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

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 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% up in web traffic
INDUSTRY FOOTPRINTS IN HONG KONG

GS1HK

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 75 companies since 2015
- Consultancy services

Information and Communications Technology

Partners programme
Hong Kong IoT Centre of Excellence
Public policy
IoT Advisory Council
IoT ecosystem

>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

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

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

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