

SupplyChain PLUS



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

GS1 Hong Kong Concluded the Year of 2010 by Bringing Industry Together 匯聚業界 為2010年劃上完美句號



**Five Key Industry Initiatives
Accelerate Efficiency,
Visibility and Quality**

五大行業項目
助業界提升效率、透明度及質量

**Hong Kong RFID Awards 2010 -
Recognition for Excellence**

香港無線射頻識別大獎2010
表揚卓越成就

**New RFID Tool to Enhance
Logistics Industry's
Competitiveness**

先進RFID工具
有效提升物流業競爭力

Issue 13 Feb 2011

2011年2月 第十三期



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Leaders Gathered in Hong Kong for GS1 Advisory Council Meeting

GS1領袖匯聚香港 出席GS1顧問委員會會議

From January 25-27, 2011, twenty-six GS1 CEOs from eighteen member organizations and the Global Office gathered in Hong Kong to attend the GS1 Advisory Council meeting. The meeting is aimed at providing a platform for the GS1 leaders to collectively shape and steer the strategic directions of the organization in particular on topical subjects like B-to-C, supply chain visibility and data quality.

Alongside the meeting, a social program was arranged such as dinner gatherings at the Peak, the Hong Kong Jockey Club and Lei Yun Mun as well as a sightseeing tour to the Hong Kong Lantau Buddha to let participating executives experience the unique Hong Kong life - a sophisticated fusion of Eastern traditions and Western cultures.

在2011年1月25至27日期間，26位來自18個GS1成員組織及GS1總部的領袖匯聚香港，出席GS1顧問委員會會議(GS1 Advisory Council Meeting)。這次會議的目的，是為GS1領袖提供一個平台，共謀策略與發展方向，尤其是商業對消費者(B2C)、供應鏈透明度及數據質量等議題。



除了會議外，大會更安排多項社交及遊覽活動，包括在山頂、香港賽馬會及鯉魚門的晚宴聚餐，以及大嶼山天壇大佛觀光遊覽，讓與會者體驗香港融合東方傳統與西方文化的獨特都會文化。

GS1 Hong Kong Named Hong Kong's Most Valuable Company

2011

香港貨品編碼協會獲選為
「2011年香港
最具價值企業」



GS1 Hong Kong has been acclaimed as one of Hong Kong's Most Valuable Companies 2011 by reputable international business magazine publisher Mediazone Group for its outstanding work in fostering the adoption of global standards for better operational efficiency, supply chain visibility and product quality.

The Hong Kong's Most Valuable Companies Award salutes personal and corporate accomplishment in Hong Kong and is well received by the city's corporate elite. This year, Mediazone Group selected 64 companies from an initial list of 11,000 international and local brands in recognition of their remarkable achievements in providing their customers with reliable quality and innovative products and services.

Hong Kong's Most Valuable Companies 2011 will be profiled in an annual publication by Mediazone (www.mediazone.com.hk/magazine/hkmvc2010/), available in major Hong Kong bookstores. Please visit www.gs1hk.org to view the full interview with Ms. Anna Lin, Chief Executive of GS1 Hong Kong in the magazine.

香港貨品編碼協會獲國際知名商業雜誌出版商Mediazone評選為2011年香港最具價值企業，以表揚協會在推動全球標準的應用上的傑出表現，藉以協助企業提升營運效率、供應鏈透明度及產品品質。

香港最具價值企業獎旨在表揚個人及企業在香港的卓越成就。該獎項已獲本港企業認同。今年，Mediazone出版集團從11,000間國際及本地品牌的初選名單，選出64家優勝企業，以表揚此等機構致力為客戶提供品質可靠及創新的產品與服務之承諾與表現。

獲獎企業的詳情刊於Mediazone一年一度出版的雜誌內(www.mediazone.com.hk/magazine/hkmvc2011/)，該雜誌在各大書局有售。有關香港貨品編碼協會總裁林潔貽女士接受該雜誌訪問的全文，請瀏覽www.gs1hk.org。

GS1 Hong Kong Launches Inaugural Consumer Caring Scheme

香港貨品編碼協會
推出首屆「貼心企業」嘉許計劃

Consumer
Caring
Scheme 2011

With an aim to lift GS1 Hong Kong's members' overall capabilities in delivering consumer service, GS1 Hong Kong is introducing the first Consumer Caring Scheme in 2011. The scheme is designed to recognize GS1 Hong Kong members who demonstrate consumer care excellence through the innovation and practice of consumer-value related strategies, operations and processes.

Call for Entries

Brand owners, distributors, wholesalers and retailers are eligible for awards. Details of eligibility and application procedures will be announced in the first quarter of 2011.

Awards will be given out at two levels:

- 1st Level of Recognition - Consumer Caring Logo**
Members must meet the minimum score required in order to qualify as a Consumer Caring Company.
- 2nd Level of Recognition - Consumer Caring Award**
Qualified companies ranked among top 3 in their industry sectors will receive awards.

Awarded companies or organizations of the Consumer Caring Scheme 2011 are eligible to apply the Consumer Caring Award Logo in the marketing materials relevant to their awarded products in the year of 2012.

For more information, please visit www.consumercaaring.com or contact Ms. Cheryl Lam at 2865 9776.

為了提升香港貨品編碼協會會員為客戶提供優質服務的整體能力，本會於2011年推出第一屆「貼心企業」嘉許計劃。該計劃旨在表揚成功通過創新及實踐與消費者價值相關的策略、操作及程序，展示出以消費者為先的協會會員。

報名須知

品牌持有人、分銷商、批發商及零售商均可報名競逐這項殊榮。報名資格及手續的詳情將於2011年第一季公布。

「貼心企業」嘉許計劃的獎項分兩個層次：

- 第一層嘉許級別：「貼心企業」標誌**
參賽會員必須符合指定分數的最低要求才能獲頒「貼心企業」標誌。
- 第二層嘉許級別：「貼心企業」年度大獎**
已獲頒「貼心企業」標誌的企業，可競逐所屬行業中的最高殊榮。各行業均設有三個「貼心企業」年度大獎，頒發予各行業中得分位列前三名的機構。

獲獎企業或機構可以申請於2012年內在獲獎產品相關的市場推廣物品上使用「貼心企業」標誌。

詳情請瀏覽www.consumercaaring.com或致電2856 9776與林小姐聯絡。



New Online Promotion Platform For GS1 Hong Kong Members

為本會會員而設的全新網上推廣平台

To assist businesses leverage the power of technology and ride the wave of Web 3.0 to promote their brands and increase visibility to a wider audience, GS1 Hong Kong recently introduced a new online promotion program to its members.

Designed to provide a common platform for both businesses and the public to interact, the web-based marketing portal dubbed JaJaLum.com developed by Global Connexion Limited is a mix of fun, business and personal interests.

JaJaLum.com gathers the latest products and services in the market in one portal. Members of the public can get bonus points and earn rewards supplied by sponsors by participating in the site's interactive promotional games, such as answering questions related to sponsors' products or services. In addition to the points earned from games, people can earn points for referring a friend, completing surveys, becoming a fan of JaJaLum's Facebook page etc.

As a supporting organization of JaJaLum.com, GS1 Hong Kong is inviting its members to join the portal because it provides a novel way for brand owners to promote their new products and services, as well as reach out to existing and prospective customers. With interactive promotions, GS1 Hong Kong's members can establish a direct and more cohesive relationship with their customers and prospects.

For more information, please visit www.jajalum.com.



為了協助企業充份發揮科技的力量，並乘著Web3.0向公眾廣泛推廣他們的品牌及提升透明度，香港貨品編碼協會最近向會員介紹一項全新的網上推廣計劃。

由Global Connexion有限公司開發，以互聯網為基礎的市場推廣入門網站JaJaLum.com，綜合了娛樂、商業及個人興趣的內容，為企業及公眾雙方提供了一個共用的互動平台。

JaJaLum.com是一個集合了市場上最新產品及服務的入門網站。登記成為網站的公眾人士，可以透過參與網站內互動遊戲，如與贊助商產品或服務有關的問題遊戲，即可獲得積分，贏取由贊助商贊助的獎賞。除了參與互動遊戲外，公眾人士也可透過多種途徑取得積分，包括推薦朋友成為會員、完成問卷、成為JaJaLum的Facebook之友等。香港貨品編碼協會作為JaJaLum.com的支持機構，正邀請會員加入該入門網站，以獲取網站所帶來的好處。此互動平台為品牌持有人提供了一個嶄新的推廣新產品及服務的途徑，同時亦可與現有及潛在的客戶接觸。通過互動推廣，協會會員可與他們的客戶及潛在客戶建立直接及更緊密的關係。

詳情請瀏覽www.jajalum.com。

GS1 Hong Kong Concluded the Year of 2010 by Bringing Industry Together

匯聚業界 為2010年劃上完美句號

Assisting businesses to increase their competitiveness and achieve greater levels of success by encouraging the sharing of ideas, insights and experience is the cornerstone of GS1 Hong Kong's mission. At the last quarter of 2010, a series of programs was organized to connect industry for knowledge exchange and networking.

透過鼓勵分享創意、經驗與智慧，協助企業提高競爭力及爭取更卓越的商業成就，乃香港貨品編碼協會的重要使命。貫徹我們多年的使命，在2010年的第四季，本會舉辦了一連串的活動，聯繫業界，促進知識交流。



Hong Kong Smart City+ Forum cum Study Tour at Shanghai World Expo

「香港智能城市論壇」及上海世界博覽會考察團



GS1 Hong Kong was honored to be appointed by the HKSAR Government to co-organize the Hong Kong Smart City+ Forum with Hong Kong Public Key Infrastructure Forum Limited on October 21, 2010. The industry forum, which was a Hong Kong SAR program for Expo 2010 Shanghai with the theme "Smart Card - Smart City - Smart Life", was one of the highlights of the Urban Best Practices Area Exhibition during the Hong Kong Week.

This unique platform facilitated the exchange of inspirational insights and practical knowledge between Hong Kong and Shanghai about ways to maximize the potential of RFID and PKI smart card technologies. The event was addressed by 19 highly-respected speakers, participated by 20 Hong Kong Smart City+ Awards' winners, attended by over 300 industry figures and academics and widely-supported by over 35 industry organizations. Hong Kong enterprises and students were also recognized and feted at the Hong Kong Smart City+ Awards for harnessing innovative technologies.

Study Tour Enriched Participants' Learning Experience

Adding value to the program, a three-day tour with series of activities was organized by GS1 Hong Kong that helped to ensure the participants get the best experience. Participants visited the Expo's landmark pavilions in Pudong and the Urban Best Practice Area in Puxi, as well as exclusive site tours of companies' facilities to learn key supply chain best practices employed by major businesses in Shanghai, including FlexMPE (Shanghai) Ltd., Huawei and Ocean Blue International Logistics.

The participants appreciated the opportunity to experience how Hong Kong and Shanghai businesses are riding the wave of RFID and smart card technologies to enhance their operational efficiency.

香港貨品編碼協會十分榮幸獲香港特區政府的邀請，與香港公匙基建論壇有限公司攜手舉辦「香港智能城市論壇」。主題為「智能卡，智能城市，智能生活」的論壇於2010年10月21日在上海世界博覽會中舉行，是香港特區參與2010年上海世博會重要節目之一，亦為上海世界博覽會香港活動周期間城市最佳實踐區的亮點項目。

是次論壇成功締造一個獨一無二的平台，供上海及香港各界人士互相聯繫、分享真知灼見與實際知識，共同探討如何發揮RFID與PKI智能卡技術的潛力。參與論壇的知名講者多達19位，出席的亦包括20位「香港智能城市大獎」的得獎者，以及300名來自業界和學術界的人士，活動更獲超過35家工商組織支持。同場，大會亦嘉許榮獲「香港智能城市大獎」的本地企業與學生，表揚在研發及應用創新技術上的卓越表現。

考察團提升參加者學習體驗

為讓參加者獲得最佳的學習體驗，協會特別舉辦了一個為期三天的考察團，活動包括參觀上海世博會場內各個位於浦東的重要展館及浦西的城市最佳實踐區，以及走訪上海知名企業，如福士邁電子(上海)有限公司、華為及上海宜隆國際物流公司，了解當地企業各種設備及應用概況，以及如何有效應用供應鏈技術，提升營運效率。

是次活動，令各參與者對香港與上海如何運用RFID及智能卡技術以提升營運效率有更深入的了解及體驗。

The 10th GS1 Hong Kong SCM Excellence Summit 第十屆香港貨品編碼協會 供應鏈管理高峰會



The annual GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit was an anchor event on the SCM industry calendar.

The Hong Kong economy has been hit by the global economic crisis since 2008, but clear signs of improvements have been observed since late 2009. While the worst appears to be over, there are still a number of challenges that enterprises must contend with. A timely and topical conference on supply chain management was organized by GS1 Hong Kong on November 5, 2010.

Some 550 local and international delegates, attended this landmark regional event, supported by over 30 industry organizations. The conference successfully provided an ideal platform for insights, strategy and experience sharing by leading players in the global supply chain management industry through an information-packed program.

一年一度的香港貨品編碼協會供應鏈管理高峰會，是供應鏈業界最關鍵的項目。2008年，香港經濟受到全球性經濟危機的沖擊；至2009年底，本港經濟明顯出現改善跡象。縱使最壞的時刻經已過去，企業仍要面對不少挑戰。香港貨品編碼協會於2010年11月5日舉辦供應鏈管理高峰會，特別對這個議題作適時探討。

這個區域性的重要會議，共有超過550多名來自海外及本地的代表的參與，並得到超過30個工商組織的支持。高峰會的內容豐富，為各界提供一個難能可貴的交流平台，全球供應鏈管理業界翹楚與專家發表演講，跟與會者進行經驗交流。



Mrs. Rita Lau, JP, Secretary for Commerce and Economic Development, The HKSAR Government
香港特區政府商務及經濟發展局局長劉吳惠蘭女士

Mr. Joseph Phi, Chairman, GS1 Hong Kong
香港貨品編碼協會主席彭焜耀先生

Revitalizing Your Supply Chain

Themed "Revitalizing your Supply Chain to Accelerate Growth", the 10th GS1 Hong Kong SCM Excellence Summit gathered over 30 renowned supply chain experts and business leaders to address these pressing issues and shed light on the growth strategies.

In the opening address, Mrs. Rita Lau, JP, Secretary for Commerce and Economic Development, The HKSAR Government said, "Hong Kong is one of the world's leading trade and logistics hubs. Our industries have vigorously adopted innovative technology to enhance supply chain efficiency and to maintain competitiveness."

Welcoming delegates to this year's summit, Mr. Joseph Phi, Chairman, GS1 Hong Kong, commented: "As the global economy works towards a steady recovery after a two-year hiatus, businesses now can refocus on growth. Under the theme of Revitalizing your Supply Chain to Accelerate Growth, this year's summit looks at how supply chain management can help you in your own business rejuvenation process."

為供應鏈注入新動力

以「激活供應鏈，帶動經濟增長」為主題，第十屆香港貨品編碼協會供應鏈管理高峰會吸引超過30位知名的供應鏈專家與商界領袖蒞臨，共同相討具逼切性的問題及研究相關的發展策略。主禮嘉賓香港特區政府商務及經濟發展局局長劉吳惠蘭女士在開幕致辭時表示：「香港是世界領先的貿易與物流中心之一，本地業界一直積極利用創新的技術提升供應鏈效率及維持競爭力。」

香港貨品編碼協會主席彭焜耀先生在致歡迎辭時說：「環球經濟經歷兩年的沉寂後正朝著穩定復蘇的步伐進發。現在，商界可重新進發。今年的高峰會以『激活供應鏈，帶動經濟增長』為主題，重點探討供應鏈管理如何協助各界重整業務。」



Mr. Terence Moore, Supply Operations General Manager for Greater China

寶潔公司Supply Operations 大中華區總經理
Mr. Terence Moore



Mr. Simon Langford, Senior Director, International Innovations, Wal-Mart

沃爾瑪公司International Innovations 高級主管
Mr. Simon Langford



Mr. Gerd Wolfram, Head of CIO Office, Metro AG

麥德龍集團資訊科技總監辦公室主管
Mr. Gerd Wolfram



Ms. Janet Wong, JP, Commissioner for Innovation, HKSAR Government

香港特區政府創新科技署署長
王樂珍女士

Leaders Explore Growth Strategies

Kicking off the conference, keynote speaker Mr. Terence Moore, Supply Operations General Manager for Greater China, Procter & Gamble talked about the key opportunities for rejuvenation and challenges ahead. Mr. Moore highlighted three integral parts of Procter & Gamble's strategy: customer service, organization design and strategic partnerships. "Having the product on time, damage free is the entry point for any supply chain. We created the global structure and people collaborated towards a common goal. And, through forging strategic partnerships with our customers, the company was able to create joint values for both parties and enjoy sustainable growth."

Subsequent to the manufacturer's keynote, leading global retail giants – Wal-Mart and Metro AG – addressed in the retailers' keynote session on how the next - generation supply chain technologies underpinned by standards leading to the way to success.

Mr. Simon Langford, Senior Director, International Innovations, Wal-Mart pointed out, "We can all innovate and think big but without standard, we cannot take the innovation to the next level. Standards are fundamental and GS1 is playing a key part in that, delivering standards for retail. Electronic Product Code-based (EPC) RFID is helping us to get the right product to the right place at a right time. A world without standard is less safe, more costly, and less sustainable," said Mr. Langford.

Echoing Mr Langford's presentation, Mr. Gerd Wolfram, Head of CIO Office, Metro AG explained that "Internet of goods" is important for us is because it means more information on products are available for consumers. "We are at a very good position today as we have unique identification standards such as EPC, GTIN, SGTIN. We can build on this infrastructure to develop new services that enable customers to be more informed about the products by using web-based information services to support their shopping experiences," said Mr. Wolfram.

Winning strategies for business growth

Following the keynote presentations, three interactive plenary sessions focusing on business insights, sustainability and technological innovation and development were held.

業界領袖共同探索發展策略

是次高峰會的主題講者，寶潔公司Supply Operations大中華區總經理Mr. Terence Moore為高峰會展開序幕，談及重整業務的主要機遇及面前的挑戰。Mr. Moore指出寶潔公司營運策略的三大重點，即客戶服務、組織架構設計及策略性合作夥伴關係。「生產期必須準時，並須保證貨品無損，這便是供應鏈的起點。我們創造出全球性的架構，並一起朝著共同目標進發。公司透過與客戶建立策略性的合作夥伴關係，為合作雙方創造出共同的價值，一同分享可持續發展的進步成果。」

緊接著製造商的主題演講，是由全球領先的零售業巨擘沃爾瑪及麥德龍集團負責的零售業主題演講環節，主題環繞以標準為基礎的新一代供應鏈技術如何為企業帶來成功。

沃爾瑪公司International Innovations高級主管Mr. Simon Langford指出：「我們可以創新，亦可任創意馳騁，但缺乏標準便無法將創意成果帶上更高的層次。標準是一切的基礎，而GS1正擔任著關鍵的角色，為零售業提供標準。以EPC為基礎的RFID技術正協助我們於適當的時間把適當的貨品運送到適當的地方。一個沒有標準的世界將會更不安全、並且要付出更大的代價，亦缺乏可持續發展的機會。」

回應Mr. Langford的演說，麥德龍集團資訊科技總監辦公室主管Mr. Gerd Wolfram表示物聯網對所有人都十分重要，因為這意味著消費者將會得到更多有關產品的資訊。「我們正身處一個相當有利的位置，因為我們擁有獨特的識別標準如EPC、國際貨品編碼(GTIN)，以及國際貨品編碼序號(SGTIN)。我們可利用此基建發展嶄新的服務，讓客戶可以透過網上的資訊服務獲得更多產品資訊，藉以豐富他們的購物體驗。」

業務增長的必勝策略

主題演講後，即進入具互動性的三個主題論壇，分別就商業智慧、可持續發展及技術創新之議題作討論。



Business Insights Executive Panel Discussion
商業見解主題論壇



Sustainability Executive Panel Discussion
「可持續發展 — 走向綠色」主題論壇



Enhancing Customer Value and Experience

Supply chain management can form the foundation of a Multi-faceted growth strategy. At the plenary sessions, Ms. Joann Chung, Controller - Merchandising Planning, Supply Chain & Special Projects, Nuance-Watson (HK), Ms. May Chung, Sales Director, Kimberly Clark (HK) Ltd, Mr. Raymond Lee, Senior Manager, Business Process and Systems, Wal-mart Global Sourcing and Mr. Derrick Chan, Executive Director – Supply Chain, Swire Beverages Ltd, shared with the audience their insights and experiences in enhancing customer value and experience.

Building a Sustainable Supply Chain

Sustainability was major topic of interest for delegates. Organized in partnership with the Business Environment Council as a new initiative, this year's summit brought together a panel of experts and business pioneers to share ideas and insights into the challenges facing every company trying to minimize their environmental impact.

Moderated by Dr. Andrew Thomson, Chief Executive Officer, Business Environment Council, the panelists Mr. Kelvin Leung, Chief Executive Officer, North Asia Pacific, DHL Global Forwarding (Hong Kong) Ltd, Mr. Toshiki Fujino, Assistant General Manager, Social Environment Department, Ricoh China Co Ltd, and Dr. Gordon Yen, Executive Director, Fountain Set (Holdings) Ltd, offered valuable insights into how to build a sustainable business that will thrive for future generations. Panelists said all stakeholders along the supply chain must take responsibility for safeguarding the environment, including measures to enhance energy efficiency.

Capitalizing on Innovation and Technology

The Hong Kong RFID Awards Presentation followed the sustainability sessions. Guest of honor, Ms. Janet Wong, JP, Commissioner for Innovation and Technology of HKSAR Government officiated and presented trophies to the winners of Hong Kong RFID Awards and the U-21 RFID Awards. Congratulating all the winners, Ms. Wong said she was impressed by the excellent standards of the winning cases, as well as the outstanding achievements of young talents in the U-21 RFID Awards.

Content-rich Concurrent Sessions

Practical advice and sharing of experiences on how to enhance supply chain efficiency and visibility were offered at three concurrent sessions under a united theme of Industry in Action – Accelerating Growth with Efficiency, Visibility and Quality. The three thematic tracks, each dealing with one of the key engines for accelerating growth. These include Collaborative and Safe Supply Chain, Supply Chain Traceability and Visibility and Product Quality for Consumer Trust.

為客戶創優增值

供應鏈管理可以為多元性的發展策略提供一個基礎。在分組論壇中，Nuance-Watson (HK)有限公司採購策劃及供應系統暨特殊項目總監鍾凌茜小姐、金佰利(香港)有限公司銷售總監鍾美玲女士、沃爾瑪百貨集團全球採辦業務系統和電腦部高級經理李柏希先生，與太古飲料有限公司供應鏈執行董事陳世傑先生，分別與現場嘉賓分享了他們為客戶創優增值的精闢見解與經驗。

創建一個可持續發展的供應鏈

可持續發展，可說是與會者最關注的議題之一。今屆，協會聯同商界環保協會合辦「可持續發展 — 走向綠色」的專題論壇，邀請相關的專家與業界領袖蒞臨，分享他們就企業如何減低其對環境造成的損害的議題上的寶貴見解與建議。

這個專題論壇，由商界環保協會行政總裁Dr. Andrew Thomson主持，論壇小組成員包括敦豪全球貨運物流(香港)有限公司行政總裁，北亞太區梁啟元博士、理光(中國)投資有限公司社會環境部副總經理藤野年喜先生，以及福田實業(集團)有限公司執行董事嚴震銘博士。各專題嘉賓分別就如何建設一個能為下一代提供進步空間及可持續發展的業務發表精闢的意見。他們均認為供應鏈上的所有持份者均須肩負保護環境的責任，包括擬定提高能源效率的措施。

憑創新及技術爭取佳績

緊接著可持續發展論壇便是香港無線射頻識別大獎頒獎典禮，香港特區政府創新科技署署長王榮珍女士擔任主禮嘉賓，並主持開幕儀式及頒獎予香港無線射頻識別大獎的得獎者。獲獎方案與U-21 RFID大獎得主的卓越表現，令王榮珍女士留下深刻印象。

並行討論環節內容豐富

其後便是三個同時進行的討論環節，主題為「行業起動 — 效率、透明度與質素加速業務增長」，主講嘉賓就如何提高供應鏈效率及透明度分享實際的經驗及提供意見。三個論壇均以加強發展力度的動力為主題，包括協作與安全的供應鏈、供應鏈追溯能力及透明度，以及提升產品質素以加強消費者的信心。

GS1 Hong Kong Annual Members Dinner 2010 香港貨品編碼協會 2010年周年晚宴



Celebrating the end of another year, an annual members dinner themed "Enhancing Efficiency and Quality through Innovation" was held on December 15, 2010.

Attended by more than 300 participants from sectors spanning government, industry, trade associations and members, the dinner began with welcoming remarks by GS1 Hong Kong Chairman Mr. Joseph Phi, following by a toasting ceremony with the GS1 Hong Kong Board of Directors. During the event, GS1 Hong Kong introduced the audience to some of our major industry initiatives in different sectors in 2011.

Unveiling the Consumer Caring Scheme

A highlight of the dinner was the introduction of Consumer Caring Scheme. Introducing the new award scheme to the audience, Mr. Dominic Tong, Head of Membership & Consumer Service stressed that the objective of the scheme is to give recognition to members who demonstrate consumer care excellence. The scheme will also serve as a unique opportunity to enable businesses to increase their brand image and equity.

An array of entertainment included singing performances received great applause from the audience. Exciting games and a lucky draw also added to the festive atmosphere of the evening with dozens of prizes given out to the winners. With so much excellent entertainment and laughter in a relaxing atmosphere the event was deemed enjoyable and memorable by all present.

為慶祝過去一年的成果，香港貨品編碼協會於2010年12月15日舉行了會員周年晚宴，主題為「憑創意 建效率 顯質素」。

是次晚宴吸引超過300名嘉賓蒞臨，他們分別來自不同政府部門及工商組織，以及本會的會員。香港貨品編碼協會主席彭焜燿先生為晚宴致歡迎辭，並聯同本會董事局成員舉行祝酒儀式。當晚，本會更向各嘉賓介紹來年為不同業界推出的主要行業項目。

為「貼心企業」嘉許計劃揭開序幕

晚宴的焦點環節，乃本會首次舉辦的「貼心企業」嘉許計劃。本會會員事務及客戶服務總監唐樹權先生指出，頒發該獎項之目的是為表揚一直在維護消費者利益上表現卓越的會員，而這計劃同時可為業界帶來提高品牌形象及信譽的機會。

是次晚宴的娛樂節目豐富，包括歌星獻唱、精彩刺激的遊戲、送出多項獎品的幸運大抽獎，獲出席者報以熱烈的掌聲。當晚氣氛既熱鬧亦充滿娛樂性，令各嘉賓盡興而返。





Five Key Industry Initiatives Accelerate **Efficiency,** **Visibility** **and Quality**

五大行業項目 助業界提升效率、 透明度及質量

GS1 Hong Kong has spared no efforts in assisting local enterprises from many different industries to become more efficient and competitive through standard-based solutions, collaboration and knowledge exchange over the years. In 2011, GS1 Hong Kong will continue its drive to help enterprises optimize operational efficiency, increase supply chain visibility and lift product quality and safety assurance through various industry initiatives including: Unsafe Product Prevention Program; Cross-border Logistics Visibility; Healthcare Supply Chain Modernization; Industry Solutions Program; and Item-level RFID Tagging for Apparel.

多年來，香港貨品編碼協會一直致力協助不同行業透過應用以標準為基礎的方案及促進行業間的交流協作，提升企業的營運效率及競爭力。

2011年，本會將繼續通過不同的行業項目，包括防預不安全產品、跨境物流透明度、醫療護理供應鏈現代化及成衣單件RFID標籤計劃，幫助企業優化運作效率、增加供應鏈透明度，提升產品質量及安全保證。



Unsafe Product Prevention Program

Following Korea's successful implementation of Unsafe Products Screening System to block the sale of unsafe products using GS1 BarCode at retail POS scanning, GS1 Hong Kong will put forward the Unsafe Product Prevention Program initiative in Hong Kong.

An industry working group comprising major retailers including A.S. Watson Group; AEON Stores (Hong Kong) Co. Ltd; China Resources Vanguard (Hong Kong); City Super Ltd; Dah Chong Hong, Ltd; Hong Kong Food Council; Kampery Group; Nuance-Watson (HK) Ltd; and the Dairy Farm Company Ltd. was formed in September 2010.

The program aims to bring product quality and safety assurance of retail consumer goods industry to a higher level by automating the unsafe product handling process and thus enable a more efficient and accurate response to unsafe product alerts.

防預不安全產品項目

參考GS1韓國分會推行「不安全產品自動阻隔系統」的經驗，利用零售點(POS)系統掃描GS1國際貨品編碼，即時識別及阻截不安全產品銷售，香港貨品編碼協會即將在港推出「防預不安全產品」項目。

為此，本會特別於2010年9月成立一個由主要零售商組成的行業工作小組，參與機構及組織包括A.S. Watson Group、永旺(香港)百貨有限公司、華潤萬家便利店、City Super、大昌行、香港食品委員會、金百加集團、Nuance-Watson (HK)及牛奶公司。

該計劃旨在協助零售食品行業，利用不安全產品自動化處理程序，提升產品品質及安全保證，同時亦助業者更有效及準確地處理不安全產品。



Unsafe Product Prevention Program
防預不安全產品項目



Cross-border Logistics Visibility

跨境物流透明化

Cross-border Logistics Visibility

Powered by ezTRACK, the Hong Kong EPC-based Information Services (EPCIS) Traceability platform enables interoperability of various networks and enhances standard-based data track and trace of goods, thus resulting in seamless exchange of information along the intermodal supply chain cargo logistics.

With this cross-border infrastructure in place, enterprises in the region are able to achieve real-time supply chain visibility and more efficient business operations, hence facilitating trade activities regionwide.

Currently, our EPCIS-based RFID track-and-trace platform is capable of providing end-to-end supply chain intelligence and visibility across Greater China, including Hong Kong, Guangdong and Taiwan, as well as Singapore through the GS1 Discovery Service, facilitating borderless trade for local enterprises through four key Asia-Pacific trading hubs. In 2011, the network will further be linked to other parts of the world, including Europe and Latin America with an aim to realize full supply chain information connectivity across the world.



Healthcare Supply Chain Modernization

醫護供應鏈現代化

Healthcare Supply Chain Modernization

Enabling the healthcare industry to implement global standards for a more efficient supply chain as well as enhanced patient safety, is one of the top priorities of GS1 Hong Kong. To this end, GS1 Hong Kong has been working closely with the Hospital Authority (HA) to drive the adoption of GS1 standards with pharmaceutical manufacturers and distributors for supply chain harmonization.

In late 2010, the HA started to implement a supply chain modernization project involving the introduction of Advance Shipping Notices which contains Serial Shipping Container Code (SSCC) and is associated with the product item's Global Trade Item Number (GTIN), expiry date and batch number, through GS1 Hong Kong's B2B platform ezTRADE. Every product, location and logistics unit is uniquely identified by GS1 keys including GTIN, GLN, and SSCC to improve order processing / receiving efficiency and accuracy, paving the way to healthcare supply chain traceability and thus safety for tomorrow. The pilot project is targeted for completion in the third quarter of 2011 for two hospital clusters of the Hospital Authority.

跨境物流透明度

由「縱橫網」所支援、以EPCIS為基礎的追溯平台，可與不同網絡相互運作，有效提升以標準為基礎的資訊追溯能力，將可為多元化貨運供應鏈提供無間斷的資訊交換。

透過此跨境基礎建設，區內企業可以實現實時供應鏈透明度及增加企業運作效率，從而促進區內的貿易發展。

我們已藉着GS1搜尋服務，將RFID追蹤及追溯平台的覆蓋範圍，進一步擴展至大中華區，為香港、廣東、台灣及新加坡提供實時資訊，體現點對點供應鏈透明化，讓本地企業能夠在亞太區內四大貿易中心進行無界限的貿易活動。在2011年，我們將把此網絡擴展至地球的另一端，包括歐洲及拉丁美洲，以實現個資訊全透明的環球供應鏈。

醫療護理供應鏈現代化

香港貨品編碼協會的重點工作之一，是要協助醫療護理行業實施全球標準以提升供應鏈的效率及病者的安全。為了達到這目標，本會一直與香港醫院管理局(醫管局)緊密合作，大力推動藥物製造商及分銷商採用GS1標準，使供應鏈能和諧互通。

2010年底，醫管局啟動了一項供應鏈現代化計劃，項目涉及本會的電子商業服務平台「通商易」及與預先出貨通知單(ASN)。計劃中，ASN上載有貨運容器序號(SSCC)，也與產品的國際貨品編碼(GTIN)、有效日期及批次編號互相關聯。藉著GS1識別系統，包括GTIN、GLN及SSCC等，每件產品、每個地點及物流單位也在掌握之中，從而提升訂單處理/接收的效率及準確性，同時亦提高了醫護供應鏈的可追蹤性，使產品及病者更有保障。這項試點計劃於醫管局轄下的兩個醫院聯網進行，將於2011年第三季完成。



Industry Solutions Program

As an industry-led organization, GS1 Hong Kong acts as a bridge between our members and technology services providers for the adoption of supply chain solutions to enhance industry's supply chain competency.

In 2011, GS1 Hong Kong will not only continue to enable technology vendors to deliver various industry solutions but will also set up a new Hong Kong RFID User Group composing the Hong Kong RFID Awards Winners, RFID pioneers, adopters, etc. Through this User Group, end users will be able to keep abreast of the RFID implementation experience and best practices from other RFID adopters around the world and learn first hand the latest RFID applications available in the market that meet their business needs.

Item-level RFID Tagging for Apparel

According to a 2009 study by ABI Research, leveraging RFID at the item-level for apparel and footwear has delivered compelling benefits to the retail industry including:

- * Reduction in Out-Of-Stock by 60% to 80%
- * Attained inventory accuracy rate of 99.9%
- * Reduction in Cycle Count Time by 75% to 92%
- * Reduced Inventory Carrying Costs by 30% to 59%
- * Increased Sales from 4% to 21%

With the proven value of adopting RFID at the item level, major retailers like Wal-Mart are driving the adoption of item-level RFID tagging, i.e. extending from pallet or case tracking of merchandise to individual items. Item-level RFID tagging can further improve inventory management, on-shelf availability and enhance consumer shopping experience.

To help industry stakeholders realize the huge benefits of RFID item-level tagging, GS1 Hong Kong will play an active role to promote this initiative by linking up manufacturers in Hong Kong and China with the retailers in US.

Through these five key initiatives, GS1 Hong Kong is looking to create smarter businesses and a better life for the Hong Kong community.

行業方案計劃

作為一間行業主導的機構，香港貨品編碼協會扮演着橋樑的角色，把協會的會員及技術服務供應商聯繫起來，推動供應鏈方案的採納，以提升行業供應鏈的競爭力。

本會於2011年除了會繼續協助技術供應商推出不同行業的方案外，更會成立一個新的香港RFID用戶小組，成員包括「香港RFID大獎」得獎者、RFID開發者及使用者等。透過這個用戶小組，最終用戶可以了解實施RFID的最新情況，並可以從全球其他RFID使用者中學到最佳實務，還可以掌握最新在市場推出，符合他們業務所需的RFID應用方案的最新資料。

成衣單件RFID標籤項目

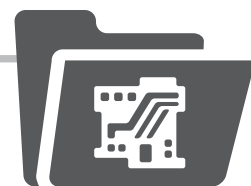
根據ABI於2009所做的一項研究顯示，把RFID應用於衣服及鞋類物品上，能為零售業帶來可觀的利益：

- 缺貨情況減少60%至80%
- 貨存準確率達99.9%
- 減少循環計算時間達75%至92%
- 減少貨存成本達30%至59%
- 銷售由4%上升至21%

隨着於每件貨品上應用RFID技術的價值獲得證實，主要零售商如沃爾瑪，都紛紛採納RFID標籤，應用範圍已由商品展盤或容器的追蹤延伸至單件貨品。在單件貨品上應用RFID標籤，可以進一步改善貨存管理、缺貨情況及提升消費者的購物享受。

為了讓業界認識到單件貨品RFID標籤所帶來的莫大好處，本會將會積極聯合香港及國內的製造商和美國的零售商推廣這項計劃。

藉着這五項重點行業項目，我們期望能進一步提升香港企業的水平，為社群創造更美好的生活。



Industry Solutions Program
行業解決方案項目



Item-level RFID Tagging for Apparel
成衣單件貨 RFID 標籤



Hong Kong RFID Awards 2010 Recognition for Excellence 香港無線射頻識別大獎2010 表揚卓越成就



In the 21st century, the use of new technologies is one of the most important factors in business success, enabling companies to improve the efficiency of their processes and the service they offer to customers. New technologies like RFID act as a catalyst for innovation and business growth.

在二十一世紀，新技術的應用已成為企業成功的主要因素之一，能提升公司營運效率及為顧客提供更佳的服務。當中，如無線射頻識別技術（RFID）等新技術，正是創新及業務增長的催化劑。

Recognizing Success

With an aim to drive the adoption of RFID, GS1 Hong Kong launched the Hong Kong RFID Awards scheme in 2008 to recognize the best efforts to generate innovation and business value through RFID technology. Now in its third year, the awards honor Hong Kong companies that have successfully introduced EPC/RFID technology into their supply chain operations, showcase exemplary performance and serves as benchmark for other industry players.

Gold, Silver and Bronze Hong Kong RFID Awards are given for three main categories:

- Best EPC/RFID Implementation
- Most Innovative Use of EPC/RFID
- Most Innovative EPC/RFID Products

表揚卓越成就

為了推動業界採納無線射頻識別技術，香港貨品編碼協會於2008年推出「香港無線射頻識別大獎」，表揚致力以無線射頻識別技術締造創新及商業價值的企業及人士。今天，「香港無線射頻識別大獎」已踏入第三個年頭，這項大獎表揚成功在供應鏈運作中引進EPC/RFID技術的香港公司，展示他們傑出的表現，並且作為其他業者的典範。

「香港無線射頻識別大獎」有三個主要競賽組別，每個組別均設有金、銀、銅三個獎項。三個組別分別是：

- 「最佳EPC/RFID應用大獎」
- 「最具創意EPC/RFID應用大獎」
- 「最具創意EPC/RFID產品」

U-21 RFID Awards are given to students and tertiary education institutions for:

- Best EPC/RFID Concept
- Most Innovative EPC/RFID Application

This year's awards list also included 11 organizations that earned merit certificates for showing their commitment to adopting RFID technology into their business processes. The winners of Hong Kong RFID Awards 2010 were recognized in an awards ceremony held on November 5, 2010 in conjunction with the annual GS1 Hong Kong Supply Chain Management Excellence Summit.

This year's awards also linked up with the Hong Kong Smart City+ Awards 2010 with the theme of Hong Kong - Championing Smart Life. The Smart City Awards campaign supported Hong Kong's participation in the Shanghai World Expo, underlining the theme of Smart Card - Smart City - Smart Life for Hong Kong's Urban Best Practice Area on the Expo grounds.

「U-21 RFID大獎」是專為專上學生及院校而設的：

- 最佳EPC/RFID概念大獎
- 最具創意EPC/RFID應用大獎

今年更有11間機構獲頒優異證書，表揚他們在業務中採納RFID的承諾。「香港無線射頻識別大獎2010」頒獎典禮暨一年一度的「香港貨品編碼協會供應鏈管理高峰會」已於2010年11月5日圓滿結束。

今屆大獎更被納入「香港智能城市大獎2010」。「智能城市大獎」計劃支持香港參與上海世界博覽會，並以「智能卡、智能城市、智能生活」為主題，作為「城市最佳實踐區」的焦點項目。



Winners of the Hong Kong RFID Awards Business Category

Best EPC/RFID Implementation

Gold Award

LEO Paper Group – RFID Real-time Production Line Monitoring System

Established in 1982, Leo Paper Group is one of Asia's largest OEM paper product manufacturers. In order to facilitate efficient management and decision making as well as responding quickly to production issues, the company launched the RFID Real-time Production Line Monitoring System.

Using a combination of RFID technology and mobile application solutions to automate its product management and shipping processes, has resulted in substantial annual savings and greater efficiency. This system allows the company to carry out monitoring work along the production line with fewer resources, leading to substantial cost savings while eliminating human error and improving customer service.

Over a period of 12 months, the company's manpower requirements were greatly reduced by some 30%. With real-time production monitoring, there was a significant increase in production efficiency estimated at more than 60%. In addition, the system allowed the company to improve their customer service.

Silver Award

Kerry Logistics - Kerrier RFID

Bronze Award

MTR Corporation Limited - Innovative RFID application in MTR Train Maintenance

「香港無線射頻識別大獎2010」商業組得獎者

「最佳EPC/RFID應用大獎」

金獎

利奧紙品集團(香港)有限公司 – RFID實時生產線監察系統

成立於1982年的利奧紙品，是亞洲區內最大的代生產紙製產品製造商之一。該公司推出RFID實時生產線監察系統，旨在提高管理及決策的效率以及迅速回應生產問題。

該系統結合了RFID技術及流動通訊應用方案，使產品管理及貨運程序自動化，公司因而大大節省成本及更有效率。該系統使用戶可以更少資源實施生產線監察，顯著節省成本，更有助避免人為錯誤和改善客戶服務。

採用了RFID實時生產線監察系統後，生產效率明顯上升，估計超過60%，使該公司的人力需求在十二個月內大幅減少30%。除此之外，系統亦使該公司的客戶服務更趨完善。

銀獎

嘉里物流 – Kerrier RFID

銅獎

香港鐵路有限公司 – 列車維修創新RFID應用





Most Innovative Use of EPC/RFID

Gold Award

Luxon Data Limited, Medtronic Medical Appliance Technology & Service (Shanghai) Limited & Zuellig Pharma (Shanghai) Pharmaceutical Co., Ltd. – ZL100 Plus RFID Cabinet

Luxon Data Limited, Medtronic Medical Appliance Technology & Service (Shanghai) Limited and Zuellig Pharma (Shanghai) Pharmaceutical Co., Ltd. shared the Gold Award for Most Innovative Use of EPC/RFID and the Bronze Award of the Most Innovative EPC/RFID Products.

Three companies jointly developed the ZL-100 Plus RFID Cabinet, which helps distributors and healthcare providers to achieve greater operational efficiency and cost savings. The RFID-enabled smart cabinet centralizes real-time inventory management, enhances security and localizes inventory reporting. It also enables suppliers to manage product recalls efficiently and is less costly as each item carries a unique RFID tag encoded with product information.

Silver Award

Sik Sik Yuen - e-charm Management System

Bronze Award

Kerry Logistics - Kerrier RFID



「最具創意EPC/RFID應用大獎」

金獎

力信通有限公司、美敦力醫療用品技術服務(上海)有限公司及上海永裕醫葯有限公司 – Z-100 Plus RFID智能櫃

力信通有限公司、美敦力醫療用品技術服務(上海)有限公司及上海永裕醫葯有限公司共同取得了最具創意EPC/RFID應用大獎金獎及最具創意EPC/RFID產品銅獎。

ZL-100 Plus RFID智能櫃由三間公司聯合開發。該方案利用具備RFID功能的智能式儲存櫃，協助分銷商及醫療服務供應商提升營運效率、增加生產力和節省成本。RFID智能櫃使實時倉存管理中央化，還可加強保安及使倉存匯報本地化。此外，由於每件產品都附有一個載有產品信息、獨一無二的RFID標籤，因此供應商可以有效及低成本地管理回收產品。

銀獎

喬色園 – 數碼靈籤管理系統

銅獎

嘉里物流 – Kerrier RFID



Most Innovative EPC/RFID Product Gold Award

Gold Award

Megabyte – MegaTray

To help retailers boost store security, track inventory and improve merchandising, MegaTray developed a RFID security system for tracking and monitoring small luxury items.

The jewellery display tray MegaTray with integrated RFID reader and Wi-Fi transceiver can provide security and monitoring capabilities for any valuable item that is placed on it. The innovative solution can also help users capture and better understand customer behaviour.

Silver Award

Luxon Data Limited, Medtronic Medical Appliance Technology & Service (Shanghai) Limited and Zuellig Pharma (Shanghai) Pharmaceutical Co., Ltd. – ZL100 Plus RFID Cabinet

Bronze Award

Schmidt & Co., (Hong Kong) Limited & Siemens Limited - Smart Cellar

For the full list of the 3rd Hong Kong RFID Awards and U-21 RFID Awards winners, please visit www.epcglobal.org.hk/hkrfidawards.



「最具創意EPC/RFID產品」

金獎

萬誠電子科技有限公司 – MegaTray智能展盤

萬誠電子科技開發的MegaTray智能展盤乃一套RFID保安系統，能夠追蹤及監察小型貴重物品，有助加強店舖的保安、追蹤存貨及改善採購。

利用整合了RFID閱讀器及Wi-Fi無線收發器的首飾展示盤——MegaTray，便可監察放於盤上的貨品，從而加強保安，並協助用戶掌握顧客的行為取向。

銀獎

興華科儀(香港)有限公司及西門子有限公司 – 智能酒庫

銅獎

力信通有限公司 – ZL-100 Plus RFID智能櫃

詳細的第三屆「香港無線射頻識別大獎」及「U-21 RFID大獎」得獎名單，請瀏覽 www.epcglobal.org.hk/hkrfidawards。

Retailers and Manufacturers Collaborate to Perform Item-level RFID Tagging

零售商與製造商一同採用單件貨品RFID標籤



Major retailers and manufacturers are beginning to take notice of the significant value that RFID item-level tagging creates. Supply chain visibility gained from item-level RFID can improve inventory accuracy and management, reduce shrinkage, and improve forecasting etc. This also leads to an improvement in the customer experience.

To realize these benefits, a group of leading retailers, manufacturers, suppliers, industry associations, technology providers and academia introduced a broad-based initiative in November 2010 to study and develop guidelines for the retail industry to widely roll out the use of EPC-enabled RFID tags on individual items.

Facilitated by GS1 Canada, GS1 US and Voluntary Interindustry Commerce Solutions (VICS), the Item Level RFID initiative is made up of leading industry players, and is co-chaired by executives from Macy's and Jones Group. Also participating in the announcement are the American Apparel and Footwear Association, the National Retail Federation and the Retail Industry Leaders Association.

As a start, members of the Item Level RFID Initiative will create a strategy and a framework for industry engagement, education, adoption and responsible use of existing EPC-enabled RFID technology. Members hope this will foster innovation, improve business efficiencies, and lead to a better consumer shopping experience.

In Hong Kong, on November 5, 2010, GS1 Hong Kong organized a meeting regarding the latest developments in the Item Level RFID Initiative, exclusively for local retailers, manufacturers and technology providers. During the meeting, Mr. Patrick Javick, Director Industry Development, GS1 US provided an update on some pilots which have successfully proven the effectiveness of RFID technology at the item level. Wal-Mart Stores, as one of the members of the group, also shared the benefits of item-level RFID with the local retailers.

With active and fruitful discussion amongst participants, the meeting laid the foundation to extend the implementation of the Item Level RFID Initiative to Hong Kong and China manufacturers.

主要的零售商及製造商已開始注意到無線射頻識別(RFID)貨品標籤所創造的重大價值。RFID標籤加強了供應鏈的透明度，使貨存的精確度及管理、損耗以及預測等得以改善，提升客戶的購物經驗。

為了實現這些好處，一個由領先零售商、製造商、供應商、業界組織、技術供應商及學界組成的小組，於2010年11月引進一個廣泛性的計劃，研究和發展一些指導原則，讓零售業能大量地於每件貨品上應用備有EPC的無線射頻識別標籤。

在GS1加拿大、GS1美國分會以及跨產業商業標準協會(VICS)的推動下，已有不少領先的業者加入這個單件貨品RFID標籤項目，並由Macy's和Jones Group的行政人員共同主持。此外美國衣履協會、美國零售商協會及零售業領袖協會也參與這項計劃。

單件貨品RFID標籤項目啟動之初，參與計劃的成員會建立一套策略和框架，以便行業參與、推行教育宣傳，並採納及有效地使用現存的備有EPC的RFID技術。計劃成員希望藉此推動創新、提升業務效率，並且為消費者帶來更佳的購物享受。



Mr. Patrick Javick,
Director Industry Development
GS1美國分會行業發展總監
Mr. Patrick Javick

香港貨品編碼協會也於2010年11月5日在港舉行了一次有關單件貨品RFID標籤項目最新發展的會議，並邀請了本地零售商、製造商及技術供應商參與。會議上，GS1美國分會行業發展總監 Mr. Patrick Javick 講述了一些試驗計劃的最新情況，這些試驗計劃已成功證明在貨品上應用RFID技術的有效性。作為計劃成員之一的沃爾瑪，也派員出席並向本地零售商分享在貨品上應用RFID技術的好處。

出席是次會議非常成功，與會者均踴躍提出建議，互相交流與討論，為日後把RFID貨品標籤計劃伸延至香港及國內的製造商奠下了基礎。



GS1 US & **GS1 Canada**

Launch B2C Alliance

GS1美國與GS1加拿大分會 攜手成立商業對消費者聯盟

Facilitated by GS1 US and GS1 Canada, the Business to Consumer (B2C) Alliance was formed officially in November 2010. Comprising representatives from leading product brands, technology providers and retailers, the B2C Alliance addresses a growing need for accurate product information accessed via mobile devices and the Internet.

The current list of participants includes: AT&T; Cisco; The Coca-Cola Company; IBM; The J.M. Smucker Company; Johnson & Johnson Consumer Group of Companies; Kraft Foods; The Kroger Co.; the Massachusetts Institute of Technology's Auto-ID Lab; Microsoft Corp.; NeoMedia Technologies; Pepsi Co, Inc.; Premier healthcare alliance; Procter & Gamble; and Scanbuy, Inc. The National Retail Federation (NRF) is also participating, contributing its knowledge of retail operations, including global retail-specific standards, to the group.

The B2C Alliance will leverage mobile technology as a new class-of-trade to increase consumers' involvement with brands via tailored information. The alliance is also developing a product data framework that technology providers could use as a pre-approved route to help ensure the source of data is trustworthy. Technology and service providers are working closely with brand owners and retailers on the framework to develop an operational proof-of-concept model that will demonstrate how the framework would serve consumers.

在GS1美國與GS1加拿大分會的推動下，商業對消費者(B2C)聯盟於2010年11月正式成立。由領先的產品品牌、技術供應商及零售商多方代表組成的聯盟，旨在回應市場對通過流動通訊設備及互聯網獲取精確產品資訊需求日增的問題。

目前，參與的公司包括AT&T、思科、可口可樂、國際商業機器、J.M. Smucker、Johnson & Johnson Consumer Group of Companies、卡夫食品; The Kroger Co、麻省理工Auto-ID實驗室、微軟、NeoMedia Technologies、百事可樂、Premier醫療護理聯盟、寶潔及Scanbuy Inc.。

商業對消費者聯盟將會以流動通訊科技作為一新的商業手段，通過度身訂造的資訊加強消費者與品牌之間的聯繫。聯盟現正開發一套產品數據框架，讓技術供應商利用作為一條預先核准的路線，以確保數據來源的可信性。技術及服務供應商與品牌持有人及零售商正就這套框架的製訂緊密合作，期望將這個已獲證明的概念，變成一個實際可行的模式，展示這套框架如何服務消費者。

EPC/RFID Strategy Works for Wal-Mart

沃爾瑪制訂的 EPC/RFID策略見成效



The technical reliability and economic value of using standard-based RFID technology is becoming widely proven. Users are looking beyond pallets and cartons. With a view to greater information sharing with its trading partners, leading retailers like Wal-Mart are steadily broadening its use of Electronic Product Code / Radio Frequency Identification (EPC/RFID) technology.

Speaking at the Goldman Sachs Retail Conference 2010, in New York in September 2010, Mr. Bill Simon, President and COO of Wal-Mart Stores shared with the participants the retailer's use of RFID tags based on the Electronic Product Code (EPC) standards.

Mr. Simon said Wal-Mart's process discipline and inventory management is excellent and that the company will focus on process improvements and driving operational standards. He went on to tell delegates about the Electronic Product Code (EPC) program for men's apparel Wal-Mart is rolling out to 3,000 stores.

"RFID tags that are attached to the apparel that allow us to — in an instant, with the pull of a trigger or the scan of a reader — inventory a back room or a rack of apparel for size, color and presentation," said Mr. Simon. "It will allow us to take an all-day task of counting and restocking, say, jeans or men's pants down to an hour or so, giving us the ability to more efficiently, more productively stay in stock and drive sales, serving our customers."

以標準為基礎的RFID技術，其技術上的可靠性及經濟價值日漸顯著，成效備受認同。領先的零售商如沃爾瑪，均希望與貿易夥伴分享更大量資訊，不斷擴闊產品電子代碼/無線射頻識別技術的應用。

沃爾瑪主席及營運總監Mr. Bill Simon於2010年9月在紐約舉行的高盛零售會議上，與一眾參與者分享了零售商採用以EPC標準為基礎的無線射頻識別標籤之經驗。

他指出沃爾瑪擁有卓越的程序紀律及存貨管理，因此公司的焦點在於改善程序及推動操作標準。他還向與會者表示沃爾瑪正在三千間店內的男士服裝推行EPC計劃。

他指出：「在服裝上貼上RFID標籤容許我們利用觸發式操作或讀卡器進行掃描，即時得悉庫存或存倉衣服的尺寸大小、顏色及外觀。」他又表示：「要點算及重新入貨往往要花上一整天時間，新技術大大縮短了時間，譬如點算牛仔褲或男士短褲的工作只需一小時，使我們在處理現貨、推動銷售及服務客戶方面更有效率及成果。」

GS1 and EAHP Team

Up to Improve Patient Safety in Europe

GS1及EAHP一同致力改善歐洲病人安全



GS1 and The European Association of Hospital Pharmacists (EAHP), a federation of national associations of hospital pharmacists, signed a Memorandum of Understanding in September 2010 to collaborate in promoting patient safety. This collaboration will allow the two organizations to combine their respective expertise and reach out to the healthcare community in support of an improved European patient safety environment.

“This agreement is an important step in improving patient safety and healthcare supply chain processes. Hospital pharmacists will now be more closely involved in the development and implementation of global standards to barcode medical products and automate supply chain data management,” said Mr. Bo Raattamaa, Chair GS1 in Europe and CEO GS1 Sweden.

In June 2007 (updated June 2010), EAHP issued a position statement advocating the production of single dose-packed drugs with a barcode on each single dose. To achieve this, EAHP recommends the use of the global recognized GS1 Standards. This will allow hospitals to improve the efficiency of the dispensing process and, more importantly, ensure a safer process; preliminary studies have suggested a 50 to 80% reduction of administration errors when barcoded drugs are scanned at the bedside.

Earlier this year, GS1 Healthcare, a global, voluntary healthcare user group, also published the GS1 Standard for the Automatic Identification and Data Capture (AIDC) of medical products. This voluntary standard provides industry stakeholders with a common set of data and data carriers for medical products at every packaging level. A new GS1 Healthcare work group will now look into additional requirements for unit-dose marking.

GS1與歐洲醫院藥劑師委員會(EAHP)於2010年9月簽署了一份諒解備忘錄，共同推廣病人安全。EAHP乃一家由各國藥劑師委員會聯合組成的機構。是此合作讓兩家機構結合他們各自的專才，一起支援醫護團體締造完善的歐洲病人安全環境。

GS1歐洲及瑞典分會主席Mr. Bo Raattamaa表示：「該協議是改善病人安全及醫護供應鏈程序的重要一步。今後在開發及執行醫療產品條碼化及供應鏈數據管理自動化的全球標準上，醫院藥劑師將會有更多的參與。

EAHP於2007年6月(於2010年6月更新資料)發表了一份立場聲明，倡議在生產單一劑量包裝的藥物時，在每劑藥物上貼上一個條碼。為了達到這個目標，EAHP建議使用全球認可的GS1標準。此舉使醫院可以提升配藥過程的效率，更重要的是確保程序更加安全。據一項初步的研究顯示，從病床旁邊掃描機讀取附有條碼的藥物中，發現行政錯誤率大幅減少50%至80%。

自願性的全球性醫護用戶小組——GS1醫療護理，也於2010年初出版了用於醫療產品自動化識別及數據捕捉的GS1標準。該標準為業界處理每包醫療產品時提供一套共同的數據及數據運輸工具。新的GS1醫療護理工作小組現正研究單劑量標示的附加條件。

New RFID Tool to Enhance Logistics Industry's Competitiveness

先進RFID工具 有效提升物流業競爭力

Supply Chain Best Practices | 供應鏈管理最佳實務



The development of the logistics and transport industries is vital to Hong Kong's economy as global trade is increasingly dependent on logistics service providers to provide timely delivery of raw materials, semi-finished and finished goods.

With growing numbers of companies around the world outsourcing their logistics activities, third-party logistics service providers become an important link in the supply chain. As customers continually look for quicker delivery time, specialized logistics expertise, reduced cycle time and lower operational costs, logistics service and technology providers must take a holistic view of their infrastructure, especially in enabling supply chain efficiency, visibility, and collaboration.

The Development of RFID Enabling Engine

In light of this, GS1 Hong Kong joined hands with the Chamber of Hong Kong Logistics Industry Limited (CHKLI) to develop the RFID Enabling Engine (RFID EE), with the funding support of the Trade and Industry Department of the HKSAR Government in 2009/2010. As a ready-to-use open source tool, the RFID EE enables logistics technology solution providers to develop RFID solutions for their customers, i.e. Logistics Services Providers. The RFID EE also gives logistics service providers more options to facilitate supply chain visibility for their customers, through greater use of EPC/RFID-based logistics applications.

To introduce and demonstrate the RFID EE to companies in Hong Kong, a series of training sessions, seminars and exhibitions was organized by GS1 Hong Kong in collaboration with CHKLI in July and August 2010. Over 300 participants from various industries were able to gain practical knowledge, skills, and know-how for the implementation of EPC/RFID technology through the knowledge exchange program series.

物流與運輸業的發展對香港經濟至為重要。隨著全球經濟趨向一體化，環球貿易的發展將更加取決於物流服務商的準時將原材料、半製成品及製成品付運的能力。

國際間越來越多企業將其物流作業外判，第三方物流服務供應商遂成為供應鏈重要的一環。同時，客戶不斷尋求更有效率的付運流程、專業的物流服務水準，以及令他們縮短產品周期及減低營運及物流成本的方法。因此，物流服務及技術供應商必須以一個更全面的視野，從根本作出改善，提升供應鏈效率、透明度及協作效能。

開發RFID應用引擎

有見及此，香港貨品編碼協會與香港物流商會攜手開發無線射頻識別(RFID)應用引擎。此計劃於2009/2010年獲香港特區政府工業貿易署撥款資助。RFID應用引擎作為一個現成的開放源碼工具，物流技術方案供應商可以此工具為基礎，為其物流服務供應商客戶度身訂造EPC/RFID軟件方案。與此同時，物流服務供應商可憑藉此等創新方案為客戶提供更佳服務，提升供應鏈透明度。

為向香港業界展示RFID應用引擎的用途與價值，香港貨品編碼協會聯同香港物流商會於2010年7月及8月期間舉辦了一系列的培訓課程、研討會及展覽會，成功吸引超過300名來自不同行業的參加者到場參與，透過知識交流的項目獲得實踐EPC/RFID技術的實用知識和技巧。



RFID EE Brings Tangible Advantages to Logistics Industry

The training sessions provided an opportunity to understand that RFID EE is a free, ready-to-use open source tool that can help streamline the logistics processes through improving the efficiency of inventory tracking and management, as well as providing users with visibility to goods movement and inventory records throughout their supply chain.

Expanding on the benefits of the software, Mr. Suen, Chief Architect & Principal Consultant noted that the RFID EE also enables technology providers to develop a wide range of logistics applications, e.g. EPC/RFID-based Warehouse Management System, Proof-of-Delivery System, Cargo Tracking System, etc. As a result, SME logistics service providers can be equipped with more RFID applications developed by technology providers that will help improve operational efficiency and add value to their business.

Following the successful July training sessions, two seminars and exhibitions were held August 12 –13, 2010. The two-day event gave industry players an integrated platform to network as well as to learn about the latest technology trends, business applications and cases sharing from speakers. Through the exhibition and visit to the Hong Kong RFID Centre, participants had an up-close look at the latest RFID business applications and learned how these advanced applications benefit their businesses.

The Pilots

As part of the project, three pilots have been completed. Pilot participants included warehousing services and logistics value-added services provider Earnward Warehouse Ltd. (EWL), SME logistics service provider Sun Rise Management Limited (Sun Rise) and food manufacturer China Rise International Investments Limited (China Rise).

Leveraging GS1 Hong Kong's product authentication solution, China Rise is now able to combat product counterfeiting. As a result, consumer safety is improved, as is consumer loyalty. The availability of accurate delivery status information means the company has the capability of proof of delivery with its business partners and distributors.

For more information about the RFID Enabling Engine or to download the free user guide, please visit www.gs1hk.org/RFIDEE.

RFID引擎為物流業帶來實質的效用

培訓課程讓業界了解到RFID應用引擎的作用，這套免費、現成的開放源碼工具，能有效透過改善倉存追蹤及管理之效率，協助業界簡化物流的流程，及為客戶提供在供應鏈上貨物流向與倉存紀錄的透明度。

香港貨品編碼協會總工程師及首席顧問孫國江先生指出，RFID引擎可讓技術供應商開發多種類物流應用工具，例如是以EPC/RFID為基礎的倉庫管理系統、付運證明系統、貨櫃追蹤系統等等。如是者，中小規模的物流服務供應商便可借助由物流服務供應商提供的RFID應用工具藉以提高營運效率及為本身的業務創優增值。

繼成功舉辦7月的培訓課程後，協會更於2010年8月12至13日舉辦了為期兩天的研討會及展覽會，為業界提供一個交流的平台，以掌握最新的技術趨勢、商業應用工具，從講者的案例分享中學習取經。參加者更藉著參觀香港RFID中心及其展覽，對最新的RFID商業應用工具有更深入的了解，同時學習到如何使用此先進技術改善本身的業務。

試點計劃

整個RFID應用引擎項目亦包括以下的三個試點計劃 — 參與的公司包括倉庫服務及物流增值服務供應商盈滙倉庫有限公司、中小企規模物流服務供應商旭景管理有限公司及食品製造商中昇國際投資有限公司。

利用本會的產品驗證方案，中昇國際有效打擊市場上魚目混珠的仿製品外，還保障消費者安全及加強他們對產品的信心。此外，由於系統能提供準確的貨品資料，使中昇國際能夠完全掌握貨品的付運情況，可以向業務夥伴及分銷商提出貨品付運的證明。

欲進一步了解RFID應用引擎或有意下載免費應用手冊，請瀏覽以下網址：
www.gs1hk.org/RFIDEE.

Events 活動

* Sharing Successful Projects at LSCM Technology Transfer Forum 參與LSCM技術轉移論壇分享項目成果

August 25, 2010 2010年8月25日

Organized by the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM) on August 25, 2010, the first LSCM Technology Transfer Forum showcased emerging innovations for the logistics and supply chain industry. GS1 Hong Kong demonstrated its latest solutions at the forum coupled with a presentation titled: Establishing an EPC Network Infrastructure to Enable End-to-End Supply Chain Visibility.

香港物流及供應鏈管理應用技術研發中心於2010年8月25日舉辦首個LSCM技術轉移論壇，為物流及供應鏈業界成功展示最先進的技術。香港貨品編碼協會在該活動上展示了最新的解決方案，同時以「建立產品電子代碼網絡以提高整體供應鏈透明度」為題發表演說。



* GS1 Hong Kong at APEC's Supply Chain Visibility Workshop 出席亞太經濟合作組織的「供應鏈資訊透通性研討會」

September 10, 2010 2010年9月10日

On September 10, 2010, GS1 Hong Kong took part in APEC's Supply Chain Visibility Workshop in Japan, which aimed at helping APEC members better understand the importance of supply chain visibility in today's economy. Representatives from governments, industry organizations and academia attended the interactive workshop. In collaboration with the Office of the Government Chief Information Officer, HKSAR Government, GS1 Hong Kong delivered a presentation on Hong Kong's development in supply chain visibility through the adoption of information technology during the workshop.

香港貨品編碼協會於2010年9月10日出席於日本舉行的亞太經濟合作組織(APEC)「供應鏈資訊透通性研討會」。是次研討會的目的，是要協助APEC各經濟體系加深了解供應鏈透明度對當今經濟的重要性。參與是次研討會的人士，包括來自各國政府、工商組織和學術界的代表。在會議上，香港貨品編碼協會聯同香港特區政府政府資訊科技辦公室，就香港如何透過資訊科技提升供應鏈透明度的議題發表演說。

* Guangdong-Hong Kong RFID Technology Application Summit 粵港RFID技術應用高峰論壇

September 10, 2010 2010年9月10日

GS1 Hong Kong was invited to participate in the Guangdong-Hong Kong RFID Technology Application Summit in Guangzhou organized by the Guangdong RFID Technology Service Centre in conjunction with the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies. Attended by over 300 delegates from China and Hong Kong's leading RFID pioneers, technology companies and institutions, the summit aimed to speed up RFID technology development and transfer between Guangdong and Hong Kong and review the strategic cooperation in the Internet of Things (IoT). GS1 Hong Kong has joined the panel discussion on IoT, supply chain management and Guangdong-Hong Kong Public Platform with other industry experts.

香港貨品編碼協會應邀參與由廣東RFID公共技術支持中心、香港物流及供應鏈管理應用技術研發中心聯合主辦的粵港RFID技術應用高峰論壇。會議吸引了超過300名嘉賓到場，包括來自香港與內地RFID業界的翹楚、技術供應商及技術組織。會議旨在促進粵港兩地之間的RFID技術發展與交流，並就物聯網的策略性合作關係作重新評估。本會亦聯同各業界專家參與了物聯網、供應鏈管理及粵港公共平台的小組討論環節。

Events 活動

* Participation in the 45th Hong Kong Brands and Products Expo 參與第45屆香港工展會

January 1-3, 2011 2011年1月1日至3日

GS1 Hong Kong joined the 45th Hong Kong Brands and Products Expo as one of the exhibitors in the promotion zone from January 1-3, 2011. At the exhibition, GS1 Hong Kong showcased its product information portal, BarcodePlus and new cross-brand online promotion platform designed to help brand owners, distributors and retailers to combat counterfeiting while enhancing customer relationships and brand positioning.



香港貨品編碼協會是第45屆香港工展會的參展商之一，並於2011年1月1日至3日在工展會的推廣區中展示其產品資訊入門網站BarcodePlus，及為品牌持有者、分銷商及零售商而設計，打擊偽冒產品並能藉此改善與客戶之關係及提升品牌定位的跨品牌網上推廣平台。

* GS1 Hong Kong Online Product Promotion workshops 香港貨品編碼協會網上產品推廣工作坊

October 2010 - January 2011 2010年10月至2011年1月

To help members capitalize on the surge in online and mobile marketing, GS1 Hong Kong organized a series of workshops on online product promotion. Speaking at the workshop, GS1 Hong Kong shared practical tips with members and industry about how brand owners and retailers can take advantage of newly launched cross-brand online promotion platforms to enhance consumer relations while promoting products and services. The workshop series were well-attended by over 200 participants.



香港貨品編碼協會為協助會員善於利用愈來愈普及的流動電話及網上推廣渠道，特地舉辦一系列的網上產品推廣工作坊，與會員及業界分享實際經驗，討論品牌持有人及零售商如何充分利用最新推出之跨品牌網上推廣平台以改善與客戶之關係，及有效推廣產品與服務。工作坊成功吸引超過200名會員及業界人士參與。

* China's Brand and Marketing Strategy in 2011 Seminar 2011年中國品牌及市場推廣策略研討會

January 18, 2011 2011年1月18日

Designed to help industry tap into the huge opportunities in China in terms of developing go-to-market strategy, brand management and protection, and Internet marketing, GS1 Hong Kong and the Chinese University of Hong Kong co-organized the China's Brand and Marketing Strategy in 2011 Seminar. At the seminar, GS1 Hong Kong shared his knowledge and experience on how brands can develop effective strategies to improve brand awareness and protection in the China market.



香港貨品編碼協會與香港中文大學聯合舉辦2011年中國品牌及市場推廣策略研討會。其目的是為協助業界充分及有效地利用中國內地發展進入市場策略、保護及管理品牌、互聯網推廣的層面上所提供的機遇。本會於會議上與各界成功分享品牌如何發展出有效的策略以便在中國內地有效地保護品牌及提高品牌知名度。

* GS1 Hong Kong Training Programs

Barcode Workshop
條碼基本概念及應用範疇工作坊

Date 日期：24/3/2011

Advanced Barcode Workshop
條碼進階課程工作坊

Date 日期：10/3/2011

Venue 地點：Conference Room, GS1 Hong Kong Office 香港貨品編碼協會會議室

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Email 電郵：info@gs1hk.org

GS1 Hong Kong welcomes the following companies as our new members

June – December 2010

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