



ECR: THE NEXT GENERATION



Efficient Consumer Response (ECR), a supply chain management (SCM) movement in Fast-moving Consumer Goods (FMCG) industry, was first introduced to Hong Kong through GS1 Hong Kong in 1995. An advisory board was set up which comprised of local leading industry players including retailers, distributors, manufacturers and supporting associations in order to embrace ECR concept and technologies in the supply chain operations. In view of the upcoming consumer trends, the advisory board has determined the top 4 areas to be focused this year.

1. On Shelf Availability (OSA)
2. Electronic Catalogue
3. Category Management
4. Mobile Retail

Amongst all, OSA is the first priority amongst the 4 and the group agreed that to ensure 100% availability on shelf is always challenging to retail industry. An ECR Asia Pacific Survey has been conducted and several pilots have been initiated, it further proved the importance of OSA, an automated approach will be introduced in 2012.

To join ECR advisory board, please contact:

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SAVE THE DATE!

GS1 Asia Food Safety & Product Quality Forum

Date: 6 March 2012

Venue: Holiday Inn Golden Mile Hotel, Hong Kong

2-Day Synchronized Supply Chain Workshop

NTTS-
Approved

Date: 22-23 March 2012

Venue: Royal Pacific Hotel TST., Kowloon

GS1 Retail Forum

Date: May 2012

Venue: Holiday Inn Golden Mile Hotel, Hong Kong

2-Day Synchronized Supply Chain Workshop

NTTS-
Approved

Date: 21-22 June 2012

Venue: Royal Pacific Hotel TST., Kowloon

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