# *Powering* NEXT

**Generation Business**

**Data, Trust, Sustainability**

GS1®
**Hong Kong**



**Annual Report 2024**

# 35 Years
## Transformed

## A New Chapter Begins

- Think Global, Act Local
- Connecting Stakeholders Worldwide
- Creating Opportunities

GS1
Hong Kong

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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, enable ESG, 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、支援實踐ESG、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**<br>食品及零售 | FDA | European Commission | The Consumer Goods FORUM / GFSI | FIA FOOD INDUSTRY ASIA |
| **Healthcare**<br>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**<br>運輸及物流 | World Customs Organization / Organisation Mondiale des Douanes | IATA | | APMEN Operational Center 亞太示範电子口岸网络运营中心 | |
| **ICT**<br>資訊及通訊科技 | ISO | W3C | AUTO-ID LABS | CEN CENELEC | |
| **Cross-border Trade**<br>跨境商貿 | ABAC APEC Business Advisory Council | ADB ASIAN DEVELOPMENT BANK | APEC Asia-Pacific Economic Cooperation | pbec Pacific Basin Economic Council | FIGHT THE FAKES ALLIANCE |
| | International Chamber of Commerce | International Trade Centre | OECD BETTER POLICIES FOR BETTER LIVES | WORLD TRADE ORGANIZATION | UN trade & development |
| **Financial Services**<br>金融服務 | IFRS | | **Construction**<br>建造業 | buildingSMART International | |

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# TODAY'S GS1 HONG KONG
# 香港貨品編碼協會概況

**Serving Hong Kong for**
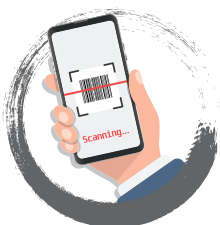## 36 years
服務香港36年

**Supporting**
## 8,000+
**corporate members**
支援8,000+名企業會員

**Annual barcode scan**
## >3.5 billion
每年的條碼掃描次數＞35億次
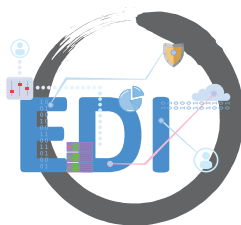
**Annual EDI transactions**
## >24 million
每年電子數據交易＞2,400萬宗

## 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 **Top3** 中式快餐連鎖集團使用 **GS1系統** 處理採購訂單

# OUR MEMBERSHIP
# 會員概況

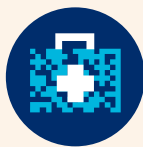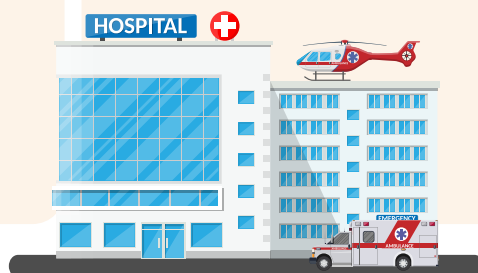**More than 85% of our members are SMEs. GS1 HK supports companies big or small to raise competitiveness and realise success.**

**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, 2024 截至2024年12月31日止)

34%
Food & Beverages
食品及飲品

23%
Personal care, Beauty, Healthcare & Drugs
個人護理、美容、醫藥及保健品

4%
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

20%
Household Goods
家居用品

## Membership Distribution by Major Market Location
## 會員分佈 以主要銷售市場劃分
(as of 31 Dec, 2024 截至2024年12月31日止)

36%
Hong Kong
香港

22%
China
中國內地

6%
Others
其他

11%
Europe
歐洲

12%
Asia
亞洲

12%
USA/Canada
美國/加拿大

# CHAIRMAN'S MESSAGE
# 主席的話

$\mathcal{I}$ am delighted to present my first Chairman's message as GS1 Hong Kong begins a new journey, following the conclusion of its 35th anniversary celebrations. I would like to express my gratitude to my predecessors, especially May, the immediate past chairman, as well as my fellow Board members and the GS1 Hong Kong management team, for their great contributions to making GS1 Hong Kong what it is today.

## Barcode, Connecting the Past & Future
On reflection of GS1 Hong Kong's remarkable 35-year journey, I am filled with great pride. GS1 barcode, started as a way to speed up grocery check-out, has since modernized retail and grown into a suite of solutions and services that transform many industries.

Today, our thriving community of over 8,000 members underscores the enduring impact of our standards and collaborative approach.

Recognised by the BBC as "one of the 50 things that made the world economy", GS1 barcode standard has remained just as relevant, as we continue to innovate and introduce 2D barcodes, helping business navigate digital transformation, meet ESG requirements, and satisfy consumer demands for transparency.

## Evolving with the Times
The 2D barcode standard gained traction last year, with 26 leaders from some of the world's biggest companies signing a global joint statement, calling for the transition to QR Codes with GS1 Digital Link standard to revolutionise the consumer experience. Signatories included Alibaba.com, AS Watson, Carrefour, IGA, JD.com, JM Smucker, Mondelēz, Lidl, L'Oréal, Nestlé, P&G, etc.

香港貨品編碼協會(GS1 HK)的35周年慶典剛完滿結束，我很榮幸能適逢其會，並成為新一任主席。感謝各位前主席，包括前任主席May、各董事局成員，以及香港貨品編碼協會(GS1 HK)管理團隊的貢獻，為GS1 HK奠定了堅實的基礎，達致今天成就。

## 條碼 ─ 延續過去 創新未來
回顧GS1 HK三十五載的非凡歷程，我對於能夠親身見證亦深表自豪。GS1條碼一開始是用來加快結帳速度，其後引領零售業現代化，並發展出一系列方案及服務，為各行業帶來變革。

我們今天能發展出一個8,000多名會員的社群，正好突顯GS1標準和協作方式，持續為社會帶來深遠的影響。GS1條碼被英國廣播公司（BBC）稱為「50件塑造全球經濟事件」之一，至今仍具重要意義。我們銳意創新並推出二維碼，協助企業應對數碼轉型，配合環境、社會和企業管治（ESG）的發展，並回應消費者對透明度的需求。

## 與時並進
GS1二維碼標準於去年取得重大進展，全球26家跨國巨企的領袖共同簽署了一份全球聯合聲明，呼籲企業轉用加入GS1 Digital Link標準的QR碼，以革新消費者體驗。聯署人包括阿里巴巴、屈臣氏集團、家樂福（Carrefour）、IGA、京東集團、JM Smucker、Mondelēz、Lidl、L'Oréal、雀巢、P&G等。

在本地市場，GS1 HK亦推出了會員免費的「1QR」平台，助企業提升產品透明度，讓消費者只需透過智能手機輕鬆掃描，即可取得大量可靠的產品資訊。品牌可以透過展示證書認證來增強消費者信任及忠誠度、帶動O2O零售、展示可持續發展的承諾、透過掃描活動獲得市場洞見等。

# MR. ROY NG
# 伍 俊 達 先 生

Locally, GS1 HK launched 1QR, a complimentary QR code service for our members, allowing consumers' access to a wealth of trusted information via a simple mobile phone scan. Brands can build confidence and loyalty by showcasing certifications, connect online/offline retail, demonstrate sustainability claims, and gather insights of scan activities.

## Extending beyond Hong Kong

GS1 Hong Kong's 2D barcode footprint extends far beyond Hong Kong. Co-leading the China Industrial Internet Identification Resolution Infrastructure project funded by the Chinese authority, we successfully connected our 1QR platform to the infrastructure in China, and interchanged GS1 keys with the Industrial Internet Identifiers. This facilitates product traceability across the cross-border supply chains.

GS1 Hong Kong also took part in the Asian Development Bank-sponsored Carbon Tracking Project, evaluating emissions across Sri Lanka's apparel and textile industry supply chain, from manufacturing to dispatch to European Union's (EU) countries. To prepare for upcoming regulations like the EU's Digital Product Passport, which mandates products to display sustainability data, we helped build a sandbox that used GS1 QR codes to capture and share ESG data, supporting businesses to meet such regulatory requirements.

## Continuing Our Innovation Journey

Going forward, innovation will be at the heart of everything we do. Of course, we will face hurdles along the way – the geopolitical tensions, economic decoupling, climate disruptions - but that should not stop us from trying new things and creating exciting ideas.

Through innovations in barcodes, digital trade community platform, smart traceability and sustainability solutions, GS1 Hong Kong will continue to empower companies to 'Go Digital, Go Green' - embracing digital transformation and sustainability.

"Innovation is the spark. Digital Transformation is the flame, and an everlasting journey." I look forward to working with all of our stakeholders as we seek to build on the past successes and forge ahead, which I am certain it will be an exciting, innovative and rewarding journey.

## 走出香港 跨越界限

GS1 HK的二維碼足跡亦已跨出本港。由內地當局資助、GS1HK有份主導的「粵港工業互聯網標識解析服務」基建項目，成功將GS1 HK的1QR平台與中國基建系統對接，並實現ＧＳ１標識與中國工業互聯網標識之間互通。這有助促進由生產、運送到消費者的跨境供應鏈的產品追溯，確保產品高度透明，進一步增強消費者的信任。

此外，GS1HK亦參與亞洲開發銀行（ADB）資助的碳追蹤項目，評估斯里蘭卡服裝和紡織業從生產到出口至歐盟國家整個供應鏈過程中的碳排放量。為配合未來如歐盟數碼產品護照（DPP）等的監管需求，我們協助建立了一個沙盒實驗環境，在供應鏈每個環節獲取並共享ESG數據，並以 GS1 QR碼去展示其可持續發展的實證。

## 延續創新之旅

展望未來，「創新」將繼續為我們領航，為每項計劃倍添價值。前路或許障礙重重 - 地緣政治緊張局勢、經濟脫鈎、氣候突變干擾等 — 但這都無阻我們勇於嘗試、積極創新的熱情。

GS1 Hong Kong將憑藉多元化的創新發展，包括條碼、數碼商貿社群平台、智慧追蹤溯源和可持續發展方案，繼續為企業增添「Go Digital、Go Green」的動力，投入未來數碼轉型及可持續發展。

「創新的火花燃點數碼轉型，照耀生生不息的道路。」我期望與所有持份者昂首闊步，秉承過去的輝煌成就，共同邁向更精彩、創新、豐盛的未來！

*The* past year marked a key milestone as GS1 Hong Kong celebrated 35 years of history, having empowered business growth and driving industry transformation since 1989. Despite the changing times, our mission has remained steadfast: to facilitate information connectivity across local, regional, and global supply chains through our extensive portfolio of solutions and services, continually powering the next generation of business, where "Digitalisation", "Data", "ESG" will take centre stage.

### 35 Years Along, Infinite Opportunities Ahead

To commemorate our shared journey, we organised a series of 35th Anniversary activities, inaugurated by our 35th Anniversary Gala Dinner themed "Dazzling Hong Kong", joined by over 600 guests.

A book named "From Zero to +01" ("從零到+01") was published to inform and inspire the community and the young, about the significant impact of global standards on Hong Kong's economy – from the introduction of global barcodes in Hong Kong that revolutionised retail industry, to the development of EDI platform that empowered digital trade, and the enhancement of supply chain management that supported businesses digital transformation.

With an aim to nurture local IoT talents, we organised our first-ever IoT Data Hackathon in collaboration with Cyberport and Hong Kong Science and Technology Park, attracting over 80 teams from universities and industries, and supported by more than 20 mentors and senior executives.

As the host of Healthcare Strategy Roadshow and GS1 Asia Pacific Regional Forum 2024, we welcomed over 150 delegates from GS1 Global & 16 Asia-Pacific economies to share their best practices and regional priorities.

過去一年是香港貨品編碼協會（GS1 HK）成立35週年的里程碑，標誌我們自1989年以來持續為企業推動增長、促進各行業轉型。

時代變遷，但我們的使命始終如一：透過本會多元化的解決方案和服務，促進本地、區域性和全球供應鏈的訊息互聯互通，讓企業躍進新時代、抓緊新商機。

### 延續三十五載情，共創無限新里程

為紀念本會與業界及商界一直風雨同路、並肩前行，我們舉辦了一系列35週年慶祝活動，先以「璀璨香江」為主題的35週年晚宴揭開序幕，吸引超過600位嘉賓親臨慶賀。

我們同時出版了「從零到+01」書籍，旨在讓普羅大眾和年輕一代了解全球標準對香港經濟的重大影響—從香港引入全球條碼徹底改變零售業，到開發電子數據交換平台促進數碼貿易，以及強化供應鏈管理、支持企業數碼轉型—從而為各界帶來啟發。

為培育本地物聯網人才，我們與數碼港及香港科技園攜手、舉辦首屆「物聯網數據黑客松」（IOT Data Hackathon），吸引超過80支來自大學及業界的隊伍參與，並獲逾20位導師及資深行政人員鼎力支持。

本會作為去年「Healthcare Strategy Road-show」和GS1亞太區論壇2024的主辦單位，獲超過150位來自GS1全球組織和16個亞太經濟體的代表蒞臨本港聚會交流，討論區內發展項目及最佳實踐案例、相互借鑒。

# MS. ANNA LIN, MH, JP, FCILT, FHKIM
# 林潔貽女士 MH, 太平紳士, FCILT, FHKIM

The GS1 HK Summit 2024 had drawn close to 650 cross-industry delegates from around the region joining in-person, where the first "Digital Transformation Awards" presentation ceremony took place and 23 awards were presented to companies that have successfully implemented digital transformation initiatives.

We have also created an interesting video campaign on NowTV, highlighting the benefits of barcodes & QR codes powered by GS1 to the society, while our anniversary celebrations concluded with a Finale Cocktail attended by hundreds of guests.

Coinciding our anniversary marked the 50th anniversary of the world's first barcode scan, ushering in a new era underpinned by the emergence of 2D barcodes.

## Powering NEXT Generation Business with Digital Product Info

In the ever-changing market characterised by purpose-driven, digitally-savvy consumers, it is essential to meet their expectations on transparency, traceability, and sustainability.

Like our global counterparts, GS1 HK has been accelerating the industry adoption of 2D barcodes, which hold more digital product information than traditional barcodes. We have established "2D Barcode Industry Task Force", to identify key factors for local adoption and develop a roadmap for implementation at retail points of sale.

Hong Kong companies have been supportive of the initiative. In 2023/24, over 1,500 members are already using GS1 HK's "1QR", the 2D barcode built on GS1 Digital Link standard. It enables businesses to effectively communicate product information to consumers while enhancing product visibility and engagement.

To add further value to our members, last year we launched BarcodePlus 3.0, an upgraded version of our product and location data repository. Keeping record of 17.9 million

GS1 HK高峰會 2024吸引近650位來自區內不同界別的代表親臨現場參與，會上更舉辦首屆「數碼轉型大獎」頒獎典禮，向成功推行數碼轉型項目的企業頒發了共23個獎項。

我們亦製作了一系列有趣貼地的宣傳片於NowTV上播放，講解GS1條碼和二維碼為社會帶來的神益；數以百計的嘉賓出席誌慶壓軸酒會，為35週年慶劃上完美句號。

適逢本會週年慶是全球首個條碼掃描的50週年，正好標誌著條碼演變進入新紀元。

### 產品數碼資訊 驅動新世代商業模式

現今消費者大多精通數碼科技、並著重社會價值，企業需滿足他們對產品透明度、可追溯性及可持續性的期望，方能脫穎而出。

GS1HK與全球分會的目標一致，正加速推動業界採用可儲存更多產品數碼資訊的二維碼。本會成立「二維碼行業工作小組」（2D Barcode Industry Task Force），以分析本地持份者的考量及關注，並制訂出零售點應用的路線圖。

本地企業對此倡議一直表現積極支持。在2023/24年度內，約有五分之一本會會員採用了 GS1 HK的「1QR」、即加入GS1 Digital Link標準的二維碼。企業以此方案能更有效地向消費者傳達產品資訊，同時增加產品曝光及消費者互動。

此外，我們推出了升級版的產品和位置數據庫BarcodePlus 3.0平台，為企業會員增值。平台記錄1,790萬個產品GTIN，具有新用戶界面、

product GTINs, the portal features a new user interface, simplified data entry and analytics of customer digital footprints on the 1QR platform – providing businesses with actionable insights.

Digital product information is crucial for patient safety too. To track and trace the large volume of pharmaceutical products, the local healthcare authority has confirmed to include the adoption of GS1 DataMatrix (2D Barcode for healthcare) on drug packaging in its new tender document with effect from August 2024. GTIN, batch/lot number, expiration date/ best before date are required in the GS1 DataMatrix to fulfil medicine traceability, ultimately ensuring patient safety.

### Offering NEXT Level of Data Service
Data is not just the new oil, it fuels innovation and business growth. Our flagship B2B e-commerce community platform ezTRADE, which supports more than 24 million electronic data exchange every year, has been enhanced with additional functionalities that further streamline the trade processes, augmented with a new data warehouse for comprehensive analytics capabilities.

In 2023/24, GS1 Hong Kong continued to serve as the Global Technology Partner of the HK-based, world's largest international health & beauty retailer for enhancing its Supplier Portal solution, and successfully developed a Supplier Portal for one of the largest convenience stores in Hong Kong, to support its communications and management with its supplier community.

### Supporting the NEXT Priority on the ESG Agenda
As the HKSAR Government unveils roadmap for sustainability disclosure, companies are preparing to address the more complex Scope 3 requirements. That involves closer collaboration among trading partners to measure, manage and share information about products from their raw material sources through to production, consumption, disposal and beyond.

簡化數據輸入和1QR平台上客戶數碼足跡的分析——為企業提供可付諸實行的分析洞見。

產品數碼資訊對病人安全亦至關重要。為更有效追蹤大量藥品,本地醫療監管機構已確認將於2024年8月起,在其最新藥品招標文件內要求供應商在藥品包裝上採用 GS1 DataMatrix條碼。條碼內需載有GTIN、批次/批號、生效日期/最佳使用日期等資訊,以達致藥品追溯,最終確保病人安全。

### 提供新一代數據服務
數據不僅是新時代的石油,更是推動創新及業務增長的重要動力。本會B2B電子商務社群平台ezTRADE,每年除支援超過2,400萬次電子數據交換外,現更新增多項功能,進一步精簡貿易流程,並增設全新數據庫,提供更全面的數據分析能力。

於2023/24年度,GS1 Hong Kong繼續擔任總部位於本地、全球最大國際保健及美容零售商的科技合作夥伴,協助其提升供應商平台(Supplier Portal)功能,並為全港其中一家最大的便利店成功開發出供應商平台,支援其與供應商夥伴間的溝通及管理。

### 助達成下一階段的ESG目標
隨著香港特區政府公佈《香港可持續披露路線圖》,企業正積極準備應對更為複雜的「Scope 3」要求(即機構上下游活動所產生的間接碳排放)。這需要貿易夥伴間共同協作,追蹤及分享產品從原材料來源到消費、廢物處置及其他相關資訊,才可建立可持續供應鏈。

GS1 HK於此扮演重要角色,協助企業達成其ESG目標:
- 開發ESG數據共享方案,助企業管理供應鏈「Scope 3」的數據
- 與行業協會及商業夥伴緊密合作

# MS. ANNA LIN, MH, JP, FCILT, FHKIM
# 林潔貽女士 MH, 太平紳士, FCILT, FHKIM

GS1 plays a vital role in this by enabling businesses to advance their ESG agendas, through:
- Developing ESG data-sharing solutions to support Scope 3 supply chain enablement
- Collaborating with industry associations and business partners
- Providing training, seminars and workshops
- Implementing an ESG recognition scheme and awards

We helped members, including a fast-food restaurant chain and a renowned Italian dessert outlet, in reducing food wastage and ingredient loss by implementing GS1 HK's Smart Operations solution, achieving reductions of up to 10% in food losses along with other cost-savings and more efficient processes.

Our track-and-trace platform ezTRACK provides real-time visibility, laying the groundwork for agile global supply chains while supporting ESG data reporting and sustainability compliance.

We also introduced the "Quality Food Scheme ESG" to recognise companies that provides safer, healthier, and more sustainable food choices, evaluating them based on GS1 Global Traceability Standards, UN Sustainable Development Goals, and MSCI ESG indexes. In its inaugural year, 17 enterprises received accolades for their outstanding ESG practices and commitment to food traceability and safety.

### Embarking on our NEXT Chapter
As I reflect on 35 years of innovation and collaboration, I feel deeply honoured to be on this challenging yet rewarding journey together. My deepest gratitude to our members, Board of Directors, Advisory Committee members and partners for the staunch support. Together, we have left a lasting imprint on the business environment, helping businesses grow, evolve, adapt, and thrive.

The years have flown by in the blink of an eye, but a new chapter together has only just begun. Let's strive for a brilliant future for many more years to come!

- 提供培訓、研討會及工作坊
- 推行ESG認證計劃及獎項

我們與香港其中一家最大型的公共事業機構合作，監察能源使用情況，識別營運流程中可減少碳足跡的地方。此外，我們亦協助不同會員，包括一家連鎖快餐品牌及一家知名意大利甜品店，透過採用GS1 HK智慧營運方案，減少食品浪費及原料損耗，令食品損耗減少最多達10%，同時降低成本並優化營運效率。

我們的追蹤溯源平台ezTRACK提供實時數據，為達致靈活的全球供應鏈奠定基礎，同時支援ESG數據報告及可持續發展的合規要求。

本會亦推出「優質食品計劃ESG」，表彰提供更安全、更健康、更可持續食品選擇的企業，評估標準涵蓋GS1全球可追溯性標準、聯合國可持續發展目標及MSCI ESG指數。在首屆計劃中，共有17家企業因其卓越的ESG表現，以及對食品可追溯性和安全的承諾而獲得殊榮。

### 邁向下一個新篇章
回顧過去35年的創新與合作歷程，我非常榮幸與各界共同走過這段充滿挑戰但意義非凡的旅程。衷心感謝一眾會員、董事局成員及合作夥伴多年堅定支持，就讓我們繼續攜手並進，塑造更佳的營商環境，協助企業成長、演進、適應市場需求並蓬勃發展。

歲月如梭、轉眼35載，我相信新篇章才剛開展，期待與各位邁向更輝煌未來！

# 35th Anniversary
## CELEBRATION ACTIVITIES
### 35周年 慶祝活動

A series of activities were organised to commemorate and celebrate GS1 HK's 35 years of excellence. We are honored to have the staunch support of our members, the HKSAR Government, industry organisations and partners, who have motivated us to continuously excel and carry on our innovation journey.

為慶祝本會35年的非凡歷程，我們特別舉辦連串活動，榮幸能獲得會員、特區政府、業界機構及合作夥伴等不同單位的鼎力支持，讓我們承先啟後，延續創新之旅。

**35th Anniversary Gala Dinner & Awards Presentation Ceremony of the 13th Consumer Caring Scheme**
**35週年晚宴暨第十三屆「貼心企業嘉許計劃」頒獎典禮**

15 March, 2024

## Networking Activities 聯誼活動

**Award Presentation Ceremony of the 1st Digital Transformation Awards**
首屆「數碼轉型獎」頒獎典禮

**Entering into a**
# NEW MILESTONE TOGETHER
與大家邁向新里程

# *Congratulatory*
## MESSAGES 賀辭

Upon embarking our new chapter after 35 years, we owe a great deal to the invaluable support from a wide range of stakeholders. We are deeply grateful for the expertise and collaboration provided by government bodies, industry associations, and academic institutions alike. These vital partnerships have been instrumental in furthering our shared goals of building a sustainable future.

本會在跨越35年、展開新篇章之際，必須向各界持份者表示感謝，包括政府各部門、行業協會以及學術機構所提供的專業知識及緊密合作機會。這些重要夥伴關係對建立可持續的未來起了關鍵作用。

**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

香港貨品編碼協會三十六周年誌慶

科研卓越
績效斐然

政務司司長陳國基

香港貨品編碼協會三十六周年誌慶

貨通四海
利澤萬商

財政司司長陳茂波

香港貨品編碼協會三十六周年誌慶

和通百業
廣拓商機

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

**Prof. the Hon. Sun Dong, JP**
孫東教授, 太平紳士

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

香港貨品編碼協會三十六周年誌慶

研科匯智
興業裕民

環境及生態局局長謝展寰

香港貨品編碼協會三十六周年誌慶

宏通商貿
智創新天

商務及經濟發展局局長丘應樺

香港貨品編碼協會三十六周年誌慶

智弘科技
力締商機

創新科技及工業局局長孫東

## Policy Bureaux
## 決策局

## Members of the Executive Council and Legislative Council
## 行政議員及立法會議員

**The Hon. Mable Chan, JP**
陳美寶女士，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

**The Hon. Andrew Leung
Kwan-yuen, GBM, GBS, JP**
梁君彥議員，大紫荊勳賢，
GBS，太平紳士

The President,
Legislative Council
The Government of HKSAR
立法會主席
香港特別行政區政府

**The Hon. Mrs. Regina Ip Lau
Suk-yee, GBM, GBS, JP**
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

香港貨品編碼協會三十六周年誌慶

貨流通暢
商貿興騰

運輸及物流局局長陳美寶

香港貨品編碼協會三十六周年誌慶

助推廣編碼
益環保

中華人民共和國香港特別行政區
立法會主席梁君彥

香港貨品編碼協會三十六周年誌慶

助企創新
立標桿

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**
林健鋒議員, 大紫荊勳賢,
GBS, 太平紳士

Member, Executive Council
and Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府

**The Hon. Tommy Cheung Yu-yan, GBM, GBS, JP**
張宇人議員, 大紫荊勳賢,
GBS, 太平紳士

Member, Executive Council
and Legislative Council
The Government of HKSAR
行政會議成員暨立法會議員
香港特別行政區政府

**The Hon. Frankie Yick Chi-ming, GBS, JP**
易志明議員, GBS 太平紳士

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

香港貨品編碼協會三十六周年誌慶

編碼群策
利惠工商

行政會議成員暨立法會議員　林健鋒　大紫荊勳賢 GBS 太平紳士

香港貨品編碼協會三十六周年誌慶

業盛譽隆

行政會議成員暨立法會議員　張宇人　大紫荊勳賢 GBS 太平紳士

香港貨品編碼協會三十六周年誌慶

匯賢聚智
廣拓商機

立法會議員易志明 GBS 太平紳士

## Members of the Executive Council and Legislative Council
## 行政議員及立法會議員



**Dr. the Hon. Elizabeth Quat, SBS, JP**
葛佩帆議員, SBS, 太平紳士

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



**Ir. Dr. the Hon. Lo Wai-kwok, GBS, MH, JP**
盧偉國博士工程師, GBS, MH, 太平紳士

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



**The Hon. Jimmy Ng Wing-ka, BBS, JP**
吳永嘉議員, BBS, 太平紳士

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

香港貨品編碼協會三十六周年誌慶

弘科倡業
廣拓商機

立法會議員葛佩帆 GBS 太平紳士

It is my great pleasure to congratulate GS1 Hong Kong on the successful release of the Annual Report 2024.

In the dynamic and constantly changing world of technology and innovation, GS1 Hong Kong is dedicated to fostering sustainable business practices and innovation. The roadmap outlined in "Go Digital • Go Green" is a visionary approach that promises sustainable growth and environmental stewardship. I believe the collective expertise and passion of GS1 Hong Kong will continue to ignite new ideas, foster cooperation, and drive us towards a brighter tomorrow. 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)**

香港貨品編碼協會三十六周年誌慶

科技力量
利惠工商

立法會議員吳永嘉 BBS 太平紳士

**The Hon. Mr. Peter SHIU Ka-fai, BBS, JP**
邵家輝議員, BBS, 太平紳士

Member of CPPCC National Committee
全國政協委員
Legislative Council Member
The Government of HKSAR
立法會議員
香港特別行政區政府

**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

**Mr. Chan Tsz-tat, CDSM**
陳子達先生, CDSM

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

香港貨品編碼協會三十六周年誌慶

科研領進
匡導工商

全國政協委員
立法會議員 邵家輝議員 BBS 太平紳士

香港貨品編碼協會三十六周年誌慶

開創無限
科技躍進

立法會議員邱達根

香港貨品編碼協會三十六周年誌慶

範率百業
譽揚四方

海關關長陳子達

# Principal Officials, Officials of Directorate and other Officials
## 主要官員、首長及其他官員

**Mr. Tony Wong Chi-kwong, JP**
黃志光先生, 太平紳士

Commissioner for Digital Policy
The Government of HKSAR
數字政策專員
香港特別行政區政府

**Mr. Ivan Lee Kwok-bun, JP**
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

**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

香港貨品編碼協會三十六周年誌慶

創展新圖興百業
弘科碩劃惠工商

數字政策專員黃志光

香港貨品編碼協會三十六周年誌慶

貨通物達
工茂商興

創新科技署署長李國彬先生

香港貨品編碼協會三十六周年誌慶

興商速貿
共創新機

投資推廣署署長劉凱旋女士

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**Mr. Aaron Liu Kong-cheung, JP**
廖廣翔先生，太平紳士

Director-General of Trade
and Industry
he Government of HKSAR
工業貿易署署長
香港特別行政區政府

香港貨品編碼協會三十六周年誌慶

編碼立範
通商惠工

工業貿易署署長廖廣翔

## GS1 Hong Kong Board Representative Organisations
## 香港貨品編碼協會董事局代表機構

**Dr. Wingco Lo, BBS, JP**
盧金榮博士, BBS, 太平紳士

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

香港貨品編碼協會三十六周年誌慶

以科技為動力
共謀綠色發展

香港中華廠商聯合會會長盧金榮博士敬賀

香港貨品編碼協會三十六周年誌慶

貨通寰宇
科技興商

香港工業總會主席　莊子雄先生　敬賀

香港貨品編碼協會三十六周年誌慶

數碼轉型
綠色共贏

香港服務業聯盟執行委員會主席唐偉邦先生

**Ms Agnes Chan, BBS**
陳瑞娟女士, BBS

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

**Mrs. Annie Yau Tse, JP**
謝邱安儀女士, 太平紳士

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

香港貨品編碼協會三十六周年誌慶

聯通世界
富業興商

香港總商會主席陳瑞娟敬賀

香港貨品編碼協會三十六周年誌慶

協同奮進
卓績弘彰

香港零售管理協會主席謝邱安儀女士

香港貨品編碼協會三十六周年誌慶

數碼創新　與時俱進
永續發展　行穩致遠

香港紡織業聯會有限公司主席羅正杰先生

**Mr. Simon Wong, BBS, JP**
黃家和先生，銅紫荊星章，太平紳士

President
**Chamber of Food & Beverage Industry of Hong Kong**
會長
**香港食品及飲品行業總會**

香港貨品編碼協會三十六周年誌慶

嘉猷續獻
開拓新機

黃家和教授 BBS JP
香港食品及飲品行業總會主席

**Mr. Ken Chung Hung-hing, FCILT**
鐘鴻興先生

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

香港貨品編碼協會三十六周年誌慶

貨品編碼擴科技
永續優質顯安全

鐘鴻興先生 主席
香港物流商會

**Ir. Prof. Sam Chow Man-sang, FCILT**
周文生教授工程師，FCILT

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

香港貨品編碼協會三十六周年誌慶

編碼利百業
數據通萬商

周文生教授工程師
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**
主席
**香港中華總商會**

香港貨品編碼協會三十六周年誌慶

推陳致新
輔商弼工

蔡冠深博士 GBM GBS BBS, JP
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**

香港貨品編碼協會三十六周年誌慶

數碼揚帆啟新程
綠色未來齊共創

黃鳳嫻女士
消費者委員會 總幹事

---

**Mrs. Grace Tse, MH**
謝景霞女士, MH

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

香港貨品編碼協會三十六周年誌慶

聯 通 商 界
鑄 就 永 恆

謝景霞女士, MH
香港化粧品同協業會 會長

---

**Dr. Charleston Sin**
冼超舜博士

President
**eHealth Consortium**
主席
**電子健康聯盟**

香港貨品編碼協會三十六周年誌慶

卓 越 智 慧
耀 眼 成 就

冼超舜博士
電子健康聯盟 主席

---

**Ir. Allen Yeung, JP**
楊德斌工程師, 太平紳士

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

香港貨品編碼協會三十六周年誌慶

編碼連世界，智慧創未來，
GS1再接再厲，共創輝煌！

楊德斌工程師，太平紳士
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**

香港貨品編碼協會三十六周年誌慶

回首以往风雨兼程硕果累累
展望未来创新发展更铸辉煌

馬仁洪先生
廣東省物流行業協會　马仁洪

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**Ar. Ada Fung, BBS**
馮宜萱教授建築師, BBS

Founding Chairman
**Hong Kong Alliance of Built Asset & Environment Information Managemetn Associations**
創會會長
**香港建設資產及環境信息管理聯盟**

香港貨品編碼協會三十六周年誌慶

綠色科技展創意
智能商貿業昌隆

馮宜萱教授建築師、BBS
香港建設資產及環境信息管理聯盟　創會會長

---

**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**

香港貨品編碼協會三十六周年誌慶

數碼轉型
創新商機

李惠光工程師, BBS, 太平紳士
香港應用科技研究院　董事局主席

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**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**

香港貨品編碼協會三十六周年誌慶

精益求精
拓貿興商

劉浩然先生
香港貨運物流業協會　主席

**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**

香港貨品編碼協會三十六周年誌慶

# 銳見創科
# 智領群商

行政總裁 蔡海偉先生, JP
香港社會服務聯會

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**Dr. Rocky Cheng, FHKCS**
鄭松岩博士

President
**Hong Kong Computer Society**
會長
**香港電腦學會**

香港貨品編碼協會三十六周年誌慶

# 科技創新
# 惠民利業

鄭松岩博士
香港電腦學會 會長

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**Mr. Simon Chan Sai-ming, BBS, JP**
陳細明, 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**

香港貨品編碼協會三十六周年誌慶

# 綠創賦能
# 鴻猷騰飛

陳細明, BBS, 太平紳士
香港數碼港管理有限公司 主席

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**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**

香港貨品編碼協會三十六周年誌慶

祝賀35周年!
「數位化,綠色化」引領前程。
創新蓬勃,願景如星,
物流電商,點燃希望之燈。
攜手共進,擁抱變遷,
祝你們旅途,成功常在眼前!

張淑明女士
香港電子商貿物流協會 會長

**Mr. Alvin Lee**
李偉業先生

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

香港貨品編碼協會三十六周年誌慶

誠信源於標準
價值就是真實

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**

香港貨品編碼協會三十六周年誌慶

標準領航
智創未來

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**
主席
**香港電商聯會**

香港貨品編碼協會三十六周年誌慶

未來發展無界
條碼塑造輝煌

袁念祖先生
香港電商聯會　主席

---

**Mr. Winston Yeung**
楊振年先生

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

香港貨品編碼協會三十六周年誌慶

興業惠群
譽滿四方

楊振年先生
香港餐飲聯業協會有限公司　會長

**Mr. Hui Wai-kin**
許偉堅院士

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

香港貨品編碼協會三十六周年誌慶

# 廣拓數碼
# 創新立優

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**

香港貨品編碼協會三十六周年誌慶

# 科技引領未來
# 創新驅動夢想

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**

香港貨品編碼協會三十六周年誌慶

# 商機廣拓
# 昌圖宏開

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**

香港貨品編碼協會三十六周年誌慶

# 連結百業
# 引領市場

謝天澤先生
香港保健食品協會 會長

**Mr. Jeff Law**
羅孟慶先生

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

香港貨品編碼協會三十六周年誌慶

感謝你們在標準化和創新領域所做出的卓越貢獻，願新的一年繼續引領行業潮流，開創更加輝煌的未來。

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**

香港貨品編碼協會三十六周年誌慶

推動工商
促進繁榮

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**

香港貨品編碼協會三十六周年誌慶

聯僑策進
興商惠民

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**

香港貨品編碼協會三十六周年誌慶

推陳出新，成就未來
創意承先，創業啟後

陳裕光博士
香港市務學會 榮譽主席

**Mr. Luke Chu**
朱偉標先生

Chairman
**Hong Kong Internet &
eCommerce Association**
會長
**香港互聯網及電子商務發展協會**

香港貨品編碼協會三十六周年誌慶

In the convergence of minds and markets, innovation thrives—where borders blur, opportunities rise, and the world grows smaller through shared vision.

朱偉標先生
香港互聯網及電子商務發展協會 會長

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**Ir. Elsa Yuen**
袁美儀工程師

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

香港貨品編碼協會三十六周年誌慶

# 創 新 驅 動
# 繁 榮 共 進

袁美儀工程師
香港物流協會 創會會長

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**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**

香港貨品編碼協會三十六周年誌慶

# 數 碼 先 驅
# 開 創 未 來

胡志君女士
香港管理專業協會 總裁

---

**Mr. Fred Tung**
董行兆先生

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

香港貨品編碼協會三十六周年誌慶

# 與時並進 精益求精
# 精研科技 共創新機

董行兆先生
香港醫療及保健器材行業協會 主席

**Mr. Gary Yeung, MH**
楊文銳先生, MH

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

香港貨品編碼協會三十六周年誌慶

# 數碼卓智
# 科創斐然

楊文銳先生, MH
香港O2O電子商務總會  會長

---

**Mr. Joseph Wong**
黃瑞杰先生

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

香港貨品編碼協會三十六周年誌慶

# 品牌躍升 同贏興港
# 綠智共創 數碼相撐

黃瑞杰先生
香港人撐香港品牌  主席

---

**Ms. Shan Wu**
吳珊女士

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

On behalf of the Hong Kong Association of the Pharmaceutical Industry, I am honored to offer my heartfelt congratulations to GS1 Hong Kong as they celebrate the remarkable achievements and milestones of the past year.  Over the years, we have thoroughly enjoyed partnering with GS1 to infuse digital intelligence and solutions into the pharmaceutical supply chain, enhancing operational efficiency.

As GS1 Hong Kong marks this significant moment, we eagerly look forward to continuing our collaborative efforts to drive innovation under the "Go Digital, Go Green" motto.  Given the rapidly evolving nature of the pharmaceutical sector nowadays, by joining forces, we can ensure the sector remains robust, efficient, and steadfastly focused on patient needs.

I sincerely wish GS1 Hong Kong continuous success in the years ahead!

Shan WU
President, The Hong Kong Association of the Pharmaceutical Industry

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**The Hon. Sunny Tan**
陳祖恒議員

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

香港貨品編碼協會三十六周年誌慶

# 匯智聚力
# 鴻展遠圖

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**

香港貨品編碼協會三十六周年誌慶

數碼轉型，合作共贏，
再譜新篇章！

蘇增慰先生
香港零售科技商會 主席

---

**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**

香港貨品編碼協會三十六周年誌慶

數 碼 創 新
智 創 未 來

查毅超博士, SBS, BBS, 太平紳士
香港科技園公司 主席

---

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

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

香港貨品編碼協會三十六周年誌慶

凝 聚 業 界
弘 展 商 機

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**

香港貨品編碼協會三十六周年誌慶

智 造 未 來
共 創 商 機

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**

香港貨品編碼協會三十六周年誌慶

# 貨暢其流
# 縱橫萬里

方舜文女士
香港貿易發展局　總裁

---

**Mr. Alex Chan**
陳秉友先生

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

香港貨品編碼協會三十六周年誌慶

# 攜手迎接ESG挑戰
# 共創可持續未來

陳秉友先生
香港航運物流協會　主席

---

**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**

香港貨品編碼協會三十六周年誌慶

# 貨如輪轉
# 再創高峰

李勁華先生
香港無線科技商會　主席

---

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

Chairman
**Hospital Authority**
主席
**醫院管理局**

香港貨品編碼協會三十六周年誌慶

# 力拓新機
# 興業惠民

范鴻齡，SBS，太平紳士
醫院管理局　主席

**Ms Cherrie Chong**
莊詠琳女士

Chairman
**Innovative Entrepreneur Association**
會長
**創意創業會**

香港貨品編碼協會三十六周年誌慶

## 數碼領航
## 創新探索

莊詠琳
創意創業會　主席

---

**Mr. Maurice Kong**
江志恒先生

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

香港貨品編碼協會三十六周年誌慶

## 匯聚翹楚
## 拓貿興商

江志恒先生
稻苗飲食專業學會　主席

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**Ir. Dannies Y.K. HO**
何英傑工程師

Chariman
**The Institute of Purchasing & Supply of Hong Kong**
主席
**香港物資採購與供銷學會**

香港貨品編碼協會三十六周年誌慶

## 俊彥同心
## 興商促貿

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**

香港貨品編碼協會三十六周年誌慶

## 感知與生成
## 智能體價值

莊毅堅先生
香港物聯網商會　會長

**Ms. Tina Yap Woan-Tyng**
葉婉婷女士

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

香港貨品編碼協會三十六周年誌慶

數碼智慧
惠澤社群

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**

香港貨品編碼協會三十六周年誌慶

專材薈萃
再創輝煌

楊文銳先生, MH
智慧城市聯盟 會長

**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**

香港貨品編碼協會三十六周年誌慶

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**

香港貨品編碼協會三十六周年誌慶

匯通商貿
利業惠群

戴澤棠先生, 太平紳士
職業訓練局 主席

# Structure AND GOVERNANCE
## 架構及管治

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 multidisciplinary 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。

# GS1 HONG KONG MANAGEMENT
## 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**<br>香港貨品編碼協會管理層 | **Industry Advisory Boards**<br>業界諮詢委員會 |
| **Membership & Customer Services**<br>會員事務及顧客服務 | **ECR Hong Kong**<br>ECR香港 |
| **Solutions & Professional Services**<br>解決方案及專業服務 | **ezTRADE Users Committee**<br>「通商易」用戶委員會 |
| **Business Development**<br>業務拓展 | **Hong Kong Food and Beverage Industry Advisory Board**<br>香港食品及飲品行業諮詢委員會 |
| **Industry Engagement**<br>行業拓展 | **Hong Kong Internet of Things Industry Advisory Council**<br>香港物聯網產業諮詢委員會 |
| **Marketing**<br>市場營銷 | **SMEs Advisory Board**<br>中小企業諮詢委員會 |
| **Human Resources**<br>人力資源 | |
| **Office Administration**<br>行政 | |

| Ex-Officio Member 當然成員 | Vice-chairman 副主席 | Chairman 主席 | Vice-chairman 副主席 | Company Secretary 公司秘書 |
|---|---|---|---|---|
| **Ms. Anna Lin** 林潔貽女士 | **Mr. Alex Liu** 劉家昌先生 | **Mr. Roy Ng** 伍俊達先生 | **Mr. Richard Gould** 高逸才先生 | **Mr. Nicholas Horvath** 鮑皓華律師 |
| Chief Executive, GS1 Hong Kong 香港貨品編碼協會 總裁 | Managing Director, Mannings HK, Macau & China - DFI Retail Group DFI 零售集團 － 萬寧香港、澳門 及中國常務董事 | Chairman & CEO, Star Lite (HK) Ltd. 暉星(香港)有限公司 主席及行政總裁 | 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 | Sole Proprietor, Bodnar Horvath 鮑皓華律師行 獨營執業者 |

**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

**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. 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. 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. Roger Chan**
陳永安先生

Chief Operating Officer &
Chief Technology Officer
Cobalt Fashion (Hong
Kong) Limited
利洋針織（香港）有限公司
首席營運總監暨首席科技總監

**Mr. Norman Yum**
任良安先生

Managing Director,
Citrus Growers
International,
AS Watson Industries
屈臣氏實業
-時鮮菓汁國際
董事總經理

**Mr. Patrick Yeung**
楊偉添先生

Chief Executive Officer,
Hong Kong General
Chamber of Commerce
香港總商會
總裁

**Ms. Betty Leung**
梁佩貞女士

Chief Advisor,
Meat the Next Co. Ltd.
益創膳食品科技有限公司
首席顧問

**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

# GS1 HONG KONG 香港貨品編碼協會
# *Management Team*
## 管理層團隊

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. Amy Wong**
黃穎珊女士
Head of Office
Administration
行政總監

**Ms. Corinna Fung**
馮美珠女士
Head of Corporate
Marketing
企業營銷及傳訊
總監

**Ms. Angie Ling**
凌秀娟女士
Head of Human
Resources
人力資源總監

**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：

**Mr. Lincoln Chan**
陳志裕先生
Chief Membership Officer
首席會員總監

**Ms. Anna Lin**
林潔貽女士
Chief Executive
總裁

**Mr. Jack Lee**
李錫浩先生
Chief Operating Officer
首席營運總監

**Ms. Mignone Cheng**
鄭逸齡女士
Chief Marketing Officer
首席市場推廣
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; ECR China and the Consumer Goods Forum (CGF).

2023/24 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中國及消費品論壇。

2023-24 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 topic on Sustainability - focusing on ESG Scope 3 enablement to address regulatory and industry requirements.

### Technology & Innovations

In 2023-24, two guided tours were arranged to Cainiao automated warehouse and to Hong Kong international airport respectively to experience new technologies and innovations.

### Consumer Engagement & Transparency

The workgroup continued to focus on the global initiative - 2D barcodes, backed by the GS1 HK's 1QR platform. Implementation guides, checklists, tool kits, use cases, etc. were shared to help local stakeholders like retailers, brands and solution providers on the 2D adoption journey.

### 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；並探討如何支援企業應對範圍3（Scope 3）溫室氣體排放，配合監管及業界要求。

### 科技及創新

小組在2023/24年期間舉辦了2次導賞團，分別到訪菜鳥智能自動倉庫及香港國際機場，體驗創新科技。

### 消費者參與及透明度

小組繼續透過GS1 HK的1QR平台，推動二維碼更廣泛應用；早前亦向零售商、品牌商和服務供應商等持份者提供了實施指南、工作清單、工具包、案例等資訊，支援企業應用2D條碼。

## Chairperson 主席

| | | |
|---|---|---|
| AS Watson Industries 屈臣氏實業 | Mr. Norman Yum | 任良安先生 |
| DFI Retail Group DFI零售集團 | Mr. Alex Liu | 劉家昌先生 |
| Swire Coca-Cola Limited 太古可口可樂有限公司 | Mr. Richard Gould | 高逸才先生 |

## Members 委員

| | | |
|---|---|---|
| Accenture Company Ltd. 埃森哲有限公司 | Ms. Christina Wong | 黃雪明小姐 |
| 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 |
| Deliveroo Hong Kong 戶戶送香港 | Ms. Jessie Lam | 林佩儀小姐 |
| 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 |
| Meat the Next Co. Ltd. 益創膳食品科技有限公司 | Ms. Betty Leung | 梁佩貞小姐 |
| L'ORÉAL Hong Kong Ltd. 歐萊雅香港有限公司 | Ms. Cherry Chen | 陳睿小姐 |
| Loscam (HK) Limited 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 Limited 香港寶潔有限公司 | Mr. Tom Lin | 連鈺鈿先生 |
| Swire Coca-Cola Limited 太古可口可樂有限公司 | Mr. Kenneth Heung | 香鎮強先生 |
| 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 |

# ezTRADE Users Committee
## 「通商易」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.

Significant system enhancements and additional functionalities are provided for the platform community users, including API integration for seamless data exchange and a new data warehouse for comprehensive analytics capabilities.

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。

平台大幅提升了系統能力並新增額外功能，包括提供無縫數據交換的API、具備綜合分析功能的新數據庫等，惠及廣大平台社群用戶。

## Chairperson 主席

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

## Members 委員

| | | |
|---|---|---|
| A.S. Watson Group 屈臣氏集團(香港)有限公司 | Ms. Vincy Leung | 梁詠思女士 |
| CUHK Medical Centre 香港中文大學醫院 | Mr. Alan Wong | 王卓倫先生 |
| Maxim's Caterers Ltd 美心食品 | Ms. Natalie Yeung | 楊敏賢女士 |
| Zuellig Pharma Ltd 裕利醫藥有限公司 | Mr. Andrew Wong | 黃志賢先生 |

## Ex-officio Member 當然委員

| | | |
|---|---|---|
| GS1 Hong Kong 香港貨品編碼協會 | Ms. Anna Lin | 林潔貽女士 |
| GS1 Hong Kong 香港貨品編碼協會 | Mr. Jack Lee | 李錫浩先生 |

## Secretariat 秘書處

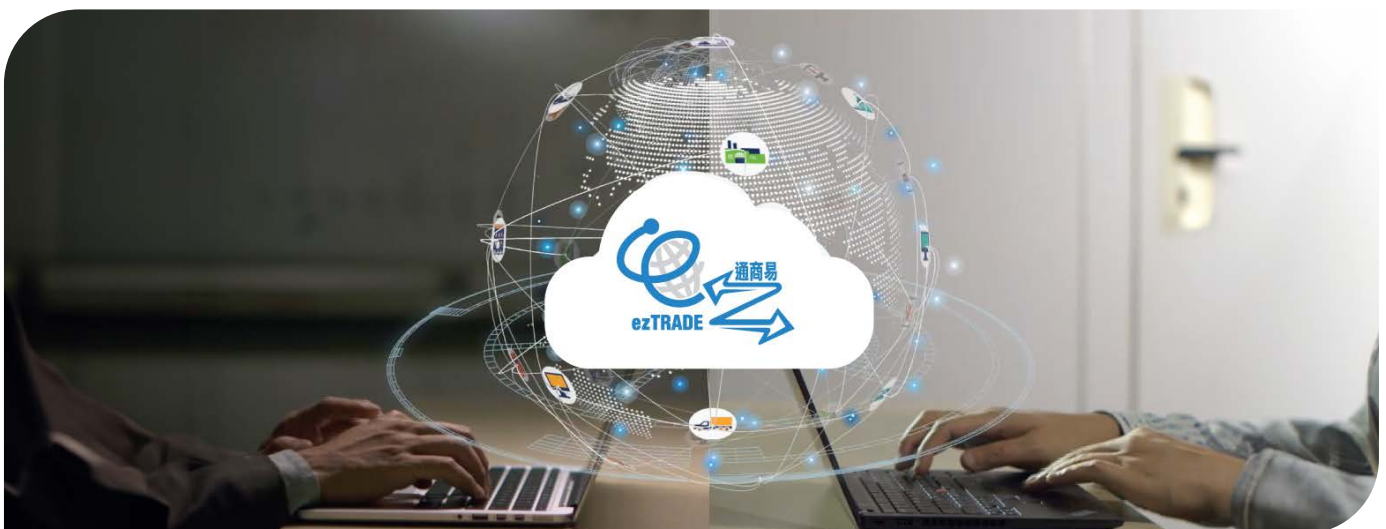| | | |
|---|---|---|
| GS1 Hong Kong 香港貨品編碼協會 | Ms. Shianne Mak | 麥思遠女士 |

# 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 improve the supply chain efficiency for food & beverage industry in Hong Kong, thereby significantly enhancing food safety, improving service, strengthening business & brand sustainability, and positioning Hong Kong at the forefront of F&B supply chain management in Asia.

The 4 workgroups in the Board had steered a range of projects in 2023/24:

### Supply Chain Management

Collaborated with Hong Kong Logistics Association (HKLA) and Hong Kong Quality Assurance Agency (HKQAA) and completed the project "Guidelines for application of emerging technologies in cold chain logistics", which was funded by the government under the Trade and Industrial Organisation Support Fund (TSF).

### Technology & Innovations

In 2023/24, site visits to Cianiao automated warehouse and Hong Kong International Airport were arranged.

### Omni-channel

The workgroup continued to focus on the initiative of 2D barcode migration together with the GS1 HK 1QR platform, sharing implementation guidelines, checklists, tool kits, use cases, etc. to help local stakeholders on the 2D adoption journey.

### 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, food waste, 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、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2023/24年度推進了各項計劃：

### 供應鏈管理

GS1HK與香港物流協會和香港品質保證局合作，完成了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2023/24年期間實地考察了菜鳥智能自動倉庫及香港國際機場。

### 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，提供實施指南、工作清單、工具包、案例等資訊，支援企業應用2D條碼。

### 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、廚餘、塑膠飲料容器生產者責任計劃等。

## Chairperson 主席

| | | |
|---|---|---|
| Fulum Group Holdings Limited 富臨集團控股有限公司 | Mr. Keith Wu | 鄔錦安先生 |

## Co-Vice Chairperson 副主席

| | | |
|---|---|---|
| DCH Holdings Ltd. 大昌行集團有限公司 | Mr. Gordon Chan | 陳子誠先生 |
| Meat the Next Co. Ltd. 益創膳食品科技有限公司 | Ms. Betty Leung | 梁佩貞小姐 |

## Members 委員

| | | |
|---|---|---|
| Bloomin' Brands, Inc. | Ms. Gail Chan | 陳穎基小姐 |
| Café de Coral Holdings Limited 大家樂集團有限公司 | Mr. Ivan Ng | 吳子超先生 |
| Deliveroo Hong Kong 戶戶送香港 | Ms. Jessie Lam | 林佩儀小姐 |
| foodpanda Hong Kong | Mr. Ronald Ho | 何偉樂先生 |
| FrieslandCampina (Hong Kong) Ltd. 菲士蘭（香港）有限公司 | Ms. Daisy Kong | 江凱盈小姐 |
| Hong Kong Baptist University 香港浸會大學 | Professor Terence Lau | 劉樂庭教授 |
| Maxim's Caterers Ltd. 美心食品有限公司 | Mr. Ronald Chong | 莊偉元先生 |
| Nestlé Hong Kong Limited 雀巢香港有限公司 | Ms. Veronica Sze | 施潔瑜小姐 |
| Swire Coca-Cola Limited 太古可口可樂有限公司 | Mr. Richard Gould | 高逸才先生 |
| 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 |

## 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 |

> To achieve food safety and sustainability goals, 'traceability' & 'transparency' in food systems are always the essential pillars. GS1 Standards empower companies to identify, capture, and share information throughout the product lifecycle.
>
> 要實現食安和可持續性目標，『可追溯性』和『透明度』是當中關鍵。GS1標準讓企業能在食品生命周期中識別、獲取和分享資訊。
>
> **Mr. Keith Wu, Chairman of GS1 HK's Food and Beverage Industry Advisory Board**
> GS1 HK香港食品及飲品行業諮詢委員會主席鄔錦安先生

# HK IoT Industry Advisory Council (HK IoTIAC)
## 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 create an IoT ecosystem for continuous growth, with three key focuses: thought leadership & best practices, talent development and policy advocacy.

During 2023-24, the inaugural IOT Data Hackathon was organised in collaboration with Cyberport and HKSTP, which had attracted over 80 participating teams and supported by 22 mentors from different professional fields as well as the IoTIAC. A "Meet-the-CXO" event was organised, connecting top-level executives with hackathon winners.

A series of activities were arranged for the member community, such as Google Cloud sharing on latest AI tools and applications, visits to Cainiao HK Smart Gateway Logistics Centre and Hong Kong International Airport.

香港物聯網產業諮詢委員會旨在推廣物聯網於香港的發展及應用，致力建立物聯網生態系統，並以3大方向為引：建立業界影響力及最佳行業範例、人才發展和政策倡議。

GS1 HK於年內舉辦了首屆IOT Data Hackathon，由香港數碼港管理有限公司和香港科技園公司協辦，比賽吸引逾80隊隊伍參與，亦邀得22位不同專業領域的導師及委員會於賽事中提供支援。

委員會亦為會員安排了多項活動，包括由Google Cloud分享最新AI工具及應用、到訪菜鳥智慧港及香港國際機場等。

| THOUGHT LEADERSHIP & BEST PRACTICES 建立業界影響力及最佳實例 | TALENT DEVELOPMENT 培育人才 | POLICY ADVOCACY 政策倡議 |
|---|---|---|
| IoT Knowledge Hub 物聯網資訊中心 | IoT Knowledge Hub 物聯網資訊中心 | Policy Recommendations 政策建議 |
| IoT Data Hackathon | IoT Data Hackathon | Conversations with LegCo members 與立法會議員交流 |
| HKICT Awards 香港資訊及通訊科技獎 | Training 培訓 | |
| Events & Activities 會議及活動 | Events & Activities 會議及活動 | |

> "The success of this IOT Data Hackathon underscores the growing importance of IOT and data in addressing the challenges faced by smart cities and supply chains. The event has fostered collaboration, innovation, and the exchange of ideas among participants, judges, and mentors. It has provided a platform for emerging talents to showcase their skills and contribute to the advancement of the IOT ecosystem.
>
> IOT Data Hackathon的成功凸顯了物聯網和數據在應對智慧城市和供應鏈面臨的挑戰中的日益重要性。這個活動促進了參賽者、評審和導師之間的合作、創新與思想交流；為新進人才提供展示技能的平台；並為物聯網生態系統的進步做出貢獻。"

**Mr. Sean Tan, Organising Committee Chairman of the Hackathon, Information Technology Director, Jebsen Group**
Hackathon籌委會主席，捷成集團資訊技術總監陳仕賢先生

## President 主席

| | | |
|---|---|---|
| OpenCertHub | Dr. Toa Charm | 湛家揚博士 |

## Vice Chairperson 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, MH | 孫淑貞工程師，MH |

## Members 委員

| | | |
|---|---|---|
| Airport Authority Hong Kong 香港機場管理局 | Ms. Lily Lai | 黎秀琼女士 |
| AS Watson Retail (HK) Ltd 屈臣氏零售(香港) 有限公司 | Mr. Bobby Ho | 何燦輝先生 |
| Check Point Software Technologies Ltd | Mr. Amy Chow | 周秀雲女士 |
| CUHK Medical Centre Limited 香港中文大學醫院 | Mr. William Chan | 陳惠庭先生 |
| DFI Retail Group DFI 零售集團 | Mr. Wee Lee Loh | 盧煒利先生 |
| FlexSystem Ltd. | Mr. Ivan Cheung | 張宏剛先生 |
| Gammon Construction 金門建築有限公司 | Mr. Brian Chan | 陳煜民先生 |
| Hong Kong Alliance of Built Asset & Environment Information Management Associations (HKABAEIMA) 香港建設資產及環境信息管理聯盟 | Ms. Ada Fung | 馮宜萱女士 |
| HKT 香港電訊有限公司 | Mr. Ricky Siu | 蕭頌恩先生 |
| HL7 Hong Kong HL7香港 | Mr. Pascal Tse | 謝穎勤先生 |
| Hong Kong Cyberport Management Company Limited 香港數碼港管理有限公司 | Ir. Eric Chan | 陳思源工程師 |
| Institute of Big Data Governance 大數據治理公會 | Mr. Argon Ho | 何偉國先生 |
| Jebsen & Co. Ltd. 捷成洋行有限公司 | Mr. Sean Tan | 陳仕賢先生 |
| Kerry Logistics Network Ltd. 嘉里物流聯網有限公司 | Mr. Ernest Cheung | 張祖倫先生 |
| Maxim's Caterers Limited 美心食品有限公司 | Mr. Louis Mah | 馬慶和先生 |
| MTR Corporation Limited 香港鐵路有限公司 | Mr. Gene Soo | 蘇頌禮先生 |
| SP Infinite Technology Ltd. 安寶創科有限公司 | Mr. John Wong | 黃偉進先生 |
| Swire Coca-Cola Ltd. 太古可口可樂有限公司 | Ms. Joanne Mo | 毛德蕙女士 |
| The Chartered Institute of Logistics & Transport in Hong Kong 香港運輸物流學會 | Dr. Venus Lun | 倫婉霞博士 |
| The Hong Kong University of Science and Technology 香港科技大學 | Prof. Jack C.P. Cheng | 鄭展鵬教授 |

## Honorary Advisors 名譽顧問

| | | |
|---|---|---|
| Hong Kong Cyberport Management Company Ltd. 香港數碼港管理有限公司 | Dr. Rocky Cheng | 鄭松岩博士 |
| 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

| | | |
|---|---|---|
| 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 | Mr. Ken Ng | 伍英傑先生 |

# SMEs Advisory Board (SMEAB)
## 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.

A series of management seminars were arranged covering key topics on ESG, AI in e-commerce, opportunities in GBA & around the world, cross-border commerce, SMEs funding support & labor shortages, etc., whereas site visits were organised with other advisory boards to the automated logistics centre, technology commercialization centre and green practices showcase.

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。

年內舉辦了多個管理人員工作坊，圍繞行業環境、社會及管治、電商人工智能、大灣區及環球市場機遇、跨境商貿、中小企基金及人手短缺等議題；同時與其他委員會到訪自動物流中心、科技商業化中心及綠色企業展示區等地方考察。

## Chairperson 主席

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

## Vice Chairperson 副主席

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| Mi Cielo Company Ltd 天空之源有限公司 | Ms. May Chung | 鍾美玲小姐 |

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| Crown Gas Stoves (Holdings) Co Ltd. 皇冠爐具(集團)有限公司 | Ms. Joyce Lee | 李蔓瑩女士 |
| Kwok Kam Kee Cake Shop 郭錦記餅店 | Mr. Martin Kwok | 郭宇鈿先生 |
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| King Bakery Holdings Limited 蛋撻王控股有限公司 | Mr. Jerry Chong | 莊裕坤先生 |
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| GS1 Hong Kong 香港貨品編碼協會 | Mr. Lincoln Chan | 陳志裕先生 |

## Secretariat 秘書處

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| GS1 Hong Kong 香港貨品編碼協會 | Mr. Ivan Sin | 冼志灝先生 |

# *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 increase 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

141 015

# SEAMLESS RETAILING
# 無縫零售模式

Consumers are paying greater attention to the sustainability credentials of both brands and retailers, on top of quality shopping experience and digital convenience – the environmental impact of their purchases, where/how are they sourced, nutritional values, etc.

GS1 HK has been helping the retail sector not just enhance consumer engagement and drive efficiencies across the operations, but also support end-to-end supply chain transparency with the use of global standard-based solutions, sharing important information like sustainability commitments and initiatives with the stakeholders.

消費者不單著重品牌商和零售商是否能提供優質體驗和數碼便利，亦關注商家的可持續發展舉措，如產品對環境的影響、採購來源/方式、營養成分等。

GS1 HK多年來除了協助零售業提高消費者參與度和營運效率外，亦透過基於全球標準的解決方案，支援點到點的供應鏈透明度，與持分者分享可持續發展承諾和舉措等重要資訊。

## Transition to 2D barcodes powered by GS1
## 加速應用加入GS1標準的QR碼

### Global Transitions to 2D

- Supported GS1 Global in engaging key industry stakeholders on 2D barcode transition, to which AS Watson Group agreed to endorse as a signatory of a Global Joint Initiative to have retail POS scanners globally capable of reading and processing both old and new barcodes by the end of 2027.

### 全球二維碼轉型

- 本會配合GS1全球總部，與本地持份者交流有關二維碼變革計劃，其中屈臣氏集團同意並簽署全球聯合聲明，支持初步目標讓全球零售POS掃描器能在2027年底前讀取和處理新舊2款條碼。



### Local 2D Barcodes Task Force

- A 2D Barcodes Task Force was established in Feb 2024 with key retailers and F&B brands in HK, to drive industry collaboration on 2D barcode migration.
- A phased roadmap is developed to expand the usage of "1QR" platform for retailers' private label or brand owners' products, and to upgrade their POS systems next.
- Implementation guidelines, toolkits, checklists, etc. were shared for brand owners, retailers, solution providers to realise the adoption.

### Industry Engagement

- Meetings and workshops were arranged to expedite retail's adoption of "1QR", a QR code built on GS1 Digital Link standard comprising diverse information such as product specifications, incentives, certificates, etc.
- During 2023/24, 1,677 members were conscious of 1QR platform and more than 513,000 visits on 1QR recorded.

### 本地二維碼工作小組

- 本會聯同香港主要零售商和餐飲品牌於2024年2月成立了「二維碼工作小組」，推動業界合作、變更到二維碼。
- 制定計劃分段路線圖，先擴大「1QR」平台在零售商自家品牌或品牌商產品的應用，第2階段是升級其POS系統。
- 與持份者分享了實施指南、工具包、清單等以落實應用。

### 行業拓展

- 透過會員工作坊及會面，鼓勵本地大中小零售商採用「1QR」。「1QR」是建基於GS1 Digital Link標準的QR碼，涵蓋產品規格、優惠、認證等多種資訊。
- 在2023/24年度，共1,677個會員接觸到1QR平台，平台流量逾513,000人次。

> As our customers have become increasingly digitally-savvy, adopting QR Codes with GS1 standards inside is important in providing a seamless O+O (Offline plus Online) customer experience. These QR Codes enable customers to easily access detailed product information with a simple smartphone scan, empowering them to make more informed purchasing decisions. At AS Watson, we are delighted to support this transition, and I'm confident that it will unleash a wealth of new opportunities ahead.
>
> 我們的顧客越來越精通數碼科技，利用加入GS1標準的QR碼對提供無縫的O+O線下及線上顧客服務至關重要。顧客能簡單以手機掃描此QR碼、輕鬆獲得產品詳情，有助他們作出更明智的購物決定。屈臣氏集團很高興能參與其中、支持變革，我深信這將激發更多新機遇。
>
> **Malina Ngai, Group CEO of AS Watson Group**
> 屈臣氏集團行政總裁倪文玲

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

### First Local Food Retail Chain Draws on GS1 QR Code to Connect Front- & Back-Office
### 首家本地食品連鎖店以**GS1**二維碼打通前線後勤

Eat East, a food retail chain draws on the power of "1QR", a GS1 next generation 2D barcode, not just to facilitate check-out and product management, but also boost customer engagement, especially for the mobile-savvy young segments.

本地食品連鎖店「波仔」為吸納更多手機不離身的年輕客群，在新包裝應用新一代GS1的2D條碼「1QR」，既方便收銀和管理產品，亦能加強與顧客互動。

**Read the case**
**立即閱覽案例**

**China Industrial Internet project:**
- Co-developed the "China Industrial Internet Identification Service Platform" ("CIIISP") which connects and interchanges GS1 keys and the Industrial Internet Identification IDs in China
- Pilots were completed with customers' access to product information, testing report, certificates, and warranty information by scanning the GS1 Digital Link QR Code on the product packaging with their mobile phones
- The project is expected to broaden the traceability capability to more industry domains with the use of "1QR", ezTRACK and BarcodePlus platforms.

**工業互聯網平台：**
- 與夥伴共同開發了「粵港工業互聯網標識解析服務平台」(CIIISP)，將GS1識別碼及平台與中國工業互聯網標識及平台對接、數據互通。
- 完成試點項目，顧客能以手機掃描產品包裝上加入GS1 Digital Link標準的QR碼，查閱產品資訊、測試報告、認證和保養資料。
- 項目預期透過1QR、ezTRACK和BarcodePlus平台，將追蹤溯源服務推展到更多行業領域。

### Achieve Cross-border Traceability to Meet Compliance and Boost Consumer Confidence
### 可靠質量追蹤 助合規增信心

**Read the case**
**立即閱覽案例**

To enable product traceability, Crown Gas Stove (CGS) participated in the "China Industrial Internet Identification Service Platform" pilot, aiming to realise cross-border information exchange that align with national compliance and boost consumer trust. 皇冠爐具參與「粵港工業互聯網標識解析服務平台」試點項目以實現產品追蹤，目標達到生產、檢測、品質等資訊跨境互通，配合國家規範之餘、亦提升消費者對粵港商品的信心。

**Verified by GS1 (VbG):**
- Engaged major retailers, marketplaces and solution providers to adopt VbG, a global solution that helps verify the identity of a product by querying the GS1 Registry Platform, facilitating product listing and recycling for enhanced efficiency.

**Digital Coupon:**
- A healthcare supplement seller and a food retail chain 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.

**Verified by GS1 (VbG)**
- 向主要零售商、網上市場、方案供應商推廣VbG，用戶通過GS1 Registry平台來驗證產品身份的全球性解決方案，便利上架、回收等流程、提升效能。

**電子優惠券**
- 有保健產品公司及食品零售商採用GS1 HK的數碼優惠券方案。其建基於GS1全球優惠券編碼標準，為市場推廣活動提供了簡單、可追溯及可量度的宣傳方案。

**Powering Trust with Product Authentication and Traceability**

- 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.
- Including a new adoption in pharmaceutical product to track its supply channels visibility, more than 5 million items are tagged with REAL QR code.

**Digital & E-commerce Sharing Sessions**

- Over 40 "Go Digital" webinars and workshops were held engaging more than 1,000 participants, either hosted by GS1 Hong Kong or jointly organized with industry leaders like HKTVmall, Carousell, eBay, etc., as well as statutory organisations and industry associations such as HKPC, HKTDC, SME Sustainability Society.
- A new training course focusing on e-commerce operations and distribution management was developed to help delegates tap into e-com opportunities.
- As one of the participating organisations in the Digital Transformation Support Pilot Programmed (DTSPP), 4 training seminars / webinars were organised to assist participants to embrace digitalisation with funding support.

**驗證真偽及追溯 加強信任**

- 擁有國際專利防偽技術的GS1HK「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500萬件產品都已附上「真的碼/QR碼」，當中包括去年有藥品採用方案追溯其供應渠道。

**數碼及電子商貿分享環節**

- 舉辦了逾40場「Go Digital」網上研討會及工作坊，活動由GS1 HK主辦，或與知名機構如HKTVmall、Carousell、eBay等，或法定組織和行業協會如香港生產力促進局、香港貿易發展局、可持續發展學會等協辦。
- 創建新培訓課程，內容圍繞電子商務營運和配送管理，以幫助學員把握電商機遇。
- 作為數碼轉型支援先導計劃的參與機構之一，我們舉辦4場實體/網絡研討會，協助參與者推進數碼轉型並獲資助。



**Consumer Caring Scheme 2023**

- GS1 HK's Consumer Caring Scheme had recognised 85 companies for their outstanding performance and practices in pursuing consumer care, of which 63 companies are distinguished for their 5 or more years of commitment.
- The award saw 6 new joiners from manufacturers, brand owners and traders across sectors, demonstrating the significant role of consumer caring strategies for all kinds of companies.

**貼心企業嘉許計劃2023**

- GS1 HK的貼心企業嘉許計劃嘉許了85間貼心為消費者上表現傑出的企業，當中有63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6家企業包括不同行業的生產商、品牌商及貿易商，彰顯貼心服務於各行業都非常重要。

# FOOD AND FOOD SERVICES
# 食品及餐飲服務

# COLLABORATIVE NETWORK POWERS LONG-TERM FOOD SUPPLY SUSTAINABILITY
# 協同生態推動可持續的食品供應鏈

As the global food supply chain networks become more complex, cover greater distances and involve more suppliers, exposure to risk grows exponentially. It is imperative for companies to enable better upstream and downstream traceability that limit health risk, minimise impacts on operations, and instill confidence in the consumers.

GS1 Hong Kong is committed to uplifting 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.

隨著全球食品供應鏈網絡變得更複雜，涵蓋更廣地域並涉及更多供應商，食品安全風險的可能性亦隨之而增加。業界必須考量如何實踐上下游供應鏈追蹤追溯，從而減低健康風險、減低對營運的影響，並讓消費者建立信心。

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。

**QUALITY FOOD Scheme ESG**

### Introducing Quality Food Scheme ESG
### 全新「優質食品計劃ESG」

- 31 food and food services companies were recognised at the series of "Quality Food Scheme", in which 17 enterprises were recognised of the new "Quality Food Scheme ESG", an assessment in accordance with GS1 Global Traceability Standard (GTS), MSCI ESG Indexes and United Nations' Sustainable Development Goals (UN SDGs), aiming to encourage businesses to not only put efforts in food traceability and safety, but also act on ESG practices.
- Counting in the 16 Diamond Enterprises in "Quality Food Scheme+", the recognised companies had demonstrated robust risk-control, quality assurance, traceability and food safety measures, which in turn safeguards consumers' health and build brand reputation.

- 「優質食品計劃」系列共表揚了31間食品及餐飲服務企業,當中有17家獲新增「優質食品計劃ESG」嘉許;計劃參照GS1「全球追溯標準」(GTS)、MSCI ESG指數及聯合國「全球17個永續發展目標」等國際標準進行評審,鼓勵企業在保障食品安全及追溯之餘,更兼顧推動環境、社會和企業管治(ESG)發展。
- 連同16間「優質食品計劃+」的鑽石企業獎得主,獲嘉許企業都展示出穩健的風險管理、產品質素、可追溯性及食品安全舉措,保障消費者及建立品牌形象。







**Watch the Video**
**觀看相關影片**

### Promoting ESG development by the F&B Sector
### 食品餐飲界齊推動ESG發展

Tai Po Chun Hing, a meatball manufacturer and winner of "Quality Food Scheme ESG" 2024 (Achievement), aspires to become a world-famous brand. They emphasize high transparency along their production processes to ensure food safety, and uphold ESG strategies for long-term development. The Scheme certification strengthens the consumers' trust towards the brand.

專營牛丸生產的大埔振興是2024年「優質食品計劃ESG」卓越獎得主,願景成為全球認識的肉丸品牌。他們強調生產過程高度透明以確保食安,並確守ESG策略達致長遠發展。計劃的認證加強了消費者對品牌的信心。

## Food Safety Forum 2024
## 食品安全論壇2024

- Held on 23 August 2024, the Food Safety Forum well-attended by over 200 delegates.
- Themed "Rethinking our Future: Where Food Safety and Sustainability Meets", 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2024年8月23日舉行，吸引逾200位業界人士參與。
- 論壇主題為「未來前瞻：食品安全與永續發展共融之路」，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。





## Smart Operations Adoption in F&B Sectors
## 智能營運在餐飲業的應用

- Our Smart Professional Service team and Smart Operations solution continue to support the industry to achieve process optimisiation and real-time data transparency, with the goal to enhance operation efficiency, minimise food safety risk and food waste.
- A leading chain restaurant group has extended to incorporate real-time temperature and humidity monitoring at various warehouses along the production to ensure food quality, whereas a soy producer also expanded the adoption to safeguard customers' health and support ESG compliance.

- 本會智慧專業服務團隊及「智慧營運方案」繼續支援業界實現實時數據透明，以增強營運效率、減低食安風險及食品浪費為目標。
- 一家連鎖餐飲集團龍頭便進一步於生產過程中推進實時溫度及濕度監察，提升效率及食品質量；另一家豆製品廠商則擴大方案應用範圍，以保障顧客健康及推動ESG發展。

### Café de Coral Boosts 20% Efficiency with Smart Operations
### 大家樂以智慧營運提升2成效能



**Read the case
立即閱讀案例**

Café de Coral worked with GS1 HK's Smart Professional Services and adopted Smart Operations solution along its wanton & pork-chop production lines. E-forms, electronic scales, sensors and customised dashboard are deployed, resulting in up to 10% reduction in food loss and a 20% increase in productivity, while lowered food risk with real-time monitoring.

大家樂與本會智慧專業服務團隊合作，於其雲吞及豬扒生產線上部署了智能營運方案，包括應用電子表格、電子磅、傳感器及特製的儀表版等科技，助減少高達10%食材損耗，並提升20%生產效能，亦能全天候實時監控環境、減低食安風險。

## Food Seminars & Workshops
## 食品研討會及工作坊

- As one of the participating organisations in the Digital Transformation Support Pilot Programme (DTSPP), 4 training seminars/webinars were organised to assist SMEs in retail & food sectors understand better the funding programme, which attracted over 100 participants.
- Working together with Hong Kong Logistics Association and HKQAA, we helped facilitate the "Guidelines for Application of Emerging Technologies in Cold Chain Logistics Guidance" Workshop series, and over 100 participants attended the 4 sessions of workshops.
- In addition, we also organised "GS1 HK Buyer Connect" event for retailers to meet & network with food suppliers/sellers, supporting businesses explore new opportunities.

- 作為數碼轉型支援先導計劃的參與機構，本會舉辦了4場研討會/網上研討會，讓零售餐飲業的中小企理解計劃詳情，吸引過百人出席。
- 協助香港物流協會及香港品質保證局舉辦4場工作坊，旨在講解「冷鏈物流新興技術應用指南」，獲逾100名業界人士參與。
- 此外，還舉行了GS1 HK買家採購會，配對零售商及食品供應商/賣家，助企業拓展新商機。







## Public Advocacy and Collaboration
## 政策倡儀及合作

- Met with the Environment and Ecology Bureau to explore how GS1 Hong Kong could support promoting food waste and Producer Responsibility Scheme on plastic beverage containers (PPRS) to the industry, and how global standards, e.g., 2D barcodes, can support PPRS management and recycling.

- 本會與環境及生態局進行會議，探討GS1 HK可如何協助宣傳行業減廢及塑膠飲料容器及紙包飲品盒生產者責任計劃(PPRS)，以及2D條碼全球標準如何有助PPRS及回收。

# HEALTHCARE
# 醫療護理



# ENABLING SAFE AND EFFICIENT HEALTHCARE THROUGH STANDARDS
# 透 過 標 準 推 動 安 全 有 效 的 醫 療 保 健

In today's complex healthcare ecosystem, organisations, no matter public or private, must balance demands for improved patient outcomes, operational efficiency, regulatory compliance, and cost control.

GS1 HK has played a pivotal role in optimising healthcare supply chains, enhancing traceability, and strengthening patient safety, which ensures the accurate delivery of the right healthcare supplies to the right patients for the right procedures, supporting the development of a connected, collaborative and innovative healthcare ecosystem.

現今醫療護理體系日益複雜，不論公私營的醫療機構都必須在病患治理、營運效率、法規遵循及成本控制之間取得平衡。

GS1 HK一直在優化醫療供應鏈、提升追溯性及保障病人安全等方面發揮關鍵作用，將所需的醫療用品於不同程序上準確提供予相關病人，推動互聯協作、創新醫療護理生態發展。

## ✔️ Tender Requirement of GS1 DataMatrix on Drug Packaging
### 藥品包裝上更應泛應用 GS1 DataMatrix

- GS1 Hong Kong has been actively engaging Hospital Authority and industry stakeholders to promote the adoption of GS1 DataMatrix (2D barcode) on drug packaging, mostly through workshops.
- The administration confirmed to incorporate such requirement in the upcoming new tender with effect from Aug 2024.
- The medical products are required to be labelled in such a way as to facilitate the transfer of product identification information (GTIN), the expiration date/ the best before date, and the batch/lot number from the product to the tracking system at Sales Pack Level.

- GS1 HK積極與醫院管理局及持份者合作，推動在藥物包裝上採用GS1 DataMatrix，包括舉辦多場有關應用GS1 DataMatrix二維碼的培訓工作坊。
- 局方於2024年8月確認在藥品採購的招標書中加入相關要求。
- 醫藥產品需在其銷售包裝上有著產品識別編號(GTIN)、有效日期/最佳使用日期以及批次編號，以便將這些資訊記錄到追蹤系統內。





### Improves Medication Traceability & Safety with GS1 DataMatrix
### 提升藥品追蹤溯源及安全 符合監管要求

MSD included a unique serial number in the GS1 DataMatrix in addition to the required attributes (GTIN, expiration date and lot number), helping pharmacists to easily check and detect any anomalies on each individual pack, like expired product, when it is dispensed to the patient.

MSD在GS1 DataMatrix中除了基本必須的資料(GTIN、有效日期和批號)外，還加入了獨有序號，以方便藥劑師向病人發放每盒藥物時，輕易地檢驗出任何異常情況，如產品過期等。

Read the case
立即閱讀案例

## ✔️ Industry Trainings and Advocacy
### 業界培訓及倡議

- Three workshops on "Unique Device Identification (UDI) for Medical Devices" and customised corporate training had been conducted throughout the year
- Joined forces with HKAPI (Hong Kong Association of the Pharmaceutical Industry) and submitted a recommendation paper to the Department of Health, proposing the inclusion of Global Trade Item Number (GTIN) and Authorised Sellers of Poisons Reference Number (ASP#) in the data structure of the Computerised Transaction Record System (CTR) for Anti-Microbial Resistance (AMR), to enhance traceability and streamline regulatory functions.
- Participated as the core member of the Food & Health Bureau Working Group on eHealth Record and Information Standards (eHR).

- 舉辦了3次「醫療器械唯一標識(UDI)」應用相關的講座，亦為企業專設培訓課程。
- 與香港科研製藥聯會(HKAPI)合作向衛生署提交建議書，建議在抗微生物藥物阻力的電腦化交易記錄系統的數據結構中，加入全球貿易貨品編碼(GTIN)和獲授權毒藥銷售商參考編號(ASP#)，以提升追溯性及簡化監管流程。
- 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。

## Boosting Competitiveness & Patient Safety with GS1 HK's Customised Corporate Training
## 參與GS1 HK特設企業培訓 提升競爭力及病患安全



Read the case
立即閱覽案例

A customised corporate training was arranged for DKSH's regional managerial executives by GS1 HK Academy, with contents about GS1 global standards, latest technology and traceability tools in the healthcare sector, with a focus on GS1 DataMatrix which enhances track & trace along supply chain. DKSH enjoys better compliance, assurance of patient safety and enhanced competitiveness as a result.

GS1 HK Academy為大昌嘉華(DKSH)的區域部門高層專門設定及安排企業培訓課程，內容涵蓋GS1全球標準簡介、醫療護理業的最新科技和追溯技術，其中重點包括如何以GS1 DataMatrix加強供應鏈追蹤溯源。培訓讓DKSH提升合規性、確保病患安全和加強競爭力。
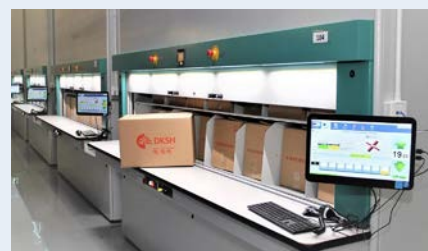


## Enhancing Efficiency for the Pharmaceutical Industry
## 提升醫藥行業效率

- Our ezTRADE platform has been supporting over 100 healthcare providers and suppliers in digitizing and automating the daily exchange of tens of thousands of electronic orders and invoices.
- Real-time temperature and humidity monitoring at multiple warehouses of a pharmaceutical company is realised with our Smart Operation Solution, for regulatory compliance and manpower saving.

- 本會ezTRADE平台為超過100間醫療保健機構及供應商，每年傳送數以萬計的電子採購單及發票。
- 藥廠應用GS1 HK智慧營運方案，在多個倉庫實時監測溫度濕度，達到合規和節省人力目標。



Read the Interview
立即閱覽訪問

## Healthcare Group Banks on HK's Advantages to Unlock New Opportunities in GBA
## 藥企發揮港醫藥優勢 發掘大灣區新機遇

Since 1996, Zuellig Pharma has been using GS1 HK's ezTRADE, a B2B e-commerce community platform, to exchange tens of thousands of electronic POs and invoices with partners every month. They are also able to introduce an auto-replenish feature where the system can automatically restock fast-moving drugs on a daily basis, ensuring the company remain agile and responsive to the evolving needs of patients.

裕利醫藥自1996年已應用GS1 HK的「通商易」B2B商貿社群平台，每月與業務夥伴來回傳送數以萬計的電子採購單及發票。他們更藉此引入自動補貨功能，讓系統每天自動為快速銷售的藥品補貨，確保公司能靈活有效地應對病人不斷變化的需求。

# INNOVATION & TECHNOLOGY (I&T)
# 創 新 及 科 技

## STRENGTHENING I&T LEADERSHIP IN THE NEW AGE
## 於 新 時 代 提 升 創 科 領 導 地 位

Innovation and technology (I&T) empowers business transformation in all sectors, contributing to a more efficient, profitable, responsible and sustainable marketplace. It is the key to Hong Kong's economic growth and maintaining its status as one of the most competitive hubs in Asia, but it requires multiple stakeholders to foster a thriving I&T ecosystem in Hong Kong.

As a neutral, collaborative organisation, GS1 Hong Kong has been supporting companies' digitalisation and leveling the playing fields with our expertise in global standards, data platforms and wide network of technology partners, building a synergetic I&T ecosystem that drives "better living, smarter business" for Hong Kong.

創新科技為各行各業帶來轉型機會，推動更有效率、更高利潤、更具企業責任和更可持續的市場發展。這既是香港經濟增長的關鍵，也是維持本港作為亞洲最具競爭力樞紐之一的關鍵，但這需要多方持份者共同努力，方能孕育本地創科蓬勃生態。

GS1 Hong Kong作為中立協作機構，一直透過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，致力幫助各機構數碼轉型，旨在促進香港「智能商貿，優質生活」的發展。

# Key Initiatives 主要活動/項目 2023/2024

## IOT Data Hackathon
### 物聯網數據黑客松

- Organised the first-ever IOT Data Hackathon in collaboration with Cyberport and HKSTP.
- With a total of six challenge statements under the themes of "Smart City" and "Smart Supply Chain", the Hackathon attracted over 80 teams of local tertiary students and business professionals.
- Participating teams were provided with a wide range of training workshops covering industry knowledge, tech trends, data techniques, etc., including a dedicated group of 22 mentors from different professional fields who provided valuable guidance and mentorship to the shortlisted.
- A total of 10 awards were presented to 8 teams across the Student and Professional streams.

- 本會主辦首屆IOT Data Hackathon，由香港數碼港管理有限公司和香港科技園公司協辦。
- 活動吸引了超過80支本地專上學院學生和專業人士團隊參與，解決圍繞「智慧城市」和「智慧供應鏈」等6個領域的挑戰題目。
- 參賽隊伍接受一系列賽前培訓工作坊，涵蓋行業知識、科技趨勢、數據分析等，並獲22位來自不同專業領域的導師提供支援。
- 最終8隊來自學生組及專業組的隊伍表現卓越，共獲頒10個獎項。





## CHML (Student Stream Champion) – Renovation of In-Store Inventory System
CHML (學生組冠軍) — Renovation of In-Store Inventory System



Read the case
立即閱讀案例

One of the largest retailers in HK identified 2 challenges: inaccurate demand forecasting and out-of-stock/replenishment issues. The team came up with a new forecast system "Forecast X" and a new inventory system "SmartStock".

全港其中一家最大超市提出2項日常經營難題：需求預測不準確及缺貨/補貨問題。團隊提出2項方案：「ForecastX」需求預測系統及「SmartStock」倉儲系統以解決痛點。

### The Hong Kong ICT Awards – Smart Mobility Awards 2024
### 香港資訊及通訊科技獎 — 智慧出行獎2024

- For the 7th consecutive year, GS1 HK was appointed by the Digital Policy Office (DPO, formerly known as OGCIO) to be the Leading Organiser for the ICT Awards – Smart Mobility Award, aiming to encourage and promote the development & adoption of information and communication technology (ICT) applications and innovative solutions.
- This year's "Smart Mobility Grand Award" was awarded to the project "Public transport ridership simulation and railway planning - MTR to Keep Cities Moving" jointly developed by MTR Corporation and The Hong Kong University of Science and Technology.
- The project also received the "Smart Mobility (Smart Transport) Gold Award" and the "Best Use of AI Award", and was honoured with the "Award of the Year", selected by the Grand Judging Panel from the eight Grand Awards.

- 本會連續第7年獲數碼政策辦公室(DPO，前稱OGCIO)委任為「香港資訊及通訊科技獎—智能出行獎」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。
- 今年的「智慧出行大獎」由港鐵公司聯合香港科技大學的「鐵路營運客流量預測及規劃 - 以港鐵推動城市前行」項目獲得。
- 該項目同時獲得「智慧出行（智慧交通）金獎」及「最佳人工智能應用獎」；並榮獲由最終評審委員會從八個類別大獎中甄選出的「全年大獎」。



### "Award of the Year" - "Public transport ridership simulation and railway planning - MTR to Keep Cities Moving"
### 「全年大獎」-「鐵路營運客流量預測及規劃 - 以港鐵推動城市前行」



Read the case
立即閱讀案例

The HKUST-MTR Joint Research Laboratory team built a large-scale dynamic simulation model for Hong Kong's entire public transportation system, to visualize passengers' need and behaviours for the stations and traffic management, vital for effective deployment of resources for a safe and reliable railway environment to the satisfaction of their passengers.

香港科技大學—港鐵聯合實驗室的項目團隊應用大數據校準的數位學生模型，預測在不同情況下港鐵網路的客流量，讓營運團隊能及早規劃及執行相應的營運安排和管理措施，推動城市繼續前行。

### IoT Series/Digital Transformation Training
### 物聯網及數碼轉型培訓

- A variety of training workshops and seminars covering digitalization strategic planning to technology implementation has been offered, with ESG and green elements blended in to share how IoT and digital transformation could help companies and firms to achieve their ESG goals.
- In 2023-24, the courses attracted over 250 audiences.

- 年內提供了各種培訓、工作坊及講座，內容涵蓋數碼化策略規劃到技術實踐，並融入ESG和環保元素，講解物聯網和數碼轉型如何幫助企業和公司實現ESG目標。
- 於2023/24年，各項培訓吸引了超過250名人士參與。

## I&T Industry Engagement
## 創科行業拓展

- Participated in the 19th Plenary Meeting of the Hong Kong/ Guangdong Expert Group on Co-operation in Informatisation hosted by DPO in HK physically, and shared the readiness of the "China Industrial Internet Identification Service Platform" (粵港工業互聯網標識解析服務平台), which will be promoted for industry to adopt both in Mainland China and Hong Kong.
- Co-organised the 18th Guangdong-Hong Kong Internet of Things Summit hosted in Guangzhou.
- Co-organised the 13th edition of Guangdong-Hong Kong IoT Solutions Competition, in which 4 of the awarded solutions were nominated from "Hong Kong ICT Awards 2023 – Smart Mobility Award" winners.

- 參加政府數字政策辦公室舉辦的「粵港信息化合作專責小組第十九次會議」，並分享了「工業互聯網標識解析創新專案平台」已準備就緒，未來將在中國內地及香港推廣應用。
- 聯合舉辦第十八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13屆粵港物聯網大賽」，當中有4個得獎方案為「香港資訊及通訊科技獎2023 — 智慧出行獎」得獎項目。



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

- A total of 22 vendors with diversified solution & services joined the programme, and participated in business matching & networking activities to grow business.
- Covered different kinds of automation solutions such as AI, Automated Robotic & Cloud Computing Solutions, as well as enterprise software solutions from RMS to ERP to WMS to Business Analytic solution.

- 22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。
- 涵蓋不同自動化方案包括人工智能、自動機械人及雲計算方案等，亦有企業軟件方案如RMS、ERP，以至倉儲管理及企業分析方案等。

## 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 2D barcodes, AI, video analytics, sensor network and data analytics.
- Total number of physical visitors in 2023/24 was 1,233, 25% more than the previous year.

- 智慧科技創新中心為業界提供平台，讓商界體驗RFID/物聯網相關方案，如2D條碼、人工智能、視像分析、傳感器設備及數據分析等智慧科技。
- 於2023/24年，共有1,233位人士參觀了中心，比往年多25%。

# TRANSPORT AND LOGISTICS
# 運輸及物流業



# FACILITATING AN EFFICIENT, CONNECTED SMART LOGISTICS NETWORK
# 促進高效互聯的智能物流網絡

Despite the continued growth of cross-border trade and e-commerce activities in the region, especially of the Greater Bay Area markets, Hong Kong's transport and logistics sector must contend with bottlenecks like rising costs, geo-political tensions and regulatory compliance, last-mile deliveries, and consumers' demand for sustainable practices and the need for end-to-end visibility.

Supply chain visibility is essential for gaining clear insights into a product's journey through the supply chain, empowering companies to manage complex multi-modal deliveries. GS1 Hong Kong has been utilizing a wide range of GS1 standards and solutions to enable the efficient, secure flow of products, capital and information, enhancing efficiencies in logistics and sustainability, as well as better warehouse, transport and asset management.

儘管區內跨境貿易和電商活動持續增長，特別是大灣區市場，但香港的運輸和物流行業仍需面對成本上漲、地緣政治緊張局勢和監管合規、最後一里配送等難題，以至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。

供應鏈透明度是其中關鍵，有助企業深入了解產品在供應鏈的情況，方便管理複雜的多式聯運交付。GS1 HK一直運用各項GS1標準和方案，讓產品、資金和信息可以高效安全地流通，增強物流和可持續性效率，並推動更好的倉儲、運輸和資產管理。

## Promoting Hong Kong's Logistics Development
## 推動本地物流發展

- Collaborated with Hong Kong Logistics Association (HKLA) and Hong Kong Quality Assurance Agency (HKQAA) on the project "Guidelines for application of emerging technologies in cold chain logistics" which was funded by the government under the Trade and Industrial Organisation Support Fund (TSF). Completed in 18 months, four sessions of workshop about the project were conducted attracting over 100 participants.
- eHub Video: Developed a video in collaboration with Airport Authority Hong Kong and HK E-Commerce Logistics Association, in which 5 key stakeholders, including Sa Sa Cainiao, Kerry Commerce, Buy&Ship and e+Solutions shared insights about Hong Kong as an ideal eCommerce Logistics Hub for business locally and to the world.
- 《ESG知多啲－綠色運輸物流邁向碳中和》: Contributed a chapter to the new book, about how GS1 Standards supports "4Rs" - Reuse, Recycle, Reduce, Regulatory compliance with the use of technologies, including QR code with GS1 Digital Link standards and GS1 EPCIS traceability standard.

- 與香港物流協會及香港品質保證局就「冷鏈物流新興技術應用指南」項目合作。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行業提升技術。項目於18個月內完成，並舉辦了4場相關的工作坊吸引逾百名參加者出席。
- eHub影片：與機場管理局和香港電子商貿物流協會聯合製作推廣片段，邀得莎莎、菜鳥、嘉里電商、Buy&Ship和e+Solutions等5位持份者代表分享他們對香港作為本地及全球電商物流中心的見解。
- 《ESG知多啲-綠色運輸物流邁向碳中和》：為新書撰文講解GS1標準如何幫助業界推動重用、回收、減廢、合規等「4R」，包括加入GS1 Digital Link標準的QR碼及GS1 EPCIS追溯標準。

## Industry Engagement @ALMAC 2023 & Beyond
## 協辦亞洲物流、航運及空運會議2023及其他活動與行業交流

- Co-organised the "SCM & Logistics Forum II" with HKTDC at Asian Logistics, Maritime and Aviation Conference 2023, dwelling on how "3Ds" - Decarbonisation, Digitalisation, and Decentralisation – bring about the next wave of opportunities for sustainable company development.
- Co-organised "Navigating Towards Smart Port and Logistics 2.0" seminar with Hong Kong Sea Transport & Logistics Association and the Hong Kong Shippers' Council, and arranged guided tour at the Smart Business Innovation Centre

- 與貿發局協辦「供應鏈管理及物流論壇 2」環節，探討「3D」—減碳(Decarbonisation)、數碼化(Digitalisation)、去中心化(Decentralisation)— 如何為企業帶來新一浪持續發展機遇。
- 與香港航運物流協會及香港付貨人委員會聯合舉辦「邁向智慧港口與物流2.0」論壇，並安排業界人士參觀GS1 HK智慧科技創新中心。

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

- A concept paper about GS1 Hong Kong's ezTRACK platform integration with GS1 Vietnam's "National Traceability Portal" was submitted to Vietnamese statuary body, 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.

- 向越南法定組織遞交有關對接GS1 HK「縱橫網」(ezTRACK)平台與GS1越南的「國家追溯平台」的合作文件，旨在為「越港」在貿易和物流上合作奠定基礎，讓越南的出口、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。

### Vietnam-HK Cross-border Traceability Pilot
### 越南香港跨境追蹤追溯試點計劃

Read the case
立即閱讀案例

GS1 Vietnam engaged GS1 Hong Kong to conduct cross border traceability pilot by building a digital food traceability system with the use of ezTRACK platform for Hong Kong and Vietnam users, which brought benefits in ways of lowered food safety risk, enhanced traceability, better compliance to regulatory measures, improved efficiency, etc.

GS1越南與GS1 HK合作進行跨境追溯試點計劃，利用ezTRACK平台為越港兩地用戶構建數碼食品追溯系統，以增強追溯能力、降低食品安全風險、加強遵行監管合規性、提高效率等。

## Government Advocacy
## 政府倡議

- Submitted a recommendation paper to the Economic Affairs Office, Liaison Office of the Central People's Government (LOCPG) in the HKSAR, on the topic of "發揮香港貿易優勢 培育外貿新動能", focusing on 2 key trends, trade digitalisation and green trade, as well as 2 practices to achieve digitalised, sustainable trade – adoption of QR code built on global standards and using track-and-trace technology across trade value chain.

- 向中聯辦經濟部提交了主題為「發揮香港貿易優勢 培育外貿新動能」的建議書，當中強調2大趨勢：數碼貿易和綠色貿易，以及實現數碼化、可持續貿易的2大方案—採用建基於全球標準的QR碼，以及在貿易價值鏈使用追蹤追溯技術。

# OUR 我們的
## "GO DIGITAL • GO GREEN"
### STRATEGY, SOLUTIONS & SERVICES
### 策略、方案及服務

In today's lackluster economy, businesses are grappling with changes for greater profitability, efficiency, resilience and sustainability. GS1 HK has been deepening and expanding our standard-based services and solutions, supporting businesses to stay competitive and create new opportunities through innovation, guided by our "Go Digital • Go Green" strategy.

面對現時疲弱經濟，企業正各施各法為公司提升利潤、效率、業務韌性和推進可持續發展。**GS1 HK**基於標準深化並擴展多項服務和方案，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 -** **Empowering next-generation O+O commerce**
塑造新一代線上線下(O+O)商貿

**Go Green -** **Supporting ESG practices through the use of data across supply chain**
善用供應鏈各項數據，推動可持續發展

# GS1 HONG KONG
# 香港貨品編碼協會

## GS1 Global Standards

### Data Platforms 數據平台

**Product Data 產品數據**

BARCODE PLUS

**Transactional Data 交易數據**

ezTRADE 通商易

### 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

# SOLUTIONS & SERVICES PORTFOLIO
## 解 決 方 案 及 服 務 一 覽

### GS1 全 球 標 準

**Event Data 事件數據**

**ESG-related Data ESG相關數據**

eZTRACK 蹤橫網®

ESG

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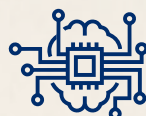
**AI & Machine Learning 人工智能及機械學習**

**Smart Business and Green Solutions 智慧營商及綠色方案**

**Brand Protection 品牌保護**

**Smart Product and Services 智慧專業服務**

| Smart Business and Green Solutions | Brand Protection | Smart Product and Services |
|---|---|---|
| Scope 3 Enablement 範圍3碳排放監測 | Product Authentication 產品驗證 | Knowledge Building 知識提升 |
| Smart Operations 智慧營運 | Channel Management 渠道管理 | Industry Best Practices 最佳行業實踐 |
| End-to-End Visibility 提升端到端的可視化程度 | Anti-Phishing 辨識釣魚網站 | Talent Development 人才培育 |
| | | Smart Business Innovation Centre 智慧科技創新中心 |

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& 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. We organised and participated in different kinds of 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。我們舉辦及參與各式各樣活動，助會員保持聯繫、交流意見，共同創造機遇。

# GS1 Global Events

📅 **12 - 15 Sep 2023**

GS1 AP Forum 2023  GS1
Ulaanbaatar, Mongolia
GS1亞太區論壇2023
蒙古烏蘭巴托



📅 **21 - 24 May 2024**

GS1 General Assembly 2024
Rome, Italy
意大利羅馬

# GS1全球活動

As Moderator at Hong Kong Fintech Week - Digital Metamorphosis at scale: Transforming Hong Kong's Digital Economy with CDI" Panel
為香港金融科技周論壇主持人

2 Nov 2023





Co-organised "SCM & Logistics Forum II" & exhibited at Asian Logistics, Maritime & Aviation Conference (ALMAC)
於亞洲物流航運及空運會議上協辦「供應鏈管理及物流論壇II」環節及展出

22 Nov 2023

Co-organised "Navigating towards Smart Port and Logistics 2.0" Forum with The Hong Kong Shippers' Council & Hong Kong Sea Transport and Logistics Association
與香港航運物流協會及香港付貨人委員會舉辦「邁向智慧港口與物流2.0」論壇

23 Nov 2023





Hong Kong Maritime Week – Visit to GS1 HK's Smart Business Innovation Centre
「香港海運週2023」- 參觀智慧科技創新中心

24 Nov 2023

**Office of the Government Chief Information Officer (Currently known as Digital Policy Office) Visited GS1 HK's Smart Business Innovation Centre**
政府資訊科技總監辦公室（現為數字政策辦公室）參觀智慧科技創新中心

25 Jan 2024





**Co-organised The 18th "Guangdong-Hong Kong-Macau IoT Summit" & The presentation ceremony of the 13th "Guangdong-HK-Macau IoT Competition"**
協辦「第十八屆粵港澳物聯網高峰論壇」暨「第十三屆粵港物聯網大賽」頒獎典禮

22 Mar 2024

## Shared at Digital Economy Summit
### 於數字經濟峰會上分享
**12 Apr 2024**





## IOT Data Hackathon 2025 Award Ceremony
**13 Apr 2024**





## Visited HKTVmall's Automated Logistics and Distribution Centre
### 參觀HKTVmall自動化物流配送中心
**25 Apr, 2024**
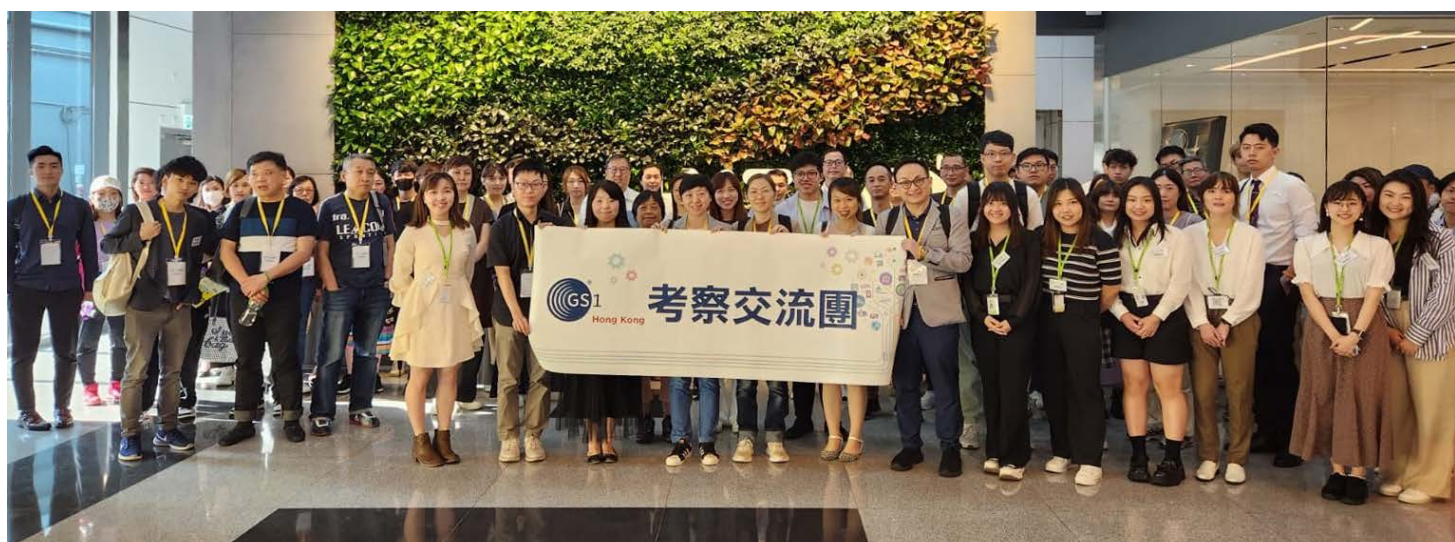
📅 Shared at buildingSMART International – Asia Summit 2024
於 buildingSMART International – Asia Summit 2024 上分享

17 Jun 2024



📅 Shared at "BUSINESS GOVirtual Expo & Conference"
於「BUSINESS GOVirtual 科技博覽及會議2024」上分享

12 Jul 2024



📅 Joined "Digital Transformation Support Pilot Programme (DTSPP) Solution Day"
參加「數碼轉型支援先導計劃(DTSPP) - 數碼科技方案展示日」

22 Jul 2024

## Joined The 30th Anniversary cum Rebranding Ceremony of HK Transport & Logistics Association
出席香港航運物流協會（協會）三十周年慶祝午宴暨改名典禮

26 Jul 2024





## Logistics Industry visited GS1 HK's Smart Business Innovation Centre
物流業界參觀GS1 HK智慧科技創新中心

26 Jul 2024



## Shared at "Guidelines for the Application of Emerging Technologies in Cold Chain Logistics" Sharing Session
於「冷鏈物流新興技術應用指南」項目經驗分享會上分享

28 Aug 2024

## GS1 Hong Kong

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🔍 **GS1 Hong Kong**