



The Global Language of Business  
Connecting Supply Chain with Innovations

GS1 HK Milestones  
香港貨品編碼協會里程碑

# Catalysing Business Transformation for More Than Three Decades

## 促進企業變革逾三十載



## One Code · Infinite Possibilities

For 30 years, GS1 Hong Kong (GS1 HK) has been bringing industries together to revolutionise the way they do business.

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

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

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

## 條碼在手 · 締造無限可能

在過去三十年，香港貨品編碼協會（GS1 HK）一直致力凝聚業界、努力改善營商環境。

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

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

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

## Footprints of GS1

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

## GS1的時代標記

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

### Hong Kong 香港



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





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



Era 1  
時代之一

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

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

1989

GS1 Hong Kong (formerly named Hong Kong Article Numbering Association) was founded by the Hong Kong General Chamber of Commerce.

香港貨品編碼協會(GS1 HK)由香港總商會成立。



1991

7-11, Circle K, Mannings, PARKnSHOP, Wellcome, Wing On were among the first group of retailers to adopt the Code of Practice for barcode scanning in retail stores to protect consumers against pricing ambiguity.



首批零售商用戶包括7-11、OK便利店、萬寧、百佳、惠康、永安等採納《零售商引進電子銷售系統操作守則》，以防消費者因產品價格不詳而招致損失。

2005

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



2009

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



2011

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



2013

GS1 announced extension of GTIN to the semantic web. GS1宣佈全球貿易貨品編碼(GTIN)拓展至語意網絡。



2017

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



2018

Activated "GS1 Registry Platform" to create a global platform of unique product identifiers and attributes, and later unveiled "Verified by GS1" initiative to achieve better data quality to share among business partners. 啟動「GS1註冊平台」，創建一個全球唯一的產品識別及資訊的平台。其後推出「Verified by GS1」計劃，讓各方提升數據質量、分享業務夥伴。



2021

Launched Smart Barcode that bridges offline and online opportunities for increased traffic and sales potentials, also introduced Smart QR which allow business to use the same code to offer different promotions at different times. 推出智慧條碼助企業打通線上線下商機，提升其網絡流量及銷售潛力，亦引入智慧QR，讓品牌以同一QR優惠碼，在不同時間、靈活更新優惠。



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



Era 2  
時代之二

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

GS1 HK推出以標準為基礎的「通商易」平台，推動商界無紙化數據交換。現時逾2,000間於中港兩地、遍佈零售、消費品、醫療保健、餐飲服務行業的公司正採用「通商易」，處理每年逾1,700萬個電子數據交易訊息。

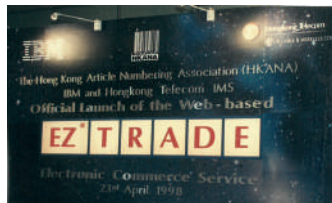
1995

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



1998

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



2008

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

2013

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



2014

ezTRADE implementation in food services sector including Hong Kong Maxim's Group and Café de Coral.

「通商易」於食品服務業界推廣，獲香港美心集團及大家樂等採用。



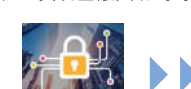
2015

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



2019

Offered LEI (Legal Entity Identifier) issuance service, helping to deliver transparency and security of entity identification among financial parties, enabling traceability of the transactions. 提供法律實體識別編碼發給服務，有助識別不同金融機構單位時提供透明度及安全性，實現金融交易的可追溯性。



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



Era 3  
時代之三

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

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

1996

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



1997

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



1998

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



2001

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

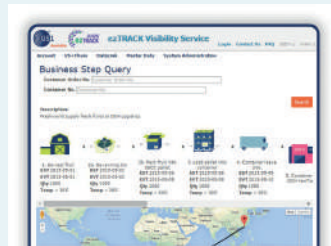


2005

Introduced Supply Chain Management Maturity Programme (SCMM) to help SMEs achieve SCM best practices. 發佈供應鏈完善程度參考模型，助中小企達到供應鏈最佳實務。

2006

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



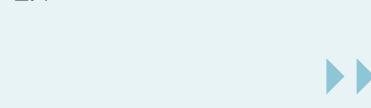
2011

Launch of Consumer Caring Scheme to honor companies that abide by ECR best practices. 推出「貼心企業嘉許計劃」，表揚達致ECR最佳實務守則的公司。



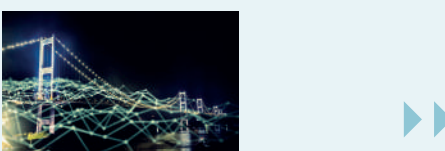
2012

Launch of the Synchronized Supply Chain Replenishment solution (SSCR), a best practice ondemand-driven inventory replenishment for consumer packaged goods sector. 介紹同步供應鏈補貨方案模式，助消費性用品業界管理供應鏈中需求預測與供應量的差異。



2019

Launch of Supply Chain 4.0 training & Retail Supply Chain & Big Data Analytics to coach on automation standardisation & big data in supply chain. 推出供應鏈4.0課程及零售供應鏈與大數據分析，講解供應鏈自動化、標準化的建議及大數據應用。



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



Era 4  
時代之四

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

GS1 HK研發出「蹤橫網」，一個以電子代碼訊息服務標準為基礎的數據交流平台，推動全球化產品及物流的追蹤追溯能力。時至今日，「蹤橫網」的用戶遍佈全球，是推動產品資訊流通的主要動力。

1999

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



2003

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



2005

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

2007

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



2008

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



2013

Signing of MOU between GS1 HK and Guangdong RFID Technology Service Centre to foster a global product traceability platform. GS1 HK與廣東無線射頻識別科技服務中心簽署諒解備忘錄，建立環球產品可追溯性平台。



2013

Formation of the HK IoT Industry Advisory Council and launch of the first Hong Kong IoT Conference. 設立香港物聯網產業諮詢委員會及籌辦首屆香港物聯網會議。



2015

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



2015-2020

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



2018-2021

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



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



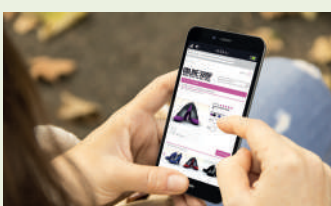
Era 5  
時代之五

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

電子商務蓬勃，全方位零售變成業務重心，條碼將繼續為新一輪零售革命鋪路。

2015

Introduced GS1 SmartSearch standard to create structured data about a product which can then be used by search engines, smart-phone apps, etc. 引入GS1智慧搜尋標準，旨在於網上建立結構化的產品數據，方便網絡搜尋器或智能手機應用程式使用。



2016

GS1 barcode standard (GTIN) was adopted by major online market platforms like Amazon, Alibaba, eBay, Google, Walmart, etc. to ensure product authenticity and improve searchability. GS1條碼標準GTIN獲得各大電商採用，如亞馬遜、亞里巴巴、eBay、Google、Walmart等，確保產品真偽及改善搜尋能力。



2016

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



2017

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



2018

Unveiled GS1 HK Digital Coupon Solution, based on Global Coupon Number (GCN) standard, to enable businesses to distribute coupons via multiple channels quickly, analyze campaign success and optimize promotion effectiveness. 為零售業推出Smart Touch@Store解決方案及拓展本會方案和服務的廣度和深度，主要分為5項類別：企業貿易服務、智慧商業營運方案、多渠道商貿、品牌保護措施及專業服務。



2019

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





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



Retail &  
Consumer Goods  
零售及消費品



Food & Food  
Services  
食品及餐飲服務



Apparel &  
Footwear  
成衣及鞋履



Healthcare  
醫療護理



Transport &  
Logistics  
運輸及物流



Innovations &  
Technology  
創新科技



Financial  
Services  
金融服務



Government  
政府機構

## 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

Trade Finance  
貿易融資

## 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  
提升端到端的  
可視化程度

### 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

## GO DIGITAL GO SMART Solutions & Services 解決方案

### Enabling Technologies 促成科技

#### Internet of Things (IoT) 物聯網



#### Blockchain 區塊鏈



#### Data Analytics 數據分析



#### AI & Machine Learning 人工智能及機械學習



### Data Platforms 數據平台

#### Product Data 產品數據



#### Transactional Data 交易數據



#### Event Data 事件數據



#### Behavioral Data 行為數據



## GS1 Global Standards GS1 全球標準

To know more, please contact us  
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