The Global Language of Business
Connecting Supply Chain with Innovations

GS1 HK Milestones
香港貨品編碼協會里程碑

Catalysing Business Transformation for Thirty-five Years
推動企業變革三十五載

One Code · Infinite Possibilities

For 35 years, GS1 Hong Kong (GS1 HK) has been bringing industries together to revolutionise the way they do business.

In 1989, industry leaders in Hong Kong came together to introduce a single standard for product identification — the barcode into the retail industry.

What started as a way to speed grocery store checkout has become the global language of business — a common way for trading partners around the world to identify, capture, and share information about products, locations, and more.

Today, as we embark on a new chapter, we are developing the breadth and depth of our range of services to help companies get products to market faster, build consumer trust and enhance experience, enable supply chain efficiency and gain insights to make better market decisions, realising their success in the Greater Bay Area and across the globe.
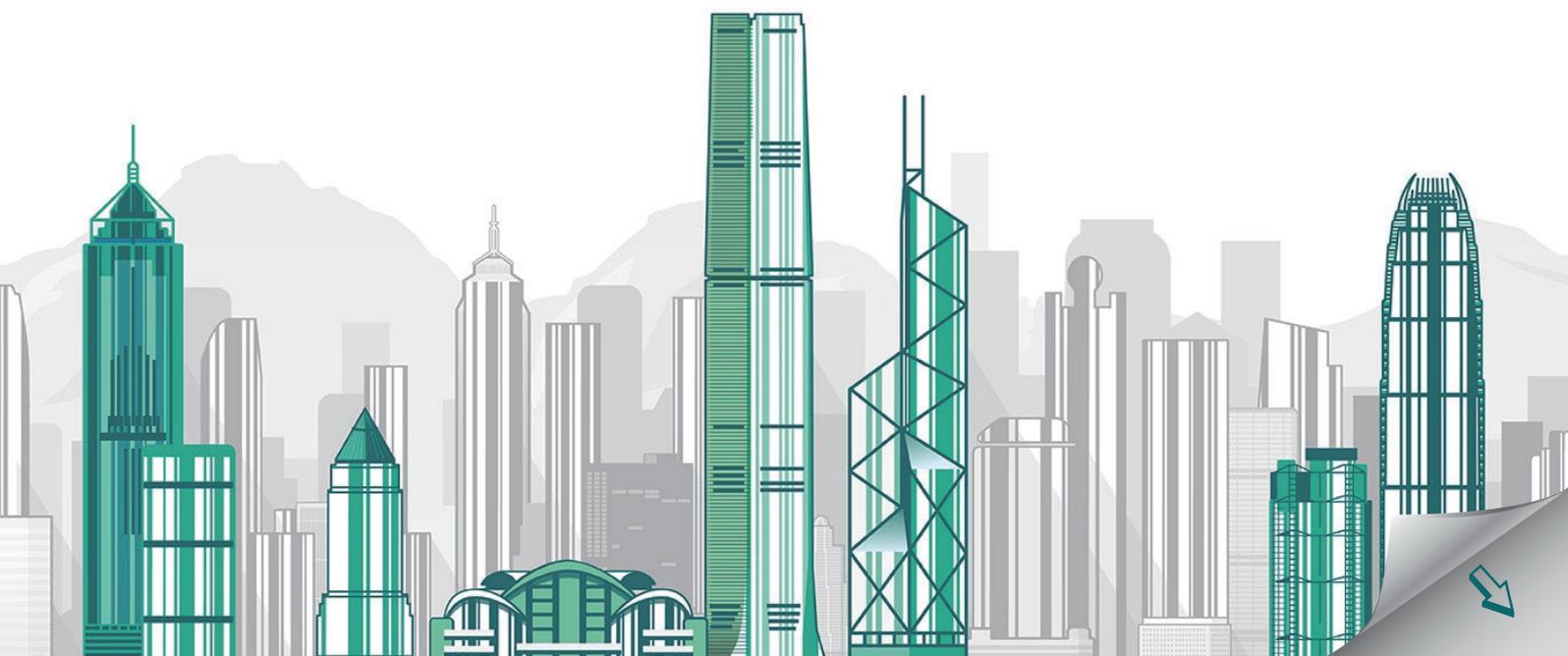
條碼在手 · 締造無限可能

在過去35年，香港貨品編碼協會（GS1 HK）一直致力凝聚業界、努力改善營商環境。

1989年，香港一眾業界翹楚將產品識別的單一標準 — 條碼引進到香港本地零售行業。

條碼從一開始是店舖用來加快結帳速度，現已演變成為全球商貿的共同語言，讓全球貿易夥伴以統一方法去識別、擷取及分享有關貨品，位置等資訊。

時至今日，正當本會邁向新里程，我們繼續積極拓展更廣泛、更深入的服務領域，讓企業將產品更快推出市場、建立消費者信任並提升其體驗、強化供應鏈效能、獲得市場見解，幫助企業主管作出更明智的業務決策，助公司在大灣區以至全球市場突圍而出。

Footprints of GS1

GS1 empowers digital transformation through enabling efficient and accurate data sharing, which turns into actionable insights. We support a wide range of industries, spanning from retail, healthcare, food and food services, ICT, logistics and more, helping them to unlock the power of data and let them thrive in the new era.

GS1的時代標記

GS1為行業帶來高效且準確的數據共享，將市場洞見化為實際策略，有助實現數碼化轉型。我們支援零售到醫療保健、食品、餐飲服務以至物流等多個行業，促進企業釋放數據潛能，在新時代中脫穎而出。

Hong Kong 香港

8,000+
corporate members
名企業會員

>3.5 billion
annual barcode scans
每年的條碼掃描次數>35億次

~24 million
annual EDI messages
每年電子數據交易~2400萬個

7 of Top 10
Retailing companies adopt GS1 standards
7間Top 10本地零售企業使用GS1標準

All 43
public hospital's drug supply chains in HK are supported by GS1 standards
全港43間公立醫院藥物供應鏈由GS1標準支援

2 of Top 3
Chinese fast food chains in HK use GS1 system for purchase order processing
2間Top 3中式快餐連鎖集團使用GS1系統處理採購訂單

「貼心企業」
Consumer Caring
By GS1 Hong Kong 香港貨品編碼協會

Consumer Caring Scheme recognising
「貼心企業」嘉許計劃，自2011年起已嘉許了
926 companies since 2011 家企業

QUALITY FOOD Scheme
優質食品計劃
Quality Food Scheme

QUALITY FOOD Scheme +
優質食品計劃+
Quality Food Scheme+

QUALITY FOOD Scheme ESG
優質食品計劃 ESG
Quality Food Scheme ESG

Quality Food Scheme has awarded
「優質食品計劃」，自2015年起已嘉許了
219 companies since 2015 家企業

Global Presence & Partnership 國際影響力與合作夥伴

118
national chapters serving over 150 countries globally
在全球超過150個國家擁有118家分會

10 billion
barcode beeps every day
每日條碼掃描次數100億次

ADB ASIAN DEVELOPMENT BANK

ABAC APEC Business Advisory Council

APEC Asia-Pacific Economic Cooperation

APMEN Operational Center 亚太示范电子口岸网络运营中心

AUTO-ID LABS

buildingSMART International

cen EUROPEAN COMMITTEE FOR STANDARDIZATION

European Commission

FDA

FIA FOOD INDUSTRY ASIA

The Consumer Goods FORUM

GFSI

IATA

ICC INTERNATIONAL CHAMBER OF COMMERCE

ihf International Hospital Federation

ISO

ISQua

OECD BETTER POLICIES FOR BETTER LIVES

W3C

WORLD CUSTOMS ORGANIZATION ORGANISATION MONDIALE DES DOUANES

World Health Organization

WORLD TRADE ORGANIZATION

GS1 HK Solutions & Services Portfolio GS1 HK的解決方案及服務一覽

Retail & Consumer Goods 零售及消費品	Food & Food Services 食品及餐飲服務	Appeal & Footwear 成衣及鞋履	Healthcare 醫療護理	Transport & Logistics 運輸及物流	Innovations & Technology 創新科技	Financial Services 金融服務	Government 政府機構	Recycling 回收

GO DIGITAL • GO GREEN

Solutions & Services 解決方案

Omni-Channel Commerce 多渠道商貿	Enterprise Data Services 企業數據服務	Smart Business Solutions 智慧營商方案	Brand Protection 品牌保護	Training & Consultancy 培訓及諮詢服務
Online Exposure & Sales Promotion 網上曝光及銷售推廣	Product Data & Suppliers Management 產品數據及供應商管理	Smart Operations 智慧營運	Product Authentication 產品驗證	Knowledge Building 知識提升
Consumer Engagement 與消費者互動交流	Procurement Automation 採購自動化		Channel Management 渠道管理	Industry Best Practices 最佳行業實踐
Sales Channel Expansion 銷售渠道拓展	Logistics Optimisation 物流優化	Supply Chian Visibility 供應鏈可視化	Data Intelligence 數據智能	Talent Development 人才培育
	Trade Finance 貿易融資			Smart Business Innovation Centre 智慧科技創新中心

Enabling Technologies 促成科技

Internet of Things (IoT) 物聯網	Data Analytics 數據分析	AI & Machine Learning 人工智能及機械學習

Data Platforms 數據平台

Product Data 產品數據	Transactional Data 交易數據	Event Data 事件數據	Behavioral Data 行為數據
BARCODE PLUS	ezTRADE 通商易	ezTRACK 蹤橫網®	ezSIGHT

GS1 Global Standards GS1 全球標準

To know more, please contact us
欲知詳情，請聯絡我們

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The Emergence of Unique Product ID, Barcode
條碼標籤崛起，貨品的專屬識別碼

Era 1 時代之一

GS1 Hong Kong introduced global barcode standards (GTIN) to Hong Kong in 1989. Today, annual barcode scan in Hong Kong reaches 3.5 billion times, influencing every aspect of lives.

香港貨品編碼協會(GS1 HK)於1989年將全球貨品編碼標準(GTIN)引入香港市場。時至今日，香港每年的條碼掃描次數高達35億次，為日常生活帶來深遠影響。

1989
GS1 Hong Kong (formerly named Hong Kong Article Numbering Association) was founded by the Hong Kong General Chamber of Commerce.
香港貨品編碼協會(GS1 HK)由香港總商會成立。

1991
7-11, Circle K, Mannings, PARKnSHOP, Wellcome, Wing On were among the first group of retailers to adopt the Code of Practice for barcode scanning in retail stores to protect consumers against pricing ambiguity.
首批零售商用戶包括7-11、OK便利店、萬寧、百佳、惠康、永安等採納《零售商引進電子銷售系統操作守則》，以防消費者因產品價格不評而招致損失。

2005
Officially renamed GS1 Hong Kong.
正式命名為GS1 Hong Kong。

2009
BarcodePlus platform launched as a cloud-based product and location information portal for B2B information exchange.
推出BarcodePlus產品及位置資訊的雲端平台，有利公司之間交流資訊。

2011
GS1 and Open Mobile Alliance (OMA) collaboratively enabled barcode scanning features to be build directly into mobile devices to allow users scan and access trusted content.
GS1與開放移動聯盟(OMA)合作，為流動裝置加設掃描條碼功能，用家可以掃描並讀取可靠的資訊。

2013
GS1 announced extension of GTIN to the semantic web.
GS1宣布全球貨品編碼(GTIN)拓展至語意網絡。

2017
Ministry of Commerce and Ministry of Finance, PRC, jointly announced the adoption of GS1 Standards to increase the level of supply chain standardisation and digitalisation in China.
國家商務部及財政部共同宣布採用GS1標準，提升國家供應鏈標準化及數碼化水平。

2018
Activated "GS1 Registry Platform" to create a global platform of unique product identifiers and attributes, and later unveiled "Verified by GS1" initiative to achieve better data quality to share among business partners.
啟動「GS1註冊平台」，創建一個全球統一的產品識別及屬性資料的平台，其後推出「Verified by GS1」計劃，讓多方提升數據質量，分享予業務夥伴。

2021
Launched Smart Barcode that bridges offline and online opportunities for increased traffic and sales potentials.
推出智慧條碼助企業打通線下線上商機，提升其網絡流量及銷售潛力。

2022
Developed 1QR, a QR code comprising info such as product spec, nutrient values, incentives, certificates, track-and-trace, authentication; at the same time allowing busines to use the same code to offer different promotions at different times.
研發出「1QR」一個集多元化資訊於一身的QR碼，涵蓋產品及營養資料、認證、追蹤追溯，防偽驗證等關鍵資訊，亦讓品牌以同一QR碼憑時、在不同時間，靈活更新優惠。

Transforming the Data Exchange System
改革數據交換系統

Era 2 時代之二

GS1 HK launched ezTRADE platform using standard-based interface for paperless communication between business Presently, more than 2,000 companies in retail, consumer goods, healthcare and food service in Hong Kong and China are using ezTRADE, with more than 17 million EDI transactions being processed annually.

GS1 HK推出以標準為基礎的「通商易」平台，推動商界無紙化數據交換。現時逾2,000間於本港零售、消費、醫療保健、餐飲服務行業的公司正採用「通商易」，處理每年逾1,700萬個電子數據交易訊息。

1995
Launched ezTRADE in retail sector to help businesses enhance their competitiveness through electronic trading.
在零售界推出「通商易」，協助業界通過電子貿易來提升競爭力。

1998
Launched a web-based version of ezTRADE services to SMEs in Hong Kong.
為香港中小企推出「通商易」的網上版本。

2008
Rolled out ezTRADE services to Mainland China, to facilitate electronic trading across the borders.
於中國內地推出「通商易」，便利內地與本地的跨境電子貿易。

2013
The Hospital Authority of Hong Kong adopted GS1 Barcodes and ezTRADE for its 42 hospitals with their major pharmaceutical suppliers.
香港醫院管理局旗下42所醫院以及其主要藥物供應商均採用GS1條碼和「通商易」。

2014
ezTRADE implementation in food services sector including Hong Kong Maxim's Group and Café de Coral.
「通商易」於食品服務界推展，獲香港美心集團及大家樂等採用。

2015
Developed a mobile-ready ezTRADE interface for SMEs to conduct business anytime, anywhere.
推出手機版「通商易」介面，讓中小企隨時隨地處理業務。

2019
Offered LEI (Legal Entity Identifier) issuance service, helping to deliver transparency and security of entity identification among financial parties, enabling traceability of the transactions.
推出全球法人識別編碼(LEI)發行服務，助推動金融機構間在交易時更透明度及安全性，實現金融交易的可追溯性。

2022
Launched "GS1 HK Digital Trade Finance Service" that turns the trusted transaction data on ezTRADE into working capital for SMEs.
推出「GS1 HK數碼貿易融資服務」，讓中小企將其在「通商易」平台上的可靠交易數據變成營運資金。

2023
Launched "ezSHIP" a bot, a smart logistic platform, to help shippers search and identify suitable carriers by criteria, assign the right shipment to the right carrier, at the right time.
推出智能物流科技平台機械人「ezSHIP」，助貨主按不同條件搜尋和物色相配的承運人，以合理價格將相應貨物委託予合適承運商。

Rejuvenating Supply Chain Management
為供應鏈管理注入新動力

Era 3 時代之三

GS1 HK has been investing significant resources to facilitate knowledge transfer across industries, aimed at promoting supply chain strategies, technologies and best practices among local businesses.

本會投入大量資源，積極向本地社群推廣供應鏈管理策略、科技及最佳實務形有關知識，讓專業知識在各行業傳承。

1996
Establishment of ECR Hong Kong (formerly known as 'SCM Advisory Board).
ECR香港正式成立(前身為供應鏈諮詢委員會)。

1997
Definition of the SCM roadmap "Supply Chain Management in Global Trade" for Hong Kong's exports industries by KSA.
委託KSA為香港出口業制定供應鏈管理路線圖，主題為「全球貿易下的供應鏈管理」。
Recommendations for "ECR pallet standardization" were extended to Asia Pacific level.
「ECR貨盤標準化」個議擴展至亞太地區。

1998
Opening of the SCM Resource Centre.
供應鏈管理資源中心開幕。

2001
Launch of the 1st SCM Summit in Hong Kong (later named "GS1 HK Summit").
第一屆供應鏈管理高峰會於香港舉辦（現稱GS1 HK高峰會）。

2005
Introduced Supply Chain Management Maturity Programme (SCMM) to help SMEs achieve SCM best practices.
發佈供應鏈流程成孰度模型，助中小企達到供應鏈最佳實務。

2006
Global traceability standard launched to improve the ability to track movement of products along stages of the supply chain.
引進GS1全球追溯標準，提升在供應鏈上追蹤產品的能力。

2011
Launch of Consumer Caring Scheme to honor companies that abide by ECR best practices.
推出「貼心企業嘉許計劃」，表揚遵從ECR最佳實務予別的公司。

2012
Launch of the Synchronized Supply Chain Replenishment solution (SSCR), a best practice ondemand-driven inventory replenishment for consumer packaged goods sector.
介紹同步供應鏈補貨方案模式，助消費性包裝貨品業界按需求預測與供應鏈的差異。

2019
Launch of Supply Chain 4.0 training & Retail Supply Chain & Big Data Analytics to coach on automation standardisation & big data in supply chain.
推出供應鏈4.0課程及零售供應鏈與大數據分析，講解供應鏈自動化、標準化和運用大數據的應用。

Unlocking the Power of Global IoT / EPC Standard
發揮全球物聯網/ EPC標準的力量

Era 4 時代之四

GS1 HK developed ezTRACK, an EPCIS standard-based data sharing platform designed to drive global product-and-logistics traceability. Today, the ezTRACK users' community is globally connected, playing a key role in facilitating product-based information flow.

GS1 HK研發出「追蹤網」，一個以電子代碼訊息服務標準為基礎的數據交流平台，推動高達遍及全球的產品與物流的追蹤追溯能力 时至今日，「追蹤網」的用戶連繫全球，是推動產品資訊流通的主要動力。

1999
Launch of the Auto-ID Centre at the Massachusetts Institute of Technology in collaboration with GS1, leading to the development of EPC.
美國麻省理工學院與GS1成立自動識別中心，中心後來研發出產品電子代碼，為供應鏈業界打開新商機。

2003
Establishment of EPCglobal Inc. under GS1's auspices to steer the continuous development of standards in RFID/EPC technology.
在GS1的大力支持下，EPCglobal Inc正式成立，旨在掌理無線射頻識別/產品電子代碼技術標準的持續發展。

2005
Launch of a two-year multi-pilot research project funded by Innovation and Technology Commission of the HKSAR Government to test and develop the EPCIS network infrastructure in Hong Kong.
獲香港特區政府創新科技署資助，啟動為期兩年的多重試點研發計劃，在港測試和開發產品電子代碼訊息服務網絡的基礎。

2007
Establishment of the Supply Chain Innovation Centre (SCIC), later revamped and renamed Hong Kong RFID Centre in 2008, then Hong Kong Internet of Things Centre of Excellence in 2013.
成立供應鏈創新中心，並於2008年翻新及更名為香港RFID中心，其後2013年重新命名為香港物聯網科技卓越中心。

2008
Launch of ezTRACK™, a globalized track-and-trace platform based on EPCIS standard, enabling enterprises to gain real-time visibility of goods and product information and extending their connectivity to trading partners from other countries.
推出「追蹤網」，一個以產品電子代碼訊息服務標準為基礎的追蹤追溯平台，讓企業實時獲取貨品和產品資訊，加強透明度，並把資訊網絡擴展至其他國家。

2013
Signing of MOU between GS1 HK and Guangdong RFID Technology Service Centre to foster a global product traceability platform.
Formation of the HK IoT Industry Advisory Council and launch of the first Hong Kong IoT Conference.
GS1 HK與廣東無線射頻識別科技服務中心簽署諒解備忘錄，建立環球產品可追溯性平台。
設立香港物聯網產業諮詢委員會及籌辦首屆香港物聯網會議。

2015
Inauguration of Quality Food Traceability Scheme to recognise companies which demonstrated excellence in food traceability practices, as well as initiating the Food Safety Forum.
創辦優質食品源頭追蹤計劃，表彰在食品可追溯性實踐上有表現卓越的本地企業，並籌辦食品安全論壇。

2015-2020
APEC commissioned GS1 HK to carry out Global Data Standard (GDS) Projects, with the use of ezTRACK, to facilitate trade and enhance cross-border supply chain connectivity across 7 markets, also developed APEC Guidelines and Best Practices for the Adoption of Global Data Standards.
亞太經合組織委託GS1 HK進行全球數據標準化的計劃，利用「追蹤網」便利貿易及提升7個市場之間的跨境供應鏈連繫，推出《採用全球數據標準和最佳實踐的APEC指南》。

2018-2021
Provided standards and technology to enable the APMEN (Asia Pacific Model E-Port Network) Visualisation of Sea Freight Logistics Phase 1 & Phase 2 projects to improve the visibility, integrity and transparency of cross-border trade in the Asia-Pacific region.
提供標準及技術支援亞太示範電子口岸網絡的海運物流能見度第一及第二期項目，推動亞太地區跨境貿易的能見度、合規性和透明度。

2021
Introduction of Smart Operations solution which enables companies to do more with less, achieve operational excellence with technologies like IoT, data analytics, for optimised resource usage, real-time operation monitoring, predicting and acting for better productivity.
推出智慧營運方案助企業以更少資源成就更大效益，達到業務卓越的效果，透過採用物聯網(IoT)、數據分析等技術，企業能更善用資源，實時監察營運，以至預測及主動採取措施，實現卓越管理。

Propelling Seamless Omni-channel Commerce
促進完善全方位商務

Era 5 時代之五

With the boom of e-commerce and increasing importance of omni-channel retailing, barcodes continue to pave the way for the next retail revolution.

電子商務蓬勃，全方位零售變得愈來愈重要，條碼將繼續為新一輪零售革命鋪路。

2015
Introduced GS1 Smart-Search standard to create structured data about a product which can then be used by search engines, smart-phone apps, etc.
引入GS1智慧搜尋標準，旨在把更有系統以結構化的產品數據分類，方便網絡搜尋器或智能手機應用程式使用。

2016
GS1 barcode standard (GTIN) was adopted by major online market platforms like Amazon, Alibaba, eBay, Google, Walmart, etc. to ensure product authenticity and improve searchability.
GS1條碼標準GTIN獲得多家主要網上市場平台，包括亞馬遜、阿里巴巴、eBay、Google、Walmart等，確保產品真偽及改善搜尋能力。

Amazon mandate that sellers use GS1 barcodes
Amazon強制賣家使用GS1條碼

2016
Launched "Barcode Scan@WeChat" to let consumers scan GS1 HK barcodes using WeChat to strengthen consumer engagement.
推出「微信掃碼」，讓消費者以微信掃描GS1 HK產品條碼，增進與消費者連繫。

2017
Launched "REAL Visibility" solution to protect brand owners and build consumer trust by product authentication and anti-phishing capabilities, while identifying licensed goods to achieve better channel management.
推出REAL Visibility解決方案，通過產品認證及辨別防偽應以保障品牌商，並為消費者建立信心，同時用於識別授權商品，實踐更佳的渠道管理。

2018
Unveiled GS1 HK Digital Coupon Solution, based on Global Coupon Number (GCN) standard, to enable businesses to distribute coupons via multiple channels quickly, analyze campaign success and optimize promotion effectiveness.
推出基於全球優惠券編碼(GCN)標準的GS1 HK電子優惠券方案，使企業能通過多種渠道分發優惠券，並能分析推廣活動的成效以優化促銷效果。

2019
Introduced Smart Touch@Store for retail business and extended the breadth and depth of our solutions & services to 5 major categories: Enterprise Trading Services, Smart Business Solutions, Omni-channel Commerce, Brand Protection, Professional Services.
為零售業推出Smart Touch@Store解決方案，拓展本會方案和服務的廣度和深度，主要分為5大類別：企業貿易服務、智慧商業管理方案、多渠道商務、品牌保護服務及專業服務。