



Hong Kong

Innovating Tomorrow's Supply Chain

For Immediate Release

Undergraduates join industry professionals in pushing back the frontiers of business and technology

Nominations for all categories in the Hong Kong RFID Awards 2009 now open

Hong Kong – April 7, 2008 – Building on outstanding success of the first-ever Hong Kong RFID Awards in 2008, the organizer GS1 Hong Kong has added a new undergraduate category this year's awards program which were launched today. The Awards are set to be presented to pioneering enterprises and outstanding youth in recognition of significant achievements in the adoption and development of Electronic Product Code™ and Radio Frequency Identification (EPC/RFID) technology.

Dubbed the "U-21 RFID Awards," the new category is designed to encourage more original EPC / RFID applications. It offers talented tertiary students the chance to showcase their work to an audience of several hundred established industry professionals all of whom share the vision of pushing back the frontiers of RFID application and excellence. Winning teams may even get the chance to pitch their project ideas to leading RFID technology providers and turn their ideas into concrete solutions.

"RFID is penetrating every walk of life, starting from its natural habitat in trade and logistics, and moving through to digital homes, fashion stores and intelligent libraries. The potential of RFID is huge, enabling significant advances to our business and personal lives. The objectives of the Hong Kong RFID Awards are to inspire creativity and innovation, as well as to encourage a wider use of EPC/RFID. We want to unleash the power of this technology for the benefits of business and the community," said Anna Lin, Chief Executive of GS1 Hong Kong.

"The first ever Hong Kong RFID Awards held last year were extremely well received. The large number of participants from manufacturers, logistics services providers, public services and utilities, academic institutions and technology providers, as well as the quality of the solutions proved that RFID is a powerful and extremely flexible technology, and we are only beginning to see how far it can really go"

Last year's event saw Gold, Silver and Bronze awards were presented to a total of eight organizations in recognition of their outstanding achievements. In addition, participating organizations which showed commitment to adopting RFID technology in their business processes were presented with certificates of merit.

The Hong Kong RFID Awards 2009 will continue to offer three categories of business awards, namely **Best EPC/RFID Implementation, Most Innovative Use of EPC/RFID** and **Most Innovative EPC/RFID Product**. In order to encourage more entries and to lift the standard of innovation, this year's nominations will be opened to Hong Kong registered solution companies working on RFID implementations within and outside Hong Kong.

This year's Awards will be independently judged by a panel of experts. The nomination deadlines for the Hong Kong RFID Awards and the U-21 Awards are June 12 and June 30, 2009 respectively. The Awards presentation ceremony will be held in conjunction with the GS1 Hong Kong 20th Anniversary Celebration. For more details of the Awards, please log on to GS1 Hong Kong's website: <http://www.epcglobal.org.hk/hkrfidawards>

Gold Awards winners of Hong Kong RFID Awards 2008

Best EPC/RFID Implementation

“AAT pioneered the use of RFID technology to manage traffic flow within our cargo terminal. By applying RFID, we have more efficient use of resources and provide a quicker turn-around time for trucks, elevating Hong Kong's airfreight industry to greater heights. We hope that AAT's success in RFID implementation will be a good reference case for the logistics industry and also invoke more ideas for its application in other areas of our lives. The Hong Kong RFID Awards provided us an excellent opportunity to share the knowledge and experience of RFID implementation. We wish Hong Kong RFID Awards 2009 every success.”

Mr. Nelson Lee, General Manager, Planning & Services, Asia Airfreight Terminal Company Limited

Most Innovative Use of EPC/RFID

“To maintain its position as a premier regional and international aviation centre, Hong Kong International Airport (HKIA) is committed to providing our passengers with pleasant, hassle-free services and state-of-the-art facilities. HKIA is one of the pioneer airports adopting RFID technology, which has greatly enhanced the reliability and efficiency of our Baggage Reconciliation and Management System. This is another testament to our continuous effort to achieve service excellence. We are honored to receive the Gold Award for the Most Innovative Use of EPC/RFID presented by GS1 Hong Kong. The Hong Kong RFID Awards is an invaluable platform to share experience on the application of RFID technology in different industries as well as our daily lives.”

Mr. CK Ng, Deputy Director, Airport Operations, Airport Authority Hong Kong

Most Innovative EPC/RFID Product

“At Convergence Systems Limited, we were all proud to win the most innovative product award in 2008. We are very supportive of Hong Kong encouraging the development and showcasing the local firms' innovations in RFID technology. We believe that Hong Kong companies and institutions are showing the world our capabilities to produce world-class RFID products and solutions. We fully support and plan to participate in the Hong Kong RFID Awards 2009.”

Mr. Jerry Garrett, Managing Director, Convergence Systems Limited

Editor's Note

About the Hong Kong RFID Awards

First introduced in 2008 by GS1 Hong Kong, the Hong Kong RFID Awards are the only awards for EPC/RFID technology in Hong Kong. The purpose of the Awards is to encourage the adoption of EPC/RFID technology by businesses in Hong Kong and the Pearl River Delta region, and to foster the development of new EPC/RFID products and services.

About GS1 Hong Kong

Founded in 1989, GS1 Hong Kong 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, Global Data Synchronization (GDS) and Electronic Product Code™ / Radio Frequency Identification (EPC/RFID). The organization also hosts a wide range of training courses to facilitate knowledge transfer for SCM principles, e-business strategies, global standards and the implementation of enabling technologies. The GS1 community has over one million corporate members spanning 155 countries and economies and more than 20 industries around the world. For more information about GS1 Hong Kong, please visit: www.gs1hk.org.

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