

## 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  
**29 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™



- Unlocking China online market  
Trusted e-marketplace on Taobao and JD.com



- Automated paperless exchange of transactions:  
ezTRADE via EDI



- 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  
信滿郵  
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  
**1.057 billion**  
China consumers



### Product searchability:

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

# INDUSTRY FOOTPRINTS IN HONG KONG

GS1HK

**Transport and Logistics**  
Supply Chain Visibility and Cold Chain Management

**Retail CPG**  
Omni-channel

**Healthcare**  
Unique Drugs and Devices Identification

**Apparel**  
Apparel Item Level Tagging

**Food & Food Services**

◆ Global Traceability Standards jointly developed by

**>73** industry experts in **20** countries,

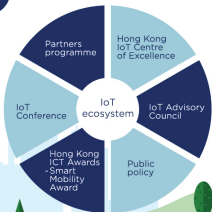
◆ Food traceability trainings for **100<sup>+</sup>** companies

◆ Quality Food Traceability Scheme awarding **75** companies since 2015



◆ Consultancy services

**Information and Communications Technology**



**>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 **51** out of **64** OBOR countries



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