GS1 Hong Kong

Supply ChainPLUS

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

Cover Story 封面故事

GS1 Hong Kong Launches Globalized Track and Trace Community Platform Service "ezTRACK" to Help Enterprises Achieve Speed-to-market

香港貨品編碼協會推出
全球化追蹤及追溯社群
平台服務「蹤橫網」
協助企業加速
產品上市

Innovating Tomorrow's Supply Chain 共創明日供應鏈

DB SCHENKER*smartbox* –
monitors goods-conditions along the transport chain and keeps track of shipments globally

全球國際貨運*智慧箱* –
環球貨物追踪及全程監控貨物情況

Even in today's digital world, maritime container tracking still relies on manual efforts. Current solutions are based on rough tracking with specifics like the container numbers or shipping documents. A sealed container in an ocean shipment however represents a black box for every party involved. Thus, no one is able to predict the outcome until the container is opened at its final destination. Cargos might be crashed or affected by hidden damages, which would not be clearly seen through a quick visual inspection. Unexpected delays would also affect the on-carriage and operations downstream the supply chain.

Furthermore, stricter security laws adopted by different countries are complicating global trading. Shippers and carriers are thus forced to ensure impervious and reliable intrusion protection at all times.

It is the perfect time for the deployment of electronic and real-time tracking for higher efficiency and productivity gains, thanks to today's wide availability of information which facilitates the implementation of all related processes.

Since 2006, DB Schenker has developed a GPS Telematic Device aiming at enhancing container security through sensor technology and it will soon be rolled out stepwise worldwide. The integrated Global Positioning System (GPS) features a real-time location tracking in a world map scenario even down to street levels.

Besides, the device consists of:

- **Temperature/ humidity logger**
- **Vibration and shock sensor**
- **Door alarm to detect unauthorized intrusion**

In addition, customers can trace the locations and shipping conditions of the containers by logging into a web-based portal which provides all the necessary information on a customer-orientated interface. If critical values are exceeding a pre-defined range, the system would generate an alarm with exact timestamp when the unexpected event occurs.

GPS Telematic makes global goods traffic much more efficient and transparent and contributes to a greater visibility of the overall supply chain.

GPS Telematic Device was demonstrated for the first time ever in May 2008 during the "DB Schenker Month" at the Supply Chain Innovation Centre (SCIC) managed by GS1 Hong Kong. The one-month event aimed particularly at promoting the usage of advanced supply chain technologies such as Radio Frequency Identification (RFID) and sensor-based GPS-tracking tools. At the transport logistic China exhibition in Shanghai in June 2008, GPS Telematic Device also attracted great interest from professionals in the high-tech, pharmaceutical and chemical industries.

If you think DB SCHENKER*smartbox* could be a product which fits your needs, please contact:

即使在今天這個數碼世界裡，海運貨櫃追踪仍然要依賴人手處理。現行的做法，是利用貨櫃號碼或船務文件等資料作出粗略的追踪。不過，對於有關各方而言，一個密封的貨櫃就如一個黑盒，要運抵目的地才能開啟；貨物可能在運送途中受到撞擊或受隱性破壞而未被察覺，此外，難以預計的延誤亦會影響貨物轉遞和供應鏈的下流操作。

此外，由於各國政府在保安上加強執法，令全球貿易更趨複雜，因此，付貨人及航運公司必須時刻確保公司設有安全及可靠的入侵防護措施。

由於現今資訊比以前發達，在現階段使用電子及實時追踪系統，有關的流程會因為資訊充裕的關係得以順利完成，從而達到提高效率及生產效益的目標。

自2006年起，全球國際貨運推出一項全球衛星定位系統的信息服務，目的是透過感測技術提高貨櫃的保安程度，現正逐步推展至全球使用。全球衛星定位系統能讓客戶在世界任何一個角落對其貨物的位置進行實時的追踪，追踪範圍甚至可達到個別街道的仔細程度。

這套系統的裝置還包括：

- 溫度／濕度記錄儀
- 震動感測器
- 探測擅闖者的預警裝置

除此之外，我們特別為客戶設計了一個網站，可讓他們直接追查貨運狀況及貨櫃位置，客戶亦可在網站內搜尋一切有關的資料。如一關鍵值超出預設幅度，系統將發出實時警報，同時提供準確的時間郵戳，向客戶通報突發事件。全球衛星定位系統信息服務大大改善了環球貨運的效率及視程，更能為整體供應鏈提供更高的透明度。

2008年5月，由香港貨品編碼協會管理的供應鏈創科中心舉行了一個名為 "DB Schenker Month" 的宣傳活動；這個為期一個月的活動，目的是為無線射頻識別技術及全球衛星定位系統感測追踪工具等的先進供應鏈技術作重點推廣，而全球衛星定位系統信息服務亦首次在此公開作出示範。於同年6月在上海舉辦的中國國際物流、交通運輸及遠程信息處理博覽會中，這項技術亦吸引了不少來自高科技界、醫藥業及化學工業的專業人士參觀指導。

假如閣下想充分了解全球國際貨運*智慧箱*或使用這項服務，歡迎與我們聯絡：

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DB SCHENKER

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The official launch ceremony of ezTRACK was officiated by (from left to right) Mr. Paul Cheng, Chief Executive Officer, Autotoll Limited, Mr. Chan Yuk Tak, Eddy, JP, Commissioner, Innovation and Technology Commission, HKSAR Government, Ms. Anna Lin, Chief Executive, GS1 Hong Kong, Mr. Simon Langford, Director, EPC Strategies, Wal-Mart Stores Inc., and Mr. Hu An-quan, Director General, Economy & Trade Bureau of Changcheng District, Foshan.

「蹤橫網」啟動儀式嘉賓包括：(左起) 快易通有限公司行政總裁鄭小雄先生、香港特別行政區政府創新科技署署長陳育德太平紳士、香港貨品編碼協會總監林潔貽女士、沃爾瑪EPC策略總監Simon Langford及佛山市禪城區經濟貿易局局長胡安泉先生。

A standard-based community service platform addresses HK and PRD businesses' difficulties in achieving accurate and real-time monitoring of their products and raw materials along the global supply chain.

Today, modern logistics is no longer just physical shipment and delivery of goods. Instead, it demands "just-in-time" delivery of the right amount of goods to the right location for the right party. This is not just about satisfying the increasingly complex needs of customers and attaining cost-effective operational efficiency but the immediate concern for survival and sustainability. To achieve "just-in-time" delivery, enterprises are required to know where the goods and raw materials are along the supply chain anytime, anywhere, right from the point-of-origin to the point-of-sale. For years now, GS1 Hong Kong has been spearheading industry initiatives in driving the adoption of Electronic Product Code™/Radio Frequency Identification (EPC/RFID) to empower companies in Hong Kong and the Pearl River Delta with the level of supply chain visibility required to achieve speed-to-market.

為協助香港及珠三角企業解決供應鏈上的種種問題，以標準為基礎的社群服務平台「蹤橫網」正式誕生，讓企業可準確及實時監察產品及原材料在全球供應鏈上的狀況。

至今日，現代物流所要求的已非單純的付運；它所講求的是「準時交貨」，即在適當時間把正確數量的貨品運抵正確地點交予指定收件人。現代物流運作除了要滿足不斷提升的客戶需求外，更要具有能達至成本效益的營運效率，同時有效協助企業維持運作及達至持續發展。要達到「準時交貨」的目標，企業必須隨時隨地掌握在供應鏈上由物料源頭以至銷售點的產品和原材料的資訊。香港貨品編碼協會多年來一直領導並推動業界採納產品電子代碼/無線射頻識別(EPC/RFID)技術，讓香港及珠三角企業提升供應鏈資訊透明度，藉以把產品盡快推出市場。

Successful pilots set the foundation for the launch of community-wide service

As part of its commitment to enhancing enterprises' competitiveness through the provision of global supply standards, best practices and enabling technologies, GS1 Hong Kong with the support of the Hong Kong SAR Government's Innovation and Technology Commission under the former Guangdong-Hong Kong Technology Cooperation Funding Scheme successfully carried out a two-year project called "Establishing an Electronic Product Code (EPC) Network Infrastructure to Enable End-to-End Supply Chain Visibility" from 2005 to 2007.

Leading international companies including Esquel Group of Hong Kong, Group Sense International, Maersk Logistics, and Wal-Mart participated in the pilot tests using the EPCnetwork developed by GS1 Hong Kong to track and trace their products along the global supply chain. These real-life cases signified a major step forward in the RFID development and deployment roadmap. Building on the achievement of the two-year pilot project, a community-wide service "ezTRACK" is designed to provide the industry with a reliable and robust EPC/RFID-based track and trace platform.

> It is crucial to have real-time access to goods and product information across worldwide supply chains in order to achieve speed-to-market.
> 要加快產品推出市場，企業必須掌握其貨品在全球供應鏈上的實時資訊。

Efficient track and trace capability key to staying competitive in global market

In today's complex global business landscape, enterprises which are able to retain their competitive edge by achieving speed-to-market will hold the key to success. In order for companies to achieve speed-to-market, it is crucial for them to have real-time access to accurate goods and product information across worldwide supply chains.

However, in practice, various industry sectors face tremendous challenges in maintaining a seamless global supply chain. Regardless of the scale and form of their business operations, enterprises today are often hampered by the lack of access to precise information that would help them meet complex customer demands and sustain business growth. For example, a manufacturing company aspiring to achieve just-in-time manufacturing is not able to do so due to its inability to monitor progress and status of its own production plants because relevant data are not at hand. In the case of a logistics provider aiming at quickly respond to customers' requirements, the lack of clear-cut information often prevents the company from tracing the global movement of their products. A retailer's plan in enhancing customer satisfaction is also affected by recurring out-of-stock situations on the shelf.

These business scenarios call for global track-and-trace capabilities that will enable companies to achieve end-to-end visibility of goods and product information along

試點計劃的成功
為推出社群服務奠下基礎

香港貨品編碼協會透過提供供應鏈全球標準、最佳實務及應用技術，致力加強企業競爭力。協會獲香港特別行政區政府創新科技署旗下前粵港科技合作資助計劃支持，於2005年至2007年成功開展一項為期兩年、名為「建立產品電子代碼網絡基建，體現點對點供應鏈透明化」的計劃，促使「蹤橫網」的建立。

一眾領先國際的企業，包括溢達集團 (Esquel Group)、權智(國際) (Group Sense International)、馬士基物流 (Maersk Logistics)及沃爾瑪(Wal-Mart) 等，均有參與上述的試點計劃，他們運用由香港貨品編碼協會發展的EPC網絡，成功地追蹤及追溯其產品在全球供應鏈上的流向。這些真實個案標誌著RFID發展藍圖新的一章。以這項為期兩年的試點計劃作為基礎，香港貨品編碼協會將其成果伸展並推出社群服務網絡「蹤橫網」，為企業提供可靠、穩健、以EPC/RFID技術為基礎的產品追蹤及追溯平台。

保持全球市場競爭力
高效追蹤及追溯乃致勝關鍵

目前全球營商環境瞬息萬變，企業要維持競爭優勢，把握致勝之道，必須了解率先進駐市場的要訣。要把產品盡快推出市場爭取優勢，企業必須在全球供應鏈上取得實時及準確的貨品及產品資訊。

但在實際的作業環境中，要在全球供應鏈運作上保持迅速無間的聯繫，各個界別都同樣面對極大的困難。不管企業的營商規模及形式如何，他們面對的最大挑戰，就是缺乏精準的資訊以滿足客戶多變的需求，並能同時維持業務增長。試舉例子如下：由於未能實時監控生產廠房之進度、狀況及掌握相關資訊，一家進取的企業無法達至適時生產的目標；物流服務供應商的主管，期望能在最快的時間內回應客戶需要，但在缺乏清晰明確資訊的情況下，未能追蹤貨品在全球供應鏈的流向；若從零售商的角度來看，假若一家店舖經常面對貨架缺貨的情況，怎樣也無法提升客戶的滿意度。

從以上例子可見，企業必須具備全球的產品追蹤及追溯能力，才能在供應鏈上取得實時點對點貨品及產品資訊的透明度，從而增加營運效率，達到他們的商業目標。香港貨品編碼協會一直以來擔當重要角色，致力為企業提供有關標準、工具及應用技術，協助企業清晰及仔細地監察全球的業務狀況，以配合瞬息萬變的營商環境。

their supply chain in real-time and help them achieve their business goals. This is exactly where GS1 Hong Kong plays its significant role and fulfills one of its visions of helping enterprises address growing business complexity by equipping them with the standards, tools and techniques to monitor their global business activities in an unprecedented level of clarity and detail.

The ideal standard-based track & trace platform tool for enterprises

ezTRACK, the globalized track-and-trace community-wide platform based on EPC/RFID standards, can help enterprises in Hong Kong and PRD achieve real-time visibility of goods and product information from point-of-origin through to point-of-sale, anytime, anywhere.

Besides allowing enterprises to sharpen their supply chain 'edge', those deploying ezTRACK will be able to:

- Pinpoint potential bottleneck along the whole supply chain, resulting in faster and accurate business decision-making

- Streamline supply chain processes to enhance operational efficiency that leads to higher productivity, hence profitability

- Address global customers' increasing demand to have business-critical information at their fingertips

- Establish a reliable global supply chain to ensure timely production and distribution of quality products and services and thus customers' satisfaction

Business advantages of deploying ezTRACK

Companies deploying ezTRACK are expected to enjoy tangible business benefits. For example, there is no need for additional overhead in using ezTRACK because the plug-and-play web application does not require any additional IT infrastructure investment due to its low total cost of ownership. Since the EPC-global standards based solution is highly extensible, it can grow with companies as they decide to upgrade or invest in new technologies.

The ability to seamlessly connect with global trading partners is highly important for local businesses. ezTRACK is a highly interoperable and independent software platform using standards-based communications protocols. It also allows companies to easily link up with other existing international standard-based network platforms to exchange real-time supply chain information.

"ezTRACK is an ideal solution for most of local businesses' challenge of having real-time visibility of goods and information to stay competitive in the global business arena. It helps businesses maximize business productivity, and meet customer demand effectively by optimizing supply chain through seamless connection with global

以標準為本的追蹤及追溯平台乃企業最理想工具

「蹤橫網」 — 一個以EPC/RFID標準為基礎的全球化追蹤及追溯社群服務平台,為香港及珠三角企業提供實時透明度,讓他們隨時隨地掌握由物料源頭以至銷售點的實時貨品及產品資訊。

採納「蹤橫網」的技術,企業除可加強供應鏈競爭優勢外,還可在以下各方面獲益:

- 準確地識別隱藏於整體供應鏈上的樽頸,以作出更快和更準確的商業決定;

- 優化供應鏈流程,從而提升營運效率,增強生產力及公司盈利;

- 滿足全球客戶對關鍵性的業務資訊日益增長的需求;

- 建構可靠的全球供應鏈,確保企業能作出適時生產、分銷及提供優質的產品和服務,藉此提升客戶的滿意度。

採納「蹤橫網」之營商優勢

「蹤橫網」可為企業帶來顯著的商業效益。首先,由於「蹤橫網」是一個即裝即用的網絡應用程式,毋須額外的資訊科技基礎投資,亦不用額外增聘人手操作,故此其成本預算相當低。此外,「蹤橫網」是一個以EPCglobal標準為基礎的解決方案,故具有高度可擴性,能配合企業未來的業務擴展,作任何程度的升級和新技術的發展。

對本地企業來說,能與全球貿易夥伴建立迅速無間的聯繫十分重要。「蹤橫網」採用以全球標準為基礎的通訊規格,是一個具高度互運性同時又能獨立運作的軟件平台,企業可藉此輕易地與其他以全球標準為基礎的國際網絡平台實時地交換供應鏈的數據。

香港貨品編碼協會總監林潔貽女士表示:「大部分本地企業面對的挑戰是如何掌握實時產品和資訊透明度以保持在國際市場的競爭力,對他們來說,『蹤橫網』無疑是最理想的解決方案。企業透過『蹤橫網』與全球貿易夥伴作迅速無間的聯繫,從而優化供應鏈管理,提升生產力及有效地滿足客戶的需求。」林潔貽指出:「以EPCglobal標準為本的『蹤橫網』已被驗證具追蹤及追溯的獨特功能,能讓企業洞悉市場先機,掌握快人一步、率先進駐市場的優勢。」

trading partners," said Anna Lin, Chief Executive of GS1 Hong Kong. "With proven track-and-trace features that are based on EPCglobal standards, the platform enables organizations to achieve 'first-mover advantage' in the industry."

Starting October this year, companies interested to see a 'live' demo of ezTRACK can visit the Hong Kong RFID Centre (SCIC). The solutions' key features and how it can effectively manage track-and-trace product information in B2B and B2C environments will be part of the demo. Please contact Christa Suc at 852 2863-9750 for more information.

由今年10月開始，凡有興趣體會「蹤橫網」的真實作業情況，可親臨已配備嶄新設施的香港RFID中心(供應鏈創科中心)，並在現場示範中，了解此項解決方案的主要功能，以及它如何在企業對企業和企業對消費者的作業環境中，有效地追蹤及追溯產品資訊。如有任何查詢，請致電(852) 2863-9750與Christa Suc聯絡。

Product Delivery
產品付運

Work in progress
生產進行中

"ezTRACK" Community Platform Service
蹤橫網社群平台服務

Information Flow 資訊流向

Product Inventory
產品庫存

Outbound & Inbound
出貨入貨

GS1 Hong Kong hosted ceremony to launch ezTRACK and announced completion of EPCnetwork project

In response to various industry sectors' clamor for an ideal solution, GS1 Hong Kong officially launched ezTRACK, an online track-and-trace platform that enables end-to-end supply chain visibility anytime, anywhere in Hong Kong on 6 June 2008. The official launch ceremony was attended by Mr. Chan Yuk Tak, Eddy, JP, Commissioner, Innovation and Technology Commission, HKSAR Government, Mr. Simon Langford, Director, EPC Strategies, Wal-Mart Stores Inc., Mr. Hu An-quan, Director General, Economy & Trade Bureau of Changcheng District, Foshan, Mr. Paul Cheng, Chief Executive Officer, Autotoll Limited; and Ms. Anna Lin, Chief Executive, GS1 Hong Kong.

GS1 Hong Kong also held within the same venue the completion ceremony of the EPCnetwork project "Establishing an Electronic Product Code (EPC) Network Infrastructure to Enable End-to-end Supply Chain Visibility". Mr. Chan Yuk Tak, Eddy, JP, Commissioner, HKSAR Government, was invited to deliver the words of appreciation for the completion of the project and present mementos to the EPCnetwork project team.

香港貨品編碼協會主持「蹤橫網」啟動儀式 同場宣佈產品電子代碼網絡計劃順利完成

為了回應不同業界對完整的解決方案的訴求，香港貨品編碼協會於2008年6月6日正式推出網上追蹤及追溯平台「蹤橫網」，讓本港企業能夠隨時隨地享有點對點供應鏈資訊透明度。是次揭幕典禮的嘉賓包括：香港特別行政區政府創新科技署署長陳育德太平紳士、沃爾瑪EPC策略總監Simon Langford、佛山市禪城區經濟貿易局局長胡安泉先生、快易通有限公司行政總裁鄭小雄先生，以及香港貨品編碼協會總監林潔貽女士。

協會亦於同場舉行產品電子代碼網絡計劃完結典禮，以慶賀名為「建立產品電子代碼網路以提高整體供應鏈透明度」的項目順利完成，典禮由香港特別行政區政府創新科技署署長陳育德太平紳士致感謝詞，並頒贈紀念品予產品電子代碼網絡計劃項目參與機構。

Industry Roundtable Provides Platform for Global Apparel Buyers and Suppliers to Put Collaborative Material Standard Specifications Initiative into Practice

業界圓桌會議為全球成衣業買家及供應商提供協作平台，推動業界實踐「協同原物料標準規格」

Banking on the tremendous success of the Apparel & Textiles Express (AppTex) project, GS1 Hong Kong recently collaborated with a leading international organization VICS to co-organize the Collaborative Material Standard Specifications (CMSS) Roundtable in Hong Kong to allow companies to further optimize the business value and benefits of AppTex.

ENSURING the right materials are available at the right time at the production floor is highly important in order to produce quality textile and apparel products. It sounds simple yet many garment makers still encounter difficulties during the whole business process, and fail to effectively collaborate with global buyers due to the complexity of materials procured such as button, interlining, knitted and woven fabrics, threads, yarn, labels and tags. As a global apparel-sourcing hub for overseas buyers, there are certain areas that urgently need improvement for Hong Kong manufacturers or suppliers if they want to overcome issues critical to their businesses, particularly on communications and interoperability problems.

在「成衣及紡織業物料標準化計劃」(AppTex)的成功基礎上，香港貨品編碼協會最近聯同一家具領導地位的國際組織VICS在香港合辦「協同原物料標準規格」(CMSS)圓桌會議，進一步優化AppTex的商業價值和效益，令企業受惠。

要生產優質的成衣及紡織製品，適當的時間配以合適的物料對生產車間非常重要。這個要求看似簡單，但事實上很多成衣製造商在整個業務流程中卻面對種種困難，尤其在面對繁複的成衣採購物料例如鈕扣、襯裡、針織和梭織布料、縫紉線、紗線、標籤及掛咭的問題上，成衣製造商往往未能與國際買家作有效的溝通和協作。在海外買家的心目中，香港被譽為全球的成衣採購中心，要鞏固這個地位，業界必須迅速作出改善、務求精益求益，協助製造商或供應商解決資訊傳遞和業務互運性等商業難題。

Building on the success of Apparel & Textiles Express (AppTex), GS1 Hong Kong recently joined hands with the Voluntary Interindustry Commerce Solutions Association (VICS) to form a Collaborative Material Standard Specifications (CMSS) Roundtable to share with suppliers and retailers on the values of AppTex, and discuss future plans to enable companies to reap the benefits of this standards system.

AppTex spearheads establishment of common business language

In 2004, GS1 Hong Kong initiated the AppTex Project, which was supported by the HKSAR SME Development Fund of the Trade and Industry Department and the Textile Council to effectively help local businesses address communication issues with their global trading partners. With the aim of facilitating business collaboration and streamlining communications among raw materials suppliers, AppTex also gained the backing of more than 30 forward-looking Hong Kong and international manufacturers, suppliers and industry organizations. Using information gathered from extensive local and global researches, AppTex has developed a common business language that comprised of a set of standardized definitions and related specifications for apparel and textiles materials. Industry-wide raw materials standards, in turn, are expected to enhance the communication between business partners, enabling them to streamline their supply chain operations and uphold overall efficiency.

> With one common business language, information exchange and business processes are much better aligned among apparel and textile manufacturers and raw materials suppliers.
>
> 透過一套共通的商業語言,成衣及紡織業製造商和物料供應商之間便能達至更準確的資訊交流,以及更精簡的業務流程。

International organization leverages AppTex to achieve common business goals

The tremendous effort with AppTex to help enhance business processes for the apparel & textiles community has been well recognized by the international market. One of the global organizations espousing the same objective is VICS which comprises hundreds of members representing leading general merchandise suppliers and buyers around the world. Committed to improving trading partners' relationship in extended retail supply chain through various programs, VICS leveraged the results of AppTex in facilitating collaborative commerce along the global apparel and textiles supply chain by launching CMSS.

憑藉「成衣及紡織業物料標準化計劃」(AppTex)所取得的卓越成就,香港貨品編碼協會最近與產業協同商務標準協會(VICS)攜手合作,舉辦「協同原物料標準規格」(CMSS)圓桌會議,與供應商及零售商分享AppTex所帶來的商業價值,並就未來計劃作深入討論,務求令企業受惠於此規格標準。

AppTex率先建立共通商業語言

香港貨品編碼協會於2004年推出AppTex計劃,該計劃獲港府工業貿易署之中小企業發展支援基金的資助及香港紡織業聯會的大力支持,旨在協助本地企業有效解決與海外貿易夥伴的資訊傳遞問題。AppTex計劃的目的是要促進物料供應商之間的商業協作和簡化溝通流程,該項目並獲得逾30家具遠見的本地及國際成衣製造商、供應商及業界組織全力支持。透過在本地及海外進行廣泛的研究所收集之數據,AppTex制定出一套共通的商業語言,就成衣及紡織物料的規格及標準作出定義。參與機構一致認為,制定完善的成衣業原物料規格標準,將有利貿易夥伴間的資訊交流,並有效地把供應鏈運作流程精簡化,提升整體營運效率。

國際組織憑藉AppTex成就一致商業目標

國際市場一直非常認同AppTex在提升成衣及紡織業界業務流程之效益。VICS是其中一個與香港貨品編碼協會持相同理念的國際組織,該組織由數百家來自全球具領導地位的採購供應商及買家所組成。VICS一直致力透過不同項目,在廣義零售業供應鏈上改善貿易夥伴間的協作關係。基於AppTex在促進全球成衣及紡織業供應鏈之商貿協作上取得佳績,VICS遂在AppTex的基礎上推出CMSS計劃。

Well-attended CMMS Roundtable discusses how apparel & textiles industry can effectively collaborate in the future

On 19 June 2008, GS1 Hong Kong joined hands with VICS to organize a CMSS roundtable at Grand Hyatt Hong Kong Hotel. Over 30 key stakeholders from the US and Asia apparel and textiles community attended the CMSS Roundtable, including executives from Esquel, Fountain Set, Liz Claiborne, Luen Thai, Macy's, Target, Wal-Mart and William E. Connor. Leading garment-manufacturing companies from China such as China National Textile Industry Council, China National Commercial Information Centre, and Haitian Textile Co Ltd. also flew in to support the initiative.

"Companies must adopt end-to-end supply chain integration in order to address their business challenges and derive competitive advantages. The enormous support from leading organizations and apparel & textiles industry players to the recent CMSS Roundtable attests to the growing needs to address serious interoperability problems among the business partners along the apparel supply chain," said Anna Lin, Chief Executive, GS1 Hong Kong.

CMSS圓桌會議反應熱烈 成衣及紡織業界在未來的協作 成為討論焦點

2008年6月19日,香港貨品編碼協會與VICS攜手合作於香港君悅酒店成功舉辦CMSS圓桌會議。是次會議吸引超過30家來自美國及亞洲地區的成衣及紡織業界主要企業參與,包括溢達(Esquel)、福田實業(Fountain Set)、麗詩卡邦(Liz Claiborne)、聯泰(Luen Thai)、Macy's、Target、沃爾瑪(Wal-Mart)及William E. Connor。另來自中國的領先成衣生產商及相關組織如中國紡織工業協會、中國紡織信息中心以及海天輕紡集團亦親臨香港參與及支持是次活動。

香港貨品編碼協會總監林潔貽女士表示:「企業必須實行點對點的供應鏈整合方案,以迎接商業挑戰及爭取競爭優勢。是次CMSS圓桌會議獲得領先機構和成衣及紡織業界代表全力支持,正好反映在成衣供應鏈運作上業務夥伴間存在著嚴峻的互運性問題,乃我們所必須正視的。」

Pilot project on the way

At the conclusion of the event, the delegates were in unison that there is an urgent need among retailers and suppliers to further collaborate and build more effective supply chain using global standards. Leading brands such as Liz Claiborne, Macy's, Target and Wal-Mart also showed support to CMSS using AppTex as the foundation. Pilot project is now underway to demonstrate the real business value of CMSS-AppTex. Companies participating in the trial are expected to be among the pioneering companies to experience business relevance of CMSS-AppTex as well as the opportunity to connect with global players through the project.

試點計劃全速展開

會議後，各代表一致認為目前已有迫切需要為零售商及供應商加強協作，以及應用全球標準建立高效供應鏈管理。著名品牌例如麗詩卡邦、Macy's、Target及沃爾瑪已表示會支持以AppTex作為基礎的CMSS計劃。試點計劃現正展開，以體現CMSS-AppTex項目的重要商業價值，而參與試點計劃的企業預期將可率先體會CMSS-AppTex所帶來之商業優勢，以及掌握良機與全球業界代表加強聯繫。

AppTex Project addresses communication bottleneck between garment manufacturers and raw material suppliers

It is not always easy for a garment manufacturer to manage its business operations. Operating on a global scale that involves multiple parties located in different countries using various types of technologies, they have to face enormous business challenges and difficulties in managing both internal and external business environments.

The main bottleneck along the apparel and textiles Supply chain, according to the study conducted by GS1 Hong Kong, is the inefficient communication flow between raw material suppliers and garment manufacturers. In a survey of about 60 companies in Hong Kong, it shows that within that 30-75% of the time spent on 'going back and forth' between the two parties, 10-25% is spent on filling up missing information due to lack of a common business language or standard. Another 10-30% of the communication is to clarify inaccurate information, while 10-20% is to make changes in raw material specifications.

These operational difficulties create huge impact on a company's business productivity and profitability. In such a scenario, using standardized raw materials specifications will significantly help improve the day-to-day communication between the upstream supply chain partners by shortening the cycle time, hence enhancing operational efficiency and translating to higher productivity.

AppTex, initiated by GS1 Hong Kong, endeavors to standardize the classifications, specifications and identification coding of raw materials for the apparel & textiles industry to have a common business language with the aid of advanced technology.

成衣製造商和物料供應商溝通現樽頸 AppTex計劃令問題迎刃而解

對成衣製造商來説，要有效管理業務營運並非易事。由於成衣製造商的業務遍及全球，而位處不同國家的業務夥伴亦以不同技術運作，故此在管理內部及外部營商環境時，成衣製造商都面對著種種挑戰與困難。

根據香港貨品編碼協會的研究報告顯示，成衣及紡織業供應鏈營運出現的主要問題，在於物料供應商與成衣製造商缺乏高效的資訊交流。一項以本港60家企業為調查對象的報告顯示，物料供應商與成衣製造商虛耗了30%至75%的時間於來回溝通的過程上，而基於缺乏共通的商業語言和標準，另有10%至25%的時間，是花在因溝通失誤需要重新補充資料上。此外，10%至30%時間被用作澄清錯誤資訊，而10%至20%的時間則用在更改物料規格之上。

上述的營運問題令企業的生產力及盈利能力大打折扣，影響深遠。事實上，只要成衣製造商及物料供應商之間共同採納共通的物料規格標準，便能大大改善夥伴間的日常溝通，縮短上游採購程序，從而提升營運效率及生產力。

由香港貨品編碼協會領導開發的AppTex，透過先進技術，為成衣及紡織業物料釐定一套以類別區分、規格化及附有識別編碼的標準，為成衣及紡織業建立一套共通的商業語言。

Guangdong First-ever RFID Demonstration Centre in Foshan- a Major Step Forward in Accelerating the Adoption of EPC/RFID in the PRD Region

廣東省首個無線射頻識別技術(RFID)演示中心進駐佛山，加促珠三角地區採納EPC/RFID技術

GS1 Hong Kong in partnership with Chancheng People's Government of Foshan and industry experts are on their way to fulfilling the Five-Year Plan in Guangdong-Hong Kong RFID Industry Cooperation Agreement

香港貨品編碼協會與佛山市禪城區人民政府及業界精英攜手合作，為落實【粵港RFID產業合作協議】所訂下之五年計劃不斷向前邁進。

GS1 Hong Kong's seamless effort in helping the PRD region retain and increase its competitiveness in the international market and excel in supply chain management has produced significant results in June 2007 with the signing of the Guangdong-Hong Kong RFID Industry Cooperation Agreement between GS1 Hong Kong and Chancheng People's Government of Foshan. As one of the leading cities in Guangdong in terms of economic growth, size of the economy and overall strength, Foshan's significance lies in its strategic position for integration of PRD manufacturing with Hong Kong logistics and supply chain services. Under the agreement, the city will be established as a base for Guangdong RFID development and deployment.

香港貨品編碼協會一直致力協助珠三角地區保持及提高其國際市場競爭力，並促使該區在供應鏈管理上領先同儕，協會的努力已取得重要的成果。去年2007年6月，香港貨品編碼協會與佛山市禪城區人民政府簽訂【粵港RFID產業合作協議】(以下簡稱「協議」)，致力把佛山市打造成廣東RFID產業發展及應用基地。事實上，佛山市在經濟增長、經濟規模及整體優勢各方面，均屬廣東省的領先城市之一。此外，佛山市更成功整合珠江三角洲的製造業、香港的物流業及供應鏈服務，是一個極為重要的策略基地。

It has been a year since this milestone pact was inked where a development plan was formulated for the next five years, a major move aimed at advocating the adoption of RFID technology through a suite of initiatives including policy, knowledge transfer, facilities, industry programs, and other initiatives for businesses in Foshan.

A great leap in building Guangdong RFID Industry Base

The major objectives of the 5-year plan include setting up a demonstration centre, developing Foshan into an application base to boost industry adoption of RFID, building a testing centre, and creating an industry chain which comprises of a complete value chain incorporating hardware and software vendors as well as system integrators.

Seeing is believing. The official opening of the first-ever Guangdong Province RFID Industry (Foshan) Base Demonstration Centre on 1 August 2008 witnessed by over 120 top business leaders and government officials representing various industry and government agencies, together with small/medium enterprises, public services providers, technology companies and professional bodies, is a milestone in the development of the Guangdong RFID industry base.

> The RFID Demonstration Centre in Foshan showcases the latest EPC-based RFID technology applicable in any points along the supply chain, provides the necessary environment to help facilitate knowledge transfer and nurture the innovation and development of RFID applications.
> 演示中心為業界展示嶄新且適用於供應鏈上任何一點、以產品電子代碼(EPC)為基礎的最新的RFID技術,並提供最合適的環境以推動知識轉移、孕育創意及進一步開發RFID的應用。

Demo Center nurtures RFID development and innovation

The Demonstration Centre showcases the latest Electronic Product Code (EPC)-based/RFID technology applicable in any point along the supply chain and provides the necessary environment to facilitate knowledge transfer and nurtures the innovation and development of RFID applications. Notably, the Centre comprises different themed zones spanning manufacturing, logistics, retail, public services and healthcare allowing enterprises in various sectors to experience the benefits of real-time end-to-end traceability with the use of a range of RFID tools and applications.

The real-life EPC/RFID solution demonstrations as well as knowledge transfer programs provided by the Centre demonstrate the value and innovation of EPC/RFID to the global supply chain, and serve to accelerate the progress of Foshan towards becoming an RFID Application Base.

「協議」簽署至今一年,其間一系列為推動RFID技術應用的措施相繼推出,涵蓋的範疇包括政策、知識轉移、設施、業界計劃,以及其他針對佛山企業的項目。事實上,「協議」不但奠定了佛山市的策略性地位,更具體地為該市制定出一套針對未來五年的發展計劃。

為打造廣東成RFID產業基地邁進一大步

這個五年計劃的目標包括,第一,在佛山市成立一個演示中心;第二,打造佛山成為一個應用基地,加速業界採納RFID技術;第三,成立一個測試中心;第四,建立一個具備完整價值鏈的產業基地,當中包羅硬件和軟件供應商及系統整合供應商。

計劃的第一個目標現已實現。首個廣東省無線射頻識別產業(佛山)基地RFID演示中心於2008年8月1日正式揭幕,吸引逾120名來自不同界別和政府組織的商業領袖及政府官員出席,此外還有中小型企業、公共服務供應商、技術公司及專業團體的業界精英到臨見證中心的啟動,為打造廣東RFID產業基地奠下里程碑。

演示中心孕育RFID技術發展和革新

演示中心功能廣泛,它為業界展示出適用於供應鏈上任何一點,以產品電子代碼(EPC)為基礎的最新的RFID技術,並提供最合適的環境以推動知識轉移、孕育創意及進一步開發RFID的應用。該中心更被劃分成不同的主題區,涵蓋製造、物流、零售、公共服務和醫療護理等不同行業,讓各個界別的企業可透過一系列RFID工具和應用示範,親身體驗點對點實時追蹤所帶來的卓越效益。

Remarkable achievements in fulfilling the five-year Plan

Adding to the successful establishment of Guangdong Province RFID Industry (Foshan) Base Demonstration Centre, the Foshan Government has put forth remarkable efforts to establish an application base in Chancheng using three unique approaches, which include effective development and utilization of available technological innovation, rollout of marketing and promotion campaigns, as well as offering incentive and reinforcement programs and policy.

Tapping Hong Kong's technological expertise and learning from its best practices, Foshan is expected to benefit from the most favorable environment and infrastructure for effectively upholding RFID developments.

Retail giant helps drive the mass adoption

Another great achievement in the cooperation scheme was the signing of a tripartite agreement among international retail giant Wal-Mart, the Foshan Chancheng District Government and GS1 Hong Kong to further accelerate the adoption of EPC/RFID in the PRD region. The synergy is invaluable, creating an even more conducive environment for the region to become competitive in the global supply chain marketplace.

In addition, Wal-Mart also launched an EPC rollout program in Asia, which also covered the city of Foshan, as a means to encourage their suppliers in the region to adopt RFID technology in doing business with them. Wal-Mart took the lead in planning and executing the campaign whereas GS1 Hong Kong owned the project management, providing the company with consultancy and support throughout the whole preparation and implementation process.

演示中心提供真實的EPC/RFID解決方案應用示範和知識轉移項目,為業界展示出EPC/RFID在全球供應鏈上的創意與價值,加快佛山市成為RFID應用基地的進程。

在實踐五年計劃上取得顯著成果

除了順利成立廣東省無線射頻識別產業(佛山)基地RFID演示中心外,佛山市政府亦投入了大量人力物力,依循三大方向,把禪城區打造成應用基地。三大方向包括高效開發和應用現有科技創意、推出市場推廣計劃,以及為業界提供鼓勵性的項目和政策。

憑藉香港的科技專才及從採納最佳實務中所累積的經驗,佛山市將可受惠於上述的有利環境和基礎設施,有效地推動RFID產業的發展。

零售業巨人幫助推動RFID普及化

「協議」的另一項重大成果乃國際零售業巨擘沃爾瑪(Wal-Mart)、佛山市禪城區人民政府及香港貨品編碼協會所簽訂的三方諒解備忘錄,成功為進一步加快珠三角洲應用EPC/RFID技術踏出一大步。三方合作所產生的協同效應彌足珍貴,除了為珠三角洲締造更有利的環境,亦令該區在全球供應鏈市場上更具競爭力。

此外,沃爾瑪並在亞洲開展EPC推行計劃,所覆蓋的城市包括佛山市,以鼓勵與沃爾瑪有業務往來的當地供應商採用RFID技術。沃爾瑪在這個計劃中擔任領導策劃和執行的角色,而香港貨品編碼協會則負責項目管理,在整個籌備和推行過程中為沃爾瑪提供顧問意見和支援服務。

Support program empowers SMEs to take full advantage of EPC/RFID technology

To further facilitate companies of all sizes to adopt RFID, GS1 Hong Kong and Foshan Government collaborated to develop an 'EPC/RFID Industry Support Program for SMEs' aimed at assisting them in easily adopting the technology. Under the program, GS1 Hong Kong and the Foshan Chancheng District Government, in partnership with RFID solutions vendors, will provide SMEs with RFID solutions, particularly on how they can streamline their business process and achieve supply chain excellence through the use of ezTRACK, a community-wide standard-based track and trace platform. This highly cost effective and flexible platform can help SMEs fully enjoy the benefits of EPC/RFID technology.

 "Leveraging on our worldwide network, comprehensive knowledge of global standard as well as our extensive local implementation experience in EPC/ RFID, we can further help SMEs from different industry segments adopt the technology hassle-free and enable them to achieve speed-to-market by seamlessly connecting to the global marketplace," said Anna Lin, chief executive, GS1 Hong Kong.

 In line with its vision and mission in enhancing enterprises' competitiveness through the provision of global supply chain standards, best practices and enabling technologies, GS1 Hong Kong is committed to continuing working closely with Foshan government and the industry to execute and fulfill the Five-Year Plan in full speed for the benefits of the business community.

支援計劃讓中小企掌握EPC/RFID技術優勢

為了進一步推動不同規模的企業採用RFID技術，香港貨品編碼協會與佛山市政府共同合作，制定了專為中小企而設的「佛山企業應用RFID技術支援計劃」，旨在協助中小企輕易掌握有關技術。按照計劃，香港貨品編碼協會和佛山市禪城區人民政府與RFID解決方案供應商攜手合作，透過採用以服務社群及以標準為基礎的追蹤和追溯平台—「蹤橫網」，就如何簡化商業流程及達至供應鏈管理效益，為中小企提供RFID解決方案。「蹤橫網」是一個具高度成本效益及靈活效用的平台，中小企可藉此平台全面體現實施EPC/RFID技術所帶來的益處。

香港貨品編碼協會總監林潔貽女士表示：「憑藉協會的環球網絡、對全球標準的專業知識，再配合推行EPC/RFID技術所累積的豐富本地經驗，我們能進一步協助來自不同行業的中小企，安枕無憂地利用有關技術，與全球市場保持緊密聯繫，加快產品上市。」

香港貨品編碼協會致力透過提供全球供應鏈標準、最佳實務及應用技術，以提升企業競爭力。香港貨品編碼協會將堅持不懈，朝著這些目標而努力，並繼續與佛山市政府和業界攜手合作，全速推行和落實五年計劃，為工商界謀求福祉。

GS1 Global Standards Key To Making Mobile Commerce a Reality
GS1全球標準乃實現流動商貿之主要關鍵

Over the years, mobile phones have changed the way that we live and work. In the near future, powerful mobile devices will be equipped with tagging features to further enhance our way of life. A common business language and standard will play an important role to make this happen.

過去多年，手提電話已為我們的生活和工作模式帶來巨變。預計在不久將來，功能不斷演進的流動通訊設備將配備閱讀貨品標籤的裝置，為流動商貿帶來更多商機，並進一步提升人們的生活質素。要實現流動商貿，一套被共同採納並廣泛應用的商業語言和標準將扮演重要的角色。

MORE often than not, people today would rather forget their keys or wallets than their mobile phones when leaving homes. The 'stickiness' with mobile phones is not only common among the younger generation but more so among business executives who want to be constantly connected with their partners and associates. According to a 2007 Informa report, there are now 3 billion mobile phones globally, which means roughly 40% of the world population carries a mobile phone. It is expected that by 2010 there will be 4 billion mobile phones worldwide.

時至今日，相信不少人外出時寧可忘記攜帶鎖匙或錢包，也不想忘記攜帶手提電話。「人機合一」的現象，不但見於年輕一代，即使是行政人員，也同樣希望能透過手機與業務夥伴及同業時刻保持密切聯繫。根據2007年Informa的報告，全球目前共有30億部手提電話，換言之，接近40%的世界人口均擁有一部手機。報告亦指出，至2010年，全球手機的總數將會高達40億部之多。

Business implications of mobile commerce growth

While the introduction of the Internet and e-commerce in the early 1990s has reshaped the way that businesses do business and the way that consumers interact with their preferred brands, the widespread availability of mobile devices has leveraged the interactivity between consumers and businesses and transformed behavior pattern in terms of shopping and brand loyalty.

It is the same technology that empowers businesses to really connect with and understand consumers who would in turn enjoy more meaningful relationships with businesses. Thanks to ever advancing mobile device applications, businesses can provide more innovative and value-added services to better engage and delight their customers.

> To reap the real benefits of mobile commerce, there is an urgent need to build an interoperable standards-based eco-system. An open and neutral infrastructure trusted by both businesses and consumers that can be easily and cost-effectively adopted is essential.
>
> 要真正受惠於流動商貿，當前急務是建立一個具互運性、標準化的生態環境，讓流動商貿得以茁壯成長。因此，一套易於使用、具成本效益並獲企業與消費者共同信賴的公開及中立之基礎設施，乃不可或缺。

Significance of GS1 systems towards mobile-commerce

Mobile technology applications represent huge business potentials. GS1 has long since served in spearheading the definition of standards and building the infrastructure for mobile commerce.

Through its effort in promoting and enabling the adoption of common business language and standards, GS1 helps businesses reduce the cost of the initial investment, facilitate innovation, and allow interoperability between all technology components across applications and geographical locations. GS1 also adheres to key principles to realize the true benefits of mobile commerce by creating standards that are proven to solve business problems or create business opportunities.

Mobile technology applications with huge business potentials

The potential of mobile technology and its application in business is immense. Followings are mobile commerce applications that are highly suited to companies determined to streamline the supply chain and gain greater customer loyalty:

- **Extended packaging** - New mobile device applications enable consumers to scan the barcode of a certain product, predefine specific product information which allows them to make buying decision easier.

流動商貿增長所帶來的商業啟示

互聯網和電子商貿在1990年初面世，為各行各業塑造了新的營商模式，並締造消費者與其所喜愛的品牌的互動方式。而手機的廣泛應用，則進一步提升消費者與企業間的互動性，為顧客的購物模式和對品牌的忠誠度帶來改變。這些流動科技強化了企業競爭優勢，讓他們能與客戶保持緊密的聯繫並且深入了解顧客的需要，而消費者本身同樣可以與企業建立更有價值的聯繫。藉著不斷革新的流動通訊設備及相關的應用技術，企業足可為客戶提供更多具創意及價值的服務，以滿足他們的需求。

GS1標準對流動商貿之重要價值

毫無疑問，流動通訊科技的應用技術蘊藏著龐大的商機。GS1一直以來為領導流動商貿發展的先驅，持續為流動商貿訂立標準及建立基礎設施。

GS1致力推動業界採納共同商業語言和標準，藉此協助企業降低初期投資成本及鼓勵業界努力創新，並為用於不同地區及應用範圍的科技元件提供互運性。GS1一直相信並堅持一個原則—就是只有透過建立能有效地解決商業難題和創造商機的共同標準，才可令業界於流動商貿中真正受惠。

流動通訊應用技術商機無限

流動通訊科技及其商業應用技術充滿無限的潛力，從以下這些流動商貿應用技術的例子便可知一二。對於希望藉著簡化供應鏈流程的企業來說，以下的應用技術有助提高客戶忠誠度。

- **延伸性的包裝** — 嶄新的手機應用技術讓消費者可運用手機掃瞄產品的條碼，以獲取更多的產品資訊，讓消費者在購物選擇上更輕鬆寫意。

- **選購與傳送數碼內容** — 數碼內容供應商藉著新的應用程式，以確認已售出的產品種類及數量。例如說，經營數碼音樂產品的公司可運用該項技術確認已售的歌曲。對內部資訊系統的管理而言，此等關鍵資料十分重要。

- **Content purchase and delivery** - Digital content providers will be able to identify sold items, such as sold tracks for a music album in the case of digital music company, with the help of new applications which help manage internal systems.

- **Mobile coupons** – Consumers can redeem coupons by tagging their phones to point-of-sale (POS) machine when they visit the brand owner's store. They can do so also by scanning the bar-coded coupons within the product advertisements found in printed or electronic media.

- **Authentication** - By scanning the barcode of a product purchased from a store, a pharmaceutical company for instance, the consumer is connected to a counterfeiting application that checks the product's authenticity.

- **Product re-ordering** - Shop owners can re-order products by scanning the barcode of a desired product using mobile phones.

- **Mobile self-scanning** - Consumers can use their mobile phones to scan RFID tags of every item they buy on their way out to the check-out counter, where payments of goods are automatically added to their mobile phone bills.

- **手機優惠券** — 新技術可讓消費者在店舖內透過手機與電子銷售點(POS)相觸,下載手機中所儲存的指定品牌之優惠券。除此之外,消費者亦可運用手機,掃瞄出現在印刷媒體或電子媒體上的產品廣告的優惠券條碼,從而獲取折扣優惠。

- **辨別產品真偽** — 消費者在店舖購買藥品後,可運用手機掃瞄藥品包裝上的條碼,手機即可連結到有關藥廠的打擊冒牌藥品應用程式,以檢定藥品的真偽。

- **重新訂購產品** — 店主運用手機掃瞄所需產品的條碼,便可自動訂購有關貨品。

- **手機自動掃瞄產品結帳** — 消費者在店舖選取貨品後,可運用手機掃瞄所選購產品的RFID標籤,需支付的款項數據便會自動更新於手機的帳單內,。

Key actors in mobile commerce
流動商貿的主要參與者

Actor 參與者	Stakeholders 利益相關者	Expected Roles 參與角色
Consumers 消費者		Interact with businesses through mobile phones 透過手提電話與企業作互動溝通
Companies 公司	Manufacturers Distribution / Wholesalers Logistics / Transporters(3PL) / Retailers 製造商 分銷商 / 批發商 / 物流 / 運輸(第三方物流) / 零售商	Relevant applications, provide content and transact with consumers 提供相關的應用技術、內容及與消費者進行交易
Mobile Industry & Service Providers 手提電話業及 服務供應商	Mobile Phone Manufacturers Mobile Network Operators/Carriers Service Providers(IT Companies) Marketing Agencies 手提電話製造商 手提電話網絡商/電訊公司 服務供應商(資訊科技公司) 市場推廣公司	Develop technology • Device • Data Source • Network 技術發展 • 設備 • 資訊來源 • 網絡
Enablers & Regulators 促進流動商貿發展的 組織及條例制定機構	Government Agencies Standards Organizations Consumer/user associations 政府機構 標準組織 消費者/用家協會	Provide regulations, standards and guidelines 訂定條例、標準及指引

Mobile commerce would shape how businesses and consumers communicate effectively. To reap its real benefits, there is an urgent need to build an interoperable standards-based eco-system for mobile commerce to blossom. An open and neutral infrastructure trusted by both businesses and consumers that can be easily and cost-effectively adopted is essential.

GS1 provides a full set of standards for mobile commerce: barcodes, RFID, identification of products, locations and services, data management, as well as offers a global platform for the mobile commerce community, ensuring compatibility with all mobile devices and operators. By adopting GS1 keys, businesses can unlock the full potentials of mobile commerce.

企業與消費者之間如何達至有效溝通,將由流動商貿定出方向。要真正受惠於流動商貿,當前急務是建立一個具互運性、標準化的生態環境,讓流動商貿得以茁壯成長。因此,一套易於使用、具成本效益並獲企業與消費者共同信賴的公開及中立之基礎設施,乃不可或缺。

GS1為流動商貿提供一套完整的標準,包括條碼、RFID、貨品和位置及服務識別碼、數據管理,以及為流動商貿社群提供一個國際平台,以確保各手機營運商和各種流動設備能相互兼融。由此可見,企業透過採用GS1標準,將可發揮流動商貿的無限潛能。

Mobile commerce real life cases

Case One: China – Major distillery applied barcode management system for anti-counterfeiting and traceability functions.

A major distillery in eastern China applied a barcode management system supported by a technology provider through the following proceedings. For each product involved, there is a unique barcode which includes a GS1 Global Trade Item Number (GTIN) and a serial number for traceability as well as a random number for anti-counterfeiting. With the use of barcode recognition software downloaded to their camera phones, customers can perform either authentication or traceability function simply by taking a picture of the barcode on the product. Detailed product information including manufacturer, expiry date, raw material, operators and producing duration will also be shown on mobile screen.

Case Two: Japan – Convenient store pilot tests Mobile Coupon campaign

A Japanese convenient store, Circle-K-Sunkus with over 6,000 outlets in the country pilot tested a mobile coupon promotional campaign for members of Nestle Japan's 'Together Nestle' loyalty program. Members of this loyalty program can shop using their mobile phones equipped with RFID chip to pay for goods. During the pilot test, the members were asked to access the 'Together Nestle' mobile site to download their preferred mobile coupons. On their next visit to Circle-K-Sunkus, they were able to pay for goods using the mobile coupons on their mobile phone by holding it over the POS system and discounts were automatically applied for appropriate products.

The mobile application programs in discussion enable businesses to have better engagement and dialogue with consumers and higher opportunity to gain return on promotional investments, while consumers are empowered with the relevant information to make purchasing decision easier.

流動商貿的真實個案

個案一：中國 — 著名釀酒廠採用條碼管理系統
打擊贗品和追蹤產品來源

中國東北一家知名釀酒廠藉技術供應商的支援實行條碼管理系統。每一項產品均獲編配一個獨一無二的條碼,條碼內容包括GS1全球貿易貨品編碼(GTIN)、供追蹤產品來源的序號及供打擊冒牌產品之用的隨機號碼。顧客只要把有關的條碼識別軟件下載至具拍攝功能的手機內,便可透過拍攝產品包裝上的條碼,以簡易方式辨別產品真偽或追蹤產品來源,而製造商、最佳日期、原材料、營運商、生產週期等一系列詳細的產品資料將顯示於手機屏幕上。

個案二：日本 — 家便利店推行手機優惠券試點計劃

日本連鎖便利店Circle K在當地的6000家店舖,為日本雀巢公司的Together Nestle會員忠誠度計劃(loyalty program),測試手機優惠券之推廣成效。該計劃的會員可運用其配備有RFID晶片的手機於Circle K購物付款。在測試過程中,會員可透過手機於Together Nestle網頁上下載所選擇的優惠券,當會員於Circle K購物付款時,把手機與店舖的POS系統相觸,便可運用手機上所下載的優惠券購買有關產品,付款時會自動計算折扣優惠。

從以上的真實個案可見,流動商貿的各種應用可讓企業與消費者達至更完善的溝通和建立更緊密的關係,並就推廣計劃所投入的資金帶來更高回報。與此同時,消費者亦可掌握更多相關資訊,從而作出精明的消費決定,達至雙贏局面。

Supply Chain Maturity Reference Model Helps Hong Kong SMEs Move Up to the Next Level of Supply Chain Maturity Ladder

供應鏈成熟水平參考模型協助香港中小企 邁向更高水平的供應鏈管理

Local SMEs today are often faced with the challenge of effectively running their day-to-day operations, particularly managing inventory levels to meet customer demands. Operating on a small scale set up, they tend to rely on manual methods to perform this important task resulting in inefficient and loosely integrated supply chain operations. An innovative management model tailored to the immediate needs of SMEs will help enhance the operational efficiency of their supply chain management.

NTENSIFIED market competition and the need to maintain customer loyalty is prompting small and medium enterprises today to seriously review their current supply chain operations. Companies having problems maintaining out of stock levels due to inaccurate inventory data often risk losing potential and existing customers because of their inability to meet demand on a timely manner. Some are using costly speed delivery means to entertain customer orders, which only adds to the company's overhead and hampers the development of the whole business. SMEs are now finding cost-effective ways to uplift and speed up warehousing, sales orders and logistics management operations to improve data accuracy and visibility along the supply chain.

現時，本港中小企經常面對管理日常營運的挑戰，當中最大的問題莫過於如何有效地管理庫存量以配合客戶的需求。中小企的營運規模較小，因此多傾向於以人手方式管理庫存量，致令其供應鏈運作流程出現問題，未能妥善整合。供應鏈成熟水平參考模型(SCMRM)是一個迎合中小企的迫切需要而度身訂造之創新管理模式，將有助加強中小企供應鏈管理之營運效率。

隨著市場競爭日趨激烈，客戶忠誠度對企業來說日益重要，凡此種種皆促使中小企必須認真審視目前供應鏈運作流程。假若因錯誤的庫存數據，而導致經常性的缺貨情況，企業便會因未能適時滿足客戶需求，因而面臨失去現有及潛在客戶的危機。為了解決上述問題，有些企業會採用昂貴的速遞服務以解決在客戶訂單上的問題，但此舉只會增加企業的經常性開支，影響整體業務的發展。有見及此，中小企正尋求具成本效益的方案，以加強並提升其倉存、銷售訂單及物流管理等各方面的營運效率，從而改善供應鏈資訊透明度及準確性。

SCMRM provides step-by-step guidance via proven best practices

Help is on the way through GS1 Hong Kong and Supply-Chain Council-Greater China Chapter Limited's Supply Chain Maturity Reference Model (SCMRM), which was developed by the two organizations and supported by the HKSAR Government under its SME Development Fund to assist local SMEs in adopting supply chain standards and best practices.

The model which is designed for beginners and conducted step-by-step, aiming to help SMEs effectively assess their readiness in adopting SCM best practices and carefully guides them through the enhancement process to enable them to move up the SCM ladder. Basically, SCMRM defines the characteristics and best practices for supply chain operations that can easily be integrated with one of the most widely-adopted supply chain management methodologies - Supply Chain Operations Reference-model (SCOR) in order for SMEs to ultimately move up the supply-chain maturity ladder for more advanced level processes integration and optimization.

> SCMRM is designed for beginners and conducted step-by-step to help SMEs effectively assess their readiness in adopting SCM best practice.
> SCMRM旨為中小企提供循序漸進式的指引，協助企業對採納供應鏈管理最佳實務的準備程度作出有效評估，並透過按步就班的指引提升企業在營運上的效率，讓企業可以在供應鏈管理階梯上達至更高水平。

Case in point: Skylight Pharmaceutical supply chain operations

One local company that supplies grained Chinese medicine to local clinics has taken proactive steps to address out-of-stock challenges and resolve ineffective inventory control and warehouse manual processes. Skylight Pharmaceutical Co. Ltd, which has an outlet in a mall in Tsuen Wan that sells pharmaceutical products in bulk supplied by mainland manufacturers, has availed of GS1 Hong Kong's help to review and develop their current supply chain operations using the SCMRM methodology.

SCMRM以成功的最佳實務 為企業提供循序漸進的指引

SCMRM由香港貨品編碼協會及供應鏈管理委員會（大中華區總會）制定，並獲得香港特區政府的中小企業發展支援基金資助，以協助本港中小企業採納供應鏈管理標準及最佳實務。

這個管理模型旨為中小企提供循序漸進式的指引，協助企業對採納供應鏈管理最佳實務的準備程度作出有效評估，並透過按步就班的指引提升企業在營運上的效率，讓企業可以在供應鏈管理階梯上達至更高水平。目前，「供應鏈運作參考模型」（SCOR）是廣為業界採納的供應鏈管理模式之一，中小企要在業務營運上與SCOR整合，正好從SCMRM中取經，茲因SCMRM的主要功能，是就供應鏈的運作流程界定特點及釐定最佳實務，讓中小企可以逐步踏上供應鏈成熟階梯的更高級別，進行更高層次的業務整合及優化。

個案研究：明日靈芝藥業的 供應鏈營運

一家為本地診所供應中藥顆粒的香港企業，採取積極措施，解決以人手管理庫存系統所引起的缺貨問題。明日靈芝藥業有限公司於荃灣一所商場設有門市，以大批量銷售由內地生產商所供應的醫藥製品。該公司獲得香港貨品編碼協會的協助，參考SCMRM的管理模型重新檢討及訂定供應鏈運作流程。

據該公司指出，內地主要供應商每3至4個月定期供應醫藥產品，所有製品均以固定容量的標準樽裝運載。付運後的貨品會被存放於該公司門市附近的一個倉庫，而工作人員日常便會在倉庫中檢驗及記錄存貨、並定期把貨品運送至門市的小貨倉，隨後會把貨品入箱運送至本地各區診所。

The company's medicinal products are basically packed in standard bottles in fixed weight volume when they receive them from their major suppliers in China every 3-4 months. The products are then stored in a warehouse near the company's Tsuen Wan outlet where they are inspected and inventoried, transferred to their outlet, and packed in boxes for delivery to local clinics in Hong Kong.

The whole process including the recording of stock levels in their outlet are done manually, a tedious and error-prone process. The company's sales order management systems do not have any connection with inventory records systems, each with different functions that are separated from one another. Due to the time gap between stock inspection and products data updating, the company's biggest challenge is how to effectively determine accurate purchase orders to prevent out-of-stock situations. This impacts the company's overall business operations especially when customer's bulk orders are missed due to inaccurate inventory data resulting in significant loss of profit and customer loyalty.

GS1 Hong Kong recommends Skylight Pharmaceutical to adopt SCM best practices

Realizing the impact of the lack of supply chain visibility to their overall business performance, Skylight Pharmaceutical decided to seek for professional help in enhancing their supply chain operations.

GS1 Hong Kong assisted the company to evaluate and achieve the maturity level based on the SCMRM. With reference to the SCMRM, GS1 Hong Kong recommended Skylight Pharmaceutical to adopt global standards on all their product labels, and advised them on the design and implementation procedures. System requirements for their inventory management operations were also defined including the arrangement of qualified system vendors to hold product demonstrations. As part of these recommendations, Skylight Pharmaceutical has deployed barcode scanning system to electronically record data during inbound and outbound logistics processes, thereby capturing accurate product information and status.

"Through GS1 Hong Kong's very useful recommendations, we were guided thoroughly using the SCMRM in line with meeting our business objective of enhancing our supply chain operations and inventory management. With an enhanced inventory visibility, we are able to address out-of-stock issues which in turn help us sustain customer loyalty and eventually result in greater business growth," said Ms. Kitty Ko, Manager, Skylight Pharmaceutical.

在門市的小貨倉，工作人員以人手點算及記錄庫存量，整個過程依賴人手處理，難免造成紀錄的偏差。另外，該公司的銷售訂單管理系統與庫存紀錄系統並不相連，各自獨立地處理不同的資料。由於檢驗庫存量與更新貨品數量與資料的時間出現差距，庫存量紀錄失準，致令該公司無法有效訂定準確的訂貨數量而引起缺貨的問題。這情況影響到公司整體的業務營運，因錯誤的庫存貨數據而未能滿足客戶的訂單，足以導致盈利虧損及客戶流失。

協會建議明日靈芝藥業 採納供應鏈管理最佳實務

明日靈芝藥業深明缺乏供應鏈資訊透明度對業務的影響，故決定以提升供應鏈營運效率為首要目標以改善營運效率。

香港貨品編碼協會協助該公司根據SCMRM進行評估，以逐步達至供應鏈管理的成熟級別。協會參考SCMRM藍圖，建議明日靈芝藥業的所有產品標籤採用全球標準，並就標籤設計和實施程序提供專業顧問意見。在庫存管理的運作上，協會幫助該公司訂定系統要求，並安排合資格的系統供應商示範有關服務。明日靈芝藥業亦採納該會的建議，採用條碼掃瞄系統，以電子方式記錄內部及外部物流數據，以便掌握準確的產品資訊及狀況。

明日靈芝藥業經理Ms Kitty Ho表示：「香港貨品編碼協會所提供的建議非常實用，它全面帶領著我們達至SCMRM的成熟級別，並透過提升供應鏈營運及庫存管理，讓企業目標得以實現。藉著高透明度的庫存管理，缺貨問題已得到解決，新的流程有效加強客戶忠誠度，更為企業帶來可觀的業務增長。」
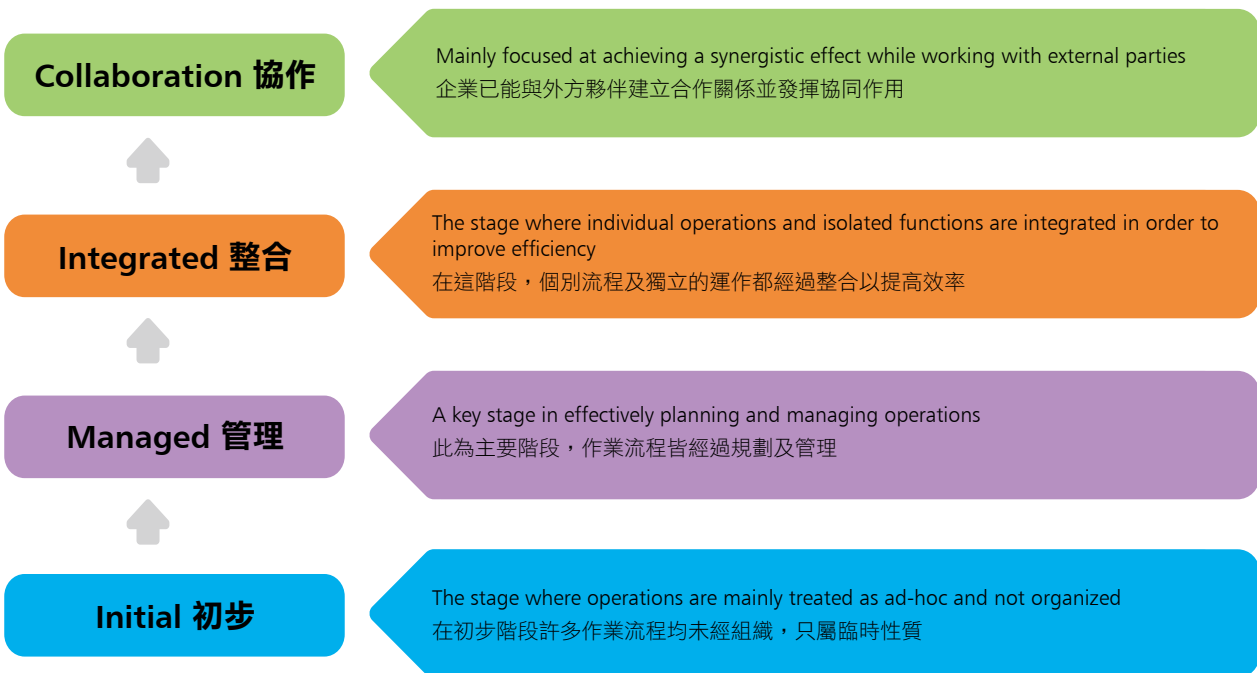
Benefits of adopting SCMRM

SCMRM helps SMEs to 'start in the right way from the beginning' by using a leveling structure as the base of the model. It has a simple model for SMEs yet with sufficient details that will guide the implementation of the best practices in supply chain management.

採納SCMRM之益處

SCMRM以級別的形式作為基本架構，幫助中小企從起步始便循有效的管理方式進發。對中小企來說，SCMRM結構簡單但具詳細的指引，能引導企業實踐供應鏈管理最佳實務。

Serving as a roadmap for SMEs' supply chain process improvement, SCMRM is divided into four stages:
SCMRM作為中小企改善供應鏈運作流程的藍圖，可以分為4個階段：

Collaboration 協作
Mainly focused at achieving a synergistic effect while working with external parties
企業已能與外方夥伴建立合作關係並發揮協同作用

Integrated 整合
The stage where individual operations and isolated functions are integrated in order to improve efficiency
在這階段，個別流程及獨立的運作都經過整合以提高效率

Managed 管理
A key stage in effectively planning and managing operations
此為主要階段，作業流程皆經過規劃及管理

Initial 初步
The stage where operations are mainly treated as ad-hoc and not organized
在初步階段許多作業流程均未經組織，只屬臨時性質

With SCMRM, SMEs are able to conduct internal evaluation to determine their current supply chain maturity level. By identifying their operational status, they can then follow the implementation guidelines enabling them to easily and repeatedly roll out the program themselves or through the help of a third party consultant. SMEs will be able to make reference to the model to build their operations from scratch, or to refine their existing operations based on the recommendations of the model and hence finally achieve the efficiency by adopting the SCOR model.

For more information on how to adopt the SCMRM, please contact Rocky Yu at (852) 2863-9731 or email at rockyyu@gs1hk.org

透過SCMRM，中小企可自行進行內部評估，找出企業在供應鏈管理上的成熟級別。在認清企業的營運狀況後，企業可根據實施指引輕易及再三地自行推行有關計劃，又或可透過第三方顧問的協助，提升供應鏈成熟級別。中小企參考該模型的藍圖，便能從新建立企業的營運管理，又或根據模型所提供的建議，優化目前的運作程序，最終可成功採納SCOR模型，全面提升營運效率。

如欲查詢推行SCMRM的詳情，請致電(852)2863-9731聯絡Rocky Yu或電郵至rockyyu@gs1hk.org

GS1 Hong Kong Events 香港貨品編碼協會活動

Events 活動	Date 日期	Venue 地點	Contact Details 聯絡資料
GS1 Hong Kong Supply Chain Management Excellence Summit 2008 香港貨品編碼協會活動 供應鏈管理年會2008	10/10/2008	JW Marriott Hotel Hong Kong 香港萬豪酒店	Tel 電話: (852) 2660 2871 Email 電郵: info@gs1hksummit.com Website 網址: http://www.gs1hksummit.com/contact.asp
Presentation Ceremony of Hong Kong RFID Awards 2008 香港無線射頻識別大獎2008 頒獎典禮	10/10/2008	JW Marriott Hotel Hong Kong 香港萬豪酒店	Tel 電話: (852) 2660 2871 Email 電郵: info@gs1hksummit.com Website 網址: http://www.gs1hksummit.com/contact.asp

GS1 Hong Kong Training Programs 香港貨品編碼協會培訓課程

Events 活動	Date 日期	Venue 地點	Contact Details 聯絡資料
Barcode Workshops 條碼工作坊	15/10/2008 & 26/11/2008	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9769/2861 2819 Email 電郵: info@gs1hk.org
Supply Chain Management (SCM) Training Series 1 - Certificate in Winning Your Supply Chain 供應鏈管理培訓課程系列一： 供應鏈管理全攻略	21/11/2008	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2861 2819 Email 電郵: info@gs1hk.org

Remark: This proposed schedule is subject to change.
註: 以上時間表會因應實際情況而改變。

HIMSS AsicPac08 Conference
HIMSS AsicPac08醫療資訊科技會議及展覽

Industry experts and healthcare authorities gathered together during the HIMSS AsiaPac08 Conference and Exhibition from 20 to 23 May 2008, one of the widely-represented healthcare events in the region, to hear distinguished speakers present their views on how to enhance patient safety. GS1 Hong Kong took part in the conference by showcasing solutions relevant to the healthcare sector as well as presenting the topic "Supply Chain Technologies and Standards Improving Patient Safety" in one of the education sessions. Three distinguished speakers from authoritative organizations including Mr. Raymond Wong, Chief Manager, Business Support Services of Hospital Authority; Mr. Yan Liang, Director, Legal/International affairs, SH-FDA China and Mr. K K Suen, Chief Architect and Principal Consultant, GS1 Hong Kong, shared their visionary thoughts and real-world experience with the delegates.

在2008年5月20至23日，業界專才及醫療機構雲集HIMSS AsicPac08醫療資訊科技會議及展覽。該會議及展覽是區內最全面及最具代表性的醫療活動，出席者與著名演講嘉賓就加強病人安全的議題上作深入探討和交流。香港貨品編碼協會亦有參與是次活動，除了同場展出與醫療護理業息息相關的解決方案外，更在其中一個教育會議環節中發表以「加強保障病人安全的供應鏈技術及標準」為題的演說。來自權威性組織的演講者包括：醫院管理局總行政經理（業務支援及發展）王紹強先生、上海市國家食品藥品監督管理局(SH-FDA)政策法規處/國際合作處處長嚴樑先生，以及香港貨品編碼協會總工程師及首席顧問孫國江先生，三位講者就上述議題跟與會者分享真知灼見及寶貴經驗。

GS1 Hong Kong Healthcare Night
香港貨品編碼協會醫療護理晚宴

Addressing the growing global concern about enhancing product quality and patient safety, GS1 Hong Kong organized the Healthcare Night on 23 May to bring together key stakeholders along the healthcare supply chain into one venue. The event allowed them to gain both global and local perspectives on how healthcare supply chain standards and practices enable product traceability, data accuracy and information visibility, which can ultimately result in enhanced patient safety and improved quality of care. Ms Sandra Lee, Permanent Secretary for Food and Health (Health) of HKSAR Government was the guest speaker during the event attended by over 40 leading local and overseas healthcare industry professionals from government bureaus, public organizations, manufacturers, retailers and service providers. The attendees were inspired by Ms. Lee's speech on The Vision of Hong Kong's Healthcare Reforms as well as the presentation by Jan Denecker, Healthcare Marketing Manager, GS1 Global office.

提升產品品質及加強病人安全已成為全球日益關注的議題，有見及此，香港貨品編碼協會於5月23日舉辦「醫療護理晚宴」，讓醫療護理供應鏈上的主要持份者藉此良機聚首一堂，交流及分享如何從全球及地區兩大層面施行醫療護理供應鏈標準和實務，以達至追溯產品來源、獲得準確資訊及提高資訊透明度，從而達到加強病人安全及醫療護理質素的最終目標。是次活動吸引逾40位本地及海外著名業界專家出席，他們分別來自政府部門、公營機構、製造商、零售商及服務供應商。香港特別行政區政府食物及衛生局(衛生)常任秘書長李淑儀女士親臨擔任主講嘉賓，發表《香港醫療改革之願景》之演說，此外，演講嘉賓更包括GS1總部醫療護理市務經理Jan Denecker，各人的演說盡皆金石良言，令出席者獲益良多。

GS1 Hong Kong launches ezTRACK at EPCnetwork Project Completion Ceremony
香港貨品編碼協會於「產品電子代碼網絡計劃」完結典禮推出「蹤橫網」

More than 180 guests were present to celebrate the success of the EPCnetwork project "Establishing an Electronic Product Code (EPC) Network Infrastructure to Enable End-to-end Supply Chain Visibility" during the EPCnetwork Project Completion Ceremony held on 6 June 2008 with Mr. Chan Yuk Tak, Eddy, JP, Commissioner for Innovation and Technology Commission of the HKSAR Government delivering a short yet inspiring words of appreciation. Right after the ceremony, ezTRACK, the globalized track and trace community platform service based on EPC/RFID standards that can help enterprises enhance customer satisfaction, achieve time-to-market and connect to the global marketplace, was officially launched.

逾180名嘉賓共同出席於2008年6月6日所舉行的產品電子代碼網絡計劃完結典禮，以慶賀名為「建立產品電子代碼網路以提高整體供應鏈透明度」的項目順利完成。是次典禮並邀得香港特別行政區政府創新科技署署長陳育德太平紳士致簡短精闢的感謝詞。禮成後，香港貨品編碼協會同場宣佈「蹤橫網」正式啟動。「蹤橫網」是一個以產品電子代碼標準/無線射頻識別技術為基礎的全球化追蹤及追溯社群平台服務，協助企業提升客戶滿意度、加速產品上市及與全球市場接軌。

GS1 Hong Kong and VICS Co-organized CMSS Roundtable
香港貨品編碼協會與產業協同商務標準協會合辦「協同原物料標準規格」圓桌會議

The Collaborative Material Standard Specifications (CMSS) Roundtable, co-organized by GS1 Hong Kong and the Voluntary Interindustry Commerce Solutions Association (VICS) was held on 19 June 2008. The remarkable event, which was attended by more than 30 key stakeholders from the apparel and textiles community in the US and Asia, was aimed at sharing the values of AppTex and discussing the forward plan in order to take advantage of AppTex's key capabilities.

由香港貨品編碼協會聯同產業協同商務標準協會(Voluntary Interindustry Commerce Solutions Association)攜手合辦的「協同原物料標準規格」圓桌會議，於2008年6月19日隆重舉行。是次盛事吸引超過30名來自美國及亞洲地區的成衣及紡織業主要代表出席，會中各代表就「成衣及紡織業物料標準化計劃」(AppTex)的價值分享真知灼見，並就如何進一步利用AppTex提升商業價值進行深入討論。

GS1 Taipei RFID Study Tour 2008
香港貨品編碼協會2008台北無線射頻識別技術(RFID)考察團

Business leaders from Hong Kong, Korea, Japan and Thailand that joined the GS1 Taipei RFID Study Tour from 14 to 16 July 2008 gained rewarding results by attending the EPCglobal Asia Adoption Program Meeting and Taiwan Public Sector RFID Forum. The participants were briefed on the latest industry trends and developments on the adoption of RFID technology in various industries. To provide them with the first-hand experience on how local firms developed and tested RFID tools, company visits were also organized to several pioneering organizations including Unitech, a leading UHF Gen 2 RFID handheld manufacturer; Static Performance Test Centre, the EPCglobal Accredited Asia Pacific Dynamic Test Centre as well as the Industrial Technology Research Institute.

來自香港、韓國、日本及泰國的商界領袖參加由香港貨品編碼協會於2008年7月14至16日舉辦的台北無線射頻識別技術(RFID)考察團，學員出席參與EPCglobal 亞洲採納計劃(Asia Adoption Program)會議和台灣公營部門無線射頻識別技術發展策略與成就研討會等活動，獲益良多。參加者從中掌握RFID技術的最新行業趨勢，以及不同行業採納有關技術之最新發展。考察團並安排學員參觀多個領先企業，讓參加者就當地企業如何發展及測試RFID工具掌握第一手資料，所參觀的企業包括在台灣具領導地位的超高頻第二代無線射頻識別技術（UHF Gen 2 RFID）手提閱讀器生產商精聯電子(Unitech)、Static Performance Test Centre、獲EPCglobal認可的Asia Pacific Dynamic Performance Test Centre以及工業技術研究院(Industrial Technology Research Institute)。

Launching of Guangdong Province RFID Industry (Foshan) Base Demonstration Centre
廣東省無線射頻識別產業（佛山）基地RFID演示中心正式揭幕

The Foshan Chancheng District Government in co-operation with GS1 Hong Kong and Foshan Creative Industry Centre joined hands to organize the launching ceremony for the official unveiling of the Guangdong Province RFID Industry (Foshan) Base Demonstration Centre on 1 August 2008. More than 120 guests including government officials and leaders from small-to-medium enterprises and professional bodies graced the event. The ceremony marks the first year anniversary of the signing of the Guangdong-Hong Kong RFID Collaboration Agreement, positioning Foshan as the strategic base for RFID application development and knowledge transfer in the Pearl River Delta region.

佛山市禪城區人民政府聯同香港貨品編碼協會及佛山創意產業園，於2008年8月1日為廣東省無線射頻識別產業（佛山）基地RFID演示中心舉辦開幕典禮，是次盛事吸引逾120名嘉賓出席見證中心正式啟動，當中包括政府官員、中小型企業的商界領袖及專業團體。該儀式亦正好標誌著【粵港RFID產業合作協議】簽署一周年，按照協議佛山市將被打造成珠三角洲RFID應用開發及知識轉移的策略基地。

Complimentary Member Listing
會員名錄

GS1 Hong Kong welcomes the following companies as our new members
香港貨品編碼協會歡迎以下公司成為本會會員

May – August 2008

BUSINESS / PROFESSIONAL SERVICES 商業 / 專業服務
LABEL INTERACTIVE TECHNOLOGIES HK LTD
MSC LTD
PERFECT CHINA SUPPLIES LTD
PPP CO LTD
UNI SUCCESS (BROTHER) CO LTD
VIGOUR ENTERTAINMENT (ASIA) LTD
VIZILOG SOLUTIONS LTD

IMPORTERS / EXPORTERS 出入口貿易
2 THE MAX (INT'L) LTD
ADD SILK INDUSTRIES CO
ALPHAWISE PRODUCTS (HK) CO LTD
AN LI BABY&CHILD NUTRIMENT (HK) INTERNATIONAL LTD
ANLENE HONG (HK) HEALTH PRODUCTS CO LTD
ASIACORP INTERNATIONAL LTD
AVANTARA BLOOM CAPITAL LTD
BAAN (BLOOM) BODYCARE INTERNATIONAL
BANEX TELECOM LTD
BEACHGOLD ASSETS LTD
BEST WAY FOOD INTERNATIONAL TRADING LTD
BLUE MAX (HOLDINGS) LTD
BODOX INDUSTRIAL LTD
BRIGHT STAR INTERNATIONAL HOLDING LTD
B-TECH WORLDWIDE LTD
CAMERON SINO TECHNOLOGY LTD
CARE & HEALTH LTD
CHEUNG HING PLASTIC TOYS FACTORY
CHINA CLEAN & RENEWABLE ENERGY LTD
CHUNG WING HONG LTD
CIPHER INTERNATIONAL LTD
CITI CONCEPT INVESTMENT LTD
CITI GENESIS LTD
CMS LIFE TECHNOLOGY LTD
CODDLE INCORPORATED LTD
COMBINE WILL INDUSTRIAL CO LTD
COMFORT FURNITURE & DESIGN CO
CONTEMPO LTD
CULLUN (HK) LTD
D VISION BODYWEAR LTD
DAIICHI PUBLISHERS CO LTD
DESIGN SERVICES LTD
DIATOM RESEARCH & CONSULTING
DOKIN INDUSTRIAL LTD
ELB NUTRITION ASIA CORPORATION LTD
ELIM DEVELOPMENT LTD
EXTRAWELL (HK) LTD
FILLIGENT (HK) LTD
FIRST CHAMPION TECHNOLOGY LTD
FLAIYA (HK) CO LTD
FOOD FIGHT LTD
FORTUNE BASE (HK) LTD
FRANCE FENGSHIYA GRAPE WINE CO LTD
FRANCE MONTO GARDEN INTERNATIONAL WINE LTD
FULLY LOYAL LTD
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GENESIS LABS LTD
GERMAN AI EN MEDICINE ASIA-PACIFIC (HK) LTD
GLOBAL SOURCE & DESIGN LTD
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GOOD CENTURY HOLDINGS LTD

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GREAT DYNASTY DIRECT IMPORTS LTD
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HELPFULL DEVELOPMENT LTD
HFS INTERNATIONAL LTD
HOLD LABELS (HK) LTD
HK BOHOUTANG INT'L GROUP FASHION LTD
HONGKONG CANUTE FOOD LTD
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HONG KONG HAPPY LAND INTERNATIONAL LTD
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HONG KONG ROYALTY INDUSTRY GROUP CO LTD
HONGKONG SALES (KNITWEAR) LTD
HONG KONG WAY YUEN LUNG CO
HOUSEWARES MANUFACTURING CO LTD
HQ SUSTAINABLE MARITIME INDUSTRIES (HK) LTD
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INSTEAD ASIA LTD
J P TRADING CO
JET WIN FOOD LTD
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KOSMO WELLNESS TRADING LTD
L & C INTERNATIONAL TRADING CO LTD
LINDA KNITWEAR MANUFACTORY
LUEN TAI HONG
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NEW FAITH GIFT & PREMIUM MANUFACTURING LTD
NEW LIFE PSYCHIATRIC REHABILITATION ASSOCIATION
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NIPPON SEAL HK CO LTD
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REDISMO FINE PRODUCTS LTD
REGAL DEVELOPMENT (HK) LTD
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CRYSTAL PURE DISTILLED WATER
ETTASON (HK) LTD
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