

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



IDENTIFY



CAPTURE



SHARE



USE

WHAT ARE THE IMPACTS OF GS1 STANDARDS IN HONG KONG?

GS1 HONG KONG

served HK for
30 years
since 1989



support close to

8,000

corporate members
across industries



>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



ShopThruPost
樂滿郵

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



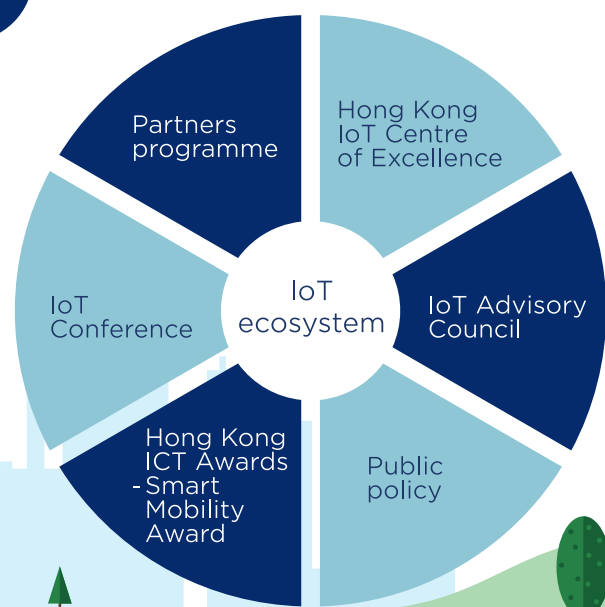
Product searchability:

GS1 SmartSearch leading to **30%** ↑
in web traffic

INDUSTRY FOOTPRINTS IN HONG KONG



- >73** industry experts in **20** countries,
- ◆ Food traceability trainings for **100+** companies
- ◆ Quality Food Traceability Scheme awarding **35** companies since 2015
- QUALITY FOOD** Traceability Scheme
- ◆ Consultancy services



>110

national chapters serving over 150 countries globally



6 billion

barcode beeps every day

GLOBAL PRESENCE OF GS1

>2 million

global registered companies adopt barcodes



100 million

products carry GS1 barcodes

**BELT
ROAD**

GS1 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



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