

## Welcome Message



**Mr. Philippe Giard**  
Chairman  
GS1 Hong Kong

It is my great pleasure to welcome you to the GS1 Hong Kong Supply Chain Management Excellence Summit 2008.

The GS1 Hong Kong Supply Chain Management Excellence Summit is the region's premier supply chain management event. Every year, it brings together some of the world's leading supply chain management professionals to share their experiences, knowledge and insights into the use of technology and innovation to affect positive change in business.

The chief purpose of the conference is to provide you, as the business leaders, the tools to generate value for your company. To achieve this, the conference serves as a forum for practical

learning, with a variety of forward looking, world-class enterprises invited here to share how they have successfully deployed supply chain management processes and strategies to support their business growth.

At the same time, the conference aims to promote global standards in supply chain and logistics management to improve the efficiency and visibility of the world's increasingly broad and complex trade networks.

The theme of this year's Summit is "Achieving Business Sustainability", a topic that we believe will be poignant in the face of globalization and an increasingly volatile economic environment.

Globalization has brought as many challenges as it has created opportunities for the modern enterprises. While businesses are able to extend their reach further than ever into new geographical markets and forge an expanding network of business partners, competition has never been keener and the web of business relationship required to stay competitive has never been more complex. This is particularly true for companies in Hong Kong and China, which are becoming increasingly integrated with the world economy and interconnected with other businesses in the Asia-Pacific region.

In these challenging times, it has never been more important for businesses to embrace innovation and new paradigms of business management that can help them improve their operating efficiency and responsiveness to customer needs. We hope the topics and issues addressed at the conference will help

your business, not only survive but thrive going forwards.

In addition, we are excited to present the inaugural Hong Kong RFID Awards organized by GS1 Hong Kong this year. The new awards scheme aims to recognize Hong Kong companies and professionals who have demonstrated excellence in deploying RFID-based supply chain management technologies in their enterprises or have contributed to the advancement of the industry through the provision of new innovative solutions. You will have the opportunity to learn first hand from the award winners what it takes to successfully incorporate RFID technology throughout their own supply chain.

The Hong Kong RFID Awards is one of several milestones that we, at GS1 Hong Kong, are proud to have set this year in the quest to foster global standards for efficient supply chain management. In addition to the awards program, we have just co-launched the newly upgraded Supply Chain Innovation Centre namely Hong Kong RFID Centre (SCIC) with the Innovation and Technology Commission of the HKSAR Government and Hong Kong Science and Technology Parks Corporation on 9th October. On behalf of GS1 Hong Kong, I would like to thank everyone that has helped organize the Summit, in particular our speakers, sponsors, exhibitors, supporting organizations and the many people that have kindly contributed their time and effort to the conference. With their contributions, I am sure this year's Summit will be another great success.

## Congratulations Message



**Mr. Duncan Pescod, JP**  
Permanent Secretary for Commerce and Economic Development  
(Communications & Technology)  
Hong Kong Special Administrative Region

Within a short period of time, RFID technology has been successfully extended from exclusive laboratory and industrial uses to influence many aspects of our daily life. Its ability to allow accurate and fast track-and-trace is impacting on a wide range of projects that have already changed the way we live, e.g., facilitating transportation payments, enhancing passport security, tracking food and other inventories, and improving supply-chain efficiency for the business sector.

This is just the start. The future of RFID technology is exciting and its potentials are enormous. The challenge is how to deploy this technology effectively for the economic and social benefit of the community. Success in this will depend very much on the continued support from technology associations like GS1 Hong Kong, the hard work of our technical experts, and collaboration with the industrial sector.

It therefore gives me great pleasure to welcome the distinguished speakers and participants to the GS1 Hong Kong Supply Chain Management Excellence Summit. Themed "Achieving Business Sustainability", the Summit will provide a forum for debates on issues at the forefront of the technology. I hope this process will allow Hong Kong to confront the challenges ahead and continue to excel in delivering innovative services in future. This forum also provides an excellent opportunity for our technical experts and business leaders to exchange views informally on the latest applications of RFID, share experience and insight on how the RFID technology could further enrich our life, as well as develop best practices for the industry. I believe these informal contacts are as valuable as the formal sessions.

I congratulate GS1 Hong Kong for organising this Supply chain Management Excellence Summit. I also encourage all participants to make the best use of the opportunities that the Summit will provide.

## The 8<sup>th</sup> Hong Kong SCM Excellence Summit Where Vision, Standards, Technology, and Best Practices Converge

As one of Hong Kong's largest industry event, GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit 2008, takes place today at the JW Marriott Hotel Hong Kong.

Under the theme "Achieving Business Sustainability", the summit combines the SCM CEO Summit and the EPC/RFID [Electronic Product Code™/Radio Frequency Identification] Conference.

The event is aimed at serving as a platform to link enterprises in Hong Kong with the rest of the world. Included will be chief executive officers, chief information officers, senior executives, supply chain managers, business managers, logistics managers, practitioners and technologists.

### Distinguished Speakers Gather at the Summit

More than 20 speakers from around the world will address such issues as standards and technologies, global trends, best practices, and Electronic Product Code™/Radio Frequency Identification (EPC/RFID) and Efficient Consumer Response (ECR). In addition to speeches, there will be panel discussions, case sharing, a SCM and EPC/RFID solutions exhibition, and countless networking opportunities.

Philippe Giard, chairman of GS1 Hong Kong, will give the welcome address. In it he will provide an overview of the summit. Mr. Duncan Pescod, JP, Permanent Secretary for Commerce and Economic Development (Communications and Technology), will give the opening address.

An impressive list of speakers drawn from along the supply chain will follow. Included will be

representatives from manufacturing, distribution centres, retailers, the logistics sector, government and technology solution providers.

Krissy Sample, director of SAM's Club Support Office, will give a keynote presentation on how enterprises can "drive a sustainable business transformation through enhanced supply chain efficiency, visibility and security".

George Tsang, chief operating officer of Lee Kum Kee, will give a keynote presentation on how companies can create "a sustainable business through product innovation and quality leadership".

There will be three plenary sessions showcasing supply chain management solutions. Some of the topics to be addressed include how better traceability can ensure consumer safety, emerging opportunities in the value chain and supply chain management best practices.

### Hong Kong RFID Awards

A highlight of the summit will be the first Hong Kong RFID Awards. These will reveal how local enterprises have broken new ground through the innovative adoption of best practices. Following an awards presentation ceremony, winners will be given the chance to share their award-winning strategies in the implementation of EPC/RFID technology. They will also reveal the operational challenges they had to overcome.

Globalization is making supply chains ever more complex. The integration of supply-chain activities across business partners is also intensifying management and operational challenges.

"As globalization grows in new and ever more complicated designs, today's businesses are becoming increasingly interconnected," says Anna Lin, chief executive of GS1 Hong Kong, organizer of the event. "Therefore, enterprises need to improve responsiveness to customers' needs through better supply chain management."

Companies need to equip themselves with the latest supply chain management practices and technologies – especially RFID technology – if they are going to turn these challenges into opportunities for growth.

"Immediate and accurate product information is the key to the success of effective collaboration along the supply chain. EPC/RFID allows real time information visibility, moving through all levels of the supply chain and connecting manufacturers with their customers and beyond," Lin says.

According to US-based Gartner, Inc., a leading information technology research and advisory body, worldwide revenue for RFID is expected to reach US\$1.2 billion this year, up 30.9 per cent from last year. By 2012, it is forecast to reach US\$3.5 billion.

"The market for RFID technologies has begun its transition from being compliance-oriented to being revenue-generating and innovative," says Chad Eschinger, research director at Gartner.

### RFID Driving Business Innovation

Innovation has replaced lower costs as the primary mover in how decisions are made. "Early adopters faced tight profit margins and pressed technology providers for lower hardware cost," Eschinger says. "Fortunately for the market, this trend has waned and innovation rather than cost is becoming a key driver for adoption."

Lin is clearly upbeat. "We are glad that the interest in and adoption of EPC-based RFID technology for supply chain management is growing rapidly," she says. "We are right on the brink of the most exciting phase of RFID development."

Organizer of the event, GS1 Hong Kong is the local chapter of an international organization that is set up to establish standards for the supply chain management industry. There are more than one million corporate members in 155 countries and territories around the world.

Founded in 1989, the Hong Kong chapter is the only body authorized to issue and administer GS1 identification numbers in the SAR. It hosts a wide range of training courses to facilitate knowledge transfer, business strategies, global standards and the implementation of enabling technologies.

## Hong Kong RFID Awards to Recognize Leaders in Business Excellence Creation

Companies participating in the first ever Hong Kong RFID Awards impressed judges with their innovative use of radio frequency identification (RFID) technology. Winners will be honoured at today's GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit.

The awards were judged independently by a panel of experts. Included were representatives of GS1 Hong Kong, government bureaus, leading RFID pioneers and recognized industry leaders.

"I was extremely impressed with the depth of expertise demonstrated in these applications and technology innovations," says Panel Chair Ian Robertson, Global Industry Development Director/Asia-Pacific Regional Director, EPCglobal Inc. "But it's the breadth of business which these applications cover that completes the story of innovation and success. Well done."

Hong Kong has long been regarded as a world leader in the use of cutting edge technology to support business. "But it took this to a new level with RFID and related standards in showing how to implement them into real life business scenarios," Robertson says.

Active participation by Hong Kong's business community and the constructive support of the judging panel has been a key element in the success of the awards.

"This cohesive industry contribution has ensured the successful launch of the RFID Awards," says Anna Lin, chief executive of GS1 Hong Kong. "As we congratulate the winners of the Hong Kong RFID Awards, we hope that they will continue to be an invaluable business reference for the industry. More importantly, we believe that their success stories will further accelerate the development and adoption of RFID applications in Hong Kong to achieve our ultimate goal of ensuring Hong Kong stays competitive as a regional hub for commerce and logistics."

Winners fall into three categories: the Best EPC/RFID Implementation Award for companies whose implementation of the technology has resulted in genuine business value and return on investment (ROI), the Most Innovative Use of EPC/RFID Award for companies that have deployed the technology with the highest degree of innovation and creativity, and the Most Innovative EPC/RFID Products Award for products or solutions that demonstrate the most innovative use of the technology.



The Best EPC/RFID Implementation Award	
Gold	Asia Airfreight Terminal (AAT): Truck Control System
Silver	CLP Ltd: Pool Car Management System
Bronze	Esquel Group: RFID Production Monitoring
Most Innovative Use of EPC / RFID Award	
Gold	Airport Authority Hong Kong: RFID Baggage Handling System
Silver	mi-tu: Smart Retail System
Bronze	Asia Airfreight Terminal: Truck Control System
Most Innovative EPC / RFID Products Award	
Gold	Convergence Systems Limited: RFID Handheld Reader
Silver	NEC Hong Kong Limited: Truck Control System
Bronze	Schmidt & Co. (Hong Kong) Limited: Schmidt RFID G-Box



### Lead Sponsor Diamond Sponsor Platinum Sponsors Gold Sponsors SCM Solutions Showcase Sponsors Media Partner



### Supporting Organizations

