



The Global Language of Business

Annual Report 2020

Go Digital • Go Smart in the Changing Times

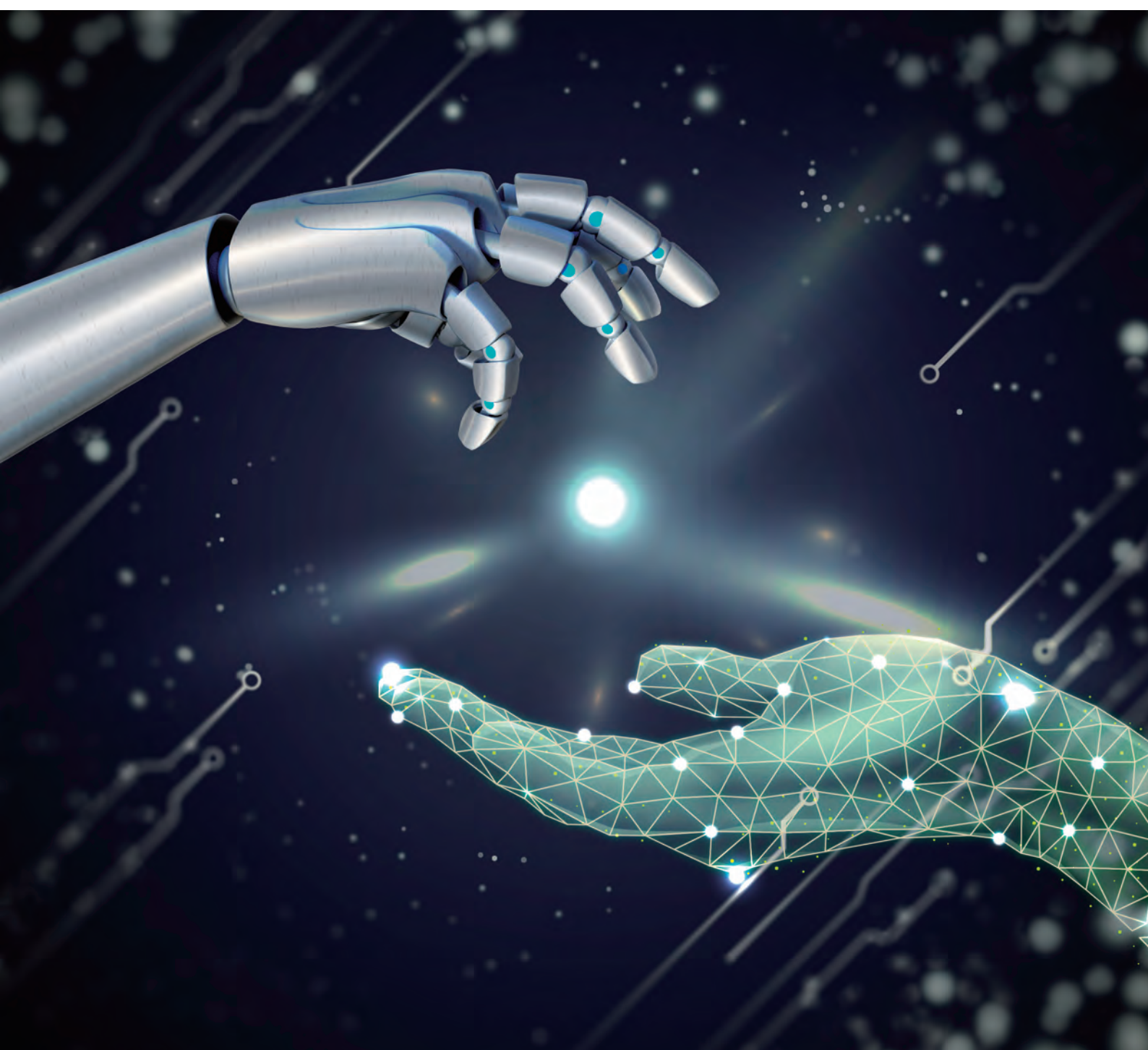




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Stand with Local Business Grow Stronger as ONE 與本地企業風雨同路 自強不息



GS1 Hong Kong (GS1 HK) is the local chapter of GS1®.
Our mission:

1. empower businesses of their digital transformation;
2. improve supply chain visibility and efficiency;
3. ensure product authenticity;
4. facilitate commerce connectivity.

We provide global supply chain standards like GS1 product barcode (GTIN), and a full spectrum of data platforms, solutions and services for organisations to achieve their goals.

香港貨品編碼協會(GS1 HK) 是
GS1® 環球組織的香港分會，旨在：

1. 推動企業數碼化；
2. 提升供應鏈透明度及效率；
3. 確保產品真確性；
4. 促進線上線下貿易。

本會提供全球供應鏈標準如產品條碼 (GTIN)及一系列數據平台、解決方案及服務，助各行業達到目標。

GS1 Standards Are Recognised by Global Associations & Partners

GS1標準獲環球組織及合作夥伴認可

Food and Retail 食品及零售



Healthcare 醫療保健



Logistics 物流



ICT 資訊及通訊科技



Today's GS1 Hong Kong

香港貨品編碼協會概況

Serving Hong Kong for

32

years

服務香港32年

Supporting

8,000

corporate members

支援8000名企業會員

Members from

20

industry sectors

會員涵蓋20種行業



>3.5billion

annual barcode scans

每年的條碼掃描次數>35億次



>20million

annual EDI transactions

每年電子數據交易>2000萬宗



95%

of supermarkets
in HK adopt
GS1 standards
95%香港超級市場
使用GS1標準



79%

of hospitals' drugs
supply chains in HK
are supported by
GS1 standards
79% 香港的醫院藥物供應鏈
由GS1標準支援



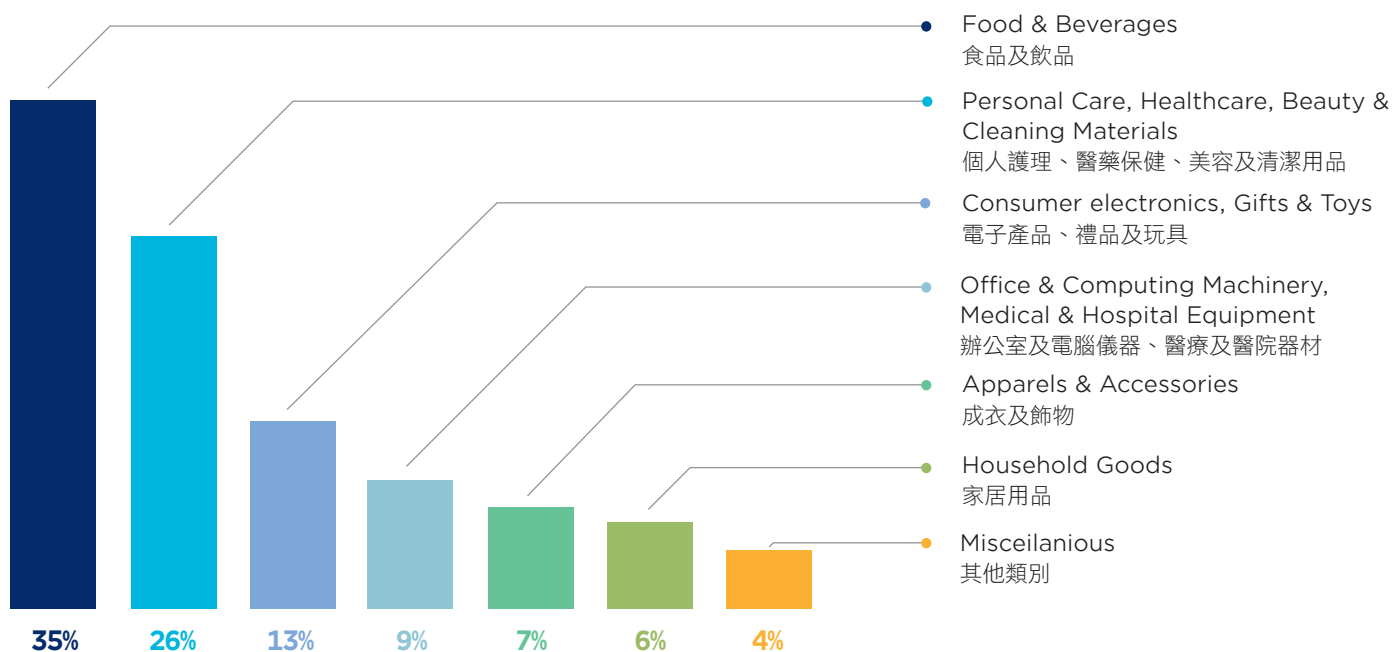
70%

of Chinese fast food
restaurants in HK use GS1
system for purchase order
processing
70%香港中式快餐店使用
GS1系統處理採購訂單

Membership Status

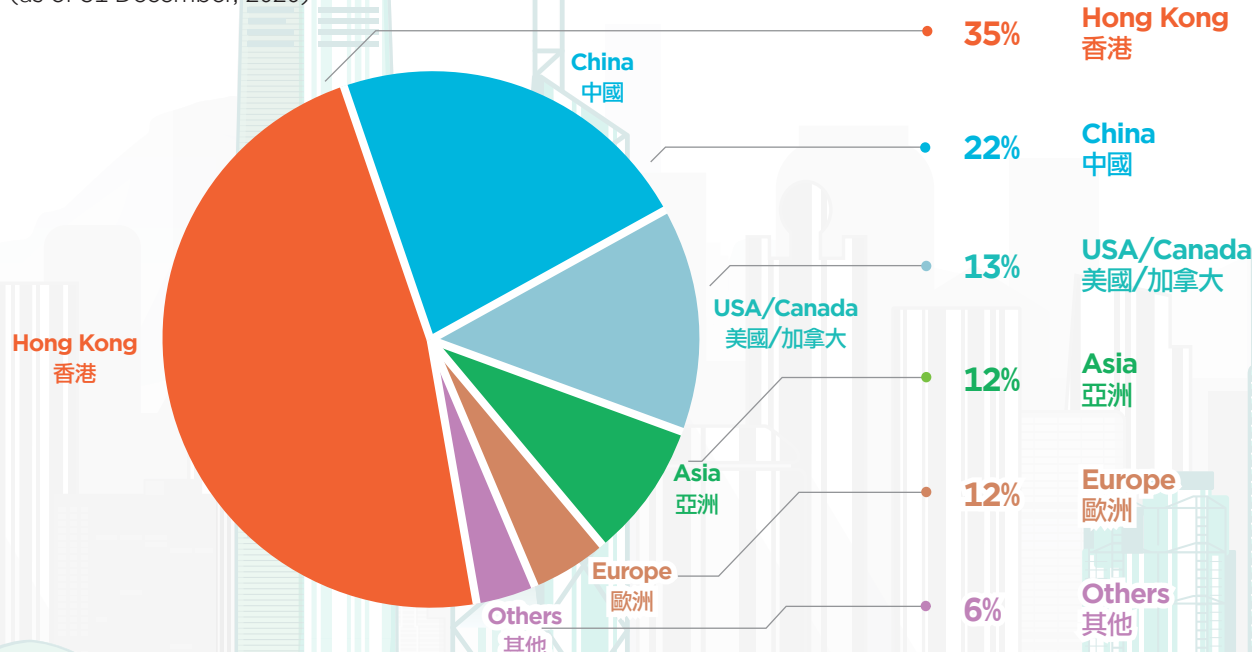
GS1 Hong Kong has been helping members from different industry sectors enhance their competitiveness, supporting their “Go Digital • Go Smart” journey.

GS1 Barcode (GTIN) Membership Distribution by Product Classification
(As of 31 December, 2020)



Despite social distancing restrictions, GS1 Hong Kong has maintained close connection with members in 2019-20 via various activities, such as GS1 Hong Kong Executive Luncheon Club (GEL Club), regular members' visits, webinars / workshops series and more.

GS1's Barcode (GTIN) Membership Distribution by Major Market Location
(as of 31 December, 2020)



會員概覽

GS1 HK一直致力幫助來自各行業的會員提升其競爭力，支援其“Go Digital • Go Smart”過程。

GS1條碼(GTIN)會員分佈(以產品類型劃分)
(截至2020年12月31日止)

社交距離限制無阻本會在2019-20年度持續與會員聯繫交流，包括通過GS1 Hong Kong「聚」活動、定期會員拜訪、網上研討會/工作坊等。

GS1條碼(GTIN)會員分佈(以主要銷售市場劃分)
(截至2020年12月31日止)

Our **Continuities** Strategies and “Go Digital • Go Smart” Initiatives

本會的持續經營方針及 「Go Digital • Go Smart」策略





GS1 HK Academy GS1 HK學院

- Free webinar / seminar 免費網上講座/研討會
- Introductory workshop 入門工作坊
- In-depth training 深度培訓

Offer Gov-funding Eligible Services & Solutions 提供政府資助的服務及方案

- Smart Retail 智慧零售設備
- Supplier Retail 供應商管理系統
- eBay Sourcing Matching Platform eBay採購配對平台 and more solutions 以及其他方案

Business Continuity

“Go Digital, Go Smart” to help members embrace new normal and digital transformation
以“Go Digital · Go Smart”方案及服務助會員投入經濟新常態、數碼轉「盈」

Go Digital

Go Smart



Boost Speed-to-Market 加快推出市場

- Speed up barcode application 加快會員條碼申請
- Trusted Market x WJH -Tap into China Medical, Healthcare, Beauty Markets 信港商城x唯家醫 - 打入國內醫健美 場



BARzaar

Fortify Connection 強化連繫

- GS1 HK BARzaar - A community of members offering good deals for corporate staff
- GS1 HK BARzaar - 本會會員提供優惠予機構員工親友
- ezTRADE - Support businesses work-from-home 通商易 - 支援機構員工在家工作



Trusted FoodNet



Strive for Excellence 不斷超越期望

- TrustedFoodNet - Build a transparent, safe food ecosystem
- TrustedFoodNet - 構建透明度高安全可靠的食物體系
- Food Scheme+ - Industry recognition for food safety best practice
- 優質食品計劃+ - 對保障食品安全作出認同

Achieving Next-Gen Operation 達致新一代營運

- Smart Operations - Use AI, video analytics, IoT technologies for operation visibility
- 智慧營運 - 以人工智能、視像分析、物聯網等技術即時掌握營運資訊



Making Tracing Standards 建設追溯標準

- APMEN Traceability Platform - Build foundation for cross-border supply chain traceability
- 亞太示範電子口岸網絡溯源平台 - 為跨境供應鏈溯源奠定基礎

Facilitating Trade 促進貿易便利

- Making APEC Guidelines & Best Practices on Global Data Standards
- 製作亞太經合組織應用全球數據標準(GDS)的指引及最佳案例
- APMEN Visualisation of Sea Freight Logistics - Improve cross-border trade connectivity between ports in APEC
- 亞太示範電子口岸網絡的海運物流可視化計劃 - 改善亞太區各口岸的跨境貿易聯通性

Chairman's Message

主席獻辭



Chairman
主席

Dr. Kelvin Leung
梁啟元博士

The past year has revealed many long-standing vulnerabilities and risks in the global economy, seen in unexpected turns across international supply chains, consumer behaviour, work practices and digital commerce development. At the same time, however, these changes have also opened up new prospects for innovation, transformation and growth in uncharted territories.

GS1 Barcode – as Relevant as Ever

As companies jump onto the digital bandwagon, markets and businesses have to come up with new rules and systems for everything from mobile, social and live commerce to the circular economy and their sustainability goals. Their new practices and aspirations make the GS1 barcode (GTIN) more relevant and necessary than ever before.

One recent example of the influential importance of the GS1 barcode is China Customs designating it for its single window declaration system. This “Declaration by GTIN” practice lets enterprises complete declaration forms using intelligent autofill, bringing greater connectivity and convenience for all GS1 Hong Kong corporate members.

On the occasion of the GTIN's 50th anniversary in 2021, our barcode standard continues to make modern, global business flow quickly, efficiently and securely. As consumers demand more and better product information, business leaders must join hands to develop and adopt data-rich, next-generation barcode standards such as the QR code, that ensure transparency, satisfaction, safety and trust for consumers, business partners, regulators and other relevant stakeholders.

在過去一年，全球經濟醞釀已久的危機和風險逐漸浮現，為全球供應鏈、消費者行為、工作模式和數碼商貿發展等帶來突如其來的轉變。與此同時，這些轉變亦為創新、轉型帶來新前景，新領域增長的機會。

與時並進的GS1條碼

隨著數碼化浪潮來襲，企業必需於業務上採用新的法則及系統去配合手機、社交媒體與直播商貿營運，繼而推進循環經濟和可持續性發展的目標。這亦讓GS1條碼(GTIN)變得前所未有的重要，與時代共進，為企業帶來新模式、新願景。

最近一個展現GS1條碼影響力的例子為中國海關將條碼應用於單一窗口申報系統上。「憑碼(GTIN)申報」讓企業可以透過海關的「智能反填」功能，以產品條碼完成申報，為GS1 HK的企業會員帶來便捷及提升聯通性。

2021年正值GTIN成立的50週年，本會的條碼標準繼續促進現今的全球商貿，讓業務流程變得更快、更高效及更安全。隨著消費者要求更多、更完善的產品資訊，各個商界領袖必需攜手推進和採用載有更多數據的新一代條碼標準，例如是QR碼，確保消費者、業務夥伴、監管機構和相關的持份者可以獲得透明度高、齊全、安全和可信的產品資訊。

Supply Chain Resilience in the Digital Age

A Deloitte survey of 2,260 CXOs in 21 countries found that rebuilding businesses with resilience will become essential, as over 60% of global CXOs believe they could see occasional or regular massive disruptions going forward. I believe a fundamental change in supply-chain strategy is taking place, with agility, flexibility and resilience more and more favoured over cost-efficiency, in turn helping business respond rapidly to ever-changing consumer trends.

The APEC Global Supply Chains Resiliency Survey recommends the “Use [of] harmonised global data standards to drive policies in global supply chains and build trust between large enterprises and SMEs.” GS1 Hong Kong’s core strength lies in meeting this need with its neutral, open and trusted standards. These standards serve as the common business language empowering data-sharing along the value chains of all businesses, especially in the healthcare sector, where we have seen their crucial role in vaccine distribution, and in the food industry, where they allow the visibility, traceability and efficiency that is needed to ensure the safety of what we eat.

IoT & Data Analytics Unleash New Value

Emerging technologies like IoT and blockchain must be mobilised to enhance data capture and information sharing, creating automated, digitised and more resilient supply chains. By combining the power of IoT with business-relevant data, all businesses – local SMEs as much as multinationals, brick and mortar retailers as well as online only e-tailers, and of course supply chain and logistics practitioners – can remain at the forefront of global competition.

GS1 has been laying the foundation for the widespread uptake of IoT. Powered by our IoT/EPC standards, we are driving opportunities to make homes, factories and processes smarter, building an IoT ecosystem where organisations can come together to leverage data-sharing protocols and so unlock new business value.

Looking Ahead

As the economy slowly starts to recover from the impact of COVID-19, this is a good time to reflect on how we have handled the last year. Half a century ago, market rivals triggered a commerce revolution by coming together to create the GTIN standard. Now, we have an opportunity to replicate that spirit of cooperation and leadership to meet the needs of a very different world using the next generation of GTIN. I believe that companies need to think and act like start-ups, embracing the idea of “Go Digital • Go Smart” and continuously innovating their business models in the face of ever-changing market and consumer needs.

Finally, I would like to acknowledge the commitment and efforts of my fellow board, committee members, as well as the outgoing board members for their dedicated time, passion, insight and leadership to help chart the organisation’s past to present. I’d also like to express my heartfelt appreciation to the management team and staff of GS1 Hong Kong for their efforts towards creating new values for members and realizing our goals.

I look forward to working further with all our members and stakeholders, offering the help you need to ride out this difficult period and to take full advantage of the opportunities digital commerce will present now and in the future.

數碼時代下供應鏈彈性

德勤的調查報告便指出，來自21個國家的2,260位企業高層均認為重塑企業彈性成為必要任務，當中超過60%的全球企業高層預計未來將需面對偶然或定期的干擾。我相信供應鏈策略正從根本上改變，變得更敏捷、靈活、和彈性，帶來更佳的成本效益，幫助企業迅速回應不停轉變的消費者趨勢。

亞太經濟合作組織的全球供應鏈彈性調查建議：「推動全球供應鏈政策時採用全球通用的數據標準，將有助建立大型企業和中小型企業之間的信任。」GS1 HK中立、開放和可信任的標準正可發揮關鍵作用，實踐上述建議。全球標準有如企業間的共通語言，讓所有企業，尤其是醫療保健範疇，都能在價值鏈中進行數據分享。我們樂見標準在疫苗配送時發揮關鍵作用，同時提升食品行業的可視化、可追溯性和效率，確保食品安全，讓大家能食得安心。

物聯網及數據分析 締造新的價值

要構建自動化、數碼化和更具彈性的供應鏈，就需要推動創新科技如物聯網和區塊鏈的應用，以增強數據擷取和訊息共享能力。透過將物聯網與業務相關數據融合，便能確保所有業務，不論是本地中小企以至跨國企業、實體零售店還是電子商貿平台，甚至是供應鏈和物流從業員，都可以在全球競爭中保持領先地位。

GS1致力為物聯網的廣泛應用奠定基礎。透過採用物聯網/電子產品代碼(EPC)標準，我們可以藉此機會將家居、工廠和生產流程變得更智能，構建出一個相互協作的物聯網生態系統，發揮數據共享的作用，創出新業務價值。

展望未來

隨著經濟逐漸從COVID-19衝擊中復甦，現在亦是彰顯過去一年我們應對疫情成果的最佳時機。半世紀前，當時的市場競爭者團結一致，共同創出劃時代的GTIN標準；現在亦是企業再次重現當年團結及領導精神的時候，應用新一代的GTIN滿足嶄新時代的新需求。

企業憑藉初創企業家的思考模式和行動力，就能迎接「Go Digital • Go Smart」新策略，不斷為業務營運帶來創新思維，應對日新月異的市場發展。

最後，我衷心感謝董事局及業界諮詢委員會成員，以及即將和已卸任的董事所付出的時間和努力、奉獻出獨到見解及領導能力，造就了我們由過去到現在的豐碩成就。同時，我亦非常感激GS1 HK的管理團隊和員工努力為會員創優增值、實現本會目標。

我期待能繼續與所有企業會員和行業持份者更緊密合作，帮助大家走出困局，在現時及未來充滿機遇的數碼商貿環境中發揮優勢。

Chief Executive's Report

總裁報告



Chief Executive
總裁

Ms. Anna Lin,
JP, FCILT
林潔貽女士
太平紳士

Hong Kong is undergoing an unprecedented transformation. Catalysed by COVID-19, international trade tensions, smart city developments and the rise of the Greater Bay Area, the local economic landscape is being reshaped, regional supply chains reworked, and market dynamics are taking on new forms. There has never been a more pressing need for organisations to rethink and reconfigure their businesses for a changing world.

Safeguard and Support Our Members in Adversity

As committed to our members as ever, we remain focused on enhancing supply-chain resilience and connectivity, facilitating online and offline commerce, and fostering industry collaboration.

To support our members as they navigated their way through the coronavirus crisis, we launched our “Continuities” strategy aimed at running our operations, communications and business links in as near a normal way as possible.

When COVID first struck, putting in place all-round measures to protect our staff, visitors and members was a priority. But so was ensuring our services were as accessible as ever to all members. That meant setting up a backup office for our customer service team and having alternate work-from-home arrangements from time to time. We also accelerated the barcode application process for more than a hundred companies supplying personal protective equipment like face mask, to help them get their products to markets and communities around the world faster.

全球疫情、貿易緊張局勢升溫、智慧城市發展及大灣區城市崛起等因素，為香港帶來了前所未有的轉變，不但重塑本地經濟，更重整了各地的供應鏈，為市場形勢帶來新局面。企業亦比以往更需要重新思考及為業務重新定位，應對瞬息萬變的世界。

「疫」境中保護及支援會員

我們貫徹對會員的承諾，繼續專注幫助企業加強供應鏈彈性和聯通，促進線上線下商貿和提升行業之間的協作。

為幫助會員在「疫」境帶來的危機中繼續前行，我們特意展開了「業務延續(Continuities)」策略，盡力保持業務、通訊及聯繫如常運作。

疫情初期我們當時的首要任務當然是採取全方位措施保障員工、訪客和會員安全，而確保會員服務維持正常營運亦同樣重要。我們特別為會員服務部設立了後備辦公室，並安排員工在家工作。此外，我們亦加快處理超過100間供應個人防護設備(如口罩)公司的條碼申請，助他們的產品更快推出市場，甚至是供應至世界各地。

To make life simpler and more convenient, our new Member Portal allows members to manage their renewals, company account updates and other functions on a one-stop platform. We have also launched WhatsApp and WeChat channels to facilitate communication with our members and handle real-time account enquires and issues.

Go Digital • Go Smart • Grow Stronger

While there is no single ideal “new normal strategy”, I believe most businesses know that embracing digital transformation and smart technologies is crucial for their long-term success. We are pleased to have launched our “Go Digital • Go Smart” initiative aimed at helping members find ways to enhance their business capabilities by accelerating their digitalisation journey.

So far, our GS1 HK Academy has offered a series of 44 “Go Digital • Go Smart” webinars, workshops and trainings. Featuring subjects ranging from e-commerce, retail & CPG, food and foodservice to ICT and healthcare, they have equipped a total of more than 1,000 participants with future-proof knowledge.

Seizing Local and GBA Business Opportunities

The GS1 barcode (GTIN) bridges the physical and digital world. With it, our members can reach out to consumers worldwide through listings of their products on e-marketplaces such as Alibaba, Amazon, eBay and Google. Using a digitalised barcode can also help consumers complete their end-to-end shopping journeys. Now, with nothing more complicated than the scanning app found on every smartphone, they can search and share information about products, find offers, buy goods, arrange their delivery and authenticate them when they arrive.

As the GS1 barcode continues to grow in power and versatility, we are able to keep broadening our digital offerings. One notable recent development is the GS1 HK BARzaar through which any of our members can promote and make special offers to the staff, family and friends of the rest of our more than 8,000 GS1 Hong Kong corporate member community at no cost. To date, the platform has unlocked extensive sales opportunities with its total of 500 offers made by more than 80 brands.

To help members tap the growing Mainland China healthcare O+O (online-and-offline) market, we are partnering with Zenecom to launch the “HK Trusted Market + WJH” (信港商城+唯家薈) initiative offering a one-stop cross-border trading service for medical, healthcare and beauty product merchants. Supported by our “REAL” anti-counterfeit solution, companies can build brand trust in Mainland China, paving the way for further growth in the world’s fastest-growing market.

嶄新會員平台的推出更簡化了會員處理事務的程序，為他們帶來便捷。透過在此一站式的平台，各企業會員可以管理續約、更新公司資料以及處理其他事務。我們更增設WhatsApp和WeChat渠道，促進與會員間的溝通，即時解答他們的查詢和疑難。

「Go Digital • Go Smart」助企業變得更強

雖然沒有所謂最理想的「新常態」策略，但我相信大部分企業都視實踐數碼轉型及應用智能科技為長遠業務發展的致勝關鍵。我們欣然推出「Go Digital • Go Smart」策略，旨在幫助會員加快數碼化發展，提升競爭力。

截至目前為止，本會的GS1 HK學院已籌辦了44個「Go Digital • Go Smart」網上講座、研討會和培訓課程，內容涵蓋電子商貿、零售及包裝消費品、食品及食品服務，以至資訊及通訊科技和醫療保健，為超過千名參加者裝備未來。

拓展香港和大灣區新機遇

GS1條碼(GTIN)連繫線上線下世界。憑著這個小小的條碼，我們的會員可於各電子商貿平台如阿里巴巴、亞馬遜、eBay和Google等上架，接觸世界各地的消費者。數碼化的條碼亦令消費者的購物旅程變得更完整—只需簡單善用每部智能手機都俱備的掃描應用程式，大家就可「碼」上搜尋及分享產品資訊、獲得優惠、購買產品、安排送貨，以及在貨品抵達時進行產品驗證。

隨著GS1條碼的功能和用途日增，我們將繼續拓展更多數碼服務。其中一個重要的里程碑為GS1 HK BARzaar的成立，任何企業會員透過此網上平台，都可以免費向逾8,000名GS1 HK企業會員員工及其親友推廣品牌產品優惠。迄今為止，平台已經為多達80個品牌推廣超過500個優惠，開啟新銷售商機。

為幫助會員開拓具增長力的中國醫療保健線上線下(O+O)場，我們與牽你康國際推出「信港商城+唯家薈」計劃，為醫療保健和美妝(醫健美)產品的商家提供一站式跨境貿易服務。服務亦讓企業利用本會的防偽方案「真的碼」在中國提升品牌信任度，於這個全球增長迅速的場中創出新機遇。

Strengthening Visibility and Trust

To meet soaring demand for transparent and reliable food information, GS1 Hong Kong has introduced Trusted FoodNet, an online platform that brings together all key players involved in food and beverage supply chains. Using this, consumers and business buyers can check the quality and safety certifications of a company and its product anywhere, anytime.

Also crucial to building a safe and transparent food ecosystem is our new “Quality Food Scheme+” programme. With SGS HK as its audit partner, the scheme encourages F&B enterprises to adopt internationally accredited standards for management, control and traceability, enhancing food safety and instilling trust in consumers.

Doing More with Less

Data is the new currency, and the insights derived from it drive business growth. GS1 Hong Kong has kicked off a portfolio of Smart Operations solutions that allow companies to put data analytics to work, improving operational excellence, productivity and business predictions.

Our Smart Retail Solution, which combines inputs from IoT, AI, video analytics and other emerging technologies, helps retailers find ways of using consumer insights to drive sales in the contactless economy. This solution, and the GS1 Hong Kong Supplier Portal, have been recognised as qualified solutions by the HKSAR Government’s D-Biz Programme.

With a multitude of digital and smart solutions eligible for government funding, we have succeeded in helping members secure grants from the Technology Voucher Programme (TVP) and D-Biz for technology improvement and other projects.

提升可視化 建立信任

為應對大眾對食品資訊透明度及可信度的需求日增，GS1 HK特別推出Trusted FoodNet網上平台，讓食品及飲品供應鏈中的主要持份者，包括消費者和公司採購人員，能夠隨時隨地於此平台上查閱食品質量和安全認證等資訊。

除此以外，全新登場的「優質食品計劃+」亦對建立安全且具透明度的食品生態鏈攸關重要。計劃加入了香港通用檢測認證有限公司(SGS Hong Kong)為審計夥伴，鼓勵餐飲企業採用國際認可的標準進行食品安全管理、監控和追蹤追溯，保障食品安全和建立消費者信心。

助企業事半功倍

數據可說是新的交易貨幣，以其分析出來的見解更可推動業務增長。GS1 HK的一系列智慧營運方案，助企業於業務上善用數據分析、提升營運管理、生產力和進行業務預測。

我們的智慧零售方案更融合了物聯網、人工智能、視頻分析和其他新興科技，協助零售商在非接觸式經濟中掌握消費者行為，帶動銷售。此方案及本會的供應商平台已獲香港政府的D-Biz計劃認可為合資格的方案。

本會的一系列數碼和智慧方案均符合政府資助的申請資格，我們更成功協助多名會員獲得科技券和D-Biz資助，進行技術提升或發展其他項目。

Further Facilitating Cross-border Trade

To facilitate cross-border trade, we have put forward an initiative for pallet standardization and pooling in the Greater Bay Area (GBA). The proposal included a survey of relevant stakeholders and was supported by retailers, logistics leaders, industry trade associations and officials from Hong Kong and other parts of the GBA.

Working with different administrations and organisations, our EPCIS-based IoT platform ezTRACK and GS1's Global Data Standards (GDS) have played a big role in laying the foundations for cross-border trade connectivity and supply-chain traceability in Asia. These projects, which incorporated APEC Guidelines and Best Practices for the Adoption of GDS, APMEN (Asia-Pacific Model E-Port Network) Visualisation of Sea Freight Logistics Phase 1 Project, and cross-border open data platform standards for APMEN by the China (Shanghai) Free Trade Zone (FTZ) Administration Bonded Area Bureau, have boosted supply-chain visibility, transparency, safety and efficiency.

Emerging Stronger as ONE

As COVID-19 continues to impact the world, organisations are accelerating the pace of their digital transformation, adapting themselves to new challenges and strategising for the future. We will work closely with them on keeping up their "Go Digital • Go Smart" efforts in order to progress in this new normal environment.

I would like to express my gratitude to our 8,000 corporate members for their continuing support. I am also indebted to the invaluable contributions of our board, our advisory boards, our partners and our other stakeholders throughout the last year. Working together, we can enhance our ability to overcome adversity and emerge stronger as the economy rebounds.

進一步促進跨境貿易

為促進跨境貿易，我們提倡在大灣區建立標準化的托盤循環共用模式。這個倡議涵蓋了業界相關持份者的調查結果，並獲得零售商、物流業領袖、行業貿易協會、香港以及大灣區政府官員的支持。

透過與不同的行政組織和機構合作，本會建基於產品電子代碼(EPC)標準的縱橫網ezTRACK™平台和GS1的全球數據標準(GDS)為促進了亞洲跨境貿易奠定基礎，提升供應鏈聯通性及透明度，以進行追蹤追溯。連串的项目如亞太經合組織全球數據標準(GDS)實施指南、亞太示範電子口岸網路的海運物流可視化計劃(第一階段)、及為中國(上海)自貿區跨境供應鏈商品溯源平台定義及開發標準等，大大提升了供應鏈的可視化、透明度、安全性和效率。

攜手同行 逆境自強

COVID-19將繼續影響世界，各企業亦正加快其數碼轉型的步伐，迎戰新挑戰，策動未來。我們將與大家緊密合作，致力實踐「Go Digital • Go Smart」，讓企業可在「新常態」的環境下繼續進步。

在此衷心感謝本會8,000名企業會員的不懈支持，同時感激董事會、業界諮詢委員會、合作夥伴和其他持份者過去一年的無私付出和貢獻。只要我們攜手同行，定必能加強彼此的抗逆能力，在經濟反彈之時，迎浪而上。







Congratulatory Messages 賀辭

GS1 Hong Kong has made tremendous efforts in engaging the industry associations, the HKSAR Government and business partners, committed to facilitating collaboration with our members. We believe our close partnership with different parties will bring us great success and achievement in the years ahead.

GS1 Hong Kong經常與不同業界協會、香港特區政府及合作夥伴交流活動，致力為會員創造合作機會。憑著與各界的良好夥伴關係，我們相信未來可以再創高峰，攜手締造更高成就。



**The Hon.
Matthew CHEUNG Kin-chung,
GBM, GBS, JP**
張建宗先生, 大紫荊勳賢, 金紫荊星章,
太平紳士

The Chief Secretary for
Administration
The Government of HKSAR
政務司司長
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

弘商協策
興業展猷

政務司司長張建宗



**The Hon.
Paul CHAN Mo-po, GBM, GBS,
MH, JP**
陳茂波先生, 大紫荊勳賢, 金紫荊星章,
榮譽勳章, 太平紳士

The Financial Secretary
The Government of HKSAR
財政司司長
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

廣凝百業
嘉惠萬商

財政司司長陳茂波



**The Hon.
Frank CHAN Fan, JP**
陳帆先生, 太平紳士

Secretary for Transport and Housing
The Government of HKSAR
運輸及房屋局局長
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

樹標立範
共創商機

運輸及房屋局局長陳帆





**Prof. the Hon.
Sophia CHAN Siu-chee, JP**
陳肇始教授, 太平紳士

Secretary for Food and Health
The Government of HKSAR
食物及衛生局局長
香港特別行政區政府



**The Hon.
Edward YAU Tang-wah, GBS, JP**
邱騰華先生, 金紫荊星章, 太平紳士

Secretary for Commerce and Economic
Development
The Government of HKSAR
商務及經濟發展局局長
香港特別行政區政府



**The Hon.
Alfred SIT Wing-hang, JP**
薛永恒先生, 太平紳士

Secretary for Innovation and Technology
The Government of HKSAR
創新及科技局局長
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

功宏績懋
鼎業維新

食物及衛生局局長陳肇始



香港貨品編碼協會三十二周年誌慶

進業圖新

商務及經濟發展局局長邱騰華



香港貨品編碼協會三十二周年誌慶

嘉猷迭展
卓績弘彰

創新及科技局局長薛永恒





**The Hon.
Christopher HUI Ching-yu, JP**
許正宇先生, 太平紳士

Secretary for Financial Services
and the Treasury
The Government of HKSAR
財經事務及庫務局局長
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

廣開商路
共策新圖

財經事務及庫務局局長許正宇



Members of the Executive Council and Legislative Council

行政會議成員及立法會議員



The Hon. Andrew LEUNG Kwan-yuen, GBM, GBS, JP
梁君彥議員，大紫荊勳賢，金紫荊星章，太平紳士

President, Legislative Council
The Government of HKSAR
立法會主席
香港特別行政區政府



The Hon. Bernard Charnwut CHAN, GBM, GBS, JP
陳智思議員，大紫荊勳賢，金紫荊星章，太平紳士

The Convenor of the Non-official
Member of the Executive Council
The Government of HKSAR
行政會議非官守議員召集人
香港特別行政區政府



The Hon. Jeffrey LAM Kin-fung, GBS, JP
林健鋒議員，金紫荊星章，太平紳士

Member, Executive Council and
Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

宏謀碩劃
裕業利羣

香港特別行政區政府
立法會主席 梁君彥太平紳士



香港貨品編碼協會三十二周年誌慶

與時俱進
續展嘉猷

香港特別行政區政府
行政會議召集人 陳智思太平紳士

香港貨品編碼協會三十二周年誌慶

匯才聚智
共創輝煌

香港特別行政區政府
行政會議成員 立法會議員 林健鋒
GBS 太平紳士

Members of the Executive Council and Legislative Council

行政會議成員及立法會議員



**The Hon.
Mrs. Regina IP LAU Suk-ye, GBS, JP**
葉劉淑儀議員, 金紫荊星章, 太平紳士

Member, Executive Council and
Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府



**The Hon.
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黃定光議員, 金紫荊星章, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府



**The Hon.
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易志明議員, 銀紫荊星章, 太平紳士

Member, 13th CPPCC
Legislative Council Member
The Government of HKSAR
第十三屆全國政協委員
立法會議員
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

蒸蒸日上
萬事如意

香港特別行政區政府
行政會議成員暨立法會議員
葉劉淑儀

GBS
太平紳士

香港貨品編碼協會三十二周年誌慶

才彥匯聚
共創新猷

香港特別行政區
立法會議員
黃定光

GBS
太平紳士

香港貨品編碼協會三十二周年誌慶

資訊拓商機
數碼創先河

全國政協委員
香港特別行政區立法會議員
易志明

SBS
太平紳士



**Dr. the Hon.
Elizabeth QUAT, BBS, JP**
葛佩帆議員, 銅紫荊星章, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府



**Ir. Dr. the Hon.
LO Wai-kwok, SBS, MH, JP**
盧偉國博士工程師, 銀紫荊星章,
榮譽勳章, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府



**The Hon.
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吳永嘉議員, 銅紫荊星章, 太平紳士

Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

共興
謀貿
新促
機商

香港特別行政區立法會議員葛佩帆
BBS 太平紳士

The COVID-19 is raging around the world. However, it also brings many opportunities to change the world. I&T applications are widespread during the pandemic.

The rapid migration to digital technologies driven by the pandemic will continue into post-pandemic recovery.

The trend of digital transformation will bring significant changes to the operation pattern of every industry, and the need for digital marketing services will definitely increase.

When a Hong Kong business builds a solid digital infrastructure and employs proper digital marketing strategies, it can expand from the local market to the Greater Bay Area and even the world.

GS1 Hong Kong has announced the "Go Digital · Go Smart" strategy to support business adapt and respond to the ever-evolving new trend. I believe GS1 will continue to make contribution on promoting new technologies and best practices for industries in Hong Kong. I sincerely wish GS1 Hong Kong continuous success in the years ahead.

Ir. Dr. Hon. LO Wai-kwok, SBS, MH, JP
Member of Legislative Council
香港特別行政區立法會議員
盧偉國博士工程師, 銀紫荊星章, 榮譽勳章,
太平紳士

香港貨品編碼協會三十二周年誌慶

優善
化用
產科
業技

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BBS 太平紳士



**The Hon.
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The Government of HKSAR
立法會議員
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

創優求新
業茂商興

香港特別行政區立法會議員邵家輝太平紳士

Principal Officials, Officials of Directorate and other Officials

主要官員、首長及其他官員

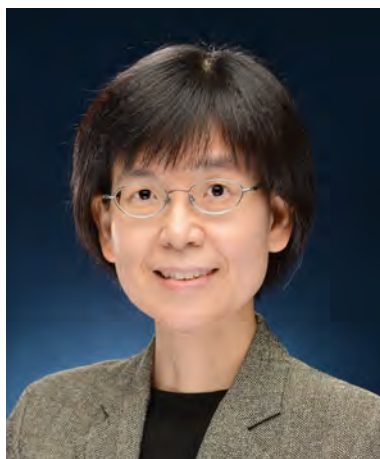


Mr. Hermes TANG Yi-hoi, CDSM
鄧以海先生, 香港海關卓越獎章

Commissioner of Customs & Excise Hong Kong Customs and Excise Department
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海關關長
香港特別行政區政府

良謨迭獻
貨暢其流

海關關長鄧以海



Miss Vivian LAU Lee-kwan, JP
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食物及衛生局常任秘書長(食物)
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覃研專技
廣惠工商

食物及衛生局常任秘書長(食物) 劉利群



Miss Cathy CHU Man-ling, JP
朱曼鈴女士, 太平紳士

Postmaster General
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香港郵政署長
香港特別行政區政府

創優策進
拓貿弘商

香港郵政署長朱曼鈴女士太平紳士

香港貨品編碼協會三十二周年誌慶

香港貨品編碼協會三十二周年誌慶

香港貨品編碼協會三十二周年誌慶



Mr. Stephen PHILLIPS
傅仲森先生

Director-General of Investment
Promotion Invest Hong Kong,
The Government of HKSAR
投資推廣署署長
香港特別行政區政府

推動
振興
經貿
工商

投資推廣署署長傅仲森先生

香港貨品編碼協會三十二周年誌慶



Mr. Victor LAM Wai-kiu, JP
林偉喬先生, 太平紳士

Government Chief Information Officer
Innovation and Technology Bureau,
The Government of HKSAR
政府資訊科技總監
創新及科技局 香港特別行政區政府

推展
振興
創新
百業
科技
工商

政府資訊科技總監林偉喬



香港貨品編碼協會三十二周年誌慶



Ms. Rebecca PUN Ting-ting, JP
潘婷婷女士, 太平紳士

Commissioner for Innovation and
Technology
The Government of HKSAR
創新科技署署長
香港特別行政區政府

倡創
優臻
革新
圖善

創新科技署署長潘婷婷 太平紳士

香港貨品編碼協會三十二周年誌慶



Mr. Brian LO Sai-hung, JP
盧世雄先生, 太平紳士

Director-General of Trade and Industry
The Government of HKSAR
工業貿易署署長
香港特別行政區政府

香港貨品編碼協會三十二周年誌慶

匡導貨運
溥益工商

工業貿易署署長盧世雄





Mr. LIU Yajun

劉亞軍先生

Deputy Director-General of EAD &
Head of Commercial Office
Liaison Office of The Central
People's Government in The HKSAR
Commercial Office of Economic
Affairs Department

經濟部副部長、貿易處負責人
中央人民政府駐香港特別行政區
聯絡辦公室經濟部貿易處

善用科技
智慧
提升企業優勢

中央人民政府駐香港特別行政區
中聯辦經濟部副部長兼貿易處負責人
劉亞軍

香港貨品編碼協會三十二周年誌慶



Mr. YU Xiaohui

餘曉暉先生

President
China Academy of Information and
Communications Technology
中國信息通信研究院院長

編碼
智慧
萬物
天下

中國信息通信研究院院長
餘曉暉

香港貨品編碼協會三十二周年誌慶

**GS1 Hong Kong Board
Representative Organisations**
香港貨品編碼協會董事局代表機構

The list is in alphabetical order by organisation name.
以下名單以機構英文字母次序排列。



Dr. Allen SHI Lop-tak, BBS, MH, JP
史立德博士, 銅紫荊星章, 榮譽勳章,
太平紳士

President
The Chinese Manufacturers'
Association of Hong Kong
會長
香港中華廠商聯合會



Dr. Daniel YIP
葉中賢博士

Chairman
The Federation of Hong Kong
Industries
主席
香港工業總會



Ms. Veronica LOCKYER
駱凱燕女士

Executive Committee Chairman
The Hong Kong Coalition of Services
Industries
執行委員會主席
香港服務業聯盟

香港貨品編碼協會三十二周年誌慶

造求
福變
同拓
業新

香港中華廠商聯合會會長
史立德博士
BBS
MH
太平紳士

香港貨品編碼協會三十二周年誌慶

開聯
拓通
商各
機界

香港工業總會主席
葉中賢博士

香港貨品編碼協會三十二周年誌慶

共與
創時
新俱
猷進

香港服務業聯盟執行委員會主席
駱凱燕女士



Mr. Peter WONG
王冬勝先生

Chairman
Hong Kong General Chamber
of Commerce
主席
香港總商會

與時俱進
展鴻猷

香港總商會主席
王冬勝先生



Mrs. Annie YAU TSE
謝邱安儀女士

Chairman
Hong Kong Retail Management
Association
主席
香港零售管理協會

廣聯同業
彰顯卓越

香港零售管理協會主席
謝邱安儀女士



Dr. Henry TAN, BBS, JP, LHD
陳亨利博士, 銅紫荊星章, 太平紳士, LHD

Chairman
Textile Council of Hong Kong
會長
香港紡織業聯會有限公司

凝聚創業界力量
編碼創新商機

香港紡織業聯會有限公司會長
陳亨利博士
BBS 太平紳士 LHD

香港貨品編碼協會三十二周年誌慶

香港貨品編碼協會三十二周年誌慶

香港貨品編碼協會三十二周年誌慶

Partnering Organisations 合作機構

The list is in alphabetical order by organisation name.
以下名單以機構英文字母次序排列。



Mr. Fred LAM Tin-fuk, JP
Chief Executive Officer
Airport Authority Hong Kong
林天福先生太平紳士
行政總裁
香港機場管理局

香港貨品編碼協會三十二周年誌慶

數碼互聯
智慧拓新

林天福先生太平紳士
行政總裁
香港機場管理局



Mr. Ken CHUNG Hung-hing
Chairman
The Chamber of Hong Kong
Logistics Industry
鍾鴻興先生
主席
香港物流商會

香港貨品編碼協會三十二周年誌慶

國際標準 引領業界
不斷開拓 創意無限

鍾鴻興先生
主席
香港物流商會



Ir. Dr. Vincent Ping FONG, FCILT
President
The Chartered Institute of Logistics
and Transport in Hong Kong
方平博士工程師, FCILT
會長
香港運輸物流學會

香港貨品編碼協會三十二周年誌慶

績著同業
名孚中外

方平博士工程師
會長
香港運輸物流學會



Mr. YUEN Mo, GBS, JP
Chairman
The Chinese General
Chamber of Commerce
袁武先生, 金紫荊星章, 太平紳士
會長
香港中華總商會

香港貨品編碼協會三十二周年誌慶

創優臻善
匡導工商

袁武先生, 金紫荊星章, 太平紳士
會長
香港中華總商會



Ms. Gilly WONG Fung-han

Chief Executive
Consumer Council

黃鳳嫻女士

總幹事
消費者委員會

香港貨品編碼協會三十二周年誌慶

跨越新常態
科創領先機



黃鳳嫻女士
總幹事
消費者委員會



Mrs. Melody KWOK CHAN

President
The Cosmetic & Perfumery
Association of Hong Kong

陳郭詩慧女士

會長
香港化粧品同業協會

香港貨品編碼協會三十二周年誌慶

薈萃翹彥
創優立新

陳郭詩慧女士
會長
香港化粧品同業協會



Mr. Kenny CHIEN

President
eHealth Consortium

錢國強先生

主席
電子健康聯盟

香港貨品編碼協會三十二周年誌慶

與時俱進
鴻業日新

錢國強先生
主席
電子健康聯盟



Mr. MA Ren-hong

Executive Chairman
Guangdong Logistics
Industry Association

馬仁洪先生

執行會長
廣東省物流行業協會

香港貨品編碼協會三十二周年誌慶

解放思想共創共建標準化
科學發展高質高效大灣區

馬仁洪先生
執行會長
廣東省物流行業協會



Ar. Ada FUNG Yin-suen, BBS

President, HKABAEIMA
(cum Chairperson of Hong Kong Chapter of buildingSMART International)

馮宜萱女士, 銅紫荊星章

會長
香港建設資產及環境信息管理聯盟
(暨buildingSMART香港分會主席)

香港貨品編碼協會三十二周年誌慶

On behalf of the Hong Kong Alliance of Built Assets Environment Information Management Associations (HKABAEIMA) and Hong Kong Chapter of buildingSMART International, it is my great pleasure to congratulate our collaborator, GS1 Hong Kong for its 32nd Anniversary and the remarkable contributions to Hong Kong in its role of providing a full spectrum of platforms, solutions and services based on global standards to the commercial and industrial sector.

I look forward to collaborating closer with GS1 Hong Kong to advance the frontiers of built asset industry, helping to enable digital transformation for Smart City development.

Wishing your company many years of innovation and success. Happy anniversary.



Ir Sunny LEE Wai-kwong, JP

Chairman of the Board
Hong Kong Applied Science and Technology Research Institute

李惠光工程師, 太平紳士

董事局主席
香港應用科技研究院

香港貨品編碼協會三十二周年誌慶

智慧轉營
共創新機

李惠光工程師, 太平紳士
董事局主席
香港應用科技研究院



Mr. Brian WU

Chairman
Hong Kong Association of Freight Forwarding and Logistics (HAFFA)

胡百浚先生

主席
香港貨運物流業協會

香港貨品編碼協會三十二周年誌慶

發揮數據潛力
促進全球協作

胡百浚先生
主席
香港貨運物流業協會



Dr. Daniel THURLEY

President
The Hong Kong Association of the Pharmaceutical Industry

周丹博士

會長
香港科研製藥聯會

香港貨品編碼協會三十二周年誌慶

On behalf of the Hong Kong Association of the Pharmaceutical Industry, I would like to extend my congratulations to GS1 Hong Kong to its 32nd anniversary.

It has been our great pleasure to work together over the past decades to improve patient safety and cost efficiency by developing a sophisticated track and trace system in pharmaceutical distribution, as well as to support business adaptation under the ever-evolving new normal.

We hope to continue our good partnership and wish GS1 Hong Kong continued success and more great achievements to come.



Dr. Ted SUEN, MH
President
Hong Kong Computer Society
孫耀達博士, 榮譽勳章
會長
香港電腦學會

香港貨品編碼協會三十二周年誌慶

數碼革新
智能先驅

孫耀達博士, 榮譽勳章
會長
香港電腦學會



Mr. CHUA Hoi-wai
Chief Executive
The Hong Kong Council of
Social Service
蔡海偉先生
行政總裁
香港社會服務聯會

香港貨品編碼協會三十二周年誌慶

熱忱勤敏
貢獻殊偉

蔡海偉先生
行政總裁
香港社會服務聯會



Dr. George LAM, BBS
Chairman
Hong Kong Cyberport
Management Company Limited
林家禮博士, 銅紫荊星章
主席
香港數碼港管理有限公司

香港貨品編碼協會三十二周年誌慶

香港編碼
帶路通行

林家禮博士, 銅紫荊星章
主席
香港數碼港管理有限公司



Mr. Victor CHOI
Chairman
Hong Kong Electronics &
Technologies Association
蔡劍誠先生
主席
香港電子科技商會

香港貨品編碼協會三十二周年誌慶

一碼當先

蔡劍誠先生
主席
香港電子科技商會



Mr. Benson PAU
Chairman
The Hong Kong Exporters' Association
鮑潔鈞先生
會長
香港出口商會

香港貨品編碼協會三十二周年誌慶

拓 貿 興 商
利 業 惠 群

鮑潔鈞先生
會長
香港出口商會



Mr. Simon WONG, BBS, JP
Chairman
Chamber of Food and Beverage Industry of HK
黃家和先生, 銅紫荊星章, 太平紳士
主席
香港食品及飲品行業總會

香港貨品編碼協會三十二周年誌慶

創意盈盈 開拓企管新思維
克服疫境 協助業界渡時艱

黃家和先生, 銅紫荊星章, 太平紳士
主席
香港食品及飲品行業總會



Mr. Thomas NG, MH, FPVC (Hon)
Chairman
The Hong Kong Food Council
吳永恩先生, 榮譽勳章, FPVC (Hon)
主席
香港食品委員會

香港貨品編碼協會三十二周年誌慶

廣 弘 編 碼
共 創 商 機

吳永恩先生, 榮譽勳章, FPVC (Hon)
主席
香港食品委員會



Mr. Daniel CHAN Chor-koon
Founding President
Hong Kong General Chamber of Cross-Border e-Commerce
陳楚冠先生
創會會長
香港跨境電子商貿總會

香港貨品編碼協會三十二周年誌慶

數 據 聯 通
績 效 斐 然

陳楚冠先生
創會會長
香港跨境電子商貿總會



Mr. LAM Wai-man
Chairman
Hong Kong General Chamber of
Pharmacy Ltd.
林偉文先生
理事長
港九藥房總商會有限公司

香港貨品編碼協會三十二周年誌慶

聯 絡 商 界
創 新 奮 進

林偉文先生
理事長
港九藥房總商會有限公司



Mr. Nasser Iqbal KHAN
President
Hong Kong Health Food
Association
簡立信先生
會長
香港保健食品協會

香港貨品編碼協會三十二周年誌慶

同 業 一 心
齊 建 共 贏

簡立信先生
會長
香港保健食品協會



Dr. Allen WONG
President
Hong Kong Information
Technology Federation
黃一川博士
會長
香港資訊科技商會

香港貨品編碼協會三十二周年誌慶

惠 澤 廣 備
同 業 楷 模

黃一川博士
會長
香港資訊科技商會



Mr. Duncan CHIU
President
Hong Kong Information
Technology Joint Council
邱達根先生
會長
香港資訊科技聯會

香港貨品編碼協會三十二周年誌慶

科 技 發 展 促 繁 榮
資 訊 創 新 引 潮 流

邱達根先生
會長
香港資訊科技聯會



Dr. Michael Y.K. CHAN
Honorary Chairman
Hong Kong Institute of Marketing
陳裕光博士
榮譽主席
香港市務學會

香港貨品編碼協會三十二周年誌慶

創意騰飛
實現夢想

陳裕光博士
榮譽主席
香港市務學會



Dr. Ernest LO
President
Hong Kong Internet of Things
Alliance
盧思遠博士
會長
香港物聯網聯盟

香港貨品編碼協會三十二周年誌慶

GS1 HK, the constant in the ever-evolving New Normal in the digital era. Congratulations for another impactful year!

盧思遠博士
會長
香港物聯網聯盟



Ir. Elsa YUEN
President
The Hong Kong Logistics
Association
袁美儀工程師
會長
香港物流協會

香港貨品編碼協會三十二周年誌慶

不斷求變
勇於創新

袁美儀工程師
會長
香港物流協會



Ms. Martha HAO
Chairman
Hong Kong Medical and
Healthcare Device Industries
Association
郝梅鳳女士
主席
香港醫療及保健器材行業協會

香港貨品編碼協會三十二周年誌慶

善用科技
優化產業

郝梅鳳女士
主席
香港醫療及保健器材行業協會



Mr. Willy LIN Sun-mo, GBS, JP, FCILT
Chairman
Hong Kong Productivity Council
林宣武先生, 金紫荊星章, 太平紳士, FCILT
主席
香港生產力促進局

香港貨品編碼協會三十二周年誌慶

力求創新
利商惠群

林宣武, 金紫荊星章, 太平紳士, FCILT
主席
香港生產力促進局



Mr. Vincent SO
Chairman
Hong Kong Retail Technology
Industry Association
蘇增慰先生
會長
香港零售科技商會

香港貨品編碼協會三十二周年誌慶

匯聚業界精英
同創數碼商機

蘇增慰先生
會長
香港零售科技商會



Dr. Sunny CHAI Ngai-chiu, BBS
Chairman
Hong Kong Science and
Technology Parks Corporation
查毅超博士, 銅紫荊星章
主席
香港科技園公司

香港貨品編碼協會三十二周年誌慶

迎接新常態
創建新商機

查毅超博士, 銅紫荊星章
主席
香港科技園公司



Dr. Bryon LEE
Chairman
Hong Kong Sea Transport and
Logistics Association
李福全博士
主席
香港航運物流協會

香港貨品編碼協會三十二周年誌慶

會務昌隆
更創輝煌

李福全博士
主席
香港航運物流協會



Mr. Willy LIN Sun-mo, GBS, JP, FCILT

Chairman
The Hong Kong Shippers' Council

林宣武先生, 金紫荊星章, 太平紳士, FCILT

主席
香港付貨人委員會

香港貨品編碼協會三十二周年誌慶

宏展新猷
匡導工商

林宣武, 金紫荊星章, 太平紳士, FCILT
主席
香港付貨人委員會



Ms. Margaret FONG

Executive Director
Hong Kong Trade Development Council

方舜文女士

總裁
香港貿易發展局

香港貨品編碼協會三十二周年誌慶

創智領航
貨運寰宇

方舜文女士
總裁
香港貿易發展局



Mr. Roy LAW

Chairman
Hong Kong Wireless Technology Industry Association

羅國明先生

主席
香港無線科技商會

香港貨品編碼協會三十二周年誌慶

誠繫業界
創意未來

羅國明先生
主席
香港無線科技商會



Mr. Henry FAN, SBS, JP

Chairman
Hospital Authority

范鴻齡, 銀紫荊星章, 太平紳士

主席
醫院管理局

香港貨品編碼協會三十二周年誌慶

創優求進
績望並彰

范鴻齡, 銀紫荊星章, 太平紳士
主席
醫院管理局



Partnering Organisations
合作機構



Mr. Ray CHUI
Chairman
Institution of Dining Art
徐汶緯先生
主席
稻苗學會

香港貨品編碼協會三十二周年誌慶

科 研 創 新
興 商 惠 業

徐汶緯先生
主席
稻苗學會



Ir Dannies Y.K. HO
Chairman
The Institute of Purchasing &
Supply of Hong Kong
何英傑工程師
主席
香港物資採購與供銷學會

香港貨品編碼協會三十二周年誌慶

專 業 協 領
惠 業 利 群

何英傑工程師
主席
香港物資採購與供銷學會



Ms. Tina YAP
Chairman
The Pharmaceutical Distributors
Association of Hong Kong
葉婉婷女士
會長
香港醫藥經銷業協會

香港貨品編碼協會三十二周年誌慶

百 尺 竿 頭
更 進 一 步

葉婉婷
會長
香港醫藥經銷業協會



Mr. Gary YEUNG, MH
President
Smart City Consortium
楊文銳先生, 榮譽勳章
會長
智慧城市聯盟

香港貨品編碼協會三十二周年誌慶

崢 嶸 三 十
日 新 盛 德

楊文銳先生, 榮譽勳章
會長
智慧城市聯盟



Mr. Tony TAI Chark-tong

Chairman
Vocational Training Council

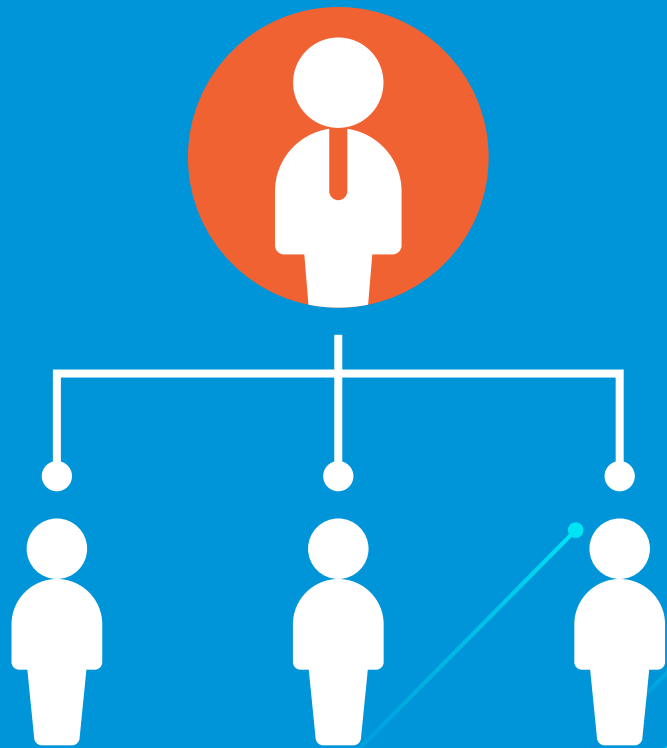
戴澤棠先生

主席
職業訓練局

香港貨品編碼協會三十二周年誌慶

創 新 智 慧
利 貿 通 商

戴澤棠先生
主席
職業訓練局



Structure and Governance 架構及管理

GS1 Hong Kong works closely with the local business community to progress amid the ever-changing business landscape. The Board of Directors, which steers and guides GS1 Hong Kong direction, is comprised of senior executives representing food and food service, retail, trading, logistics, manufacturing, wholesale and services sectors. Various advisory boards and work committees have also been setup to improve the competitiveness and fortify the ecosystems in different industries.

香港貨品編碼協會一直與本地商業社群緊密合作，助他們在瞬息萬變的商業世界中茁壯成長。董事局為本提綱挈領，成員由來自食品及食品服務、零售、貿易、物流、製造、批發以及貿易服務界的高級行政人員組成。

同時，我們亦透過成立多個諮詢委員會及工作小組，提升各行業競爭力、強化其生態系統。

Board of GS1 Hong Kong

香港貨品編碼協會董事局



Hong Kong

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong Management
 香港貨品編碼協會管理層

 Business Development
 業務拓展

 Human Resources
 人力資源

 Industry Engagement
 行業拓展

 Marketing
 市場營銷

 Membership & Customer Services
 會員事務及顧客服務

 Office Administration
 行政

 Solutions & Professional Services
 解決方案及專業服務

Industry Advisory Boards
 業界諮詢委員會

 ECR Hong Kong
 ECR 香港

 ezTRADE Users' Committee
 「通商易」用戶委員會

 Hong Kong Food and Beverage
 Industry Advisory Board
 香港食品及飲品行業諮詢委員會

 Hong Kong Internet of Things
 Industry Advisory Council
 香港物聯網產業諮詢委員會

 SMEs Advisory Board
 中小型企業諮詢委員會

Board of Directors in 2020

2020年年度董事局



Chairman
主席

Dr. Kelvin Leung

梁啟元博士

Chief Executive Officer,
Asia Pacific, DHL Global
Forwarding (HK) Ltd

DHL全球貨運物流亞太區行
政總裁



Vice-chairman
副主席

Ms. May Chung

鍾美玲女士

General Manager,
Nestlé Hong Kong Ltd
雀巢香港有限公司
總經理



Ex-Officio Member
當然成員

Ms. Anna Lin

林潔貽女士

Chief Executive,
GS1 Hong Kong
香港貨品編碼協會
總裁



Company Secretary
公司秘書

Mr. Nicholas Horvath

鮑皓華律師

Sole Proprietor,
Bodnar Horvath
鮑皓華律師行
獨營執業者

Directors 董事

Mr. Gary Lau

劉榮濤先生
Executive Director,
Renley Watch Group
運年集團
執行董事

Dr. Eddie Chan

(Retired in April 2021)
陳育懋博士
(2021年4月卸任)
Chief Executive Officer,
Lever Style
利華集團
首席執行官

Mr. Calvin Chan

陳家偉先生
Chairman & CEO,
Catalo Natural Health
Foods Ltd
美國家得路集團
主席及行政總裁

Mr. Gordon Farquhar

范國華先生
Chief Executive Officer,
Mannings North Asia,
The Dairy Farm Group
牛奶公司集團萬寧北亞區
總裁

Mr. Jeffrey Chen

陳宇先生
President,
Greater China Product Supply,
Procter & Gamble (China) Ltd
寶潔大中華區供應鏈
總裁

Mr. Andrew Yu

余偉傑先生
Director,
Yue Hwa Chinese Products Emporium
Ltd
裕華國產百貨有限公司
董事總監

Back Row, left to right 後排由左至右

Mr. Peter Lee

李雨川先生
Chairman,
Euroasia Group
華寶實業集團
主席

Mr. Roy Ng

伍俊達先生
Chairman & CEO,
Star Lite (HK) Ltd
暉星(香港)有限公司
主席及行政總裁

Mr. George Leung

梁兆基先生
Chief Executive Officer,
Hong Kong General
Chamber of Commerce
香港總商會
總裁

Ms. Annie Yau Tse

謝邱安儀女士
Chairman & CEO,
Tse Sui Luen Jewellery
(International) Ltd
謝瑞麟珠寶(國際)有限公司
主席及行政總裁

Ms. Betty Leung

梁佩貞女士
Chief Executive,
Sims Trading Co Ltd
慎昌有限公司
總裁

Mr. Neil Waters

(Retired in December 2020)
利偉達先生
(2020年12月卸任)
Director & General Manager,
Swire Coca-Cola HK Ltd
太古可口可樂香港有限公司
董事兼總經理

Mr. Simon Hui

許慶得先生
Chief Executive Officer,
E.P.S.A. Corporation Limited
億世集團有限公司
行政總裁

Front row, left to right 前排由左至右



GS1 Hong Kong Management

香港貨品編碼協會管理層



The GS1 Hong Kong management team is composed of the following members:

香港貨品編碼協會領導團隊由以下成員組成:

Ms. Anna Lin, JP, FCILT , Chief Executive	總裁 林潔貽女士 太平紳士 FCILT
Dr. Stephen Lam , Chief Operating Officer	首席營運總監 林漢強博士
Mr. Dominic Tong , Chief Membership Officer	首席會員事務總監 唐樹權先生
Ms. Mignone Cheng , Chief Marketing Officer	首席市場推廣總監 鄭逸齡女士
Mr. Anthony Chan , Head of Data Services	數據服務總監 陳達明先生
Ms. Corinna Fung , Head of Corporate Marketing	企業營銷及傳訊總監 馮美珠女士
Mr. Edward Choy , Head of Business Development	業務拓展總監 蔡勇恆先生
Ms. Angie Ling , Head of Human Resources	人力資源總監 凌秀娟女士

Front Row, left to right: Dominic Tong, Anna Lin, Stephen Lam

Back Row, left to right: Edward Choy, Mignone Cheng, Corinna Fung, Angie Ling, Anthony Chan

前排由左至右: 唐樹權, 林潔貽, 林漢強

後排由左至右: 蔡勇恆, 鄭逸齡, 馮美珠, 凌秀娟, 陳達明

Industry Advisory Board 業界諮詢委員會

Efficient Consumer Response (ECR) Hong Kong

ECR HK is an industry platform set up by GS1 HK in 1996 with representation from key players in the FMCG industry, including retailers, manufacturers and distributors. It aims to facilitate industry collaboration and development of retail consumer goods value chain in Hong Kong, as well as to provide linkage to regional and international ECR bodies, such as ECR Asia Pacific (ECR AP) and the Consumer Goods Forum (CGF).

In 2019-2020, different workgroups in ECR HK has steered a few initiatives in various aspects:

ECR香港

ECR香港由GS1 HK於1996成立，是一個擁有眾多快速消費品業主要持份者代表的行業平台，當中包括零售商、製造商和分銷商等。ECR香港旨在促進零售消費品價值鏈在港的發展及行業合作，並聯繫區內與全球的供應鏈管理/ECR組織，例如ECR亞太區及消費者商品論壇。

ECR香港各工作小組在2019-20期間推行不同範疇項目：



Operation Excellence

The workgroup agreed to put forward the initiative of pallet standardization and pooling in Greater Bay Area to facilitate cross-border trade. A survey with relevant industry stakeholders was completed, and a recommendation paper to the Hong Kong Government is developed. Meanwhile, the initiative has also gained support from various industry trade associations across Hong Kong and the Greater Bay Area.

卓越營運

工作小組在2019-20年度同意推動在粵港澳大灣區「建立標準化的托盤循環共用模式」的倡議，以便利跨境貿易。針對業界持份者的問卷調查已完成，而向香港特區政府的政策建議的相關文件亦已出爐。倡議同時獲得香港和大灣區各行業協會的支持。

Consumer Engagement & E-commerce

The workgroup agreed on a key initiative to develop Digital Supply Chain best practices guidelines for the HK retail consumer goods industry.

Traceability & Transparency

The workgroup agreed to further drive an initiative on the “Smart product label” to the retail consumer goods industry.

顧客連繫與電子商貿

工作小組贊成為本地零售消費品行業開拓一套《數碼供應鏈最佳範例指引》。

可追溯性與透明度

在2019-20年度，工作小組同意進一步探討為零售消費品業而設的「智能產品標籤」。

Efficient Consumer Response (ECR) Hong Kong ECR香港

Chairman 主席

A. S. Watson Group 屈臣氏集團

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司

Mr. Matthew Lee

Ms. Connie Yeung

李智豪先生

楊小慧女士

Members 委員

Accenture Company Ltd. 埃森哲有限公司

Aeon Stores (Hong Kong) Co., Ltd. 永旺(香港)百貨有限公司

Bausch & Lomb (HK) Ltd. 博士倫(香港)有限公司

CHEP Hong Kong 集保香港

Circle K Convenience Stores (HK) Ltd. OK便利店有限公司

City Super Ltd.

Colgate - Palmolive (H.K.) Ltd. 香港高露潔棕欖有限公司

DCH Logistics Co., Ltd. 大昌行物流有限公司

DKSH Hong Kong Ltd. 大昌華嘉香港有限公司

Getz Bros. & Co. (Hong Kong) Ltd. 美國吉時兄弟(香港)有限公司

Hospital Authority 醫院管理局

Jebsen Group 捷成集團

Lam Soon Hong Kong Group 南順香港集團

L'ORÉAL Hong Kong Ltd. 歐萊雅香港有限公司

Loscam (HK) Ltd. 招商路凱(香港)有限公司

Nestlé Hong Kong Ltd. 雀巢香港有限公司

Procter & Gamble 寶潔

Power Hub Ltd. 力泓有限公司

Sa Sa International Holdings Ltd. 莎莎國際控股有限公司

Sims Trading Co., Ltd. 慎昌有限公司

The Dairy Farm Company Limited 牛奶有限公司

Unilever HK Limited 香港聯合利華有限公司

Vitasoy International Holdings Ltd. 維他奶國際集團有限公司

Wyeth Nutrition Hong Kong 香港惠氏營養品

Ms. Christina Wong

Mr. Ben Lee

Mr. Johnny Wong

Mr. Philip Tan

Mr. Alan Law

Ms. Mona Liu

Ms. Angel Qi

Mr. Johnson Kwong

Mr. Brian Lui

Mr. Philip Ho

Mr. Benjamin Lee

Mr. Brian Chan

Mr. Eric Chow

Ms. Kaylee Wong

Mr. Louis Poon

Mr. Aaron Wong

Mr. Jeffrey Chen

Mr. Stephen Chan

Mr. Laurent Wong

Ms. Betty Leung

Mr. Dallas Choi

Ms. Ellen Chien

Mr. Marco Wong

Ms. Traci Chow

黃雪明小姐

李昇平先生

黃炳全先生

譚家欣先生

羅炳倫先生

廖夢娜小姐

戚華麗小姐

鄺志聖先生

呂震瑜先生

何文錦先生

李祥美先生

陳煜民先生

周昭揚先生

黃詠恩小姐

潘俊華先生

王偉光先生

陳宇先生

陳鏡治先生

黃馬建先生

梁佩貞小姐

蔡述洲先生

簡毓汝小姐

黃國雄先生

周秀翹小姐

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin

Ms. Mignone Cheng

林潔貽女士

鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

Ms. Christine Hong

康安蓓小姐

ezTRADE Users' Committee

「通商易」用戶委員會

The Committee is composed of key ezTRADE users representing different sectors, aiming to monitor ezTRADE service including service quality and enhancements as well as to promote the efficient use of standard-based and paperless "Order-to-Cash" B2B electronic commerce platform in Hong Kong and Mainland China. The Committee meetings were held three times in 2019-2020.

電子商貿用戶委員會由「通商易」各業界的主要用戶組成，旨在監管「通商易」的服務質素和提升水平，同時致力在本港及內地的商業機構之界，推動以標準為基礎的無紙化電子商貿平台應用。委員會在2019-2020年度共舉辦了3次會議。

ezTRADE Users Committee 「通商易」用戶委員會

Chairman 主席

The Dairy Farm Company Limited 牛奶有限公司

Ms. Wendy Lam

林慧鳳女士

Members 委員

CUHK Medical Centre 香港中文大學醫院

Hong Kong A.S. Watson Group 屈臣氏集團(香港)有限公司

Hospital Authority 醫院管理局

Maxim's Caterers Ltd. 美心食品有限公司

Zuellig Pharma Ltd. 裕利醫藥有限公司

Ms. Janet Pang

彭桂清女士

Mr. Alan Yeung

楊雅倫先生

Mr. Simon Tsoi

蔡俊光先生

Mr. Leo Lee

李志豪先生

Mr. Will Ngai

魏進歡先生

Mr. Andrew Wong

黃志賢先生

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong 香港貨品編碼協會

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林潔貽女士

Dr. Stephen Lam

林漢強博士

Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

Ms. Althey Mak

麥錦霞小姐



Hong Kong Food and Beverage Industry Advisory Board

香港食品及飲品行業諮詢委員會

The HK Food & Beverage Industry Advisory Board is an industry platform set up by GS1 HK in 2018 with representation from industry associations, academia & key industry stakeholders in the Food & Beverage industry, including retailers, manufacturers and distributors.

It aims to entail the vision to radically improve the supply chain efficiency for food & beverage industry in Hong Kong, thereby significantly enhancing food safety, improving service, strengthening business & brand sustainability, enlarging consumer empowerment, and thus positioning Hong Kong at the forefront of F&B supply chain management in Asia.

本會於2018年成立的香港食品及飲品行業諮詢委員會，是一個匯聚業界協會、學者、主要業界持份者及行業領袖組成，當中包括零售商、生產商及分銷商。

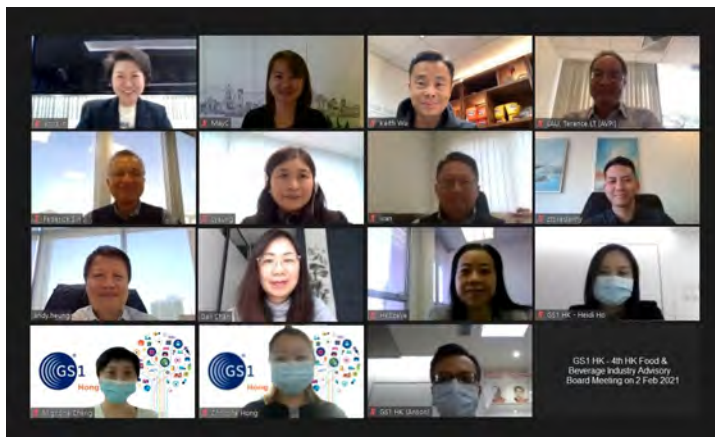
委員會的願景是期望能從根本上改善香港食品及飲品行業的供應鏈效率，從而大幅提高食品安全性、改善服務質量、增強企業和品牌的可持續性、擴大消費者的力量，從而使香港在亞洲餐飲供應鏈管理處於領先地位。



In a globalised economy with the food chain getting increasingly complex... Hong Kong attaches great importance to food traceability.

經濟全球化令食品供應鏈日益複雜……香港各界亦越加重視對食品的追蹤溯源。

Dr. Tsui Tak-yi 徐德義醫生
Under Secretary 副局長
Food and Health Bureau 食物及衛生局



Various workgroups had bolstered a range of projects in 2019-20:

Supply Chain Management

The workgroup agreed to conduct a study and drive the initiative on cold chain best practices for the HK food & beverage industry. The workgroup members include Nestlé Hong Kong, Café de Coral Holdings Ltd. etc., who contributed inputs to support a Trade and Industrial Organisation Support Fund (TSF) project on the cold chain management best practices guidelines. The project is led by HK Logistics Association whereas GS1 HK sits in the steering committee, and is the Supporting Organization.

委員會各工作小組在2019-20年度推進了各項計劃：

供應鏈管理

工作小組同意進行研究，推動香港食品及餐飲行業的冷鏈最佳實踐。工作小組成員包括雀巢香港、大家樂等，他們曾參與支援工業貿易署資助計劃推行的冷鏈管理最佳實踐指引項目，表達意見。該項目由香港物流協會主導，而GS1 HK是項目指導委員會成員及支持機構。

Omni-channel

In 2019-20, the workgroup agreed the key initiative is to support Digital Supply Chain best practices guidelines for the HK food & beverage industry, which will be led by ECR HK.

連結線上線下渠道

工作小組在年度內同意支持由ECR香港主導、為飲食業界展開「數碼供應鏈最佳範例指引」。

Public Policy

The workgroup agreed on a few key topics including food waste, food safety and governmental anti-epidemic fund etc. Next step is to further arrange meetings with HK government representatives to share views of the industry.

公共政策

小組於2019-20年討論了廚餘、食品安全及政府防疫抗疫基金等項目，下一步是安排與政府代表開會，分享業界的關注及意見。

Hong Kong Food and Beverage Industry Advisory Board 香港食品及飲品行業諮詢委員會

Chairman 主席

Nestlé Hong Kong Ltd. 雀巢香港有限公司

Ms. May Chung

鍾美玲小姐

Vice Chairman 副主席

Tsit Wing International Holdings Ltd. 捷榮國際控股有限公司

Mr. Keith Wu

鄺錦安先生

Members 委員

Bloomin' Brands, Inc.

Café de Coral Holdings Ltd. 大家樂集團有限公司

Cafe Deco Group

DCH Food Mart 大昌食品市場

Deliveroo Hong Kong 戶戶送(香港)

foodpanda Hong Kong foodpanda(香港)

FrieslandCampina (Hong Kong) Ltd. 菲仕蘭(香港)有限公司

Hung Fook Tong Group Holdings Ltd. 鴻福堂集團控股有限公司

Maxim's Caterers Ltd. 美心食品有限公司

Rich Harvest Agricultural Produce Ltd. 豐泰農產品有限公司

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司

Tai Hing Group Holdings Ltd. 太興集團控股有限公司

The Hong Kong Food Council 香港食品委員會

The Hong Kong Polytechnic University - Innovation & Technology

Development Office 香港理工大學 - 創新及科技發展處

Vitasoy International Holdings Ltd. 維他奶國際集團有限公司

Yamato Logistics (HK) Ltd. 雅瑪多運輸(香港)有限公司

Ztore 士多

Ms. Gail Chan

陳穎基小姐

Mr. Ivan Ng

吳子超先生

Mr. Patrick Lam

林卓漢先生

Ms. Margaret Lau

劉碧鳳小姐

Mr. Brian Lo

羅家聰先生

Mr. Paul Measor

Paul Measor先生

Ms. Helena He

賀亞軍小姐

Mr. Donald Tse

謝寶達先生

Mr. James Chen

陳建平先生

Mr. Kenneth Chan

陳峰先生

Mr. Connie Yeung

楊小慧女士

Mr. Frederick Sin

冼偉洪先生

Mr. Kenneth Chan

陳建年先生

Dr. Terence Lau

劉樂庭博士

Ms. Dorcas Lau

劉盛雪小姐

Mr. Andy Heung

向秉中先生

Mr. Danny Shum

岑迪贊先生

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

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Ms. Anna Lin

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Ms. Mignone Cheng

鄭逸齡女士

Secretariat 秘書處

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Ms. Christine Hong

康安蓓小姐



HK IoT Industry Advisory Council

香港物聯網產業諮詢委員會

The HK IoT IAC aims to promote IoT adoption in Hong Kong to uplift the competitiveness of Hong Kong enterprises, and to create an IoT ecosystem for the continuous growth of the IoT adoption in Hong Kong.

During 2019-2020, site visits to the HK International Airport for RFID luggage handling system, the inno lab and autonomous vehicle, together with GS1 Asia Pacific member organisations were arranged, at the same time hosting sharing from the government OFCA on the 5G subsidiary program, riding on the rollout of 5G connectivity services.

委員會旨在推廣物聯網的發展及應用，同時為本地企業提升競爭力，致力於香港建立物聯網生態系統。

委員會期內安排了考察香港國際機場的RFID行李處理系統、inno lab及無人駕駛系統等，同行有GS1亞太區分會會員；另亦與政府通訊事務管理局辦公室就5G網絡服務舉辦5G技術資助計劃的簡介會。

Hong Kong Internet of Things Industry Advisory Council 香港物聯網產業諮詢委員會

President 主席

Chow Tai Fook Jewellery Co., Ltd. 周大福珠寶金行有限公司

Mr. Patrick Tsang

曾紹光先生

Vice President (Business) 副主席(商業)

The Hong Kong and China Gas Company Limited (Towngas)

Ir. Susanna Shen

孫淑貞工程師

香港中華煤氣有限公司

Vice President (Technology) 副主席(科技)

Hewlett Packard Enterprise 慧與科技公司

Mr. K.C. Fung

馮家聰先生

Members 委員

Airport Authority Hong Kong 香港機場管理局

Avery Dennison Hong Kong B.V.

C & C Joint Printing Co. (HK) Ltd. 中華商務聯合印刷(香港)有限公司

Cisco Systems (HK) Ltd. 思科系統(香港)有限公司

Digital China Holdings Ltd. 神州數碼控股有限公司

FlexSystem Ltd.

Fukui Shell Nucleus Factory Ltd. 福井製核所有有限公司

HKT Ltd. 香港電訊有限公司

Hong Kong Science and Technology Parks Corporation 香港科技園公司

Intel Semiconductor (US) LLC 英特爾半導體(美國)有限公司

Jebsen Group 捷成集團

Johnson Controls Hong Kong Ltd. 江森自控香港有限公司

Kerry Logistics Network Ltd. 嘉里物流聯網有限公司

Mainetti (HK) Ltd. 香港萬美有限公司

SAP Hong Kong Co. Ltd.

SP Infinite Technology Ltd. 安寶創科有限公司

St. Teresa's Hospital 聖德肋撒醫院

Sustainable Energy Ltd. 澤節能有限公司

The Chinese University of Hong Kong 香港中文大學

Ms. Lily Lai

黎秀琮女士

Mr. Jonson Yue

余頌源先生

Mr. Ken Lee

李賢良先生

Mr. Nelson Chu

朱錦滔先生

Mr. Kaiser Cheon

張凱旋先生

Mr. Jackie Wong

黃子傑先生

Mr. David Wong

王俊傑先生

Mr. Steve Ng

吳家隆先生

Ir. Peter Yeung

楊天龍工程師

Mr. Trish Blomfield

李掬倩女士

Mr. Brian Chan

陳煜民先生

Mr. Roger Tsang

曾定邦先生

Mr. Ernest Cheung

張祖倫先生

Mr. Paul Tai

戴麟先生

Mr. Andrew Ling

凌子良先生

Mr. John Wong

黃偉進先生

Mr. Pascal Tse

謝穎勤先生

Dr. Venus Lun

倫婉霞博士

Dr. Toa Charm

湛家揚博士

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

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Ms. Anna Lin

林潔貽女士

Ms. Mignone Cheng

鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

Mr. Julian Sin

冼雋然先生

SMEs Advisory Board (SMEAB)

中小企業諮詢委員會

The SMEs Advisory Board (SMEAB) aims to foster SMEs to harness technology and innovation, transform for sustainable growth and long-term prosperity.

During 2019-20, virtual meetings and webinars were organized to ensure the functions of the SMEAB Board were maintained, for example regular committee meetings, discussions on Government SME funding support and industry seminars/workshops.

中小企業諮詢委員會目的在於協助中小企發揮創新科技的力量，變革達致可持續的長遠發展和增長。

在2019-20年，委員會舉行一系列網上會議、政府對中小企資助及業界相關的研討會和工作坊等，以保持運作如常。



SMEs Advisory Board 中小企業諮詢委員會

President 主席

E.P.S.A. Corporation Ltd. 億世集團有限公司

Mr. Simon Hui

許慶得先生

Vice Chairman 副主席

95 International Co Ltd. 95國際有限公司

Mr. Kenny Wong

黃耀明先生

Members 委員

China Aims Enterprises Ltd. (Health Aims) 華標企業有限公司 (源生坊)

Crown Gas Stoves (Holdings) Co Ltd. 皇冠爐具(集團)有限公司

Dashijie Copmany Ltd. 大師姐有限公司

Kwok Kam Kee Cake Shop 郭錦記餅店

Mobicon Group Ltd. 萬保剛集團有限公司

Morita Biotech (HK) Company Ltd. 森田藥 (香港)有限公司

Premier Living (Enterprises) Co Ltd. 卓越生活(企業)有限公司

SWIPE (Hong Kong) Ltd. 威實(香港)有限公司

Yick Fung Hong cosmetic & Detergent Co. Ltd. 億豐行化 洗衣劑有限公司

Yummy House International Ltd. 美味棧國際有限公司

Mr. Duncan Ko

高照成先生

Ms. Joyce Lee

李蔓瑩女士

Ms. Jackie Li

李雅愛女士

Mr. Martin Kwok

郭宇鈺先生

Ms. Beryl Yeung

楊敏儀女士

Ms. Erica Kwok

郭曉瑩女士

Mr. Richard Chu

朱家源先生

Mr. Timothy Cheung

張天文先生

Mr. Davis Chan

陳振邦先生

Mr. Eddie Lau

劉崇智先生

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin

林潔貽女士

Mr. Dominic Tong

唐樹權先生

Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

Mr. Donald Chan

陳浚祺先生





Our Industries 我們服務的行業

GS1's open, neutral, global standards create a strong foundation for doing business that help our members in different industries, including Omni-channel & Consumer Goods, Food and Food Services, Healthcare, Innovations & Technology, Transport and Logistics, Financial Services, etc.

GS1的開放、中立及國際標準為不同行業的會員提供一個穩健基礎，當中包括全渠道零售及消費品、食品及餐飲服務、醫療護理、創新及科技、運輸及物流業務、金融服務等行業領域。



Pivoting Transformation Journey in “New Normal” 在新常態下驅動變革歷程

- The pandemic has reset the retail game board. Retailers are adapting in new ways by leaning on digital, omnichannel, and in-store technology imperatives. GS1 Hong Kong has been providing “Go Digital” and Smart Retail solutions to empower business seize new market and turn data into insight, quickly responding to market changes.

疫情重塑零售業，零售商必須另辟蹊徑去部署不同數碼、多渠道及零售店科技應對市場。GS1 HK推出多項「Go Digital」及智慧零售方案，幫助業界將數據轉化成市場見解，提升消費者購物體驗及應對市場轉變。

Key initiatives 2019/20

2019/20主要舉措

Go to Market Faster for Anti-COVID-19 Products

- GS1 Hong Kong has accelerated the barcode application process for more than 100 companies producing anti-epidemic products, helping them to roll out products to market faster and meet the pressing needs in the society. In addition, barcodes also facilitated those companies to sell globally leveraging “made-in-Hong Kong” reputation.



助抗疫產品更快推出市場

- GS1 HK為超過100間公司加快產品條碼的申請，讓各樣抗疫產品更快推出市場，解決全城的抗疫需求。此外，產品條碼亦讓各公司憑藉「香港製造」優勢，賣到海外市場。



Grow Market by Going Digital

- GS1 Hong Kong collaborates with market experts to offer a series of digital solutions and services: 1) Sourcing matching platform on eBay; 2) Online Shop Building Service; 3) Digital Coupon solution.

1) **Sourcing matching platform on eBay:** Members can easily start global e-commerce business at minimal risk by supplying products eBay top sellers, who will take care of product listing, marketing, customer service and customs clearance for the merchant.

2) **Online shop building service:** Members create online shop cost-effectively, with barcode data integration to enhance website's user experience, product data management and online visibility.

3) **Digital Coupon solution:** Raise members purchase interest and optimize promotion effectiveness with simple, traceable and measurable solution.

推動數碼化以發展市場

- GS1 HK與多個夥伴合作提供一系列數碼方案和服務：1) eBay採購配對平台；2) 網站建立服務；3) 電子優惠券方案

1) **eBay採購配對平台：**將GS1 HK供應商會員與eBay金牌賣家連繫，由賣家負責產品上架、營銷、顧客服務及清關等運作，讓會員以低風險開拓全球電商業務。

2) **網站建立服務：**幫助會員以低成本、高效率方式建立網店，並應用條碼改善用家的瀏覽體驗、產品數據管理及提升品牌網上可見度。

3) **電子優惠券方案：**不但有助會員刺激消費，更可讓他們透過使用簡單、可實時追蹤的電子優惠券，進行策略性推廣。

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Online retail will continue to grow exponentially in the digital era. Our e-shop has recorded double revenue growth compared to 1 year ago, thanks to the integrated sales and marketing strategies including GS1 HK's digital coupon and GS1 HK BARzaar. I think the solution and programme are effective ways for business to expand their online sales channels with minimal efforts.

網上零售在數碼年代將持續爆發式增長。我們的網店收入比一年前增長了一倍，實有賴GS1 HK電子優惠券和GS1 HK BARzaar等綜合的營銷策略推廣。我認為這些方案和計劃是企業以低成本去拓展網購渠道的有效捷徑。

Mr. Richard Chu 朱家源先生
Founder 創辦人
Premier Living 卓越生活

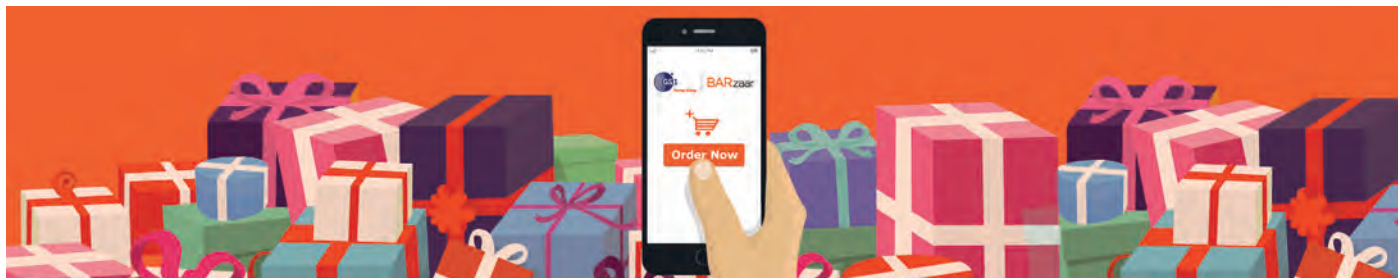
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Launch of GS1 HK BARzaar

- To help members expand their sales channels and promote their products with good deals to over 8,000 GS1 HK members and their staff, families and friends, GS1 HK BARzaar was launched in May 2020, and over 500 products have been listed on the platform.

推出GS1 HK BARzaar

- GS1 HK BARzaar 於2020年5月正式推出，助企業會員拓展新銷售渠道，將其產品優惠推廣至超過8,000名 GS1 HK 會員及其員工、家人及朋友。平台至今已展示超過500件產品優惠。



Smart Retail Solution

- Empowered by AI, facial recognition and video analytics technologies, the solution helps businesses provide consumers with personalised experience by turning data into insights. GS1 HK has partnered with OPS, Storefront and Backers to expand the presence of Smart Retail from Hong Kong to regional markets like Taiwan and Singapore.
- The solution was also approved as one of the solutions in the Government's Distance Business Programme ("D-Biz Programme").

智慧零售方案

- 方案採用人工智能、人臉識別及影像分析等科技，幫助企業將數據轉化成商業洞見，甚至是為消費者提供個人化的購物體驗。GS1 HK更與OPS、Storefront及Backers等合作，將方案應用由香港延伸至台灣及新加坡等場。
- 智慧零售方案是政府「遙距營商計劃」(D-Biz)的認可方案。

REAL Barcode/QR - Multi-functional Authentication Tool

- Embedded with patented anti-counterfeit technology, the solution has been widely adopted by leading local retail brands in jewelry, cosmetics, healthcare products, food and electronics accessory sectors. The solution is also an effective tool for brands to engage their customers, combat parallel products and curb phishing.
- In 2020, more than 2 million items are tagged with REAL QR code, including anti-epidemic and seasonal products.

真的碼/REAL QR解決方案 - 多功能產品認證工具

- 配備專利防偽技術的認證方案已獲多間本地珠寶、化妝品、健康產品、食品和電子配件品牌採用。方案亦可幫助品牌有效地與消費者互動、打擊水貨及預防釣魚網站。
- 在2020年，超過200萬件貨品載有REAL二維碼標籤，包括抗疫及季節性產品。



Digital & E-commerce Seminars and Courses

- GS1 Hong Kong partnered with major retail and e-commerce leaders like Alibaba, eBay, Google, Mediaon etc, as well as industry associations such as HKTDC, HKRMA to organise a series of e-commerce seminar, helping businesses to learn the keys to successful digital transformation and tap into omni-channel trends.



數碼及電子商貿講座 + 培訓課程

- 與各大零售及電商平台如阿里巴巴、eBay、Google、Mediaon等，以及行業協會如香港貿易發展局、香港零售管理協會等合作舉辦一系列數碼及電子商貿講座，幫助企業掌握數碼轉型要訣及了解全渠道零售新趨勢。



Consumer Caring Scheme 2019

- To help companies enhance business competitiveness with consumer first strategies, GS1 HK's Consumer Caring Scheme recognises members who demonstrated excellence in consumer care with "4C" strategies - **C**onsumer Centric, **C**onforming to Commitment, **C**hampioning Quality and **C**aring for Staff. 93 local enterprises were recognised in the Scheme, with 37 companies being recognised for over 5 years.

貼心企業嘉許計劃2019

- 為幫助企業透過「以客為先」策略提升自身競爭力，GS1 HK的「貼心企業嘉許計劃」嘉許了於關愛消費者上表現傑出的企業會員，他們均透過「4C」策略一以消費者為中心（**C**onsumer Centric）、信守承諾（**C**onforming to Commitment）、追求品質（**C**hampioning Quality）及關愛員工（**C**aring for Staff），為消費者帶來貼心體驗。計劃於2019年共嘉許了93間本地企業，當中37間更超過5年獲得嘉許。





Embracing New Era of Food Safety with Technologies and Global Standards

以科技及全球標準 迎接食品安全新時代

The past year has tested and stressed the global food systems, putting food supply and frozen food safety in particular into spotlight. As consumers demand for more food-related information, GS1 Hong Kong has been orchestrating best practices, smart technologies and global standards for the industry, to build a smarter, more traceable and safer food ecosystem in Hong Kong.

全球食品系統在過去一年備受考驗及壓力，食品供應和冷鏈食品安全性尤其成為焦點。消費者更關心食品資訊，而GS1 Hong Kong正為行業整合最佳業務、智慧科技及全球標準，為香港構建一個更智慧、更具追溯力及更安全的食品安全生態。

Key initiatives 2019/20

2019/20主要舉措

Quality Food Scheme 2020

- 20 food and food services companies were recognised at the 6th edition of Quality Food Scheme (formerly known as Quality Food Traceability Scheme), among which 11 enterprises were recognised with the highest honour - Diamond Enterprises. The companies were assessed based on ECR (Efficient Consumer Response) Index, evaluating companies on their supply chain capabilities and efficiencies.

Launch of Quality Food Scheme+

- In response to the COVID-19 impact to the food industry, "Quality Food Scheme+" was launched to help companies enhance food safety with more stringent and comprehensive measures based on 3 international standards - ISO 22000 (food safety management system standard), HACCP (food safety control standard) & GS1 GTS (Global Traceability Standard), and SGS HK as the audit partner.



優質食品計劃2020

- 第六屆「優質食品計劃」(前身為「優質食品源頭追蹤計劃」)嘉許了20間於食品安全上表現卓越的食品及餐飲企業,當中有11間獲得最高殊榮-「鑽石企業」嘉許。計劃參照了高效回應消費者(Efficient Consumer Response)指標為企業進行評審,以審視參與機構的供應鏈能力及效率。

推出「優質食品計劃+」

- 為應對疫情對食品行業帶來的影響,GS1 HK推出了「優質食品計劃+」,參照3大國際認可標準-ISO 22000食品安全管理體系標準、HACCP食品安全控制標準及GS1 GTS全球追溯標準為參與機構進行評審,並加入香港通用檢測認證有限公司(SGS HK)為審計夥伴,讓企業採取更嚴謹及全面的食品安全管理,提升食品安全。



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The food and food services industry is facing many challenges, primarily the public trust in food safety. The launch of the new Scheme is a perfect opportunity for the industry to be appraised by 3 international standards, improve food traceability as well as enhance food safety management and control throughout the supply chain. When consumers see the new Scheme logo, they feel safer to buy and consume.

食品及餐飲行業現時面對多重挑戰,其中主要是市民對食品安全的信心。新計劃的推出正合時候,讓業界可獲三重國際標準審核,既能做好食品源頭追溯,又能於供應鏈過程中做好食品安全管理及事前監控。消費者看到新計劃的嘉許標誌,就能食得安心。

May Chung | 鍾美玲
General Manager 總經理
Nestlé Hong Kong Ltd. 雀巢香港有限公司
Chairperson 主席
Hong Kong Food and Beverage Industry GS1 HK的香港食品及飲品
Advisory Board of GS1 HK 行業諮詢委員會

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Food Safety Forum

- Due to the pandemic, the Forum was rescheduled to 15 January, 2021 in physical and virtual formats. Themed “The Power of Innovation for Food Safety”, the Forum aims to explore ways for the industries to strengthen food safety with innovation and technology. Interactive sessions were arranged throughout the Forum to engage online participants.
- Global industry leaders joined to share their insights on latest food safety trends and adoption of global standards and technologies for food traceability. The Award Presentation Ceremony for Quality Food Scheme 2020 was held concurrently.

食品安全論壇

- 受疫情影響，主題為「The Power of Innovation for Food Safety」的論壇延至2021年1月15日舉行，並以網上形式舉辦，探討業界如何善用創新及科技強化食品安全。論壇亦加入了互動環節，讓網上參與者更投入。
- 論壇匯聚了全球食品行業專家，交流食品安全發展，以及如何應用全球標準及科技做好食品追蹤追溯。同場亦舉辦了「優質食品計劃2020」頒獎典禮。



“

Legislation, technology, innovation and big data analysis provide immense possibilities for us to enhance our food monitoring capability and traceability, leading to safe food on the table. Staying ahead of the curve will be imperative to the food industry, especially when we anticipate more digital and traceable food system.

法規、科技與創新、大數據分析等各方面的發展正為業界提供無限機遇，加強對食品的監控和溯源能力，保障本地食物安全。正因我們預視未來的食品系統會步向數碼化，並具備更強的溯源能力，本地食品行業在相關範疇保持領先水平至為重要。

Dr Chui Tak-yi | 徐德義醫生
Under Secretary | 副局長
Food and Health Bureau | 食物及衛生局

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Smart Operations Adoption

- To help our members improve operational efficiency, ensure business continuity and food safety, GS1 Hong Kong has supported Café De Coral and Sun Fat Heung Food Products Ltd. (Top Soya) to deploy Smart Operations solution. Through the use of IoT devices and dashboards, companies can achieve real-time operation visibility and reduce fault rate.
- GS1 Hong Kong also supported companies in reshaping their supply chain to meet market demand and embrace digital transformation, with an average of 25-30% supply chain cost savings achieved.

智慧營運應用

- 為幫助企業會員改善營運效率、確保業務持續營運及食品安全，GS1 HK協助了多間企業包括大家樂及新佛香食品有限公司(壹品豆品)應用智慧營運。企業透過使用物聯網設備及儀表板，就可實時監察營運及減低生產耗損率。
- GS1 HK亦有協助企業重塑供應鏈，應對市場需求及迎接數碼轉型機遇，平均為企業節省了25-30%的供應鏈成本。

Digital Food Traceability and Food Safety Trainings

- Conducted for over 6 years, GS1 Hong Kong has incorporated more elements about data management to help companies enhance traceability knowledge based on global traceability standards and digitalisation to enhance operation visibility.
- To help members stay abreast of food related trends, a range of topics including food safety and traceability, cold chain management, food product authentication and cross-border e-commerce were covered at seminars and workshops. Partners like BSI, HKLA, HKQAA, HKSTLA, IDA and WWF etc shared their industry expertise, engaging hundreds of participants in total.



數碼食品追蹤及安全培訓

- 相關工作坊舉辦了超過6年，GS1 HK添加了數據管理項目，提升參加者對全球追溯標準及數碼化如何達到追蹤追溯的認識，從而增強公司營運的可見度。
- 為幫助企業會員掌握食品相關趨勢，本會亦舉辦了多個食品行業研討會及工作坊，涵蓋主題包括食品安全及追蹤追溯、冷鏈管理、食品真偽驗證及跨境電子商貿等。合作夥伴如英國標準協會、香港物流協會、香港品質保證局、香港航運物流協會、稻苗學會及世界自然基金會等分享了他們的專業知識，吸引共百多人參與。



Public Advocacy and Collaboration

- Connected BarcodePlus platform with ShenZhen's product data platform, increase public confidence and trust on imported products with reliable data in both markets.
- Continued to be a core member of the Trade Consultation Forum organised by the Centre for Food Safety.

政策倡儀及合作

- 本會BarcodePlus產品平台與深圳食安追溯平台對接，讓兩地 民能對進口貨品資料一目了然、以可靠數據提振信心。
- 繼續為食物安全中心業界諮詢論壇的主要成員之一，加強政府及食品業界間的合作，以提高食物安全水平及交流對食品安全管理措施的見解。

“

The digital transformation process has been tough but totally worth it, we gained much efficiency and made a lot of savings. We believe Smart Operations will take us even further and turn us into a modern, smart manufacturing plant, which not only revitalise our production, but also lead us into the future era of Industry 4.0.

推動數碼轉型的過程或許艱鉅，但能夠為我們提升效率並節省開支，一切都是值得的。我們深信智慧營運能夠讓公司更進一步，成為現代化、智慧生產的工場；不但革新我們的生產模式，更能引領公司投入工業4.0的未來世代。

Mr. Jeff Law 羅孟慶先生
Managing Director 董事總經理
Sun Fat Heung Food Products Ltd. (Top Soya) 新佛香食品有限公司(壹品豆品)

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Secure Patient Safety with Traceable and Trusted Supply Chain

可追溯及可信任的供應鏈 保障病人安全

- In the fast-changing healthcare landscape reshaped by the pandemic and the growing complexity of healthcare supply chain, enabling an efficient and safe system that bring trust among industry stakeholders has been the top priority. GS1 Hong Kong is committed to enhancing supply chain traceability, driving efficiencies and ensuring patient safety via the implementation of global standards.

醫療供應鏈越趨複雜，再加上疫情衝擊，為醫療行業帶來急速變化。構建一個安全有效率的醫療體系、打造持份者的信任基礎便成為行業首要任務。GS1 Hong Kong致力推動本地業界應用全球標準，提升供應鏈的可追溯性及效率，保障病人安全。

Key initiatives 2019/20

2019/20主要舉措

Industry Engagement Events and Trainings

- Participated at the Gerontech and Innovation Expo cum Summit (GIES) held on 21-24 Nov, in which solutions like social robot, anti-wandering system and elderly home care system empowered by IoT platform ezTRACK™ were showcased, demonstrating how global standards can pave the way to Smart Healthcare.
- Continued to offer healthcare training courses to leading healthcare service providers, covering topics on healthcare standards applications, Electronic Data Interchange (EDI) and technologies implementation, helping attendees to gain knowledge on global and local healthcare requirements, as well as ways to optimise supply chain efficiency and accuracy.

行業拓展活動及培訓

- 參與11月21-24日舉行的樂齡科技博覽暨高峰會，展示各款基於「縱橫網」物聯網平台的護老方案，如社交機械人、防走失及安老服務系統等，以全球標準推動智慧醫療。
- 繼續為領先的醫療服務供應商安排醫療護理項目培訓，涵蓋醫療標準應用、電子數據聯通（EDI）訊息和醫療科技應用等主題，幫助參與者了解全球及本地的醫療護理要求，以及提升供應鏈效率及準確度的關鍵。



GS1 DataMatrix Implementation

- Actively engaged Hospital Authority to discuss the use of GS1 DataMatrix on drug packaging, and GS1 standards on prescription label and vaccine identification.
- Developed a GS1 DataMatrix Implementation Guideline for the Hospital Authority and its suppliers with their comments taken into account.
- Offered healthcare trainings and testing services on standards adoption to suppliers and healthcare associations.

GS1 DataMatrix的應用

- 積極與醫院管理局商討推動DataMatrix於藥物包裝上的應用，及於處方標籤和疫苗識別上採用GS1標準。
- 為醫院管理局及其供應商擬定GS1 DataMatrix應用指引，並就他們提出的建議作修訂。
- 為供應商及醫療行業協會舉辦標準應用培訓及測試。

Advocacy on Smart Healthcare

- In response to HKSAR Government's Budget 2020-21, we recommended the Government to support the application of global identification standards like Unique Device Identification (UDI) on medical devices used in Greater Bay Area and Hong Kong for enhanced traceability and protection for citizens.
- Participated as the core member of the Food & Healthcare Bureau Working Group on eHealth Record and Information Standards (eHR).

關於智慧醫療護理倡議

- 就《2020-21年財政預算案》作出回應，建議政府支援業界於大灣區及香港的醫療儀器上應用醫療器材獨有識別(UDI)的全球標準，以進行追蹤追溯，保障民眾健康。
- 本會是食物及衛生局旗下電子健康紀錄資料及信息標準工作小組的主要成員之一。

- GS1 Hong Kong also support health product suppliers to combat counterfeits with REAL Visibility solution, which in turn protects consumers' interest.



- 本會亦幫助保健產品供應商透過應用REAL Visibility方案防止偽冒品，保障消費者權益。



隨著香港及國內網購市場日趨成熟，消費者越來越重視品牌商譽及產品質量。作為美國領先的專業魚油品牌Omegavia的獨家代理，我們的經營理念亦是信譽第一、貨真價實，所以不容有冒牌或假冒產品存在。GS1 Hong Kong『真的碼』便正切合我們的理念，為我們顧客帶來信心保證。

Mr. William Wu | **William Wu先生**
CEO | 行政總裁
Bridgepoint HK Co. Ltd. | 博橋香港有限公司







Prioritising Smarter Business for Post-crisis Growth

加速智慧商務 抓緊疫後機遇

- From AI to blockchain, emerging technologies are changing business models and lives. Leaders in both Government and business must not only know what's on the horizon but also prepare for its impact. Aimed to develop a neutral and collaborative I&T ecosystem in the Greater Bay Area (HK included), GS1 Hong Kong has been promoting technological innovation and adoption in all facets.

不論是人工智能或區塊鏈，嶄新科技都正為商業及生活帶來翻天覆地變革。政府和企業領袖除了要瞭解最新科技突破、更要未雨綢繆。GS1 HK致力推動各行業的科技研發及應用，旨在於大灣區建構一個中立且相互協作的創新科技生態。

Key Initiatives 2019/2020

2019/20主要舉措

The Hong Kong ICT Awards – Smart Mobility Awards 2020

- For the 3rd consecutive year, GS1 Hong Kong was the lead organiser of HKICT Awards – Smart Mobility Award, which is steered by OGCIO of the HKSAR Government. The Award aims to encourage and recognise the development of information and communication technology (ICT) applications, creating a more convenient, safer and more efficient environment for citizens and tourists.
- 65 entries from the 3 different streams – Smart Transport, Smart Logistics and Smart Tourism were received, of which 11 of them were awarded and documented in a casebook to recognise their efforts. More SMEs entries were received than the previous years.

香港資訊及通訊科技獎 – 智慧出行獎2020

- 本會連續3年成為由政府資訊科技總監辦公室策動香港資訊及通訊科技獎的「智慧出行獎」籌辦機構，旨在鼓勵及表彰於應用及拓展資訊及通訊技術（ICT）上表現傑出的企業，為市民及旅客帶來更方便、更安全及更有效率的出行體驗。
- 今屆「智慧出行獎」共收到65間來自三個組別 – 智慧交通、智慧物流及智慧旅遊的機構報名參與，當中11間獲獎，並輯錄於編彙表揚他們的成就。中小企的參與機構數目更創新高。



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The epidemic has catalysed evolution and development in enterprises' business models like remote work and remote business operations. It has driven digital transformation of the entire society at the same time.

疫情催化了企業在商業模式上的演變和發展，例如遙距工作、遙距營商等，同時，更帶動了整個社會的數碼轉型。

Mr. Paul Chan | 陳茂波先生
The Financial Secretary | 財政司司長

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Smart Business Innovation Centre

- With 6 thematic zones, the Centre continues to serve as an industry platform for companies to experience IoT/EPC-related solutions, as well as latest Smart Business systems empowered by AI, video analytics, sensor network, data analytics and the like.
- Government Officials from Guangdong and HK - for instance Mr. Alfred Sit, Secretary for Innovation and Technology, OGCIO, industry associations, as well as business leaders from retail, food, healthcare, logistics, ICT industries visited the Centre in 2019/20, and exchanged insights on I&T development and collaboration across Greater Bay Area.

智慧企業創新中心

- 智慧企業創新中心涵蓋6個主題區，繼續提供一個行業交流平台，讓商界可親身體驗物聯網、無線射頻識別相關的方案，以及基於人工智能、影像及數據分析等先進技術的智慧業務方案。
- 於2019/20年，廣州及香港的政府部門代表，包括創新及科技局局長薛永 及政府資訊科技總監辦公室、業界協會代表以及來自零售、食品、醫療保健、物流、資訊科技領域的專家到訪參觀了中心，並交流本地創科發展及大灣區的跨境協作機會。

Value Partner Programme (VPP)

- A total of 24 vendors with diversified solution and service portfolio joined the programme, whom can benefit from a wide range of services, including solution certifications, joint activities and business matching, helping them grow their businesses based on GS1 standards and solutions.
- Extended the industry scope of the programme to financial service providers and telecommunications, new vendor partners include China Telecom Global, China Mobile Global, HK Broadband Network and FundPark etc.



價值夥伴計劃

- 擁有各式各樣解決方案和服務的24個供應商參與了本年度計劃，獲得GS1 Hong Kong提供的一系列服務，包括解決方案認證、合作活動及商業配對等，有助它們善用GS1標準及方案，為業務帶來增長。
- 本會更將計劃的涵蓋行業延伸至財務機構及電訊商，新增夥伴包括中國電信國際、中國移動、香港寬頻及FundPark等。



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GS1 Hong Kong team helps us modify our asset management solution with global standards and practices to support the future market needs. An estimated saving of over 25% on the operation time is expected to be gained through this improvement project especially when the asset has to be transferred between different parties from internal to external.

香港貨品編碼協會團隊助我們革新旗下資產管理系統，以切合全球標準和市場做法，支援我們未來市場發展。我們預期該優化項目可為客戶在資產由內部轉移至外界時、節省高達25%以上操作時間，完善整個流程。

Mr. John Wong | 黃偉進先生
General Manager | 總經理
SP Infinite Technology Limited | 安寶創科有限公司

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IoT/EPC Training

- For the 4th consecutive year, GS1 HK is appointed by C&A, a global fashion retail chain to provide supplier's on-boarding training on RFID Item Level Tagging.
- Continued to support Guangdong Provincial IoT Public Technology Support Center to co-organise "IoT Global Supply Chain Application Training", and shared the latest IoT trends.
- Offered 3 free e-learning courses for business professionals to learn how businesses can leverage IoT technologies to enhance business efficiency and performance during the pandemic. Topics include Smart Operations, Smart Warehousing and Tips for TVP Application, and engaged around 170 industry practitioners.

無線射頻識別技術(RFID)及物聯網培訓課程

- 全球時尚零售連鎖店C&A連續四年與GS1 HK合作，為其供應商提供有關RFID產品標籤的入職培訓。
- 持續與廣東省物聯網公共技術支持中心協辦「物聯網全球供應鏈應用培訓」，為中國內地的物聯網發展提供堅實基礎。
- 於疫情期間推出3個免費的網上課程，讓企業可以掌握如何善用物聯網科技提升業務效率，帶來更大效益，各探討的主題包括智慧營運、智慧倉庫及申請科技券要訣等，吸引了約170位行業從業員參與。

I&T Industry Engagement

- Participated in the 15th Plenary Meeting of the Hong Kong/ Guangdong Expert Group on Co-operation in informatisation hosted by OGCIO in Hong Kong, and shared informatisation collaboration in Greater Bay Area, including application of industrial internet identifiers, import declaration with GTIN, the integration with Shenzhen Food Traceability Platform and support on Food Trader Portal.
- Shared the application of 5G and IoT in businesses and the role of GS1 standards as key enabler of IoT in the 14th Guangdong-Hong Kong Internet of Things Summit, which help in enhancing supply chain visibility, facilitating trade and driving data interoperability in AP region.
- Invited “Hong Kong ICT Awards 2019 – Smart Mobility Award” winners to join the 9th IoT Guangdong-HK-Macau IoT Competition, where 3 companies won the laurels.

Advocacy on I&T Development

- Submitted recommendation paper to the HKSAR Government on Innovation, Technology and Re-industrialisation, highlighting the role of standardisation and informatisation to facilitate trade in Greater Bay Area.
- In response to HKSAR Government Budget 2020-21, we suggested the Government to support SMEs to adopt innovative technologies by expanding the application criteria of TVP and promoting technology adoption in conferences/ events.

創科行業拓展

- 參與了政府資訊科技總監辦公室在香港舉辦的「粵港信息化合作專責小組第十五次會議」，並分享了大灣區的信息化合作進度，當中包括工業互聯網標識的應用、以貨品條碼(GTIN)加快條碼申報、與「深圳市食品安全追溯信用管理系統」的數據融合及對食物環境衛生署「食物貿易商入門網站」的積極支援。
- 於第十四屆粵港澳物聯網及互聯網高峰論壇上分享了5G與商業物聯網的應用，以及GS1標準在當中的關鍵角色以推動供應鏈可視化、貿易發展及亞太區貿易及數據聯通。
- 邀請了「智慧出行獎」得獎公司參與第9屆粵港物聯網大賽，當中有3間斬獲殊榮。

創科發展的倡議

- 向香港政府提交對創新、科技及再工業化政策的建議，呼籲以標準化及信息化促進大灣區貿易。
- 就特區政府財政預算案2020-21提出建議，希望政府能透過放寬科技券的申請條件及於研討會/活動上推廣科技應用，鼓勵中小企積極應用創新科技。



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As cross-border trade grows exponentially, it is recommended that the Government to allocate funds to establish a unified product information platform to promote information connectivity in the Greater Bay Area. Consumers can obtain trusted, single-source product information using barcodes or QR codes via mobile app.

跨境貿易日趨普遍，建議政府撥款資助建立統一的产品資訊平台，推進大灣區產資互聯互通。消費者通過產品條碼或二維碼，配合流動應用程式，獲取可靠、單一來源的產品資訊。

GS1 Hong Kong's Recommendation to Budget 2020-21 | 本會對 2020-21 年度財政預算案的建議

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Reshaping Global Trade with Greater Visibility and Transparency

更高透明度及可視化 推動全球貿易

The growing sophistication of the transport and logistics sectors has helped to fuel global economic growth, but it has also revealed vulnerabilities caused by the pandemic and international trade tension. The industry is now shifting focus to creating more resilient, agile and sustainable operations to better weather external shocks, with greater transparency and visibility.

運輸和物流行業的繁盛興旺正推動全球經濟增長，但同時暴露出因疫情和緊張國際貿易關係等所引致的風險。業界現時專注去塑造更具彈性、更快反應和可持續發展的運作模式，用以充份抵禦外部衝擊，提升供應鏈透明度及可視化。

Key Initiatives 2019/2020

2019/20主要舉措

China Customs' "Declaration by GTIN" Initiative

- With GS1 China's product database connected with China customs system via GTIN (barcode), GS1 Hong Kong members are enabled to enjoy customs declaration with GTIN for speedier process and improved accuracy.
- The "Declaration by GTIN" initiative enables as GS1 China's product database to query GS1 HK's BarcodePlus platform and obtain product information. It offers a convenient and fast way for companies to complete their declaration form via intelligent autofill instead of manual entry.

China (Shanghai) Free Trade Zone Cross-border Supply Chain Product Traceability Platform

- Developed the cross-border traceability data standards for the China (Shanghai) Pilot Free Trade Zone based on GS1 standards, including object identification standard, data capturing standard (GS1 EPCIS) and standard implementation guideline, which built the foundation for the cross-border open data platform of The China (Shanghai) Free Trade Zone Administration Bonded Area Bureau.
- The cross-border open data platform aims to connect e-port, single window and supply chain information portal in Shanghai with those in other countries, providing traceability data enquiry services for enterprises, consumers and regulators in the region.

中國海關落實「條碼報關」

- 隨著GS1中國產品數據庫透過GTIN(條碼)連接中國海關系統，本會會員亦可以「條碼報關」加快貨品通關及提升準繩度。
- 本會會員在「條碼報關」時，GS1中國產品數據庫會訪問GS1 HK產品資訊平台BarcodePlus，透過GTIN進行配對及獲取產品資料，中國海關系統就會進行「智能反填」，省去人手填寫工序，享受快捷通關。

中國（上海）自貿區跨境供應鏈商品溯源平台

- 為中國(上海)自由貿易區(自貿區)定義及開發一套基於GS1全球標準的跨境產品溯源數據標準，範圍涵蓋物件識別標準、數據擷取標準、數據分享標準(GS1 EPCIS)，及編寫跨境供應鏈商品溯源指引，為中國(上海)自由貿易區(自貿區)管理委員會保稅區管理局構建的跨境開放數據平台建立基礎。
- 跨境開放數據平台旨在連繫上海電子口岸與各個國家電子口岸和單一窗口、以及各國供應鏈資訊平台，為區內相關企業、消費者和政府監管部門提供溯源信息查詢服務。



GS1 global data standards support China to connect with the world, I hope once the project is executed, it will improve the efficiency of data connectivity between the members' ports, enhancing cross-border supply chain traceability and thus the trade and economic growth.

GS1的國際編碼標準有助中國貿易銜接全球，我期望在項目正式推行後會改善各國口岸的數據聯通效率，增加跨境供應鏈可追溯性，促進貿易及經濟增長。

Mr. David Zheng | 鄭珂威先生
 Senior Manager | 資深經理
 Asia-Pacific Model E-Port Network | 亞太示範電子口岸網絡
 (APMEN) | (APMEN)



APMEN Visualisation of Sea Freight Logistics Phase 2 Project

- Proceeding to Phase II of the project with more participants, aiming to achieve automated data capture, decentralised databases and further development of standards in the sea freight and logistics sector.
- Successfully engaged OnePort in Hong Kong to participate in the Phase II project, and supported OnePort in developing appropriate interfaces and files to facilitate the sharing of event data to EPCIS database via GS1 HK's IoT platform - ezTRACK.
- 1-Stop from Australia, GeTS from Singapore, Shanghai and Xiamen ports also participated in the Phase II project.

APEC GDS Implementation Guide

- Support Trade and Industry Department in developing the Guidelines and Best Practices for the Adoption of GDS for APEC. The Guideline was endorsed by APEC Committee on Trade and Investment (CTI) and published in March 2020, aiming to promote a wider use of GDS in APEC to improve supply chain performance.
- One of the APEC groups, Enhancing Trade and Markets (ETM) is taking reference from the Guidelines in their Roadmaps and goals.



Pallet Standardisation and Pooling in Greater Bay Area

- Drafted recommendation paper to Hong Kong Government and LOCPG on pallet standardization and pooling in the Greater Bay Area including a survey with industry stakeholders, to facilitate cross-border trade.
- The initiative has also gained support from various industry trade associations across Greater Bay Area and Hong Kong

亞太示範電子口岸網路的海運物流可視化計劃(第二階段)

- 正式展開項目的第二階段，除會邀請更多港口參與外，還希望達到自動擷取數據、去中心化數據管理及進一步拓展海運物流業的標準應用。
- 成功邀請了OnePort參與項目的第二階段，並支援OnePort應用GS1 HK的物聯網平台ezTRACK，將事件數據分享至基於EPCIS的數據庫。
- 澳洲的1-Stop、新加坡的GeTS以及上海和廈門的港口都參與了第二階段項目。

亞太經合組織全球數據標準(GDS)實施指南

- 繼續協助香港工業貿易署擬定《亞太經濟合作組織成員國採用全球數據標準指引及最佳範例》。該範例獲亞太經合組織(APEC)貿易暨投資委員會(CTI)認可，並已於2020年3月發佈，加強GDS於亞太經濟合作組織成員國的應用，改善供應鏈效益。
- 其中一個促進貿易市場(ETM)的APEC工作小組正以指引為基礎，拓展未來路線圖及目標。

於大灣區「建立標準化的托盤循環共用系統」

- 提交了包含業界持份者調查的大灣區「建立標準化的托盤循環共用系統」建議書予香港政府及中聯辦，以推動跨境貿易。
- 該倡議亦獲大灣區及香港各個行業貿易協會支持。

Industry Engagement @ ALMC 2019

- Co-organised the Supply-chain Management & Logistics Forum with HKTDC at Asian Logistics and Maritime Conference 2019. Heidi Ho, our principal consultant, facilitated discussions on the topic “driving supply chain innovation with smart logistics”.
- GS1 HK also showcased our standard-based solutions to drive end-to-end supply chain visibility at the exhibition booth.
- Arranged a visit to GS1 HK's Smart Business Innovation Centre for delegates of Hong Kong Maritime Week.

Public Advocacy

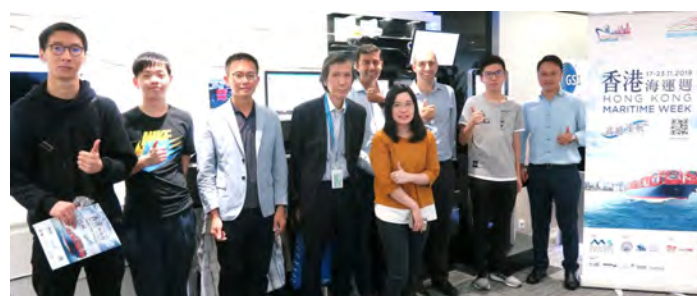
- In response to the HKSAR Government Budget 2020-21, we recommended the Government to establish a product data platform to facilitate cross-border trade in Greater Bay Area with data interoperability and information transparency.

行業交流互動@亞洲物流及航運會議2019

- 與香港貿易發展局協辦了亞洲物流及航運會議2019的「供應鏈管理及物流論壇」。本會供應鏈首席顧問何雅賢與業界就「智慧物流驅動供應鏈創新」進行討論。
- GS1 HK亦於展覽上展出了各種建基於GS1標準及新科技的智能方案，助企業擷取數據及提升供應鏈透明度。
- 為香港海事周的參與者安排參觀GS1 HK智慧科技創新中心。

政策倡議

- 就特區政府財政預算案2020-21做出回應，建議政府於大灣區建立統一的产品資訊平台，推進跨境貿易數據互聯互通及提升透明度。





Unlocking the Value of Data for Financial Market

發揮數據對金融市場的價值

- The liquidity crisis triggered by the sharp disruption in economic activities has overwhelmed many organizations, especially SMEs. Comprised of 80% SMEs' membership, GS1 Hong Kong has endeavored to find ways for SMEs to use their own data to enhance their access to financial services.

經濟活動受限引發許多機構揭示出資金流動危機，中小企尤其不勝負荷。中小企業佔本會會員八成以上，所以我們致力尋求方法，助中小企善用自身的交易數據來提升其融資機會。

Key Initiatives 2019/2020

2019/20主要舉措

Improving Access to Financial Services and Increasing Visibility

- With the support of the Hong Kong Monetary Authority, ezTRADE is commended in the Fintech / financial sector as a reliable source of commercial data to facilitate trade finance application process. A number of financial institutions showed great interest in such collaboration and an agreement has just been formed.
- As the GLEF (Global Legal Entity Identifier Foundation) accredited Local Operating Unit to issue Legal Entity Identifiers (LEIs), a 20-digit code for identifying participants in the financial market, GS1 Hong Kong has issued 115 active LEIs so far.

提升融資機會及提高可見度

- 在香港金融管理局的支持下，ezTRADE獲金融科技和業內機構認同，有助推動貿易融資申請的可靠商業數據來源。許多金融機構對與本會合作表現興趣，更有的已簽訂協議。
- 作為GLEF（全球法人機構識別編碼基金會）授權的本地營運單位，本會已發放115個現行LEI（法人機構識別編碼），用以標識參與金融交易的機構。

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“...Pioneering the use of digital data simplifies trade finance approval processes and support business transformation.”

“...啟動開拓數碼化數據的使用，簡化了貿易融資批准流程，並支持業務轉型。”

KPMG & InvestHK Report | 畢馬威與投資推廣署聯合報告
Future of Sourcing: 2021 and beyond | 採購的未來：2021年及以後

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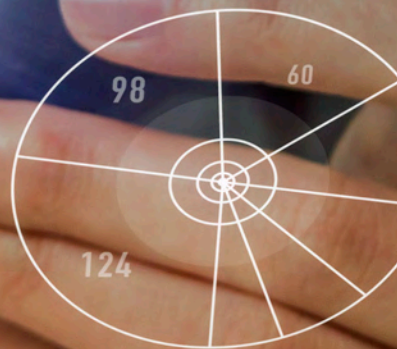




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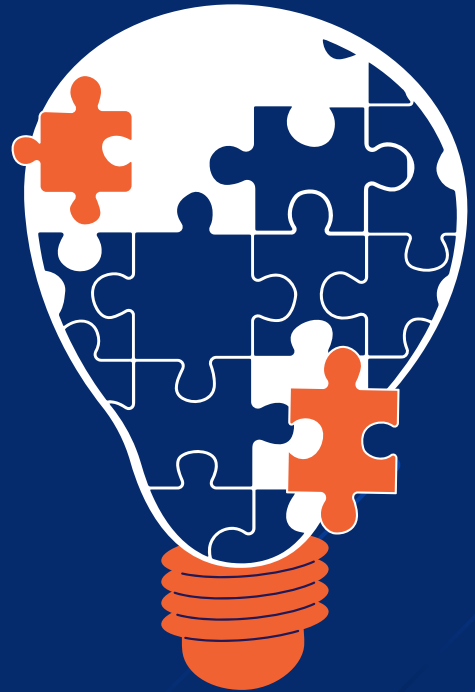
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Our "Go Digital · Go Smart" Blueprint, Services & Solutions

我們的“Go Digital · Go Smart” 方針、服務和解決方案

Local businesses are facing a period of heightened uncertainty and market volatility due to the continued fallout of the COVID-19 crisis. Against this backdrop, GS1 Hong Kong has unveiled “Go Digital · Go Smart” strategy to help businesses, big or small, to sail through the downturn and embrace progress.

疫情持續反覆，本地企業正竭力應對各種市場不確定性和劇變。有見及此，GS1 Hong Kong推出“Go Digital Go Smart”策略，冀扶持大中小型企業砥礪前行、積極求進。

GS1 HK Solutions and Services Portfolio

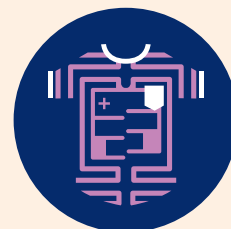
INDUSTRY 行業



Retail & Consumer Goods
零售及消費品



Food & Food Services
食品及餐飲服務



Apparel & Footwear
成衣及鞋履

GO DIGITAL GO SMART SOLUTIONS AND SERVICES 方案及服務

Go Digital

Omni-Channel Commerce 多渠道商貿



Online Exposure &
Sales Promotion
網上曝光及銷售推廣



Consumer Engagement
與消費者互動交流



Sales Channel
Expansion
銷售渠道拓展

Enterprise Data Services 企業貿易服務



Product Data
Management
產品數據管理



Supply Chain
Digitisation
供應鏈數碼化



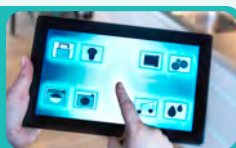
Supplier Management
供應商管理



Trade Finance
貿易融資

ENABLING TECHNOLOGIES 促成科技

Internet of
Things (IoT)
物聯網



Blockchain
區塊鏈



DATA PLATFORMS 數據平台

Product Data
產品數據



Transactional
Data
交易數據



GS1 Global Standards

GS1 HK 的解決方案及服務一覽



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

Go Smart

Smart Business Solutions 智慧營商方案



Smart Retail
智慧零售



Smart Operations
智慧營運



End-to-End Visibility
從端到端的可視化

Brand Protection 品牌保護



Product Authentication
產品驗證



Channel Management
渠道管理



Anti-phishing
辨識釣魚網站

Training 培訓



Knowledge Building
知識提升



Industry Best Practices
最佳行業實踐



Talent Development
人才培育



Smart Business
(Innovation Centre)
智慧科技創新中心

Data Analytics 數據分析



AI & Machine Learning 人工智能及機器學習



Event Data 事件數據



Behavioral Data 行為數據



GS1 全球標準





Major Corporate Activities and Other Campaigns 企業活動及其他項目

GS1 Hong Kong has organised various activities even in times of adversity to help our members stay abreast of the latest developments in the industry and foster the exchange of insights. We will continue to engage with communities through online events and seminars.

疫情中，香港貨品編碼協會仍舉辦了多個活動，幫助本會會員掌握各行各業最新發展及促進彼此交流。本會會繼續透過各項線上線下項目，與各單位緊密連繫。

24 Sep 2019

Design Thinking Workshop
設計思維工作坊



28 Oct 2019

Participated in buildingSMART International Standards Summit
參加中國建設數字大會暨建築智慧國際聯盟標準峰會



5 Nov 2019

Supported “Greater Bay Area Logistics Innovation & Collaboration Conference” cum “Greater Bay Area Innovative Logistics & Technology Collaboration Project”
支持「2019粵港澳大灣區物流科技與城市協作論壇」暨「粵港澳大灣區創新物流科技協作計劃」



8 Nov 2019

Co-organised seminar on business strategy management with APIFS
 亞太策略研究所聯合舉辦管理策略講座



19 Nov 2019

Co-organised “Supply Chain Management & Logistics Forum: Driving Supply Chain Innovation with Smart Logistics” at Asian Logistics and Maritime Conference
 聯合籌辦亞洲物流及航運會議 - 「供應鏈管理及物流論壇：智慧物流驅動供應鏈創新」



21 Nov 2019, 26 Nov 2019, 16 Dec 2019

Participants from Hong Kong Maritime Week, Institute of Shopping Centre Management and New York-based representative from Invest HK visited GS1 HK's Smart Business Innovation Centre

2019年香港海運周參加者、商場管理學會及 Invest HK 駐美國代表參觀GS1 HK智慧科技創新中心



21-24 Nov 2019

Exhibited at Gerontech and Innovation Expo cum Summit (GIES)
參展樂齡科技博覽暨高峰會



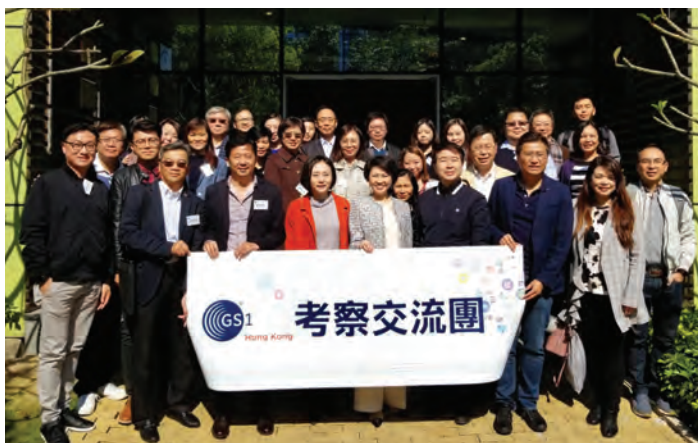
26 Nov 2019

Visit to HKTVmall's Multimedia and e-Commerce Centre
參觀將軍澳 HKTVmall 「香港電視多媒體及電子商貿中心」



2 Dec 2019

Visit to Hengqin
橫琴考察交流團



4 Dec 2019

Shared the role of global standards in smart supply chain at Cold Chain Logistics Innovation Alliance in the Great Bay Area

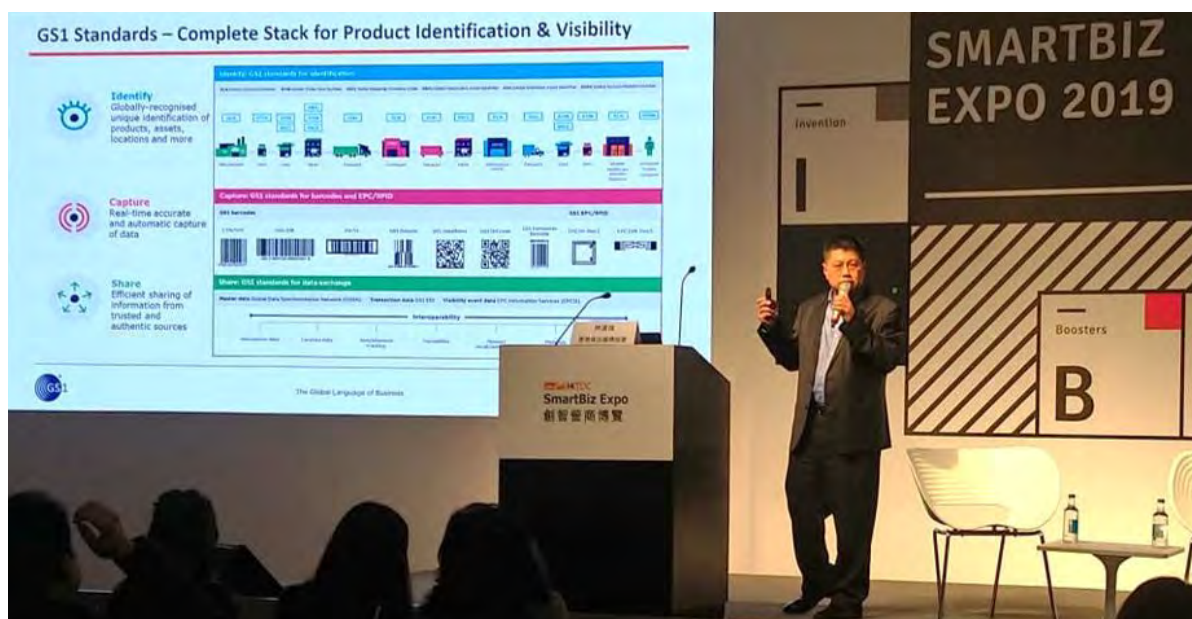
於「粵港澳大灣區冷鏈物流產業創新聯盟」的簽約儀式上分享「全球標準推動供應鏈智能化」



6 Dec 2019

Delivered speech on the topic of “Digital Transformation of Supply Chain Management” at Smartbiz Expo

於創智營商博覽分享關於「全球標準推動供應鏈可視化」



11 Dec 2019

The 9th GS1 Executive Luncheon for Cross-Industry Leaders

第九次跨行業領袖GEL聚會



17 Dec 2019

Delivered speech on the topic “The Applications of 5G and IoT in Businesses” at the 14th Guangdong-Hong Kong Internet of Things Summit

於廣州舉辦的第十四屆粵港澳物聯網及互聯網高峰論壇上分享「5G與商業物聯網的應用」



17 Jan 2020

Co-organised seminar with HKSTLA on “Technology Trend in Port, Maritime, Logistics, SCM in HK”

聯同香港航運物流協會舉辦主題為「新時代港口、海運、物流和供應鏈管理」的科技應用講座



17-21 Feb 2020

GS1 Global Forum 2020

GS1全球高峰會2020



8 Apr 2020

Supply Chain Certification Course: Embrace 「Supply Chain 4.0」 with Automation & Digitalisation

供應鏈認證課程：以自動化及數碼化擁抱
供應鏈4.0



22 Jun 2020

Co-organised webinar with HKTDC T-Box: Transform for Intelligent Actions & Best Experience on Retail

聯同HKTDC T-box舉辦網上講座：
「智」在零售 「智」佳體驗



8 Jul 2020, 9 Jul 2020

Alfred Sit, the Secretary for Innovation and Technology, Victor Lam, Government Chief Information Officer, as well as XieXing from the Department of Industry and Information Technology of Guangdong Province (GDDIIT) and her delegation visited GS1 HK's Smart Business Innovation Centre

政府創新及科技局局長薛永恒、資訊科技總監林偉喬、廣東省工業和信息化廳一級調研員謝杏及其代表團參觀本會的「智慧科技創新中心」



24 Jul 2020

**Organised “Go Smart” webinar:
“The Secrets of Successful Application
for TVP”**

舉辦「Go Smart」網上研討會：
「申請科技券成功秘訣」



5 Aug 2020

**Exhibited and delivered speech on the
topic of “Data Intelligence Enabling
Smart Business & Case Sharing” at AI
Summit Hong Kong**

在AI峰會香港大會參展及分享關於「智能數據造就智慧業務及成功個案」



Mar & Aug, 2020

GS1 HK Academy:

“Go Smart” Webinars – Smart Operations & Explore “Smart Warehousing”

GS1 HK學院:「Go Smart」網上課程 – 「智慧營運」及「智慧貨倉」



About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity and facilitate commerce connectivity, through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organizations, government, and technology providers, we can foster a collaborative ecosystem with the vision of "Smarter Business, Better Life".

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

Website : www.gs1hk.org

關於香港貨品編碼協會

香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立，是GS1®環球組織的香港分會，提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務，助企業數碼化，提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易。

GS1 HK目前有近 8,000名企業會員，涵蓋約20種行業，包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態，實踐「智能商貿，優質生活」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織，總部位於比利時的首都布魯塞爾，擁有超過115個分會，遍及全球150個國家。

網址：www.gs1hk.org

GS1 Hong Kong

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香港灣仔告士打道160號海外信託銀行大廈22樓

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