Annual Report **2023**

Ushering in

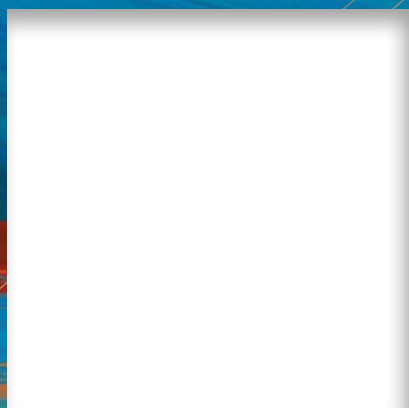**36 YEARS**

GS1

Hong Kong

GS1 Hong Kong

35 YEARS

Reaching a New Milestone, *Infinite Opportunities* Ahead

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GO DIGITAL • GO GREEN
GROW BUSINESS
推 動 業 務 增 長

Through the provision of global supply chain standards (including GTIN & barcodes), GS1 Hong Kong introduced "Go Digital • Go Green" strategies and a full spectrum of platforms, solutions and services, empowering 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(GS1 HK)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，以「Go Digital • Go Green」策略支援企業推行數碼轉型、提升供應鏈透明度及效率、確保產品真確性、並促進線上線下貿易。

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
FDA | European Commission | THE CONSUMER GOODS FORUM / GFSI | FIA FOOD INDUSTRY ASIA

Healthcare
醫療保健
World Health Organization | HL7 International | ihf International Hospital Federation | ISQua International Society for Quality in Health Care
SNOMED International

Transport & Logistics
運輸及物流
WORLD CUSTOMS ORGANIZATION ORGANISATION MONDIALE DES DOUANES | IATA | IATA | APMEN Operational Center 亞太示範電子口岸網絡運營中心

ICT
資訊及通訊科技
ISO | W3C | AUTO-ID LABS | cen

Cross-border Commerce
跨境商貿
ABAC APEC Business Advisory Council | ADB ASIAN DEVELOPMENT BANK | APEC Asia-Pacific Economic Cooperation | ICC INTERNATIONAL CHAMBER OF COMMERCE The world business organization
WORLD TRADE ORGANIZATION | OECD BETTER POLICIES FOR BETTER LIVES | UNCTAD

Construction
建造業
buildingSMART International

TODAY'S GS1 HONG KONG
香港貨品編碼協會概況

Serving Hong Kong for
服務香港

35 years
年

Supporting
支援

8000+

corporate members 名企業會員

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annual barcode scans
每年的條碼掃描次數

>3.5 billion
> 35億次

annual EDI transactions
每年電子數據交易

>2400 billion
萬宗

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7 of TOP 10*

Retail Companies adopt GS1 standards
7間本地Top 10零售企業使用GS1標準

All 43

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

2 of TOP 3

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

*   *Euromonitor International, 2020*
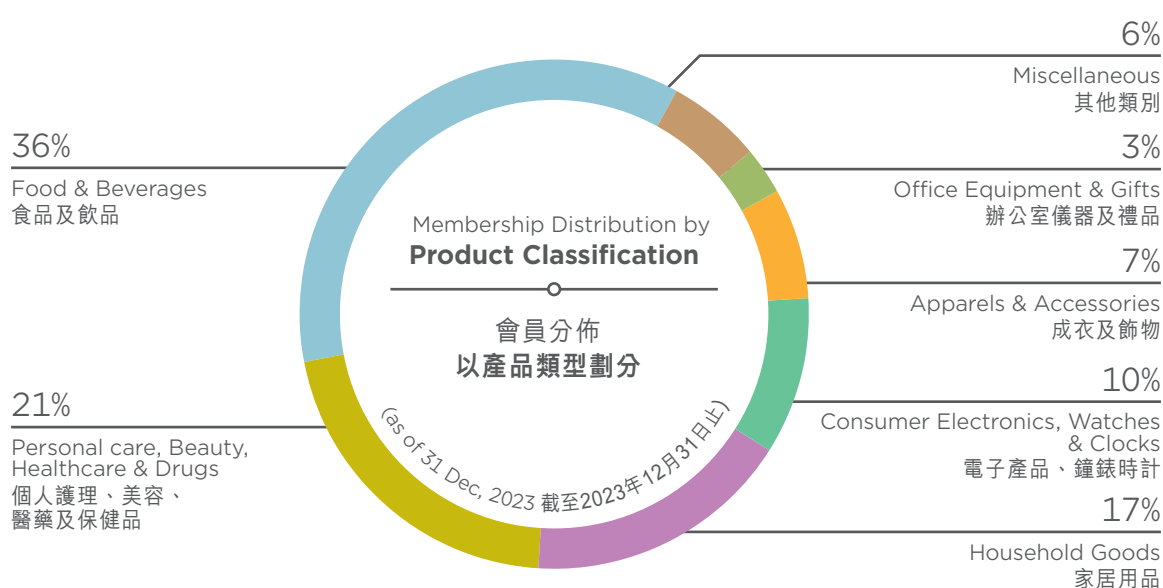   *https://www.igds.org/fileadmin/uploads/igds/Documents/Research_Reports/2020/Top_100_Retailers_Asia_2020.pdf*

OUR MEMBERSHIP
會員概況

More than 85% of our members are SMEs. GS1 HK supports companies big or small to raise competitiveness and realise success.

超過85%本會會員是中小企。GS1 HK一直支援大小各類企業提升競爭力、達成其目標。

Membership Distribution by
Product Classification

會員分佈
以產品類型劃分

(as of 31 Dec, 2023 截至2023年12月31日止)

6%
Miscellaneous
其他類別

3%
Office Equipment & Gifts
辦公室儀器及禮品

7%
Apparels & Accessories
成衣及飾物

10%
Consumer Electronics, Watches & Clocks
電子產品、鐘錶時計

17%
Household Goods
家居用品

36%
Food & Beverages
食品及飲品

21%
Personal care, Beauty, Healthcare & Drugs
個人護理、美容、醫藥及保健品

Membership Distribution by
Major Market Location

會員分佈
以主要銷售市場劃分

(as of 31 Dec, 2023 截至2023年12月31日止)

7%
Others
其他

12%
Europe
歐洲

12%
Asia
亞洲

13%
USA/Canada
美國/加拿大

34%
Hong Kong
香港

22%
China
中國

CHAIRMAN MESSAGE
Ms. May Chung

With the COVID-19 pandemic behind us, the global economy has slowly started to revive. But though the worst is behind us, many challenges remain. Among the concerns of companies in Hong Kong are staff shortages, cost efficiencies, product-safety regulations, sustainability, and supply chain traceability.

GS1 Hong Kong continues to help members navigate this complex environment. Working with governments and other key stakeholders, we strive to deepen and extend the services based on our GS1 System of Standards, supporting businesses to stay competitive and create new opportunities with innovations, led by our "Go Digital • Go Green" strategy.
• Go Digital - Empowering next generation O+O commerce along the supply chain
• Go Green - Enabling efficiency & sustainability through seamless exchange of data

Facilitating International Trade
Fifty years after its invention, GS1's Global Trade Item Number (GTIN) – commonly known as the barcode – remains as indispensable as ever. From revolutionising retail checkouts at the beginning, it has now evolved to becoming the ***key in digitalising supply chains and facilitating international trade.***

The World Trade Organization and World Economic Forum recently noted that linking global product identification systems such as the GTIN with the Global Product Classification and Harmonised System codes would "prove very powerful and provide the global trading system with more information about products moving across borders and with new functionalities… simplify processes for economic operators… eliminate the need for a one-off manual data input."

The impact can be enormous. In Mainland China early last year, for example, the country's customs administration supported import declarations for all cross-border retail e-commerce imports to have GTINs. Then followed a stipulation for the import of six types of products, including infant food, wheaten food, biscuit, beer, imported wines and liquors, and cosmetics. The outcome in making the cross-border movement of these goods faster and more convenient, has slashed the time needed for a goods import declaration from 20 minutes to just 10 seconds, according to a senior executive from the Asian Development Bank*.

With the WTO and International Chamber of Commerce partnering to develop a global standards toolkit that can accelerate cross-border trade digitialisation, we can expect further such advances in the near future. GS1 standards and tools will go from strength to strength that allows international traders to unlock the benefits of paperless cross-border trade in a future of secure, trusted and seamlessly connected supply chains.

Enabling Consumer Transparency
Today as QR code scanning by mobile phones become prevalent, and consumers are expecting more transparency from brands, GS1 HK has bolstered its capability to meeting such trends, by enabling companies use 2D barcodes powered by GS1's Digital Link standard.

Multiple QR codes are no longer needed to gain access to the essential data that stakeholders want. Instead, GS1's "one-QR-fits-all" allows shoppers, business

全球經濟隨著疫情過去正逐步復甦,但儘管最壞時期已過,企業仍面臨重重挑戰,包括擔心員工短缺、成本效益的問題,以及產品安全法規、永續性和供應鏈可追溯性等。

GS1 HK繼續支援會員應對現今複雜環境,透過與政府及其他主要持份者合作,並依據GS1標準體系以深化並擴展服務,讓企業保持競爭力,同時以「Go Digital • Go Green」策略,以創新締造新機遇。
• Go Digital — 在供應鏈上塑造新一代線上線下(O+O)商貿
• Go Green — 通過數據無縫交換提高業務效率及可持續性

促進國際貿易
全球貿易貨品編碼GTIN (條碼) 的重要性在推出50年後仍與日俱增:從最初革新零售結賬,到現在演變成為數碼化供應鏈和促進國際貿易的支柱。GTIN開創了零售業自動結賬的先河,並隨著時代進步,已變成為**促進供應鏈數碼化和國際貿易的重要工具。**

世界貿易組織和世界經濟論壇都表示,將GTIN等全球產品識別系統與全球產品分類,與HS Code(海關編碼)系統對接,會「非常有用,並為全球貿易體系提供更多跨境產品資訊及新的功能……簡化經濟體系內的各行業流程……免卻每次手動輸入數據的需要。」

相關措施可帶來龐大效益:去年年初,中國海關總署已支援及推動所有跨境零售電商入口商品,採用GTIN進行入口報關,再早前海關亦規定對6大類進口商品,包括嬰兒食品、麥製品、餅乾、啤酒、紅酒及烈酒、以及化妝品等加入GTIN報關。亞洲開發銀行的管理層稱,措施加快並便利了跨境商品流動,有助商品進口報關時間由20分鐘縮短至僅10秒。*

世貿組織與國際商會合作,推出可加快跨境貿易數碼化的全球標準指南,我們相信近期將會有更多類似的進展。GS1標準和工具將不斷強化,讓全球貿易商都能在未來安全可信賴、無縫連接的供應鏈中,盡享無紙化跨境貿易的裨益。

提升消費者透明度
隨著手機掃描QR碼日漸普及,而消費者對品牌透明度的要求日益提高,GS1 HK透過以GS1 Digital Link作標準的二維碼,增強自身能力以滿足這些趨勢。品牌現時不需要多個QR碼去為不同持份者提供關鍵資料,取而代之的是,因為以GS1 Digital Link作標準的二維碼能「一碼通用」,讓買家、業務夥伴和監管機構僅需使用智能手機等簡單裝置,就能取得產品所有相關資訊。

對於業務夥伴而言,他們可以通過獲取有關整個產品供應鏈、從生產到銷售等每個環節的資訊,以確保產品的安全和真實性。

對消費者而言,他們可以閱覽認證、使用指南,以至碳足跡、原料和組件的源頭等各種詳細資訊。對零售商而言,

partners and regulators to gain access to all the information they need about a product with devices simple as a smartphone.

For business partners, that means being able to guarantee a product's safety and authenticity from having access to information about everything that's happened across its supply chain, from point of manufacture to point of sale.

For consumers, that means anything from getting the certifications and user guide to details about its carbon footprint, the provenance of its ingredients or components.

For retailers, they are able to easily enforce expiry date management at retail check-out, boosting consumer confidence and preventing any food safety risk.

The next step in this revolution will be the ability to meet ever stricter recycling and sustainability rules. Purpose-driven consumers are already demanding greater commitment from brands to being socially responsible. And with the EU planning circularity legislation with its "Digital Product Passport", which will require all products to be identified and tracked from their design stage to disposal at the end of their life, the unique identification that GS1's QR codes will become even more crucial to business operations.

Fostering Digital Trade Ecosystem & Sustainable Business Practices
Another key factor to a business vitality is capital flow, especially for SMEs with limited funding. Built on the trusted aggregated daily transaction data across the retail, food service and healthcare businesses, our B2B e-business community platform ezTRADE is enabling digital trade financing for SMEs, which can utilise their trade data to access financing in a digital and straight-through manner offered by banks.

As we connect the dots between the product, trade and their data, the digital trade ecosystem we help to build is taking shape, supporting new services and solutions to emerge.

Companies that take responsibility for the social and environmental impact of their operations are more resilient to cope with fast-evolving market and ever-changing customer needs. To deliver sustainability and circularity information to consumers and regulators, companies need to track and trace products in the whole life cycle from sourcing, manufacturing, up to recycling and waste management.

GS1 HK's Smart Operations solution uses IoT-connected devices to give businesses instant access to operational data and intelligence such as temperature and humidity in transport and storage facilities. It helps to ensure the product and environment data along the supply chain are tracked, measured and shared, efficiently establish baseline of sustainability capabilities and to measure progress, for example the CO_2 emission level, eco-friendly packaging details etc.

Proud of Our Past, Excited for Our Future
We are proud of all GS1 Hong Kong has achieved since its establishment 35 years ago. We can see the vital role it has played in supporting businesses in Hong Kong and building the digital economy foundation for the city. That role continues to evolve as the government and the business community have joined hands with the formation of the Digital Economy Development Committee, accelerating the progress of digitalisation across industries and the society.

Encouraging and supporting us on this journey are our members, our totally dedicated Board of Directors, and our resourceful and tireless management and staff. Thank you! Together, we can achieve even more in the year ahead!

*Steven Beck. 2022. "How Standardized Bar Codes Can Make Supply Chains More Transparent" Asian Development Blog. https://blogs.adb.org/blog/how-standardized-bar-codes-can-make-supply-chains-more-transparent

他們則能夠在結帳時輕易管理到期商品,提高消費者信心,並防止任何食品安全風險。

二維碼帶來的變革將拓展至能夠配合日益嚴謹的回收和可持續規定。著重社會價值的消費者正要求品牌對社會責任作出更大承諾。隨著歐盟計劃通過「數碼產品護照」和推出循環經濟草案,要求所有產品從設計階段到其生命週期結束時的處置都能被識別和追蹤,以GS1 Digital Link標準為本的QR碼的獨有識別將對業務運作更加關鍵。

促進數碼貿易生態及可持續經營實踐
資金流是企業生存的另一個基本要素,特別是對資金有限的中小企。我們的B2B電商社群平台ezTRADE於零售、餐飲服務及醫護行業之間累積大量可靠的日常交易數據,能讓中小企實現數碼貿易融資:透過直接與銀行以數碼方式分享,從而獲得銀行融資。我們將產品、貿易及其數據聯繫起來,組建出數碼貿易生態系統,支持新服務和解決方案推出。

企業若對社會和環境責任作出承擔,通常都能夠更快應對市場轉變和顧客不斷變化的需求。為向消費者和監管機構提供可持續發展和循環再造資料,企業需要追蹤和追溯整個生命週期中的產品,包括由採購、生產以至到回收和廢物管理等。

GS1 HK的智慧營運方案使用物聯網連繫設備,讓企業即時獲取運輸和儲存設施中的運作數據及情報,如溫度和濕度。它有助供應鏈中產品和環境數據的追蹤、記錄和共享,讓工作人員建立可持續發展能力的基本、以便評估未來發展,例如碳排放水平、環保包裝資料等。

為過去驕傲 對未來期待
我們對GS1 HK成立35年來所取得的各方面成就感到自豪,尤其是在支援香港企業,及為本港奠定數碼經濟基礎方面所扮演的重要角色。隨著政府與商界攜手組建數字化經濟發展委員會,加快跨行業以至社會數碼化進程,我們將持續演進、推動發展。衷心感謝在這段旅程上,所有鼓勵和支持我們砥礪前行的會員、全心投入的董事會成員,以及辛勤的管理層和員工。讓我們共同努力,在未來一年取得更大成就!

CHIEF EXECUTIVE'S REPORT

Ms. Anna Lin MH, JP, FCILT, FHKIM

In a world marked by unexpected changes across political, social and economic fronts, local businesses are facing more challenges than ever. Amidst a lackluster market, omni-channel retail continued to grow, led by the advent of many game-changing technological innovations and many digital transformations across all industries.

Providing Tangible Values to Members

As a member-centric, service-oriented organisation, GS1 Hong Kong is committed to enabling cross-industry companies to further develop their business, boost efficiency and create new values through the adoption of global standards and standard-based technology.

"Buyer Connect" is one of our latest initiatives that puts suppliers directly in front of buyers, connects big buyers like retail chains and mega e-marketplaces, with our members from the food, elderly products, pet, beauty, gadget and other sectors, for tangible business opportunities. With physical product exhibits, first-hand experience and face-to-face exchange, trading partners are more engaged, with deals and collaborations sealed thereafter.

We also hosted an array of programmes, meetings, conferences, knowledge exchange activities to build synergy across industries. 49 webinars and workshops on different topics were conducted in the year reviewed, which was about 1 activity per week, either hosted by GS1 Hong Kong or jointly with esteemed partners like HKTVmall, SF Express, Tencent Cloud, HKMA, HKPC, HKRMA, HKTDC, etc, engaging thousands of participants.

We continually develop our core strengths built on our widely-used product barcode (GTIN), which has gained further momentum with the growing adoption of "1QR", the 2D barcode powered by GS1 Digital Link, connecting a product's unique identity to online sources of real-time information that brands can control. "1QR" supports product transparency, giving consumers the power to get all the

當今的政治、社會和經濟環境充滿變數，本地企業面臨前所未有的挑戰。在市場經濟放緩的環境中，全渠道零售卻持續增長，實有賴於許多革命性的技術創新和各行業的數碼轉型所帶動。

為會員提供實質裨益

香港貨品編碼協會(GS1 HK)作為一個以會員為中心、服務為本的組織，一直致力幫助各行業公司善用全球標準和標準化技術，進一步拓展業務、提高效率並創造新的價值。

「買家採購會」便是我們其中一項最新活動，將供應商直接帶到買家面前，邀請包括零售連鎖店和大型電商等大買家，與本會各行業會員對接，包括食品、長者用品、寵物、美容、電子產品等行業，為他們帶來實質商機。通過實物展示、親身體驗和面對面交流，貿易夥伴之間連繫更深，有助將來落實交易和合作。

我們亦籌辦了各種項目、會議、論壇及知識交流等活動，旨在激發跨行業產生協同效應。回顧該年，我們舉辦了49場網絡研討會和工作坊、即約每週1場活動，由GS1 HK主辦或與HKTVMall、順豐速運、騰訊雲、香港管理專業協會、香港生產力促進局、香港零售管理協會、香港貿易發展局等夥伴共同發起並探討不同議題，共吸引了數以千計的參與者。

product information they want simply with a smartphone. Brands can enhance trust by showing certifications, and connect consumers to online shops facilitating O2O retail.

We had also actively engaged with brands to promote its adoption on product packaging. The platform supports Hong Kong Government's "Salt/Sugar Label Scheme" along with other certifications, helping to bolster consumers' confidence in the brands and products.

Promoting Excellence via Recognition

GS1 Hong Kong plays an active role not only in unlocking the values of commerce connectivity for businesses, but also in advocating industry best practices to strive for excellence.

The Consumer Caring Scheme and Quality Food Scheme hosted by GS1 Hong Kong, together with the Hong Kong ICT Awards – Smart Mobility Award steered by the Office of the Government Chief Information Officer (OGCIO) and organised by GS1 Hong Kong, continued to recognise the commitment to quality and high standards of Hong Kong companies in retail, food, technology and other industries.

To distinguish the outstanding members that demonstrate excellence in consumer care and in implementing Efficient Consumer Response (ECR) best practices, the 12th edition of Consumer Caring Scheme endorsed a total of 89 local enterprises. On the other hand, through performing a structural, standard-based audit, a total of 22 Quality Food Scheme 2023 participants had been acknowledged for their efforts in upholding food safety and traceability.

The Hong Kong ICT Awards – Smart Mobility Award Presentation Ceremony crowned 12 awardees from over 80 entries in November 2022, which broke the application number record since GS1 Hong Kong organised the Award back in 2018 for 6 consecutive years.

In spite of the challenging economic landscape, the Schemes and Awards had received overwhelming responses with some joining for

我們不斷透過廣泛使用的產品條碼(GTIN)來增強核心優勢,此優勢隨著「1QR」的廣泛應用亦進一步強化。「1QR」是由GS1 Digital Link標準驅動的二維碼,將產品獨有識別身份與品牌商自行管理的實時網上資訊平台連通。「1QR」能提升產品透明度,讓消費者輕易透過智能手機獲取他們想要的所有產品訊息。品牌則可以通過展示認證來增強信任,並讓消費者連上網店、打通線下線上零售。

我們也積極與品牌交流溝通,推動「1QR」在產品包裝上應用。平台支持香港特區政府的預先包裝食品「鹽╱糖」標籤計劃以及其他認證,有助提高消費者對品牌和產品的信心。

通過嘉許推動卓越

GS1 HK不僅致力為企業打通商業連繫、發掘其中價值,亦積極倡導行業最佳實踐、追求創新和卓越。

我們舉辦的「貼心企業嘉許計劃」和「優質食品計劃」,以及由政府資訊科技總監辦公室策動、GS1 HK籌辦的「香港資訊及通訊科技獎—智慧出行獎」,繼續表彰本地零售、食品、科技等行業對質量與高標準的承諾。

第12屆「貼心企業嘉許計劃」共褒賞了89家本地企業,表揚他們在顧客服務和實踐ECR(高效消費者響應)守則方面的卓越表現。此外,共有22家「優質食品計劃2023」的參加者通過了以標準作基礎的嚴謹審核過程,他們在維護食品安全和可追溯性方面所付出的努力都獲得肯定。

more than a decade, which has been a remarkable demonstration of the companies' dedication and perseverance.

Facilitating Trade & Trade Financing
Beyond commerce connectivity and best practices, we are helping members turn data into capital. Built on the foundation of our long-serving B2B e-com community-based platform ezTRADE, users can now leverage ezTRADE's trusted transaction data to streamline their trade financing process in a hassle-free way, extracting the monetary value of their own data. Some suppliers from food industry had already secured new credit facilities from banks in a very short time at favorable rate.

GS1 Hong Kong was one of the first key collaboration partners as Data Provider in the Commercial Data Interchange (CDI) initiative launched by the Hong Kong Monetary Authority (HKMA) by connecting our ezTRADE Data Management Portal to CDI, helping business get working capital easier and faster and ultimately, supporting the growth of trade finance ecosystem.

Enabling Standard-based Sustainability
More companies are enjoying the benefits that our Smart Operations solution bring, from food industry, pharmaceuticals and retail businesses, enhancing monitoring and control for operational excellence, as well as logistics and transportation excellence. This is made possible by our EPCIS standard-based data management platform ezTRACK and the emerging technologies like IoT-connected devices, together with our supply chain management consultants, which allow users to gain instant access to the operational data like temperature, productivity, real-time location, etc. through a single dashboard, easily track and trace hundreds of activities in real-time, closely monitoring operational efficiency and service quality.

Through supporting visibility and traceability along supply chains, the solution helps businesses put appropriate sustainability practices in place, for example tracking the environmental condition and production process at some local food production lines, for the best use of energy and reducing waste.

At the regional level, GS1 Hong Kong joined forces with other members' organisations in Asia Pacific to work with Asian Development Bank and apparel manufacturers on a pilot

於2022年11月舉辦的「香港資訊及通訊科技獎─智慧出行獎」頒獎禮,從80多份申請中評選出並頒發了12個獎項,這打破了GS1 HK自2018年連續6年舉辦該獎項以來的申請數量記錄。

儘管近年經濟環境困難重重,上述計劃和獎項仍得到熱烈回響,有些公司甚至參與了逾10年多,充分顯示了企業追求卓越的承擔和堅持不懈的信念。

促進貿易和貿易融資
本會在推動商業連繫和最佳實踐之餘,我們亦幫助會員將數據轉化為資金:用戶可利用多年來卓有成效的電子商貿社群平台「通商易」(ezTRADE)上的可靠交易數據,輕鬆地以簡單方法進行貿易融資,發掘自身數據的現金價值。有些食品供應商在短時間內已經以優惠利率,從銀行取得新的信貸額度。

GS1 HK是金融管理局推出的「商業數據通」(CDI)首批參與機構;作為數據提供方,本會已開發出ezTRADE數據管理平台與CDI成功接軌,協助企業更快更易地獲得營運資金,支持數據融資生態的穩健發展。

推動標準化的可持續發展
由食品、製藥到零售行業,越來越多企業已部署本會智慧營運解決方案、盡享多項效益,包括強化營運和物流運輸的監控和管理。本會基於EPCIS標準的數據管理平台ezTRACK,配合新興技術如物聯網設備、以及我們的供應鏈管理顧問的協助,便是其中背後支柱:用戶可透過單一儀表板即時察看營運數據如溫度、生產力、產品實時位置等,輕鬆追蹤和追溯過百項實時流程,並密切監控營運效率和服務質量。

通過構建透明和可追溯的供應鏈,本會方案有助企業實踐可持續發展策略,例如透過監測一些本地食品生產線的環境狀況和生產過程,便可優化能源使用和減少浪費。

在區內,GS1 HK聯同亞太區內其他成員組織,與亞洲開發銀行、服裝生產商合作開展試點項目,採用GS1標準促進供應鏈的可追溯性,支持業界與政府

project that adopts GS1 standards in facilitating supply chain traceability, supporting the industry and government transitioning from paper to paperless exchange of ESG claims, which ultimately support supply chain transparency and international trade.

Advancing Cross-border Opportunities

As the Hong Kong SAR Government has pledged to actively participate in the development of the Greater Bay Area and help business sector explore emerging markets, GS1 Hong Kong is well positioned to contribute to such developments with our global standards.

In support of the OGCIO and the Department of Industry and Information Technology of Guangdong Province's mission to strengthen Hong Kong/Guangdong co-operation in informatisation, and enable product traceability & supply chain visibility across borders, we have completed China Industrial Internet Identification Resolution Infrastructure (CAICT) project by connecting GS1 Hong Kong platforms to one of the next generation key technical infrastructures in China, enabling interoperability between the China Industrial Internet identifier standard and global standard - GS1 Digital Link standard, which facilitates product data exchange. Aligned with China's direction on "One Product, One Code" (一物一碼), the project aims to simplify data collection at the manufacturing sites for transparency, ultimately enhance consumer trust and engagement.

We have also laid a groundwork for future trade and logistics collaboration with Vietnam, by initiating discussions with GS1 Vietnam on integrating our ezTRACK platform to its "National Traceability Portal", paving way to robust cross-border trade.

Looking ahead

While we are ushering into our 35th year, we have paved a solid foundation that supports our members' growth. From the steady growth in the 90s to the disruptive shifts in recent years, from process-driven to data-driven operations, from silo workflow to collaborative ecosystem, and from profit-driven to purpose-driven business, we have been helping our members deal with the constantly changing environment; but one thing we are clear is that our purpose, "to revolutionise the way we do business - for smart business, better life", is going to stay the same.

We believe only by working together with our members to develop and apply the standards, platforms, services and solutions, will we be able to continue advancing. So thank you all for your unwavering support, our members, our board and our staff. As ever, my sincerest gratitude to all for your trust and encouragement in all that we do.

由紙本變成無紙化交換ESG數據,推動供應鏈透明度和國際貿易。

推動跨境商機

香港特區政府承諾積極參與大灣區的發展,並幫助本地商界打入新興市場,GS1 HK正好在此發揮作用,憑藉本會全球標準去支援這些發展。

政府資訊科技總監辦公室(OGCIO)和廣東省工業和信息化廳都以推動粵港兩地信息化合作為目標,並冀實現跨境產品可追溯性和供應鏈透明度,本會全力支持之餘更完成了工業互聯網標識解析創新專案平台建設項目(CAICT),通過將GS1 HK平台對接中國新一代關鍵技術基礎設施,實現中國工業互聯網標識解析標準和GS1 Digital Link標準之間的互操作性,促進產品數據交換。該項目與國內「一物一碼」的發展方向一致,旨在簡化生產場所的數據收集過程達致高透明度,從而提高消費者的信任和參與度。

我們還與GS1越南開展了有關將本會ez-TRACK平台整合到其「國家追溯平台」的討論,為未來的貿易和物流合作奠定了基礎,有利開拓出穩健的跨境貿易。

展望未來

今年GS1 HK步入第35個年頭,多年來我們為支持會員成長奠定了穩固基礎。從90年代穩定增長到近年急劇變革;從以往流程為主的營運模式到數據驅動模式;從個人化工作流程到現今協作型商貿生態,或從利潤為先的業務目標到現時社會價值為先,我們一直在幫助會員應對瞬息萬變的環境。唯一不變的,是我們的使命:「革新營商模式—達致智慧商貿、優質生活」。

唯有與會員共同開發和應用標準、平台、服務和解決方案,才能支持我們繼續砥礪前行、再譜新章。感謝各位對本會的堅定支持,包括我們會員、董事局成員和員工同僚。我謹藉此機會再次衷心感激各位對我們所做的一切給予的信任和鼓勵。

GS1 PRESIDENT AND CEO

Celebrating GS1 Hong Kong for 35 years of excellence

As 2024 marks the 35th anniversary of GS1 Hong Kong, I am honoured to recognise their transformative journey since 1989. The introduction of GS1 barcodes has revolutionised local industries, enhancing efficiency and innovation across retail, healthcare and logistics, benefiting over 8,000 companies.

GS1 Hong Kong enduring legacy is based not only on the groundbreaking barcode technology but also on its commitment to driving progress through its "Go Digital • Go Green" vision. This forward-thinking strategy aligns with the urgent need for digital transformation and sustainability in our rapidly evolving business landscape. It underscores GS1 role as a facilitator of commerce and a pioneer actor in sustainable and digital business practices.

The ambitious journey mirrors the global direction that GS1 is taking in a pivotal moment for our organization.

GS1 was born 50 years ago. The barcode triggered a revolution in commerce and supply chains, forever changing how we buy and sell products and how supply chains operate. Its wide usage, currently being scanned over 10 billion times per day, is a testimony of its success. And yet, the best days for the barcode technology are still to come.

A more powerful next generation of barcodes, such as QR Codes powered by GS1, will gradually replace the original ones on all products, bringing industry's digital transformation to the next level. Information will be shared digitally by all parties in the supply chain, bringing unprecedented insights to consumers. This new level of product transparency will incentivise greener choices.

Let us all embrace the "Go Digital • Go Green" ethos and collaborate towards a sustainable, prosperous future. Here's to celebrating GS1 Hong Kong for its achievements and to many more years of success and innovation.

Renaud de Barbuat
President and CEO, GS1

GS1總裁兼CEO獻辭

慶賀香港貨品編碼協會 35年輝煌成就

2024年是香港貨品編碼協會(GS1 HK)成立35週年紀念,我對協會自1989年以來一直持續創新、不斷突破,予以充份肯定亦引以為榮。GS1條碼革新了本地的零售、醫療保健和物流等各行各業,提振效率並啟發創新,為超過8,000家企業帶來裨益。

GS1 HK的深厚底蘊不單是建基於革命性的條碼技術,其「Go Digital · Go Green」的願景亦促使協會蓬勃發展。此前瞻性策略正好配合商界在現今急速變化的商業環境中,對數碼轉型和可持續營運的迫切需求,突顯出GS1 HK在驅動貿易便利化、更具持續性及數碼化營運發展中的領導地位。

GS1 HK茁壯成長進程,正與GS1全球組織在此關鍵時刻的發展步伐一致。

GS1源於50年前,透過條碼引發了商界和供應鏈的徹底變革,重塑我們購買和銷售產品的方式,以及供應鏈的運作模式。條碼獲得廣泛應用,目前每天被掃描超過100億次,反映其強勁勢頭;但條碼技術最輝煌的日子還在後頭。

新一代條碼、如GS1的QR碼功能強大,將逐步取代產品上的傳統條碼,引領行業數碼轉型到下一階段。供應鏈上各方持份者將以數碼方式分享訊息,為消費者帶來前所未有的豐富資訊;而這種全新的產品透明度將驅使更環保的購物選擇。

在此籲請大家秉持「Go Digital · Go Green」的原則,共同努力實現永續、繁盛的未來。謹此祝願GS1 HK繼往開來、再創輝煌。

Renaud de Barbuat
GS1總裁兼CEO

CONGRATULATORY MESSAGES
賀辭

Our 35 years of achievements cannot be realised without the support of a diverse group of stakeholders, from across the Government, industry associations, academic sectors, drawing strength from their expertise and partnerships that advances our common objectives of resilient and sustainable development.

我們35年以來的成就，實有賴各界持份者的支持，包括政府、業界組織、學術界等，以其專業知識和務實合作關係，攜手創建具韌性和可持續的共同發展目標。

The Hon. Chan Kwok-ki,
GBS, IDSM, JP
陳國基先生, GBS, IDSM,
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

The Hon. Paul Chan Mo-po,
GBM, GBS, MH, JP
陳茂波先生, 大紫荊勳賢, GBS,
MH, 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

The Hon. Christopher Hui
Ching Yu, GBS, JP
許正宇先生, GBS, 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

香港貨品編碼協會三十五周年誌慶
匯才拓業
樹範立新
政務司司長陳國基

香港貨品編碼協會三十五周年誌慶
弘科倡綠
匡業惠民
財政司司長陳茂波

香港貨品編碼協會三十五周年誌慶
覃研碩劃
造福工商
財經事務及庫務局局長許正宇

The Hon. Tse Chin-wan,
BBS, JP
謝展寰先生, BBS, 太平紳士

Secretary for Environment
and Ecology
The Government of HKSAR
環境及生態局局長
香港特別行政區政府

The Hon. Algernon Yau, JP
丘應樺先生, 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. Lam Sai-hung,
GBS, JP
林世雄先生, GBS, 太平紳士

Secretary for Transport and
Logistics
The Government of HKSAR
運輸及物流局局長
香港特別行政區政府

香港貨品編碼協會三十五周年誌慶

覽研科技
卓展綠圖

環境及生態局局長謝展寰

香港貨品編碼協會三十五周年誌慶

研科求進
裕業興商

商務及經濟發展局局長丘應樺

香港貨品編碼協會三十五周年誌慶

貨通寰宇
志拓商機

運輸及物流局局長林世雄

Prof the Hon. Sun Dong, JP
孫東教授, 太平紳士

Secretary for Innovation,
Technology and Industry
The Government of HKSAR
創新科技及工業局局長
香港特別行政區政府

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梁君彥議員, 大紫荊勳賢, GBS, 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

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葉劉淑儀議員, 大紫荊勳賢, GBS, 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

香港貨品編碼協會三十五周年誌慶

聯通百業
惠益羣商

創新科技及工業局局長孫東

孫東

香港貨品編碼協會三十五周年誌慶

科技興商
百業同昌

中華人民共和國香港特別行政區
立法會主席梁君彥

君彥

香港貨品編碼協會三十五周年誌慶

振業興商
宏圖大展

行政會議召集人
立法會議員
葉劉淑儀
大紫荊勳賢 GBS 太平紳士

The Hon. Jeffrey Lam Kin-fung, GBM, GBS, JP
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香港特別行政區政府

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易志明議員, GBS, 太平紳士
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立法會議員
香港特別行政區政府

香港貨品編碼協會三十五周年誌慶
卓越幹練 功績卓著
行政會議成員 立法會議員 林健鋒 大紫荊勳賢 GBS 太平紳士

香港貨品編碼協會三十五周年誌慶
賢才薈萃 締造佳績
立法會議員 張宇人 大紫荊勳賢 GBS 太平紳士

香港貨品編碼協會三十五周年誌慶
創優求進 廣拓商機
立法會議員 易志明 GBS 太平紳士

Dr. the Hon. Elizabeth Quat, SBS, JP
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香港貨品編碼協會三十五周年誌慶

群策群力
廣拓商機

立法會議員 葛珮帆 SBS 太平紳士

I would like to warmly congratulate GS1 Hong Kong on its 35th year jubilee.

As a key player in supporting more than 8,000 members across industries, GS1 Hong Kong has demonstrated exceptional leadership and commitment to enhancing competitiveness and tapping into new opportunities both online and offline. The dedication of GS1 Hong Kong to promoting "Go Digital • Go Green" values and strategies is commendable and sets a great example for industry players to follow. 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
(Functional Constituency – Engineering)

香港貨品編碼協會三十五周年誌慶

鑽研技術
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邵家輝議員，太平紳士

Member of the National Committee of the Chinese People's Political Consultative Conference
全國政協委員

Legislative Council Member of The Hong Kong Special Administrative Region
香港特別行政區立法會議員

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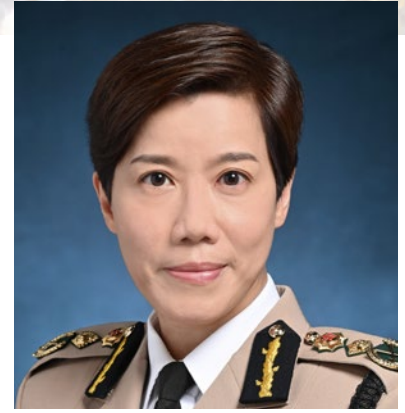
Ms. Louise Ho Pui-shan, CDSM
何珮珊女士，CDSM

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

科技領進
碩劃興商

香港貨品編碼協會三十五周年誌慶

全國政協委員
立法會議員
邵家輝太平紳士敬題

匯賢聚智
科創繁榮

香港貨品編碼協會三十五周年誌慶

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邱達根

裨益百業
匡導工商

香港貨品編碼協會三十五周年誌慶

海關關長何珮珊

Ms. Alpha Lau Hai-suen
劉凱旋女士

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

Ir. Tony Wong Chi-kwong, JP
黃志光工程師, 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

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李國彬先生, 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

香港貨品編碼協會三十五周年誌慶

拓新求進
共展商機

投資推廣署署長 劉凱旋

香港貨品編碼協會三十五周年誌慶

數據創新興經貿
綠色科技展嘉猷

政府資訊科技總監黃志光

香港貨品編碼協會三十五周年誌慶

研科拓業
創富利群

創新科技署署長 李國彬先生

Ms. Maggie Wong Siu-chu, JP
黃少珠女士, 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

Mr. Yu Xiaohui
餘曉暉先生

President
China Academy of
Information and
Communications Technology
院長、黨委副書記
中國資訊通信研究院

香港貨品編碼協會三十五周年誌慶

智能商貿
貨通業隆

工業貿易署署長黃少珠

香港貨品編碼協會三十五周年誌慶

數實融合
智聯世界合

中國資訊通信研究院院長 餘曉暉先生

Dr Wingco Lo, BBS, JP
盧金榮博士, BBS, JP

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

Mr. Steve Chuang
莊子雄先生

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

Mr. James Tong
唐偉邦先生

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

香港貨品編碼協會三十五周年誌慶

創新立業
弘展商機

香港中華廠商聯合會會長　盧金榮博士　敬賀

香港貨品編碼協會三十五周年誌慶

駿圖卓展
廣拓商機

香港工業總會主席　莊子雄先生　敬賀

香港貨品編碼協會三十五周年誌慶

力臻卓越
共創繁榮

香港服務業聯盟　執行委員會主席　唐偉邦先生

Ms. Betty Yuen, JP
阮蘇少湄女士, 太平紳士

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

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

Mr. Bosco Law
羅正杰先生

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

香港貨品編碼協會三十五周年誌慶

廣聯線上線下商企
開拓綠色電貿商機

香港總商會主席 阮蘇少湄 敬賀

香港貨品編碼協會三十五周年誌慶

凝聚百業
共創輝煌

香港零售管理協會主席 謝邱安儀女士

香港貨品編碼協會三十五周年誌慶

智能創新
編織未來

香港零售管理協會主席 謝邱安儀女士

Partnering Organisations 合 作 機 構

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

Mr. Ken Chung Hung-hing, FCILT
鍾鴻興先生

Chairman
The Chamber of Hong Kong
Logistics Industry Ltd.
主席
香港物流商會

香港貨品編碼協會三十五周年誌慶

編碼創新惠商貿
國際灣區雙循環

鍾鴻興先生
香港物流商會主席

**Ir Dr. Kelvin Kai-yuen Leung,
MA(Cantab), DBA, FCIM,
FMBA, MHKIE, FCILT**
梁啟元博士工程師

President
The Chartered Institute of Logistics
and Transport in Hong Kong
會長
香港運輸物流學會

香港貨品編碼協會三十五周年誌慶

興業有方
聲華遠播

梁啟元博士工程師
香港運輸物流學會會長

**Dr. Jonathan Choi Koon-shum,
GBM, GBS, BBS, JP**
蔡冠深博士, 大紫荊勳賢,
GBS, BBS, 太平紳士

Chairman
The Chinese General Chamber
of Commerce
會長
香港中華總商會

香港貨品編碼協會三十五周年誌慶

建樹文明
嘉惠萬商

蔡冠深 敬賀
全國政協常委、香港中華總商會會長

Ms. Gilly Wong Fung-han
黃鳳嫻女士

Chief Executive
Consumer Council
總幹事
消費者委員會

香港貨品編碼協會三十五周年誌慶

數碼聯通新氣象
無遠弗屆展商機

黃鳳嫻 女士 敬賀
消費者委員會總幹事

Mrs. Grace Tse
謝景霞女士

President
The Cosmetic & Perfumery
Association of Hong Kong
會長
香港化粧品同協業會

香港貨品編碼協會三十五周年誌慶

精益求變
齊展新章

謝景霞女士 敬賀
香港化粧品同業協會會長

Ms. Ingrid Au
歐菁琪女士

President
eHealth Consortium
主席
電子健康聯盟

香港貨品編碼協會三十五周年誌慶

通商惠工
利濟民生

歐菁琪女士
電子健康聯盟主席

Mr. Allen Yeung Tak-bun, JP
楊德斌先生, 太平紳士

President
Greater Bay Area International
Information Technology
Industry Association
會長
大灣區國際信息科技協會

香港貨品編碼協會三十五周年誌慶

智能編碼利工商
數碼創科惠百業

楊德斌先生
大灣區國際信息科技協會會長

Mr. Ma Ren-hong
馬仁洪先生

Executive Chairman
Guangdong Logistics Industry
Association
執行會長
廣東省物流行業協會

香港貨品編碼協會三十五周年誌慶

三十五載風雨同舟共築偉業
三十五年拼搏創新鑄就輝煌

馬仁洪先生
廣東省物流行業協會 執行會長

Partnering Organisations 合作機構

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

Ar. Ada Fung, BBS
馮宜萱, 教授建築師, BBS

President of HKABAEIMA
Chairperson of Hong Kong
Chapter of buildingSMART
International
主席
香港建設資產及環境資訊管理聯盟
暨buildingSMART香港分會主席

香港貨品編碼協會三十五周年誌慶

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中國香港分會主席

Ir. Sunny Lee Wai-kwong, BBS, JP
李惠光工程師, BBS, 太平紳士

Chairman of the Board
Hong Kong Applied Science and
Technology Research Institute
(ASTRI)
董事局主席
香港應用科技研究院

香港貨品編碼協會卅五週年年報 題辭

聚賢創智
共締繁榮

李惠光工程師
香港應用科技研究院 董事局主席

Mr. Gary Lau
劉浩然先生

Chairman
Hong Kong Association of
Freight Forwarding and
Logistics (HAFFA)
主席
香港貨運物流業協會

香港貨品編碼協會三十五周年誌慶

數碼創新興百業
綠色轉型拓商機

劉浩然先生
香港貨運物流業協會 主席

Mr. Raj Bhatti

President
The Hong Kong Association of
the Pharmaceutical Industry
會長
香港科研製藥聯會

It is my honor to offer hearty congratulations from the Hong Kong Association of the Pharmaceutical Industry as GS1 Hong Kong celebrates its 35th anniversary. We have greatly enjoyed partnering with GS1 over the years to bring digital intelligence and data-driven smarts to enhance the pharmaceutical supply chain. By working together to strengthen resilience, prioritize patient safety, and optimize product traceability.

As GS1 Hong Kong marks this milestone, we look forward to continuing our collaborative work to drive innovation in the years ahead on "Go Digital, Go Green". Our industry is rapidly evolving, and by joining forces, we can ensure the pharmaceutical industry remains robust, efficient and centered around patients' needs.

Please accept my best wishes for another successful year full of impactful accomplishments. Here's to the next 35 years of visionary leadership from GS1 Hong Kong!

Dr. Rocky Cheng, FHKCS
鄭松岩博士

President
Hong Kong Computer Society
會長
香港電腦學會

香港貨品編碼協會三十五周年誌慶

科技創新
興貿促商

鄭松岩博士
香港電腦學會 會長

Mr. Chua Hoi Wai, JP
蔡海偉先生, 太平紳士

Chief Executive
The Hong Kong Council of
Social Service
行政總裁
香港社會服務聯會

香港貨品編碼協會三十五周年誌慶

駿業宏興
利濟民生

蔡海偉先生 JP
香港社會服務聯會 行政總裁

Mr. Simon Chan Sai-ming, BBS, JP
陳細明先生, BBS, 太平紳士

Chairman
Hong Kong Cyberport
Management Company Limited
主席
香港數碼港管理有限公司

香港貨品編碼協會三十五周年誌慶

綠色科技新時代
創科脈膊促繁榮

陳細明, BBS, 太平紳士
香港數碼港管理有限公司 主席

Ms. Suki Cheung
張淑明女士

President
Hong Kong E-commerce
Logistics Association
會長
香港電子商貿物流協會有限公司

Congratulations on "Go Digital Go Green" success,
Embracing innovation and sustainability with finesse.

With connectivity and efficiency in stride,
You're shaping a future where green values reside.

Kudos to your achievement, a shining light,
GS1 Hong Kong, transforming with might.

May your journey be filled with continued success,
As you lead businesses towards progress.

Partnering Organisations 合作機構

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

Mr. Alvin Lee
李偉業先生

Chairman
Hong Kong Electronics & Technologies Association
主席
香港電子科技商會

香港貨品編碼協會三十五周年誌慶

君子一言
普天壹碼

李偉業先生
香港電子科技商會 主席

Mr. Eric Sun
孫榮聰先生

Chairman
The Hong Kong Exporters' Association
會長
香港出口商會

香港貨品編碼協會三十五周年誌慶

數碼創優
促貿展商

孫榮聰先生
香港出口商會 會長

Mr. Joseph Yuen
袁念祖先生

Chairman
Hong Kong Federation of E-Commerce
會長
香港電商聯會

香港貨品編碼協會三十五周年誌慶

電子商貿新時代
智能編碼創未來

袁念祖先生
香港電商聯會 會長

Mr. Simon Wong, BBS, JP
黃家和先生, BBS, 太平紳士

President
Hong Kong Federation of Restaurants & Related Trades Limited
會長
香港餐飲聯業協會有限公司

香港貨品編碼協會三十五周年誌慶

探尋新域
弘展遠圖

黃家和先生, BBS, 太平紳士
香港餐飲聯業協會有限公司 會長

Mr. Hui Wai-kin, FPVC
許偉堅, 院士

Chairman
The Hong Kong Food Council
主席
香港食品委員會

香港貨品編碼協會三十五周年誌慶

廣拓數碼
譽馳科技

許偉堅院士
香港食品委員會 主席

Mr. Daniel Chan Chor Koon
陳楚冠先生

Founding Chairman
Hong Kong General Chamber
of Cross-Border e-Commerce
創會會長
香港跨境電子商貿總會

香港貨品編碼協會三十五周年誌慶

數碼連天綻放
智慧無界展新

陳楚冠先生
香港跨境電子商貿總會 創會會長

Mr. Lam Wai Man
林偉文先生

Chairman
Hong Kong General Chamber
of Pharmacy Ltd.
理事長
港九藥房總商會有限公司

香港貨品編碼協會三十五周年誌慶

掌握科技
拓展商機

林偉文先生
港九藥房總商會有限公司 理事長

Mr. Ryan Tse
謝天澤先生

President
Hong Kong Health Food
Association
會長
香港保健食品協會

香港貨品編碼協會三十五周年誌慶

數碼商貿
騰飛未來

謝天澤先生
香港保健食品協會 會長

Partnering Organisations 合作機構

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

Mr. Jeff Law
羅孟慶先生

Chairman
Hong Kong Industry Makers
Association
主席
香港產業製造協會

香港貨品編碼協會三十五周年誌慶

齊撐香港品牌
489行業先驅

羅孟慶先生
香港產業製造協會 主席

Mr. Alex Chung
鍾孝揚先生

President
Hong Kong Information
Technology Federation
會長
香港資訊科技商會

香港貨品編碼協會三十五周年誌慶

協領同業
續展宏圖

鍾孝揚先生
香港資訊科技商會 會長

Mr. Duncan Chiu
邱達根先生

President
Hong Kong Information
Technology Joint Council
會長
香港資訊科技聯會

香港貨品編碼協會三十五周年誌慶

智慧引領新時代
科技創新賦未來

邱達根先生
香港資訊科技聯會 會長

Dr. Michael Y.K. Chan
陳裕光博士

Honorary Chairman
Hong Kong Institute of
Marketing
榮譽主席
香港市務學會

香港貨品編碼協會三十五周年誌慶

萬商雲集，大業千秋
商界精英，創建商機

陳裕光博士
香港市務學會 榮譽主席

Ir. Elsa Yuen
袁美儀工程師

President
The Hong Kong Logistics
Association
會長
香港物流協會

突破界限
引領未來

袁美儀工程師
香港物流協會 會長

Ms. Titania Woo
胡志君女士

Executive Director
The Hong Kong Management
Association
總裁
香港管理專業協會

一碼當先
創優革新

胡志君女士
香港管理專業協會 總裁

Dr. Lydia Leung
梁立慧博士

Chairman
Hong Kong Medical and Healthcare
Device Industries Association
會長
香港醫療及保健器材行業協會

精研科技
優化產業

梁立慧博士
香港醫療及保健器材行業協會 會長

Mr. Terrence Hui
許文俊先生

Chairman
Hong Kong O2O eCommerce
Federation
會長
香港O2O電子商務總會

碼不停蹄
享譽全球

許文俊先生
香港O2O電子商務總會 會長

Partnering Organisations 合作機構

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

Mr. Zacharias Cheng
鄭凱謙先生

Chairman
Hong Kong People and Brand
主席
香港人撐香港品牌

香港貨品編碼協會三十五周年誌慶

推動綠色數碼
共創香港品牌

鄭凱謙先生
香港人撐香港品牌 主席

The Hon. Sunny Tan
陳祖恒議員

Chairman
Hong Kong Productivity Council
主席
香港生產力促進局

香港貨品編碼協會三十五周年誌慶

俊彥同心
興港惠群

陳祖恒議員
香港生產力促進局 主席

Mr. Vincent So
蘇增慰先生

Chairman
Hong Kong Retail Technology
Industry Association
會長
香港零售科技商會

香港貨品編碼協會三十五周年誌慶

革新編碼技術
助力工商發展

蘇增慰先生
香港零售科技商會 會長

Dr. Sunny Chai Ngai Chiu, SBS, BBS, JP
查毅超博士, SBS, BBS, 太平紳士
Chairman
Hong Kong Science and
Technology Parks Corporation
主席
香港科技園公司

香港貨品編碼協會三十五周年誌慶

利商惠民
鑑時知新

查毅超博士
香港科技園公司 主席

Mr. Alex Chan
陳秉友先生

Chairman
Hong Kong Sea Transport
and Logistics Association
主席
香港航運物流協會

香港貨品編碼協會三十五周年誌慶

砥礪奮進三十五載
同心同德共創未來

陳秉友先生
香港航運物流協會 主席

Mr. Willy Lin, GBS, JP, FCILT
林宣武, GBS, 太平紳士, FCILT

Chairman
Hong Kong Shippers' Council
主席
香港付貨人委員會

香港貨品編碼協會三十五周年誌慶

匡 輔 百 業
走 向 未 來

林宣武, GBS, 太平紳士, FCILT
香港付貨人委員會 主席

Mr. Arist Wong
黃志超先生

Founding Chairman
Hong Kong Smart Catering
Association
創會主席
香港智慧餐飲協會

香港貨品編碼協會三十五周年誌慶

百尺竿頭 · 更進一步
攜手減碳

黃志超先生
香港智慧餐飲協會 創會主席

Ms. Margaret Fong
方舜文女士

Executive Director
Hong Kong Trade
Development Council
總裁
香港貿易發展局

香港貨品編碼協會三十五周年誌慶

四 海 匯 通
一 網 互 聯

方舜文女士
香港貿易發展局 總裁

Partnering Organisations 合作機構

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

Mr. Keith Li
李勁華先生

Chairman
Hong Kong Wireless Technology
Industry Association (WTIA)
主席
香港無線科技商會

香港貨品編碼協會三十五周年誌慶

貨源流轉
萬碼奔騰

李勁華先生
香港無線科技商會 主席

Mr. Henry Fan, SBS, JP
范鴻齡先生, SBS, 太平紳士

Chairman
Hospital Authority
主席
醫院管理局

香港貨品編碼協會三十五周年誌慶

力拓新機
興業惠民

范鴻齡先生
醫院管理局 主席

Ms. Coty Yip
葉藍蔚女士

Chairman
Innovative Entrepreneur Association
會長
創意創業會

香港貨品編碼協會三十五周年誌慶

數碼領航
創新探索

葉藍蔚女士
創意創業會 會長

Mr. Maurice Kong
江志恒先生

Chairman
Institute of Dining Professionals
主席
稻苗飲食專業學會

香港貨品編碼協會三十五周年誌慶

匯聚翹楚
拓貿興商

江志恒先生
稻苗飲食專業學會 主席

Ir. Dannies Y.K. Ho
何英傑工程師

Chairman
The Institute of Purchasing & Supply
of Hong Kong (the 'IPSHK')
主席
香港物資採購與供銷學會

香港貨品編碼協會周年大會誌慶

會務興隆
懋績共仰

何英傑工程師
香港物資採購與供銷學會　主席

Mr. Wilson Chong
莊毅堅先生

Chairman
IoT HK Association
會長
香港物聯網商會

香港貨品編碼協會三十五周年誌慶

迎接感知到認知
的人工智能年代

莊毅堅先生
香港物聯網商會　會長

Ms. Yap Woan-Tyng, Tina
葉婉婷女士

Chairman
The Pharmaceutical
Distributors Association of
Hong Kong
會長
香港醫藥經銷業協會

香港貨品編碼協會三十五周年誌慶

精益求精
造福人群

葉婉婷女士
香港醫藥經銷業協會　會長

Mr. Gary Yeung, MH
楊文銳先生, MH

President
Smart City Consortium
會長
智慧城市聯盟

香港貨品編碼協會三十五周年誌慶

數碼引領
環保先鋒

楊文銳先生, MH
智慧城市聯盟　會長

Partnering Organisations 合作機構

Ms. Ophelia Lin
連舜香女士
Founding President
SME Sustainability Society
創會會長
中小企可持續發展學會

香港貨品編碼協會三十五周年誌慶

永續發展
共創新機

連舜香女士
中小企可持續發展學會 創會會長

Mr. Tony Tai Chark-tong, JP
戴澤棠先生, 太平紳士
Chairman
Vocational Training Council
主席
職業訓練局

香港貨品編碼協會三十五周年誌慶

興業圖新
共鑄宏圖

戴澤棠先生, 太平紳士
職業訓練局 主席

STRUCTURE AND GOVERNANCE
架 構 及 管 理

As a neutral and not-for-profit organisation, we are guided and governed by our users. In this unique role, GS1 HK brings together the business community into our leadership to identify issues impacting their business or industry, and build consensus around best practices using standards-based solutions.

The Board of Directors, which steers and guides GS1 HK direction, is comprising of large organisations and SMEs from food & food service, retail, trading, logistics, manufacturing, wholesale & service sectors. Five multi-disciplinary advisory boards are also assembled to improve business competitiveness and advocate for a favourable environment for the industry sustainable growth.

作為一個中立及非牟利的組織,我們以用戶作主導、為其服務。此獨特角色讓我們能凝聚商界、成立董事局以了解商界及各行業面對的挑戰, 在建立行業共識後,利用標準化的方案解決問題。

董事局為本會提鋼挈領,成員由來自食品及食品服務、零售、貿易、物流、製造、批發及貿易服務等不同大小企業組成。我們亦透過5個行業諮詢委員會及工作小組,提升企業競爭力、為行業可持續發展創造有利環境。

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	Industry Advisory Boards 業界諮詢委員會
Membership & Customer Services 會員事務及顧客服務	ECR Hong Kong ECR香港
Solutions & Professional Services 解決方案及專業服務	Hong Kong Food and Beverage Industry Advisory Board 香港食品及飲品行業諮詢委員會
Business Development 業務拓展	SMEs Advisory Board 中小企業諮詢委員會
Industry Engagement 行業拓展	Hong Kong Internet of Things Industry Advisory Council 香港物聯網產業諮詢委員會
Marketing 市場營銷	Electronic Commerce Users' Committee 電子商貿用戶委員會
Human Resources 人力資源	
Office Administration 行政	

BOARD OF DIRECTORS
in 2022/23

**Chairman
主席**

**Vice-chairman
副主席**

Ms. May Chung
鍾美玲女士

Chief Executive,
Mi Cielo Company Limited
天空之源有限公司
首席執行官

Mr. Roy Ng
伍俊達先生

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

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

**Ex-Officio
Member
當然成員**

**Company
Secretary
公司秘書**

Ms. Anna Lin
林潔貽女士

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

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. Oscar Chow
周維正先生

Non-Executive Director, Chevalier International Holdings Ltd

其士集團
非執行董事

Mr. Jude Chow
周治平先生

CEO, AEL (International Holdings) Limited

聯誼工程(國際控股) 有限公司
行政總裁

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. 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

Mr. Mark Slade
司馬文先生

Managing Director, Hong Kong and Macau, DHL Global Forwarding (Hong Kong) Ltd.

敦豪全球貨運物流 (香港)有限公司
香港及澳門總裁

Mr. Andrew Wong
黃曦嵐先生

CEO, Health & Beauty North Asia, DFI Retail Group

DFI零售集團
總裁 (健康與美容北亞區)

(Stepped down in Dec 2023
於2023年12月卸任)

Mr. Patrick Yeung
楊偉添先生

Chief Executive Officer, Hong Kong General Chamber of Commerce

香港總商會
總裁

(Succeed Mr. George Leung in August 2023
於2023年8月繼任梁兆基先生)

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

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

Ms. Betty Leung
梁佩貞女士

Chief Executive Officer Golden Resources Development Ltd

金源米業有限公司
行政總裁

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. Wilson Kwong
鄺永銓先生

Chief Executive Hong Kong Air Cargo Terminals Limited (Hactl)

香港空運貨站有限公司
行政總裁

The back row from left to right 後排左至右：

Mr. Wayne Luk
陸偉棠先生

Head of Product &
Service Delivery
產品及服務交付總監

Ms. Angie Ling
凌秀娟女士

Head of Human
Resources
人力資源總監

Ms. Corinna Fung
馮美珠女士

Head of Corporate
Marketing
企業營銷及傳訊
總監

Mr. Lincoln Chan
陳志裕先生

Head of Membership
& Digital Services
會員事務及數碼服務
總監

Mr. KC Leung
梁家俊先生

Head of Enterprise Data
Services
企業數據服務總監

The front row from left to right 前排左至右：

Ms. Amy Wong
黃穎珊女士

Head of Office
Administration
行政總監

Dr. Stephen Lam
林漢強博士

Chief Operating Officer
首席營運總監

Ms. Anna Lin
林潔貽女士

Chief Executive
總裁

Ms. Mignone Cheng
鄭逸齡女士

Chief Marketing Officer
首席市場推廣總監

Mr. Catherine Cheng
鄭慧玲女士

Head of Business
Development
業務拓展總監

INDUSTRY ADVISORY BOARDS
業界諮詢委員會

ECR HK 香港

Composed of key players in the FMCG industry, including retailers, manufacturers and distributors, ECR HK aims to facilitate industry collaboration and development of retail consumer goods value chain in Hong Kong, as well as to provide linkage to regional & international ECR bodies and other global associations, such as ECR Community (formerly known as ECR Europe); ECR China and the Consumer Goods Forum (CGF). 2022/23 Strategic Pillars for ECR HK are illustrated as below diagram:

ECR香港由許多快速消費品業的持份者所組成，包括零售商、製造商、分銷商等；旨在促進本地業界零售消費品價值鏈的協作及發展，並聯繫區內與全球的高效消費者響應組織，例如ECR Community、ECR歐洲及亞洲和零售商品論壇。2022-23 ECR香港所定的策略如下圖所示：

ECR HONG KONG

Working together to respond to the "New Consumer" Needs
攜手合作，回應「新消費者」的訴求

Operation Excellence 卓越營運	Technology & Innovations 科技與創新	Consumer Engagement & Transparency 消費者參與及透明度
Supply Chain Processes Workgroup 供應鏈流程小組	Technology & Innovations Workgroup 科技與創新小組	Consumer Engagement & Transparency Workgroup 消費者互動及透明度小組

Knowledge & Best Practice Sharing
知識與最佳實務共享

Operation Excellence

The workgroup continued to focus on pallet standardization and pooling in Greater Bay Area to facilitate cross-border trade, and explored the feasibility of recycled crate/box pooling, with the objectives to lower logistics costs (including purchase, storage, logistics, waste disposal charges etc.) for retail & CPG industry as well as to support corporate ESG (Environmental, Social and Governance).

Technology & Innovations

In 2022-23, two guided tours were arranged, first to Hong Kong Science Park to visit the Experience Centre, Robotics Catalyzing Centre and Smart Campus to experience the Autonomous Self Driving ride; and second to TAHUHU to experience the automated Cold Chain Warehouse operations.

Consumer Engagement & Transparency

The workgroup supported the initiative of 2D barcode migration, backed by the GS1 HK's 1QR platform. Surveys were conducted with retailers, brands and solution providers to assess the 2D barcode scanning capabilities @POS, and to understand the perspective and experiences of different stakeholders on applying 2D barcodes.

卓越營運

供應鏈流程工作小組持續推動大灣區托盤標準化和共用系統，以促進跨境貿易；並探討回收集裝箱/盒循環再用的可行性，目標是為零售和包裝消費品行業降低物流成本（包括採購、儲存、物流、廢物處理費等），及支持企業管理ESG（環境、社會和治理）發展。

科技及創新

小組在2022/23年期間舉辦了2次導賞團，包括到訪香港科技園的創科體驗館、機械人技術促進中心及Smart Campus，體驗無人自動駕駛車輛；另外亦參觀了TAHUHU的自動冷凍倉庫運作。

消費者參與及透明度

小組繼續支持GS1 HK的1QR平台，推動二維碼更廣泛應用；早前亦對零售商、品牌商和服務供應商進行了調查，評估零售點的二維碼掃描能力，了解各持份者對應用二維碼的意見和經驗。

Ms. Connie Yeung 楊小慧女士

Chairman of ECR Hong Kong / Director & General Manager, Swire Coca-Cola HK Ltd
ECR 香港主席 / 太古可口可樂香港有限公司董事兼總經理

The proliferation of disruptive technology, evolving consumers demand, and the lingering economic uncertainties have all impacted the FMCG sector. It is imperative more imperative than ever for business owners to adopt a collaborative business approach, **focusing on global standards and ECR techniques** within internal business departments and value chain organisations. This will enhance competitiveness in domestic and international trade and **enable a more responsive approach to consumer demand, allowing business to navigate through adversity.**

突破性技術日漸普及、消費者需求不斷變化以及經濟持續不穩等因素，都正影響著快速消費品行業。企業現時更需要採取協作商業模式，在業務和價值鏈組織間專注**應用全球標準和ECR策略**，以提高國內外貿易的競爭力，並更快**回應消費者需求、應對逆境。**

Chairperson 主席

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司	Ms. Connie Yeung	楊小慧女士

Members 委員

Accenture Company Ltd. 埃森哲有限公司	Ms. Christina Wong	黃雪明小姐
Bausch & Lomb (HK) Ltd. 博士倫(香港)有限公司	Mr. Johnny Wong	黃炳全先生
Circle K Convenience Stores (HK) Ltd. OK 便利店有限公司	Mr. Wallace Lam	林偉權先生
City Super Ltd.	Ms. Mona Liu	廖夢娜小姐
DKSH Hong Kong Ltd. 大昌華嘉香港有限公司	Mr. Billy Yeung	楊煒標先生
Getz Bros. & Co. (Hong Kong) Ltd. 美國吉時兄弟(香港)有限公司	Mr. Philip Ho	何文錦先生
GlaxoSmithKline Consumer Healthcare (HK) Ltd. 葛蘭素史克消費保健品(香港)有限公司	Ms. Joe Ho	何錦雯小姐
Golden Resources Development Ltd. 金源米業有限公司	Ms. Betty Leung	梁佩貞小姐
Hi-Speed Supply Chain Ltd. 海迅供應鏈有限公司	Mr. Johnson Kwong	鄺志聖先生
Jebsen Group 捷成集團	Mr. Sean Tan	陳仕賢先生
Kimberly-Clark (HK) Ltd. 金佰利香港有限公司	Mr. Alfred Liu	廖凱宏先生
L'ORÉAL Hong Kong Ltd. 歐萊雅香港有限公司	Ms. Cherry Chen	陳睿小姐
Loscam (HK) Ltd. 路凱香港	Mr. Louis Poon	潘俊華先生
Nestlé Hong Kong Ltd. 雀巢香港有限公司	Mr. Sun Yeung	楊建新先生
Power Hub Ltd. 力泓有限公司	Mr. Stephen Chan	陳鏡治先生
Procter & Gamble Hong Kong Ltd. 香港寶潔有限公司	Mr. Tom Lin	連鈺鈿先生
Wyeth Nutrition Hong Kong 香港惠氏營養品	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	Ms. Anna Lin	林潔貽女士
GS1 Hong Kong 香港貨品編碼協會	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	康安蓓女士

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

The HK Food & Beverage Industry Advisory Board 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.

The 4 workgroups in the Board had conducted a range of projects in 2022/23:

Supply Chain Management
Since 2022, GS1 HK has collaborated with Hong Kong Logistics Association (HKLA) and Hong Kong Quality Assurance Agency (HKQAA) on the project named "Guidelines for application of emerging technologies in cold chain logistics", which is funded by the government under the Trade and Industrial Organisation Support Fund (TSF).

Technology & Innovations
In 2022/23, site visits to centralised cloud kitchen and TAHUHU cold chain logistics warehouse were arranged.

Omni-channel
The workgroup continued to focus on the initiative of 2D barcode migration together with the GS1 HK 1QR platform, which is also supported by the HK Government's "Salt/Sugar Label Scheme".

Surveys were conducted with retailers, brands and solution providers to assess the 2D Barcode Scanning capabilities at POS, and to understand the perspective and experiences of different stakeholders on applying 2D barcodes.

Public Policy
The workgroup contributed ideas on a few key topics, including the handling of Styrofoam box largely used by Hong Kong stakeholders for fresh produces, environmental-friendly packaging, electric vehicles, and Producer Responsibility Scheme on plastic beverage containers (PPRS).

香港食品及飲品行業諮詢委員會的願景是期望能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、提升消費者權益意識，從而使香港在亞洲餐飲供應鏈管理處於領先地位。

委員會的4個工作小組在2022/23年度推進了各項計劃：

供應鏈管理
GS1 HK與香港物流協會和香港品質保證局自2022起合作，籌劃由工商機構支援基金撥款資助的《冷鏈物流管理體系之實務守則》項目。

科技和創新
小組在2022/23年期間實地考察了雲端廚房及TAHUHU冷鏈物流倉庫。

連結線上線下渠道
工作小組繼續推進2D條碼及GS1 HK 1QR平台的廣泛應用，特區政府的「鹽／糖」標籤計劃亦支持其應用。

本會亦對零售商、品牌商和服務供應商進行了調查，評估零售點的二維碼掃描能力，了解各持份者對應用二維碼的意見和經驗。

公共政策
小組就多項關鍵項目提供了意見，包括本地持份者大量應用的新鮮食品發泡膠盒的處理、環保包裝、電動車、塑膠飲料容器生產者責任計劃等。

Ms. May Chung 鍾美玲女士

Chairman of Hong Kong Food and Beverage Industry Advisory Board /
Chief Executive, Mi Cielo Company Limited
香港食品及飲品行業諮詢委員會主席 / 天空之源有限公司 首席執行官

The global food supply chain has been tested like never before - from the effects of climate change to the disruptions caused by pandemic and geopolitical tensions – which underscores the need for a system that is "agile, resilient and sustainable", the 3 core attributes that help food business quickly adapt and respond to changes. **Product transparency, built on the power of technologies and global standards, is an integral part of such a food ecosystem that is safe, trustworthy, resilient and sustainable.**

全球食品供應鏈正面臨前所未有的考驗，不論是氣候變化、或地緣政治角力都能為其帶來窒礙；市場需要一個「反應快、具彈性及可持續」的食品體系，以助食品企業快速適應和應對變化。**透過科技和全球標準發展出來的產品透明度和可追溯性**，正是**建立一個安全、可靠、具韌性和可持續性的食品生態系統**的關鍵。

Chairperson 主席

Mi Cielo Company Limited 天空之源有限公司	Ms. May Chung	鍾美玲女士

Co-Vice Chairperson 副主席

Fulum Group Holdings Ltd. 富臨集團控股有限公司	Mr. Keith Wu	鄔錦安先生
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	陳頴基小姐
Café de Coral Holdings Limited 大家樂集團有限公司	Mr. Ivan Ng	吳子超先生
Green Monday Group Green Monday 集團	Ms. Lilian Ip	葉麗雯小姐
DCH Holdings Ltd. 大昌行集團有限公司	Mr. Gordon Chan	陳子誠先生
foodpanda Hong Kong	Mr. Ronald Ho	何偉樂先生
FrieslandCampina (Hong Kong) Ltd. 菲仕蘭（香港）有限公司	Ms. Daisy Kong	江凱盈小姐
Sun Fat Heung Food Products Ltd. 新佛香食品有限公司	Mr. Jeff Law	羅孟慶先生
Hong Kong Baptist University 香港浸會大學	Professor Terence Lau	劉樂庭教授
Nestlé Hong Kong Limited 雀巢香港有限公司	Ms. Veronica Sze	施潔瑜小姐
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
Yamato Logistics (HK) Ltd. 雅瑪多運輸（香港）有限公司	Mr. Andy Heung	向秉中先生
TVB e-Commerce Business Group 無線電視電商業務群	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
GS1 Hong Kong 香港貨品編碼協會	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	康安蓓女士

SMEs Advisory Board
中小企業諮詢委員會

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

The Committee had provided strategic advice to promote market awareness and adoption of 1QR in the year under review, including engagement with Centre of Food Safety, industry associations, major retailers and members.

A series of management seminars were arranged covering key topics on labour shortages, growth mindset, Metaverse, cryptocurrency and sustainability, whereas site visits were organised with other advisory boards to Food Expo, centralized cloud kitchen, Hong Kong Science Park and SF Express.

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

委員會於年內就如何提升1QR的知名度及業界應用提出了策略性建議，例如與食物安全中心、行業組織、主要零售商及會員等溝通交流。

年內亦舉辦了多個管理人員工作坊，圍繞行業人手短缺、成長型思維、元宇宙與加密貨幣、可持續發展等議題；同時與其他委員會到訪美食博覽、中央雲端廚房、科技園及順豐等考察。

Mr. Simon Hui 許慶得先生

Chairman, SMEs Advisory Board / Chief Executive Officer, E.P.S.A. Corporation Ltd.
中小企業諮詢委員會主席 / 億世集團有限公司行政總裁

It is imperative for SMEs to accelerate digitalisation to address a myriad of issues like manpower shortages, or tap into new online-offline opportunities. Digital applications can offer immediate solutions to increasing cost pressures (e.g. material and labour costs), for example **easing credit conditions through digital trade financing**; but also help SMEs strengthen their business model in the longer term, for example by making **use of real-time data and smart solutions to improve operational efficiency in supply chains.**

中小企必須加速數碼化，以解決人力短缺等問題，或可發掘出新興的線上線下業務機遇。數碼化可以為日益增加的成本壓力（如材料及人力成本）提供即時解決方案，例如**透過數碼貿易融資、令貸款更易**；同時支援中小企發展出長遠的經營能力，例如**以即時數據和智慧解決方案來提高供應鏈的營運效率。**

Chairman 主席
E.P.S.A. Corporation Ltd. 億世集團有限公司 | Mr. Simon Hui | 許慶得先生

Vice-Chairman 副主席
Mi Cielo Company Ltd 天空之源有限公司 | Ms. May Chung | 鍾美玲女士

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GS1 Hong Kong 香港貨品編碼協會 | Ms. Sam Leung | 梁巧怡小姐

HK IoT Industry Advisory Council
香港物聯網產業諮詢委員會

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

During 2022/23, three key focuses were identified including thought leadership & best practices, talent development and policy advocacy.

A major initiative was to form a Hackathon workgroup to organize the inaugural IOT Data Hackathon, which aims to gather local young innovators and data enthusiasts to harness the power of IOT data for building impactful solutions and tackling real-world business challenges.

A series of visits were arranged for the member community, such as a visit to the Hospital Authority IT Innovation Lab, Hong Kong Science Park.

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

委員會於2022-23年間確立了3個重點工作方向，包括建立業界影響力及最佳行業範例、人才發展和政策倡議。

年內其中一個主要舉措是成立Hackathon小組以籌辦首屆IOT Data Hackathon。活動旨在匯聚本地年輕創新菁英和數據人才，利用物聯網數據的力量、開發出具影響力的方案，解決現實的商業難題。

委員會亦為會員社群安排了多項參觀活動，包括醫管局的Innovation Lab、香港科技園。

Dr. Toa Charm 湛家揚博士

President, HK IoT Industry Advisory Council / Chairman, OpenCertHub
香港物聯網產業諮詢委員會主席 / OpenCertHub主席

In today's digital world, the ability to harness the power of data sets apart the great companies from the normal ones. Our council believes in **the use of global data standards and data technologies to facilitate data transparency and interoperability**, so companies **can enhance supply chain connectivity, reduce chokepoints and increase commercial exchange**.

在現今數碼世代，能夠掌握數據力量才能脫穎而出，將領導者與普通企業區分開來。委員會相信**使用全球數據標準和數據技術可以促進數據透明度和互通性**，以便企業**增強供應鏈對連聯通、減少貿易障礙、有利商業交流**。

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	Mr. Patrick Tsang	曾紹光先生
Hong Kong Computer Society 香港電腦學會	Ir. Susanna Shen	孫淑貞工程師

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Honorary Advisors
Hong Kong Cyberport Management Company Ltd. 香港數碼港管理有限公司	Mr. Peter Yan	任景信先生
Legislative Councillor of the HKSAR Government 香港特區政府立法會議員	Ir Dr the Hon LO Wai Kwok, GBS, MH, JP	盧偉國議員 GBS，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. Mignone Cheng	鄭逸齡女士

Secretariat 秘書處
GS1 Hong Kong 香港貨品編碼協會 · Mr. Sunny Leung · 梁兆基先生

Electronic Commerce Users' Committee
電子商貿用戶委員會

ezTRADE Commerce Users' Committee (ECUC) was set up to monitor ezTRADE service including service quality and enhancements, also to promote the efficient use of the platform in Hong Kong and Mainland China.

Several key initiatives were discussed in 2022/23, such as the partnership with DBS, which enables a highly flexible and efficient digital trade financing solution powered by alternative data; and participation in Hong Kong Monetary Authority "Commercial Data Interchange" (CDI), which provides trusted trade data to banks, and in turn streamlines and speeds up financial services to ezTRADE suppliers.

電子商貿用戶委員會旨在監管及推廣香港「通商易」的質素及服務提升，並就如何有效推廣香港和內地用戶善用平台提出意見。

委員會討論了多個主要項目，包括由星展銀行與GS1 HK攜手推出由替代數據驅動的數碼貿易融資方案，具備高度靈活和高效特色；亦論及作為香港金融管理局「商業數據通」的參與機構，既向銀行提供可靠的數碼貿易數據，亦為ezTRADE供應商提供更精簡及更快捷的金融服務。

Ms. Wendy Lam　林慧鳳女士

Chairman, Electronic Commerce Users' Committee / Head of IT, HK & Macau, DFI Retail Group
電子商貿用戶委員會主席 / DFI零售集團 — 香港及澳門區資訊科技主管

Being Chairman of ECUC for more than 10 years, I'm excited to see **ezTRADE has made another breakthrough**: besides growing adoption by different business sectors, it now supports digital trade financing to help our community members, especially the SMEs, to get faster and more efficient credit assessment by making use of the trusted data on the portal. This not only **deepen the digital transformation for businesses, but also pave way to the healthy growth of a digital trade finance ecosystem.**

作為ECUC主席十多年，我很高興看到『通商易』取得另一項新突破：除了廣受不同行業採用外，它更支援數碼貿易融資，通過平台上的可信數據，幫助平台社群成員、特別是中小企業，獲得更快、更高效的信貸評估。這不但**加速企業數碼轉型，亦推動了數碼貿易金融生態系統的健康發展。**

Chairman 主席
DFI Retail Group DFI零售集團

DFI Retail Group DFI零售集團	Ms Wendy Lam	林慧鳳女士

Members 委員

AS Watsons 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
Maxim's Caterers Ltd 美心食品	Mr. Dennis Kuok	郭昌成先生
Zuellig Pharma Ltd 裕利醫藥有限公司	Mr. Andrew Wong	黃志賢先生

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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	Mr. Vincent Lau	劉韋麟先生

OUR INDUSTRIES
我 們 服 務 的 行 業

Enterprises across industries are facing another tough year amidst the continuing global economic uncertainty. GS1 HK stays true to our mission, to help businesses raise cost competitiveness, strengthen customer service quality and expand market horizons, during good times and bad.

We hosted an array of programmes, conferences, knowledge transfer sessions in the past year to engage key industry players from various sectors such as retail, food & food services, healthcare, transport & logistics, supporting them tackle their respective challenges in the field.

全球經濟持續不確定，各行業都正面臨艱難一年。GS1 HK一如既往無論順逆，都支持著企業提高成本競爭力、加強顧客服務質量並擴大市場版圖。

去年我們推出各項計劃及舉辦會議和知識分享活動，與零售、食品及餐飲服務、醫療保健和運輸物流、等不同領域人員交流互動，助應對其行業挑戰。
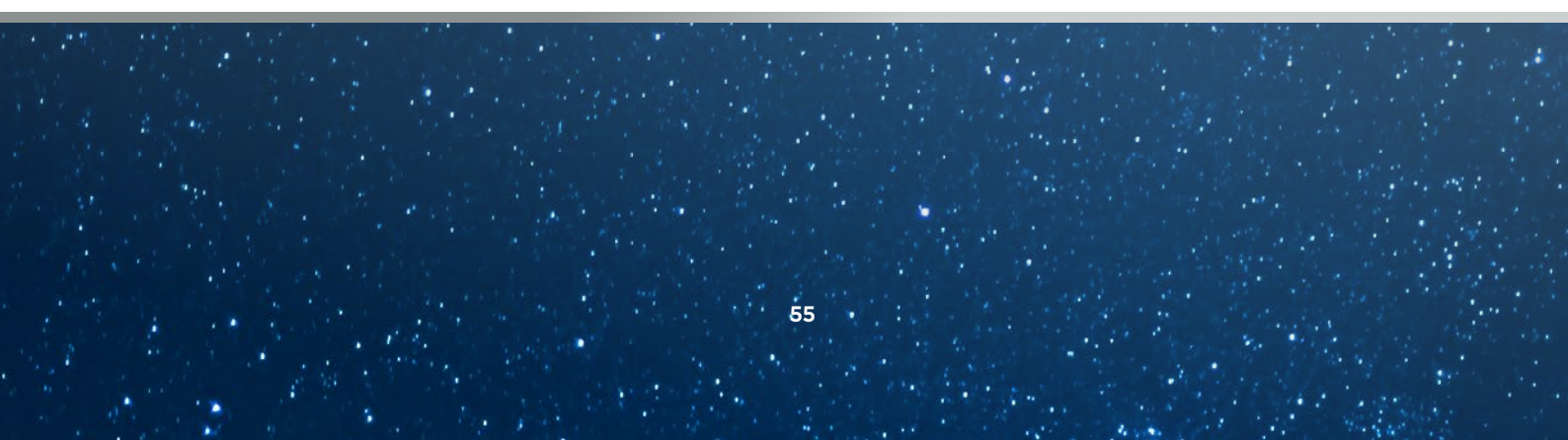
OMNI-CHANNEL RETAIL AND CONSUMER PRODUCT GOODS
全渠道零售及消費品

SEAMLESS RETAILING
無縫零售模式

Consumers expect to combine the best of physical and digital channels for quality shopping experience. They look for convenience, personalisation, sustainability, data privacy protection and more.

Over the year, GS1 HK has been helping the retail sector enhance consumer engagement, store operations, delivery and inventory management to meet the challenges of the new omni-channel marketplace and satisfy the expectations of consumers before, during and after their purchase.

消費者普遍期望商戶能結合實體和數碼零售的好處，追求便利性、個人化、可持續性、個人私隱保障等，享受高質的購物體驗。

GS1 HK在過去一年致力協助零售業加強消費者連繫、店鋪營運、配送和庫存管理，拆解全渠道零售市場所帶來的挑戰，滿足消費者在整個購物旅程中的期望。

Promoting 2D Barcode / QR Code Transition
推動二維碼 ／ ＱＲ碼變革

- In line with the global 2D barcode/ QR code migration initiative, GS1 HK continued to encourage local adoption of 1QR, a QR code built on GS1 Digital Link standard with product identifier like GTIN, linking to diverse information such as product specifications, incentives, certificates, track-and-trace, authentication, via members workshops / meetings.
- To expedite retail POS scanners capable of reading and processing both 1D & 2D barcodes by the end of 2027, we continued to engage with industry associations like Hong Kong People & Brand, retailers with private label products.
- During 2022/23, 1,469 members used 1QR platform to communicate their product information to the market, and more than 30,000 visits on 1QR platform recorded.

- GS1 HK繼續透過會員工作坊及會面，鼓勵本地業界採用1QR，配合全球二維碼/QR碼變革進程。1QR是建基於GS1 Digital Link標準的QR碼，除載有產品識別碼如GTIN外，還可以展示產品規格、優惠、認證、追蹤溯源、防偽驗證等多種資訊。
- 為了加快推進零售點(POS)掃描器能在2027年底前讀取和處理一維碼和二維碼的進程，本會繼續與香港人撐香港品牌等協會及自家品牌零售商會面交流。
- 在2022/23年度，共1,469個會員透過1QR平台向市場傳遞其產品訊息，平台流量逾30,000人次。

TopSoya Promotes New Branding with 1QR
壹品豆品以1QR推新裝現驚喜

To attract tech-savy young customers who concern wellness and fancy "Made in Hong Kong" element, TopSoya, a soy product manufacturer, applies QR Code powered by GS1 - "1QR", to their organic soy milk products, to enhance consumer trust and increase interaction with customers.

為吸引熟習科技、關注「香港製造」的年輕客群，豆製品廠壹品豆品在新包裝應用新一代GS1的2D條碼「1QR」，以加強與顧客互動及提振信心。

產品資訊

Consumer Caring Scheme 2022
貼心企業嘉許計劃2022

- GS1 HK's Consumer Caring Scheme had recognised 89 companies for their outstanding performance and practices in pursuing consumer care, of which 61 companies are distinguished for their 5 or more years of commitment.
- The award welcome 10 new joiners from manufacturers, retailers, F&B outlets to market solution provider, demonstrating the significant role of consumer caring strategies across the value chain.

- GS1 HK的貼心企業嘉許計劃嘉許了89間貼心為消費者上表現傑出的企業，當中有61間企業已是連續5年以上堅守「以客為先」的理念。
- 新加入計劃的企業包括生產商及零售商、以至餐飲店及方案供應商等，彰顯貼心服務於各行業的價值鏈都很重要。

Tai Hing Catering Group Recognised for Caring Culture
太興餐飲集團的貼心文化獲認可

Tai Hing Catering Group values both customers & employees. With their people-oriented and customer-centric approaches, they offer exceptional dining experience to customers. 'Consumer Caring Company' recognition reassures the service commitment and motivates them to offering unmatched service to customers.

太興餐飲集團重視顧客與員工。集團秉持以人為本和以顧客為中心的宗旨，為顧客提供卓越的用餐體驗。「貼心企業」的嘉許肯定了其服務承諾，並鼓勵他們繼續為顧客提供優質服務。

Facilitating Cross-Border & Online Businesses
便利跨境貿易及網上生意

- **Declaration by "GTIN"**: From February 2023, China Customs has been requesting the use of GTIN (GS1 barcode) for cross-border e-commerce to promote the development of the online retail business and the compliance declaration of enterprises.
- **Multifaceted Digital Services:** To help Hong Kong companies realise the benefits of GTIN, GS1 Hong Kong has been promoting the use of GTIN and communicating with industry stakeholders via seminars, webinars, articles, association engagements, at the same time partnering with different market experts to put forward a myriad of programmes and services:
  - **Verified by GS1 (VbG)**: Engaged major retailers & e-marketplaces to adopt Verified by GS1 (VbG), a global solution that enables them to verify the identity of a product by querying the GS1 Registry Platform. PARKnSHOP has implemented VbG in their product listing process.
  - **Building Online Store**: Collaborated with O2O retail solution provider to provide an all-in-one online store builder, helping members to create online shop quickly and cost-effectively, with barcode data integration to facilitate product data management and enhance online visibility.
  - **Digital Coupon**: Hotel & restaurants have deployed GS1 Hong Kong Digital Coupon solution, a platform that built on GS1 Global Coupon Number standard, offering a simple, traceable & measurable way for marketing campaigns with coupons.

- **憑碼申報**：自2023年2月起，中國海關要求跨境電商使用GTIN(GS1條碼)，以促進跨境網上零售業務的健康發展和企業的合規申報。
- **多元化數碼方案**：為協助香港企業掌握GTIN帶來的效益，香港貨品編碼協會一直透過實體及網絡研討會、文章和參與不同協會活動推廣GTIN應用，亦與市場專家合作提供各種各樣的方案和服務：
  - **Verified by GS1 (VbG)**：向主要零售商和網上市場推廣應用Verified by GS1 (VbG)，是一項通過GS1註冊平台來驗證產品身份的全球性解決方案。百佳已在其產品上架流程中應用了VbG。
  - **建立網店**：與O2O零售方案供應商合作，提供一站式網店創建平台，支援會員快速低成本創建網店，並以條碼數據來便利產品數據管理及提升網上可見度。
  - **電子優惠券**：酒店及餐廳均已採用GS1 HK的數碼優惠券方案，方案建基於GS1全球優惠券編碼標準，為市場推廣活動提供了簡單、可追溯及可計算的優惠券推廣方式。

PARKnSHOP Streamlines Operations with Verfieid by GS1
百佳超級市場以Verified by GS1精簡流程增效率

As part of the commitment to provide accurate product listings, PARKnSHOP's supply chain team replaces one-at-a-time manual GS1 GTIN checks with batch-sized automation through Verified by GS1. PARKnSHOP reduced the time needed to list products from days to only a few hours.

百佳供應鏈團隊利用Verified by GS1方案的GS1 GTINs批量驗證功能，取代過往人手檢查每件新產品編碼，將產品上架流程由以往幾天時間縮短至只需幾個小時，並確保能提供準確產品資料。

Enhancing Trust with Product Authentication and Consumer Engagement
以產品驗證及消費者互動提升信任度

- Embedded with an internationally patented anti-counterfeit technology, GS1 Hong Kong REAL Barcode/QR Code 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.
- More than 3 million items are already tagged with REAL QR code.

- 擁有國際專利防偽技術的GS1 HK「真的碼/QR碼」，已成為本港各家領先的零售品牌選用的防偽方案，遍佈珠寶、化妝品、食品、消費電子配件、工業產品等行業。
- 超過300萬件產品都已附上「真的碼/QR碼」。

Digital & E-commerce Sharing Sessions
數碼及電子商貿分享環節

- Close to 40 "Go Digital" webinars and workshops were held engaging more than 1,000 participants, either hosted by GS1 Hong Kong or jointly organized with major retail and e-commerce leaders like HKTVmall, SF Express, Tencent Cloud, as well as statutory organisations and industry associations such as HKMA, HKPC, HKRMA, HKTDC.
- Revamped the "Retail Supply Chain Data Analytics" training course jointly organised with OpenCertHub, with a new module leading to the role-based CDPOS® Advanced Citizen Data Scientist certification, which was joined by practitioners from IT solution and jeweler sectors.

- 舉辦了近40場「Go Digital」網上研討會及工作坊，吸引超過1,000位參與者。活動由GS1 HK主辦，或與各大零售商及電商平台如HKTVmall、順豐、騰訊雲，以及法定組織和行業協會如香港管理專業協會、香港生產力促進局、香港零售管理協會、香港貿易發展局等。
- 與OpenCertHub合作的「零售供應與大數據分析」培訓課程經過革新，新增職業導向的CDPOS進階公民數據科學家認證的課程，吸引了IT方案和珠寶業從業員參與。

Wu Kong Shanghai Restaurant Drives Purchase with Digital Coupon
滬江飯店以電子優惠券促銷量

Wu Kong Shanghai Restaurant launches new crab meat noodle box set to expand takeaway market, and adopted GS1 HK's digital coupon solution to incentivise customers' purchase, facilitate consumers to easily download and share the coupons with friends, while saving a lot of time and money in creating the promotion campaign.

滬江飯店推出新蟹粉拌麵禮盒，冀擴大外賣市場。飯店選用GS1 HK的電子優惠券方案去刺激銷售，讓消費者可輕鬆下載優惠券及分享給朋友，同時助飯店在創建優惠活動時節省大量的時間和金錢。

FOOD AND FOOD SERVICES
食品及餐飲服務

SUSTAINABLE FOOD SUPPLY CHAIN BUILT ON COLLABORATIVE ECOSYSTEM
可持續食品供應鏈的協同生態

The rapid recovery of international trading and modern food supply chain provides more diversified and affordable food choices from around the world to consumers. However, hidden food safety risks also emerge from these globalised food supply activities, requiring greater collaboration between regulators and industry stakeholders to safeguard consumer's health.

GS1 Hong Kong is committed to uplift food safety through enabling a smarter, more traceable, sustainable food ecosystem in Hong Kong, with the ultimate goal to shelter consumers from the food risks.

國際貿易和現代食品供應鏈迅速復常,讓消費者享受來自世界各地更多元化及廉宜的食品。然而全球化的食品供應鏈暗藏不少食安危機,監管機構及行業持份者須更緊密合作,以保障消費者的健康。

本會致力在本地建構更具智慧、更可追溯、更可持續的食品生態系統,提高食品安全,為消費者防範食安風險作最終目標。

9th Quality Food Scheme & 3rd Quality Food Scheme +
第9屆優質食品計劃及第3屆優質食品計劃+

QUALITY FOOD Scheme +　QUALITY FOOD Scheme

- 22 food and food services companies were recognised at the Quality Food Scheme & Quality Food Scheme+, among which 17 enterprises were recognised with the highest honour - Diamond Enterprises.
- Among the 22 awarded companies, 18 of them participated in the advanced edition –Quality Food Scheme+, which provides all-rounded food safety & traceability assessment based on 3 international standards - ISO 22000, HACCP & GS1 Global Traceability Standard.
- Both of the Schemes helps food enterprises to reduce and control risk, ensure product quality, traceability and food safety, which in turn safeguards consumers' health and build brand reputation.

- 「優質食品計劃」及「優質食品計劃+」共嘉許了22間食品及餐飲服務企業，當中有17間企業獲得最高榮譽嘉許 — 鑽石企業。
- 22間得獎企業中，有18間參加了進階版「優質食品計劃+」。該計劃參照3大國際標準進行評審 — GS1全球追溯標準(GTS)、ISO 22000食品安全管理體系標準和HACCP食品安全控制標準。
- 兩個計劃旨在幫助食品企業減低及控制風險、確保產品質素、可追溯性及食品安全，從而保障消費者及建立品牌形象。

Hop Hing Oil Group Joins Food Scheme to Boost Consumer Trust
合興食油集團參與食品計劃增強消費者信心

Hop Hing Oil Group, an oil manufacturer and "Diamond Enterprise" of Quality Food Scheme+ in 2023, has its own production lines & laboratories. They impose strict control across the supply chain from material procurement, oil refining, production to sales processes, aimed to protect consumers' health. The Scheme recognition strengthens the consumers' and business clients' trust towards Hop Hing.

合興食油集團是一家獲得2023年「優質食品計劃+」鑽石企業的食油製造商，擁有自己的生產線及研究所。他們從原料採購、煉油、生產到銷售流程都實施嚴格監控，旨在保障消費者健康。計劃的認可加強了消費者及商業客戶對合興的信任。

QUALITY FOOD Scheme +
Diamond 2023

Food Safety Forum 2023
食品安全論壇2023

- Held on 23 August 2023, the Food Safety Forum was joined by over 400 delegates in hybrid format.
- Themed "Food Safety and Consumer Trust: The Smarter Future", the Forum was once again the premier platform for industry experts and practitioners to share insights and experiences in regulatory compliance, latest food trends, technology & innovations, and ways to enhance consumer trust and food safety management.

- 食品安全論壇於2023年8月23日以線上線下形式舉行，吸引逾400位業界人士參與
- 論壇主題為「食品安全和消費者信任 邁向智慧未來」，再次成為行業專家及從業員交流的平台，就監管合規、最新食品業趨勢、創新科技等議題分享見解和經驗，提升消費者信任及食品安全管理

KIN Catering Group Joined Food Safety Forum for Insight Exchange
KIN飲食集團參加食品安全論壇交流意見

KIN, a next-generation catering group, acknowledged the Food Safety Forum a good platform that gathered industry peers to discuss the pain-points and share the latest market intelligence.

KIN作為新世代的飲食集團，認同食品安全論壇是一個能匯聚業內同儕討論痛點、分享最新市場情報的平台。

Food Seminars, Workshops & Trainings
食品研討會、工作坊及培訓

- In 2022/23, new technology applications and implementation have been introduced in the Food Traceability Certificate training, meanwhile collaborated with IFSA and HKPC to develop a new training course on "Building Resilience Through Digitalization in Food Business".
- A total of 7 trainings/seminars/webinars have been organised to provide industry professionals understanding on smart business operations, supply chain visibility, new trends in food safety and cold chain, attracting over 140 audiences altogether.

- 於2022/23年，我們在食品追溯和安全證書的培訓中引入新科技應用及實踐例子，同時與國際食品安全協會及香港生產力促進局合作推出全新培訓課程「將食品業務數碼化建立韌性」。
- 舉辦了7場研討會/網上研討會，為食品行業提供有關食品安全和冷鏈管理的智慧營運方法、供應鏈可見性及新趨勢等，吸引了超140名與會者。

Smart Operations Adoption in F&B Sectors
智慧營運在餐飲業的應用

- GS1 Hong Kong has extended the application of emerging technologies into Smart Operations Solution, to realise real-time data transparency, automated business procedure, single consolidated dashboard for different catering and manufacturing users at anywhere, anytime.
- For example a leading chain restaurant group has aggregated operation data of different production lines into dashboard for improved efficiency and food safety control, and a soy producer tried to uplift productivity & safety by implementing real-time control.

- GS1 HK智慧營運方案揉合了新興技術，實現實時數據透明度、業務流程自動化、單一儀表板(dashboard)，方便不同餐飲及食品製造業用戶隨時隨地使用。
- 一家連鎖餐飲集團龍頭便將生產線的營運數據整合展示在儀表板上，提升了效率及食安管控；另一家豆製品廠商則通過實時監控來提升生產力和安全性。

Cova Boosts Productivity by 15% with GS1 HK Smart Operations
Cova以GS1 HK智慧營運方案提升15%生產力

To achieve a sustainable operation model, Cova factory took on GS1 HK's advice to introduce Smart Operations solution in which IoT sensors and ezTRACK are setup at the premise, to allow management team acquires all the factory data easily in as dashboard view, subsequently achieving productivity gain by 15% and reducing 5% wastage and saving 5% of power.

Cova為了推動可持續發展的營運模式，接納GS1 HK建議於其廠房引入其智慧營運方案技術，安裝物聯網感應器及「蹤橫網」(ezTRACK)，助管理人員一眼看清整個廠房的運作數據，不但提升15%生產力、亦減少5%食材損耗及節省5%能源。

Policy Advocacy and Collaboration
政策倡儀及合作

- Put forward a response to the "PPRS" initiative (Producer Responsibility Scheme on Plastic Beverage Containers and Beverage Cartons) by Environmental Protection Department (EPD) on 4 major areas, about (i) facilitating beverage suppliers registration, (ii) definition of regulated beverage types in scheme, (iii) flexible barcode size and PPRS logo size and placement, and (iv) emerging trend of QR code adoption.
- Meetings with The Environment and Ecology Bureau – Food Branch and The Centre for Food Safety, HKSAR (CFS) were held to explore how GS1 Hong Kong could support promoting the "Salt / Sugar Label Scheme" to the industry, and how global standards, e.g., 2D barcodes can support the CFS food control and its system, and cross-border food traceability.
- GS1 HK's CEO continues to be one of the 3 HK representatives at APEC Policy Partnership on Food Security (PPFS).

- GS1 HK就環境保護署提出的塑膠飲料容器及紙包飲品盒生產者責任計劃(PPRS)，在以下4個主要範疇作回應：(i) 便利飲料供應商註冊方法；(ii) 計劃中的受規管飲料種類定義；(iii) 條碼尺寸、PPRS標誌大小和放置的靈活性；(iv) 採用QR碼的新趨勢。
- 本會與環境及生態局(食物)及食物安全中心進行會議，探討GS1 HK可如何協助推動行業應用預先包裝食品「鹽／糖」標籤計劃，以及2D條碼等全球標準如何支援食安中心的食品監控系統、及跨境食品追蹤溯源。
- 本會總裁繼續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。

HEALTHCARE
醫療護理

PARTNERING WITH INDUSTRY FOR BETTER PATIENT OUTCOMES
與業界攜手 為病人帶來更理想醫護效果

Today's healthcare organisations are expected to deliver the highest levels of patient care and safety, while the need to increase efficiencies and conform to new regulations are building pressure on the industry players.

As a neutral facilitator between healthcare stakeholders and regulators, GS1 HK plays an important role by enabling the harmonised implementation of pharmaceuticals and healthcare supplies, ensuring that the right products are being delivered to the right patients for the right procedures.

現今醫護機構既要為病人護理和安全帶來最佳水平，同時需兼顧如何提升效率和遵守新法規的要求，承受著日益繁重的壓力。

GS1 HK在醫護持份者和監管機構之間扮演中立的推動角色，在促進藥物和醫療用品的協調調配方面發揮著重要作用，確保病人獲得適當的用品進行正確的治療程序。

GS1 DataMatrix Wider Adoption on Drug Packaging
藥品包裝上更廣泛應用 GS1 DataMatrix

- "Guideline for Implementing GS1 DataMatrix on Pharmaceutical Products for Hong Kong Hospital Authority" was issued by GS1 HK to accurately track the drugs along supply chain, strengthen its management and ensure patient safety.
- Training workshops on GS1 Data Matrix implementation were arranged to drug suppliers and healthcare providers and associations, which was joined by over 60 participants.

- GS1 HK發佈《在供應予醫管局的藥物上配上GS1 DataMatrix實踐指南》，以準確追蹤藥品在供應鏈上的流向，加強藥品管理並確保病人安全。
- 為藥品商、醫護人員和協會舉辦了多場有關應用GS1 DataMatrix的培訓工作坊，吸引60多名參加者。

Mekim Uses GS1 DataMatrix to Ensure Safer Patient Care
美檢以GS1 DataMatrix保障病人安全

As supplier to Hospital Authority, Mekim has worked with manufacturers to apply GS1 DataMatrix on a wide list of drugs, aiming to increase stakeholders' confidence with added identification and traceability data. Besides adherence to guideline, Mekim enjoys enhanced efficiency in inventory management, expedited pick-and-pack process with better track-and-trace capability.

作為醫管局供應商，美儉已與生產商協調將GS1 DataMatrix應用於一系列藥物上，透過識別和可追溯性的數據，提升供應鏈持份者信心。除了配合指引外，方案亦提升美儉的管理產品庫存效率、加快處理訂單的揀貨與包裝流程、並加強追蹤追溯。

產品資訊

Industry Trainings and Advocacy
業界培訓和倡議

- A visit to the Hospital Authority IT Innovation Lab for industry practitioners to gain insights of smart hospital operation was arranged, drawing participants from different local hospitals including Caritas Hong Kong, Evangel Hospital, Gleneagles Hospital Hong Kong, Hong Kong Adventist Hospital, Hong Kong Baptist Hospital, Hong Kong Sanatorium & Hospital, St Teresa's Hospital, Union Hospital, etc.
- In addition to GS1 DataMatrix Implementation training, "Unique Device Identification (UDI) for Medical Devices" training had also been conducted.
- Participated as the committee member of the Food & Health Bureau Working Group on eHealth Record and Information Standards (eHR), also a member of the Organising Committee to organise the 7th Asia Pacific eHealth Conference 2023 to facilitate the deployment of eHR systems and foster a better development in the technology for different healthcare IT systems.

- 為相關會員安排參觀醫院管理局的創新科技實驗室，以瞭解智慧醫院營運的最新資訊，吸引了本地各醫院代表參加，包括明愛醫院、聯合醫院、港怡醫院、港安醫院、浸會醫院、養和醫院、聖德肋撒醫院、仁安醫院等。
- 除了提供GS1 DataMatrix應用培訓外，我們也舉辦了「醫療器械唯一標識(UDI)」培訓。
- 本會繼續是食物及衛生局的電子健康紀錄內容及訊息標準專案小組的核心成員，也是第7屆亞太電子健康大會2023籌委會成員之一，旨在促進採用電子健康紀錄系統，並為不同醫護資訊科技系統的發展培養更佳環境。

"Go ESG" in Pharmaceutical
推動醫藥業實踐ESG

- Extended Smart Operations offering to healthcare industry that helps a drug manufacturer to automatically log down warehouse environment records, aimed to meeting authorities' compliance and reducing energy use.

- 將智慧營運方案擴展至醫護行業，幫助藥廠自動記錄倉庫環境數據，以符合當局監管規定和節能。

TIMC Leverages Smart Operations to Meet Compliance
全球藥業以智慧營運配合監管指引

TIMC decided to implement GS1 HK's Smart Operations solution by installing smart sensors for automatic recording and integrated dashboard display of environmental data, saving around HK$200K cost of manual data logging and report compiling, effectively meeting the authorities' requirement on drug regulation, and monitoring warehouses and fleets' data around the clock.

全球藥業部署了GS1 HK智慧營運方案，包括安裝智能感應器，自動記錄及於儀表板展示，省去每年約20萬的人手記錄數據支出，並輕鬆符合衛生署對藥品監控要求，7x24監測倉庫及貨車溫度及濕度。
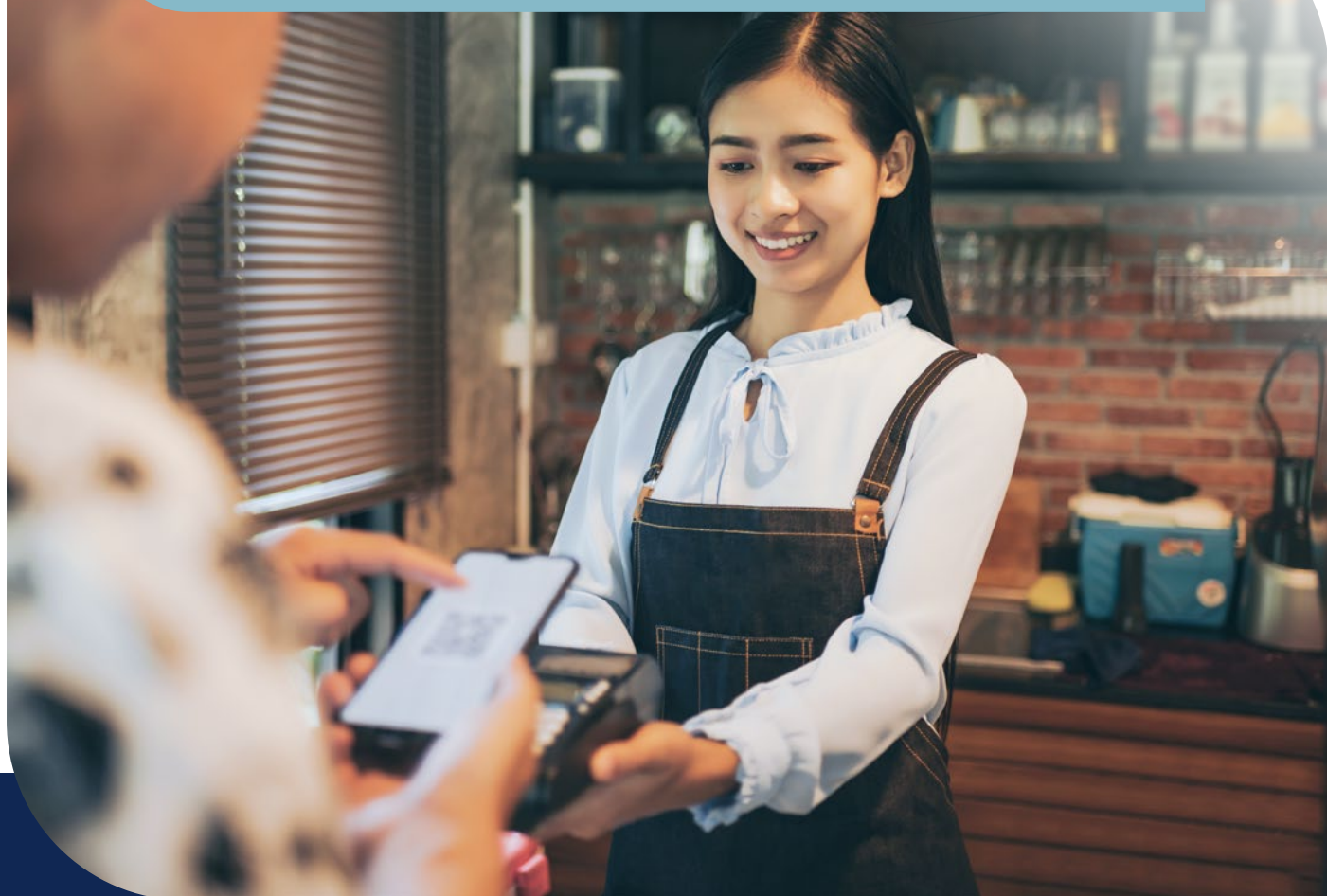
INNOVATION & TECHNOLOGY (I&T)
創新及科技

EXTENDING I&T ECOSYSTEM THROUGH SCALING DIGITAL INNOVATION
持續數碼轉型 推進業務增長

The I&T landscape has been making major breakthroughs that supports the rapid rise of omni-channel commerce, data-driven business and requirements for sustainability. From generative AI, Metaverse, to augmented reality and blockchain the emerging technologies are empowering companies to upgrade their commercial and delivery capabilities that helps to tap effectively into the new market opportunities.

GS1 Hong Kong supports companies' digital transformation journey with our expertise in global standards, data platforms and wide network of technology partners, aiming to construct a collaborative IoT ecosystem that drives a smarter living and smarter business environment for Hong Kong.

革命性的創新科技推陳出新,有助促進全渠道商貿、數據驅動業務以及可持續發展要求的迅速發展。企業透過善用生成式人工智能、元宇宙、擴增實境及區塊鏈技術等,來提升其營商和執行力,有助抓緊新市場機遇。

憑藉在全球標準技術方面的專業知識、數據平台及多元化的科技夥伴網絡,本會致力幫助各機構數碼轉型,旨在促進於香港構建物聯網生態,以建設更智慧的居住及營商環境。

Key Initiatives 主要活動/項目 2022/2023

Solution Day 2023 cum 12th Consumer Caring Scheme Award Presentation Ceremony
Solution Day 2023 暨第十二屆「貼心企業嘉許計劃」頒獎典禮

- Themed "From Digital Transformation to Evolution", GS1 HK's Solution Day 2023 aimed to provide an immersive experience with networking opportunities for visitors to experience new technologies, hands-on best practices & successful use cases.
- Over 350 industry practitioners from diverse sectors had attended physically where 2 featured talks and 18 solutions showcase in 5 thematic solution zones were arranged.
- Designed to recognize local enterprises which pursue the belief "Customer for Life", the Consumer Caring Scheme award presentation ceremony had acknowledged 89 local companies, with 29 companies awarded for 10 years or more, showing their long-standing commitment to "consumer first" strategy.

- GS1 HK Solution Day 2023以「從數碼轉型到演進」為主題，旨在讓參觀者親身體驗新技術、最佳實踐和成功案例等全面體驗，並提供商業交流的機會。
- 逾350名來自各行業的人員親臨出席，參與包括2場專題講座和5個主題展區內的18個方案展示。
- 「貼心企業嘉許計劃」頒獎典禮旨在表揚追求「以客為先」的本地企業，今年共有89家本地公司獲嘉許，其中29家企業連續10年或以上獲獎，盡展他們對「消費者優先」策略的長期承諾。

I&T Industry Engagement
創科行業拓展

- Joined and completed the China Industrial Internet Identification Resolution Infrastructure (CAICT) project, one of the next generation key technical infrastructures in China for intelligent production, supply chain management and retail operations.
- Participated in the 18th Plenary Meeting of the Hong Kong/ Guangdong Expert Group on Co-operation in Informatisation hosted by OGCIO in HK physically, and shared progress update about the "China Industrial Internet Identification Service Platform", which was granted formal system acceptance by Guangdong Communications Administration.
- Co-organised the 17th Guangdong-Hong Kong Internet of Things Summit, by inviting HK speakers and providing venue for experts & Government officials to join the Summit online at GS1 HK Office, exchanging insights on future IoT developments.
- Co-organised the 12th edition of Guangdong-Hong Kong IoT Solutions Competition, in which 19 solutions were awarded among 200 applications. 2 of the awarded solutions were nominated from "Hong Kong ICT Awards 2022 – Smart Mobility Award" winners.
- As one of founding members of the GBA Standards Alliance to promote standards adoption in GBA for standardization & interconnectivity, GS1 HK joined the keynote session online & shared insight at the "2nd edition of GBA Standardisation & Digitalisation Seminar (第二屆粵港澳大灣區標準創新研討會與標準化與數字化轉型專題研討會)"

- 參與完成中國新一代智能生產、供應鏈管理和零售業務的關鍵基建技術 - 中國工業互聯網標識解析創新專案(CAICT)。
- 參加政府資訊科技總監辦公室舉辦的「粵港信息化合作專責小組第十八次會議」，並分享了已獲廣東省通信管理局確定入庫的「工業互聯網標識解析創新專案平台」的發展進度。
- 聯合舉辦第十七屆粵港物聯網高峰論壇，邀請了演講嘉賓及安排了專家及政府官員等與會者，於GS1 HK辦公室網上連線參與論壇，讓兩地交流了未來物聯網發展。
- 本會也聯合舉辦了「第12屆粵港物聯網大賽」，在200個提名中嘉許19個得獎方案，當中有2個為「香港資訊及通訊科技獎2022 —智慧出行獎」得獎公司。
- 本會為粵港澳大灣區標準創新聯盟的創會成員之一，致力推進大灣區的標準化和互相操作性的發展。本會亦於「第二屆粵港澳大灣區標準創新研討會暨標準化與數字化轉型專題研討會」主題演講中在線上作分享。

The Hong Kong ICT Awards – Smart Mobility Awards 2023
香港資訊及通訊科技獎 — 智慧出行獎2023

- For the 6th consecutive year, GS1 HK was appointed by the Office of the Government Chief Information Officer (OGCIO) to be the Leading Organiser for the ICT Awards – Smart Mobility Solution, aiming to encourage and promote the development & adoption of information and communication technology (ICT) applications and innovative solutions.
- 14 awardees were recognised across the 3 Award streams – Smart Transport, Smart Logistics and Smart Tourism

- 本會連續第6年獲政府資訊科技總監辦公室委任為「香港資訊及通訊科技獎—智慧出行獎」的籌辦機構，旨在鼓勵業界應用及拓展資訊及通訊科技，並表彰於應用創新科技上表現傑出的企業。
- 14個機構及個人於「智慧出行獎」三個組別 - 智慧交通、智慧物流及智慧旅遊獲獎，成就非凡。

Winner of Smart Mobility Grand Award & Smart Tourism Gold Award - Kaihon1000 Smart Power Station
智慧出行大獎及智慧旅遊金獎得主 - 啟航1000智能電源

The portable power supply has 7 power sockets to support the needs of different electrical appliances, equipped with solar charging function and IP55 water- and dust-proof features, suited for occasions like camping, extended outdoor work, and during power outages at home.

啟航1000是便攜式電源，共有7個供電插位支持不同電器的需求，並具備太陽能充電及IP55防水防塵特性，適合露營、長期在外工作、家中停電時等環境使用。

Digitalisation Courses & IoT/EPC Training
數碼化課程及物聯網/EPC培訓

- For over a decade, GS1 HK has continuously been authorized as an education provider by the Reindustrialisation and Technology Training Programme (RTTP) under the Innovation and Technology Fund to provide subsidized training courses to support staff training in local companies.
- In 2022/23, 4 courses were approved by RTTP, including Supply Chain 4.0, Food Digitalisation Management, Citizen Data Scientist, and eCommerce.

- GS1 HK連續超過10年獲創新及科技基金旗下的新型工業化及科技培訓計劃(RTTP)認可及資助,支援本地企業員工培訓.
- 於2022/23年,RTTP認可了本會的供應鏈4.0、食品數碼化管理、公民數據科學家和電子商務等4個課程符合資助。

Nedap Up its Game with GS1 HK's Training
Nedap參與GS1 HK培訓加強發展

As leader in the global retail RFID territory, Nedap continually invests in its staff's learning and development. The team attended "Certified RFID / EPC Professional Training Program" provided by GS1 HK Academy, equipping them with enhanced knowledge that supports Nedap's business growth.

作為全球零售界別RFID方案的領袖,Nedap持續投入資源栽培員工,為他們提供發展與培訓課程。員工參加「IoT/RFID證書課程(進階課程)」以增強零售科技的專業知識,支援公司穩固發展。

Vendor Partner Programme (VPP)
供應商夥伴計劃

- A total of 24 vendors with diversified solution & services joined the programme, and participated in business matching & networking activities to grow business.
- The programme is extended to automation solutions and enterprise software solutions sectors such as AGV Forklift/ Robotic Process Automation (RPA) and ERP/ WMS.

- 24間提供多元化方案及服務的供應商參加了計劃,並參與了商業配對及聯誼活動等,發掘商機。
- 參加計劃的行業延伸到自動化和企業軟件方案供應商。

Smart Business Innovation Centre
智慧科技創新中心

- The Centre continues to serve as an industry support platform that enables the development of IoT business and the delivery of RFID/IoT-related services, but also showcases the newest Smart Business solutions utilizing advanced technologies including AI, video analytics, sensor network and data analytics
- Total number of physical visitors in 2022/23 was 984, whereas the virtual tour of the Centre had attracted over 220 online visitors in the year reviewed.

- 智慧科技創新中心為業界提供平台,讓商界體驗物聯網/EPC相關方案,以及人工智能、視像分析、傳感器設備及數據分析等智慧科技。
- 於2022/23年,共有984位人士參觀了中心,而中心的虛擬導賞亦吸引超過220名人士於網上參觀。

(3100)

TRANSPORT AND LOGISTICS
運輸及物流業

BUILDING A RESILIENT
AND GREEN LOGISTICS NETWORK
建立更具靭性的綠色物流運輸網絡

There are increasing demands for small shipments, frequent deliveries and return logistics stemmed from the boom of e-commerce. Additional challenges to the industry, like disruptions in global supply chain, consumers' demand for sustainable practices and the need for end-to-end visibility, are calling for a more resilient, green and collaborative transport and logistics network.

Supply chain visibility is the key. It helps business get clear insights of the life cycle of a product along the supply chain, enabling them to manage complex deliveries involving different modes of transport. GS1 HK has been leveraging a whole spectrum of GS1 standards and solutions that allows products, services and information to move efficiently and securely, enhancing efficiencies in shipping, security and sustainability, as well as better warehouse, transport and asset management.

電商繼續蓬勃發展，帶動了小貨量訂單、頻繁配送和退貨物流的需求增加。運輸物流業同時要面對全球供應鏈窒礙、消費者要求可持續營商手法及點到點透明度等所帶來的挑戰，冀透過建立更具韌性、更環保以及更具協作能力的供應鏈來應對。

供應鏈透明度是其中關鍵，能幫助企業透視產品在供應鏈的整個生命週期，方便企業管理以各種運輸方式進行的複雜付運。GS1　HK一直運用各項GS1標準和方案，讓產品、服務和信息可以高效安全地流通，增強運輸效率、安全性和可持續發展，並改善倉儲、運輸和資產的管理。

Key Initiatives 主要活動 / 項目 2022/2023

Industry Engagement @ALMAC 2022 & Beyond
協辦亞洲物流、航運及空運會議2022及其他活動與行業交流

- Co-organised the "Supply Chain Management & Logistics Forum 2" with HKTDC at Asian Logistics, Maritime and Aviation Conference 2022, dwelling on topics of smart and innovative supply chains and transformation from an omnichannel model to a meta-channel model.
- A guided tour to visit a cold chain logistics warehouse equipped with AMR and 4WS was arranged for members
- Continued to develop guidelines and know-hows for cold chain logistics service providers and operators on a collaboration project called "Guidelines for application of emerging technologies in cold chain logistics", subsidised by the Trade and Industrial Organisation Support Fund (TSF)
- Organised a consultation session with members in response to the government's Modern Logistics Development consultation, and submitted comments and recommendations to the government, aiming to enhance the competitiveness of the logistics sector.
- Organised a workshop on "Navigation Towards Smarter Port and Logistics" jointly with Hong Kong Sea Transport & Logistics Association and The Hong Kong Shippers Council.

- 與貿發局協辦「供應鏈管理及物流論壇 2」環節，探討創新智能供應鏈的要訣，以及如何由Omnichannel(全渠道)轉變成 Metachannel (元渠道)的品牌營運策略。
- 為會員安排了導賞團，參觀配備AMR和4WS的冷鏈物流倉庫。
- GS1 HK持續就「冷鏈物流新興技術應用指南」項目提出意見。該項目獲得工業貿易署「工商機構支援基金」資助，旨在為冷鏈物流服務供應商和營運商制定出指南和專業技能手冊。
- 就政府「現代物流發展」諮詢，與會員舉辦了諮詢會議，其後向政府提交意見及建議，冀提升物流業的競爭力。
- 與香港航運物流協會(HKSTLA)、香港付貨人委員會(HKSC)聯合舉辦了「Navigation Towards Smarter Port and Logistics」研討會。
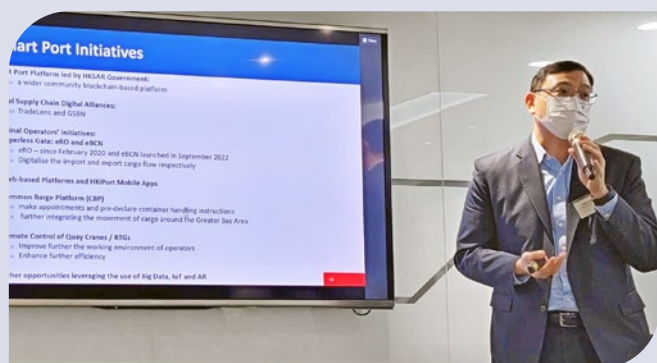
PARKnSHOP Enforced Logistics Process Upgrade with the Help of Smart Professional Services
百佳超級市場借助GS1 HK專業知識將物流系統升級

GS1 HK and PARKnSHOP teamed up to roll out a two-phased logistic digitalisation project, beginning with the deployment of a Transport Management System (TMS) to monitor and control goods delivery between its logistics centres and stores, and later applied to the online orders. The first phase has resulted in efficiency gain by 50% between logistics centre and stores.

本會與百佳合作在其供應鏈推行物流數碼化項目。項目分2階段，首階段是在百佳倉庫與店舖的物流過程中部署車隊運輸管理系統（TMS）作監控管理，第2步在網店營運中應用。首階段已將物流中心與店舖之間的整體物流效率提高50%。

China Customs' "Declaration by GTIN" Initiative
中國海關「條碼報關」項目

- From Feb 2023, all China customs offices have been requesting the use of GTIN for cross-border e-commerce to promote the healthy development of cross-border e-commerce retail import business and declaration compliance of enterprises.
- To help Hong Kong enterprises take advantage of this "Declaration by GTIN" initiative, GS1 Hong Kong has been promoting the use of GTIN and communicating with industry stakeholders via seminars and webinars, articles, association engagements, etc.

- 從2023年2月起，中國海關已要求跨境電商使用GTIN條碼，以促進跨境電商零售進口業務的健康發展和企業的申報合規性。
- GS1 HK一直通過實體和網上研討會、宣傳品、協會連繫等方式推廣GTIN，與業界持份者交流，幫助本地企業實踐「條碼報關」。

Vietnam-HK Trade & Logistics Collaboration
越南與香港貿易及物流合作

- Developed a concept paper about GS1 Hong Kong's ezTRACK platform integration with GS1 Vietnam's "National Traceability Portal", which set the foundation of Vietnam-Hong Kong trade and logistics collaboration, aiming to build reputation and quality assurance for Vietnamese export / import / re-export items, enhancing trust and reducing food safety risk for consumers.

- 制定有關對接GS1 HK「縱橫網」(ezTRACK)平台與GS1越南的「國家追溯平台」的合作文件，為越南與香港在貿易和物流上合作奠定了基礎，旨在為越南的出口、進口和轉口貨品建立信譽和品質保證，增強消費者的信任並降低食品安全風險。

FINANCIAL SERVICES
金融服務業

TURNING DATA INTO WORKING CAPITAL
將數據轉化為營運資金

To reinforce Hong Kong's international trade and logistics hub position, regulators, financial institutions and other stakeholders are exploring digital innovations together to foster better efficiency and promote capital flow, particularly for the SMEs whose ability to secure funding are limited in the trade ecosystem.

GS1 HK has been facilitating trade for years with the proven B2B e-business community platform, while continuing to evolve to support SMEs in its digital transformation and access to finance, promoting the transformation of trade, banking sectors and Hong Kong's digital economy.

為鞏固本港國際貿易和物流樞紐地位,監管機構、金融機構和相關持份者都在尋求數碼創新方案,以提高整個貿易生態體系的效率,及促進資金流通,特別是對融資較難的中小企。

GS1 HK多年來一直以B2B電子商務社群平台推動貿易發展,同時不斷演變以支持中小企數碼轉型及獲取資金機會,促進貿易、銀行業和整個香港數碼經濟的發展。

> Unleashing Possibilities —
> Data and Data Analytics in CDI by HKMA

> John Deng
> Director, Head of Commercial, HK & Deputy General Manager, China
> Dun & Bradstreet

> Anna Lin
> Chief Executive
> GS1 Hong Kong

> Sammy Kam
> Chief Operations Officer
> Octopus

> Moderator
> Denis Yip
> Chief Executive Officer
> Astri

Digital Trade Financing & CDI
數碼貿易融資及「商業數據通」

- GS1 HK become the first batch of Data Providers connected to Hong Kong Monetary Authority Commercial Data Interchange (CDI) in October 2022, supporting the next generation digital finance services through the offering of trusted digital trade data from GS1 Hong Kong's ezTRADE.
- A few ezTRADE suppliers were able to secure loans much faster from bank by allowing the bank to access and analyse their digital invoice data from ezTRADE. The digital trade financing solution partnered with DBS Bank won a few accolades including "The Editors' Triple Star Pick for APAC" by the Asset, "HKB Technology Excellence Awards (Fintech - Banking category)" by Hong Kong Business etc.
- Shared insights at HK Fintech Week on "Digital Metamorphosis at scale: Transforming Hong Kong's Digital Economy with CDI" panel discussion, as well as in the inaugural ICC Future Trade Forum on "Traceable, Trusted, and Financed: Digitalisation, traceability and finance challenges in the supply chain".

- GS1HK於2022年10月成為香港金融管理局（HKMA）推出「商業數據通」的首批數據提供方，透過提供本會「通商易」(ezTRADE)可靠的數碼貿易數據，全面支援新世代數碼貿易融資服務。
- 多家ezTRADE供應商通過授權銀行獲取和分析其平台上的電子發票資料，迅速從銀行取得融資。該項與星展銀行合作的數碼貿易融資方案贏得多個殊榮，包括《資產》雜誌「The Editors' Triple Star Pick for APAC」、香港商業雜誌的「銀行科技類別 - 科技卓越大獎」等。
- 參與香港金融科技周中「Digital Metamorphosis at scale: Transforming Hong Kong's Digital Economy with CDI」的討論環節；亦在首屆國際商會(ICC) Future Trade Forum就「Traceable, Trusted, and Financed: Digitalisation, traceability and finance challenges in the supply chain」分享見解。

OUR "GO DIGITAL • GO GREEN" STRATEGY, SOLUTIONS & SERVICES
我們的「Go Digital • Go Green」策略、方案及服務

Catalysed by the pandemic, businesses are embarking on digital transformation for efficiency, resiliency and sustainability. GS1 HK strives to deepen and extend the services based on GS1 System of Standards, supporting businesses to stay competitive and create new opportunities with innovations, led by our "Go Digital • Go Green" strategy.

- Go Digital - Empowering next generation O+O commerce along the supply chain
- Green - Enabling efficiency & sustainability through seamless exchange of data

疫情加速了企業數碼轉型，期望為公司提升效率、業務韌性和投入可持續發展。GS1　HK依據GS1標準體系深化並擴展服務，讓企業保持競爭力，同時以「Go Digital • Go Green」策略，以創新締造新機遇。

- Go Digital - 在供應鏈上塑造新一代線上線下(O+O)商貿
- Go Green — 通過數據無縫交換提高業務效率及推動可持續發展

GS1 Hong Kong
SOLUTIONS & SERVICES PORTFOLIO

GS1 Global Standards・GS1 全球標準

Data Platforms 數據平台

Product Data 產品數據

BARCODE PLUS

Transactional Data 交易數據

通商易 ezTRADE

Enabling Technologies 促成科技

Internet of Things (IoT) 物聯網

Blockchain 區塊鏈

Go Digital Go Green

Solutions & Services 解決方案

Omni-Channel Commerce 多渠道商貿

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

Comsumer Engagement
與消費者互動交流

Sales Channel Expansion
銷售渠道拓展

Enterprise Data Services 企業數據服務

Product Data & Suppliers Management
產品數據及供應商管理

Procurement Automation
採購自動化

Logistics Optimisation
物流優化

Digital Trade Finance
數碼貿易融資

Industry 行業

Retail & Consumer Goods
零售及消費品

Food & Food Services
食品及餐飲服務

Appeal & Footwear
成衣及鞋履

Healthcare
醫療護理

Event Data 事件數據

eZTRACK 蹤橫網®

Behavioral Data 行為數據

ezSIGHT

Data Analytics 數據分析
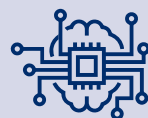
AI & Machine Learning 人工智能及機械學習

Smart Business Solutions 智慧營商方案

Smart Retail 智慧零售

Smart Operations 智慧營運

End-to-End Visibility 提升端到端的可視化程度

Brand Protection 品牌保護

Product Authentication 產品驗證

Channel Management 渠道管理

Anti-Phishing 辨識釣魚網站

Smart Product and Services 智慧專業服務

Knowledge Building 知識提升

Industry Best Practices 最佳行業實踐

Talent Development 人才培育

Smart Business Innovation Centre 智慧科技創新中心

Sustainability 可持續發展

Transport & Logistics 運輸及物流

Innovations & Technology 創新科技

Financial Services 金融服流

Government 政府機構

EVENTS, INDUSTRY ENGAGEMENTS AND ACTIVITIES
活動、與業界交流及其他參與項目

GS1 HK has long served as the leading industry platform where businesses and key stakeholders gather and foster deeper relationships. Fusing the vibrancy of in-person interactions and the versatility of virtual meetings, we have organised different hybrid events to help members stay connected, share ideas and co-create opportunities.

GS1 HK 多年來匯聚企業和各持份者、建構更緊密關係，扮演著業界平台的領導角色。我們結合親身會面的熱鬧氛圍和虛擬會議的靈活性，舉辦各項活動打通線上線下，助會員保持聯繫、交流意見，共同創造機遇。

📅 **24 - 27 OCT 2022**

GS1 AP Forum 2022
Wellington, New Zealand & Online
GS1 亞 太 地 區 論 壇 2022
新 西 蘭 威 靈 頓 及 網 上 進 行

📅 **13 - 16 FEB 2023**

GS1 Global Forum 2023
Brussels, Belgium & Online
GS1 全 球 論 壇 2023
比 利 時 布 魯 塞 爾 及 網 上 進 行

📅 22 - 24 MAY 2023

GS1 General Assembly 2023
Antwerp, Belgium
比利時安特衛普

GS1 Hong Kong Summit 2023

Driving Digitalisation & Sustainability for Tomorrow

❞❞ GS1 HK Summit brings a consortium of movers and shakers to connect, brainstorm and incubate ideas that will empower businesses to grow and improve for the benefit of the end-users harnessing the advancement of innovation and technology. ❞❞

Mr. Paul Chan, Financial Secretary of the HKSAR Government

GS1 HK高峰會2023

NOV
14
2023

締造數碼化
的可持續未來

"GS1 HK高峰會匯聚各行各業
的創新精英和變革領袖，集思
廣益並啓發新意念，有利扶助
企業善用創新科技成長發展，
最終惠及普羅大眾。"

香港特區政府財政司司長
陳茂波

GS1 HK Food Safety Forum 2023 cum Award Presentation Ceremony of "Quality Food Scheme+" & "Quality Food Scheme"

Food Safety and Consumer Trust: The Smarter Future

❝❝ This serves as an opportunity to promote our holistic food safety principles and systems, and through the exchange of insights, we can improve food safety standards of Uni-China Group and the industry. ❞❞

Mr. Henry Li, Chief Executive Officer (Retail) FRESH Supermarket, Uni-China (Business) Management Limited
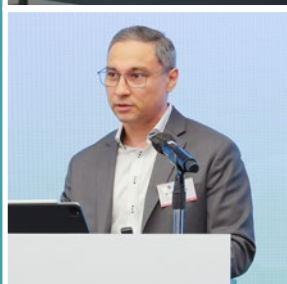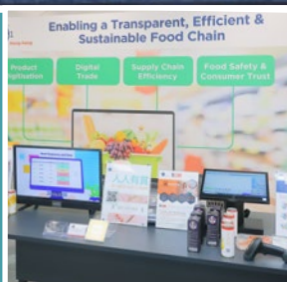
香港食品安全論壇2023
暨「優質食品計劃+」
及「優質食品計劃」頒獎典禮

AUG
23
2023

食品安全和消費者信任
邁向智慧未來

❝❝ 論壇有助我們廣傳集團全面的食品安全守則和系統，並深入交流意見，藉以提升建華集團和業界的食品安全標準。❞❞

建華（業務）管理有限公司
FRESH新鮮生活行政總裁
（零售）李軒宇先生

GS1 HK Solution Day 2023 cum Award Presentation Ceremony of Consumer Caring Scheme

From Digital Transformation to Digital Evolution

❞❞ The full suite of digital and enterprise data services and solutions in today's GS1 HK Solution Day will enable companies to harness the power of innovative technologies, forge ahead their digital transformation journey and tap into the many opportunities brought by the digital economy. **❞❞**

Ms. Lillian Cheong, Under Secretary for Innovation, Technology & Industry of the HKSAR Government

GS1 HK Solution Day 2023
暨「貼心企業嘉許計劃」頒獎典禮

MAY
30
2023

從數碼轉型到數位進化創新

❝ GS1 HK Solution Day主題展區展出的多個數碼及企業數據服務和解決方案，涵蓋的範疇十分廣泛。這些方案都能推動更多企業善用創新科技，促進企業持續透過數字化升級轉型，迎接數字經濟所帶來的種種機遇。❞

香港特區政府創新科技及工業局副局長張曼莉

GS1 HK ACTIVITIES

6-8 SEP 2022

Exhibited at The Retail Asia Conference & Expo 2022 (RACE)
於亞洲零售業會議暨博覽會(RACE)上展示方案
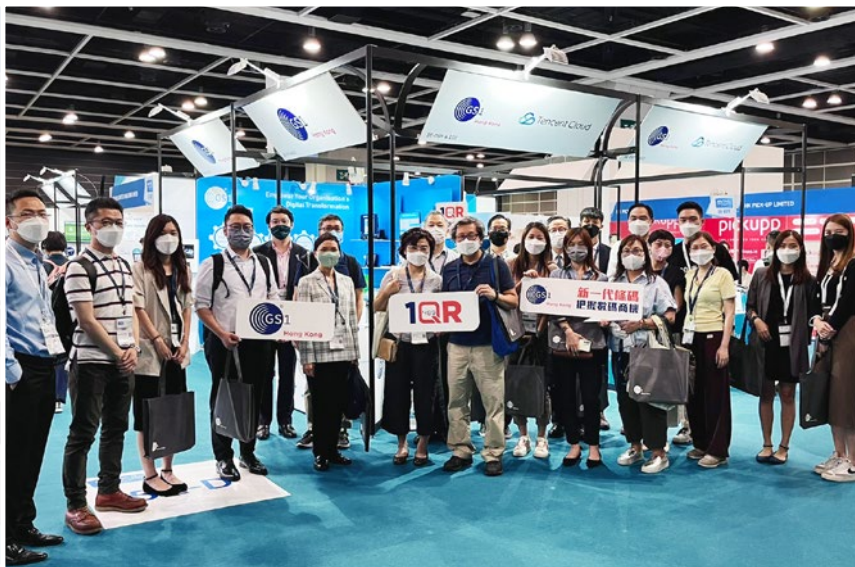
14 SEP 2022

Exchanged latest industry development with Textile Council of Hong Kong & Logistics and Supply Chain MultiTech R&D Centre (LSCM)
與香港紡織業聯會及物流及供應鏈多元技術研發中心(LSCM)會面交流

22/30 SEP 2022

Organised member visit to SF Express – HK Warehouse & Cloud Kitchen
帶領會員參觀順豐速運
― 香港貨倉及雲端廚房

GS1 HK 活動回顧

Exhibited at International ICT Expo 2022

於國際資訊科技博覽上展示方案
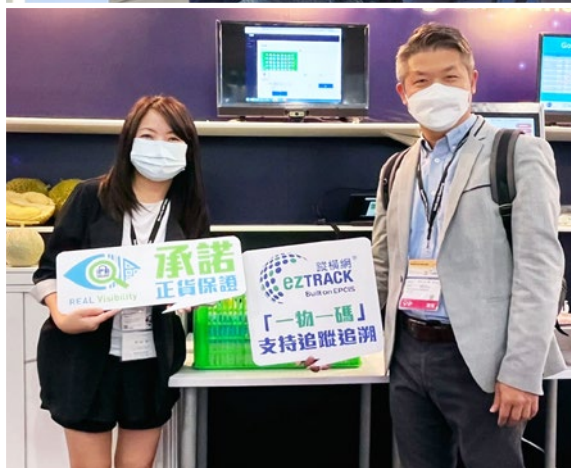
Joined LSCM Logistics Summit and shared on "OpenBIM and Construction Technology"

參加物流高峰會就「OpenBIM and Construction Technology」主題分享

GS1 HK ACTIVITIES

19 OCT 2022

Hosted the "e-commerce" session Investment Promotion Week by InvestHK

於投資推廣署
— 投資推廣週主持電商環節
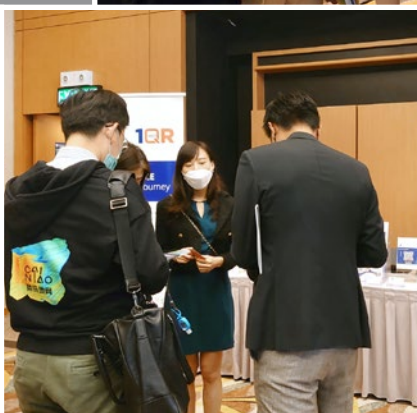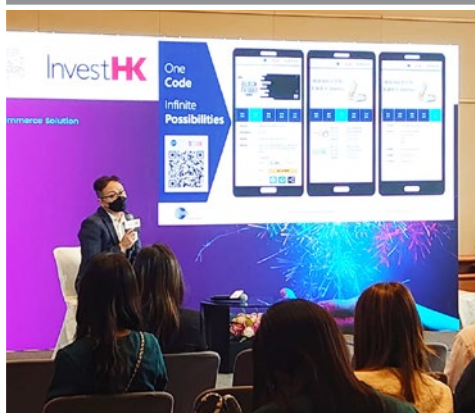
25 OCT 2022

Visited Hospital Authority's IT Innovation Lab to experience "Smart Healthcare" technologies with members

與會員參觀醫院管理局
— 創新科技實驗室 (IT Innovation Lab) 體驗「智慧醫療」科技

GS1 HK 活動回顧

📅 31 OCT 2022

Shared on CDI / Digital Trade Financing in HK FinTech Week

於HK FinTech Week分享「商業數據通(CDI)」及數碼貿易融資

📅 14 NOV 2022

CEO & Consumers Survey Report Press Conference

CEO及消費者調查報告新聞發佈會

📅 16 NOV 2022

Organised HKICT Awards: Smart Mobility Award Presentation Ceremony

籌辦「香港資訊及通訊科技獎：智慧出行獎」頒獎典禮

GS1 HK ACTIVITIES

17 NOV 2022

Participated at the 17th Plenary Meeting of the Hong Kong/ Guangdong Expert Group on Co-operation in Informatisation

參與粵港資訊化合作專責小組 第十七次會議

22 NOV 2022

Participated at PBEC Annual Dialogues Summit 2022

參與PBEC 年度高峰會2022
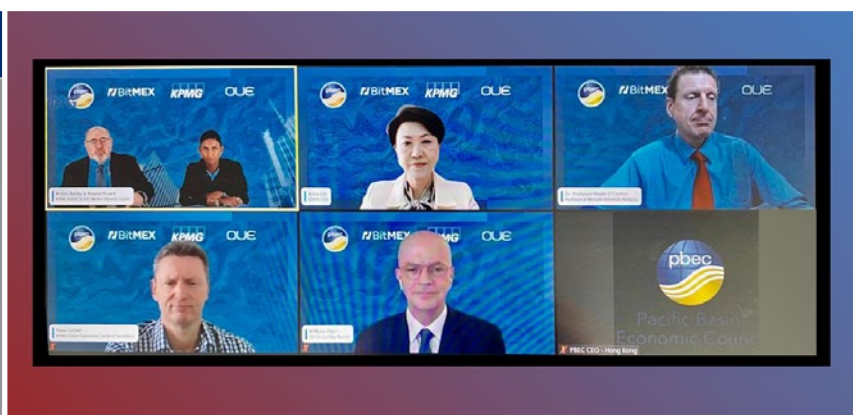
22 NOV 2022

Co-organised "SCM & Logistics Forum II " at Asian Logistics, Maritime and Aviation Conference (ALMAC)

協辦亞洲物流航運及空運會議 ─ 「供應鏈管理及物流論壇 II」環節

GS1 HK 活動回顧

Co-organised "Navigation Towards Smarter Port and Logistics" Seminar with HK Sea Transport & Logistics Association & The HK Shippers' Council

與香港物流航運物流協會及香港付貨人委員會舉辦 「Navigation Towards Smarter Port and Logistics」研討會

Hong Kong Maritime Week - Visit to GS1 HK's Smart Business Innovation Centre

「香港海運週」- 參觀智慧科技創新中心

GS1 HK ACTIVITIES

Co-organised "17th Guangdong-Hong Kong IoT Summit" Seminar cum "12th Guangdong-HK IoT Competition" award presentation ceremony

聯合舉辦「第十七屆粵港澳物聯網高峰論壇」暨「第十二屆粵港物聯網大賽」頒獎典禮

CNN Interview Feature: Innovative Trade Financing solution

CNN專輯：
創新貿易融資訪問

Arranged visits to Cianiao International Logistics for Secondary School students
安排救世軍石湖學校準畢業生
參觀菜鳥國際物流

GS1 HK 活動回顧

📅 **17 FEB 2023**

Exhibited and shared at
Food Asia 2023
於「亞洲素食展 2023」展示方案
及在講座作分享

📅 **17 FEB 2023**

Interview for HOY TV Programme
接受HOY TV「聲東擊西」訪問

📅 **22 FEB 2023**

Exhibited at 2023
Pharmacy Conference
於「香港藥劑學術年會論壇」展示方案
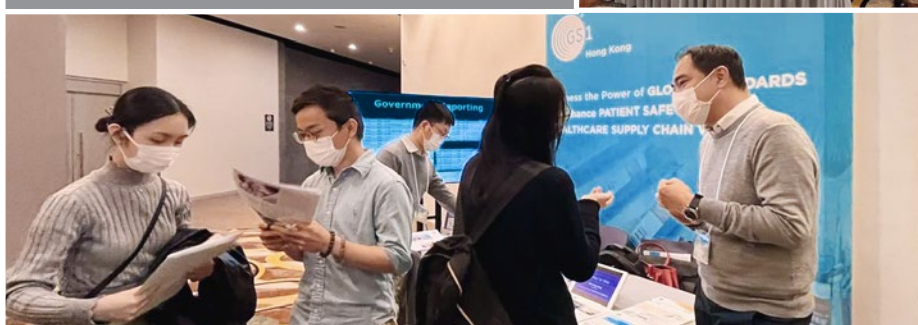
GS1 HK ACTIVITIES

Gave talk at HKIM Experience
Sharing Seminar
於香港市務學會舉辦研討會上分享

Fireside Chat & Luncheon
at SCMP Morning Studio
於南華早報Morning Studio
上分享及參加午宴

GS1 HK 活動回顧

17 MAR 2023

Participated at CDI workshop organised by HKMA for banking industry

參與香港金融管理局為銀行舉辦的「商業數據通」(CDI)工作坊

29 MAR 2023

Participated at Inaugural ICC Future Trade Forum

參與首屆國際商會(ICC) Future Trade Forum

3 APR 2023

Luncheon & Exchange with F&B industry members

與餐飲業界聚餐交流

14 APR 2023

Co-organised Collaboration Forum with PolyU Faculty of Business

與PolyU Faculty of Business 聯合舉辦合作論壇

GS1 HK ACTIVITIES

18 APR 2023

Hong Kong Electronics & Technologies Association visited GS1 HK's Smart Business Innovation Centre
香港電子科技商會參觀智慧科技創新中心

28 APR 2023

Participated at SUCCESS seminar by Trade & Industry Department
參與工業貿易處SUCCESS講座

4 MAY 2023

Showcased solutions and shared at "HKMA Data Summit"
於金管局舉辦的「HKMA Data Summit」展示方案及分享
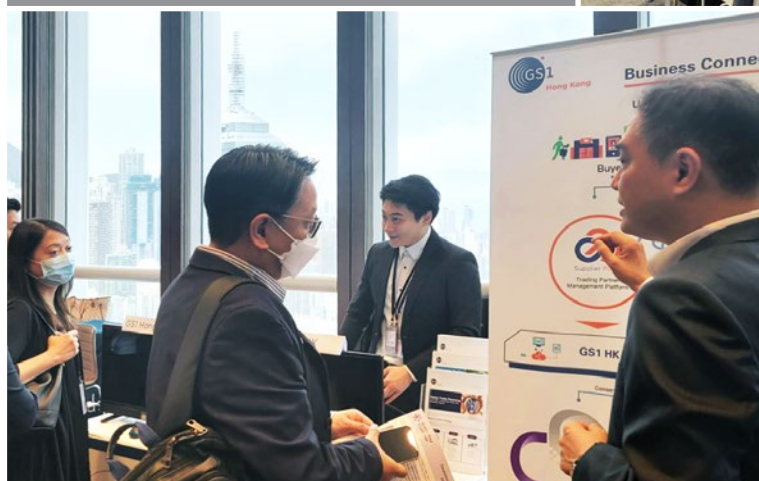
GS1 HK 活動回顧

Invited as panel speaker at "3PL Value Creation Asia Logistics Summit"

作為演講嘉賓參與「3PL Value Creation Asia Logistics Summit」

Exhibited at Retail Asia Conference & Expo & HOFEX 2023

於亞洲零售論壇暨博覽及國際食品餐飲及酒店設備展HOFEX 2023展示方案

GS1 HK ACTIVITIES

📅 17 MAY & 21 JUN 2023

GS1 HK x DBS Executive Lunch greeting ezTRADE users

GS1 HK x 星展銀行舉辦行政午宴廣邀「通商易」用戶

📅 24 MAY 2023

Digital Trade Financing solution recognised by The Asset Triple A Awards as "The Editors' Triple Star Pick for APAC"

數碼貿易融資方案獲The Asset Triple A Awards嘉許為「The Editors' Triple Star Pick for APAC」

📅 28 JUN 2023

Arranged visit for F&B and hotel industry to visit centralized kitchen

安排餐飲及酒店業界參觀智慧中央廚房

GS1 HK 活動回顧

4 JUL & 25 JUL 2023

Organised "Buyer Connect" activity to business-match brands with retailers
舉辦「買家採購會」對接品牌商與零售商
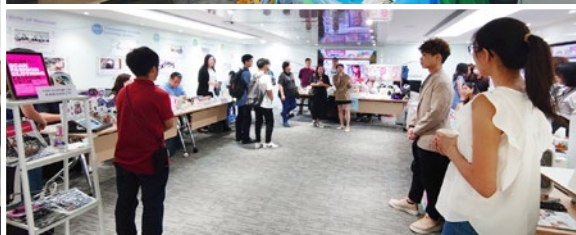
13 JUL 2023

Co-organised GS1 HK Forum at BUSINESS GOVirtual Expo and Conference 2023
於「BUSINESS GOVirtual 科技博覽及會議2023」協辦「GS1 HK Forum」

THANK YOU

FOR BEING
our member for

35 YEARS

A S Watson & Co. Ltd.
Chewy International Foods Ltd.
Chuan Chiong Co. Ltd.
Colgate-palmolive (HK) Ltd.
DCH Auriga (HK) Ltd.
Frieslandcampina (HK) Ltd.
Fung Loong Trading Co.
Getz Bros & Co (HK) Ltd.
Golden Resources Development Ltd.
GPI International Ltd.
Hawley & Hazel Asia Investment Co. Ltd.
Hnh International Ltd.
Hoe Hin Pak Fah Yeow Manufactory Ltd.
Hong Kong Rice Merchants Enterprises Ltd.
Hong Kong Yakult Co. Ltd.
Hop Hing Oils & Fats (HK) Ltd.
Kao (HK) Ltd.
Keenway Ind. Ltd.
Kei Cheung Industries & Trading Ltd.
Kwong Wing Hing International Ltd.
Lam Soon (HK) Ltd.
Lee Fung Tea Product Ltd.

Li Chung Shing Tong (Holdings) Ltd.
Lucullus Food & Wines Co. Ltd.
Nestle Hong Kong Ltd.
Nissin Foods (HK) Co. Ltd.
Parknshop (HK) Limited
Procter & Gamble Hong Kong Ltd.
S C Johnson Ltd.
San Miguel Brewery Hong Kong Ltd.
Schick Asia Ltd.
Shun On Healthcare Ltd.
Swire Coca Cola HK Ltd.
Sze Hing Loong Development Ltd.
Taikoo Sugar Ltd.
The Kowloon Dairy Ltd.
Tick Shing Hong Industrial Co. Ltd.
Truly Electronics Manufacturing Ltd.
Unilever Hong Kong Ltd.
Wah Yuen Licensing Co. Ltd.
Wellcome Co. Ltd.
Winner Food Products Ltd.
Yat Loong

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