

**Local Bakery Expands in a Tough Market:
Emphasising Core Strengths Over
Explosive Growth**

平民餅店逆市擴充
不求報復反彈 只求穩打穩紮

**Local Corn Juice Strives for
Diversification through
Wisdom, Smart Tech & Tenacity**

本地粟米汁「智」拓全方位發展：
智慧、智能、致志

**2 Ways to Promote
Sustainable Development**

2個方法 幫您推動可持續發展

**Next Generation Barcodes:
Pioneering an Industry Revolution**

新一代條碼 - 業界迎來改革時機



Roy Ng

Chairman, GS1 Hong Kong
Chairman & CEO, Star Lite (HK) Ltd

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Executive Connect 管理層專訪

Decoding the “3D” Trend

Local SMEs Evolve with “AI+”

解碼「3D」走勢 本地中小企以「AI+」進化



Empowering a Smarter & Greener Future 推動智慧與綠色未來

Advanced technologies like generative AI, data analytics, automation, machine learning, Internet of Things (IoT), blockchain continue to shake up the supply chain world. Now more than ever, businesses need supply chains that are agile, resilient, cost-effective, i.e. a “Smart” & “Green” supply chain.

To ensure fast and reliable movement of goods that reduces lead times and enhances customer experience, an online marketplace in Japan now uses autonomous robots to boost last-mile delivery. The robots can also deliver at night and in rainy weather up to 20 millimeters of rain per hour. The company envisions the use of delivery robots can extend beyond food and retail, with potential applications in B2B shipments and pharmaceutical deliveries.

A fast food restaurant in China has also expanded their smart supply chain project, enhancing efficiency of restaurant receiving and inventory-checking processes by over 30%. Through their “One Case, One Code” initiative, they have assigned a unique digital identity to each product package using radio frequency identification (RFID) and other technologies. When products arrive at restaurants, they can manage inventory intelligently, thereby monitoring stock levels and expiration dates in real-time, reducing food safety risks and waste.

Industry expert stated that “organizations must prioritize the extraction of relevant, clean, and well-governed data to fully leverage their new technology investments”. In the recent GS1 Global Forum, we also highlighted the importance of “powering trust in data” with a trusted identification, i.e. GS1 Standard. In addition, data will also be the key as organizations face pressure to meet evolving ESG and Scope 3 commitments.

In this issue, we will reveal how technologies & GS1 Standards empower a smarter & greener supply chain with trust and greater transparency. Roy Ng, our new Chairman, highlighted that SMEs need to tap into “AI+” trend, with “3D” framework – Digitalisation, trusted Data, and Decarbonisation as the backbone. King Bakery shared how they maintained business strength with innovative & growth mindset, whereas 2 Plus 3 (HK) highlighted the essence of “Made in Hong Kong”, and their “Smart production” initiative that helped them to achieve a ninefold increase in productivity.

Enjoy Reading.



創新科技如生成式人工智能(AI)、數據分析、自動化、機器學習、物聯網(IoT)、區塊鏈等，正持續為供應鏈帶來變革。現時，企業比以往更需要確保靈活、具韌性及成本效益的供應鏈，即「智慧」及「綠色」供應鏈。

為確保更快及可靠的貨物運送，以減少交貨時間及提升客戶體驗，日本一間電商應用了自動機械人來提高最後一公里的配送效率。這些機器人還可以在夜間和每小時降雨量達20毫米的惡劣天氣下進行配送。該公司預期機械人運送不僅可以用於食品和零售行業，還可拓展到B2B貨運和藥品配送上。

中國一間快餐廳也擴展了他們的智能供應鏈項目，提升了餐廳收貨和檢查庫存流程效率超過30%。當中包括「一箱一碼」倡議，透過無線射頻技術(RFID)為每個產品包裝配備了獨有的數碼身份。當產品到達餐廳時，他們可以智能化管理庫存、實時監控庫存水平和過期日，繼而減少食品安全風險和浪費。

有行業專家指出「企業必須聚焦於獲取相關、整齊及管治有效的數據，以充份發揮他們於新科技上的投資。」最近舉行的GS1全球論壇上也強調了透過GS1標準，「推動可信數據」的重要性。此外，隨著企業面臨不斷變化的ESG和範圍3承諾管理的挑戰，數據也將是當中的重心。

今期Business Connect將揭示科技配合GS1標準如何提升可信度及透明度，推動更智能和綠色的供應鏈。本會的新主席伍俊達指出，中小企可以「3D」-Digitalisation、trusted Data、Decarbonisation（數碼化、可靠數據、減碳可持續）為基礎，把握「AI+」趨勢。蛋撻王分享了他們如何透過創新及帶動增長的思維，讓業務保持實力；而怡加新則堅持「香港製造」，並透過「智能生產」，提升9倍產能。

歡迎大家閱讀。

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2025 Issue 1 | 第一期 Contents 目錄

Executive Connect 管理層專訪 Decoding the “3D” Trend Local SMEs Evolve with “AI+” 解碼「3D」走勢 本地中小企以「AI+」進化	3
Go Digital Next Generation Barcodes: Pioneering an Industry Revolution 新一代條碼 - 業界迎來改革時機	7
Corporate Dynamics 企業動態 Local Bakery Expands in a Tough Market: Emphasising Core Strengths Over Explosive Growth 平民餅店逆市擴充 不求報復反彈 只求穩打穩紮	9
Corporate Dynamics 企業動態 Local Corn Juice Strives for Diversification through Wisdom, Smart Tech & Tenacity 本地粟米汁「智」拓全方位發展：智慧、智能、致志	13
Go Green 2 Ways to Promote Sustainable Development 2個方法 幫您推動可持續發展	17
New Members 歡迎新會員	29

3 Executive Connect 管理層專訪 - Star Lite (HK) Limited



7 「Go Digital」 - Next Generation Barcodes: Pioneering an Industry Revolution

9 Corporate Dynamics 企業動態 - King Bakery



13 Corporate Dynamics 企業動態 - 2 Plus 3 (HK)

17 「Go Green」 - 2 Ways to Promote Sustainable Development



About GS1 Hong Kong 關於香港貨品編碼協會

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

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

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has local Member Organisations in 118 countries.

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

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

GS1®是一家提供全球供應鏈標準的非牟利組織，總部位於比利時的首都布魯塞爾，於全球118個國家擁有分會。

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Decoding the “3D” Trend Local SMEs Evolve with “AI+”

解碼「3D」走勢 本地中小企以「AI+」進化

Roy Ng

Chairman, GS1 Hong Kong
Chairman & CEO, Star Lite (HK) Limited

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暉星(香港)有限公司主席及行政總裁



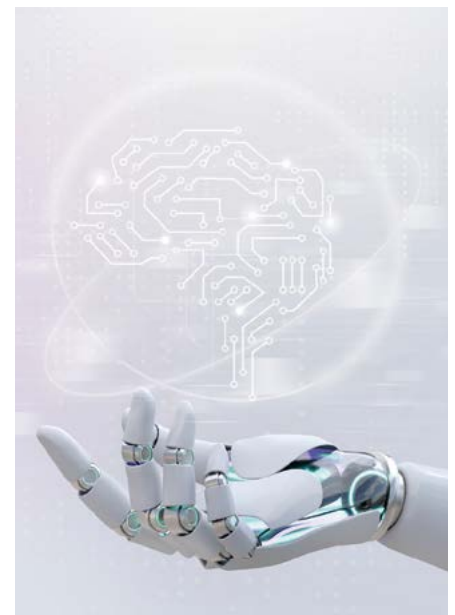
The government work report at last month's National Committee of the Chinese People's Political Consultative Conference (CPPCC) highlighted the need to continuously promote the “AI+” initiative, seamlessly integrating digital technologies with manufacturing and market advantages. Roy Ng, the new Chairman of GS1 Hong Kong, and Chairman & CEO of Star Lite (HK) Limited, resonates with the direction. He believes that AI and robotics will enhance the quality of life and work for everyone, and in the future, AI adoption will be as ubiquitous as mobile phones. Rather than replacing manpower, it will boost efficiency. He stated that the foundation of GS1 Hong Kong's future development lies in a “3D” framework – Digitalisation, trusted Data, and Decarbonisation. Innovation is the only way for local SMEs to grapple with today's economic volatility and transition.

“AI+” in All Sectors

Roy has been a board member of GS1 Hong Kong since 2007. After his former company, where he served as CEO, was sold, he forwent a lucrative offer and embarked on his own entrepreneurial venture with the encouragement of his family. He once established himself as the market leader in mobile phone cases in Hong Kong, and achieved remarkable success in his European brand dealership business. As a veteran entrepreneur, he holds a number of public office positions as well, including Deputy Chairman of the Business Facilitation Advisory Committee (BFAC) of the HKSAR Government, Member of the Competition Commission, General Committee Member of the Hong Kong General Chamber of Commerce.

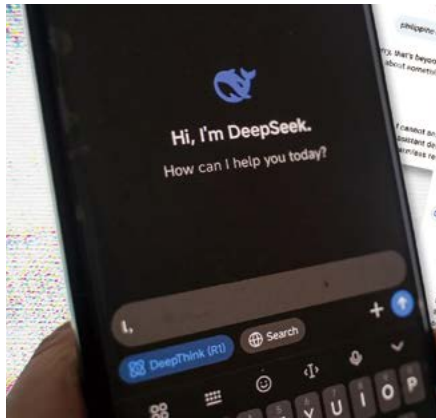
He is also a dedicated supporter of social causes. In addition to being the Adjunct Professor at CityUHK's Academy of Innovation in April last year, where he cultivates the next generation of innovative leaders, he has been a long-term donor to the services providing safe shelter for abused women and their children. He is committed to safeguarding the rights and welfare of women and children, and supporting young people in their education.

上月全國政協會議的政府工作報告提到要持續推進「人工智慧+」(AI+)行動，將數字技術與製造優勢、市場優勢更好結合。GS1 Hong Kong新任董事局主席、暉星(香港)有限公司主席及行政總裁伍俊達(Roy)十分認同，表示AI及機械人會提升大眾生活和工作質量，未來如AI普及化就像現時人人「機不離手」一般，增加日常處事效率，而非取代人類工作。他亦認為「3D」是GS1 Hong Kong未來發展基礎：Digitalisation、trusted Data、Decarbonisation(數碼化、可靠數據、減碳可持續)，呼籲本地中小企創新，方能跨過現時經濟轉型時期的陣痛。





After years of research and development, Roy is about to launch a new brand, Nara. E, a cosmeceutical product that can penetrate the skin and reach into cells. He points out that his business is a good showcase of "AI+". "Our products have many ingredients, and each ingredient requires a large number of scientific research reports to validate its effectiveness. In the past, we would perform search on Google and validate manually, which could be very time-consuming, but AI tools like Deepseek can help extract the necessary information from an ocean of documents and generate well-structured analysis reports. Today, technology permeates all industries, developing fields like EdTech, FinTech, and FoodTech. I believe that AI will also be integrated into various sectors, such as healthcare, driving social and economic development."



「AI+」滲入各行業

Roy於2007年已是本會董事局成員，早年在任職CEO的公司賣盤後毅然放棄高薪厚職，在家人鼓勵下創業，曾在本地手機殼市場獨佔鰲頭，及後在歐洲品牌代理生意中屢創佳績。征戰商場多年，他身兼多項公職，包括特區政府方便營商諮詢委員會副主席、競爭事務委員會委員、香港總商會理事等。

他對社會事務熱心出力，除了於上年4月成為城大創新學院特約教授、培育新一代創新領袖外，亦長年捐助為受虐婦女及其子女提供安全庇護服務，致力保障婦孺利益，並支持年青人學業。

投入數年研發，他即將推出自家新品牌 Nara. E，是可透過皮膚滲透入細胞的醫美產品。他指其業務正是「AI+」的活生例子：「我們產品有許多成份，每項成份都需要大量科研報告去證實其效用。以往Google搜尋、人手查核報告會很費時，但有Deepseek等AI工具便可幫忙從海量文件中抽取所需資料，生成結構完整的分析報告。現今科技滲透各行各業，發展出EdTech、FinTech、FoodTech等，我相信AI亦會逐漸融入醫療健康等各行各業、推動社會經濟發展。」

「3D」支持中小企

生成式AI能處理龐大數據，從而分析及演示未來趨勢。Roy指出完整可靠的數據才能發揮AI的最大效益，而GS1標準正是可靠數據的關鍵。「GS1標準為企業創造一套共通語言，讓企業擁有和分享有關產品、位置、資產等供應鏈相關的高質量數據，有助AI產生有用、有價值的結果，所以GS1在AI時代中將繼續扮演重要角色。」

How "3D" Supports SMEs

Generative AI has the capability to process and analyze vast amounts of data, enabling the prediction of future trends. Roy emphasizes that accurate and trusted data is crucial to unleash the power of AI, with GS1 standards playing a critical role in ensuring data credibility. "GS1 standards represent a global language of business, enabling companies to own and share high-quality data related to products, locations, assets, and other supply chain elements. This helps AI in delivering useful and valuable answers, so GS1 will continue to play a pivotal role in the age of AI."

Roy has witnessed GS1 HK's long-standing efforts in promoting digitalisation and innovation for the local business community, such as bridging O2O businesses and facilitating product listing and sales on

e-marketplaces with barcodes. He shares his staunch support to the launch of GS1 HK's "1QR", a next-generation 2D barcode, and implores retailers and manufacturers to adopt it to prepare themselves for the future retail market.

By observing his children's behavior, Roy quipped to foresee certain consumption trends. "My children are Gen Z, so naturally, they are always on their phones. They are passionate about sports, prioritize health, and hold strong opinions on issues like climate change, renewable energy, and social equity. They actively seek out diverse sources of information, and these characteristics are reflected in their consumption habits. For example, they drink less alcohol, choose healthier, sports and wellness-related products and services, and prefer 'shop-naked' and environmentally friendly, recyclable items."



He believes that "1QR" can meet the needs of both consumers and businesses, enhancing transparency, safety, and trust. "Consumers want access to comprehensive information, from video tutorials and recipe recommendations to nutritional value, safety certifications, and product carbon footprints, to know in-depth of what they buy."



Roy見證GS1 HK多年來一直推動本地商界的數碼化和創新發展，如透過條碼打通線上線下業務、便利產品在網購平台銷售；他亦非常支持本會推出新一代二維碼「1QR」，呼籲零售商及生產商積極採用，配合未來零售市場趨勢。

Roy笑言透過觀察自己子女行為，也可一窺消費市場動向。「我子女都是GenZ，當然是『機不離手』，亦熱愛運動、關注健康，對氣候變化、再生能源、社會資源分配等議題都有切身感受；既有自己主見亦會追蹤各類最新訊息。這些特質在消費購物上都有充份反映，例如他們少喝酒，選擇較健康、運動保健類的產品和服務，亦會『裸買』和偏好較環保、可回收的物品。」

他認為「1QR」能配合消費者和商戶需要，提升透明度、安全性和信任。「消費者都希望掌握全面資訊，由視頻教學、食譜推介，到營養價值、安全認證、產品碳排放等，深入了解所買產品。」



"Take Nara.E as an example: our products pay tribute to all women, celebrating their greatness by bringing out their natural charm and their inner/outer beauty and confidence. With '1QR' customers can easily access

product details with a simple smartphone scan, allowing them to understand the brand's story and philosophy as well. This not only boost their confidence and affinity for the products, but also has the potential to drive consumption and foster relationships and loyalty. I believe this will create new opportunities for local businesses."

「以Nara. E為例，我們產品為所有女士呈獻，冀透過產品發揮女士天然魅力，展現由內至外的美麗和自信。企業利用『1QR』讓顧客以手機簡單一掃、輕鬆閱覽產品詳情之外，更可理解品牌故事和理念，讓他們增加信心、好感度，帶動消費之餘，更可建立關係和忠誠度，我相信這將為本地企業帶來更多新機遇。」





路不轉人轉

談及本地市道，Roy表示有些老字號結業可能是退休或後繼無人，但亦有些是墨守成規、創新不足。「本地中小企不應單以價格比拼，而是要創新發展；創新不只是科技，亦是思維模式，不論是新产品、新推廣手法、或走高端路線，以至放眼大灣區及整個中國市場，隨著經濟及市場走向調整才能持續經營。」

他以自己生意為例，從手機配件、家居精品、到眼科醫療及醫學美容等，都是針對市場需求而變。近月他與本地醫護高層團隊到內地考察醫院和藥物，瞭解香港研發藥物成果，可與內地臨床研究有機結合，推動兩地發展。

Adjust the Sail not the Wind

When talking about the domestic market gloom, Roy mentioned that while some legacy brands in Hong Kong may shut down due to retirement of owners or lacking successors, others might be unwilling to change and innovate. "Local SMEs should not compete solely on price, but need to keep innovating. Innovation is not just about technology but also mindsets, no matter it's new products, new marketing approaches, moving upmarket, or exploring the Greater Bay Area and the whole of China market. Thriving by always adjusting along with economic and market changes is the key."

He uses his own business as an example: from mobile phone accessories, home decor, to ophthalmology care and cosmeceutical product, he has tangoed with the evolving market needs. Recently he led a tour with local medical professionals to visit pharmaceuticals and hospitals in mainland China, and acknowledged that Hong Kong's pharmaceutical R&D results can be integrated and synergised with mainland clinical research, promoting development in both places.



Noting that Hong Kong has a reputation for safety and quality, best-in-class system, and global connectivity, Roy added that the HKSAR government has been highly supportive of SMEs, by injecting more funding into the BUD Fund, promoting enterprises to "go global", and hosting the Hong Kong e-com Festival to help companies explore online business opportunities, etc. He advises local enterprises to realise and harness their own strengths, make good use of the government's support measures to innovate and capitalise on the market changes.

他認為香港素以安全質量、卓越管理、聯通全球見稱，而特區政府亦十分支持中小企，包括增加「BUD專項基金」注資、推動企業「走出去」，舉辦「香港好物節」助企業發掘網絡商機等；他鼓勵企業要抓緊自身優勢，善用政府支援措施，配合市場創新與時並進。

Next Generation Barcodes: Pioneering an Industry Revolution

新一代條碼 - 業界迎來改革時機



Traditional barcodes have been in market for over 50 years, and the global industry is now embracing for evolution - **the next generation barcodes**. This transition is already underway, with testing in 48 countries, representing 88% of the world's GDP.

傳統條碼已經面世超過50年，全球業界都正迎來改革至**新一代條碼**的時機，目前於占全球GDP達88%的48個國家進行測試。

More barcodes are scanned each day than searches on Google. However, with growing consumer expectations and complex supply chain requirements, there's a pressing need for barcodes that can convey more comprehensive information.

條碼每日於全球的掃描次數比Google上的搜尋次數多，但隨著消費者的期望轉變及供應鏈越趨複雜，業界需要轉型，應用能載有更多數據、更多資訊的條碼。



In a recent interview, Renaud de Barbuat, the President and CEO of GS1, shared how the next generation barcodes, i.e. QR codes with GS1 Standards, bring **"One scan, infinite possibilities"** to the industry. He stated, **"They enable businesses to manage inventory better, reduce waste, and provide consumers with the transparency they demand."**

於最近一個訪問上，GS1總裁兼CEO Renaud de Barbuat分享新一代條碼，即加入GS1標準的QR碼，如何為業界帶來**「掃一掃，無限可能」**。他表示：**「這個QR碼讓企業可以更好地做好庫存管理、減少浪費及為消費者提供他們所需的資訊透明度。」**

The global retail industry is also promoting "Sunrise 2027" initiative - By the end of 2027, retailers would need to ensure their POS systems are equipped with scanners capable of reading both traditional barcodes and 2D barcodes.

全球零售業亦正推動「Sunrise 2027」計劃，在2027年年底於零售點配備能掃描二維碼的裝置。

3 Key Benefits of QR Codes with GS1 Standards

加入GS1標準的QR碼 3大效益一覽

General QR codes only link to a single website/ application, but QR code with GS1 standards standardized the url format, which not only encodes product barcode (GTIN), but also additional data such as batch number, serial number, expiration date, and even connect to nutritional values and ESG information.

一般QR碼只會指向單一網站/應用，但加入GS1標準的QR碼將url格式標準化，不但能載有產品條碼GTIN，還包含更多數據，如批次(batch number)、序號(serial number)、到期日等，甚至連接到營養價值、ESG資訊等。

Different stakeholders scanning the QR code can access the specific product information they need, achieving various benefits:

不同持份者掃描該QR碼，就能獲取各自所需的產品資訊，達至不同效益：



Enhance Efficiency 提升效率

For checkout at stores, inventory management & expiration date
零售店可以做到產品結賬、庫存管理及過期日管理



Sustainability 可持續發展

Allow consumers to scan and view information such as product sustainability certifications and recycling methods, etc. A Korean brand has even printed QR codes with GS1 standards on bottle caps, eliminating labels on bottles 讓消費者掃一掃，觀看產品可持續發展認證、回收方法等，甚至有韓國品牌將加入GS1標準的QR碼印上樽蓋，取代膠樽上的招紙



Transparency 透明度

Consumers can use their mobile to scan QR codes with GS1 Standards to view detailed product information such as ingredients, track and trace and nutritional value
消費者用手機掃描加入GS1標準的QR碼，觀看詳細產品信息如成份、追蹤追溯資訊及營養價值

3 Use Cases at a Glance

3間企業應用實例

“Eat East”: Effective Expiration Date Management to Ensure Food Safety

「波仔」：做好過期日管理 確保食品安全



Staff can scan 1QR with POS system for checkout, while identifying expiring or expired food items to ensure food safety. During stock-take, staff are able to identify expiring products and offer discount for clearance, which helps reduce wastage.

零售商以POS系統掃描「1QR」收款，並可發現已過期的食品，保障食品安全。在點貨時可更易識別出快過期產品，並立即調整價格促銷，減少浪費。

[Read more](#)
閱讀更多



PARKnSHOP: Reshaping Shopping Experience & Promoting Sustainability

百佳：重塑消費體驗 推廣可持續發展



Adopted “1QR” on its private label FARMFRESH and other brands, covering more than 200 SKUs, displaying product information such as product origin and sustainability certifications (e.g. ASC (Aquaculture Stewardship Council) – Farm Certificate by SELECT’s frozen skin-on Atlantic salmon fillet).

在自家品牌FARMFRESH及其他品牌等200款產品上應用了「1QR」，展示產品詳情，包括產品來源、所獲得的可持續認證等訊息，如佳之選的急凍有皮大西洋三文魚柳獲得水產養殖管理委員會(ASC)認證。

[Read more](#)
閱讀更多



Lok Yuen: Effective Promotion & Marketing

樂園：做好推廣促銷



The brand can utilise 1QR to track consumers’ scanning data like location and time, allowing the company to formulate targeted marketing strategies and promotional offers for specific times.

Consumers can access diverse product information, such as nutritional values, certifications, recipe videos, etc., and be directed to the company’s online shop for purchases, offering greater convenience and confidence.

品牌透過「1QR」掌握消費者掃描數據，如地點時間等，助公司制定營銷策略，推出針對的優惠促銷。

消費者用手機掃描即可查閱產品詳情，包括營養成份、證書認證、以至食譜視頻等，並能連到公司網店購買商品，既方便亦放心。

[Read more](#)
閱讀更多



Use “1QR” to manage product expiration date, meet consumer expectations for product information, and showcase sustainability certifications, etc

立即善用「1QR」，做好產品過期日管理、滿足消費者對產品資訊需求及展示可持續發展認證等。



Local Bakery Expands in a Tough Market: **Emphasising Core Strengths Over Explosive Growth**

平民餅店逆市擴充 不求報復反彈 只求穩打穩紮

Jerry Chong

Managing Director of King Bakery Holdings Ltd.

莊裕坤

蛋撻王董事總經理



In the face of a sluggish economy, many shops and restaurants choose to hunker down or decisively close down, while some companies actively seek change, recognizing that business must either progress or decline. With 32 years of experience managing more than 30 bakeries and eateries, King Bakery understands that simply waiting out the storm can lead to falling behind, that's why the company acquired a neighbouring industrial unit to ramp up their egg tart pastry production. Jerry Chong, Managing Director of King Bakery Holdings Ltd., knows that adopting a mass-market approach means the business may not yield exceptional growth during economic booms, but it minimises losses during downturns. He believes the key is to maintain the business core strength while fostering an innovative and growth mindset, preserving and preparing to seize opportunities as they arise.

A Modern Management Approach to Tough Beginning

Jerry refers to himself as the 1.5-generation business founder, who joined the company one year after its inception. Back in the days, they operated takeaway services for congee, noodles, and pastries in the Kwun Tong industrial area, noting that while the entry barrier to start businesses was low, the management was often chaotic. Later, he joined the "Hong Kong Federation of Restaurants & Related Trades" in its early stages and tapped on the peers' experience, learning that modern management practices and technology are essential to growing its business. In addition to installing advanced production machinery in the central kitchen, Jerry implemented various food production standards and management systems, such as obtaining ISO 22000 and HACCP certification for their factories, the 5S management approach and achieving HCS hygiene certification.

面對疲弱市道，不少商店或食肆選擇死守或果斷結業，亦有公司積極求變，認定生意不進則退。經營32年、擁有30多間餅店和食肆的蛋撻王是後者，為配合業務發展買下相鄰工廠單位、擴充蛋撻皮生產業務。蛋撻王董事總經理莊裕坤(Jerry)深明集團定位走大眾化路線，所以公司在經濟增長時獲得回報一般，在經濟低迷時卻也不受沉重打擊，最重要是穩守強項、堅持創新，沉著氣準備，把握好機會。

創業難 守業靠現代化

Jerry笑言自己是第1.5代傳人，因他在公司開業第二年加入，早在觀塘工廠區經營粥粉麵飯、麵包西餅外賣，形容當時創業門檻低但管理雜亂無章。其後他於「餐飲聯」成立初期加入，窺得同行經驗，知道要進一步發展就必須引入現代化管理和技術：除在中央工場購入先進生產機器外，亦落實多項食品生產標準和監管制度，如廠房獲ISO22000及HACCP認證、引入五常法管理、獲HCS衛生監控認證等。



In recent years, King Bakery has expanded its B2B business alongside its established B2C operations. “Some five-star hotels have confided in us and placed order after touring our ISO 22000 and HACCP-certified facilities. I believe technology catalyses industry innovation, so after establishing our intranet system which significantly enhances efficiency, we also launched a mobile app, an online store, and expanded into other e-commerce platforms to attract members and drive sales. Even if some platforms may not be immediately profitable, it is essential to ‘maintain presence’ to build our brand.”



Modern Twist to Traditional Foods

The group now boast around 100,000 members who receive regular promotional offers. In response to the growing trend of home cooking, King Bakery collaborated with Lam Soon to launch Hong Kong's first pre-mixed egg tart powder. Recently, the company also introduced egg tart filling kits, bringing the intangible cultural heritage of egg tart-making into everyday homes.

To ensure the highest food quality, King Bakery only sells freshly baked egg tarts, discarding any that left on the trays for more than 90 minutes. To promote sales, they introduced an “Office Farewell” tart set packaged in a thoughtfully designed gift box. Customers can select any 12 pie-or-tart items for a hundred-something, including premium options like cheese tarts and chicken pies. “Generosity brings rewards,” as Jerry wisely puts it. “Most customers appreciate our assorted tart set, as it is both delightful and an all-time favorite. Rather than opting for the most expensive items, they often allow our staff to make selections for them, which helps our inventory movement.”

Innovation Fuels Growth

The Chinese bakery market sees fiercer competition, as most Cha-chann-teng are now offering pastries at their storefronts, while other brands of Japanese rice balls and Chinese buns are slowly encroaching King Bakery's market share. Jerry admits that the days of boom are gone, and believes continuous innovation is the key to excite customers today when product choices are abundant and loyalty flailing.

He shares a saying from a peer: **“Running a business is an ongoing process of refinement. Innovation is the only path to sustainable growth”** Believing this, he set up a product development team

除B2C生意外，蛋撻王近年亦積極推動B2B生意。「不少五星級酒店在參觀我們獲ISO22000及HACCP認證的廠房後，都更有信心向我們落單。科技促使行業革新，我們在自行建立內聯網系統、大幅提升效率後，亦推出手機app、網店、開拓電商平台等吸納會員和銷售。有些平台即使未必賺錢，亦有必要『刷存在感』建立品牌。」

傳統食品 摩登演繹

集團現時擁約100,000會員，會定期推出優惠促銷。順應在家煮食趨勢，蛋撻王早年與南順合作推出全港首創蛋撻預拌粉，近月更推出蛋撻液灌漿，將蛋撻製作技藝這項非物質文化遺產帶入尋常百姓家。

為保持食品質素，集團堅持新鮮出爐的蛋撻若在90分鐘後賣剩就會下架。為加強促銷，公司推出「散水撻」套裝，精心設計「潮語」牌坊禮盒，讓顧客只需百多元任揀12件批撻，就算成本較高的芝士撻、雞批也可選擇。Jerry笑指「大方有回報」：「大部份顧客選購時會隨店員挑選，這樣有助舖頭『貨如輪轉』，只有小部份顧客會揀最貴那幾款，所以推出至今一直很受歡迎，既有港式情懷，亦大方得體。」





early on, which is responsible for monitoring the market trends and launching new products regularly to enhance market competitiveness.

Even though King Bakery's flagship egg tart was first in the market to receive the Q-mark certification, Jerry won't describe his team as market leader, and doesn't mind being a "follower". For example, when pistachio products became popular, Jerry quickly directed the R&D team to catch up and launched a pistachio mochi cheese tart at an affordable price. The new offering quickly became one of the top three best-sellers for months.

Eyeing the health food trend, the group also introduced the joint venture brand Ryoyu Bakery Hong Kong in 2013 with partners, and launched their own naturally leavened sourdough and water roux breads, which are made by pure Japanese fermentation and stone oven baking techniques. This not only attracted a loyal following of health-conscious customers, but also demonstrates his team's keen market sense and adaptability.

Forging ahead with a Purpose

As a member of GS1 HK, Jerry also serves on the "SMEs Advisory Board." He points out that the bread and bakery industry is facing a shortage of labour. "Process automation is helpful and still someone needs to manage it. Young people are less inclined to work as bakery apprentices or summer staff today, preferring higher-value jobs, which creates a labour gap in the industry." He believes that the craftsmanship of baking is overshadowed by tedious manual processes that have been under-appreciated. He hopes to use high-quality ingredients and fresh local production to uplift the value of products and the industry.

King Bakery is the winner of the 1st edition "Quality Food Scheme ESG" (Excellence Award) organised by GS1 HK. Jerry highlights their commitment to energy conservation, waste reduction, renewable energy utilization, and recycling kitchen waste, considering these practices indispensable. While he remains cautious about current market conditions and hesitant to open new stores, he clearly understands the company's positioning and strengths, maintaining a pragmatic and adaptable approach to change. These characteristics should serve as the rule of thumb of any business particularly the local SME peers.

蛋撻王是本會首屆「優質食品計劃ESG」得獎企業(卓越獎), Jerry稱公司在節能減廢、利用可再生能源、回收廚餘等方面能做盡做,亦相信是大勢所趨。雖然他對現今市道有點忐忑,對未來開新分店亦躊躇,但他清楚了解自己本位和優勢、踏實不冒進、適時蛻變創新,相信這些經驗可讓本地中小企借鑑。

創新是增長出路

現時中式包餅市場競爭激烈,基本上每間冰室會引入麵包專櫃,而日式飯糰、中式包點等亦在蠶食集團市場, Jerry坦言過去風光已不復再,在現今速食文化、選擇林林總總的年代,唯有推陳出新才是皇道。他分享朋輩一句話:「**營商是一個無止境、精細化的遊戲,創新是持續增長的唯一出路**」。他對此深信不疑,所以早年已增設產品開發部,要求同事留意市場趨勢,定期推出新品,增強市場競爭力。

即使集團皇牌產品成為首個獲Q唛認證的蛋撻, Jerry仍謙稱公司不是市場龍頭,亦不介意做「跟風者」:例如開心果產品大受歡迎,他立即叫研發團隊跟上、以平民化價錢推出開心果麻糬芝士撻,結果竟連續數月成為銷量三甲;集團亦於2013年與合作夥伴引進聯營品牌糧友麵包工房,運用純日本發酵技術及石窯烘培技術,推出自家培植的天然酵母麵包及湯種麵包,吸引一批關注健康的粉絲,這都可見他具備敏銳市場觸覺、靈活變通。

砥礪前行 堅守初心

作為GS1 HK會員, Jerry亦是本會「中小企業諮詢委員會」成員,他形容現今麵包行業其中一大難題是缺乏人才:「我們就算引入自動化機器也要有人管理,以往偶有年輕人肯做麵包學徒或暑期工,但現時多數年輕人想做高增值工作,導致業內青黃不接。」他亦認為麵包西餅製作牽涉人手工序,其真正價值未被反映,冀以高質食材、本地製造等特質凸顯產品價值。





New Corporate Diagnosis Tool Launched! **Free Test of Your Company ESG Level**

新版企業評估面世！免費測試ESG成熟度

Supply Chain Maturity Model is a means to measure the readiness and completeness of supply chain operations against international standards, providing a quick tool to check against the current processes to identify areas for improvement and offer suggestions.

This assessment used to cover 5 parts - supply chain planning, sourcing, warehousing and logistics, return, inventory visibility - but in view of the increasingly complex global supply chains, in addition to revising the questions, a new **“ESG Maturity”** section is added, allowing SMEs to have a basic grasp of the company's performance in environmental, social and governance.

供應鏈成熟度模型(SCMM)利用國際標準，評估企業供應鏈營運的完善程度和完整性，助企業檢視當前流程、識別需要改進的地方並提供建議。

過往評估涵蓋5個部分，即供應鏈規劃、採購、交付、退貨、庫存透明度；但隨著現時環球供應鏈日益複雜，本會除更新題目外亦加入「**ESG成熟度**」評估，讓中小企都可基本理解公司在環境、社會及管治上的表現。

Updated assessment content 更新內容



Planning 規劃

Conduct any product demand forecasting, how and how accurate...

有否進行需求預測、如何做、是否準確...



Sourcing 採購

Use of electronic documents, any automated replenishment process...

是否做好電子化流程、會否自動補貨...



Delivery 交付

Any sales order confirmation, any (electronic) proof of delivery...

有否確認訂單、採用(電子)交貨證明...



Return 退貨

Any records of return goods, how to process and if any update of inventory after return...

有否記錄退貨原因、如何處理退貨、有否更新庫存...



Inventory Visibility 倉存透明度

Ways to record stock-in / stock-out, any discrepancy during stock take...

如何記錄出入貨、盤點與倉存數據有否差異...



ESG Maturity ESG成熟度

Ways and frequency to collect ESG data, stakeholder engagement and ESG reporting...

收集ESG數據方法、頻密程度、持份者溝通、如何撰寫報告...

Complete the self-assessment to understand your company's supply chain maturity in 5 mins

5分鐘免費自我評估！了解公司的供應鏈成熟度



GS1 Smart Professional Service team helps review your processes, make them more agile, sustainable and responsive to market changes, and more importantly increase your profit margin.

GS1 HK智慧專業團隊幫您檢視流程，令日常營運更快更靈活、可持續發展，隨時迎合市場變化，更重要是提升盈利。



Local Corn Juice Strives for Diversification through Wisdom, Smart Tech & Tenacity

本地粟米汁「智」拓全方位發展： 智慧、智能、致志

Sam Chan

Managing Director
2 Plus 3 (HK) Industrial Co., Ltd.

陳嘉新

怡加新(香港)實業公司董事總經理



Rich in insoluble fiber and zeaxanthin, corn is essential for regulating blood sugar levels and reducing the risk of macular degeneration, a chronic eye condition. Inspired by the homemade corn juice during childhood, the founder of 2 Plus 3 (HK) established the company 15 years ago to bring this nutritious beverage to the market. The second-generation owner takes reign in recent years, thriving and achieving a ninefold increase in productivity through smart manufacturing. The latest win include an OEM production deal with a major retail chain, and the addition of no-added-sugar fresh corn juice and high-protein drinks to its product range, sustaining the momentum of its “Made in Hong Kong” heritage.

Expanding Business Networks

At a GS1 HK networking event earlier this year, Sam Chan, Managing Director of 2 Plus 3 (HK) Industrial Co., Ltd., connected with a representative from Big C, which led to an OEM partnership in drinks production within two months. “We see growing opportunities in partnering with retailers to develop private label products, meeting their market demands,” Sam shared. “This reflects our commitment to delivering high-quality, locally made offerings.”

Sam has actively participated in industry events and fostered connections with veterans like Hung Fook Tong, Top Soya, King Bakery, etc, sparking new ideas and business opportunities. “Currently, 2 Plus 3’s products are available in major supermarkets, convenience stores, and online platforms such as Top Fresh Bazaar and HKTVmall. Through the Hong Kong Productivity Council (HKPC), we are also exploring with university researchers to convert corn residue into secondary products, such as pet food.”

“This helps address food waste disposal, promote upcycling to give the leftovers a second life. I hope this works out soon, even if it requires investing in new machinery in the future,” Sam beamed at the idea.

粟米含豐富非水溶性纖維及「玉米黃素」，分別有助抑制血糖及降低眼睛黃斑病變風險。怡加新(香港)創辦人年幼時因常喝家中特製的粟米汁，對此情有獨鍾，遂於15年前成立公司、推出粟米汁飲品。近年其二代傳人更大展拳腳，除以智能生產線大幅提升9倍產能外，亦正為大型連鎖零售商生產飲料，並將推出無添加糖新鮮粟米汁及高蛋白質飲品，延續「香港製造」的內涵。

拓展人脈關係

怡加新(香港)實業有限公司董事總經理陳嘉新(Sam)表示，今年初出席GS1 HK聚會時結識了Big C代表，並在2個月內成功洽談飲品生產的代工合作。「我們留意到與零售商合作開發其自家品牌產品的機會不斷增加，滿足其市場需求。這體現了我們致力提供高品質、本地製造的承諾。」

Sam積極參與業界活動，認識許多前輩，如本會會員鴻福堂、壹品豆品、蛋撻王等，為他帶來啟發之餘



Product Diversification

Specialised in fresh vegetable and fruit juices, the key customer group of 2 Plus 3 are mostly health-conscious homemakers. With the growing demand for functional foods, Sam recognises the need to develop specific beverages, such as no-added-sugar corn juice and high-protein drinks, to appeal to health-conscious consumers and gym-goers. Additionally, he is inspired to create new offerings - corn puree for restaurants and food manufacturers, as the past collaborations of corn-flavoured ice cream reaped incredibly positive feedback.

Despite challenges posed by “northbound consumption” and tightened household budget, Sam remains confident in the competitive advantage of locally produced products. “We can’t compete on price alone with ‘Made-in-China’ goods, but our robust food production standards provide consumers with assurance on quality,” he emphasised. “On top of complying to the stringent local regulatory requirements, 2 Plus 3’s Hong Kong based factory is certified with ISO 22000 and HACCP food safety standards. Some high-end hotels choose us as their supplier, precisely because they value the ‘Made in Hong Kong’ label, which is a guarantee for quality.”

Smart Production: Quality and Quantity

Located in Tsuen Wan, the company’s production facility spans about 2,000 sqft. While compact, it is fully equipped, with automated machines handling cooking, grinding, bottling, sterilisation, and packaging, requiring only a few employees for onsite management. Sam recalls being taken aback by the complexity of manual production processes when he joined the company in 2018 right after graduation. The following year, he considered applying for the HKSAR Government’s “Re-industrialisation Funding Scheme” (now renamed “New Industrialisation Funding Scheme”) to introduce a smart production line. By 2023, production capacity has increased from about 1,000 bottles per day to over 8,000 bottles.



亦帶來合作機會。「怡加新2+3產品現時在各大超市、便利店有售外，亦在壹品鮮市集、HKTVmall等上架；早前生產力促進局(HKPC)亦幫忙牽線，與大學食品研究人員會面，提到將粟米渣轉化成副食品如寵物糧食等，這既可解決處理廚餘難題，又可減廢回收、將『剩食』再造，即使未來需要投資新機器去實行，我都希望能盡快成事。」

產品多元發展

一向以新鮮蔬果汁作賣點的怡加新，主要客群為家庭主婦，為家中長幼提供營養飲料；Sam留意到功能性飲食潮流，將推出無添加糖新鮮粟米汁及高蛋白飲品擴大客源，配合著重健康/運動/健身一族所需。他亦曾與品牌合作推出粟米味雪糕、廣受好評，未來將生產粟米漿供應餐廳食肆、食品企業等。

面對港人北上消費、消費降級等轉變，Sam指公司「香港製造」的DNA仍有優勢。「在價格上我們無法與內地產品直接競爭，但我們擁有嚴謹的食品生產標準，除了受香港法例的嚴格規範，廠房亦獲ISO22000、HACCP等食品認證，對香港人而言無疑是信心保證。一些高級酒店會找我們供貨，部份原因便是看中『香港製造』這塊金漆招牌。」





“The intelligent production line significantly enhances production capacity and improves the sterilisation process. The sterilisation parameters such as temperature, pressure, time, etc. are collected and monitored by intelligent sensors, which not only enhances the longevity of the machine, but also ensures the reliability and stability of sterilisation and improves product quality and safety. Without the use of additives and preservatives, it is expected that the shelf life can be extended effectively,” Sam explained.

The Essence of “Made in Hong Kong”

Committed to innovation and improvement, Sam is exploring collaborations with a Hong Kong virtual YouTuber for new product launch, and is contemplating to acquire higher-level food certifications for the factory.



智能生產 重質亦重量

位於荃灣的廠房生產線約2,000多呎，可謂麻雀雖小，五臟俱全 – 由蒸煮、研磨、灌裝、殺菌、包裝等流程，全由自動化機器處理，廠房只需數名員工便能管理。Sam憶述於2018年剛畢業便加入公司，眼見人手製作過程繁複，翌年已考慮申請特區政府「再工業化資助計劃」（現易名為「新型工業化資助計劃」）、引入智能生產線，至2023年正式投產後更由每日產量約千瓶、倍升至現時產能逾8,000瓶以上。

「智能生產線除大幅提升產能外，亦改進了殺菌技術：當中的殺菌參數如溫度、壓力、時間等均通過智能感應器收集及監測，不但能延長機器的壽命，還可確保殺菌的可靠性及穩定性，提升產品品質及安全。在不使用添加劑及防腐劑的情況下，保鮮期亦能有效地延長。」

「香港製造」底蘊

Sam 追求變革創新，目前嘗試與香港虛擬YouTuber合作推出新產品，亦正研究為廠房考取更高級別的食品認證。



Upon learning about GS1 HK's “1QR”, a QR code comprising diversified information, he quickly asked his staff to adopt it out on new product packaging, so consumers can easily scan and access information about the drinks, including certifications and promotions, thus enhancing consumer confidence and interaction.

他得悉GS1 HK的「1QR」二維碼時亦立即叫同事加入新品包裝，方便消費者將來只需掃碼便可查閱飲品資料，包括認證、優惠、追蹤溯源等，增添信心和互動。

Throughout the interview, Sam's adaptability, eagerness to learn, and proactive networking emerged as hallmarks of the “Hong Kong spirit”, which are believed to be the traits essential to driving Hong Kong's development in a new era.

訪問期間Sam顯露出其爽快變通、肯學肯做、積極拓展人脈等個人特質，正好體現了「香港精神」的底蘊，筆者相信這亦是推動香港新時代發展的核心元素。



A Digitally Traceable Wool Value Chain

數碼可追溯羊毛價值鏈



Filippa K is now releasing its first wool garments equipped with **QR codes powered by GS1** that contain traceability data from farm to final garment. The implementation is a key outcome of The Fiber Traceability Initiative.

With a simple scan of the QR code on the wool garments, consumers can access detailed information about the production journey and sustainability attributes of their items, from raw materials through to finished products.

This initiative enables industry stakeholders to get prepared for upcoming EU legislation, e.g. Digital Product Passport.

Filippa K現推出首批配備加入**GS1標準的QR碼**的羊毛服裝，可載有從農場到成品的可追溯數據。這項目是The Fiber Traceability倡議的關鍵成果。

消費者只需簡單掃描羊毛服裝上的QR碼，即可觀看產品從原材料到成品的生產過程和可持續發展的詳細訊息。

這個倡議讓行業持份者均能為未來的歐盟法規例如數字產品護照(Digital Product Passport)做好準備。

Read more
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2 Ways to Promote Sustainable Development

2個方法 幫您推動可持續發展



The Hong Kong Government is striving to achieve carbon neutrality before 2050, and businesses play a crucial role in achieving this goal, **including the Scope 3 Emission Measurement, Management and Disclosure.**

香港政府致力在2050年前實現碳中和，而企業在達成這個目標中扮演著重要角色，**當中包括主動管理範圍3溫室氣體排放量化及披露。**

Promoting sustainable development has become a key trend globally and in Hong Kong, in which some countries are also establishing regulatory requirements for sustainability. At the same time, as consumers have also significantly increased their awareness on sustainability, businesses must also put sustainability into practice to tap into future opportunities.

推動可持續發展已成為國際及香港的大趨勢，各國更陸續訂立可持續發展法規。與此同時，消費者對可持續發展關注度也大大提升，企業需要於各方面履行可持續發展，才能把握未來機遇。

本會可於2大範疇，幫大家更快推行綠色轉型：

We can support your transformation in 2 key areas:

1 Platform + Consultation Services

平台 + 顧問服務



Hong Kong Exchanges and Clearing Limited (HKEX) will require largest listed companies of the Hang Seng Index to disclose Scope 3 emissions in 2026. Scope 3 refers to all indirect emissions that occur in the reporting company's upstream and downstream supply chain, encompassing a vast amount of carbon emission data. Managing such data presents a significant challenge for businesses.

港交所將於2026年要求恒指大型成分股公司披露範圍3(Scope 3)數據。範圍3是企業業務於上下游供應鏈的碳排放數字，所牽涉的碳排放數據十分龐大，要管理這些數據，對企業來說相當具挑戰。

GS1 HK has newly launched the **“GHG Scope 3 Data Community Platform”**, offering a one-stop platform for buyers and suppliers to **measure, monitor and report carbon emissions.**

本會全新推出「**範圍3數據平台(GHG Scope 3 Data Community Platform)**」，提供一站式平台，讓買家及供應商可以**記錄、管理及匯報碳排放數據。**



Buyer 買家

Consolidate and analyze all suppliers GHG (greenhouse gas) emission data in standardized data format and method

以標準化方式，於平台上透過儀表版(dashboard)及報告，整合及分析所有供應商提供的溫室氣體排放數據



Supplier 供應商

Calculate the carbon emission baseline based on the GHG Protocol, empowering SMEs to get started easily – simply by inputting the supply quantities, the platform will automatically calculate the total carbon emissions.

根據符合溫室氣體盤查議定書 (GHG Protocol) 的標準碳排放系數(carbon emission factor)，讓中小企簡易上手，只需輸入供貨量，平台就會自動計算出總碳排放量

Not sure where to start? We also offer 1:1 feasibility evaluations for suppliers on calculating carbon emissions with recommendations. **Contact us to learn more!**

無從入手？本會還可為中小企提供1:1顧問服務，評估企業計算碳排放的可行性及作出建議。

立即聯絡我們了解更多！ T:2863 9740 E:corpinfo@gs1hk.org



2 Third-Party Certification 第三方認證

QUALITY
FOOD
Scheme



In addition to promoting sustainable development actions, companies can also demonstrate their commitment to sustainability to consumers through third-party recognitions, one of which include GS1 HK's **"Quality Food Scheme ESG"** (The Scheme). By referencing the MSCI ESG Index and the United Nations' 17 Sustainable Development Goals, the Scheme encourages companies to implement environmental, social, and governance (ESG) practices.

除推動可持續發展行動外，企業還可透過第三方認證，向消費者證明企業有履行可持續理念。其中一個為GS1 HK的「優質食品計劃ESG」，計劃透過參考MSCI ESG指數及聯合國17項永續發展目標，鼓勵企業實踐對環境、社會和企業管治。

Wah Yuen Recognised by "Quality Food Scheme ESG" Continuously Improving ESG Management 華園獲「優質食品計劃ESG」認證 持續改善ESG管理



The "Quality Food Scheme ESG" (the Scheme) was launched in 2024. Wah Yuen was one of the first companies to participate, receiving the Achievement Award for meeting consumer expectations on product sustainability. In addition to demonstrating their commitment to sustainable development, it also led to new partnerships with brands, such as "Huang Fei Hong", a global brand known for its spicy peanuts and flavors, to delight consumers.

Besides participating in the Scheme and obtaining certification, Wah Yuen received professional ESG management advice, which led to significant improvements in product sustainability and transparency.

「優質食品計劃ESG」(計劃)於2024年推出，華園成為首批參加計劃的企業，並榮獲卓越獎，滿足消費者對產品可持續發展的期望。認證除可讓他們向消費者展示可持續發展承諾外，還促成了新的代理品牌之合作，例如是人氣麻辣品牌「黃飛紅」，為消費者帶來味蕾新體驗。

華園參加計劃獲得認證的同時，更獲得專業的ESG管理建議，在產品可持續性與透明度上實現了顯著的改善。

“ With a focus on reducing carbon emissions and promoting sustainable production management, we will launch initiatives that engage stakeholders in future to meet consumers' expectations for sustainability. The 'Quality Food Scheme ESG' not only helps us shape a positive brand image, but also enhances our market competitiveness and stimulates consumers' purchase decision.

我們專注於減少碳排放和推動可持續生產管理，並將開展能夠讓持份者參與的項目，滿足消費者對可持續發展的期望和要求。『優質食品計劃ESG』不僅成功塑造品牌正面形象，更提升了我們的市場競爭力及消費者的購買意願。”



Mr. But Yiu Chi
Executive Director,
Wah Yuen Foods (H.K.) Co., Ltd.
華園食品(香港)有限公司執行董事

Contact us to learn more
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600+ Delegates from the Asia Pacific & HK Explored **5 Hot Industry Topics** 匯聚**600+**位亞太區及香港業界人士 探討**5大熱話**



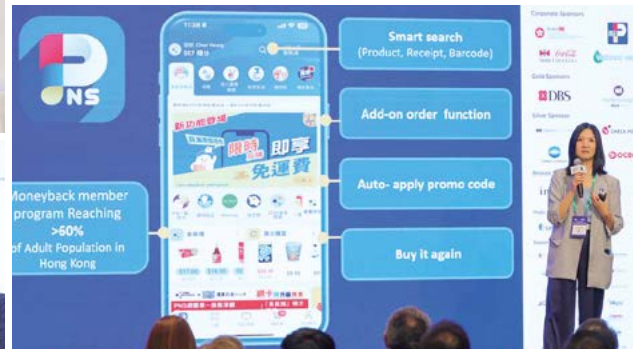
As part of our series of 35th Anniversary celebration activities, the GS1 HK Summit 2024 gathered 600 industry professionals from the Asia-Pacific region and Hong Kong to exchange insights on 5 key industry topics – **Sustainability, Digital Transformation, Next Generation Supply Chain, Omni-channel Commerce & Artificial Intelligence (AI)**.

Google, AXA Hong Kong, Data Literacy Association, DFI Retail Group, DHL, The Garden Company, Gold Peak Technology Group, KPMG China, MAS Holdings, Nan Fung Group, PARKnSHOP, Tai Po Chun Hing, Uni-China Group, Vita Green Health Products, YouGov, etc shared their insights.

作為本會慶祝35周年活動之一，GS1 HK Summit 2024匯聚了600位亞太區及香港各行業人士，共同探討5大行業熱話 - **可持續發展、數碼轉型、新一代供應鏈、線上線下全渠道(O2O)、人工智能**。

Google、AXA Hong Kong、數據素養協會、DFI零售集團、DHL、嘉頓、金山科技、畢馬威中國、MAS Holdings、南豐集團、百佳超級市場、大埔振興、建華集團、維特健靈健康產品、YouGov等於活動上分享真知灼見。





View the sharing from
industry experts
觀看行業專家分享



23 Companies Recognised at **First-ever Digital Transformation Awards** **首屆數碼轉型獎頒獎典禮** 頒發23個獎項

The award presentation ceremony of the first-ever Digital Transformation Awards was also held at the GS1 HK Summit. A total of 23 awards were presented, recognizing companies that have successfully implemented digital transformation initiatives, and acknowledging their achievements in driving technological innovation, enhancing business efficiency, and promoting growth. **PARKnSHOP** won the Grand Award - Digital Transformation Enterprise of the Year for its O+O (offline and online) retail strategy and online distribution center.

GS1 HK Summit上也舉行了首屆數碼轉型獎頒獎典禮，頒發23個獎項予成功推行數碼轉型的企業，肯定他們在推動科技創新、提升業務效率和增長方面的成就。**百佳超級市場**憑著其O+O線下及線上的零售策略及線上配送中心勇奪終極大獎。

Awarded Companies at a Glance
得獎企業一覽



200 Government Officials, Industry Partners & Business Leaders Toasted to Celebrate GS1 HK's Anniversary

200位政府官員、行業夥伴、商界舉杯同慶

We also organised the 35th Anniversary Finale Cocktail to commemorate the success of our series of events, while looking forward to continuing our journey of “35 years along, infinite opportunities ahead”. The finale cocktail featured a rich programme, including lion dance performance, vintage corner, “sing & shine”, etc.

GS1 HK Summit同日也舉辦了35週年慶祝酒會，慶祝串慶祝活動圓滿舉行的同時，展望未來繼續「延續三十五載情，共創無限新里程」。酒會上節目豐富，包括醒獅表演、懷舊展區、合唱「GS1 Stand by me」等。



Over 150 Asia Pacific Delegates

Exchanged Insights at GS1 Asia Pacific Forum

超過150名亞太區參與者於GS1亞太區論壇上交流



Our 35th Anniversary celebration activities also included the GS1 Asia Pacific Regional Forum held in Hong Kong. Over 150 delegates and experts from 16 Asia-Pacific economies to discuss future strategies and visions, as well as industry hot topics such as **digitalization and digital trade, accelerating digital transformation, sustainability and circular economy**, etc.

Harvey Rouse, Ambassador of the European Union to Hong Kong & Macao, Aaron Liu, JP, Director-General of Trade and Industry, Donald Mak, Deputy Commissioner (Data Governance), Digital Policy Office as well as executives from ADB, Esquel Group, PARKnSHOP, PBEC, Markem-Imaje, MAS Holding, Textile Council of Hong Kong and WTO, etc also shared their insights at the Forum.

本會35周年慶祝活動還有在香港舉辦的GS1亞太區論壇，匯聚來自16個亞太區經濟體、超過150名與會者及專家，就未來策略及願景、行業熱話如**數碼化及數碼貿易、加快數碼轉型、推動可持續發展及循環經濟發展生態**等進行交流。

論壇上還有歐盟駐港澳辦事處主任盧效偉 Harvey Rouse、工業貿易署署長廖廣翔先生，JP、副數字政策專員（數據治理）麥之駒、亞洲開發銀行、Esquel Group、百佳超級市場、PBEC、MAS Holding、香港紡織業聯會、WTO等行業專家分享。

View the highlights
瀏覽活動精彩回顧



Global & Healthcare Experts

Explored Smart Healthcare Solutions

全球及亞太區醫療專家 探討智慧醫療方案



The GS1 Healthcare Strategy Roadshow was also held in Hong Kong, exploring about ways to accelerate the industry's adoption of standards and digital transformation to better protect patients. Experts from the CUHK Medical Centre, FDA Johnson & Johnson and Royal Papworth Hospital NHS Foundation Trust, along with GS1 Global and our Chief Executive, Anna Lin, exchanged insights about the future development of the healthcare industry, smarter healthcare solutions and more connected clinical processes.

The GS1 Healthcare Strategy Roadshow 亦於香港舉辦，聚焦加快行業應用標準和數碼轉型，為病人帶來更好保障。活動上有香港中文大學醫院、FDA、Johnson & Johnson、Royal Papworth Hospital NHS Foundation Trust的專家與GS1 Global及本會總裁林潔貽探討醫療行業未來發展，以及業界可如何攜手打造更智慧的醫療護理方案，促進醫療流程聯通及變得更順暢。

“Oscars” of the IT Sector - “Award of the Year” Goes to Grand Award Winner of Smart Mobility Award

資訊科技界「奧斯卡」嘉許 - 「智慧出行大獎」得主勇奪最高殊榮

Read more about
awarded companies
閱讀關於得獎企業



Recognised as the “Oscars” of the Information Technology sector, the Award presentation ceremony of Hong Kong ICT Awards 2024 Awards (HKICT Awards) organised by the Digital Policy Office was held in November. The Financial Secretary presented the highest accolade “Award of the Year” and Grand Award of the 8 award categories. GS1 Hong Kong is the leading organiser of the “HKICT Awards - Smart Mobility Award”, comprising of 3 streams: Smart Transport, Smart Logistics & Smart Tourism.

MTR Corporation / The Hong Kong University of Science and Technology won the highest accolade of 4 awards, including the “Award of the Year”, “Smart Mobility Grand Award”, “Smart Mobility (Smart Transport) - Gold Award”, “Smart Mobility Best Use of AI Award”.

被譽為資訊科技界「奧斯卡」、由數字政策辦公室 (DPO) 策動的2024香港資訊及通訊科技獎 (HKICT Awards 2024) 頒獎典禮早前順利舉行，由財政司司長陳茂波頒發最高榮譽「全年大獎」及8個獎項類別大獎得主。GS1 HK為「智慧出行獎」的籌辦機構，設有智慧交通、智慧物流、智慧旅遊三個組別。

港鐵公司/香港科技大學更奪得至高榮譽，奪得四項殊榮，包括全年大獎、智慧出行大獎、智慧出行（智慧交通）金獎及智慧出行最佳人工智能應用獎。

Other winners of “Smart Mobility Award”:

- Smart Logistics Gold Award**
- Hong Kong Productivity Council
 - SF Supply Chain - HK & Macau/ Cathay Pacific Airways Limited
- Smart Tourism Gold Award**
- Maphive Technology Limited

「智慧出行獎」其他得獎企業：

- 「智慧物流金獎」**
- 香港生產力促進局
 - 順豐供應鏈 - 香港及澳門/ 國泰航空有限公司
- 「智慧旅遊金獎」**
- 蜂圖科技有限公司

Watch the video sharing from
awarded companies & judges
觀看得獎企業及評判分享



6 Key Elements of Smart Supply Chain 智慧供應鏈6大要素



At the Asian Logistics, Maritime & Aviation Conference (ALMAC), GS1 HK & HKTDC co-organised the “SCM & Logistics Forum II”, which saw a full house. Themed “Unlocking Business Potential with Smart Supply Chains”, Empower SCM, SF Supply Chain HK, Swire Coca-Cola, Nestle Hong Kong & GS1 HK shared the key pillars of smart supply chain.

They highlighted the **6 key elements of smart supply chain – speed, timeliness, punctuality, transparency, digitalisation and traceability**. They also emphasized the importance of collaboration across stakeholders (including buyers & sellers, employers & employees), and how data empowers data just-in-time replenishment & on-shelf availability to meet the needs of consumers.

於亞洲物流航運及空運會議(ALMAC)上, GS1 Hong Kong聯同HKTDC合辦「供應鏈管理及物流論壇II」, 全院滿座! 論壇主題為「智能供應鏈締造新機遇」, 由邦盛供應鏈管理有限公司、順豐供應鏈(香港)、太古可口可樂、雀巢香港及GS1 HK行業專家分享實現智能供應鏈關鍵。

論壇上提到智慧供應鏈**6大要素 - 速度、及時性、準時性、透明度、數碼化及可追溯性**; 他們表示供應鏈需要各方持份者(買家及賣家、老闆及員工)協作, 善用數據實現及時補貨、確保零售商貨架產品庫存, 滿足消費者需求。

Logistics Experts Exchanged Insights on Smart Logistics 3.0 & Sustainability

物流專家探討「智慧物流3.0」、永續發展要訣



At Hong Kong Maritime Week, GS1 HK co-organised the “Navigating Towards Smart Logistics 3.0” seminar for HK Maritime Week with Hong Kong Transport and Logistics Association (HKTLA) and the Hong Kong Shippers’ Council (HKSC).

Logistics experts shared their insights at the seminar, including overview of the global maritime and trade environment, HK’s container port challenges, Port Community Platform that empowered shipment tracking, real-time transport information, global sustainability trends and regulatory requirements, global standards & solutions to foster sustainable development.

於香港海運週上，本會聯同香港航運物流協會 (HKTLA) 及香港付貨人委員會 (HKSC) 舉辦「智慧物流3.0:邁向可持續發展的創新道路」。

會上，物流專家就各大議題分享見解，包括全球海運、航運、貿易表現、香港碼頭面對的挑戰、具貨物追蹤、實時運輸資訊功能的港口社區平台 (Port Community Platform)。

“The industry must embrace digitalisation, reduce carbon emissions, effectively utilize data, and enhance interoperability to foster green logistics development. There are 3 steps to success – ‘Awareness, Training and Execution. 業界需要數碼化、減碳、善用數據及互聯互通推動未來物流綠色發展。要成功促成業界永續發展有三部曲 – 『認知、學習、執行』。”

Anna Lin, Chief Executive, GS1 Hong Kong
GS1 HK總裁林潔貽



“There are different global regulatory requirements on sustainability around the globe, companies can leverage standards & solutions, for example, paperless electronic transactions, ESG data monitoring, as well as 2D barcodes powered by GS1, which in turn propel circular economy development and ensure compliance.

全球各地正推行不同的可持續發展法規，而企業可以善用標準和方案，例如是無紙化電子交易、ESG數據監控、加入GS1標準的2D條碼，推動循環經濟發展，符合法規要求。”

Heidi Ho, Principal Consultant, GS1 Hong Kong
GS1 HK首席顧問何雅賢

Contact us to learn how GS1 HK solutions enable industry’s sustainable development.
聯絡我們了解GS1 HK方案如何實現物流永續發展



Promoting International Data Flow with Government and Industry

政府、業界共同促進國際數據流通



The “Digital Economy Summit on Data-driven New Quality Productive Forces” organised by Greater Bay Area International Information Technology Industry Association (the Association), co-organised by Institute of Big Data Governance, Institute of Web 3.0 Hong Kong, and supported by Innovation, Technology and Industry Bureau was held.

The “**International Data Industry Alliance**” was inaugurated at the event. GS1 HK is also a member of the Alliance, and our Chief Executive Anna Lin joined the inauguration ceremony.

由大灣區國際信息科技協會（協會）主辦，大數據治理公會、香港Web3.0標準化協會合辦，香港特區政府創新科技及工業局擔任支持機構的「推動數據要素流通，促進數字經濟新質生產力發展峰會」早前舉行。

同時，亦宣佈**國際數據產業聯盟**（聯盟）正式成立。GS1 HK也是聯盟成員之一，本會總裁林潔貽亦有參與國際數據產業聯盟成立儀式。



GS1 HK has been committed to helping the industry unlock the potential of data, and global standards are key to ensuring data quality and facilitating data interoperability. We look forward to collaborating with the government and the industry to promote international data flow, supporting the development of the data ecosystem and the digital economy. GS1 HK一直致力推動業界發揮數據的潛力，而全球標準為確保數據質量、促進數據互聯互通的關鍵。我們期待與政府同業界協作，促進國際數據流通，助力數據生態及數字經濟發展。



Supporting Electronic Home Appliances Open up Overseas Opportunities 推動國內家電企業「走出去」



The grand opening of GS1 HK's partner - ZhongShan Huaxi Electronic Technology Co., LTD (Huaxi) Building in Zhongshan city & the company's 15th Anniversary celebration event was held earlier. The success case of **“Guangdong-Hong Kong China Industrial Internet Identification Service Platform” (“CIISP”)** launched jointly by GS1 Hong Kong and Huaxi was also featured at the building, which enabled Crown Gas Stoves (CGS) to enhance product traceability & transparency, thereby boosting consumer confidence. Anna also shared how CIISP can support China enterprises to go global with trusted manufacturing.

Crown Gas Stoves (CGS) registered and uploaded the data during the production and quality inspection stage, then generated a QR code to put onto products. This allows regulators, consumers and other stakeholders to access the relevant information. It also links to the brand's e-commerce platform and warranty form, improving product information transparency, encouraging customer feedback and engagement, thereby helping them expand market locally and globally. 皇冠爐具在生產及質檢流程時記錄及上載數據，並生成二維碼貼上產品，即可讓監管機構、消費者等相關人士查閱產品資訊。消費者亦可連繫到品牌商城、售後保養等服務內容，既能提升產品資訊透明度，亦能鼓勵顧客回饋、增加互動，助產品進一步拓展本地以至環球市場。

早前為GS1 HK合作夥伴中山市鉅禧科技十五周年誌慶暨鉅禧大廈(大廈)落成慶典。大廈內展示了GS1 HK與鉅禧構建的「**粵港國家工業互聯網標識解析服務平台**」(平台)應用案例，助皇冠爐具實現產品溯源、資訊透明化、提升消費者信心，並由本會總裁林潔貽分享平台如何幫企業以可信製造「走出去」。



GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

1. 150 TRADING COMPANY LIMITED
150貿易有限公司
2. 3CHEMBIO LIMITED
仟必歐有限公司
3. A GREEN TECHNOLOGY LIMITED
佳納環保科技有限公司
4. ADVANCE BEAUTY INTERNATIONAL COMPANY LIMITED
5. AEST FASHION CO., LIMITED
6. AIDY CO., LIMITED
艾德食品(香港)有限公司
7. AIMOXI INTERNATIONAL HOLDING GROUP HONG KONG LIMITED
艾茉汐國際控股集團(香港)有限公司
8. ALFA YAN LIMITED
歐飛燕有限公司
9. ALFORD INDUSTRIES LIMITED
雅富實業有限公司
10. ALSON TECHNOLOGY LIMITED
英信科技有限公司
11. AMAZINGTHING TECHNOLOGY HONG KONG LIMITED
阿米森科技(香港)有限公司
12. AMINO UP HONG KONG BIOTECHNOLOGY LIMITED
香港阿明諾生物科技有限公司
13. AMITOFO CO., LIMITED
14. APOLLO CORPORATION LIMITED
15. ARTOX GROUP LIMITED
藝拓集團有限公司
16. ARYE EQUIPMENT LIMITED
17. ASSURELINK LIMITED
安心網有限公司
18. ATHENIAN VENTURES LIMITED
雅典創投有限公司
19. AUTHENTIC INTERNATIONAL GROUP (HK) TECHNOLOGY CO., LIMITED
澳慈國際集團(香港)科創有限公司
20. B&G DIFFERENTIATE MEDICAL CENTRE LIMITED
別格有限公司
21. B-52 LIMITED
22. BEIJING WO FOOK TONG LIMITED
北京和福堂有限公司
23. BELGIUM KING BEER GROUP LIMITED
比利時英皇啤酒集團有限公司
24. BENASSIE LIMITED
25. BEST STYLE (HK) INDUSTRIAL CO., LIMITED
良品派(香港)實業有限公司
26. BFB TRADING CO., LIMITED
27. BICOKE INTERNATIONAL INVESTMENT (CANADA) LIMITED
畢酷客國際投資(加拿大)有限公司
28. BIG TIME RUSH LIMITED
29. BILLION FORCE CORPORATION LIMITED
億能有限公司
30. BIOLINKCARE LIMITED
百聯生物有限公司
31. BONDE (HONG KONG) FOOD TECHNOLOGY CO., LIMITED
邦得(香港)食品科技有限公司
32. BONNY PHORIA TRADING LIMITED
33. BORNEOL INTERNATIONAL LIMITED
龍腦國際有限公司
34. BRIGHT SKY INTERNATIONAL TRADING LIMITED
天藍國際貿易有限公司
35. BUTONG GROUP INTERNATIONAL LIMITED
不同集團國際有限公司
36. CAI CHENJI (HONG KONG) LIMITED
蔡陳記(香港)有限公司
37. CANADA ENRON INTERNATIONAL (HONG KONG) LIMITED
加拿大安然國際(香港)有限公司
38. CANAL HONG KONG SUPPLY CHAIN LIMITED
嘉諾海創(香港)供應鏈有限公司
39. CAPITAL PUBLISHING LIMITED
40. CENTENNIAL HONG KONG PHARMACY LIMITED
百年香港大藥房有限公司
41. CEVODLE TOYS MANUFACTURING LIMITED
思滙多玩具製造有限公司
42. CHEN WEILIANG GROUP STOCK CO., LIMITED
陳渭良集團股份有限公司
43. CHINA JIANKANG BIOTECHNOLOGY CO., LIMITED
中國健康生物有限公司
44. CHINA LEAGUE OF NATIONS GROUP CO., LIMITED
中國國聯集團有限公司
45. CHINA NATIONAL MEDICINE HERITAGE RESEARCH INSTITUTE LIMITED
中國國醫藥傳承研究院有限公司
46. CHINA PET MEDICAL RESCUE CENTER LIMITED
中華寵物醫學救護中心有限公司
47. CHUN WING INTIMATE FACTORY LIMITED
駿榮內衣有限公司
48. CKI INDUSTRIAL (CHINA) LIMITED
康正實業發展(中國)有限公司
49. CLEANHOME (HK) LIMITED
50. COFFEEBYCOLORS LIMITED
51. CORSOROTT TRADING COMPANY
卡索洛貿易公司
52. CROCO (HK) CO., LIMITED
香港捷華工貿有限公司
53. CRYSTAL MARTIN (HONG KONG) LIMITED
晶苑馬田(香港)有限公司
54. CTL LIMITED
55. DAIZIMI HEALTH-TECH LIMITED
複耳科技有限公司
56. DAIZY NUTRITION HK LIMITED
春澤營養香港有限公司
57. DALARY TRADING LIMITED
達拉利貿易有限公司
58. DAOXIANGCUN GROUP SHARES CO., LIMITED
稻香村集團股份有限公司
59. DEARNEW TECHNOLOGY LIMITED
香港迪恩科技有限公司
60. DECODE CURE LIMITED
香港啟碼策生物科技有限公司
61. DETTEN WALL MARKETING LIMITED
62. DIS ONE GROUP LIMITED
63. DONGFENGSHOU TECHNOLOGY CO., LIMITED
東豐收科技有限公司
64. DOUBLE J'S LIMITED
65. DREAMFAST LIMITED
66. EARNEST NATURAL HEALTH LIMITED
認真天然健康有限公司
67. EASYGO GLOBAL LIMITED
68. ENZYME DESIGN LIMITED
安迪生物科技有限公司
69. EVER GREEN TECHNOLOGY GROUP (HONGKONG) LIMITED
長榮科技集團(香港)有限公司
70. EVER TRADE TOBACCO INTERNATIONAL TECHNOLOGY
ADVERTISEMENT LIMITED
恒貿煙草國際科技廣告有限公司
71. EXCEL (H.K.) INTERNATIONAL TRADE COMPANY LIMITED
超越(香港)國際貿易有限公司
72. EXPLORUS SURGICAL LIMITED
易補骨外科有限公司
73. FAR EAST FUJI LIMITED
74. FAR EAST SUPPLY CHAIN MANAGEMENT CO., LIMITED
遠東供應鏈管理有限公司
75. FELICITY AND HEALTH KETO DIET LIMITED
嗣福堂生酮飲食有限公司
76. FENDI TRADE LIMITED
77. FITA WORLD (HK) TRADING CO., LIMITED
菲達世際(香港)貿易有限公司
78. FLOWER AND PEACE (F&P) INTERNATIONAL HOLDINGS LIMITED
熙世合國際控股有限公司
79. FORTSON (INTERNATIONAL) LIMITED
科盛(國際)有限公司
80. FRANCE DIAR (HONG KONG) GROUP CO., LIMITED
法國迪奧(香港)集團有限公司
81. FRANCE SAINT LAURENT HOLDING GROUP LIMITED
法國聖羅蘭股份集團有限公司

82. FRANCE SI LU INT'L GROUP LIMITED
法國絲露國際集團有限公司
83. FRANS DUKE FRENCH IMPORTED BEER CO., LIMITED
弗郎斯杜克法國進口啤酒有限公司
84. FREEWELL INDUSTRY CO., LIMITED
福威爾實業有限公司
85. FRENCH KAYAN SPRING COSMETICS LIMITED
法國卡顏泉化妝品有限公司
86. FRENCH LANCOME GROUP INTERNATIONAL CO., LIMITED
法國蘭蔻(集團)國際有限公司
87. FRENCH LANCOME LUXURY (CHINA) BEAUTY GROUP LIMITED
法國蘭蔻奢寵(中國)美妝集團有限公司
88. FS MRKT LIMITED
89. G & S FOODS LIMITED
綠源食品有限公司
90. GAN FU DEVELOPMENT COMPANY LIMITED
甘富發展有限公司
91. GANGO TOYS LIMITED
晉高玩具有限公司
92. GEN PLUS WELLNESS LIMITED
93. GENCO INTERNATIONAL LIMITED
94. GERMANY DELSON BEER (INTERNATIONAL) LIMITED
德國德爾森啤酒(國際)有限公司
95. GINPACT HEALTH (HONG KONG) COMPANY LIMITED
山參有約健康科技(香港)有限公司
96. GLADROOT TRADING LIMITED
97. GLOBAL CHAMPION FOOD COMPANY LIMITED
領鮮環球食品有限公司
98. GLOBAL MANUFACTURING PARTNERS (ASIA) LIMITED
高意環球貿易有限公司
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100. GNCELL TECHNOLOGY CO., LIMITED
水素科技有限公司
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康瑞富有限公司
110. HEHE FOOD HOLDING LIMITED
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恒瑞生物有限公司
112. HERIDA GROUP HOLDINGS LIMITED
113. HEY TECH HOLDING LIMITED
小黑科技控股有限公司
114. HEYTAM TECHNOLOGY LIMITED
喜談科技有限公司
115. HINSAN LINK LIMITED
軒慎創建有限公司
116. HK AKD BIOTECHNOLOGY (GROUP) CO. LIMITED
香港安康達生物科技(集團)有限公司
117. HK BAORUI INDUSTRY LIMITED
香港寶芮實業有限公司
118. HK BLOOD TREASURE BIOTECHNOLOGY CO., LIMITED
香港血通寶生物科技有限公司
119. HK BRAND MANAGEMENT COMPANY LIMITED
香港時宜品牌管理有限公司
120. HK CHAMPION BABY HEALTH PRODUCT INDUSTRY LIMITED
香港冠軍寶貝健康產品實業有限公司
121. HK ENPIR COSMETICS INT'L LIMITED
香港瑛派兒化妝品(國際)有限公司
122. HK HAN MEI JIN COSMETIC (GROUP) LIMITED
香港韓美瑾化妝品(集團)有限公司
123. HK ISEO LIMITED
124. HK KAI CHUANG NUTRITION INTERNATIONAL FOODS LIMITED
香港開創營養國際食品有限公司
125. HK KEYOURAN GROUP LIMITED
香港可悠然集團有限公司
126. HK LOYALTY COSMECEUTICAL LIMITED
香港忠信藥妝有限公司
127. HK ORIENTAL BEVERAGE LIMITED
香港東方飲品有限公司
128. HK PHARMACY YIREN TRADING LIMITED
香港大藥房益仁貿易有限公司
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好港記集團有限公司
130. HO KIU DEVELOPMENT LIMITED
皓喬發展有限公司
131. HONG KONG ANTI AGING BIOTECHNOLOGY CO., LIMITED
香港抗衰顏究所生物科技有限公司
132. HONG KONG ANZHIYUAN SUPPLY CHAIN CO., LIMITED
香港安之源供應鏈有限公司
133. HONG KONG BIG PHARMACY TECHNOLOGY R&D LIMITED
香港大藥房科技研發有限公司
134. HONG KONG BTARTBOX TECHNOLOGY LIMITED
香港昇毅科技有限公司
135. HONG KONG CSMAR DATA TECHNOLOGY LIMITED
香港希施瑪數據科技有限公司
136. HONG KONG DZIDCAI LIMITED
香港多姿多彩有限公司
137. HONG KONG EASTERN TOBACCO CO., LIMITED
香港東方煙草有限公司
138. HONG KONG GLOBAL MEDICINE LIMITED
香港全球藥業有限公司
139. HONG KONG GUIRENTANG PHARMACEUTICAL COMPANY LIMITED
香港貴仁堂製藥有限公司
140. HONG KONG GUORUI DEVELOPMENT CO., LIMITED
香港國瑞發展有限公司
141. HONG KONG HANLUQING GROUP CO., LIMITED
香港韓露清集團有限公司
142. HONG KONG HEALTH CRAFTSMAN TRADITIONAL NOURISHING CO., LIMITED
香港養生匠傳統滋補有限公司
143. HONG KONG HONG PAK TONG LIMITED
香港康柏堂有限公司
144. HONG KONG HSINTO TRADING CO., LIMITED
香港鑫拓商貿有限公司
145. HONG KONG HUAJIAN GROUP PHARMACY LIMITED
香港華健集團大藥房有限公司
146. HONG KONG INTEREST E-COMMERCE LIMITED
香港興趣電商有限公司
147. HONG KONG KEDUO INTERNATIONAL CO., LIMITED
香港克多國際有限公司
148. HONG KONG LIT PET E-COMMERCE COMPANY LIMITED
香港立陪電子商務有限公司
149. HONG KONG MAXYEE MANUFACTURING CO., LIMITED
香港麥斯怡製造有限公司
150. HONG KONG MEICHENG FOOD GROUP CO., LIMITED
香港美誠食品集團有限公司
151. HONG KONG NORTHWEST AODONG INDUSTRIAL CO., LIMITED
香港西北傲東實業有限公司
152. HONG KONG OPIE COMPANY LIMITED
香港澳派食品有限公司
153. HONG KONG PHARMACEUTICAL GROUP LIMITED
香港製藥集團有限公司
154. HONG KONG PHARMACY ENHONG LIMITED
香港大藥房恩鴻有限公司
155. HONG KONG PHARMACY GROUP LIMITED
香港大藥房藥業集團有限公司
156. HONG KONG PINMAN COSMETIC INTERNATIONAL GROUP CO., LIMITED
香港品緹化妝品國際集團有限公司
157. HONG KONG QINGFENGNIAN INTERNATIONAL (HOLDINGS) GROUP CO., LIMITED
香港慶豐年國際(控股)集團有限公司
158. HONG KONG RICH HOME FOOD CO., LIMITED
香港富豪家食品有限公司
159. HONG KONG ROYAL FEAST BIOTECHNOLOGY LIMITED
香港尚食生物科技有限公司
160. HONG KONG RUIYUANTANG HOLDINGS LIMITED
香港瑞元堂控股有限公司
161. HONG KONG SILVO TECHNOLOGY CO., LIMITED
香港璽潤科技有限公司
162. HONG KONG SOUVENIR
香港紀念品
163. HONG KONG STAR HOPE FOOD CO., LIMITED
香港星希望食品有限公司
164. HONG KONG UNIFIED MEDICINE COMPANY LIMITED
香港統一藥行有限公司

New Members

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166. HONG KONG YU GUO YUAN TRADING CO., LIMITED
香港禦果元貿易有限公司
167. HONGJIABAN PHARMACEUTICAL COMPANY LIMITED
香港洪家班藥業有限公司
168. HONGKONG BACINDA TRADE LIMITED
香港百信達貿易有限公司
169. HONGKONG FOREVER GREEN TRADE CO., LIMITED
香港玖樹貿易有限公司
170. HONGKONG JIMEIJIA CO., LIMITED
香港吉美佳有限公司
171. HONGKONG NADE FOODS LIMITED
香港那德食品有限公司
172. HONGKONG QIANJ IAOHUI PHARMACEUTICAL
BIOTECHNOLOGY CO., LIMITED
香港千嬌匯醫藥生物科技有限公司
173. HONGKONG SEATRONG INTERNATIONAL GROUP CO., LIMITED
香港士昌國際集團有限公司
174. HONGKONG XING HUI TECHNOLOGY LIMITED
香港大藥房星滙科技有限公司
175. HONGTIANAI (H.K.) CO. LIMITED
鴻天泰(香港)有限公司
176. HONOUR LABEL LIMITED
鴻宇商標有限公司
177. HOUSE OF NEGRONI LIMITED
178. HSG HEALTH CULTURE CO., LIMITED
開心果養生文化有限公司
179. IDEA TRADING (HK) LIMITED
180. IFLYTEK (INTERNATIONAL) LIMITED
科大訊飛(國際)有限公司
181. IPURIFI ENVIRONMENT COMPANY LIMITED
貝力士環保有限公司
182. ITALY GUCHI (GROUP) CHINA LIMITED
意大利古馳(集團)中國有限公司
183. JACQUES COSMETICS LIMITED
歐黛化妝品有限公司
184. JAPAN SAKURA PHARMACEUTICAL CO., LIMITED
日本櫻花藥業株式會社有限公司
185. JIAHANG HOLDING (HK) LIMITED
嘉航控股(香港)有限公司
186. JOYFUL SONG GROUP HOLDINGS (HONG KONG) LIMITED
歡樂宋集團控股(香港)有限公司
187. JSCOMMERCE LIMITED
188. JUNEYAO TONAN BIOTECHNOLOGY (HONG KONG) LIMITED
均瑤圖南生物科技(香港)有限公司
189. JYC MANUFACTURERS LIMITED
190. KAM MEI (HONG KONG) FOOD GROUP LIMITED
錦美(香港)食品集團有限公司
191. KANA TOOLS TRADING LIMITED
192. KANGLISHENG (HK) CO., LIMITED
康利昇(香港)有限公司
193. KANKYOU TRADING COMPANY
三協商事公司
194. KHUSHI TRADING AND HOLDINGS PRIVATE LIMITED
195. KING FRESH FOOD LIMITED
鼎鮮食品有限公司
196. KING TIN INTERNATIONAL GROUP COMPANY LIMITED
景天國際集團有限公司
197. KOREA AIKYUNG GROUP (HK) COSMETICS LIMITED
韓國愛敬集團(香港)化妝品股份有限公司
198. LACTALIS HONG KONG LIMITED
199. LANCOME GROUP (CHINA) CO., LIMITED
法國蘭蔻集團(中國)股份有限公司
200. LE JOUET
201. LEGEND SWIMWEAR FACTORY LIMITED
利進達製衣廠有限公司
202. LEPAO EDUCATION COMPANY LIMITED
203. LIFE TO LIFE LIMITED
遊器教育有限公司
204. LIFESTYLES ASIA PACIFIC LIMITED
麗泰(亞太)有限公司
205. LIHANG MEDICAL LIMITED
利杭藥業有限公司
206. LONO INTERNATIONAL CO., LIMITED
香港威悅國際有限公司
207. LOW-C (HONGKONG) INDUSTRIAL CO., LIMITED
208. LUCKY KIND LIMITED
福善有限公司
209. M ONE STORE LIMITED
萬利店有限公司
210. MADISON121 LIMITED
211. MAGNIFICAT TRADING LIMITED
212. MASSENI LIMITED
213. MASTER ENGINEER ENTERPRISES LIMITED
安興達企業有限公司
214. MASTER KO LIMITED
高師傅有限公司
215. MCHUGS CHINA LIMITED
216. MEDAS LIMITED
美登有限公司
217. MILAN DUO (HONG KONG) BIOTECHNOLOGY CO., LIMITED
米蘭朵(香港)生物科技有限公司
218. MILL&LINK (HK) INTERNATIONAL TRADING CO., LIMITED
219. MIRACLE WIN INVESTMENT LIMITED
賜立投資有限公司
220. MITO LAB LIMITED
221. MOKKIS (CHINA) CO., LIMITED
魔克斯(中國)股份有限公司
222. MORNINGBLUES TECHNOLOGY LIMITED
晨藍科技有限公司
223. MT WAVES LIMITED
山浪有限公司
224. NATURAL HERBAL (INTERNATIONAL) LIMITED
天然草藥(國際)有限公司
225. NEOLIFE MEDICAL GROUP LIMITED
香港新生醫療集團有限公司
226. NETGETE FOOTWEAR LIMITED
日佳鞋業有限公司
227. NEW DREAM DEVELOPMENT LIMITED
228. NEW LIFE HEALTH INTERNATIONAL LIMITED
新生活健康國際有限公司
229. NEXIFLY HONG KONG LIMITED
230. NIIECARE NUTRITION TECH LIMITED
奈斯營養科技有限公司
231. NORSAY UNITED (HONG KONG) BIOMEDICAL HOLDING GROUP LIMITED
諾賽聯合(香港)生物醫學控股集團有限公司
232. NOVA MUSE TRADING LIMITED
諾娃繆斯貿易有限公司
233. NURSTATION COMPANY LIMITED
護你站有限公司
234. NUTRI BOOST LIMITED
235. ODC INTERNATIONAL (HONG KONG) COMPANY LIMITED
236. OKLAB LIMITED
奧傑創科有限公司
237. OMIYA INTERNATIONAL TRADING LIMITED
歐米亞國際貿易有限公司
238. ONE SHOT MEDICINE LIMITED
一索藥業有限公司
239. ONE STOP MEDICAL LIMITED
一心醫療有限公司
240. ORANGE YANG INTERNATIONAL LIMITED
241. PANOPTICAI TECHNOLOGIES LIMITED
242. PARALLEL 51 LIMITED
平行51有限公司
243. PEDDY PET CARING HERO LIMITED
寵愛有您有限公司
244. PENERGY CO LIMITED
245. PIEN TZE HUANG ELECTRONIC COMMERCE INTERNATIONAL
TRADING (HONG KONG) CO., LIMITED
片仔廣電商國際貿易(香港)有限公司
246. PLANTS N PLATE LIMITED
247. PLENTY MORE INC LIMITED
邦廣有限公司
248. PRESS START HONG KONG LIMITED
249. PRIME PRODUCTS CO
柏安製作公司
250. PROTECT WELLNESS LIMITED
251. PURE 80'S LAB TECHNOLOGY COMPANY LIMITED
科夢研究社有限公司
252. RED WOOD GLOBAL LIMITED
熊木環球有限公司
253. RELEASEU INTERNATIONAL CO., LIMITED

254. RESTART LIFE BIOTECHNOLOGY LIMITED
潤草堂(香港)生物科技有限公司
255. RICO INTERNATIONAL DEVELOPMENT LIMITED
偉高國際發展有限公司
256. RINNA SHINING TRADING LIMITED
257. ROYAL HOLDINGS (FRANCE) LIMITED
皇家控股(法國)有限公司
258. RUI LI WEIKANG (HONG KONG) SUPPLY CHAIN LIMITED
瑞麗維康(香港)供應鏈有限公司
259. RUIFEISHI GROUP PERSONAL HEALTH NURSING PRODUCTS (HONG KONG) LIMITED
瑞妃仕集團個人健康護理品(香港)有限公司
260. RUSSIA FOOD TRADING CO., LIMITED
俄羅斯俄貨食品貿易有限公司
261. SECURE INFORMATION DISPOSAL SERVICES LIMITED
資訊機密處理有限公司
262. SENSOLGY (HONGKONG) TECHNOLOGY LIMITED
思樂智(香港)科技有限公司
263. SESAME HOUSE FOOD CO.
芝麻屋食品公司
264. SEX 4S CO., LIMITED
香港私密寶貝產品有限公司
265. SHAMSHUIPO MING GOR LIMITED
深水埗明哥有限公司
266. SHANXI XINGHUA VILLAGE FEN BRAND WINERY CO., LIMITED
山西杏花村汾牌酒廠股份有限公司
267. SHANXI XINGHUA VILLAGE LIQUOR CO., LIMITED
山西省杏花村酒股份有限公司
268. SHI ZI YUAN INTERNATIONAL LIMITED
食滋源國際有限公司
269. SHOHORIKU LIMITED
翔立有限公司
270. SICHUAN GREEN PHARMACEUTICAL TECHNOLOGY DEVELOPMENT (HONG KONG) LIMITED
四川綠色藥業科技發展股份(香港)有限公司
271. SILINNO CO., LIMITED
思利諾有限公司
272. SINNOVATIONS INTERNATIONAL LIMITED
273. SINO-AMERICAN MERCK PHARMACEUTICAL (HONG KONG) CO., LIMITED
中美默克藥業(香港)股份有限公司
274. SIRIO INTERNATIONAL LIMITED
仙樂國際有限公司
275. SL PARIS LIMITED
276. SMART SHIRTS LIMITED
新馬服裝有限公司
277. SMART TEAM GLOBAL LIMITED
新城天國際有限公司
278. SMITIFY GROUP LIMITED
279. SOAON LIMITED
旭朗國際有限公司
280. SOJITZ (HONG KONG) LIMITED
双日(香港)有限公司
281. SOUTH PLAN LIMITED
森滙有限公司
282. SPARK INTERIOR DESIGN LIMITED
思柏設計工程有限公司
283. SPEEDY COMMUNICATION INTERNATIONAL LIMITED
迅聲國際有限公司
284. SQUISHSQUASH TECHNOLOGY CO., LIMITED
世瑰時冠科技有限公司
285. SR SINROYAL HK CO., LIMITED
香港群信貿易有限公司
286. SUN SYSTEM INTERNATIONAL LIMITED
太陽國際有限公司
287. SUNLIGHT IMPORT AND EXPORT COMPANY LIMITED
日中天進出口有限公司
288. SWEETFRUIT (HONG KONG) TECHNOLOGY CO., LIMITED
拾味果(香港)科技有限公司
289. TASTER GROUP LIMITED
試味者集團有限公司
290. TASTEWORLD HONG KONG COMPANY LIMITED
嘗食界香港有限公司
291. THE FOOD SOURCE LIMITED
一方食品亞洲有限公司
292. THE FRENCH GIRL URBAN ART LIMITED
293. TIANYUAN PHARMACEUTICAL (HONG KONG) COMPANY LIMITED
天元藥業(香港)有限公司
294. TOPALLIANCE BIOSCIENCES HONG KONG LIMITED
拓普艾萊生物醫藥香港有限公司
295. TOYCLOUD TECHNOLOGY (HONG KONG) COMPANY LIMITED
淘雲科技(香港)有限公司
296. TOYS GALLERY INTERNATIONAL LIMITED
玩具廊國際有限公司
297. TRENDY LANE DOTCOM CO., LIMITED
潮流興有限公司
298. TSH HK TRADE LIMITED
299. UBAY TRADE (H.K.) CO., LIMITED
優倍貿易(香港)有限公司
300. UN HEALTH INDUSTRY GROUP CO., LIMITED
優能健康產業集團有限公司
301. UNI-CHINA (GROUP) CO., LIMITED
建華集團股份有限公司
302. UNIVERSAL LICENSING LIMITED
303. USA JEFT (CHINA) SUPPLIES LIMITED
美國傑夫特(中國)生活用品有限公司
304. VANITY BAG MANUFACTORY LTD
雲地利袋廠有限公司
305. VIMO WORKS LIMITED
306. VITA HOPE HOLDING LIMITED
明希健康香港有限公司
307. VOLTIZER TECHNOLOGY HK LIMITED
308. VWINTECH CO., LIMITED
309. WEALTHY & BOOMING TRADE CO., LIMITED
香港鴻裕貿易有限公司
310. WIN WIN METAL PRODUCT FACTORY LIMITED
宏昇五金製品有限公司
311. WINGS PHARMACEUTICAL LIMITED
保信行藥業有限公司
312. WONDERWALL (F.E.) LIMITED
313. WRISTCHECK EXCHANGE LIMITED
314. WUI YUEN LOONG (HONG KONG) COMPANY LIMITED
香港匯源龍有限公司
315. YARUI INTERNATIONAL LIMITED
雅瑞國際有限公司
316. YAT SUM TRADING COMPANY
一森貿易公司
317. YICK KEE BALANCED TEA LIMITED
益記八寶堂有限公司
318. YONGNENG INDUSTRIAL (HONG KONG) INTERNATIONAL LIMITED
永能實業(香港)國際有限公司
319. YORK OVERSEAS LIMITED
320. YOUR FOOD SHOP
滾水6腳
321. YUANFENG GROUP GLOBAL PURCHASE LIMITED
遠豐集團全球購有限公司
322. YUBAI BIOTECHNOLOGY LIMITED
昱白生物(香港)有限公司
323. YUEN HANG FOOD LIMITED
元亨食品有限公司
324. YUNH INTERNATIONAL TRADING LIMITED
雲匯國際貿易有限公司
325. ZENSTECH LIMITED
三耀創新科技有限公司
326. ZHICHENG PERSONAL CARE PRODUCTS (HK) LIMITED
至誠個人護理品(香港)有限公司
327. ZHONGKE GUOSI BIOTECHNOLOGY CO., LIMITED
中科國思生物科技有限公司
328. ZHONGSHENG INTERNATIONAL TRADE HONG KONG LIMITED
中晟國際貿易香港有限公司
329. ZOUJI AND YUNNAN TEA COMPANY LIMITED
鄒記不熟不飲有限公司
330. ZUNSE (HK) TECHNOLOGY CO., LIMITED
尊色(香港)科技有限公司

Join Us
成為我們的會員



Industry Promotes Customer-Centric Approach: **80 Companies** Awarded

業界推動好客之道 80間企業獲殊榮



The industry is actively promoting “Customer-Centric” approach. While upholding a “customer-first” philosophy, businesses can also participate in the “**Consumer Caring Scheme**” to promote their customer-care values to consumers. In 2024, 80 companies are committed to consumer caring approach, and are recognized as Consumer Caring companies! This year marks the 15th anniversary of the Scheme, which will continue to help businesses promote their positive brand image and build consumer confidence.

業界正積極推動「好客之道」，企業在業務上以客為先的同時，亦可透過參加「貼心企業嘉許計劃」，向消費者宣揚您的貼心理念。於2024年，就有80間企業致力於業務上實踐以客為先，成為貼心企業！計劃今年踏入15周年，將繼續幫業界宣揚貼心形象，建立消費者信心。

Learn more
了解更多



80 Awarded Companies at a Glance 一覽80間獲嘉許的企業

(arranged in alphabetical order according to company name 按公司名稱英文字母排序)

10 Years+ Recognition 「十年+賞」



10 Years Recognition 「十年賞」



5 Years+ Recognition 「五年+賞」



5 Years Recognition 「五年賞」



2 Consecutive Years or Above 連續兩年或以上的貼心企業



New Awardees 新入選企業



GS1 HK Calendar

15 APR

Environment and Conservation Fund: "Green Product Packaging Workshop" of Product Package Recycling Programme
環境及自然保育基金資助：產品包裝回收計劃「綠色產品包裝工作坊」

24 APR

Seminar: AI Robots in Live-streaming
Creating personalized customer experiences
研討會：AI機械人幫您直播帶貨
打造個性化客戶體驗

13 - 14 MAY

Supply Chain Certification Course:
SCM 5.0 - A Green Supply Chain - Shifting from Digitalisation to Sustainability
供應鏈認證課程：SCM 5.0 - 綠色供應鏈，從數碼化到可持續發展

15 MAY

Environment and Conservation Fund: "New Retail! Naked Shopping! Workshop" of Product Package Recycling Programme
環境及自然保育基金資助：產品包裝回收計劃「如何實踐裸賣工作坊」

Training: Learn GS1 DataMatrix Standards and Application on Pharmaceutical Products
培訓：了解GS1 DataMatrix標準及於藥物上的應用

22 MAY

Seminar: Stores, Companies, and Factories using ESG: Experts share Energy-saving Tips
研討會：店舖、公司、廠房巧用ESG專家教您慳電大法

23 MAY

Networking Event: Innovating Apparel - Where Technology Meets ESG
聯誼活動：為服裝帶來創新 - 將科技與ESG融合

26 - 27 MAY

E-commerce & Supply Chain Management Course
電商及供應鏈管理課程

5 - 6 JUN

Business Digital Transformation (Introductory) Course
企業數碼轉型課程

12 - 13 JUN

Certification Course: The Present and Future of Smart and Green Logistics (Government-funded Programme)
證書課程：智慧及綠色物流的現在與未來

19 JUN

Healthcare Training: Unique Device Identification (UDI) for Medical Devices
醫療培訓：於醫療用品上應用醫療器械唯一標識(UDI)

26 JUN

Seminar: Cross-Functional Teams Enhance Supply Chain Management Efficiency
研討會：跨職能團隊提升供應鏈管理效能

Upcoming Events
即將舉行的活動



Supporting Businesses to Enhance Traceability 協助企業提升可追溯性

Traceability is the key to enable sustainability & efficiency. Businesses are enhancing their traceability practices via trainings & standard-based solutions:

可追溯性是實現可持續發展和提升效率的關鍵。企業正在透過培訓和建基於標準的方案，提升其可追溯性：



1. Training 培訓

DKSH prioritizes traceability & authenticity to ensure patient safety and uphold regulatory compliance.

GS1 HK **customized corporate training** for them, covering traceability and authenticity in the healthcare sector.

香港大昌華嘉(DKSH)一向注重產品的可追溯性和真確性，確保病患安全、符合監管要求。GS1 HK為他們提供**度身訂造的培訓課程**，涵蓋醫療保健產業的產品追溯和真偽驗證等。

Learn more
閱讀更多



2. Solutions 方案

Crown Gas Stoves (CGS) leveraged QR codes with GS1 Digital Link to enable product traceability. Consumers in Hong Kong and overseas can also scan 1QR to access product information, **like serial number, quality inspection results**, etc.

皇冠爐具(CGGS)透過以「GS1 Digital Link」標準為基礎的二維碼，實現產品追蹤溯源的同時，讓香港及海外消費者都可掃描該碼、於「1QR」平台上瀏覽產品資訊，如**產品序號、品質檢測**等。

Learn more
閱讀更多



Contact us to learn more

聯絡我們了解更多

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貼心企業嘉許計劃 宣揚品牌好客之道



「貼心企業」
Consumer
Caring 2025
By GS1 Hong Kong 香港貨品編號協會

以消費者為中心
關愛員工
追求品質
信守承諾

聯絡我們了解更多

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