西班牙南部擁有自家農場，有機會即席品嚐當地名物，大家試後都為之驚艷，覺得又美味又抵食，返港後便誕下將西班牙美食引入香港的念頭。」本身從事進出口貿易的Leo懂西班牙文，透過朋友認識更多當地供應商，便與友人於2016年創辦EGS品牌。

### 西班牙意大利 火腿大不同

香港的西班牙食品供應商寥寥可數，Leo覷見商機，便乘當地朋友關係、原產地直送、樓上舖租金便宜的優勢開業，首先打開餐廳酒吧等B2B市場。

「開店初期，有顧客留意到我們的西班牙火腿與大型連鎖超市賣的相同，價格卻平一半，會質疑來源；我們要解釋其實人家門店的上架費、租金、燈油火蠟等，都包括在價格中，自然貴1倍。」





## Promote Great Taste with Technology

Apart from ham, EGS also sells dozens of other traditional Spanish food products such as Paté Ibérico, olive, and canned seafood. Some of the products must be repackaged before putting on the shelves at frozen food stores, so GS1 barcodes are necessary. Learning that GS1 barcode is the product listing requirement for e-commerce platforms like Amazon, HKTV Mall and Taobao, and also the key for listing on Google Shopping for free, Leo is glad that barcodes evolved with time, helping businesses open up new market and increase product exposure.

To capitalise on business opportunities in festive seasons, EGS would launch products like Chinese Turnip Cakes with Ibérico Ham, and partnered with chain retailers for distribution at its 8 stores. The company used paper vouchers for redemption before, yet found that the manual checking and calculation were not only time-consuming and tedious, but also involved errors. EGS thus now switches to GS1 HK Digital Coupon Solution and enjoy multiple benefits – consumers can redeem products in easier and faster manner, while the chain can run the promotion without any printed voucher to save money and time. The digitalised system also allows EGS to monitor the effectiveness of the promotion and capture consumers' behaviour in real-time.



Leo笑言有客戶會查詢Parma Ham供應，便要向他們解釋較鹹的Parma Ham是意大利火腿、一般風乾12-18個月，而西班牙黑毛豬火腿Ibérico Ham顏色較深、一般風乾24-48個月，油花均勻、味道甘香。「所以我們在賣貨時亦會向客戶灌輸西班牙產品知識，讓他們向顧客廣傳。」

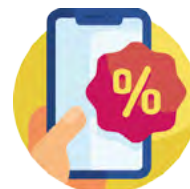
## 善用科技 推廣美味

除火腿外，EGS有賣黑毛豬肝醬、橄欖、海鮮罐頭等10多款傳統西班牙食品，有些來貨需要重新包裝才推出市面，自然亦要GS1產品條碼才能在凍肉店等零售點上架。Leo得知GS1條碼是電商平台如Amazon、HKTVmall、淘寶等的上架要求，並能在Google Shopping的免費產品資訊(Free Listing)展示，他很高興條碼條碼會與時並進，幫企業開發新市場及增加產品曝光。

Leo稱過往會推出應節食品如西班牙黑毛豬火腿蘿蔔糕，並與連鎖零售店合作在其8間分店派發，但過往用紙本優惠券時需要每晚收工收齊優惠券及對數，費時失事亦時有缺漏；便採用了GS1 HK電子優惠券方案。方案不但方便消費者簡單快捷兌換產品、縮短結賬時間，亦免卻商戶打印和處理實體券、省時省錢，更可實時追蹤推廣活動成效，了解消費者購買行為。

“Hongkongers are getting used to electronic payment and digital vouchers. Digital Coupon is a practical and effective solution, which not only empowers small enterprises to tap into the trend of digitisation, but also brings greater convenience to both our customers and businesses.”

「香港人越來越習慣電子消費，就算小舖都可以電子優惠券配合數碼化大趨勢，最重要便利顧客和自己、既實際又有效。」



## Keeping Business Afloat is Harder than Starting One

Before the pandemic outbreak, EGS supplied to close to 100 catering outlets and bars in Hong Kong, accounting for 70% of its business with millions in revenue. However, the closure of restaurants and bars during COVID-19 had caused their B2B sales to plummet by almost 90%. Leo thus quickly pivoted to the B2C market, “We were able to recover a large part of our business thanks to the higher profit margin from the consumer market, contrary to the low-margin B2B business.”

EGS leverages different sales channels to promote its products. On top of its own web store, it also partners with HKTVMall and other delivery platforms such as pandamart and pop-up store opportunities. Its pasta, salad and condiment products are also listed on Deliveroo Kitchen to further increase market exposure. EGS has previously organised food tasting events, cooking classes, catering services, and cultural trainings for companies, and provided group purchase discounts for their employees. With the economy slowly recovering, Leo is looking forward to resuming these activities.

As most Chinese attach great importance to food, EGS hopes to build its brand around Spanish food and continue to introduce more unique Spanish items that help promote the foreign culture to the locals.



Leo welcomed the Anti-epidemic Fund from the Government, but he is concerned that other subsidies such as the Technology Voucher Programme could not help the small business in need because the funding takes a long time for approval. With the Government’s “place-specific flight suspension mechanism” still in force on the date of the interview, Leo expressed that the product import cost of his products have surged 50% to nearly a double. Therefore, he hoped the travel ban and flight schedule can go back to normal as soon as possible, so business owners can better manage the costs and benefit from it.



### 開業難 守業更難

直至疫情前，EGS會供貨予全港逾100間餐廳和酒吧，佔7成生意額、每年貢獻7位數字收入。食肆酒吧關閉令公司B2B銷量大跌9成，Leo唯有即時轉型擴大B2C市場，「B2B市場是薄利多銷，每件貨的利潤不多，而消費市場的利潤可多一倍，所以在積極轉型期間都算收復大部份失地。」

現時公司會儘可能爭取各式渠道銷售，由自家網店、HKTVMall、pandamart外賣平台、快閃市集，以至在Deliveroo外賣舖放置意粉、沙律、配料等產品寄賣，務求增加市場曝光。公司過往會為不同機構舉辦試食會、菜式製作班、美食到會、文化培訓等，並為大企業提供團購優惠，現時市道回穩，Leo正積極籌劃復辦活動。

民以食為天，EGS先以西班牙食品打響名堂，未來會陸續引入更多西班牙特色產品，冀將西班牙文化發揚光大。

面對逆境，Leo苦笑稱政府抗疫基金資助當然是「有好過無」，但其他如科技券等資助卻要等1年至半年才真正「落袋」，慨嘆遠水不能救近火，中小企唯有自強。訪問當日，特區政府維持「航班熔断機制」等措施，Leo稱其時產品入口運費飆升5成至1倍，最期望政府能儘快將航運復常、讓成本回調，才能利好生意。





## The Crush of Candy: Gummies & Chocolate Recall

### 糖果大冒險：軟糖及朱古力回收

Multiple worldwide recalls of confectionary products happened in 2022, including reports of over 150 Salmonella food poisoning cases across Europe and America, originated from a brand of chocolate produced in a factory in Belgium.

In addition, the world's number one confectionary supplier announced a recall of a designated batch of gummies in the US, over the possibility of "a very thin metal strand embedded in the gummies"; whereas 3 million pieces of chocolate products had been recalled in Japan with the potential presence of shards of glass.

In response to the first incident, the Centre for Food Safety (CFS) has instructed the importer to recall the affected products, stepped up testing of related products, and notified the public and the trade of the incident through Food Alerts and Trade Alerts.

今年發生多宗糖果回收事件，包括在歐美各地發現150宗沙門氏菌食物中毒個案，源頭是比利時一間工廠生產的某品牌朱古力。

另外，全球糖果銷量第一的生產商亦召回其美國市場特定批次的軟糖，因為相關批次可能嵌入極細金屬線；另一批在日本銷售的朱古力則因混入玻璃片，而要召回300萬件產品。

就沙門氏菌事故，食安中心已指令進口商回收受影響產品，加強抽驗相關產品，並透過食物警報及業界警報就事故通知市民及業界。

Interested to know how to enhance food supply chain traceability & product recall effectiveness?  
Contact us now!

若您想知道如何做好食品供應鏈追溯管理及提升召回效率，請聯絡我們。



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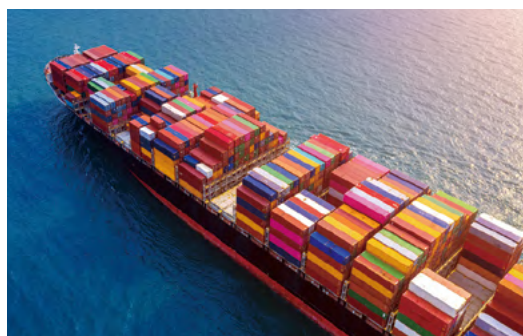
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# The Key to a Golden Gate of Trade – Product Barcodes

## 打通黃金貿易大門的鑰匙

### – 產品條碼



DHL Global Forwarding predicted that port congestion is going to ease in 2023, but global supply chains are not expected to go back to 2019 level. Steven Beck, Head of Trade and Supply Chain Finance at the **Asian Development Bank (ADB)** believes that greater use of barcodes can improve global supply chain operation.

全球物流服務公司DHL預估2023年港口擠塞情況應可緩解，但全球供應鏈應該很難回復至疫前2019年一樣的順暢水準。亞洲開發銀行貿易和供應鏈融資計畫負責人Steven Beck認為，進一步推動隨處條碼的廣泛應用可以改善全球供應鏈運作。

Look around you. How many barcodes are within your reach? Three? Four?

環顧四周，你能看到多少個條碼？三個？四個？

The ubiquitous barcodes (GTIN) are not only the must-have elements for online and physical retail, but also identification standards used in supply chains to increase transparency, making trade more efficient, sustainable and inclusive for industries. The adoption of GS1 Standards can also fix problems within supply chains, resulting in less red tape and hassle for smaller companies at borders. However, only 25% of Asia and Pacific economies have either adopted the GS1 standards at their borders or are actively considering adoption.

隨處可見的條碼(全球貿易貨品編碼, GTIN)除了是線上線下零售必備元素外,更可用作獨有識別供應鏈上的產品,提升透明度,為業界促進更高效、更可持續和更互聯的貿易。而統一使用GS1標準,更可簡化對小型企業來說是繁瑣冗雜的貨物進口手續。可惜,僅有25%的亞太經濟體在跨境上採用了或正在積極考慮採用GS1標準。

International organisations acknowledge the power of global standards in supply chain digitalisation:

多個國際機構認同全球標準是數碼化供應鏈的基礎:



Asia-Pacific  
Economic Cooperation

**Asia Pacific Economic Cooperation (APEC)** agreed that “the use of standardized codes will enable information about traded goods to be easily understood and shared by all parties”, therefore they encouraged APEC economies to promote wider use of global data standards.

Benefits of global standards in cross-border trade were also proven in various **APEC GDS (Global Data Standards) projects** managed by GS1 HK, for example, the adoption of GDS on critical sea freight data exchange between port operators in the APEC region including Shanghai, Xiamen, Hong Kong China, Singapore, and Australia have helped to enhance visibility, integrity and transparency of e-Ports.

亞太經濟合作組織(APEC)達成共識,同意「使用標準化編碼可讓各方更容易理解和分享貨物貿易資訊」,故鼓勵APEC成員國應用全球標準。

多個由GS1 HK主導的**APEC GDS(全球數據標準)項目**亦引證了全球標準對跨境貿易帶來的效益,例如是於APEC區內港口營運者如上海、廈門、中國香港、新加坡、澳洲的航運關鍵數據交換上應用全球數據標準(GDS),提升了電子港口的可視化、一致性和透明度。

Read more  
閱讀更多



As emphasized by **ICC (The International Chamber of Commerce)**, fewer than 1% of trade documents are fully digitised globally, with lack of awareness of existing standards as primary barriers. Therefore, **WTO & ICC** have published “**Standards Toolkit for Cross-border Paperless Trade**”, which provides a comprehensive overview of existing tools and close to 100 available standards for digital trade, including GS1 standards that can be used for unique identifying supply chain products to facilitate trusted, real-time supply chain collaboration and data exchange.

**ICC國際商會**指出,全球只有少於1%的貿易已全面數碼化,當中最大障礙便是缺乏標準。因此,世界貿易組織(WTO)和**ICC國際商會**聯合發表了「推動跨境無紙化貿易的標準應用指南」,涵蓋現有數碼貿易工具及接近100個可用的全球標準,包括用以獨有識別供應鏈產品的GS1標準,推動可靠、實時的供應鏈協作及數據交換。

Read more  
閱讀更多



In China, the time to declare an import of goods has **reduced from 20 minutes to only 10 seconds**

中國在使用「憑碼申報」後，進口貨物報關時長  
**從20分鐘縮短到10秒**



**China Customs** are leveraging barcodes to enable standardised and effective customs declaration. As GS1 China's product database is connected with China customs via GTIN, enterprises can complete customs declaration with GTIN, then China Customs can use "intelligent auto-fill" function to obtain product information within a second to facilitate customs clearance.

GS1 China can also query GS1 HK's BarcodePlus platform to obtain product information whenever applicable, therefore HK companies can also enjoy faster and more convenient customs declaration with barcodes when importing products to China.

**中國海關**就以條碼推動出口海關申報標準化與效率化。由於海關已與GS1中國分會的條碼數據對接，企業只需「憑碼申報」，中國海關就能進行「智能反填」，秒速獲得產品來源及種類等資訊，加快企業跨境通關的流程。

由於GS1中國產品數據庫也可按需要訪問GS1 HK的BarcodePlus平台以獲得產品資訊，因此香港企業也可以享用便捷的「憑碼申報」申報功能，將產品進口中國。



From Jan 1<sup>st</sup>, 2022, China Customs will **require GTIN (barcodes) as a mandatory field for the import of 6 types of products**, including infant food, wheaten food, biscuit, beer, imported wines & liquors, cosmetics etc. Merchants exporting such products to China must adopt barcodes on products.

由2022年1月1日起，**中國海關對6類進口產品報關增設條碼(GTIN)為必填欄目**。若商家希望將嬰幼兒食品、麵食、餅乾、啤酒、洋酒、化妝品等商品進口中國，就需於產品上應用條碼，便利申報。

For HK companies who have already adopted barcodes on products, product data shall be uploaded to GS1 HK BarcodePlus platform to enable GTIN (barcodes) for customs clearance & ensure data accuracy.

至於已申請條碼的香港企業，就需填寫正確的商品資料至GS1 HK BarcodePlus產品資訊平台，確保「憑碼申報」(以條碼報關)的數據準確度。

## WTO & WEF Encourage Adoption of Global Standards & Technologies in Trade

To facilitate global trade digitalisation and ease supply chain bottlenecks, the **World Trade Organization (WTO)** and the **World Economic Forum (WEF)** launched a new report "The promise of TradeTech: Policy approaches to harness trade digitalization", which include recommendations to make global trade more efficient, inclusive and sustainable via global standards and technologies.

## WTO及WEF推動於貿易上應用全球標準及科技

為促進全球貿易數碼化，舒緩供應鏈問題對行業的挑戰，**世界貿易組織(WTO)**及**世界經濟論壇(WEF)**最新發佈的《制定貿易數碼化政策》報告指出全球標準及科技可提升全球貿易效率、聯通及可持續性。



The use of industry standards such as Global Trade Item Number (GTIN), Global Product Classification (GPC) and Global Location Number (GLN) leads to better supply chain outcomes for all stakeholders such as improved product traceability and visibility across international borders and more.

應用行業標準如全球貿易貨品編碼(GTIN)、全球產品分類(GPC)和全球位置編碼(GLN)等，可以為所有供應鏈持份者帶來裨益，例如提高產品的可追溯性和跨境能見度等。

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# A Can't-miss Trend for Retailers – 2D Barcodes

## Becoming Ubiquitous

### 一個零售界不能忽視的 全球趨勢 - 2D條碼普及化



Consumers demand for more product transparency in recent years, in which over 70% of consumers said they would switch to a brand with more in-depth product information, in addition to what appears on the label. They also wish such information to be easily accessible\*.

Adopting 2D barcodes (QR codes) can be one of the simplest and fastest way to address such demand. GS1 and retailers are gearing up for “Sunrise 2027” project in US, and have set a date to accept 2D barcodes at point-of-sale.

近年消費者對產品資訊透明度提升，超過7成消費者表示他們會轉向購買比標籤上提供更詳細產品資訊的品牌，他們更希望更容易獲取產品資訊\*。

應用2D條碼(QR碼)為其中一個簡單快捷的方法。GS1及零售商提出了美國「Sunrise 2027」項目，計劃於2027年前於零售點上使用2D條碼。

## Industries around the globe are also promoting wider use of 2D Barcodes

### 全球業界也開始推動於產品上應用二維條碼(QR碼)

#### US 美國



**82%** of US retailers supported transitioning to data-rich 2D barcodes within the next 5 years.\*

**82%**的美國零售商支持於未來5年轉至使用能載有更多資訊的2D條碼(QR碼)\*

#### China 中國



By 2023, **80%** of food companies in Zhejiang Province will have 2D barcodes printed on the package (according to the global migration to 2D initiative by The Chinese Zhejiang province, GS1 and GS1 China)<sup>#</sup>  
於2023年，**80%**的浙江食品企業將於產品上應用二維碼(由中國浙江省市場監管局與GS1全球以及GS1中國共同計劃推動二維碼普及化)<sup>#</sup>

#### Australia 澳洲



Woolworths, one of Australia's biggest supermarket chain, has used 2D barcodes to enhance food safety. They had reduced food waste by up to 40% through their expiry date management activities  
澳洲大型超市之一Woolworths以二維碼做好食品安全管理，透過食品到期日管理，減少40%的浪費

## What are the benefits of 2D barcodes?

### 品牌應用2D條碼，有甚麼好處？

- ✓ Small in size, but can hold vast amount of information  
體積更小，但能載有更多的資訊
- ✓ Empower consumers to obtain information in a simple and easy way  
簡單易用，消費者掃一掃就能獲取品牌提供的資訊
- ✓ Provide multiple information to consumers with only ONE QR code to enhance experience  
只需一個QR碼，即能為消費者帶來多種資訊，提升體驗訊



\* Source 資訊來源: FMI & Label Insight

# more details on page 26 請參閱第26頁了解更多詳情

## 6 Key Product Information in ONE QR Code 一個QR碼 盡覽6大資訊




To support HK brands in adopting QR codes, GS1 HK has launched “1QR”. Unlike traditional QR codes, 1QR empowers brands to showcase 6 key product information to consumers with only ONE QR code, or even to launch new product offers from time to time using the same QR code!

為推動香港品牌應用QR碼，GS1 HK特別推出「1QR」，突破傳統QR碼的限制，讓品牌只需一個QR碼，即可向消費者展示6大產品資訊，甚至是隨時推出新產品優惠！




### Product Information 產品資訊

Including name, origin, 7+1 nutrition value etc  
包括名稱、原產地、7+1營養價值等




### Discount Offers 優惠獎賞

Launch new offers from time to time with the same QR code  
不用更改QR碼，即時推出新優惠




### Company Information 公司資訊

Company name and contact  
公司名稱及聯絡方法




### Track and Trace 追蹤追溯

Product tracing and expiry date  
產品追溯、到期日



### Certificates 證書認證

Display certificates and recognitions of the brand to increase consumer confidence  
展示證書及品牌所獲得的認證，提升消費者



### Authentication 防偽驗證

Consumers can scan QR code to authenticate products, enhancing product credibility  
消費者掃一掃QR碼，即能驗證產品真假，提升產品可信度

## How to Generate “1QR”? 如何製作「1QR」的QR碼？

GS1 HK members can generate “1QR” that can be adopted on product packaging from our product information portal – BarcodePlus, enhancing product credibility, authenticity and safety with ONE QR code!

只要您是GS1 HK會員，即可免費於本會產品資訊平台BarcodePlus上免費製作「1QR」，並應用於產品包裝上，一次過提升產品可信度、真實性及安全性！

Contact us to learn more 立即聯絡我們了解更多  
Tel: 2863 9740 Email: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)



# From Food to Vaccine - Cold Chain Turning "Hot"

## 冷鏈變「熱」 從食品到疫苗都要靠它



**Cold chain logistics** is put under the spotlight as storing and transporting COVID-19 vaccine requires ultra-low temperature environment. As part of the anti-pandemic efforts, China has also tightened management guidelines for cold chain logistics, which further drives the demand for cold chain management.

新冠肺炎疫苗需要在超低溫下儲存及運送，**冷鏈物流**不可或缺。中國更因應疫情防控，強化了冷鏈物流要求及規範，令冷鏈管理需求更強勁。

### 1. Where does cold chain logistics apply? 冷鏈在哪裡應用？

Besides agricultural products and processed foods, cold chain is used in high-valued medical supplies, vaccines and special commodities like wine and industrial spare parts, covering upstream to downstream supply chain from production, loading and transportation, processing and distribution, and last-mile delivery, etc.

除了農產品、加工食品，冷鏈亦適用於高價值醫療物品、疫苗和特殊商品（如葡萄酒、工業用的精密零件）等；範圍涵蓋由生產、裝卸運輸、加工分銷、以至送到消費者等上下游的供應鏈環節。

### 2. Is cold chain logistics hard to implement? 我公司想引入冷藏食品/藥品，冷鏈管理複雜嗎？

Advanced cold chain management system and technology are available in Hong Kong, for example RFID-tagged logistics units, GPS, sensors, cloud traceability platform and so on, which helps monitor the temperature and humidity data of good in real-time along the supply chain and share with trading partners. They are easy to implement for all kinds of budget.

不複雜，香港已有非常先進的冷鏈管理系統，例如透過放在物流單位的無線射頻識別(RFID)標籤、全球定位系統(GPS)、感應器及雲端追溯平台等，實時監察貨品在不同位置的溫度及濕度，並與貿易夥伴分享；不難實踐亦豐儉由人。

### 3. Is cold chain opportunity thriving in Hong Kong? 香港的冷鏈商機在哪裡？

As online shopping for foods like fruits and frozen foods prevails, coupled with the rising demands for vaccine and special pharmaceutical products, the cold chain business is escalating. According to China Cold Chain Logistics Development Report 2020, the average wastage of fresh produce in China was reported at 10%, whereas it's reported at below 5% in Europe and the US. Hong Kong cold chain industry and practitioner are in a unique position to support Mainland China with their experience and higher service quality.

網購新鮮食品發展蓬勃，水果、冷藏食品等消費有增無減，而疫苗及特別醫療品等的需求亦與日俱增，增加冷鏈商機。據《2020年中國冷鏈物流行業發展報告》指，目前中國生鮮產品的平均損耗率是10%以上，但歐美國家的損耗率控制在5%之下，代表內地冷鏈運輸行業質量有待提升，而香港冷鏈物流業界大可憑藉經驗和服務質素打入內地市場。

Please refer to the code of practice for the "Cold Chain Logistics Management System" developed by Hong Kong Logistics Association and supported by GS1 HK, or contact us to know more: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)

您可參考香港物流協會推出、GS1 HK為支持機構的《冷鏈物流管理體系項目指南》，或聯絡我們了解更多。



Read Now  
立即閱讀



# Combating Counterfeits with **Two-pronged Approach**

## 兩招打擊「A貨之王」及「釣魚特工」

As Mid-Autumn Festival approaches, scammers will try to sell counterfeit mooncakes online or at stores, defrauding money and potentially jeopardising health. One of the ways to nip fakes in the bud is to adopt “REAL QR” solution, which supports brands to combat counterfeit effectively with two-pronged approach:

每年中秋，網上或零售店都常出現冒牌月餅，而且騙徒手法層出不窮，仿真度越來越高，品牌可如何防範於未然？應用全方位的「真的碼」防偽方案，就是其中一個有效打擊假貨的方法：

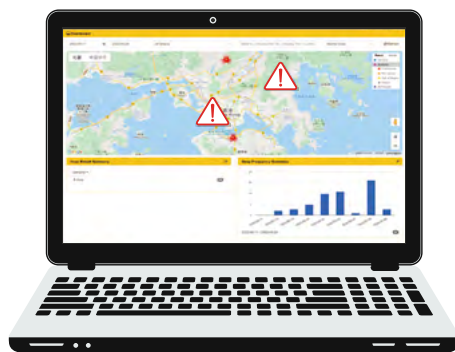


### 1 QR Codes Printed with Patented Anti-forgery Technology to Stop the Sale of Fakes

#### 專利技術二維碼 阻擊假貨銷售

Printed with patented anti-forgery micro-printing technology, each QR code is **unique & inimitable in the market**. Consumers can therefore authenticate products simply by scanning the QR codes.

採用專利的微印刷(micro-printing)技術，令每個QR碼都是市場上獨一無二、難以複製。消費者就可透過手機應用程式輕鬆掃描條碼辨識真偽。



### 2 Identify Suspected Sales Channels from Scan Activities

#### 掃描數據 發現可疑的銷售渠道

If counterfeit QR codes of fake goods are scanned, brands will get alerted and obtain location and identity of counterfeit goods to combat fake and parallel products. In addition, brands can even spot and report fake websites via anti-phishing service, defending consumers from scam.

當有假貨的偽冒QR碼被掃描時，品牌就會接獲警報通知，獲得假貨位置和資訊，打擊水貨及冒牌貨。此外，品牌還可透過「真的碼」的反網絡釣魚服務，辨識及阻擊假網站，保護消費者免受欺詐。

#### Success Case 成功案例



3 traditional mooncake brands in HK taking up top 5 production volume successfully combated fake leveraging “REAL QR” anti-counterfeiting solution to protect brand image. By observing the scan activities overseas, they even identified new market opportunities in the foreign country.

有三間產量頭5位的本地傳統月餅品牌就運用了「真的碼」防偽方案，成功打擊假貨銷售，保障品牌形象。有品牌更從掃描數據中發現潛在商機，決定進軍新市場。

Contact us to learn how to leverage “REAL QR” to fight against fakes and protect your brand  
聯絡我們，了解如何以「真的碼」打擊假貨，保障您的品牌

Tel: 2863 9740 Email: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)



# 85 Local Companies Awarded as “Consumer Caring Companies” 85間本地「貼心企業」出爐



Survey shows that customer-centric companies are 60% more profitable than others\*, highlighting the vital role of consumer-first strategies to boost sales. 85 local companies were recognised as GS1 HK’s “Consumer Caring Company” this year, in which 20% of them have joined for 10 years or more. The award also draws the first e-com platform and large enterprises to join the league of caring recognition.

有調查指出，推行「以客為先」策略的企業比其他企業的利潤多60%\*，可見貼心待客為企業贏生意的必備元素。今年有85間本地企業獲GS1 HK的「貼心企業嘉許計劃」嘉許，當中有不少企業更將貼心服務從線下延伸到線上，成功突圍。獲嘉許企業中，有2成企業參加計劃達10年或以上，更有首間電商平台及大企業加入成為貼心企業行列！

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



## 85 Awarded Companies at a Glance 一覽85間獲嘉許品牌

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

### 10 Years+ Recognition 「十年+賞」



### 10 Years Recognition 「十年賞」



### 5 Years+ Recognition 「五年+賞」



### 5 Years Recognition 「五年賞」



### 2 Consecutive Years or Above 連續兩年或以上的貼心企業



### NewAwardees 新入選企業



Contact us to learn more 歡迎聯絡我們了解更多 (電話Tel : 2863 9740 電郵Email : corpinfo@gs1hk.org)

\* Source 資料來源 : Deloitte



## Experts Shared Tips to Tap into Opportunities of New Consumer Behavior

### 專家拆解把握新消費模式要訣



foodpanda HK shared the ways to tap into opportunities brought by “quick-commerce” and new consumer behavior at our seminar. GS1 HK also shared how businesses can “Go Digital” to increase campaign effectiveness, enhance consumer experience and boost online sales with barcodes.

於早前本會聯同foodpanda舉行的研討會上，foodpanda香港拆解他們如何透過「快商務」把握新消費模式帶來的新機遇。GS1 HK也於研討會上分享了企業「Go Digital」要訣，善用條碼提升宣傳效益及消費者體驗，帶動網上生意。

## Mastering Cold Chain Management

### 探討冷鏈物流管理



Companies can leverage technologies for cold chain logistics management to enhance food safety, protect consumers and strengthen operation efficiency. At our co-organised seminar with Hong Kong Productivity Council, Hong Kong Logistics Association and Centric Software, participants not only deepened their understanding on cold chain management and best practice, but also visited Smart Business Innovation Centre to explore technologies that empower Smart Operations.

為幫助業界了解如何應用科技做好冷鏈物流管理以提升食品安全、保障消費者健康及加強營運效率的要訣，GS1 HK早前聯同香港生產力促進局、香港物流協會及Centric Software舉辦了研討會，參加者除了解冷鏈管理相關科技應用及案例外，還參觀了智慧科技創新中心，體驗智慧營運的科技應用。

Contact us to learn more about cold chain management and re-industrialisation, or to arrange a visit at our Smart Business Innovation Centre!

歡迎聯絡我們了解更多關於冷鏈管理及再工業化資訊，或安排參觀智慧科技創新中心。

Tel: 2863 9740 Email: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)



## Zhejiang Set to Make Global Example for GM2D

### 浙江率先建設「全球二維碼遷移計劃」示範區



Zhejiang Provincial Administration for Market Regulation (abbreviated as Zhejiang AMR), GS1 and GS1 China signed joint announcement to facilitate the Global Migration to 2D (GM2D) project in Zhejiang Province.

The project hopes to see complete coverage of 2D barcode on all food product packaging in Zhejiang by end of 2025. Thereafter, customers can enter the “Zhejiang Food Traceability Chain” system by scanning 2D code on the product packaging, to know the whole process from production to listing on shelf. The project aims to push forward Zhejiang to become the first large-scale GM2D example in the world.

浙江省市場監督管理局與GS1、中國物品編碼中心(GS1 China)簽署聯合聲明,推動浙江省率先參與「全球二維碼遷移計劃」(以下稱GM2D - Global Migration to 2D)。

合作計劃期望到2025年年底,整個浙江省食品行業都會在包裝上應用二維碼。屆時顧客只需掃描包裝上二維碼即可進入「浙食鏈」系統,了解商品從生產到上架的全部過程。計劃預期浙江省將成為全球首個大範圍推廣GM2D的地區。



Over 7,000 food production companies will take part in this project and 200+ stores of the largest merchandise retail chain in Zhejiang will undertake system upgrades to do POS checkouts with 2D barcodes.

現時已有7,000家浙江省的食品生產商承諾會參與計劃,而當地1家擁有200多門店的大型零售連鎖店答應會配合二維碼,對其結賬/零售系統升級。

## Global Migration to 2D programme

GS1 launched the Global Migration to 2D programme at the end of 2020 and over 20 countries and districts including China, US, Australia and Brazil have joined this venture.

## 全球二維碼遷移計劃

GS1在2020年年底推出「全球二維碼遷移計劃」,逾20個國家及地區包括中國、美國、澳洲、巴西等紛紛參與。



To support the global initiative, GS1 HK launched “1QR”, which helps unlock infinite opportunities for merchants and enable all-round information for consumers.

GS1 HK推出「1QR」支持該全球項目:「1QR」讓商家一「碼」盡攬無限商機、讓消費者一「碼」盡覽多種資訊。

To Know More  
了解更多





## Hassle-free Way to Enter into Walmart & China Southern Airlines to Grasp the ¥100 Billion GBA Big Health Market

### 零煩惱進駐沃爾瑪、南方航空零售點 把握大灣區「醫健美」千億商機

The rapid economic growth in GBA cities in recent years has driven a significant market growth of medicine, healthcare and beauty products (“Big Health”).

近年大灣區多個城市的經濟增長迅速，醫藥、保健、美妝護膚(醫健美)產品市場增長尤其顯著！



Nutritional supplement market in China exceeded **RMB260 billion** last year  
內地營養品去年市場超過**2600億元人民幣**



Each resident spends over **RMB1000** per year on health and wellness  
每位居民年均花費超過**1000元人民幣**用於健康養生

Though many HK brands tend to tap into the gold mine of “Big Health” markets in the GBA, they have to tackle with challenges and complicated processes like customs clearance, application for license, logistics and promotion etc that are usually burdensome to SMEs. GS1 HK joined hands with WJH, a cross-border e-commerce platform, to provide a one-stop O2O “HK Trusted Market” solution, helping companies to seize GBA opportunities in an easy and low-cost way:

不少香港「醫健美」企業都希望走入大灣區吸金，可惜需要面對多重挑戰如清關、領牌、物流及宣傳等，過程繁瑣，令很多中小企都無從入手。故此，GS1 HK與跨境電商平台「唯家薈」合作推出「信港商城」O2O方案，企業透過此一站式方案，就可讓產品更快、更易、更低成本進駐大灣區：

### 1. Enter into Retail Hotspots at Walmart & China Southern Airlines 進駐Walmart、南方航空零售點

Display products at experience stores like Walmart, China Southern Airlines, enabling GBA consumers to experience at shop then buy online.

於各體驗店如Walmart、南方航空等展示產品，讓大灣區消費者於店內體驗，網上購買。



### 2. One-stop Omni-channel Service 提供一站式跨境商貿

- Provide cross-border “Green Channel” by completing Customs clearance (without the need of China Compulsory Certification), logistics and storage processes in 15 days. 短至15日跨境綠色通道，產品無需中國進口証就可完備通關、內地物流及存倉等程序，進行銷售。
- Support companies with a multitude of promotion services e.g. live commerce, social media marketing etc, enabling them to enter into China market in low cost. 全面市場推廣配套，助您透過直播帶貨、社群營銷等方式，以最低成本開拓中國市場。



### 3. Anti-counterfeiting with “REAL QR” to Boost Consumer Confidence 「真的碼」防偽 提升消費者信心

- “REAL QR” is adopted on every product listed to ensure authenticity, empowering consumers to scan to authenticate and reduce the risk of any infringement. 為所有產品加上「真的碼」正品標籤，讓消費者掃一掃就可辦真偽，同時減低產品被偽冒風險。



After joining the programme, GS1 HK members can promote a product via **KOL video streaming** for **FREE!** Limited quotas only, contact us to learn more! GS1 HK會員參加後，更可**免費**獲得一次**網紅直播帶貨視頻宣傳**，保證產品銷售成功！名額有限，立即聯絡我們了解更多！ Tel: 2863 9740 Email: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)



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

(in alphabetical order 以英文名字排列)

1. A-D STAR TRADING CO., LIMITED
2. AJC INVESTMENT LIMITED
3. ALEMANNI PRIVATE LIMITED
4. AMBROSIA UNIVERSAL TRADING LIMITED  
寶斯環球貿易有限公司
5. AMSUS (HK) LIMITED  
阿姆薩斯(香港)有限公司
6. ANTIBACTERIAL HEALTH CERAMICS GROUP LIMITED  
抗菌養生陶瓷集團有限公司
7. AO JIE PLASTIC TOYS FACTORY LIMITED  
奧杰塑料玩具廠有限公司
8. AVANT COLLECTIONS LIMITED
9. BAI SING FOOD TRADING COMPANY LIMITED  
百盛食品商貿有限公司
10. BARE FOODS LIMITED  
煮意樂有限公司
11. BEAUTY PALACE LIMITED  
雅堡有限公司
12. BELE INDUSTRIAL (HK) INTERNATIONAL CO., LIMITED  
百麗實業(香港)國際有限公司
13. BELGIUM HALO WINE SHARE CO., LIMITED  
比利時哈囉酒業股份有限公司
14. BENEFIC CONCEPT LIMITED  
康家本(國際)有限公司
15. BENELIVE LIMITED  
更好生活有限公司
16. BID ACE HK LIMITED  
博德思香港有限公司
17. BIG BABY GLOBAL LIMITED  
巨寶環球有限公司
18. BIOCTORS BIOTECHNOLOGY (HONG KONG) CO., LIMITED  
博潤生物技術(香港)有限公司
19. BONTECK PRODUCTS CO., LIMITED  
上達產品有限公司
20. C&T PRODUCTION LIMITED  
斤兩食品有限公司
21. CAZEDIS SERVICES LIMITED
22. CHAAYA GROUP HK LIMITED  
卓亞國際食品有限公司
23. CHARM PRODUCTION COMPANY LIMITED
24. CITY PETS FACTORY LIMITED
25. COCOPARADISE LIMITED
26. COMBO INTERNATIONAL FOOD COMPANY LIMITED  
冠寶國際食品有限公司
27. CONCORDE DEVELOPMENT LIMITED  
匡橋拓展有限公司
28. COURTWELL INTERNATIONAL LIMITED  
國威國際有限公司
29. CULOTTEE LIMITED
30. DASSYN CREATIONS (INTERNATIONAL) LIMITED  
大盛(國際)有限公司
31. DATAFLEX TECHNOLOGY LIMITED
32. DKFM SOURCING & IMPORTING  
馳名採購及進口
33. DOUBLE CHEFS LIMITED  
泓瑜有限公司
34. DOUBLE GLORY INVESTMENTS LIMITED  
全堅投資有限公司
35. DR KANG INTERNATIONAL LIMITED  
康博士國際有限公司
36. ECCELEVONE LIMITED
37. ELAFAK TRADING COMPANY LIMITED
38. ENAS WELLNESS LIMITED
39. ENJOY COMPANY LIMITED  
品味生活烘焙有限公司
40. EXP ENTERTAINMENT LIMITED  
藝斯娛樂有限公司
41. EXPO ENTERPRISES  
億寶貿易公司
42. FAMILY FARM ORGANICS LIMITED
43. FERTMONT INDUSTRIAL COMPANY LIMITED  
峰沃實業有限公司
44. FINART GIFTS LIMITED  
裕陽禮品有限公司
45. FIVE FIRE GROUP LIMITED  
伍伙集團有限公司
46. FIVE STAR (HONGKONG) TRADE CO., LIMITED  
五星(香港)貿易有限公司
47. FUJINO (HONG KONG) LIMITED  
藤野良品(香港)有限公司
48. FULUM GROUP HOLDINGS LIMITED  
富臨集團控股有限公司
49. FURANTANG (HK) HEALTH CO., LIMITED  
福然堂(香港)健康有限公司
50. GENESPRINT INTERNATIONAL LIMITED  
基因圖譜國際有限公司
51. GENSE TECHNOLOGIES LIMITED  
尖思科研有限公司
52. GERMAN HANKAI BEER (CHINA) CO., LIMITED  
德國漢凱啤酒(中國)有限公司
53. GERMANY SKS CRAFT BREWING LIMITED  
德國盛克斯精釀啤酒有限公司
54. GERMANY WILHELM BACH BEER GROUP CO., LIMITED  
德國威廉巴赫啤酒集團股份有限公司
55. GREAT FOOD LIMITED  
天聯食品有限公司
56. HEBE BEAUTY LIMITED  
姍妍纖美有限公司
57. HENGSHI INTERNATIONAL INVESTMENT COMPANY LIMITED  
恒實國際投資有限公司
58. HIBER TRADING LIMITED  
海本貿易有限公司
59. HK BOWEI INTERNATIONAL GROUP LIMITED  
香港柏威國際集團有限公司
60. HK BULADI GROUP CO., LIMITED  
香港布拉蒂集團有限公司
61. HK HONGXI SHARES LIMITED  
香港鴻喜股份有限公司
62. HK HUA YAO IMPORT & EXPORT TRADING LIMITED  
香港華耀進出口貿易有限公司
63. HK JIANGXIAONUAN HOLDING LIMITED  
香港江小暖控股有限公司

64. HK KAI LAN CO., LIMITED  
香港凱蘭貿易有限公司
65. HK LAOGANGJI TRADING LIMITED  
香港佬港記貿易有限公司
66. HK MASHA GROUP FOOD COMPANY LIMITED  
香港瑪莎集團食品責任有限公司
67. HK MENGXIAOLU TRADE LIMITED  
香港萌小鹿貿易有限公司
68. HK YUEAN INTERNATIONAL INDUSTRIAL LIMITED  
香港悅按國際實業有限公司
69. HOCI CLEAN CO., LIMITED  
康士勁有限公司
70. HOLY LEAF INTERNATIONAL (HONG KONG) TOBACCO LIMITED  
聖葉國際(香港)煙草有限公司
71. HONG KONG BELL LIGHT INDUSTRIAL & TRADING LIMITED  
香港倍力工貿有限公司
72. HONG KONG CASIPI FOOD CO., LIMITED  
香港卡仕比食品有限公司
73. HONG KONG CHI KEE FRIED FISH SKIN SHOP  
香港仔志記炸魚皮專門店
74. HONG KONG EXTREMELY BRIGHT BIOTECHNOLOGY CO., LIMITED  
香港極亮生物科技有限公司
75. HONG KONG HEI YI YUEN GROUP CO., LIMITED  
香港喜怡園集團有限公司
76. HONG KONG HYDROGEL BIOTECH CO., LIMITED  
香港海卓吉爾生物科技有限公司
77. HONG KONG KOWLOON PENINSULA FOOD INTERNATIONAL GROUP CO., LIMITED  
香港九龍半島食品國際集團有限公司
78. HONG KONG LIFE SCIENCES PHARMACEUTICAL CO., LIMITED  
香港生命科學醫藥有限公司
79. HONG KONG LINK TRADE TECHNOLOGY COMPANY LIMITED  
香港創領科技有限公司
80. HONG KONG SHENGDELONG INTERNATIONAL FOOD LIMITED  
香港盛德隆國際食品有限公司
81. HONG KONG SIDIZAI COSMETICS CO., LIMITED  
香港史迪仔化妝品有限公司
82. HONG KONG SPACE-TIME KEY INTERNATIONAL TRADING CO., LIMITED  
香港時空匙國際貿易有限公司
83. HONG KONG THOUSAND WHALE LIMITED  
香港千鯨有限公司
84. HONG KONG YOUZHILIANGPIN FOOD LIMITED  
香港優之良品食品有限公司
85. HONGFUJI (HONG KONG) INDUSTRIAL CO., LIMITED  
洪福記(香港)實業有限公司
86. HONGKONG BAI YUE TANG CHINESE MEDICINE CO., LIMITED  
香港佰越堂藥業有限公司
87. HONGKONG HUIJIALI GROUP CO., LIMITED  
香港惠加力集團有限公司
88. HONGKONG JAMMY FOOD LIMITED  
香港知味食品有限公司
89. HONGKONG LINEMART LIMITED  
香港蘭瑪特有限公司
90. HONGKONG PHELPS ACADEMY OF SCIENCES CO., LIMITED  
香港菲爾普思科學院有限公司
91. HONGKONG TONGLEZI INDUSTRY CO., LIMITED  
香港彤樂滋實業有限公司
92. HONGKONG XIZHEN UNITED LIMITED  
香港喜珍聯合有限公司
93. HUAXIANGYUAN (HK) TRADE LIMITED  
華香園(香港)貿易有限公司
94. HUGE MAX CORPORATION LIMITED  
滿大有限公司
95. HUMANSA VD LIMITED
96. IEONGS (HONG KONG) TRADING LIMITED  
利時(香港)貿易有限公司
97. INFINITUS GLOBAL INNOVATIONS LIMITED  
無限極環球創新有限公司
98. INNOVATIVE (GROUP) LIMITED  
伊諾特(集團)有限公司
99. INTELLIGENT POWER TRADING LIMITED
100. INTERCONTINENTAL BUSINESS COMPANY LIMITED  
洲際商務有限公司
101. INTRADIN HK CO., LIMITED  
士商香港有限公司
102. JAPAN DD PHARMACEUTICAL CO., LIMITED  
日本叮叮制藥有限公司
103. JAPAN JIYE CO., LIMITED  
日本吉野株式會社有限公司
104. JAPAN TENGGE ZHIGUO ZHUSHIHUISHE LIMITED  
日本藤野製菓株式會社有限公司
105. JAPAN YUTIANMINGGUO CO., LIMITED  
日本羽田銘菓株式會社有限公司
106. JDE TRADE LIMITED  
建德貿易有限公司
107. JINGFENG FOOD (HK) CO., LIMITED  
香港景峰食品有限公司
108. JISONGO INTERNATIONAL LIMITED  
君尚購國際有限公司
109. JRCY LIMITED
110. KAM TAI (CHK) LIMITED  
金泰(中港)有限公司
111. KANGAROO (HONG KONG) LIMITED  
小袋鼠集團(香港)有限公司
112. KANINE INTERNATIONAL LIMITED
113. KIDS HITS INTERNATIONAL LIMITED
114. KINETIC SPORTS TECHNOLOGIES LIMITED  
動力學運動技術有限公司
115. KNXES COMPANY LIMITED  
諾科斯有限公司
116. KORCHINA F&B HOLDINGS LIMITED
117. KPM LIFE SCIENCES LIMITED
118. KTL FOOD LIMITED  
鉅泰隆食品有限公司
119. KWONG ON TONG SUPERMARKET  
廣安堂超級市場
120. LIANDA XINGSHENG GROUP LIMITED  
聯達興盛集團有限公司
121. LIFE HOUSEKEEPER (HONG KONG) GROUP CO., LIMITED  
生活大管家(香港)集團有限公司
122. LOK YIN HEALTH INTERNATIONAL LIMITED  
樂然健康國際有限公司
123. LUBUDS MANAGEMENT CONSULTANT LIMITED
124. MARVEL PRO LIMITED  
萬嘉寶有限公司
125. MASTER ACE DEVELOPMENT LIMITED
126. MEAT THE NEXT COMPANY LIMITED  
益創膳食品科技有限公司
127. MIDDLE EAST LIMITED

128. MIRAI ENTERPRISE LIMITED  
未來企業有限公司
129. MMG TRADING LIMITED
130. MO YAU COMPANY LIMITED  
毛優有限公司
131. MTK DIGITAL LIMITED
132. NAKED LAB LIMITED
133. NEW FLAVOR FOOD COMPANY  
新之味食品公司
134. NEW SMILE INTERNATIONAL CO., LIMITED
135. NEWIDE ENGINEERING (HK) LIMITED  
新康工程(香港)有限公司
136. NOMSOFTHE DAY LIMITED
137. NORDISKA PARTNERS LIMITED
138. NOSHADO LIMITED
139. NUO DI IMPORT & EXPORT CO., LIMITED  
諾迪進出口有限公司
140. OPPO INTERNATIONAL LIMITED  
創基(海外)有限公司
141. ORIENTAL INTERNATIONAL SUPPLIES LIMITED  
東方國際供應有限公司
142. ORIGINAL INTENTION HONG KONG  
初心
143. OSIBAO COSMETICS INTERNATIONAL LIMITED  
奧斯寶化妝品國際有限公司
144. OXYVITAL INTERNATIONAL LIMITED  
氧風動力國際有限公司
145. PAVILION MEDICAL LIMITED  
蘭亭醫療有限公司
146. PLEASURE TREND LIMITED  
祥風有限公司
147. PLUSIVO LIMITED
148. PROFITLAB DEVELOPMENT COMPANY LIMITED  
盈創發展企業有限公司
149. PROPER TRADING (HONG KONG) COMPANY LIMITED  
上活有限公司
150. PROTEUX TECHNOLOGY HOLDINGS LIMITED  
浦洋科技股份有限公司
151. QMIX MALL LIMITED
152. QUANTIDIX HONG KONG LIMITED  
量化診斷科技香港有限公司
153. RAK BIOTECH COMPANY LIMITED  
三師生物科技有限公司
154. RANKED LTD
155. RATAFIA ROSSI LIMITED
156. ROYAL BRIGHT (ASIA) LIMITED  
暉煌(亞洲)有限公司
157. SAKURA (HONG KONG) PRODUCTS LIMITED  
櫻花(香港)製造有限公司
158. SCUBA SYSTEM INTERNATIONAL (HONG KONG) LIMITED  
川流國際(香港)有限公司
159. SELECTED INDUSTRY AND TECH CO., LIMITED
160. SENSE CANDLE LIMITED
161. SENTAL TRADING (HK) CO., LIMITED  
深得貿易(香港)有限公司
162. SHENG CHUAN MACHINERY COMPANY LIMITED  
盛川機械有限公司
163. SHENG DE LI INTERNATIONAL TRADE (HONG KONG) CO., LIMITED  
勝得利國際貿易(香港)有限公司
164. SHIDA LAFEIL INTERNATIONAL CO., LIMITED  
實達貿易有限公司
165. SHILOSH INTERNATIONAL (HONGKONG) CO., LIMITED  
私樂仕國際(香港)有限公司
166. SIFU GOOD TEA COMPANY LIMITED  
師父好茶飲食有限公司
167. SMART FAMOUS CORPORATION LIMITED  
駿銘有限公司
168. SNACK FAMILY FOOD (HONGKONG) INDUSTRIAL CO., LIMITED  
零食世家食品(香港)實業有限公司
169. SOUPISM LIMITED  
尚湯主義有限公司
170. SPEED ACCESS LIMITED
171. SPLENDIDE ENTERPRISE CO., LIMITED  
力陞實業有限公司
172. STAR BEST DEVELOPMENT LIMITED  
明星發展有限公司
173. STARS MUSIC INTERNATIONAL LIMITED  
星演國際有限公司
174. SUNRISE EMARKETING LIMITED  
煜曦電子商務有限公司
175. THE FUTURE ROCKS COMPANY LIMITED
176. THE ONE MEDICINE INTERNATIONAL LIMITED  
一號醫藥國際有限公司
177. TIME2PLAY GAMES LIMITED  
玩樂時刻遊戲有限公司
178. TINA'S DRESSER COMPANY LIMITED  
天娜化妝用品有限公司
179. TOTAL SUCCESS ASIA LIMITED  
浩博亞洲有限公司
180. TRINITY DEVELOPMENTS LIMITED
181. TRY TRY LIMITED  
泓聚發展有限公司
182. UNION PROFIT COSMETIC INTERNATIONAL GROUP LIMITED  
協利國際美容集團有限公司
183. UNITED WHEELS ASIA LIMITED  
聯合威爾亞太有限公司
184. WANTAGE GROUP LIMITED  
萬得實業發展有限公司
185. WEIKOUAI (HK) INDUSTRIAL LIMITED  
唯口愛(香港)實業有限公司
186. WELLMADE CORPORATION LIMITED  
唯美企業有限公司
187. WING LOK  
永樂
188. YIHETANG FOOD GROUP (HK) LIMITED  
益禾堂食品集團(香港)有限公司
189. YUEN TEA COMPANY LIMITED  
園地有限公司
190. YUMMYDAY INDUSTRIAL (HK) LIMITED  
天美實業(香港)有限公司
191. YUNSHENGTONG (HK) CHINESE MEDICINE HEALTHCARE R&D CO. LIMITED  
潤生堂(香港)中醫藥保健研發有限公司

Join Us  
成為我們的會員





## GS1 HK Calendar

### 6 JUL

Briefing Session on Hospital Authority's DataMatrix Requirement on drug product packaging (Webinar)  
醫院管理局對藥物包裝應用GS1 DataMatrix標籤要求簡介會(網上進行)

### 13 - 15 JUL

Business GOVirtual Tech Conference\*  
- GS1 HK Sharing Sessions on 13 Jul:  
14:00-14:30 - Cross Border eCommerce (by GS1 HK & Noble Health)  
14:30-15:00 - Smart Operations & Data Analytics (by GS1 HK & Sun Fat Heung Food Products Ltd)  
虛擬經濟博覽及會議\*  
- GS1 HK會於7月13日進行分享:  
14:00-14:30 - 跨境貿易 (由GS1 HK及卓營方分享)  
14:30-15:00 - 智慧營運及數據分析 (由GS1 HK及新佛香食品有限公司分享)

### 14 JUL

HK Alliance of BA&E Information Management Association (HKABAEIMA) Members' Dialogue: "Opportunities for Development of Digital Twin for Smart City" - GS1 HK as speaker

### 14 & 22 JUL

"Go Smart" Certification Course: Digitalisation & Industry 4.0 on Food Traceability (Hybrid)  
「Go Smart」證書課程 - 數碼化及工業4.0推動食品追溯 (線上線下同步進行)

### 22 JUL, 26 AUG

"Go Digital" Barcode and Digital Service Workshop (Webinar)  
「Go Digital」條碼及數碼工作坊 (網上進行)

### 20 & 21 JUL, 10 & 11 AUG

"Go Smart" Supply Chain Certification Course: Implementing Industry 4.0: Leading Change in Supply Chain and Operations (Hybrid)  
「Go Smart」供應鏈證書課程:實踐工業4.0推動供應鏈及營運轉型 (線上線下同步進行)

### 31 AUG

GS1 HK Food Safety Forum  
GS1 HK 食品安全論壇

Upcoming Events  
即將舉行的活動



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

## Join Prize Quiz to Win a Cup of Coffee 有獎問答 送您一杯咖啡

Comprising of more product information than traditional QR codes, GS1 HK's "1QR" empowers consumers to gain access to all-round product information simply by scanning the QR code, helping to enhance product creditability, authenticity and safety.

GS1 HK推出的「1QR」比一般QR碼載有更多產品資訊，消費者掃一掃後，就可瀏覽多元化的產品資訊，提升產品的可信度、真實性及安全性。



SCAN to  
experience  
now!

立即 掃描  
及體驗



Join our prize quiz to enjoy a chance to **win a cup of coffee!** (we will select 10 participants who answered the question correctly)

立即參與以下有獎問答，有機會贏得一杯咖啡！

(本會將挑選10位答對問題的參加者)

Join Now  
立即參加





# GS1 HK Food Safety Forum 2022

## Food Safety and Consumer Trust: Navigating the Road Ahead

31 Aug 2022 | 13:30 - 18:00

Hong Kong Productivity Council (Hybrid Mode)

GS1 HK's annual Food Safety Forum will bring together the collective wisdom of industry experts and practitioners, exchanging insights on ways to ensure food safety and consumer trust in the road ahead via the adoption of innovative technologies and international standards for food management systems.



One of the  
largest Forum  
on Food Safety



Renowned  
speakers from  
global and local



Engaged **1,330+**  
industry leaders  
over the years



Award Presentation  
Ceremony of  
Quality Food Scheme

### Join for FREE to:

- Hear thought-provoking Ideas from Government and leading firms
- Explore innovative solution showcase
- Enjoy networking opportunities
- Keep abreast of the latest food safety issues

Website: [www.gs1hk.org/food-safety-forum-2022](http://www.gs1hk.org/food-safety-forum-2022)

Register  
now



Enquiry: Ken Ng | Tel: 2863 9753 | Email: [food@gs1hk.org](mailto:food@gs1hk.org)