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

Kong reaches 3.5 billion 深遠影響。 Era 1 times, influencing every aspect of lives.

GS1 Hong Kong introduced 香港貨品編碼協會(GS1 HK) global barcode standards 於1989年將全球貿易編碼標準 (GTIN) to Hong Kong (GTIN)引入香港市場。時至今 in 1989. Today, annual 日,香港每年的條碼掃描次數 barcode scan in Hong 高達35億次,為日常生活帶來

4 801668 326680

香港貨品編碼協會(GS1 HK)由香 港總商會成立。

GS1 Hong Kong (formerly

named Hong Kong Article

Numbering Association

was founded by the Hono

Kong General Chamber o

1991 7-11, Circle K, Mannings, PARKnSHOP, Wellcome, Wing On were among the first group of retailers to adopt the Code of Practice for barcode scanning in retail stores to protect consumers against pricing ambiguity. 永安等採納《零售商引進電子



2005 Officially renamed GS1 Hong Kong. 正式命名為 GS1 Hong Kong • HK partner in global brand



2009

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



2011

GS1 and Open Mobile Alliance (OMA) collaboratively enabled barcode scanning features to be build directly into mobile devices to allow users scan and access trusted content. GS1與開放移動聯盟(OMA)合作,為流動裝置加設掃描條



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



2017

Ministry of Commerce and Ministry of Finance, PRC, jointly announced the adoption of GS1 Standards to increase the level of supply chain standardisation and digitialisation in China 國家商務部及財政部共同宣佈採用GS1標準,提升國家供



應鏈標準化及數碼化水平



2018

Activated "GS1 Registry Platform" to Launched Smart Barcode that create a global platform of unique bridges offline and online product identifiers and attributes, and opportunities for increased traffic later unveiled "Verified by GS1" initiative to achieve better data quality 推出智慧條碼助企業打通線上線下商 to share among business partners. 機,提升其網絡流量及銷售潛力。 啟動「GS1註冊平台」, 創建一個全球唯一 的產品識別及資訊的平台。其後推出



2021

2022

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





Launched "GS1 HK Digital Trade Finance

Service" that turns the trusted transaction

data on ezTRADE platform into working

Transforming the Data Exchange System 改革數據交換系統 service in Hong Kong and China are using ezTRADE. with more than 17 million EDI transactions being processed annually.

based interface for 無紙化數據交換。現時渝 paperless communication 2,000間於中港兩地、遍佈 between businesses 零售、消費品、醫療保健、 Presently, more than 餐飲服務行業的公司正採用 2,000 companies in 「通商易」,處理每年逾1,700 retail, consumer goods, 萬個電子數據交易訊息。

Establishment of ECR

Hong Kong (formerly

known as SCM Advisory

ECR香港正式成立(前身為供應

鏈諮詢委員會)。

ECR #



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



Definition of the SCM roadmap

"Supply Chain Management in

Global Trade" for Hong Kong's

委託KSA為香港出口業制定供應鏈管理

路線圖,主題為「全球貿易下的供應鏈

Recommendations for "FCR

pallet standardization" were extended to Asia Pacific level 「ECR貨盤標準化」倡議擴展至亞太地區

exports industries by KSA.

損失。

ezTRADE for SMEs in Hong Kong 為香港中小企推出「通商易」的網」









Rolled out ezTRADE services to Mainland China, to facilitate electronic trading across the 於中國內地推出「涌商易」,便利內

Launch of the 1st SCM

Summit in Hong Kong (later

第一屆供應鏈管理高峰會於香港舉辦

named "GS1 HK Summit")

(現稱GS1 HK高峰會)。

2008

地與本地的跨境電子貿易。



2013



The Hospital Authority of Hong Kong adopted GS1 Barcodes and ezTRADE for its 12 hospitals with their major



ezTRADE implementation in food services sector including Hong Kong Maxim's Group and Café de 「通商易」於食品服務業界推展,獲香港





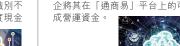
據質量、分享予業務夥伴。

隨地處理業務。

Developed a mobile-ready ezTRADE Offered LEI (Legal Entity Identifier) issuance interface for SMEs to conduct service, helping to deliver transpareny and business anytime, anywhere, security of entity identification among 推出手機版「通商易」介面,讓中小企隨時 financial parties, enabling traceability of the transactions

推提供法律實體識別編碼簽發服務,有助識別不 同金融機構單位時提供透明度及安全性,實現金 融交易的可追溯性。

packaged goods sector.



capital for SMEs 推出「GS1 HK數碼貿易融資服務」,讓中小





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

across industries, aimed 讓專業知識在各行業傳承。 Era 3 businesses. 時代ショ

at promoting supply chain strategies, technologies and best practices among local



GS1 HK has been investing 本會投入大量資源,積極向本

significant resources to 地社群推廣供應鏈管理策略、

facilitate knowledge transfer 科技及最佳實務的有關知識,

an EPCIS standard-based 一個以電子代碼訊息服務標準 data sharing platform 為基礎的數據交流平台,推動 designed to drive global 全球化產品及物流的追蹤追溯 the Power of product and logistics 能力。時至今日,「蹤橫網」 Global IoT / raceability. Today, the 的用戶連繫全球,是推動產品 ezTRACK users' community 資訊流通的主要動力。 **EPC Standard** is globally connected 發揮全球物聯網 playing a key role in EPC標準的力量 facilitating product-based information flow.

Launch of the Auto-ID



Centre at the Massachusetts Institute of Technology in collaboration with GS1 leading to the development 美國麻省理工學院與GS1成立自





動識別中心,中心後來研發出產 品雷子代碼。





管理 | 。





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

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

Opening of the SCM Resource Centre.

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



Launch of ezTRACK™, a globalized track-and-trace platform based on EPICS standard, enabling enterprises to gain real-time visibility of goods and product information and extending their connectivity to trading partners from other 推出「蹤橫網」,一個以產品電子代碼訊息服務標準為基

礎的追蹤追溯平台,讓企業實時獲取貨品和產品資訊、加 強誘明度, 並把資訊網絡擴展至其他國家。

2013

Signing of MOU between GS1 HK and Guangdong RFID Technology Service Centre to foster a global product traceability platform. Formation of the HK IoT Industry Advisory Council and launch of the first Hong Kong IoT Conference

GS1 HK與廣東無線射頻識別科技服務中心簽署諒解 備忘錄,建立環球產品可追溯性平台。 設立香港物聯網產業諮詢委員會及籌辨首屆香港物聯

2017



Inauguration of Quality Food Traceability Scheme to recognise companies which demonstrated excellence in food traceability practices, as well as initiating the Food Safety Forum. 創辦優質食品源頭追蹤計劃,表彰在食品可追溯

性實踐上打表現卓越的本地企業,並籌辦食品安 全論壇。



APEC commissioned GS1 HK to carry

out Global Data Standard (GDS)

Projects, with the use of ezTRACK, to

facilitate trade and enhance

cross-border supply chain connectivity

across 7 markets, also developed APEC

Adoption of Global Data Standards.

Guidelines and Beset Practices for the

亞太經合組織委託GS1 HK進行全球數據標

準先導計劃,利用「蹤橫網」便利貿易及提

升7個市場之間的跨境供應鏈連繫,推出《採 用全球數據標準和最佳實踐的APEC指南》

2018-2021 Provided standards and technology to enable the APMEN (Asia Pacific Model E-Port Network) Visualisation of Sea Freight Logistics Phase 1 & Phase 2 projects to improve the visibility, integrity and transparency of cross-border trade in the Asia-Pacific region.

提供標準及技術支援亞太示範電子口岸網絡的 海運物流能見度第一及第一期項目,推動四大 地區跨境貿易的能見度、合規性和誘明度。



Introduction of Smart Operations solution which enables companies to do more with less, achieve operational excellence with technologies like IoT, data analytics, for optimised resource usage, real-time operation monitoring, predicting and acting for better

Unveiled GS1 HK Digital Coupon Solution, based on Global Coupon Number (GCN) standard, to enable businesses to distribute coupons via multiple channels quickly, analyze campaign success and optimize promotion effectiveness

推出基於全球優惠券編碼(GCN)標準的 GS1 HK電子優惠券方案,使企業能通過多種 渠道分發優惠券,並能分析推廣活動的成效以 優化促銷效果。



Introduced Smart Touch@Store for

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







Era 5

importance of omni-channel —輪零售革命鋪路。 to pave the way for the next retail revolution.

With the boom of 電子商務蓬勃,全方位零售變 Introduced GS1 Smart-

e-commerce and increasing 成業務重心,條碼將繼續為新 Search standard to create structured data about a product which can then be used by search engines, smartphone apps, etc. 引入GS1智慧搜尋標準,旨在 於網上建立結構化的產品數 機應用程式使用。

據,方便網絡搜尋器或智能手

革新未來零售模式



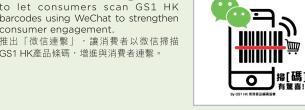


GS1 barcode standard (GTIN) was Amazon mandate that adopted by major online market platforms like Amazon, Alibaba, eBay, Google, Walmart, etc. to ensure product authenticity and improve searchability. GS1條碼標準GTIN獲得各大電商採用,如 亞馬遜、亞里巴巴、eBay、Google、Walmart 等,確保產品真偽及改善搜尋能力。

amazon

2016 Launched "Barcode Scan@WeChat"

barcodes using WeChat to strengthen 推出「微信連繫」,讓消費者以微信掃描 GS1 HK產品條碼,增進與消費者連繫。

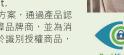


authentication and anti-phishing capabilities, while identifying licensed goods to achieve better channel management. 推出REAL Visibility解決方案,通過產品認 證及辨別釣魚網站以保障品牌商,並為消 費者建立信心,同時用於識別授權商品, 實際更佳的渠道管理。

Launched "REAL Visibility" solution

to protect brand owners and build

consumer trust by produc





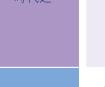














Launched ezTRADE in

銷售系統操作守則》,以防

消費者因產品價格不詳而招致

Launched a we-based version



供應鏈管理資源中心開幕。



pharmaceutical suppliers.



Introduced Supply Chain Global traceability standard Management Maturity launched to improve the Programme (SCMM) to help ability to track movement of SMEs achieve SCM best products along stages of the 引進GS1全球追溯標準,提升在供應







ECR最佳實務守則的公司。

2015-2020

abide by ECR best practices.

Launch of Consumer Caring

Scheme to honor companies that

推出「貼心企業嘉許計劃」,表揚達致

Launch of the Synchronized Supply Chain Replenishment solution (SSCR), a best practice ondemand-driven inventory replenishment for consumer

介紹同步供應鏈補貨方案模式・助消費性用

品業界管理供應鏈中需求預測與供應量的



Launch of Supply Chain 4.0 training & Retail

Supply Chain & Big Data Analytics to coach







推出智慧營運方案助企業以更少資源成就最大效

益,達到事半功倍的效果。透過採用物聯網(IoT)

2019