

The next wave of e-commerce in HK:
grocery shopping
電商新浪潮：雜貨網購

Celebrating GEL Club 1st Anniversary Cocktail
慶祝GEL「聚」一週年酒會

Hong Kong ICT Awards 2018
- Smart Mobility Award Concluded
香港資訊及通訊科技獎2018—智慧出行獎完滿落幕

Hangzhou Declaration in GS1 General Assembly
GS1全會的杭州宣言

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Food Business
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Executive Connect 管理層專訪

A New Chapter for Dah Chong Hong
重組轉型 創新求變 大昌開創新紀元



Food Safety at the Tip of a Code 食物安全「碼」上知

Consumers are demanding more transparent information like nutrient values, origin, certification, etc., on food products to understand perfectly what they are eating. HKU launched a mobile app called “FoodSwitch HK” earlier to allow users to scan the barcode on pre-packaged products to reveal the nutrients’ score and compare it with similar products. The app database contained the nutrient labels of 13,000 locally-sold pre-packaged food and beverage, helping consumers to know the nutrient values of each product.

The use of barcode is more diversified than that. In Japan, about 30 household and food brands like Lion and Ajinomoto joined forces to incorporate a common system, which enables users like travelers to scan product barcode and read the product information in English or Chinese. Those info include basic and allergic ingredients, directions, medicinal compound of over-the-counter drug, etc., so that travelers will not worry because of not understanding Japanese language.

This is gaining traction in Hong Kong as well, with the launch of REAL VISIBILITY solution. REAL VISIBILITY enables consumers to scan the barcode of product and know the products details. Consumers can learn the whole traceability details, like the product origin, manufacturing date, delivery information, certification report, etc, by just scanning the product barcode, and to authenticate those products before purchase.

By simply using a phone and a barcode, it connects the products, consumers and the purchasing journey, strengthening the power of smart consumers nowadays. These consumers can know everything from traceability info to authenticity of the products, thereby they can buy and consumer in a worry-free way.

In this issue, Head of DCH Hong Kong Food Business Ms. Betty Leung will elaborate on the company’s transformation and its latest food safety measures. On the other hand, founder of Ztore, the popular grocery online platform, will share his insight on how e-commerce in HK changes and the market potential.

Enjoy reading.



消費者對食品要求越來越高，營養成份、來源地、認證報告等都要徹底瞭解。早前港大推出新手機應用程式「FoodSwitch HK」，透過掃描罐頭、麵食等預先包裝食物上的條碼，就能得知食品的營養評分，並可與同類產品比較。該App蒐集了近1.3萬種本地售賣的預先包裝食品及飲品的營養標籤資料，建立了本港數據庫，助市民了解每樣產品營養成分。

其實條碼用途不止於此。在日本，獅王和味之素等約30家大型日用品和食品企業共同引入一款系統，消費者可使用專屬app掃描條碼，便跳到公司英文或中文網站，讓旅客也可以輕鬆獲取商品資料，包括食品成分、使用方法、過敏物質、非處方藥的藥用成分等，不會因日文包裝及明細而擔心購物。

這類產品資料庫在香港亦趨普遍，REAL VISIBILITY方案便能做到。該方案讓消費者可對產品由生產到消費者的整個過程一覽無遺，包括原產地、生產時間、運輸資料、認證報告等資料，助消費者在購物前追溯及鑒別商品真偽。

由此可見，一部手機、一個條碼，已經可以輕易串聯商品、消費者與購物流程，令今日的智慧消費者smart consumer更加隨心所欲。當現今智慧消費者可以知道產品資訊、追溯來源和運送過程記錄，辨別真偽，就能買得放心、食得安心。

大昌行香港食品業務主管梁佩貞女士，在本期雜誌會闡述該公司在業務變革和食品安全上的最新舉措。作為聲名大噪的雜貨品牌，士多創辦人亦會剖析香港電子商貿的變化和潛力。請細閱〈管理層專訪〉及〈企業動態〉，瞭解大昌行和士多的獨到見解。

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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®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

Currently, GS1 Hong Kong has over 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology.

香港貨品編碼協會於1989年由香港總商會成立，是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

香港貨品編碼協會目前有近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。協會不斷提升及推出新的服務及解決方案，協助各企業會員抓緊新景象、新挑戰和新機遇。

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A New Chapter for Dah Chong Hong 重組轉型 創新求變 大昌開創新紀元

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梁佩貞 女士
大昌行香港食品業務主管

Question - What do these popular brands have in common: Pocari Sweat, Tiger Balm, BRAND'S® essence of chicken, Cheer, Speedtox insect killing spray, Zanussi washing machines and Philco air-conditioners? **Answer** - DCH is the agency distributor for all these brands.

As a leading company in the Asian market with a business history of nearly 70 years, DCH has a diversified business portfolio, which extends across product categories to cover the four basic necessities of life. Ms. Betty Leung, the Head of DCH Hong Kong Food Business, explained that these business streams include 1. healthcare products, 2. food trading and retail, 3. the distribution of electrical products and 4. motor vehicles sales and logistics solution.

In the dynamic markets of Asia, changes in the market and in consumer behavior can create a challenging business environment, particularly for the food business. How does DCH successfully compete in rapidly changing markets?

寶 礦力、虎標藥布、白蘭氏雞精、Cheer滋味、殺他死殺蟲水、金章牌洗衣機、飛歌冷氣等等，這些家傳戶曉的品牌有何共同點？它們都是大昌行代理的品牌。

作為一家擁有近70年歷史的亞洲區龍頭企業，大昌行業務極多元化，其香港食品業務主管梁佩貞女士(Betty)稱，集團業務基本覆蓋全港市民「醫」食住行，即 1.醫療保健產品、2.食品貿易及零售、3.電器電子產品分銷、及4.汽車和物流業務等。其中，食品市場競爭尤其激烈、消費者習慣轉變亦為大昌行帶來壓力，集團如何在多變市場中突圍而出？

End-to-End Supply Chains

DCH represents over 600 food and FMCG brands distributing more than 15,000 products into three geographical segments, Hong Kong and Macao, Mainland China and other Asian markets. Betty described the DCH Food Business in three tiers of the supply chain: upstream, midstream and downstream.

DCH's upstream business involves the processing, sourcing and wholesale of meats and beverages including hams, sausages, salmon, coffee and Ceylon tea. The group operates two multiple food processing facilities, Tai Luen Coffee Co. Ltd in Fo Tan and International Gourmet Foods in Yuen Long. Both have been accredited with the ISO 22000 and HACCP certification. Customers of the upstream business include restaurants, hotels, schools, Hong Kong style diner (Cha Chaan Teng) and even theme parks like Disney.

The midstream business is the largest in scale, and involves distributing various types of groceries including snacks, confectionary, dry goods and staples like rice and oil to retailers and caterers. This midstream agency distribution business is operated under Dah Chong Hong Limited, Sims Trading Company Limited, Integrated Market Services Asia Limited (IMSA).

The well-known DCH Food Mart represents the downstream or the retail business. The group currently operates about 50 DCH Food Mart stores. When asked how the group adapts to meet the latest consumer habits, Betty talked about the growth of online grocery. To stay current and meet the needs of its customers, DCH has been working with HKTVmall and other supermarket online platforms to sell products. Meanwhile, DCH also cooperates with e-commerce companies like T-mall and JD.COM in Mainland China to expand their business footprint. DCH has also introduced Alipay and other mobile payment systems at its point-of-sales to provide a more convenient shopping experience for consumers, actively integrating e-commerce platforms to establish an online-and-offline (O2O) experience.

大昌行盡攬上中下游業務 擴電商版圖

大昌行現時代理逾600個食品和快速消費品品牌，將超過15,000種產品分銷到香港及澳門、中國內地與其他亞洲市場。Betty表示，大昌行食品業務可分三個層面，即上、中、下游業務。上游業務是供應火腿、香腸、三文魚等食品的肉類加工工場及分銷中心，位處元朗；而另一家專門提供咖啡和錫蘭紅茶的大聯咖啡公司則位於火炭，它們均獲得ISO 22000及HACCP認證許可。客戶由酒店、學校、茶餐廳以至主題公園(迪士尼樂園)都有。



中游業務的規模最大，包括各種售予零售及餐飲的食品如零食、糖果、乾貨及主食如米、油等，公司包括大昌貿易行、慎昌及滙昌。

下游業務是為人熟識的大昌食品市場，現時經營約有50間店舖。被問及集團如何配合現時消費者的習慣而作出變革，Betty指她留意到網購生活雜貨的風氣日益盛行，所以現時已經與HKTVmall及其他超市網上平台合作銷售產品；同時亦已跨境與天貓、京東等國內電商合作，擴大版圖。大昌行在其門市已引入支付寶等流動支付系統為消費者帶來更方便的購物體驗，並積極整合電子商貿平台，建立線上與線下(O2O)的連接。



Food Traceability Strengthens Consumer Confidence

Understanding the public's increasing concern and scrutiny in food safety, three subsidiaries of DCH, DCH Food Mart, Sims Trading and DCH Logistics, have joined GS1 Hong Kong's Quality Food Traceability Scheme and garnered the Gold Award, indicating excellent performance in food traceability and supply chain transparency.

"This scheme not only enables us to evaluate and elevate our company's traceability standard, but also brings confidence to our consumers. We're hoping to encourage even more participation by DCH subsidiaries to help enhance our competitiveness," Betty said.

She added that the Group continually faces the challenges in the easily accessible Hong Kong food market, particularly regarding parallel imports and the availability of global food products online. However, with decades of experience and exclusive agency distribution status for many popular brands, DCH is positioned for success. Their supply chain capabilities enable the group to provide assurance and transparency to consumers, also allowing them to easily search for food origins and certification information. These distinctive advantages offer DCH's customers a different experience from purchasing parallel goods, effectively boosting their confidence. DCH also manages above and below the line market promotions to promote sales and build brand awareness for the principals it serves. Brands that partner with DCH are able to benefit from deep local market knowledge and an extensive Asian network to fuel regional growth.



食品追蹤技術有道 鞏固信心

眼見市民對食物安全越趨關注，大昌行旗下大昌食品、慎昌及大昌行物流參加了「優質食品源頭追蹤計劃」的行列，更獲得金獎殊榮，表示其食品可追溯性和供應鏈透明度上都有出色的表現。Betty稱，這計劃不但能審視和提升自己公司在追蹤追溯方面的標準，亦為消費者帶來信心，未來會考慮鼓勵更多大昌行分公司參與，增強公司競爭力。

Betty稱香港食品市場開放，水貨合法化及全球網購食品都為集團帶來競爭，但大昌行憑藉其獨家代理身份及多年經驗，其供應鏈為消費者帶來安心透明服務，亦可以讓消費者輕易翻查食品來源及認證資料，有根有據，為顧客帶來信心，有別於購買水貨的體驗。大昌行同時會為品牌進行市場推廣，為品牌在本地建立形象。所以有些品牌與大昌行合作後，會期望借助大昌行對本地市場的深厚知識及在亞洲區內廣闊網絡的優勢，推動亞洲市場的發展。

醫療保健運作全自動化

大昌行於2016年6月收購利豐亞洲，並於去年重組為「滙昌」及「奧利佳」，以加強其消費品業務，尤其是醫療保健品業務板塊，令大昌行的消費品業務現時拓展至11個亞洲市場。Betty指醫療保健品業務在亞洲地區的增長勢頭有增無減，全因全球消費者著重健康生活。她稱現時資源整合大致完成，期望很快見到營運和管理的協同效應，進一步提升生產力和運營效率。



Fully Automated Healthcare Operations

In June 2016, DCH acquired LF Asia and introduced two new companies, IMSA and DCH Auriga, to focus on consumer products and healthcare, respectively. With the acquisition, the DCH consumer products business has now expanded to 11 Asian markets. "As global consumers are aiming for healthier and more quality living, DCH's healthcare products business in Asian markets continues to gain momentum." Betty said. "The process of consolidating the IMSA and Auriga businesses to realize synergies is roughly completed, further enhancing our productivity and operational efficiency."

Betty excitedly affirmed that DCH Auriga will move to a new storage centre in 2019. Hong Kong's first healthcare-dedicated warehouse will be equipped with state-of-the-art facilities, self-contained, automated and able to offer specialty cold chain storage. The new facilities will enable shorter lead times, reduce delivery cycles down to a matter of hours, minimise human error from the pick and pack process, and facilitate secure full-service solutions for its customers.

ERP for Greater Bay Area Opportunities

DCH has invested over tens of millions in updating the Group's enterprise resource planning system. Betty pointed out the investment is designed to simplify, standardize, and centralize the company's IT infrastructure. By deploying a suite of systems, including enterprise resource planning, business intelligence, warehouse management and customer relationship management, DCH has improved information management by providing seamless connectivity and real-time reporting to enable data-based decision. This transition will also assist the rapid information flow between business units, helping management to better understand and respond to dynamic markets.

To optimize operation flow on supply chain process efficiency, DCH Food Mart is partnering with GS1 Hong Kong for a supply chain process consultancy project, covering operations review from sourcing, food processing, inventory control, to logistics operations. This is expected to enhance information connectivity and product visibility and traceability within the company, ultimately facilitating data analysis and business decision making.

When asked about the impact of Sino-US trade dispute on the Group's cross-border development, Betty foresees the impact will be limited and believes there is significant market potential in Mainland China and other countries along the Belt and Road. She also said that DCH is currently constructing a 45,000 square meters logistics centre in Hengqin. It is expected to be completed within the year and will serve the development of Guangdong-Hong Kong-Macao Greater Bay Area. The centre is not only a warehouse, but will also provide product distribution, processing, repackaging and tariff support services. She believes this will further strengthen the Group's supply chain network and coverage of the South China market.

Betty興奮地表示奧利佳會於2019年搬往新儲存中心，該儲存中心會採用冷鏈倉儲設計、全自動操作，可以把交貨期縮短到幾小時，並最大程度地減少分揀和包裝過程中的人為失誤，為其客戶提供全方位服務和保障。

企業資源規劃促信息流 迎接大灣區機遇

大昌行在更新集團企業資源規劃系統上投資過億港元。Betty表示主要是為了簡化、標準化和中央化(Simplify、Standardize、Centralize)公司的資訊科技基礎設施。透過部署一系列系統(包括企業資源規劃、商業智能、倉庫管理和客戶關係管理系統)，大昌行可提供無縫連接和實時匯報功能，實現以數據為本的決策程序，有助旗下不同業務的信息快速流通之餘，亦協助管理層加強了解和應對瞬息萬變的市場。

為優化營運流程及供應鏈管理效率，大昌行食品市場與香港貨品編碼協會合作，為其供應鏈流程檢討作顧問，範圍涵蓋整個營運程序，由採購、食品加工、庫存管理以至物流運作。計劃預期會促進公司的信息流通，提升產品透明度及可追溯度，最終方便數據分析以至完善業務決定。

被問及中美貿易爭端有否影響其跨境發展時，Betty稱預計無重大影響，同時認為中國內地及一帶一路沿線國家仍有極大市場潛力尚待開發。她說現時大昌行正在橫琴興建一個面積達4萬5千平方米的物流中心，預計今年內落成，屆時正好服務粵港澳大灣區的發展。該中心不但是倉儲地方，亦能顧及產品配送、加工、重新包裝、保稅的需要。她相信這會進一步加強集團的供應鏈網絡，能更好地覆蓋華南市場。

Did you know that DCH Food : 大昌行食品小資訊：

-  Is the largest fast-moving consumer goods distributor in Hong Kong
大昌行是全港最大快速消費品的代理商
-  Locally serves over 15,000+ distribution points including major retailers, hotels, fast food restaurants, local diners, airports, cruises, schools and e-commerce platforms
大昌行食品業務覆蓋本地超過一萬五千個分銷點，包括各個主要零售商，酒店，快餐店，茶餐廳，機場，郵輪，學校，電商平台等
-  the largest smoked salmon manufacturer in Hong Kong
大昌行是全港最大的煙三文魚生產商
-  DCH Foods Membership Loyalty program has 800,000 members
大昌食品專門店有近80萬會員

Have you slept on a smart mattress before? 物聯網智慧床褥開啟新商機

Elite Beds, a Swiss luxury bed company, has developed a hospitality-based leasing model for its mattresses and related products that employs radio frequency identification technology to manage the use and condition of its beds. The system allows Elite Beds to invoice its hotelier customers at a monthly rate that matches the mattresses' use. After offering the system for several years, the firm is now expanding to hotels throughout Europe, as well as partnering with another mattress maker in Mexico. What an amazing new business model based on IoT technology.

瑞士一家的床褥公司Elite Beds創出一套新的酒店業床褥租用商業模式。該模式利用無線射頻識別技術(RFID)，去監測及管理床褥用量及情況。Elite Beds會根據該系統監測的用量，每月收取酒店負責人的費用。該系統已運作經年，現將拓展至歐洲其他酒店，並正與一墨西哥床褥生產商合作，是物聯網技術所引發新商業模式的出色例子。

Source 新聞來源：RFID journal
<http://www.rfidjournal.com/articles/view?17528>



MAINETTI'S RFID EXPERIENCE CENTER

Experience for yourself today how the RFID system is implemented at store-level, at our brand new RFID Experience Center.

Located in Shenzhen, China, inside MAINETTI's largest manufacturing facility, the Center offers a hands-on environment for interacting with the latest end-to-end retail services available.

The Center is divided into 2 sections for demonstrating different aspects and capabilities of an RFID system; a warehouse for inventory control, and a storefront mockup for general retail operations.

When you enter the warehouse section equipped with our handheld smart device, you will experience the convenience and speed of an RFID-assisted stock-in and stock-out process. Reading gates are installed at all the exits, providing accurate hands-free inventory management. Dedicated barcode printers for self-service RFID label creation are also available on location to illustrate the mobility and accessibility of the latest RFID technology.

The storefront section simulates a fully modernized and equipped medium-sized retail store, by implementing a speedy checkout POS system integrated with RFID and EAS technology. It is possible to see with your own eyes how stock data is processed by the system in real-time.

RFID is the ultimate tool for ensuring efficient and accurate inventory control. A store-wide stock-take with RFID-tagged items can now be done in minutes. With faster turnaround inventory data available, management can reduce out-of-stock periods, which in turn boosts profits through higher on-shelf availability. Furthermore, the information collected enables a detailed trending analysis for product profiling and optimising product displays and placement in-store.

DIGITAL RETAIL



Cycle Count



Speed Checkout



In Store Printing

First O2O delivery service by 7-11 in Japan 日本7-11便利店首個O2O派送服務

Seven-Eleven Japan will launch smartphone ordering for delivery in as little as two hours. It plans to be available in Seven-Eleven's entire Japanese network of around 20,000 stores.

The service allows users to place orders 24 hours a day, selecting a delivery address and store to choose from 2,800 available products, including Japanese convenience store staples such as rice balls and bento lunch boxes. Fresh food delivery is presenting a new battleground for retailers, and the company is hoping for an edge in linking its market-leading retail store presence with online reach.

日本7-11即將推出手機點貨、兩小時內送貨服務，預期會在全日本2萬多家7-11便利店提供。用戶可透過該服務全天候24小時訂貨，貨品種類達2千8百件，包括飯團便當等美食，選擇送貨地址即可。新鮮食品送貨是日本零售商的新戰場，而7-11便希望透過該服務鞏固市場地位，並擴大網絡影響力。

Source 新聞來源：Nikken Asian Review
<https://asia.nikkei.com/Business/Companies/Seven-Eleven-Japan-enters-online-market-with-food-home-delivery>



Scan to know the expiry date of bread 掃條碼即知麵包過期



FOPi Bakery, the bread production arm of FamilyMart in Taiwan, uses barcode to verify expired bread products to ensure food safety. Setting the time parameters in the barcode, the point-of-sale systems are enabled to scan and know the expiry date of the bread because the system will fail to check out the bread for payment. This provides extra level of consumers' safety by leveraging technology beside the regular inspection by staff. In fact Taiwan's domestic baking market is valued at about 60 billion yuan (~HKD15.6billion) each year, so to enlarge market share it is necessary for such technology investment.

在台灣，全家(FamilyMart)便利店旗下的福比麵包廠運用條碼來鑑定過期麵包，確保食品安全。福比在商品的條碼中設定時間參數，只要超過有效期，店舖收銀機就無法掃描條碼、無法結帳，讓全家店舖店員除了每日定時檢查，也額外增加科技把關，保障消費者健康。事實上台灣烘焙市場商機每年達600多億台幣(約156億港元)，難怪值得科技投資來爭奪市場。

Source 新聞來源: TechNews

<https://technews.tw/2018/05/23/fopi-full-anniversary-three-three-hot-japanese-breads-selling/>

The Uberization of the last mile 速遞公司也要共享最後一里

Offering fast, same day or next day delivery has become an expectation for many online shoppers. But it's a huge challenge for logistics companies, especially in big cities. DHL launched Parcel Metro, a new, flexible and fully visible solution for urban deliveries in cities like New York, Los Angeles and Chicago.

The new service creates a virtual delivery network of local and regional delivery vendors and crowd-sourced drivers and vehicles to ensure maximum flexibility and capacity over the last mile. It does this via a software platform, which selects drivers that offer the appropriate service levels and sufficient capacity on specific routes and which meet the company's quality standards, like Uber driver delivering the parcels.

許多網購客戶都期望同日或下一日的送遞服務，但對物流公司來說是個極大難題，尤其在經常塞車的大城市。DHL為此推出一個全新、高靈活及全透明的解決方案「Parcel Metro」，服務會於紐約、洛杉磯及芝加哥等城市率先推出。新服務建基於與當地及區域間的運輸公司合作，結合一眾司機和車的力量，在最後一里交付提供最大的彈性和能力。透過軟件平台，公司可揀選能夠提供最合適服務、具備相應車容量、符合公司條件和針對該路線的司機去運送，有如Uber司機運送貨品。

Source 新聞來源: The Future of e-Commerce

<http://www.future-of-ecommerce.com/the-uberization-of-the-last-mile/>



Food Safety Forum 食品安全論壇 2018

30 August | 2:00pm-6:00pm

Conference Hall, 4/F., HKPC Building

Food Safety in New Era - A decade for digital experience & innovation in Food Safety Enhancement 食品安全新時代: 提升食品安全之數碼體驗 和創新年代

Bringing together over 300 industry experts and practitioners to discuss improving food traceability practices, as well as driving effective adoption of international standards and technology for food management systems, thus building consumer trust and enhancing brand image.



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Keep abreast of the latest
food safety issues



Dr. Chun Tak Yi

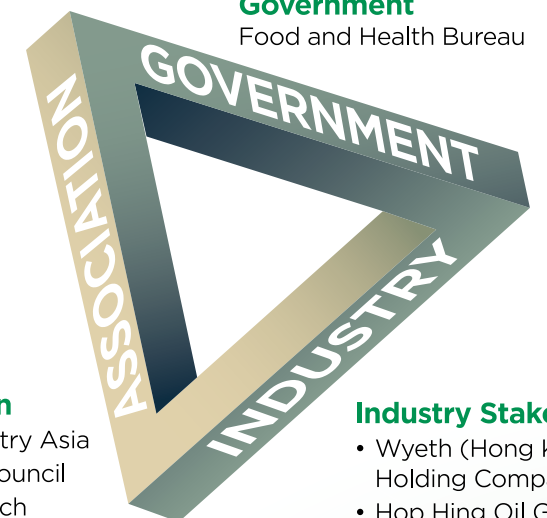
Secretary of Food and Health Bureau

“A gourmet paradise (Hong Kong) counts not only on the varieties of food products and choices, but significantly on food safety and quality. Ensuring food safety is one of the top priorities of the HKSARG.”

2017 Guests & Speakers Highlight

Tripartite Cooperation & Support

Government
Food and Health Bureau



Industry Association

- Food Industry Asia
- HK Food Council
- China Hi-Tech
- Anit-Counterfeit Group Ltd. (CHAC)

Industry Stakeholders

- Wyeth (Hong Kong) Holding Company Ltd.
- Hop Hing Oil Group Ltd.
- Ztore HK Ltd.
- Aquaculture Technologies Asia Ltd.

For inquiry, please contact

Mr Ng at Tel: (852) 2863 9753 Email: food@gs1hk.org

Website: www.gs1hk.org/events/food-forum-2018

The next wave of e-commerce in HK: grocery shopping 電商新浪潮：雜貨網購

“The Outlook of e-commerce in Hong Kong” report 2017 edition revealed that more Hong Kong consumers are shopping online in 2017 comparing 2016, with entertainment and books showing the biggest rises (12% and 13%), and yet Food & Beverage showed relatively flat growth.

Danny Shum, CEO of online grocery store Ztore, believes that the potential of e-commerce in Hong Kong is huge, because he noticed that e-commerce makes up only two to three percent of Hong Kong's retail market.

When Shum established Ztore in 2015, Hong Kong's online grocery market was dominated by a handful of local players. He knew the company had to be different in order to gain a foot hold in the competition.



Ztore develops all the software it uses in-house as part of Shum's broader strategy to create a unique identity.

Ztores' selection of grocery brands is also unique: some home-grown, some legacy, some organic and some supporting fair-trade. Some brands are so old that they do not even have a barcode, which requires manual stock-take instead of barcode scanning to go through the delivery and supply chain process. The company helped the legacy brands to take the first step in digital transformation by referring GS1 HK to apply for a barcode, greatly reducing the labor cost and greatly enhancing the workflow efficiency.

Ztore focuses on the 28-45 years old customer segment who tend to buy in smaller volume. This allows the company to stock fewer items compared to some of its industry peers, which, in turn, reduces warehousing costs.

Shum's team use social media effectively to engage with customers, not only for promotion but collecting suggestions from consumers, accumulating a large, loyal customer base.

Shum believes with all the advanced, fancy technology nowadays, the company's top priorities remains focus on the user-friendliness of its website and the customer service experience it delivers. He believes they are the core values of any retail businesses.



2017年香港電子商貿消費者調查顯示，香港的網上購物需求比16年持續增長，其中以休閒娛樂和圖書的增幅最大，同比分別增長12%和13%，然而食品和飲料類增幅則相對呆滯。

網上雜貨店士多(Ztore)創辦人岑迪贊認為，電子商務在香港的增長勢不可擋，香港電子商貿市場的比例佔本港零售業界只在百分之二至三之間，尚有增長空間。

岑迪贊於2015年創立士多時，香港網上雜貨市場被少數本地商戶佔據。岑迪贊明白必須標新立異，才能在市場上佔一席之地。

岑迪贊與其團隊會自行開發所有為業務營運所需的程式，這亦是其與別不同的市場定位策略的一部分。

士多挑選上架的品牌獨特：自家製產品、歷史悠久牌子、有機種植食品或支持公平貿易的商戶。一些老品牌甚至連條碼亦未註冊，在物流及供應鏈上需要大量人手去處理，而非一掃即入倉/出貨。士多便與GS1 HK合作，轉介申請條碼服務，大大減低人手成本及提升營運效率，讓老品牌能踏出數碼化的第一步。

士多聚焦於28-45歲的客戶群。這群客戶習慣在網上小批次購物，讓士多不用積聚太多存貨，與同行相比，較少庫存產品能降低倉儲成本。

公司團隊有效地運用社交媒體與顧客互動聯繫，不單是推廣形式的溝通，而是士多會透過各個社交平台收集消費者意見，用來作業務上的決定，正正是這種互動，公司累積了不少忠實客戶群。

縱使現今科技一日千里，岑迪贊依然將公司的首要任務專注在網站的易用程度、及顧客服務體驗，認為這些才是零售業務的核心價值。

GS1 General Assembly in Hangzhou 杭州GS1全會

GS1 Annual General Assembly was successfully held in Hangzhou on 15 May. **Tian Shi Hong**, Deputy Chief Administrator of the State Administration for Market Regulation (SMAR) and General Administration of Standards and Regulations Center, **Chenghai Zhang**, President & CEO of GS1 China, and **Han Jianping**, former Deputy Director, Department of International Cooperation, General Administration of Quality Supervision, Inspection and Quarantine, and other Chinese officials met with GS1 President and CEO Miguel Lopera and Executive Vice President Mike McNamara for exchange.

Chief Tian said the new generation of technology, industry transformation and digital economy brought new challenges and demands for international barcode standards, SMAR will continue to focus and support the development of the GTIN initiatives, while promoting the applications of GS1 standards in Belt and Road Initiatives (BRI) and fostering the harmonisation of global product data.

The signing of “Hangzhou Statement” is one of the highlight in the Assembly, which affirms the strengthening of the cooperation of GS1 along the BRI countries. It will then unlock the power of GS1 standards in facilitating cross-border trade, and encourage the development of GTIN in global trade.

The Assembly also see an in-depth conversation among senior executives from GS1 China, its supervising organizations and GS1 Global, discussing and exchanging opinions on the works on global supply chain standards, promotion of GTIN standard and other technical issues.

Highlights of the Hangzhou Statement 「杭州宣言」重點

- Improving supply chain efficiency and trade facilitation
改善供應鏈效率及貿易便利化
- Promoting the global e-commerce development and interoperability and transparency of transactions,
推動全球電子商貿發展、相互操作性及交易透明度
- Supporting a global standardised traceability system for food safety and consumer trust,
支援全球標準化追蹤追溯系統，締造食品安全和消費者信任
- Enhancing the healthcare supply chain and patient safety
增強醫護供應鏈及病患安全
- Strengthening cooperation in global data standards
加強全球數據標準的互通合作



GS1全會於5月15日在杭州的圓滿結束，國家市場監督管理總局副局長、國家標準化管理委員會主任**田世宏**、中國物品編碼中心主任**張成海**、原國家質檢總局國際合作司副司長**韓建平**等相關官員與會見了GS1總裁兼CEO Miguel Lopera、GS1管理委員會主席Mike McNamara等多名GS1高級管理人員。



Miguel Lopera (left), GS1 President and CEO, and Tian Shi Hong (right), Deputy Chief Administrator of the State Administration for Market Regulation GS1高總裁兼CEO Miguel Lopera (左)與國家市場監督管理副局長田世宏(右)會面。

會上，**田世宏主任**表示新一輪科技、產業革命和數碼經濟，為國際貨品編碼工作帶來了新挑戰和新要求，而國家市場監督管理總局將繼續重視和支援國家貨品編碼工作的發展，推動GS1標準在「一帶一路」的應用，促進全球商品資料同步進程。

大會見證了「杭州宣言」的簽署，「宣言」將深化在“一帶一路”國家內的編碼組織之間的國際合作交流，充分發揮GS1標準作用，促進跨境貿易便利化，對全球貨品編碼發展產生更加深遠的影響。

此次會晤亦是國家物品編碼主管部門、管理機構相關領導人物與國際物品編碼組織(GS1)高層間的深入對話，就全球供應鏈標準化工作、國際編碼推廣及技術等議題交換意見。



Celebrating the 1st Anniversary of GEL 歡慶GEL「聚」一週年



Around 80 GS1 HK corporate leaders enjoyed a fun night out with exclusive networking opportunity from elites across industries at the anniversary of GEL cocktail party. An incredible experience, the attendees all look forward to more such gatherings!

近80位GS1 HK的企業會員領袖級成員獲邀出席GEL「聚」一週年酒會，在觥籌交錯、惺惺相惜的交流中度過一個歡愉的晚上。出席者都非常期待下一次聚會。



The ICT Superhero League: Hong Kong ICT Awards 2018 - Smart Mobility Award ICT界英雄聯盟：香港資訊及通訊 科技獎 - 智慧出行獎



As the lead organiser of the “Hong Kong ICT Awards 2018: Smart Mobility Award”, GS1 HK received over 70 innovative entries from different sectors, for the new Award category with streams of Smart Logistics, Smart Transport and Smart Tourism.

Organised by GS1 Hong Kong and steered by Office of the Government Chief Information Officer, the Smart Mobility Award Presentation Ceremony was held on 30 March, whilst the Award Presentation Ceremony for all eight categories of Hong Kong ICT Awards 2018 was organised on 4 April, where the Grand Awards was announced and presented. Congratulations to all the local winning companies for your outstanding innovations, you serve not only as role models, inspiring our youth, but also showing them the way to a future that will surely reward us all!

香港貨品編碼協會作為今年「香港資訊及通訊科技獎 — 智慧出行獎」的籌辦機構，一共收到逾70份來自不同屆別的創新作品，競逐智慧物流、智慧運輸及智慧旅遊三個類別獎項。

由香港貨品編碼協會籌辦、政府資訊科技總監辦公室策動的2018香港資訊及通訊科技獎「智慧出行獎」頒獎典禮在3月30日舉行，而雲集八個類別獎項得主的頒獎典禮則於4月4日舉辦，同場宣佈2018香港資訊及通訊科技獎的全年大獎得主。恭喜所有本地獲獎公司，你們不但為青年人樹立楷模，更開拓惠及大眾的未來。



- Mrs Carrie Lam, Chief Executive of HKSAR Government, visited the booth by BPS Global Holdings Ltd., Grand Award of the Smart Mobility category, which featured DKSH Hong Kong Smart Automated Warehouse Solution. 香港特局行政長官林鄭月娥女士參觀智慧出行大獎得主的展位，即威裕環球控股有限公司的香港大昌華嘉智能自動倉庫方案。
- Ms Anna Lin, Chief Executive of GS1 HK, attended the Award Presentation Ceremony with the respectable judging panel of the Smart Mobility Award. GS1 HK 總裁林潔貽女士與多位勞苦功高的評審委員於展位合照。

Hong Kong ICT Awards 2018 – Smart Mobility Award winners list 「香港資訊及通訊科技獎2018：智慧出行獎」得獎名單

Category 類別	Award 獎項	Organisation/ Winner 機構名稱	Title of Entry 得獎項目
Smart Mobility 智慧出行	Grand 大獎	BPS GLOBAL HOLDINGS Ltd. 威裕環球控股有限公司	DKSH Hong Kong Smart Automated Warehouse Solution 香港大昌華嘉智能自動倉庫方案
Smart Transport 智慧交通	Gold 金獎	Airport Authority / MTel Ltd. / Cherrypicks Ltd. 機場管理局 / 八達網有限公司 / 創奇思有限公司	“HKG My Flight” mobile app 「我的航班」手機應用程式
	Silver 銀獎	GreenSafety Technology Ltd. 綠色安全科技有限公司	The 4S Solution 4S智能駕駛安全方案
	Bronze 銅獎	God Taxi App Ltd. 的神的士有限公司	God Taxi App 的神的士手機應用程式
	Certificate of Merit 優異證書	MTR Corporation Ltd. 香港鐵路有限公司	Rail Gen 2.0 - New Customer Experience 鐵路2.0 - 乘客新體驗
Smart Logistics 智慧物流	Gold 金獎	BPS GLOBAL HOLDINGS Ltd. 威裕環球控股有限公司	DKSH Hong Kong Smart Automated Warehouse Solution 香港大昌華嘉智能自動倉庫方案
	Silver 銀獎	Airport Authority / E-Business Solutions Ltd. 機場管理局 / 易新科技有限公司	Intelligent RFID-embedded Baggage Loading Robotics for Automated Baggage Reconciliation 內置無線射頻識別技術智能機械臂的行李 確認程序處理系統
	Bronze 銅獎	HK Pick-up Ltd.	Pickupp
Smart Tourism 智慧旅遊	Gold 金獎	Pokeguide Ltd.	Pokeguide
	Gold 金獎	TravelFlan by freeD Group Limited	TravelFlan AI Travel Concierge TravelFlan人工智能旅遊助理
	Bronze 銅獎	MotherApp Ltd.	PowerArena - Smart Crowd Management and Analytics Solution PowerArena - 智慧人流管理及分析系統
	Certificate of Merit 優異證書	Openrice Ltd. 開飯喇有限公司 Harbour City Estates Ltd./ Compathnion Technology Ltd. 海港城置業有限公司 / 隨賞科技有限公司	OpenRice 《開飯喇》 Harbour City Navigation App 海港城導航流動應用程式



Smart Mobility (Smart Transport) Award winners
智慧出行獎(智慧交通)得主



Smart Mobility (Smart Tourism) Award winners
智慧出行獎(智慧旅遊)得主



Smart Mobility (Smart Logistics) Award winners
智慧出行獎(智慧物流)得主



All Smart Mobility Award winners
所有智慧出行獎得主

GS1 New Management Board GS1新一屆董事局成員

GS1 announces the appointment of **Kathryn E. Wengel**, Worldwide Vice President & Chief Supply Chain Officer at Johnson & Johnson, Management Board Chair and **Renaud de Barbuat**, Chief Information Officer France at Carrefour, as Management Board Vice-Chair.

Together with these appointments, GS1 welcomes four new Members that are joining its Management Board:

- José G. Loaiza Herrera, Vice President of International Business at Grupo Exito;
- Kerry Pauling, Senior Vice President and Chief Technology Officer at Walmart International;
- Martin Reintjes, Member of the Executive Board at Dr. Oetker Nahrungsmittel KG;
- Rob Rekrutiak, Group Product Manager at Google LLC.

The community of GS1 Member Organisations approved these nominations at its annual General Assembly meeting which took place in Hangzhou (China). The new term of management board is shown below:

Mike McNamara

Executive Vice President,
Chief Information & Digital Officer,
Target Corporation

Mark Alexander

President, Americas Simple Meals and
Beverages, Campbell Soup Company

Mark Batenic

Chief Executive Officer, IGA, Inc.

Rakesh Biyani

Joint Managing Director,
Future Retail Ltd.

David Calleja Urry

CEO, GS1 Malta

Rubén Calónico

CEO, GS1 Argentina

Bob Carpenter

Chief Executive Officer & President,
GS1 US

Renaud de Barbuat

Chief Information Officer France,
Carrefour - C.S.I.
Vice-Chair

Cameron Geiger

Senior Vice President, Logistics
Services, Walmart Stores

John Gilbert

CEO Supply Chain and Member of
the Board of Management,
Deutsche Post DHL Group

Samir Ramzy Ishak

Group Vice-president of Operations,
Abudawood

Sunny Jain

Vice President Core Consumables,
Amazon

Xiao An Ji

Chairman, Beijing Hualian Group

Chris Johnson

Executive Vice-President - Nestlé
Business Excellence, Nestlé S.A.

Philippe Lambotte

Senior Vice President Global Supply
Chain, Mattel, Inc.

Miguel A. Lopera

President and Chief Executive Officer,
GS1 Global Office
Ex-officio

Meinrad Lugan

Member of the Board of Management,
B. Braun Melsungen

Gary Lynch

CEO, GS1 UK

Ravi Mathur

CEO, GS1 India

Amit Menipaz

Vice President of Structured Data,
eBay

Daniel Myers

Executive Vice President,
Global Integrated Supply Chain,
Mondelēz International

Julio Nemeth

President, Global Business Services,
The Procter and Gamble Co.



Kathryn E. Wengel



Renaud de Barbuat

GS1 宣佈委任強生 (Johnson & Johnson) 全球副總裁兼供應鏈行政總裁 **Kathryn E. Wengel** 為董事局主席、及委任法國國家樂福 (Carrefour) **Renaud de Barbuat** 為副主席。

GS1同時歡迎以下四位新成員加入董事局：

- 南美最大零售商Grupo Exito國際業務副總裁José G. Loaiza Herrera
- 沃爾瑪國際高級副總裁及首席技術總監 Kerry Pauling
- 德國百年品牌Dr. Oetker Nahrungsmittel KG董事局成員Martin Reintjes
- Google LLC集團產品經理Rob Rekrutiak

在中國杭州舉辦的GS1年度全會上，GS1成員組織一致同意這些任命。以下為新一屆董事局成員：

Hidenori Osano

Vice President & Executive Officer,
Senior Chief Officer of IT Innovation,
AEON Co., Ltd

Maria Palazzolo

Executive Director and CEO,
GS1 Australia

Joseph Phi *

President, LF Logistics*

Chris Resweber

Sr. Vice President of Industry &
Government Affairs,
The J.M. Smucker Co.

Timo Salzsieder

CSO & CIO at METRO AG and Member
of the Metro Cash & Carry Operating
Boards, METRO AG

Steve Schuckenkrock

CEO, CROSSMARK

N. Arthur Smith

CEO, GS1 Canada

Lin Wan

Senior Vice President,
Cainiao (Alibaba Group)

Kathryn Wengel

Worldwide Vice President & Chief
Supply Chain Officer, Management
Committee Member, Johnson &
Johnson
Chair

Chenghai Zhang

CEO, GS1 China

* Mr. Joseph Phi is the Chairman of GS1 HK
彭冠耀先生是香港貨品編碼協會主席

GS1 Global Forum 2018 Concluded 2018年度GS1全球高峰會完滿結束



More than 830 representatives from GS1 Member Organisations in 95 countries (more than the Winter Olympics which involved 92 countries) gathered at Brussels, Belgium from 26 February to 2 March to attend the GS1 Global Forum this year. C-suites executives and speakers from Carrefour, Google, Johnson & Johnson, J.M. Smucker, MIT, World Health Organisation etc., were invited to share on several topical plenary sessions. Topics included making healthcare safer, more efficient and more effective, connecting the digital and physical worlds in retail, and other strategic topics.



本年度的GS1全球高峰會於2月26日至3月2日在比利時布魯塞爾舉行，匯聚了來自95個國家超過830名GS1成員組織代表(比冬季奧運92個國家還要多!)。來自家樂福、Google、強生、J.M. Smucker、麻省理工、世界衛生組織等的一眾高級管理層代表，均獲邀至多個小組討論中作分享。討論題目包括更安全、更有效率和效果的醫療護理、以至在零售界別連繫線上線下世界等策略性議題。

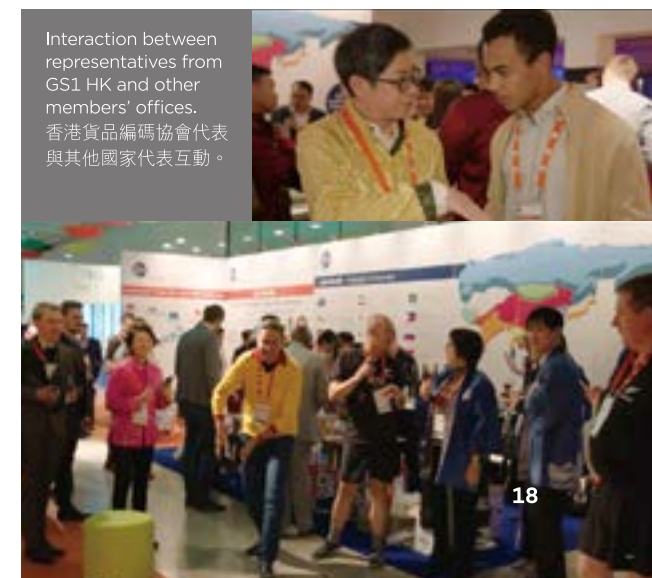
To know more, please visit 詳情請瀏覽:
<https://forum.gs1.org/>



GS1 President & CEO Miguel Lopera at the opening plenary.
GS1行政總裁Miguel Lopera進行開幕演說。



Over 50 workshops covering topics from improving supply chain efficiency to patient safety were held.
逾50個不同主題的工作坊、由改善供應鏈效率以至病人安全的議題都在期間舉辦。



Interaction between representatives from GS1 HK and other members' offices.
香港貨品編碼協會代表與其他國家代表互動。

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)

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| 1. ACTIVE DIODE INC | 41. EMAY GLOBAL LTD
溢美科技有限公司 |
| 2. ADVANCED MERCHANDISING INDUSTRY CO LTD
緯翔實業股份有限公司 | 42. EMBRAVA LTD |
| 3. AISAN (HK) CO LTD
艾尚燕(香港)有限公司 | 43. E-MED BEAUTY LTD
醫美有限公司 |
| 4. AKA HONG KONG CO LTD | 44. EMITEX LTD
盟偉企業有限公司 |
| 5. ALI SUN HONG KONG GROUP CO LTD
阿里爽香港集團有限公司 | 45. EMPIRE PAK LTD |
| 6. ALPS NATURAL FOOD LTD | 46. EVER LUCK INTERNATIONAL (HK) LTD
永裕國際(香港)有限公司 |
| 7. AMERICAN ANGEL INTERNATIONAL GROUP LTD
美國天使國際集團有限公司 | 47. FANCE PALISMAN BIOTECHNOLOGY CO LTD
法國帕莉斯蔓生物科技有限公司 |
| 8. APPLE VALLEY SPORTS
蘋果園體育用品 | 48. FASHFACE INTERNATIONAL HOLDING (HK) LTD
梵非斯國際控股(香港)有限公司 |
| 9. ARVATO SERVICES HONG KONG LTD | 49. FATA ENTERPRISES LTD
創華企業發展有限公司 |
| 10. ASIAN RESOURCES INTERNATIONAL LTD
亞洲資源國際有限公司 | 50. FERARF LTD |
| 11. ASTRON DT LTD | 51. FOUR SEASONS FARMER CO LTD
四季農夫食品貿易有限公司 |
| 12. AUDI INTERNATIONAL DEVELOPMENT LTD
奧迪國際發展有限公司 | 52. FRANCE XIANGDAIMEI GROUP CO LTD
法國香黨美集團有限公司 |
| 13. BABYBOOM LEARNING CO LTD | 53. FRANCE YH SENBO (INT'L) GROUP LTD
法國嬰皇(國際)集團有限公司 |
| 14. BAIJA LTD | 54. FRANKFURT INDUSTRIAL LTD
輝福實業有限公司 |
| 15. BAIFENBAI (HK) HEALTH FOOD GROUP LTD
百分百(香港)健康食品集團有限公司 | 55. FUJI PRO LTD |
| 16. BAO DIM SIN SENG LTD
包點先生有限公司 | 56. FULL KING INTERNATIONAL INVESTMENTS (HK) LTD
富景國際投資(香港)有限公司 |
| 17. BLUE SKIN ASIA LTD | 57. FULLY WIN CORPORATION LTD
勝品有限公司 |
| 18. BONSAI VENTURES HONG KONG LTD | 58. FUTURE TECH CONCEPTS HOLDINGS LTD |
| 19. BRANFORD LTD | 59. GAINMAX LTD
溢明有限公司 |
| 20. BRO'S BONBON GROUP LTD
雋心食品集團有限公司 | 60. GC DESIGN LTD |
| 21. BULA GROUP LTD
布拉有限公司 | 61. GENEHARBOR (HK) BIOTECHNOLOGIES LTD
基因港(香港)生物科技有限公司 |
| 22. CANBO PHARMACEUTICAL (HK) LTD
康寶製藥(香港)有限公司 | 62. GENIE APPAREL LTD
精靈服飾有限公司 |
| 23. CATCHUP TOYS LTD
奇趣玩具有限公司 | 63. GERMANY CAPTAIN CRAFT BEER CO LTD
德國老船長精釀啤酒有限公司 |
| 24. CENTURY GAIN (HK) LTD
新利(香港)有限公司 | 64. GERMANY GODFATHER BEER CO LTD
德國教父啤酒有限公司 |
| 25. CHANGXIN INTERNATIONAL TRADE CO LTD
長行國際貿易有限公司 | 65. GERMANY JBL BEER GROUP (CHINA) CO LTD
德國嘉堡隆啤酒集團(中國)有限公司 |
| 26. CHEONG TAI INTERNATIONAL TRADING LTD
昌泰國際貿易有限公司 | 66. GERMANY KAILUOSA CRAFT BEER CO LTD
德國凱羅撒精釀啤酒有限公司 |
| 27. CHINA COSMETIC GROUP CO LTD
中國化妝品集團有限公司 | 67. GERMANY KAISERWIN VINTAGE LTD
德國凱撒(啤酒)釀酒有限公司 |
| 28. CHUCHU LTD | 68. GIVING LOVE (KOREA) INTERNATIONAL GROUP CO LTD
予愛(韓國)國際集團有限公司 |
| 29. CIGO FOOD (HK) CO LTD
智高食品(香港)有限公司 | 69. GLOBEPROSPECT LTD
環宇前程有限公司 |
| 30. CLEARNATURAL (HK) TRADE LTD
清然(香港)貿易有限公司 | 70. GLORY SUN INTERNATIONAL GROUP LTD |
| 31. CUBPLUS
驕品 | 71. GOLDSFINE INDUSTRIAL LTD
高鋒實業有限公司 |
| 32. DANJIRUY HOLDINGS (UK) CO LTD
丹齊潤控股(英國)有限公司 | 72. GOOD FIELD PRODUCT & SERVICE CO LTD
鉅域產品及策劃服務有限公司 |
| 33. DANONE NUTRICIA ONLINE DISTRIBUTION HONG KONG LTD
達能紐迪希亞在線分銷香港有限公司 | 73. GOOD VIEW FOOD PRODUCTS (HK) LTD
亞茂食品工房(香港)品牌有限公司 |
| 34. DAO MAI INDUSTRIAL CO LTD
刀麥實業有限公司 | 74. GOURMET (HOLDINGS) LTD
高美(控股)有限公司 |
| 35. DAYGAIN HOLDINGS LTD
日基集團有限公司 | 75. GRAZER TOYS CO LTD |
| 36. DBT AUTO ELECTRICAL PRODUCTS LTD | 76. GREEN BEAUTY & HAIR PRODUCTS LTD
格林美容美髮用品有限公司 |
| 37. DELICIOUS EXPRESS LTD
好饒最佳食材供應有限公司 | 77. GUANGHONG CORPORATION LTD
廣宏行有限公司 |
| 38. DING YUE (HK) INDUSTRY LTD
香港鼎悅實業有限公司 | 78. GUANGZHOU KANGHE PHARMACEUTICAL (HK) CO LTD
廣州康和藥業(香港)有限公司 |
| 39. DMS GROUP INTERNATIONAL CO LTD
締美詩國際集團有限公司 | |
| 40. DOKI TECHNOLOGIES LTD
多奇科技有限公司 | |

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| 79. GUL AHMED TEXTILE MILLS LTD | 117. HONG KONG VANKINGS TRADING CO LTD
香港萬金世家貿易有限公司 |
| 80. HAOXUAN HOLDINGS (HK) COSMETICS CO LTD
浩萱控股(香港)化妝品有限公司 | 118. HONGKONG (TAIWAN) FOLYKELLY INSTITUTE TECHNOLOGY LTD
香港(台灣)膚麗纖技術研究所有限公司 |
| 81. HAQI (CHINA) CO LTD
哈啟(中國)有限公司 | 119. HONGKONG AROMA LTD
香港歐瑪有限公司 |
| 82. HARVEST SAIL INTERNATIONAL LTD | 120. HONGKONG COMPENDIUM OF MATERIA MEDICA CULTURE OF CHINESE MEDICINE RESEARCH LTD
香港本草綱目中醫藥文化研究有限公司 |
| 83. HEIDI MARKETING CO LTD
凱德市務拓展有限公司 | 121. HONGKONG DADUHUI INT'L GROUP LTD
香港大都匯國際集團有限公司 |
| 84. HELLO (HK) FOOD INDUSTRY CO LTD
哈羅(香港)食品工業有限公司 | 122. HONGKONG DINGGUAGUA MATERNAL AND CHILD PRODUCTS LTD
香港頂呱呱母嬰用品有限公司 |
| 85. HERBA CHINA PHARMACEUTICAL CORPORATION LTD
中華仙草堂制葯股份有限公司 | 123. HONGKONG FEI RHAMEY INTERNATIONAL GROUP CO LTD
香港緋蘭美國國際集團有限公司 |
| 86. HIGHLAND TECHNOLOGIES LTD
高地科技有限公司 | 124. HONGKONG FINDING GOODS TRADE CO LTD
香港尋味坊貿易有限公司 |
| 87. HK ANROLYA INT'L CO LTD
香港安萊雅國際有限公司 | 125. HONGKONG HAIZHONGYU FOOD CO LTD
香港海中玉食品有限公司 |
| 88. HK BEIDEMA COSMETIC INT'L GROUP LTD
香港貝德瑪化妝品國際集團有限公司 | 126. HONGKONG HEXIN INTERNATIONAL BEAUTY GROUP LTD
香港荷新國際美業集團有限公司 |
| 89. HK BEILUOMI MEDICAL BEAUTY CO LTD
香港貝洛蜜醫療美容有限公司 | 127. HONGKONG LANYU FOOD CO LTD
香港藍域食品有限公司 |
| 90. HK CAT LINGHT SNACKS CRESTIVE MARKETING CO LTD
香港折耳貓輕零食創意行銷有限公司 | 128. HONGKONG LIMAX INT'L FASHION LTD
香港利瑪國際服飾有限公司 |
| 91. HK DAYANG INDUSTRIAL LTD
香港大陽實業有限公司 | 129. HONGKONG MEI XIANG FOOD CO LTD
香港美香食品有限公司 |
| 92. HK DAYUAN IMP & EXP CO LTD
香港大元進出口有限公司 | 130. HONGKONG NANMEI COSMETICS GROUP CO LTD
香港南美化妝品集團有限公司 |
| 93. HK HAICHENG Tian (INT'L) HOLDING CO LTD
香港海成田(國際)控股有限公司 | 131. HONGKONG SHIQUAN INTERNATIONAL FOODS CO LTD
香港十全國際食品有限公司 |
| 94. HK HEALTH FOOD CO LTD
香港鑫永健食品有限公司 | 132. HONGKONG TOTALWIN TOBACCO CO LTD
香港統和煙草有限公司 |
| 95. HK JINLIS INTERNATIONAL TRADE LTD
香港津麗國際貿易有限公司 | 133. HONGKONG WEIJI INTERNATIONAL COSMETICS LTD
香港維肌國際化妝品有限公司 |
| 96. HK JINSHENGYUAN INDUSTRY GROUP LTD
香港金升緣實業集團有限公司 | 134. HONGKONG XIAOZIYOU PIN (INT'L) FOOD LTD
香港小資優品(國際)食品有限公司 |
| 97. HK KLF INDUSTRY IMPORT & EXPORT FOOD LTD
香港康樂福實業進出口食品有限公司 | 135. HONGKONG XIDELI BEER LTD
香港喜德力啤酒有限公司 |
| 98. HK LK INT'L BIOTECHNOLOGY LTD
香港弘威國際生物科技有限公司 | 136. HONGKONG XINLIXIN INTERNATIONAL WINE CO LTD
香港新立信國際酒業有限公司 |
| 99. HK MOMMY LOVE DA HEALTH INDUSTRY MANAGEMENT LTD
香港媽咪愛大健康產業管理有限公司 | 137. HONGKONG YEERKA INT'L GROUP LTD
香港怡兒嘉國際集團有限公司 |
| 100. HK WBX MAKEUP (INT'L) LTD
香港溫碧霞化妝品(國際)有限公司 | 138. HORUN TECH LTD
昊潤科技有限公司 |
| 101. HK YIZHI INDUSTRY LTD
香港溢智實業有限公司 | 139. I CH'ANG TRADING
億昌茶業行 |
| 102. HK YM GROUP TRADING CO LTD
香港一鳴集團貿易有限公司 | 140. ICARE (HK) CO LTD |
| 103. HONG KONG ALIFA HAUTE COUTURE LTD
香港阿麗法服飾定制有限公司 | 141. INCREDIBLE BRANDS LTD |
| 104. HONG KONG BO FEI NI LTD
香港泊菲妮國際發展有限公司 | 142. INTEGRATED MARKET SERVICES ASIA LTD
滙昌市場拓展有限公司 |
| 105. HONG KONG BW XINJI FOOD LTD
香港百味信記有限公司 | 143. INTERNET SOLUTIONS LTD |
| 106. HONG KONG ENCASH INVESTMENT CO LTD
香港安美投資有限公司 | 144. INTERSING CREATIVE PRODUCTION LTD
新創星(精品)創意設計有限公司 |
| 107. HONG KONG ESSENTIAL (GROUP) LTD
香港原素(集團)有限公司 | 145. IT HAIR & COSMETICS CO |
| 108. HONG KONG HAIDONGFANG INVESTMENT LTD
香港海東方投資有限公司 | 146. ITK TECHNOLOGY LTD |
| 109. HONG KONG HONG TU ZHUANG YI TRADING CO LTD
香港鴻圖壯宜貿易有限公司 | 147. JA BIOTECHNOLOGY CO LTD
鈞農生物科技有限公司 |
| 110. HONG KONG HONGGE COSMETICS GROUP CO LTD
香港鴻格化妝品集團有限公司 | 148. JAN WONG (HK) INTERNATIONAL CO LTD
蠶王(香港)國際有限公司 |
| 111. HONG KONG JIN FU TANG HUNDRED PHARMACEUTICAL CO LTD
香港金福堂百年藥業有限公司 | 149. JI KANG MEDICAL CENTRE LTD
濟康製藥診療中心有限公司 |
| 112. HONG KONG LANCOME KNITTING CO LTD
香港蘭蔻針織有限公司 | 150. JIMPOWER TRADING LTD
占力貿易有限公司 |
| 113. HONG KONG NATURAL HEALTH INTERNATIONAL LTD
香港自然健康國際有限公司 | 151. JING CHEN SHI JI GROUP (HK) CO LTD
京晨世紀集團(香港)有限公司 |
| 114. HONG KONG PROSTHODONTICS MEDICINE LTD
香港口腔修復醫學有限公司 | 152. JOLLY ORALCARE LAB (HK) LTD |
| 115. HONG KONG RED DRAGON GROUP CO LTD
香港紅龍食品集團有限公司 | 153. JUBARNA (HK) LTD
潯本釀(香港)有限公司 |
| 116. HONG KONG STRONG EXCITATION PLASTIC HARDWARE PRODUCTS LTD
香港強勵塑膠五金製品有限公司 | 154. JULIANNA TRADE LTD
香港朱麗安娜貿易有限公司 |
| | 155. JUNTECH AIR CONDITIONING EQUIPMENT CO
凌達冷氣設備公司 |
| | 156. KAIJOE TECHNOLOGY CO LTD
凱捷科技有限公司 |

157. KAIWIN INTERNATIONAL (HK) LTD
凱文國際(香港)有限公司
158. KELL ELECTRONICS LTD
科銳電子製品有限公司
159. KERRY MEDICAL LTD
嘉里醫療有限公司
160. KINDY INTERNATIONAL INDUSTRY CO LTD
健怡國際實業有限公司
161. KINGSRIGHT HONG KONG INTERNATIONAL HEALTH PRODUCT HOLDINGS CO LTD
金威寶香港國際健康產業集團有限公司
162. KNT TRADING CO LTD
163. KOREA PAULINE (HK) CO LTD
韓國保利娜(香港)有限公司
164. KS MING CO LTD
勤順香港有限公司
165. LAGUNAMOON BEAUTY LTD
娜萌美容有限公司
166. LEISURE INDUSTRY CO LTD
禮士實業有限公司
167. LI TUNG BOOK CO LTD
利通圖書有限公司
168. LIFE TREE (HK) BIOLOGICAL TECHNOLOGY CO LTD
生命樹(香港)生物科技有限公司
169. LITTLE DROPS OF WATER CO LTD
170. LOJEL LTD
羅杰有限公司
171. LONYU INTERNATIONAL REGENERATIVE NUTRITION LTD
龍躍國際再生營養有限公司
172. LOYAL WEALTHY INTERNATIONAL LTD
康來國際有限公司
173. LU LI GROUP (HK) LTD
陸立集團(香港)有限公司
174. M&K INTERNATIONAL HEALTHCARE GROUP LTD
175. MACAO DAODAOWANG FOOD CO LTD
澳門道道旺食品有限公司
176. MADAME ALEXANDER DOLL CO LTD
177. MALAYSIA FUDUODUO FOOD CO LTD
馬來西亞芙多多食品有限公司
178. MAOHUAT (HK) GROUP CO LTD
茂發(香港)集團有限公司
179. MATRICON INNOVATIONS LTD
聯智創科有限公司
180. MAXWISE PRODUCTION (CHINA) LTD
明智製造(中國)有限公司
181. MIDEA ELECTRIC (HK) LTD
美的電器(香港)有限公司
182. MISSLADY CONCEPTS LTD
183. MISSLO CO LTD
秘斯洛有限公司
184. MOS (HK) HEALTH TECHNOLOGY CO LTD
莫氏(香港)健康科技有限公司
185. MOSQUITMED LTD
186. MOTHER'S KITCHEN FOOD LTD
媽子廚房食品有限公司
187. MRORGANIC LTD
188. MUSE LAB LTD
189. N&W GROUP (INT'L) LTD
190. NEW SUN RISING LTD
新旭陽有限公司
191. NEXT'S INDUSTRY CO LTD
192. NIPPON YES GROUP CO LTD
日本野斯集團有限公司
193. NOVE LTD
194. OFFICE OF THE GOVERNMENT CHIEF INFORMATION OFFICER, HKSARG
195. OKIAN INVENT CO LTD
澳加創作人有限公司
196. ONEPERSONALIZATION LTD
個人優制有限公司
197. ORIGAMI GROUP LTD
198. P & N WORLDWIDE CO LTD
葆齡集團有限公司
199. PAK TAT INDUSTRIAL (HK) LTD
栢達實業(香港)有限公司
200. PANFEEL BEAUTY HEALTH CARE CO LTD
潘菲美容健康護理品(國際)有限公司
201. PARKWAY LICENSING CO LTD
百通商品授權有限公司
202. PERFECT EAST DEVELOPMENT LTD
東美發展有限公司
203. PERFET FOOD CO LTD
源美食品有限公司
204. PHIAN (HK) INTERNATIONAL CO LTD
菲安妮(香港)國際股份有限公司
205. PIU LTD
206. POWELL PLASTIC AND METAL FACTORY CO LTD
寶威塑膠五金廠有限公司
207. PPM TOYS LTD
208. PREDETT TIME INDUSTRIES LTD
209. PRO DD INTERNATIONAL LTD
普迪國際有限公司
210. PRO LINK DIGITAL LTD
視博數碼有限公司
211. PROFIT STAR INTERNATIONAL INDUSTRIAL LTD
澤星國際實業有限公司
212. PROTELICIOUS LTD
213. PURE ARTS LTD
214. RAND DESIGN LTD
永佳設計中心有限公司
215. REGENCY THREE LTD
216. ROLLPLAY (HK) CO LTD
如雷(香港)有限公司
217. SANWORLD (HK) DEVELOPMENT LTD
三滙(香港)發展有限公司
218. SCP INTERNATIONAL (HK) CO LTD
海雲台國際(香港)有限公司
219. SCREL LTD
220. SHARKNINJA (HK) CO LTD
221. SHIZHENTANG GLOBAL PHARMACEUTICAL LTD
時珍堂環球藥業有限公司
222. SHUANGSHAN GROUP LTD
雙善集團有限公司
223. SI FANG YI PIN (GROUP) CO LTD
四方壹品(集團)股份有限公司
224. SILENTMODE LTD
225. SING FAT INTERNATIONAL CO LTD
成發環球實業有限公司
226. SMART CONCEPT TRADING LTD
駿禧貿易有限公司
227. SOOUMIS INTERNATIONAL GROUP CO LTD
秀美瑟國際集團有限公司
228. SOUTH KOREA KAISHENGHENG CORPORATION LTD
韓國凱盛亨株式會社有限公司
229. SSLS (HK) INTERNATIONAL TRADE CO LTD
食尚聯食(香港)國際貿易有限公司
230. SUCCESS APPAREL MANUFACTURING LTD
潤景泰服飾有限公司
231. SUN LEISURE LTD
新現代有限公司
232. SUN PLEASURE INTERNATIONAL LTD
新保利國際有限公司
233. SUNNYLAND INDUSTRY DEVELOPMENT (HK) LTD
盛邦實業發展(香港)有限公司
234. SWOT HOCKEY LTD
235. SYMBLIFE (HK) LTD
懿生堂(香港)有限公司
236. TAI SUN HONG (ASIA) LTD
大生行(亞洲)有限公司
237. TAIWAN AOYUNLAI FOOD CO LTD
台灣澳運來食品有限公司
238. TAIWAN FLOWER SHOP BIOTECHNOLOGY CO LTD
臺灣花語小鋪生物科技有限公司
239. TAK SIM NATURAL FOOD MANUFACTURING LTD
得心天然食品製造廠有限公司
240. TANG HOI MOON KEE CO LTD
鄧海滿記有限公司

241. TANGSHAN DAXIN CERAMICS CO LTD
唐山市達鑫瓷業有限公司
242. TAORYUAN FOOD CO LTD
桃園食品有限公司
243. TATA RACHEL LTD
244. TECHLIFE INDUSTRIAL LTD
香港肽科實業有限公司
245. TF FINE FOOD CO LTD
同發食品有限公司
246. THAILAND ALICE INTERNATIONAL LTD
泰國愛麗絲國際有限公司
247. THE SWEET DYNASTY FOOD SCIENCE LTD
糖朝食品科學有限公司
248. THERMOS HONG KONG LTD
膳魔師(香港)有限公司
249. TOY-MART INTERNATIONAL CO LTD
250. TRADE ROUTES LTD
251. TREND TRADER LTD
252. UBERMENSCH GROUP HK LTD
香港百舜普集團股份有限公司
253. U-LINK (CHINA) LTD
百滙(中國)有限公司
254. UNIVERSAL PACIFIC LTD
環球太平有限公司
255. VAYO CONCEPT
256. VINCENT CR MEDICAL DEVICES LTD
永勝基石醫療器械有限公司
257. VISIONARY ALLIANCE LTD
香港榮創有限公司
258. VOLA GUITAR LTD
吉他人聲有限公司
259. W2D TRADING LTD
贏德貿易有限公司
260. WEN SHENG (CHINA) FOOD LTD
雯盛(中國)食品有限公司
261. WIN HANG ENTERPRISE LTD
永亨實業(國際)有限公司
262. WINFIELDS ENTERPRISE
宏峰實業
263. WORLD AXIOM LTD
264. X-MOUNT LTD
艾克思有限公司
265. YI XIAO TANG
一笑堂
266. YUNHE (HK) INT'L TOBACCO TRADING LTD
雲河(香港)國際煙草貿易有限公司
267. ZHI YU (HK) BRAND MANAGEMENT CO LTD
智羽(香港)品牌管理有限公司
268. 香港港威龍保健食品公司
269. 雪資投資貿易有限公司

Join Us
成為我們的會員



New Members' Sharing
新會員分享



Australia Surprise (Int'l) Group Co. Ltd. is committed to developing high-quality women's care products with its own top-notch R&D team, taking a leading role in women's health and hygiene industry. “Surprise” is one of the company's high-end sanitary product brand and won the honour of “Chinese Famous Brand” and “Hot Brands in Chinese Sanitary Industry” 澳大利亞驚喜(國際)集團有限公司一直致力研發高端女性衛生用品，擁有頂尖的研發團隊，引領女性健康衛生產業潮流。Surprise(驚喜)衛生巾是其旗下高端品牌之一，在中國已獲得「中國著名品牌」、「中國衛生巾行業暢銷品牌」的榮譽。

“Hong Kong is a cosmopolitan and international city, its uniqueness and global status lured us to apply for Hong Kong barcode, helping us boost sales in the Mainland market.

香港是一個國際現代化大都市，因為香港的特殊性和國際地位，我們申請香港條碼，讓我們的产品更好地在國內銷售。”

Mr. Chen Di Hua, Manager of Australia Surprise
澳大利亞驚喜經理陳棟華先生



Swiss Bonaapdo Biological Technology Shares Co. Ltd. is dedicated to conducting R&D with advanced, people and health-oriented approach. For 60 years, the company focused on the R&D, manufacturing, sales and customer service of cosmetic and personal care products, and integrated logistics and trading functions to develop a highly efficient sales network around the world.

瑞士博立多生物科技有限公司以先進、以人為本、健康為開發理念。六十年來一直專注於美容保養產品研發、製造、銷售到售後追蹤及服務，並將物流、貿易等整合轉型成高效率的跨國營銷網絡集團。

“With the rapid growth of Swiss Bonaapdo in corporate governance and international market, GS1 HK helps us build a high-quality image and meet the international standard, facilitating our products to efficiently transport throughout the global markets.

隨著瑞士博立多生物科技在企業管理及國際市場中迅速發展，香港貨品編碼協會正為我們品牌提供高品質形象，及在全球市場立足的條件，使品牌產品物流渠道快捷通暢。”

Mr. Di New, CEO of Swiss Bonaapdo
瑞士博立多生物科技行政總裁迪紐

Extensive Members' Support on REAL VISIBILITY solution 全新REAL VISIBILITY方案獲各行業信賴

In the short time that GS1 Hong Kong launched REAL VISIBILITY solution, it already garner confidence and support from our corporate members across different industries. Companies, including pre-packaged food manufacturers, Chinese herbal and western health supplements providers, luxury apparel, jewellery and handbag brands, skin care retailers, and high-end smart phone accessories providers, started adoption of REAL VISIBILITY solution. REAL VISIBILITY solution offers multiple functions, for example authentication, traceability and providing insights: on one hand, consumers can easily verify product authenticity by a simple mobile scan and to access up-to-the-minute product information; on the other hand, brand owners can increase consumer trust on its products, while engaging and understanding better their customer preferences by collecting the scan data.

Consult us today and ensure your brand be safeguarded and trusted!

香港貨品編碼協會全新REAL VISIBILITY方案剛推出不久，已獲多家來自不同行業的企業會員採用，包括包裝食品生產企業、中西方保健品供應商、銷售成衣、珠寶、手袋的高檔品牌、肌膚護理品牌、高端手機周邊設備生產商等等，都對REAL VISIBILITY方案投下信心一票。

REAL VISIBILITY方案具備認證、追蹤追溯及分析消費者喜好多項功能：一方面讓消費者在購物前以簡單的手機掃描，取得即時產品資訊，輕鬆方便認證產品真確性；另一方面，品牌持有人能提升消費者對產品信心，並獲得掃描數據，更理解顧客的購物喜好。

要保障你的品牌並取得消費者信任，請即與我們聯絡！



REAL Visibility

Know Your Products · Know Your Customers



GS1 HK WeChat Official Account 香港貨品編碼協會微信公眾號

Scan to add GS1 HK Wechat Official Account
立即關注GS1 HK 微信公眾號！

隆重登場



To help members capitalise on the 1 billion WeChat monthly active users market, GS1 HK proudly presents its GS1 HK Official Account.

微信擁有近10億活躍用戶，為協助會員搶佔這市場推廣渠道，香港貨品編碼協會隆重推出GS1 HK微信公眾號。

GS1 HK WeChat Official Account is filled with amazement

香港貨品編碼協會微信公眾號精彩內容

User will be directed to our e-commerce platform on JD.com to buy our members' products, unlocking the purchasing power of billions of users!
要用戶可直接連到在京東上的信心港商城，讓百億微信用家購買會員產品！

Want to know how barcode helps every aspect of your business and the way to apply for a barcode or our solutions, look here.
要知更多條碼如何幫助你業務和申請條碼，都可以在這裡找到。

編碼導航
會員權益指南
行業成功案例分享
聯絡及條碼查詢

信心產品折扣專場
信心品牌故事
美妝個護專區
進口零食專區
母嬰專區

“Trusted Discount Zone” helps members promote their latest products and best discount offers, raising sales volume.
「信心折扣專場」有助會員促銷，及不同類型產品專區，用戶隨時查看最新產品及至強優惠。

香港信心產品

For members who like to join us on our WeChat Official Account, please contact:
GS1會員要參與GS1 HK 微信公眾號推廣，立即與我們聯絡：
Tel 電話：28639749 Email 電郵：wechataccount@gs1hk.org

The Icon for Food Safety 認住標記，就食得安心

To ensure food safety, a complete traceability procedure is necessary. GS1 HK setup booth in Causeway Bay, Mongkok and Tsim Sha Tsui from 28 April to 1 May to promote Quality Food Traceability Scheme with very welcoming responses from the public.

The promotion will be held again from 30 Jun – 8 Jul at the below location, participants will be gifted with a pack of Vitadrink or SensaCools (while stock lasts). Don't miss it!

要保障食物安全，完善的追蹤追溯程序非常關鍵。香港貨品編碼協會在4月28至5月1日，於旺角及銅鑼灣推廣設置展位，推廣「優質食品源頭計劃」，在場人士反應踴躍。

本會將於6月30日至7月8日期間於以下地點再度設展，參與者將獲贈維他飲品或清熱酷一包，先到先得、送完即止。記得參加！



- 30 JUN** Causeway Bay East Point Road
銅鑼灣東角道行人專用區
- 7 JUL** Causeway Bay East Point Road
銅鑼灣東角道行人專用區
- 8 JUL** Sai Yeung Choi Street South,
Mongkok
旺角西洋菜南街

GS1 HK Academy First e-Learn Lesson GS1 HK 學院首個網上課程

The GS1 HK Academy has launched its first e-Learn course for free to help members and the industry professionals acquire latest knowledge and best practices on supply chain management. The first video lesson, offered by Ms. Heidi Ho, our Principal Consultant of Supply Chain Management Professional Services (SCMPS) team, will give an overview of how to realise product traceability to increase consumer trust.

GS1 HK學院即將推出首個免費網上課程，助會員及業界人士掌握供應鏈的最新知識和趨勢。打響頭炮的是由GS1 HK供應鏈管理專業顧問服務(SCMPS)團隊製作的視像教材，由本會首席顧問何雅賢女士主講，闡述如何實現產品追蹤，從而提升消費者信心。



The lesson is ready at this link 視像教材已上線，立即上課！

<https://goo.gl/W1Lv7E>

6 JUN

Hong Kong IoT Conference

The must-attend annual IoT Conference where the heros of smart city meets.

香港物聯網會議

非參加不可的年度物聯網會議，組成智慧城市精英聯盟！



27-29 JUN

Belt & Road International Food Expo (HK) 2018

Aims to promote the “Unimpeded Trade” via forging a one-stop professional platform for global agrifood trade and investment cooperation.

香港一帶一路國際食品展「2018」

旨在建立一站式的專業平台，促進全球農作物交易及投資合作，推動貿易暢通。



30 AUG

Food Safety Forum 2018

Food Safety for all! Anyone who are in F&B industry or consumers are welcome to join.

食物安全論壇2018

食物安全，全城有責！歡迎所有食品供應商及對食安關注的消費者參與。



2018

6 Jun WED	8 Jun FRI	11 Jun MON	12 Jun TUE
09:00-17:00 Hong Kong IoT Conference	09:30-17:00 Digital Food Supply Chain and Traceability Training	09:30-17:00 Smart City Summit cum Awards Presentation Ceremony 2018 #	10:00-18:00 Retails Asia Expo 2018* cum Top 10 eCom website awards^
13 Jun WED	14 Jun THU	15 Jun FRI	21 Jun THU
10:00-18:00 Retails Asia Expo 2018* cum Top 10 eCom website awards^	09:30-17:00 Advance Barcode Workshop 10:00-18:00 Retails Asia Expo 2018* cum Top 10 eCom website awards^	09:30-17:00 Digital Food Supply Chain and Traceability Training	09:30-17:00 Basic Barcode Workshop
27 Jun WED	28 Jun THU	29 Jun FRI	26 Jul THU
10:30-18:30 Belt & Road International Food Expo (HK) 2018*	10:30-18:30 Belt & Road International Food Expo (HK) 2018*	10:30-18:30 Belt & Road International Food Expo (HK) 2018*	09:30-17:00 Basic Barcode Workshop
23 Aug THU	30 Aug THU	* GS1 Hong Kong as supporting organisation 香港貨品編碼協會為支持機構 # GS1 Hong Kong as strategic partner 香港貨品編碼協會為策略夥伴 ^ Organised by GS1 Hong Kong 香港貨品編碼協會籌辦	
09:30-17:00 Basic Barcode Workshop	14:00-18:00 Food Safety Forum 2018		



加入「貼心企業」建立信心品牌

消費者對品牌的認同和信心，對品牌長遠發展而言至為重要。貼心企業嘉許計劃至今已踏入第八屆，表揚超過156家貼心待客的企業。希望透過嘉許以消費者為先的企業，鼓勵企業提升產品和服務水平。

立即參加計劃，成為業界模範，顧客信心之選！



4月

開始
接受申請

7月31日

截止申請

8月至10日

評審

12月

結果公佈

貼心企業2017一覽

獲嘉許企業



歡迎查詢

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www.consumercaring.com

