

## **Hong Kong businesses demonstrate innovation and excellence at the first-ever Hong Kong RFID Awards 2008**

*Gold, Silver and Bronze award winners from public utilities, logistics, apparel, electronics and retail sectors showcase the shape of things to come*

**Hong Kong – 11 September 2008** – Organized by GS1 Hong Kong, judging of the first-ever Hong Kong RFID Awards came to a successful close with an overwhelming response from outstanding local companies. An award presentation ceremony will be held in conjunction with the GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit on 10 October 2008 at JW Marriott Hotel Hong Kong.

Hong Kong businesses showcased the shape of things to come in the field electronic product tracking by taking Gold, Silver, Bronze prizes. A variety of winners from public utilities, logistics, apparel, to electronics and retail sectors demonstrated excellence in three categories; namely The Best EPC/RFID implementation, The Most Innovative Use of EPC/RFID and The Most Innovative EPC/RFID products.

Comprising leading voices from government and industry, the judging panel included:

- Mr. Eddy Y T Chan, JP Commissioner, Innovation and Technology Commission
- Mr. Simon D. Langford, Director, EPC Strategies, Wal-Mart Stores Inc.
- Ms Anna Lin, Chief Executive, GS1 Hong Kong
- Mr. Ian Robertson, Global Industry Development Director/Asia Regional Director, EPCglobal Inc.
- Prof Chung Jen Tan, Chief Executive Officer, Logistics and Supply Chain Management R&D Centre
- Mr. E. Anthony Tan, Chief Executive Officer, Hong Kong Science and Technology Parks Corporation
- Dr. Gerd Wolfram, Managing Director, Advanced Technologies, MGI METRO Group Information Technology GmbH

All the judges were impressed by each entry's innovative design and application through the effective use of RFID technology.

"The first Hong Kong RFID Awards 2008 scheme was designed to recognize significant achievements in the adoption of RFID technology. The level of creativity of the entries was very high and the judging panel including myself had a hard time choosing the final winners," said Anna Lin, Chief Executive of GS1 Hong Kong.

The highlights of the first Hong Kong RFID Awards are as following:

<b>Category</b>	<b>Award</b>	<b>Company</b>	<b>Name of Entry</b>	<b>Description</b>
The Best EPC/RFID Implementation Award	Gold	Asia Airfreight Terminal (AAT)	RFID Truck Control System	A control system that manages truck activities, allocates truck docks and captures data on cargo delivery/collection service standard in AAT terminal for timely management decision

	Silver	CLP Power Hong Kong Ltd	Integrated RFID Baggage Reconciliation and Management System	A system that uses RFID technology and a web-based application to keep track of CLP's fleet of pool cars
	Bronze	Esquel Group	RFID Production Tracking & Monitoring	A system that uses RFID to keep track of bundle flow data and other garment production information
Most Innovative Use of EPC/ RFID	Gold	Airport Authority Hong Kong	Integrated RFID Baggage Reconciliation and Management System	An end-to-end RFID baggage handling system operating at Hong Kong International Airport
	Silver	mi-tu	Smart Retail System	A RFID-based smart retail solution helping mi-tu to improve its overall services and customers satisfaction as well as to link up with the back-end operations
	Bronze	Asia Airfreight Terminal	RFID Truck Control System	A system that manages truck activities, allocates truck docks and captures data on cargo delivery/collection service standard in AAT terminal for timely management decisions
Most Innovative EPC / RFID Product	Gold	Convergence Systems Limited	RFID Handheld Reader	A handheld reader which provides high read-range and read-rate performance and enables ultra fast inventory of cases on pallet, warehouse shelves, moving vehicles, and other tagged items in business processes
	Silver	NEC Hong Kong Limited	RFID Truck Control System	A control system that manages truck activities, allocates truck docks and captures data on cargo delivery/collection service standards
	Bronze	Schmidt & Co. (Hong Kong) Limited	Schmidt RFID G-Box	A low cost, space saving, all-in-one RFID reader ideal for faster application development at lower cost and which improves overall efficiency of the RFID system

"As globalization grows in new and ever more complicated dimensions, today's businesses are becoming increasingly interconnected. Therefore, enterprises need to improve responsiveness to customers' needs through better Supply Chain Management. To turn these challenges into opportunities for growth, enterprises must equip themselves with the latest Supply Chain Management practices and technologies – specifically Radio Frequency Identification (RFID) technology. The Hong Kong RFID Awards 2008 recognized excellence in real-world applications that are actually making a difference to businesses in Hong Kong.

"We at GS1 HK believe these awards will send a clear message to the business community that RFID is a critical technology for businesses seeking to achieve supply chain excellence. We hope this latest crop of award winners will spur excellence in other quarters and pave the way for the extensive adoption of EPC/RFID in Hong Kong," Lin added.

### **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](http://www.gs1hk.org).

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