Building the largest trusted source of data
最大規模的可靠產品數據庫即將建成

The Sparkling Annual Dinner 2018
閃閃燦燦 2018 週年晚宴

Brand New REAL Visibility Solution Launch
全新 REAL Visibility 方案推出

Consumer Caring Scheme 2017
「貼心企業嘉許計劃」 2017

Executive Connect 管理層專訪

GS1 HK Chairman: Discreet Optimism in the Year of Dog
香港貨品編碼協會主席：對香港來年前景審慎樂觀

Joseph Phi,
GS1 HK Chairman
香港貨品編碼協會主席
彭焜耀

www.gs1hk.org
EDITOR’S NOTE 編輯的話
Retail Trends in 2018: The Evolution of the Omni-channel
2018零售趨勢：全方位渠道的演變

Retail had gone through a transformative 2017, and that’s going to continue this year. Just in January, two convenience store giants from Taiwan, 7-eleven and Family Mart, just introduced their own versions of “smart retail” concepts: the former demonstrates a “Face in, Face pay, Face go” process using technologies like facial recognition, self-checkout counter, auto-replenish shelving and auto-payment service; while the latter features RFID and IoT technologies to provide temperature control on hot food, electronic price tag, stocks replenishment detection and AI coffee making machine. Whereas 7-eleven aims to minimize labor cost, Family Mart targets to provide better quality of service by lessening manpower hours.

The ability to personalize the customer’s journey and offer a cohesive user experience at every touchpoint is vital for a merchant to remain competitive and increase consumer satisfaction. This is where omnichannel retail comes into play.

Omnichannel Retail is designed to unify the shopping experience – gathering, storing and leveraging consumer data to leverage it across all marketing, sales and service initiatives taken within a company. Whether it’s desktop or mobile, or using technology with beacons to track shopper’s behavior – there are more touchpoints than ever to engage with consumers, encourage purchases, make recommendations and sell to willing buyers.

So no matter what futuristic technology there will be for retailers, remaining laser-focus on customer needs is still the top focus.

Let’s hear from Mr. Joseph Phi, Chairman of GS1 Hong Kong, on his perspectives and predictions of the business development in Hong Kong in 2018. Echoing his insights, Vitasoy is embracing digitalisation and transformation for more e-commerce opportunities. Want to know the secret recipe of our Chairman and Vitasoy for success, please read the Executive Connect and Corporate Dynamics sessions.
2018 February 二月
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About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

GS1 Hong Kong’s mission is to enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services.
Discreet Optimism in the Year of the Dog
對香港來年景遇 審慎樂觀

Mr Joseph Phi
Executive Director, Li & Fung
President, LF Logistics
Director, GS1 Global Management Board
Chairman, GS1 Hong Kong

A robust tailwind greeted Hong Kong as we welcomed the new year. According to the Trade Development Council, total export value in 2017 marked an 8% growth, amounting to US$496.9 billion. After multiple years of decline, retail sales increased nearly 2% in 2017, reflecting growth in visitor arrival, upbeat consumption sentiment and favorable employment and income conditions. So, what will it be like for the rest of 2018?

Joseph Phi, Executive Director of Li & Fung, President of LF Logistics, Director of GS1 Global Management Board and Chairman of GS1 Hong Kong, is discreetly optimistic about the general economic outlook of Hong Kong. To sustain this growth momentum though, he believes Hong Kong must undertake the following three strategic initiatives:

1. Accelerate the rate of technological adoption and digitalization
2. Deepen the economic integration with China, with emphasis on Greater Bay Area and Belt & Road
3. Strike a healthy balance between social sciences and STEM (Science, Technology, Engineering and Mathematics) in secondary and tertiary education

在這一年伊始，香港經濟發展已見蓬勃向上的走勢。貿發局公布的數據顯示，2017全年的總出口值錄得8%的升幅，達4969億美元。零售市道經歷多年下跌後，於2017年亦見2%升幅，反映出到訪遊客增加，高張的消費情緒及穩定的就業和收入等利好因素。2018年展望及走向又會如何？

利豐集團執行董事、利豐物流總裁、GS1國際管理局董事及香港貨品籍碼協會主席彭焜耀先生（Joseph）認為香港的宏觀經濟環境表現感到審慎樂觀。他相信香港要維持這良好勢頭，必須積極拓展三方面優勢：

1. 加快科技應用及數碼化的進程：
2. 深化與中國大陸的融合，尤其在大灣區及一帶一路的發展：
3. 讓社會科學及STEM（科學、科技、工程和數學）在中學及專上教育發展上取得健康平衡。
Moving Up the Value Chain by Adopting Technology

The general health of Hong Kong’s economy is largely shaped by the vibrancy of the SMEs. For years, Hong Kong’s SMEs have been plagued by surging rents and high manpower costs, stifling their ability to compete. To address this, the government and industry associations must work hand in hand with these companies to facilitate the adoption of technology and embrace digitalization.

“Technologies like IoT, data analytics or machine learning can help SMEs bring their value proposition to life, helping them translate business data into market insights. This will better equip them to develop the relevant products and services that appeal to the changing needs of their customers,” Joseph said.

He added, “Hong Kong is strategically located at the heart of Asia, connected to the world and Mainland China by a world-class international airport, a container port renowned for its efficiency, and extensive land crossings. With these advantages, Hong Kong is an ideal business hub to many companies. As your target markets extend beyond Hong Kong, you start to create economy of scale and your investment in technology starts to pay back. The trend of technological and digital transformation is irreversible. Failure to adopt and adapt will put your business at risk.”

Tapping the Potential of Greater Bay Area and Belt & Road

The progressive development of the Greater Bay Area and Belt & Road initiative presents a very distinct opportunity for Hong Kong businesses. It is essential for Hong Kong entrepreneurs to figure out what role to play and how to deliver value.

“Hong Kong must take a leadership position as the technology, financial, architectural, logistics, and knowledge hub among the 11 cities comprising the Greater Bay Area. We must apply the design thinking process to identify people’s needs and market opportunities, and match them with innovative, human-centered and technologically feasible solutions.”

発掘大灣區及一帶一路潛力

大灣區及一帶一路的不斷發展，為香港企業帶來獨特的機遇。香港企業家必須思考自己於其中的角色及如何展現價值。

Joseph分析：「香港作為大灣區內11個城市的重要一員，應在其長處如科技、金融、建築設計、物流和知識中心等領域上發揮領導角色。我們必須應用設計式思考過程去確定人們的需求及市場機遇，並利用以人為本的創新科技解決方案作相應配合。」
“This then will allow us to gain a first mover advantage and naturally pave the way for Hong Kong to carve out a meaningful role in the Belt and Road Initiative. All enterprises need to understand that the development of the Greater Bay Area and Belt and Road initiative is much more than buss and hype. If we play our cards right, there is huge potential for HK enterprises, including SMEs to reap huge dividends spanning financial services, healthcare, construction, supply chain management, professional services, education, infrastructure building and trade development,” Joseph explained.

Developing Smart City and STEM talents

The Hong Kong Government unveiled a Smart City Blueprint late last year and underscored such development as top priority. The Blueprint includes a myriad of measures in six areas, namely “Smart Mobility”, “Smart Living”, “Smart Environment”, “Smart People”, “Smart Government” and “Smart Economy”. Joseph believes this is a good start as “Hong Kong covers only some 2,700 square kilometers, and is the perfect place to experiment with and implement a lot of smart city concepts. It will be extremely exciting to see those concepts built into the overall city design and planning process. As we gain experience and climb the learning curve, we may even export these concepts and solutions to China and other parts of Asia, and contribute to the greater good of the global community.”

The Blueprint also covers a fast-track IT talent admission scheme that will be launched in 2018 to lure more IT professionals, especially in biotechnology, data science, artificial intelligence, robotics and cybersecurity. “To realize this vision, we must be ready to nurture these talents, providing an environment for them to grow and reach their potential,” Joseph elaborated. “Educational reforms that encourage design thinking and development of STEM-related talents are essential, and will complement this fast track scheme.”

發展智慧城市及培育STEM人才

香港特区政府去年公布香港智慧城市藍圖，強調其發展為首要工作。藍圖就「智慧出行」、「智慧生活」、「智慧環境」、「智慧城市」、「智慧政府」及「智慧經濟」等六個主要範疇提出多項建議。Joseph認為這是個好開始：「香港地域只有2,700多平方公里，是驗證和落實智慧城市概念的理想地方。若這些概念能納入整個城市設計及規劃過程，將會令人非常振奮。當我們實現時所累積以來的學習及經驗，更可成為推廣到中國內地乃至整個亞洲的措施及方案，締造更優質的全球化社會。」

藍圖建議於2018年起推創科優秀人才特快入境計劃，吸引生物科技、數據科學、人工智能、機械人、網絡安全等範疇的科技專才。「要實踐智慧城市願景，我們必須準備好培育這類人才，為他們提供優越環境以發揮潛力。以鼓勵設計式思考及發展STEM相關人才的教育改革非常重要，亦能與入境計劃相輔相成。」
Future Development of Logistics and Retail

Hong Kong has long been the region’s pre-eminent logistics hub and an international maritime center. And it is logistics - the power of linking economies, industries, people, products and services - that will help Hong Kong build the ecosystem to function and flourish in this era of connectivity and collaboration.

Echoing this sentiment, Joseph believes it is the best of times for the logistics industry. “A winning business model is one that curates a unique experience for customers in an omni-channel world. Over the last couple of years, we have witnessed the online retail sites trying to build brick-and-mortar presence, while the physical stores are establishing their digital footprints. Both require a strong logistics backbone.”

In sharing his final advice, Joseph mentioned that for a city state like Hong Kong to thrive in an ever-changing world, we must shift our mindset to embrace change. This allows us to see the opportunity in every change process. In so doing, we are always an active participant as opposed to a poor victim of any market disruption.

GS1: Creating a level playing field

When talking about its role in 2018, Joseph sees GS1 Hong Kong as an equalizer and enabler. It must strengthen its ability to ensemble business enterprises especially SMEs to compete effectively within and outside of Hong Kong. For example, in terms of visibility, GS1 can create a cost-effective product track-and-trace platform that allows SMEs to possess similar capability as their bigger counterparts. Another example is the use of blockchain technology. The essence of blockchain lies in enabling all stakeholders to have an equal voice, regardless of size. “The role of GS1 is to create a level playing field that allows all businesses to have a fair chance of success,” he emphasized.
Building the largest trusted source of data
最大規模的可靠產品數據庫即將建成

To help e-tailers, retailers and brands to provide transparent and accurate product information, GS1 Global launched the "GS1 Cloud" platform. The single, open centralized global GS1 Cloud database will be the largest source of trusted product information in the world, which is intended to house more than 100 million Global Trade Item Numbers (GTINs), along with six additional core product attributes that will deliver trusted product information that consumers demand. The 7 core product attributes include:

- GTINs
- Brand
- Label description
- Medium resolution image URL
- Company name
- Product classification
- Target market

Consumers will be able to get the brand-sourced product data from retailers, e-tailers, marketplaces and apps, leading to increased consumer satisfaction and trust.

Companies across industries - including healthcare - will benefit as the distribution of trusted product data becomes more efficient and seamless.

為協助品牌商及網上和實體零售商提供高度透明的準確產品資訊，GS1推出GS1雲平台。這個獨立而開放的中央數據庫將成為全球最大規模的可靠產品資訊來源，預期儲存高達1億項以上的全球貿易商品編碼(GTINs)，更額外交換6項主要產品基本資訊，滿足消費者對可靠產品資訊的要求。資訊包括:

- GTINs
- 品牌描述
- 目標市場
- 品牌名稱
- 中等解析度
- 公司名稱
- 的圖片連結
- 產品分類

消費者將獲得零售商、網上零售商、電商貿易平臺和應用程式提供的產品數據，提升他們的滿意度及信任，而對公司或機構而言，它們在發佈產品資訊時便能更快捷有效。

See what GS1 has to say about GS1 Cloud & the Big Picture:
觀看GS1將分享在雲平台及"The Big Picture"的計劃意見:
https://www.youtube.com/watch?v=Gcf2lThUByA
News 2

Gearing up for the Technological Business Era
企業裝備員工迎來科技商業時代

Mainetti, a global provider of hangers and packaging solutions originated from Italy, sought professional opinion and trainings from GS1 HK to better prepare themselves for future. The trainings focused on retail / logistics technology like barcode, RFID principles and implementation, and covered 7 regional offices including Australia, South Korea, Hong Kong, Mainland China, India, Sri Lanka, Bangladesh and Vietnam.

The trainings equipped Mainetti employees with knowledge of barcode and RFID, which builds a solid foundation for the company’s future development. They also created a life-long learning culture across the company, enhancing the employees to embrace future technology and changes.

News 3

“Salt / Sugar” Label Scheme for Prepackaged Food Products
預先包裝食品「鹽／糖」標籤計劃

The Committee on Reduction of Salt and Sugar in Food, the Food and Health Bureau and the Centre for Food Safety of the Food Environment Hygiene Department jointly introduced a “Salt / Sugar” Label Scheme for Prepackaged Food Products (the Scheme) to help consumers identify low-salt-low-sugar products more easily and make informed choices. GS1 Hong Kong is the supporting organisation, and some of our members have already joined the league, like Shiu Heung Yuen and Coca-cola. Take your part now and let’s make a more health-conscious Hong Kong together!

Website 網址：
http://bit.ly/2nG1v8w
Realize the power of Digital Transformation for more market share

HKT is here to help with innovative solutions, unparalleled connectivity, and end-to-end services.

Find out more. Contact us today at retail_solutions@pccw.com
Capturing e-Commerce Opportunities in Hong Kong

Jointly conducted by GS1 Hong Kong and KPMG, the Hong Kong CEO Pulse Survey Report 2017 revealed that almost a third of CEOs say they plan to increase their investments in their e-commerce and online sales operations by more than 20 percent in the coming 12 months. Vitason, the renowned beverage brand for almost 80 years, is also gearing up for more e-commerce opportunities.

“We are committed to going after a thorough digitisation and transformation for Vitason operation in Hong Kong,” said Dorcas Lau, Chief Executive Officer of Vitason Hong Kong. “We are thinking beyond consumer communication engagement like advertising online, SEM or SEO. We are also looking at data analytic, how to improve the analysis of data, also exploring opportunities of applying IoT in operations and supply chain.”

Vitason has already enjoyed presence in practically everywhere: retail shops like Park’N’S’Shop, Wellcome, 7-11, OK, a few thousands vending machines; and offered in bakeries, coffee shops and other catering and food services areas. Even so, Vitason has appointed dedicated team to work on e-commerce and digital engagement with retailers.

“We are working with some pure online e-commerce players like HKTVC Mall and Ztore, also with our omni-channel retailers like Park’N’S’Shop and Wellcome, actively selling our products on their websites. Although the contribution from e-commerce is still limited, this is a force we can never underestimate.”

Dorcas adds.

The rapidly changing market landscape nowadays, especially for FMCG industry, can be a challenge for most businesses. Yet Vitason has never ceased to lose relevance with the new generation of consumers. Keeping abreast of consumers’ habit has been made easier for Vitason due to the advent in technologies, and Dorcas notes the purchasing behavior of online and offline customers can be quite different. Younger consumers who purchase online, for example, are more likely to buy larger quantities of premium products.

“We receive a lot of feedback from our consumers through social media, and it’s through such engagement that we’re able to

由香港貨品編碼協會及聯合馬威中國攜手進
行的香港電子商貿展望報告指出，近三分一
CEO表示計劃未來
12個月於電子商貿和
網上銷售業務的投資，增加20%以上。在香港家
喻戶曉、享譽近八十年的飲料品牌維他奶，亦全
力準備迎來電子商貿機遇。

維他奶國際集團有限公司香港行政總裁劉盛雪女
士表示：「我們將致力於維他奶香港的營運上進行
全方位的數碼化及變革策略。我們不單會透過網絡
廣告、搜尋引擎營銷及優化等與消費者溝通互動，
亦會利用數據分析的技術改善資料分析結果，並探
討在營運及供應鏈上應用物聯網的機會。」

維他奶品牌產品幾乎無處不在，
包括百佳、惠康、7-11、OK等零售
店；港九數十間汽水機；在餅
店、咖啡店及其他飲食供應商都
有供應。即使如此，維他奶依然
委派專家團隊與不同零售商在
電子商貿及數碼合作交付

劉女士表示：「我們正與HKTV
Mall及士多等電子貿易網站商戶合作，
同時與百佳和惠康等全方位連鎖
零售商溝通，於他們的網絡上
銷售我們品牌產品。雖然現時
電子商貿的收入佔比有限，但我們
不會低估其潛力。」

現時市場情況瞬息萬變，對本地
公司，尤其是快速消費品類行業
的挑戰尤為明顯。然而維他奶多
年來都一直是消費者的寵兒，從
不與時代脫節。隨著科技發展，
維他奶更需緊貼理解消費者習慣。

劉女士亦指出網上購物的顧客習慣大相徑庭，
例如年輕消費普遍在將網購入較大批量的中
高檔產品。

劉女士解釋：「我們從社交媒體獲得許多消費者的
回應，這方法讓我們更理解他們的需要。」
Solid support for F&B industry – GS1 Hong Kong

香港貨品編碼協會對飲食業堅定支援

More than 30% of GS1 Hong Kong members are food and beverage companies. We offer an array of standards and solutions, enabling food and food services companies to raise business efficiency as well as ensure product quality and consumer safety, some of them includes Quality Food Traceability Scheme, Global Traceability Standard, Consultancy Services, QR Traceability Solution, WeChat Connect, Consumer Caring Scheme and more.

Vitasoy is one of the Diamond Award Winners in GS1 HK’s Quality Food Traceability Scheme 2017. "The Scheme encourages food manufacturers to strengthen the food traceability system so as to provide more quality and safer food to consumers. It also raises our staff’s awareness in this aspect. The Scheme is greatly beneficial to participating companies, and therefore I highly recommend it."

Dorcas said.

Message: "維他奶獲得本會頒發的優質食品源頭追溯計劃2017鑽石獎的殊榮。呂女士表示，「這個計劃鼓勵食品生產商強化食品追溯系統，從而為消費者提供更優質、更安全的食品。而對企業而言，亦提升了員工這方面的意識，對參與企業有極大幫助，十分值得推薦。」"
2018.1.12
GS1 HK’s Annual Dinner 2018

Over 400 guests dressed in glittering, “bling bling” costume and participated in the event. A series of entertainment including lucky draw, interactive games, karaoke, celebrity performance lighted up the audience with cheer and fun.

香港貨品編碼協會2018週年晚宴
逾400名賓客閃亮登場，出席本會週年盛會，寓意香港精神將繼續發光發熱。
當晚節目豐富，大抽獎、頒獎典禮、有獎遊戲，卡拉OK，明星表演，全場每位嘉賓都盡興而歸。

1 Mr. Glenn Smith, Chairman of Annual Dinner Steering Committee & Senior Member of GS1 HK Board, kick-started the event with a warm welcome.

週年晚宴籌委會主席及香港貨品編碼協會董事史密夫先生致歡迎辭

2 Mrs Cherry Tse, Permanent Secretary for Food and Health (Food) of the HKSAR Government graced the event as Guest of Honour and delivered an opening speech.

食物及衛生局常任秘書長(食物)譚美嫦女士擔任主禮嘉賓並致開幕辭

3 Famous Artist Mimi Lo led the guests to sing and dance together, heating up the vibe.

影視明星羅致雲獻歌獻舞，與嘉賓打成一片

4 Over 400 guests gathered to celebrate the anniversary of GS1 HK.

逾400賓客雲集歡慶香港貨品編碼協會週年紀念
2018. 1. 12
GS1 HK's e-Marketplace Launch Ceremony

Designed to help members tap into the huge China market opportunities, GS1 HK launched an e-Marketplace platform on Taobao and JD.com. Around 30 corporate members have participated and around 100 products are listed within one month since the soft-launch in Dec 2017.

The e-Marketplace platform differentiates itself by two major advantages, trusted products and reputation. GS1 HK requires all the listed products and their information to be provided by registered brand owners or authorized retailers, so that Mainland consumers can shop online worry-free as the product source is guaranteed authentic.

Simply search “信心港商城” on Taobao and JD.com, or check out the below.

1. GS1 HK Chief Executive, Board Directors and e-Marketplace merchants attended the e-Marketplace launch ceremony
2. Merchants came and endorsed our platform
3. Postmaster General Mr. Gordon Leung (second left), GS1 HK Chief Executive and Board Directors attended the ceremony and showed support
4. Merchants shared experience in listing on GS1 HK’s e-Marketplace

https://shop335595585.world.taobao.com/
http://mail.jd.hk/index-726727.html
2017. 11. 7
GS1 HK Summit 2017: Business Transformation for Customer Centricity
香港貨品編碼協會高峰會2017：「以客為本」的企業變革

Over 500 delegates from around Asia Pacific region attended the Summit. An unprecedented line-up of more than 30 speakers including representatives from DHL, JD.com, KPMG, Lazada, Pricerite, etc., shared their views on Customer Centricity and the future trend of omni-channel commerce. Jointly conducted by GS1 HK and KPMG, the “Outlook for e-Commerce in Hong Kong” 2017 Result was also revealed during the Summit that showed a wide range of opinions from the perspective of CEOs and consumers.

超過500位嘉賓從亞太地區出席這個亞太區內首次一指的高峰會，多位DHL、京東商城、華馬威、Lazada、實惠等30多位企業高層代表深入探討以客為先的企業變革及全方際營商貿易最新趨勢。

香港貨品編碼協會與華馬威合作進行的《2017年香港電子商貿的前景》報告亦於高峰會上揭曉，剖析CEO對線上/線下商貿前景及消費者對多渠道購物體驗的意見。

1. GS1 Hong Kong Summit 2017 Opening:
   (From left to right) Mr. Charles Mok, Legislative Councillor (IT), Dr Kelvin Leung, Vice Chairman - GS1 HK Board / CEO, Asia Pacific - DHL, Global Forwarding (HK) Ltd, Mr. Joseph Lai, Permanent Secretary for Transport and Housing (Transport), The Government of the Hong Kong Special Administrative Region, Mr. Frank K.Y. Leung, Legislative Councillor (Transport), Ms Anna Lin, Chief Executive, GS1 Hong Kong

2. Winston Cheng, President of JD.com International, speaks on the topic “Omni Business Ushers in the Forth Retail Revolution”

3. CEO Panel Discussion - Championing Omni Business Way Forward
   (from left to right)
   * Mr Anson Bailey, Head of Consumer Markets, KPMG
   * Mr Derek Ng, CEO, Pricerite Home Limited
   * Ms Cindy Chan, Head of Greater China, YouGov, Asia-Pacific
   * Ms Lui Tong, COO, Strawberrynet
   * Mr Kevin Orr, Group Vice President & Chief Investment Officer, Winner Medical Group
   * Mr Cyril Drouin, Chief eCommerce Officer Greater China, Publicis Commerce
   * Dr Kelvin Leung, Vice Chairman - GS1 HK Board / CEO, Asia Pacific - DHL, Global Forwarding (HK) Ltd

香港貨品編碼協會副主席、前家樂福全球物流（香港）有限公司行政總裁 亞太區）劉志明先生
2017. 11. 21
GS1 HK Belt & Road Forum:
Digital Belt & Road Opportunities Unleashed -
eTrading and eLogistics

香港貨品編碼協會一帶一路論壇:
掌握數碼一帶一路機遇 開拓電子商貿及物流勢頭

Featuring a total of 7 inspiring presentations and discussion covering a wide range of topics, the Belt & Road Forum held by GS1 HK attracted more than 100 audiences and expert speakers from the HKSAR Government, Economic and Information Commission of Guangdong Province, international associations and consultancy firms.

1. How standardization plays in trade connectivity?
標準化如何推動貿易互聯互補
Ms. Anna Lin
Chief Executive, GS1 Hong Kong

2. Facilitating regional trade on the digital Belt and Road –
Global Data Standards Initiative
促進數碼[一帶一路]沿線區域貿易
— 全球數據標準協議
Ms. Monica Chen
Assistant Director-General of Trade and Industry (Regional Cooperation), Trade and Industry Department, HKSAR Government

3. Fintech blends the ‘Fin’ and ‘Tech’ development – block chain redefines eTrade settlement and supply chain management, builds ‘Trust’ along Belt and Road
區塊鏈融合金融與科技發展 - 區塊鏈改寫“一帶一路”數字貿易結算流程及供應鏈管理
Mr. Pindar Wong
Founding Chairman, Belt and Road EBlock Chain Consortium

4. Belt and Road & Big Bay Area sparkle renaissance of Hong Kong trade and logistics development
運用創新變革掌握 “一帶一路”及大灣區機遇
Ms. Maggie Lee
Partner, Head of Capital Markets Development Group, KOCH

5. Opening Address
主持嘉賓開幕辭
Dr. Bernard Chan
Under Secretary for Commerce and Economic Development, Commerce & Economic Bureau, HKSAR Government

6. Hong Kong & Guangdong joint cooperation for fostering Big Bay Development
粵港合作打造大湾区發展
Mr. Tung Jun
Information Center Director, Economic and Information Commission of Guangdong Province

7. Logistics development opportunities
物流發展機遇
Ms. Remi Tai
Chairman, Silk Road Development Association

8. Enhancing cross-border trade effectiveness
如何促進跨境貿易效率
Mr. Patrik Jonasson
Director, Public Policy International, Asia-Pacific, GS1 Global
Patrik Jonasson先生
GS1亞太區公共政策主管

 COVER STORY
GS1 HK in Review

17
REAL Visibility – Know Your Products, Know Your Customers
全新REAL Visibility方案 助瞭解你的產品及顧客

Today's consumers increasingly concern product authenticity and demand total visibility of product information from the very beginning of the source to the latest store condition. GS1 HK recently launched the REAL Visibility solution, allowing consumers to easily verify product authenticity by a simple mobile scan and to access up to the minute product information. On the other hand, brand owners can increase consumer trust on its products as well as engaging and understanding better their customer preferences.

REAL Visibility is developed from using several state-of-the-art solutions: REAL Barcode, a patented product authentication technology; ezTRACK™, a global traceability platform; and ezSIGHT, an intelligence product and consumer analytics and insight solution.

Connect, Engage and Insight - A relentless cycle allowing consumers verify product authenticity and product information, and enabling brand owners capturing and understanding consumer buying behaviors.

Consult us today and ensure your brand be safeguarded and trusted!

現實消費者越來越關注產品真偽，並期望知道由貨源到貨架，更透明的產品資訊。香港貨品編碼協會推出全新REAL Visibility方案，讓消費者以簡單的手機掃描，取得即時產品資訊，輕鬆確認產品真偽性。另一方面，品牌持有人能提升消費者對產品信心，並更理解消費者的消費喜好。

REAL Visibility由多個創新方案發展而成：具專利的產品防僞技術「真的碼」，全球追蹤追溯平台「蹤蹤網™」及兼具消費者分析、市場情報及見解的 ezSIGHT方案。

連繫，互動，市場剖析 – 消費者能確認產品真偽及產品資訊，讓品牌持有人更理解消費者的購物行為特性。

要保障你的品牌並取得消費者信任，請即與我們聯絡！
GS1 Hong Kong welcomes the following new members

歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

1. ICOVERME LTD
2. 3 TEAL LTD
3. A YEAH FOOD (HK) LTD
4. ACESTAR CONCEPT LTD
5. ACTIVE EFFECT INTERNATIONAL (HK) LTD
6. ACTWELL DIGITAL LTD
7. AFFI BIO-TECHNOLOGY LTD
8. AL KARAM TOWEL INDUSTRIES (PVT) LTD
9. ALWAYS HOME PROPERTIES LTD
10. AMAZING EARTH PRO-HEALTH LTD
11. AMBEROZIA LTD
12. ASIA ENTERPRISE CO
13. AUSTRALIA FASHION INDUSTRY (CO) LTD
14. AUSTRALIA SURPRISE (INTL) GROUP LTD
15. AUSTRALIAN INTERNATIONAL PET NATURAL FOOD LTD
16. AWANA LTD
17. BACHLEORDON LIANG GROUP (HK) CO LTD
18. BAQyu (HK) PERSONAL HEALTH CARE PRODUCTS CO LTD
19. BELLEFILLE BIOTECHNOLOGY (HK) LTD
20. BEYON (HK) HOLDINGS CO LTD
21. BLAZIN' WHEELS CO LTD
22. BLOOMS INTERNATIONAL LTD
23. BLUE OCEAN INTERNATIONAL DEVELOPMENT LTD
24. BRIELLKIN WORLDWIDE HOLDINGS LTD
25. BRIMATE (HK) LTD
26. CANART HEALTH BIOTECHNOLOGY GROUP (HK) LTD
27. CELLTRONIC ELECTRONICS HK LTD
28. CHINESE ESSENCE MEDICAL GROUP LTD
29. CHORKA TEXTILE LTD
30. COMINOPHILLIPS & OIL CO LTD
31. CONTINUM LTD
32. CORINTHA CHINA LTD
33. DEERSHOP LTD
34. DILIN (HK) FOOD LTD
35. DIZAIN LTD
36. DMQUEST LTD
37. DONG GUAN SHENG XI SHOES CO LTD
38. DRI FRUIT GROUP LTD
39. DUOZHEN DAILY NECESSITIES (HK) LTD
40. EASY HEAR LTD
41. ELECTROCHEMICAL BIOTECHNOLOGY (HK) LTD
42. ERATO (HK) CORPORATION LTD
43. EVER BRIGHTON (HK) LTD
44. EVERYDAY GROUP LTD
45. EW LINK INTERNATIONAL LTD
46. FANGZHENG SCIENCE AND TECHNOLOGY DISPLAY EQUIPMENT GROUP LTD
47. FIO KOREA LTD
48. FLAWLESS TRADING HK CO LTD
49. FORMULA (HK) INDUSTRY DEVELOPING CO LTD
50. FRANCE HR COSMETICS GROUP LTD
51. FRANCE MARYLING GROUP LTD
52. FRANCE ORIAYA/JIA HUA TECHNOLOGY LTD
53. FRANCE RAIN KING HOLDING LTD
54. FULL SUCCESS (HK) HOLDINGS LTD
55. FUWIPE LTD
56. GAASTRA UN LTD
57. GAUSI LTD
58. GEOFF'S LTD
59. GERMANY EMNISU INTERNATIONAL LTD
60. GERMANY ROYAL 1255 BEER GROUP LTD
61. GERMANY SALOMANMAA REGENERATIVE MEDICINE TECHNOLOGY INTERNATIONAL LTD
62. GOLDRICH ENTERPRISE LTD
63. GRANDELLA INDUSTRIES LTD
64. GREATERLINE LTD
65. GREEN FRUIT OF HONG KONG INTERNATIONAL TRADE CO LTD
66. GREEN FRUIT OF HONG KONG INTERNATIONAL TRADE CO LTD
67. GREEN FRUIT OF HONG KONG INTERNATIONAL TRADE CO LTD
68. HALIFAX HOLDINGS GROUP LTD
69. HALE TEXTILE LTD
70. HAPPENATURE INTERNATIONAL (HK) CO LTD
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>214. THE LAMPS FACTORY (HK) LTD</td>
<td>Trade in all types of lamps and lighting fixtures.</td>
</tr>
<tr>
<td>215. THREE HENG TRADING CO LTD</td>
<td>Trade in general merchandise.</td>
</tr>
<tr>
<td>216. TIAN TAO TRADING</td>
<td>Trade in furniture and household items.</td>
</tr>
<tr>
<td>217. TOPONE (HK) INDUSTRY LTD</td>
<td>Specialized in electrical equipment.</td>
</tr>
<tr>
<td>218. TRIANGLE MARKETING SERVICES CO LTD</td>
<td>Marketing and promotional services.</td>
</tr>
<tr>
<td>219. TRULY ORGANIC LTD</td>
<td>Producer of organic food products.</td>
</tr>
<tr>
<td>220. TSUN YUEN INTERNATIONAL (HK) CO LTD</td>
<td>International trade in various goods.</td>
</tr>
<tr>
<td>221. TZEING SHING INDUSTRIES CORP</td>
<td>Manufacturer of industrial products.</td>
</tr>
<tr>
<td>222. UH BEAUTIFUL LTD</td>
<td>Provider of beauty and personal care products.</td>
</tr>
<tr>
<td>223. UNISON ASIA GROUP LTD</td>
<td>Supplier of industrial components.</td>
</tr>
<tr>
<td>224. UNIVERSAL FIRST HEALTHCARE LTD</td>
<td>Healthcare products and services.</td>
</tr>
<tr>
<td>225. USA SUNSHINE BIOLOGICAL ENGINEERING INTERNATIONAL CO LTD</td>
<td>Biomedical and pharmaceutical products.</td>
</tr>
<tr>
<td>226. VECTORING LTD</td>
<td>Manufacturer of electronic devices.</td>
</tr>
<tr>
<td>227. WAI KIN HOLDINGS LTD</td>
<td>Property management and real estate services.</td>
</tr>
<tr>
<td>228. WEBSOURCING LTD</td>
<td>Web development and digital marketing solutions.</td>
</tr>
<tr>
<td>229. WELLON BETTER LIVING GROUP LTD</td>
<td>Home and living products.</td>
</tr>
<tr>
<td>230. WORKSHOP 103 LTD</td>
<td>Manufacturer of industrial tools.</td>
</tr>
<tr>
<td>231. XINNING (HK) INDUSTRY GROUP LTD</td>
<td>Manufacturer of industrial products.</td>
</tr>
<tr>
<td>232. YAMAGA LTD</td>
<td>Manufacturer of electronics.</td>
</tr>
<tr>
<td>233. YELING'S CO LTD</td>
<td>Manufacturer of electronics.</td>
</tr>
<tr>
<td>234. YICK LEE GLOBAL HOLDING CO LTD</td>
<td>Global trade in various goods.</td>
</tr>
<tr>
<td>235. YU HANG FOOD CO LTD</td>
<td>Manufacturer of food products.</td>
</tr>
<tr>
<td>236. ZHANG JUN (HK) COSMETIC CO LTD</td>
<td>Manufacturer of cosmetics.</td>
</tr>
<tr>
<td>237. ZHONGZE INTERNATIONAL HONG KONG HOLDING CO LTD</td>
<td>Global trade in cosmetics.</td>
</tr>
<tr>
<td>238. ZHONG JUN (HK) COSMETIC CO LTD</td>
<td>Manufacturer of cosmetics.</td>
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<td>Manufacturer of cosmetics.</td>
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<tr>
<td>242. ZHIYANG (HK) COSMETIC CO LTD</td>
<td>Manufacturer of cosmetics.</td>
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**Join Us**

成為我們的會員

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**New Members’ Sharing**

新會員分享

**Happy Home (HK) International Ltd.** focus on developing and selling “xin si” branded grocery and food necessity. The hot sales items include cleaning detergent, laundry detergent, washing powder, soap, paper towel, etc., and it is planning to extend the product line to beauty and personal care products.

開心到家 (香港) 國際有限公司從研發及銷售自創品牌 “馨絲” 系列日用品，暢銷產品包括濃縮洗潔精、洗衣液、百潔劑、洗衣粉、洗衣皂、生活用紙等，並計劃將產品擴展至美容護膚等品項等。

“xin si” branded products target to be the quality lifestyle partner of the new generation, while we intend to enter the overseas market. GS1 HK helps us build a solid foundation in the international market that paves the way to champion in the standardized global markets.

馨絲系列產品致力發展為新新人類的時尚和高品質的生活伴侶，我們期望走向國際市場，而香港貨品編碼協會正為我們提供稳固高品質，在國內外市場立足的條件，助我們走向高度標準化的國際市場。”

Mr Ye Zhen Hou, CEO
馨絲品牌負責人葉鎮侯

**dietesthetic Co. Ltd.** is a holistic company that specialises in skincare and cosmetics research and development, production, sales and customer service. Currently, there are over 100 seasoned and experienced professionals in the R&D team.

始於1985年的西班牙迪思艾美實驗室是一家集研發、生產、銷售、服務於一身的全面性護膚品公司，至今擁有30多年的化粧品行業經驗，目前產品研發團隊逾百人，資歷深厚且經驗豐富。

“GS1 HK provides us a supply chain standard that meets the need of the global market, while allowing our users to use WeChat scan to quickly obtain product information and promote better understanding of our brand. These pave the way to internationalisation and standardisation.

香港貨品編碼協會是我們走向世界市場的一個供應鏈標準，同時讓我們用家通過微信掃一掃，快速獲取產品資訊及更瞭解我們，這有助我們邁向國際化、標準化。”

Mr Li Bao Jun, CEO
迪思艾美品牌負責人李寶俊
Care for Consumers
對消費者關懷

An expert once said “Your customer doesn’t care how much you know until they know how much you care.” 89 companies are branded “Consumer Caring Companies” 2017, a record-breaking number of awardees since 2011.

有專家曾表示：「你的顧客不會理會你對他們有多了解，除非你向他們表示關懷。」89間出色的本地企業便獲得香港貨品編碼協會頒發「貼心企業」2017殊榮，是2011年有紀錄以來最多企業獲得嘉許。

Participating companies are assessed through on-site visits and consumer survey, in accordance to the internationally-acclaimed scorecard based on the Efficient Consumer Response (ECR). Judging is based on seven core consumer caring values, including consumer care, sincerity, commitment, product quality and safety assurance, service quality, understanding consumer behaviours and caring for employees.

The recognised companies are all role models of the industries in driving product and service quality enhancement, keep on the good works!
BUSINESS CONNECT

貼心企業嘉許計劃

ANNUAL DINNER 2018
Changing Times • Unchanged Values

Mrs. Cherry Tse, Permanent Secretary for Food and Health (Food) of the HKSAR Government, and the representatives of Consumer Caring Companies
食物及衛生局常任秘書長食物及衛生局常任秘書長女士與一眾「貼心企業」嘉賓代表

Ms. Sabrina Law, Principal Assistant Secretary, Commerce & Economic Development Bureau, The Government of HKSAR, and the representatives of Consumer Caring Companies
商務及經濟發展局高級助理總經理兼嘉賓代表女士與一眾「貼心企業」嘉賓代表

Mr. Charles Mok, Legislative Councillor (IT), and the representatives of Consumer Caring Companies
立法會議員（資訊科技界）及一眾「貼心企業」嘉賓代表

Mr. Glenn Smith, Chairman of Annual Dinner Steering Committee & Senior Member of GS1 HK Board, and the representatives of Consumer Caring Companies
香港貨品編碼協會董事局資深成員及嘉賓代表女士與一眾「貼心企業」嘉賓代表

Mr. Shiu Ka Fai, Legislative Councillor (Retail), and the representatives of Consumer Caring Companies
立法會議員（批發及零售界）及一眾「貼心企業」嘉賓代表

Dr. Hon Elizabeth Guat, Legislative Councillor, and the representatives of Consumer Caring Companies
立法會議員（財政界）及一眾「貼心企業」嘉賓代表

Mr. Allen Yeung, the Government Chief Information Officer, and the representatives of Consumer Caring Companies
香港特別行政區政府資訊科技總監楊偉斌先生與一眾「貼心企業」嘉賓代表

Award Winners in 2017
2017年度「貼心企業」
http://bit.ly/2E1zrTP

24
SLIMLINE RFID / AM SECURITY TAG
WITH 2D BARCODE AND REMOVABLE LANYARD

Slimmest Hybrid Tag Available In The Market

This re-usable slimline tag incorporates RFID and EAS technology. It not only provides a Loss Prevention Solution, but also delivers item-level visibility and inventory management for retailers. It is particularly applicable for Footwear, but also across many types of Luxury Apparel, General Merchandise, Bags, Soft Goods and Accessories. It features a laser-engraved 2D Barcode that allows retailers to program item specific information directly onto the tag using compatible readers.

Specifications

- **Color:** Grey, White, Black / Customisable
- **Tag Dimension:** 55 x 19 x 4 mm
- **Lanyard Length:** 155 mm
- **Operating Frequency:** 860 – 960MHz
- **Integrated Chip:** Monza R6-P
- **RFID Read Range:** Up to 6m [Fixed Reader power - 27dbm]
- **EAS Detection Range:** Up to 1m (Single antenna)
- **Expected Read Cycles:** 100,000 cycles
- **Data Retention:** 10 years
- **Operating Temperature:** -20°C – 60°C
- **Operating Humidity:** 30% – 70%
- **Storage Temperature:** -20°C – 60°C
- **Storage Humidity:** 30% – 70%
- **Detaching Mechanism:** Magnetic

www.mainetti.com
<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Event</th>
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<tr>
<td>2 Mar</td>
<td>FRI</td>
<td>Basic Barcode Workshop</td>
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<tr>
<td>9 Mar</td>
<td>FRI</td>
<td>Digital Food Supply Chain and Traceability Training</td>
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<tr>
<td>13 Mar</td>
<td>TUE</td>
<td>Advance Barcode Workshop</td>
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<td>GEL Club Luncheon</td>
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<td>16 Mar</td>
<td>FRI</td>
<td>Digital Food Supply Chain and Traceability Training</td>
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<tr>
<td>28 Mar</td>
<td>WED</td>
<td>Basic Barcode Workshop</td>
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<tr>
<td>29 Mar</td>
<td>THU</td>
<td>Smart Mobility Award Category Awards Presentation Ceremony</td>
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<tr>
<td>4 Apr</td>
<td>WED</td>
<td>HK ICT Awards Presentation Ceremony 2018*</td>
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<td>25 Apr</td>
<td>WED</td>
<td>Basic Barcode Workshop</td>
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<tr>
<td>24 May</td>
<td>THU</td>
<td>Basic Barcode Workshop</td>
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</tbody>
</table>

* GS1 Hong Kong as one of the leading organizations

智慧出行獎頒獎典禮
一系列意想不到的創新應用將在頒獎禮上展示，成為智慧城市的能力。

GEL Club Luncheon
GS1 HK Executive Luncheon (GEL) is a great way for senior executives of members to have cross-industry networking and explore opportunities together.

數碼化食品追溯培訓課程
要加強公司食品監控追溯系統，立即參加！
Through international standards and food management system best practices, the “Quality Food Traceability Scheme” assess local companies’ of their food supply chain traceability and their ability of offering consumers safe and quality food, and provide recognition and improvement advice.

For details, please visit: http://bit.ly/2GsJ6Vn