

# Annual Report 2021

Driving Data Innovations in the Era of Change





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# GS1 Hong Kong Empowers Businesses

## Go Digital · Go Smart, Grow Business

### 香港貨品編碼協會助企業

### 「Go Digital · Go Smart」推動業務增長



GS1 Hong Kong is the local chapter of GS1<sup>®</sup>. Through the provision of global supply chain standards (including GTIN & barcodes) and strategies, and a full spectrum of “Go Digital · Go Smart” platforms, solutions and services, we empower businesses to:

- embrace digital transformation
- improve supply chain visibility and efficiency
- ensure product authenticity
- facilitate online & offline connectivity

香港貨品編碼協會是GS1<sup>®</sup> 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）和策略，及一系列「Go Digital · Go Smart」平台、解決方案和服務，幫助企業達至以下效益：

- 推行數碼轉型
- 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 Standards are recognised by global associations & partners

## GS1標準獲環球組織及合作夥伴認可

### Food & Retail 食品及零售



### Healthcare 醫療保健



### Transport & Logistics 運輸及物流



### ICT 資訊及 通訊科技



### Cross-border Commerce 跨境商貿



# Today's GS1 Hong Kong

## 香港貨品編碼協會概況

Serving Hong Kong for

**33** years

服務香港33年

Supporting

**8000+**

corporate members

支援8000+名企業會員

Members from

**20**

industry sectors

會員涵蓋20種行業

**>3.5** billion

annual barcode scans

每年的條碼掃描次數

>35億次

**>24** million

annual EDI transactions

每年電子數據交易

>2400萬宗

**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%中式快餐店使用GS1系  
統處理採購訂單

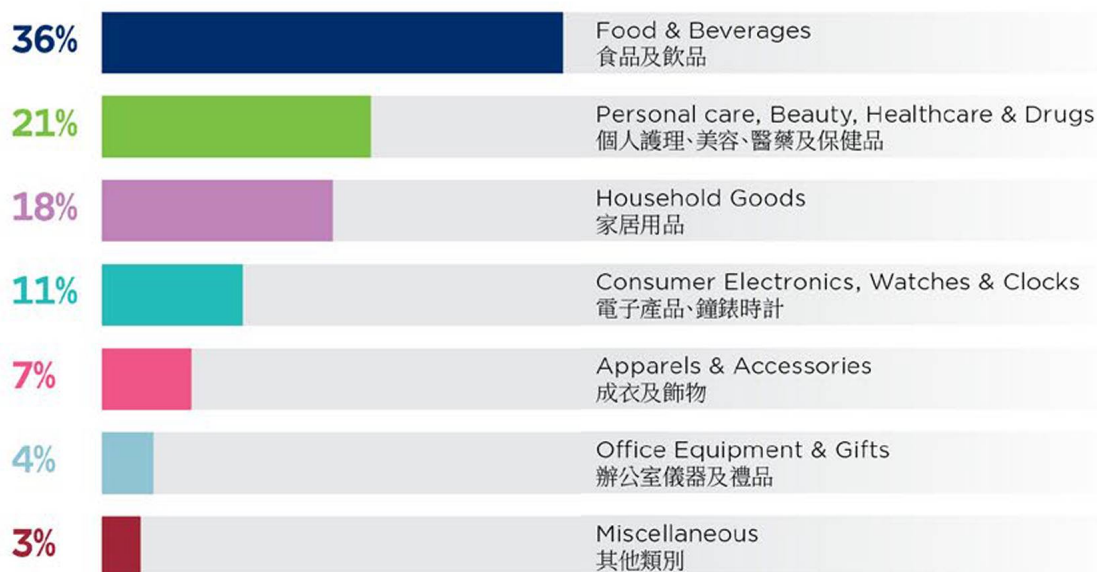
## Our Membership

## 會員概況

More than 85% of our members are SMEs. GS1 Hong Kong remains committed to our members' "Go Digital • Go Smart" journey, boosting their competitiveness in the digital era.

逾85%本會會員是中小企。GS1 Hong Kong堅持推動會員“Go Digital • Go Smart”變革進程，提升其在數碼時代的競爭力。

GS1 Barcode (GTIN) Membership Distribution by Product Classification (As of 31 December, 2021)  
GS1條碼 (GTIN) 會員分佈 (以產品類型劃分) (截至2021年12月31日止)



Despite on-going pandemic, GS1 HK has managed to keep close contact with members in 2020-21 via various channels and initiatives:

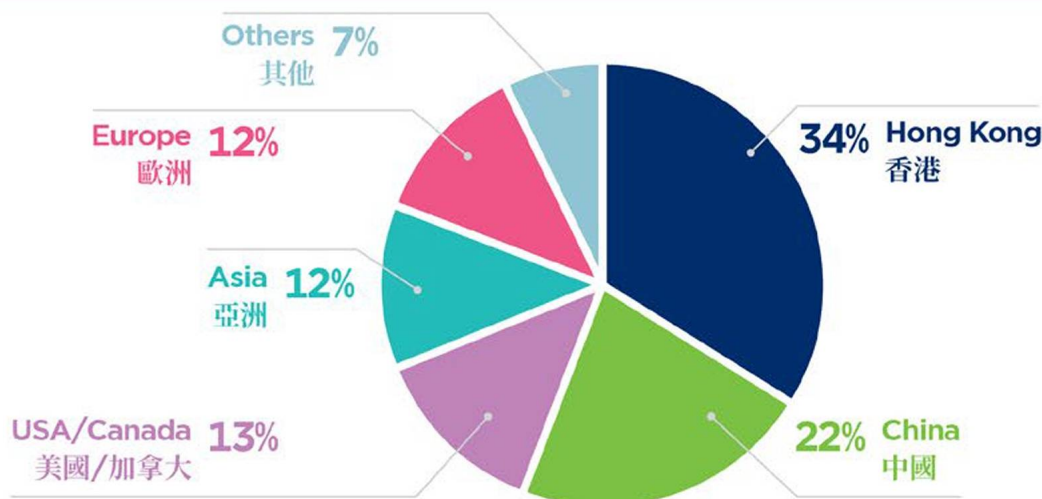
- Member Portal
- Whatsapp/ WeChat
- Web enquiry
- Regular members' visits

- Virtual webinars/ workshop series/ hybrid exhibitions/ conferences
- Business Connect magazine
- e-News
- Casebook/ various communications

長時間的疫情無阻本會在2020-21年度持續與會員透過不同渠道聯繫交流:

- 會員平台
- Whatsapp/ 微信
- 網上查詢
- 定期會員拜訪
- 網上研討會/ 工作坊/ 線上線下展覽及會議
- 季度雜誌
- 每月快訊
- 個案彙編/ 其他刊物

GS1 Barcode (GTIN) Membership Distribution by Major Location (As of 31 December, 2021)  
GS1條碼 (GTIN) 會員分佈 (以主要銷售市場劃分) (截至2021年12月31日止)



# 主席獻辭 Chairman's Message



Chairman Dr. Kelvin Leung  
主席 梁啟元博士

Hit by wave after wave of the COVID-19 pandemic, businesses everywhere have had to rethink their operations in the last two years. For many, the first challenge was simply to keep themselves up and running. For almost all of them, it has meant preparing themselves to meet the challenges being thrown at them by the faster-moving and more complex world.

Throughout this period, GS1 Hong Kong has remained committed to helping the Hong Kong business community develop and enhance the agility and resilience it needs to maintain its competitiveness – a quality that will be vital as it readies itself to face the changes that lie ahead.

## Pivoting to Digital

New digital strategies and prioritising authenticity stand as the core around which many companies are building their future.

According to the CEO & Consumer Pulse Survey Report 2021, prepared jointly by GS1 Hong Kong, HSBC and KPMG China, “becoming more data-driven for insights” and “developing more mobile-first strategies” are two of the top-five growth strategies for companies in the Greater Bay Area.

The report also found that authenticity is the top attribute attracting consumers to brands. With consumers also demanding more personalised and reliable shopping journeys, companies know they must offer seamlessly integrated mobile, web and offline shopping channels.

For this, GS1's Global Trade Item Number (GTIN) – commonly known as the barcode – remains as the fundamental tool for listing products on Amazon, Alibaba, eBay and other major e-commerce sites, as it has been for physical stores.

Beyond that, we have a host of solutions supporting omni-channel business and consumer engagement. Our patented anti-counterfeit tool, for example, provides product authentication and traceability; while our brand new 1QR solution helps enhance product transparency and consumer trust with an all-in-one QR code. Do take a look at it if you haven't already!

## More Resilient Supply Chains

As digitalization accelerates, global supply chain operations will become more agile and resilient, so that the flow of products does not come to a standstill again when unexpected disruptions occur.

過去兩年，新冠疫情持續肆虐，逼使企業必須重新思考其經營模式。對一眾企業而言，最基本是必須確保業務能夠如常運作；而絕大多數經營者都已裝備好自己，以應對越趨複雜而變化不斷的世界所帶來的挑戰。

在這段非常時期，香港貨品編碼協會(GS1 HK)一直恪守宗旨，致力協助香港商界發展，加強靈活性和韌性、維持市場競爭力，為應對將來未知的變化作好準備。

## 積極推進數碼化

嶄新的數碼化策略和優先確保產品真確性是大多數企業的未來發展核心。

由GS1 HK、滙豐銀行和畢馬威中國聯合發佈的CEO和消費者意見調查顯示，「以數據驅動獲取洞見」和「制定以流動通訊設備優先的策略」，是大灣區企業在未來兩年銳意採用的首5項推動增長策略的其中2項。

報告亦揭示產品真確性是吸引消費者的首要條件。消費者日益重視可靠、個人化的購物旅程，零售商為此必須加強流動通訊設備、網站和實體店之間的無縫連接、提升體驗。

GS1全球貿易貨品編碼(GTIN，亦稱為條碼)便是其中關鍵，在實體店應用之餘亦已獲得亞馬遜、阿里巴巴和eBay等電子商貿巨擘廣泛使用。

此外，我們擁有一系列解決方案，協助品牌推行全渠道商貿，並提升消費者的參與度，包括具備專利防偽技術工具，提供產品真偽驗證和進行追溯；以及新一代1QR方案，是一個有效提升產品透明度及消費信心、綜合多種功能於一身的二維碼。大家不妨親身探索、了解更多！

## 更具韌性的供應鏈

隨著數碼化進程加速發展，全球供應鏈將會變得更加靈活和更具韌性，務求令產品流不會再因意外事故而中斷停滯。



Using open, global standards for product identification and data sharing is what make it possible that supply chains run smoothly and efficiently, with visibility and traceability. This helps facilitate information exchange between trading partners, improving the accuracy and quality of data, supporting track-and-trace of products moving through the supply chain, which leads to faster shipments, optimized space in trucks, better inventory management, and more.

GS1 has been playing a critical role in all these processes, helping companies strengthen their resilience by putting in place digitized, standardized supply chains, that will allow them to cope with and recover quickly from whatever interruptions, become proactive and better prepared for any future crisis.

### IoT-Connected Smart Operations

With the COVID-19 pandemic revealing an array of operational vulnerabilities, companies have grown far more dependent on technology to keep functioning effectively.

Fortunately, we now have a range of tools that can be used to gather, relay and analyze data in order to develop better products, services and processes to handle everything from in-store inventory to customer engagement.

GS1 Hong Kong's Smart Operations enables companies to use IoT, data analytics and other new real-time data-tracking technologies to develop interconnected operations delivering higher productivity, improved product compliance and optimized resource usage, in turn paving the way to make the move from reactive to predictive management.

### Moving to Sustainability

Sustainability is of increasing importance both to consumers looking for "green" products and governments putting in place policies that can take the world to being carbon neutral in the coming decades.

Key to both of these groups are standards for data and its interoperability and exchange. A common language for how materials, products, locations and entities are identified, tracked, measured, adapted and shared will lie at the heart of the world's move to embracing recycling and reuse, measuring carbon usage, improving energy efficiency and all the many other steps we will all have to embrace.

### Go Digital • Go Smart

Facing another tough year ahead, enterprises must make themselves better able to react to the market changes. Digital commerce, supply chain resilience, smart operations, traceability and trust and sustainability will be the capabilities that every business must acquire.

Guided by the mantra "Go Digital • Go Smart", GS1 Hong Kong remains as committed as ever to equipping local enterprises with the tools they need to conduct business in the global marketplace.

Finally, I would like to take this opportunity to thank our members for their tremendous support of everything we have done, and our Board of Directors, management and staff for their invaluable contributions and tireless dedication.

With your backing, we can continue to be the trusted partner equipping businesses with the digital tools and smart technologies they need to harness and release the power of data.

在產品識別和數據共享上應用開放的全球標準，不僅可以確保供應鏈的順暢度和效率，更可以提升其可見度及追溯性。雙方的貿易夥伴就可以藉此互通資訊，提升數據的準確度和質素、支援產品在供應鏈流程中的追蹤溯源能力，從而提升貨運速度、改善貨車存貨空間，達至最佳的庫存管理等。

GS1在此擔當著關鍵角色，以數碼化和標準化的供應鏈提升企業韌性，讓他們能夠迅速應對任何中斷事故並恢復如常運作，為未來危機作出更妥善和積極的準備和安排。

### 以物聯網為基礎的智慧營運

新冠疫情曝露出各種營運弊病，企業意識到必須使用科技以確保公司運作順暢。

本會擁有各式各樣用作收集、傳遞和分析數據的方案，協助企業開發及管理一切由店內庫存、以至與客戶互動相關的產品、服務和流程。

GS1 HK的智慧營運讓企業可以透過物聯網、數據分析和各種嶄新的實時數據追蹤科技，建立起互相連繫的營運系統，從而提高生產力、改善產品的合規性，達到更有效資源分配，將被動的管理模式轉化為可預測的管理模式。

### 投入可持續發展

有鑑於消費者愈來愈注重綠色產品，不少政府亦會針對全球未來數十年的碳中和政策制定方案，令可持續發展的議題愈趨重要。

對上述持份者而言，數據標準、相互操作性和互通都是重要議題。採取同一世界共通語言去識別、追蹤、測量、改造和分享各種物料、產品、位置和單位的資訊，有助推動全球走向回收和重用、探測碳排放量、改善能源效益等各範疇的發展方向。

### Go Digital • Go Smart

面對前景未明的艱難時刻，企業必需裝備好自己、應對變化。數碼化商貿、供應鏈韌性、智慧營運、可追溯性與信任，以及可持續發展均是每間企業必需具備的能力。

本著「Go Digital • Go Smart」的宗旨，GS1 HK將繼續竭力輔助本地企業拓展環球市場業務，為各位提供所需支援。

最後，我謹此感謝會員對我們的全力支持，以及董事會、管理層和員工無私的付出和奉獻。

有大家的支持，我們就可繼續成為您們值得信賴的合作夥伴，為企業提供數碼工具及智慧科技，發揮數據的巨大力量。

# 總裁報告 Chief Executive's Report



Chief Executive Ms Anna Lin, JP, FCILT  
總裁 林潔貽女士 太平紳士, FCILT

The past two years have brought great social and economic uncertainty. Yet at the same time, many businesses have turned this time of adversity to their benefit, adopting and adapting digital processes for everything from working from home to expanding or creating their e-commerce operations.

In line with our mission to help our members navigate their digital transformations, GS1 Hong Kong is proud to have helped by providing the global standards, enabling platforms, tools, professional knowledge and insights that businesses need, focusing in particular on supporting and enhancing their omni-channel commerce, supply-chain connectivity and industry collaboration.

## Member Support

At GS1 Hong Kong, we have done this by looking for ways to keep our services as accessible as possible. We have strengthened our communications – our Member Portal, WhatsApp and WeChat channels – and digitalised as many processes as possible, such as membership renewal and barcodes/ QR codes generation, giving us more staff-time to handle account enquiries and other issues.

Taking advantage of our many standard-based platforms, solutions and services, we have helped our members enhance their digital exposure, facilitate online and offline commerce, boost their supply-chain transparency and efficiency, guarantee product authenticity, and find new market outreach and business opportunities.

Seeing the need to offer more information on emerging technologies and market insights, we have strengthened our “Go Digital • Go Smart” programme by organizing a total of 40 workshops, seminars and webinars in 2020-21 that altogether engaged more than 1,700 participants.

過去兩年，社會和經濟飽受各種不確定因素的衝擊；幸好許多企業仍能逆境自強、化危為機，利用數碼化變革的工序適應在家工作安排，以至拓展或創建電商業務等。

香港貨品編碼協會 (GS1 HK) 矢志為本會會員駕馭其數碼轉型進程，藉著提供切合業務所需的全球標準、支援平台、工具、專業知識及市場洞見，助企業實踐和推動他們的全渠道商貿發展、提升供應鏈聯通，促進行業協作。

## 支持會員發展

我們竭力運用各種途徑去維持GS1 HK的日常服務。透過會員平台、WhatsApp和WeChat渠道，加強了與會員間的溝通；同時，我們將會員續會和生成條碼/二維碼等流程數碼化，讓我們騰出時間處理查詢及其他事宜。

藉著本會基於標準建成的平台、解決方案和服務，我們不但能夠幫助會員加強網上曝光率、推動線上線下營商，更能夠提升其供應鏈透明度 and 效率、確保產品真確性、開拓新市場和發掘商機。

鑑於企業希望獲得更多新興科技資訊及市場見解，我們推動以「Go Digital • Go Smart」為題的分享活動：在2020-21年間舉辦了合共40場工作坊、講座及網上研討會，吸引多達1,700名參加者出席，掌握業界發展的趨勢與前瞻。

## Unlocking Online Markets

We joined forces with market experts to open up new sales opportunities for our members. Our “Hong Kong Trusted Product” programme, a one-stop cross-border O2O retailing service, has helped many members, especially those in the medical, healthcare and cosmetics sectors, enter the China e-commerce market easily and quickly.

We forged collaborations with Google and other solution providers to help businesses develop their omni-channel services, showing them how to set up and run an online store, integrate their O2O operations, handle content creation, and sell on Amazon and other e-marketplaces.

Along the way, we also helped more than 20 of our members take advantage of the D-Biz Government Funding programme to get the support they needed to “Go Digital”.

## Advances in Cross-border Commerce

Pandemic-induced supply-chain disruptions continued to undermine trade growth. Aware of the problems this is causing for many firms, governments on both sides of the border are putting in place new systems that are reducing red tape and other headaches.

China Customs, for example, has made GS1’s Global Trade Item Number (GTINs, or barcodes as they are commonly known) mandatory for the import of certain products; that has accelerated the customs declaration process and improved information accuracy, so improving trade efficiency.

We have also supported a number of organizations, including the Asia-Pacific Model E-Port Network and China (Shanghai) Free Trade Zone Administration Bonded Area Bureau adopt our Global Data Standards and EPCIS-based IoT platform, ezTRACK, to enhance supply-chain visibility, transparency, safety and efficiency.

## Transparent, Trusted and Safer

Our global standards, coupled with digital technologies, help companies improve response preparedness, supply-chain agility and transparency. One of our top aspirations is to help the world build a safe, transparent and trusted food ecosystem, which is why we developed our “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.

On the other hand, GS1’s global team of experts have also spent months working with industry leaders to develop and launch Verified by GS1, a global solution that makes it possible for brand owners to share core product data, and for retailers and marketplaces to verify the identity of the products they sell. We have activated the service locally in a bid to enable product transparency, strengthen consumers’ trust and boost business efficiency.

## 開拓網上商機

我們與各方面的市場專家合作，為會員拓展嶄新的銷售渠道。本會的「信港商城」計劃便為會員提供一站式跨境O2O零售服務，尤其是醫療、保健和化妝品行業，助他們快捷輕鬆把握中國電商市場的先機。

此外，我們亦聯同Google及其他解決方案供應商，協助企業建立全渠道服務，內容包括建立及營運網店、整合O2O經營模式、創建內容，以及如何在亞馬遜及其他電商平台銷售產品。

本會於期間更協助多達20間會員公司取得「遙距營商」政府資助，支援他們拓展「Go Digital」業務時的資金需要。

## 促進跨境商貿

疫情引致供應鏈中斷，持續窒礙貿易發展。各地政府均意識到此問題為貿易夥伴間帶來嚴重影響，正籌謀引進嶄新的制度，摒棄繁瑣程序，緩解問題。

例如中國海關已要求指定進口產品必須採用GS1全球貿易貨品編碼(GTIN，又稱條碼)，以便加快報關流程並確保資料準確性，從而提升貿易效率。

另外，我們亦藉著全球數據標準和以電子產品代碼(EPC)為基礎標準的物聯網平台縱橫網(ezTRACK)，助亞太示範電子口岸網絡(APMEN)和中國(上海)自貿區管理委員會保稅區管理局等多個組織，加強供應鏈的可視化程度、透明度、安全性及效率。

## 更透明、更可靠、更安全資訊

我們的全球標準與數碼科技相輔相乘，助企業加強應對及準備，提升供應鏈的靈活性和透明度。本會的其中一個願景是協助世界建立安全可靠、資訊一目了然的食品生態系統，遂推出「優質食品計劃+」，引入香港通用檢測認證有限公司(SGS HK)為審計夥伴，鼓勵餐飲企業採用國際認可的管理、監控和追溯標準。

此外，GS1全球專家團隊亦花了一段長時間與業界翹楚合作拓展出Verified by GS1這個全球通用的解決方案，既讓品牌持有人分享核心產品數據，同時讓零售商和網店平台能夠驗證所售產品資訊。我們已在本地推出這服務，冀提高產品透明度、增強消費者信任，並提高企業效能。

## Triple Focus for the Future

For the future, we have three key areas of focus. The first is to make the movement of goods even more efficient. The digital era continues to see GS1 barcode (GTIN) used to help modern, global business flow quickly, efficiently and securely while supporting the ever-growing demands of consumers for greater product transparency, traceability and authentication. To support both sides of this process, GS1 is transitioning from its 1D barcode to 2D barcode, which can hold more data despite being physically smaller.

GS1 HK is supporting this move by launching “1QR”, a QR code built on GS1’s Digital Link standard that can hold an array of information, including product specifications, offers, certificates, authentication and track-and-trace information, so enabling both consumers and business partners to gain access to diverse product information with nothing more than a simple scan.

Additionally, GS1 HK is working with the Hong Kong Monetary Authority to develop Commercial Data Interchange (CDI), a next-generation financial data infrastructure project aimed at supporting local businesses better access financial services using fintech.

Based around ezTRADE, our B2B e-commerce platform, Digital Trade Finance service will allow banks to use trusted business transaction data to provide streamlined trade-financing solutions. As SMEs recover from the downturn, timely data provided by platform will enable them to enjoy faster access to loan, better interest rates and more flexible repayment terms.

Our third area of focus helps businesses get instant access to the data and intelligence they need to respond to the fast-changing conditions created by today’s volatile markets. For this, we have GS1 HK’s Smart Operations Solution, a suite of tools that allows companies to use IoT and other technologies to collect and analyze data for better efficiency, anticipate issues and take preventive measures, drive operational excellence and increase profits.

Commonly used by food and healthcare sectors, the Smart Operations Solution is recognised by the HKSAR Government’s Technology Voucher Programme funding scheme, allowing businesses to apply for subsidies to help fund their technology upgrade. This is especially helpful for SMEs which are stretched on manpower to do more with less, and respond more rapidly to the changing business landscape.

## 未來三大工作重點

於未來，我們將聚焦三大項目：首先是提升貨物運送效率。GS1條碼(GTIN)將會在數碼時代繼續促進全球現代化業務增長，變得更便捷、高效和安全，同時滿足消費者對產品透明度、可追溯性和真實性更多更嚴謹的需求。為此，GS1正推動從1D條碼演化至2D條碼的變革，以更小條碼尺寸、載有更多數據。

GS1 HK的「1QR」項目理念正由此而來。這個建基於GS1「數碼鏈接」標準的QR碼集多元化資訊於一身，涵蓋產品資料、優惠、證書、追蹤追溯、防偽驗證等關鍵資訊。消費者及商家只需要簡單掃描條碼，即可盡覽各類產品資訊。

另外，GS1 HK正參與由香港金融管理局主導的商業數據通(CDI)項目。這項新世代金融數據基建項目旨在利用金融科技支援本地企業對金融服務的需求。

基於GS1的B2B電子商貿平台「通商易」(ezTRADE)創建而成的數碼貿易融資服務，讓銀行利用可靠的商業交易數據，簡化整個貿易融資流程。該平台會以實時數據協助銀行加快貸款審批、提供更優惠利率和更具彈性的還款條款，特別有助中小企業務復甦。

第三個工作重點是協助企業擷取實時數據和見解，以應對現今瞬息萬變和動盪的市場環境。透過GS1 HK的智慧營運解決方案，企業能以物聯網和其他科技擷取和分析數據，提高效率、預測問題並採取相應的預防措施，達至卓越營運、增加利潤。

這個獲食品和醫療保健行業應用的智慧營運解決方案，是特區政府科技券資助計劃的認可項目，企業能申請補貼輕鬆推行數碼轉型，有助解決中小企人手不足問題、讓工作事半功倍，並更有效應對不斷變化的營商環境。

### Closer Industry Ties

Collaboration is vital in a time of crisis. We are proud to have worked together with countless organizations around the world, applying our foundational principles of trust and transparency, to help businesses survive and thrive.

Using our standard-based solutions, GS1 HK has stepped up its efforts to help our members open new markets, use data to drive new insights, improve their operational efficiency and build trust with partners and customers.

I would like to thank our 8,000 corporate members for their continuing and unfailing support for our many initiatives – they give us the motive to keep pushing ahead. My heartfelt appreciation also goes to our board, our many advisors, our partners and all our stakeholders, for all the effort, energy and time they have given us. I am sure that together we will emerge from this journey in stronger and better shape than ever before.

### 與業界緊密聯繫

緊密合作是應對危機的不二法門。我們很榮幸能夠與全球各地組織在坦誠互信的基礎上攜手合作，協助企業扭轉劣勢、持續發展。

憑藉以標準為基礎的解決方案，GS1 HK 致力協助會員拓展新市場、運用數據獲取市場洞見、提升營運效率，為合作夥伴和客戶搭建信任的橋樑。

我謹此感謝8,000名企業會員一直以來對本會各項計劃的參與和支持——他們推動著我們繼續前行。我亦衷心感謝我們的董事會、一眾顧問、合作夥伴及所有持份者，感謝大家為本會付出的努力、精力和時間。我深信只要堅持攜手同行、同舟共濟，未來必會超越自我、邁向更璀璨前程。



# GS1 President & CEO Remarks



GS1 President and CEO  
GS1總裁兼CEO Miguel Lopera

Last year marked not only a year of challenge, change and acceleration, but also a remarkable milestone: the 50<sup>th</sup> anniversary of the GTIN. What started as a tiny data strip not only revolutionized the retail check-out and supply chain, but also brought incredible possibilities for diverse industries, as BBC named this one of “the 50 things that made the world economy.”

Today upon my nearly 20 years of tenure in GS1, a lot has changed, like beeps are changing to clicks on product purchase and consumers are expecting much more product information (source, ingredients, quality, expiry date...) before they purchase.

Nonetheless, the importance of GTIN is undiminished, just reaching a prime time to evolve to the next level.

We are looking forward to the next-generation 2D barcodes globally over the next five years - our Sunrise 2027 project. While the GS1 regular barcodes will continue to co-exist alongside the 2D barcodes, GS1 will be once again empowering businesses around the world to further enhance supply chain traceability and transparency, boost trust with stakeholders, and enabling consumers to have more and better information about the products they buy.

I am utterly confident that GS1 Hong Kong will be contributing its fullest to the rollout of this revolutionising new business tool, to empower members' digital transformation through enhancing the quality and ubiquity of product digital data and driving consumer engagement.

I wish GS1 Hong Kong every success and a bright future.

去年不僅是充滿挑戰、轉變、急劇變化的一年，更是我們邁向新里程的時刻：條碼(GTIN)誕生50週年。當初這個體積細小、載有數據的條碼不但顛覆了零售結賬和供應鏈，更為不同行業帶來無限可能，故被BBC稱為「50件影響全球經濟事件」之一。

我在GS1將近二十個寒暑間，轉變甚多。昔日購買產品時的「啤」聲，已轉化成網上點擊，而消費者在購物前亦期待能獲取更多產品資訊，如來源地、成份、質量和有效日期等。

儘管如此，GTIN的關鍵角色並沒有減退，更在與時並進、開闢新層次。

在「Sunrise 2027」項目下，我們期待未來五年能推動全球轉向使用新一代的2D條碼(二維碼)。屆時，GS1傳統的條碼將與2D條碼共同發揮效用，再次幫助全球商家進一步加強供應鏈追溯性和透明度、提升各持份者間的可信度，使消費者購物時能獲得更多更完善的產品資訊。

我對GS1 Hong Kong充滿信心，深信他們會竭盡全力，讓這個革命性的嶄新營商工具發揚光大，透過推動產品數碼數據的普及化和提升數據質素、以及加強與消費者互動，協助各企業會員實現數碼轉型。

謹祝GS1 Hong Kong鵬程萬里，業務更上一層樓。

## Journey from 1D to 2D Barcodes

To better enable the digital consumer, GS1 and the industry are embarking on one of the biggest changes since the original introduction of the barcode: the adoption of 2D barcodes.

## 從1D邁向2D條碼旅程

為了提升消費者在數碼時代的體驗，GS1正著力策動自引進條碼以來最大變革：推進二維碼應用。

### GS1 2D Barcodes Support What Matters GS1 2D條碼為重要事項提供支援



### Infinite Possibilities with



### 引發無限可能

Based on GS1 2D barcode standard, GS1 HK's 1QR is a QR code comprising information such as product specifications, incentives, certificates, track-and-trace, authentication, bringing a one-stop "scan & search" experience to consumers.

GS1 HK的「1QR」透過應用GS1 2D條碼標準，為消費者帶來一體化的「掃碼、搜尋」體驗。消費者只需掃描「1QR」二維碼，即可於一個平台上盡覽多元化資訊，包括產品資料、優惠、認證、追蹤追溯、防偽驗證等。

Retailers can use the same QR code on the same product packaging to offer different promotions at different times.

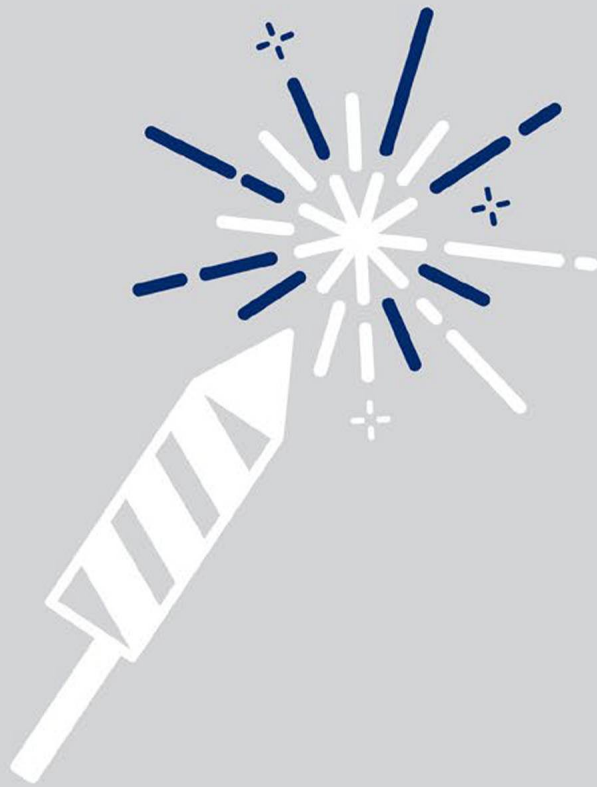
商家更可以同一QR碼，隨時推出新優惠！



\* Some features will soon be available on the platform subject to a charge  
\* 部份功能容後推出及需收費







## 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 opportunities 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互動，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.  
John Lee Ka-chiu, SBS, PDSM, JP  
李家超先生, 銀紫荊星章, PDSM, 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

香港貨品編碼協會三十三周年誌慶

創優求進  
展業圖強

政務司司長李家超



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

香港貨品編碼協會三十三周年誌慶

貨通業盛  
績卓聲徽

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

香港貨品編碼協會三十三周年誌慶

裨益百業  
通達四方

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

香港貨品編碼協會三十三周年誌慶

信昭基固  
利惠工商

食物及衛生局局長陳肇始



香港貨品編碼協會三十三周年誌慶

博通專業  
廣拓新機

商務及經濟發展局局長邱騰華



香港貨品編碼協會三十三周年誌慶

良籌興業  
科技啓新

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

香港貨品編碼協會三十三周年誌慶

展猷戮力  
拓貿興商

財經事務及庫務局局長許正宇



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

香港貨品編碼協會三十三周年誌慶

知識興業  
科技利民

香港特別行政區政府  
立法會主席 梁君彥太平紳士



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  
Members 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

香港貨品編碼協會三十三周年誌慶

和通百業  
共展新猷

香港特別行政區政府  
行政會議非官守議員召集人 陳智思太平紳士



**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

香港貨品編碼協會三十三周年誌慶

凝聚眾志  
開創未來

香港特別行政區政府  
行政會議成員暨立法會議員  
林健鋒  
GBS 太平紳士



**The Hon.**  
**Mrs. Regina Ip Lau Suk-ye, GBM,  
GBS, JP**  
葉劉淑儀議員, 大紫荊勳賢, 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

香港貨品編碼協會三十三周年誌慶

振業興商  
宏圖大展

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  
大紫荊勳賢  
GBS 太平紳士



**The Hon.**  
**Frankie Yick Chi-ming, SBS, JP**  
易志明議員, 銀紫荊星章, 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

香港貨品編碼協會三十三周年誌慶

創優求進  
廣拓商機

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, GBS, MH, JP**  
盧偉國博士工程師, 金紫荊星章, 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.  
Jimmy Ng Wing-ka, BBS, JP**  
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

香港貨品編碼協會三十三周年誌慶

廣  
裕  
業  
興  
商  
廣  
繫  
商  
彥

香港特別行政區立法會議員葛佩帆  
BBS 太平紳士

I would like to extend my warmest congratulation to the GS1 Hong Kong on the publication of its Annual Report 2020-2021.

Despite the deteriorating business environment this year, GS1 Hong Kong remains as committed as ever to supporting business community of digital transformation. The strategies of "Go Digital · Go Smart" have helped businesses to achieve supply chain resilience, smarter operations, tap into digital commerce, enhance traceability & trust and ensure sustainability. I believe GS1 Hong Kong 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, GBS, MH, JP  
Member of Legislative Council  
盧偉國博士工程師, BBS, 金紫荊星章,  
太平紳士

香港貨品編碼協會三十三周年誌慶

惠  
澤  
工  
商  
共  
創  
繁  
榮

香港特別行政區立法會議員吳永嘉  
BBS 太平紳士



**The Hon.  
Shiu Ka-fai, JP**  
邵家輝議員, 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

香港貨品編碼協會三十三周年誌慶

創優求新  
業界典範

香港特別行政區立法會議員邵家輝太平紳士



**The Hon.  
Duncan Chiu**  
邱達根議員

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

香港貨品編碼協會三十三周年誌慶

創優求新  
共策新圖

香港特別行政區立法會議員邱達根



**The Hon.  
Sunny Tan**  
陳祖恒議員

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

香港貨品編碼協會三十三周年誌慶

凝聚業界力量  
推動變革創新

香港特別行政區立法會議員陳祖恒



**Dr. The Hon.  
Kennedy Wong Ying-ho, BBS, JP**  
黃英豪博士, 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

一碼通行  
貨財廣發

香港特別行政區立法會議員黃英豪博士  
BBS 太平紳士



**Ms. Louise Ho Pui-shan, CMSM**  
何珮珊女士, CMSM

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

善研碩策  
推陳致新

海關關長何珮珊



**Miss Vivian Lau Lee-kwan, JP**  
劉利群女士, 太平紳士

Permanent Secretary for Food and  
Health (Food)  
The Government of HKSAR  
食物及衛生局常任秘書長(食物)  
香港特別行政區政府

與時俱進  
績譽並彰

食物及衛生局常任秘書長(食物)劉利群



香港貨品編碼協會三十三周年誌慶

香港貨品編碼協會三十三周年誌慶

香港貨品編碼協會三十三周年誌慶





**Mr. Stephen Phillips**  
傅仲森先生

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

匯才昌業  
譽馳四方

投資推廣署署長傅仲森



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

Government Chief Information Officer  
The Government of HKSAR  
政府資訊科技總監  
香港特別行政區政府

革新編碼科技  
開拓物流商機

政府資訊科技總監林偉喬



**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

博通商貿  
創建繁榮

創新科技署署長潘婷婷

香港貨品編碼協會三十三周年誌慶

香港貨品編碼協會三十三周年誌慶

香港貨品編碼協會三十三周年誌慶



**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

香港貨品編碼協會三十三年誌慶

物聯八方  
津腴百業

工業貿易署署長盧世雄



**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

香港貨品編碼協會三十三年誌慶

物聯數智  
共創未來

中國信息通信研究院院長餘曉暉

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. Shi Lop-tak, Allen, 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. Sunny Chai Ngai-chiu, BBS, JP**  
查毅超博士, 銅紫荊星章, 太平紳士

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

香港貨品編碼協會三十三周年誌慶

興商促貿  
共締繁榮

香港中華廠商聯合會會長  
史立德  
BBS  
MH  
太平紳士

香港貨品編碼協會三十三周年誌慶

與時並進  
創優立新

香港工業總會主席  
查毅超博士  
BBS  
太平紳士

香港貨品編碼協會三十三周年誌慶

創新求進  
興商惠群

香港服務業聯盟執行委員會主席  
駱凱燕



**Mr. Peter Wong**  
王冬勝先生

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

香港貨品編碼協會三十三周年誌慶

廣拓電貿商機  
宏通編碼技術

香港總商會主席  
王冬勝



**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

香港貨品編碼協會三十三周年誌慶

創新求變  
續展新猷

香港零售管理協會主席  
謝邱安儀



**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

香港貨品編碼協會三十三周年誌慶

嘉惠業界  
編出新機

香港紡織業聯會有限公司會長  
陳亨利博士  
BBS 太平紳士  
LHD

**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

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**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

香港貨品編碼協會三十三周年誌慶

開創標準  
通連全球

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 Ltd.

鍾鴻興先生  
主席  
香港物流商會

香港貨品編碼協會三十三周年誌慶

一碼接通 內外循環  
數碼推動 業界榮華

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

香港貨品編碼協會三十三周年誌慶

創新不止  
再鑄輝煌

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

香港貨品編碼協會三十三周年誌慶

興商促貿  
屢創新猷

袁武先生  
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

香港貨品編碼協會三十三周年誌慶

匯通資訊  
科創領航

  
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

香港貨品編碼協會三十三周年誌慶

數碼創新  
共建商機

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

香港貨品編碼協會三十三周年誌慶

精英薈萃  
續創輝煌

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

香港貨品編碼協會三十三周年誌慶

貨品有編碼物流保暢順  
民眾有信念灣區方飛躍

馬仁洪先生  
執行會長  
廣東省物流行業協會



**Ar. Ada Fung BBS**

President of HKABAEIMA,  
Chairperson of Hong Kong Chapter  
of buildingSMART International

**馮宜萱, 銅紫荊星章**

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

香港貨品編碼協會三十三周年誌慶

**數碼標準促聯通  
智慧時代建未來**

馮宜萱  
香港建設資產及環境信息管理聯盟會長暨  
buildingSMART香港分會主席



**Ir. Sunny Lee Wai-kwong, JP**

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

**李惠光工程師, 太平紳士**

董事局主席  
香港應用科技研究院

香港貨品編碼協會三十三周年誌慶

**創新立優  
興商惠民**

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. Gary Lau**

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

**劉浩然先生**

主席  
香港貨運物流業協會

香港貨品編碼協會三十三周年誌慶

**數碼創新  
拓貿興商**

劉浩然先生  
主席  
香港貨運物流業協會



**Mr. Raj Bhatti**

President  
The Hong Kong Association of the  
Pharmaceutical Industry

**Raj Bhatti先生**

會長  
香港科研製藥聯會

香港貨品編碼協會三十三周年誌慶

On behalf of the Hong Kong Association of the Pharmaceutical Industry, I would like to extend my sincere congratulations to GS1 Hong Kong.

It has been our great pleasure to collaborate with GS1 over the past decades to achieve supply chain resilience, enhance patient safety and increase data visibility to enable product accessibility in pharmaceutical distribution, as well as to support digitized business adaptation under the ever-evolving new normal.

We will continue our strong partnership and wish GS1 Hong Kong continued success and more great achievements to come in the coming years.



**Dr. Rocky Cheng, FHKCS**  
President  
Hong Kong Computer Society

鄭松岩博士  
會長  
香港電腦學會

香港貨品編碼協會三十三周年誌慶

貢獻業界  
共創新機

鄭松岩博士  
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

香港貨品編碼協會三十三周年誌慶

卓越幹練  
敬業樂群

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

香港貨品編碼協會三十三周年誌慶

數碼縱 匯通四海

林家禮博士  
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

香港貨品編碼協會三十三周年誌慶

天「碼」奔馳

蔡劍誠先生  
主席  
香港電子科技商會





**Mr. Eric Sun**  
Chairman  
The Hong Kong Exporters' Association

孫榮聰先生  
會長  
香港出口商會

香港貨品編碼協會三十三周年誌慶

承前啟後  
再創佳績

孫榮聰先生  
會長  
香港出口商會



**Mr. Simon Wong, BBS, JP**  
Chairman  
Hong Kong Federation of  
Restaurants & Related Trades  
Limited

黃家和先生, 銅紫荊星章, 太平紳士  
會長  
香港餐飲聯業協會有限公司

香港貨品編碼協會三十三周年誌慶

積極立新 放眼未來 創意添  
竭力齊心 攜手向前 闖明天

黃家和先生  
會長  
香港餐飲聯業協會有限公司



**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

香港貨品編碼協會三十三周年誌慶

數碼先驅  
優創未來

吳永恩先生  
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

香港貨品編碼協會三十三周年誌慶

凝聚數碼力量  
共創新猷時代

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

香港貨品編碼協會三十三周年誌慶

興茂工商  
建港惠群

林偉文先生  
理事長  
港九藥房總商會有限公司



**Ms. Joanne Cheung**  
President  
Hong Kong Health Food Association

張玉儀女士  
會長  
香港保健食品協會

香港貨品編碼協會三十三周年誌慶

數碼先驅  
智能創新

張玉儀女士  
會長  
香港保健食品協會



**Mr. Jeff Law**  
Chairman  
Hong Kong Industry Makers Association

羅孟慶先生  
主席  
香港產業製造協會

香港貨品編碼協會三十三周年誌慶

凝聚本地力量  
拓展商貿機遇

羅孟慶先生  
主席  
香港產業製造協會



**Mr. Alex Chung**  
President  
Hong Kong Information Technology  
Federation

鍾孝揚先生  
會長  
香港資訊科技商會

香港貨品編碼協會三十三周年誌慶

萬商雲集  
建樹良多

鍾孝揚先生  
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

香港貨品編碼協會三十三周年誌慶

科技創新  
成就卓越

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

香港貨品編碼協會三十三周年誌慶

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

香港貨品編碼協會三十三周年誌慶

萬物互聯促發展  
新知共享建未來

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

香港貨品編碼協會三十三周年誌慶

創新求變  
範領同儕

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

香港貨品編碼協會三十三周年誌慶

同心協力  
拓展科技

郝梅鳳女士  
主席  
香港醫療及保健器材行業協會



**Mr. Terrence Hui**  
Chairman  
Hong Kong O2O eCommerce  
Federation

許文俊先生  
主席  
香港O2O電子商務總會

香港貨品編碼協會三十三周年誌慶

碼不停蹄  
享譽全球

許文俊先生  
主席  
香港O2O電子商務總會



**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

香港貨品編碼協會三十三周年誌慶

數碼轉型  
興通百業

林宣武先生  
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

香港貨品編碼協會三十三周年誌慶

創新編碼技術  
廣惠工商發展

蘇增慰先生  
會長  
香港零售科技商會



**Dr. Sunny Chai Ngai-chiu, BBS, JP**  
Chairman  
Hong Kong Science and Technology  
Parks Corporation

查毅超博士, 銅紫荊星章, 太平紳士  
主席  
香港科技園公司

香港貨品編碼協會三十三周年誌慶

智拓商機  
創科惠群

查毅超博士  
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

香港貨品編碼協會三十三周年誌慶

群英薈萃  
共展商機

李福全博士  
主席  
香港航運物流協會



**Mr. Willy Lin, GBS, JP, FCILT**  
Chairman  
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

香港貨品編碼協會三十三周年誌慶

引領行業  
創造成功

林宣武先生  
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

香港貨品編碼協會三十三周年誌慶

物達四海  
流轉八方

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

香港貨品編碼協會三十三周年誌慶

科技互聯  
盛業昌熙

羅國明先生  
主席  
香港無線科技商會



**Mr. Henry Fan, SBS, JP**  
Chairman  
Hospital Authority

範鴻齡先生, 銀紫荊星章, 太平紳士  
主席  
醫院管理局

香港貨品編碼協會三十三周年誌慶

弘展遠圖  
裨益百業

範鴻齡先生  
主席  
醫院管理局



**Ms. Grace Tse**  
Chairman  
Innovative Entrepreneur Association

謝景霞女士  
會長  
創意創業會

香港貨品編碼協會三十三周年誌慶

團結業界  
溥益工商

謝景霞女士  
會長  
創意創業會



**Ir. Dannies Y.K. Ho**  
Chairman  
The Institute of Purchasing & Supply  
of Hong Kong (the 'IPSHK')

何英傑工程師  
主席  
香港物資採購與供銷學會

香港貨品編碼協會三十三周年誌慶

凝聚業界  
共展宏圖

何英傑工程師  
主席  
香港物資採購與供銷學會



**Mr. Ray Chui**  
Chairman  
Institution of Dining Art

徐汶緯先生  
主席  
稻苗飲食專業學會

香港貨品編碼協會三十三周年誌慶

興茂工商  
創新惠業

徐汶緯先生  
主席  
稻苗飲食專業學會



**Dr. Jacky Ng**  
Chairman  
Internet Society Hong Kong

伍于祺博士  
會長  
香港互聯網協會

香港貨品編碼協會三十三周年誌慶

凝聚創新力量  
促物聯網發展

伍于祺博士  
會長  
香港互聯網協會



**Mr. Wilson Chong**  
Chairman  
IoT HK Association

莊毅堅先生  
會長  
香港物聯網商會

香港貨品編碼協會三十三周年誌慶

言之有物  
心中有數

莊毅堅先生  
會長  
香港物聯網商會



**Ms. Tina Yap Woon-tyng**  
Chairman  
The Pharmaceutical Distributors  
Association of Hong Kong

葉婉婷女士  
會長  
香港醫藥經銷業協會

香港貨品編碼協會三十三周年誌慶

智慧創新  
造福人群

葉婉婷女士  
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

香港貨品編碼協會三十三周年誌慶

創科鴻猶  
虎躍新程

楊文銳先生  
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

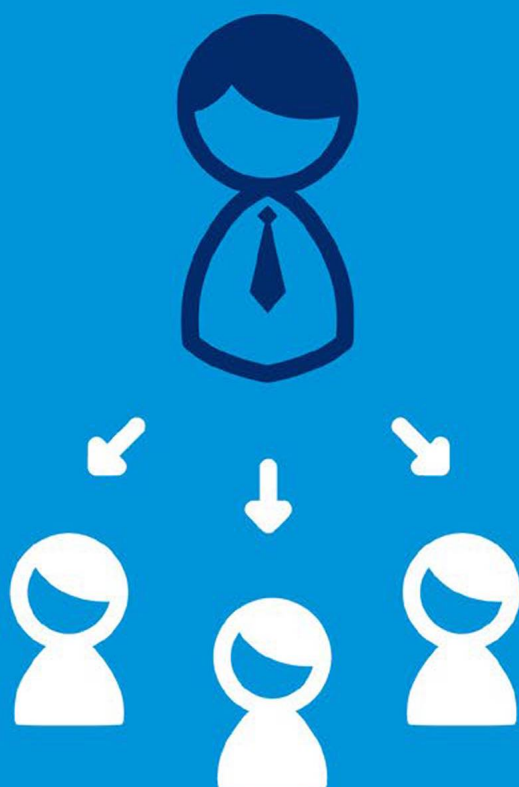
香港貨品編碼協會三十三周年誌慶

創智拓新  
惠澤工商

戴澤棠先生  
主席  
職業訓練局







## Structure and Governance 架構及管理

Collaboration with local business community is more important than ever in today's turbulent business environment. Comprising of senior executives from food and food service, retail, trading, manufacturing, wholesale and services sectors, the Board of Directors steers and guides GS1 Hong Kong initiatives & development.

To support different industry sectors maneuver through changing environment, GS1 HK has established advisory boards across clusters to provide strategic advice on our new initiatives and exchange latest development. Industry experts from leading Hong Kong businesses and organisations are invited to sit on different advisory boards.

在多變的營商環境下，與本地商界保持緊密合作變得更加重要。由來自食品及食品服務、零售、貿易、製造、批發以及貿易服務界的高級行政人員組成的GS1 HK董事局負責指導本會發展。

與此同時，GS1 HK也透過成立多個行業諮詢委員會，助業界應對未來變化。委員會由各界專家組成，除會就本會發展策略提供建議外，更會分享行業最新發展。

## Board of GS1 Hong Kong 香港貨品編碼協會董事局



### 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

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

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

Business Development  
業務拓展

Industry Engagement  
行業拓展

Marketing  
市場營銷

Human Resources  
人力資源

Office Administration  
行政

#### Industry Advisory Boards 業界諮詢委員會

ECR Hong Kong  
ECR香港

ezTRADE Users Committee  
電子商貿用戶委員會

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  
中小企業諮詢委員會

# Board of Directors in 2021

## 2021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. Norman Yum**  
任良安先生  
Managing Director,  
PARKnSHOP (HK) Ltd  
百佳超級市場(香港)有限公司  
董事總經理

**Mr. Gary Lau**  
劉榮濤先生  
Executive Director,  
Renley Watch Group  
運年集團  
執行董事

**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. Jeffrey Chen**  
(Retired in Dec 2021)  
陳宇先生  
(於2021年12月卸任)  
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

**Mr. Bosco Law**  
羅正杰先生  
Deputy Chairman and CEO,  
LAWSGROUP  
羅氏集團  
副主席及行政總裁

Back row, left to right 後排由左至右



**Mr. George Leung**  
梁兆基先生  
Chief Executive Officer,  
Hong Kong General Chamber  
of Commerce  
香港總商會  
總裁

**Mr. Peter Lee**  
李雨川先生  
Chairman,  
Euroasia Group  
華寶實業集團  
主席

**Ms. Betty Leung**  
梁佩貞女士  
Former Advisor,  
Dah Cheong Hong  
Holdings Ltd  
大昌行集團有限公司  
前顧問

**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. Connie Yeung**  
楊小慧女士  
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. Roy Ng**  
伍慶達先生  
Chairman & CEO,  
Star Lite (HK) Ltd  
暉星(香港)有限公司  
主席及行政總裁

**Mr. 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：

<b>Ms. Anna Lin, JP, FCILT</b> , Chief Executive	總裁 <b>林潔貽女士 太平紳士, FCILT</b>
<b>Dr. Stephen Lam</b> , Chief Operating Officer	首席營運總監 <b>林漢強博士</b>
<b>Mr. Dominic Tong</b> , Chief Membership Officer	首席會員事務總監 <b>唐樹權先生</b>
<b>Ms. Mignone Cheng</b> , Chief Marketing Officer	首席市場推廣總監 <b>鄭逸齡女士</b>
<b>Ms. Corinna Fung</b> , Head of Corporate Marketing	企業營銷及傳訊總監 <b>馮美珠女士</b>
<b>Ms. Angie Ling</b> , Head of Human Resources	人力資源總監 <b>凌秀娟女士</b>
<b>Ms. Catherine Cheng</b> , Head of Business Development	業務拓展總監 <b>鄭慧玲女士</b>
<b>Mr. Lincoln Chan</b> , Head of Digital Services	數碼服務總監 <b>陳志裕先生</b>
<b>Mr. Wayne Luk</b> , Head of Product & Service Delivery	產品及服務交付總監 <b>陸偉棠先生</b>

Front row, left to right : Dominic Tong, Anna Lin, Stephen Lam, Mignone Cheng

Back row, left to right : Lincoln Chan, Catherine Cheng, Corinna Fung, Angie Ling, Wayne Luk

前排由左至右：唐樹權，林潔貽，林漢強，鄭逸齡

後排由左至右：陳志裕，鄭慧玲，馮美珠，凌秀娟，陸偉棠

### ECR HK

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).

2020-21 Strategic Pillars for ECR HK are illustrated as below:

### ECR 香港

ECR香港由GS1 HK於1996年成立，是個匯聚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。

2020-21年ECR香港的策略如下：



#### Operation Excellence

The workgroup agreed to put forward the initiative of pallet standardization and pooling in Greater Bay Area to facilitate cross-border trade. Meetings were arranged with China & Hong Kong SAR Governments and industry stakeholders to solicit support and promote the initiative. A digital platform prototype/ demo site was also built to support this initiative.

#### Consumer Engagement & E-commerce

Aiming to explore ways to implement standards & methodology for achieving efficient category management & logistic fulfillment for omni-channel retailing, the workgroup agreed to continue developing Digital Supply Chain best practices guidelines for the HK retail consumer goods industry.

#### Traceability & Transparency

The workgroup agreed to further promote the concept of “Smart product label” initiative to the retail consumer goods industry.

#### 卓越營運

工作小組同意致力推行在粵港澳大灣區「建立標準化的托盤循環共用模式」的倡議，以促進跨境貿易。小組已與中國及香港政府部門、業界持份者進行會議，尋求支持的同時，推廣倡議；同時也建立了一個數碼平台模版/ 測試網頁，以支援此項目發展。

#### 顧客連繫與電子商貿

工作小組贊成繼續為本地零售消費品行業編撰一套《數碼供應鏈最佳範例指引》，以探討業界如何透過標準和方法，實現全渠道零售消費品所需的高效品類管理及物流交付需求。

#### 可追溯性與透明度

工作小組同意進一步向零售消費品業推廣「智能產品標籤」。

## Efficient Consumer Response (ECR) Hong Kong ECR香港

### Chairperson 主席

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司

Ms. Connie Yeung 楊小慧小姐

### Members 委員

Accenture Company Ltd. 埃森哲有限公司

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.

DKSH Hong Kong Ltd. 大昌華嘉香港有限公司

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

GlaxoSmithKline Consumer Healthcare (HK) Ltd. 葛蘭素史克股份有限公司

Hospital Authority 醫院管理局

Jebsen Group 捷成集團

Kimberly-Clark (HK) Ltd. 金佰利香港有限公司

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

Power Hub Ltd. 力泓有限公司

Procter & Gamble Hong Kong Ltd. 香港寶潔有限公司

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

Unilever HK Ltd. 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 黃雪明小姐

Mr. Johnny Wong 黃炳全先生

Mr. Philip Tan 譚家欣先生

Mr. Alan Law 羅炳倫先生

Ms. Mona Liu 廖夢娜小姐

Mr. Alex Wong

Mr. Philip Ho 何文錦先生

Ms. Joe Ho 何錦雯小姐

Mr. Benjamin Lee 李祥美先生

Mr. Brian Chan 陳煜民先生

Mr. Alfred Liu 廖凱宏先生

Mr. Eric Chow 周昭揚先生

Ms. Kaylee Wong 黃詠恩小姐

Mr. Louis Poon 潘俊華先生

Ms. Noel Chim 詹秀芳小姐

Mr. Stephen Chan 陳鏡治先生

Mr. Tom Lin 連鈺鈿先生

Mr. Laurent Wong 黃馬建先生

Ms. Ellen Chien 簡毓汝小姐

Mr. Sam Hung 洪榮偉先生

Ms. Traci Chow 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 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

Ms. Christine Hong 康安蓓小姐



## ezTRADE Users Committee

The Committee is composed of key ezTRADE users representing different sectors, aiming to monitor ezTRADE service, service quality and enhancements as well as to promote the use of standard-based and paperless B2B electronic commerce platform in Hong Kong and Mainland China. They will also advise on services improvement on ezTRADE.

The following key initiatives were discussed during the committee meetings in 2020-2021:

### Trade Finance

The Committee welcomed the digital trade finance initiative introduced by GS1 HK, serving as value-added service to ezTRADE users. The initiative enables ezTRADE suppliers to use their electronic trade data in ezTRADE as alternative data for credit assessment of banks.

### Verified by GS1 (VbG)

The Committee has agreed GS1 HK to implement VbG on ezTRADE, which helps to detect bad data via GTIN verification in the "Order-to-Cash" process.



## 「通商易」用戶委員會

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，同時致力向中國及香港的商業機構推動以標準為基礎的無紙化電子商貿平台應用。委員會也會就如何改善「通商易」服務提供建議。

於2020-2021年，委員會探討了以下重點議題：

### 貿易金融

委員會贊同GS1 HK為「通商易」用家推出數碼貿易融資增值服務。該服務讓「通商易」用家可善用「通商易」上的電子貿易數據作替代數據，供銀行作信貸評估。

### Verified by GS1 (VbG)

委員會同意GS1 HK將VbG應用於「通商易」上，以在「訂單到付款」流程中透過條碼(GTIN)驗證找出不良數據。

## ezTRADE Users Committee 「通商易」用戶委員會

### President 主席

DFI Retail Group DFI 零售集團

Ms. Wendy Lam 林慧鳳女士

### Members 委員

A.S. Watson Group 屈臣氏集團(香港)有限公司

Ms. Vincy Leung 梁詠思女士

CUHK Medical Centre 香港中文大學醫院

Ms. Helen Ho 何愷玲女士

Hospital Authority 醫院管理局

Mr. Leo Lee 李志豪先生

Zuellig Pharma Ltd 裕利醫藥有限公司

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

Ms. Anna Lin 林潔貽女士

GS1 Hong Kong 香港貨品編碼協會

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

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

It aims to entail the vision to 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 positioning Hong Kong at the forefront of F&B supply chain management in Asia.

2020-21 Strategic Pillars are as follows:



## Supply Chain Management

The workgroup members Nestlé Hong Kong and Café de Coral Holdings Ltd. contributed inputs to support a Trade and Industrial Organisation Support Fund (TSF) project - cold chain management practices guidelines led by The Hong Kong Logistics Association (HKLA), with GS1 HK as the steering committee and supporting organization.

## Omni-Channel

In 2020-21, the workgroup agreed the key initiative to support Digital Supply Chain best practices guidelines led by ECR HK, which can also be implemented by food & beverage industry as well.

## Public Policy

In 2020-21, the workgroup agreed to put focus on reducing food waste and enhancing food safety. Meetings have been arranged with HK government representatives to share industry insights.

# 香港食品及飲品行業諮詢委員會

本會於2018年成立的香港食品及飲品行業諮詢委員會，匯聚行業協會、學者及主要業界持份者，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和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，確保香港在亞洲餐飲供應鏈管理的領先地位。

2020-21年的策略如下：

## 供應鏈管理

工作小組成員雀巢香港及大家樂就工業貿易署資助計劃推行的「冷鏈管理最佳實踐指引項目」提供了意見。該項目由香港物流協會主導，GS1 HK為項目指導委員會成員及支持機構。

## 連繫線上線下

小組在2020-2021年度內同意全力支持由ECR香港主導、同時適用於飲食業界的「數碼供應鏈最佳範例指引」。

## 公共政策

小組於2020-21年同意減少廚餘、確保食品安全為重點議題，並將與香港政府代表進行會議，分享業界意見。



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

### Chairperson 主席

Nestlé HK Ltd. 雀巢香港有限公司

Ms. May Chung

鍾美玲小姐

### Co-Vice Chairperson 副主席

Fulum Group Holdings Ltd. 富臨集團控股有限公司

Mr. Keith Wu

鄺錦安先生

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

Mr. Bernard Kam

金振邦先生

### Members 委員

Bloomin' Brands, Inc.

Ms. Gail Chan

陳穎基小姐

Café de Coral Holdings Ltd. 大家樂集團有限公司

Mr. Ivan Ng

吳子超先生

DCH FoodMart 大昌食品市場

Ms. Kennis Lee

李淑兒小姐

foodpanda Hong Kong

Mr. Ronald Ho

何偉樂先生

FrieslandCampina (HK) Ltd. 菲仕蘭(香港)有限公司

Ms. Daisy Kong

江凱盈小姐

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

Mr. Donald Tse

謝寶達先生

Sun Fat Heung Food Products Ltd. 新佛香食品有限公司

Mr. Jeff Law

羅孟慶先生

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司

Ms. Connie Yeung

楊小慧小姐

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

Mr. Federick Sin

冼偉洪先生

The Hong Kong Food Council 香港食品委員會

Mr. Kenneth Chan

陳建年先生

The Hong Kong Polytechnic University - Innovation & Technology

Dr. Terence Lau

劉樂庭博士

Development Office 香港理工大學 - 創新及科技發展處

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

Mr. Andy Heung

向秉中先生

Ztore 士多

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

Ms. Anna Lin

林潔貽女士

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### Secretariat 秘書處

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Ms. Christine Hong

康安蓓小姐

## HK IoT Industry Advisory Council

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

2 key initiatives by the Council are as follows:

### IoT Knowledge Hub

A platform has been created to share the latest IoT development and use cases around the world.

### IoT Security/ Compliance

Conducted discussions on developing a guide or checklist for industry to refer when adopting IoT solutions.

During 2020-2021, a series of activities were arranged for the Committee, which include sharing from PwC on the topic of “IoT Leading Practices in Smart Retail and Logistics Innovation” and site visit to the Chinese University of Hong Kong Medical Centre, the first “smart hospital” in Hong Kong that has adopted various smart and IoT systems to enhance operational efficiency, as well as improve patient safety and experience.

## 香港物聯網產業諮詢委員會

委員會旨在推廣物聯網在香港的發展及應用，為本地企業提升競爭力的同時，構建香港的物聯網生態系統。

委員會的2項主要舉措如下：

### 物聯網知識庫

建立了一個用以分享物聯網最新發展及全球應用案例的平台。

### 物聯網安全/ 合規性

就制定行業指南或清單進行討論，供希望應用物聯網方案的業界參考。

於2020-2021年，委員會舉行了一系列活動，包括由PwC的「物聯網於智慧零售及物流創新領先實踐案例」分享，以及參觀全港首間智慧醫院—香港中文大學醫院（中大醫院），探索醫院如何利用智慧科技及物聯網系統提升營運效率，改善病人安全及體驗。



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

### President 主席

OpenCertHub

Dr. Toa Charm 湛家揚博士

### Vice President 副主席

Chow Tai Fook Jewellery Co. Ltd. 周大福珠寶金行有限公司  
Hong Kong Computer Society 香港電腦學會

Mr. Patrick Tsang 曾紹光先生  
Ir. Susanna Shen 孫淑貞工程師

### Members 委員

ADT  
Airport Authority Hong Kong 香港機場管理局  
Avery Dennison Hong Kong B.V.  
CUHK Medical Centre Limited 香港中文大學醫院  
FlexSystem Ltd.  
Fukui Shell Nucleus Factory 福井製核所有限公司  
HKT Ltd. 香港電訊有限公司  
Hong Kong Science and Technology Parks Corporation 香港科技園公司  
Jebsen Group 捷成集團  
Kerry Logistics Network Ltd. 嘉里物流聯網有限公司  
HL7 Hong Kong HL7香港  
SAP Hong Kong Co. Ltd.  
The Chartered Institute of Logistics & Transport in Hong Kong 香港運輸物流學會

Mr. Roger Tsang 曾定邦先生  
Ms. Lily Lai 黎秀琮女士  
Mr. Jonson Yue 余頌源先生  
Mr. Michael Fung 馮達成先生  
Mr. Jackie Wong 黃子傑先生  
Mr. David Wong 王俊傑先生  
Mr. Steve Ng 吳家隆先生  
Dr. Crystal Fok 霍露明博士  
Mr. Brian Chan 陳煜民先生  
Mr. Ernest Cheung 張祖倫先生  
Mr. Pascal Tse 謝穎勤先生  
Mr. Andrew Ling 凌子良先生  
Dr. Venus Lun 倫婉霞博士

### Honorary Advisors 名譽顧問

Hong Kong Cyberport Management Company Ltd. 香港數碼港管理有限公司  
Legislative Councillor of the HKSAR Government 香港特區政府立法會議員

Mr. Peter Yan 任景信先生  
Ir. Dr the Hon  
Lo Wai Kwok,  
SBS, MH, JP 盧偉國議員,  
SBS, MH, JP

### Ex-officio Member 當然委員

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GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin 林潔貽女士  
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### Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

Mr. Philip Choi 蔡恩驥先生

## SMEs Advisory Board (SMEAB)

The SMEs Advisory Board (SMEAB) aims to foster SMEs to harness technology and innovation, transform for sustainable growth and long-term prosperity. The Board comprises representatives from multiple industries like food & beverage, personal care, household, healthcare, retail & services sectors.

During 2020-2021, hybrid meetings & webinars were organised, which include regular committee meetings, discussions on SME funding support and industry seminar/ workshops.

## 中小企業諮詢委員會

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，以進行轉型達致可持續的長遠發展和增長。委員會由多個行業包括食品及飲品、個人護理、家居用品、醫療護理及零售服務範疇。

在2020-21年，委員會以線上線下混合模式舉行了會議及研討會，包括恆常會議、探討中小企資助議題及業界相關的研討會和工作坊等。

### SMEs Advisory Board (SMEAB) 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 President 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. 華標企業有限公司(源生坊)

Mr. Duncan Ko

高照成先生

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

Ms. Joyce Lee

李蔓瑩女士

Dashijie Copmany Ltd. 大師姐有限公司

Ms. Jackie Li

李雅愛女士

Kwok Kam Kee Cake Shop 郭錦記餅店

Mr. Martin Kwok

郭宇鈿先生

Mobicon Group Ltd. 萬保剛集團有限公司

Ms. Beryl Yeung

楊敏儀女士

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

Ms. Erica Kwok

郭曉瑩女士

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

Mr. Richard Chu

朱家源先生

SWIPE (Hong Kong) Ltd. 威寶(香港)有限公司

Ms. Timothy Cheung

張天文先生

Yick Fung Hong Cosmetic & Detergent Co 億豐行化粧洗劑有限公司

Mr. Davis Chan

陳振邦先生

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

Mr. Eddie Lau

劉崇智先生

#### Ex-officio Member 當然委員

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Mr. Dominic Tong

唐樹權先生

#### Secretariat 秘書處

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Ms. Clarie Leung

梁嘉怡女士



## Our Industries 我們服務的行業

GS1's open, neutral, global standards is fundamental to the local business community across different trade sectors, including Omni-channel Retail & Consumer Goods, Food and Food Services, Healthcare, Innovations & Technology, Transport and Logistics and Financial Services.

GS1開放、中立的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。



## Embracing the New Retail Landscape 迎接新零售格局

Empowered consumers, shifts in purchasing behavior, digital disruption and changing workforce models are challenging today's retail industry.

GS1 Hong Kong's standard-based "Go Digital · Go Smart" solutions and services are crucial to facilitate online and offline commerce and turn market data into insight, enhancing business agility and flexibility in the face of rapid market changes.

消費者更容易掌握資訊、購買行為的轉變、數碼轉型和不斷改變的工作模式，為現今零售業帶來更大的挑戰。

GS1 HK以全球標準為基礎的「Go Digital · Go Smart」方案及服務可促進線上線下商貿，同時將市場數據轉化成見解，提升企業彈性及靈活度，應對多變的市場。



## Key initiatives 2020/ 2021

### Global Migration to 2D Barcode/ QR Code

- Concurred to transition from linear 1D barcodes to new, more capable 2D barcodes/ QR code, aiming at retail POS scanners globally capable of reading and processing both 1D & 2D barcodes in future.
- GS1 HK has helped local retail industry to get prepared for the transition to 2D barcodes, by facilitating brands to use the same QR code to offer different promotions at different times.



### Unleashing Cross-Border Commerce Opportunities

- Recognising our members' needs in online sales opportunities and cross-border trade, GS1 Hong Kong have been continuously partnering with different market experts to put forward a myriad of programmes and services, including Hong Kong Trusted Market and overseas market outreach platforms.
- **Hong Kong Trusted Market:** provides a one-stop online & offline marketing service for companies developing China cross-border commerce, especially for the medical, healthcare and beauty sectors, with anti-counterfeiting "REAL Barcode/ REAL QR" to ensure the authenticity of the products' source.
- **Overseas market outreach platforms:** teams up with diversified agencies, we help members build sales channels on eBay, Amazon, Google, as well as creating online shop cost-effectively, with barcode data integration to enhance website's user experience, product data management and online visibility.

## 2020/ 2021主要舉措

### 全球邁向2D條碼/ QR碼年代

- 本會同意零售業需由1D條碼轉向更新、能載有更多資訊的2D條碼(二維條碼)/ QR碼, 並計劃推動未來全球零售收銀結帳系統掃描及讀取1D及2D條碼的能力。
- GS1 HK也幫助了本地零售業準備邁向2D條碼應用, 讓品牌可以同一QR碼, 於不同時間推出不同優惠。

### 開啟跨境貿易機遇

- 本會會員對網上銷售及跨境貿易的商機趨之若鶩, 啟發我們與不同市場專家合作, 推出多項計劃和服務, 包括信港商城及助企業銷售到海外市場的平台。
- **信港商城:** 為希望開展中國跨境貿易的企業, 尤其是醫療及保健和美容業提供一站式的線上線下營銷服務, 更會通過防偽方案「真的碼/ REAL QR」確保產品從源頭的真確性。
- **助企業銷售到海外市場的平台:** 與多個機構合作, 幫助企業在eBay、亞馬遜、Google等網上平台建立銷售渠道; 低成本建立網店的同時, 助他們將條碼數據嵌入網站提升網站的瀏覽體驗、強化產品數據管理及網上曝光率。



We find the 'Hong Kong Trusted Market' programme aptly address our needs to kick-start our sales in China, which provides professional customer service and operational support at a cost - effectively manner. Mainland consumers will also find our products trust-worthy with GS1 HK's authentication label.

我們在內地市場剛起步, 所以信港商城頗切合我們需要, 既有專業的國內團隊提供客服及營運支援, 大大減少成本; 而產品亦加入GS1 HK防偽標籤, 讓內地消費者對我們正版港貨更有信心。

**Ms. Carry Yu**  
Former CEO of  
One Health International Ltd.

余寶珠女士  
同健有限公司  
前行政總裁





## REAL Barcode/ REAL QR – Product Authentication, Consumer Engagement, Channel Management and Anti-phishing

- GS1 Hong Kong's REAL Barcode/ REAL QR, embedded with an internationally patented anti-counterfeit technology, has become a leading anti-counterfeit solution adopted by a number of leading local retail brands in jewelry, cosmetics, food, consumer electronics accessories, industrial products sectors.
- The solution is also an effective tool for brands to engage their customers, understand market trends, combat parallel products and protect their brands against phishing.
- In 2020, more than 2 million items are tagged with REAL QR code, including healthcare, seasonal products, fashion & design, and personal protective equipment like reusable mask.



## 真的碼/ REAL QR解決方案-產品驗證、消費者互動、銷售渠道管理及辨識釣魚網站

- 配備全球專利防偽技術的GS1 HK「真的碼/ REAL QR」解決方案已成為業界領先的防偽方案，獲各大大地珠寶、化妝品、食品、消費類電子配件及工業產品品牌採用。
- 方案同時可助品牌有效地與消費者互動、了解市場趨勢、打擊水貨及保障品牌免受釣魚網站影響。
- 於2020年，超過200萬件貨品配有REAL QR標籤，包括醫療、季節性產品、服飾及設計、個人防護裝備如可重用口罩等。



The company has applied REAL QR tags on a variety of wellness products since Aug 2020, and recorded a considerable amount of warranty registrations so far, developing a useful buyers' database for future engagement.

公司自2020年8月起在不同系列保健儀器包裝上貼上REAL QR，成功錄得大量產品保用註冊登記，有助公司建立買家數據庫作日後聯繫。

Spokesperson of a health & wellness brand | 醫療健康品牌發言人



## Driving Marketing and Promotion

- Businesses are relying more on the simple, traceable GS1 HK's Digital Coupon to boost sales on existing customers, for example sharing via their own loyalty programs, particularly when the pandemic escalated and consumers were bound to shop online.
- To assist members enhance online visibility and marketing effectiveness, GS1 HK BARzaar helps promote members' products with good deals to GS1 HK's 8,000 members community while staff, families and friends, with a total of 165 member companies providing special offers on the platform.

## Smart Retail Solution

- Powered by artificial intelligence, facial recognition and data analytics technologies, the solution helps engage retail shoppers and provides in-depth shopper profiles to retailers. The solution was also approved as one of the solutions of the Government's Distance Business Programme ("D-Biz Programme").

## 推行營銷推廣

- 疫情驅使消費者網購日增，企業更需善用簡單、可追溯的GS1 HK電子優惠券方案提高現有顧客的銷售額，例如透過其公司的會員計劃分享優惠。
- 透過GS1 HK BARzaar，企業會員可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，提高網上曝光率及營銷效果。共有165間企業會員於平台上提供優惠。

## 智慧零售方案

- 方案應用了人工智能(AI)、人臉識別及數據分析科技，讓品牌可與零售消費者互動的同時，深入的瞭解消費者。方案同時已獲政府「遙距營商計劃」(D-Biz)的認可。



“

We are committed to offering quality and affordable healthcare and rehabilitation products to our customers. With GS1 HK Smart Retail solution, we are enabled to present our latest product information, bringing more connected shopping experiences and increasing possible transactions.

我們致力為顧客提供優質及大眾化的健康食品及復康用品，應用GS1 HK智慧零售方案有助我們向顧客展示最新產品資訊，帶來更佳的互動購物體驗，增加售出機會。

Spokesperson of | 華康便利店有限公司  
Wah Hong Convenience Store Ltd. | 發言人

”

### Digital & E-commerce Knowledge Transfer Activities

- Close to 40 “Go Digital” webinars, workshops and courses were held engaging more than 1,700 participants. The majority were co-organised with major retail and e-commerce leaders like Alibaba, eBay, JD.com, Google, etc, as well as statutory organisations and industry associations such as Hong Kong Management Association, HKTDC, Hong Kong Productivity Council, The Hong Kong Retail Management Association and more.
- Collaborating with OpenCertHub, we offer the “Retail Supply & Big Data Analytics” training course via a “video-on-demand” approach, where dual-security (with blockchain and GS1 HK REAL Barcode authentication) role-based certificates were issued to students who passed the exam.

### Consumer Caring Scheme 2020

- GS1 HK’s Consumer Caring Scheme had recognised 91 companies for their outstanding performance and practices in pursuing consumer care, of which 49 companies are distinguished for their 5 or more years of commitment.

### 數碼及電商知識分享活動

- 舉辦了接近40場「Go Digital」網上研討會、工作坊及培訓，吸引超過1,700位參與者。大部份活動均與各大零售及電商平台如阿里巴巴、eBay、Google等，以及法定組織和行業協會如香港管理專業協會、香港貿易發展局、香港生產力促進局、香港零售管理協會等合作舉辦。
- 與OpenCertHub合作，透過自選形式提供「智慧零售供應鏈及大數據分析」課程視頻，並向通過考試的參加者頒發具雙重驗證（區塊鏈及GS1「真的碼」）證書。

### 貼心企業嘉許計劃2020

- GS1 HK的「貼心企業嘉許計劃」嘉許了91間於關愛消費上表現傑出的企業，當中有49間企業已是連續5年或以上堅守「以客為先」理念。





## Mitigating Risk and Building Trust in the Evolving Food Chain

### 於不斷演變的食品供應鏈上 減低風險及建立信心

More food is being traded across borders and sold online than ever before, since restaurants and catering facilities are unavailable under pandemic. Consumers and governments are increasingly concerned about the food quality, safety and traceability, for instance, China has implemented mandatory traceability requirements for all food products transported via cold chain.

GS1 Hong Kong has been synergising best practices, digital & smart technologies and global standards for food companies, to build a smarter, more traceable and safer food ecosystem in Hong Kong.

餐廳及餐飲處所因疫情關閉，大量食品供應商轉戰跨境及網上零售；無論是政府還是消費者都比從前更關注食品質素、安全和可追溯性，例如中國已規定所有經冷鏈運送的食品必須具有可追溯性。

GS1 HK一直為食品企業提供最佳範例，結合數碼及智慧科技和全球標準，在香港構建一個更智慧、更可追溯和更安全的食品生態系統。

## Key initiatives 2020/ 2021

### 7th Quality Food Scheme & 1st Quality Food Scheme+

- 21 food and food services companies were recognised at the Quality Food Scheme & Quality Food Scheme+, among which 13 enterprises were recognised with the highest honour - Diamond Enterprises.
- In addition to evaluation on traceability against the GS1 Global Traceability Standard, the advanced edition takes reference to ISO 22000 and HACCP international standards for assessment.
- The scheme helps food enterprises to reduce and control risk, ensure product quality and food safety, protect consumers' health, and ultimately enhance competitiveness.



## 2020/ 2021主要舉措

### 第7屆優質食品計劃及首屆優質食品計劃+

- 「優質食品計劃」及「優質食品計劃+」共嘉許了21間食品及餐飲服務企業，當中有13間企業獲得最高榮譽嘉許—鑽石企業。
- 除了以GS1全球追溯標準(GTS)評估企業的追蹤追溯能力外，進階版的計劃更參照ISO 22000食品安全管理體系標準和HACCP食品安全控制標準為參與機構進行評審。
- 計劃幫助食品企業減低和控制風險、確保產品質量及食品安全、保障消費者健康，提升企業競爭力。



As more challenges in food safety as well as supply chain arises, it is important for all of us to join forces to reduce food safety risks, by leveraging innovation and technology...The effective adoption of international standards and technology for food management systems can help to build consumer trust and enhance brand image.

隨著食品供應鏈及食安問題與日俱增，我們更需合力善用創新科技減低食品安全風險...於食品安全管理系統上有效地應用全球標準及科技，有助建立消費者信任和提升品牌形象。

**May Chung**

General Manager of Nestlé Hong Kong Ltd.  
Chairperson of Hong Kong Food and Beverage  
Industry Advisory Board of GS1 Hong Kong

**鍾美玲女士**

雀巢香港有限公司總經理、  
GS1 HK 食品及  
飲品行業諮詢委員會主席



### 6th Food Safety Forum

- The annual Food Safety Forum scheduled in August 2021 was postponed to 1 December 2021 in physical and virtual formats, due to the COVID-19 situation.
- Themed “Food Safety in Times of Crisis: Rethink, Reset, Revive”, the Forum brought together around 200 industry experts and practitioners to discuss food traceability practices, global standards and technology for the betterment of food management systems and food safety. Interactive sessions were arranged throughout the Forum to engage online participants.

### 第6屆食品安全論壇

- 原訂於2021年8月舉辦的年度食品安全論壇，因疫情延後至2021年12月1日在線上線下同步舉行。
- 論壇以「重塑、重整、重生—應對食品安全挑戰」為題，匯聚大約200名行業專家及從業者，共同探討食品追蹤追溯、全球標準及科技應用如何提升食品管理系統及食品安全。論壇上舉行了多個互動環節，讓網上參與者更投入。



“ Through concerted efforts of the trade and the Government, the supply of food items in Hong Kong can be maintained at a steady level...I would like to take this opportunity to congratulate award winners of the GS1 Hong Kong’s Quality Food Scheme, and thank them for their efforts in enhancing the visibility of the food supply chain and increasing consumer trust in the local food industry.

在業界及政府的共同努力下，香港的食品供應鏈保持穩定充足...我希望藉此機會恭喜GS1 HK 優質食品計劃得獎者，並感謝他們在提高食品供應鏈可視化和消費者對本地食品的信心而努力。

**Dr. Chui Tak-yi** | 徐德義醫生  
Under Secretary for Food and Health, | 香港特區政府—  
HKSAR Government | 食物及衛生局副局長

”

### Smart Operations in Food Industry

- GS1 Hong Kong has supported restaurant chains and food companies like Sun Fat Heung Food Products Ltd. (Top Soya) to deploy Smart Operations solution.
- Through the use of ezTRACK as a real-time data dashboard, IoT devices, video analytics and other cutting-edge technologies, the companies are able to achieve real-time operation visibility, optimal efficiency and better product compliance.
- The solution has demonstrated improvement in operational efficiency by 30%, reduction in loss and fault rate by 10%, and enhanced order fulfilment rate by 1-2% for a certain case.



“ With the daily production, environment and quality control data collected round-the-clock, we are able to greatly enhance our product quality and operation, which relieves our staff from monitoring production sites chores and simply respond upon receiving alert from the smart devices.

透過擷取及掌握日常生產、環境及質量控制數據，我們可以大大提升產品質素及營運，省去員工於生產場地的瑣碎工序，讓他們在收到智能設備警報後才即時作出回應。

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

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## Food Trainings & Consultancy

- In 2020-2021, we have uplifted the Food Traceability and Safety Certificate training with a data-driven approach. Apart from food traceability and food safety strategies and practices, the training also covered digitalised data management to maximize the overall visibility and effectiveness.
- 4 free webinars were conducted to provide the food industry with updated trends, tips and regulations on food safety, digital commerce and cross-border trade to China. The webinars attracted over 300 audiences.
- GS1 Hong Kong continued to support various food companies like Dah Chong Hong Food Mart, International Gourmet Foods and Vitasoy International Holdings to conduct business process reengineering and apply latest technologies for better visibility and efficiency, as well as to shape a desired supply chain blueprint for company to meet the on-going and emerging markets.



## 食品培訓及諮詢服務

- 於2020-2021年，我們以數據帶動業務為基礎，增大了食品追溯和安全證書培訓範疇。培訓除講解食品可追溯性和食品安全策略和實踐外，還涵蓋數碼化信息管理，助企業提升整體可視性和效率。
- 舉辦了4場免費網上研討會，為食品行業提供有關食品安全、數碼商貿和中國跨境貿易的最新趨勢、要訣和規範，並吸引了300多名參與者。
- GS1 HK繼續協助各食品企業如大昌食品、寰宇美食和維他奶國際等進行業務流程重組和應用最新科技以提高可視化和效率，並為他們塑造符合預期的供應鏈藍圖，以應對現今和新興起的市場需求。

Given the ever increasing complexity of business environments, we have been driving transformation across the group, strengthening our customer connection and service delivery. With GS1 standard-led solutions and services, we are able to constantly upgrade our efficiency & service level, sustain our competitive edge and better equip ourselves for any future changes.

現今營商環境日趨複雜，所以集團一直推動變革，加強與客戶連繫，強化服務質素。我們透過基於GS1標準的解決方案和服務，不斷提升自身效率和服務水平、維持競爭優勢，為日後變化整裝待發。

**Ms. Betty Leung**  
Former Advisor, DCH Holdings  
GS1 HK Board of Director

梁佩貞女士  
大昌行集團前顧問、  
GS1 HK董事局成員

## Public Advocacy and Collaboration

- As one of the 3 Hong Kong representatives at APEC Policy Partnership on Food Security (PPFS), GS1 Hong Kong submitted statement of recommendation to PPFS 2021, with recommendations on the Food Security Roadmap in strengthening the APEC Food Supply Chain resilience with enhancement in supply chain visibility, traceability and interoperability in food system through wider adoption of Global Data Standards.

## 政策倡儀及合作

- GS1 HK為亞太經合組織糧食安全政策夥伴關係(PPFS)的三名香港代表之一，並向PPFS 2021提交了對「糧食安全路徑圖」的建議，提倡透過廣泛應用全球數據標準(GDS)提升供應鏈可視化、可追溯性和食品系統間的相互操作性。





## Making Healthcare Safer and More Efficient for Patients and Providers 為用家和服務提供者確保更安全、 更高效的醫療服務

Despite COVID-19's many devastating impacts, there is a growing optimism that the healthcare sectors are now better equipped to manage further repercussions, thanks to numerous accelerated transformations in terms of clinical innovations, evolving digital health technologies, new care delivery models, etc.

GS1 Hong Kong works to keep up with the speed of change, and continues to increase patient safety, supply chain security and efficiency, traceability and accurate data synchronisation in healthcare, with global standards.

儘管疫情帶來許多衝擊，但也推動了醫療護理行業的正面發展。行業於各範疇如臨床創新、日新月異的數碼醫療、嶄新護理模式等加速轉型，讓他們都更能應對未來挑戰。

GS1 HK亦與時並進，繼續以全球標準為基礎，提高醫療護理界的安全性、供應鏈安全和效率、可追溯性和數據準確度。



## Key initiatives 2020/ 2021

### GS1 DataMatrix Application for COVID-19 Vaccines & Hospital Authority Guideline and Enablement

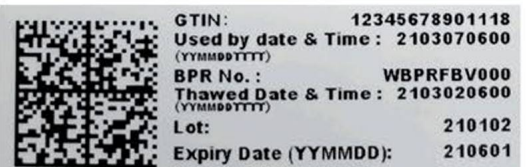
- To ensure safety and trust in COVID-19 vaccination, DCH Auriga, a Hong Kong distributor of the Pfizer BioNTech COVID-19 vaccine, applies GS1 DataMatrix labels on its thawed vaccines distributed across the city, to include important data to the shipments especially when they are temperature-sensitive.
- Engaged Hospital Authority (HA) to promote the adoption of GS1 DataMatrix on drug packaging, and GS1 standards for prescription labels and vaccine identification.
- Developed and continued to update based on users' feedback on the GS1 DataMatrix Implementation Guideline for HA and its suppliers to understand how the standards and implementation process should be carried out correctly.



## 2020/ 2021主要舉措

### GS1 DataMatrix於新冠肺炎疫苗的應用及為醫管局編撰指引和支持

- 奧利佳是輝瑞BioNTech復必泰疫苗在香港的分銷商。由於疫苗對溫度變化異常敏感，奧利佳在解凍中的疫苗加上GS1 DataMatrix標籤，記錄運送時的重要數據，確保疫苗接種安全及提升信心。
- 積極與醫院管理局合作，推動GS1 Data Matrix於藥品包裝上的應用，及於處方標籤和疫苗鑑定上善用GS1標準。
- 為醫管局編撰及依持份者建議修改GS1 Data Matrix實施指引，以便局方與供應商清楚掌握及準確應用標準。





## UDI Knowledge Transfer

- As the accredited issuing agency of the US FDA's Unique Device Identifier' (UDI) Programme, GS1 Hong Kong shared latest global UDI trends, regulations and other best practices with Hong Kong Medical and Healthcare Device Industries Association and relevant practitioners.

## 醫療器材單一識別(UDI)知識分享

- 作為美國食品和藥物管理局認可的UDI批核機構，GS1 HK向香港醫療及保健器材行業協會及其他從業員分享了全球最新的UDI趨勢、監管條例及其他最佳實踐方法。



GS1 DataMatrix standard serves as an effective component for enhancing track and trace visibility on COVID-19 vaccines distribution, improving significantly both data accuracy and time saving comparing to traditional linear barcode. It is also essential for health care providers to administer vaccines with confidence and improve the supply chain efficiency.

GS1 DataMatrix標準是提升新冠肺炎疫苗配送及追蹤能見度的關鍵元素，與傳統條碼相比，大大改善數據準確度和減省時間；同時讓醫護人員在接種疫苗時更有信心，亦增加了供應鏈效率。

**Harris Kwok**  
Assistant General Manager, Operations  
DCH Auriga

**Harris Kwok**  
營運助理總經理  
奧利佳香港



## Industry Trainings & Services

- Offered trainings and testing services to service providers like Baptist Hospital and DCH Auriga, on the topics of standards & regulations update, supply chain digitalisation, IoT applications, etc.

## 行業培訓及服務

- 為醫療服務提供者如浸信會醫院及奧利佳等安排培訓及檢測服務，培訓範圍涉及醫療標準及規範更新資訊、數碼化供應鏈、物聯網應用等。



## Promoting Digitalised Healthcare Development

- Extended ezTRADE usage in healthcare sector with CUHK Medical Centre onboard, facilitating its drug management system including medicine ordering and shipment process.
- Continued to participate in the Food & Healthcare Bureau Working Group on eHealth Record and Information Standards (eHR), contributing to standardisation for electronic healthcare data exchange.

## 推動數碼醫療發展

- 深化ezTRADE在醫療界應用，包括協助香港中文大學醫院將其藥品管理系統自動化，如藥品訂貨及送貨等流程。
- 持續參與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工作，促進電子醫療數據交換標準的發展。





## Innovating & Transforming into Smarter Business 創新轉型 成就智能業務

To deal with challenging headwinds caused by pandemic and economic situation, businesses have to reinforce digital transformation to increase automation, efficiency and resilience. While the use of smart technologies like IoT, AI, cloud, data analytics are growing, global standards for unique identification, interoperability & data sharing are the core underpinning any transformation.

GS1 Hong Kong has been collaborating with the industry to promote technology innovations and build a neutral I&T ecosystem in Greater Bay Area (GBA) including Hong Kong.

為了應對疫情和經濟狀況帶來的挑戰，企業必須加強數碼轉型，以提升自動化、效率和彈性。雖然各樣智慧科技如物聯網、人工智能、雲端、數據分析的應用正在增加，但獨有識別、可相互操作和分享數據的全球標準仍是任何轉型的基礎。

GS1 HK一直與業界協作，在大灣區（包括香港）驅動科技創新和建立中立的創科生態。

## Key initiatives 2020/ 2021

### The Hong Kong ICT Awards – Smart Mobility Awards 2021

- For the 4<sup>th</sup> consecutive year, GS1 Hong Kong was the lead organiser of HKICT Awards – Smart Mobility Award, which is steered by OGCIO of the HKSAR Government. Aimed to encourage the development & adoption of information and communication technology (ICT) applications, the Award recognises companies that leveraged innovation & excellence to create a more convenient, safer and more efficient environment for citizens and tourists.
- 59 entries from the 3 different streams – Smart Transport, Smart Logistics and Smart Tourism were received, of which 10 of them were awarded and documented in a casebook to recognise their efforts. Many “first of its kind in HK” innovative solutions were awarded.

## 2020/ 2021主要舉措

### 香港資訊及通訊科技獎-智慧出行獎2021

- 本會連續4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。獎項旨在鼓勵業界拓展及應用資訊及通訊技術 (ICT)，並表彰於應用創新科技上表現傑出的企業，為市民及旅客帶來更方便、更安全及更有效率的環境。
- 今屆「智慧出行獎」共收到59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10間獲獎，並輯錄於編彙表揚他們的成就。多個「全港首見」創新方案均有獲獎。



“

Hong Kong is on the cusp of a golden era for I&T development. And I encourage our I&T elites and start-ups to seize the boundless opportunities that will transform Hong Kong and the Greater Bay Area in the global economy.

香港正處於發展創科的黃金時代，我鼓勵各創科精英和初創企業抓緊無限機遇，改變香港及大灣區於全球經濟的地位。

**Mr Paul Chan**  
The Financial Secretary,  
HKSAR Government

陳茂波先生  
香港特區政府—  
財政司司長

”

### Value Partner Programme (VPP)

- A total of 25 vendors with diversified solution and services portfolio joined the programme, and benefited from a wide range of services, including joint-marketing activities, business matching and solution certifications, helping them grow their businesses based on GS1 standards and solutions.

### 價值夥伴計劃

- 提供不同方案和服務的25個供應商參與了本年度計劃，盡享GS1 Hong Kong提供的服務，包括聯合舉辦活動、商業配對及解決方案認證等，助它們善用GS1標準及方案，帶動業務增長。



## IoT/ EPC Training

- Offered a series of IoT training and short courses for business professionals across industry sectors on a wide range of topics including smart retail, manufacturing, operations, supply chain digitalisation and big data analytics.
- Around 140 industry practitioners joined the training series.
- For several consecutive years, GS1 HK has continuously been authorized as Reindustrialisation and Technology Training Programme (RTTP) education provider under the Innovation and Technology Fund to provide subsidized training courses. We have collaborated with professional institutes to offer accredited trainings to all business levels.
- GS1 HK also supported various companies to apply funding from Innovation and Technology Commission on Technology Voucher Programme (TVP).

## 物聯網/ EPC培訓課程

- 為各行業從業員提供一系列物聯網培訓和短期課程，主題涵蓋智慧零售、製造、營運、供應鏈數碼化和大數據分析。
- 約有140位業界從業員參與了培訓系列。
- GS1 HK已連續多年獲創新及科技基金下的再工業化及科技培訓計劃(RTTP)認可為培訓機構，為各培訓課程提供資助。本會更與多間專業機構合作，為所有業務範疇提供獲業界認可的培訓。
- 本會也有協助多間企業向創新科技署申請科技券(TVP)。



## I&T Industry Engagement

- Participated in the 16<sup>th</sup> Plenary Meeting of the Hong Kong/ Guangdong Expert Group on Co-operation in informatisation hosted by OGCIO in Hong Kong, and connected to Guangzhou through video conference. GS1 HK shared how we promoted industrial internet harmonization & innovation development in GBA by pushing “Industrial Internet Identification Project” forward.
- Co-organised the 15<sup>th</sup> Guangdong-Hong Kong Internet of Things Summit held online. GS1 Hong Kong not only invited HK speakers, but also gathered HK participants including speakers & government officials at GS1 HK office to join the Summit virtually. Experts from Guangdong and Hong Kong shared their insights on the future regional IoT innovations and applications.
- Invited “Hong Kong ICT Awards 2020 – Smart Mobility Award” winners to join the 10<sup>th</sup> IoT Guangdong-HK-Macau IoT Competition, in which 3 companies triumphed among hundreds of entries from the GBA.

## 創科行業拓展

- 參與了政府資訊科技總監辦公室在香港以視像形式連接廣州的「粵港信息化合作專責小組第十六次會議」，並分享了本會如何透過積極推動「工業互聯網標識解析創新專案」建設，推動大灣區工業互聯網融合創新發展。
- 聯合舉辦於網上進行的第十五屆粵港物聯網高峰論壇。GS1 HK不但邀請了香港的演講嘉賓，還安排了與會者(包括演講嘉賓及政府官員)於GS1 HK辦公室聚首一堂於網上參與論壇。來自廣東及香港的專家就促進大灣區物聯網應用及創新進行交流。
- 邀請了香港資訊及通訊科技獎的「智慧出行獎」得獎公司參與第10屆粵港澳物聯網大賽，當中有3間企業於大灣區百間參賽企業中脫穎而出，獲得殊榮。

- Submitted a proposal to The China Academy of Information and Communications Technology (CAICT) on China Industrial Internet Identification Resolution Infrastructure, one of the next generation key technical infrastructures in China, to build a platform based on GS1 Global Standards and connect to the China's Industrial Internet.
- 向中國信息通信研究院提交建議書，提倡於中國構建工業互聯網標識解析體系。該體系將會是中國下一代關鍵技術基礎建設之一，透過基於GS1全球標準的平台，對接中國工業互聯網。



### Smart Business Innovation Centre

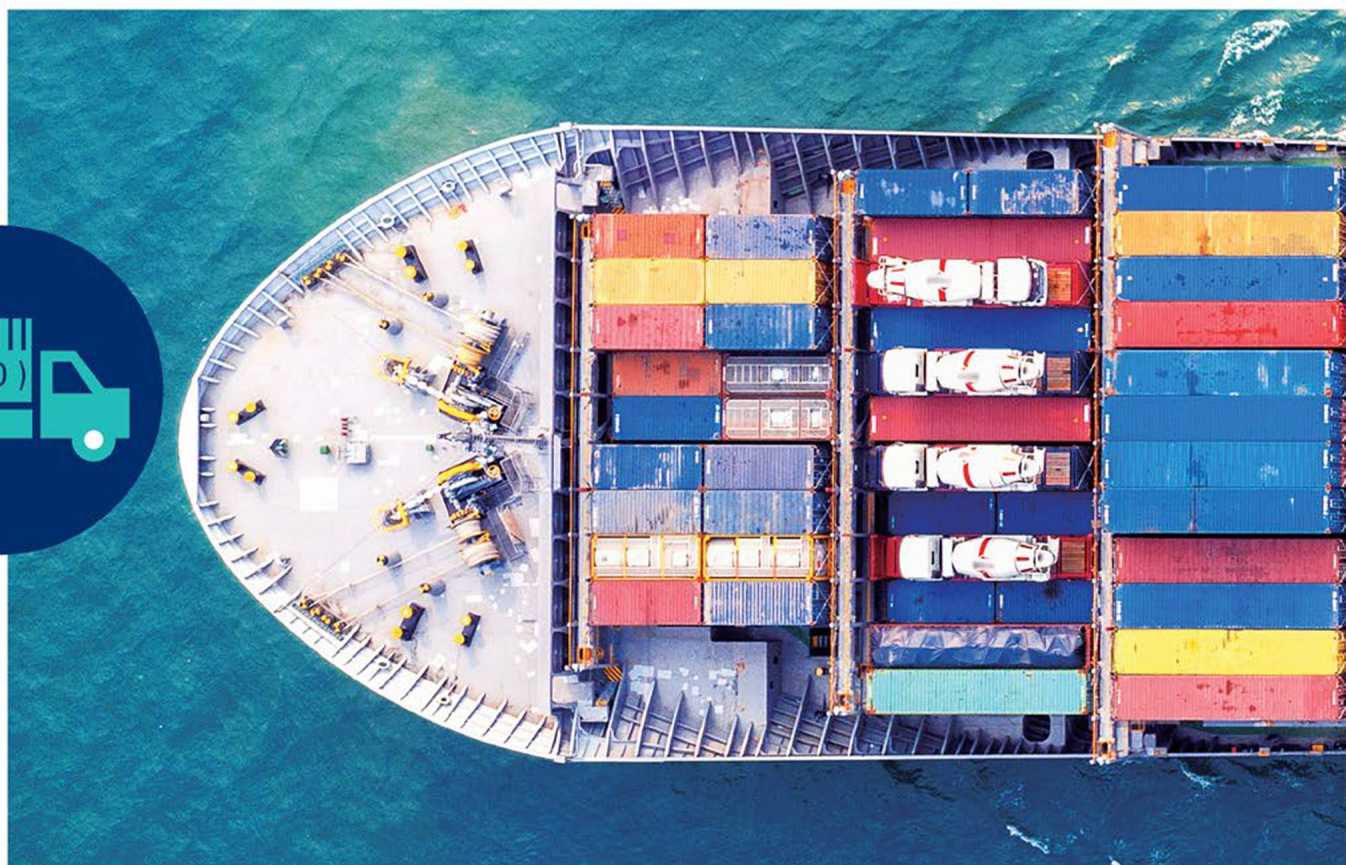
- With 6 thematic zones including smart retail & omni-channel, enterprise trading services, smart logistics, smart healthcare, smart operations & industry recognition, the Centre showcases the latest smart business solutions empowered by AI, video analytics, sensor network and data analytics, serving as an industry platform for companies to experience IoT/ EPC-related solutions. Virtual tour will be rolled out later to broaden the reach.
- Government officials from Invest HK, industry associations, as well as business leaders from retail & e-commerce, healthcare, logistics, ICT industries visited the Centre in 2020/ 21 to explore collaboration opportunities on I&T development in Grater Bay Area. Centre tours were also organised for local university students to nurture IoT talents, adding up to 410 visitors in total.



### 智慧科技創新中心

- 涵蓋6個主題區域，包括智慧零售及全渠道商貿、企業貿易方案、智慧物流、智慧醫療護理、智慧營運和行業嘉許，展示應用了人工智能、視像分析、傳感器設備及數據分析等先進科技的最新智慧業務方案，更是商界親身體驗物聯網/ EPC相關方案的有效平台。稍後更會推出虛擬導賞，讓更多人可了解相關科技應用。
- 於2020/ 21年，政府部門代表如投資推廣署、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中心，探討於大灣區推動創科發展的協作機遇。本會也特別安排了本地大學生參觀中心，培養未來物聯網專才。中心吸引了410位參觀人士。





## Facilitating Seamless Flow of Goods and Information 促進暢通物流和訊息流

There's an increasing demand for frequent deliveries, small shipments and last mile fulfillments in dense city areas. The industry needs to maneuver logistics disruptions with real-time information, orchestrate across multiple transport modes at the lowest possible cost, which is increasingly intricate and cluttered.

GS1 Hong Kong works closely with the logistics trade, to promote accurate, real-time visibility throughout the supply chain, from source to consumer, no matter what the mode of transport, enabling more resilient, agile, transparent and responsive operations.

頻繁交付、小批量運送及最後一里付運於人口密集城市的需求不斷增加。業界要盡可能在低成本的前提下，善用實時訊息、配合多式聯運模式，來應對越來越複雜和繁瑣的物流挑戰。

透過與物流行業緊密合作，GS1 HK助業界推進從源頭到消費者的整個供應鏈準確度及實時可視化，讓企業無論採用何種運輸方式，都能保持彈性、敏捷、透明和迅速應變的營運模式。



## Key initiatives 2020/ 2021

### APMEN Visualisation of Sea Freight Logistics Phase 2 Project

- Engaged OnePort in Hong Kong and completed Phase II project with more container terminal operators from ports in the region, including Shanghai e-Port, Xiamen e-Port, Australia 1-Stop Connections, and Singapore GeTS.
- With the support of GS1 HK, OnePort developed appropriate interfaces and files to facilitate the effective sharing of event data to EPCIS database via GS1 HK's IoT platform - ezTRACK. It is proven that GS1 Global Data Standards (GDS) can help enhance visibility, integrity and transparency of e-Ports and cross-border trade.

## 2020/ 2021主要舉措

### 亞太示範電子口岸網路的海運物流可視化計劃(第二階段)

- 成功邀請了本地公司OnePort及更多港口包括上海、廈門的港口、澳洲的1-Stop、新加坡的GeTS參與項目的第二階段。
- 在GS1 HK的支援下，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，印證了GS1的全球數據標準(GDS)可提升電子港口及跨境貿易的可視化程度、完整一致性和透明度。



As an initiative of our Smart Port development, the use of GDS and ezTRACK platform has demonstrated solid benefits in improving sea freight visibility by providing smart connectivity with other ports, with reduced cost and increased efficiency, helping our clients better plan and ensure on-shelf availability of their products.

作為發展智慧港口的一環，GDS和ezTRACK平台能有效地連繫其他港口，提高航運可視化程度、降低成本和提振效率，有助我們的客戶更好地規劃和確保產品的現貨供應，為我們帶來優勢。

**Philip Ho** | 何漢傑先生  
CEO of OnePort | 一路通行政總裁





## China Customs' "Declaration by GTIN" Initiative

- Trading with Mainland China partners is vital to our members. As China Customs introduced a barcode (GTIN) reporting function for its single window declaration system, our members can now enjoy a quicker and more convenient custom declaration process built on our collaborative model of data sharing with GS1 China.
- Under the "declaration by GTIN" initiative, companies importing goods to China can use GTIN to complete the declaration form "within a second" instead of the normal manual entry.
- China Customs can thereby query GS1 China's product database to perform "intelligent autofill".
- GS1 HK has been actively communicating with industry stakeholders via seminars, webinars, articles, association engagements, etc. to help businesses speed up their customs declaration processes.

## Cold Chain Management Practices Guidelines

- To solve the pain points for supply chain and cold chain management, GS1 HK supported the Hong Kong Logistics Association (HKLA) in developing a code of practice for the "Cold Chain Logistics Management System", funded by the Trade and Industry Institutions Support Fund of the Trade and Industry Department (TID).

## 中國海關「條碼報關」項目

- 與中國企業的貿易對本會會員非常重要。隨著中國海關推廣使用「單一窗口」產品條碼申報功能，本會會員也可受惠於GS1中國與中國海關系統的產品數據庫分享協作模式，享受更快、更方便的貨品通關流程。
- 「條碼報關」項目讓需將產品進口中國的企業運用產品條碼秒速進行申報，省去以往的人手輸入工序。
- 中國海關也能隨即於GS1中國產品數據獲得產品資訊，進行「智能反填」。
- GS1 HK向來積極透過研討會、網上研討會、文章、協會活動等方式與行業持份者積極溝通，協助企業加快報關流程。

## 冷鏈物流管理體系項目指南

- 為幫助業界解決供應鏈及冷鏈管理上的難題，GS1 HK協助了香港物流協會制定「冷鏈物流管理體系」的項目指南。該項目獲得工業貿易署「工商機構支援基金」資助。

主理機構  
執行機構  
資助機構

HKQAA  
香港品質保證局

TISF  
工商機構支援基金  
Trade and Industry Institutions Support Fund

# 冷鏈物流管理 體系項目指南

由工商機構支援基金撥款資助之  
「制定冷鏈物流管理體系之實務守則，  
以針對及協助物流業的長遠發展」項目

Practice Note on Cold Chain Management to Enable  
the Sustainable Development of Logistics Industry  
Funded by Trade and Industrial Organisation  
Support Fund

(項目編號：T18 004 002)

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研究結果，結論或建議，並不代表香港特別行政區的或工  
商機構支援基金或資助機構。



## Pallet Standardisation and Pooling in Greater Bay Area

- To facilitate trade and supply chain integration with GBA and waste reduction for Hong Kong, GS1 HK has submitted a proposal to Trade and Industry Department (TID), titled “Pallet Standardisation and Pooling in GBA”, which gauged the endorsement from industry stakeholders as represented by ECR HK as well as support from industry associations in Hong Kong and Guangdong.
- Meetings were arranged with Government officials including TID, Economic Affairs Department & Commercial Office as well as Customs Office of the Liaison Office of the Central People’s Government (LOCPG) to explore how the pallet standardization and pooling initiatives integrate with GBA smart logistics plan and cope with Ministry of Commerce’s strategic direction on standardisation.

## Industry Engagement @ ALMAC 2020

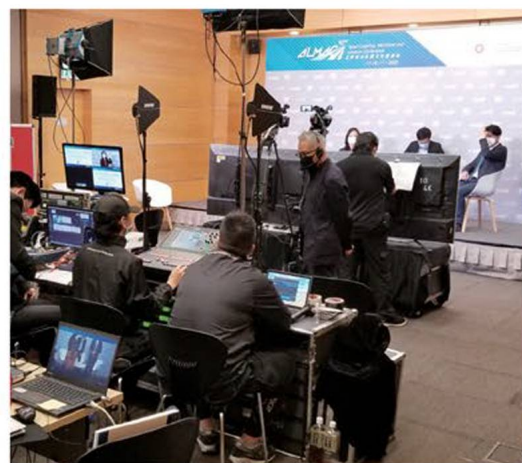
- Co-organised the “Supply Chain Management Forum” at Asian Logistics and Maritime Conference 2020 held online, focusing on supply chain management for e-commerce & social commerce. GS1 HK principal consultant facilitated insightful discussions and exchanged insights on trends and challenges with executives from Shopee, P&G and Empower.

## 於大灣區「建立標準化的托盤循環共用系統」

- 為促進與大灣區的貿易和供應鏈融合，並減少本地廢物量，GS1 HK已向工業貿易署提交了「建立標準化的托盤循環共用系統」建議書，該提案獲得了以ECR HK為代表的業界持份者的認可，同時得到香港和廣東行業協會的支持。
- 本會已與多個政府部門包括工業貿易署、中國駐香港聯絡辦公室經濟部貿易處及海關部門進行會議，探討標準化的托盤循環共用倡議可如何融合大灣區的智慧物流發展及配合商務部的標準化戰略方向。

## 行業交流互動@亞洲物流及航運會議2020

- 協辦了於上舉辦的亞洲物流及航運會議2020的「供應鏈管理論壇」，探討了電子商貿及社交電商的供應鏈管理。本會首席顧問與來自Shopee、香港寶潔及邦盛的行業管理層就行業趨勢及交流進行討論及交流。





## Promoting Digital Trade Finance Ecosystem Development 促進數碼貿易融資生態發展

Micro, small and medium-sized enterprises (MSMEs) are the bedrock of Hong Kong's economy accounting for 98% of all companies, yet they often encounter difficulties when accessing finance for their business growth and operations, especially in challenging times.

For decades, GS1 HK has been committing to digitising trade to enhance operational and cost efficiency, and started to introduce digital trade finance solution to streamline trade finance application and assessment process.

中小微企業 (MSME) 佔全港公司 98%，是香港經濟的基石，但它們在申請融資以推動業務增長和營運時往往遇到困難，尤其在經濟下行時更難獲融資。

數十年來，GS1 HK 一直致力促進數碼化貿易，以提高營運和成本效率，並開始推行數碼貿易融資方案，簡化貿易融資申請和評估流程。

## Key initiatives 2020/ 2021

### Turning Data into Working Capital for MSMEs

- In alignment with the Hong Kong Monetary Authority's (HKMA) push for a fintech ecosystem to support corporates, GS1 Hong Kong launched Digital Trade Finance service with local banks, supporting SMEs to use business transaction data stored in the B2B trade platform ezTRADE for trade financing application.
- Digital Trade Finance service allows ezTRADE users to quickly obtain loans with minimal hassle banking on the trusted, real-time transaction data from the platform, where 2,000 trade partners covering retail consumer goods, healthcare, food and catering service and cosmetics sectors made deals.
- HKMA is conducting a proof-of-concept (PoC) on its Commercial Data Interchange initiative, and GS1 Hong Kong has been a staunch supporter and participant.
- At GS1 HK Summit, Mr. Nelson Chow, Chief Fintech Officer of HK Monetary Authority shared how SMES can tap into opportunities from CDI initiative.
- Partnered with Standard Chartered Bank to provide streamlined trade financing solutions to better support MSMEs resolving their cash flow needs.
- Participated at HK Fintech Week's "Facilitating MSMEs' Financing Using Privacy preserving Technology" panel discussion and exchanged insights on digital trade finance with Standard Chartered, ASTRI & HKT Payment.
- Co-organised an executive luncheon with DBS & LIQUID to promote how digital trade finance can facilitate faster and more convenient SME financing.

## 2020/ 2021主要舉措

### 助中小微企將數據轉化成營運資金

- 為響應香港金融管理局推動金融科技的生態系統以支持企業，GS1 HK 聯同本地銀行推出了「數碼貿易融資」服務，幫助中小企善用B2B(商業對商業)電子商貿平台「通商易」(ezTRADE)上的數據申請貿易融資。
- 「數碼貿易融資」服務讓「通商易」用戶能透過平台上可信、實時交易數據快捷方便地向銀行獲得融資。「通商易」平台已獲2,000家貿易夥伴採用，涵蓋零售、快速消費品、醫藥保健、美妝護理、食品及餐飲服務等多個行業。
- 本會積極支持及參與香港金融管理局就「商業數據通」項目進行的概念驗證研究。
- 香港金融管理局首席金融科技總監周文正先生於GS1 HK 高峰會上講解了「商業數據通」為中小企帶來的機遇。
- 與渣打銀行合作提供便利的貿易融資服務，讓中小微企解決現金流問題。
- 參與了香港金融科技周的「Facilitating MSMEs' Financing Using Privacy preserving Technology」討論環節，與渣打銀行、應科院及HKT Payment探討了數碼融資議題。
- 聯同星展銀行、LIQUID舉辦了行政午餐會，推動中小企善用「數碼貿易融資」更快更容易地獲得融資。

2021  
HONG KONG  
FINTECH  
WEEK







## Our “Go Digital • Go Smart” Strategy, Services & Solutions 我們的「Go Digital • Go Smart」 策略、服務和解決方案

The pandemic has become a catalyst for digital transformation and resiliency planning, as businesses seek to maintain essential operations and stay afloat. Steered by the “Go Digital • Go Smart” mantra, GS1 Hong Kong is helping companies accelerate digital and smart innovations to counter disruptions and fuel business growth.

疫情下，數碼轉型和彈性規劃已成為許多企業的生存之道，以維持基本營商要求。GS1 Hong Kong 便以「Go Digital • Go Smart」策略為宗旨，扶持企業加速數碼化和智慧創新，抵禦外來環境衝擊、推動業務增長。

# 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		Enterprise Data Services 企業貿易服務	
	Online Exposure & Sales Promotion 網上曝光及銷售推廣		Product Data Management 產品數據管理
	Consumer Engagement 與消費者互動交流		Supply Chain Digitisation 供應鏈數碼化
	Sales Channel Expansion 銷售渠道拓展		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 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	Brand Protection 品牌保護	Training 培訓
Smart Retail 智慧零售	Product Authentication 產品驗證	Knowledge Building 知識提升
Smart Operations 智慧營運	Channel Management 渠道管理	Industry Best Practices 最佳行業實踐
End-to-End Visibility 從端到端的可視化	Anti-phishing 辨識釣魚網站	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





## Flagship Events and Other Activities 旗艦活動及其他項目

Despite restrictions on face-to-face gathering, GS1 Hong Kong has managed to organise a range of hybrid activities to help our members stay abreast of the latest industry developments and foster exchange of insights. Thousands of participants had capitalised on the events for cross-industry sharing and opportunities exploration.

即使會面受限制，香港貨品編碼協會仍積極舉辦了多項線上線下活動，幫助會員掌握各行各業最新發展、促進彼此交流。過千名與會者透過活動認識了跨行業夥伴、共謀商機。

# GS1 Hong Kong Flagship Events

## GS1 Hong Kong 旗艦活動

10 Jun 2021

**The 20<sup>th</sup> GS1 Hong Kong Summit and  
The 10<sup>th</sup> Consumer Caring Scheme Award Presentation Ceremony**  
第20屆GS1 HK高峰會及第10屆貼心企業嘉許頒獎典禮





# GS1 Hong Kong Flagship Events

## GS1 Hong Kong 旗艦活動

29 Nov 2021

### The Hong Kong ICT Awards 2021: Smart Mobility Award Presentation Ceremony

香港資訊及通訊科技獎2021:「智慧出行獎」頒獎典禮



1 Dec 2021

## The 7<sup>th</sup> GS1 Hong Kong Food Safety Forum and The 7<sup>th</sup> Quality Food Scheme Award Presentation Ceremony 第7屆香港食品安全論壇及第7屆「優質食品計劃」頒獎典禮



# GS1 HK Activities

## 活動回顧

8 Sep 2020

### “Quality Food Scheme+” Launch 「優質食品計劃+」新推出



23-24 Sep 2020

### Delivered speech on “Data Intelligence Enabling Better Shopper Experience” in Cloud Expo Asia

於香港亞太雲端科技博覽分享「數據智能達致更佳消費體驗」



17 Sep 2020/ 26 Jan 2021/ 18 May 2021/ 25 Aug 2021

### Co-organised seminar on leadership strategies series with APIFS

與亞太策略研究所聯合舉辦「領導力策略」系列網上研討會





17 Sep 2020/ 27 Oct 2020

**Smart Business Innovation Centre visit by Invest HK and JD.com, and co-organised global e-com tips webinar**  
**投資推廣署及京東參觀智慧科技創新中心並舉辦電商攻略研討會**



13-15 Oct 2020

**Participated at GS1 Asia Pacific Regional Forum**  
**參與GS1亞太地區論壇**



27 Oct 2020

**MoU signing ceremony with buildingSMART Hong Kong Chapter**  
**與香港建設資產及環境信息管理聯盟簽訂合作備忘錄**



# GS1 HK Activities

## 活動回顧

11-13 Nov 2020

**Exhibited and delivered speech on Smart Retail at Retail Asia Conference & Expo**  
於亞洲零售論壇暨博覽會展覽及分享智慧零售的演講



17-18 Nov 2020

**Co-organised “Supply Chain Management Forum – Shaking up Supply Chain Management from E-commerce to Social Commerce” 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」：電子商貿及社交商貿環節



15 Dec 2020/ 19 Apr 2021/ 30 Jun 2021

**Participated at the HKTDC’s T-box workshops exploring Mainland’s food & beverage industry and e-commerce transformation of garment industry**  
參與貿發局T-box工作坊，探討進軍內地食品及餐飲業及服裝業電子商務升級轉型的議題



22 Dec 2020

**Co-organised and delivered presentation in the 15th Guangdong-Hong Kong-Macau Internet of Things Summit**  
**聯合舉辦第15屆粵港澳物聯網高峰論壇並分享物聯網發展議題**



20 Jan 2021

**“HK Trusted Market + WJH” initiative launch**  
**「信港商城+唯家薈」項目推出**



# GS1 HK Activities

## 活動回顧

1-4 Mar 2021

### GS1 Global Forum GS1全球論壇



3 Mar 2021

### Discussed pallet standardisation in GBA recommendations with Liaison Office of the Central People's Government 與中聯辦商討將貨盤標準化引入「粵港澳大灣區」的建議



17 Mar 2021

### Meeting with Hong Kong Sea Transport and Logistics Association (HKSTLA) 與香港航運物流協會會面



1 Apr 2021

**OGCIO's senior officials visited GS1 HK's Smart Business Innovation Centre**  
創新科技署參觀了GS1 HK的智慧科技創新中心



19 Apr 2021

**Jointly initiated the "Greater Bay Area Standardisation & Innovation Alliance" and participated at the inauguration webinar**  
共同成立粵港澳大灣區標準創新聯盟並參與開幕網上研討會



Apr-Jun 2021

**Announced Consumer Caring Scheme 2020 winners and gave out trophies**  
公布「貼心企業嘉許計劃2020」得獎名單及親赴會員辦公地點送獎



# GS1 HK Activities

## 活動回顧

9 May 2021

**Video shooting at Smart Business Innovation Centre by Junior Police Call with COO Dr. Stephen Lam explaining latest Smart Retail**

少年警訊到GS1 HK智慧科技創新中心拍攝，邀請COO林漢強博士講解最新智慧零售技術



27 May 2021

**Co-organised webinar on Mainland's Food Market with TID's SUCCESS**

與工業貿易署中小企業支援與諮詢中心合辦「中國內地食品市場」網上研討會



10-12 Jun 2021

**Co-organised GOVirtual Business Expo & Conference**

合辦首屆實體虛擬經濟博覽及會議



9 Jun 2021

**Announced joint study titled “Retail’s Realignment: The Road Ahead for Omnichannel in the Greater Bay Area” by GS1 HK, KPMG and HSBC**

**GS1 HK、KPMG及HSBC聯合發佈「零售新里程：大灣區全渠道發展展望」調查報告**



30 Jun 2021

**Co-organised webinar with InvestHK on “Big Health” Market in Greater Bay Area**  
**與投資推廣署合辦「大灣區的『大健康』市場」網上研討會**



17 Aug 2021/ 26 Aug 2021/ 31 Aug 2021

**Exchanged industry insights with CMA, The Cosmetic & Perfumery Association of Hong Kong and other industry leaders**

**與中華廠商聯合會、香港化粧品同業協會及行業領袖探討行業發展機遇**



## About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong (GS1 HK) is the local chapter of GS1®, which supports companies' digitalisation to enhance supply chain transparency and efficiency, ensure product authenticity, and facilitate online and offline commerce with global supply chain standards (product identification key and barcode) and a full spectrum of standard-based platforms, solutions and services.

Currently, GS1 HK has around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. By engaging with communities of trading partners, industry organisations, government, and technology providers, GS1 HK is fostering a collaborative ecosystem with the vision of "Smarter Business, Better Life".

Headquartered in Brussels, Belgium, GS1® is a not-for-profit, standards organisation that has 115 national chapters serving 150 economies globally. For more information, please visit [www.gs1hk.org](http://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](http://www.gs1hk.org)

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