



Trust in Data

Power in Innovation

Annual Report 2025



GS1 Standards:

Product Data
產品數據



Transactional Data
交易數據



Traceability Data
追蹤追溯數據



ESG-related Data
ESG 相關數據



***The Digital Seed
of Trusted Data***



**GS1
Standards**



GS1 Hong Kong Powers:

Product **S**tory

Product **S**afety

Product **S**ustainability

Turning **D**ata into Capital

TABLE OF CONTENT

目錄

Our Purpose		使命
Today's GS1 Hong Kong	2	香港貨品編碼協會概況
Chairman's Message	4	主席的話
Chief Executive's Report	6	總裁報告
Empowering Businesses Go Digital • Go Green • Go Global	10	助企業 Go Digital • Go Green • Go Global
Congratulatory Messages	12	賀辭
Structure and Governance	40	架構及管理
Organisation Structure	41	協會架構
Board of Directors in 2024- 2025	42	2024-2025年年度董事局
GS1 Hong Kong Management	44	香港貨品編碼協會管理層
Industry Advisory Boards	45	業界諮詢委員會
ECR Hong Kong	45	ECR香港
ezTRADE User's Committee	47	「通商易」用戶委員會
HK F&B Industry Advisory Board	48	香港食品及飲品行業諮詢委員會
HK IoT Industry Advisory Council	50	香港物聯網產業諮詢委員會
SMEs Advisory Board	52	中小企業諮詢委員會
Our Industries	54	我們服務的行業
Omni-channel Retail and Consumer Goods	56	全渠道零售及消費品
Food and Food Services	60	食品及餐飲服務
Apparel & Textile	64	服裝及紡織
Healthcare	67	醫療護理
Innovations & Technology	70	創新及科技
Transport and Logistics	74	運輸及物流
Our "Go Digital • Go Green" Strategy, Solutions & Services	78	我們的策略、方案及服務
Flapship Events	82	旗艦活動
Events, Industry Engagements & Activities	90	活動、與業界交流及 其他參與項目

GO DIGITAL • GO GREEN 推動業務增長

Through the provision of global data 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)提供全球數據標準(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 食品及零售					
Healthcare 醫療保健					
Transport & Logistics 運輸及物流					
ICT 資訊及通訊科技					
Cross-border Trade 跨境商貿					
Financial Services 金融服務		Construction 建造業			

TODAY'S GS1 HONG KONG

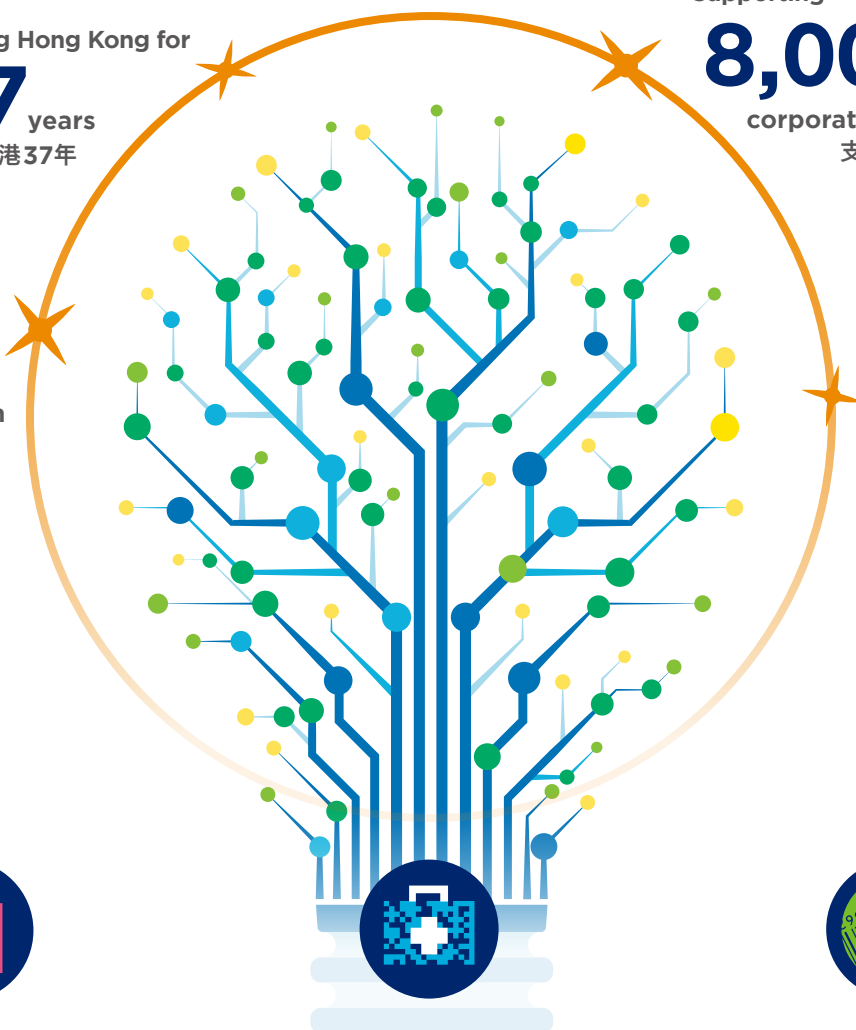
香港貨品編碼協會概況

Serving Hong Kong for
37 years
服務香港37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 hospital's drug
supply chains in HK are
supported by GS1 standards

全港43間公立醫院藥物
供應鏈由GS1標準支援

**2 OF
TOP 3**

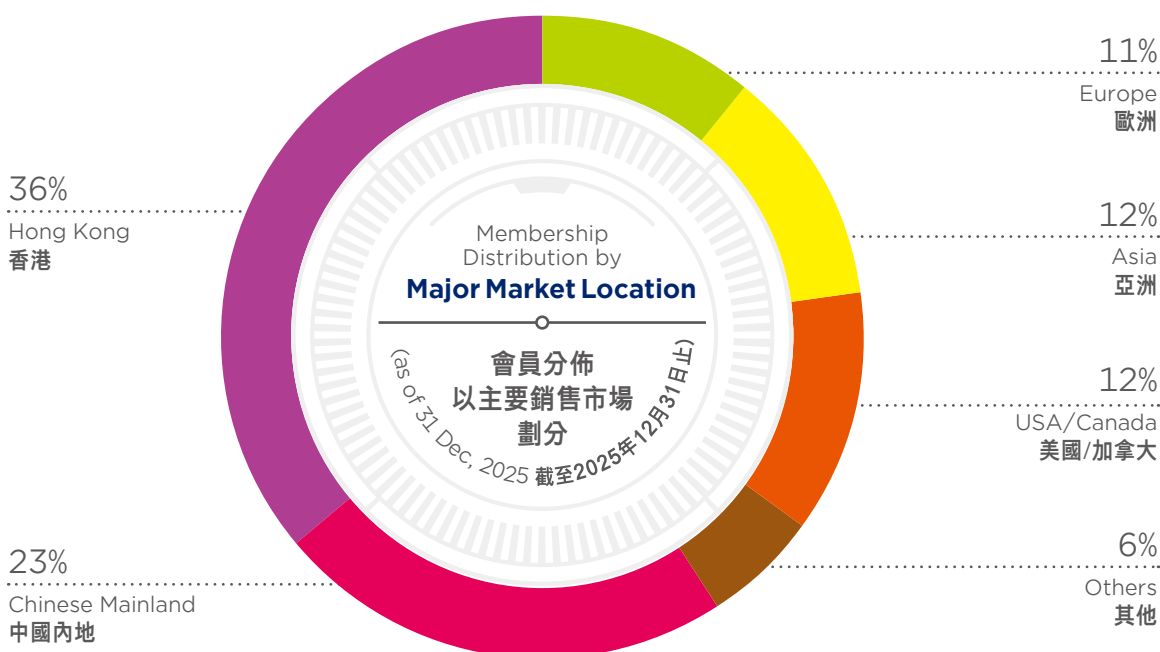
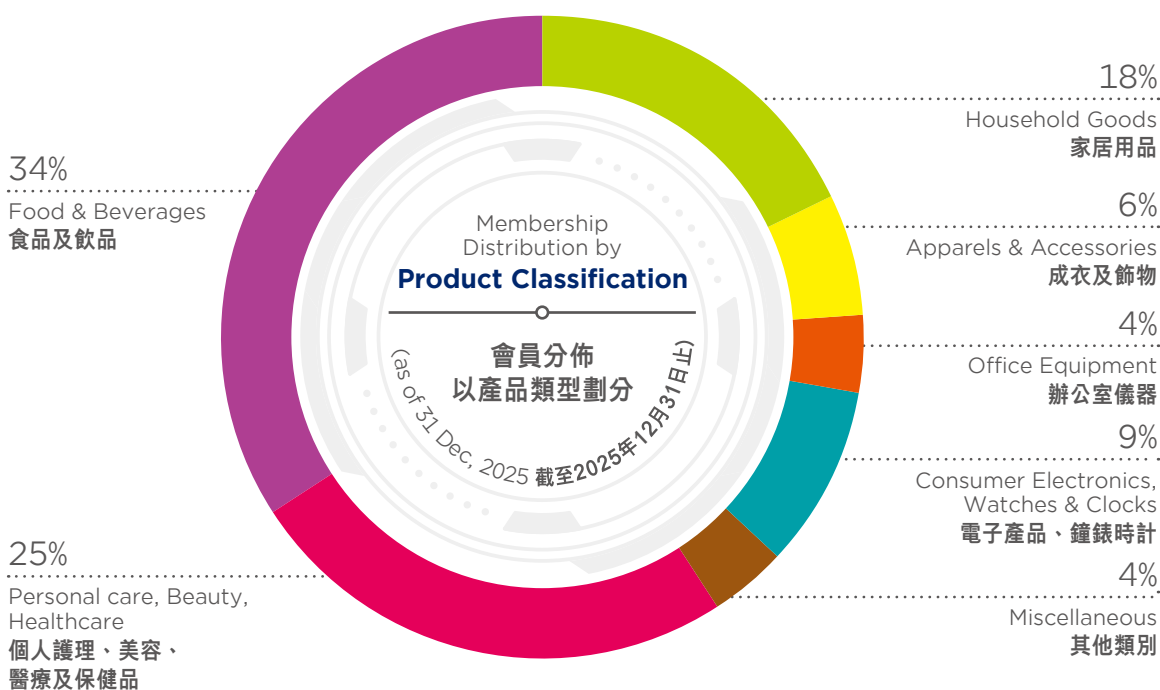
Chinese fast food chains
in HK use GS1 system for
purchase order processing

2間本地Top 3中式快餐
連鎖集團使用GS1系統
處理採購訂單

GO DIGITAL • GO GREEN 推動業務增長

More than 85% of our members are SMEs. GS1 HK supports companies in all sizes 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。



MR. ROY NG 伍俊達先生



As China enters the 15th Five-Year Plan period, **digitalisation, AI+, smart manufacturing, data-driven industries and green technology** will drive the new era of high-quality growth. Mr. Liu Liehong, Head of the National Data Administration, has highlighted the growing importance of data in this transformation - “wherever AI+ goes, high-quality datasets will be built there” - while international collaboration and innovative approaches to cross-border data flows will be essential in a more interconnected digital economy.

Aligned with the national agenda, Hong Kong is proactively driving innovation & technology development, particularly in emerging fields such as artificial intelligence.

AI offers greater speed, personalisation and efficiency, but AI & data must work together. The true power of AI depends on data that is accurate, well-structured and trustworthy. Without trusted data, AI simply generates “garbage in, garbage out” problem. **Trusted data has become the new oil.**

Standards: The Digital Seed of Trusted Data

GS1 global standards provide the foundation for AI-ready data - ensuring it is structured, interoperable, and reliable. In this sense, **GS1 Standards are the digital seeds** that cultivate ecosystems of trusted data. Just as the barcode revolutionized supply chain efficiency over 50 years ago, GS1 continues to evolve with industry needs, ensuring the digital future is built on trust and interoperability.

AI-ready data is anchored by the simple yet powerful barcode - the Global Trade Item Number (GTIN) - which gives every product a single, globally unique identity. This makes product data structured, machine-readable, verifiable, and trustworthy for generative AI and search engines. As the rise of agentic commerce reshapes how products are discovered and chosen, **AI-readable and AI-trustworthy data becomes essential.** In turn, this reduces fragmentation and enables connected, consistent product information across data ecosystems.

Industry leaders, including Google, recognises that trust is essential at every step, and GS1 standards play a vital role in product identification and in grounding AI models. When GTIN is embedded in W3C-aligned Schema.org structured data, it helps AI systems and search engines to accurately interpret and connect to verifiable product information - supporting improved discovery, ranking, comparison and relevance in AI-powered search.

To make your products truly AI-ready, ground them in trusted, structured data.

隨着中國正式踏入「十五五」時期，**數字化、AI+、智能製造、數據驅動產業及綠色科技**，將成為推動高質量發展的新引擎。國家數據局局長劉烈宏先生曾指出數據在當中的關鍵角色 - 「AI+行動到哪裡，行業高質量數據的建設就要到哪裡」，並強調數字經濟的國際合作，應建於數據流通（「通路、通關、通商」）基礎上。

香港亦緊貼國家規劃，積極推進創新科技發展，尤其在AI等新興領域加速佈局。

無可置疑，AI帶來更高速度、更強個人化及更佳效率；然而，AI與數據必須相輔相成。要發揮AI的真正力量，關鍵在於數據的準確性、結構化與可信度。若缺乏可信數據，AI最終只會導致「垃圾進、垃圾出（Garbage In, Garbage Out）」的結果。因此，**可信數據現在是新石油。**

標準：可信數據的數碼種子

GS1全球標準為AI-ready數據奠定基礎 - 確保數據具備結構化、互通性及可靠性。從這個角度看，**應用GS1標準猶如播下數碼種子**，孕育可信數據的生態。正如條碼在五十年前徹底革新了供應鏈效率，GS1亦持續因應業界需求演進，以數據的可信度引領數碼未來。

AI-ready數據可從簡單而強大的條碼 - 全球貿易貨品編碼（GTIN）開始，為每件產品賦予唯一、全球通用的身份證，同時為生成式AI及搜尋引擎帶來結構化、機器可讀、可核實、可信的產品數據。隨著「代理型商務」（agentic commerce）興起，顛覆了產品如何被發現、被選擇的方式，令**AI-readable及AI-trustworthy的數據變得更為重要**。GTIN不僅有助減少數據碎片化，更能讓數據生態系統之間互聯互通，確保產品資訊一致性。

行業領袖，包括Google，一致認同信任是各個環節不可或缺的核心要素，而GS1標準在產品識別，及為AI模型建立可信基礎方面，發揮着關鍵作用。將GTIN嵌入符合W3C標準的Schema.org結構內，便能協助AI系統及搜尋引擎準確解讀，並連接至已驗證的產品資訊，提升AI搜尋中的產品曝光率、排名，進行比較和強化搜尋結果的關聯性。

總括而言，要讓產品達致AI-ready，關鍵在於建立可信的數據根基。

Sustainability: Data as Powerhouse

Around the world, governments are accelerating the transition to a greener economy. Hong Kong is playing its part through initiatives such as the carbon and climate-related standards. At the heart of this transformation lies trusted, high-quality data - now a **true powerhouse for sustainability** - enabling greater transparency, credibility and regulatory compliance across value chains.

Building on the well-established ezTRADE platform, a trusted B2B data infrastructure which has successfully digitised the daily transactions across retail, food services, beauty & personal care, as well as healthcare supply chains, GS1 HK has launched the ESG Supply Chain Community Platform to help buyers & suppliers collect, manage and share accurate Scope 3 carbon emissions data, strengthening data integrity while supporting compliance with HKEX disclosure requirements.

Looking ahead, the EU's Digital Product Passport (DPP) will become mandatory from 2027 for priority product groups - including apparel & textiles, batteries and electronics, with a full rollout expected by 2030. The DPP is a structured, digital record that discloses product lifecycle information such as material composition, carbon footprint, reparability, and recycling instructions via QR codes. GS1 HK is actively supporting companies in preparing for these requirements and building a digital ecosystem for sharing ESG data through QR codes powered by GS1 standards.

Supply Chain: Data as Digital Backbone

In an increasingly complex global environment, **trusted data is the digital backbone of agile, transparent, and resilient supply chains**. Combined with IoT and AI analytics, GS1 Standards enable granular visibility and traceability for companies to respond faster to disruptions.

Beyond operations, GS1 standards provide trusted **“digital identities”** that serve as a reliable and verifiable data foundation for financial institutions. The Global Location Number (GLN) is a unique, global identifier for legal entities and physical locations. As an ISO-compliant standard, referenced by international organisations such as the WTO and ICC and connected to GS1 registries, **GLN enables verification across borders and digital ecosystems**. This supports banks in strengthening Know Your Customer (KYC) processes, detecting fraud, and reducing documentary risks—reinforcing Hong Kong's role as an international financial centre.

One World, One Goal, One Standard

Technology evolves, but great standards endure. Amid rapid advances in technologies such as blockchain, AI, and IoT, GS1 Standards remain the timeless common language that connects industries, data, and markets worldwide.

GS1 HK's vision is simple yet profound: **Trust in Data, Power in Innovation**. We are uniting industries worldwide around global standards, to unlock AI value, advance sustainability, and strengthen supply chain resilience.

I extend my sincere gratitude to my fellow Board members and GS1 HK management team for their unwavering commitment. Together, we are empowering businesses to thrive in the data-driven era and building a more efficient, transparent, and sustainable future for Hong Kong and beyond.

可持續發展：數據是核心動能

全球各地政府正加速邁向綠色經濟轉型。香港亦積極響應，推動碳排放及氣候相關標準等措施。然而，這個轉型的關鍵在於可信及高質量的數據；這數據已經是**推動可持續發展的核心動能**，為價值鏈帶來更高透明度與可信度，並支援企業應對法規要求。

已獲業界廣泛應用的ezTRADE(通商易)平台將零售、餐飲、美妝及個人護理、以及醫療保健等行業的日常交易數碼化。基於這個可信的B2B數據基礎，GS1 HK推出了ESG供應鏈社群平台(ESG Supply Chain Community Solution)，讓買家與供應商能於同一平台上準確地收集、管理及分享範疇3(Scope 3)碳排放數據，不但能確保數據完整度，亦能協助企業符合香港交易所(HKEX)的披露要求。

在不久的將來，歐盟「數碼產品護照」(Digital Product Passport, DPP)會於2027年起率先在服裝及紡織品、電池及電子產品等重點類別推行，並預期於2030年全面實施。DPP是一個結構化的數碼載體，透過二維碼展示產品生命周期的重要資訊，如物料成份、碳足跡、維修及回收指引。GS1 Hong Kong正積極協助企業應對相關法規要求，透過採用符合GS1標準的QR碼，構建一個可共享ESG數據的生態圈。

供應鏈：可信數據連通全球

在日益複雜的全球營商環境中，**可信的數據已成為靈活、透明及具韌性的數碼供應鏈必備元素**。配合物聯網(IoT)及人工智能分析(AI Analytics)，GS1標準有助企業實現產品層面可視化及追蹤追溯，讓企業更迅速應對市場挑戰與供應鏈中斷。

在供應鏈營運以外，GS1標準提供可信的「**數碼身份**」，為金融機構帶來可靠、可驗證的數據基礎。全球位置編碼(GLN)用以識別企業法律實體，符合ISO標準的規範，並獲世界貿易組織(WTO)及國際商會(ICC)等國際組織認可。GLN相關數據已經載於GS1全球數據平台(GS1 Global Registry)，**提供一個可核實企業身份的基礎**，助銀行強化認識你的客戶(KYC)程序、偵測欺詐及降低文件風險，從而鞏固香港作為國際金融中心的地位。

同一世界，同一目標，同一標準

科技不斷演進，但標準歷久常新。在區塊鏈、人工智能(AI)及物聯網(IoT)等技術急速發展的年代，GS1標準始終是連接全球產業、數據與市場的永恆共通語言。

GS1 HK的願景簡單而具意義：**建立可信數據，激發創新動力(Trust in Data, Power in Innovation)**。我們正凝聚全球行業，共同採用國際標準，釋放人工智能的潛能，強化供應鏈韌性，推動可持續發展。

我衷心感謝各位董事局成員及GS1 HK管理團隊的堅定承諾與全程投入，攜手並進，幫助企業在數據主導的時代脫穎而出，並為香港以致全球，締造更高效、透明及可持續的未來。

MS. ANNA LIN, MH, JP, FCILT, FHKIM

林潔貽女士, MH, 太平紳士, FCILT, FHKIM



The Financial Secretary's 2026 Budget has set a clear direction: Hong Kong will deepen integration with national development through technology and industrial innovation, while supporting mainland enterprises to "Go Global".

Hong Kong's role as "super connector" and "super value-adder" is more critical than ever. Accurate,

standardised product data can be a strategic asset that builds trust, transparency & resilience across supply chains. As Hong Kong advances its "AI+" strategy, a trusted data foundation is the key to turning AI into real business value.

GS1 Hong Kong supports this vision through standards-based innovation across the product lifecycle – advancing **Product Story, Product Safety and Product Sustainability**, and helping businesses **Turn Data into Capital**.

Product Story: One Scan, Seamless Journey

Consumer demand for transparency is reshaping retail – We are witnessing the most significant transformation in retail since the barcode's inception 50 years ago: **the global migration to 2D barcodes** (QR codes powered by GS1), and it is already underway – adopted in 48 countries, covering 88% of global GDP.

In Hong Kong, we offer **1QR**, a complimentary, all in one digital product platform to members. The 2D barcode is automatically generated via BarcodePlus, our local product registry. With a single scan, consumers can instantly access **trusted product information** – ingredients, origin, sustainability credentials, promotions, and e-shop links – driving engagement and O2O commerce. While the Government advocates "telling good stories of Hong Kong", we empower brands to "tell good stories of products". To date, 1QR has generated over 1.65 million consumer visits.

To accelerate market-wide adoption, our **"2D Barcodes Industry Task Force"** developed a roadmap focusing on brand, retailer and consumer engagement, SME enablement, prioritisation of target product categories and exploration of simple, cost-effective solutions. Our goal is clear: QR codes work seamlessly for both retail POS systems and consumers.

財政司司長在2026年度財政預算案中，明確揭示了香港未來的策略性方向：一方面推動本地科技創新和產業創新深度融合，對接國家規劃；另一方面，協助內地企業「走出去」，拓展國際市場。

在此願景下，香港作為「超級聯繫人」及「超級增值人」的角色更顯關鍵。準確而標準化的產品數據可在供應鏈中發揮策略性作用，提升可信度、透明度及韌性。隨着香港全面推進「AI+」發展，現在是建立可信及互通數據基礎的關鍵時機，體現人工智能（AI）的實際商業價值。

GS1 Hong Kong將繼續以國際標準為基礎，提供貫穿產品全生命週期的創新方案，涵蓋**產品故事、產品安全及產品可持續發展**，並協助企業**將數據轉化為資金**。

產品故事：「碼」上帶來無縫體驗

消費者對資訊透明度期望不斷提升，為零售生態帶來變革。我們正見證自50年前條碼誕生以來，零售業最具規模的轉型 - 全球加速邁向**2D條碼（加入GS1標準的QR碼）**時代。這個轉型里程已在48個國家展開，覆蓋全球88%的GDP，標誌着零售發展邁向新里程。

在香港，GS1 Hong Kong免費為會員提供**1QR** - 一個一站式數碼產品資訊平台。企業可透過本會產品數據平台BarcodePlus自動生成此QR碼，讓消費者只需簡單掃碼，即可獲取**可信的產品資訊**，包括成分、來源、可持續發展憑證、推廣內容及網上商店連結，從而提升互動體驗，推動線上線下商貿（O2O）發展。此舉亦與政府「說好香港故事」相互呼應，我們致力協助品牌「說好產品故事」。截至目前，1QR平台已累計錄得超過165萬次消費者瀏覽。

為加快企業應用2D條碼，我們成立了「**2D條碼行業工作小組**」，制定清晰的路線圖，聚焦推動品牌、零售商及消費者參與及互動、協助中小企應用、同時針對重點產品類別作出優先部署，以及尋找簡易、具成本效益的方案。我們的目標清晰而一致：確保QR碼能被零售POS系統與消費者掃描，實現「一碼多用」。

Beyond retail, this “scan” journey now extends to healthcare. **GS1 DataMatrix**, the global 2D standard for medicine identification and traceability - can now be scanned by smartphones via Google Lens, enabling patients and healthcare professionals to access trusted medical information and electronic patient leaflets with ease.

Product Safety: Track, Trace, Trust

Product safety begins with visibility and ends with trust. Through GS1 Standards, we enable end-to-end track-and-trace across the entire product lifecycle - creating transparency from source to consumer.

Supported by Department of Industry and Information Technology of Guangdong Province, we developed the **“Guangdong-Hong Kong China Industrial Internet Identification Service Platform”** jointly with our Guangdong partner using GS1 Standards. The platform enables seamless data flow across upstream and downstream players, delivering end-to-end, cross-border traceability from Mainland to Hong Kong. This in turn strengthens product safety, ensures global accessibility of trusted product information.

This platform is already delivering tangible results. A gas stove appliance brand has successfully adopted the platform to achieve **traceability from mainland manufacturing to after-sales service (warranty & maintenance) in Hong Kong**. This also meets Electrical and Mechanical Services Department’s (EMSD) product safety management requirements and has since been shared as a best practice at an industry briefing.

Safety certifications further reinforce consumer confidence. As Hong Kong is internationally recognised for its testing and certification services, we advocate the use of QR codes powered by GS1 to **digitally display test certificates and traceability information**, building trust, deepening consumer engagement, and supporting brands to “Go Global”.

We are also fortifying trust through “scan and authenticate”. Our **REAL QR**, powered by patented anti-forgery micro-printing technology, has been adopted on over 5 million items. Beyond authentication, the solution enables distribution tracking, supporting sales channel management & identification of new market opportunities.

除零售行業外，這個掃「碼」旅程正延伸至醫療護理領域。**GS1 DataMatrix**一向是全球藥品識別與追溯的2D條碼標準，現已可透過智能手機上的Google Lens掃描，讓病人及醫療護理專業人員便捷地獲取可信的藥品資訊及電子用藥說明書，為智慧醫療奠定堅實基礎。

產品安全：追蹤追溯、建立信任

產品資訊清晰可見，是建立產品安全與信任的關鍵。透過GS1標準，企業可實現產品全生命週期的端到端追蹤與追溯，讓產品由源頭至消費者的每個環節都清晰透明。

在廣東省工業和信息化廳指導下，GS1 Hong Kong與廣東合作夥伴攜手，共同開發「**粵港工業互聯網標識解析服務平台**」。該平台採用GS1標準，促進上下游企業之間的無縫數據流通，可實現由中國內地至香港的供應鏈流程追蹤溯源，確保全球都可獲取一致且可信產品資訊，有助實現產品安全。

該平台已錄得實際成效。有香港煤氣煮食爐品牌成功透過應用平台，**實現由中國內地製造至香港售後服務（保養及維修）追蹤追溯**，符合機電工程署（EMSD）對產品安全管理的嚴格要求，並於行業簡介會上分享，鼓勵更多企業應用，保障產品安全。

安全證書亦是建立消費者信心的重要一環。香港的檢測與認證服務享譽國際，我們正倡議業界採用符合GS1標準的QR碼，**以數碼方式展示檢測證書與追溯溯源資訊**，建立產品可信度，提升消費者互動，並支持品牌「出海」。

同時，「**掃碼驗證真**」有助進一步鞏固消費者信心。本會的**REAL QR**採用專利的微印刷，目前已應用於超過500萬件產品上。此方案不僅有效驗證真偽，更可追蹤分銷點、強化渠道管理，以及識別潛在市場，協助企業在保護品牌的同時，開拓新商機。

Product Sustainability: Comply, Capitalise, Credibilise

Sustainability is increasingly a prerequisite for market access and long-term competitiveness, driven by regulations such as the **ESG disclosures and EU Digital Product Passport (DPP)**. Businesses can also capitalise on sustainability as a strategic opportunity for differentiation.

As the Hong Kong Exchanges and Clearing Limited (HKEX) mandates the disclosure of Scope 3 carbon emissions, we capitalised on the reliable trade data on our digital procurement platform, ezTRADE, as the foundation for **“ESG Supply Chain Community Platform”**. The platform centralises data collection and automates the calculation of Scope 3 carbon emissions data between buyers & suppliers. Listed catering groups and their suppliers have begun adopting the platform, **reducing data processing time by over 50%** while minimising manual errors & enhancing reporting efficiency.

In parallel, we have upgraded 1QR to meet emerging DPP requirements, which mandate digital disclosure of product level lifecycle information —such as origin, materials, supply chain traceability, environmental impact, and recycling details—for products placed on the EU market.

To support industry readiness, we established the **Hong Kong Apparel & Textile DPP Task Force** to raise awareness, develop best practices and drive adoption. Through workshops & seminars, we engaged over 200 industry stakeholders, deepening understanding of DPP requirements and practical implementation approaches.

Regionally, with funding from the **Asian Development Bank**, GS1 Asia Pacific collaborated with Sri Lankan manufacturers to pilot the use of GS1 Digital Link for ESG supply-chain information disclosure. GS1 Hong Kong contributed by developing a prototype ESG data model for apparel sector, supported by QR codes powered by GS1. A report was compiled outlining a SME-friendly strategy for the scalable digital sharing of ESG information, from upstream sources through the value chain, to meet the needs of regulators and consumers in export market destinations. The project further extended to support strengthening carbon data collection processes and enhancing digital capabilities on ESG across supply chain.

In 2024/25, we organised the **“Product Package Recycling Programme”** to promote green packaging, naked shopping & recycling through 3 industry workshops and 3 community roadshows to raise consumers' awareness.

With product data connected to the global product registry, GS1 HK also supports recycling programmes by enabling reliable product verification. We have also expanded the **“Quality Food Scheme ESG”** into a broader ESG Scheme covering multiple industries, recognising ESG performance while strengthening enterprise ESG management and transparency.

產品可持續發展：合規性、價值化、信任度

近年，全球對可持續發展的監管要求日趨嚴格，令可持續發展成為走入全球市場及維持長遠競爭力的必備條件。相關法規包括**ESG相關披露要求及歐盟數碼產品護照(Digital Product Passport, DPP)**等。然而，企業可藉此將可持續發展轉化為策略機遇，建立優勢。

因應香港交易及結算所有限公司 (HKEX) 對範疇三 (Scope 3) 碳排放披露要求，我們以數碼採購台 ezTRADE 上可靠的交易數據為核心，構建「**ESG 供應鏈社群平台**」，統一收集並自動計算買家及供應商之間的 Scope 3 碳排放數據，提升企業管理數據效率。目前，上市餐飲集團及其供應商已率先採用平台，**數據處理時間縮短超過 50%**，同時有效減少人手錯誤，提升整合報告效率。

為配合即將推行的 DPP 要求，我們已全面升級 1QR，協助企業符合 DPP 相關規定 - 所有於歐盟市場售賣的產品須以數碼方式披露產品全生命週期資訊，涵蓋來源、物料、供應鏈追蹤、對環境影響、回收方法等。

為協助業界做好準備應對相關法規，我們成立了「**香港成衣及紡織業工作小組**」，提升業界認知、制定最佳實務，並促進實際應用。透過業界研討會，與超過 200 位業界持份者交流，加深他們對 DPP 要求及應用方案的理解。

在區域合作方面，GS1 亞太區在 **亞洲開發銀行 (Asian Development Bank)** 資助下，與斯里蘭卡製造業夥伴合作，透過於試點上應用 GS1 Digital Link，推動以數碼化方式披露 ESG 供應鏈資訊。GS1 Hong Kong 亦參與其中，利用符合 GS1 標準的 QR 碼作數碼載體，為成衣業制定專屬的 ESG 數據模型。團隊同時編製了報告，提出一套以中小企為本、可廣泛推動的數碼化 ESG 資訊分享策略，涵蓋由上游來源及至整個價值鏈的數據流通，協助業界應對出口監管規範及消費者對透明度的要求。項目亦進一步延伸至強化碳排放數據的收集流程，並提升供應鏈層面的 ESG 數碼管理能力。

於 2024/25 年度，我們推出「**產品包裝回收計劃**」，透過三場行業工作坊及三場社區推廣活動，宣揚綠色包裝、裸買 (naked shopping) 及回收文化，提升業界及消費者對可持續消費的認知與參與。

與此同時，本會的產品數據已連接全球產品數據平台，確保數據可信且可驗證，讓 GS1 Hong Kong 能有效支援產品回收計劃。除此之外，我們亦將原有的「**優質食品計劃 ESG**」擴展至涵蓋多個行業的 **ESG 計劃**，表彰企業 ESG 卓越表現的同時，進一步協助企業提升 ESG 管理與資訊透明度。

Turning Data into Capital

Aligned with government efforts to strengthen digital trade and SME financing, GS1 HK is partnering with banks to deliver digital trade finance solution that helps SMEs “turn data into capital”.

Our ezTRADE platform, which digitalises approximately 24 million transactions annually for 1,700 companies, provides a **reliable data foundation for banks to assess SME creditworthiness**. We have supported SMEs in the FMCG sector, to unlock funding for its regional expansion and innovation.

As China Customs already requires GTIN for import declarations, we are facilitating **the incorporation of GTINs into the Port Community System (PCS)** to enhance accuracy and efficiency of trade declarations. This also enables seamless cross border data exchange with China’s Single Window system.

As a member of the **Project Cargo^x Expert Panel**, we welcomed Hong Kong Monetary Authority’s (“HKMA”) Project CargoX Recommendation Report, which outlines a strategic roadmap built on three core pillars - **Data, Infrastructure, and Connectivity**. Looking ahead, we are exploring ways to expand CDI-enabled datasets with product and company information, as well as trade insights, to further support digital trade finance ecosystem.

Power in Innovation

As Bernard Marr, world-renowned strategic advisor, aptly stated, “**Data enables innovation**, not by telling you what to do, but by showing you what’s possible.”

Collectively, these initiatives support enterprises to meet international regulatory requirements, connect with global supply chains, and build trust not only in local market but also overseas markets - **empowering them to “Go Global”**.

To turn insight into impact, GS1 HK has established the **Innovation and Growth Fund**, which serves as a sustainable investment source to fuel innovation and growth, strengthen our leadership in trusted data, and support SME digitalization and sustainability.

None of this progress would be possible without the unwavering support of our Board, Industry Advisory Board, industry partners & members. Guided by “**Go Digital, Go Green**” strategy, GS1 HK will continue to connect Hong Kong’s industries to a smarter, more sustainable future — supporting companies to **grow business, go global**, unlocking infinite opportunities ahead!

將數據轉化成資金

配合政府推動數碼貿易及協助中小企融資的政策方向，GS1 Hong Kong正與銀行合作，提供數碼貿易融資方案，協助中小企將數據轉化成資金。

本會的ezTRADE平台每年以數碼化方式處理1,700間企業約2,400萬宗的電子交易，可為銀行提供一個可靠的數據基礎，更快、更準確地評估中小企的信用額。我們已成功支援快速消費品(FMCG)行業的中小企獲取得融資，支持其區域擴展及創新發展。

因應中國海關已要求進口申報必須使用條碼(GTIN)，我們正積極推動將GTIN納入港口社區系統(PCS)平台，提升貿易申報的準確性與效率。此舉同時能實現與中國內地「單一窗口」系統的跨境數據無縫互通，為推動貿易流通奠定基礎。

同時，作為Project Cargo^x專家小組成員之一，我們歡迎香港金融管理局(HKMA)《Cargo^x項目建議報告》。該報告提出以**數據、基建及互聯**為三大核心支柱的戰略路線圖。展望未來，我們正探索進一步擴展「商業數據通(CDI)」數據集，涵蓋產品及企業資訊以及貿易數據，持續強化數碼貿易融資生態系統。

激發創新動力

正如國際知名策略顧問 Bernard Marr 所言：「**數據推動創新**，不在於告訴你該做甚麼，而是在於展示何謂可能。」

上述提到的各項方案，可協助企業應對全球監管要求、對接國際供應鏈，並在本地以至海外市場建立信任，讓企業**立足香港、走向全球(Go Global)**。

為推動持續創新及成果，GS1 Hong Kong成立了**「Innovation and Growth Fund」**，作為可持續的投資來源，推動創新與增長，進一步鞏固我們在可信數據領域的領導地位，同時支援中小企的數碼轉型及可持續發展。

上述成果有賴董事局、行業諮詢委員會，以及業界夥伴與會員一直以來的鼎力支持。展望未來，在**「Go Digital, Go Green」**策略下，GS1 Hong Kong將繼續連繫香港各行各業，推動更智慧、更可持續的未來，協助企業**推動業務增長、走向全球(Go Global)**，共同開創更多發展機遇。

Product Story

- One Scan, Seamless Journey
- One stop solution : product information, O2O, promotions, sustainability & safety



O2O Commerce
(Eat East)



Consumer Engagement
(Top Soya)



Sustainability Credentials
(PARKnSHOP)

Product Safety

- Traceability
- Scan to Authenticate
- Safety Certifications



Cross-border Traceability,
Warranty & Maintenance
(Crown Gas Stoves)



Combat Fake Products
(3 out of top 5 moon-
cake brands)



Showcase Safety
Certifications
(Lok Yuen)

Empowering Businesses

Go Digital • Go

Product Sustainability

- Regulatory Compliance (Digital Product Passport, Scope 3 Disclosure)
- Carbon Emission Monitoring
- Recycling info



Simplify Scope 3 Monitoring
(Café de Coral)



Showcase Recycling info
(2 Plus 3)

Turning Data into Capital

- Transactional data on ezTRADE as alternative data to accelerate digital trade financing



Obtain Funding for
Expansion in 2 Weeks
(Come In)



Speedy Approval with
Better Financing Rate
(Min Hong)



Streamline Loan Application
(Infotech Rice)

Green • Go Global

CONGRATULATORY MESSAGES 賀辭

The invaluable support of the Government, our business partners, and valued industry allies has been instrumental in driving us toward a more digital and greener future. GS1 Hong Kong continues to play an important role in facilitating collaboration and co-creating opportunities across the ecosystem.

政府、業務夥伴及業界的鼎力支持，一直是推動我們邁向更數碼化、更綠色未來的重要力量。GS1 Hong Kong亦持續在促進協作及共創機會方面擔任關鍵角色，推動整個生態圈發展。



Policy Bureaux
決策局



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

香港貨品編碼協會三十七周年誌慶

弘揚科技
銳創商機

政務司司長陳國基



香港貨品編碼協會三十七周年誌慶

貨財廣殖
工貿同興

財政司司長陳茂波



香港貨品編碼協會三十七周年誌慶

信昭業界
貨暢寰瀛

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

丘應樺議員, 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
The Government of HKSAR

創新科技及工業局局長
香港特別行政區政府

香港貨品編碼協會三十七周年誌慶

廣 倡 環 保
溥 益 工 商

環境及生態局局長謝展寰



香港貨品編碼協會三十七周年誌慶

創 新 策 進
昌 業 利 羣

商務及經濟發展局局長丘應樺



香港貨品編碼協會三十七周年誌慶

貨 流 通 暢
商 貿 興 騰

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



Dr the Hon Starry LEE
Wai-king, GBS, JP
李慧琼議員，GBS，太平紳士

The President of the
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-ye, 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

拓新昌業
惠貿興商

香港貨品編碼協會三十七周年誌慶

運輸及物流局局長陳美寶



編碼立範
碼通萬商

香港貨品編碼協會三十七周年誌慶

中華人民共和國香港特別行政區
立法會主席李慧琼



編碼立範
利惠工商

香港貨品編碼協會三十七周年誌慶

行政會議召集人
新民主黨主席 葉劉淑儀 大紫荊勳賢 太平紳士



Dr the Hon Elizabeth QUAT, SBS, JP

葛珮帆議員, 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



The Hon Jimmy NG Wing-ka, SBS, JP

吳永嘉議員, 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



The Hon Peter SHIU Ka-fai, BBS, JP

邵家輝議員, BBS, 太平紳士

Member of CPPCC National
Committee

Legislative Council Member
The Government of HKSAR

全國政協委員暨立法會議員
香港特別行政區政府

香港貨品編碼協會三十七周年誌慶

智領數位
綠動未來

立法會議員葛珮帆議員

香港貨品編碼協會三十七周年誌慶

精準識別
連通未來

立法會議員吳永嘉議員

香港貨品編碼協會三十七周年誌慶

科技求進
百業同昌

全國政協委員
立法會議員
邵家輝
太平紳士 敬題

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



The Hon Duncan CHIU
邱達根議員

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



The Hon Sunny TAN
陳祖恒議員

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



Ir the Hon Aaron BOK Kwok-ming
卜國明工程師

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

興業
拓新
薈萃
才智

香港貨品編碼協會三十七周年誌慶

立法會議員邱達根議員

永數
續碼
未來
領航

香港貨品編碼協會三十七周年誌慶

立法會議員陳祖恒議員

Congratulatory Message

I would like to extend my warmest congratulations to GS1 Hong Kong on the publication of its Annual Report 2025, marking another year of outstanding achievements!

From barcodes to ezTRADE, ezTRACK and next-generation solutions that bridge the physical and digital worlds, GS1 Hong Kong has consistently demonstrated leadership in driving efficiency, transparency and collaboration across supply chains. Facing economic headwinds, its tireless efforts to empower over 8,000 members in embracing digital transformation, sustainability, and trusted data are particularly impressive.

The “Go Digital • Go Green” strategies reflect its forward-looking vision and the role in enabling smarter, more sustainable and AI-ready supply chains. Looking ahead, I am confident that GS1 Hong Kong will continue its commitment to contributing significantly to the sustainable development of the industry.

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

Ir Hon Bok Kwok Ming Aaron
Member of Legislative Council
The Government of HKSAR



The Hon Jonathan Stuart LAMPORT

林偉全議員

Legislative Council Member
The Government of HKSAR

立法會議員
香港特別行政區政府



The Hon Lothair LAM Ming-fung

林銘鋒議員

Legislative Council Member
The Government of HKSAR

立法會議員
香港特別行政區政府



The Hon Nicholas CHAN Hiu-fung, BBS, MH, JP

陳曉峰議員, BBS, 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

編碼領航通八方
智慧商貿啟新章

立法會議員林偉全議員

香港貨品編碼協會三十七周年誌慶

才彥匯聚
興業惠群

立法會議員林銘鋒議員

香港貨品編碼協會三十七周年誌慶

Congratulatory Message

Go Digital.

Go Green.

Go Forward — together.

Hon CHAN Hiu-Fung Nicholas MH BBS JP
Member of Legislative Council
The Government of HKSAR

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



The Hon Jonathan LEUNG
Chun, MH
梁進議員, MH

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



The Hon Ray WONG
Wing-wai
黃永威議員

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



The Hon Tommy CHUNG
Ki-fung
鍾奇峰議員

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

香港貨品編碼協會三十七周年誌慶

商數
機碼
滿引
盈航

立法會議員梁進議員

香港貨品編碼協會三十七周年誌慶

鏈數
接碼
世界賦能

立法會議員黃永威議員

香港貨品編碼協會三十七周年誌慶

共貿
創通
商中外
機

立法會議員鍾奇峰議員

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



Mr CHAN Tsz-tat, CDSM
陳子達先生, CDSM

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



Mr Daniel CHEUNG, JP
張宜偉先生, 太平紳士

Acting Commissioner for
Digital Policy
The Government of HKSAR
署理數字政策專員
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

香港貨品編碼協會三十七周年誌慶

覃研數碼
銳展綠猷

海關關長陳子達



香港貨品編碼協會三十七周年誌慶

貨通業茂
惠羣利商

署理數字政策專員張宜偉



香港貨品編碼協會三十七周年誌慶

貨通寰宇
惠利萬商

創新科技署署長李國彬先生

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



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



Mr Aaron LIU Kong-cheung, JP
廖廣翔先生, 太平紳士

Director-General of Trade
and Industry
The Government of HKSAR

工業貿易署署長
香港特別行政區政府

香港貨品編碼協會三十七周年誌慶

貨聯全球
拓業弘商

投資推廣署署長劉凱旋女士

香港貨品編碼協會三十七周年誌慶

精研條碼
溥惠萬商

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 Kam-wing, 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 Anthony LAM

林世豪先生

Chairman
The Federation of Hong Kong
Industries

主席
香港工業總會



Ms Agnes CHAN, Sui-kuen BBS

陳瑞娟女士, BBS

Chairman
Hong Kong General Chamber
of Commerce

主席
香港總商會

香港貨品編碼協會三十七周年誌慶

鏈通天下
綠智共融

全國政協委員
香港中華廠商聯合會會長盧金榮博士 BBS JP 敬賀

香港貨品編碼協會三十七周年誌慶

編碼立準
匡導工商

香港工業總會主席 林世豪先生 敬賀

香港貨品編碼協會三十七周年誌慶

研科匯智
力締商機

香港總商會主席陳瑞娟敬賀

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



Ms Veronica LOCKYER
 駱凱燕女士

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



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
 會長
 香港紡織業聯會有限公司

Congratulatory Message

It gives me great pleasure to congratulate GS1 Hong Kong on its efforts in innovate for growth. This year's theme, "Trust in Data, Power in Innovation," resonates deeply with the current economic landscape. Reliable data directly fosters sustainable business practices, empowering enterprises to confidently embrace green operations and drive meaningful innovations that better serve the businesses and society at large.

I sincerely wish GS1 Hong Kong continued success in building a smarter, greener, and more resilient Hong Kong.

Ms Veronica Lockyer
 Chairman of the HKCSI – Executive Committee
 Hong Kong General Chamber of Commerce

香港貨品編碼協會三十七周年誌慶

數智賦能發展
 綠色共譜未來

香港零售管理協會謝邱安儀敬賀

香港貨品編碼協會三十七周年誌慶

鏈通寰宇
 碼織全球

香港紡織業聯會有限公司會長羅正杰先生





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

香港貨品編碼協會三十七周年誌慶

商機無界限 數碼領新程

黃家和先生, 銅紫荊星章, 太平紳士
香港食品及飲品行業總會 會長



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

香港貨品編碼協會三十七周年誌慶

引領業界增智能 共融社會建綠林

鐘鴻興先生
香港物流商會 主席



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

香港貨品編碼協會三十七周年誌慶

標準引領物流業 數據賦能促商貿

周文生教授工程師, FCILT
香港運輸物流學會 會長



**Dr Jonathan CHOI Koon-shum,
GBM, GBS, BBS, JP**
蔡冠深博士, 大紫荊勳賢, GBS,
BBS, 太平紳士
Chairman
**The Chinese General Chamber
of Commerce**
會長
香港中華總商會

香港貨品編碼協會三十七周年誌慶

倡導文明 功溥社會

蔡冠深博士 GBM GBS BBS JP
全國政協常委
香港中華總商會 會長





Dr Alaina SHUM Jiu-fai

沈朝暉博士

Chief Executive
Consumer Council
總幹事
消費者委員會

香港貨品編碼協會三十七周年誌慶

標準創新促互通
綠色價值齊共創

沈朝暉博士
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

香港貨品編碼協會三十七周年誌慶

智聯商貿興綠韻
共創智信耀香江

謝景霞女士, MH
香港化粧品同業協會 會長



Dr Charleston SIN

冼超舜博士

President
eHealth Consortium
主席
電子健康聯盟

香港貨品編碼協會三十七周年誌慶

業績卓著，宏圖再展；
聲譽遠揚，基業長青。

冼超舜博士
電子健康聯盟 主席



Ir Allen YEUNG, BBS, JP

楊德斌工程師，銅紫荊星章，太平紳士

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

香港貨品編碼協會三十七周年誌慶

編碼助數貿
GS1領綠航

楊德斌工程師，銅紫荊星章，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

香港貨品編碼協會三十七周年誌慶

數字推創新、
綠色謀發展。

馬仁洪先生
廣東省物流行業協會 執行會長



Ar Ada FUNG, BBS

馮宜萱女士, BBS

Founding President
**Hong Kong Alliance of Built
Asset & Environment Information
Management Associations**

創會主席
香港建設資產及環境資訊管理聯盟

香港貨品編碼協會三十七周年誌慶

智慧商貿展實力
綠色創科建未來

馮宜萱女士
香港建設資產及環境資訊管理聯盟 創會主席



Ir Sunny LEE Wai-kwong, BBS, JP

李惠光工程師, BBS, 太平紳士

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

董事局主席
香港應用科技研究院

香港貨品編碼協會三十七周年誌慶

數智賦能
綠領未來

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



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

香港貨品編碼協會三十七周年誌慶

數位創新
綠色永續

劉浩然先生
香港貨運物流業協會 主席



Ms Peggy FUNG

馮碧霞女士

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 extend our sincere congratulations to GS1 Hong Kong on its outstanding achievements over the past year.

We greatly value our partnership in advancing digital intelligence within the pharmaceutical supply chain, strengthening efficiency and resilience. As GS1 Hong Kong celebrates this milestone, we look forward to continuing our collaboration under the "Go Digital, Go Green" vision to ensure the sector remains innovative, robust, and patient-focused.

We wish GS1 Hong Kong continued success in the years ahead.

Ms Peggy Fung
President

The Hong Kong Association of the Pharmaceutical Industry



Mr Dave CHEN, FHKCS

陳俊偉先生

President
Hong Kong Computer Society
會長
香港電腦學會

香港貨品編碼協會三十七周年誌慶

科技共融
驅動未來

陳俊偉先生
香港電腦學會 會長



Ms Grace CHAN Man-ye

陳文宜女士

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

香港貨品編碼協會三十七周年誌慶

覃研碩策
共譜新章

陳文宜女士
香港社會服務聯會 行政總裁



Mr Simon CHAN Sai-ming, BBS, JP

陳細明先生, BBS, 太平紳士

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

香港貨品編碼協會三十七周年誌慶

握數為鑰
履綠長亨

陳細明先生, BBS, 太平紳士
香港數碼港管理有限公司 主席



Prof Henry KO

高學亨教授

President
Hong Kong E-commerce Logistics Association

主席
香港電子商貿物流協會有限公司

香港貨品編碼協會三十七周年誌慶

數智領航
綠動未來

高學亨教授
香港電子商貿物流協會有限公司 主席



Mr Alvin LEE

李偉業先生

Chairman
Hong Kong Electronics & Technologies Association

主席
香港電子科技商會

香港貨品編碼協會三十七周年誌慶

守正標準
篤行致遠

李偉業先生
香港電子科技商會 主席



Ms Helena CHIU

趙婉玲女士

Chairman
The Hong Kong Exporters' Association

會長
香港出口商會

香港貨品編碼協會三十七周年誌慶

數碼引領
綠色未來

趙婉玲女士
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

香港貨品編碼協會三十七周年誌慶

條碼連世界
電商創未來

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**

主席
香港餐飲聯業協會有限公司

香港貨品編碼協會三十七周年誌慶

**數碼賦能
聯通全球**

楊振年先生
香港餐飲聯業協會有限公司 主席



Mr HUI Wai-kin

許偉堅院士

Chairman
The Hong Kong Food Council

主席
香港食品委員會

香港貨品編碼協會三十七周年誌慶

**廣拓數碼
拓貿興商**

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

香港貨品編碼協會三十七周年誌慶

**智算未來，
綠色夢想永續**

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

香港貨品編碼協會三十七周年誌慶

**掌握科技
商貿共融**

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

香港貨品編碼協會三十七周年誌慶

編碼賦能
卓越先行

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

香港貨品編碼協會三十七周年誌慶

數據驅決策
科技領變革

羅孟慶先生
香港產業製造協會 主席



Dr Alex CHUNG
鍾孝揚博士
President
Hong Kong Information Technology Federation
會長
香港資訊科技商會

香港貨品編碼協會三十七周年誌慶

推動數碼
共創價值

鍾孝揚博士
香港資訊科技商會 會長



The Hon Duncan CHIU
邱達根議員
President
Hong Kong Information Technology Joint Council
會長
香港資訊科技聯會

香港貨品編碼協會三十七周年誌慶

薈才萃智
興業拓新

邱達根議員
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

香港貨品編碼協會三十七周年誌慶

創新思維
創拓商機

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

香港貨品編碼協會三十七周年誌慶

編碼有道
科技領航

朱偉標先生
香港互聯網及電子商務發展協會 協會會長



Ir Elsa YUEN

袁美儀工程師

President
**The Hong Kong
Logistics Association**

會長
香港物流協會

香港貨品編碼協會三十七周年誌慶

數位賦能
智鏈千商

袁美儀工程師
香港物流協會 會長



Ms Titania WOO

胡志君女士

Executive Director
**The Hong Kong Management
Association**

總裁
香港管理專業協會

香港貨品編碼協會三十七周年誌慶

數智引領
共展新程

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

香港貨品編碼協會三十七周年誌慶

數碼驅動創新 攜手共創商機

董行兆先生
香港醫療及保健器材行業協會 主席



Mr Joseph WONG
黃瑞杰先生
Chairman
Hong Kong People and Brand
主席
香港人撐香港品牌

香港貨品編碼協會三十七周年誌慶

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



The Hon Sunny TAN
陳祖恒議員
Chairman
**Hong Kong Productivity
Council**
主席
香港生產力促進局

香港貨品編碼協會三十七周年誌慶

數智促發展 攜手拓未來

陳祖恒議員
香港生產力促進局 主席



Mr Dennis KWAN
關秉源先生
Chairman
**Hong Kong Retail Technology
Industry Association**
會長
香港零售科技商會

Warmest congratulations to GS1 Hong Kong on your continued success in 2024/2025. Your leadership in promoting "Go Digital • Go Green" and advancing trusted data in the AI era is truly commendable.

By supporting over 8,000 members across industries, you continue to play a vital role in transforming supply chains, enabling digital trade, and driving sustainability through global standards and innovation.

I'm proud to stand alongside GS1 Hong Kong and look forward to further collaboration in building a smarter, more connected future. Wishing you continued growth and impact in the year ahead!

Mr Dennis Kwan
Chairman
Hong Kong Retail Technology Industry Association



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

香港貨品編碼協會三十七周年誌慶

智領新程 慧啟未來

查毅超博士, SBS, BBS, 太平紳士
香港科技園公司 主席



Mr Peter HUI

許彼得先生

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

香港貨品編碼協會三十七周年誌慶

數碼騰飛 共創高峰

許彼得先生
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

Warmest congratulations to GS1 Hong Kong on its remarkable achievements in 2024/2025. Your dedication to advancing digital transformation and sustainability has set a strong benchmark for the industry. Wishing you continued success in driving innovation and shaping a smarter, greener future.

Mr Arist Wong
Founding Chairman
Hong Kong Smart Catering Association



Ms Sophia CHONG

張淑芬女士

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

香港貨品編碼協會三十七周年誌慶

鏈通全球 識碼智行

張淑芬女士
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

香港貨品編碼協會三十七周年誌慶

智連供應鍊 貫通物流點
環球貿易通 數據轉乾坤

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

香港貨品編碼協會三十七周年誌慶

科技賦能
綠創無限

李勁華先生
香港無線科技商會 主席



Mr Henry FAN, SBS, JP

范鴻齡先生, SBS, 太平紳士

Chairman
Hospital Authority

主席
醫院管理局

香港貨品編碼協會三十七周年誌慶

商脈通達
基業長青

范鴻齡, SBS, 太平紳士
醫院管理局 主席



Mr Zacharias CHENG

鄭凱謙先生

Chairman
**Innovative Entrepreneur
Association**

會長
創意創業會

香港貨品編碼協會三十七周年誌慶

連結百業
引領市場

鄭凱謙先生
創意創業會 會長



Mr Maurice KONG

江志恒先生

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

香港貨品編碼協會三十七周年誌慶

標準為橋
業界共榮

江志恒先生
稻苗飲食專業學會 主席



Ir Dannies Y.K. HO

何英傑工程師

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

香港貨品編碼協會三十七周年誌慶

裕業利群
續展宏圖

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

香港貨品編碼協會三十七周年誌慶

萬物智聯
有求必行

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

香港貨品編碼協會三十七周年誌慶

碼到功成
再創巔峰

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

香港貨品編碼協會三十七周年誌慶

赤驥宏圖
砥礪前行

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

香港貨品編碼協會三十七周年誌慶

可持續發展
同行創新機

連舜香女士
中小企可持續發展學會 創會會長



**The Hon Jeffrey LAM Kin-fung,
GBM, GBS, JP**

林健鋒先生, 大紫荊勳賢, GBS, 太平紳士

Chairman
Vocational Training Council
主席
職業訓練局

香港貨品編碼協會三十七周年誌慶

創新領航
共築商盛

林健鋒先生, 大紫荊勳賢, GBS, 太平紳士
職業訓練局 主席

Connect Collaborate Co-create



STRUCTURE AND GOVERNANCE

架構及管治

GS1 HK brings the business community into our leadership to identify latest trends, issues impacting their business or industry, and build consensus around best practices using standards-based solutions.

The Board of Directors, which steers the strategic direction of GS1 HK, comprises large organisations and SMEs from the food and food service, retail, trading, logistics, manufacturing, wholesale, and service sectors. Five multidisciplinary advisory boards have also been established to enhance business competitiveness and advocate strategies that support the industry to “Go Digital·Go Green”.

GS1 HK凝聚商界成為董事局探討最新趨勢及各行業面對的挑戰，並就採用以國際標準為基礎的最佳實務方案達成共識。

董事局為本會提綱挈領，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，協助企業提升競爭力，並支持業界推動「數碼化·綠色化」策略。

Board of GS1 Hong Kong

香港貨品編碼協會董事局



GS1 Hong Kong Management

香港貨品編碼協會管理層

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

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

Business Development
業務拓展

Industry Engagement
行業拓展

Marketing
市場營銷

Human Resources
人力資源

Office Administration
行政

Industry Advisory Boards
業界諮詢委員會

ECR Hong Kong
ECR 香港

ezTRADE Users Committee
「通商易」用戶委員會

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

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

SMEs Advisory Board
中小企業諮詢委員會

BOARD OF DIRECTORS

董事局



Ex-Officio Member
當然成員

Ms. Anna Lin
林潔貽女士

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

Vice-chairman
副主席

Mr. Alex Liu
劉家昌先生

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
主席

Mr. Roy Ng
伍俊達先生

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

Vice-chairman
副主席

Mr. Richard Gould
高逸才先生

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

Company Secretary
公司秘書

**Mr. Nicholas
Horvath**
鮑皓華律師

Sole Proprietor,
Bodnar Horvath
鮑皓華律師行
獨營執業者



Directors 董事

Mr. Wilson 鄭永銓先生

Hong Kong Transport Services Director and a Member of the Executive Directorate MTR Corporation Ltd
香港鐵路有限公司
香港客運服務總監暨
執行總監會成員

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. Cat Lau 劉智穎先生

Managing Director, Wo Hing Loong (HK) Holdings Limited
香港和興隆集團
有限公司
執行董事

Mr. Jude Chow 周治平先生

CEO, AEL (International Holdings) Limited
聯誼工程(國際控股)
有限公司
行政總裁

Mr. 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

Advisor, Drool Froyo (KT) Limited

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 MANAGEMENT TEAM

香港貨品編碼協會 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

Bringing together leading stakeholders from the retail consumer goods sector, including retailers, manufacturers and distributors, the ECR Hong Kong Advisory Board fosters industry collaboration, advances value chain efficiency and development in Hong Kong, and connects with regional and global ECR communities, ECR China and the Consumer Goods Forum (CGF) to align with international practices and standards.

The 2024/25 term Strategic Pillars for ECR HK are illustrated as below diagram.

ECR香港匯聚多快速消費品業的持份者，包括零售商、製造商及分銷商，積極促進行業協作，提升香港地區的價值鏈效率及發展，並與本地及全球各地 ECR Community、ECR中國及消費品論壇等緊密聯繫，確保營運實踐與標準全面對接國際水準。

2024/25 年度的策略如下圖所示。

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 Supply Chain Management Workgroup (formerly called Supply Chain Process Workgroup) continued to engage industry stakeholders, Mainland and Hong Kong Government to drive the pallet standardisation and pooling initiative in the Greater Bay Area, which in turn streamlines cross-border Trade. They also explored ESG Scope 3 enablement to meet regulatory and industry requirements.

Technology & Innovations

The workgroup explored innovative technologies to stay aligned with industry trends and evolving consumer needs. In 2024-25, 2 guided tours were organised for participants to experience innovative technologies, including visits to the Swire Coca-Cola Museum and Modern Terminals.

Consumer Engagement & Transparency

The workgroup focused on accelerating 2D barcode adoption by identifying key implementation challenges (e.g. POS scanning & expiry date management). Besides providing implementation guides, checklists, toolkits, use cases to facilitate the adoption process, a dedicated task force was also established to spearhead the initiative.

卓越營運

供應鏈管理小組(前身為供應鏈流程小組)繼續與業界持份者、中國內地及香港政府保持交流，推動大灣區托盤標準化和共享系統，促進跨境貿易。同時，也探討了如何幫助企業應對範圍3(Scope 3)排放的監管及行業要求。

科技及創新

小組致力探索創新科技應用，緊貼行業趨勢並滿足消費者需求。於2024-25年期間舉辦了2次參觀團，讓參與者親身了解先進技術於製造及物流等領域的應用實例與卓越營運模式。

消費者參與及透明度

小組以推動2D條碼的更廣泛應用為核心目標，識別業界在推行時預到的主要挑戰。除了提供實施指南、清單、工具包及案例等資訊，我們亦特別成立了2D條碼工作小組，推動項目。

Chairperson 主席

AS Watson Industries 屈臣氏實業

DFI Retail Group DFI 零售集團

Swire Coca-Cola Limited 太古可口可樂有限公司

Mr. Norman Yum

Mr. Alex Liu

Mr. Richard Gould

任良安先生

劉家昌先生

高逸才先生

Members 委員

Circle K Convenience Stores (HK) Ltd. OK便利店有限公司

City Super Limited

DKSH Hong Kong Limited 大昌華嘉香港有限公司

Drool Froyo (KT) Limited

Getz Bros. & Co. (Hong Kong) Limited 美國吉時兄弟(香港)有限公司

Loscam (HK) Limited 路凱香港

Nestlé Hong Kong Limited 雀巢香港有限公司

Power Hub Limited 力泓有限公司

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

Swire Coca-Cola Limited 太古可口可樂有限公司

Wyeth Nutrition Hong Kong 香港惠氏營養品

Mr. Wallace Lam

Ms. Mona Liu

Mr. Billy Yeung

Ms. Betty Leung

Mr. Philip Ho

Mr. Louis Poon

Mr. Sun Yeung

Mr. Stephen Chan

Mr. Tom Lin

Mr. Kenneth Heung

Ms. Traci Chow

林偉權先生

廖夢娜小姐

楊煒標先生

梁佩貞小姐

何文錦先生

潘俊華先生

楊建新先生

陳鏡治先生

連鈺鈿先生

香鎮強先生

周秀翹小姐

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin

Ms. Mignone Cheng

林潔貽女士

鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

Ms. Christine Hong

康安蓓小姐



ezTRADE Users Committee

「通商易」用戶委員會

ezTRADE Users Committee (ECUC), comprising representatives from diverse industry sectors, serves as the governing body for ezTRADE service quality, enhancements, and strategic direction.

The user committee continued to support the platform upgrade and improvements in service quality, helping companies excel in digital trade.

電子商貿用戶委員會匯集各行業代表，旨在監管及推廣「通商易」的服務質素及提升，以及策略建議。

委員會繼續支持提升平台功能、改善服務質素，幫助企業推動數碼貿易。

Chairperson 主席

DFI Retail Group DFI 零售集團

Ms Wendy Lam

林慧鳳女士

Members 委員

AS Watson Group 屈臣氏集團(香港)有限公司
CUHK Medical Centre 香港中文大學醫院
Maxim's Group 美心食品

Ms. Vincy Leung

梁詠思女士

Mr. Alan Wong

王卓倫先生

Ms. Natalie Yeung

楊敏賢女士

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會
GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin

林潔貽女士

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 Hong Kong Food & Beverage Industry Advisory Board aims to support companies in enhancing traceability, driving sustainability, and building consumer trust through adoption of innovative technologies and food safety standards, thereby elevating Hong Kong food & beverage industry competitiveness in Asia.

The 4 workgroups in the Board had steered a range of projects in 2024/25:

Supply Chain Management

The Supply Chain Management Workgroup prioritises sustainability initiatives. Key efforts include promoting EGS Scopes 3 initiatives to help companies align with regulatory requirements and supporting industry participation in recycling scheme.

Technology & Innovations

Explored emerging technologies and innovations in F&B to address evolving trends and customer needs, including a Swire Coca-Cola Museum tour and a joint roundtable on sustainability & technology adoption with the Hong Kong Federation of Restaurants & Related Trades and Institute of Dining Professionals.

Omni-channel

In 2024/2025, the workgroup focused on promoting 2D barcode adoption, and identified challenges encountered by retailers and brands, particularly regarding point-of-sale (POS) scanning and expiry date management through dynamic QR code printing. GS1 HK also provided implementation guides, toolkits, and use cases to facilitate implementation.

Public Policy

Supported the Product Packaging Recycling Programme. The programme aims to reduce packaging waste and promote sustainable habits via the adoption of 1QR digital product platform for transparency & O2O engagement. Members of F&B Industry Advisory Board actively participated in the workshops.

香港食品及飲品行業諮詢委員會旨在幫助企業透過應用創新科技及食品安全標準，提升可追溯性、推動可持續發展及建立消費者信心，從而提升香港食品及飲品行業於亞洲市場的競爭力。

委員會的4個工作小組在2024/25年度推進了各項計劃：

供應鏈管理

小組於年內重點推動可持續發展舉措。主要工作包括推動ESG範圍相關方案及倡議，以幫助企業符合法規要求，以及鼓勵業界參與回收計劃。

科技和創新

探索了香港食品與飲品行業的創新科技應用，以應對市場趨勢及消費者期望，包括參觀太古可口可樂博物館，並與香港餐飲聯業協會及稻苗飲食專業學會聯合舉辦可持續發展及科技應用圓桌會議。

連結線上線下渠道

小組於2024/2025年度主要推動2D條碼的應用，並了解零售商、品牌商在應用時面對的挑戰，尤其是實現POS系統掃描2D條碼、透過動態印刷實現到期日管理等。GS1 HK亦提供了實施指南、工具包、應用案例等資訊，支援企業應用2D條碼。

公共政策

支持GS1 HK籌辦的「產品包裝回收計劃」。計劃旨在宣揚推動源頭減廢及包裝物料的循環再用，當中1QR平台應用可提升透明度及O2O互動。香港食品及飲品行業諮詢委員會成員積極參與工作坊。



Chairperson 主席

LH Group Limited 敘福樓集團

Mr. Keith Wu

鄔錦安先生

Co-Vice Chairperson 副主席

Drool Froyo (KT) Limited

Lam Soon Products Supply (HK) Co., Ltd. 南順產品供應(香港)有限公司

Ms. Betty Leung

Mr. Gordon Chan

梁佩貞小姐

陳子誠先生

Members 委員

Bloomin' Brands, Inc.

Café de Coral Holdings Limited 大家樂集團有限公司

foodpanda Hong Kong

FrieslandCampina (Hong Kong) Ltd. 菲仕蘭(香港)有限公司

Hong Kong Baptist University 香港浸會大學

Maxim's Caterers Ltd.

Nestlé Hong Kong Limited 雀巢香港有限公司

Swire Coca-Cola Limited 太古可口可樂有限公司

The Hong Kong Food Council 香港食品委員會

Ms. Gail Chan

Mr. Ivan Ng

Mr. Rola Law

Ms. Daisy Kong

Prof. Terence Lau

Mr. Roland Chong

Ms. Veronica Sze

Mr. Eric Liu

Mr. Kenneth Chan

陳穎基小姐

吳子超先生

羅永沛先生

江凱盈小姐

劉樂庭教授

莊偉元先生

施潔瑜小姐

廖仲堅先生

陳建年先生

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin

Ms. Mignone Cheng

林潔貽女士

鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

Ms. Christine Hong

康安蓓小姐





HK IoT Industry Advisory Council (HK IoTIAC)

香港物聯網產業諮詢委員會



The HK IoTIAC aims to accelerate IoT adoption in Hong Kong to enhance the competitiveness of Hong Kong enterprises and drive the continuous growth of IoT ecosystem, with 3 key focuses: thought leadership, talent development, and policy advocacy.

In 2024-2025, the 2nd IoT Data Hackathon was organised in collaboration with Cyberport and HKSTP, supported by the Digital Policy Office. We received a more enthusiastic than in the previous year, over 90 teams of local tertiary students and business professionals joined and tackled real-world challenges under the themes of “Smart Business” and “Smart Living”. In addition to a series of training workshops, a “Meet-the-CXO” event was also organised, connecting top-level executives with hackathon winners.

During the year, GS1 Hong Kong also introduced the Digital Transformation Awards, recognising 23 winners across nine categories.

To further engage the community, a variety of activities were held, including knowledge-sharing sessions, industry visits, networking events like “Elite Encounter”, and executive engagement opportunities.

香港物聯網產業諮詢委員會 (HK IoTIAC) 致力於推動物聯網於香港的發展及應用，提升香港企業的競爭力並建立可持續的物聯網生態，其3大重心為：建立業界影響力及實踐案例、培育人才及政策倡議。

於2024/2025年度，GS1 HK舉辦了第二屆IOT Data Hackathon，由香港數碼港管理有限公司及香港科技園公司協辦，並獲數字政策辦公室支持。比賽反應比往年踴躍，吸引超過90隊隊伍參與及解決以「智慧商業」與「智慧生活」為核心的挑戰。除一系列專業培訓工作坊外，還舉行了一個「Meet the CXO」活動，讓勝出隊伍可享與企業高管交流機會。

年內，GS1 HK亦舉辦了首屆「數碼轉型獎」，表彰了在9個類別中成功推行數碼轉型的23家企業。

為進一步促進業界交流，委員會亦舉辦了多項活動，包括知識分享會、業界參觀、「Elite Encounter」等交流活動，以及與企業高管互動活動。

THOUGHT LEADERSHIP & BEST PRACTICES

建立業界影響力及最佳實例

IoT Data Hackathon

HKICT Awards
香港資訊及通訊科技獎

Digital Transformation Awards
數碼轉型獎

IoT Knowledge Hub
物聯網資訊中心

Events & Activities
會議及活動

TALENT DEVELOPMENT

培育人才

IoT Data Hackathon

IoT Knowledge Hub
物聯網資訊中心

Training
培訓

Events & Activities
會議及活動

POLICY ADVOCACY

提策倡議

Policy
Recommendations
政策建議

Conversations with
LegCo members
與立法會議員交流



President 主席

Data & AI Literacy Association 數據及人工智能素養協會

Dr. Toa Charm

湛家揚博士

Vice Chairperson 副主席

Chow Tai Fook Jewellery Group 周大福珠寶集團

Hong Kong Computer Society 香港電腦學會

Mr. Patrick Tsang

曾紹光先生

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

AS Watson Retail (HK) Ltd 屈臣氏零售(香港)有限公司

Check Point Software Technologies Ltd

CUHK Medical Centre 香港中文大學醫院

DFI Retail Group DFI 零售集團

FlexSystem Ltd.

Gammon Construction 金門建築有限公司

Hewlett Packard Enterprise 慧與科技

HGC Global Communications Limited 環球全域電訊有限公司

HKT Limited 香港電訊有限公司

HL7 Hong Kong / St. Teresa's Hospital HL7香港/ 聖德肋撒醫院

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

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

Jebsen & Co. Ltd 捷成洋行有限公司

Kerry Logistics Network Ltd. 嘉里物流聯網有限公司

Maxim's Group 美心集團

MTR Corporation Limited 香港鐵路有限公司

SP Infinite Technology Ltd. 安寶創科有限公司

Swire Coca-Cola Ltd. 太古可口可樂有限公司

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

The Hong Kong University of Science and Technology 香港科技大學

Ms. Lily Lai

黎秀琼女士

Mr. Bobby Ho

何燦輝先生

Mr. Stephen Liu

劉恩峻先生

Mr. William Chan

陳惠庭先生

Mr. Andy Xing

邢鑫先生

Mr. Ivan Cheung

張宏剛先生

Mr. Brian Chan

陳煜民先生

Mr. Vincent Kwok

郭榮忠先生

Mr. Argon Ho

何偉國先生

Mr. Ricky Siu

蕭頌恩先生

Mr. Pascal Tse

謝穎勤先生

Ar Prof Ada Fung, BBS

馮宜萱教授，建築師

Ir. Eric Chan

陳思源工程師

Mr. Sean Tan

陳仕賢先生

Mr. Ernest Cheung

張祖倫先生

Mr. Louis Mah

馬慶和先生

Mr. Gene Soo

蘇頌禮先生

Mr. John Wong

黃偉進先生

Ms. Joanne Mo

毛德蕙女士

Dr. Venus Lun

倫婉霞博士

Prof. Jack 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

Former Legislative Councillor of the HKSAR Government 前香港特區政府立法會議員

Dr. Rocky Cheng

鄭松岩博士

Ir. Dr. Lo Wai-kiwok,

SBS, MH, JP

盧偉國博士，工程師

SBS, MH, JP

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會

GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin

林潔貽女士

Ms. Mignone Cheng

鄭逸齡女士

Secretariat 秘書處

GS1 Hong Kong 香港貨品編碼協會

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) continued to empower small and medium-sized enterprises by promoting the adoption of innovation and technology for sustainable growth.

Besides regular meetings, a series of seminars & tour visits were organised with industry partners such as HKTVmall, JD International, as well as Government departments (e.g. Customs and Excise Department, Invest HK) to help SMEs address industry challenges, understand latest policies and tap into future opportunities, covering topics such as artificial intelligence (AI), green logistics, cross-border commerce, and digital transformation. Management seminars were also arranged throughout the year.

中小企業諮詢委員會（SMEAB）致力透過推動創新科技的應用，支援中小企業維持競爭力。

年內除了舉辦定期會議外，亦與業界夥伴如 HKTVmall、京東國際以及政府部門（如：香港海關、Invest HK）幫助中小企應對行業挑戰、了解最新法規及政策，把握未來商機，涵蓋人工智能（AI）、綠色物流、跨境商貿和數碼轉型等為主題。同時也舉辦了多場管理人員工作坊。



Chairperson 主席

E.P.S.A. Corporation Ltd. 億世集團有限公司

Mr. Simon Hui

許慶得先生

Vice Chairperson 副主席

Mi Cielo Company 天空之源有限公司

Ms. May Chung

鍾美玲女士

Members 委員

China Aims Enterprises Ltd. (Health Aims) 華標企業有限公司 (源生坊)
Crown Gas Stoves (Holdings) Co Ltd. 皇冠爐具(集團)有限公司
Goldfully Bedroom Article Limited 金寶麗寢室用品有限公司
Kwok Kam Kee (HK) Ltd. 郭錦記餅店
Meat The Next Company Limited 益創膳食品科技有限公司
Morita Biotech (HK) Co Ltd. 森田藥粧(香港)有限公司
Premier Living (Enterprises) Co Ltd. 卓越生活(企業)有限公司
SWIPE (Hong Kong) Ltd. 威寶(香港)有限公司
The King of Egg Tart Limited 酥皮蛋撻王有限公司
Yick Fung Hong cosmetic & Detergent Co. Ltd. 億豐行化粧洗衣劑有限公司
Yummy House International Ltd. 美味棧國際有限公司

Mr. Duncan Ko
Ms. Joyce Lee
Mr. Tommy Tong
Mr. Martin Kwok
Mr. Edmund Chan
Ms. Erica Kwok
Mr. Richard Chu
Mr. Timothy Cheung
Mr. Jerry Chong
Mr. Davis Chan
Mr. Eddie Lau

高照成先生
李蔓瑩女士
湯紹欣先生
郭宇鈿先生
陳家銘先生
郭曉瑩女士
朱家源先生
張天文先生
莊裕坤先生
陳振邦先生
劉崇智先生

Ex-officio Member 當然委員

GS1 Hong Kong 香港貨品編碼協會
GS1 Hong Kong 香港貨品編碼協會

Ms. Anna Lin
Mr. Lincoln Chan

林潔貽女士
陳志裕先生

Secretariat 秘書處

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

Amid ongoing changes and challenges, GS1 Hong Kong continues to support industries in staying agile, building competitiveness, meeting evolving consumer expectations and exploring new business opportunities.

Through programmes, seminars, conferences, workshops, and knowledge transfer sessions, GS1 Hong Kong empowers the community to connect, collaborate, and co-create opportunities.

Together, we are strengthening a trusted foundation for innovation, resilience, and sustainable growth.

在持續變化與挑戰下，GS1 HK 一直致力支持各行各業保持靈活應變、提升競爭力、回應不斷演變的消費者需求，並開拓新的商機。

透過舉辦不同的活動、研討會、論壇、工作坊及知識交流環節，GS1 HK 促進業界連繫、協作及創造機會。

我們正共同建立一個穩固而值得信賴的平台，帶動創新、加強韌性，並促進可持續發展。



OMNI-CHANNEL RETAIL AND CONSUMER PRODUCT GOODS 全渠道零售及消費品



SEAMLESS RETAILING 無縫零售模式

Consumers are increasingly expecting transparency, sustainability and seamless retail experiences — from understanding product origins, nutritional value, certifications, recycling information, to accessing ESG credentials and online channels, etc — all accessible with a simple scan.

GS1 HK continues to empower retail sector on their digitalisation journey by delivering trusted, verifiable product data. This enhances consumer engagement, boosts operational efficiency, enables end-to-end supply chain transparency, ensures product safety and authenticity, and meets traceability requirements to strengthen competitiveness.

消費者對零售體驗的期望日益提高，愈加重視透明度、可持續發展及互動 - 從追蹤產品來源、營養標籤，證書認證、回收資訊、以致ESG認證及鏈接到線上渠道，簡單一掃即可獲得相關資訊。

GS1 HK致力推動零售業數字化，透過提供可信、多元化且可驗證的產品數據，提升消費者互動、優化營運效率、提升供應鏈透明度、確保產品安全與驗證，並滿足追溯需求，以增強競爭力。

Key Initiatives 主要活動/項目 2024/2025

Transition to QR Codes powered by GS1 加快應用加入GS1標準的QR碼

Enhancement of 1QR Platform

- Continued to drive the adoption of 2D barcodes (QR codes) to help brands meet consumers' growing expectations and comply with regulatory requirements for product transparency and traceability.
- Developed and launched a complimentary 1QR platform for members, utilising QR codes powered by GS1 to enable product storytelling, expiry date management, and the strengthening of online-to-offline (O2O) commerce.
- 1QR was enhanced to support evolving data models in regulations such as the EU Digital Product Passport, including extensive product data like raw materials, carbon footprint, ESG claims, maintenance records, and more.

Accelerating Global & Local 2D Barcode Adoption

- Global industry leaders are accelerating the transition from traditional barcodes to QR Codes powered by GS1 to enhance supply chain traceability, sustainability, and consumer engagement. 26 leaders from the world's biggest companies signed a global joint statement calling for the transition to QR Codes.
- Locally, GS1 HK highlighted industry's transition to 2D barcode on TVB's Finance Magazine programme, A TV series of 4 videos in short comedy format were showcased on Now TV to promote the impact of barcodes.
- Drove platform adoption across diverse industries by engaging the business community, leading to over 290 members implementing 1QR for greater transparency. This initiative generated more than 1.65 million consumer visits.
- Companies also leveraged 1QR to drive sustainability initiatives by showcasing recycling & naked shopping locations.

2D Barcodes Task Force

- Following its establishment in Feb 2024, the 2D Barcodes Industry Task Force brought together major retailers and FMCG brands in HK to drive industry collaboration on 2D barcode adoption.
- A roadmap was developed to achieve the "Sunrise" goal - ensure retail POS scanners are equipped to scan and read QR codes powered by GS1. They focused on key priorities such as brand, retailer and consumer engagement, SME enablement, identification of prioritised product categories, and the exploration of simple, cost-effective solutions to accelerate implementation.

升級1QR平台

- 繼續推動業界應用QR碼，協助品牌滿足消費者日益提升的期望，並遵循有關產品資訊透明度與可追溯性的法規要求。
- 免費向會員提供1QR平台，該平台建基於加入GS1標準的QR碼，不但讓企業可以「說好產品故事」，還可以做好過期日管理及線上線下商貿。
- 1QR平台升級，以支援歐盟數碼產品護照所需的數據模型，涵蓋更廣泛的產品資料，包括原材料、碳足跡、ESG聲明及維修記錄等資訊。

推動全球及本地二維碼廣泛應用

- 全球行業領袖正加速從傳統條碼轉向應用加入GS1標準的QR碼，以增強供應鏈可追溯性、可持續發展以及消費者互動。來自全球最大公司的26位領袖已簽署全球聯合聲明，呼籲全球商家採用加入GS1標準的QR碼。
- 在香港，GS1 HK於TVB《財經透視》節目上展示業界轉型至2D條碼的趨勢，於Now TV播出由四集組成的短篇喜劇系列，以宣傳條碼的影響力及二維碼的好處。
- 繼續推動跨行業企業加快採用1QR平台，提升產品透明度及與消費者互動。超過290間企業應用，累積消費者瀏覽次數超過165萬次。
- 有企業亦善用1QR推動可持續發展項目，如展示回收及裸買地點。

二維碼工作小組

- 自2024年2月成立以來，「二維碼工作小組」匯聚香港主要零售商及快速消費品，旨在促進業界協作，加快轉型至二維碼。
- 以實現「Sunrise」目標，確保零售POS掃描器具備掃描並讀取加入GS1標準的QR碼。小組制定了路線圖，重點涵蓋加強品牌、零售商參與、消費者互動、支援中小企、識別關鍵產品類別，以及探討簡單、具成本效益的方案。



OUR INDUSTRIES 我們服務的行業



As a long-term partner of GS1 HK, PARKnSHOP has always supported and participated in initiatives such as the 2D Barcode Industry Task Force, promoting digitalisation and sustainability. I hope to share our retail operations experience to help the local industry better understand and apply emerging technologies and trends like 2D barcodes to drive transformation and guiding the market through today's challenges.

作為GS1 HK的長期夥伴，百佳一直支持並參與如2D條碼行業工作小組等項目，推動數碼化及可續發展；我期望透過分享集團在零售營運上的實際經驗，促進本地業界對2D條碼等新科技、新趨勢的認識和應用，引領市場度過現今困境、變革轉型。



Ms. Freda Ng, Managing Director, PARKnSHOP
吳逸群女士，百佳超級市場（香港及澳門）董事總經理



Ensuring Product Traceability and Safety 確保產品可追溯性及安全

China Industrial Internet Platform

- The “Guangdong-Hong Kong China Industrial Internet Identification Service Platform (粵港工業互聯網標識解析服務平台)” (CIISP) has been officially launched and adopted by the industry.
- To further promote the platform's adoption, a demonstration centre was set up in Zhongshan with our partner to showcase how the platform supports trusted manufacturing and builds consumer confidence.
- Actively promoting the adoption among home appliance brands and manufacturers, thereby supporting companies align with international regulatory requirements and enhance global competitiveness.



粵港工業互聯網標識解析服務平台

- 「粵港工業互聯網標識解析服務平台」已正式推出，並已獲業界採用。
- 為進一步推廣平台應用，本會與合作夥伴於中山設立示範中心，展示平台如何支援可信製造，建立消費者信心。
- 積極推動家電品牌及製造商採用，以支援其符合國際法規要求，並提升全球競爭力。

Powering Consumer Trust with Product Authentication

- Through embedding an internationally patented anti-counterfeit technology, REAL Barcode/QR Code has become a leading anti-counterfeit solution adopted by local brands across sectors, including cosmetics, food, consumer electronics accessories, and industrial sectors.
- More than 5 million items are already tagged with REAL QR, including Meiriki Japan and Yung Kee, who newly adopted in 2025.

產品驗證 強化消費者信心

- 透過採用國際專利防偽技術，「真的碼」已成為備受信賴的防偽方案，並獲本地多個行業的品牌採用，涵蓋化妝品、食品、消費電子配件及工業產品等。
- 目前已有超過500萬件產品採用「真的碼」，於2025年，日本命力及鑪記亦已開始採用此方案。



With 'Real QR', we can protect our brand, develop new products and markets with renewed confidence. The traceable scan data also helps us uncover untapped opportunities.

『真的碼』保障我們的品牌，讓我們可以放膽去闖，我們也可以透過追蹤追溯數據，去了解潛在市場商機。



Mr. Carrel Kam, Director, Yung Kee Restaurant Group
甘連宏先生，鑪記酒家集團董事



Read the case
立即閱覽案例



Supporting Companies Go Global 幫助企業出海

- Mainland Chinese companies are looking to “Go Global”. Through sharing at various events, including seminars co-organised with STC (Xinjiang) Co. Ltd, JD.com & InvestHK, GS1 HK showcased how we can help businesses enhance competitiveness and pave the way for overseas expansion.
- A Buyer Connect event was held at the GS1 HK Summit 2025, enabling Mainland Chinese companies to engage in business matching and connect with platforms such as HKTVmall, Lazada, and Tmall, as well as major retailers.
- 越來越多中國內地企業希望「出海」開拓海外市場。於不同活動上，包括與新疆標檢產品檢測認證有限公司、京東、投資推廣署等聯合舉辦的研討會，GS1 HK分享了我們如何幫企業提升競爭力，創造「出海」商機。
- 在GS1 HK Summit 2025上舉行「買家採購會」，讓中國內地企業可以進行商業配對，與來自HKTVmall、Lazada、天貓等平台，及主要零售商連繫，拓展香港以至海外市場。



Facilitating O2O Commerce 推動O2O商貿

Verified by GS1

- Continued engagement with major retailers, marketplaces and solution providers to adopt Verified by GS1, enabling product identity verification and faster access to trusted.
- Expanded functionality to support the verification of product identity for recycling programmes.

Digital & E-commerce Sharing Sessions

- Over 40 “Go Digital • Go Green” webinars and workshops were held, engaging more than 1,000 participants.
- Buyer connect sessions were also held to connect suppliers with retailers.

Consumer Caring Scheme 2024

- GS1 HK’s Consumer Caring Scheme had recognised 80 companies for their outstanding performance and practices in pursuing consumer-first strategies, of which over 40% of them that had participated for over 10 years.

Verified by GS1

- 繼續向零售商、網上平台及方案供應商等業界推廣採用Verified by GS1方案，讓各方能更輕易驗證產品身份、快捷地存取。
- 擴展功能至支援回收計劃的產品身份驗證。

數碼及電子商貿分享環節

- 舉辦了超過40場「Go Digital • Go Green」研討會及工作坊，吸引超過1,000參與者。
- 舉行了買家採購會，連繫供應商與零售商。

貼心企業嘉許計劃2024

- GS1 HK的貼心企業嘉許計劃共嘉許80間企業，表揚它們在推行以客為先的卓越表現。其中超過40%的企業已參與計劃超過十年。



FOOD AND FOOD SERVICES

食品及餐飲服務



60

FOOD SAFETY AND SUSTAINABILITY IN THE DIGITAL ERA

數碼時代下的食品安全

As the food industry navigates the complexities of a rapidly evolving digital landscape, the intersection of food safety and sustainability has become a cornerstone for building long-term consumer trust, driving future growth and ensuring regulatory compliance.

GS1 Hong Kong empowers businesses to leverage global standards, trusted data, platforms and advanced technologies to enhance traceability, enable product transparency and operational efficiency, thereby building a safer, more sustainable food ecosystem.

隨著食品及餐飲行業在瞬息萬變的數碼時代中發展，食品安全與可持續性的融合已成為建立消費者信任、推動未來業務增長及確保符合法規要求的關鍵。

GS1 HK 透過幫助企業善用全球標準、可信數據、平台及科技，加強可追溯性、提升產品透明度與營運效率，建立更安全、可持續的生態圈。

Key Initiatives 主要活動/項目 2024/2025



Safeguarding Food Safety & Sustainability

保障食品安全及可持續發展

Quality Food Scheme & ESG Scheme

- In 2025, 18 companies joined the “Quality Food Scheme” and “Quality Food Scheme Plus” series, with 15 of them recognised by the Diamond Enterprise Award and 3 of them recognised by the Gold Enterprise Award, which aims to encourage food & beverage enterprises to adopt more stringent measures in accordance with internationally accredited standards in terms of management, control and traceability.
- 18 companies were honoured by the “Quality Food Scheme ESG” newly launched in 2024, with 5 awarded Innovation, 5 awarded Technology, and 8 awarded Achievement.

「優質食品計劃」及ESG計劃

- 於2025年，共有18間公司參與「優質食品計劃」及加強版「優質食品計劃」，當中15間獲嘉許為「鑽石企業」，3間獲頒「金企業」。該計劃旨在鼓勵食品及餐飲企業根據具國際認可的標準，在管理、控制及可追溯性方面採取更嚴謹的措施。
- 去年增設的「優質食品計劃ESG」今年共嘉許了18間企業，當中5間獲得創新獎、5間獲科技獎、8間獲卓越獎。



After participating in the GS1 HK's Quality Food Scheme ESG, we also received professional report with lots of recommendations. It has also further enhanced the company's ESG management. This not only meets the expectations and demands of our business partners and consumers, but also reduces the harm to the environment. There's a group of industry elites at GS1 HK who have helped us with process and inventory management.

參加GS1 HK優質食品計劃ESG之後，我們亦都得到很多專業的報告和建議，進一步提升了企業的ESG管理。這個不單滿足了企業夥伴和消費者對我們的期望和要求，亦減少對環境的傷害。GS1 HK背後其實有一班行業的精英，一直幫我們將流程管理和庫存管理。



Mr Kade But, Executive Director, Wah Yuen
華園執行董事畢皓祺先生

Read the case
立即閱覽案例

Food Safety Forum 2025

- The 11th Food Safety Forum concluded on 22 August 2025 under the theme “Digitalisation for Food Safety in the Green Era”.
- The Forum brought together around 300 F&B professionals to exchange insights on digital approaches and adoption of global standards that support food safety, traceability & sustainability. Key topics include product digitisation, digital & green transformation, food safety innovation, AI & data analytics, etc.

2025 食品安全論壇

- 第11屆食品安全論壇於2025年8月22日圓滿結束，主題為「綠色新時代·食安數碼化」。
- 論壇匯聚了約300名餐飲業界專業人士，探討以數字化方式及全球標準，推動食品安全、可追溯性與可持續發展。主要議題包括產品數字化、數字及綠色轉型、食品安全創新、人工智能及數據分析等。

OUR INDUSTRIES 我們服務的行業



Go Green & Go Digital are the key for the industry to address global climate challenges, supply chain restructure, and evolving consumer trends. By using technologies like big data, IoT and artificial intelligence, we can reduce carbon emissions at the source, promote circular economy, and provide credible 'green claims' for products. This helps our industry to shift from reactive food safety management to proactive, preventive smart approaches, ushering in a new era of innovation.



「綠色」和「數碼化」是業界應對當前全球氣候挑戰、供應鏈重組，以及消費趨勢轉變的必然策略。透過大數據、物聯網、人工智能等創新科技，我們可以從源頭減碳，推動循環經濟，並為產品的「綠色聲明」提供可靠憑證，從「被動應對」的食安管理，邁向「主動預防」的智慧新時代。



Ms. Betty Leung, GS1 HK Board Member and Vice-Chairlady of GS1 HK's Food & Beverage Industry Advisory Board

GS1 HK董事局董事暨香港食品及飲品行業諮詢委員會副主席梁佩貞女士



Driving Sustainability Initiatives 推動可持續發展舉措



Product Package Recycling Programme

- Launched the Product Package Recycling Programme", which aims to reduce packaging waste and promote sustainable consumption habits.
- The project encourages the community to embrace the concept of naked shopping and recycling, and put these into practice through community education and digital transparency.
- To engage the industry, GS1 HK organised 3 rounds of industry workshops, covering topics of green packaging, naked shopping and green ecosystem, attracting over 320 industry practitioners and 76 exhibitors in total.
- GS1 HK has been promoting the industry to leverage 1QR platform for product information sharing, empowering consumers to obtain detailed product information, including sustainability certifications, recycling, naked shopping information and locations simply with one scan.
- 1 radio interview, 3 rounds of community roadshows and a TV commercial were launched to raise consumer awareness and drive participation in naked shopping and recycling actions.

產品包裝回收計劃

- 推出「產品包裝回收計劃」，旨在減少浪費包裝物料及推廣可持續發展消費習慣。
- 計劃鼓勵社區推行裸買及回收理念，透過社區教育與數碼透明度實踐。
- 為促進業界參與，GS1 Hong Kong舉辦了3場業界工作坊，主題涵蓋綠色產品包裝、裸買及綠色循環經濟生態圈，共吸引超過320位行業人士及76間參展商參與。
- GS1 HK一直推動業界善用1QR平台進行產品資訊共享，讓消費者只需掃一掃，即可獲取詳盡的產品資訊，包括可持續發展認證、回收資料、裸買資訊及相關地點。
- 為提高消費者對裸買及回收的認知和參與度，本會進行了1次電台訪問、3次社區推廣活動及1個電視廣告。



ESG Supply Chain Community Platform

- To support companies in complying with Hong Kong Stock Exchange “HKEX” ESG Scope 3 disclosures requirements, GS1 HK rolled out ESG Supply Chain Community platform in 2024/25.
- The collaborative platform enables buyers & suppliers to measure, monitor & report quantitative carbon emissions, enhancing both efficiency and accuracy.
- GS1 Hong Kong is working with retail and food catering industries to facilitate supplier onboarding, which include user training.
- Leading fast-food restaurant groups adopted the “ESG Supply Chain Community Solution” to centralise the collection and calculation of Scope 3 carbon emissions data with its suppliers on a single platform.

ESG 供應鏈社群平台

- 為協助企業遵守香港交易所HKEX範圍3披露要求，GS1 HK於2024/25年度推出「ESG供應鏈社群平台」。
- 此協作平台讓買家與供應商能夠量化、管理及報告碳排放數據，提高效率與準確度。
- GS1 HK目前正與零售及餐飲業界合作，支援供應商應用平台，包括提供用戶培訓。
- 領先餐飲快餐集團已採用「ESG供應鏈社群平台」，於一個平台上，統一收集、管理、計算其供應商的範圍三碳排放數據。

Café de Coral Saved 50% of Time in Carbon Emission Management 大家樂節省逾50%碳排放數據處理時間

☞☞ Café de Coral Group is committed to advancing sustainable development by integrating ESG principles across our operations through innovative technologies. Leveraging GS1 Hong Kong’s ‘ESG Supply Chain Community Solution’, we can streamline supply chain carbon emission data management, enabling unified collection, automated calculations for accurate Scope 3 emissions disclosure and regulatory readiness. Together with suppliers, we are driving low carbon transformation to deliver triple wins for the company, community, and the environment, fuelling Hong Kong’s sustainable future.



大家樂集團一直致力推動可持續發展，善用創新科技於企業每個環節上貫徹ESG理念。GS1 HK的『ESG供應鏈企業社群方案』助我們將供應鏈碳排放數據整合流程化繁為簡，統一收集、自動化計算，讓我們能有效率及準確地披露『範圍三』碳排放數據，應對未來監管要求。同時，我們也可與供應商攜手實現低碳轉型，為企業、社會和環境帶來三贏，共同為香港的可持續發展作出貢獻。☞☞

Mr Ivan Ng, General Manager (Supply Chain), Café de Coral Holdings Ltd
大家樂集團總經理（供應鏈）吳子超先生

Food Seminars & Workshops

- In 2024-25, a total of 5 trainings in Green Supply Chain and E-commerce were conducted with participants from leading food companies, which introduced the framework of ESG and green supply chain, technologies for ESG applications, etc, sharing practical skills for businesses to win consumer trust.

食品研討會及工作坊

- 於2024/25年，共舉辦了5場綠色供應鏈及電子商貿培訓，參加者來自多間領先食品企業。課程內容涵蓋ESG與綠色供應鏈框架、ESG科技應用等，並分享實用技巧，協助企業贏取消費者信任。

Public Advocacy and Collaboration

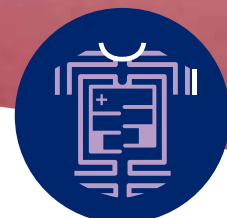
- Engaged with the Government on waste reduction, including how global standards such as 2D barcodes could support recycling and naked shopping.
- GS1 HK updated our product data platform to include packaging data (e.g., type, materials, weight and container volume) and encouraged member input to support recycling initiatives.

政策倡儀及合作

- 與政府就減少廢物議題進行交流，包括探討如何透過二維碼等全球標準來實現回收及裸買裸賣。
- GS1 HK亦已更新產品數據平台，新增包裝相關資料（例如：類型、物料、重量及容器容量），並鼓勵會員輸入相關數據。

APPAREL & TEXTILE

服裝及紡織



PROMOTING TRACEABLE, SUSTAINABLE FUTURE 推動可追溯、可持續的未來

Sustainability and traceability are now essential for the apparel and textile industry, driven by global consumer demand for eco-friendly products & greater transparency, as well as increasingly stringent regulatory requirements. Businesses are under growing pressure to transform and adapt to remain competitive and compliant.

GS1 Hong Kong has been working closely with the industry to support local brands and suppliers on the adoption of data standards and best practices. Through digital solutions, we empower businesses to build a greener, more trustworthy supply chain. This not only facilitates market access and promotes circular fashion, but also enables companies transform regulatory compliance into a competitive advantage.

受全球消費者對可持續發展產品及更高透明度的需求帶動、以及日益嚴格的監管要求，可持續發展與可追溯性已成為紡織及服裝業的必備元素。企業亦正面臨轉型壓力，以適應變化，維持競爭力及合規性。

GS1 HK一直與業界緊密合作，協助本地供應商採用統一的數據標準及最佳實踐。透過數碼化方案，我們協助企業構建更可持續發展、更值得信賴的供應鏈。這不僅便利拓展市場及推動循環時尚，亦能助企業把合規要求轉化為競爭優勢。

Key Initiatives 主要活動/項目 2024/2025



Strengthening Industry Readiness on Digital Product Passport

協助業界為數碼產品護照作好準備

Taskforce and Workshops

- The upcoming EU Digital Product Passport (DPP) regulation will redefine transparency on the environmental and social impact of consumer products, with impact on nearly all companies selling physical goods in the EU market — starting with the textile and apparel sector, among others.
- GS1 Hong Kong has established the Hong Kong Apparel & Textile DPP Task Force to:
 - (i) Raise industry awareness of DPP requirements
 - (ii) Drive collaboration on unified data approaches
 - (iii) Develop best practices and enhance Hong Kong suppliers' compliance readiness
 - (iv) Advocate global alignment with international standards
 - (v) Conduct pilot projects to validate DPP solutions in real-world scenarios
- Organised a seminar on Digital Product Passport, which brought together more than 200 industry professionals. Dr Bernard Chan, JP, Under Secretary for Commerce and Economic Development, Mr. Harvey Rouse, Ambassador, Head of Office, European Union Office Hong Kong and Macao delivered speeches, whereas GS1 Global shared the latest regulatory framework and key information about Digital Product Passport.
- GS1 HK also organised/ participated in 4 workshops/seminars and 2 networking events to strengthen industry knowledge on DPP.
- To support GS1's Upstream Apparel Research Project, GS1 HK engaged industry experts to share insights, which in turn helps scope how GS1 standards and solutions can address industry needs in visibility, traceability, circularity, and sustainability.

專責小組與工作坊

- 即將推出的歐盟「數碼產品護照」法規將重新定義消費產品在環境與社會影響方面的透明度，並與幾乎所有在歐盟市場銷售實體產品有關，首當其衝的行業包括紡織及服裝業等。
- GS1 Hong Kong成立「專責小組」，旨在：
 - (i) 提高業界對「數碼產品護照」的認知
 - (ii) 推動業界合作，建立統一數據模型
 - (iii) 制定最佳實踐方案，提升香港供應商的合規準備度
 - (iv) 倡導與國際標準接軌，促進全球協同
 - (v) 開展試點項目，於真實環境中，驗證DPP解決方案的可行性
- 舉辦「數字產品護照」工作坊，匯聚了超過200位業界專家，由商務及經濟發展局副局長陳百里博士，太平紳士，以及歐盟駐香港及澳門大使兼辦事處主任侯毅毅先生致辭。GS1分享了最新監管框架及關鍵資訊。
- GS1 HK亦舉辦及/或參與了4場工作坊/研討會及2場交流活動，以加強業界對數字產品護照的認識與了解。
- 為支持GS1的Upstream Apparel Research Project，GS1 HK邀請了業界專家分享見解，協助釐定GS1標準及解決方案如何滿足業界在可視化、可追溯性、循環經濟及可持續發展方面的需求。



OUR INDUSTRIES

我們服務的行業



Sri Lanka Apparel and Textile Case Study

斯里蘭卡服裝與紡織業案例

- Funded by the Asian Development Bank (ADB), GS1 Asia Pacific has collaborated with Sri Lankan manufacturers to pilot the use of GS1 Digital Link standard for sharing ESG supply chain information.
- This initiative helps businesses in developing countries build digital capability to create and share trustworthy ESG data and maintain access to global markets, especially on DPP requirements.
- GS1 Hong Kong developed a prototype T-Shirt ESG data model supported by QR codes powered by GS1, putting the required information (supply chain data, product, sustainability information, carbon footprint, etc) into a structured format to be exchanged digitally.
- 由亞洲開發銀行資助，GS1亞太區與斯里蘭卡製造商合作，進行試點，透過應用GS1 Digital Link標準分享ESG供應鏈資訊。
- 該項目旨在協助發展中國家的企業提升數碼能力，建立並分享可信的ESG資訊，確保其可繼續於全球市場銷售。
- GS1 Hong Kong為T恤設計了ESG數據模型，透過加入GS1標準的QR碼，以數碼化方式展示所需資訊（供應鏈數據、產品、可持續性資訊、碳足跡等）。



Read the Report
立即閱覽

A report about the funded project has been published, which outlines a strategy for the scalable digital sharing of Environmental, Social, and Governance (ESG) information - from upstream sources through the value chain - to meet the needs of regulators and consumers, maintain access to markets and global supply chains, including those in the European Union (EU) and the United States.

相關資助項目的報告已發布，涵蓋以數碼方式促進由上游來源及至價值鏈的ESG資訊共享，滿足監管及市場需求，並確保企業能進入歐盟及美國等全球市場。



ESG data and framework help in improving good practices and performance. Sharing data with our stakeholders is important to become accountable and transparent. Connecting the digital traceability tool with the Sri Lankan apparel industry is invaluable for us to lead the game. ESG數據與框架有助改善業務實踐及表現。與持份者分享數據，對我們建立問責性及透明度至為重要。將數碼追溯工具與斯里蘭卡製衣業連繫，對我們而言極具價值，有助保持領先地位。



Apparel manufacturer in Sri Lankan
斯里蘭卡服裝製造商

HEALTHCARE

醫療護理



ENABLING SAFE AND EFFICIENT HEALTHCARE THROUGH STANDARDS 標準應用推動安全有效的醫療保健

In today's fast-evolving healthcare landscape, stakeholders worldwide continue to prioritise traceability, counterfeit prevention, patient safety, regulatory compliance, and digitalisation.

GS1 HK continued to play a pivotal role in improving healthcare supply chain efficiency, authenticity, traceability and safety, which in turn ensures the delivery of right medicine to the right patient at the right time, contributing to a safer, smarter, and more resilient healthcare ecosystem.

在當今瞬息萬變的醫療環境中，全球持份者持續關注可追溯性、防止偽冒、病人安全、合規性以及數字轉型。

GS1 HK繼續在提升醫療保健供應鏈效率、防偽、追蹤追溯及安全方面發揮關鍵作用，確保及時將正確的藥物送到需要的病人手中，推動更安全、更智慧、更具韌性的醫療生態系統。

Key Initiatives 主要活動/項目 2024/2025



GS1 2D DataMatrix Adoption on Drug Packaging 推動藥品包裝採用GS1 2D DataMatrix

- Since 2024, the requirement for a GS1 Standard Unique Identifier on product packaging has been included in drug procurement tenders.
- GS1 HK promoted the use of GS1 DataMatrix and has been supporting suppliers to meet these requirements.
- GS1 DataMatrix can now be scanned directly using a smartphone's camera (Google Lens), offering patients, caregivers and healthcare professionals instant access to trusted medicine information online.
- 自2024年開始，藥品招標文件加入藥品外包裝應具備GS1標準的獨有識別碼(UI)要求。
- GS1HK推動在藥品包裝上採用GS1DataMatrix，並與供應商緊密聯繫，幫助他們符合相關要求。
- 現可直接使用智能手機鏡頭（Google Lens）掃描GS1 DataMatrix，為患者、照護者和醫療專業人士提供即時的線上可信的藥品資訊。



Driving Smart Healthcare Excellence & Enhancing Medication Safety

推動智慧醫療卓越發展及加強藥物安全

The Chinese University of Hong Kong Medical Centre (CUHKMC) implemented GS1 standards and solutions across various aspects of its operations, focusing primarily on supply chain management and medication management.

CUHKMC adopted GS1 standards including GTIN (GS1 barcode) for unique product identification; GS1 2D DataMatrix for capturing vital product information, such as batch numbers and expiry dates of drugs; and ezTRADE for automated order processing. This not only supports its smart hospital vision, but also enables better healthcare outcomes and greater trust from patients.

中大醫院在不同範疇引進GS1標準及方案，主要涉及供應鏈管理及藥物管理。

中大醫院採用了的GS1標準包括GTIN(GS1條碼)進行產品獨有識別；GS1 DataMatrix記錄關鍵資訊如藥物批號、有效期等；電子數據交換（ezTRADE）實現自動訂單處理。這不但推動智慧醫院策略，同時也能確保配藥及用藥時準確無誤，提升病人信任。



Read the case
立即閱覽案例





Industry Trainings and Advocacy 業界培訓和倡議

- Conducted a total of 6 healthcare workshops, with 3 of them on “GS1 2D DataMatrix Standards and Application on Pharmaceutical Products” and 3 on “Unique Device Identification (UDI) for Medical Devices”, continuing efforts to promote adoption of GS1 standards in the healthcare sector.
- Participated as a core member of the Food & Health Bureau Working Group on eHealth Record (eHR).
- 舉辦了6場醫療保健工作坊，其中3場是關於「於醫療藥品上應用GS1 2D DataMatrix」，及3場關於「醫療儀器的獨有識別碼 (UDI)」，持續推動醫療保健行業應用GS1標準。
- 繼續是食物及生局的「電子健康紀錄內容及信息標準專案小組」的核心成員。



Protecting Patient Safety for Pharmaceutical Industry 助醫藥業守護病人安全

- Our REAL QR, embedded with internationally patented anti-counterfeit technology, has become a leading anti-counterfeit solution adopted by several leading brands.
- The solution is now supporting pharmaceutical companies to combat counterfeits, track product movements, manage sales channels, thereby ensuring patient safety and enhancing brand reputation.
- 本會的「REAL QR」產品防偽方案透採用專利的微印刷加密專利技術，已獲多間領先企業廣泛應用。
- 方案現幫助醫療藥品企業做好防偽、追蹤產品動向、管理銷售渠道，從而保障病人安全及提升品牌形象。

Leading Probiotic Brand Enhances Sales Channel Management

全球領先的益生菌品牌強化銷售渠道管理



Leading probiotic brand Reuteri adopted GS1 HK's REAL QR on its packages supplied exclusively to hospitals and clinics. The solution facilitates real-time tracking and notifies the brand to any unauthorized reselling. This in turn safeguard stakeholder interests, prevent unauthorized reselling, control pricing, and enhance consumer trust.



全球領先益生菌品牌「活得易」於專為私家醫院及診所的產品上，採用了「REAL QR」。此方案讓品牌能進行實時追蹤，當偵測到於非授權銷售地點掃描時通知品牌。這從而維持持份者的利益、防止轉售圖利、價格控制及提升消費者信心。



Read the case
立即閱覽案例

INNOVATION & TECHNOLOGY (I&T)

創新及科技



POWERING DIGITAL TRANSFORMATION IN AI & DIGITAL ERA

推動人工智能與數字化時代下的數碼轉型

Emerging technologies such as artificial intelligence and digital innovation are reshaping industries worldwide, it's redefining how organisations operate, connect, and compete in a fast-evolving digital era. As data becomes the new currency across industries, building trusted data platforms for collaboration is key to driving Hong Kong's digital innovation and innovation & technology ecosystem development.

GS1 Hong Kong has been supporting industry stakeholders & business community to unlock the value of innovative technologies, streamline supply chain operations, boost efficiency, advance sustainability goals, thereby strengthening Hong Kong's position as International Innovation and Technology Centre.

創新科技如人工智能與數字創新正重塑全球產業格局，重新定義企業在快速演變的數字化局面下中運作、聯繫與維持競爭力的方式。隨著數據成為各行業的新貨幣，建立可信的數據平台促進協作是推動香港數字創新及創新與科技生態發展的關鍵。

GS1 HK一直支持業界持份者及商界，發揮創新科技的價值、精簡供應鏈運作、提升效率、推進可持續發展目標，從而強化香港作為國際創新科技中心的地位。

Key Initiatives 主要活動/項目 2024/2025



Policy Advocacy and Collaboration 政策倡議

- Submitted a proposal to the Chief Executive with recommendations on 4 strategies and approaches to promoting HK's role as international I&T hub, including:
 - Supporting Hong Kong brands to go global,
 - Promoting efficient international supply chains and Digital Government,
 - Addressing international ESG regulations, and
 - Supporting SMEs in digital transformation.
- We presented the recommendations at the policy consultation session.
- 向行政長官提交政策建議書，提出4項主要策略，以進一步鞏固及提升香港作為國際創新科技中心的地位，涵蓋：
 - 助香港品牌走出去、
 - 推動高效國際供應鏈及數字政府、
 - 應對國際ESG法規 及
 - 支援中小企數碼轉型。
- 相關建議已於諮詢會上闡述。



The Hong Kong ICT Awards: Smart Mobility Awards 2025 香港資訊及通訊科技獎—智慧出行獎2025

- For the 8th consecutive year, GS1 Hong Kong was appointed by the Digital Policy Office as the Leading Organiser of the Hong Kong ICT Awards 2025: Smart Mobility, covering Smart Transport, Smart Logistics and Smart Tourism.
- The Award recognises and promotes outstanding ICT inventions and applications, encouraging innovation and excellence among Hong Kong's ICT talents and enterprises.
- The 2025 Smart Mobility Award received overwhelming response of 77 applications. 13 awards were presented at the Award Presentation Ceremony on 21 November 2025.
- GS1 Hong Kong連續第8年獲數字政策辦公室委任為香港資訊及通訊科技獎「智慧出行獎」的主要籌辦機構，涵蓋「智慧交通」、「智慧物流」及「智慧旅遊」三個範疇。
- 該獎項旨在表揚及推廣傑出的科技創新和應用，鼓勵香港的資訊及通訊科技人才和企業追求創新及卓越。
- 2025智慧出行獎反應熱烈，共收到77份參賽申請。於2025年11月21日舉行的頒獎典禮頒發了13項殊榮。



Standout Winner of the Year – Honored with 3 Prestigious Awards

大贏家榮獲三項殊榮

Airport Authority Hong Kong's innovative digital logistics solutions won 3 accolades - Smart Mobility Grand Award, Smart Mobility (Smart Logistics) Gold Award, and Smart Mobility (Smart Logistics) Silver Award.

香港機場管理局憑其創新的數碼物流方案，榮獲三項殊榮，包括：「智慧出行大獎」、「智慧出行（智慧物流）金獎」、「智慧出行（智慧物流）金獎」。



Read the case
立即閱覽案例

OUR INDUSTRIES 我們服務的行業



IOT Data Hackathon 物聯網數據黑客松

- Organised the 2nd Edition of IoT Data Hackathon in collaboration with Cyberport and HKSTP, supported by the Digital Policy Office.
 - The Hackathon received an overwhelming response and attracted over 90 teams of local tertiary students and business professionals, to explore the potential of IoT data in tackling real world challenges.
 - 6 challenge statements under “Smart Business” and “Smart Living” were provided. 24 mentors from different professional fields provided valuable guidance and mentorship to the shortlisted teams.
 - A total of 20 awards were presented to 9 teams across the Student and Professional streams, acknowledging the remarkable efforts put forth by these talented individuals.
- 聯同數碼港及香港科技園合辦第二屆「物聯網數據黑客松」，並獲數字政策辦公室支持。
 - 活動反應踴躍，吸引了超過90支本地專上學院學生和專業人士團隊參與，共同探索如何利用物聯網（IoT）數據解決現實世界的挑戰。
 - 6個挑戰題目圍繞「智慧商業」及「智慧生活」主題，24位來自不同領域的專業導師為入圍隊伍提供指導。
 - 共頒發20個獎項予學生組及專業組的9支團隊，以表彰參與者的努力。



Digital Transformation Awards 數碼轉型大獎

- In 2024/25, GS1 Hong Kong organised the first-ever Digital Transformation Awards, attracting over 40 applications across 8 award categories. The Award Ceremony was held at the GS1 Hong Kong Summit 2024.
 - A total of 23 awards were issued, with PARKnSHOP winning the Grand Award – Digital Transformation Enterprise of the Year.
- 香港貨品編碼協會於 2024/25 年舉辦首次「數碼轉型大獎」，共收到超過40份申請，競逐8個獎項類別。頒獎典禮於「香港貨品編碼協會高峰會2024」舉行。
 - 共頒發了23個獎項，當中百佳超級市場榮獲最高榮譽大獎「年度數碼轉型企業」。



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

- Expanded the training portfolio to include comprehensive topics on AI, IoT, and broader digital transformation initiatives for Hong Kong businesses. ESG and sustainability considerations were also included in some training contents.
 - A series of courses, workshops, seminars and webinars covered the full continuum of digital adoption, from strategic planning and technology road-mapping to hands-on implementation of IoT, automation, robotics, and AI solutions.
 - In 2024/25, these training sessions attracted more than 250 professionals from a diverse range of industries.
- 於培訓上納入更廣泛的主題，包括AI、物聯網及的推動數碼轉型等，更全面地支援香港企業。此外，還有將 ESG及可持續發展的考量融入部分培訓內容。
 - 舉辦一系列課程、研討會、講座及網上研討會，涵蓋了數字化應用涉及的整個流程，從策略規劃和技術路線圖到物聯網、自動化、機器人和人工智慧解決方案的實踐。
 - 於2024/25年，這些培訓共吸引了超過250名來自不同行業的專業人士參與。



Collaboration with Chinese Mainland 與中國內地協作

- Joined the delegation led by the Commissioner for Digital Policy to the 20th Plenary Meeting of the Hong Kong/Guangdong Expert Group on Co-operation in Informatization in Guangzhou.
- We shared that the China Industrial Internet Identification Service Platform (粵港工業互聯網標識解析服務平台), co-developed by GS1 Hong Kong and industry partner, has been launched and adopted. A demonstration centre in Zhongshan was set up with our partner, with plans to promote it to other home appliance brands and manufacturers.
- Co-organised the 19th Hong Kong-Macau IoT Summit in Guangzhou, in which we invited speakers from ASTRI and China State Construction Engineering – Transcendence Company Limited.
- Co-organised the 14th GD-HK IoT Solutions Competition, 3 of the awarded solutions were nominated from “HKICT Awards: Smart Mobility Award” winners.
- 參加了由數字政策辦公室舉辦、於廣州舉行的「第20次粵港信息化合作專責小組會議」。
- 本會合作夥伴共同開發的「粵港工業互聯網標識解析服務平台」現已啟用。本會與合作夥伴於中山設立了示範中心，並計劃將其推廣至其他家電品牌及製造商。
- 於廣州合辦「第十九屆粵港物聯網高峰論壇」，邀請了來自香港應用科技研究院 (ASTRI) 及中國建築工程 (香港) 有限公司旗下海宏技術有限公司作演講嘉賓。
- 合辦第十四屆「粵港物聯網應用方案比賽」，當中3個得獎方案是「香港資訊及通訊科技獎：智慧出行獎」得獎項目。



Smart Business Innovation Centre 智慧科技創新中心

- With 6 thematic zones, the Smart Business Innovation Centre at GS1 Hong Kong continues to serve as an industry support platform that enables the development of IoT business and the delivery of RFID/IoT-related services, and showcases smart business solutions utilising advanced technologies including 2D barcodes, AI, video analytics, sensor network and data analytics.
- The total number of physical visitors during 2024/25 was 1,235.
- 設有六個主題區，智慧科技創新中心繼續是一個行業平台，促進物聯網業務發展及提供RFID/物聯網相關服務，並展示了如何善用智慧解決方案如2D條碼、人工智能、影像分析、感測器及數據分析等先進技術。
- 於2024/25年度，實體參觀總人數為1,235人。



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

- In 2024/25, a total of 24 vendors joined the VPP, with 6 new members.
- Expanded to cover more automation solutions, including AI, chatbot customer service, robotics, and logistics & warehouse automation.
- 於2024/25年，該計劃共有24間供應商，包括6名新成員。
- 計劃擴展至涵蓋更多自動化解決方案，包括AI、聊天機器人客戶服務、機器人技術，以及物流與倉庫自動化。

TRANSPORT & LOGISTICS

運輸及物流業



SHAPING A SMARTER, GREENER FUTURE 邁向更智能、更綠色的未來

Amid increasing complexity, digital transformation, and rising sustainability expectations, the transport and logistics sector is undergoing rapid change to remain competitive and future ready.

From modernising transport management and last mile delivery to facilitating seamless cross border trade and data exchange, GS1 Hong Kong continues to support the industry's evolution by empowering stakeholders with global standards and digital solutions that enhance operational efficiency, data transparency, and end to end supply chain visibility.

面對日趨複雜、數碼轉型加速，以及可持續發展要求不斷提升的環境，運輸及物流業正經歷急速轉型，以保持競爭力並持續發展。

由推動運輸管理及最後一公里配送現代化，到促進無縫跨境貿易與數據互換，GS1 Hong Kong繼續支持以全球標準及數碼方案，提升營運效率、數據透明度，以及端到端供應鏈的可視性。

Key Initiatives 主要活動/項目 2024/2025

Policy Advocacy and Collaboration 政府倡議

- Expressed strong support for the government's initiative of the "The Port Community System (PCS)", which represents a critical step towards modernizing the port operations and strengthening Hong Kong's status as an international maritime centre.
- GS1 HK is facilitating the incorporation of the GS1 Global Registry, specifically the Global Trade Item Number (GTIN), to enhance trade facilitation and improve traceability down to item-level across the supply chain. This also aims to enable seamless cross-border data exchange with China's Single Window system, where their customs already required GTIN for imported goods declaration.
- Expressed support to TLB's Logistics ESG roadmap, which enables industry players to gradually engage in ESG reporting through phased implementation.
- 對政府推動的「港口社區系統 (Port Community System, PCS)」表示高度支持，認為該項目是現代化港口運作及鞏固香港作為國際航運中心地位的重要一步。
- GS1 HK正推動將GS1全球產品數據庫，特別是全球貿易貨品編碼(GTIN)引入至港口社區系統平台，便利貿易，並加強供應鏈至單品級別的可追溯性。由於中國海關經已實施進口商品以條碼(GTIN)申報，此有助實現與中國內地「單一窗口」系統的無縫跨境數據交換。
- 支持運輸及物流局推出的《物流業ESG發展路線圖》，透過分階段實施，協助業界逐步參與ESG匯報。



75



Data is the fuel in shaping the economy. GS1 HK stands ready to support this PCS initiative, providing global standards-based data solutions to drive information flow, goods flow and cash flow, which directly enhances Hong Kong's competitiveness as an international trade, finance, and logistics hub.

數據是驅動經濟發展的燃料。GS1 HK已準備就緒，全力支持PCS項目，提供基於全球數據標準的解決方案，以驅動信息流、貨物流及資金流，直接提升香港作為國際貿易、金融及物流樞紐的競爭力。

Anna Lin, Chief Executive of GS1 Hong Kong
香港貨品編碼協會總裁林潔貽

OUR INDUSTRIES

我們服務的行業

Industry Engagement

業界交流

- Co-organised “SCM & Logistics Forum II” themed “Unlocking Business Potential with Smart Supply Chains” with HKTDC at Asian Logistics, Maritime & Aviation Conference (ALMAC) 2024, which attracted over 250 industry practitioners.
- As one of the activities of Hong Kong Maritime Week, GS1 HK co-organised the “Navigating Towards Smart Logistics 3.0” seminar with Hong Kong Transport and Logistics Association (HKTLA) and the Hong Kong Shippers’ Council (HKSC).
- 於亞洲物流航運及空運會議 (ALMAC) 2024 上與香港貿易發展局合辦「供應鏈管理及物流論壇II」，主題為「智能供應鏈締造新機遇」，吸引逾250位業界人士參與。
- 作為「香港海運週」活動之一，GS1 Hong Kong 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」研討會。



- Activities of “Hong Kong Maritime Week” also included industry visit to GS1 HK’s Smart Business Innovation Centre. Participants experienced how innovations & technologies can help companies enhance efficiency and drive future growth.
- 香港海運週還有安排業界人士到訪GS1 HK智慧商業創新中心，親身體驗創新方案與科技如何協助企業提升效率，推動未來發展。



Smart & Green Logistics Training 智慧及綠色物流培訓

- Jointly developed a new training course “The Present and Future of Smart & Green Logistics” with Hong Kong Transport and Logistics Association (HKTLA).
- This course is designed to equip logistics practitioners with enhanced ESG knowledge, actionable strategies for reducing environmental impact and delve into governance framework, and have received enthusiastic participation from key industry players.
- The course is subsidised by the Professional Training on Smart and Green Logistics Scheme (PTSGLS) under the Maritime and Aviation Training Fund (MATF), launched by the Government to support the logistics industry’s transition towards sustainability and innovation.
- 聯同香港航運物流協會(HKTLA)攜手推出新培訓課程「智慧及綠色物流的現況與未來」。
- 課程旨在提升物流從業員的ESG知識、提供切實可行的策略減低環境影響，以及深入探討企業管治框架，獲多間主要行業機構踴躍參與。
- 該課程獲香港特別行政區政府推出的海運及空運人才培訓基金 (MATF) 轄下智慧及綠色物流專業培訓資助計劃 (PTSGLS) 資助，以支持物流行業邁向可持續發展與創新轉型。

Enhancing Transport Management & Logistics Visibility 提升運輸管理及物流可視化

- GS1 Hong Kong continues to support the industry in the digitalisation and standardisation of logistics operations through the adoption of transport management systems (TMS), enhancing real-time visibility, data accuracy, and significantly reducing manual processes.
- The system enables industry players to deliver a seamless online-to-offline (O+O) customer experience while facilitating dynamic resource planning and operational efficiency.
- GS1 Hong Kong透過運輸管理系統 (TMS)，繼續推動業界物流營運的數碼化及標準化，提升實時可視化與數據準確度，並大幅減少人手操作流程。
- 該系統協助業界實現無縫的線上線下(O+O)顧客體驗，實現動態資源規劃，提升整體營運效率。



OUR “GO DIGITAL • GO GREEN” STRATEGY, SOLUTIONS & SERVICES 我們的策略、方案及服務

Businesses are grappling with changes for greater profitability, efficiency, resilience and sustainability. GS1 HK has been deepening and expanding our standard-based platforms, services and solutions, supporting businesses to stay competitive and create new opportunities through innovation, guided by our “Go Digital • Go Green” strategy.

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個平台、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。



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



Transactional Data 交易數據



Enabling Technologies
促成科技



Internet of Things (IoT)
物聯網



Blockchain
區塊鏈

Omni-channel Commerce
多渠道商貿

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

Consumer Engagement
與消息者互動交流

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

Digital Trade Finance
數碼貿易融資

★
Go Digital
Go Green
Solutions
& Services
解決方案



Industry
行業



Retail &
Consumer Goods
零售及消費品



Food & Food
Services
食品及餐飲服務



Apparel &
Footwear
成衣及鞋履



Healthcare
醫療護理

SOLUTIONS & SERVICES PORTFOLIO

解決方案及服務一覽

GS1 全球標準

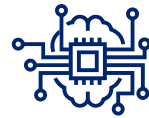
Traceability Data 追蹤追溯數據



ESG-related Data ESG 相關數據



Data Analytics
數據分析



AI & Machine Learning
人工智能及機械學習

Smart Business and Sustainability Solutions
智慧營商及可持續發展方案

Brand Protection
品牌保護

Smart Product and Services
智慧專業服務

Digital Product Passport
數碼產品護照

Scope 3 Enablement
範圍3碳排放監測

Smart Operations
智慧營運

End-to-End Visibility
提升端到端的可視化程度

Product Authentication
產品驗證

Channel Management
渠道管理

Anti-Phishing
辨識釣魚網站

Knowledge Building
知識提升

Industry Best Practices
最佳行業實踐

Talent Development
人才培育

Smart Business Innovation Centre
智慧科技創新中心



Sustainability
可持續發展



Transport & Logistics
運輸及物流



Innovations & Technology
創新科技



Financial Services
金融服流



Government
政府機構

FLAGSHIP EVENTS

旗艦活動

GS1 Hong Kong organised various events that served as valuable industry platforms for businesses, key stakeholders to network, exchange insights and co-create opportunities. We also actively participated in events to share our “Go Digital, Go Green” initiatives and remain connected with latest developments.

GS1 HK 舉辦了多個活動，為企業及主要持份者提供行業平台，讓他們進行交流、分享見解，共同創造商機。我們亦積極參與其他活動，向業界分享「Go Digital • Go Green」理念，並緊貼最新行業發展動態。





GS1 HK Annual Dinner 2025 & Awards Presentation Ceremony
of the 14th Consumer Caring Scheme

08 Apr, 2025

GS1 HK 2025年週年晚宴暨第14屆「貼心企業嘉許計劃」頒獎典禮





GS1 HK Food Safety Forum 2025

GS1 HK 食品安全論壇2025

22 Aug, 2025



GS1 HK Summit 2025

GS1 HK 高峰會 2025

28 Oct, 2025







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 全球活動

17-20 Feb 2025

GS1 Global Forum 2025
Noordwijk - Amsterdam,
Netherlands
荷蘭阿姆斯特丹



19-23 May 2025

GS1 General Assembly 2025
Mumbai, India
印度孟買



Freda Ng, Managing Director of PARKnSHOP, was officially appointed as a member of the GS1 Board at the GS1 Global Assembly 百佳超級市場董事總經理吳逸群(Freda)於GS1 Global Assembly上獲任命為GS1新一屆董事局成員。

Other Events - IOT Data Hackathon 2025

7 Jan 2025

Kick-off Briefing
簡報會



9 Mar 2025

Mentors x Participants
Networking Event
導師與參加者交流活動



Other Events - IOT Data Hackathon 2025

22-23 Mar 2025

Hack Day & Pitch Day
黑客松日及決賽日



13 Apr 2025

Award Ceremony
(held at InnoEX)
頒獎典禮 (於「香港國際創科展」舉行)



Product Package Recycling Programme - 3 Industry Workshops

「產品包裝回收計劃」 — 3場行業工作坊

Green Product Packaging Workshop
綠色產品包裝工作坊

15 Apr 2025



"New Retail! Naked Shopping!" Workshop
「如何實踐裸賣工作坊」

15 May 2025



"Green Ecosystem! Green Supply Chain!" Workshop
「綠色循環經濟工作坊」

25 June 2025



Student Programmes – Nurturing the Next Generation

學生活動- 培育新一代

IVE Students visited GS1 HK's Smart Business Innovation Centre
IVE學生參觀業界參觀智慧科技創新中心

6 Mar 2025



Sharing at Hong Kong Metropolitan University on Barcodes & Retail
1.0, 2.0, 3.0
向香港都會大學學生分享條碼如何推動零售1.0、2.0、3.0變革

10 Mar 2025



The Transport and Logistics Bureau (TLB)
- “Handbook on Curriculum on Logistics Industry for Primary and
Secondary School Students” School Talk
運輸及物流局「為中小學生制訂的物流業課程手冊」學校講座

16 May 2025



Sharing Sessions @ The Hong Kong Polytechnic University
(Master & Undergraduate Students)
於香港理工大學舉行2場分享環節（碩士生、大學生）

19 Sep 2026



Other Events

其他活動

Jiangsu Development & Reform Commission and Jiangsu Leading Companies visited Smart Business Innovation Centre
江蘇省發改委、企業參觀GS1 HK智慧科技創新中心

10 Sep 2024



Organised Buyer Connect
舉辦買家採購會

25 Sep 2024



Visited the Modern Terminal
參觀現代貨箱碼頭

15 Oct 2024



Co-organised "SCM & Logistics Forum II" with HKTDC at Asian Logistics, Maritime & Aviation Conference (ALMAC)
ALMAC亞洲物流航運及空運會議
GS1 Hong Kong 聯同HKTDC合辦「供應鏈管理及物流論壇 II」

18-19 Nov 2024



Other Events

其他活動

Co-organized the “Navigating Towards Smart Logistics 3.0” seminar with HKTLA and HKSC

20 Nov 2024

香港海運週 2024 - 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」



AI Development Seminar
人工智能發展研討會

25 Nov 2024



Tea Gathering for Food & Beverage Industry
餐飲業可持續發展茶聚

29 Nov 2024



Other Events

其他活動

The Grand Opening of GS1 HK's partner - Zhongshan Huaxi Electronic Technology Co., LTD (Huaxi) Building in Zhongshan city (Featuring “Guangdong-Hong Kong China Industrial Internet Identification Service Platform”

30 Dec 2024

GS1 HK合作夥伴中山市鐸禧科技十五周年誌慶暨鐸禧大廈(大廈)落成慶典
(展示GS1 HK與鐸禧構建的「粵港國家工業互聯網標識解析服務平台」)



“CEO Dinner Gathering”
「CEO飯聚」

14 Jan 2025

99



Other Events

其他活動

Joined “Digital Economy Summit on Data-driven New Quality Productive Forces”

參與「推動數據要素流通，促進數字經濟新質生產力發展峰會」

16 Jan 2025



Participated at Spring Dinner of Commercial Office of the Economic Affairs Department of the Liaison Office of the Central People's Government

出席中聯辦經濟部貿易處乙巳年春茗晚宴

2 Feb 2025



Supported The 19th Guangdong-HK-Macau IoT Summit

支持第十九屆粵港澳物聯網大會

24 Mar 2025



Other Events

其他活動

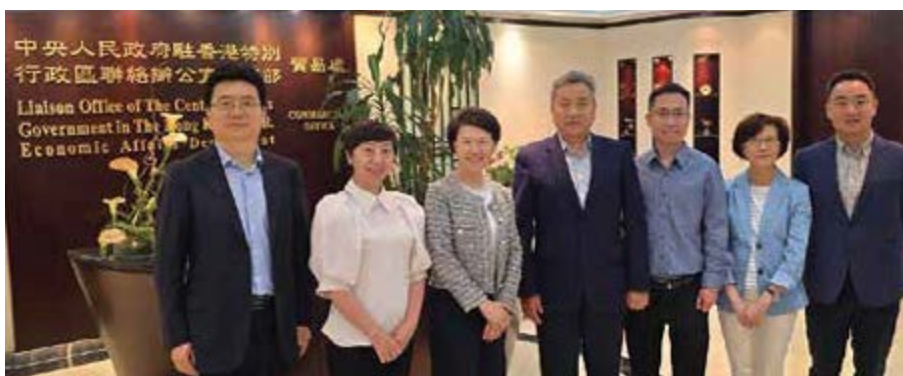
HKMA establishes Expert Panel on Project Cargo*
(GS1 HK is one of the Expert Panel members)
香港金融管理局宣布成立Cargo*專家小組(GS1 HK是專家小組其中一員)

28 Apr 2025



RTHK Radio Interview
香港電台訪問

May 2025



27 May 2025

Meeting with Commercial
Office of the Economic Affairs
Department of the Liaison
Office of the Central People's
Government in HKSAR
與中聯辦經濟部貿易處會面

Joined Business GoVirtual Expo and Conference 2025
參與Business GoVirtual Expo and Conference 2025

5 Jun 2025



Other Events 其他活動



6 Jun 2025

Meeting with Hong Kong Customs and Excise Department
與海關會面

Visit to Maxim's Mooncake Factory
參觀美心月餅廠

25 Jul 2025



Shared at HKMA Data Summit
於數據峰會2025上分享

28 Jul 2025



Other Events

其他活動

Shared at the "Digital Trade Masterclass for HK SMEs" co-organised by Hong Kong Trade Development Council and International Chamber of Commerce Digital Standards Initiative
於「數碼貿易升級工作坊」上分享（由香港貿發局及國際商會數字標準倡議合辦）

28 Jul 2025



Seminar delivered by Hong Kong Customs and Excise Department
香港海關舉辦研討會

21 Aug 2025





Trust in Data Power in Innovation

GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
香港灣仔告士打道160號海外信託銀行大廈22樓

T +852 2861 2819
E info@gs1hk.org
W www.gs1hk.org



GS1 Hong Kong

GS1 is a registered trademark of GS1 AISBL. All contents copyright ©GS1 Hong Kong 2026
GS1是GS1 AISBL的註冊商標。版權所有©GS1 Hong Kong 2026



This document is provided "as is" with no warranties whatsoever, including any warranty of merchantability, noninfringement, fitness for particular purpose, or any warranty otherwise arising out of this document. GS1 HK disclaims all liability for any damages arising from use or misuse of this document, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information or reliance upon this document. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation. GS1 HK retains the right to make changes to this document at any time, without notice. GS1 HK makes no warranty for the use of this document and assumes no responsibility for any errors which may appear in the document, nor does it make a commitment to update the information contained herein.

本文件按「當時情況」展示，GS1 HK不會對內容的適銷性、非侵權性、適用於特定目的，或任何由本文件引起的性質作任何擔保。GS1 HK不承擔由使用或濫用本文件而造成的任何損害和任何責任，無論是特殊、間接、嚴重後果或補償性的損害，包括由於使用信息或依賴本文件而導致的任何知識產權侵權的責任。儘管我們努力提供準確、及時的信息，但不能保證此類信息從收到之日起便是準確，或將來仍將會準確。任何人在沒有對特定情況進行徹底了解及適當的專業建議時，都不應對此文件內信息採取行動。GS1 HK保留隨時對此文件進行更改的權利，恕不另行通知。GS1 HK對本文件的使用不作任何保證，也不會對文件中可能出現的任何錯誤和更新文件內容承擔任何責任。