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**GS1 Hong Kong Launches
The 6th Annual Supply Chain Management CEO Summit
“Time for Supply Chain Integration”**

Over 30 Supply Chain Experts Speak at Landmark Event

Hong Kong, October 11, 2006 - Organized by GS1 Hong Kong, and co-organized by the ECR Hong Kong and Supply-Chain Council-Greater China, the 6th Annual Supply Chain Management CEO Summit was inaugurated today at the JW Marriott Hotel Hong Kong. The theme this year for the two-day industry-landmark event is “Time for Supply Chain Integration.” The Summit will continue on October 12, 2006.

Ms Eva Cheng, JP, Permanent Secretary for Economic Development, Hong Kong Special Administrative Region, delivered the opening speech during the first day of the event, “The theme this year *Time for Supply Chain Integration* underlines the need to upgrade the supply chain business process in an era of globalization and information technology. As Hong Kong strives to strengthen our position as a world-class logistics hub, this Summit provides an excellent opportunity for all of us to share insight on how to stay at the forefront in supply chain management.”

Since the inception of the summit in 2001, the event has become the industry’s landmark event. This year, over 30 local and international supply chain experts across multiple sectors - including retail, manufacturing, logistics, healthcare, apparel, consultancy and information technology - are speaking at the Summit. Reflecting the event’s popularity in the industry, over 300 CEOs, decision-makers, senior executives and managers are in attendance at the Summit and 24 industry-supporting organizations are providing support.

The theme of day 1 was *Creating Mutual Business Success in the Consumer Market with Winning Supply Chain Solutions*. Making his welcoming address, **Mr. Glenn Smith, Chairman of GS1 Hong Kong** said, “This two-day summit is also part of our ongoing initiative to bring together the stakeholders in the supply chain. We have gathered together a truly impressive group of business leaders for this conference, from a range of different industries. I believe that this will let us share success stories and learn together, giving us new ideas and inspiration for our businesses.”

A high point of today's agenda was the keynote by **Mr. Philippe Giard, Managing Director of PARKnSHOP Hong Kong**, who explained that the key to a consumer focused supply chain is giving consumers the right product in the right quantity at the right time. "If we serve well our stores, we will serve well our customers," said Mr. Giard. Other speakers from renowned organizations, including AC Nielsen (China), A.S. Watson Group (Hong Kong), DKSH Hong Kong, Getz Bros & Co (Hong Kong), GS1 GDSN, Health Purchasing Victoria, Australia, The Hospital Authority, Loscam Hong Kong, Patty Company and PricewaterhouseCoopers also discussed topics, including *An In-depth Look at Consumer Trends and Buying Patterns, Retailer and Supplier Executive Discussion Panel, Modernising the Healthcare Supply Chain and Best Practices in Supply Chain Management*.

"Having now hosted the summit for six years, GS1 Hong Kong has continually delivered on its commitment to foster an environment conducive to an understanding of supply chain management and local implementation among industry," said **Ms. Anna Lin, Chief Executive of GS1 Hong Kong**. "Today as the world adjusts with the emerging consensus of standards in global supply chains, GS1 Hong Kong is proud to provide a platform to supply chain leaders and thinkers across industries to discuss global implementation cases and trends, and to network at this annual event, fostering integration for local enterprises with the rest of the world. To better equip business executives with the knowledge and strategies to act on this profound shift, the Summit has grown from its original one-day format to a packed two-day event."

The Summit will continue tomorrow from 8.30am to 5:00pm at JW Marriott Hotel Hong Kong, with **Dr Gerd Wolfram, Managing Director, MGI Metro Group Information Technology GmbH**, as the keynote speaker. The theme of day 2 will be *Excelling and Innovating in Supply Chain management through Next-generation Practices and Technologies*. Renowned leaders representing leading organizations such as Haier Group, Maersk Hong Kong, BAX Global, Hewlett-Packard and Intel will speak on different topics as follows:

- *Speed to Market through Supply Chain Effective Processes;*
- *Supply Chain & Logistics Best Practices; and*
- *PRD Alive! - New Supply Chain Paradigm in the Pearl River Delta.*

- End -

About GS1 Hong Kong

Founded in 1989, GS1 Hong Kong (formerly known as The Hong Kong Article Numbering Association) is a not-for-profit industry support organization. It is committed to enhancing Hong Kong enterprises' competitiveness through the provision of global supply chain standards, best practices and enabling technologies. As GS1's local chapter, GS1 Hong Kong is the only organization that is authorized to issue and administer GS1 identification numbers in Hong Kong. Standards and solutions offered include bar coding services, B2B e-commerce services, knowledge transfer training programs, Global Data Synchronization (GDS) and Electronic Product Code™ / Radio Frequency Identification (EPC/RFID). The GS1 community has over one million corporate members spanning 145 countries and economies and more than 20 industries around the world. For more information about GS1 Hong Kong, please visit: www.gs1hk.org