

SupplyChain PLUS



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香港貨品編碼協會會刊

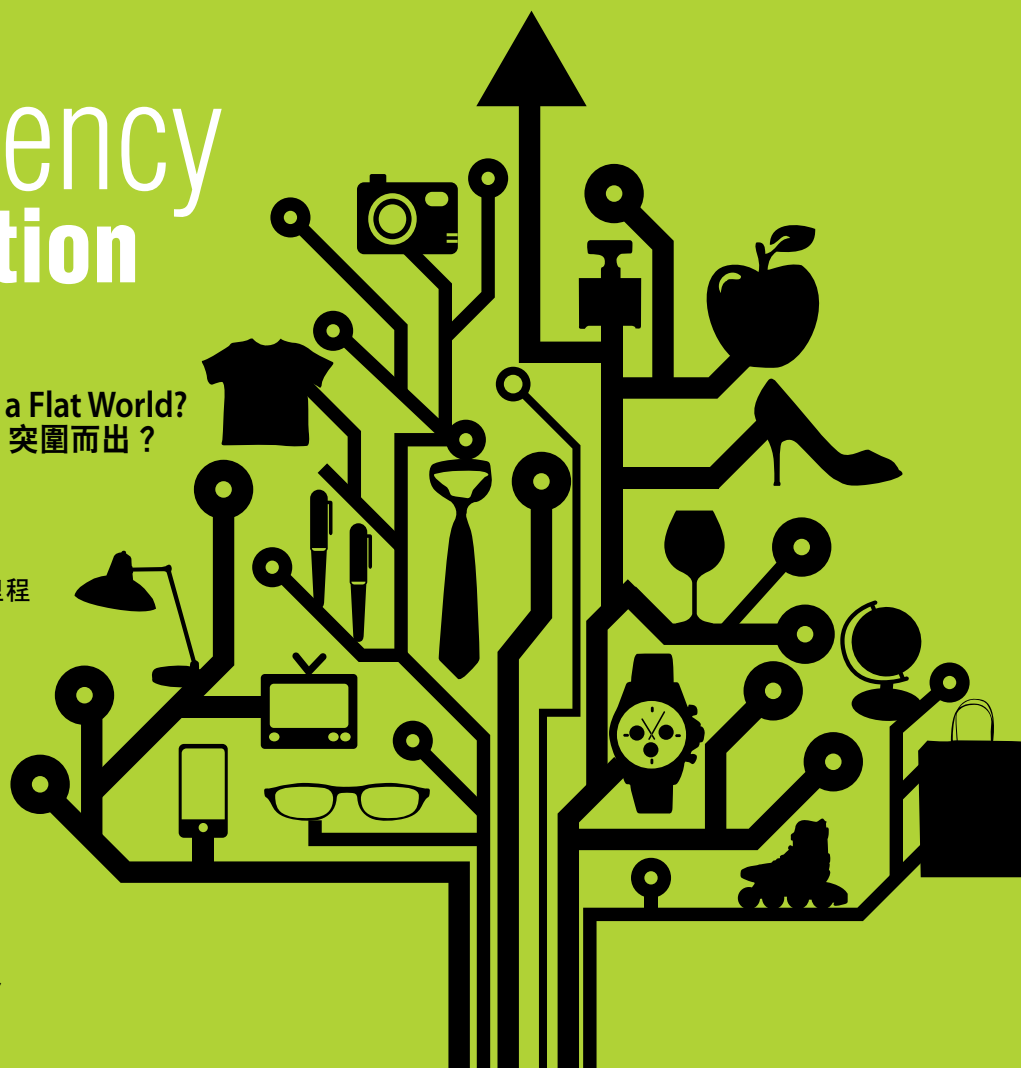
One Code to Efficiency and Innovation

How Businesses Thrive in a Flat World?
企業如何在「平坦的世界」突圍而出？

GS1 Hong Kong: Engaging with
Industry for 20 Years
香港貨品編碼協會20年的發展里程

BarcodePlus:
Empowering Consumers,
Building Brands
BarcodePlus:
為消費者提供更多資訊
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 - Senior Global Executive, Walmart
- ▶ **Broadcast - The Importance of Global Standards in Modern Trade and Supply Chain Management**
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- ▶ **How Retailers can Maintain a High Level of Customer Satisfaction**
 - Ms Caroline MAK, Group Specialty Retail Director, Dairy Farm
- ▶ **Streamlining Supply Chain Process through Technology**
 - Mr Keith BARTLETT, Director, Group IT & Logistics, A. S. Watson Group
- ▶ **Building Customers Trust with Quality**
 - Mr Simon WONG, JP, Chairman, Hong Kong Food Council / Chairman, Kamperry Group
 - Mr W F LEUNG, Group Managing Director, Lam Soon Hong Kong Group
- ▶ **Optimising Supply Chain Efficiency**
 - Mr Michael TUNG, Director of Logistics, South China, Schenker
- ▶ Winning Cases of the Hong Kong RFID Awards 2009

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06	GS1 Hong Kong 20th Anniversary 香港貨品編碼協會20週年	GS1 Hong Kong: Engaging with Industry for 20 Years
08	Cover Story 封面故事	How Businesses Thrive in a Flat World?
12	20th Anniversary Special Feature 20週年特稿	Sharing Knowledge and Celebrations at GS1 Hong Kong's Anchor Events
16	Industry Watch 行業焦點	BarcodePlus: Empowering Consumers, Building Brands
21	Worldwide Trends 環球動態	GS1 DataBar on the go for Retail
23	SCM Best Practice 供應鏈管理最佳實務	Tsit Wing Reaps Rewards of Refined Supply Chain
26	Events & Training Programs 活動及培訓課程	
27	Complimentary Member Listing 會員名錄	

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GS1 Hong Kong: Engaging with Industry for 20 years

香港貨品編碼協會二十年的發展里程



Since 1989, GS1 Hong Kong has been committed to helping Hong Kong companies drive supply chain efficiency and deliver value by promoting the innovative use of the GS1 System of standards.

Through various industry initiatives, we have succeeded in fulfilling our mission of assisting local businesses to become more efficient and sustainable.

香港貨品編碼協會自1989年成立以來，一直致力協助香港企業提升供應鏈效率，透過推動GS1標準的創新應用，為企業創優增值。

藉著推行針對業界需要而設立的各種項目，本會成功協助本地工商機構提高營運效率及持續發展的能力。

The Way Forward

“To help companies optimize their supply chains, GS1 Hong Kong has been continually building and expanding our portfolio of solutions and services through the innovative use of GS1 global standards like Barcode, EPC/RFID, e-Commerce and GDSN that strengthens the modern supply chain through increased transparency, connectivity and efficiency,” said Ms. Anna Lin, Chief Executive, GS1 Hong Kong.

“Looking to the future, GS1 Hong Kong will continue to drive the adoption of global supply chain standards, technology and best practices through establishing an enabling infrastructure that offers a reliable source of product information to help businesses uplift efficiency, product quality and customer services.”

“We will also enable a cross-border application of the traceability platform to increase Hong Kong industry's modern supply chain capability, as well as leverage industry initiatives like the Hong Kong RFID Centre and Hong Kong RFID Awards to develop Hong Kong as the Asian hub for RFID innovation, implementation and collaboration,” added Ms Lin.

向前邁進

香港貨品編碼協會總監林潔貽女士表示：「為了協助企業優化供應鏈，本會不斷建立及拓展解決方案和服務種類，透過GS1全球標準的創新應用，先後推出條碼、EPC/RFID、電子商貿和全球數據同步網絡，以提升供應鏈的透明度、聯繫能力及效率，從而強化香港企業的現代供應鏈。」

「展望未來，香港貨品編碼協會將繼續推動業界採納全球供應鏈標準、技術及最佳實務，並透過建立一套能夠提供可靠產品資訊的基建系統，協助企業提升效率、產品質素及客戶服務水平。」

林氏補充道：「此外，本會亦將會把追溯平台伸展至跨境應用的層面，以提升本地企業的現代供應鏈能力。同時，本會更會透過香港RFID中心以及『香港無線射頻識別大獎』，讓香港在無線射頻識別技術的創新、採納及協作上有更大的進步，發展成為亞洲區的樞紐。」



Major Milestones for GS1 Hong Kong 1989-2009 香港貨品編碼協會的主要發展里程

1989

Founded as Hong Kong Article Numbering Association (HKANA)

香港貨品編碼協會正式成立 (HKANA)



1990

Introduced Barcode services in Hong Kong

在香港推出條碼服務



1995

Launched EZ*TRADE service

推出「通商易」服務



1997

Launched Global Scorecard and Benchmarking Initiative and Export Supply Chain Management Initiative

推出「全球供應鏈評分表及指標計劃」，以及「開展出口供應鏈管理計劃」

1998

Introduced the first professional Supply Chain Certification for Executive

推出首個專業「行政人員供應鏈管理證書課程」

2001

Organized the first annual Hong Kong Supply Chain Management CEO Summit

舉辦首屆「香港供應鏈管理行政總裁週年高峰會」



2003

Launched the AppTeXpress project and the SME Ambassador Program

推出「成衣及紡織業物料識別編碼及分類標準化計劃」，以及「中小型企業大使計劃」



2005

HKANA renamed as GS1 Hong Kong

Launched the Hong Kong EPCnetwork Infrastructure project

Launched the Central Drugs Repository

香港貨品編碼協會(HKANA)更改英文名稱為GS1 Hong Kong

開展「香港產品電子代碼網絡基建計劃」

建立「中央藥物資料庫」



2007

Opened the Supply Chain Innovation Centre (SCIC)

Signed the Guangdong-Hong Kong RFID Industry Cooperation MOU with the Foshan Government

供應鏈創科中心(SCIC)正式揭幕

與佛山市禪城區人民政府簽訂《粵港RFID產業合作備忘錄》



2008

Launched ezTRACK, an EPC/RFID standards-based globalized track and trace platform

Organized the first Hong Kong RFID Awards in Hong Kong

Expansion of SCIC into the Hong Kong RFID Centre

推出以產品電子代碼 / 無線射頻識別 (EPC /RFID) 技術為基礎的全球化追蹤及追溯平台「縱橫網」

在本港舉辦首屆「香港無線射頻識別大獎」

擴展供應鏈創科中心成為香港 RFID中心



2009

Organized Asia's first EPC/RFID Technology Live Test in Global Logistics

Announced the development of BarcodePlus, a one-stop product quality information portal, in collaboration with four major product testing and certification bodies in Hong Kong

Launched the Product Authentication Solution operated with BarcodePlus Beta version for pilot companies

舉辦亞洲首個「EPC /RFID環球物流實地現場測試」活動

宣佈與本港四大產品質檢中心攜手開發一站式產品品質資訊網站—BarcodePlus

為參與試點計劃的企業推出以 BarcodePlus Beta 版作為運作平台的「產品驗證方案」





How Businesses Thrive in a Flat World?

企業如何在「平坦的世界」突圍而出？

The world is getting flatter, according to New York Times columnist and author Thomas Friedman in his best-selling book *The World is Flat* published in 2005. In this new flat world, where companies can extend business processes like manufacturing, logistics and customer service around the globe, geography is less relevant and competitors can come from any part of the world.

The complexity of global supply chain poses significant challenges to businesses trying to stay competitive and relevant. However, this dispersion also creates tremendous opportunities for forward thinking organizations to survive and thrive in a new flat world.

Meeting Challenges, Creating Opportunities

Expanding on the theme of the flat world, Mr. Joseph Phi, the new Chairman of GS1 Hong Kong, shared his insights on the challenges facing businesses for the years ahead at GS1 Hong Kong's 20th Anniversary Kick-off Media Luncheon in early May. At the event, he highlighted eight top trends in the global supply chain and explained how companies could succeed in the new flat world by capitalizing on these trends.

Mr. Phi revealed that the most pressing global supply chain challenges facing businesses today included:

Complexity and Volatility

Today's globalized supply chains are becoming extended and more complex, as the process of producing and shipping products involves multiple parties including manufacturers, freight forwarders, shippers, Customs, to name a few, and each having to abide by international and national laws. With these challenges, demand is more volatile and the links in the supply chain are constantly changing.

As a result, product life cycles are becoming shorter. The global financial crisis has also led to demand fluctuation and volatility. Creating demand while driving costs down has become the major challenges for many manufacturers and suppliers.

Expectations and Risks

Customers today also expect a higher quality of products and services. Growing awareness of environmental, ethical and safety issues means that customers also want to know more about where and how products are made. Responding to these changing market needs and expectations poses many challenges to enterprises.

Mr Phi stressed that today's supply chain leaders had to be cognizant of risk management issues because any disruption to any part of complex supply chains would be costly. Supply chain leaders should be ready to mitigate risks associated with demand fluctuations, cost increases and inventory obsolescence.

紐約時報 (New York Times) 專欄作家 Thomas Friedman 在其於 2005 年推出的暢銷書「世界是平的」(“The World is Flat”) 中指出，這個世界已越來越「平」。在這「平坦」的新世界裡，企業能將業務流程如生產、物流及客戶服務延伸至全球各地，地域限制已不是問題，競爭對手可以來自世界任何一個角落。

複雜的環球供應鏈，為竭力保持市場競爭力的營商者帶來嚴峻的挑戰。然而，供應鏈的廣泛分佈性，亦為具前瞻性的組織製造重大的機遇，能讓它們在這個「平坦」的新世界中站穩陣腳，突圍而出。

轉危為機

在今年五月初，香港貨品編碼協會新一屆主席彭焜耀先生在協會 20 週年的傳媒慶祝午餐會上，把「世界是平的」這個主旨作延伸討論，並就未來數年營商者將要面臨的挑戰這課題，分享其真知灼見。在活動中，彭氏剖析了全球供應鏈的八大主要趨勢，以及企業如何從這些趨勢中找到機遇，在這「平坦」的新世界裡脫穎而出。

彭氏將當今企業在全球供應鏈運作上所面對的最嚴峻挑戰總括如下：

複雜與動盪

今天的環球供應鏈愈趨複雜，其覆蓋範圍愈來愈大；而隨著產品的生產過程及付運流程牽涉愈來愈多的合作夥伴如製造商、貨運代理人、托運人、海關等，而各個單位亦必須遵守國際法及國家法例。在這個背景下，市場需求受到影響因而變得動盪，同時亦引致供應鏈的各個連繫點不斷變化。

結果，產品的生命週期不斷縮短。另一方面，全球金融危機亦引致需求出現波動，故此，如何創造需求同時降低成本，已成為製造商及供應商急需解決的難題。

期望與風險

現今的客戶要求高質素的产品及服務。隨著大眾對環保、企業道德責任及產品安全等意識的提升，產品在何地及如何生產製造，已成為消費者關心的課題。如何回應瞬息萬變的市場需求及期望，是企業要面對的重大挑戰。

彭氏強調，今天的供應鏈管理領導者必須對風險管理有一定的了解，因為只要複雜的供應鏈任何一個環節出現問題，企業也要付出昂貴的代價。供應鏈管理領導者必須作好準備，隨時就需求變動、成本上漲及存貨呆滯所引起的風險作出應變。

Eight Trends in the Global Supply Chain

Having talked about the challenges, Mr. Phi discussed the eight trends and its critical implications to those companies who want to survive and thrive in the flat world.

1. Supply Chain Optimization

Supply chains are about the flow of information and cash as well as the movement of goods and products. Supply chain analytics is becoming increasingly important for businesses as it can help enterprises reduce logistics costs and enhance efficient and effective workflows.

Savvy companies are paying renewed attention to managing working capital and extracting cash from the supply chain by optimizing the level of inventory, receivables and payables. This requires different skill sets and needs a different training and development focus.

2. Velocity

While it is always important to improve speed-to-market, companies are also learning how to respond effectively to changes and ensure they achieve the correct balance between inventory and service level. To do this, companies need to institutionalize the concept of "Flow Management".

3. Visibility

To effectively manage fluctuating demand and serve demanding customers, companies need to build track and trace capability at every step of the supply chain. Increased transparency improves both the visibility of product and information flow throughout the chain.

4. Value

Today's prominent businesses are focusing on value as much as cost. The key is to deliver an optimum mix of cost effectiveness, service excellence and quality assurance.

5. Collaboration

The flattening world is prompting organizations to collaborate with other key stakeholders. By aligning and integrating their business processes, organization structures and information systems, companies are then able to focus on their core competencies.

6. Technology

Companies are adopting more best of breed applications and moving towards increased level of standardization.

7. Quality

Product recalls may adversely impact brands' image and reputation so ensuring product quality is becoming increasingly important. Successful companies are taking the approach that quality management should be treated as a way of life. A responsible approach to social, ethical and environmental issues is also being viewed as an indicator of quality.

8. Environmental Sustainability

Across the world there is an increased awareness of shared responsibility to protect the environment. Steps are being put in place to develop and implement targets to reduce carbon emissions. Many companies are working towards a sustainable supply chain, which supports growth while minimizing the impact on the environment.

Common Standards throughout the World

"The supply chain today is increasingly interrelated and interconnected. A breakdown in one part will affect other parts," said Mr. Phi. "For us to achieve the 3Vs namely Velocity, Visibility and Value along the supply chain, global standards and harmonization are essential."

"Standards provide a common language that allows companies to share and explain what is happening in the supply chain. This in turn will lead to an intelligent and informed decision making process. Companies need standards that are globally accepted. That is where GS1 Hong Kong plays its role," he added.



全球供應鏈八大發展趨勢

討論過企業所面對的挑戰後，彭氏進一步分析供應鏈的八大趨勢，並向要在「平坦的世界」持續生存發展的企業，提供這些趨勢所帶來的重要契機。

1. 優化供應鏈管理

供應鏈是關乎資訊和現金的流通，以及貨品及產品的流動。供應鏈分析論對企業來說日益重要，此方法論能協助企業降低物流成本，並提升工作流程的效率及效益。

洞悉先機的企業將加倍關注如何管理公司的營運資金，尤其是在供應鏈流程上怎樣透過調節存貨、應收帳款及應付帳款的水平以釋放更多現金。要達到這個目標，公司需要一個完全不同的技術配套及經過更新的員工培訓計劃，並須建立嶄新的發展方向。

2. 速度

加快產品進入市場的速度無疑非常重要，但企業亦需掌握如何有效地回應市場變化，並確保在維持足夠存貨量與服務水平之間取得平衡。要做到這一點，企業必須把「流動管理」的概念制度化。

3. 透明度

為了能有效地管理波動的市場需求及回應消費者複雜多變的需要，企業必須在供應鏈的每個環節建立有效的追蹤及追溯能力，藉以增加供應鏈產品流向及資訊流向的透明度。

4. 價值

成功的營商者同樣重視價值與成本，關鍵是就成本效益、服務水平及品質保證進行優化。

5. 協作

「平坦的世界」進一步推動組織與其他合作夥伴共同協作。在協作過程中，組織之間會就業務流程、架構及資訊系統作出整合及統一，如是企業便能把資源集中在主要業務上。

6. 科技

企業傾向採用更多具高度獨立性的集成應用程式，達至更高層次的作業標準化。

7. 品質

產品回收或會對品牌的形象和商譽帶來負面影響，故此確保產品質量這個環節日益重要。而成功的企業，均以品質管理作為基本的原則。另外，企業對社會、道德及環保等問題採取負責任的態度，亦被視為優質的指標。

8. 可持續發展的環境

全球對共同承擔保護環境的責任這種意識日漸高漲，各國亦先後採取不同的措施以減少碳排放量。在供應鏈管理方面，很多企業已追求可持續發展的供應鏈，既強調增長之餘，亦盡力減低對環境造成的影響。

統一標準流通全球

彭氏指出：「現今的供應鏈互為緊扣，若任何一部分出現問題，將影響其他環節的運作。要供應鏈的運作達至3V，即迅速(Velocity)、具透明度(Visibility)及價值(Value)，必須採納全球標準及以和諧化為目標。」

彭氏補充道：「標準可為企業提供一套共同語言及易於理解的訊息，以便分享及解釋在供應鏈流程的一切細節，讓決策者能獲得充足及有用的資訊。而企業所需的是廣受全球採納的標準，這正正是香港貨品編碼協會的使命所在。」

One Code to Efficiency and Innovation

Also speaking at the media luncheon, Ms. Anna Lin, Chief Executive of GS1 Hong Kong explained that the "Code" that GS1 Hong Kong has been promoting (including Barcode and Electronic Product Code) has fuelled supply chain efficiency and innovation – two driving forces behind Hong Kong's economic growth.

Echoing the presentation given by Mr. Phi, Ms. Lin concluded that for 20 years, GS1 Hong Kong has been continually developing its enabling infrastructure and services to assist Hong Kong enterprises to achieve greater supply chain efficiency.

"By promoting global supply chain standards, technology and practices, we help Hong Kong enterprises increase connectivity, transparency and efficiency in their operations, thus creating an agile, responsive and value-driven supply chain for the overall benefit of both the business and public communities," said Ms. Lin.

效率與創新 碼上啟動

香港貨品編碼協會總監林潔貽女士在出席傳媒午餐會中亦強調，香港貨品編碼協會一直致力推廣「編碼」(包括條碼及產品電子代碼)，成功推動本地企業在供應鏈上發揮效率與創新，而效率與創新這兩大元素，正是香港經濟發展的兩大原動力。

林氏在回應彭氏演說時總結道：「香港貨品編碼協會在過去20年來，不斷開發促進發展的架構及服務，協助本港企業提升供應鏈效率，達至『迅速』、『透明度』及『價值』三大目標。」

林氏稱：「本會致力推動全球供應鏈標準、技術及最佳實務，以提升香港企業營運的聯繫能力、透明度和效率，從而建立靈活、反應迅速及以價值為本的供應鏈，讓商界及社會大眾同時受惠。」

New Chairman of GS1 Hong Kong

As the new Chairman of GS1 Hong Kong, Mr. Phi brings valuable and extensive experience in the manufacturing, distribution and logistics service businesses, to lead GS1 Hong Kong in championing supply chain excellence to a new horizon for Hong Kong enterprises. He is the President and Executive Director of IDS Group, a leading Hong Kong-listed Integrated-Distribution services company specializing in distribution, logistics and manufacturing as well as providing a comprehensive menu of services along the value chain.

香港貨品編碼協會新一屆主席

作為香港貨品編碼協會新一屆主席，彭焜耀先生憑藉他在製造業、分銷業及物流服務行業寶貴及廣泛的經驗，帶領本協會為本港企業追求卓越的供應鏈管理。彭先生目前是利和經銷集團總裁及執行董事。該集團在香港上市，主要提供綜合分銷服務，專營分銷、物流、製造以及提供一系列針對價值鏈上各範疇的服務。

Media Luncheon Kick-off 20th Anniversary Year

To mark our 20 years of commitment to supply chain excellence and to kick-start a series of industry initiatives, GS1 Hong Kong held a luncheon with representatives of the media on May 6. The 20th Anniversary Kick-off Media Luncheon was a unique opportunity for GS1 Hong Kong to present its achievements and share its plans for the future.

The momentous occasion was attended by over 40 guests and the media, who were joined by members of GS1 Hong Kong's Board of Directors including Mr. Glenn Smith, Chief Executive of Sims Trading Co. Ltd. and Mr. Roy Ng, Chief Executive Officer of Friven & Co. Other honorable guests included the winners of the 2008 Hong Kong RFID Awards.

香港貨品編碼協會20週年傳媒午餐會揭開序幕

香港貨品編碼協會於5月6日舉行午餐會，招待各媒體代表，以顯示對卓越供應鏈堅定不移的承諾，以及為即將舉行的一連串業界活動揭開序幕。是次午餐會為香港貨品編碼協會締造寶貴良機，藉以展示該協會多年來的成就，以及未來發展大計。

當日的午餐會吸引超過40名來賓與媒體代表參與，場面盛大。香港貨品編碼協會董事局成員包括慎昌有限公司總裁史密夫先生、Friven & Co首席執行總裁伍俊達先生，以及「香港無線射頻識別大獎2008」得獎機構的代表均出席參與這項盛事。



Sharing Knowledge and Celebrations at GS1 Hong Kong's Anchor Events

一同參與香港貨品編碼協會重點活動

交流知識 分享喜悅

To celebrate its 20th Anniversary, GS1 Hong Kong has organized a packed program of conferences and activities targeting a wide range of stakeholders and industries. In keeping with our mission to be the trusted partner of Hong Kong enterprises by helping companies achieve supply chain efficiency, the program addresses diverse modern supply chain needs.

Exciting Activities in the Pipeline

So far in this anniversary year, GS1 Hong Kong has passed a number of significant milestones starting in February with Asia's first EPC/RFID Technology Live Test in Global Logistics co-organized by the Innovation and Technology Commission (ITC) of the HKSAR Government, Hong Kong Science and Technology Parks Corporation, with the support of the Hong Kong Logistics Development Council and the Monohakobi Technology Institute (MTI).

In March we announced the development of BarcodePlus, a one-stop product quality information portal in collaboration with four major product testing and certification bodies. We then launched Product Authentication Solution operated on BarcodePlus Beta Version for Pilot Users funded by the Office of the Government Chief Information Officer (OGCIO) in May.

Later this year, we are organizing two important conferences to promote greater awareness of modern supply chain management in different sectors.

為慶祝協會成立二十週年，香港貨品編碼協會今年特別舉辦連串針對各行業及持份者的大型會議和活動。一直以來，協會也致力協助企業提高供應鏈效能，並以成為香港企業信賴的合作夥伴為己任，今年舉辦的各項活動亦以探討業界對現代供應鏈的各種需求為主題。

連串精彩活動

協會踏入二十週年，同時奠定多項發展里程碑，包括於本年2月與創新科技署及香港科技園公司合辦亞洲首次「EPC/RFID環球物流現場實地測試」，該活動並獲香港物流發展局及株式會社MTI支持及贊助。

今年3月，本會宣佈與四大產品質檢中心共同開發香港首個一站式產品品質資訊網站BarcodePlus；於5月則在政府資訊科技總監辦公室的資助下為試點機構推出以BarcodePlus (Beta version)為運作平台的「產品驗證方案」。

今年底，協會將舉辦兩個重要會議，以加深不同行業對供應鏈管理的認識。



Global GS1 Healthcare Conference

For the first time ever in Hong Kong, leading experts and key stakeholders in the healthcare supply chain from around the world will get together in the Global GS1 Healthcare Conference to be held from October 6-8, at Hospital Authority Building.

Security, traceability and efficiency in healthcare are currently at the forefront of government regulations and industry concerns. The cost and the inefficiency of diverse government regulations, proprietary service offerings and incompatible solutions to all stakeholders has called for defining and adopting global and open standards.

With the theme of "Raising the bar on patient safety and efficiency", the three-day conference will address the key issues and topics critical to healthcare quality and patient safety. The main topics of the conference include:

- Regulatory developments on automatic identification, traceability and electronic product catalogues
- Patient safety initiatives to secure the healthcare supply chain up to the patient
- Healthcare supply chain efficiency improvements

Co-hosted by GS1 Hong Kong, the Food and Health Bureau of the HKSAR Government and the Hong Kong Hospital Authority, the 15th Global GS1 Healthcare Conference will involve a number of influential speakers from around the world, who will share visionary insights on the theme of the conference.

Keynote speakers include Ms. Sandra Lee, JP, Permanent Secretary for Food and Health (Health), Hong Kong SAR Government, while Mr. Shane Solomon, Chief Executive of Hong Kong Hospital Authority will provide some food for thought about his personal experiences in relation to healthcare services at the networking dinner.

GS1全球醫療護理會議

雲集全球醫護界的專家及持份者的「GS1全球醫療護理會議」，將於本年10月6日至8日於醫院管理局大樓首次在香港舉行。

醫護流程的安全性、可追溯性及效率，一直是全球政府、監管機構及業界高度關注的課題。由於各地訂立的法規有異，而持份者所採用的專利解決方案亦欠缺互運性，因而令成本上升及運作效率下降，促使各界共同釐定及採納全球的開放標準。

這個為期三天的會議以「保障病人安全及提高效率」為主題，將就醫護質素及病人安全的主要課題作出討論，當中包括：

- 自動識別、追溯能力及電子產品目錄最新法規的發展情況
- 用作提高醫護供應鏈安全性、以達至病患者層面的病人安全保障方案
- 醫護供應鏈效率改善方案

第15屆GS1全球醫療護理會議由香港貨品編碼協會、香港特區政府食物及衛生局及香港醫院管理局合辦，將網羅來自世界各地具影響力的講者就會議的主題分享意見。

會議主講嘉賓包括香港特區政府食物及衛生局常任秘書長(衛生)李淑儀太平紳士，醫院管理局行政總裁蘇利民先生則會於晚宴交流會上跟與會者分享他在醫護服務界的個人經驗。

GS1 Healthcare Industry Briefing

On June 8, in the run up to the Global GS1 Healthcare Conference, as part of the pre-conference program, GS1 Hong Kong held an industry briefing titled "GS1 Healthcare—The Role of Standards in Patient Safety" that was attended by over 30 representatives from key stakeholders in healthcare supply chain.

By sharing the application of GS1 standards in healthcare, the objectives and status of GS1 Healthcare User Groups and how GS1 global standards contribute to data harmonization for improving healthcare supply chain efficiency around the world, the briefing was declared a success with active and fruitful discussion among the attendees.

GS1醫療護理簡報會

在GS1全球醫療護理會議正式展開前，香港貨品編碼協會在今年6月8日為業界舉行了一場名為「標準在保障病人安全方面擔任的角色」的會議前簡報會，吸引了30多位醫護界主要持份者的代表出席。

會上討論的議題包括醫護界採納GS1標準的情況，GS1醫療護理用戶小組的目標和現況，GS1全球標準如何執行數據協調，從而提升全球醫護供應鏈的效率。與會者熱烈參與討論及交流意見，令討論極富啟發性。





GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit 2009

The second major conference of the anniversary year is the GS1 Hong Kong SCM Excellence Summit 2009, which will be held at JW Marriott Hotel Hong Kong on November 10.

Now in its ninth year, the Summit has grown from strength to strength and is now a landmark event bringing together over 500 leading local, Mainland China and international business leaders and supply chain experts across industries spanning manufacturing, retail, distribution and logistics to network and share supply chain insights and real world experience.

Addressing current priorities of all businesses, the theme for the 9th GS1 Hong Kong SCM Excellence Summit is "Managing in a Challenging Economy". The program will provide practical knowledge and insights on pressing issues critical to business sustainability and how supply chain optimization can help their businesses not only survive but thrive in a volatile economy.

As well as a packed program of panel discussions and thematic streamed sessions, the highlight of this year's program is an exciting line-up of inspiring speakers that include: Mr. Bob McDonald, President and Chief Executive, P&G; Dr. Victor Fung, Group Chairman, Li & Fung Group; Ms. Caroline Mak, Group Specialty Retail Director, Dairy Farm; Mr. Keith Bartlett, Director, Group IT & Logistics, A. S. Watson Group; Mr. Simon Wong, JP, Chairman of Hong Kong Food Council and Mr. Miguel Lopera, CEO, GS1 Global as well as senior executives from leading companies including Fountain Set, Lam Soon HK Group, Schenker and Wal-Mart.

The Summit will also host the second Hong Kong RFID Awards to recognize outstanding innovation and implementation of RFID technology within the business and academic communities. The winning cases set the benchmark for real-world use of RFID technology and will be one of the highlights of the Summit.

The comprehensive program will enable delegates to:

- **Learn** from the best including renowned speakers from different industries, government departments, winners of the Hong Kong RFID Awards and technology solution providers
- **Gain** insights critical to business growth and sustainability in challenging times
- **Keep abreast** of the latest trends and opportunities in the business world and the arena of supply chain management
- **Hear** real-life cases of applying the latest SCM enabling technologies and best-practices
- **Sample** the most innovative new products and solutions from on-site showcases
- **Network** with business leaders and SCM management experts

香港貨品編碼協會供應鏈管理高峰會2009

今年另一個重要會議 - 香港貨品編碼協會供應鏈管理高峰會2009，將於11月10日假香港萬豪酒店舉行。

踏進第九年，香港貨品編碼協會供應鏈管理高峰會已發展成為年度的盛事，吸引超過500位來自本地、中國內地及世界各國的人士，包括來自各行各業具領導地位的商界翹楚與供應鏈專家，其領域涵蓋製造業、零售業、分銷和物流業，他們將在會上交流有關供應鏈的真知灼見及寶貴經驗。

今年的高峰會以「戰勝經濟挑戰」為主題，目標是針對業界目前就持續發展所面對最迫切的問題作出討論，內容除具備實用知識外，講者更會與大家分享意見，並研究如何透過優化供應鏈，讓企業在波動的經濟環境下維持運作，甚至達至業務增長。

今年大會除了安排一連串主題演講及分組論壇外，更邀請了多位具啟發性的演講嘉賓，包括寶潔公司總裁兼首席執行官麥睿博先生、利豐集團主席馮國經博士、牛奶公司集團特項零售業務董事麥瑞琮女士、屈臣氏集團(香港)有限公司資訊科技及物流總監鮑卓祺先生、香港食品委員會理事長黃家和太平紳士以及GS1 Global 行政總裁Miguel Lopera先生，以及多位商界翹楚包括來自福田實業、南順香港集團、全球國際貨運及沃爾瑪的高級行政人員。

第二屆「香港無線射頻識別大獎」頒獎典禮亦將於高峰會上舉行，以表揚企業和學界就無線射頻識別技術在創新和應用上的卓越表現。優勝的案例將成為無線射頻識別技術實際應用的典範，並將成為是次高峰會的焦點。

全面性的會議內容將令與會者：

- 從來自各行各業以及各政府部門的知名講者、香港無線射頻識別大獎得主、技術解決方案供應商身上了解到最先進的資訊與知識
- 就如何在經濟不景的時期保持業務增長與可持續發展，分享到專家的寶貴意見
- 率先獲得有關供應鏈管理及商業上之最新趨勢與機遇的資訊
- 聽取採納最新供應鏈應用技術與最佳實務的成功實例
- 從現場的展覽中獲取有關具創意的產品及解決方案的資訊
- 與商界領袖及供應鏈管理專家交流心得



20th Anniversary Celebration Dinner

To mark our anniversary, we will also host the GS1 Asia Pacific Regional Forum in conjunction with the Summit. This occasion will provide a unique opportunity for the GS1 Global leadership team and member organizations in Asia Pacific to get together with Hong Kong companies to exchange views and experiences on modern supply chain management.

The Summit will conclude in style at the JW Marriott Hotel Hong Kong with the 20th Anniversary Celebration Dinner themed "One Code to Efficiency and Innovation".

20週年慶祝晚宴

本會在舉辦高峰會期間，亦將同時舉辦GS1亞太區論壇，讓GS1環球領導層和亞太區成員組織有機會與香港的企業會面，在現代供應鏈管理方面交換意見和經驗。

高峰會的壓軸節目將是在香港萬豪酒店舉行的二十週年慶祝晚宴，晚宴主題為「效率與創新 碼上啟動」。

Save the Dates

With such a wealth of information to be shared, please make a note of these two key conferences and join us to celebrate GS1 Hong Kong's 20th Anniversary –

- Global GS1 Healthcare Conference (October 6-8)
For inquiry, please call (852) 2861 2819
- GS1 Hong Kong Supply Chain Management Excellence Summit 2009 cum the 20th Anniversary Celebration Dinner (November 10)

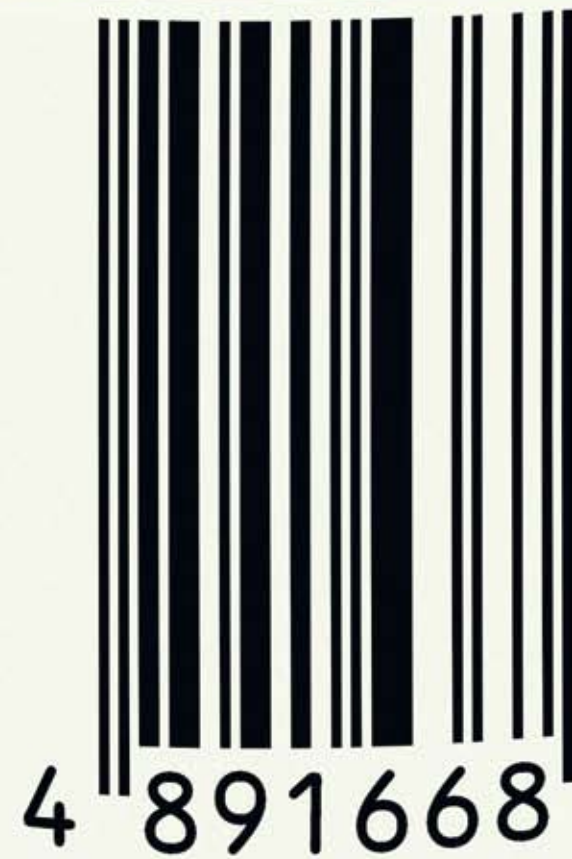
For more information, please visit www.gs1hksummit.com or contact the Event Secretariat at (852) 2851 1482

重要日子

我們誠意邀請閣下參與這兩項盛事，與香港貨品編碼協會一起慶祝踏入二十週年

- GS1全球醫療護理會議 (10月6日至8日)
詳情請致電(852) 2861 2819
- 香港貨品編碼協會供應鏈管理高峰會 (11月10日)
詳情請瀏覽www.gs1hksummit.com或致電(852) 2851 1482
向大會秘書處查詢





BarcodePlus:

Empowering Con

BarcodePlus:

Since GS1 Barcodes were introduced in the 1970s, they have become one of the most widely-adopted sales tools in the world – at least 5 billion barcodes are read on all sorts of goods at retailers all over the world every day. Today, GS1 Barcodes are mainly used at point-of-sale scanning and for inventory management, however, the information contained in a barcode can also be used to create more value for consumers as well as businesses.

Following a series of food safety-related incidents in recent years, as well as the growing trend towards healthy eating, consumers want to know more about the origins of their products whereas responsible food producers and retailers are keen to assure consumers that the food they buy or eat is safe, hygienic and produced to approved standards.

Responding to this trend, GS1 Hong Kong collaborated with Hong Kong's four major testing and certification bodies to exploit the value of barcodes by developing BarcodePlus, a platform that provides access to quality-related product information including testing and certification reports.

GS1條碼自70年代推出以來，已成為全球最廣受採用的銷售工具之一，每天最少50億印在不同貨品上的產品條碼於全球不同零售點給掃描閱讀。現時，GS1條碼的主要應用範圍仍在零售點掃描及存貨管理方面，但事實上，條碼所記載的資料可進一步為消費者及企業創優增值。

隨著近年發生連串有關食物安全事故，加上近年健康飲食風氣日盛，現今的消費者較以往更加關注產品來源的問題；負責任的食品生產商和零售商，均竭力確保消費者所購買的食物既安全，同時符合衛生及指定的生產標準。

為了積極回應社會趨勢，香港貨品編碼協會遂與香港四大產品質檢中心攜手建立BarcodePlus，提供有關產品品質資訊包括測試及認證報告的平台，發揮條碼的價值。





sumers, Building Brands 為消費者提供更多資訊

協助企業建立品牌

Answering Calls for Product Quality Information

In collaboration with CMA Testing (CMA), Hong Kong Quality Assurance Agency (HKQAA), Hong Kong Standards and Testing Centre (HKSTC) and SGS Hong Kong (SGS), BarcodePlus is designed to provide consumers and businesses with critical product quality-related information. By simply entering the keyword of certain products or the GS1 Barcode number printed on the product packaging, users can acquire information ranging from a product's shelf life, country of origin, ingredients and packaging, through to images, certifications and testing reports.

"The BarcodePlus portal will provide enormous benefits to businesses and consumers. In addition to providing consumers with a reliable source of information for product quality, the new portal will also support various business needs such as product data management, product authentication and brand protection," said Ms. Anna Lin, Chief Executive, GS1 Hong Kong.

Uplifting Quality of Life through Collaboration

"With growing supply chain complexity, the task of producing quality products is all the more challenging for businesses. Product testing and certification is now playing an increasingly important role in assuring customers' trust and protecting brand integrity. It's our honor to work with renowned testing and certification organizations in this initiative that helps ensure the accuracy and credibility of the information shared," said Ms. Lin.

Sharing the same vision and commitment to improving the quality of people's lives, the four testing and certification bodies provided major support for BarcodePlus, with an ultimate goal to increase public awareness of product safety and provide stronger brand protection for brand owners.

回應各界對產品品質資訊的需求

香港貨品編碼協會與廠商會檢定中心、香港品質保證局、香港標準及檢定中心及香港通用公證行合作開發的BarcodePlus是一個嶄新網站，目標是向本地消費者與企業提供與產品品質有關的重要資訊。用戶只須簡單輸入產品的關鍵字詞或印在產品上的GS1條碼編碼，即能獲得關鍵的產品品質資訊，包括產品的有效日期、來源地、材料及包裝，甚至品質認證的圖像和測試報告等。

香港貨品編碼協會總監林潔貽女士表示：「BarcodePlus將透過一個產品品質資訊數據庫為企業和消費者帶來重大的好處。該網站除了為消費者提供有關產品品質的可靠資訊來源外，更支援各種商業需求，例如產品數據管理、產品驗證，以及品牌保護等。」

透過協作改善生活質素

林氏補充道：「供應鏈日趨複雜，要維持產品的質素，營商者目前面對著極大的挑戰。在獲取消費者的信任及保護品牌的商譽上，產品測試與驗證的重要性與日俱增。本會很榮幸能夠與知名的產品測試與認證組織合作推行此計劃，以確保有關的資訊準確可靠及更具公信力。」

四大產品質檢中心與本會擁有同樣的願景、目標以及堅持，以改善大眾的生活質素為己任，全力支援BarcodePlus，並希望透過此網站提升社會對產品安全的關注，並為品牌持有人的品牌形象提供最佳的保障。



CMA Testing and Certification Laboratories

Mr. T.C. Wong, Manager, Chemical Division

Food safety and quality are increasingly under the scrutiny of regulators and consumers, how can CMA help companies meet these high expectations?

Accredited under the Hong Kong Laboratory Accreditation Scheme (HOKLAS), CMA offers a wide range of food testing services. With increasing enquiries on food testing, in February 2009 we increased our capacity, by opening a new 3,800 square foot central instrumental laboratory. Equipped with advanced machinery and our team of professionals, we are committed to providing our clients with prompt and professional testing services on food products.

廠商會檢定中心 化學部主管經理 - 黃德泉先生

問：監管機構及消費者對食物安全及品質的監察愈趨嚴格，廠商會檢定中心如何協助企業回應這方面的要求？

答：廠商會檢定中心取得香港實驗所認可計劃(HOKLAS)的認可資格，提供範圍廣泛的食品測試服務。公眾及業界對食品測試的諮詢日益普遍，故此，我們於2009年2月擴充公司規模，面積為3,800平方呎的全新中央儀器實驗室正式啟用。該實驗室配備先進儀器，再配合我們專業的團隊，致力為客戶提供快速及專業的食品測試服務。



Hong Kong Standards and Testing Centre

Dr. Richard Fung, Chief Executive

As the first independent testing, inspection and certification organization in Hong Kong, how can HKSTC reinforce its efforts to improve product quality and safety standards through BarcodePlus?

Over the years, our impartial and reliable testing services have enabled us to become well trusted and recognized by industry. We also seek every possible way to let the general public understand how our certification service works. This transparency ensures that disclosed information is accurate. Through BarcodePlus, we are able to enhance information visibility regarding safety standards and product details in a more effective way. HKSTC will regularly update our testing reports to the BarcodePlus website upon our customer's approval. We believe that consumers can understand more about products' performance when using this platform, and thus make a wiser purchase when shopping.

香港標準及檢定中心 總裁 - 馮立中博士

問：作為香港第一個獨立測試，檢驗和認證機構，香港標準及檢定中心如何透過BarcodePlus提高產品質量和安全標準？

答：本中心憑藉多年來公正可靠的檢測服務獲得了業界信任及認可，但我們仍希望透過更多不同渠道，讓消費者更清楚了解本中心的認證服務，提高對外對內的資訊透明度，確保對外發放的產品資訊準確無誤。透過BarcodePlus網站這個平台，我們就能更有效地提升有關產品安全標準及產品細節的資訊透明度。香港標準及檢定中心在客戶允許下，會定期將測試報告上載網站，市民可方便取得產品資訊。本中心以提高大眾產品安全意識為己任，希望市民使用BarcodePlus的同時，從中可知道更多有關產品在品質上的表現，以便在購物時作出更明智的抉擇。



Hong Kong Quality Assurance Agency

Dr. Michael Lam, Executive Director

How do you see BarcodePlus?

BarcodePlus is an innovative service that creates a new product quality information platform. It enables buyers and consumers to check information pertaining to the source and quality of products as well as management system certification online with the consent of the organizations supplying the products. The new service can enhance product information flow and visibility.

香港品質保證局 總裁 - 林寶興博士

你對BarcodePlus有何看法？

BarcodePlus是創新的服務，建立了一個產品質量資訊平台。在供應產品之機構同意下，買家甚至消費者可以在網上查閱產品的來源、質量和管理體系認證等資料。產品資訊的交流及透明度定會得到提升。



SGS Hong Kong Limited

Mr. Spencer Yeung

Executive Director

How can BarcodePlus enhance consumer trust and corporate/brand reputation? How will SGS collaborate with GS1 Hong Kong to maximize the values and promote awareness of BarcodePlus?

As one of the world's leading testing and certification company with over 50 years of local experience, SGS is dedicated to providing the most reliable and professional testing and certification services to our clients from various industries. Our strategic partnership with GS1 Hong Kong on BarcodePlus will facilitate the flow of genuine information on products quality and standards, which forms a win-win overture to both traders and consumers. SGS strives to draw on our extensive global network, our strong experience and relationship with international parties and our diversified knowledge of international regulations and standards in our bid to put this tool in the best interests of our local community.

香港通用公證行 執行總裁 - 楊敬宗先生

問：BarcodePlus如何提升顧客的信心及企業/品牌的信譽？就加強公眾對BarcodePlus的關注以及提升其價值方面，香港通用公證行如何與香港貨品編碼協會共同協作？

答：香港通用公證行是全球最具領導地位的測試及認證機構之一，擁有超過五十年服務本地企業的經驗，該公司致力為各行各業提供最值得信賴及專業的測試和認證服務。與BarcodePlus的策略性夥伴合作計劃，將有助促進和產品品質及標準相關的真實資訊的流通，為商界及消費者創造雙贏局面。

憑藉香港通用公證行廣闊的全球網絡、與國際合作夥伴所累積的豐富經驗及關係，以及對國際監管條例及標準的多元化知識，冀透過BarcodePlus為香港社會謀求福祉。

Product Authentication Solution

Funded by OGCI

政府資訊科技總監辦公室資助的「產品驗證方案」

Hong Kong has long enjoyed a reputation as a shopper paradise and “capital of genuine goods”. Local consumers and tourists alike have confidence in products purchased in the city. Every year, millions of people visit Hong Kong for shopping. To retain our competitive edge as an attractive tourist destination, Hong Kong has to take a further step to strengthen our reputation and consumers’ trust.

Transparency Boosts Confidence

In response to this challenge, GS1 Hong Kong initiated a Product Authentication (PA) solution which is funded by the Office of the Government Chief Information Officer (OGCIO) under the 2007/08 Sector-specific Program for the Supply Chain Sector. The PA solution is operated on the Beta version of BarcodePlus.

Launched by GS1 Hong Kong in May 2009, the PA solution is an efficient and reliable way for buyers to authenticate products through the Internet or via SMS. In view of growing public concern over food ingredients and the authenticity of healthcare products, GS1 Hong Kong chose to work with companies from these industries. The four companies supporting the program include the leading retail operator at Hong Kong International Airport, Nuance-Watson (HK) Limited, leading nest and health product brand First Edible Nest Limited, the health supplement supplier Comvita HK Limited and the Hong Kong Chinese medicine manufacturer Po Sum On Medicine Factory Limited.

“Thanks to the enthusiastic support from the Government and the participating companies, the program will provide a valuable reference that showcases the potential business benefits and, we hope, speed a wider adoption of the solution for the benefit of the whole community,” said Ms. Anna Lin, Chief Executive, GS1 Hong Kong.

Ease of Use

To verify a product’s authenticity, consumers simply locate the VerCode hidden under a label on the product item and input the VerCode online via BarcodePlus or send the VerCode as an SMS message to (852) 6907 4890.

Consumers can also use RFID smart kiosks to check for more information about selected products. Pilot RFID smart kiosks are located in Travelcare Express operated by Nuance-Watson (HK) Limited at the Hong Kong International Airport and the First Edible Nest shop located in Tsuen Wan’s Luk Yeung Galleria. By simply scanning an RFID label consumers can track products at source and critical points along the production line.

“Apart from providing participating companies with a trusted channel to deliver product quality information to consumers, this also protects their supply chains and their brands from the threat of counterfeit products. In the long run, we believe the Product Authentication solution will sustain consumer confidence in Hong Kong brands and safeguard Hong Kong’s reputation as a shopping paradise,” said Ms. Lin.

Once the program is completed, GS1 Hong Kong will continue our support by promoting the solution to the business community with our brand owner members as the primary target users.

香港素有「購物天堂」及「正貨之都」的美譽，本地消費者以及外地旅客均對在香港購買的產品充滿信心，因此，每年有數以百萬計的旅客到香港購物。為鞏固香港作為理想旅遊地點的優勢，我們必須進一步鞏固香港的聲譽，加強消費者的信心。

資訊透明化 提升品牌可信度

為了迎接以上的挑戰，香港貨品編碼協推推出「產品驗證方案」。這方案乃政府資訊科技總監辦公室的「2007/08年度供應鏈業電子商務推廣計劃」資助項目，並以BarcodePlus為運作平台。

香港貨品編碼協會於2009年5月推出「產品驗證方案」，為消費者提供便利及可靠的方法，透過互聯網及流動電話短訊服務，快速驗證所購買產品的真偽。因應各界對食品原材料及健康產品真偽的關注，香港貨品編碼協會特別挑選與來自此等行業的企業作為方案的參與公司。參與計劃的公司分別是在零售業具領導地位，在香港國際機場設有銷售點的Nuance-Watson (HK) Limited、連鎖燕窩專門店蓋記、保健品供應商康維他香港有限公司及香港中藥製造商保心安藥廠有限公司。

香港貨品編碼協會總監林潔貽女士稱：「我們十分感謝香港特區政府及參與公司的鼎力支持，此試點計劃將可提供極具參考價值的範例，及有效展示潛在的商業效益。本會希望透過此計劃促進各界採納產品驗證方案，使到整個社會亦能受惠。」

方便易用

消費者只需登入www.barcodeplus.com.hk，並輸入貼在產品上的標籤背後的「VerCode」，或將「VerCode」透過手機短訊服務傳送至 (852) 6907 4890，即可核實產品的真偽。

消費者可同時透過無線射頻識別 (RFID) 智能資訊站，查閱特定產品的詳細資料。RFID智能資訊站分別安裝於由Nuance-Watson(HK) Limited在香港國際機場營運的Travelcare Express，以及荃灣綠楊坊蓋記分店。消費者可以藉著掃描產品的RFID標籤，追蹤產品來源及其在生產線上重點環節的資料。

林氏補充：「『產品驗證方案』除了為參與機構建立一個可靠的渠道，向消費者提供產品品質資訊外，更同時保護企業的供應鏈及品牌，免受偽冒產品的威脅。長遠來說，我們相信『產品驗證方案』可有助加強消費者對香港品牌的信心，進一步鞏固香港購物天堂的美譽。」

待計劃完成後，香港貨品編碼協會將繼續向商界推廣這個方案，並會把有關方案率先向隸屬本會會員的品牌持有人進行推廣。

Learn More about PA Solution

To help the business community understand the PA solution and how it brings advantages and value to both brand owners and society as a whole, GS1 Hong Kong has organized three seminars in June and July 2009. For more information about the PA Solution, please contact Mr. Albert Tsang at (852) 2863 9751.

齊來認識「產品驗證方案」

為了協助商界認識「產品驗證方案」對品牌持有人以至整體社會的效益和價值，香港貨品編碼協會在6月及7月分別舉辦3場研討會。如欲查詢有關方案的詳情，請致電 (852) 2863 9751 與曾德華先生聯絡。

Support from the Government and Industry

OGCIO - Sector-specific Program (SSP) for SMEs

To drive e-business awareness and adoption among the SMEs, the Government has launched the Sector-specific Program (SSP) since 2004. We have so far sponsored 13 million for 16 SSPs targeting 11 business sectors, of which 11 were already completed while the remaining 5 to be completed by end 2010.

Nuance-Watson is glad to be the first airport retailer in Asia to pilot run the Product Authentication Solution. The implementation of the Product Authentication solution at our Travelcare Express store in Hong Kong International Airport underpins our on-going commitment to customer satisfaction. The detailed product information provided by the RFID smart kiosk helps ensure our customers are fully informed for their purchase decision with complete confidence while enhancing their shopping experience.

Nuance-Watson很高興能以亞洲首家機場零售商的身份參與這次產品驗證計劃，此方案正好配合我們一向對銷售原廠正貨的承諾。我們在香港國際機場Travelcare Express店內設置的RFID智能資訊站，為顧客提供了詳細的產品資料及產品驗證功能，使其對我們的產品更有信心。在精明消費之餘，亦讓他們享受購物樂趣。

Nuance-Watson (HK) Limited

First Edible Nest's ultimate goal is to gain customers' trust through providing best-quality health products. Thus, brand integrity is key to sustain our profitability and reputation. GS1 Hong Kong's Product Authentication solution makes use of Authentic Barcode Label and EPC/RFID technologies, which add an innovative and high-tech element to our brand image. The smart kiosk installed at our store enables shoppers to get comprehensive product information, thus enhancing their confidence in our products.

蓋記燕窩的營商目標，是透過提供優質而健康的產品，贏取客人的信心。故此，品牌誠信對我們的盈利和商譽起著很關鍵的作用。「產品驗證方案」採用了「防偽條碼標籤」、EPC/RFID技術，為我們建立了一個創新和高科技的形象。我們的門市設有一台智能資訊站，令客戶可以隨時查詢更多、更全面的產品資訊，同時亦大大提高他們對我們產品的信心。

First Edible Nest Limited 蓋記

政府與業界全力支持

政府資訊科技總監辦公室 - 「配合個別行業的電子商務推廣計劃」

政府一直致力推動社會各界採用資訊科技，中小型企業是各項有關計劃及措施的主要對象之一。自2004年開始，我們推出了「配合個別行業的電子商務推廣計劃」，提供資助供不同行業和專業團體向中小型企業推廣採用資訊科技及電子商務。我們期望該計劃可鼓勵目標行業的機構作出更大投資，在業務上使用資訊科技，從而提高自身的競爭力。政府至今合共贊助約1,300萬元，供11個行業推行了16個項目，其中11個已經完成，其餘5個項目，將於2010年底前完成。

Comvita is one of the world's largest manufacturers and marketers of Manuka honey. We are most delighted to take part in this project. GS1 Hong Kong's Product Authentication solution effectively helps us minimize potential business loss caused by counterfeit goods in the market. Moreover, deployment is really simple and easy. It just took half a day to install the equipment at our warehouse. It was easily integrated into our existing packaging process and no changes are required in our production line. We look forward to seeing more companies in the sector to join the program to share the remarkable success of this solution.

康維他是全球最大的麥蘆卡蜂蜜製造商和銷售商之一。我們很高興能參與這個項目。產品驗證方案可助我們減低因假貨帶來的業務損失。此方案執行簡易，只需半日時間，就可把貨倉的設備裝妥，要把程序與現有的包裝工序整合亦很方便，毋須改變生產線的運作。我們期望有更多同業參與，共同分享這項計劃的成效。

Comvita HK Limited 康維他香港有限公司

Our medicated oil and healing balm have long been an effective remedy for certain health conditions and are appreciated by local consumers and the overseas Chinese community. We're pleased to join the Product Authentication solution pilot program as this provides us with a scientific approach to protect our reputation all over the world.

「保心安油及保心安膏向來是治療各種痛症最有效的藥物，並深受本地消費者及海外華人社區歡迎。我們十分高興能夠參與產品驗證試點計劃；此計劃提供了科學的方法，保障我們譽滿全球的品牌形象。」

Po Sum On Medicine Factory Limited 保心安藥廠有限公司

BarcodePlus to go live

Scheduled to go live in November 2009, BarcodePlus is built upon GS1 Hong Kong's existing database which carries over one million product records. More items will be added as the portal grows. Please visit BarcodePlus (Beta Version) www.barcodeplus.com.hk for more information. For inquiry, please contact Ms. Heidi Ho at (852) 2861 2819.

BarcodePlus即將啟用

BarcodePlus一站式資訊網站預計於2009年11月啟用，屆時將會網羅香港貨品編碼協會現有數據庫內逾一百萬個貨品紀錄。日後網站將隨著發展增添更多貨品項目。詳情請瀏覽BarcodePlus (Beta版) - www.barcodeplus.com.hk，亦可致電 (852) 2861 2819與何雅賢小姐聯絡。



GS1 DataBar on the go for Retail

GS1 DataBar 條碼 引進零售業 蓄勢待發

GS1 Global has extended the roll-out period of GS1 DataBar, from January 1, 2010 to 2014 so as to provide retailers with more time to adopt appropriate scanning technology.

GS1 DataBar represents a new capability at retail point-of-sale (POS). According to GS1 Global Office's revised plan, by 2014 it is anticipated that all trade item scanners, everywhere in the world, will be able to support GS1 DataBar. It has already been widely implemented by North American grocery retailers and is being piloted in Europe and Asia. Under the plan, by the target date, GS1 DataBar standards, including product attribute information, can be used by all trading partners in an open environment. At a minimum, retailers should be able to scan a GS1 DataBar and process GTIN (Global Trade Item Number) to their database.

DataBar Brings Multiple Benefits

GS1 DataBar (formerly known as Reduced Space Symbology or RSS) is a new point-of-sale barcode joining the EAN/UPC family of barcodes. It can carry more information than existing barcodes within less space and enables GTIN (Global Trade Item Number) identification for small hard-to-mark consumer products like fresh foods, jewelry and pharmaceuticals.

The strength of GS1 DataBar barcodes lies in its capacity to include more information than product numbers and serves to create value for both industry and consumers:

Useful for hard-to-mark products

GS1 DataBar can be used on small products and those with curved surfaces, that are otherwise physically difficult to apply barcode today.

Carries more data

GS1 DataBar can carry new bar code information like weight, price, or date codes, which provides more information than GTIN in GS1 AIDC (Automatic Identification and Data Capture) solutions.

Increases POS Accuracy

With GS1 DataBar, retailers are able to scan loose products rather than keying information, ensuring 100 per cent accuracy at POS and providing more information for consumers. For fresh foods, GS1 DataBar can include globally unique data that will replace existing barcodes' generic information and provide more detailed information for consumers.

Enabling traceability

The ability of GS1 DataBar to provide more information in less space increases the number of products that can be identified at POS, and thus enables greater traceability throughout the supply chain.

Facilitating stock management

For retailers, additional data carried in GS1 DataBar also facilitates shrink control and other functions such as category management, supplier identification and product weight management.

GS1總部決定將GS1 DataBar條碼的推廣計劃由原定的2010年1月1日延至2014年，讓零售商有更充裕的時間採納合適的條碼掃描技術。

GS1 DataBar條碼是應用在銷售點系統上的一項嶄新工具。事實上，北美地區的雜貨零售商已廣泛利用此條碼，在歐洲及亞洲地區亦已展開試點計劃。根據GS1總部的新計劃，到2014年，預計全球所有貿易產品掃描器將可支援GS1 DataBar條碼，商業夥伴均可在一個開放環境下，採用GS1 DataBar條碼標準，當中包括產品屬性的資料。屆時，預計所有零售商均已準備就緒掃描GS1 DataBar條碼，並把國際貨品編碼傳送至其數據庫中。

DataBar條碼帶來多種好處

GS1 DataBar條碼(前稱縮減空間碼)是一種嶄新的銷售點條碼系統，是EAN/UPC條碼系列(現時在銷售點採用的條碼)以外的一種新條碼；此條碼佔據較少的應用空間，卻能儲存更多數據，亦可讓細小及難以貼上條碼的產品如新鮮食品、珠寶首飾、藥物等採納國際貨品編碼(GTIN)識別技術。

GS1 DataBar條碼的優點，在於它不單能夠載負產品編碼，更可儲存其他數據，為業界及消費者創優增值。

可用於難以貼上條碼的產品

GS1 DataBar條碼可應用在體積較小、呈弧形或球形，以及目前難以貼上條碼的產品上。

儲存更多數據

GS1 DataBar條碼能夠儲存新的條碼資料包括重量、價錢或數據編碼；在GS1自動識別及數據擷取解決方案當中，GS1 DataBar條碼提供的數據比國際貨品編碼更多。

提高銷售點數據閱讀準確性

零售商可透過GS1 DataBar條碼技術掃描散裝產品，以省卻人手輸入數據的程序，確保銷售點的資料準確無誤，以及為顧客提供更多產品資訊。對於新鮮食品而言，GS1 DataBar條碼更可儲存全球獨一無二的數據，取代現存條碼所提供的一般資料，為消費者提供更詳盡的資訊。

提供產品追溯能力

GS1 DataBar條碼佔據細小的空間卻載負更多的數據，讓更多的產品可經銷售點進行識別，以建立更強的供應鏈追溯能力。

有利存貨管理

對零售商來說，GS1 DataBar條碼能儲存額外數據，有助改善產品損耗管理及其他功能，如類別管理、供應商識別以及產品重量管理等。

Global Adoption of GS1 DataBar

GS1 Member Organizations around the world have attained encouraging results in their promotion of GS1 DataBar implementation:

Canada

In 2006 Loblaw Companies Ltd, Canada's largest retailer with over 1,000 retail stores started working with selected produce suppliers to pilot the GS1 DataBar on apples and bananas only. After reviewing the pilot, Loblaw said that DataBar had decreased its out-of-stocks, improved shrink control, enhanced product replenishment and increased customer satisfaction at self-checkouts. In 2008 Loblaw expanded its DataBar implementation to include all produce suppliers.

Japan

In Japan, the healthcare industry started using the GS1 DataBar and Composite Symbology for healthcare products in 2008. In addition, two major players in the Japanese retail industry, Bunkado and Beisia, have conducted pilot studies with fresh produce in supermarkets using GS1 DataBar Expanded/Expanded Stacked. During the pilot, both retailers used similar data about the "sell-by-date/hour" and "mark-down" price together with GTIN or internal product identification which resulted in quick and accurate processing compared to the previous system of manually keying in discounted items.

United States

The US is an early adopter of GS1 DataBar and implementation and use of GS1 DataBar with produce continues to expand. In 2009, leading American supermarkets such as Wal-Mart, Kroger, Winn-Dixie and Publix are either scanning produce items with GS1 DataBar or are notifying their suppliers to be ready to provide products with GS1 DataBar soon.

Coupons are a very popular marketing tool in the US. To resolve technical issues with the current US Coupon System and enhance its functionality, GS1 US and the Joint Industry Coupon Committee have recommended using GS1 DataBar. Phase 1 of a rollout using EAN/UPC and GS1 DataBar on shopping coupons is currently underway.

各地採納GS1 DataBar條碼的新發展

全球的GS1成員組織在推廣業界採納GS1 DataBar條碼上有顯著的成績。

加拿大

Loblaw是加拿大最大的零售商，擁有逾1,000家店舖。自2006年開始，Loblaw便與部份經挑選的農產品供應商合作推行GS1 DataBar條碼試點計劃，用於識別蘋果和香蕉。Loblaw檢討試點計劃後指出，GS1 DataBar條碼有助減少缺貨、改善產品損耗管理及補貨流程，而顧客對自動結賬程序的滿意度亦有所上升。由2008開始，Loblaw把DataBar條碼的應用計劃伸延至所有農產品供應商。

日本

日本醫療護理界在2008年開始使用GS1 DataBar條碼及複合型條碼來識別醫護產品。而兩大零售商Bunkado及Beisia也在旗下超級市場以GS1 DataBar條碼的延伸版本推行試點計劃。計劃中，兩家零售商均同時採用與“保質期限”和“調低價格”類似的數據，以及國際貨品編碼或內部貨品識別碼，結果發現，與以往使用人手輸入折扣貨品的方法相比，新的程序加快了流程並提高了準確性。

美國

美國較先採納GS1 DataBar條碼。現時利用這種條碼來識別農產品的計劃亦在不斷展開。在2009年，沃爾瑪、Kroger、Winn-Dixie和Publix等大型超市開始利用GS1 DataBar條碼來掃描農產品，或已通知供應商儘快為提供貼有GS1 DataBar條碼的產品作好準備。

在美國，優惠券是廣受歡迎的市場推廣工具。為了解決目前美國優惠券的技術問題及提高其功能，美國GS1組織與Joint Industry Coupon Committee大力倡議業界採納GS1 DataBar條碼，現時業界正就這方面推行第一期計劃，推出印上EAN/UPC和GS1 DataBar條碼的優惠券。

Hong Kong to Benefit from GS1 DataBar

"The key benefits of GS1 DataBar can be summed up as 'more data in less space'. With the enhanced information provided by this new sales tool, retailers will be able to improve their customer service through quicker POS processing and more efficient replenishment of goods. Retailers will also be able to boost sales by capturing the mark down prices of short life cycle products in barcodes. To enable the business community to enjoy these benefits, we are planning to introduce GS1 DataBar in Hong Kong in the near future," said Ms. Anna Lin, Chief Executive, GS1 Hong Kong.

GS1 DataBar條碼可為香港帶來效益

香港貨品編碼協會總監林潔貽女士指出：「GS1 DataBar條碼的主要優點是能提供更多數據，締造更大價值。零售商可透過此嶄新銷售工具，加快銷售點的數據閱讀速度及改善補貨流程，為顧客提供更佳的服務；另一方面，有效期較短的產品，其價格會被調低，零售商亦可透過擷取這些價格數據進行促銷活動。香港貨品編碼協會將於不久將來在香港推廣GS1 DataBar條碼，以協助業界透過這個銷售工具獲得更多的商業效益。」

Tsit Wing Reaps Rewards of Refined Supply Chain

捷榮優化供應鏈 獲取市場優勢

The simple pleasure of sipping a refreshing cup of tea or coffee is the end result of a long and complex supply chain. For 76 years, Tsit Wing Coffee Co. Limited has been successfully bringing tea and coffee to Hong Kong retailers. In response to changing consumer expectations in recent years, the company has taken decisive steps that have enabled it to become a world-class food and beverage services provider.

In 2007, Tsit Wing launched a supply chain re-engineering project, and the company is now seeing the positive impact of this initiative.

呷一口香濃愜意的紅茶或咖啡，可說是一種寫意的享受，為許多人增添不少生活樂趣。不過，當中牽涉的供應鏈流程卻是既漫長又複雜。過去76年來，捷榮咖啡有限公司(下稱「捷榮」)成功把紅茶及咖啡引進香港的零售業。近年，為滿足多變的顧客需求，捷榮更銳意革新作出多項措施，成功令該公司晉身成為世界級的餐飲服務供應商。

捷榮在2007年就供應鏈管理和運作進行流程重整，現在正逐步體驗流程重整所帶來的好處。



New Goals Drive Need For Change

To better serve the customers, Tsit Wing has also been moving from specialization to diversification. From being a coffee, tea and grocery supplier to becoming a food and beverage industry leader, it expanded its business scope by setting up coffee shops, developing branded coffee and tea machines, and supplying instant beverage products to supermarkets.

To support further transformation and global growth, Tsit Wing recognized that it had to improve its supply chain reliability, responsiveness and cost-efficiency. Under this backdrop, Tsit Wing sought professional advice from GS1 Hong Kong in 2007 and began working with the recognized global supply chain diagnostic tool SCOR (Supply Chain Operations Reference-model).

Developed by Supply-Chain Council, SCOR is a process reference model that provides a unique framework linking business processes, metrics, best practices and technology features. Together they form a unified infrastructure to support communication among partners, improve effectiveness in all areas of supply chain management and identify where improvements must be made. Tsit Wing was able to capitalize on GS1 Hong Kong's expertise in using the SCOR methodology.

"SCOR enabled us to re-examine every process involved in our operations – from procurement and production to warehousing and distribution. The methodology provides powerful examples of how to navigate through the process as well as align with best practices. It also allowed us to improve the way it communicated changes in supply chain management practices to all parties involved in the process," said Mr Wesley Chan, Head of Supply Chain and Technology at Tsit Wing Coffee Co. Limited.

SCOR Produces Results

Freshness is all-important for Tsit Wing's fast-moving consumer products such as coffee, so successful inventory management involves maximizing warehouse utilization and minimizing the risk of out-of-stock regarding the products that customers want.

With reference to GS1 Hong Kong's recommendations, Tsit Wing adopted the barcode system for more efficient warehouse management. With barcode scanning, the company has access to more accurate real-time inventory data with minimum human error.

Enables FIFO Queuing

"In the past, the workflow in our warehouse inventory was not organized enough. After employing the barcode system and applying SCOR, we adopted the principle of First-In, First-Out

(FIFO) to prevent protracted storage and avoid waste in resources. Good warehousing with the use of barcode scanning greatly facilitates the application of this principle," Mr Chan explained.

Maximizing warehouse utilization can also increase profit through rationalizing stock keeping units (SKUs). "This means keeping SKUs with the best profit, sales or turnover. Slow-moving SKUs with a low contribution to the company's revenue or profit can be eliminated and the warehouse space can be allocated to new or existing SKUs that are fast-moving. This can contribute to the company's revenue and profit," he noted.

Achieving speed-to-market and enhancing customer satisfaction through timely and accurate deliveries is also vital to Tsit Wing's operation. With thousands of company customers, Tsit Wing often makes over 1,000 local deliveries daily at its peak. A good delivery operation relies on precise route management. It is also the result of a well-managed warehouse design that facilitates the picking and packing process. "The SCOR method increased Tsit Wing's product delivery accuracy from 90% to nearly 99% and this increased efficiency led to over 15% saving in operation costs", Mr Chan said.

Benefits To Build Upon

By working with GS1 Hong Kong and using SCOR, it was able to achieve significant improvements in supply chain efficiency and business performance. With SCOR, the company benefits from increased warehouse productivity, reduced warehousing costs and reacts more quickly to changing customers' requirements.

"We are glad to see the commitment of Tsit Wing to driving supply chain efficiency for premier customer service. The outstanding results attained from the collaborated efforts of both parties are encouraging," said Mr. Raymond Ng, Chief Operating Officer of GS1 Hong Kong.

"The beauty of SCOR is that not only can it help analyze the performance of supply chain and point out its weaknesses for improvement, but it also enables business to save up to 20% of operation cost, on average," Mr Ng added.

SCOR plays an integral role for Tsit Wing in the management of its supply chain processes. To enable their staff to leverage supply chain best practices and further streamline their operational functions during the re-engineering process, Tsit Wing sent three staff to attend a SCOR workshop organized by GS1 Hong Kong early this year.

Looking ahead, Tsit Wing plans to leverage SCOR's tools to review its production process, which is expected to become more aligned with their overall expansion plan.

GS1 Hong Kong is offering a series SCOR workshop tailored to meet the needs of people working in the supply chain industry. For more information about SCOR, please contact Mr. Rocky Yu at (852) 2863 9731 or email at rockyyu@gs1hk.org.



新目標推動企業改革

為了更有效地回應客戶的需求，捷榮的業務已由專門化邁向多元化方向發展。由從事咖啡、紅茶及雜貨貿易開始，捷榮的業務範圍現已拓展至經營自家品牌的咖啡店、代理名牌咖啡機及茶機，及於超級市場售賣其品牌的速溶飲品，晉身成為本港餐飲行業的市場領導者。

捷榮深明要支援企業改革及邁向國際市場，必須完善供應鏈的可靠性、回應速度及成本效益。有見及此，捷榮於2007年向香港貨品編碼協會尋求專業意見，並採納備受推崇的全球供應鏈管理評估工具「供應鏈運作參考模型」(SCOR)。

SCOR是由供應鏈管理委員會所制定，是一項流程參考模式，它提供一個獨一無二的框架，把商業流程、績效指標、最佳實務及技術特點等連繫成統一的基礎架構，以支援相關夥伴進行訊息傳輸、改善供應鏈管理上不同範疇的績效，以及釐定需要改善的業務流程。捷榮藉著香港貨品編碼協會所提供實施SCOR方案之專業知識，展開流程改善計劃。

捷榮咖啡有限公司供應鏈及科技部主管陳彼信先生表示：「SCOR有助我們重新檢討採購、生產、倉存至配送等每個環節的作業流程，它提供強而有效的範例引導我們如何進行流程重整，以及在過程中如何採納最佳實務。該方案並改善了在過程中與各合作夥伴就如何改動供應鏈管理進行的溝通。」

SCOR創造成果

作為快速流轉消費品的捷榮咖啡，產品的新鮮程度當然非常重要，要保持咖啡新鮮，成功的庫存管理正是關鍵所在，重點是要達至倉庫使用率最大化，同時要為需求較大的貨品降低缺貨風險。捷榮參考了香港貨品編碼協會的建議，採納條碼系統，以提高倉庫管理的效率。藉著條碼掃描技術，該公司掌握了更準確的實時倉存數據，並因而減低了人為錯誤的機會。

採取「先入先出」倉務管理原則

陳氏指出：「以往，我們在倉存管理流程上的系統化工作未盡完善。自採納條碼系統及實施SCOR方案後，我們採取『先入先出』(FIFO)的倉務管理原則，避免貨品長期積壓，以減少資源的浪費。良好的倉存管理再配合條碼掃描技術的應用，讓我們能順利實行『先入先出』的原則。」

妥善分析及整理存貨單位(SKUs)，從而提高倉庫使用率，能有效提升盈利。陳氏補充道：「我們會保留那些能賺取最高

盈利及在銷量與周轉率上較高的存貨單位，淘汰那些流量慢及對公司收入及盈利貢獻較低的存貨單位，把騰出的倉庫空間留給新產品或流量快的產品，從而增加企業的收入及盈利。」

對捷榮的業務運作而言，適時並準確無誤地把產品送抵客戶手中，藉以加快產品上市及提升顧客滿意度，是成功的關鍵。捷榮擁有數千名公司客戶，在最高峰時期每日的本地送貨次數超過1,000次。良好的「交付」流程既有賴發貨路線的準確規劃，亦需要完善的倉庫設計相互配合，令執貨及包裝流程更加快捷順利。陳氏指出：「捷榮自實施SCOR方案後，交付準確度由90%提升至99%，營運效率的提升同時令營運成本下降超過15%。」

成效日益顯著

捷榮與香港貨品編碼協會攜手合作，透過實施SCOR方案，令該企業在供應鏈效率和業務表現均取得重大的改善，除有效提升倉庫生產力、減少倉庫營運成本外，更加快了企業在回應客戶要求的速度。

香港貨品編碼協會營運總監吳展耀先生表示：「我們對捷榮不斷加強供應鏈效率，為顧客提供優質服務的熱誠感到喜悅。另外，我們之間的協作在多方面均取得一定的成果，令人鼓舞。」

吳氏補充道：「SCOR的優勝之處在於，它既能讓企業分析供應鏈表現並能識別其不足之處有助作出改善，更有效協助企業節省平均高達百分之二十的營運成本。」

在捷榮進行供應鏈流程重整的過程中，SCOR所扮演的角色舉足輕重。為了讓員工能靈活運用供應鏈管理最佳實務，以進一步精簡業務流程，捷榮更派出三名員工參與由香港貨品編碼協會於本年初所舉辦的SCOR工作坊。

展望未來，捷榮計劃運用SCOR評估工具重新檢視其生產流程，務求令這個流程能與企業的拓展計劃相互配合，共同邁步向前。

香港貨品編碼協會為針對供應鏈行業從業員的需要，現提供一系列SCOR工作坊予有關人士參與。如欲查詢SCOR工作坊之詳情，請致電(852) 2863 9731聯絡余明輝先生或電郵至rockyyu@gs1hk.org。



GS1 Hong Kong Training

1 Optimizing Supply Chain Cost Efficiency with the Widely-recognized SCOR model

Date 日期: 17-20/8/2009

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

Contact Details 聯絡資料

Tel 電話: Rocky Yu at (852) 2863 9731

Tina Ho at (852) 2863 9758

Email 電郵: rockyyu@gs1hk.org / tinaho@gs1hk.org

2 Barcode Workshops 條碼工作坊

Date 日期: 26/8/2009

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

Contact Details 聯絡資料

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Events

GS1 Hong Kong congratulated winners of Computerworld Hong Kong Awards 2009

June 10, 2009

Ms. Anna Lin, Chief Executive of GS1 Hong Kong joined the Computerworld Hong Kong Awards 2009 Ceremony to present awards to the winners of two categories: Software and Networking & Communications. The awards pay tribute to outstanding IT products and services that benefit the Hong Kong business community and are recognized as the premier event for Hong Kong's IT industry. Speaking at the ceremony, Ms. Lin emphasized the importance of innovation and technology as key drivers of business success.

GS1 General Assembly 2009 highlighted successful implementation of GS1 standards around the world

May 11-14, 2009

This year's GS1 General Assembly, hosted by GS1 Chile, offered a unique opportunity for the exchange of local and global perspectives. Mr. Bob McDonald, GS1 Chairman, Mr. Miguel Lopera, CEO & President of GS1 Global, and Mr. Carlos E. Jorquiera, President of GS1 Chile kicked-off the program that reflected the key values of inspirational leadership, collaboration and innovation in promoting the adoption of GS1 standards across the world followed by business updates by member organizations. A special program called "GS1 Members Organizations in Action" showed successful examples of GS1 standards implementation conducted with users from around the world.



GS1 EPCglobal Meeting paved the way for Transportation and Logistics Pilot Program 4

April 29, 2009

Following the successful completion of the Transportation and Logistics Phase 3 Pilot Program, GS1 EPCglobal Transportation and Logistics Services Industry Action Group (TLS IAG) held an enriched discovery meeting to prepare for phase 4 of the pilot. The goal of the meeting was to establish the interest of participants, identify business opportunities, trade routes and technical applications as well as defining action plans to kick start preparations. Interested parties representing government bureaus, logistics providers, ocean carriers and solution companies from the Asia-Pacific region joined TLS IAG for the meeting.

Hong Kong Delegation to PRD visited Guangdong RFID Technology Service Centre

April 23-24, 2009

In April, Ms. Anna Lin, Chief Executive of GS1 Hong Kong joined a business delegation led by Mr. Henry Tang, JP, Chief Secretary for Administration of the HKSAR Government, to nine cities in the Pearl River Delta. The visit was fruitful in helping more than 90 business leaders enhance their understanding of the implementation of the "Outline of the Plan for the Reform and Development of the Pearl River Delta" and explore potential economic co-operation opportunities between Guangdong and Hong Kong under this new landscape. In Guangzhou, the delegation visited the Nansha Development Zone and the Guangdong RFID Technology Service Centre, which in March 2009 along with the Information Centre of Panyu, signed an RFID Collaboration MOU with GS1 Hong Kong to foster RFID technology application development and adoption in Guangdong and Hong Kong.

GS1 Hong Kong addressed Modern Supply Chain at Zhuhai-HK Logistics Cooperation Seminar

April 16, 2009

Mr. K.K. Suen, Chief Architect and Principal Consultant, GS1 Hong Kong, addressed the Zhuhai-Hong Kong Logistics and Supply Chain Cooperation Seminar on April 16, 2009. Speaking to an audience of 180, Mr. Suen shared his insights on how to overcome the challenges of modern supply chain management during the global economic downturn. The event was co-organized by the Hong Kong Economic and Trade Office in Guangdong of the HKSAR Government, InvestHK and the Economic Trade Bureau of Zhuhai City.

ezTRACK showcased at International ICT Expo

April 13-16, 2009

At this year's International ICT Expo, GS1 Hong Kong successfully showcased ezTRACK, the globalized track-and-trace platform based on EPC/RFID technology. The annual IT event was organized by the Hong Kong Trade Development Council and GS1 Hong Kong was one of the supporting organizations. Expo attendees from around the world learned how ezTRACK could help global enterprises streamline supply chain operation and increase productivity and profitability.

GS1 Hong Kong shared insights at Prime Source Forum 2009

March 31- April 2, 2009

As an endorsing organization of Prime Source Forum 2009, GS1 Hong Kong actively participated in its workshops and panel discussions. Mr. Raymond Ng, Chief Operating Officer of GS1 Hong Kong delivered a speech that outlined ways the apparel industry could overcome the industry's lack of a common supply chain standard protocol. Mr. K.K. Suen, Chief Architect and Principal Consultant of GS1 Hong Kong discussed the benefits of the Product Authentication Solution to the business community.

GS1 Hong Kong welcomes the following companies as our new members

January – June 2009

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