

BUSINESS CONNECT

NOV 2018

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隱世平民美食 轉型延續經典

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GS1 Digital Link Brings the Barcode
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GS1數字鏈接將所有產品資訊連繫於
同一網絡上

Dr. William Lo
Founder of OtoO Academy
Vice Chairman of Kidsland
International Holdings Limited

盧永仁博士
OtoO Academy 創辦人
凱知樂國際控股有限公司副主席

Executive Connect 管理層專訪

The Confession of an O2O Devotee and His Toy Story

與盧永仁對談 - 解密營銷模式及他的玩具王國



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BUSINESS CONNECT

EDITOR'S NOTE 編輯的話

Omni-Channel Commerce is the Next

零售下一站 全渠道營銷

E-commerce leaders like Amazon, Alibaba and JD.com now focus on building their own brick-and-mortar networks, demonstrating the trillion-dollar opportunity for connecting O2O, online-to-offline commerce.

There are often discussions on whether online or offline is more important. Though e-commerce is at the rise, brick-and-mortar store is also important. For example, in toy industry, 65% of consumers will frequently visit brick-and-mortar store for holiday shopping and in-store experience. The recent opening of unmanned stores in Hong Kong also proved the value of brick-and-mortar stores.

Therefore, it is important for corporates to develop a brilliant omni-channel experience so consumers can enjoy seamless offline and online journey. Physical stores can demonstrate their benefits by connecting consumers with excellent experiences. For example, an online retailer in U.S. opened showrooms with personal stylists to provide recommendations and complement the look of consumers.

While in e-commerce, besides its high level of convenience and accessibility, a seamless consumer experience is definitely the next step. A home and lifestyle brand made use of augmented reality (AR) for its e-commerce strategy. With Shopify ARKit, 3D models of the products can be placed in homes of consumers. This allows online shoppers to preview on how the product will look in their home.

Technology enhances omni-channel experience. Physical stores now adopt modern technology like AI to analyse behavioral patterns of consumers inside store, also captures data from consumer's online browsing activity, to unleash the potential of data. Thus brands can create personalized experiences for consumers.

After all, innovation and consumer experience are of paramount importance. Dr. William Lo, Founder of OtoO Academy & Vice Chairman of Kidsland International Holdings Limited, believes a truly integrated online and offline world keep evolving, and shared his experiences in O2O strategy. Mr. Simon Hui, CEO of E.P.S.A Corporation expressed his ambition to expand his business to the globe, and to achieve an optimal balance between e-commerce and offline sales, he also shared his view on behalf of SMEs. While the traditional brand, Peacock Dongguan rice noodle now also spreads its tail to transformation, Mr. Cheung Bong Wa, Business Director of Guanghong Corporation Limited, applied for Hong Kong Barcode with company prefix "489" in order to expand business in China.



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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 around 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。

GS1 Hong Kong
22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T +852 2861 2819 E info@gs1hk.org
www.gs1hk.org

GS1 Hong Kong

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The Confession of an O2O Devotee and His Toy Story

與盧永仁對談

解密O2O營銷模式
及他的玩具故事



Dr. William Lo
Founder of OtoO Academy
Vice Chairman of Kidsland International Holdings Limited
盧永仁博士
OtoO Academy 創辦人
凱知樂國際控股有限公司副主席

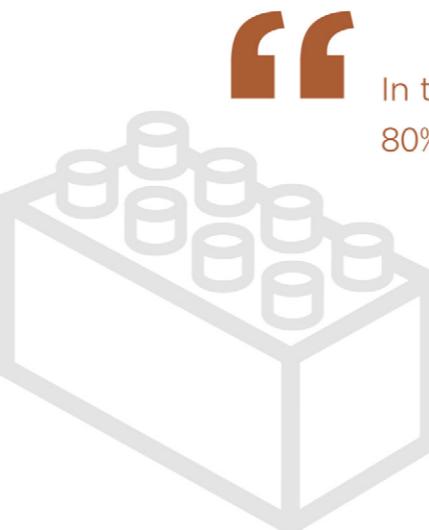
At Dr. William Lo's office / playground, there are loads of toys, collectibles and objet d'art, some limited edition and rarely seen in normal stores. A toy enthusiast and a pharmacologist / neuroscientist by study, Dr. Lo goes by many titles: a LEGO and Bearbrick collector, an entrepreneur, TVB board director, founder of OtoO Academy, mastermind of Netvigator, pioneer of iTV (video-on-demand service), Vice chairman of Kidsland International Holdings Ltd. and so on. Dr. Lo's colorful background and diversified experiences lend him not only octopus-like business network, but also unique perspectives on retail business and the O2O marketing.

Hong Kong Listed as top 5 Most Lucrative Lego Stores in the World

Kidsland currently runs 4 LEGO Certified Stores (LCS) in Hong Kong, which are among the top 5 most lucrative LCS in the world. In terms of sales per square feet, the Shatin New Plaza store tops the chart with revenue of HKD50 million a year. Contrary to the other LCS, Hong Kong has the highest percentage of adult patrons, a term they called AFOL (Adult Fan of LEGO).

Dr. Lo grinned when he went into reminiscence. "From day one, we decided to build LEGO a lifestyle brand and not a children toy shop, when we set to open store in Hong

在盧永仁博士的辦公室（或可稱之為「遊樂場」）裡，收藏著不少的玩具、收藏和藝術珍品，有些更是限量版、或市場罕見的物品。盧博士擁有藥理學碩士及神經科學學位，是一名「玩具發燒友」之餘，亦有不少稱呼和頭銜，包括：LEGO / Bearbrick收藏家、企業家、電視廣播有限公司董事局成員、OtoO Academy創辦人、Netvigator幕後主腦、視頻點播服務iTVA先行者，以及凱知樂國際控股有限公司副主席等。盧博士這令人眩目的背景條件以及其豐富閱歷，不單讓他可以縱橫商界，延伸脈絡至不同界別，更讓他培育出對零售業務和O2O（線上至線下）市場營銷模式的獨特見解。



In the typical LCS around the world, the split of customers are 80% children and 20% adults. In Hong Kong, it's half-half," Dr. Lo explained. "AFOL are more sophisticated, they can pay a premium for bigger set of LEGO products, that is why Hong Kong LCS profit margin is higher than those of the world."

環觀全球，一般的樂高認證專門店客戶比例分佈是80%兒童以及20%成年人；在香港，卻是各佔一半。」盧博士解釋：「成人樂高迷普遍更富有，他們願意付出更昂貴的價錢去購買更大盒的樂高產品，這就是香港樂高認證專門店利潤能夠冠絕全球的原因。

」

Kong 2.5 years ago. A lifestyle brand begins with the team, so I hired a guy from Lane Crawford, and other 7-8 people from a mix of consumer category background except one from toy industry."

Dr. Lo's Trick for O2O strategy

The first store in Langham Place is about 4,000 square feet. To establish its lifestyle profile, Dr. Lo reserved about 1,000 square feet of its saleable area to setup a 1-million-worth, LEGO-made diorama of MongKok landscape during the opening, creating a photo-taking landmark for the public. This generated buzz and engaged fans, who would be rewarded with a limited edition present for posting on social media if they created their own LEGO story and took photos at the store. And this is just one of the many offline-to-online marketing stunt that Dr. Lo has up his sleeve.

"I learnt a trick when I was the chairman of I.T., the clothing brand." Dr. Lo confessed. "Bathing Ape, the Japanese street wear brand acquired by I.T., often sells products of limited edition at 10-20 pieces. With aggressive efforts to promote the products, that created high demand



香港名列全球高銷售額樂高專門店首五位

凱知樂國際控股有限公司目前在香港擁有四間樂高認證專門店(LCS)，銷售額位列全球首五位。以每平方呎銷售額計算，沙田新城市廣場店舖的收入高達每年5,000萬港元。有別於其他樂高認證專門店，香港擁有最高比例的「成人樂高迷」(AFOL)。

盧博士回憶起當初開店時面露笑容：「由第一天開始，我們已經決意將LEGO打造成一個生活品牌，而非兒童玩具店。這個是我們2年半前在香港開設首間店舖時的決定。一個生活品牌最重要是團隊，所以聘請了來自連卡佛的員工，以及其他7至8位不同產品類別的同事，當中只有一位是來自玩具行業的。」

分享O2O獨到營銷招數

LEGO第一間店設在朗豪坊，面積約為4,000平方呎。為了打造其生活品牌的形象，盧博士在開幕初期，便預留了約1,000平方呎的實用面積設置一個價值百萬的旺角街景樂高立體模型，成為市民的打卡熱點。品牌更與樂高迷互動，鼓勵他們創造自己的樂高故事及在店內拍照，並上傳至社交平台，以換取限量版禮物，成功製造噱頭。盧博士的O2O營銷點子多不勝數，絕對是行業中的佼佼者。

and long queue in front of the I.T. stores. When people see a long queue, they tend to be curious and share what is going on."

"So this scarcity tactic not only creates traffic to store but also produces a viral effect. And this works well for LEGO fans and customers too." Dr. Lo said.

Physical and Online Stores both have their roles

Dr. Lo firmly believes physical and online stores serve their separate purposes. "People usually perform search and utility buying over online platforms, while in physical stores, people tend to make inspirational buying."

"You shop online because of its convenience or value for money. Yet in the offline world, you would come across a beautiful window display, talking to a knowledgeable and friendly sales, trying new things on, and so on, this experience can be fascinating. There you can create demand, instead of just waiting for it, and this is the kind of interaction that you can hardly replicate online."

Dr. Lo is not new to O2O strategy, in fact, he was the frontier in e-commerce and digital space when he first launched Netvigator and iTV (predecessor of NOW TV), providing internet service and video-on-demand service to customers. "I conceived the name Netvigator in my bathroom when I was taking a shower, back in April 1996. Since then the company became the biggest Internet service provider." Dr. Lo recalled with sparkle in eyes. "We were a bit ahead of time though, when iTV appeared 10 years ahead of iPhone, when internet and mobile penetration were just taking off."

As the board director of TVB, he observed an interesting paradox: one of the largest e-commerce sites in Hong Kong, HKTV mall, is spending millions of marketing dollars on traditional media. Other top advertisers include Trivago, Expedia, Gogovan, etc., all the "new economy" digital business. "A truly integrated online / offline world is happening, and you can't expect to rely on one single 'O'." Dr. Lo analysed. "This is a world phenomenon: Amazon buying Whole Foods, Alibaba acquiring Hema Supermarkets, all these indicate only a balanced O2O strategy can business sail through the next decade."



「我在擔任I.T.服飾品牌主席時亦學到一招。」盧博士繼續娓娓道來：「被I.T.收購了的日本街頭服裝品牌Bathing Ape，經常以限量產品作招徠，僅發售10至20件。配合大規模宣傳下，讓限量版產品成為I.T.店內最搶手貨，吸引大批顧客排隊搶購。當大家看到長長的隊，自然會好奇地上前一探究竟及分享。」

盧博士表示：「這種飢餓行銷手法不但能成功製造人流，還能成功於網上製造話題。這行銷手法其實也適用於樂高迷和顧客身上。」

線上線下各展所長

盧博士認為實體店和網上商店各有其不同的功能：「大家一般會在網上平台搜索產品、以及購買實用品；但在實體店內，大家會傾向滿足剎那的購物意慾。」

「消費者在網上購物，多數是因為方便或者覺得物有所值。但在現實世界，消費者可能會因為經過一個漂亮的櫥窗而被吸引、或可在店內與友善專業的售貨員交談、或想試新產品，這些都是非常有趣的體驗。零售商可以透過這些體驗和互動去製造需求，這些確實很難在網上做到的。」

盧博士當然不是O2O策略的新手。事實上，他創辦Netvigator和iTV (NOW TV的前身)時為客戶提供互聯網服務和視頻點播服務時，已經是電子商貿和數



Technology Engages Consumers

Dr. Lo recently started OtoO Academy, a company that provides O2O retail advisory service and one-stop solution. The brand owner of a home-made XO sauce once consulted him as its offline business is well distributed in department stores but fail at the online part, so he advised her to focus on branding and inspiration buying first, then turn the repeat purchase interim to online sales, the utility buying.

He believes technology is the enabling tool to engage customer. At the LEGO store, patrons can visualise the finished LEGO model in 360 degree when they take the boxset and stand in front of a smart panel. Whereas the stores in China, the smart panel can further recommend similar toys in Kidsland's Tmall marketplace, fulfilling a customer's O2O journey.

When asked about the prospect of retail business in Hong Kong, Dr. Lo shared a unique perspective. "I'm discreetly optimistic about the future. Despite the recent gloomy market sentiment, business owners now have more bargaining power with the landlord. When you have better control on operating cost and overhead, even in bad market condition, there can be opportunities, as long as you have a good value proposition of your product or brand."



碼時代的先行者。「Netvigator這個名字，是我在洗澡時靈機一觸想出來的，那時是1996年4月。此後，Netvigator成了全港最大的互聯網服務供應商。」盧博士回想起當日的情景，雙眼頓時閃閃發光。「我們當年比大家走前一步，iTVA比iPhone早十年推出，當時互聯網和流動通訊才剛剛起步。」盧博士作為電視廣播有限公司董事局成員，觀察到一個有趣的現象：本地其中一間最大網店HKTV mall，投放了數百萬營銷費用在傳統媒體上。其他花費最多的廣告客戶包括Trivago、Expedia、Gogovan等，全是在「新經濟」中發展數碼科技公司。盧博士分析：「業務必須真正融合線上線下(O2O)策略，不能單靠獨一個『O』去營商。」

而且這已是一個全球現象，例如亞馬遜購買Whole Foods、阿里巴巴收購盒馬超級市場，這些都證明唯有透過發展平衡的O2O策略，才能讓業務在下一個十年繼續馳騁商場。」

科技提升顧客互動

盧博士最近創辦了OtoO Academy，提供線上線下零售諮詢服務和一站式解決方案。一家售賣XO醬的店主曾請教盧博士，因其品牌在百貨公司這些線下銷售發展理想，但網上零售卻停滯不前。盧博士為此建議店主應先主力提升品牌形象和客戶的購買慾，之後再於網上提升消費者重複購買的意慾，並將此變成實用性或慣性消費。

他相信科技能提升與顧客互動及參與度。在樂高專門店裡，當顧客拿著商品盒子站在智能屏幕前，即可以360度全面觀賞樂高模型的製成品。而在中國的專門店內，這款智能屏幕更可以介紹凱知樂公司在天貓上相類似的產品，讓顧客體驗線上線下的購物旅程。

當問到香港零售業的前景時，盧博士表示：「我對未來謹慎樂觀。正因為最近的市場氣氛低迷，商戶現有更大的空間去跟地主議價。從而讓商戶更有效地掌控營運成本和常務開支，儘管市場上仍然存在著不利因素，只要產品或品牌擁有良好的價值定位，便能化危為機。」

Re-routing for a More Sustainable and Efficient Last-mile Delivery

開展更有效率及可持續的「最後一哩路」

Eco2city, a Dutch non-governmental organization that supports cities all over Europe to achieve efficient and zero emission city logistics, has become the first player to embrace GS1 European Harmonised Parcel Label for a more sustainable and efficient last-mile delivery. Empowered by **GS1 Serial Shipping Container Code**, logistics providers and shippers can exchange electronic data easily, facilitating the works for the central delivery hub. The standard solution consolidated last mile deliveries, which is very suitable for today's booming e-commerce business, and is especially suitable for cities with narrow streets or complex traffic situations.

荷蘭非政府組織Eco2city一直致力推動全歐洲高效率及零排放的城市物流。早前，Eco2city成為歐洲第一個實施GS1統一包裹標籤的組織，讓最後一哩路運送更具效率及可持續性。此標準化編碼採用**GS1貨運容器序號**，讓城市內的各個物流營運商達至數據互通，方便於中心樞紐合併運送。現在電子商貿越趨普及，標準化標籤不但有助電商營運，亦讓街道狹窄或交通擠塞的城市物流運輸更暢通。



RFID Enables Nearly 100% Accuracy for Retail

RFID助零售業達百分百準確度



A new study confirms RFID can triple the order accuracy of companies and reduce the costly chargebacks, and the accuracy is up to 99.9%.

Measuring a sample of more than 1 million items from five leading retailers and eight brand owners, it was found that when RFID was not implemented, 69 percent of orders shipped and received from brands to their retailer partners contained data errors. RFID technology allowed retailers to decrease out-of-stocks, improve loss detection, boost sales margins and expedite returns, while reducing the possibility of data errors.

有研究指出，RFID可以提升訂單準確度三倍，同時降低交易糾紛的機會，讓準確度達99.9%。研究審視了5大零售商及8個品牌商共1百萬件貨品，發現未有部署RFID的品牌商，有高達69%運往零售商的貨運訂單存在錯漏。RFID技術讓零售商減少缺貨、改善物件在運送時遺失的問題、提升銷售利潤及加快退貨安排，同時減低人手輸入錯誤的機率。

Source 新聞來源：

<https://www.prnewswire.com/news-releases/new-study-from-the-auburn-university-rfid-lab-and-gs1-us-confirms-rfid-enables-nearly-100-order-accuracy-for-retail-300728128.html>

Checkout in 5 minutes at Smart Supermarket

智能超市 五分鐘自動結帳

Shoppers can drop off their trolleys at AutoCheckout then scanning, packing and payment can automatically be done. 顧客購物後，可將手推車推到AutoCheckout點，自動化掃描、包裝和付款過程。



Foodies alert! You can now checkout a large variety of delicious food like truffle products, wagyu and oysters in 5 minutes! This is made possible at the smart supermarket launched by an online marketplace. The smart supermarket is the world's first tech-enabled multi-sensory grocery and dining experience, offering two firsts in the world: a cashless checkout experience (AutoCheckout) and fully automated robotic collection point (RoboCollect). Shoppers can simply drop off their trolleys at AutoCheckout then scanning and packing will be automatically done, cashless payment is then completed through digital wallet. Bags will be ready for collection at the RoboCollect Stations, and consumers can decide to dine-in, take-away or home delivery. Scan, Grab and Go!

喜歡美食的各位現在只需五分鐘就可自動結帳，把各式各樣的美食如松露產品、和牛和生蠔等帶回家或即時享用！外國有網上美食購物平台設置了智能超市，成為全球首個採用頂尖科技的多感官購物和餐飲店。此超市實現了兩個世界首創：自動結賬(AutoCheckout)和機器收集點(RoboCollect)。顧客選購產品後，將手推車推到AutoCheckout點，掃描、包裝和付款均可自動完成，然後於RoboCollect取得包裝好的貨品，並選擇在店內享用、外賣或送貨上門。

Source 新聞來源：

<https://sg.news.yahoo.com/habitat-honestbee-first-smart-supermarket-210921348.html>

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客戶最佳選擇
10+年 TMS 成功 實施 經驗

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中國物流與採購聯合會優秀案例
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日處理訂單超 **10萬+**
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ecHome Uses Start-up Leadership Style for Global Expansion

億世家以初創之心 將業務拓展全球

Founded in 1988, E.P.S.A. Corporation Limited started an electronic appliance redemption programme business affiliating with major retailers and brands. Since 2010, the company developed ecHome brand and transformed into small electronic appliances retail business looking for better return. The company started with a humble 4 stores in the first year, and quickly expanded to about 30 stores in 8 years. Mr. Simon Hui, CEO of E.P.S.A. Corporation, is confident to expand the company's global footprints via a unique one-stop operation strategy and e-commerce agenda.

A Start-up-like Leadership Team and its Challenges

Simon found the winning formula of retail to be a lean management style. Of total about 200 staff, there are only around 40 at the back office, which allows the team to make relatively quick decisions and responses without the need to go through hierarchical approval. "We are able to streamline our operation and manage most functions under one umbrella, from product sourcing and logistics, to sales and marketing and after-sales service. It allows us great flexibility to handle things quickly. I think this approach lend us a key differentiator in customer service to compete in the market."

Operating as an OBM (Original Brand Manufacturer), ecHome can customise products according to the trends and taste of Hong Kong customers. They are efficient in response to market changes, and this offers another advantage of keeping an optimal inventory level in the warehouse.

Despite the extensive business network and experiences gained from previous redemption and wholesales business, Simon met a few challenges. "Undoubtedly rent is the major challenge for all retailers. Luckily we have very good relationships with landlords so rental cost has limited impact. However the backend system did

成立於1988年的億世家集團有限公司，以與各大零售商及品牌合作推出家電產品換購計劃起家。品
牌自2010年起進行業務轉型，建立「億世家」，
主攻小型電子產品銷售，獲得更佳回報。由成立
首年的僅僅四間店鋪，迅速於短短八年間拓展至
多達30間分店，億世家集團有限公司行政總裁許慶
得先生深信可以透過其獨一無二的一站式營運策
略和電子商貿計劃，將業務拓展至全世界。

初創式領導團隊及挑戰

許慶得認為零售業致勝之道在於「精益管理」，
以他公司為例，公司的200名員工中僅有40名員
工專門處理營運支援及決策，讓一切決策和執行
工作能迅速進行，免去因公司層疊式架構而延誤
工作。「透過簡化公司營運和集中管理大部份的
項目，由產品採購到物流，以至銷售、營銷和售
後服務都能一站式管理，讓我們能更快捷靈活地
處理業務工作。這個管理模式可讓我們於客戶服
務領域中優於同儕，提升市場競爭力。」

作為一間原創品牌製造公司 (Original Brand
Manufacturer, OBM)，億世家會根據潮流趨勢
及顧客的喜好去訂製產品。除了能更有效回應市
場變化外，還可提升庫存管理上的優勢。

儘管之前已在家電產品換購及批發業務建立了廣
闊的商業脈絡和累積了豐厚經驗，但許慶得都曾
遇過不少難題。「無可置疑租金是所有零售商面
對的最大挑戰。幸好，我們與業主的關係很好，

strain us in the early stage. The earlier version of POS system we deployed in the first four years was problematic when integrating with our ERP. It's not flexible enough and not tailored to our needs; this took us another 3 years to change to a more reliable POS and finalise the integration seamlessly."

"Staff is the most important asset for us, so we need coaching and training to retain and incentivize our front-line staff, especially on their handling of the system. The staff turnover is improving everyday now." The company may equip its staff with mobile devices for product video demonstration so as to increase customer engagement.

Crossing the river by feeling his way over the stones

On e-commerce front, Simon admitted it is an uphill battle. "Hong Kong is a one-of-a-kind market. E-commerce can be so successful around the world but not really the case for Hong Kong. Despite more online shopping was observed, it is still too convenient for Hongkongers to shop anything they need in a 20-minute vicinity." he commented. "When we first opened online shop 15 years ago, it was a failure. It was not until today when mobile network becomes so rampant that we are having a share in the market."

To ecHome, its Hong Kong online store is more like a showroom than a profit centre. Orders usually come in late night, possibly from those busy people who can't make it to the store. The company experienced drop from online sales when new physical store opens, until now they have achieved an optimal balance between e-commerce and offline sales that bring out the best O2O picture.

Currently, the online shops and other e-marketplace platform like HKTV mall generates relatively a small but growing proportion of businesses for ecHome. Businesses from international online markets like Europe, America, Australia and South East Asia also kick start in a small scale but as overseas markets are virgin lands of ecHome, all had very promising growth with huge potentials.

Simon anticipates a very positive 5 to 10 times growth over international online market in the next 12 months, whereas Hong Kong online business may achieve healthy growth of up to 100%, and the rest contributed by the growth of physical stores in Hong Kong which will be fostered by their newly formed digital marketing arm, one of the moves is to launch its one-stop sales and service app soon.



所以租金對我們的影響相對較少。但是，業務初期的後端系統工作卻對我們構成壓力，頭四年採用的銷售時點情報系統(POS)常出現問題，不能連接我們的企業資源管理系統(ERP)，而且不夠靈活，不能滿足我們的業務需求。結果我們多花了三年時間慢慢轉移至另一更可信賴的POS系統及完成無縫連接。」

「員工是我們最重要的資產，因此我們會指導和培訓前線員工，及以獎勵方式鼓勵他們去掌握系統運作。因循漸進，現時我們員工的流失率亦日漸改善。」億世家現時會為員工配備電子設備如，讓他們可以透過向顧客展示短片提升顧客體驗。

許慶得認為電子商貿是一場艱苦的戰鬥。「香港的市場是很獨特的，雖然電子商貿在世界各地都發展得很成功，但不代表同樣情況會於香港發生。儘管現在多了人網購，但對香港人而言，出街購物僅需20分鐘，已經非常方便。」他續說：「我們早已在15年前首次嘗試開網店，可惜失敗而回。時至今日，因為流動通訊的迅速發展，我們才可以佔一席位。」

對億世家而言，香港的網店是有如一個展銷廳，並非為了利潤。大部份的訂單都是深夜下單的，可能是因為都市人平日工作繁忙而未能親自到商店購物。而且每當有新的實體店開業，就會影響到網上銷售額。到了現在，他們終於能夠達到電子商貿與線下營銷之間的平衡。

目前，從自家網店及境內電子平台如HKTVmall所衍生的銷售額佔億世家總營業額的比例相對仍少，卻持續錄得增長。其他國家的網上平台如歐洲、美國、澳洲和東南亞等地的業務都開始陸續起步。而每個海外市場都是全新國度，所以都有巨大發展空間。

許慶得預期未來12個月國際網上平台銷售額將會有驕人的5至10倍增長，而香港網上市場亦會有1倍的樂觀升幅。至於實體店的銷售增長則需借助網上營銷策略去推動，其中一個新動向是推出一站式銷售和服務應用程式。



Connecting SMEs and the Government with SMEs Advisory Board

企業諮詢委員會 連繫中小企與政府



GS1 Hong Kong has around 8000 corporate members and 79% of them are SMEs. We have newly elected the committee members for the SMEs Advisory Board, and 2 meetings have been held to discuss on the latest topics. The SMEs Advisory Board is also actively planning of activities to help members realize the opportunities brought by Greater Bay Area, and to discuss about concerned topics of SMEs, like arranging a visit to Shenzhen Qianhai and also sharing the survey report on POS system with members. The obligation of GS1 Hong Kong is to facilitate the development of SMEs in Hong Kong, as well as to enhance their competitiveness and efficiency by driving the adoption of best practices in supply chain management and e-commerce.

香港貨品編碼協會目前有逾超過8,000名企業成員，當中79%為中小企。本會新一屆中小企諮詢委員會早前已選出，並已舉辦兩次會議討論最新關注議題，並積極策劃活動讓會員緊握大灣區機遇，應對中小企最貼身議題，例如安排前海參觀團及就POS系統進行問卷調查等。本會以促進中小企發展為己任，協助中小企透過採納供應鏈管理及電子商貿的最佳實務，提升競爭力及營運效率。

Recommendations on behalf of SMEs

As the chairman of GS1 Hong Kong's SMEs Advisory Board, Simon believes Hong Kong has a good business environment with stable economy and government system, free tax and honest customers. On behalf of the Board, he also expects that the HKSAR Government will work closely with banks to expedite the reimbursement of recovery expenses, so that the banks are more willing to make loans and accelerate the loan process for SMEs. In addition, he hopes the Government can simplify application procedure of the SME Financing Guarantee Scheme, so SMEs will not be hindered by the complicated and lengthy procedures.



為中小企提出建議

作為香港貨品編碼協會中小企業諮詢委員會主席，許慶得認為香港擁有的良好的營商環境、穩定的經濟和管治政策，免稅制度和誠實的顧客。他亦以主席身份為委員會發聲，預期政府將與銀行保持緊密溝通，加快銀行審批和索償過程，以增加銀行借貸予中小企的意願，提升借貸效率。此外，他希望政府可以簡化中小企融資擔保計劃的申請程序，使中小企借貸不再礙於程序繁瑣。

The list of board members in the current terms:
新一屆委員會的成員名單：

Chairman 主席	Mr. Simon Hui EPS A Corporation Ltd. 億世集團有限公司
Vice-Chairman 副主席	Mr. Kenny Wong 95 International Co Ltd. 95國際有限公司
Vice-Chairlady 副主席	Ms. Phyllis Cheuk Kampery Development Ltd. 金百加發展有限公司
Committee 委員	Mr. Duncan Ko China Aims Enterprises Ltd. 華標企業有限公司
	Ms. Joyce Lee Crown Gas Stoves (Holdings) Co Ltd. 皇冠爐具(集團)有限公司
	Mr. Alex Cheong Forewide Company (HK) Limited 福揚行(香港)有限公司
	Mr. Martin Kwok Kwok Kam Kee Cake Shop 郭錦記餅店
	Ms. Beryl Yeung Mobicon Group Ltd. 萬保剛集團有限公司
	Mr. Richard Chu Premier Living (Enterprises) Co Ltd. 卓越生活(企業)有限公司
	Mr. Jeff Law Sun Fat Heung Food Products Ltd. 新佛香食品有限公司
	Mr. Eddie Lau Yummy House International Ltd. 美味棧國際有限公司

Logistics meet Innovations at Greater Bay Area

大灣區發展續航前行@粵港澳 大灣區創新物流科技協作計劃



The opening of the Hong Kong-Zhuhai-Macau bridge marks another milestone in the development of Greater Bay Area. Cities in Greater Bay Area foster closer economic ties with the advantage of different strengths of cities. Our Chief Executive, Anna Lin, was invited to inaugurate at the event of logistics innovations collaboration in Greater Bay Area, hosted by the Chamber of Hong Kong Logistics Industry. Development of the logistics ecosystem development, land investment and global e-commerce dynamics were discussed in the event. The teamed collaboration was supported by over 80 logistics professionals, whom all support the plan to visit and explore collaboration opportunities of new logistics technologies and infrastructure in the cities in Greater Bay Area to coordinate economic development.

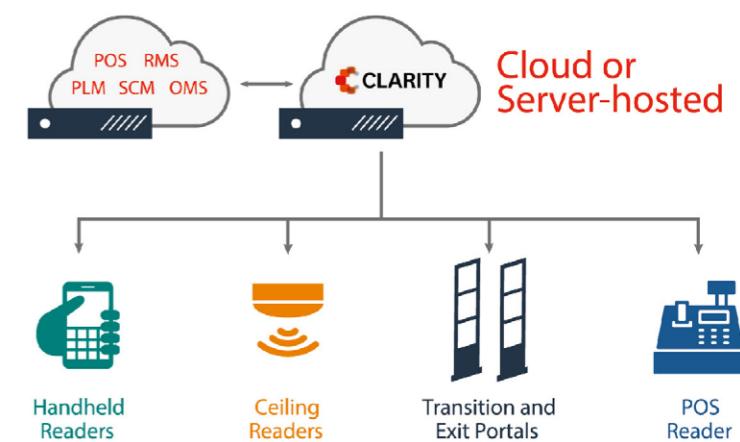


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With the introduction of Omnichannel having the "Right Product" in the "Right Place" and at the "Right Time" has never been more important. RFID creates item level visibility, which allows big data analytic along the supply chain, in order to enable logistics operations to meet that goal.



The Hidden Taste: Peacock Spreads its Tail to Transformation

隱世平民美食 轉型延續經典

Mr. Cheung Bong Wa
Business Director of
Guanghong Corporation Limited
張邦華先生
廣宏行有限公司營業總監



Dressed in simple blue, yellow and red, the packaging of Peacock Dongguan rice stick (noodle) may look simple, but it carries "a taste of the past" and lots of fond memories of the last generation. Mr. Cheung Bong Wa, Business Director of Guanghong Corporation Limited, revealed the secret recipe of its rice noodle, "The customers told me they like to use leftovers like meat loaf or vegetables to cook together with our rice noodle. The noodle would absorb the food essence and become surprisingly delicious. I didn't know such way of cooking before." Priced less than HKD10 per packet, the inexpensive rice noodle has not only provided Cheung's family a nice living, but also a classic Hong Kong brand of over 60 years of legacy.

The business of Peacock Dongguan rice noodle mainly relies on export, with half of sales from Hong Kong and another half from foreign markets. The major points of sale in Hong Kong are supermarkets, wet markets, traditional grocery stores and frozen meat stores, etc., while it is also popular among Chinese communities in foreign countries like Malaysia and Thailand in Southeast Asia, as well as Canada and America.

紅底藍字加邊的簡單包裝，承載著年長一輩對東莞孔雀米粉的回憶。廣宏行有限公司營業總監張邦華先生表示：「有顧客向我反映，他們會將吃剩的『饅頭饅尾』例如肉餅和菜放入雪櫃，然後第二天早上與米粉一起煮，吸收了味道精華，即變得鮮味可口。我之前也不知道原來有這種煮法。」張邦華正以這款不用10元港幣一包的米粉，養家活兒之餘，亦將這個經典品牌傳承了逾六十載。

東莞孔雀米粉現時以出口為主，在香港與外國市場的銷量約各佔一半，本地主要在超市、街市、雜貨舖、小型凍肉舖等地方有售，而外國則集中華人聚居的市場包括東南亞如沙巴、馬來西亞等、加拿大及美國。



Hong Kong company prefix "489" carries weight in China

With plans to expand into Mainland China, Cheung's partners and customers told him Hong Kong barcode are more preferential in the China market, so Cheung will adopt the company prefix "489" on its products. In the past, the scale of the production plants had restrained the company from extensive growth, Cheung didn't proactively invest in the Mainland market. However, situation changes when the noodle products imported from Japan, Korea, Vietnam and Thailand increases in varieties and tastes, fierce competition arises and it's time for the traditional brand to attract new consumers.

The rice noodle was traditionally packaged in 400g, but now a brand new 250g package was introduced to tailor for individual consumer's need. "We are also planning to launch healthy noodle." Cheung is prepared for new market as he observed health-conscious consumers are on the rise. On e-commerce, besides listing on other e-marketplace like Ztore, Cheung has reservation to develop more online platforms encounters difficulties in delivery of the brittle rice noodle.

With increasing concern on the food safety and counterfeit products in China, Cheung said the Central Government has been regularly raising its safety standard on exported food to ensure public health. Cheung explained, "First of all, regulatory departments will examine the rice. They will check the quality and if it is genetically modified. Then it comes to the manufacturing plant, of its fulfillment of the requirements laid by Environmental Protection Law. Thirdly, the finished products will be inspected for any contamination or heavy metals ingredients."

"There is a more stringent control on the imported food in Hong Kong. For example, there are higher regulatory standards for the amount of Cadmium and heavy metals, which are even more demanding than Japan."

Traditional brands are becoming rare

GTIN (Global Trade Item Number) enables food traceability and consumers can access the food product information with a simple mobile scan. "We may need to implement (food traceability) in future, as it helps to build consumer trust." Cheung also shared, "There were counterfeits of our noodle in the past, and we sought help from the Customs and Excise Department to arrest the fraudsters." He believes GTIN can help resolve counterfeit problem with product authentication.

Located in an old building in Mong Kok, Cheung's office decoration is rather simple. "It's rare to have local brands with 50-60 years of history like us. The traditional grocery store is in decline. We can simply work out for the best."



香港條碼489在內地更吃香

張邦華說正在籌備開發中國內地市場，有國內夥伴及顧客稱香港申請的產品條碼在內地比較吃香，所以未來會用489本地條碼。張邦華過往因廠房規模有限而沒積極拓展內地市場，但隨著跨境食品貿易日增，來自日、韓、越、泰等地的粉麵類食物層出不窮，遂要開發新客戶。

東莞孔雀米粉一直以400克包裝，現推出250克的單個裝，配合社會上個人飲食需求。張邦華亦預期未來會生產其他健康粉麵，針對現代人對健康的關注。對於會否拓展網上市場，張邦華暫時利用電子平台如Ztore賣貨，但未有計劃主動開拓，因尚未解決運輸時會弄碎米粉等難題。

中國食品安全和偽冒品經常成焦點，張邦華稱這令中國出口標準不斷提升，保障市民健康。「首先是米，入米時已檢查有沒有基因改造及質量等；第二是製米粉工場要符合例如環保等要求，須合格認證；第三，做了出來要檢查有沒有金屬及污染。」

「入口香港的食品要求甚高，例如在鎘含量及金屬含量標準，都比日本要求嚴格。」

傳統品牌越見罕有

現時利用國際貨品編碼便可做到食品追蹤追溯，讓消費者單靠手機掃描便可閱覽資訊，對此張邦華表示「將來都可能要做」以加強消費信心。他亦指出過去有顧客購入假貨，曾尋求海關協助捉人，而現時若利用國際貨品編碼便可以辨識產品真偽，都會有幫助。

廣宏行位處旺角商住兩用的舊式大廈，張邦華坐在陳設簡單的辦公室表示：「像我們超過五、六十年歷史的香港老品牌真是沒有幾個，雜貨舖亦日漸式微，所以我都做到就儘量做。」

Connecting Executive Members and Exchanging Ideas on Digital Transformation @ GEL Luncheon 連繫企業成員 分享數碼轉型之道 @GEL午餐聚會

The 6th GS1 HK Executive Luncheon (GEL) gathered 25 leaders from a wide spectrum of industries, such as Eu Yan Sang (HK) Ltd, Chewy International Foods Ltd, Trappist Dairy Ltd, On Kee Dry Seafood Co. Ltd, and Kwok Kam Kee etc, some of which are the next generation of keeper of the brands.

Mr. Richie Eu, family member of the 5th generation of Eu Yan Sang (HK) Ltd, shared the company legacy and the digital transformation on payment, and also 3 key elements of success in business. Participants enjoyed the relaxing afternoon with great food and ideas exchange, brainstorming for new opportunities and creating win-win. Ying Kee Tea House has prepared a delightful surprise with its tea giftset for the attendees, who warmly welcome their generosity.



GS1 HK arranges gatherings for executive members on regular basis, in order to connect executive members and share the updates from GS1 HK. The gathering also serves as a good opportunity for industries to exchange ideas.

GS1 HK定期舉行聚會，旨在與各企業成員連繫，以及分享GS1 HK的最新動向，更是各跨界行業交流的好機會。



Mr. Richie Eu, the 5th generation of Eu Yan Sang (HK) Ltd shared the company legacy and the digital transformation on payment.

余仁生第五代傳人余在啟先生在GEL午餐聚會大談品牌傳奇故事及分享數碼轉型經驗。

是次GEL「聚」午餐會邀請了25位企業成員出席，包括多位品牌新一代傳承人，如余仁生、超力、十字牌、安記、郭錦記等代表，陣容鼎盛。

當中余仁生第五代傳人余在啟先生更在席間大談品牌傳奇故事、企業成功之道及分享數碼轉型經驗，各企業會員亦在輕鬆的圍下互相交流數碼化營商的心得及面對的挑戰。午餐聚會更獲英記贊助茶莊禮盒包，歡度一個舒適愉快的下午。

GEL represents GS1 HK Executive Luncheon, which serves as a platform for senior executives of GS1 HK members to mingle and get updates from GS1 HK. It is also a great opportunity for cross industry members to interact, share experiences and co-create opportunities. Regular meet-up will be organised, stay tuned!

GEL是GS1 HK Executive Luncheon的簡稱，目的是讓GS1 HK與會員加強連繫和分享GS1 HK的最新動向，讓跨行業會員互相認識、分享經驗、締造合作機遇，共創雙贏。過往數次GEL聚會亦非常精彩，期待下次再會！



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Food Forum 食品安全論壇 2018

The Academy Awards in
Food Industry

- 22 Companies Awarded
for their Excellence in Food
Safety and Traceability

QUALITY
FOOD
Traceability
Scheme



食品界奧斯卡 表揚22間於食品源頭追蹤表現傑出企業

Food safety has become a growing concern among the citizens. GS1 HK promotes food traceability to safeguard food safety. In this year's Food Forum, experts and guests share their views on how technology enhanced food safety. 22 companies were also awarded in The Award Presentation Ceremony for Quality Food Traceability Scheme for demonstrating excellence in food safety and traceability. Dr. Chui Tak-yi was the Guest-of-Honor and the Forum has gathered industry experts to share and exchange ideas.

食品安全向來是市民關注的問題，GS1 HK一直致力推廣企業實踐食品源頭追溯，以保障消費者安全。早前舉行的食品安全論壇，除邀請了專家及嘉賓分享對食品安全及科技應用的看法外，還嘉許了22間於食品安全和實踐可追溯性表現傑出的企業。活動當日由食物及衛生局副局長徐德義醫生擔任主禮嘉賓，匯聚多位專家講者，場面鼎盛。

1 Our Chief Executive **Ms. Anna Lin, JP, FCILT** delivered the welcome remarks. She stated that a common set of standards is required to maintain a clear and unbroken record. And end-to-end traceability and visibility are made possible with global standards.

本會總裁林潔怡太平紳士為開幕致辭，表示全球供應鏈日趨繁複，正正需要一套共同標準，去維持各項清晰全面的記錄，達到點到點的可追溯性及透明度。

2 **Dr. Chui Tak-yi, JP**, thinks information technology can enhance the supply chain efficiency and food traceability. Therefore, the food industry needs to apply technology to enhance their competitive edges.

食物及衛生局副局長徐德義醫生表示資訊科技正在全方位地提升供應鏈效率及食品可追溯性，故食品界需善用科技鞏固自身優勢。

3 Experts and Industry Pioneers shared their insights in how technology promotes food safety. 多位專家講者在食品安全論壇上分享科技如何推動食品安全的看法。

4 Over 350 delegates attended the annual Food Safety Forum 2018. 超過350位食品行業專家及從業員參加，場面鼎盛。

Winners of the Quality Food Traceability Scheme 「優質食品源頭追蹤計劃」獎項得主

5 Diamond Enterprise Winners 鑽石企業獎得主

6 Gold Enterprise Winners 金企業獎得主

7 Silver Enterprise Winners 銀企業獎得主



"The business environment of the food and beverage industry is now changing, and we have encountered various challenges. I hope the Hong Kong Food & Beverage Industry Advisory Board can foster dialogue with the Government, in order to provide healthier and safer products to the consumers."

「現在外在營商環境不斷改變，食品及飲品行業挑戰重重，她希望透過委員會與政府多交流，為消費者帶來更健康和安全的食品。」

Ms. Grace Ho 何潤儀女士

General Manager of Nestlé Hong Kong Limited and Chairperson of Hong Kong Food & Beverage Industry Advisory Board Members
雀巢香港有限公司總經理兼香港食品及飲品行業諮詢委員會主席



"The biggest secret is no secret. Food safety is a top priority and traceability is an essential element. Through the use of data, we not only can understand the potential risk across the food supply chain, but also to improve the food safety system. Therefore, this programme is very important."

「最大的秘密莫過於是『沒有秘密』，食品安全是最重要的一個範疇，而源頭追蹤追溯是非常重要的。透過數據，我們不單可以了解供應鏈上潛在的問題，還可以改善食品安全系統，所以這個計劃非常重。」

Mr. Chen Zhong 陳眾先生

Head of Quality Assurance at Maxim's Caterers Limited
美心集團品質監控總監

Words from the Food Industry 食品同業有話說



"News is easily spread widely with the emerging online platforms, and consumers have become more demanding also. Therefore, immediate response to food incidents is very important. It has been four years since AEON joined the Quality Food Traceability Scheme, and the Scheme inspired us with new understanding on international standards and raised the awareness of our employees on food safety."

「現在網上傳播消息非常快，而且顧客要求越來越高，短時間內回應食品安全事故是非常重要。今年是我們第四年參加優質食品源頭追蹤計劃，計劃提升了我們公司對國際標準的認識及員工對食品安全的意識。」

Mr. Alan Lee 李文輝先生

Senior Manager, Business Support of Aeon Stores (Hong Kong) Co. Limited
永旺香港百貨有限公司業務支援部高級經理李文輝先生

For more details and to view the winners interview video on Quality Food Traceability Scheme 2018, please visit the link:
了解更多關於「優質食品源頭追蹤計劃」及得獎者訪問短片: <http://bit.ly/2PmS5hY>



Worldwide Healthcare Leaders teamed up @Global GS1 Healthcare Conference

匯聚世界醫療領袖

@GS1 國際醫療論壇

Themed "Safer, more efficient care starts with a simple scan", the Global GS1 Healthcare Conference was hosted in Bangkok, Thailand during 30 October to 1 November which gathered over 46 prominent international speakers to share their views on the future of healthcare, the impact of standards on the Healthcare Community, and to address key topics on patient safety including the latest regulatory and industry development in healthcare supply chain traceability, security and efficiency.

It was well attended by more than 250 delegates from 13 ASEAN countries and another 20 countries around the globe. Our Chief Executive, Anna Lin, formed a Hong Kong delegation, joined by representatives from Hospital Authority, CUHK Medical Centre, Canossa Hospital, Precious Blood Hospital, Gleneagles Hospital etc., to participate at the Conference. The delegates also visited a world-class smart hospital in Thailand to experience how standards and technology have reformed the healthcare processes and increased operational efficiency. GS1 HK will further form closer ties with the industry to help create a more efficient and cohesive supply chain.

Connecting the World with Data @AP Forum

連結全球大數據

@GS1 亞太地區論壇

GS1 Asia Pacific Regional Forum 2018 was successfully held in Macau this year, gathering the management team from GS1 global offices and numerous political officials and business leaders from Macau.

Experts from GS1 also detailed topics like cross border logistics enhancement, combating illicit trade, data connectivity to achieve traceability and Legal Entity Identifier (LEI), and demonstrated how GS1 standards enhance business and trade development. In addition, they also discussed topics like blockchain development, smart city and IoT, and how standards and innovation technology can help business cope with new transformation, increasing the industry competitiveness.

The high-profiled event will be held in Hong Kong next year, in order to better respond future challenges in the region and serve as a platform for delegates to meet and network.



GS1國際醫療論壇於10月30日至11月1日在泰國曼谷舉行，主題為「簡單一掃出更安全、更有效的醫療護理」。論壇匯聚46位國際知名嘉賓講者，分享他們對未來醫療體系的看法、標準對醫療社群的影響、以及最新的醫療監管制度和醫療供應鏈的追蹤、安全及效率等行業發展。

來自13個東盟國家及其他20個地區共250位代表出席盛會。本會總裁林潔貽聯同香港醫院管理局代表、及中大醫院、嘉諾撒醫院、寶血醫院、港怡醫院等人員。團隊同時拜訪當地首屈一指的智能醫院，體驗標準和科技如何改革醫護流程及提升運作效率。GS1 HK將進一步與本地醫療界合作，打造更有效率及更緊密合作的供應鏈。



GS1亞太地區論壇今年在澳門舉行，論壇匯聚了多位澳門政商界官員及過百名來自GS1亞太區會員組織行政總裁及管理層。

GS1專家就多個重點議題如提升跨境物流效率、打擊非法貿易、數據互通以達至追蹤追溯及法人機構識別編碼(LEI)等不同議題作表述，講解如何實踐GS1標準促推商貿發展。此外，論壇上亦探討了區塊鏈、智慧城市及物聯網等議題，利用標準及創新科技應對新時代轉變，提升行業競爭力。

這個年度盛事在下年將移師香港舉行，就亞太區面對的問題作討論，以及讓各管理層人員分享及交流。

Full House at Cold Chain Logistics Session by GS1 HK@ Asian Logistics and Maritime Conference 2018

GS1 HK冷鏈物流論壇全場滿座

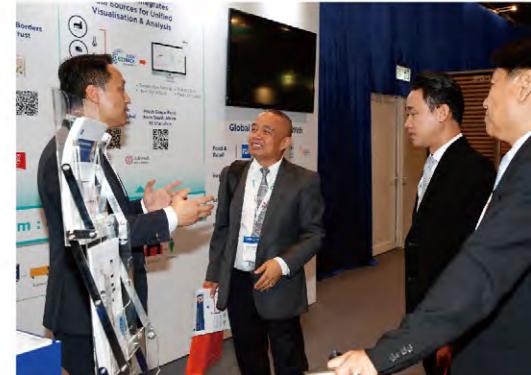
@亞洲物流及航運會議



Around 300 delegates joined Supply-chain Management and Logistics Forum co-organized by GS1 HK at Asian Logistics and Maritime Conference 2018, and learnt about the importance of cold chain logistic to ensure food quality and consumer safety. While at the exhibition booth, GS1 HK demonstrated cold chain logistics management, product authenticity solution, and food traceability with GS1 Standards and Solutions. The Conference attracted logistics services providers, traders and retailers from worldwide to exchange market intelligence.



GS1 HK為今年亞洲物流及航運會議2018供應鏈管理及物流論壇的合辦機構，論壇吸引了逾300名人參與，了解冷鏈物流的重要性，以確保食品安全。此外，GS1 HK還在展覽攤位中展示冷鏈物流管理、產品驗證方案，及以GS1標準及方案改善食品追蹤追溯。會議匯聚了來自世界各地的物流及航運服務供應商、貿易商及零售界人士，相互分享及交兌行業心得。



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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63. FORTUNE TEXTILES HOLDINGS LTD
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法國安妮(國際)生物醫學有限公司
65. FRANCE BENEFIT INT'L COSMETICS LTD
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法國潤朗斯特醫妝美容有限公司
69. FRANCE VERSAI INT'L LTD
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84. H & Y INDUSTRIAL LTD
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87. HELM AUDIO LTD
88. HIGH FLYER INTERNATIONAL LTD
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92. HK BEI DIE BIOTECHNOLOGY LTD
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93. HK BOEN INTERNATIONAL TRADE CO LTD
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94. HK FENGSE DAILY CHEMICAL PRODUCTS CO LTD
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97. HK JIAAIMEI BIOTECHNOLOGY CO LTD
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99. HK KINDBOBEEN BEAUTY INTERNATIONAL CO LTD
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香港美豐國際商務有限公司
107. HK NUO YI BIOLOGICAL TECHNOLOGY GROUP LTD
香港諾伊生物科技集團有限公司
108. HK RUNITIKANG BIOTECHNLOGY CO LTD
香港潤體康生物科技股份有限公司
109. HK SAHE INT'L TRADING LTD
香港仁禾國際貿易有限公司
110. HK SEUIL INTERNATIONAL COSMETICS LTD
香港蘇伊兒國際化妝品有限公司
111. HK SYLP LTD
香港優尚良品有限公司
112. HK THREE LITTLE BEAR TRADING CO LTD
香港三只小熊商貿有限公司
113. HK UNIVERSAL MEİYE DEVELOPMENT GROUP LTD
香港環球美葉發展集團有限公司
114. HK WILL YOUNG BIOTECHNOLOGY CO LTD
香港蒼養生物科技有限公司
115. HK XWX INDUSTRY LTD
香港孝為先實業有限公司
116. HONG KONG ABLE INTERNATIONAL CO LTD
香港澳保國際有限公司
117. HONG KONG AQUASHIELD HEALTH TECHNOLOGY CO LTD
香港水護盾健康科技有限公司
118. HONG KONG BABY FOOD CO LTD
香港寶寶食品有限公司
119. HONG KONG DANGZAI FOOD GROUP CO LTD
香港氹仔食品集團有限公司
120. HONG KONG FANG YUAN INTERNATIONAL TOBACCO GROUP CO LTD
香港方圓國際煙草集團有限公司
121. HONG KONG FUNG SENG HEALTH SUPPLEMENT TRADING CO LTD
香港逢生保健食品貿易有限公司
122. HONG KONG HANXI BIOTECHNOLOGY LTD
香港涵曦生物科技有限公司
123. HONG KONG HIPPO ON THE WAY INTERNATIONAL TRADING LTD
香港河馬漫記國際貿易有限公司
124. HONG KONG JINYUAN STATIONERY CO LTD
香港金源文具有限公司
125. HONG KONG MINGOU INTERNATIONAL COSMETIC LTD
香港名誘國際化妝品有限公司
126. HONG KONG ORAL REGENERATIVE MEDICINE CO LTD
香港口腔再生醫學研究院有限公司
127. HONG KONG ORIENT JIAIMEI BIOTECH INTERNATIONAL LTD
香港東方嘉美國際實業生物工程有限公司
128. HONG KONG SAKAZAKI GROUP CO LTD
香港坂崎町集團有限公司
129. HONG KONG SHAO RUI MEI ER INTERNATIONAL BIOTECHNOLOGY CO LTD
香港莎蕊魅爾國際生物科技有限公司
130. HONG KONG SIKIBACK FASHION INTERNATIONAL CO LTD
香港茜琪怪怪時尚國際有限公司
131. HONG KONG TAXTILES CO LTD
香港可可街食品有限公司
132. HONG KONG TSZ LUNG CHINESE MEDICINE INSTITUTE LTD
香港慈龍中醫藥研究有限公司
133. HONG KONG WEI FENG LIN CO LTD
香港味風林有限公司
134. HONGKONG ALFA BIOLOGICAL SCIENCE AND TECHNOLOGY LTD
香港阿爾法生物科技有限公司
135. HONGKONG DADEFENG GLOBAL HOLDING LTD
香港戴德豐環球控股有限公司
136. HONGKONG DARUNHONG DEVOLOPMENT LTD
香港大潤弘發展有限公司
137. HONGKONG FUNJOYFOOD LTD
香港歡享食品有限公司
138. HONGKONG GANGQI FOOD CO LTD
香港港琪食品有限公司
139. HONGKONG GOLDEN CROWN AI LAI KE FOOD CO LTD
香港金冠愛萊客食品有限公司
140. HONGKONG GUANGRENTANG INTERNATIONAL PHARMACEUTICAL GROUP CO LTD
香港廣仁堂國際藥業集團有限公司
141. HONGKONG HAOHAN COSMETICS INT'L LTD
香港皓涵化妝品國際有限公司
142. HONGKONG HIMALAYAN SALT CO LTD
香港喜馬拉雅鹽業有限公司
143. HONGKONG JIANXI (GROUP) INTERNATIONAL TOBACCO LTD
香港見喜(集團)國際煙草有限公司
144. HONGKONG KANGMEI INTERNATIONAL TRADE CO LTD
香港康美國際貿易有限公司
145. HONGKONG MAGICURE MEDICAL CENTER CO LTD
香港邁極康醫療有限公司
146. HONGKONG OUR GARDEN INDUSTRIAL LTD
香港美亞園實業有限公司
147. HONGKONG PARMEGA GROUP INTERNATIONAL COSMETICS CO LTD
香港帕美嘉國際化妝品有限公司
148. HONGKONG TIGER DART GRANT MEDICINE FACTORY LTD
香港虎標大藥廠有限公司
149. HONGKONG TIM MEI BIOTECHNOLOGY CO LTD
香港添美生物科技有限公司
150. HONGKONG TXMY GROUP LTD
香港天秀美妍集團有限公司
151. HONGKONG W&D FOOD CO LTD
香港味丹食品有限公司
152. HONGKONG WEIZHIYUAN INT'L TRADE LTD
香港味之源國際貿易有限公司
153. HONGKONG XINEN COSMETICS LTD
香港欣恩化妝品有限公司
154. HONGKONG XINSIWEI BIOLOGY TECHNOLOGY CO LTD
香港欣思維生物科技有限公司
155. HONGKONG YIMU (INT'L) FOOD CO LTD
香港壹牧(國際)食品有限公司

- 156. HONGKONG ZHAN JENI GROUP CO LTD
香港詹記傑尼集團有限公司
- 157. HONGLE CARTOON FOOD LTD
宏樂卡通食品有限公司
- 158. HONYAO INTERNATIONAL GROUP CO LTD
宏耀國際集團有限公司
- 159. HONTAI SUPPLY CHAIN CO LTD
洪泰創技香港有限公司
- 160. HOPEBEST INC LTD
睿浩有限公司
- 161. HORIZONS MANAGEMENT CO LTD
思進管理有限公司
- 162. HSR SUPPLY CO LTD
- 163. HUAYUE MINGHAO GROUP (CHINA) CO LTD
華悅名豪集團(中國)有限公司
- 164. HUMANITY MEDICAL SUPPLIES (HK) LTD
德仁藥業(香港)有限公司
- 165. IMC APEX LTD
英馳先鋒科技有限公司
- 166. IMPERIAL (HK) FOOD LTD
御品(香港)食品有限公司
- 167. INFANZ INTERNATIONAL LTD
- 168. INFINITE BIOLOGICAL TECHNOLOGY CO LTD
無限生物科技有限公司
- 169. INFINITE SEASONAL LTD
- 170. INKITCHEEN HOMEWARE LTD
形廚家品有限公司
- 171. INN TRADE LTD
形眾貿易有限公司
- 172. INTERNATIONAL HEALTH INDUSTRY ASSOCIATION GROUP CO LTD
國際健康產業協會集團有限公司
- 173. INTERSTOFF APPARELS LTD
- 174. IRIAN ASIAN BEVERAGE GROUP LTD
伊里安國際(亞洲)飲料集團有限公司
- 175. ITUM
- 176. JAN YEE MEDICAL FTY
天一藥廠
- 177. JAPAN GERM CO LTD
日本格爾株式會社有限公司
- 178. JETSTAR CO LTD
捷成有限公司
- 179. JIN SHENG TRADING (ASIA) CO LTD
金升貿易(亞洲)有限公司
- 180. JIN XING SHUN DA HK GROUP LTD
金星順達香港集團有限公司
- 181. JINJA LTD
- 182. JINRIFENG FOODSTUFF CO LTD
金日豐食品有限公司
- 183. JOY KISS INTERNATIONAL COSMETICS GROUP LTD
吉蔻詩國際化妝品集團有限公司
- 184. JOY MILLET (NZL) TECHNOLOGY HOLDINGS CO LTD
潔米樂(新西蘭)科技控股有限公司
- 185. JOYYOUNG GROUP LTD
鑄源集團有限公司
- 186. JR MARKETING CONSULTATION LTD
- 187. JUSTIN ALLEN LTD
凱威有限公司
- 188. K & R INTERNATIONAL LTD
僑達國際有限公司
- 189. KAI SHANG INTERNATIONAL CO LTD
凱尚國際有限公司
- 190. KEFUER BIOTECH LTD
可夫爾生物科技有限公司
- 191. KINTO MIN JIOM (HK) HEALTH CARE CO LTD
京都明慈堂(香港)保健品有限公司
- 192. KOGGALA GARMENTS (PRIVATE) LTD
- 193. KOREA DIEZHUANG (HK) ASIA COSMETICS LTD
韓國蝶妝(香港)亞洲化妝品有限公司
- 194. KOREA HANQU FOODS CO LTD
韓國韓趣食品株式會社有限公司
- 195. KOREA HYANMOU ELECTRICS LTD
- 196. KOREACOS CO LTD
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- 198. LADY M BON BON LTD
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- 200. LB (KOREA) COSMETICS CO LTD
- 201. LEADERMENT INTERNATIONAL GROUP CO LTD
香港理德銘科技有限公司
- 202. LEAFANY COSMETICS LTD
雷芙尼化妝品有限公司
- 203. LEI'EN INTERNATIONAL HEALTH CARE PRODUCTS HOLDING (HK) LTD
雷恩國際健護理品股份(香港)有限公司
- 204. LF CENTENNIAL PTE LTD
- 205. LIFE 4 ALL SERVICES CO LTD
- 206. LIFTED PRODUCTIONS (HK) LTD
昇洪實業有限公司
- 207. LIHENG INTERNATIONAL (HK) CO LTD
利亨國際(香港)有限公司
- 208. LINSON GLOBAL SEAFOOD TRADING LTD
隆順環球海產貿易有限公司
- 209. LITTLE MAPLE (HK) TRADING CO LTD
小楓樹(香港)貿易有限公司
- 210. LONGMAX INDUSTRIAL LTD
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- 211. LTX TOBACCO (HK) CO LTD
龍天下煙草(香港)有限公司
- 212. LUNG HING PYROTECHNICS CO LTD
隆興煙花有限公司
- 213. MASS ASIA RESOURCE LTD
毓盛有限公司
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紅鞋女孩國際貿易(香港)有限公司
- 222. MOUNTAIN TRADING CO LTD
萬通藥業有限公司
- 223. MTMHK ENTERPRISES LTD
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- 224. NAAMSE (HK) PHARM LTD
香港南社藥業集團有限公司
- 225. NANAMONO TRADING LTD
- 226. NANYANG STRONGKING INDUSTRIAL HOLDINGS LTD
南洋中環工業股份有限公司
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妮娜芮(香港)有限公司
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新南貿易發展有限公司
- 229. NEWPRO-ASIA LTD
- 230. NINM LAB
- 231. O2O TRADING AND MARKETING LTD
- 232. OLIVIA PRODUCTION LTD
奧莉維亞製作有限公司
- 233. OPEN COMEX INTERNATIONAL LTD
- 234. ORIENTAL GOLD HOLDINGS LTD
- 235. ORIENTAL PACIFIC RETAIL LTD
- 236. OU ZHI MENG INTERNATIONAL TRADE LTD
歐之萌國際貿易有限公司
- 237. PAGANINI MILANO (HK) LTD
- 238. PANFUYUAN (CHINA) INDUSTRY CO LTD
盼福園(中國)實業有限公司
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- 260. SKINDAY INTELLIGENT TECHNOLOGY LTD
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- 262. SMARTY TOP LTD
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- 263. SONG SHENG (HK) WINE CO LTD
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- 267. SYNUTRA BIOLOGY TECHNOLOGY CO LTD
聖元生物科技有限公司
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- 269. T AND U INTERNATIONAL LTD
天優國際食品飲料有限公司
- 270. T&F (INT'L) HOLDINGS LTD
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- 271. TAIWAN KINMEN WINE GROUP INDUSTRIAL LTD
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- 272. TAOLINHE (HK) CO LTD
桃林河(香港)有限公司
- 273. TASIAOTOYS (HK) CO LTD
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- 293. WILEY ACCESSORIES (HK) LTD
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- 298. WOLFLOW LTD
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- 300. XDYNAMICS LTD
- 301. XIANGYUN BUSINESS MANAGEMENT CO LTD
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- 302. XINGXING INTERNATIONAL INVESTMENT LTD
星星國際投資有限公司
- 303. XTRA BRANDS LTD
- 304. XU WANG (HK) GROUP LTD
徐旺(香港)國際集團有限公司
- 305. Y K SHING TRADING LTD
鑫景盛貿易有限公司
- 306. YANJIN TRADE LTD
顏錦貿易有限公司
- 307. YIJIANGLIANGAN (HK) TRADE DEVELOPMENT CO LTD
一江兩岸(香港)貿易發展有限公司
- 308. YING GU LI (HK) NUTRITION PRODUCTS CO LTD
英國利(香港)營養品有限公司
- 309. YIREN YANWO INT'L GROUP (HK) LTD
伊人燕窩國際集團(香港)有限公司
- 310. YIU XI TRADING LTD
耀熹貿易有限公司
- 311. YONGSHENG (HK) FOOD CO LTD
永晟(香港)食品有限公司
- 312. YORKWELL INDUSTRIES LTD
旭和實業有限公司
- 313. YUH BO NHAN (HK) BIOLOGICAL TECHNOLOGY CO LTD
御寶顏(香港)生物科技有限公司
- 314. ZESTY LAB LTD
- 315. ZINRAY SPORTS LTD
星睿運動有限公司
- 316. ZURU EDGE LTD
- 317. ZYTH TECHNOLOGY LTD
浩濤科技有限公司
- 318. 納川國際貿易公司
- 319. 維佳國際飲料有限公司
- 320. 香港聖尼娜生物科技有限公司

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GS1 Digital Link Brings the Barcode to the Web

GS1 數字鏈接將所有產品資訊連繫於同一網絡上



The GS1 Digital Link standard is the foundational bridge between physical products and their digital twins. Ensuring that product data, information about inventory and digital assets for a particular product are linked to each other through a common identity that also links to the actual physical product is essential to serving the needs of consumers today.

GS1數字鏈接標準是連接商品和相對資訊的基礎橋樑，有助確保商品數據、庫存資訊以及商品的電子資訊於一個共同的平台上相互連接，同時與實體商品連接，以滿足現今消費者的需求。

*Robert Beideman, Chief Solutions and Innovation Officer of GS1
GS1解決方案與創新部高級副總裁*

GS1 Digital Link brings the barcode to the Web. Developed by a group of solution providers, retailers, brand owners, technology experts and facilitated by GS1, GS1 Digital Link will enable connections to all types of business-to-business and business-to-consumer information.

GS1 Digital Link is similar to the way a web address (URL) points to a specific website, and promises the shopping experience for consumers around the globe, while strengthening brand loyalty, improving supply chain traceability and efficiencies and bringing mobile phone scanning into the 21st century.

Instead of being limited to one type of data carrier like a traditional barcode, brands can now use a QR code, radio-frequency identification (RFID) tag or near-field communication (NFC) to deliver the information to their customers. By simply scanning a QR code with a smartphone, consumers will be able to access a variety of information about a product—from dimensions and images to expiration dates, nutritional data, warranty registration, troubleshooting instructions, or even social media links. They can buy or order products, collect loyalty points and "share" products with their friends on social media. In addition, the standard will enable retailers to send retail-time alerts to consumers through their mobile apps that, when scanned, could offer instant coupons, price matching opportunities and other incentives to encourage the purchase right then and there.

"The introduction of GS1 Digital Link does not mean that the use of GS1's longtime, traditional (1D) barcode is changing. Quite the contrary; retailers will still use this ubiquitous standard for years to come, but there is now the potential to eventually migrate to just a single, web-enabled barcode in the future."



GS1數字鏈接標準可以將條碼遷移到同一網上平台。數字鏈接由方案供應商、零售商、品牌及技術專家和GS1共同研發，連接所有B2B及B2C訊息於同一網絡平台上。

GS1數字鏈接類似一個網址，為全球的消費者增強購物體驗以及對品牌的忠誠度，並改善供應鏈的可追溯性及效率，進一步將21世紀手機掃描條碼的習慣普及化。

GS1數字鏈接不只限於一種單一的傳統條碼，品牌現可透過QR code、無線射頻識別標籤(RFID)或近場通訊技術(NFC)去將資訊傳遞給顧客。只要以手機掃描QR code，顧客就可一覽多項產品資訊—由產品相片到到期日、營養標籤、保養登記、解決問題方案，甚至是社交媒體的連結。顧客還可在此網絡標準購買或預訂產品，累積積分及在社交平台上與朋友們「分享」產品。另外，此標準亦可讓零售商實時向掃描了條碼的顧客提供優惠券及以價格匹配策略或其他方法鼓勵即時消費。

「GS1數字鏈接的推出不代表GS1傳統的條碼會改變。相反，零售商可透過這個應用多年及普遍使用的標準去發掘未來商機，甚至是將所有產品資訊融合成統一的網絡標準。」

Extracted from GS1 Digital Link standard - Robert Beideman by-lined article published on July 16
節錄及翻譯自Robert Beideman在7月16日發佈的文章「GS1 Digital Link standard」

12 MAR 2019

GS1 Hong Kong 30th Anniversary Gala Dinner 2019

In commemoration of the 30th Anniversary of GS1 Hong Kong in 2019, a series of activities will be held. The first and foremost is a Gala Dinner to kick off the special occasion. The gala dinner is expected to draw more than 500 business leaders, industry professionals and executives.

GS1 HK 30周年晚宴

GS1 HK將於2019年踏入30周年。為紀念這個特別的時刻，GS1 HK將舉辦一連串活動。首先是30周年晚宴，為整年的活動揭開序幕。晚宴將匯聚超過500位商界領袖、專家及管理層，場面鼎盛。

Highlights 活動重點

23 Nov 2018 FRI

Start Call for Entries for
'The Smart Mobility
Hong Kong Award'



4 Dec 2018 TUE

09:00-18:00
Asian E-tailing Summit*



6 Dec 2018 THU

14:00-16:30
Advanced Barcode Workshop



12 Dec 2018 WED

Guangdong - Hong Kong
IoT Awards Presentation
Ceremony*



17 Dec 2018 MON

GS1 Visit Tour to Qian Hai
Free Trade Zone

20 Dec 2018 THU

09:30-16:30
Basic Barcode Workshop

18 Jan 2019 FRI

12:00
Deadline for 'The Smart Mobility
Hong Kong Award' entry
submission



24 Jan 2019 THU

09:30-16:30
Basic Barcode Workshop



28 Feb 2019 THU

09:30-16:30
Basic Barcode Workshop

12 Mar 2019 TUE

18:00
GS1 Hong Kong
30th Anniversary
Gala Dinner 2019



22 Mar 2019 FRI

14:00-16:30
Advanced Barcode Workshop



28 Mar 2019 THU

09:30-16:30
Basic Barcode Workshop



* GS1 Hong Kong as supporting organisation
香港貨品編碼協會為支持機構

Consumer Caring Scheme Award Presentation Ceremony

The award ceremony for Consumer Caring Scheme 2018 will also be held at the 30th Anniversary Gala Dinner. The Scheme is to recognize local enterprises which demonstrated excellence in consumer care through effective use of technology and practice of consumer value-related strategies, which results in consumer trust.

貼心企業嘉許計劃頒獎典禮

晚宴同場將舉行貼心企業嘉許計劃2018頒獎典禮。此計劃旨在表揚「以消費者為先」的本地企業，通過應用資訊科技，實踐與消費者價值相關的策略，從而增強消費者信心。





HONG KONG
ICT AWARDS
2019 香港資訊及
通訊科技獎

智慧出行獎 Smart Mobility Award



智慧旅遊
Smart Tourism



智慧物流
Smart Logistics



智慧交通
Smart Transportation

The Smart Mobility Hong Kong Award aims to encourage the development and adoption of **Smart Transportation, Smart Logistics and Smart Tourism** applications promoting a smart city development with a more convenient environment for **tourists and citizens**.

智慧出行獎旨在鼓勵開發和採納**智慧交通**，**智慧物流**和**智慧旅遊**應用為旅客和市民創建一個便利的環境。

現正接受報名!
Call For Entry Now!

截止日期

2019年1月18日 (中午12時)
Deadline is 18 Jan, 2019 (Noon Time)

Organiser
籌辦機構



詳細及細則請參閱網站
<https://www.gs1hk.org/SmartMobilityAward>

Awards
Supporting
Organisations
大會支持機構



Hong Kong Applied Science and
Technology Research Institute
Company Limited
香港應用科技研究院有限公司



Hong Kong
Trade Development Council
香港貿易發展局



Hong Kong Cyberport
Management Company Limited
香港數碼港管理有限公司



Hong Kong Science and
Technology Parks Corporation
香港科技園公司



Innovation and
Technology Commission
創新科技署



Invest Hong Kong
投資推廣署

Email: ictawards@gs1hk.org

Tel: 2863 9730