



SupplyChain PLUS

The official newsletter issued by GS1 Hong Kong
香港貨品編碼協會會刊



**Internet of Things
Brings an Epoch-making Change**
物聯網造就劃時代變遷

**Hong Kong IoT Conference
Fosters Knowledge Exchange**
集思廣益的物聯網會議

Cover Story 封面專題

- 2 Internet of Things Brings an Epoch-making Change
物聯網造就劃時代變遷
- 4 Hong Kong IoT Conference Fosters Knowledge Exchange
集思廣益的物聯網會議
- 7 The Power of the Internet of Things Boosted by Interaction and Widespread Use
互動、生活化展示物聯網力量
- 10 Bringing Internet of Things Ubiquity a Step Closer
推動無遠弗屆的物聯網科技

Industry Dynamics 行業動向

Logistics & Customs 物流及海關

- 14 Seamless Cross-border Trading with Global Standards
透過全球標準 實現無縫的跨境貿易
- 16 Innovative Technologies to Catalyze Global Trade and Tourism
創新科技帶動全球貿易及旅遊業一日千里

Healthcare 醫療護理

- 18 Serialization Enables Medical Supply Chain Transparency
序列化助提升醫療供應鏈透明度
- 20 GS1 Healthcare Conference in Seoul
GS1全球醫療護理會議首爾舉行

Apparel 成衣

- 22 Right Product, Right Place, Right Time
Enabling Source-to-Consumer Visibility in the Apparel Industry
恰當的時間、產品、地點 成衣業從製造到銷售的透明度

Food 食品

- 24 Better Serve Your Customers with Quality Food
為顧客提供更優質食品
- 26 Building a Safe Food Chain in the Globe
跨地域建安全食品供應鏈

Worldwide Trends 環球動態

- 30 Adopt Global Best Practices for Product Tracing
採納產品追溯的全球最佳方案
- 33 Make Products Visible in the Digital World
讓產品在數碼世界中可見
- 34 Wearable Devices Make a Twist
可穿戴裝置創新意
- 35 Global Forum 2014 - Shaping the Future Together
GS1全球論壇2014 - 共同創建未來
- 38 Sustainable Future is Within Reach
可持續發展未來近在咫尺

Corporate Initiatives 協會動向

- 42 GS1 Hong Kong Annual Members Dinner 2013
GS1 Hong Kong週年會員晚宴2013
- 44 Caring - the Key to Customer Satisfaction
要贏顧客「貼心」為先

Members' Corner 會員專訪

- 47 DCH Logistics Company Limited
大昌行物流有限公司
- 48 Original Taste Workshop
原味家作

Partners' Corner 供應商夥伴專訪

- 49 Avery Dennison & HP
- 51 Upcoming Activities
活動預告



14TH EFFICIENT CONSUMER RESPONSE (ECR) ASIA PACIFIC CONFERENCE & EXHIBITION 2014

4th – 5th November, 2014 | Regal Airport Hotel, Hong Kong

Collaborating
for a Better
Future



The Conference presents a prestigious chance to engage with and learn from those world's leading practitioners in the consumer products manufacturing, distribution, wholesaling and retailing industries around the region. It serves as a platform to share best practices of collaborative management in serving consumers better, faster and at less cost throughout the supply chain.

Day 1 - The Changing Face of Retail

- Consumer Trends
- Food Safety
- Omni-channel Retailing
- Talent Excellence
- On-shelf Availability

Day 2 - The Consumer 2.0

- Connected Consumer
- Supply Chain Transformation
- e-Commerce
- Retail Best Practices
- Big Data

To learn more about this conference, please contact us:

Email : ecrinfo@ecr-ap-conference2014.com

Tel : +852 2863 9766

Website : www.ecr-ap-conference2014.com

Gold Sponsors



Silver Sponsors



For more details,
please visit here:



Internet of Things Brings an Epoch-making Change 物聯網造就劃時代變遷

Internet of Things (IoT) has been generating great momentum in retail, logistics & customs, food and healthcare industries in an irresistible manner. It brings everyone a whole new perception on managing their business and even booms these industries with an amazing array of innovative practices. Comprising the development of automation throughout society based on a myriad of online devices and sensors, IoT is growing fast, such that the number of unmanned devices attached to the Internet may already have overtaken the number of human beings. Even modest predictions suggest that 50 billion devices will be online by the year 2020.

IoT is not just IT without users; it is a long-term change that benefits people: “The first-generation Internet was about digital access to information,” said Garrick Ng, Head of Systems Engineering, Cisco, Hong Kong. “The second-generation Internet was networking for e-commerce, and the third-generation Internet is about social networking. IoT is the fourth generation of the Internet that will bring together people, processes and data to fundamentally improve the quality of life.”

物聯網一直為零售、物流及海關、食品和醫護行業打造勢頭，一發不可收拾。物聯網讓我們對業務管理有全新的闡釋，當中一系列的創新理念甚至帶動這些產業迅速發展。透過數不盡的線上裝置及傳感器，整個城市正發展全自動化。物聯網發展的速度之快，從無人操縱的線上裝置數目可能已超出人類數目便顯而易見。保守估計，於2020年前，地球上將有500萬個裝置與網絡連接。

物聯網所涉及的不單止是資訊科技，亦需要用家的參與；它將為我們帶來長遠的利益。思科系統工程總監 Garrick Ng 指：「第一代的互聯網是將資訊數碼化；第二代的互聯網是建造電子商貿網絡；第三代的互聯網是關於社交網絡。而物聯網便是互聯網的第四代，它將結集所有人類、流程和數據，徹底改善我們的生活質素。」

Increased IT connectivity provides significant commercial benefits and IoT applications will likely generate masses of real-time data. “Organizations can analyze social media to predict product sales trends with increased accuracy,” said Peter Yu, Senior Director of Technology Sales Consulting, Oracle Systems, Hong Kong.

Supply chain visibility started with barcoding 10-15 years ago. Now, customers want online stores like Amazon to deliver in 8 hours and more real-time information is needed, which RFID can provide. RFID also has the potential to radically improve inventory management. “RFID labels provide real-time visibility of inventory, telling us exactly what is stored in each distribution center, at any time,” said Philip Calderbank, VP for Global RFID, SML Group. “If a retailer has \$1.5 billion turnover, the cost of increasing safety stock by just 1% would be millions of dollars.”

The changes made by IoT may be small, but the total effect will be accumulative. Bringing a huge traceability capacity, IoT technologies made many mobile applications available for a wide range of situations you could imagine, e.g. monitoring health variables, tracing food from source to table to ensure high safety level, enabling automation in resources and risks management.

Big data from IoT and increased mobility presents an opportunity for business intelligence with no doubt. With infinite connections throughout the world and data being used in a wise way, IoT will definitely bring the “connected” industries a beneficial and profitable future!

What is the concept of the Internet of Things?

Get everything connected to the Internet is the fundamental concept of “Internet of Things”. Through “intelligentizing” all the objects around us, we can remotely manipulate them anywhere and anytime, issue instructions to allow objects to operate automatically and simultaneously grasp the latest information. When we are capable to get real-time data and information, multi-purpose analysis will then be available. Whether in business or even in our daily life, we can understand a group’s or a community’s activity patterns and habits in order to bring business opportunities and a better living.



資訊科技的連通性帶來重大的商機，而物聯網應用將產生大量的即時數據。甲骨文香港科技銷售顧問部高級總監 Peter Yu 表示：「商業機構可以透過分析從社交媒體取得的數據，提高產品銷售趨勢預測的準確性。」

供應鏈透明度自10至15年前引入條碼開始。時至今日，顧客期望像亞馬遜一樣的網上商店，能夠於8小時內取得所購買的產品；顧客亦期望取得更多的即時資訊，而無線射頻技術（RFID）能全面改善倉存管理，正可滿足這方面的需要。SML集團全球RFID副總裁 Philip Calderbank 指出：「RFID標籤可提供即時的倉存透明度，讓我們在任何時候都能知道每個配送中心的庫存。若一家零售商的營業額達\$10.5億，即使只增加1%的安全庫存成本，那將是一個很大的數目。」

物聯網所帶來的轉變可能很微小，但累積起來卻能發揮很大的作用。物聯網科技有巨大的追溯能力，它使很多流動裝置可於任何情況下採用，例如監測健康狀況的變動、追蹤由源頭到餐桌的食品以確保其安全性、資源及危機管理自動化等。

毋庸置疑，從物聯網衍生的大數據和更高的流動性為智能商貿製造機遇。若將整個世界連接，加上有效地使用所擷取的數據，物聯網定必為所有「已連接」的產業帶來更有利的前景！

物聯網的概念是什麼？



將所有物件與互聯網連接是「物聯網」的基本概念。透過將身邊的物件智能化，我們便能隨時隨地遙距操控物件、發放指令讓物件自動運作，並同時掌握最新資訊。當取得即時數據，我們便可作多用途分析，在商業上甚或生活上了解一個社群的活動模式和習慣，以帶來商機及改善生活。



L to R: Barbara Chiu, Cisco; Daniel Lai, OGCIO; Anna Lin, GS1 Hong Kong; Allen Ma, Hong Kong Science & Technology Parks Corporation
左至右：思科香港和澳門總經理招卓敏；政府資訊科技總監辦公室總監賴錫璋；GS1 Hong Kong 總裁林潔怡；香港科技园公司行政總裁馬錦星

Hong Kong IoT Conference Fosters Knowledge Exchange

集思廣益的物聯網會議

2014.4.11

With an impressive record of over 400 attendees, the Conference successfully provided a networking platform for meeting industry peers and sharing best practices of applying IoT-related technologies. Over 20 exhibitors showcased the latest IoT enabling technologies and prominent speakers disseminated valuable insights during their presentations and gave all the delegates a clear picture on the latest development and trends in this IoT era.

The connectivity of people is increasing, thanks to the enhanced utility of mobile devices. On the cutting edge, Google Glass, a wearable computer with an optical head-mounted display, helps people at work or play, said Dr. Joen van Driel, Country Manager, Enterprise, Google N. Asia. Van Driel also warned employers that a new generation of employees who are “digital natives,” and who will expect cutting-edge technology as a matter of course, will replace the “digital immigrants” of today.



甲骨文香港科技銷售顧問部高級總監 Peter Yu

are too static, and Oracle has developed better data mapping technology, that reveals the patterns and correlations that support good business decisions.”

The declining cost of RFID and other technologies means that Internet of Things (IoT) hype is turning into viable applications for users and suppliers. To discuss local opportunities for utilizing IoT, GS1 Hong Kong organized the Hong Kong Internet of Things Conference 2014 on 11 April as one of the highlighted IoT events at the Hong Kong IT Fest 2014, and featured industry leaders from global and regional ITC organizations, and Mr Daniel Lai, Government Chief Information Officer, the Government of HKSAR.

隨著無線射頻識別及其他技術的成本日益下降，物聯網的熱潮也逐漸轉化為實際可行的應用，惠及普羅用戶及供應商。為探討物聯網的本地商機，GS1 Hong Kong 在 4 月 11 日舉辦了「香港物聯網會議 2014」，作為「2014 國際 IT 匯」的重點節目。全球及亞太區的資訊及通訊科技企業的業務領袖雲集會上，還邀得香港特區政府資訊科技辦公室總監賴錫璋先生蒞臨現場。

會議吸引超過 400 名與會者出席，讓業界就物聯網相關科技的最佳應用作交流。活動中有 20 多家參展商展示了最新的物聯網驅動技術。多位知名講者在演說中分享了有關物聯網的真知灼見，也剖解了物聯網世代的最新發展趨勢，使與會者獲益良多。



Google 企業產品部北亞區經理 Joen Van Driel 博士

流動設備的突飛猛進，把人與人的距離日漸拉近，緊密聯繫。據 Google 企業產品部北亞區經理 Joen Van Driel 博士稱，嶄新的 Google Glass 智能眼鏡即為一例。一種可配戴頭上的電腦，讓用戶透過光學顯示屏輕鬆工作、盡情享樂。Driel 博士還指出，新一代人類生於科技、長於科技，對日新月異的尖端技術看作理所當然。假如把現今的電腦用戶比喻為「數碼移民」，那麼他們將逐漸被這些新興的「數碼原生代」所取代。

甲骨文香港科技銷售顧問部高級總監 Peter Yu 表示：「時至今天，來自企業資源規劃系統、客戶關係管理系統及其他數據庫的結構性數據僅佔企業資訊量的兩成，餘下的盡是非結構性數據，如社交媒體資訊及電郵。因此，企業需要能夠雙管齊下、同時處理結構性和非結構性數據的大數據平台。有見傳統的儀表板過於靜態而不敷應用，我們特別開發了更完善的數據映射技術，有效顯示數據模式及相關性。這樣企業管理層便可明察秋毫，作出完善周全的決策。」



RFID tags on products in warehouses and stores enable inventory control, and also enable analysis of buying behavior of individual customers. “Customers can use the Web to think about the way they shop and make better buying decisions,” said Walker Wong, Regional Retail Solutions Manager, APJ, HP. “In the store, mobile tablets can integrate the flow of goods and people and keep stock levels optimum.”

The flood of data generated by IoT is changing the selling strategy for consumer goods. “Salespeople divide the market into segments, but big data enables us to differentiate each customer,” said Scott Tam, Senior Manager, Channel and Business Development, NetApp. “Each person should be assigned an individual sales target based on his or her buying history.”

One function of RFID labels is to identify genuine branded products. “Hong Kong is the capital of the Asian retail world, where brands fight for market share, but in the neighborhood the same brands are pirated,” said Bishu Jayaram, VP, Commercial Asia, Retail Branding and Information Solutions, Avery Dennison. “RFID provides the technology to identify genuine products and to detect counterfeit goods and drive them away.”

What was clear from the Conference is that IoT has huge potential in changing the world at an individual level and at the community and business level. But to deliver this wide range of improvements on many levels requires significant private and public sector cooperation before IoT can be made a reality.

在現今的倉庫及儲存庫中，產品一般都貼上了無線射頻識別標籤，在存貨管理及客戶購買行為分析上都可大派用場。HP 亞太區及日本區零售解決方案部經理 Walker Wong 表示：「客戶可在網上隨心所欲選擇合適的購物方式，做個更精明的顧客。商店中採用的流動平板電腦，可針對貨物流及人流作綜合分析，存貨量管理更臻完善。」

可見是，物聯網產生的數據洪流正不斷改變消費產品的銷售策略。NetApp 分析及業務開發部高級經理 Scott Tam 表示：「銷售員一般只能把市場區分為不同界別，但大數據卻能讓我們仔細辨別每位客戶的不同之處，並根據他或她過去的購物記錄，釐定獨一無二的銷售目標。」

無線射頻識別標籤的功能之一是辨別正牌貨品。Avery Dennison 零售品牌及資訊解決方案部亞洲商業副總裁 Bishu Jayaram 表示：「香港是亞洲的零售樞紐，也是百家品牌必爭之地，偏偏鄰近的地區卻又是盜版貨的勝地。幸而無線射頻識別技術有助辨清真偽，使冒牌貨無所遁形，亦能將它們拒之門外。」

總括來說，這次會議帶出了一個清晰明確的訊息：無論在個人、社區及商業層面，物聯網均具有改變世界的巨大潛力。不過要在不同層面、不同方面做到與時並進，實有賴私人及公共機構攜手合作，全面實現物聯網的遠大理想。

Watch the presentation videos and download the slides.

下載當日講義及觀看演講影片。



“

An IoT Carnival for the Industry

Organized by the Hong Kong Science & Technology Parks Corporation, the Hong Kong Internet of Things Symposium was another highlight in the Hong Kong IT Fest 2014 - held on 16 - 18 April 2014. The Symposium brought IoT technology developers, research and development institutes, government bureaus and corporate users together to raise the awareness of IoT applications to make Hong Kong a smart city. It comprised a 1-day conference and 2-day IoT technology workshops. As a co-organizer of the event, the Hong Kong Internet of Things Centre of Excellence and GS1 Hong Kong introduced the “Easter Egg Hunt” activity to celebrate Easter while at the same time showcased various smart city IoT applications to all guests and visitors.

業界的物聯網嘉年華

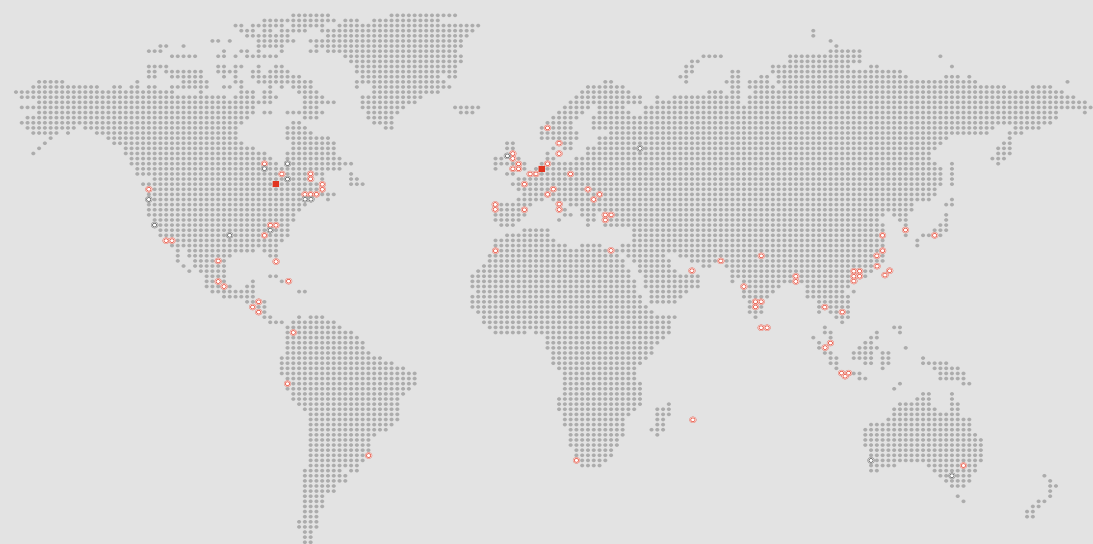
由香港科技园公司主辦的「香港物聯網論壇」，是「2014 國際 IT 匯」的其中一個重點活動，並於 4 月 16 - 18 日舉行。論壇雲集物聯網科技的發展商、研究和開發機構、政府部門和企業用戶，共同提高對物聯網技術應用的意識，締造香港成為智慧城市。論壇包括一天的會議和兩天的物聯網科技工作坊。香港物聯網科技應用中心及 GS1 Hong Kong 作為論壇的協辦單位，於盛事內亦舉辦「尋找復活蛋」活動與來賓一同慶祝復活節，同時以有趣形式展示智慧城市內不同的物聯網應用。

”



Retail Branding and
Information Solutions

RFID Solutions from Avery Dennison



Elevate brands
Accelerate performance

Intelligent, creative and sustainable solutions that elevate brand and accelerate performance throughout the global retail supply chain.

We are the global leader in RFID-enabled solutions for the apparel and retail industry with an industry-leading solution development team that supports retailers and brands from business case development to complete solution roll-out.

+852-3146-8100
rbis.averydennison.com

Cover Story | 封面專題



The Power of the Internet of Things Boosted by Interaction and Widespread Use 互動、生活化展示物聯網力量

The Internet of Things (IoT) envisages the idea that every object is connected to the Internet, allowing people to remotely control objects and access the latest information anytime and anywhere while gaining real-time access to data for multi-purpose analytics. It has become a major trend in technology development. According to a forecast by Forrester Research in the United States, the value of the IoT will be 30 times greater than that of any other Internet-related industry, creating a larger hi-tech market.

"Hong Kong has all the prerequisites for the development of the Internet of Things, including communications network infrastructure, bluetooth and radio frequency technologies," said Allen Ma, Chief Executive Officer of the Hong Kong Science and Technology Parks Corporation (HKSTP). "The Hong Kong Government also adopts an open attitude in sharing data and information with citizens. In addition, with the world's fastest Internet connections and high usage of mobile communications devices, the city is well-equipped to develop a more mature IoT."

Except demonstrating a good array of IoT applications, the showroom also accelerates knowledge exchange, industry adoption and innovative creation. It provides the industry and the public the most updated information of IoT. "To promote the development of the Internet of Things, it is necessary to raise awareness among the general public and users," explained Peter Yeung, Head of the Information Technology and Telecommunications Cluster for the Hong Kong Science and Technology Parks Corporation. "The overall development of IoT in Hong Kong will benefit by the widespread use of IoT applications, and users will require a higher level of services accordingly," he said.

將 所有物件與互聯網連接，使我們能夠隨時隨地遙控操作物件、掌握最新資訊，並可即時取得數據，作多用途的分析，這是「物聯網」的基本概念，亦是科技發展的一大趨勢。根據美國研究機構 Forrester 預測，物聯網所帶動的產值將會比互聯網大 30 倍，並衍生更大規模的高科技市場。

香港科技園公司行政總裁馬錦星先生指出：「香港具備發展物聯網所需要的各項條件，包括通訊網絡的基建、藍芽及無線射頻技術等，政府亦採取開放態度，與市民共用大量數據及資訊。另一方面，香港擁有全球最快的互聯網速度，移動通訊設備的滲透率亦相當高，這些都是令物聯網更趨成熟的要素。」

中心除了展出多項最新的物聯網科技展品，更是促進知識交流、行業應用創新的平台，為業界及公眾人士提供最新資訊，增強他們對應用物聯網科技的認知。香港科技園公司資訊科技及電訊產業群主管楊天寵先生表示：「若要推動物聯網的發展，必須將公眾及用戶的認知擴大，當大眾對牽涉物聯網的應用有更多的參與，便會要求更高水平的服務，才能有利物聯網在香港的整體發展。」





Five thematic zones with interactive demos 5大主題展區・多款互動展品

The IoT Centre is divided into Manufacturing, Logistics, Retail, Healthcare and Smart City zones. Numerous industry specific supply chains are showcased to demonstrate how IoT technologies can streamline processes, increase efficiency and improve effectiveness. The applications of IoT enabling technologies and products in our daily lives are also exhibited.

中心分為生產、物流、零售、醫療護理及智能城市主題展區，模擬多個行業於供應鏈中不同的部分，如何利用物聯網科技以簡化流程、提升效率，增加效益，同時亦展示物聯網相關的技術和產品於日常的應用。



	Manufacturing Zone 生產區	Illustrates how IoT helps streamline production processes, increase productivity and assure product quality. 展示如何利用物聯網科技簡化生產過程，提高生產效率，並確保產品質素。
	Logistics Zone 物流區	Demonstrates how RFID and IoT can be beneficial to all supply chain stakeholders in logistics and warehouse management. 展示物聯網技術為所有供應鏈的物流和倉庫管理的業者帶來益處。
	Retail Zone 零售區	Reveals the values and benefits of IoT to the entire value chain, from suppliers to retailers, and eventually end consumers. 從供應商、零售商以及消費者等整個價值鏈的角度，揭示物聯網技術的價值和效益。
	Healthcare Zone 醫療護理區	Exhibits the power of IoT in ensuring patient safety and quality service, safeguard the health of general public. 展示物聯網技術發揮保護廣大市民健康的力量，確保病人安全，並協助業界提供優質的服務。
	Smart City Zone 智能城市區	“Touch and Feel” the power of IoT technologies. 「親身體驗」生活中有趣的物聯網力量。

Set up at the Hong Kong Science Park in 2013, the IoT Centre has been well renowned as the only showroom to provide live demo of IoT technologies. The venue is sponsored by HKSTP and the IoT Centre is supported by the Innovation and Technology Commission of the HKSAR Government as well as the industries, technology partners and organizations which championed IoT.

位於香港科學園的「香港物聯網科技應用中心」於去年成立，是本港唯一以生活化形式展示物聯網科技的展覽廳。中心場地由香港科技園公司贊助，並獲香港特區政府創新科技署、物聯網業界、專業技術夥伴及機構的支持。

Opening Hours 開放時間 (By Reservation 敬請預約)

Tuesdays - Fridays	星期二 至 星期五	9:30 - 17:30 (Lunch Hour 午膳時間 13:30 - 14:30)
Saturdays & Sundays	星期六 及 星期日	11:00 - 16:00 (Lunch Hour 午膳時間 13:00 - 14:00)
Mondays & Public Holidays	星期一 及 公眾假期	Closed 休息

Want to experience the power of IoT-related technologies in your daily life?

Visit our website and make an online reservation now at www.iothk.org or via phone number (852) 2863 9709.

想親身感受物聯網科技在您日常生活中的力量？
請即到本中心網站 www.iothk.org 預約參觀。
您亦可致電 (852) 2863 9709 與我們聯絡。

Watch the videos of the zones.
觀看中心各展區短片。



Cloud and Mobile Significantly Changes Procurement 採購改革－雲端運算和移動技術應用

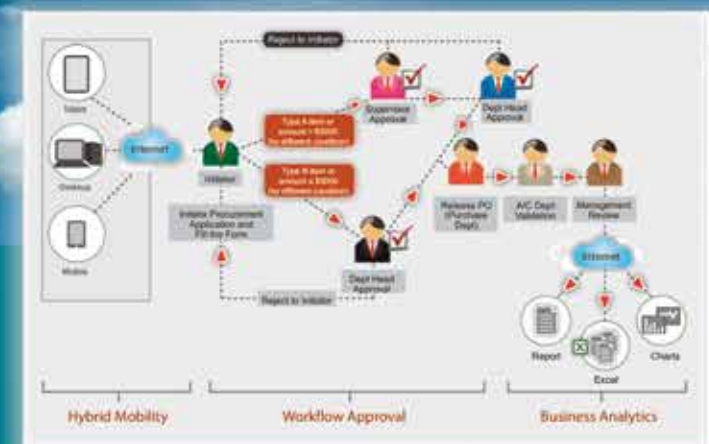
Technology Facilitates Change

Procurement processes will be more practical through cloud and mobile technologies allowing for a consistent process to be applied across all territories especially those that have multi approval processes based on expenditure or even project type. Additionally corporates will continue to be looking for even more detailed documentation to support compliance from images that support the procurement process to supplier risk management, corporate social responsibility, supplier audit and anti-corruption.

Key Issues ?

Some key issues remain with supply chain visibility and efficiency that are often due to 1) not being able to access data that is already contained across the business systems, 2) issues that have not been followed up in a timely manner if at all or 3) issues with spending control.

Detailed consequences include 1) the inability to derive accurately all relevant liabilities, 2) the slowing of the financial close due to payables reconciliation between actual vs planned expenditure not to mention the resulting discrepancies in cash forecasts, 3) the practical nature of ensuring that there are no duplicated payments due to staff turnover and 4) simply the transparency of seeing detailed underlying purchase orders that make up a payment across complex environments. New tools such as pivot tables within applications or the ability to do cross application reporting to provide depth are now quicker and more practical than ever giving additional benefits in challenging situations like traceability in product recalls.



技術有利於改變

通過雲端運算和移動技術，電子化的採購流程會變得更為實用。無論是一些根據項目類型、部門分區等的多重審批程序，還是那些具有預算控制的開支管理，電子系統可以允許原本一體化的採購過程在所有階層和地區均被有效地應用。除此之外，為控制供應商的風險管理，企業社會責任，供應商審核和反貪污等，公司企業亦會不斷尋找更詳細的資料文檔，用以支持在採購過程中合規性的要求。

問題關鍵在於？

從供應鏈可視性和效率的角度看，問題關鍵往往是由於：
1) 不能夠抽取已經包含了整個業務系統的數據
2) 未能在有效時間內跟進有關問題
3) 與支出控制等的相關問題

上述的問題將導致相當後果，包括：1)無法準確獲得所有相關的負債情況，2)因實際的應付賬款與計劃支出預測的差距，導致緩慢的財務結算及影響現金流的預測，3)需要花額外時間確保沒有因員工流失等而出現重複付款，4)未能看到詳細的潛在採購訂單，例如涉及整個複雜環境中支付帳項。

有效地運用採購系統的新功能，例如內置的樞紐分析表，跨應用程式的報告和數據等便能輕鬆透視給用戶監察，並能提供一定深度的分析能力。在現今的市場風氣上，採購流程一定要變得更快捷，更實用和更有效率。



The Hong Kong RFID Awards 2013 Ceremony was held at GS1 Hong Kong Supply Chain Management Summit 2013 to recognize companies and students with innovative RFID implementations.

「香港無線射頻識別大獎 2013」頒獎典禮已於 GS1 Hong Kong 供應鏈管理高峰會 2013 舉行，表揚企業及學生於創新 RFID 應用的傑出表現。

Bringing Internet of Things Ubiquity a Step Closer 推動無遠弗屆的物聯網科技

GS1 Hong Kong is bringing the universal adoption of technologies that take advantage of the rapidly growing Internet of Things a step closer with the launch of new awards scheme, namely Hong Kong Internet of Things (IoT) Awards. This scheme aims at showcasing innovation in the field, recognising pioneering enterprises and outstanding tertiary students, and supporting the Hong Kong SAR Government's long-term Digital 21 Strategy and blueprint for the territory's ICT development.

Formerly known as the Hong Kong RFID Awards, the awards scheme honored and recognized local companies that demonstrated excellence in innovative implementation and development of RFID technology in the past 6 years. This year, the scheme has transformed into a new version to turn a spotlight on local creativity and talent in developing new IoT applications or technological products to address business issues and challenges in daily life. The Hong Kong IoT Awards scheme also offers a platform to champion the development of new IoT applications and products to exploit IoT technology.

"The Hong Kong IoT Awards will provide role models, and help identify business benefits and advantages of 'everything connected' for a host of industries and further strengthen the capabilities and competitiveness of Hong Kong enterprises in the IoT era. It is a fantastic opportunity for organizations and tertiary students to show the world that Hong Kong's appetite for embracing change and exploiting opportunities is as sharp as ever," said Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong.

The winners will enjoy a chance to showcase their organization's competitive advantages to hundreds of local and global executives at the official Awards presentation ceremony, which is scheduled in December.

GS1 Hong Kong 今年首度舉辦「香港物聯網大獎」，以推動各方把握先機，採納發展迅速的物聯網技術。這項大獎旨在展現各行各業在物聯網方面的創意，並表揚先驅企業與傑出的大專學生，以支持香港政府長遠的本地資訊及通訊科技發展藍圖——「數碼 21」。

「香港物聯網大獎」的前身為「香港無線射頻識別大獎」，在過去 6 年裡，該大獎表揚及嘉許創新應用及積極發展無線射頻技術的本地企業。今年，該獎項的全新版本旨在表彰本地精英在研發嶄新物聯網應用和科技產品方面的創造力與才能，以及促進新應用和產品加強運用物聯網技術。

GS1 Hong Kong 總裁林潔貽太平紳士表示：「物聯網是指企業或機構利用連網的智能設備，清楚掌握產品、物資、交易，甚至人物的身分、所在地點和狀況。我深信這項新大獎的得獎者將成為各行各業的典範，使大家了解到『萬物相連』所能帶來的裨益與優勢，並進一步提升香港企業在物聯網時代的實力和競爭力。」

頒獎典禮預計在 12 月舉行，屆時得獎者將可向現場數以百計本地及環球企業高層展示實力。



Ms Janet Wong, JP, Commissioner for Innovation and Technology, the Government of the HKSAR was invited to be the officiating guest of honor in the Hong Kong RFID Awards 2013 ceremony.

香港無線射頻識別大獎 2013 頒獎典禮邀請到香港特區政府創新科技署署長王榮珍太平紳士擔任主禮嘉賓。

IoT HK IoT AWARDS
香港物聯網大獎

CREATING A SMART CITY

The nominations for the Internet of Things (IoT) Awards scheme are divided into six separate categories, including:

- IoT Implementation Excellence
- RFID Implementation Excellence
- IoT Application Innovation
- RFID Application Innovation
- Winning IoT Technology
- Winning RFID Technology

The U-21 IoT Awards program invites entrants from tertiary education institutions under two categories including:

- IoT Revolution Concept
- IoT Revolution Application

「香港物聯網大獎」共分為 6 個組別，包括：

- 卓越物聯網運用
- 卓越無線射頻識別技術運用
- 創意物聯網應用
- 創意無線射頻識別技術應用
- 最佳物聯網技術
- 最佳無線射頻識別技術

與此同時，「香港 U-21 物聯網大獎」設有兩項組別供大專院校學生參加，包括：

- 創意物聯網概念
- 最佳物聯網應用

List of 2013 awardees | 2013 得獎名單

Best EPC / RFID Implementation 最佳EPC/RFID應用大獎			
Gold Award 金獎	Penta (China) Manufacturing Company Limited, NetAGE Development Limited, QBS System Limited 浚港(中國)皮具制品有限公司、網紀發展有限公司、比斯系統有限公司		End-To-End Supply Chain RFID Item Level Tagging (ILT) for Fashion Retail Industry RFID 在服裝零售的應用
Silver Award 銀獎	Fukui Shell Nucleus Factory 福井製核所		RFID-embedded Pearl Identification and Certification System 養殖珍珠辨識技術
Bronze Award 銅獎	National Cancer Centre Singapore, Hong Kong Communications Company Limited 新加坡國立癌症中心、香港通訊有限公司		Real Time Ambulatory Patient Information Deployment Enabler (RAPIDE) 門診部即時病人資訊管理系統 (RAPIDE)
Most Innovative Use of EPC/RFID 最具創意EPC/RFID應用大獎			
Gold Award 金獎	Fukui Shell Nucleus Factory 福井製核所		RFID-embedded Pearl Identification and Certification System 養殖珍珠辨識技術
Silver Award 銀獎	Penta (China) Manufacturing Company Limited, NetAGE Development Limited, QBS System Limited 浚港(中國)皮具制品有限公司、網紀發展有限公司、比斯系統有限公司		End-To-End Supply Chain RFID Item Level Tagging (ILT) for Fashion Retail Industry RFID 在服裝零售的應用
Bronze Award 銅獎	National Cancer Centre Singapore, Hong Kong Communications Company Limited 新加坡國立癌症中心、香港通訊有限公司		Real Time Ambulatory Patient Information Deployment Enabler (RAPIDE) 門診部即時病人資訊管理系統 (RAPIDE)
Most Innovative EPC/RFID Products 最具創意EPC/RFID產品			
Gold Award 金獎	Megabyte Limited 萬誠電子科技有限公司		mHand H1-B
Silver Award 銀獎	Convergence Systems Limited		CS208 EPC/RFID intelligent integrated reader with Over-The-Air (OTA) management CS208 EPC/RFID讀寫器及一體化通信交換中心
Bronze Award 銅獎	Information Processing Consultants Limited 資訊系統顧問有限公司		RFID Shopfloor Traffic Light System RFID 車間交通燈系統
	Xerafy Limited		XS autoclavable UHF RFID tags for the healthcare industry Xerafy's XS 系列 RFID 標籤

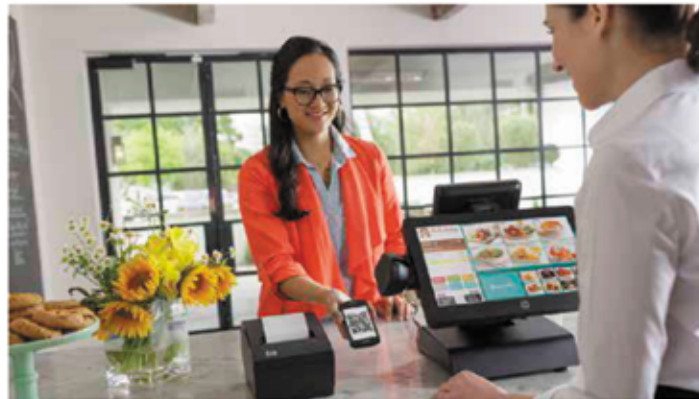
Take your business to the next level with HP Retail Solutions

**Deliver exceptional customer service
and grow your business**



HP Point of Sale Systems

Deliver the convenient, consistent service that your customers expect with technology solutions that you can count on. No matter how large or small your business is, HP Point of Sale Systems offer the power, performance, and flexibility you need to keep customers coming back for more.



HP RP7 Retail System

The elegant powerhouse

Effortlessly integrate this attractive all-in one solution into your current environment and customise it to fit your needs. Start by choosing the latest Intel® processor technologies and storage options, and then pick your touchscreen technology and integrated peripherals. Available in both fan-based and fan-less models, the HP RP7 is designed for deployment in your most demanding environments.

- Intel® Quad Core™ processors with Intel® vPro™ Technology for select configurations
- Ideal for specialty retail & hospitality environments
- Sleek, flush-bezel edges make this an appealing self-service kiosk
- Choice of projected capacitive or resistive associate touch displays
- Connection points on all four sides of the display for addition of HP retail peripherals



HP RP2 Retail System

Sleek, stylish and great for small spaces

Add a touch of class with this compact all-in-one with a 14-inch diagonal touchscreen that fits wherever you need it. Tailor the system to your specific environment with your choice of operating system and touch technology, and an expanded portfolio of HP Point of Sale (POS) peripherals that meet your needs now and in the future.

- Intel® Quad Core™ processors
- Windows Embedded 8.1 Industry Pro Retail 64
- Choice of 14" projected capacitive or resistive associate touch displays
- IP54-qualified, fanless design that helps prevent spills from entering the system
- Connection points on all three sides of the display for addition of HP retail peripherals



HP RP5 Retail System

The platform for every retail detail

Efficiently manage your retail business from the store floor to the back office with HP's highest performing retail platform that delivers maximum flexibility for a range of deployments. Excel in even the most demanding environments with your choice of operating systems, latest Intel® processors, and storage to help you take on every retail challenge. And enjoy simple, low-cost management with built-in features that help ensure the security of your customer data and terminals.



HP RP3 Retail System

All retail. No compromise.

Free up valuable counter space with this compact and affordable system which provides retailers of all sizes with reliability and connectivity features that help maximise operating cost efficiency. Deploy as a traditional client or a thin computing platform in distributed store environments.

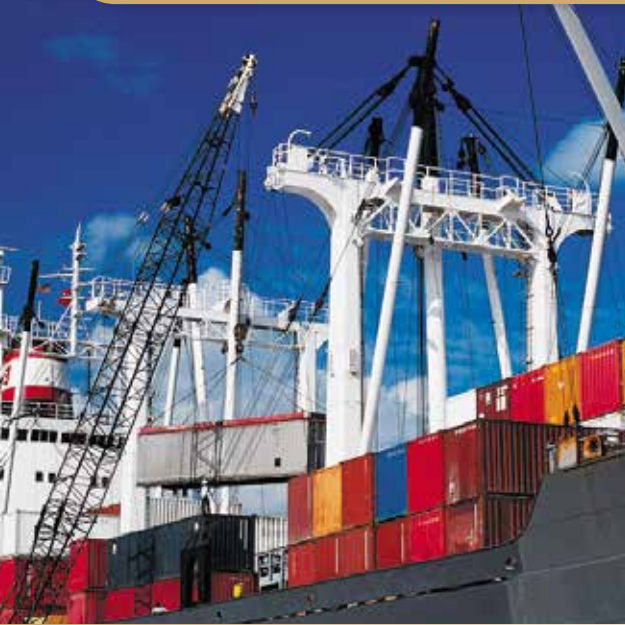


HP Sales Enquiry Hotline:
800-93-8833

Web Site: <http://www.hp.com/go/pos>

Email: jacky.cheung2@hp.com

© Copyright 2014 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herei.



Ms Jessie Han, Vice President, Head of Regional Security Asia Pacific, DHL Global Forwarding speaks on DHL's experience with enhancing supply chain security.

DHL 全球貨運物流副總裁及亞太區區域安全主管 Jessie Han 分享提升供應鏈保安的經驗。



Mr Kent Krul of the U.S Department of Agriculture speaks on the use of e-commerce data to manage risk.

美國農業部代表 Kent Krul 分享如何利用電子商貿數據作危機管理。

Seamless Cross-border Trading with Global Standards 透過全球標準 實現無縫的跨境貿易

Globalization and increasing supply chain complexity have aroused businesses and government concern about managing supply chain disruption. In 2013, a World Economic Forum report indicated that reducing supply chain barriers to trade could increase GDP by nearly 5% and trade by 15%. Another survey conducted by the Aberdeen Group in the same year also showed that supply chain visibility is a critical strategy to dramatically reduce cost, improve performance, and increase stakeholders' confidence.

In recent years, Asia-Pacific Economic Cooperation (APEC) reaffirmed the importance of enabling a free and open trade and investment in the Asia Pacific region. With the vision to boost the economic growth in the global trading sector, APEC targets to achieve a 10% improvement in supply-chain performance in terms of reduction of time, cost, and uncertainty of moving goods and services across the borders by 2015. To achieve this goal, APEC member economies are working closely to identify the chokepoints in trade facilitation and search for feasible solutions to tackle the difficulties.

8 key chokepoints were addressed by APEC member economies:

亞太經合組織成員積極處理的 8 大瓶頸：

1. Lack of transparency / awareness
2. Inefficient or inadequate transport infrastructure
3. Lack of capacity of local/regional logistics sub-providers
4. Inefficient clearance of goods at the border
5. Burdensome customs documentation and other procedures
6. Undeveloped multi-modal transport capability
7. Variations in cross-border standards and regulations
8. Lack of regional cross-border customs-transit arrangements

1. 透明度和認知度不足
2. 運輸基建不足或效率欠佳
3. 本地及本區的物流次供應商能力不足
4. 邊境貨物清關缺乏效率
5. 海關文件及其他程序過於繁重
6. 多模式運輸尚未發展成熟
7. 跨境標準和法規未趨劃一
8. 欠缺區際跨境轉關的安排

時 至今，全球化熱潮日益普及，供應鏈結構也越趨繁複。供應鏈一旦出現故障應如何處理？這是商界和政府都十分關注的問題。據 2013 年世界經濟論壇報告指出，若能掃除供應鏈的運作障礙，貿易往還必更暢順，本地生產總值可望上升 5%，貿易額更可望增加 15%。同年另一項由 Aberdeen Group 進行研究指出，供應鏈的透明度有助大幅減省成本、改善業務表現及加強業務相關人士的信心，是不可或缺的策略。

近年，亞太經合組織重申在區內促進自由開放貿易及投資的重要性。為實現推動全球貿易經濟增長的願景，該組織銳意在 2015 完結前使供應鏈表現提升一成，包括節省時間、降低成本，以及減少跨境貨物運送和服務的不明朗因素。為達此目標，組織成員合作無間，努力查找貿易運作的瓶頸；並致力尋求實際可行的解決方案，使問題迎刃而解。

Asia-Pacific Economic Cooperation (APEC) Ministers endorsed the use of Global Data Standards (GDS) proposed by APEC Business Advisory Council (ABAC) in 2013 to enhance Supply Chain Connectivity to smooth trading and transfer processes. APEC believes that GDS and global visibility infrastructure play a pivotal role in eliminating those supply chain chokepoints that inhibit the flow of information and goods across borders. GDS enables unique identification for all products, business locations, documents and sharing of information interoperability, which ultimately enhances supply chain visibility.

GDS is being used in public and private sectors globally and locally. Hong Kong and overseas countries are now adopting GDS in healthcare, logistics and food & wine industries to drive the following benefits:

目前，全球數據標準正廣泛應用於全球及本地的公共及私人界別。香港及海外國家也紛紛在醫療、物流及食物與酒品業中加以採用，效益卓著，包括：

- Boost business confidence & drive growth
- Reduce costs & drive supply chain efficiencies
- Enhances traceability & recall of unsafe goods
- Enables interoperability between all stakeholders
- Drives supply chain visibility & improved transparency

- 提高企業信心和帶動增長
- 減省成本及提升供應鏈效率
- 加強可追溯性並有助回收不安全貨物
- 促進業務相關人士的互動操作
- 增加供應鏈透明度，整體運作更清晰明確



Check out more by scanning the QR code.
掃描QR Code了解更多有關詳情。

As collaborative efforts in adopting common standards must reach across the entire global supply chain for a new level of visibility, APEC members widely promote the use and benefits of global data standards for cross-border control and supply chain management. APEC encouraged APEC economies to develop Global Data Standards frameworks and a series of capacity building workshops were held in Qingdao, China in May as part of the Second Senior Officials' Meeting. The objective of the workshops was to enhance stakeholders' understanding on the potential and benefits of implementing GDS. Through information sharing on different GDS applications in the supply chain, stakeholders can have a thorough idea of how GDS benefit trade facilitation, border management and information system operability.

要真正達到提升透明度的目的，實有賴供應鏈中各單位的攜手參與，並採用共同標準。有見及此，亞太經合組織成員正積極推廣全球數據標準的應用，讓更多人認識到它們在跨境控制及供應鏈管理上的實質效益。組織更鼓勵成員開展全球數據標準框架結構，並於今年 5 月在中國青島舉辦了一連串能力提升工作坊，作為第二次高級幹事會議的一部分。透過這些工作坊，業務相關人士進一步認識到實施全球數據標準的潛力和裨益；並針對這些標準在供應鏈上不同的應用範疇，分享寶貴資訊，充分掌握了有關標準如何提升貿易效率，又如何在邊境管理及資訊系統操作性方面大派用場。



Innovative Technologies to Catalyze Global Trade and Tourism 創新科技帶動全球貿易及旅遊業一日千里

2014.5.5-7

To propel economic growth and improve economic competitiveness of a region, the decisions that governments and customs make are crucial. This can be achieved in several ways, for instances, through implementing trade facilitation measures for legitimate and compliant traders, embracing technologies as a key enabler to transform border procedures or adopting innovative cross-cutting solutions for a more expeditious and effective completion of border formalities.

The Australian Customs and Border Protection Service (ACBPS), together with the World Customs Organization (WCO), hosted the 2014 WCO IT Conference and Exhibition in Brisbane on 5-7 May 2014. With this year's theme 'Information Technology as a Catalyst for Economic Competitiveness and Innovation Powering Facilitation of Trade and Tourism', the Conference highlighted the vital role that innovative information technologies play in customs procedures. It also served as a platform to showcase new frontiers in the IT industry, and innovative technology applications in facilitating tourism and global trade. During the Conference, countries were suggested to implement effective IT solutions to strengthen their economic competitiveness.

Whilst customs in different countries is exploring up-to-standard software solutions to maximize trading and traveling efficiencies, governments are searching for factual results of these improvements and are increasingly introducing software solutions to measure and evaluate the performance of border management.

無論任何地區，當地經濟要茁壯成長和倍添競爭力，實有賴政府和海關部門作出最周全的決策。要達到這個目標有不同方法。例如制定有利貿易的政策，讓守法規、合標準的貿易機構受惠；又可善用科技來革新邊境運作流程，或透過採用創新的解決方案，使邊境手續變得更快捷有效。

由澳洲海關總署及世界海關組織合辦的「2014 世界海關組織資訊科技研討會暨展覽會」，今年 5 月 5 至 7 日在澳洲布里斯本圓滿舉行。今年的主題是「資訊科技如何提升經濟競爭力及推動貿易與旅遊創新」，重點探討了創新資訊科技在海關運作中發揮的重要角色。該活動還展現了資訊科技界的最新技術突破，並檢閱多項為旅遊業及全球商貿運作創優增值的創新科技。與會者皆盼望各國落實高效的資訊科技解決方案，從而加強經濟競爭力。

當各國家海關紛紛物色符合標準的軟件方案，務求提升貿易及旅運效率，政府方面也實事求是，以真正成果為依歸；同時引入更多合適的軟件方案，以便衡量及評估邊境管理的運作表現。



The in-depth knowledge exchange and discussions greatly facilitated customs' relationship with other border agencies and businesses. Rich information and insightful views were also being disseminated to raise awareness of how existing intelligence in the supply chain can be leveraged for smarter cargo admission at international borders.

Maria Palazzolo, CEO GS1 Australia, presented during a panel session on the topic of Data Quality and other ways in which the private sector can contribute to raising the efficiency and effectiveness of border procedures. Maria's presentation emphasized the importance of Data Quality for B2B and how this data should be used for B2G purposes in order to solve supply chain challenges. The use of GS1 Standards and how they contribute to customs efforts to advance priorities for addressing safety, security and efficiency at national borders was also explained.

In addition to Maria's participation, ACBPS have sought GS1 Australia's advice in their development of a Trusted Trader Program. GS1 Australia was also able to achieve the support from ACBPS and customs brokers/freight forwarder associations for the APEC Wine Export Visibility project, which deployed GS1 standards to reduce ABAC defined trade 'choke points' for wine export from Australia to Hong Kong. This event proved extremely successful in raising the benefits of adopting GS1 System for improving trade efficiency, traceability, authentication and trusted trader programs.

透過會上恰如其分的經驗分享、深入詳盡的研討交流，大大增進了海關與其他邊境機構及企業的關係。大會更提供豐富資訊和獨到見解，讓與會者注意到如何發揮供應鏈中現有的智慧，使跨境貨物的進口過程更臻完善、效率更高。



GS1 澳洲行政總裁 Maria Palazzolo

在小組討論環節上，GS1 澳洲行政總裁 Maria Palazzolo 就數據質素一題盡抒己見，並談及私人界別如何盡一分力，合力提升邊境的運作效率和效益。Maria 還強調數據質素在「企業對企業」運作中的重要性，有關數據又如何能在「企業對政府」的日常溝通派上用場，使供應鏈面對的挑戰

迎刃而解。少不了當然是 GS1 標準如何在海關運作上發揮價值，有效加強各國邊境之間的貿易安全、保安能力及效率。

除了 Maria 的演說，澳洲海關總署還就開展「可信任貿易商計劃」向 GS1 澳洲尋求建議。此外，GS1 澳洲成功在「亞太經合組織酒品輸出透明度計劃」中，為澳洲海關總署及報關 / 貨運代理協會提供支援。藉著開展 GS1 標準，這些機構成功突破了亞太工商諮詢理事會針對酒品從澳洲輸往香港所提出的瓶頸問題。總括而言，今次活動充分突顯了 GS1 系在提升效率、強化追溯效能、改善驗證和優化可信任貿易商計劃方面的價值。





Serialization Enables Medical Supply Chain Transparency 序列化助提升醫療供應鏈透明度

With millions of pharmaceutical products available in the healthcare market, it is crucial to devote further efforts in promoting regulatory convergence. Adopting a common global standard for pharmaceuticals serialization is an effective way to prevent unintentional barriers to trade and guarantee patients that counterfeits and substandard products, such as medicines and medical devices used in hospitals, do not reach them.

For this reason, GS1 is driving the adoption and implementation of GS1's standards to improve patient safety and supply chain efficiency. Members from across the pharmaceutical supply chain are building an industry reference model to enable efficient product serialization and visibility.

GS1 received accreditation by the U.S. Food and Drug Administration (FDA) as issuing agency for unique device identifiers (UDIs) earlier this year. Global GS1 Standards meet the government's criteria for UDIs and will help manufacturers to address requirements of the new FDA UDI regulation, which was published in September 2013. The proposed FDA UDI regulation aims to transform disparate medical identification methods into a standardized system as well as to support patient safety and supply chain security.

The Unique Device Identification System aims at creating a common worldwide system for product identification that will improve healthcare business processes and patient safety. The U.S. FDA UDI rule is the first to be released but is expected to be followed by other similar regulations worldwide.

在 醫護界裡，有數以百萬計的藥品流於市場，因此，致力促進法規的調合對此非常關鍵。採納共同的全球標準將藥品序列化，能有效地避免不必要的交易障礙，同時亦能保障病人，確保他們不會接觸假冒及不合規格的產品，例如醫院使用的藥品及醫療設備。

有見及此，GS1 推動全球採納 GS1 標準，改善病人安全及供應鏈效率。來自藥品供應鏈的各會員亦正建立參考模式，使業界能高效地將產品序列化，以提升透明度。

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（UDIs）的簽發機構。GS1 的國際標準已達到政府對醫療器材獨有識別的要求，並將會協助製造商遵行該局之醫療器材獨有識別新規例。新規例已於 2013 年 9 月推出，旨在引入標準化體系，統一不同的醫療識別方法，提高病人及供應鏈的安全性。

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。新規例為全球首次實行，並預計全球將會有更多類似的法規落實。

“



“GS1's single, global system of standards across the entire healthcare supply chain is fundamental to enable an efficient and effective implementation of UDI by all healthcare stakeholders worldwide and to assist them in complying with the new regulation.” said Miguel Lopera, President and CEO of GS1.

GS1 主席及行政總裁 Miguel Lopera 表示：「GS1 的單一及全球標準系統貫穿整個醫療供應鏈，是確保全球醫療業者更快速和有效地實施 UDI 的基礎，同時幫助他們遵行新法規。」

”

The GS1 System is an integrated suite of global standards that provides for accurate identification and communication of information regarding products, assets, services and locations. GS1 Standards, including the Global Trade Item Number® (GTIN®), are already in use by leading healthcare manufacturers, and are recognized across the healthcare industry as a unique identifier of medical/surgical products for every level of packaging.

GS1 系統集成了一系列全球標準，為產品、資產、服務及位置提供準確辨識及資訊交流。GS1 標準，包括國際貨品編碼（GTIN®），已經被主流的醫療護理製造商採納，並受醫護界認可成為醫療 / 手術產品包裝上的獨有識別。



Medial scissors with GS1 DataMatrix to carry data

醫療用剪刀上印有 GS1 DataMatrix 以載附數據

“

“Global GS1 Standards support the FDA's vision for a harmonized global supply chain, which is increasingly important as healthcare products are manufactured, shipped and sold across borders,” says Siobhan O'Bara, senior vice president, industry engagement, GS1 US. “Using GS1 Standards, healthcare organizations around the world are able to uniquely identify and locate medical devices from product conception through every step of the supply chain lifecycle, improving product movement visibility and patient safety.”

GS1 美國企業拓展部高級副總裁 Siobhan O'Bara 指：「鑒於醫護產品存在跨境的生產、運輸和銷售情況，環球 GS1 標準可協助 FDA 實踐對於全球醫療供應鏈協調的願景。透過使用 GS1 標準，全球醫護組織可以從生產醫療器材到供應鏈生命週期中每一個階段對產品進行獨有辨識及位置追蹤，從而提升產品流動透明度和病人安全。」

”

According to the FDA rule, a UDI number generally must be applied to the medical device label, its packaging, and in some cases the device itself. By unambiguously identifying medical devices, GS1 Standards benefit patients, the healthcare system and the medical device industry. Through adopting global standards, healthcare organizations around the world can 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. The standards also offer a clear way of documenting device use in electronic health records and clinical information systems.

根據 FDA 規例，醫療器材標籤和包裝，以及在某些情況下在儀器上，均須印有 UDI 代碼作標識。GS1 標準能夠準確辨識醫療器材，為病人、醫護系統和醫療器材行業帶來效益，並幫助全球醫護組織更快捷及高效率地召回設備，提高錯誤事件報告的精確性，以建立全球安全分銷鏈的基礎。同時，標準亦為電子病例記錄和診斷資訊系統提供了一個明確的設備使用記錄方案。



The Global GS1 Healthcare Conference is a bi-annual event for sharing information to the GS1 Healthcare community. The Conference took place in Seoul, Korea on 1-3 April this year attracting over 280 participants from 30 countries.

每年兩次、旨於鼓勵 GS1 醫護社群共享智慧的「GS1 全球醫療護理會議」，今年 4 月 1 日至 3 日在韓國首爾圓滿舉行。來自 30 個國家的 280 多位參加者難得聚首一堂，砥礪切磋。

GS1 Healthcare Conference in Seoul GS1 全球醫療護理會議首爾舉行

2014.4.1-3

Healthcare leaders from private industry and government agencies presented the progress of worldwide efforts to implement GS1 Standards that improve patient safety, supply chain security and efficiency. Many top speakers, such as representatives of Korea Ministry of Health and Welfare, China and Saudi FDA, Asian Harmonisation Working Party, Jay Crowley, former U.S. FDA, as well as representatives from hospitals who have implemented GS1 Standards, joined the event and discussed different hospital implementations as well as healthcare traceability implementations, and explored how common global standards can improve quality of care and reduce medication errors.

活動上，來自私人界別及多國政府的醫療領袖暢所欲言，盡情交流，充分展示了世界各地積極實施 GS1 標準以改善病人安全、供應鏈安全性和效率的驕人成就。所有演講嘉賓皆舉足輕重，包括來自韓國保健社會部、中國及沙地阿拉伯食品藥物管理局，以及亞洲醫療器械法規協調組織的發言人；還有前美國食品藥物管理局資深顧問 Jay Crowley，以及無數已實施 GS1 標準的醫院代表。會上精英雲集，彼此分享和討論了不同醫院的實施個案，以至醫療溯源方面的成就；還共同探討了全球劃一標準在改善現今醫護質素、減少醫療失誤方面的價值。

How the Hospital Authority Hong Kong improved their supply chain with GS1 Standards?

醫管局如何善用 GS1 標準使供應鏈煥然一新？

The Hospital Authority Hong Kong (HA) provides for 90% of public Healthcare needs in Hong Kong. Despite improvements made in the past, the procurement process was not fully automated. Several procedures including data checking and input of product batch numbers and expiration dates for receipt and storage were still handled manually. That is why in 2009, HA decided to undertake a Supply Chain Modernization (SCM) project to facilitate automation of the pharmaceutical procurement process. By 2013, the project had been extended to all its 7 clusters of 42 hospitals. With the full project rollout accomplished, HA saw the operational efficiency of its supply chain greatly boosted. Through the implementation of GS1 Standards the organization enhanced the tracking and traceability of pharmaceutical supplies moving across HA stores and automated the procurement and delivery processes.

“The SCM, through the GS1 Standards, is a successful initiative which enabled the automation in the pharmaceutical procurement process and track-and-trace capability in the supply chain

香港醫院管理局服務全港 9 成公共醫療需求。多年來，醫管局不斷精益求精，惟藥物採購過程仍未完全自動化，有部分工序仍手作執行，包括藥品批次編號及到期日的檢查過程，亦需以人手把有關資料輸入電腦，作收貨記錄及資料儲存之用。有見及此，醫管局在 2009 年決定推行供應鏈現代化計劃，務求加快實現藥物採購自動化。到 2013 年，醫管局轄下 7 大聯網的 42 家醫院均已實施了這項計劃。隨著計劃順利推行，局方的營運效率全面提升，並透過引入 GS1 標準有效加強藥房之間的藥品供應追蹤及追溯，採購及供應流程均邁向自動化。

香港醫院管理局總藥劑師辦事處高級藥劑師蔣秀珠表示：「這項計劃的成效有目共睹。GS1 標準為我們優化了整個供應鏈管理，不僅實現全自動化的藥品採購流程，還有效改善轄下醫院的供應鏈運作，使藥物追蹤及追溯更臻完善。這對於加強藥物安全、提升供應鏈效率及藥品的可追溯性攸關重要。」

process in our hospitals. This is essential for the achievement of medication safety, supply chain efficiency, and traceability,” said Ms. S.C. Chiang, Senior Pharmacist, Chief Pharmacist’s Office, Hospital Authority Hong Kong.

The GS1 Standards adopted include Global Trade Item Number (GTIN) for unique product identification; Global Location Number (GLN) to identify delivery location and a comprehensive set of Electronic Data Interchanges (EDI) messages such as Purchase Order, Purchase Order Response, and dispatch advices. Upon receiving an order for pharmaceutical products from HA, the suppliers will pack the required goods and label them with a Serial Shipping Container Code (SSCC). This bar code associates with vital traceability data such as GTIN, batch number and expiration date for HA staff to scan at the point of reception.

Prior to product delivery, the suppliers will send a dispatch advice separately by electronic means to HA for advanced validation. The dispatch advice is an electronic document also containing the key procurement and traceability data about the products that HA has ordered, associating it to the SSCC labels. Upon arrival of the products at HA’s warehouses, the pharmacy staff will validate the products against the information from a dispatch advice, to make sure that the product data from these sources match.

The staff collects the product shipment from suppliers and ensures that the right products are delivered. As the newly arrived pharmaceutical supplies will be distributed to different points of use, the SCM project will provide accurate tracking of the products from one location to another, across the HA supply chain. More validation happens than in the individual pharmacies by scanning the GS1 BarCodes on the products.

Ultimately, the project aims at extending the traceability system beyond the pharmacy to the dispensing level, to each and every hospitalized patient. This requires the checking of each pharmaceutical product at an individual product level during the bed scanning process.

Provider Implementation Best Case Study Award 最佳供應商實施個案大獎

Early in 2013, the GS1 Healthcare Provider Advisory Council (HPAC) introduced the Provider Implementation Best Case Study Award for provider organizations or individuals who have implemented GS1 Standards for at least one process in their Healthcare department or provider (e.g., hospital, clinic, care home and pharmacy) with clear and demonstrable return on investment.

Ms S. C. Chiang, on behalf of the Hospital Authority Hong Kong, received the Award. The case study details how they have adopted a suite of GS1 Standards, built within an e-commerce framework; enabling sustainability, interoperability, advancement of innovation, adoption of automation and most importantly the foundation for patient safety and health system quality. Their adoption levels to date (across 41 hospitals) and roadmap plans are well on the path to critical mass adoption. This case study will be a role model for other countries to consider.



香港醫院管理局總藥劑師辦事處高級藥劑師蔣秀珠

醫管局採用了多項 GS1 標準，包括以全球貿易貨品編碼來識別個別藥物、以國際位置編碼識別付運地點，以及一應俱全的電子數據聯通訊息，包括採購訂單、採購訂單回覆及預先付運通知。供應商收到醫管局的藥物採購訂單後，會把所需藥品包裝妥當，然後貼上貨運容器序號標籤。當中產品條碼載有重要的追蹤資料，例如全球貿易貨品編碼、藥品批次編號及到期日。醫管局職員收貨後只需掃描條碼，就可檢索有關資訊。

送貨前，供應商前會先以電子方式向醫管局發出預先付運通知，供預先查核之用。電子預先付運通知是一種電子文件，內容對應以條碼形式儲存於貨運容器序號的資料。它盛載著醫管局所購藥品的重要採購和追溯資料。藥物送抵醫管局倉庫後，藥劑部職員會按照預先付運通知文件核對來貨資料，確保資料正確無誤。

職員從供應商取得付運的藥品後，亦會數算來貨數目，確保藥物的種類和數量與採購資料一致。由於新到藥品會分流至不同地點使用，因此供應鏈現代化計劃會準確追蹤藥物在醫管局供應鏈裡的點到點運送過程。當某使用點的藥劑部門收到藥物，職員便會掃描 GS1 條碼，以進一步核對藥物資料。

這項計劃的最終目標，是把應用伸延至藥劑部和配藥處以外的範圍，使藥物追溯效能可以推展至每位住院病人。為此，每件藥品都需要在病床掃描過程中得到妥善檢查，一絲不苟。



早在 2013 年，GS1 醫療供應商諮詢委員會開始舉辦「最佳供應商實施個案大獎」，旨於表揚在本身醫療部門至少一項運作程序中，成功實施 GS1 標準的供應商或個人供應者，或在這方面已成功取得清晰、可觀投資回報的供應商（如醫院、診所、護康院及藥房）。

蔣秀珠女士代表醫管局接受此殊榮。毋庸置疑，該局成功展現了如何善用一系列內置於電子商貿架構的 GS1 標準，為業務創優增值，體現可持續性、互動操作、積極創新和自動化；更重要是奠定穩健的醫護基礎，提升病人安全的同時，醫療系統質素亦更上一層樓。時至今天，醫管局轄下的 41 間醫院已全面實踐了這項計劃，配合未來的發展藍圖，可望為大眾普及之路鋪磚加瓦。對很多國家而言，這個成功案例的參考價值不言而喻。



Right Product, Right Place, Right Time

Enabling Source-to-Consumer Visibility in the Apparel Industry

恰當的時間、產品、地點 成衣業從製造到銷售的透明度

Customers expect the same experience no matter they are shopping in physical stores, via laptops, smart phones and so on. They expect immediate access to accurate product information. For this reason, it is more important than ever to have the right product on the right shelf, at the right time - and to implement new technology in the right way. Quite simply: customers will move on, if they can't find the products they want when they want them.

The apparel and general merchandise industries are most concerned with improving inventory accuracy and speed-to-market capabilities to satisfy consumer demands, while still addressing requirements around business process efficiencies and product safety. These industries have actively supported the importance of GS1 Standards for years, and that involvement continues to these days. What began decades ago with the U.P.C. barcode, Electronic Data Interchange (EDI), floor ready merchandise, has evolved to include the adoption and use of Electronic Product Code (EPC)-enabled radio frequency identification (RFID). Nowadays, more and more companies in apparel industry have turned to RFID item-level tagging based on Electronic Product Code (EPC) standards.

Based on a research conducted by IDTechEx, the global Radio Frequency Identification (RFID) market is projected with a growth to US\$23.4 billion in 2020 from US\$6.98 billion in 2012. One of the key growth areas is from major US and European retailers including Walmart, Macy's, Marks & Spencer, C&A who have announced their plans to expand the usage of RFID in apparel items, in order to have an accurate inventory status to enable their Omni-Channel Strategy to serve both online and offline customers.

In today's omni-channel retail world, consumers are in control. As the latest technologies make various digital platforms available to the netizens all around the world, the boundary between online and offline shopping has vanished. Retailers are now struggling to find solutions in order to provide their customers a seamless shopping experience across all channels.

在現今的全方位零售世界裡，所有事情都由消費者主導。嶄新科技讓全球網民能夠連接至不同的電子平台，使線上及線下購物全無界限。因此，零售商都在尋找方案，使消費者可以在所有消費渠道享受無瑕的購物樂趣。



無論消費者在實體商店或網上購物，他們都期望得到相同的消費體驗，以及隨時隨地取得準確的產品資訊。有見及此，恰當的產品準時到達目的地、採納適合的新技術都比以前更重要。簡單一點來說，當消費者找不到想要的產品時，他們便會轉身離開。

提升倉存準確度和回應市場的能力以滿足消費者需求，這些都是成衣業和百貨公司最關注的問題。與此同時，他們亦需要解決運作效率及產品安全的要求。這些行業於過去幾年都積極採納 GS1 標準，延至今日。而過去數 10 年的 U.P.C 條碼、電子數據交換 (EDI) 平台及有待上架商品準備服務，現已演化為採用以電子產品代碼 (EPC) 為標準的無線射頻識別 (RFID) 技術。

根據 IDTechEx 的調查顯示，全球無線射頻識別 (RFID) 市場於 2020 年的收益將由 2012 年的 69.8 億美元增至 234 億美元。當中美國及歐洲增長最快的地區，如沃爾瑪、梅西百貨、馬莎百貨及 C&A 等零售商都宣佈計劃擴展於成衣產品採用 RFID 技術，透過準確的貨存管理支援全方位銷售策略，以服務線上及線下顧客。



Check out more by scanning the QR code.
掃描QR Code了解更多有關詳情。

Despite the exponential increase in EPC-enabled RFID Item Level Tagging (ILT) programs in the United States and Europe since 2011, most suppliers from Hong Kong and the Asian region are still new to this emerging industry standard and technology. Drawing on the experience abroad, GS1 Hong Kong has launched an ILT Supplier Support Program in 2010, designed to help local apparel suppliers comply with EPC standards from source to store, in order to meet the latest global industry requirements.



GS1, GS1 Hong Kong and GS1 Germany worked together to co-develop and design the RFID ILT on-board program for its suppliers. GS1 Hong Kong

is appointed as the Program Manager in Asia Pacific Region to support suppliers in Far East. Three supplier trainings were also held in Hong Kong, Bangladesh and Shanghai in April 2014.

The Germany base fashion retailer, C & A introduced the EPC-enabled RFID ILT @ Source program in 2014. A total of about 80 representatives of C&A's suppliers attended and acquired the knowledge of fundamental EPC, RFID, the requirement and best practice for Item Level Tagging during the training organized by GS1 Hong Kong.



"GS1 Hong Kong has offered RFID trainings to support our suppliers. We are glad to partner with GS1 Hong Kong in order to ensure our Asia suppliers comply with the global EPC Standard." - C&A

"GS1 Hong Kong 透過舉辦培訓活動支援我們的供應商，我們很高興能與 GS1 Hong Kong 協作，確保我們在亞洲的供應商依循全球 EPC 標準。" — C&A



儘管以電子產品代碼 (EPC) 為標準的 RFID 單品標籤技術應用自 2011 年開始在美國及歐洲地區迅速增加，很多香港及亞洲地區的供應商仍對這個新興的標準和技術感到陌生。GS1 Hong Kong 於 2010 年展開「單品標籤供應商支援計劃」，旨在幫助本地成衣供應商從製造到銷售期間依照 EPC 標準，達到全球成衣業的最新要求。

GS1、GS1 Hong Kong 及 GS1 Germany 共同合作，設立 RFID 單品標籤應用計劃予供應商。GS1 Hong Kong 獲邀成為亞太區計劃主任，以支援亞太地區的供應商。共有 3 個供應商培訓已於今年 4 月分別在香港、孟加拉及上海舉行。

德國時裝零售商 C & A 於 2014 年展開以 EPC 為標準的 RFID 單品標籤技術源頭計劃。GS1 Hong Kong 舉辦的培訓共吸引約 80 名 C&A 供應商代表出席，汲取 EPC 和 RFID 的基本知識、單品標籤的要求及最佳方案。



The adoption of EPC-enabled RFID for item level tagging offers significant cost and time savings, including:

採用以電子產品代碼 (EPC) 為標準的 RFID 單品標籤技術能節省時間和開支，包括：

- Increase in inventory accuracy from 63% to 95%
- Reduction of inventory cycle count time by 96%
- Increase in inventory count rate from 200 to 12,000 items per hour
- Reduction in the time used for product location by 18%
- Reduction in out-of-stock (OOS) rate at retail up to 50%
- Increase sales up to 20%
- 倉存準確度由 63% 提升達 95%
- 存貨週期盤點時間節省 96%
- 盤點效率由每小時 200 件貨品增至 12,000 件
- 貨品追蹤時間節省 18%
- 零售缺貨率減少 50%
- 銷售額增加 20%



Supporting Organizations 支持機構：

香港工業總會
FHKI Federation of
Hong Kong Industries

Better Serve Your Customers with Quality Food 為顧客提供更優質食品

The first-ever “Food Traceability Best Practice Scheme” is to recognize local enterprises which demonstrate excellence in food safety practices, including the effective adoption of international standards and technology for its food safety systems to enable high level of traceability with the ultimate goal in serving better and safer food to the consumers.

Application is assessed based on a scoring scale of 0 - 100 points with reference to the 12 assessment criteria. The scoring system provides comparative values for evaluation on levels of implementation and maturity of food traceability system. Silver or gold trophy will be awarded to applicants based on assessment results.

「食」品追蹤最佳實務計劃」今年首度舉辦，旨在嘉許本地企業於食品安全獲得卓越表現，包括透過有效地採用國際標準及技術監控食品管理系統，以達到食品追溯的要求和提供優質及安全食品予消費者的最終目標。

每份申請將根據 12 個準則進行評審，評分定為 0 - 100 分。此評分標準可提供對比，評估食品追蹤系統的完善程度。大會將根據評審結果，頒發金獎座及銀獎座予申請機構。



Principles & Definitions 準則及定義

1. Objectives 宗旨	Indicate knowledge on traceability and documentation systems 食品追溯系統的認知及要求
2. Product Definition 產品定義	Defines and describes the items that are made for track and trace 對需追溯的產品作恰當的識別及描述
3. Supply Chain Placement 供應鏈定位	Defines trading partners and locations that involve in the traceability 界定食品追溯過程中的貿易夥伴及位置
4. Establishment of Procedures 訂立程序	Procedures establishment on managing traceability based on company objectives 訂立食品追溯的程序以達到企業目標
5. Flow of Material 運送流程	Products flow within a company and between trading partners 公司及貿易夥伴間之產品流向
6. Information Requirements 資訊管理	Traceability information management 食品追溯過程中的資訊管理

7. Documentation Requirements 文件紀錄	Records system on traceability information 檢閱有關食品追溯的文件紀錄
8. Structure & Responsibilities 架構及責任	Delegated resources putting on traceability 食品追溯的資源分配
9. Training 培訓	Regular traceability training for internal and external parties 定期舉行內部及外部食品追溯培訓
10. Supply Chain Coordination 供應鏈協作	Trading partners interaction in terms of both information and documentation 與貿易夥伴分享產品資訊及紀錄的方式
11. Monitoring 監管	Procedure for reviewing and monitoring traceability effectiveness 就食品追溯的成效進行定期檢測
12. Internal and External Audits 內外審查	Internal and external audits for traceability requirements 內部及外部的審查工作以達致食品追溯要求

Entitlements | 可享權益

Company will be awarded “Food Traceability Best Practice Scheme” upon the attainment of a passing score. Winning company is entitled to use the award logo in marketing materials annually and enjoy additional exposure in:

通過專業評審的企業將獲得「食品追蹤最佳實務計劃」，並獲授權每年於認可公司或產品相關的市場推廣資料上使用嘉許標誌。獲獎企業同時亦享有以下媒體報導機會，包括：

- Media partner and collaborating partner
- Supply Chain Plus - newsletter of GS1 Hong Kong
- GS1 Hong Kong website and promotional materials
- Annual recognition ceremony
- 傳媒及合作夥伴
- GS1 Hong Kong Supply Chain Plus 會刊
- GS1 Hong Kong 網頁及宣傳刊物
- 年度頒獎典禮

Additional Benefits | 額外權益

In addition to the above entitlements, each participating company will receive an external perspective assessment based on the award assessment criteria. A team of trained assessors with diverse and extensive experience will assess each participating company. In return, each company will receive a full report reflecting its strengths and opportunities for improvement that will benefit the company to develop a roadmap for better food safety management.

除上述權益，每間參賽企業可額外獲享一次性的全方位評估服務。大會將根據獎項的評審準則，由經驗豐富的專業評審員為每間參賽企業進行評估。各企業將收到一份全面的評估報告，列明企業的優勢及可改進之處，以協助企業建立更完善的食品安全管理系統。

Assessment Procedures | 評估程序

- Complete the application form
- Food safety assessment
- Score calculation
- Assessment report to be compiled
- 填妥申請表格
- 參賽企業接受食品安全評估
- 計算得分
- 參加企業將取得食品安全評估報告

Important Dates 評審階段	
Call for entries 開始接受申請	01 Aug 2014
Deadline for application submission 截止申請日期	30 Nov 2014
Assessment of participating companies 企業評估	Oct 2014 - Jan 2015
Announcement of winners 公佈得獎名單	Feb 2015
Annual recognition ceremony 年度頒獎典禮	Feb 2015

For more detailed information about the Scheme, please contact us at (852) 2861 2819 or via email at info@gs1hk.org. 如欲查詢本計劃詳情，請致電（852）2861 2819 或電郵至 info@gs1hk.org。



Building a Safe Food Chain in the Globe 跨地域建安全食品供應鏈

Hong Kong relies on imports for over 95% of its food supply. This, together with the ongoing growth in consumption volume, makes it difficult to control food safety and causes increased risk. In recent years there has been growing consumer demand for fresh, high-quality food. The food industry needs to improve food processing capabilities to ensure the quality and safety of food in the supply chain. In response to this, the Hong Kong Food Council organized a project entitled "Knowledge Sharing of Hong Kong Food Supply Chain Best Practices." Funded by the Hong Kong SAR Trade and Industry Department's "SME Funding Schemes," and implemented by GS1 Hong Kong, the project was launched to share the best solutions and the latest standards of food supply chain management processes with food industry organizations, with the aim of raising awareness of food quality and safety management.

In 2013, Hong Kong Food Council conducted a survey on Hong Kong's food supply chain and canvassed the opinions of 390 local food industry operators. According to the survey, the main goals in food supply chain management were food safety, food hygiene and sanitation facilities, and raw material tracking. The biggest challenges for the industry were quality control (17%), higher complexity of production due to high costs (13%) and productivity issues (10%). The survey concluded that reduction in operating costs, improved food quality and enhanced safety in the food supply chain should be the three major development focuses for the local food industry in the future.

Through 12 expert seminars and eight food supply chain simulation workshops, the project offered more than 15,000 SMEs in the local food industry a platform to discuss best practices.

本港超過 95% 食品為外地進口，且消費量日益提升，食物安全因而難以掌控，風險不斷增加。近年消費者對「優質」及「新鮮」食品的需求增加，令業界急需提升食物處理能力，以保障供應鏈中食物的品質安全。有見及此，香港食品業總會舉辦「智『食』相傳 — 香港中小企食品供應鏈最佳實務」項目。項目由工業貿易署「中小企業發展支援基金」資助，並由 GS1 Hong Kong 執行。希望透過向食品業業界人士分享最佳方案及食品供應鏈流程的最新規範，從而提升他們對食品質量及安全的認知和管理能力。

本會於去年就香港食品供應鏈的現況進行問卷調查，訪問了 390 位本地食品業經營者。結果顯示，受訪者認為食品供應鏈中最重要的目的是食品安全、食品衛生及衛生設施和產品原料追蹤。業界面臨最大的挑戰分別為質量監控（17%）、成本高昂生產率複雜性提高（13%）及生產力問題（10%）。調查總結指，香港食品業未來的發展須從 3 大範疇著手，包括降低營運成本、提升食品質量，以及加強食品供應鏈的安全。



There was also the Asia Food Safety and Product Quality Forum which took place on 16 May 2014. Stakeholders in the food industry, including regulators, corporate representatives and food safety specialists, were invited to discuss the current situation and challenges facing the food safety industry while sharing the latest testing and technology application solutions for improved food quality and safety. A number of topics related to food safety were discussed at the forum, including current food regulations, traceability enhancement in food safety and visibility of food supply chain processes.

「亞洲食品安全及產品質量論壇」亦於 2014 年 5 月 16 日順利舉行，雲集食品業持份者，包括監管部門、企業代表以及食品安全專家，共同探討食品安全的現況及挑戰，並分享最新的檢測及科技應用方案，藉以提升食品的質素及安全。食品安全議題眾多，包括現有的食品監管條例、提升食品安全的可追溯性，以及食品供應鏈過程的透明度等。



Professor Sophia Chan, Under Secretary for the Food and Health Bureau and an officiating guest at the forum, explained that the food supply chain in Hong Kong has an export-oriented economic structure. A food regulation system that ensures the quality and safety of food imports is crucial to the local citizens.

主禮嘉賓食物及衛生局副局長陳肇始教授致辭時表示，香港的食品供應鏈屬外向型經濟結構，故一個可確保進口食物質素與安全的食品監管機制，對香港市民而言至關重要。

During his welcome speech, Ronald Lau, Vice President of Hong Kong Food Council, stated that food safety control is a global issue. Not only for governments in different countries, but also for manufacturers and consumers who should always be alert to food safety. Governments, industry organisations and operators have to work closely to increase food safety standards.

香港食品業總會副會長劉耀輝致歡迎辭時表示，食品安全監管是全球性的任務，不單是世界各地政府，生產商和消費者也應時刻保持警覺，注意食品安全。就提升食品安全的水平，則有賴政府、業界和行業組織共同努力。





Mr. Geoff Walsh of the Pacific Andes Group took seafood supply chain as an example and explained the stringent requirements that the Group set for labeling, tracing the origin, quality tracking and traceability. To meet the requirements, barcode traceability system ensures accurate product information to be captured during fishing, processing and transporting.

太平洋恩利集團 Geoff Walsh 以海鮮食品供應鏈為例，講述集團在標籤、產地、質量及可追溯性四方面都有嚴格要求，其中條碼追溯系統確保食品在捕獲、加工及運輸過程中都能記錄正確的產品資料。

Dr. Bev Postma from the Food Industry Asia (FIA) pointed out that over 80% of the individual farmers are in Asia. FIA is committed to improving food traceability, for instance, to educate farmers to attach an “identity barcode” to each livestock in order to keep track its condition across the whole supply chain.

Food Industry Asia (FIA) 的 Bev Postma 表示，全世界逾 8 成個體農戶都在亞洲，FIA 致力提高食品流程的可追溯性，工作包括教導農民為每頭牲畜附上獨有的「身份條碼」，以便追蹤它在整條供應鏈的狀況。



Ms. Anna Lin from GS1 Hong Kong pointed out that over 60% of food companies with good performance in traceability in the world are adopting the traceability processes and standards which are jointly developed by GS1 and the industry. The processes and standards comply with international regulations and the actual business requirements to ensure high transparency during the food distribution process. Products can be recalled immediately when problems exist and building the capacity in tracing food can greatly reduce safety risks.

GS1 Hong Kong 總裁林潔貽表示，全球逾 6 成在可追溯性方面表現出色的食品公司均採納 GS1 及業界共同擬定的追蹤流程及標準，並符合國際法規及實際業務需求，確保食品配送過程更具透明度，一旦出現問題亦可快速召回，有助提高企業的追溯能力，降低食品安全風險。

As the whole food industry is facing both new opportunities and challenges, it is crucial for the industry to strengthen cross-regional and cross-sectoral cooperation and achieve a higher food safety and product quality level.

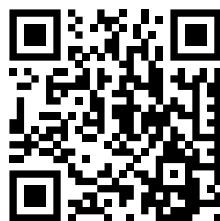
隨著整個食品業面對新的機遇和挑戰，未來必須進一步加強跨地域、跨界別的合作，令食品安全和產品質量達致更高層次。

To watch the presentation videos and download the slides, please visit our website www.foodsupplychain.com.hk or scan the QR code.

請即登入本計劃網址 www.foodsupplychain.com.hk 或掃描 QR Code，下載當日講義及觀看演講影片。



Food Supply Chain



Leveraging Technology in Omni-Channel Retailing



FlexSystem is a recognised leader in enterprise management software serving 2,000 customers and touch points with 1 in 10 companies in the 2014 Forbes 2000 list across 37 countries. Our retail solutions can be delivered on-premise, web or hybrid and are proven with multiple global and regional brands as well as running multiple shopping malls and buying offices for some of the World's largest retailers controlling 6,000 outlets.

Our solution sets are modular and can be deployed across different solutions include:



Web shop fronts with payment gateways that can be web based or in-store



Real time processing of order across inventory



Full set of financial statements



Comprehensive multidimensional analysis in real time

Additionally, our solution sets cover **vendor management**, **human resources** and **payroll management** across the regions.

Retail organisations have unique challenges around **Big Data** that includes volume of transactions, multidimensional analysis (one of our customers has more than 200 dimensions per stock item), and

regional product variations that need to be brought together to effectively run the business. Achieving the above, FlexSystem allows processes to be automated and has ultra fast **in-memory** and **GPGPU** based systems to tackle real operational issues. For example, like rebuilding inventory to incorporate stock purchasing information that includes purchase and supplier details or handling product coding such as GS1 codes, QR codes and barcodes.

With deep system integration capability and the ability to address important business issues in cost effective manner, we are your **# 1 Retail Partner** of choice.

 FlexSystem

 www.flex.hk

 +852 3529 4123

 infodl@flexsystem.com

Learn more



Hong Kong | Beijing | Shanghai | Guangzhou | Shenzhen | Macau | Taiwan | Singapore | Malaysia



Adopt Global Best Practices for Product Tracing 採納產品追溯的全球最佳方案

As the industry prepares for upcoming consumer safety regulations around certain non-food, non-healthcare products, an expert group set up by the European Commission recognized the adoption of GS1 Standards as a best practice in addressing supply chain traceability needs.

Adoption of traceability standards was just one of several recommendations highlighted in a report released by the group following two years of industry-wide dialogue. These recommendations focus on benefits for not only businesses and consumers, but also for market surveillance authorities with the common goal of protecting public safety and health.

“As supply chains continue to span the globe and consumers purchase more products online, ensuring traceability has become more challenging,” said Maija Laurila, Head of the Product and Service Safety unit at the European Commission’s Directorate General Health and Consumers (DG SANCO) and chairwoman of the traceability expert group. “The ability to track and trace products helps properly identify dangerous products and remove them from the market more rapidly. It would be interesting to see educational traceability assessment exercises conducted jointly with the businesses or trade associations and market surveillance authorities. In addition, global standards contribute to the success of traceability systems and to overall consumer protection.”

DG SANCO set up the Product Traceability Expert Group in 2011 to address concerns about the traceability of dangerous products in the context of RAPEX (the EU Rapid Alert System for non-food dangerous products). The Expert Group focused on identifying best practices while European institutions prepare requirements of the future EU regulation for the safety of non-food products such as clothing, textile and fashion items, childcare articles, kitchen accessories and furniture.

正當業界在為即將落實的非食品及非醫療產品消費安全法規作準備，由歐盟委員會成立的專家小組認同採用 GS1 標準為有效解決供應鏈產品追溯需要的最佳方案。

該專家小組在報告中亦概括兩年內所發佈的全產業重要對話，而採用產品追溯標準只是眾多的建議其中之一。這些建議不僅著重企業和消費者的利益，同時也惠及以保障公眾安全 and 健康為共同目標的市場監督機構。

歐盟執委會健康兼消費者保護總署（DG SANCO）產品與服務安全單位負責人暨追蹤追溯專家群組主席 Maija Laurila 表示：「隨著供應鏈不斷擴展至全球，而消費者在網上的購貨量大增，追溯產品的來源變得愈來愈有挑戰性。產品的追蹤及追溯性有助於準確識別危險產品，以便迅速地將它們從市場中移除。我們希望企業或貿易協會能夠聯同市場監督機構進行教育性的產品追溯評估工作。此外，全球標準亦對追溯系統以及整體成功保障消費者起了很大的作用。」

DG SANCO 於 2011 年成立產品可追溯性專家小組，以解決歐盟非食用消費品快速通報系統中危險產品的可追溯性。當歐洲業界正為未來歐盟對於非食品產品如服裝、紡織品和時尚用品、兒童用品、廚房用品和家具等安全性的法規作準備，這個專家小組則專注於尋找最佳的方案。



GS1 was invited to participate in the expert group and was awarded a contract to provide neutral research and facilitate the group’s work. The group’s report outlined the following recommendations:

GS1 受邀請加入該專家小組，並授予合約以向該小組提供中立的研究，促進小組的工作。該小組的報告中概述了以下建議：

- **For economic operators,** the group recommends labeling consumer products with product identification codes and automating traceability systems using global standards such as ISO and GS1 Standards.
- **For market surveillance and other authorities,** the group recommends including the use of barcodes in training and, conducting traceability assessments in cooperation with private actors as well as developing best practices to collect information about dangerous products when they cross EU borders.
- **For consumers,** the group suggests raising more awareness on the importance of product identification and helping consumers alert authorities about suspicious or potentially dangerous products.
- **對經濟營運商來說，**該小組建議消費產品的標籤上應印有產品識別條碼，並利用國際標準自動化追溯系統，例如 ISO 和 GS1 標準。
- **對市場監督及其他有關當局來說，**該小組建議應該在業界培訓中加入如何正確使用條碼，與私人機構合作進行可追溯性工作，並研發最佳方案以搜集危險產品進入歐盟境內的數據。
- **對消費者來說，**該小組建議提高消費者對產品識別的重視，同時幫助消費者向有關當局警報可疑或有潛在危險的產品。



“We hope this recognition will encourage wider-scale adoption of GS1 Standards for traceability in order to improve consumer safety and benefit businesses,” said Miguel Lopera, President and CEO of GS1.

Consumers will also benefit from improved product traceability. “If a public safety issue occurs, efficient traceability systems will help market surveillance authorities’ determine if a dangerous product is present and take prompt corrective measures,” said Andrew Abercrombie of the Hampshire Trading Standards Service UK. “This also helps ensure that proper information about dangerous products is given to consumers in the event of a recall.”

GS1 主席及行政總裁 Miguel Lopera 指：「我們希望藉此鼓勵業界更大規模地採用 GS1 標準以追溯產品，提高消費者安全和企業利益。」

消費者也將藉由產品追蹤追溯的改善而受益。英國漢普夏郡商貿標準服務部的 Andrew Abercrombie 指：「若發生公共安全問題，有效的追溯系統將有助市場監管當局確定危險產品是否存在，以迅速採取補救措施。這亦有助確保消費者在產品回收時，可獲得危險產品的準確資訊。」



“Many companies may have their own effective traceability systems, but if they cannot communicate with other supply chain partners on harmonized product information through interoperable standards, traceability may stop at their walls, leading to higher collective costs and a more complicated recall process - among other issues.” said Emilie Prouzet, Directrice Europe, FCD, France.

法國零售商和批發商聯盟FCD歐洲總監Emilie Prouzet表示：「很多公司可能都已自設追溯系統，但如果沒有一套互通性的標準，他們便會因為沒有統一的產品資訊而不能與供應鏈合作夥伴溝通，那麼產品追溯就只局限於公司內部。因此，除了其他問題，還會導致更高的協作成本和更複雜的產品回收流程。」



Do You Know?

EU Regulation 1169 / 2011 on the provision of food information to consumers is designed to make food labeling easier to understand, so that consumer health is protected and the consumer's right to information that allows them to make informed decisions is guaranteed. It changes existing legislation on food labeling in several ways and most of the rules must be applied by December 2014. The regulation requires specified information, called “mandatory particulars”, to appear on the labels of pre-packed food products. GS1 standards, services and solutions can help companies to comply with requirements concerning communication of product data and provisions concerning distance selling and to achieve data of good quality.

你知道吗？

歐盟針對食品資訊的法規 1169 / 2011 旨為讓食品標籤上的資訊更容易明白，從而保障消費者的健康和取得資訊的權利，以作明智的選擇。法規於多方面改變食品標籤的現行法例，而大部份的規例須於 2014 年 12 月前實行。法規規定預先包裝的食品標籤上，必須強制性印有指定的產品資料。而 GS1 標準、服務及方案能夠協助企業依循交換產品數據的要求及遠程銷售的規定，以取得高質素的數據。



Make Products Visible in the Digital World 讓產品在數碼世界中可見

GS1 has become a member of The World Wide Web Consortium (W3C). GS1 will work with the W3C community to collaborate on standards that shape the future of identification and description of products and “things” on the Web.

With The World Wide Web celebrating its 25th Anniversary this year and GS1 celebrating its 40th Anniversary, the partnership comes at a poignant moment for both organisations. Being a member of W3C will bring a variety of benefits to GS1 including working closely and inputting on the standards that are built for the web, as well as allowing GS1 standards to be aligned and integrated with current web standards where appropriate.

Steve Bratt, GS1's CTO and the former CEO of W3C, commented, “I believe that our organisations can work together in the coming years to bridge two important communities. This will result in increased impact of both GS1 and W3C in the realm of designing and implementing standards to further enable global commerce and logistics for the benefit of the industry and consumers.”

The partnership comes at a time where product information quality is a key priority for the industry and consumers. New GS1 standards are focused on making product information more visible in search engines and on web pages.

Miguel Lopera, President and CEO of GS1 added, “With the rapid growth of on-line trading, correctly identifying products and accurately providing all the relevant information across the web in a consistent manner is vitally important for consumer confidence and brand reputation. GS1 is providing the tools that industry can use to better share information in the digital world and ultimately to better connect with consumers.”

GS1 宣佈成為全球資訊網協會（W3C）的成員，並將與 W3C 的社群合作建立標準，為未來網上識別及描述產品及「物件」開創的新一頁。

藉著全球資訊網於今年成立 25 週年，而 GS1 成立 40 週年，這次成為合作夥伴將對兩個組織產生深遠的影響。成為 W3C 的成員，將為 GS1 帶來各種好處，包括更緊密合作建立標準，並將標準融合至網絡，以及令 GS1 標準與現有的網絡標準能夠作適當的整合。



GS1 現任 CTO 暨前任全球資訊網協會總裁 Steve Bratt 評論：「我相信於未來幾年，這兩個組織可以攜手合作，在設計和實施標準的領域上，提升雙方的影響力，進一步促進全球商業和物流的運作，讓相關產業和消費者受益。」

促成這次的合作，主因是整個產業和消費者對產品資訊的可信性最為關注，而新的 GS1 標準，主要是讓產品資訊在搜尋器和網頁上的透明度更高。

GS1 主席及行政總裁 Miguel Lopera 補充：「隨著網上交易迅速增長，使用統一的標準，以便於網絡上正確識別產品，並準確提供所有相關資訊，是對增強消費者信心和品牌信譽重要的一環。GS1 提供不同的工具，讓業界得以在數碼世界中，更容易分享資訊，最終與消費者有更好的連繫。」



GS1 demonstrated the power of barcode scanning in evolving mobile devices using the widely speculated Google Glass platform at the industry's largest mobile event, Mobile World Congress held in Barcelona earlier this year.

GS1 透過 Google Glass 智能眼鏡平台，於「世界流動通訊大會」展示利用最新流動裝置掃描商品條碼的技術。該全球最大的流動產業盛會早前於巴塞隆納舉行。

Wearable Devices Make a Twist 可穿戴裝置創新意

This innovative demonstration, the first of its kind in Europe using Google Glass has been developed in collaboration with the Open Mobile Alliance (OMA), a leading mobile standards organisation, and Icare, the Swiss Research Institute. When a bar code on product packaging is scanned using Google Glass they receive trusted product information such as nutritional content and recipes, which can then be adapted to personalised preferences, provide special offers, consumer reviews and shared with others on social media websites.

"Consumer behaviour is always changing and there is a constant need for information on demand, the next generation of bar code scanning is a key driver for consumers to be able to access data and media owners to engage users. Our demonstration using Google Glass is an innovative way for retailers, manufacturers and mobile solution providers to imagine the future and the way we share information on mobile devices" said Malcolm Bowden, President Global Solutions, GS1.

GS1 manages the system of product barcodes used by over 1 million companies on billions of products across the world. A number of data sharing services to allow brands and retailers to share accurate product information in the digital world were provided by GS1. These services give app developers and the mobile industry access to the trusted data they require to make innovations such as Google Glass a reality for consumers.

"If we can inspire the mobile ecosystem to see the possibilities for implementing the specifications we are developing, then this will be an exciting proposition for consumers," continued Malcolm Bowden.

GS1 and the OMA have been collaborating since 2011 to enable bar code scanning features to be built directly into mobile devices. The two organisations are building a specification based on existing standards that mobile device manufacturers will be able to use later in 2014. This will make it easier for application developers to integrate barcode scanning features and link to trusted product information in their apps.

此項使用 Google Glass 智能眼鏡的開創性示範首次於歐洲進行，並由 GS1 和領先的移動標準機構開放移動聯盟（OMA）及瑞士研究機構 Icare 合作完成。利用 Google Glass 智能眼鏡掃描產品包裝上的商品條碼，可以擷取可靠的產品資料，例如營養成份、食譜等資訊，以設定個人偏好，同時亦可以取得促銷和消費者評論的資訊，並於社交網站與其他人分享。

GS1 全球解決方案總裁 Malcolm Bowden 表示：「消費者的消費模式在不斷變化，但對資訊的需求卻仍然始終不變。因此，新一代的商品條碼掃描技術，將會成為支援消費者獲取資訊的關鍵，同時讓媒體和用戶作互動。這次利用 Google Glass 智能眼鏡進行展示是一個創新的方法，幫助零售商、製造商、流動方案供應商想像未來在流動設備上分享資訊的情景。」

GS1 是推動供應鏈標準的組織，所管理的商品條碼系統，可供由全球一百多萬家企業生產的數十億件產品使用。GS1 亦開發了共用資料服務，使供應商和零售商能夠在數碼網絡世界分享準確的資訊。與此同時，這些服務可讓應用程式開發商和整個流動產業取得可靠數據，以支援開發像 Google Glass 智能眼鏡這類創新的應用予消費者。

他又指：「若我們能夠讓整個流動產業看到實施這些規格的可行性，這對消費者的意義將非常重大。」

GS1 和 OMA 由 2011 年開始合作，一直大力推動把條碼掃描功能建於流動設備上。這兩大組織正根據現有的標準開發相關規格，以供流動設備製造商於 2014 年底開始使用。應用程式開發者可以從而輕鬆地將條碼掃描功能整合至應用程式，並連結至可信賴的產品資訊。



Global Forum 2014 - Shaping the Future Together

GS1 全球論壇 2014 - 共同創建未來

2014.2.17-21

On 26 June 1974, at a Marsh Supermarket in Troy, Ohio, a 10-pack of Wrigley's Juicy Fruit chewing gum was run through a hand-made laser scanner. Today, GS1 barcodes are the most recognizable element of what has become the global language for business.

Miguel Lopera, President & CEO of GS1, welcomed the audience to the Global Forum 2014 held on 17-21 February this year. Bringing over 640 attendees from 90 countries together, the Forum provided a platform to build up comprehensive strategies for shaping a new future when digital is rapidly changing the world.

1974 年 6 月 26 日，在美國俄亥俄州特洛伊市一所 Marsh 連鎖超市內，人類史上第一部手製超市激光掃描器投入運作。一包 10 件裝 Wrigley 果汁香口膠正通過掃描器。到了數十年後的今天，取而代之的是全球通用、舉世認同的商業語言 - GS1 條碼。

今年 2 月 17 至 21 日，「GS1 全球論壇 2014」成功舉行。活動上，GS1 主席及行政總裁 Miguel Lopera 熱烈歡迎了來自全球 90 個國家的 640 多位來賓，藉著這個完善平台共同制定一應俱全的新策略，銳意在日新月異的數碼新世代中，攜手打造未來精彩的發展路向。

“



"In our changing world, GS1 is adapting to remain relevant and enable the connection between the flow of goods and services and the flow of information for the next 40 years."

– Miguel Lopera, President & CEO of GS1

「在這個瞬息萬變的世界中，GS1 將繼續緊貼趨勢，使商品及服務與流動資訊在未來 40 年間得以連繫。」

– GS1 主席及行政總裁 Miguel Lopera

”

Transport & Logistics Plenary | 運輸及物流論壇

Achieving Visibility in Transport & Logistics

Bo Raattamaa, CEO, GS1 Sweden, opened the session by explaining how the Transport & Logistics processes in the supply chain provide a critical link in our global economy - connecting global supply chains of countless retailers and manufacturers and serving many different industries. Bo further explained how the role of the Logistics Service Provider (LSP) is changing. They are no longer considered sub-contractors, but rather supply chain partners with manufacturers and retailers, helping to address innovation in the supply chain.

Arjan de Vos, Albert Heijn and Rob Oosterhof, GS1 Netherlands, presented the value of GS1 Standards in the Shipping & Receiving process. A net saving of 55% time spent on checking goods in the receiving process was reported along with a drop in shipping errors by 75%.

Jaco Voorspuij from DHL explained the important role standards play for LSPs (Logistics Service Providers). He presented the 2013 Aberdeen report and how it revealed an unprecedented increase in the use of LSPs as the supply chains become more globally connected.

實現運輸及物流業透明度



為論壇揭開序幕的是 GS1 Sweden 行政總裁 Bo Raattamaa。他強調供應鏈中的運輸和物流程序，在世界經濟中扮演著不可或缺的聯繫角色，讓分佈於全球供應鏈內不計其數的零售商和製造商一脈相連，也為不同行業提供服務。Bo 還談到物流服務供應商的角色正不斷演變。如今再沒有所謂

的分包商，只有與製造商和零售商並肩作戰的供應鏈夥伴，彼此攜手在供應鏈上尋求創新，精益求精。

接下來，GS1 Netherlands 三位代表 Arjan de Vos、Albert Heijn 及 Rob Oosterhof 分享了 GS1 標準如何為船運及貨物接收流程創優增值。這包括在接收過程中節省 55% 的貨物檢查時間，船運失誤亦銳減 75%。

DHL 的發言人 Jaco Voorspuij 亦闡述了標準對物流服務供應商的重要性。他引述了 2013 年全球權威研究機構 Aberdeen Group 的報告，指出隨著全球供應鏈緊扣相連，物流服務供應商的使用率也呈現了前所未有的增長。

Healthcare Plenary | 醫療護理論壇

New Regulations in Healthcare - the Role of Global Standards

Imagine a world where the patient's records capture the brand, the dosage, and the lot number of each drug and medical device used along with the name of the physician who ordered the product and the nurse who administered it.

Imagine a world where bedside scanning confirms that the patient gets the right product in the right dosage at the right time. Where hospitals and pharmacies know the exact location of short-supply medical devices and drugs and when they can be delivered. Where regulators can recall products with accuracy and speed from every point in the supply chain and there is no possibility of receiving a counterfeit product.

醫護新規例 - 全球標準的角色

大家試想一下，假如有一天，病人記錄中詳盡包含了每種藥物的品牌、劑量和批號，以至診治過程中使用的醫療設備，以及開藥方的主診醫生和配藥護士的姓名。世界是否更美好？

再想像一下，醫護人員只需在病床的標籤上稍作掃描，便即時得悉病人是否獲發正確藥物和恰如其分的劑量；醫院、藥房又能準確知道從何處能補給供應不足的醫療設備和藥品，以及何時送貨；監管機構一旦發現冒牌藥品，可馬上從供應鏈上任何一點回收產品，快捷又準確。



Retail and Digital Plenary | 零售及數碼論壇

Meeting the Demands of Today's Seamless, Omni-Channel Shopping Experience

We are in the midst of a revolution - one impacting both customer expectations and commerce. Data has never been easier to find. At the same time, it has never been as challenging to find accurate data that consumers can trust.

Today's consumers are not asking for "B2B data" or "B2C data." They don't care if they shop in a store, via a phone, or online. They want easy-to-use solutions that satisfy their lifestyle needs and their preferences. As a result, industry is focused on providing them with a seamless shopping experience.



"Increasingly, a fully-integrated, seamless experience that addresses consumer lifestyle needs is expected...and required."

— Malcolm Bowden, GS1

GS1 發言人 Malcolm Bowden 表示：「消費者的最大期望和需求，是能夠享用完全融會貫通、暢順無間，又能百分百滿足生活需求的解決方案。」

實現運輸及物流業透明度

事實上，人類正經歷一場影響著客戶期望和商業效益的重大革命。數據將變得手到拿來、俯拾皆是，最大挑戰在於讓消費者隨時獲得可堪信賴的準確數據。

時至今天，消費者渴求的已並非「企業對企業」或「企業對消費者」的數據，也不再拘執於購物方式：無論從實體商店、透過電話或在網上購物也沒所謂。大家只希望使用簡便易用，又能滿足生活所需、迎合客戶喜好的解決方案。難怪業界紛紛以提供「無間購物體驗」為重點。

Financial Services Plenary | 金融服務論壇

Global Update

We now live in a world that is data-driven as it has never been before. This is where data standards become a valuable tool. The recent financial crisis and the lessons learned underscore the need for standards. Because financial markets do not know geographical boundaries, the standards must be global.

In 2010, regulators began discussing how to create a Legal Entity Identifier (LEI) to track and trace key financial transactions amongst key financial institutions and corporations through a unique identification number. This number, issued to each organization that participate in specific financial transactions, will enable an early warning system for regulators.

GS1 has worked closely with the Regulatory Oversight Committee (ROC) to build the global, federated LEI system. The requirements for the LEI system include reliably, quality and uniqueness.



"Government can act as a catalyst, but we cannot succeed alone. We need strong collaboration from this room and from around the globe. The incentive to act is strong and success is within our sites."

— Linda Powell, Chief Data Officer, Office of Financial Research, US Treasury

正如美國財政部金融研究辦公室首席數據總監 Linda Powell 所言：「政府無疑發揮了推動作用，但孤身作戰永遠不能取得成功。我們需要業界的全力配合，更需要全球的共同合作。無限動力驅使我們奮勇向前，成功在望。」

全球最新情報

毋庸置疑，我們身處一個前所未有由數據主導的世界。數據標準變成了有價值的工具。加上近年的金融危機讓我們上了寶貴一課，標準的重要性清晰可見。也由於金融市場並不受地域疆界所限，故此所有標準必須跨越全球，無遠弗屆。

有關監管機構早在 2010 年開始研究建立「法律實體識別碼」，希望透過獨特的識別碼，有效追蹤和追溯主要金融機構和企業之間的重要金融交易。每家參與特定金融交易的機構都獲發條碼，以便配合監管機構警告系統的運作。

GS1 與監管委員會通力合作，攜手建設全球聯合法律實體識別碼系統，以可靠性、質素和獨特性三大重點為目標。



Sustainable Future is Within Reach 可持續發展未來近在咫尺

2014.5.19 - 23

Today, external forces such as the digital and omni-channel revolution, an increase in information desired by consumers and heightened regulations require us to look to the future. GS1 General Assembly 2014, hosted by GS1 Germany this year, was successfully held on 19-23 May and attracted 280 delegates representing over 90 countries with inspiring speakers to share with the delegates on a slew of topics.

現時，數碼及全方位銷售的革命、消費者對資訊的需求、嚴謹的規例等等的外在因素正迫使我們計劃未來。今年的 GS1 年度大會 2014 由 GS1 Germany 主辦，並已於 5 月 19 - 23 日順利舉行。大會聚集超過 90 個國家，共 280 名代表參與，並由出席講者與出席人士分享一連串的議題。

GS1 has been celebrating its 40th Anniversary over the past year. With this milestone in mind, an exciting agenda to highlight some of today's most critical challenges affecting the GS1 user communities was being delivered in this important global event, including:

GS1 於過去一年慶祝成立 40 週年，憑藉這個里程碑，這次的議程涵蓋 GS1 用戶社群現時面對的最大挑戰，包括：

- Innovation and change for a sustainable future
- The global consumer and the future of retail
- The value chain of future markets
- 可持續發展未來的創新意念及改變
- 全球消費者及未來的零售業
- 未來市場的價值鏈

In Berlin, our Management Board Member Doug Herrington from Amazon shared impactful reflections about Amazon and GS1. Herrington strongly believes in the vision of GS1 and wants to leverage our data and standards as the framework of their company. This said, he also mentioned that we have to further improve the quality and completeness of our data to become the reference for Amazon.

在柏林，其中一位管理董事會成員，來自亞馬遜的 Doug Herrington 分享了 GS1 對亞馬遜的重要影響。Herrington 非常支持 GS1 的願景，亞馬遜亦會採納 GS1 的數據及標準作框架。他亦提及到 GS1 需加以提升數據的質素及完整性，以供參考。

“



“Better data is fantastic. It is going to lower our costs, improve customers' experience, and if GS1 can provide that, we will hungrily accept it,” said GS1 Management Board Member Mr. Doug Herrington from Amazon.

管理董事會成員之一，來自亞馬遜的 Doug Herrington 表示：「更高質素的數據是我們夢寐以求的，它將助我們降低成本，並改善顧客體驗。若 GS1 能夠做到，我們絕對會採納。」

”



This year's GS1 General Assembly program also includes exciting business focused plenaries with internationally renowned speakers sharing their perspective on today's most important challenges in different industries. Renowned speakers presented global topics ranging from societal changes and leadership to sustainability and innovation. In the plenary session, it focused on the business perspective and high-level managers from the FMCG sector and discussed how future markets will look like and what global consumers demand.

今年 GS1 年度大會的議程亦包括幾個以商業為本的論壇，論壇由數位國際著名的講者主持，分享現今各大產業的重大挑戰。講者的演講主題概括由社會變革和領導力至可持續發展和創新意念。在論壇環節分別就對於快速消費品行業的見解和高層的管理，討論了未來市場的動向，以及全球消費者的需求。



Oracle Cloud Applications

HCM

Human Capital
Recruiting
Talent

CRM

Sales
Service
Marketing

ERP

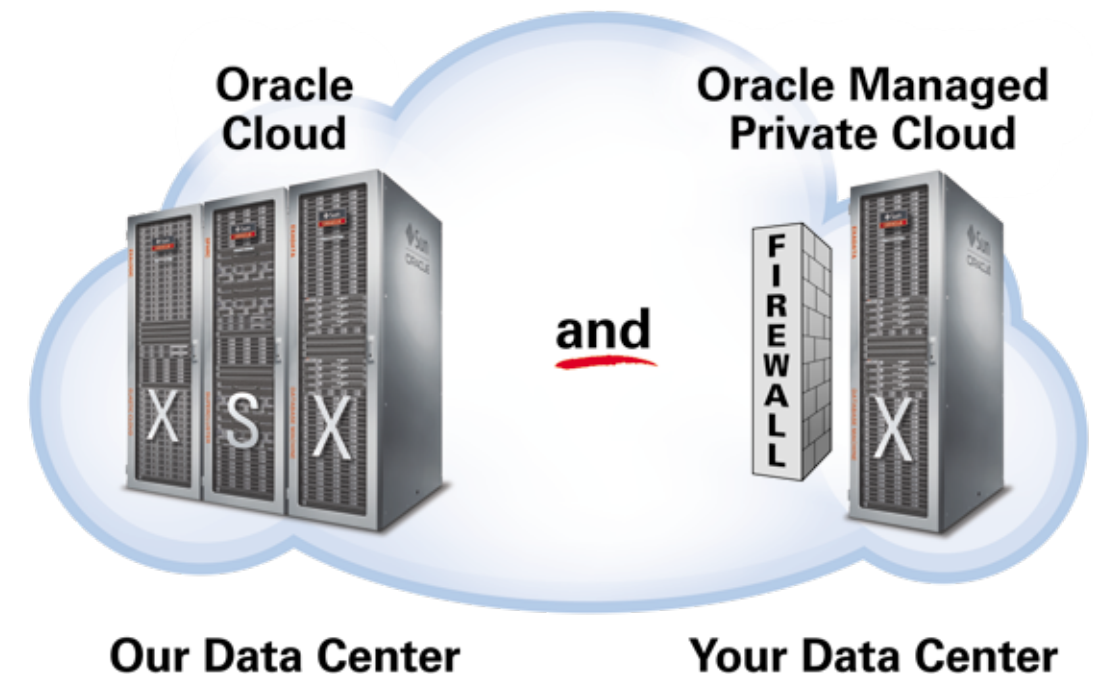
Financials
Procurement
Projects
Supply Chain

More Enterprise **SaaS** Applications
Than Any Other **Cloud** Services Provider

ORACLE®

Oracle Cloud

Applications, Platform, Infrastructure



Run some of your applications in the Oracle Cloud
and others in your Private Cloud. You Choose.

ORACLE®

GS1 Hong Kong Annual Members Dinner 2013 GS1 Hong Kong 週年會員晚宴 2013

2014.1.9



Since its establishment in 1989, GS1 Hong Kong has been the leader in the standardization of global barcodes in the city. With the five core values of Efficiency, Quality, Trust, Visibility and Market Outreach, GS1 Hong Kong has ushered in a new chapter in service innovation, helping members to increase operational efficiency and expand their businesses.

Before dinner, Phi and Anna Lin, JP, Chief Executive of GS1 Hong Kong were joined by fellow board members for a simple but dignified opening ceremony to celebrate the organization's 25th anniversary. The ceremony also signified the start of a series of Silver Jubilee events throughout the year under the slogan "One Code · Infinite Possibilities." By making use of innovations and the rapid development of Internet technology, GS1 Hong Kong will continue to lead its members from all industries and consumers in embracing infinite possibilities with a simple yet unique code. The organization also hopes to take advantage of the opportunity to hit a new milestone; extending its reach beyond enterprise, user-oriented operations into consumer-focused businesses and help enterprises connect with consumers.



自 1989 年成立以來，GS1 Hong Kong 一直在全球條碼標準化方面處於領先地位。憑著貫徹高效、優質、可信性、透明度以及市場拓展這五個核心價值，於服務創新方面開創新境界，協助會員提高運作效率、擴展他們的業務範圍。

為慶祝協會成立 25 週年，主席彭焜耀先生及總裁林潔貽女士帶領各董事局成員於晚宴開始之前進行簡單而隆重的慶典揭幕儀式，標誌著一連串的銀禧慶祝活動將會於本年度陸續舉行。今年的口號「條碼在手·締造無限可能」寓意透過一個簡單而獨特的條碼，配合互聯網科技的創新以及迅速發展，協會將繼續引領各行業的會員以至消費者，成就無限可能。同時希望藉著這個契機，為業務展開新里程，從原來只接觸企業用戶的層面，延伸至消費者層面，協助企業連繫消費者。

The GS1 Hong Kong Annual Members Dinner 2013, held on 9 January 2014, attracted more than 500 members and guests from government organizations, trade and industrial associations and companies. GS1 Hong Kong's Chairman, Joseph Phi, delivered a welcome speech and shared the organization's achievements over the past year.

GS1 Hong Kong 週年會員晚宴 2013 於今年 1 月 9 日圓滿結束，超過 500 名來自不同政府部門、工商組織和私人機構的賓客出席是次晚宴。GS1 Hong Kong 主席彭焜耀先生於當晚為宴會致歡迎詞，並與一眾貴賓回顧於過去一年的成就。

“



“25 years of playing an important role in the business community, 25 years of improving people's lives and 25 years of working with our members in facilitating global trade. 2014 marks a very significant milestone for GS1 Hong Kong.”

– Mr Joseph Phi, Chairman of GS1 Hong Kong

「25 年來在商界舉足輕重的角色、25 年來致力惠澤民生、25 年來不遺餘力協助會員邁向國際貿易平台，2014 標誌著 GS1 Hong Kong 的重要里程碑！」

– GS1 Hong Kong 主席彭焜耀先生

”



GS1 Hong Kong partnered with Sims Trading Co. Ltd. to design one of the sections for 25th anniversary celebration. At the cocktail party, honorable guests were offered an interactive wine tasting experience. They enjoyed a variety of famous wines at a Wine Tasting Zone, where the barcodes on wine bottles were scanned with "Consumer Connect", a mobile application developed by GS1 Hong Kong. This, enabled guests to acquire extensive information about each wine - such as wine tasting notes, food and wine pairing, awards and quality of wine storage - from a reliable source. Many of the guests made use of the sharing feature in "Consumer Connect" to recommend good wines and interact with their friends on Facebook. This app also enables wine vendors to gather valuable marketing data and gain insight into customer preferences and consumption patterns to develop more comprehensive and effective sales and marketing plans.

In addition to enjoying a singing performance, guests were treated to more than 40 lucky draw prizes offered by sponsors which were given away towards the end of dinner. Its 25 years of history gives GS1 Hong Kong a solid foundation for the future. The organization is looking forward to working closely with industry peers to reach new heights this year.



GS1 Hong Kong 25th anniversary gala dinner will be held on 17 December 2014. We hope to see your enthusiastic participation and celebrate this significant milestone with you.



本會亦與慎昌有限公司合作，設立其中一個 25 週年特別環節，於雞尾酒會上為所有貴賓帶來互動式的試酒體驗。貴賓於會場內的試酒區可以

品嚐各款名酒，並利用由本會開發的「物密嘢」手機應用程式掃描酒瓶上的條碼，由一個可信賴的來源取得廣泛的紅酒及白酒資訊，例如試酒筆記、食物配搭、獎項、儲存的品質情況等。不少貴賓於試酒後利用「物密嘢」的分享功能，連接到面書向好友分享及推介他們喜愛的葡萄酒，在該平台上與朋友作互動。因此，酒商可以透過這個手機應用程式搜集有價值的市場數據，洞悉消費者的喜好及消費模式，從而制訂更完善的營銷及市場推廣計劃，以達至更佳的效果。



晚宴尾聲除了有歌唱表演外，由多位贊助商贊助的壓軸大抽獎環節亦送出超過 40 份的豐富獎品，讓各貴賓滿載而歸。本會期望能夠在成立 25 週年這個堅實的基石上繼續提升，致力與各

業界有更緊密的合作，於本年度再創高峰！

GS1 Hong Kong 25 週年銀禧會員晚宴將於 2014 年 12 月 17 日舉行，本會誠邀各會員熱烈參與，一同慶祝本會成立 25 週年這個重要的里程碑。



Caring - the Key to Customer Satisfaction 要贏顧客「貼心」為先

To combat fierce competition in the consumer market, businesses need to launch new products and offer services that meet customer needs. Moreover, they must do it in a targeted, comprehensive way that ensures superior consumer experiences and customer satisfaction. So, how can a company build a close and long-lasting relationship with customers? According to a consumer survey conducted under the "Consumer Caring Scheme" in 2013, product quality and safety, service quality, and whether companies listen to customer needs top the list of consumer concerns. These findings clearly demonstrate that giving consideration to customer needs in a comprehensive way is the key to winning customer loyalty while helping long-term business development.

Some 66 Hong Kong companies were named "Consumer Caring Companies" in the Consumer Caring Scheme 2013, which demonstrates distinguished consumer care and spirit in striving for excellence in high quality products and superior services. The companies were recognised by customers and became examples for other enterprises. This year, the scheme will continue to praise local enterprises that maintain their commitment to customer satisfaction in the products and services they provide in today's ever changing market.

現今消費市場競爭激烈，各行各業須推出嶄新產品及貼心服務，全方位迎合目標顧客群的需要，為他們帶來稱心的消費體驗。但如何可以讓一家企業與顧客建立長久的良好關係呢？根據「貼心企業」嘉許計劃去年一項調查顯示，消費者最關注產品的品質安全、服務質素，以及企業是否願意聆聽自己的需要。這證明全方位顧及消費者正是企業贏得忠誠顧客的最佳籌碼，同時更加有利企業業務的長遠發展。

在去年的「貼心企業」嘉許計劃中，66間企業超越同儕，在關愛消費者、提供高品質產品及優質服務等範疇均表現卓越，因而獲選為「貼心企業」，贏得消費者的認同，成為同業的典範。今年，第四屆「貼心企業」嘉許計劃將繼續表揚能夠在瞬息萬變的市場中，仍能為消費者提供貼心滿意產品及服務的優秀本地企業。



7 Core Values

All applications will be judged based on 7 core values, including caring for consumers, being sincere, keeping promises, ensuring product quality and safety, focusing on service quality, listening to consumers and caring for employees.



Building a Corporate Culture of Caring 建立貼心企業文化

In addition to making profits, enterprises should meet the needs of customers and employees; delivering satisfaction to achieve a win-win situation. According to Joseph Ho, Chairman of the Cosmetic & Perfumery Association of Hong Kong Ltd, which is one of the Consumer Caring Scheme's supporting organisations, the association welcomes members interested in participating in the scheme. "The judging process comprises interviews with judges and consumer surveys, all of which are conducted in a comprehensive and conscientious manner. Applicants that truly attend to the needs of consumers, employees and the society will qualify as Consumer Caring Companies," said Ho. Ho would love to see more corporate members participate in the scheme. And, while some applicants may fail to fulfil the judging criteria, the aim is to help them learn more about the seven core consumer caring values during the evaluation process.

Ho gives full support to the Consumer Caring Scheme. He hopes that more companies will establish corporate cultures based on the scheme's seven core values to become truly consumer caring companies.

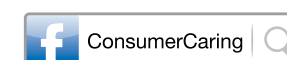
7大核心價值

計劃就7項關愛消費者的核心價值作評審標準，包括全面關愛消費者、心繫消費者、承諾實踐、品質監控與安全、專注服務質素、用心聆聽和關懷員工。

企業除了做生意尋求利潤外，還要照顧客戶和員工的需要，盡量令大家滿意和愉快，才可達到共贏局面。香港化粧品同業協會理事長何紹忠表示，該會是「貼心企業」嘉許計劃其中一個支持機構，亦十分贊同會員申請成為貼心企業。他指出：「計劃有嚴謹和全面的評審機制，要經過評委的面試及收集客戶意見，經過全方位考慮才選出真正能照顧消費者、社會和員工需要的貼心企業。」他亦希望該會有更多會員企業能參加，雖然不一定能通過評審，但最重要是能透過參與的過程學習計劃的7大核心價值，肯踏出第一步，逐步建立起關愛客戶、照顧員工需要和持續改善服務和產品質素的企業文化，從而追求最終的共贏局面。

何紹忠十分支持貼心企業嘉許計劃，他希望更多企業以計劃的7大標準建立公司文化，最後成為真正的貼心企業。

2013 Consumer Caring Companies list: 2013「貼心企業」名單：



We recommend Microsoft® Products.



Microsoft Partner
Gold Collaboration and Content
Gold Devices and Deployment
Gold Management and Virtualization
Gold Messaging
Gold Midmarket Solution Provider
Gold Volume Licensing



Microsoft

Office 365 + Surface Pro 2

= Virtually Anywhere Access to Office Applications Plus
Cloud-based IT Services on Tablet



Microsoft Office 365 is a cloud-based service hosted by Microsoft that brings together familiar Microsoft Office desktop applications with business-class email, shared calendars, instant messaging (IM), video conferencing, and file sharing.

MOVE TO THE CLOUD NOW !!!



Office 365: Benefits

- ✓ Works seamlessly with Outlook, Word, Excel and PowerPoint
- ✓ Familiar tools and it works with existing hardware
- ✓ Improved collaboration capabilities, including a password-protected portal for file sharing
- ✓ Includes powerful security features to protect data
- ✓ 99.9% uptime guarantee

Run the entire **Microsoft Office 365 Suite** on Surface Pro 2



Photo for reference only

Surface

Microsoft Surface Pro 2.
Body of a tablet. Power of a laptop.

Double as laptops, run Office, Outlook and other business apps, and they're business ready

For product details, please contact **Microware Limited** at **2565 3030**

Email: enquiry@microware.com.hk

Website: www.microware.com.hk

Members' Corner | 會員專訪



大昌行物流
DCH LOGISTICS

DCH Logistics Company Limited
大昌行物流有限公司



DCH Logistics is a member of DCH Group, providing one-stop professional logistics services to internal business units and 3PL customers in order to help them minimize their operation cost to be more competitive in their industries.

大昌行物流有限公司為大昌行集團成員之一，為集團內部營運單位及第三方客戶提供專業及多元化的一站式供應鏈物流服務，以減低運作成本，提高客戶的市場競爭力。

By adopting GS1 Hong Kong's global standards, technologies and best practices worldwide, DCH Logistics successfully facilitates our international business from procurement to customers throughout the global supply chain.

We decided to adopt GS1 global supply chain standards with only one single reason, which is to leverage proven standards to provide value-added services to our trading partners so as to increase customer loyalty and satisfaction and ultimately leading DCH Logistics business growth in the future!

GS1 standards enable us to go a step further in adding value to our global supply chain services that we provide to our clients. Using common standards not only can strengthen customer's trust in our services, but also can embrace our pioneer logistics services while enjoying business optimization and reducing operating costs.

大昌行物流透過成為 GS1 Hong Kong 會員，並採納全球標準、技術及最佳方案，成功推動我們的國際業務發展，改善於整個環球供應鏈內從採購到銷售的流程。

我們當初採納 GS1 全球供應鏈標準的原因只有一個，就是利用經驗證的標準，以為我們的貿易夥伴提供增值服務，增強客戶的忠誠度及滿意度，最終帶來大昌行物流業務的未來發展！

GS1 標準協助我們於增值環球供應鏈服務方面跨前一大步。使用統一標準不但可以強化客戶對服務的信心，更可以助我們迎接領先的物流服務，同時，優化業務管理及節省營運成本。



Original Taste Workshop 原味家作

Established in 2006, Original Taste Workshop Limited is a wellness food and drinks chain, which produces, promotes and sells healthy soup. With a “No additives, original taste” approach, the Group manufactures products with 100% natural ingredients locally in Hong Kong.

「原味家作」於2006年成立，是一家以生產、推廣及銷售健康湯品為主題的飲食連鎖店。企業一直以「無味精、無雞粉、原味道」為宗旨，所有產品以100%原材料熬製，並均是香港製造。



During the preparation stage of the business startup process, we already decided to become a member of GS1 Hong Kong. A barcode labeling system helps enhance a chain's management and efficiency, especially crucial to supply chain management. In addition, since a variety of our food and drinks are sold to third-party retailers throughout Hong Kong such as supermarkets, convenience stores and department stores, barcode labels are attached on all product packages. GS1 Hong Kong always organises seminars and training programmes related to different industries for its members, from which we, as an SME, benefit a lot.

One of the Original Taste Workshop's key business goals is to expand into retail markets in mainland China and overseas. Thus, it is necessary for us to implement a labeling system that is generally adopted around the world, including mainland China. This yields twice the results with half the effort and enables us to seize every business opportunity.

After being a member of GS1 Hong Kong, we have been able to solve standardisation issues related to the supply chain for our products by using GS1's barcode labeling solutions. We adopt the same labeling system for different products through different retail networks in different countries, enabling both buyers and sellers to trade locally or abroad using the same standard so as to avoid unnecessary delays or mistakes.

我們在籌備成立「原味家作」的時候，已計劃要加入GS1成為會員。因為我們清楚知道條碼標籤系統能有效提升連鎖店的管理質素及效率，尤其是在供應鏈管理方面，更是必需的。此外，我們亦有多款食品及飲品系列在全港超級市場、便利店及百貨公司售賣，所以我們所有產品都附有條碼標籤。GS1亦時常舉辦有關不同行業的講座、培訓計劃等供會員參與，對我們中小企來說，實在獲益良多！

「原味家作」的其中一項主要業務，便是要為產品開拓海外及國內的零售市場。因此我們必需要採納一個全球大多數國家，包括中國大陸都採用的標籤系統，否則便會事倍功半，甚至損失重要商機。

我們在加入GS1成為會員後，採納了GS1的條碼標籤方案，解決我們在產品供應鏈上的標準化問題。我們在不同產品、不同零售網絡、不同國家都採用同一套標籤系統。無論對內對外，買賣雙方都能以同一種技術語言溝通，避免了很多不必要的延誤或錯誤。



Mr. Johnson Yue

Director of RFID
Business Development,
Retail Branding and
Information Solutions

Avery Dennison has been driving the industry needs of automated identification products and solutions for over 70 years. As we drive the value improvements through barcode and RFID technology, it is important for us to join the global standards parade with GS1 and contribute our values to the industries to accelerate their business performance.

We share the same vision with GS1 and the “Vendor Partnership Program” is a great solution for contributors as well as end-user organizations to network. It is crucial to jointly work on new ideas and advancement of automated identification products and solutions to serve the industries, in particular the retail industry.

Using GS1 standards bring technological, economic and social benefits globally. The global standards also enhance and harmonize auto-ID technology products and services, and enable the industries to have greater efficiency for international trade while improving value and customer satisfactions.

艾利丹尼森70年以來一直致力為業界提供自動識別的產品及方案，並透過條碼及RFID技術提升我們的價值。因此，加入GS1國際標準用戶的行列使我們能夠將核心價值貢獻予業界，並提升他們的業務表現。

我們與GS1有共同的理念，而「供應商夥伴計劃」是一個良好的渠道，讓供應商及最終用戶機構作交流。我們必須共同協力啟發新構思及提升自動識別的產品及方案，以服務業界，尤其零售業界。

採納GS1標準能為全球帶來技術、經濟及社會上的好處。全球標準亦能加強和統一自動識別技術的產品及方案，讓國際貿易的流程更高效率，同時提升價值及客戶滿意度。



Mr. Walker Wong

Regional Retail Solutions
Manager, APJ Countries

With over 40 years of retail experience, HP is helping retailers quickly respond to the dynamics of the retail marketplace, enabling accelerated mobile channel growth, impressionable omni-channel experiences, empowered associates, and optimized supply chains. By joining the Vendor Partnership Program of GS1, we could broaden our horizon on IoT as it enables us to join with the retail market leaders to share best practices, and to work with technology vendors to empower retailers' agility on IoT platforms, in order to enrich the productivity of enterprises in Hong Kong.

GS1 standard is one of the key components of the blueprint for IoT development in the global markets, especially in Asia. Adept use of IoT helps enterprises to maintain its staying power at the global forefront financial services, logistics and international trade. Besides, it sets out the framework for enterprises to leverage on new ICT to deliver intuitive and integrated e-services to the public with enhanced efficiency, greater convenience and better quality of life.

HP具有超過40年的零售經驗，協助零售商快速回應千變萬化的市場，並加快移動市場的發展、提升全方位零售的購物體驗、加強業界間合作和優化供應鏈。透過參與GS1的「供應商夥伴計劃」，我們可以擴闊對發展物聯網的視野，與領先市場的零售商共同分享最佳方案，並與技術供應商協作建立物聯網平台以提升香港企業的生產力。

GS1標準是全球市場中物聯網發展藍圖的一個主要元素，尤其是亞洲地區。善於利用物聯網科技可以幫助企業保持在全球金融服務、物流和國際貿易的前列地位，亦能為企業設定框架，讓企業利用新的資訊及通訊科技，為大眾提供適當及綜合的電子服務，帶來更高效率、便利和優質的生活。

Workshops | 工作坊

Technology Arts

科學就是美學

Hong Kong U.R. Label & Printing Co., Ltd. 自行生產 UHF RFID Inlay (超高頻無線射頻芯片), 更能为客户制作不同种类 RFID 相关产品, 亦为客户提供整套 RFID 系统解决方案。

專項 RFID獨有產品:

- RFID熱轉移印嘜
- RFID證明文件

相關產品:

- RFID不乾膠貼紙
- RFID張裝/卷裝掛牌
- RFID印嘜
- RFID織嘜
- RFID PVC/TPU膠章

U.R. RFID Limited
植富射頻商標有限公司

香港新界葵涌打磚坪街58-76 號和豐工業中心17 字樓2 室
Unit 2, 17/F, Well Fung Industrial Centre, 58-76 Ta Chuen Ping St., Kwai Chung, N.T., Hong Kong
電話Tel: (852) 2420 8068 • 傳真Fax: (852) 2420 8012 • 郵箱Email: andy@urlabel.com.hk



www.urrfid.com.hk

Date 日期	Time 時間	Fee (Members) 會員收費	Fee (Non-members) 非會員收費	Contact Information 聯絡資料
------------	------------	-----------------------	-------------------------------	-----------------------------

Supply Chain Simulation Programme 供應鏈模擬工作坊

5 Sep, 2014	2:30p.m. - 5:30p.m.	\$800	\$800 (Buy 2 get 1 free) (3人同行1人免費)	Tel: 2861 2819 Email: info@gs1hk.org
-------------	---------------------	-------	---	---

Basic Barcode Workshop 基本條碼工作坊

25 Sep, 2014	9:30a.m. - 5:00p.m.	FREE 免費	\$250	Tel: 2863 9769 Email: nancyleung@gs1hk.org
--------------	---------------------	------------	-------	---

Food Traceability Training 食品追溯培訓課程

16 & 17 Oct, 2014	9:30a.m. - 5:00p.m.	\$4800 / 2 days	\$4800 / 2 days	Tel: 2861 2819 Email: info@gs1hk.org
-------------------	---------------------	-----------------	-----------------	---

Basic Barcode Workshop 基本條碼工作坊

23 Oct, 2014	9:30a.m. - 5:00p.m.	FREE 免費	\$250	Tel: 28639769 Email: info@gs1hk.org
--------------	---------------------	------------	-------	--

GS1 Improving Supply Chain Profitability Workshop 提升供應鏈盈利工作坊

6 & 7 Nov, 2014	9:30a.m. - 5:00p.m.	\$4800 / 2 days	\$4800 / 2 days	Tel: 2861 2819 Email: nancyleung@gs1hk.org
-----------------	---------------------	-----------------	-----------------	---

Healthcare Traceability Training 醫護追溯培訓課程

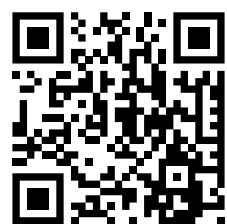
13 & 14 Nov, 2014	9:30a.m. - 5:00p.m.	\$4800 / 2 days	\$4800 / 2 days	Tel: 2861 2819 Email: info@gs1hk.org
-------------------	---------------------	-----------------	-----------------	---

Basic Barcode Workshop 基本條碼工作坊

20 Nov, 2014	9:30a.m. - 5:00p.m.	FREE 免費	\$250	Tel: 2863 9769 Email: nancyleung@gs1hk.org
--------------	---------------------	------------	-------	---

Workshops | 工作坊

Date 日期	Time 時間	Fee (Members) 會員收費	Fee (Non-members) 非會員收費	Contact Information 聯絡資料
Basic Barcode Workshop 基本條碼工作坊				
18 Dec, 2014	2:30p.m. - 5:30p.m.	FREE 免費	\$250	Tel: 2863 9769 Email: nancyleung@gs1hk.org
Basic Barcode Workshop 基本條碼工作坊				
15 Jan, 2015	9:30a.m. - 5:00p.m.	FREE 免費	\$250	Tel: 2863 9769 Email: nancyleung@gs1hk.org
GS1 Improving Supply Chain Profitability Workshop 提升供應鏈盈利工作坊				
3 & 4 Feb, 2015	9:30a.m. - 5:00p.m.	\$4800 / 2 days	\$4800 / 2 days	Tel: 2861 2819 Email: info@gs1hk.org
Food Traceability Training 食品追溯培訓課程				
5 & 6 Mar, 2015	9:30a.m. - 5:00p.m.	\$4800 / 2 days	\$4800 / 2 days	Tel: 2861 2819 Email: info@gs1hk.org
Healthcare Traceability Training 醫護追溯培訓課程				
12 & 13 Mar, 2015	9:30a.m. - 5:00p.m.	\$4800 / 2 days	\$4800 / 2 days	Tel: 2861 2819 Email: info@gs1hk.org



Scan and look up our events and training courses calendar.
掃描 QR code 瀏覽最新活動及培訓課程一覽表。



SAVE THE DATE

25TH ANNIVERSARY GALA DINNER

17 December, 2014

Hong Kong Convention and Exhibition Centre

早年發明的一個簡單條碼，今日為商界締造無限可能。過往25載，GS1 Hong Kong 致力設計及實施一系列的全球商業標準，為各行各業帶來最佳效益。



「條碼在手·締造無限可能」為 GS1 Hong Kong 25週年主題，誠邀您參與12月17日舉行的25週年晚宴，一同回顧 GS1 Hong Kong 過往 25年的重要里程碑。

One simple Code created in the early years, has brought a big difference and infinite possibilities to the business world today. For the past 25 years, GS1 Hong Kong is dedicated to the design and implementation of global business standards that bring optimal benefits to various business sectors.

GS1 Hong Kong is celebrating its 25 years of proud establishment with the theme "One Code · Infinite Possibilities", you are cordially invited to share our joyous moments at our 25th Anniversary Gala Dinner on 17 December, 2014.

For any enquiries, please feel free to contact Ms. Haissi Ho at haissiho@gs1hk.org or +852 2863 9766.



Scan this QR code to download the newsletter.
請掃描以下的 QR 碼下載本刊。



Publisher 出版機構：

GS1 Hong Kong
香港貨品編碼協會

Dedicated Hotlines 專用熱線：

General Inquiries
總機
(852) 2861 2819

GS1 Keys and Barcode Services
GS1全球識別碼及條碼服務
(852) 2863 9701

ezTRADE Service
通商易服務
(852) 2863 9704

BarcodePlus / GEPIR Service
BarcodePlus服務 / 全球電子公司資料庫服務
(852) 2863 9714 / (852) 2863 9799

Barcode Symbol Verification Service
條碼測試服務
(852) 2863 9743

Global Data Synchronization Service
(852) 2863 9706

Electronic Product Code Service
(852) 2863 9706

ezTRACK Service
縱橫網服務
(852) 2863 9706

Genuine Product Authentication Service
「正貨」驗證服務
(852) 2863 9778

SCM Professional Service
SCM專業服務
(852) 2863 9706

Vendor Partnership Program
供應商夥伴計劃
(852) 2863 9723

Advertising Hotline
廣告專線
(852) 2863 9733

GS1 Hong Kong 香港貨品編碼協會

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

Tel 電話 : (852) 2861 2819 Email 電郵 : info@gs1hk.org
Fax 傳真 : (852) 2861 2423 Website 網址 : www.gs1hk.org

GS1 is a registered trademark of GS1 aisbl



4 891668 000497