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Supply Chain Plus

供應鏈新動向

Highlights 本期聚焦



**GS1 SmartSearch –
The Global Language
Computers Understand**

讓電腦也能讀取產品資訊的環球語言

**Food Safety Begins with
“Production” Not “Regulation”**

食品安全源於「生產」非「監管」

**Breaking the Boundaries for
Innovative ICT Talent**

資訊及通訊科技專才突破創新界限

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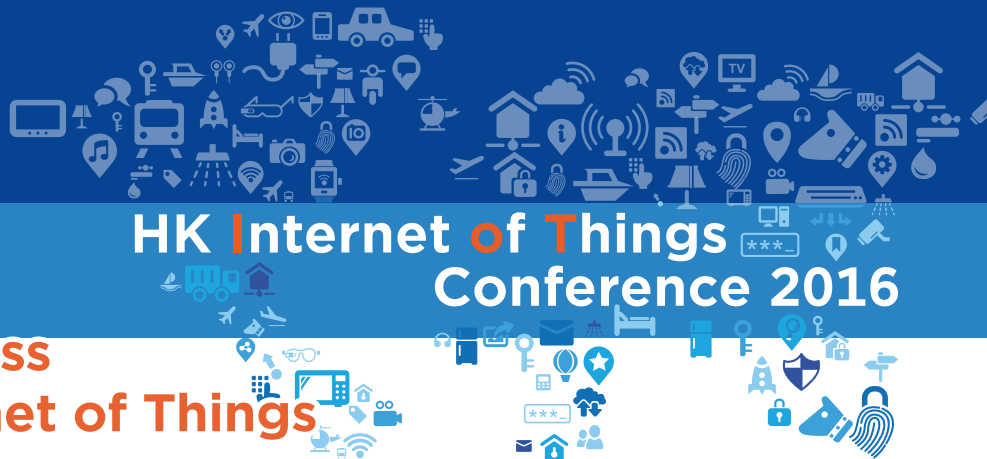
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HK Internet of Things Conference 2016

Accelerating Business Decision with Internet of Things

Don't miss the chance to join the HK Internet of Things Conference 2016. Organised by GS1 Hong Kong, the conference is a signature event that held annually, which received overwhelming responses from the industry pioneers in the past three years.

With this year's theme of "Accelerating Business Decision with Internet of Things", it serves as a platform for IoT practitioners to explore the new generation of IoT technology and applications that have penetrated into our everyday life and is continually reinventing the business models, transforming the future business and delivering new level of customer experience.

Date:	21 June, 2016 (Tuesday)
Time:	9:00am – 5:00pm
Venue:	S421, Level 4, HKCEC 1 Expo Drive, Wanchai, Hong Kong

FREE

**Now Open for
Registration >>**



Welcome Remarks



Mr. Robert Burton

President, Hong Kong Internet of Things Industry Advisory Council / Executive Vice President, Li & Fung Trading Ltd.

Opening Address



Mr. Nicholas W Yang, JP

Secretary for Innovation and Technology
The Government of HKSAR

Officiating Guests



Hon. Charles Mok, JP

Legislative Council Member,
The Government of HKSAR



Mr. Allen Ma

CEO, Hong Kong Science and Technology Parks Corporation

Keynote Speakers



Mr. Chris Ip

Senior Partner, Greater China,
McKinsey & Company



Ms. Deborah Weinswig

Managing Director of Fung Global Retail & Technology, Fung Group

Speakers



Dr. Toa Charm

Chairperson, BI and Big Data SIG, Hong Kong Computer Society



Mr. David Wong

Project Director,
Fukui Shell Nucleus Factory Ltd.



Ir. Peter Yeung

Head of Information & Communications Technology (ICT) Cluster, Hong Kong Science and Technology Parks Corporation



Barcode Bridges the Physical and E-commerce World

條碼 — 實體及電子商貿世界的橋樑

With the invention of barcode some 40 years ago, the retail industry had been transformed by the substantial enhancement of check out efficiency and inventory management accuracy. In recent years, the unique product identifier has continued to bring significant changes to the e-commerce world through connecting both on-line and off-line consumers.

自條碼在 40 多年前誕生，零售業從此耳目一新，不但收銀過程效率提升，存貨管理亦愈發準確。作為獨有產品識別碼，條碼近年亦繼續為電子商貿帶來重大變革，將網上及實體商店的消費者連成一線。

New challenges on digital consumer satisfaction

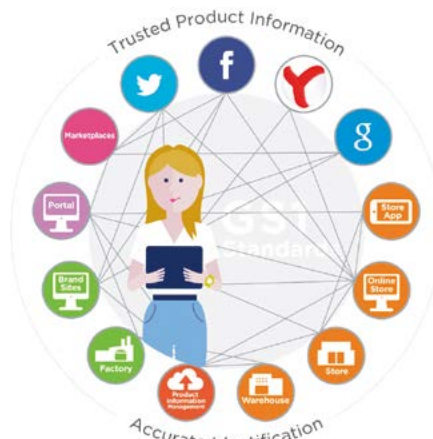
The convergence of online search, mobile apps and social media has drastically disrupted the retail industry. Connectivity between consumers and e-tailers is unprecedented. Consumers have moved into an era of search, discovery and evaluation that flows seamlessly across physical and digital paths to purchase. They are creating “personal supply chains” for food, clothing, electronics and more. The challenge for retailers and brand owners is to ensure that the product data available to consumers is accurate, complete and comparable across all channels.

GS1 standards enable trusted sharing of ‘Big Data’

GS1 Standards has been one of the key components of the IoT blueprint driving the increased connectivity of ‘things’. This leads to massive data collection, making the quality of such data imperative. GS1

滿足網上消費者的新挑戰

網上搜尋、手機應用程式及社交媒體的廣泛使用已經大大地顛覆了零售業。消費者與電子零售之間的連繫是前所未有的。消費者已進入了搜索、發現和評價的時代，實體商店與電子購物之間的購物過程無縫連接。他們更創造了食品、服裝、電子產品等等的「個人化供應鏈」。而零售商和品牌商的挑戰就是要為消費者提供準確、完整及可跨管道作比較的產品資訊。



Standards provides such a quality foundation for accurate, shareable, searchable and linkable data. Based on this data, companies can obtain complex market information and insight of consumers' buying habits, enabling them to plan their sales strategies and forthcoming promotions. Such analysis can result in new products, opportunities and business as companies have better and more consistent knowledge of their customers. This feedback of information means more confident management.

Jumping on the bandwagon of e-commerce

GS1 Hong Kong is helping local brand owners, manufacturers, retailers, supply chain and logistics practitioners to jump on the IoT bandwagon, and embrace the full potential of the IoT so as to tap into the fast growing global e-commerce market.

Adopting global standards such as GS1 product identifier on the web helps easy searching as well as meeting the requirements of leading e-commerce conglomerates, who are demanding GS1 barcode numbers to support on-line and off-line (O2O) e-commerce, enhance search results, product information accuracy and big data analytics. In a recent video released by Google online¹, it mentions providing GTINs (Global Trade Item Number, which is also known as barcode) is vital to ensuring that Google recognises sellers' products and can offer the best experience possible for consumers; including GTINs can unlock performance improvements that may directly benefit the advertising efforts, and offers that match to the Google Shopping product catalog may receive up to 40% more clicks than unmatched offers.

Ensuring that products are "web-ready" also facilitates data analytics and generates insights, enabling retailers to find what consumers want, when they want it, and where they want it. This could increase inventory visibility across business and optimise delivery models, and as a result create a seamless purchase journey for customers.

GS1 standard is contributive in the e-commerce development in the global markets. GS1 works with the World Wide Web Consortium (W3C) community to collaborate on standards - GS1 Web Vocabulary Standard - that shape the future of identification and description of products and "things" on the web, raising the visibility of products in online searches and delivering improved, accurate online product information to consumers.

GS1 標準讓「大數據」得以可靠地分享

物聯網使「物件」之間的連結更為緊密，而 GS1 標準正是物聯網藍圖的重要一環。物聯網的發展激發各方收集大量數據，數據質量因此備受高度重視。GS1 標準為各方打下穩健的基礎，所收集的數據不但準確，更可用作分享、搜尋和連結，企業可藉數據獲取複雜的市場資訊並了解消費者的購買習慣，從而策劃銷售策略和推廣活動。隨著企業對客戶的理解越趨深入及全面，這些分析可衍生新產品、新商機和新業務。有了資訊回饋，企業管理亦能更得心應手。

趕上電子商貿的浪潮

香港貨品編碼協會正協助香港品牌持有人、製造商、零售商、供應鏈及物流從業員趕上物聯網的浪潮，全面發掘物聯網的潛力，從而進軍發展迅速的全球電子商貿市場。



採用全球標準，例如網路上的 GS1 產品辨識，更易於網上搜索，同時能滿足領先性跨國電商企業的要求，使用 GS1 條碼編號支援線上線下的商貿，以加強搜索結果，並提升產品資訊的準確度和大數據分析。Google 最近於網上發放的影片¹肯定了全球貿易貨品編碼（亦稱為 GTIN 及條碼）的重要性，指出編碼確保 Google 可辨識賣家的產品，為消費者打造最佳的購物體驗。全球貿易貨品編碼可以提高 Google 的表現，直接增加廣告效益。與不配合目錄的廣告相比，配合 Google Shopping 商品目錄的廣告點擊率高出 40%。

確保產品「網路就緒」也有利於資料分析及瞭解消費者行為，讓零售商知道消費者需要什麼、何時需要及在何地需要等。這樣可增加整體貨物庫存的可視性，優化交付模式，最終能為顧客創造無縫的購物體驗。

GS1 標準是全球電子商務市場發展的一個關鍵組成部份。GS1 與萬維網聯盟（W3C）社區合作，在網路上訂立標準 — GS1 網絡詞彙標準 — 以塑造未來對產品和「物件」的識別及描述，從而提升產品於網上搜尋的可視性，為消費者提供高質素及準確的網上產品資訊。

¹Google video, "Google Shopping GTIN Requirement Hangout on Air", (<https://youtu.be/efz-RBI8Za8>, 11:00 - 13:00 and 18:45 - 19:45)



GS1 SmartSearch – The Global Language Computers Understand 讓電腦也能讀取產品資訊的環球語言

With the growth in the diversification of on-line sales channels and platforms, consumers or even search engines are challenged to determine whether two web pages about a product are actually referring to the same one, due to the frequent verifications of product naming on different on-line sales platforms.

GS1 SmartSearch standard is developed to lay a foundation to make it easier for digital consumers in discovering and purchasing products wherever they are. At the same time, retailers can grow their business, reduce costs, leverage consumer insights and manage risks.

隨著網上銷售渠道及平台漸趨多樣，消費者甚至搜尋引擎都難以確認相同產品在各網上銷售平台上的名稱。他們面臨同一項挑戰：如何辨別兩個網頁所描述的是同一件產品？

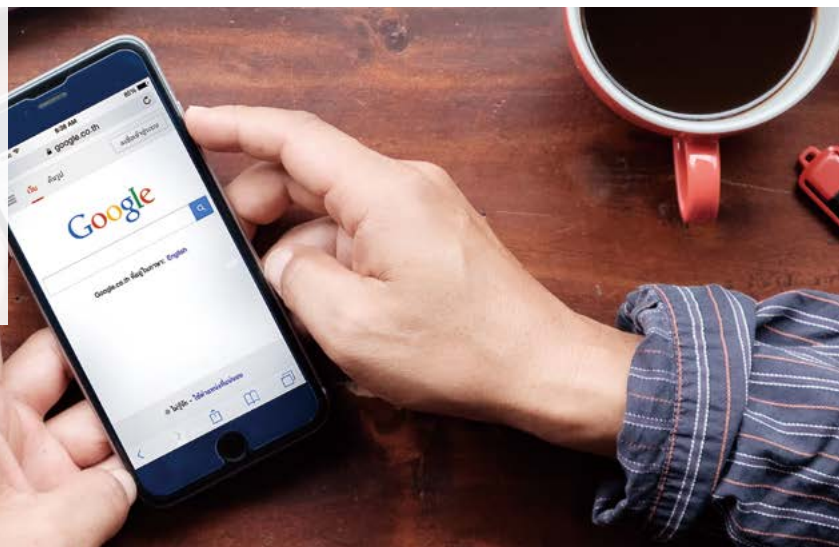
有見及此，GS1 推出新標準 SmartSearch，希望能降低用戶在網上搜索產品，以及理解相關資訊時的難度。與此同時，零售商亦可以刺激業務增長，節省成本，善用消費者特性分析結果，並妥善管理危機。

On a recent visit to GS1 Hong Kong, Dr. Steven Bratt, GS1 Global CTO and President, Standards Development talked about the development of GS1 SmartSearch and its dynamic effect on e-commerce. “The advance of GS1 SmartSearch has opened new exciting possibilities for e-commerce!” he says. “The basic system is a GS1 Standard which makes it easier to keep information about products across the web in search engines. With the addition of structured GS1 keys and attributes to product web pages, search engines can understand and display more relevant search results to consumers.

The GS1 integrated standard system is for identifying, capturing and sharing information. Dr. Bratt adds, “We like to use the term Global Language whereby using a product code it is possible for companies to communicate worldwide with manufacturers, suppliers, logistics, distributors and importantly consumers. The main problem is that products are not able to converse with search engines. If you think of a search as shelf space, how visible are the products on the digital shelf? Many product web pages make it hard for search engines to understand them, often when product pages are run through Google’s data testing tools no data is detected. This is exactly where GS1 SmartSearch comes in.”

GS1 全球資訊科技總監暨標準研發總裁 Steven Bratt 博士近日到訪香港貨品編碼協會，談及 GS1 SmartSearch 的發展及其對電子商貿的深遠影響。他說：「GS1 SmartSearch 的進展，為電子商貿創造了令人振奮的新機會！該計劃以 GS1 標準作為基礎系統，以令搜尋引擎存取互聯網上的產品資訊更為方便。產品網頁加入結構化的 GS1 識別碼和屬性後，搜尋引擎便更能理解網頁的內容，繼而為消費者提供更貼切的搜尋結果。」

GS1 的綜合標準系統具備識別、擷取及分享資訊的全面功能。Steven Bratt 博士續道：「我們將 GS1 標準稱為『環球共通語言』—— 通過條碼，企業不但能與全球製造商、供應商、物流服務商和批發商互相溝通，更能連繫世界各地的消費者。但若果產品無法與搜尋引擎溝通，問題就會產生。我們可以把搜尋結果想像成貨架空間。產品在『電子貨架』上究竟有多顯眼？能否與搜尋引擎溝通？很多產品網頁對搜尋引擎來說都是難以理解的。很多產品網頁都曾經進行過 Google 的資料搜尋工具測試，結果找不到任何有用的資料。此時，GS1 SmartSearch 正能大派用場。」



GS1 provides particular solutions to problems working in the area of traceability. “Given the type of information available, it is possible to trace origin, lines of distribution, logistics and other basic data. As consumer safety is a huge concern today, traceability of products is of paramount importance. Genuine products can also be distinguished from counterfeits which boost consumer trust and brand loyalty.”

GS1 亦針對產品追溯問題而制定解決方案。Bratt 博士指：「根據收集的資訊種類，GS1 能追溯產品的來源地、分發路線、物流以及其他基本資訊，對產品回收及保障消費者安全等課題尤為重要。GS1 解決方案亦可以識別正貨及冒牌貨，加強消費者對品牌的信心及忠誠度。」

“If you think of a search as shelf space, how visible are the products on the digital shelf? Many product web pages make it hard for search engines to understand them, often when product pages are run through Google’s data testing tools no data is detected. This is exactly where GS1 SmartSearch comes in.

我們可以把搜尋結果想像成貨架空間。產品在『電子貨架』上究竟有多顯眼？能否與搜尋引擎溝通？很多產品網頁對搜尋引擎來說都是難以理解的。很多產品網頁都曾經進行過 Google 的資料搜尋工具測試，結果找不到任何有用的資料。此時，GS1 SmartSearch 正能大派用場。”



Dr. Steven Bratt, GS1 Global CTO and President, Standards Development
GS1 全球資訊科技總監暨標準研發總裁 **Steven Bratt 博士**

Higher product data visibility online

Better control and ownership of the product data that is used in web pages means better descriptions, more consistent product information being displayed on web pages. Customers reaching a retailer’s product page arrive due to a better search relevance meaning that the product is more likely to be what they are looking for. So it is not just more click-throughs, but vitally more clicks to buy. Additionally, a better informed customer is less likely to be disappointed with their purchase.

提升網上產品數據可視性

妥善管理網上的產品數據，能令產品描述更為完善，網上所示資訊更為一致。高相關度的搜尋結果，則讓點入產品網頁的消費者輕易地找到想要的商品，提升網頁點擊率的同時，更提高銷售額。此外，消費者若能獲取更全面的資訊，就能降低因買錯產品而需要退貨的風險。

How GS1 SmartSearch works? GS1 SmartSearch 如何運作？

Product Data
Product Name = Fast Runner
Colour = Purple
Style = Girls
Sizes available (EU) = 33-42
GTIN = 00614141003211



By adding structured GS1 keys and attributes to your product web pages...

... you help search engines understand and display more relevant search results to your consumers...

... which leads to more click-throughs to product pages and more sales.

透過把 GS1 識別碼及屬性加到你的產品網頁...

... 就可讓搜尋引擎了解資料，並向消費者顯示更相關的搜尋結果 ...

... 從而提升產品網頁的點擊率，增加銷售。



The adoption of GS1 SmartSearch worldwide

“70% of all sales today are influenced by the information that consumers find on the web,” says Dr. Bratt, “so it is critical that retailers make such information visible and accurate. Failing this, products have poor or no positioning on the digital shelf, shoppers are frustrated by inconsistent search results and sales are lost.” As companies create a seamless shopping experience across online, mobile and stores they must rely on accurate and consistent product information. Already many top e-retailers have recognised the benefits of the GTIN (Global Trade Item Number, which is also known as barcode), the unique product identifier connecting the online with the offline. Companies such as Amazon, eBay and Walmart require or endorse GS1 identification for e-commerce. Google, the world’s largest search engine, has submitted patent applications for the use of barcodes as a search-engine benchmark. Search engines in mainland China are also capable of identifying barcodes to accelerate product search.

Dr. Bratt states, “We are in such an exciting development time, and retailers are understanding the significance of GS1 SmartSearch. No longer is the simple barcode just for logistics purposes – it is the way forward for e-commerce. As consumers become more sophisticated and demanding, e-tailers have to keep several steps ahead. Technology, smart thinking and GS1 SmartSearch will enable them to do so”.

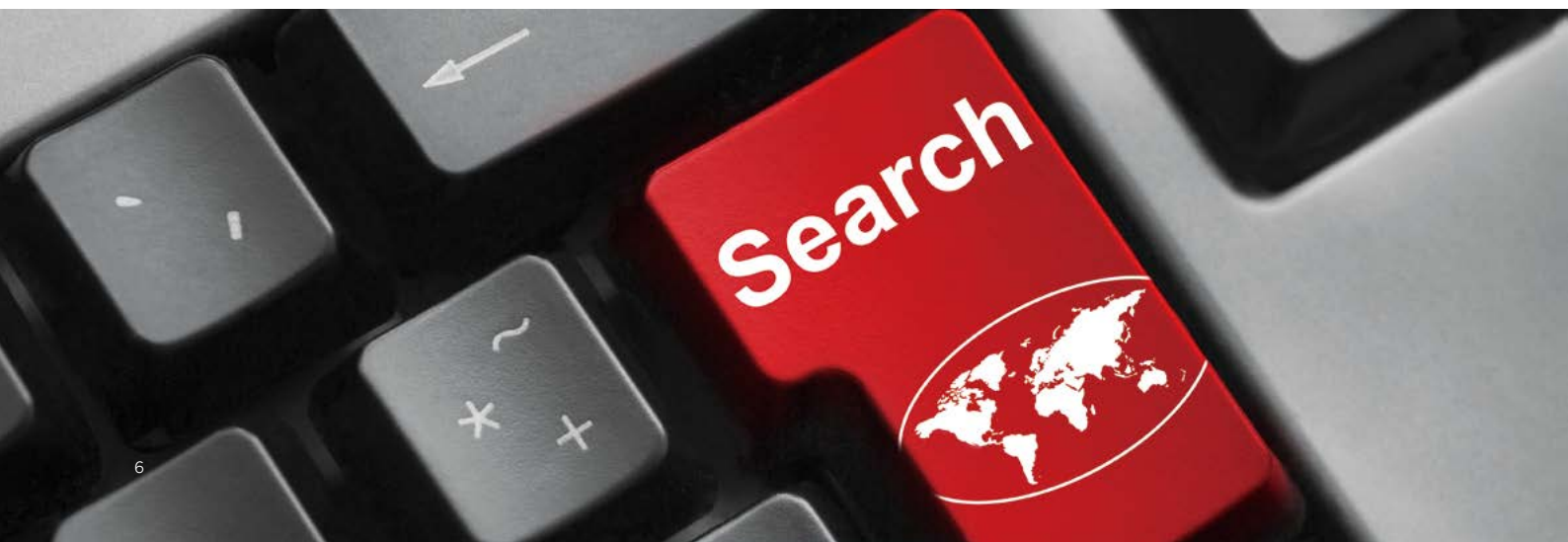
GS1 SmartSearch 應用遍及全球



Bratt 博士說：「現時，70% 的銷售均受網上搜尋的資訊所影響，因此零售商必須確保有關資訊的透明度及準確性。做不到這點的話，貨品在『電子貨架』便會毫不顯眼甚至無處容身，消費者會不滿前後矛盾的搜尋結果，企業也做不成生意。」企業要在互聯網、流動裝置及實體商店之間打造暢通無阻的購物體驗，必須倚靠準確而前後一致的產品資訊。作為連結網上及實體世界的獨有產品識別碼，全球貿易貨品編碼（又稱條碼）的能效已廣受大型電子零售商肯定。Amazon、eBay 及沃爾瑪等企業均要求或接受在電子商貿中使用 GS1 識別科技。全球最大的搜尋引擎 Google 已提交一系列的專利，申請使用條碼作為搜尋標準，讓網民於搜尋產品時更方便快捷，即時找到想購買的產品。而現時，內地的搜尋引擎已可辨識條碼，以提升產品搜尋。



Bratt 博士續道：「現在正是 GS1 進一步發展的大好時機，零售商已開始了解 GS1 SmartSearch 的重要性。條碼的作用不再局限於物流 — 它還能推動電子商貿的發展。消費者越來越成熟，要求亦逐漸提高，電子零售商必須未雨綢繆。科技、智慧思考和 GS1 SmartSearch 正能協助他們做足準備。」





The emergence of more sales channels, both online and offline, has created greater business potential for the retail market. According to a forecast from A.T. Kearney, global web sales will reach \$1 Trillion in 2016¹. With the recent trend of rapid emergence of omni-channel retailing, the focus is on providing a seamless approach to unify customer experience through all available platforms, from physical stores to virtual malls.

Omni-channel retailing entails the integration of various sales channels, including all customer touchpoints such as physical stores, online shops, mobile applications and other mediums like websites, social networking sites and instant messengers. By unifying product information and data, customers will be able to enjoy a retail experience that seamlessly combine shopping, browsing, leisure and social networking, to their satisfaction.

零售市場在種種不同營銷渠道的相輔相成下，發展空間更遼闊。根據 A.T. Kearney 的預測，2016 年的全球網上銷售額將突破一萬億美元¹。若要從以往的實體店延伸到不同的平台進行銷售，零售商必須準備充足，在各平台上統一顧客的購物體驗，因此全方位零售成了近年營銷的新趨勢。

全方位零售是指零售商為眾多銷售渠道進行整合，包括實體商店、網上商店、手機應用程式，以至訊息媒介，如網站、社交網站及通訊程式等每一個與消費者的接觸點，統一所有的產品資料及數據，以滿足消費者在購物、搜尋、消閑，以至社交等各方面的綜合體驗。

你的產品能否與搜尋引擎溝通？

It is very difficult to manage a brand well without control over how the brand is presented to the consumers. To capture business opportunities in the e-commerce world, it is crucial for retailers to improve the product search efficiency on the web.

假如未能有效管理向消費者展示品牌的方式，品牌便難言成功。要把握電子商貿的商機，零售商必須改善網上產品搜索的效率。

¹A.T. Kearney, “2015 Global Retail E-Commerce Index”





But what are the main pain points created by product pages with product information that is inaccurate or in the wrong “language”?

很多產品網頁的資訊都不準確，或使用了錯誤的「語言」。這些網頁造成甚麼問題？

1. Inconsistent search results for data about products shoppers want to discover and purchase will cause frustration; sales are lost as a result.
 2. Poor search optimisation – products have bad or no positioning on the digital shelf.
 3. Complicated for brands, e-tailers / retailers, and content providers to find and aggregate product data; it is also expensive.
 4. Challenging to establish processes for linking social media to products i.e. consumer reviews, Facebook posts, etc.
 5. Difficult to manage inventory well.
1. 消費者即使希望搜購某種產品，搜集資訊時卻為前後矛盾的搜尋結果而大感懊惱；商家因此失去銷售機會。
 2. 搜尋結果不理想 —— 產品被置於「電子貨架」上的不利位置，甚至沒有出現。
 3. 品牌、網上 / 實體零售商及內容供應商難以尋找和收集產品數據，付出的成本亦十分高昂。
 4. 難以把產品和社交媒體連繫起來（例如用後評價、Facebook 和 Twitter 帖子、清單、地圖、食譜等）。
 5. 難以妥善管理存貨。

Enhancing the quality and machine readability of your product information allows search engine to prioritise your website content, thus, move your e-commerce site to a higher ranking.

電子商貿網站如能夠提供更優質的產品資訊，使其更容易被電腦讀取，便可獲搜尋引擎優先處理，在搜尋結果排名中節節攀升。

Quality web product information through standardisation

利用標準化提升網上產品資訊質素

The GS1 SmartSearch standard offers a way for web developers to include standardised and structured product information in web pages so that it is usable by search engines. In order to show how retailers can use global standard barcode for structured data used in web page development to facilitate more efficient and accurate web searches, GS1 Web Vocabulary Standard and an implementation guideline have also been developed.

GS1 SmartSearch 標準讓網頁開發者在網頁裡結合標準化和結構化的產品資訊，令這些資訊更容易被搜尋引擎採用。新開發的 GS1 網絡詞彙標準及其使用指引，讓零售商在編寫網頁時可採用全球標準條碼，把網頁的資訊結構化，以提升網頁搜索的效率和準確度。

Google, the world's largest search engine, has submitted patent applications for the use of barcodes as a search-engine benchmark, making it more convenient and faster for its online users to instantly find the products they want to purchase.

全球最大的搜尋引擎 Google 已提交一系列的專利，申請使用條碼作為搜尋標準，讓網民於搜尋產品時更方便快捷，即時找到想購買的產品。

“GS1 Standards have been invaluable in our efforts to improve the online shopping experience by harmonizing product data and eliminating inaccuracies.

GS1 標準有助於產生統一的產品資料及減少錯誤，對我們改善網上購物體驗的工作非常寶貴。”

Eric Tholomé, Director of Product Management, Google Shopping
Google Shopping 產品管理總監 **Eric Tholomé**

Various major online shopping platforms, such as Amazon, eBay, Tmall.com and Walmart, also require all products to be equipped with Global Trade Item Number (GTIN), for management function and to ensure that the products sold online can be traced to sources of accurate as well as comprehensive information.

During an interview by GS1 Hong Kong, Ms. Michelle Leung, General Manager for Hong Kong and Taiwan cross-border trade of eBay said, “We now require all local e-tailers to comply with eBay’s new policy on adding GTIN to their listings, so as to provide buyers a seamless shopping experience. As social shopping is becoming popular, when consumers browse through different websites or the product review on various search engines, they can search the exact product they want to purchase on eBay by simply using the product GTIN. According to the research we have conducted, it also shows that by embedding GTIN in eBay’s platform, it will be much easier for consumers to discover whether the product they are looking for is listed on eBay through search engine. Moreover, buyer’s experience can be further enhanced in terms of searchability, expectation and the convenience on comparing the prices with different shopping sites.”

“Over 90% of our sellers are SMEs, in order to assist them to improve their product visibility on eBay’s platform, we are also providing free training courses to educate them on leveraging GTIN to better match their items with products from the eBay catalog,” added Ms. Leung.

Consumer behavior analysis for better strategy planning

Accurate and reliable information carried by the product barcodes provide e-tailers free resources for big data analytics. E-tailers can collect and utilise consumption data to analyse consumers’ past shopping habits in order to predict their future needs. As both online and offline sales channels become more diversified, so have data mined for analytic purposes become more varied and complex.

Presently, enterprises are investing resources to collect consumption data. Data mining can be automatically carried out as each of their products is registered with a unique barcode that helps monitor the sales performance and other details, such as customers’ spending patterns.

互聯網上各大型購物平台，如 Amazon、eBay、天貓及 Walmart 等，亦均要求所有產品須具備全球貿易貨品編碼 (GTIN)，以確保在網上出售的產品能夠連結準確及完整的產品資訊。



在香港貨品編碼協會的訪問中，eBay 跨境貿易事業部香港區總經理梁皓貝女士表示：「我們現時要求所有本地網上零售商遵從 eBay 的新政策，在網店銷售商品時須附上 GTIN，以為買家提供無縫的購物體驗。」

社交購物正日漸流行，當消費者在瀏覽不同網站，又或從不同搜尋引擎查看產品評論時，他們只需利用 GTIN，就能準確地在 eBay 搜尋想購買的產品。根據我們進行的研究顯示，在 eBay 平台加入 GTIN 後，消費者可以更容易通過搜尋引擎，得知他們想買的產品有否在 eBay 上架。透過加強搜尋能力，可以滿足網上消費者的期望，讓買家更方便地在不同購物網站格價，就能進一步提升他們的購物體驗。」

梁女士補充：「我們的賣家之中超過 90% 都是中小企，為了協助他們提升產品在 eBay 平台的易見度，我們亦有提供免費的培訓課程，教導他們善用 GTIN，更有效地將他們的產品及 eBay 目錄上的產品作配對。」



分析消費者行為 制定更高效策略

產品條碼附載準確可靠的資訊，為網上零售商提供免費的大數據分析資源，使他們可以收集及利用所取得的消費數據，分析顧客過去的購物習慣，以預測未來需要。由於線上線下的銷售渠道變得多元化，分析數據比以前更為重要，但亦比以前更為複雜。

現時，不少企業均投放更多的資源於擷取有用的消費數據上，並將每件產品配上獨特條碼，以監察產品的銷售情況及其他資訊，例如顧客的消費模式。





Maximise Benefits of O2O Retailing

體現 O2O 零售模式的最大效益

In recent years, consumers have shown greater confidence in online shopping. It is crucial for retailers who run both physical stores and O2O (Online-to-offline) business to develop digital marketing strategies. Retailers are investing resources in deploying digital technologies in stores, leveraging online and offline channels effectively and connecting both to achieve higher revenue.

Personalisation plays a critical role in consumers' buying decisions. By deploying iBeacon technology, retailers are able to detect customers' location, direct them to the desired items by showing a dynamic path based on their current location, and send them push notifications with promotional and product information. Retailers can also provide consumers with product details via self-service Digital Signage and offer customers advice on how to mix and match their preferred items through Smart Shelf. These technologies can be combined with iBeacon to allow retailers to carry out Pop-Up Sales in order to boost sales volume.

When it comes to data collection, traditional methods usually take time. Retailers may therefore miss the best timing for data analysis and decision making. Retailers can now understand online and offline customer behavior via real-time analytics. By integrating video analytics with iR-Furniture and CCTV, retailers can get a more comprehensive view of customers' response to products and foot traffic in a store, and hence provide them with relevant information and implement appropriate sales strategies in a timely manner. In addition, retailers can encourage customers to connect with their social media platforms via Social Wi-Fi service. The data collected on their social media platforms will be useful for sales and marketing strategy planning.

An IoT platform integrated with digital retail solutions can help retailers gather data from different sources for analysis, speed up decision making and improve efficiency. PCCW Solutions' Infinitum™ end-to-end retail solutions and cloud platform are designed to meet all these needs.

消費者近年對網上購物的信心大大提升，對於同時營運實體店及線上對線下（O2O）零售業務的公司而言，制定數碼營銷策略成為當前的重點項目。零售商正投放資源於店內應用各項數碼技術以提升客戶體驗，並將店內系統與其電子商務平台聯繫，務求在線上與線下的銷售渠道取得最大效益。

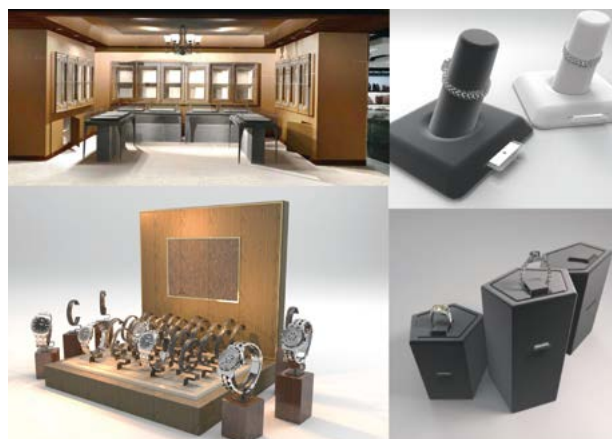
個性化服務對消費者的購買決定具有關鍵的作用。零售商可運用 iBeacon 技術檢測客戶的位置，為其提供動態路徑，以及推送促銷及產品訊息。零售商亦可利用自助資訊板讓顧客一覽所需，運用智能貨架提供產品建議，例如時裝店可藉此為顧客配襯最新時裝，再配合 iBeacon 進行限時的快閃特賣，從而刺激銷售。



Smart Shelf enables customers to get product information and mix-and-match suggestions
智能貨架為顧客提供產品資訊及配襯建議

傳統的數據搜集流程受到時間所限，耽誤了分析和採取應對措施的最佳時機。零售商現可透過實時分析，瞭解客戶在線上和店內的行為。影像分析技術配合 iR 傢俱可幫助商戶辨識顧客對個別貨品的反應，從而更精準地向目標客戶推送合適的資訊，如果結合閉路電視使用，更可讓商戶分析店內哪個區域人流較多，從而擬定適時的銷售策略。此外，於店舖內提供社交 Wi-Fi 服務，可促進顧客即時連繫至商戶的社交平台，有助搜集客戶數據作制定營銷策略之用。

一個整合各項零售數碼方案的物聯網平台，能夠幫助零售商從不同訊息源集成數據作分析，以加快決策及提高效益。電訊盈科企業方案提供的 Infinitum™ 端對端零售方案及雲端平台，正能切合以上各項需要。



iR furniture helps retailers analyse customer response to individual products
iR 傢俱幫助商戶辨識顧客對個別貨品的反應

GS1 Hong Kong Expertise Exchange in Retail Industry

香港貨品編碼協會零售業界交流

According to the “Report on Monthly Survey of Retail Sales (February)” released by the Hong Kong Census and Statistics Department on 31 Mar 2016, the value index of retail sales had dropped 19.5% in February compared with that of the same period last year, recorded the worse decline in the past 17 years. As the retail market is suffering a downturn, the industry is expected to face a bigger challenge in the coming quarter.

根據香港統計處於 2016 年 3 月 31 日出版的「零售業銷貨額二月統計調查報告」指出，零售價值指數按年下跌了 19.5%，錄得 17 年來最大跌幅。零售業市場轉趨低迷，業界均預計下一季度將會面臨更嚴峻的挑戰。

Besides the economic factor, the trend of shopping online also induces a huge impact to the traditional retail industry. Retail shops have to put extra efforts to win consumers' loyalty. The “Seminars and Solutions Showcase – Innovations in Retail Marketing” organised by Hong Kong Retail Management Association was successfully held on 7 April to exchange experience and share the solutions applied by the industry. Industry stakeholders shared the key to success of their marketing strategies and how they adopt innovative technologies to boost sales.

To create a seamless shopping experience for consumers during and after their purchase, retailers and brand owners must provide visible, accurate and unified information about their products at all times. Mr. Dick Ng, Manager, Industry Engagement – Logistics & Healthcare of GS1 Hong Kong shared how the industry can leverage GS1 Hong Kong's standards, solutions and recommendations to capture the consumer trends and improve sales performance during the seminar session “Enabling Retail Innovation with Global Standards”. Through using the new RFID technology and RFID tags together with backend traceability and management platform, retailers can collect consumer data and buying habits to analyse their shopping behaviors. This enables higher efficiency in inventory management and better strategic marketing development plan to boost sales volume.

除了經濟因素，網上購物的大趨勢同樣對傳統零售市場帶來影響，零售商店需要付出更大努力來贏取消費者的歡心。為了讓業界分享經驗和交流心得，由香港零售管理協會主辦的「創新零售市場營銷」講座暨方案展示日已於 4 月 7 日完滿舉行。不少業界代表都於活動中分享了他們成功的銷售策略，並示範了如何透過創新科技，提升銷售成績。



為使消費者於購物前後都能享受暢通無阻的體驗，零售商及品牌應提供透明、準確的產品資訊，不同平台或頁面的資訊應該統一並互相連繫，讓消費者可以隨時檢閱。香港貨品編碼協會企業拓展經理（物流及醫療護理）吳普迪先生於「掌握顧客動態 如何制定成功的全渠道零售策略」的講座裏，分享了如何運用協會的標準、方案及建議去掌握消費者動態，提升銷售表現。只要透過最新的無線射頻識別（RFID）技術及 RFID 標籤，並配合追蹤管理平台，零售商可以利用 RFID 電子標籤收集消費者的消費資料和習慣，更容易掌握及分析消費者的行為，從而更有效管理庫存產品，並制定出更策略性的銷售發展計劃來提高銷售額。





Cultivating a Caring Culture and Putting Consumers First

建立貼心企業文化 以消費者為先

As information technology rapidly develops, consumers' expectation on products and services also increases. Therefore, to enhance the competitiveness and tackle the challenges, enterprises have to sincerely communicate with customers from various perspectives to uplift brand loyalty. The Consumer Caring Scheme launched by GS1 Hong Kong, well recognised by consumers, is to praise local enterprises which improve operation with the adoption of global standards and innovative technologies, and their excellence in caring for customers and staff as well as providing quality products and services.

In the past five years, over 120 local enterprises have been recognised as "Consumer Caring Companies". Through the assessments by the scheme, companies would know how to keep their commitment in quality services so as to improve consumer trust.

隨著資訊科技迅速發展，消費者對產品和服務的期望相繼提高，為面對競爭和挑戰，企業必需以真誠的態度從多方面與顧客溝通，以提升他們對品牌的忠誠度。由 GS1 Hong Kong 主辦的年度「貼心企業」嘉許計劃備受消費者認同，表揚利用全球標準及創新科技優化營運的本地企業，以及他們在關愛顧客、關懷員工及提供優質產品與服務上的成就。

過去五年，獲專業評審評選為「貼心企業」的本地企業共超過 120 間。計劃透過評核，讓企業展示如何履行對優質服務的承諾，從而提升消費者的信心。



Promoting creative concepts through customised services
推行創新概念 提供貼心的客戶服務

Giormani is one of the "Consumer Caring Companies" that has been recognised for five consecutive years. The company has been providing quality services with its belief in "customisation, creativity, commitment, focus, team spirit and efficiency".

茲曼尼為其中一個連續五年獲得貼心企業殊榮的品牌，憑著「非凡訂造・創意無限・卓越承擔・熱誠專注・團隊精神・追求效益」的核心價值，為客戶提供最優質的服務。

茲曼尼創辦人兼執行董事唐慕貞女士早前接受 GS1 Hong Kong 的訪問，分享如何透過注入創新的元素，為品牌增值。

Consumer Caring Scheme 2016 is now open for application until 31st July, 2016. More details are available at www.consumercaring.com

「貼心企業」嘉許計劃 2016 現正接受報名，截止日期為 2016 年 7 月 31 日。更多詳情請瀏覽：www.consumercaring.com

Scan to download introduction
and application form
下載簡介及申請表格



Ms. Jane Tong, Co-founder & Managing Director of Giormani shared how to add value to the brand through instilling innovative ideas. “Giormani has always been promoting the innovative concept of customising products and services, providing all-round customised services for fabrics, colors, sizes, sofa arm, and even the softness can be adjusted to better suit customers’ requirement. In addition, all the products are our own original and bold creative design. To maintain our brand image and add creativity, we have been working with various social enterprises to promote the ‘Love People, Love Family’ spirit. We also cross over with many renowned designers and brands to keep customers refreshed,” she said.

When asked about how Giormani cares for consumers and manages its staff, Ms. Tong continues, “to keep improving our product quality and services, we have frontline staff who collect customers’ advices and handle different cases. Customers can communicate with us via hotline, email, webpage and Facebook. For our staff, we also provide internal training to help them realise their potential.”

唐女士表示：「茲曼尼一直提倡將產品及服務『個人化』的創新概念，提供度身訂造梳化的一條龍服務，無論面料、顏色、尺寸、扶手以至座墊軟硬度也可按照顧客的要求設計，而所有產品均為原創及創新大膽的設計。為了保持品牌形象及加入創意，我們一直與不同的社企合作，以宣揚『愛人愛家』精神，同時亦與不同知名設計師及品牌進行跨界合作，保持顧客對品牌的新鮮感。」

被問到茲曼尼的在關愛顧客及員工方面的管理之道，唐女士指：「為了不斷提高產品及服務的專業水平，除了前線同事處理客戶個案及收集意見外，顧客亦可通過服務熱線、電郵、網頁及 Facebook 等渠道與我們溝通。在團隊方面，我們亦提供內部培訓，讓員工可以盡顯潛能。」



Keys to win consumer trust 贏取消費者信任的秘訣

CATALO is another “Consumer Caring Company” which joined the scheme for the first time last year. It has won many people’s hearts by maintaining its professional image and premium product quality. During an interview with GS1 Hong Kong, Mr. Calvin Chan, Executive Director & CEO of CATALO said, “CATALO always put customers first and we believe understanding their needs is a crucial step to build relationships with customers. Therefore all CATALO frontline staff are being positioned as ‘Health Consultant’, always listening and responding to customers’ needs. Instead of hard selling, Health Consultants educate customers by sharing health and nutrition knowledge, then recommend customised natural health foods that most fit the customers’ needs. This approach gains the trust of the customers and builds CATALO’s reputation in the health food industry. According to a recent research done by an authoritative organisation, 93% of CATALO users agree that CATALO is a reliable and trustworthy brand that offers natural health foods. It is a tremendous honor for CATALO to be recognised as a ‘Consumer Caring Company’. Our ultimate mission is to strengthen customers’ health and beauty from the inside out, thus enjoying a better and perfect life.”



另一間於去年首屆加入貼心企業行列的品牌美國 CATALO，亦透過建立專業的形象及保持優質的產品質素，深受一眾的消費者愛戴。執行董事及總裁陳家偉先生接受訪問時表示：「美國 CATALO 一直堅持『以客為先』的理念，因為我們相信，了解顧客的需要是與他們建立良好關係的重要一步。所以，所有的前線員工都是客戶的『健康顧問』，細心聆聽和回應他們的健康需要。相比起強硬地向他們推銷產品，健康顧問會為顧客分享有關健康和營養方面的小知識，推介最切合他們需要的天然健康食品。這個策略除了可以建立顧客對我們品牌的信任更可以建立美國 CATALO 在健康產品行業的商譽。根據近期由一間權威機構進行的調查顯示，我們的產品用戶當中，有九成三都同意美國 CATALO 是可信賴及可靠的天然健康食品品牌。我們非常榮幸能夠獲得嘉許成為『貼心企業』，我們期望透過美國 CATALO 的產品，為顧客打造從內而外的健康及美麗，擁有更圓滿、更愉快的生活。」



High Efficiency with a Complete Supply Chain System

完善供應鏈系統達至高效管理

In the face of information explosion in an increasingly competitive market, delivery of goods and services to consumers promptly is of utmost importance for all multinational companies or SMEs of varied market sizes. An efficient supply chain can help simplify the complex operations of enterprises, effectively identify target markets and use fewer resources to do more business, so that the operations flow more smoothly and the enterprises' competitiveness can be enhanced. In fact, supply chain management can be described as the lifeblood of every company.

GS1 Hong Kong is organising the "Supply Chain Maturity Training" with reference to the Supply Chain Management Maturity Model. Through leveraging global supply chain standards, it helps enterprises to progressively improve supply chain processes, to assess whether they are ready to apply best practices on supply chain and to guide them to improve supply chain performance.

Providing accredited training to business of all levels

The model divides the supply chain into different periods and stages, and thoroughly analyses the needs of the enterprises at different times, in order to improve and evaluate the existing business processes. At the same time, it is also supplemented with examples, with reference to the international best practices and the supply chain performance index, so as to help management personnels to perfect the logistics supply.

Voices from past trainees 過往學員分享

“The impressive sharing of global success cases provides good reference and shows the difference from traditional business operation management model.

堂上分享的成功國際個案令我印象深刻，是很好的參考對象，亦點出了現代商業管理模型與傳統模型的不同之處。”

– Vitasoy International 維他奶國際集團有限公司

“It provided an excellent learning platform and experience for participants to understand the importance of collaboration and coordination across the supply chain.

課程創造了優良的學習平台及體驗，令參加者明白供應鏈持份者互相合作及協調的重要性。”

– Kimberly Clark 金百利克拉克

“The core elements for successful and effective supply chain were perfectly demonstrated throughout the training and in-class activities – innovations; change of behaviors; cross-team collaboration

培訓課程和課堂活動完美地展示了成功、高效的供應鏈的核心元素：創新，打破固有行為模式，以及跨部門合作。”

– Philip Morris Australia 菲利普·莫里斯（澳洲）

面對著訊息氾濫，競爭日趨激烈的市場，不論對跨國企業，或是市場規模各有不同的中小企來說，將貨物和服務迅速送到消費者手上至關重要。有效率的供應鏈可助企業化繁為簡，並有效地找出目標市場，用更少的資源做更多的生意，令運作流程更順暢，提升企業的競爭力。因此，供應鏈的管理可謂是每間公司的命脈。

香港貨品編碼協會舉辦的「供應鏈完善程度培訓課程」從理論入手，以供應鏈完善制度模型作為範本，憑藉全球供應鏈標準，協助企業按部就班改善供應鏈流程，更可用作評估企業是否已經準備妥當採用供應鏈的最佳實務模式，引導企業提升供應鏈效能。



為各行各業提供專業培訓

該模型將供應鏈劃分成不同週期及階段，透徹分析出企業在不同時間的各項需求，以改善及評估現有企業流程。同時亦可輔以實例，參照國際實務案例和供應鏈的表現指標，以助管理人員完備企業的物流供應。

Date 日期 : 2016/5/18 & 25 or 2016/7/12 & 18
Time 時間 : 9:30a.m. - 5:00p.m.
Venue 地點 : 22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
灣仔告士打道 160 號海外信託銀行大廈 22 樓
Language 授課語言 : Cantonese 廣東話
Fee 費用 : HKD 4,800*
(* up to HK\$2,000 subsidy from VTC NTTS funding 可申請「職業訓練局 - 新科技培訓計劃」最高港幣 \$2,000 元的培訓津貼)

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New Tax Policy to Transform Cross-border E-commerce Retail Imports

新稅制顛覆跨境電商零售進口

As personal income levels have risen in China, Chinese shoppers are now looking for more product varieties, unique and quality products. This leads to a booming demand on cross-border e-commerce. According to a recent survey released by McKinsey¹, China's cross-border consumer e-commerce amounted to an estimated \$40 billion in 2015. To promote e-commerce transactions, the China government decided to set up a batch of cross-border e-commerce comprehensive pilot zones in 12 cities last year. Presently, the industry runs on two modes: bonded import & direct purchase import, while the delivery of bonded import is several times faster than that of direct purchase import.

New tax policy to propel healthy development of cross-border e-commerce

Under the new tax policy, exemption of taxes for goods less than goods RMB 50 was cancelled, but the cross-border e-commerce single transaction limit will be raised from RMB 1000 to 2000 and the annual limit per person is RMB 20,000 cumulatively. Goods exceeding the given limits will pay full tax rate as in the general trade.

Price pressure on bonded imports

As stipulated in the new policy, direct mail commodities are exempted from submitting the inspection customs clearance form, but the bonded imports must go through inspection and quarantine, thus making it in the same position of general trade. Therefore, cross-border e-tailers using the bonded warehouse model might be significantly affected.

“Positive list” in the spotlight

On 7 and 15 April, the China government had released two “Cross Border e-Commerce Imported Goods Lists” (also known as “Positive List”), officially regulating the tax of the cross-border e-commerce imports. Commodities in the list can be imported according to cross-border tax, and those not on the list shall be taxed in accordance with general trade or under the parcel tax for other goods.

Grand Dragon Group, which owns an experience shop in Nansha bonded zone, adopted the “bonded warehouse” business model where customers can view and try the

隨著中國人民收入增加及日常生活逐漸趨向電子化，中國消費者開始追求獨特、優質及更多元化的產品，導致跨境電子商貿的需求急增。根據麥肯錫公司（McKinsey）近期進行的調查顯示¹，中國於 2015 年全年的跨境電子商貿銷售額高達 400 億美元。為促進電子商務交易，中國政府去年於一共 12 個城市建立跨境電子商務綜合試驗區。而目前跨境電商主要用保稅備貨和跨境直郵兩種物流方式，但相比起跨境直郵，保稅備貨的平均到貨時間要快幾倍。

最新稅收政策推動跨境電商健康發展

根據新政策，以往 50 元（人民幣，下同）稅費的免徵額取消，而跨境電商進口商品的單次交易限值亦將由行郵稅政策中的 1,000 元提高至 2,000 元，個人年度交易額則限制在 20,000 元，超過限值將按一般貿易方式全額徵稅。

E-commerce import tax 電子商貿進口稅

Before the new policy - Personal Postal Article Tax
新政策落實前 - 個人物品進口稅

Tax rate 稅率	Product categories 商品類別
10%	Food, shoes, mobile, etc. 食物、鞋履、手提電話等
20%	Fashion, kitchen ware, etc. 時裝、廚具等
30%	Luxury watch, golf equipment, etc. 名貴手錶、高爾夫球器材等
50%	Wine, tobacco, cosmetic, etc. 紅酒、煙草、化妝品等

Taxation amount under RMB 50.00 will be waived
課稅總額低於 50 元可獲豁免

After the new policy - E-commerce Import Tax
新政策落實後 - 電子商貿進口稅
= (Value-added tax 增值稅 + Consumption tax 消費稅)
x 70%



Major policy changes under B2C 商戶對客戶的主要政策改變

For the 12 cross-border e-commerce comprehensive trial zones, the tax brackets have been reduced from four levels to three.

12 個跨境電子商務綜合試驗區的稅級由四個減至三個。

Level 稅級	Description 描述	Items 項目	Tax Rate 稅率
1	Products without tariff 免關稅產品	IT products, food & beverage, furniture, toys, publication & video, gold & silver, etc. 電腦產品, 餐飲, 傢俱, 玩具, 出版及影片, 金器銀器等	15%
2	Products not covered under Level 1 & 3 稅級 1&3 不包括的產品	Sports products, garments, television, bicycle, etc. 體育用品, 服裝, 電視, 單車等	30%
3	Products with consumption tax 含消費稅的產品	Tobacco & Alcohol, luxury watch, golf equipment, cosmetic, etc. 煙草及酒精, 名貴手錶, 高爾夫球器材, 化妝品等	60%

products and make payment directly using the e-commerce online order. The goods will then be dispatched to the designated delivery point after customs clearance. "With the implementation of the new 'Positive list', the categories of import goods will be affected. Those affected have to return their goods and incurred losses. The China Food and Drug Administration (CFDA) promulgated the Provisions for Health Food Registration and Filing will come into force on 1 July, 2016. This impacted a number of health food products, milk products, medical devices, imported cosmetics which require special registration even they are listed on the 'Positive list'", said Mr. Ronald Lee, Sales and Marketing Director of Grand Dragon Group during an interview. But he believes that the industry is currently adopting a wait-and-see attitude on the new tax policy, as the China government might make other adjustments after the previous "Positive list" update.

GS1 Hong Kong ezCROSS speeds up the complex documents handling process

In cross-border e-commerce, product barcode is required by China customs for product information registration so as to match with the specific Customs Harmonised System Code. To facilitate efficient product registration, GS1 Hong Kong has launched a collaborative programme with authorised China e-commerce logistics companies to enable one-stop product registration. By rolling out the new ezCROSS platform, e-commerce companies only need to upload their product information once and the system, which stores a huge amount of data of products with registered barcodes, will automatically match the format requirements of different bonded areas. This helps speed up the process of applying for registration. Mr. Ronald Lee also said that the big data stored on the ezCROSS platform can greatly facilitate businesses to immediately sort files to the needed information to meet the requirements of various ports.

保稅備貨模式面臨漲價壓力

由於新制的清單列明，直郵商品免驗通關單，但透過保稅倉模式進口中國的商品，則必須按照貨物進行檢驗或檢疫，與一般的貿易模式近乎一樣，因此採用「保稅倉」模式經營的跨境電商進口或會受到大幅影響。

業界對「正面清單」更為關注

中國政府亦於 4 月 7 及 15 日先後發佈了兩批跨境電商進口的「正面清單」，正式開始規範經由跨境電商進口中國的貨物稅制。在清單之列的商品，可以按照跨境電商的稅制進口，但不在清單上的其他商品，均須按照一般貿易或其他商品行郵的稅制進口。

於南沙保稅區設有體驗店的巨龍集團，利用「前店後倉」的模式經營，讓顧客可於店內直接試用或查看產品，並直接於電商平台下訂單及付款，貨物於清關後就會即日送到指定提貨點讓顧客取貨。巨龍集團的市場及銷售總監李嘉偉先生於早前的訪問中提及：「由於新政策的實施令進口的產品種類受到影響，很多跨境電商都要重新部署，甚至有電商需要安排遲遲不能再作出售的商品，令他們蒙受損失。而國家食品藥品監督管理總局亦發佈由今年 7 月 1 日開始，有某些貨品即使於「正面清單」上，例如保健食品、化粧品及配方奶粉，仍需要像一般貿易以批文形式備案，並且要通過的檢測才能出售。」但他認為，現時業界對新稅制持觀望態度，政府在修訂「正面清單」後，或會再作其他調整。

香港貨品編碼協會 ezCROSS 平台加快處理繁複的文件程序

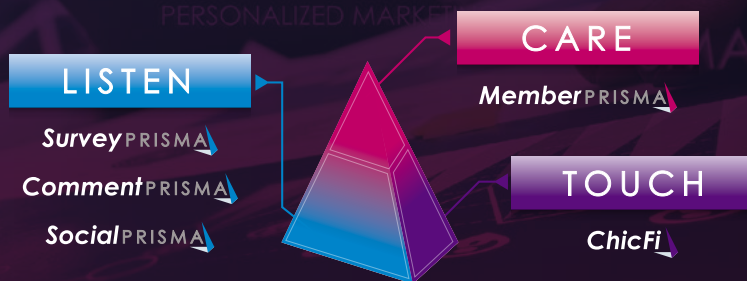
現時，中國海關要求所有跨境電商進行產品登記時，必需要附有產品條碼，以配對海關特定的協調制度編號。為了方便高效的產品註冊，香港貨品編碼協會已著手與中國授權的電子商務物流公司進行合作計畫，希望透過推出全新的 ezCROSS 平台，利用載有附註冊條碼的本地商品的龐大資料庫，促進一站式的產品註冊。平台讓電商只需要一次性上載產品資料，平台便可將資料自動配合不同保稅區的格式要求，加快申請註冊的過程。李先生亦表示，ezCROSS 平台所儲存的大數據，正正可以幫助到商家即時整理文件需要的資料，以符合各個口岸的要求。

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Revolutionising Food Safety and Nutritional Labelling

食品安全與營養標籤的變革

Commercial kitchens, whether that be restaurants, catering facilities, or hotels, are hectic environments in which chefs spend up to five hours per day manually labeling foods for safety compliance. This heavily impacts their resources and leaves room for human error. When Avery Dennison Printer and Fastener Solutions division approached the 5-star hotel InterContinental Hong Kong about the FreshMarx® 9417, there was hesitation despite a desperate need for improved efficiency, accuracy, and standardisation in the kitchen. Executive Chef of InterContinental Hong Kong, Nicola Canuti, stepped in and trained a handful of power-users to demo the device. Soon, there was widespread adoption and even the hotel's Safety and Hygiene department gave it their stamp of approval.

在商業廚房既忙亂又緊張的環境下，不管是餐廳、餐飲設施，還是酒店，廚師每天都花上五個小時把標籤一張一張用人手貼到食品上以符合安全條例。對公司的最大影響莫過於浪費人力時間和增加人為錯誤的可能。在廚房環境工作，講求效率、準確和標準化，有見及此，艾利丹尼森打印和扣件解決方案部嘗試與 5 星級香港洲際酒店接洽，並介紹 FreshMarx® 9417 食品標籤打印機為他們帶來的經濟效益，最初香港洲際酒店亦相當猶豫，但他們的行政總廚 Nicola Canuti 臨危受命，親身示範並培訓其他廚房工作人員使用以改善日常運作的效率。不久之後，更得到廣泛的採用，甚至獲得酒店的安全及衛生部門的蓋章批核。



FreshMarx® 9417 自動日期編碼打印機能以統一的格式，為廚師們提供準確無誤的食物數據，節省他們寶貴的時間。
The Avery Dennison FreshMarx® 9417 is an automated date-coding printer that offers the chefs accurate food data with unified format, freeing up their valuable time.

What makes the FreshMarx® 9417 such a powerful tool for commercial kitchens? 什麼令 FreshMarx® 9417 成為商用廚房的有效工具呢？

The answer is its ability to help staff work smarter, faster, and safer. This is especially true when managing food inventory for the prevention of waste, optimal freshness, and to help prevent food labeling violations. The FreshMarx® 9417 is one of the largest capacity solutions available on the market with 500MB of internal storage space, providing speed, complex graphics display, and multi-language capability.

從應用的角度看，它能夠幫助廚師更智能、更快，更安全地工作，尤其是防止浪費食物、保持食物新鮮和避免食品標籤違規行為這三方面最為顯著。功能方面，FreshMarx® 9417 的內部存儲空間達 500MB 以上，是目前市場上可用容量最大的日期編碼打印機，而且打印速度快，能顯示複雜的圖形以及多國語言。

The highly detailed food item labeling applications includes:

- “Prepared” and “Use By” date/ time listings
- Ingredient or nutritional data
- Employee identification

詳細的食品標籤應用其中包括：

- 「準備」和「使用期限」日期 / 時間表
- 成分或營養資料
- 員工識別碼

“The FreshMarx® 9417 was very helpful and important to our daily operations,” said Nicola Canuti. “Standardisation and automation are the future of the food industry so it’s the perfect solution for a modern kitchen.”

引入 FreshMarx® 9417 是非常重要的一個決定，對我們的日常運作起了很大的幫助。標準化和自動化是食品行業未來的大趨勢，因此它跟現代廚房是一個完美的搭配。”

Nicola Canuti, Executive Chef of InterContinental Hong Kong
香港洲際酒店行政總廚 Nicola Canuti



But the benefits don't end with the device. Avery Dennison also offers and provides intelligent, creative and sustainable solutions that elevate brands and accelerate performance throughout the global retail and food supply chains. 除此之外，艾利丹尼森更提供及研發多項智能、創新和可持續的解決方案，支持客戶提升其品牌，並加快全球零售和食品供應鏈的績效。

For more information, visit averydennison.com/RBIS and follow the division on [LinkedIn](#).
想了解更多詳情，請瀏覽 averydennison.com/RBIS 並關注 [LinkedIn](#) 專頁。



Food Safety Begins with “Production” Not “Regulation” 食品安全源於「生產」非「監管」

Gear up for the new China Food Safety Law 整裝待發 迎接新中國食安法機遇

Following years of food incidents, the Chinese Government promulgated new provisions of the revised Food Safety Law of People's Republic of China (“China Food Safety Law”) in Oct 2015. The new provisions, known to be the strictest food safety regulations in history, were aimed to strengthen the integrity of the industry and build consumer confidence, in which safety and traceability is at top priority. GS1 Hong Kong with CMA Testing and Certification Laboratories ran a seminar on 15 April 2016 for the amended Food Safety Law – themed “Exploring the New China Food Safety Law – Compliance and Standards”. Specialist from The China Law Society was also invited to explain to the industry the revisions and expectations concerning the provisions.

鑑於近年食品安全事故頻生，中國政府於去年 10 月開始實施新修訂的《中華人民共和國食品安全法》，被喻為「史上最嚴」的食品安全法，希望改善業界操守，建立消費者信心。根據新的食安法例，加強食品安全及可追溯性正是業界目前的首要任務。香港貨品編碼協會聯同廠商會檢定中心，於 2016 年 4 月 15 日舉辦講座，主題為「探索新修訂《中國食安法》—— 如何符合法例要求及標準」，其中更邀得中國法學會的專家為業界講解法例的最新修訂及要求，如何助業界帶來新的機遇。

In the opening speech, Mr. Dominic Lam, Acting CEO, CMA Testing and Certification Laboratories, excerpted the application of “3Ts” in enhancing the food safety from the U.S. Food and Drug Administration report. “The 3Ts are Traceability, Transparency and Testability respectively. The combination of 3Ts will safeguard the consumers on the food supply.” He further pointed out the need to build a reliable source of food supply and traceability standards to resolve the severe food problems.

講座當日，廠商會檢定中心署理行政總裁林俊康先生於開幕詞中向在場業界人士及專家提及美國食品藥品監督管理局的食品安全報告，他認為其中指出的 3T，能協助提升食品安全性：「第一個 T 是追溯性 Traceability，第二個 T 是公開性 Transparency，最後一個 T 是檢驗測試性 Testability，如果集齊 3T，食品的供應將對消費者有較佳的保障。」他續指業界需要建立一個更有效的食品來源及追溯制度以幫助解決嚴峻的食品問題。





Mr. Joe Yang, Member (Auditor), China Law Society (current Expatriate Inspector & Consultant, Guangdong Cold-chain Association and Chartered Fellow, The Chartered Institute of Logistics and Transport) in his explanation of the salient points of the revised law, comment that the China Food Safety Law is easily achievable than the current industrial corporate standards. **“Food safety should begin with “Production” not “Regulation”**”, he stated that food industry should bear social responsibility to the public. Food safety should begin from the onset of the production process and not from strict control after the process. With complete traceability recording throughout the food processing, there is no fear of not meeting any stringent regulations and controls. Hong Kong has always kept dignified industrial standards, thus there is no worrying about the revised laws.

The one obstacle for Hong Kong food to enter Mainland market could be her interpretation of the Chinese laws. He advised that Hong Kong should seek professionals specialised with Mainland legal issues regarding the specific provisions of the laws.

Mr. Yang noted that the new Food Safety Law emphasised the need for **“standards, control and regulation”** to establish an effective food Tracking and Traceability system, staff with responsible personnel or department to be held accountable for food safety. He believed that if Hong Kong partners are interested in entering the Mainland market, the first priority is to respect the “rules of the game”. “For most of the domestic Mainland companies, once they learnt of the Tracking and Traceability system, they will comply strictly to it. There’s no reason to risk their business for non-adherence. On the other hand, Hong Kong counterparts think they know the law, and where areas of the laws were not covered, they would walk on a fine line and may unknowingly violate the laws.” He warned Hong Kong food industry to be careful in this respect. “Now that the revised laws have addressed

中國法學會會員—楊祖惠審計師（現擔任廣東省冷鏈協會海外督察委員及顧問、亦為英國皇家運輸與物流學會院士）當日與在場人士講解《中國食安法》最新的修訂重點，指出國家的食品安法標準相對企業標準而言，更容易達到。他認為食品業應是良心事業，**「食品安全是『生產』出來的，而不是『監管』出來的」**，由食品生產開始做起，就以一套完善制度追蹤及記錄過程，就不怕受到嚴謹的監管制度所挑戰。香港業界一直有良好操守，只要經常保持應有的良知心態和嚴謹的執行態度，對新法例無需過於憂慮。

他認為香港要把食品進口內地，最困難的其實是對中國法律條文的解讀，應嘗試尋找對國內法律文件熟悉的專業人士或律師查詢中文條文意見，以幫助解決法律上的問題。

楊先生指出，新的食安法中強調企業最需要有**「標準、控制、監管」**，建立一套有效的食品追蹤及追溯系統，及有負責人員或部門對食品供應鏈進行追蹤工作，以保障食品安全。他認為如香港業界有意進入內地市場，首要是尊重內地的「遊戲規則」。他表示：「國內企業多數是不知道有追蹤及追溯系統可使用，但當他們了解後便會恪守不渝，因認為沒有必要冒此風險。反觀香港企業有時自以為比較懂得法律，法律中沒有規管的事項，常打擦邊球，很容易使企業走進灰色地帶，亦令自己陷入誤區或不知不覺步入違規違法的圈子內。這次的食安法在這方面加強了，令企業不能再藉詞推搪，因此這方面香港企業要特別小心。香港企業要進入內地市場，必然要尊重有關條例及規定。」楊先生認為香港已經回歸中國，與內地貿易時應跟隨國家標準，著重食品追蹤及追溯過程，將令香港企業更易與內地市場接軌。

楊先生亦提及到內地近年使用冷鏈管理食品安全的技術發展得如火如荼，但他認為香港業界在有關方面的舉措更勝一籌。**「食品安全是核心，冷鏈管理是工具**，通過這種配套及手段令食品在製作、營運、儲存及配送方面更有效達至安全要求，但國內卻把這種技術視為產品推銷。香港因願意投放資源，現時的冷鏈管理比內地好，有值得內地借鏡的地方。香港在這方面可做領頭羊，把最好的冷鏈執行方式延伸到內地，即是 SOP 及 KPI 等準則，如內地能配合得宜，定能雙得益彰、相輔相成。」



these gray areas, there's no more excuse to claim ignorant." Mr. Yang said as Hong Kong was returned to China, Hong Kong enterprises intending to enter the Mainland market should respect the Chinese laws, industrial standards and practices, especially the Tracking and Traceability system so as to integrate with the Mainland business environment.

Mr. Yang also mentioned that the use of cold chain management of food safety technology development is in full swing in recent years, but he believed the Initiatives adopted by Hong Kong fared better. **"Food safety is the core, cold chain management is a tool,** through this technique or package it afforded food safety, operations, storage and distribution to the required safety standards. However, Mainland views this technique only as a promotion means. As Hong Kong is willing to put in resources, her current cold chain management is more efficient than China and China should learn from Hong Kong. Hong Kong can be a leader in this area and extending the best practice such as SOP and KPI to Mainland. If Mainland could agree in kind then there will be a win-win situation of mutual benefits."

When disparities arising between cross-border companies, Mr. Yang recommended that the industry can look for neutral agencies and organisations to bridge the different stakeholders such the industry and government to form small working groups for a consensus. GS1 Hong Kong has been dedicated to help local organisations to adopt global standards, to improve supply chain operations, efficiency and transparency, GS1 can play an important role in the process. GS1 Hong Kong's Global Traceability Standards, Cold Chain Management Solution and other services offer great help and opportunities to the food industry to penetrate into the Mainland market.



(From left) Mr. Dominic Lam, Acting CEO, CMA Testing and Certification Laboratories, Mr. Joe Yang, Member (Auditor), China Law Society and Ms. Anna Lin, CEO of GS1 Hong Kong shared their insights in the seminars

(左起) 廠商會檢定中心署理行政總裁林俊康先生、中國法學會會員楊祖惠審計師、香港貨品編碼協會總裁林潔貽女士於研討會上交流對新修訂法例的見解

如兩地企業進行食品貿易時產生落差時，楊先生建議可找兩地專業的中立組織作為橋樑，連繫業界及政府，為雙方組織工作小組進行討論，令雙方最終達成協調共識。而香港貨品編碼協會一直致力協助本港機構採用全球標準，改善供應鏈的運作，提高效率及透明度，能在過程中擔當一個重要角色。香港貨品編碼協會的全球追溯標準及冷凍鏈管理方案等，將能協助食品業界更易把握機遇，邁進中國市場。





New China Food Safety Law Compliance & Strategy: Are You Ready?

新中國食安法規範及攻略：你認識多少？

China updated its food safety law with an addition of 50 new articles. GS1 Hong Kong had organised a serial of seminars before to get the industry familiar with the new laws. Due to the enthusiastic response from industry, GS1 Hong Kong is going to hold a training session soon. The details of the training are shown as below.

新的中國食安法修訂後新增多達 50 項條文，為令業界更清楚新法例內容，香港貨品編碼協會早前已舉辦多場相關講座。由於講座反應熱烈，現再推出食品安全的培訓課程，詳情如下：

Date : 13 May 2016 (Friday)
日期 : 2016 年 5 月 13 日 (星期五)

Time : 9:30am – 5:30pm
時間 : 上午 9:30 至下午 5:30

Venue : 22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
地點 : 灣仔告士打道 160 號海外信託銀行大廈 22 樓

Speaker : Mr. Joe Yang, Member (Auditor), China Law Society
講者 : 中國法學會會員—楊祖惠審計師

Audience : Food & beverages manufacturers, processors, distributors, importers & exporters, traders,
適合參與人士 : retailers, e-tailers, catering, storage and logistics service providers, etc
食品和飲品生產商、加工廠、批發商、出入口公司、買賣商人、零售商、網上商店、餐飲、庫存及物流服務供應商等

The training will cover:

培訓將涵蓋以下範圍：

- 1 China Food Law update: background, mission & vision, scenario, structuring, target, macro and micro impact on food and food related businesses
中國食品安全法新修訂：背景、使命和願景、可能情況、架構、目標、對食品及相關企業的宏觀和微觀影響
- 2 Important highlights of food safety law today
食品安全法的重點和更新
 - Requirement in food safety, traceability and global standards
食品安全、可追溯性及全球標準的要求
 - Stricter supervision in special products, such as infant formula milk powder, health food, online food, food additives, etc.
加強監管某些特定產品，例如嬰兒奶粉配方、健康食品、網上食品、食品添加劑等
- 3 Risk evaluation and crisis analysis with reference to global food safety code of conduct
風險評估和危機分析——參照全球食品安全守則
- 4 Self-audit & compliance format with model study
通過模型研究，完成自我審計和合規計劃
- 5 7 tips/disciplines to meet the new regulatory and quality requirement
如何符合新法例和品質要求的 7 大要訣 / 守則
- 6 How to facilitate end-to-end food traceability and monitoring with cold chain applications
如何有效使用冷鏈管理模式作為手段及工具去改善點對點的流程追溯和過程監控
- 7 Case studies; in-class activities and discussions; Q&A
個案研究、課堂活動和討論及問答環節



Track and Trace Standards Bolster Food Safety

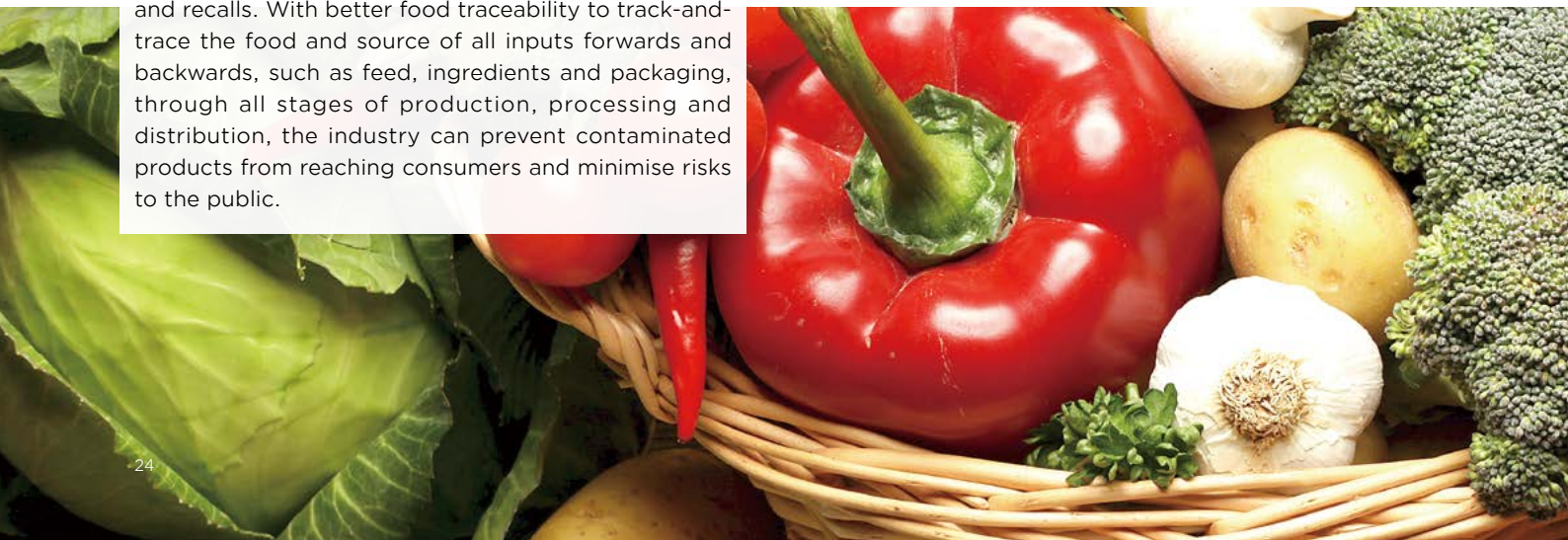
追蹤追溯標準 保障食品安全

In the past few years, there were many incidents of problematic or contaminated food such as gutter oil, melamine-tainted milk powder and freshwater fish with Malachite Green. Recently on 20 Apr 2016, The Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department urged the public not to consume specific batches of cold cuts which suspected to be contaminated with *Listeria monocytogenes* in Hong Kong. CFS had informed the supermarket and packer of the products concerned of the test results and instructed them to stop sale and remove from shelves the affected batches of the products and initiate a recall. Those incidents have aroused high public concern on food safety. Dr. Keiji Fukuda, Special Representative for Antimicrobial Resistance and Assistant Director-General from the World Health Organization stated that, “access to sufficient and safe food is a basic requirement for human health. Ensuring food safety and security in a highly globalised world presents increasingly difficulties, and often under-appreciated challenges, for governments, commercial organisations and individuals alike.”¹

All the outbreak of food incidents made a huge shock towards consumer trust. Food industry not only needs to respond quickly to deal with food scandals and incidents, but also to put the traceability preventive measures in place to ensure the food product information management process can guarantee that the food is authentic, in good quality and safe. International standards and interoperability between suppliers, buyers as well as traceability technology are crucial to minimise the production and distribution of unsafe and low quality products, thereby eliminating the potential for negative publicity, liability and recalls. With better food traceability to track-and-trace the food and source of all inputs forwards and backwards, such as feed, ingredients and packaging, through all stages of production, processing and distribution, the industry can prevent contaminated products from reaching consumers and minimise risks to the public.

過去數年，社會多次傳出食品問題或污染事故，如「地溝油」、三聚氰胺奶粉、孔雀石綠淡水魚等。2016年4月19日，食物環境衛生署食物安全中心呼籲市民不要進食兩批懷疑受李斯特菌污染的冷肉，食安中心提醒業界留意有關事件，應停止出售及下架有關批次，並對該批次貨品進行回收。這些連串的食物安全事故，令公眾對食品安全問題意識大大提升。世界衛生組織抗微生物藥物耐藥性特 代表及助理總幹事福田敬二博士表示：「獲得充足而安全的食物，是人體健康的基本條件。在這個高度全球化的時代，政府、商業機構及個人在確保食品安全上均面臨日益艱巨卻常被低估的挑戰。」¹

這些食品安全事故嚴重打擊消費者信心，食品業界不僅要迅速應對事故，亦必須採取有效的預防性追溯措施，以完善食品資訊管理流程，確保食品可靠、優質及安全。當中，國際標準以及供應商、買家和追溯科技之間的互通合作非常重要，能盡量阻截劣質不安全產品的生產和批發，從而杜絕負面新聞、法律責任和產品回收。如果食品的可追溯性得以提升，企業便能夠在食品供應鏈的每個階段，包括生產、加工及分銷，向上或向下追蹤及追溯食品及所有原料的動向，無論是牲畜所吃的飼料，還是產品的材料及包裝，其來源及去向均在企業的掌握之中，協助業界防止消費者接觸受污染食品，將公眾風險減至最低。



Organiser
主辦機構Co-organiser
協辦機構

Food Safety Forum 食品安全論壇 2016

*A New Paradigm to Deliver
Consumer Trust Through
Food Chain Visibility*

食安新動向：提升供應鏈可視化 加強消費者信心

Date 日期：18 • 7 • 2016 (Monday 星期一)

**Venue 地點：Jockey Club Innovation Tower, PolyU
香港理工大學賽馬會創新樓**

Time 時間：2:00pm – 5:45pm



GS1 Hong Kong Food Safety Forum 2016, organised by GS1 Hong Kong, will take place on 18 July at The Hong Kong Polytechnic University. With the theme of **“A New Paradigm to Deliver Consumer Trust Through Food Chain Visibility”** this year, the annual Forum aims to bring together the collective wisdom of over 200 industry experts and practitioners to drive effective adoption of international standards and technology for food management systems to improve food traceability practices with the ultimate goal of serving better and safer food to consumers.

香港貨品編碼協會主辦的「香港貨品編碼協會食品安全論壇 2016」將於 7 月 18 日假香港理工大學舉行。本年度的論壇以「**食安新動向：提升供應鏈可視化 加強消費者信心**」為主題，凝聚超過 200 名業界專家及從業員的集體智慧，討論如何推動更多食品管理系統有效地採用國際標準和科技，採取更理想的食物追溯措施，讓消費者享用更優質及安全的食品。

The food industry has to shift to a new paradigm to deliver consumer trust through food chain visibility to regain consumer trust. GS1 Hong Kong Food Safety Forum 2016 serves as an exchange platform for the industry which will focus on 3 key areas that aim at sharing the latest regulations and trends, winning consumer trust by traceability and the collaborations between stakeholders along the food value chain. The food experts and industry stakeholders will share their insights on different topics, such as how to achieve food safety from farm to plate, foresight on new regulatory shift and impact, tripartite collaboration for food safety and public confidence, etc. To provide a more interactive platform between industry experts and leaders, a pioneers panel discussion on “Winning Consumer Trust Through Industry Collaborations” will be held to provide more inspirations to the audience.

食品業界需要重新調整定位以重得顧客信心，此論壇將提供一個專業平台予業界人士作出交流，論壇聚焦於推動本港食品安全發展的三大要素，包括分享最新監管條例及發展趨勢、提高食品供應鏈的可追溯性及透明度，以提升消費者信心及如何增加食品價值鏈成員之間的合作機會。食品業專家及持份者將就不同的議題作出分享，如推動由農場至餐桌的食品安全、講解食品監管政策新趨勢與影響、三方合作以提升食品安全及加強消費者信心等等。為提供一個更為互動的平台，是次活動更設業界先鋒論壇，主題為「行業共通合作 贏得消費者信任」，相信定能為參加者帶來新的啟發。



Scan to register the forum now
請即掃描登記



Grow Your Business by Leaps and Bounds with Effective Food Management

食品管理有道 業務一日千里

The “Capability Building on Product Data Management for Food SMEs” project is organised by the International Food Safety Association, implemented by GS1 Hong Kong and funded by the SME Development Fund of the Trade and Industry Department, HKSAR Government. The objective is to provide the best practice on managing product data, to provide guidelines and knowledge of the industry to the SMEs of the food industry, and through a series of seminars and electronic version of Best Practice Special Issue, to share the best industry practices and provide feasible recommendations, so as to enhance the quality of information management, food safety and quality, in order to cope with market changes and demand.

This year, a series of four Food SMEs Seminars on “Capability Building on Product Data Management” will be organised. On 1 April 2016, the first seminar “Strategic Data Management on Food Safety” had received great support from the industry players and experts. The next seminar “Winning Strategies in Food Industry Marketing” will be held on 3 May 2016. During the seminar, Mr. Sunny Yu, Chief Management Services Officer of Economic Analysis and Business Facilitation Unit, Business Facilitation Division, and Barrister, Ms. Athena Kung will share and explain the current government policies and the Trade Descriptions Ordinance. Another guest speaker, **Mr. Hamish Ho, Executive Director of Ocean Three Development Limited** will also share the marketing strategy in the frozen food industry.

由國際食品安全協會主辦、香港貨品編碼協會執行，並由香港特別行政區政府工業貿易署「中小企業發展支援基金」撥款資助，名為「《食得有據》食品業界產品資訊管理手冊」的項目，旨在為食品業的中小企提供食品產品資訊管理的最佳實踐案例、指引和知識，並透過一系列的研討會及電子版最佳實務特刊，為食品供應鏈持份者分享最佳的業界執行手法及提供可行建議，從而加強其品質資訊管理，提升食品安全及品質能力，從以應付市場變動及需求。

本年度計劃中，將舉行一連四場「《食得有據》研討會」，早於4月1日，「策略性食安資訊管理」研討會已圓滿舉行，並廣泛邀得業界同儕及專家支持活動。第二場以「食品資訊助營銷」為主題的研討會將於5月3日舉行，除了邀請了香港政府經濟分析及方便營商處方便營商部總管理參議主任虞敷華先生、執業大律師龔靜儀小姐分享現時政府政策及講解《商品說明條例》外，亦邀得了業界人士**遨信發展有限公司執行董事何智聰先生**到場分享，其企業於冷凍食品市場的營銷之道。



Ocean Three Development Limited captures a large market share in the frozen food retailing. With its business expanding in recent years, Ocean Three's main products are sashimi, oysters, ice-cream and frozen food. Its Facebook fanpage reaches nearly 70,000 fans. In an interview before the seminar, Mr. Hamish Ho pointed out that the current cold food logistics technology is manually managed. The whole process is being supervised by staff to ensure the required food temperature is maintained to prevent food deterioration. He will also consider the introduction of a better and more systematic cold chain management system while his company continues to expand. "The present cold chain management for ordering and logistics distribution process is separated. When our business grows and the price of the cold-chain management system is affordable, we will consider adopting a cold chain management system with unified standard to facilitate our business."

遨信發展有限公司以零售冷貨搶佔市場，主打出售魚生、生蠔、雪糕等凍藏食物，業務近年不斷擴展，現時面書已擁有近 7 萬粉絲。執行董事何先生於研討會前接受訪問指出，現時的冷凍物流技術只用人手監控，過程中有職員全程監察食物溫度，以防過暖的氣溫令食品變壞。他認為如公司規模繼續擴展，亦會考慮引入一套更完善更系統化的冷鏈管理系統：「現時的冷凍溫度管理是訂貨、物流分流的，當公司業務更大時，冷鏈管理系統價錢又平民化，會考慮使用一套統一冷鏈管理標準到食品之上。」



食品業界產品資訊管理手冊

Capability Building on
Product Data Management for Food SMEs

主辦機構



執行機構



「中小企業發展支援基金」撥款資助



工業貿易署
Trade and Industry Department

研討會系列（三）：

科技資訊新商機

香港被譽為美食天堂，卻因不同的食安風波影響了國際形象。本研討會特別邀請業界專家回顧食安事件及法規，前瞻未來食安檢測趨勢；配合一系列先進應用科技的介紹及實驗室自主檢驗典範的例子，分享如何應用科技收集食品資訊來提升食品安全，以帶領業界邁向食品科技新紀元。



日期：2016 年 6 月 8 日（星期三）

地點：香港貿發局中小企服務中心（香港灣仔博覽道 1 號香港會議展覽中心地下）

對象：從事食品製造及進口行業的中小企以及其他有興趣之人士

研討會焦點：

- 「《食物內除害劑殘餘規例》及有關食品資訊擷取」（講者：食物環境衛生署食物安全中心化驗師——麥春燕博士（文錦渡化驗室）、食物環境衛生署食物安全中心科學主任——鍾可欣女士（除害劑殘餘））
- 「科技幫助食品更安全」（講者：香港食品衛生管理人員協會主席——岑建波博士）
- 「產品標籤 - 助你的產品突圍而出」（講者：廠商會檢定中心認證經理——趙家瑜先生）
- 「新資訊來提升種植成效」（講者：蔬菜統營處市場經理（推廣）——羅家豪先生、蔬菜統營處生產顧問——陳兆麟先生）

查詢：(852) 2861 2819 / fooddata@gs1hk.org

報名：www.gs1hk.org/zh-hk/events/tid-seminar3



食得有據



支持機構



香港餐館業協會
Hong Kong Federation of Restaurants & Related Trade



HONG KONG
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Medication Tracking to Enhance Healthcare Quality

藥物治療追蹤 強化醫療質素

The Policy Address 2016 on Health Care laid out the 10-year blueprint to address public health. In the response to the Policy Address¹, GS1 Hong Kong recommended taking traceability of pharmaceuticals and medical equipment and devices into consideration while the Government is devising plans to improve hospital facilities. We also proposed the Government devising pharmaceutical industry codes of practice to govern drugs packaging and distribution traceability in the market to ensure effective anti-counterfeit drugs measures are in place to protect patients. The healthcare quality and medication safety will always be put at the top priority among the industry. However, the healthcare supply chain may sometimes lack of transparency and make it vulnerable to infiltration by counterfeiters. A global supply chain traceability system is vital for monitoring the whole supply chain to ensure the healthcare safety and enable efficiency of the healthcare products offering.

《二零一六年施政報告》就醫護方面訂下 10 年的發展藍圖，以解決公眾的健康需要。回應今年的《施政報告》，香港貨品編碼協會建議有關當局把藥物和醫療器械及設備的可追溯性納入考慮之列。同時亦建議政府訂立醫藥業的業界守則，管制藥品的包裝和分銷，從而在市場上建立可追溯性，確保能有效打擊假藥，保障病人安全。醫療業界一直最注重醫護質素及藥物治療的安全性，然而，醫護行業供應鏈卻一直缺乏透明度，使偽冒產品充斥市場，為人垢病。一個可追蹤的全球供應鏈系統，可監控整個醫護產品供應鏈，確保醫療護理安全之餘，同時亦使產品的供應更有效率。

As a leading global standards organisation, GS1 Healthcare assists to lead the global healthcare sector to the successful development and implementation of international standards by bringing together experts in healthcare to enhance patient safety and supply chain efficiencies. GS1 Global Trade Item Number (GTIN) has already been in used by leading healthcare manufacturers, and is recognised across the healthcare industry as a unique identifier of medical or surgical products for every level of packaging. Hong Kong Hospital Authority started using GS1 Hong Kong's ezTRADE, a standard-based platform that facilitates paperless procurement process with its vendors for enhancing efficiency and minimising the mistakes.

作為領先的全球標準組織，GS1 醫療護理小組致力推動全球醫護界應用全球供應鏈標準，並透過集合醫護專家，保障病人的健康及提高業界的運作效率。GS1 國際貿易貨品編碼 (GTIN)，已獲主流的醫療護理製造商所採納，並深受醫護界認可成為醫療或手術產品包裝上的獨有識別。香港醫院管理局亦自 1996 年起採用香港貨品編碼協會的「通商易」服務，它是一個以標準為基礎的平台，能促進與供應商之間的無紙採購程序，提升營運效率及減少失誤。

2013 年，GS1 獲美國食品藥品監督管理局 (FDA) 委任為醫療器材獨有識別 (UDI) 的簽發機構。醫療器材獨有識別系統為提供全球統一的产品識別而設，以改善醫療護理的程序及病人安全。美國及全球的醫療護理製造商可以依照新美國食品藥品監督管理局的規例及 GS1 通用規範，製造及持續使用 UDI 代碼。

In 2013, The U.S. Food and Drug Administration (FDA) accredited GS1 as issuing agency for Unique Device Identifiers (UDIs). UDIs aim at creating a common worldwide system for product identification that will improve healthcare business processes and patient safety. Healthcare manufacturers in the U.S and around the world can create and maintain a compliant UDI number (i.e. GTIN) by following the requirements of the U.S. FDA UDI Rule and the GS1 General Specifications.





According to the FDA rule, a UDI number should be assigned by the device manufacturer to each version or model of a device. Moreover, UDI should be both in human readable format and in AutoID format. By default, this information will be applied on the label, packaging and some cases of each device uniquely identified.

By unambiguously identifying medical devices, GS1 Standards benefit patients, the healthcare system and the medical device industry. GS1 standards assist healthcare organisation around the world to quickly and efficiently identify devices when recalled, improve the accuracy and specificity of adverse event reports and provide a foundation for a global, secure distribution chain. They also offer a clear way of documenting device use in electronic health records and clinical information systems. GS1's global coding systems are compliant with relevant international ISO standards.

As of Feb 2016, the total number of primary device identifiers listed in the FDA Global Unique Device Identifier Database (GUDID) of GS1 reached 94% (around 467k). GS1 Hong Kong provides comprehensive UDI services to device manufacturers to familiarise with UDI usage which includes in-house UDI training, such as numbering mechanism, labelling requirement and upload data to FDA database, as well as a two-day healthcare supply chain management training.

Recently, GS1 also has signed a new collaborative agreement with International Health Terminology Standards Development Organization (IHTSDO) that supports the interoperability in health information systems globally. This new agreement focuses on concrete projects to facilitate the linkage between GS1's GTIN and IHTSDO's SNOMED CT global standard, which ensures semantically accurate clinical terminology for consistent use across health systems and services. This linkage can further support those in the delivery of care to patients.

根據美國 FDA 的規例，醫療器材生產商必須於每一個版本或型號的器材的標籤、包裝或外殼上，印上一個常人可讀及 AutoID 格式的 UDI 代碼。GS1 標準能夠準確辨識醫療器材，同時為病人、醫護系統及醫療器材行業帶來好處，令全球醫護組織可更快捷及高效率地回收器材，提高錯誤事件報告的精確性，替全球性分銷鏈建立一個安全的基礎。GS1 同時亦為電子病例記錄和診斷資訊系統提供了一個明確的器材使用記錄方案，而 GS1 全球編碼系統亦與相關的國際標準 ISO 相容。

直至 2016 年 2 月，已有 94%（約 467,000 個）主要器材識別，於 FDA 的 GS1 全球醫療器材獨有識別資料庫（GUDID）登記。為使器材生產商更熟悉 UDI 的應用，香港貨品編碼協會將提供全面的 UDI 內部培訓，包括編號基制、標籤要求、上載資料至 FDA 資料庫，以及為期兩天的醫療供應鏈管理工作坊。

最近，GS1 與國際衛生術語標準制定組織（IHTSDO）簽訂了新的協議，讓雙方的健康資訊系統於全球互通。新的協議主要協助建立 GS1 全球貿易貨品編碼（GTIN）及 IHTSDO 全球標準 SNOMED CT 間的聯繫，幫助醫療系統及服務能使用更精確定義的臨床醫療術語。而這次合作將能進一步支援對病人的醫療照顧。

On 15 April 2016, Hong Kong Productivity Council organised the "Hong Kong Opto-Mechatronics Industries Association SMEs Training Workshop – Risk Management and Traceability of Medical Devices". Being one of the seminar speakers, Mr. Dick Ng, Manager, Industry Engagement (Logistics & Healthcare) of GS1 Hong Kong shared the knowledge on GS1 traceability system, such as UDI and automatic identification and data capture (AIDC) of medical devices, and the implementation of healthcare standards with the industry stakeholders. Industrial leaders and experts who participated can grasp the chance to gear up their business.

2016 年 4 月 15 日，香港貨品編碼協會企業拓展經理（物流及醫療護理）吳普迪先生於香港生產力促進局舉辦的「香港光機電行業協會中小企培訓工作坊 – 醫療儀器的風險管理及可追溯性」中擔任講者，並向業界分享了如何將 GS1 的追蹤系統，包括醫療器材獨有識別（UDI）及自動識別及數據擷取（AIDC），應用於醫護行業上，令在場人士均獲益良多。



"The use of GS1 global standards for product identification and data exchange is critical in addressing today's issues in healthcare systems and will help ensure patient safety by appropriately linking patient information with accurate product information in all Electronic Health Records."

於產品識別及數據交換上使用 GS1 的全球標準，對現今的醫療護理系統非常重要。能於全部的電子健康紀錄（EHR）裏準確地連結病人及產品資料，能進一步確保病人的安全。

Miguel Lopera, President and CEO of GS1
GS1 主席及行政總裁 **Miguel Lopera**



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IoT Empowers Smarter Supply Chain, Smarter Business, Smarter Living 物聯網締造更高智能的供應鏈、商業和生活

The Internet of Things (IoT), emerging as the latest development of internet technology, is a concept that has the potential to change our way of thinking, working and in fact living. Cisco estimates there are already 2.9 billion connected “things” and predicts 50 billion will be connected by 2020, while Gartner forecasts that by 2020 there will be 26 billion IoT devices installed, dwarfing the 7.3 billion mobiles, tablets and PCs that should be in use.

物聯網概念成為了互聯網科技的最新發展，並極具有潛力改變我們的思維、工作以至生活方式。思科估計現時有約 29 億件已連接的「物件」，而該數目估計將於 2020 年前達到 500 億。而 Gartner 亦預計，2020 年將有 260 億個物聯網裝置，並將超越目前使用中的 73 億部手機、平板電腦和桌上電腦的數目。

IoT protocols developed from industry-academia partnership

In collaboration with MIT and Auto-ID Lab, GS1 has been a forerunner in the early standards development of RFID and IoT. A research project was undertaken by the Auto-ID Centre at the Massachusetts Institute of Technology (MIT) in 1999 to develop a technology solution to automatically identify, track and manage objects. Through this project, the Electronic Product Code (EPC) standard was successfully developed. EPC Information Services (EPCIS), an EPCglobal standard designed to enable EPC-related data sharing, was also formulated with the Internet as a backbone. It allows broad interoperability between different enterprises worldwide and visibility data on servers to be shared.

Kevin Ashton, cofounder and executive director of the Auto-ID Center at MIT, coined the phrase “the Internet of Things” in 1999 while working at Auto-ID Labs to describe the network connecting objects in the physical world to the Internet. “If we had computers that knew everything there was to know about things – using data they gathered without any help from us – we would be able to track and count everything and greatly reduce waste, loss and cost. We would know when things needed replacing, repairing or recalling and whether they were fresh or past their best.”

EPCglobal Inc. was then officially established in 2003, under the auspices of GS1 working together with the MIT and five other leading R & D centres in Australia, China, Japan, Switzerland and the UK. From this initiative, the Auto-ID Lab has been established to undertake continuous RFID and IoT-related technology research and development. Since then, GS1 standard was one of the key components of the blueprint for IoT.

業界學界共同創造物聯網雛型

GS1 早期與美國麻省理工學院和自動識別實驗室合作，成為發展無線射頻識別和物聯網標準的先驅。1999 年，美國麻省理工學院的自動識別中心進行一項研究，發展出能夠自動識別、追蹤及管理物品的科技，結果成功發展出產品電子代碼（EPC）標準。產品電子代碼訊息服務（EPCIS）是一個 EPCglobal 標準，用來交換與 EPC 相關的數據，並以互聯網作為骨幹。它提供的高度互通性，能方便全球不同的企業交換可視化數據。

在 1999 年，麻省理工學院自動識別中心執行董事及共同創始人 Kevin Ashton 在自動識別實驗室工作時創造出「物聯網」一詞，以描述在物理世界中將物件連接到互聯網的網路。他指出：「如果電腦在沒有任何人力介入的情況下，也能夠利用收集到的資料作識別。那麼，我們將可以追蹤和計算所有的物件，並大大減少資源浪費、損失和成本。我們也可以知道某物件是否需要替換、維修或回收，以及是否已經過了最佳的使用期限。」

在 GS1 的大力支持下，麻省理工學院以及五所分佈於澳洲、中國、日本、瑞士、英國的頂尖科研中心組成自動識別實驗室，並共同於 2003 年正式成立 EPCglobal Inc.，持續推動無線射頻識別和物聯網的研發工作。自此，GS1 標準成為了物聯網發展藍圖中的其中一個關鍵。



"Creations are neither miracles nor magic, but the consequence of many small, often meandering, steps. Sometimes creators head in one direction only to become lost or reach a dead end, yet – if they continue to hope – they still end up somewhere interesting. All this is true of my work on the Internet of Things.... That was the result of the cumulative contributions of a vast community of people, from different places and times, all working to make things better. In that sense the Internet of Things is like every other creation. If this were a movie, the end credits would start now, and they would be long indeed."

「創作並非奇蹟或魔法，而是源自無數細小甚至往往迂迴的步驟。有時創作者向某方向邁進，最後卻迷失了，又或走上死胡同——但只要他們抱有希望——總仍會找到有趣的所在。那跟我在物聯網上的工作如出一轍……那是整個龐大社群的集體成果，在天時地利的配合下，攜手共創更佳科技。從這角度看，物聯網和其他所有創作都一樣。假如這是一套電影，現在就可以播放結尾時的製作人員名單，那可真長。」

Kevin Ashton

Introduction of *"How to Fly a Horse - The Secret History of Creation, Invention, and Discovery"* (Japanese edition)

節錄於《如何讓馬飛起來：物聯網之父創新與思考的9種態度》序言（日文版）

IoT in the supply chain

IoT means richer data and more in-depth intelligence for all parties in the supply chain. IoT not only enhances product visibility, but also provides timely alerts to supply chain operators whenever there is a product issue. This helps them reduce asset loss. IoT also helps optimise fleet routes by monitoring traffic condition, resulting in lower fuel cost. IoT can also monitor the cold chain, ensuring temperature stability and hence food safety. IoT can monitor inventory to reduce out-of-stock situations and provide visibility into customer behaviour and product usage using embedded sensors.

IoT to bring smarter living

Internet of Things technologies not only transformed the way people do business, but also the way people live. During the "APAC Innovation Summit 2016 Series – Internet of Things" organised by Hong Kong Science and Technology Parks Corporation and co-organised by GS1 Hong Kong in April 2016, GS1 Hong Kong discussed the creative use of high-end technologies together with four Best Smart Hong Kong Award 2015 winners on "Realising Smart Living with Innovative Technologies" in a panel discussion.



During the discussion, **Mr. K. K. Suen, Panel Chair and Chief Architect & Principal Consultant of GS1 Hong Kong** asked the guest speakers about the challenges in adopting technology in daily life and the trend of technology development for smart living in the coming years. Mentioned by the speakers, insufficient public data for further development of smart applications is the issue they most concern. "The ultimate goal of the smart living concept is to bring a cultural vibrant, convenience, safe and healthy life. Local smart living applications are becoming more diversified, as local citizens desire a higher quality of life. Data availability and IoT technologies are instrumental to facilitate all the smart applications," said Mr. Suen. He also predicts, in the near future, more and more applications with a mix of IoT technologies, such as sensing technology, augmented reality and GPS, will appear in the technology market.

在討論中，香港貨品編碼協會總工程師及首席顧問孫國江先生擔任主持，與一眾嘉賓講者談及於日常生活融入科技的挑戰，以及未來數年智慧生活的科技發展趨勢。不少講者均指出，公共數據不足，以致智能應用程式的開發空間備受限制，是他們最關注的事項。孫先生說：「智慧生活的最終目標是建立富文化氣息、便利、安全和健康的生活方式。隨著市民追求更高的生活品質，本地的智慧生活應用程式亦變得琳瑯滿目。數據的供應，以及物聯網科技，對提升這些智慧程式的表現將大有幫助。」他亦預計在不久的將來，更多融合了物聯網科技，例如包括感應科技、擴增實境和全球定位系統等，的應用程式將在市場面世。

供應鏈中的物聯網

物聯網為供應鏈的每一方提供更豐富的資料及更深入的情報功能。物聯網不但加強產品的可視性，而且當產品發生問題時，可及時提醒供應鏈的操作者，以減少資產損失。物聯網亦通過監察流量狀況，幫助優化車隊路線，從而減少燃料成本。在食物安全方面，物聯網也可監察冷凍鏈，以確保溫度的穩定性。物聯網可監管貨物存貨量，以減少缺貨情況，同時利用內置感測器，為顧客的消費行為及產品使用情況提供可視化數據。

物聯網帶動智能生活

物聯網科技不僅改革了商業運作，還革新了生活方式。由香港科技園公司主辦、香港貨品編碼協會協辦的「亞太創新峰會 2016 系列——物聯網」於 2016 年 4 月舉行。在「創新科技引領智慧生活」的專題討論環節中，香港貨品編碼協會與四位「最佳智慧香港獎 2015」得主探討了如何運用高新科技，發揮創意。



(From left 左起) David Wong, Fukui Shell Nucleus Factory (福井製核所有限公司); Cyrus Wong, Hong Kong Institute of Vocational Education (Lee Wai Lee) (香港專業教育學院 (李惠利)); Joey Cham, Axon Labs Limited; Julian Lee, Ambi Labs Limited; and K. K. Suen, GS1 Hong Kong (香港貨品編碼協會)



Breaking the Boundaries for Innovative ICT Talent

資訊及通訊科技專才突破創新界限

According to a new market report published by MarketsandMarkets in January 2016, the Industrial Internet of Things (IIoT) market was valued at USD 93.99 Billion in 2014, to reach USD 151.01 Billion by 2020. Driven by this transformative potential of IoT, the technology market is booming with exciting innovations and applications. This year, the HKICT Awards 2016: Best Smart Hong Kong Award winners have demonstrated the creative adoptions of cutting-edge technologies in their winning applications.

根據 MarketsandMarkets 於 2016 年 1 月發佈最新市場報告顯示，物聯網產業（IIoT）市場的估值，由 2014 年的 939.9 億美元增至於 2020 年前的 1510.1 億美元。可見物聯網巨大的變革潛力，正驅動科技市場蓬勃發展，為我們帶來新奇的創新應用。今年，「2016 香港資訊及通訊科技獎：最佳智慧香港獎」各得獎者於他們的獲獎應用中，就展現了極具創意的尖端技術運用。

Organised by GS1 Hong Kong for the second year and fully supported by the Office of the Government Chief Information Officer, the HKSAR Government, the Award programme aims to recognise outstanding ICT innovations and applications. It also seeks to encourage the development and adoption of IoT technologies, Big Data techniques and Public Sector Information and in maximising the full potential of these technologies to create smarter business and living. By inspiring the pursuit of innovation and excellence among local ICT talents, the Award spurs them on to be creative and achieve better solutions to meet business and social needs.

該獎項由香港貨品編碼協會第二屆主辦，並由政府資訊科技總監辦公室全力支持，旨在表揚及推廣優秀的資訊及通訊科技創新和應用，並鼓勵開發和採納先進的物聯網科技、大數據分析技術和公共資料，透過善用這些科技，創建智能商貿及生活。同時，獎項亦鼓勵本地業界精英不斷追求創新和卓越，激發他們的創意，以開發更佳的解決方案，滿足商界和社會的需要。

香港貨品編碼協會總裁林潔貽女士表示：「今屆獎項比去年收到更多的優秀參賽應用，本協會及評審委員會都對此感到非常振奮，這絕對加強了香港於推動創意、創新及多元化科技發展方面的信心。」

籌備委員會主席招卓敏女士（香港物聯網產業委員會副總裁（科技）及思科香港及澳門區董事總經理）亦表示：「發展智慧城市乃香港最新成立的創新及科技局重點方向之一，我們十分鼓舞能夠見證多個本港優秀企業及人才，為此願景貢獻不少。」



“GS1 Hong Kong and the Judging Panel have been impressed by the higher number of quality entries received this year. This definitely underlines the confidence in Hong Kong’s ability in creative, innovative and diverse technology developments,” said **Ms. Anna Lin, Chief Executive of GS1 Hong Kong**.

“It is exciting to see many exceptional capabilities of our local enterprises and talents who have contributed to the Hong Kong smart city vision, which has been one of the top initiatives under the newly-established Innovation and Technology Bureau’s agenda,” said **Ms. Barbara Chiu, Chairperson of Organising Committee (Vice President - Technology, Hong Kong IoT Industry Advisory Council & Managing Director, Cisco Hong Kong and Macau)**.



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[Qualified entry list 2016](#)
2016 年度合資格參賽者名單



Best Smart Hong Kong Award winning cases highlight

「最佳智慧香港獎」獲獎項目重點分享

Well Being Digital Ltd.

衛保數碼有限公司

Well Being Digital Ltd. won the Grand Award and IoT Application Gold Award for their “Dynamic Real Time Heart Rate Measurement Technology using PPG (ActivHearts™)”. The design of product WBD101 is probably the world’s smallest earbud, compatible to all third parties app, that delivers one’s heart rate data via BT Smart. By applying Photoplethysmography (PPG) to earphones and wrist watches, an accurate Heart Rate (bpm) can be obtained under motion and in continuous real-time manner through strong algorithm that removes motion artefact and is sent to smartphone via Bluetooth Smart. This proven heart rate technology has great potential for wider applications for mobile health monitoring and wearable devices.



同時榮獲「最佳智慧香港大獎」及「物聯網應用金獎」的衛保數碼有限公司，其得獎項目是「利用光學的實時動態心率檢測技術」。相關產品 WBD101 擁有可能是全球最小的耳塞式設計，可以兼容所有第三方應用程式，並通過 BT Smart 傳送動態心率數據。產品將光學容積描記法（Photoplethysmography，PPG）套用至耳機及手錶，持續擷取佩戴者在動態下的實時心率數據，它更採用了高度精確的算法，移除誤算的動作，並透過 Bluetooth Smart 將數據傳送至智能手機。「ActivHearts™」心率檢測技術成效顯著，更有廣泛應用至流動健康監測及穿戴裝置的潛力。



“Our application uses multiple sensors, sensing technology to detect accurate physiological information. We believe this technology is going to change the world on how various diagnoses are done.

這個應用使用了多種感應科技去準確檢測各項生理信息，例如心跳。我們相信這項技術將會改變未來的診斷方式。”

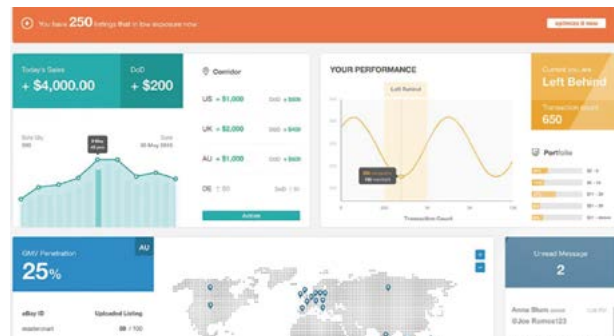
Danny Hui Founder Member of Well Being Ltd.
衛保數碼有限公司創辦人許登藝先生



Viewider Ltd.

The Big Data Application gold award went to Viewider Ltd. for their “Viewider Big Data E-commerce Solution”. This is an innovative and smart business model which provides benefits to all online retailers with price optimisation. Viewider has created a mechanism that collects and analyses global e-commerce marketplace items and transactions data to design the best fit pricing model on each SKU for every merchant. As e-commerce gains popularity, this model has great market potential with retailers in enhancing product price-setting strategy and improving competitiveness.

Viewider Ltd. 憑著「Viewider 電商大數據問題應用方案」獲得「大數據應用金獎」。Viewider 是創新的智能商業模型，有助網上零售商訂立最適合的售價；其業務管理機械人能收集及分析全球電子商貿平台的貨品及交易數據，為每位商家的每個存貨單位，制訂最合適的訂價規則。隨著電子商貿愈見普及，Viewider 將極富市場潛力，網上零售商可藉此改善貨品訂價策略並提升自身競爭力。



“Viewider lets e-commerce merchants better utilise market information to form their unique business strategy. We aim to build an AI system to bring a new dimension to the industry. Viewider 的成立是希望協助從事電子商貿的商家，結合自身及市場的數據去制定更好的策略。我們希望能建立電子商貿專用的人工智能系統，從而改善整個行業的經營方向。”

Jun Yeung, Founder of Viewider Ltd.
Viewider Ltd. 創辦人 **Jun Yeung**

Pokeguide Ltd.

The Pokeguide App, an innovative and useful location guide for MTR passengers, won the Public Section Information application gold award for its creator, Pokeguide Ltd. As an all-in-one guide serving people to ultimate efficiency, Pokeguide guides subscribers to the most convenient compartment of the MTR train to travel in that leading them the nearest escalator or exit, thus, reaching their destinations. Commuters can enjoy great convenience in saving travelling time and obtain recommendations for leisure activities, as well as appealing cuisine and shop discounts near to their destinations.

「公共資料應用金獎」則由開發出創新實用的港鐵車站指南程式「Pokeguide」的 Pokeguide Ltd. 一舉奪得。「Pokeguide」是提高生活效率的一站式指南，引領乘客找出最便捷的港鐵登車車卡，讓他們下車後能迅速找到最近的電梯或出口，直達目的地。程式除了有助節省交通時間，還會推薦鄰近目的地的休閒活動、美食和商戶折扣。



“We are building a smarter city here by optimising the platforms at MTR, so that the traffic will be smoothened.

我們致力於建造一個智能城市，通過優化港鐵月台信息，使交通更加暢通。”

Brian Hui, Co-founder of Pokeguide Ltd.
Pokeguide Ltd. 創辦人 **許沛然先生**

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About GS1 Hong Kong 關於 GS1 Hong Kong

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.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services. GS1 Hong Kong engages with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

Currently, GS1 Hong Kong has over 7,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. GS1 Hong Kong continually enhances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

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。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務，為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度，並推動商業之間的連繫。透過採用及實施全球標準，香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。

香港貨品編碼協會目前有逾7,000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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