SMART RETAIL WITH CUSTOMER ENGAGEMENT

GS1 HONG KONG
Served HK for 30 years since 1989
Support close to 8,000 corporate members across industries

GLOBAL STANDARDS IN “BLACK-AND-WHITE” MAKE OUR WORLD MORE COLOURFUL

☆ Just as each zebra’s stripes, each barcode is unique.
☆ It represents an identification key, forming the basis of the GS1 System of Standards for businesses.
☆ Through barcodes, we can uniquely identify, accurately capture, easily share important information on products, locations and assets, and further help streamline business processes.

WHAT ARE THE IMPACTS OF GS1 STANDARDS IN HONG KONG?

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- >3.5 billion annual barcode scans
- >17 million annual EDI messages
- 95% of supermarkets adopt GS1 standards
- 79% of hospitals’ drug supply chains are supported by GS1 standards
- 70% of Chinese fast food restaurants use GS1 system for purchase order processing

ONE CODE • INFINITE POSSIBILITIES

☆ Connect, engage with customers and get insight
REAL Visibility solution combining REAL Barcode, a product authentication technology, ezTRACK, a global traceability platform, and market intelligence capability

☆ Anti-counterfeit weapon:
REAL Barcode Authentication Solution

☆ Real-time track and trace solution:
ezTRACK™

☆ Automated paperless exchange of transactions:
ezTRADE via EDI

☆ Smart retail with customer engagement
Smart Kiosk solution fuels better consumer experience and drive sales performance with valuable insights

☆ Brand recognition:
Consumer Caring Scheme recognising 245 companies since 2011

Double trust on e-commerce platform:
Hong Kong Trusted Product Programme on the ShopThruPost platform

Verified product information
Reliable delivery

Quality product data:
Major global companies like Alibaba Group, Amazon, eBay, Google & Walmart have adopted GS1 GTIN

China opportunities:
Barcode Scan@WeChat reaching 1.112 billion China consumers

Product searchability:
GS1 SmartSearch leading to 30% up in web traffic
INDUSTRY FOOTPRINTS IN HONG KONG

Transport and Logistics
Supply Chain Visibility and Cold Chain Management

Retail CPG
Omni-channel

Apparel
Apparel Item Level Tagging

Healthcare
Unique Drugs and Devices Identification

Food & Food Services
- Global Traceability Standards jointly developed by >73 industry experts in 20 countries,
- Food traceability trainings for 100+ companies
- Quality Food Traceability Scheme awarding 35 companies since 2015
- Consultancy services

Information and Communications Technology

GS1HK

>110 national chapters serving over 150 countries globally
>2 million global registered companies adopt barcodes
6 billion barcode beeps every day
100 million products carry GS1 barcodes

GLOBAL PRESENCE OF GS1

BS1 HK & Belt and Road Initiative
- International Monetary Fund confirmed that by 2020, countries along the land and maritime belts will account for 50% of global GDP
- GS1 standards is a global language that bridges the gaps of trade
- GS1 is present in 82 out of 138 OBOR countries

NEED OUR HELP? Find us on www.gs1hk.org or services@gs1hk.org

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