GS1, IBM and Microsoft partnered to introduce standards for blockchain.

Cissy Chan
Executive Director, Commercial
Hong Kong International Airport

The ICT awards season
資訊及通訊科技獎 2018

Barcode scan @Food Fiesta 2017
掃「碼」有驚喜@香港美食巡禮 2017

GS1 HK Belt & Road Summit
GS1 HK 一帶一路高峰會

Executive Connect 管理層專訪

Triumph in the Skies:
HK Airport sees no limit to new retail
香港機場對新零售業務看俏
領乘客「衝上雲霄」
Mobile scanning: a fad or phenomenon?
手機掃描：是風尚還是現象？

Chinese consumers are used to scan-to-pay [buy / pay / read / share / action] now, but you think scanning code only happens in Mainland China? Think again. Mobile scanning can be used in so many ways that might surprise you, and delight your customers too.
中國消費者習慣掃碼消費 [buy / pay / read / share / action] 現在，你認為掃碼只限於中國大陸？再想一想，掃碼可以有這麼多方式用來讓你和你的客戶驚喜。

With customer heightened demand for product transparency, food giant Nestlé chose the UK for the global launch of its new digital scanning system. Simply by scanning QR codes, customers can access information via mobile about the nutritional profile and environmental and social impacts of its products.
隨著消費者對產品透明度的期待日增，食品巨頭雀巢選了英國作為數位掃描系統的全球上市地點。簡單地掃兩碼，就有機會看到食物的營養成分和環境影響。

In the U.S., Walmart will launch Mobile Excess Returns that allows customers to return the products they bought online, simply by scanning the product QR code through Walmart app and handling over the product at the store to the employee, in 30 seconds. Walmart also wants to streamline returns for products sold by third-party retailers on its website.
在美國，沃爾瑪將推出移動過剩退貨服務，顧客只要在沃爾瑪官網上購物後，在手機上掃描商品上的QR碼，30秒內就可以到店內退貨。沃爾瑪還想加快系統流程，退貨更順利。

Just last month, AliPay rolled out its cashless checkout platform for hawkers at the Pio Tet market, in Kowloon Tong district, Hong Kong. No more slippery coins and notes, all wet-market patrons need to do scan a barcode nearby the stalls to pay for the fish or meet or vegetables they buy.
上月，阿里巴巴推出手機收銀服務，讓食肆的售貨員不用再收攤位附近的鈔票。顧客只要在攤位上掃掃條碼，就可以買魚或買菜。

Just as barcode technology transformed the efficiency of retail stores in the early 1990s, mobile scanning coupled with RFID identification technology and standards are going to take the business world by storm again. Product information management, product authentication, track-and-trace and digital marketing are just some of the functions that code scanning can do on the consumer front. There are so many more examples you can see in the business, food, transport and logistics, healthcare industries and the supply chain world.
只是條碼技術在1990年代已經改變了零售業的效率，而和RFID技術結合的條碼系統將會再在消費市場上掀起風波。供應鏈管理、產物認證、跟進和電子行銷等都是條碼應用的範圍。

Let’s see how Hong Kong Airport constantly innovates itself using technology and customer-centric strategy that sustain its top five position in the Best Airport in the world, as voted by Skytrax.
讓我們看看香港機場如何結合科技和以客戶為中心的策略保持其在世界第五大機場的地位，以成為機場業的標竿。
I think there’s a lot of mileage in utilising technology in retail business.

Innovation Fuels Exceptional Consumer Experience

Utilising VR / AR technology to engage with consumer is one of the ways that retailers in HKIA trying to experience. One cosmetic retail at the airport has set up an app that lets consumers take a selfie and select a makeup, say, ‘partygoer’ look, then TA-DA, the consumer can see herself with glittery eyes, glowing lip, flushed cheeks, etc in her selfie.

RFID is also one of the technologies commonly deployed in retail industry. For instance in a fashion store equipped with EPIC-standard RFID antennas and tags, when a shopper approaches the dressing mirror or enters the fitting room, the system will read data from RFID tags on the items carried by the shopper and respond with mix-and-match fashion tips on a nearby screen.

By capturing the preferences of individual customers, the system is able to provide personalised shopping recommendations to customers. It can up-sell other relevant products or offer special promotional discount based on their individual tastes.

Airport Digitalisation Journey to Delight Passengers

To constantly enhance passengers’ experience, digitalisation has always been one of the key pillars to do the job. The more recent digital idea is an e-marketplace called HKairport Shop, launched a few months ago. Passengers can shop a wide range of packaged food like chocolate and cookies online and pick up the items at a designated collection counter at HKIA in three hours. Also available in “HKG My Flight” app, the e-platform reduces the time that passengers need to walk around and queue for payment, which is especially useful for those time-pressed passengers who need to bring home souvenirs for colleagues or friends.

Since 2013, “HKG My Flight” app has provided users with a wide array of useful information including real-time flight information, flight status notification, airport indoor maps and public transport search.

With over 10,000 units of beacons installed all over the airport terminals, the app also provides way-finding function for passengers to navigate within the terminals, as well as push notifications for flight updates, security alerts, and more.

I think there’s a lot of mileage in utilising technology in retail business.

香港國際機場對新零售看俏 領乘客「衝上雲霄」

Innovation Fuels Exceptional Consumer Experience

創新增添動力 帶來非凡顧客體驗

貿易及工業署署長黃偉文指出，零售商進行創新，引入新的技術和服務，可以為顧客帶來更好的體驗，同時也可以提高業務的效益。黃偉文強調，零售商應該積極地利用技術，為顧客提供更好的服務，同時也可以提高業務的效益。
The O2O Experience

Those are just some of the IT applications that marry the online and offline experience, transforming the retail and service industry and bringing more convenience, flexibility and enjoyment to the Hong Kong airport passenger.

"Perhaps the only thing that O2O technology cannot do is eating. People still need to consume the food physically," Cissy exalted half-kiddingly of what technology can do today. "Still, we are striving to improve passengers' dining experience with technology, and at the same time, upgrade our quality and introduce more variety with the revamped menu of our food court, to be completed in 2018."

Having over 90 different food & beverage restaurants and stalls in the airport now, the entire food court in the East Hall will go through a makeover with new design and increased seating capability from 900 to 1200.

Piloting in the Competitive Landscape

By August 2017, the value of retail sales in HK recorded a 2.7% increase compared to same period last year. For HKIA, they are marking a high single-digit growth year-to-date. "I'd say we perform better than the general retail market, and I think we will continue to be important in the region, because it's really about the connectivity," Cissy commented on the retail forecast and growth prospect. "With our capacity enhancement projects, such as the Three-runway System, the Inter-modal Transfer Terminal (ITT), the SKYCITY and the logistics facilities, we are going to be able to carry more passengers and more goods to different parts of the world. I think all these will enable HK to benefit more from various Mainland China initiatives including Belt and Road and Big Bay Area development.

Covering approximately 25 hectares of land, SKYCITY is expected to be one of the largest commercial projects in Hong Kong. Cissy envisioned it as a place where people could not only dine and shop, but also relax and socialize. It would become a new destination for visitors to Hong Kong, and a key node in the city's tourism strategy.

"For us, SKYCITY is not just a retail project. It's a strategic initiative to enhance Hong Kong's status as a global city. With its world-class facilities and amenities, SKYCITY will be a platform for businesses to showcase their products and services to global investors and customers. It will be a catalyst for economic growth and job creation in the region."

"We are excited about the prospects of SKYCITY and believe it will bring new opportunities for our stakeholders. We are confident that SKYCITY will become a major driver of growth for Hong Kong's economy, and we are committed to delivering a world-class destination for visitors to enjoy."

Executive Connect: 管眾盛專訪

Leadership and Vision

"We are committed to providing world-class facilities and services to our passengers, and SKYCITY will be a testament to our commitment. We are confident that SKYCITY will be a success, and we are looking forward to welcoming our passengers to enjoy the new facilities and services.

"We believe that SKYCITY will be a major driver of growth for the Hong Kong economy, and we are excited about the prospects for the future. We are committed to delivering a world-class destination for visitors to enjoy, and we are confident that SKYCITY will be an important part of that vision."

"We are committed to delivering a world-class destination for visitors to enjoy, and we are confident that SKYCITY will be an important part of that vision."

"We believe that SKYCITY will be a major driver of growth for the Hong Kong economy, and we are excited about the prospects for the future. We are committed to delivering a world-class destination for visitors to enjoy, and we are confident that SKYCITY will be an important part of that vision."
Connectivity is the Key to Airport Development

HKIA records around 11% year-on-year growth in air cargo for the first nine months this year, and is planning to set aside 5 hectares of land for building logistics facilities. The purpose is to support e-commerce related business and become the regional distribution centre that can also handle temperature-sensitive goods, in order to stimulate more air cargo flying through Hong Kong.

“We continue to be the busiest air cargo airport in the world. We have the highest air cargo throughput for 7 years now,” Cissy remarked on the excellent air cargo performance in Hong Kong airport. “I believe it has something to do with e-commerce. You can imagine, there’s only 7 million population in Hong Kong alone. It would not be able to support 4.5 million tonnes of air cargo. So it must be somewhere next door, from or to Mainland China.”

“Hong Kong’s air network is extensive, together with our road-based transportation going through Pearl River Delta, I’m confident our role in enhancing the connectivity will continue to be very important, especially when the Belt and Road initiatives continue to accelerate,” said Cissy.

Mezzofy Digital Coupon Platform
The First Global Digital Coupon Platform provider, for you (Brand Owners, Merchants, Developers and Marketers) to easily promote via Social Media/Web/App, and capture all their transaction data; and settle automatically within your marketing budget.

Digital Coupon Platform
We provide a comprehensive Digital Coupon Platform for you to Create, Distribute, Redeem and Measure your coupon marketing campaigns. Simple and self-help all the way, no technical help will be required for basic user. Advance user able to use our APIs for integration to existing Web or App.

Measurable and Cost effective
Our Digital Coupon are charged on subscription basis with unlimited coupon issue and redemption. Fairly measured and Cost effectively to run your marketing campaigns. We save printing, distribution and auditing cost. Always, we care about our earth too!

Simple and Flexible
Digital Coupon creation takes you just a few minutes, so you can reach your target and potential customer promptly.

Robust and Scalability
Our platform is very scalable, we are supporting global brands with multiple chains. And we do support small and medium business, including self-employed professional or freelancer as well.

Mezzofy is supporting GS1 Hong Kong to provide Value Added Services for Members to introduce your new product launch and promotion of your product special package offers and clearance.

Mezzofy (Hong Kong) Limited
Contact: hello@mezzofy.com
Visit Our Website www.mezzofy.com to Find Out More
Our Professional Solutions can help your business better than others

**Warehouse management system**

WMS is about how all the stock transaction data are being collected, organized and reported. SecurePro provides a ‘Hunter’ solution to catch and digest the data to provide a real-time and efficient warehouse management environment.

**Cold Chain management system**

Some products are very sensitive to temperature and humidity changes, which are fatal factors altering the product quality. To cope with this issue, SecurePro provides cold chain solution that enhances the temperature and humidity monitoring.

**Asset management system**

SecurePro provides a comprehensive Asset Management Solution that allows our clients to better safeguard and monitor their valuable assets. The solution can be applied in different sectors, including but not limited to school, hotel, museum, office, construction site etc.
GS1, IBM and Microsoft partnered to introduce standards for blockchain-based supply chains

Data stored or referenced by blockchain networks can be structured for shared communications and interoperability through the use of GS1 standards.

IBM and Walmart have successfully used blockchain technology based on GS1 Standards in a pilot test to enhance the traceability of two food commodities in two different countries: mangoes in the U.S. and pork in China.

Using blockchain, Walmart is able to strengthen existing food systems by improving traceability, tracking a product from retail shelf back through every stage of the supply chain, right to the farm gate, in seconds. Building blockchain traceability solutions on a common set of standards can help large enterprises to scale across their complex, multi-parties, global supply chain and build networks based on transparency and trust.

GS1, IBM and SoftBank collaboration

IBM and SoftBank partnered to introduce GS1-based blockchain networks for tracking and tracing of products, making use of GS1 standards and blockchain networks to improve transparency and traceability of supply chains.

HKTV Mall uses barcode to compare prices

To add values to consumer, HKTV Mall introduced a new barcode scanning function in its mobile app, allowing consumers to scan the product barcode and immediately it will show the availability, price and other relevant information in the app.

HKTV Mall 運用條碼比較價格

為了讓消費者有更佳的購物體驗，HKTV Mall在現有應用程式中加入了新的條碼掃描功能，讓消費者可以透過掃描產品上的條碼，即時在應用程式中獲取庫存、價格和其它相關信息。

AccessReal offers product authentication via encrypted identification tagging form factors such as copy-proof barcode, QR code, NFC and RFID. Besides checking product authenticity, the solution can be used for traceability purpose to enhance supply chain visibility significantly. In the process, valuable market insights are generated that enterprises can analyze to aid in their business planning and direct communications with their customers.

Unique Identification Scheme with multiple identification form factors

Security Server for Identity and Data Protection

Logistic Tracking and distribution network monitoring

Big Data Analytic capabilities or business insights

Easy Access Mobile Apps for Product Identification and Counterfeit Detection

Contact us at enquiry@1-sprint.com for a demo!
The ICT season is coming to town

ICT in Hong Kong is granted the organiser for Hong Kong ICT Awards 2018 - Smart Mobility Award. The Award is divided into three distinct streams: Smart Transport, Smart Logistics and Smart Tourism, all of which are the contributing factors for a smart city’s success that were underlined in the Chief Executive’s 2017 Policy Address.

A smart city should be connected and citizen-centric, which is accessible to visitors and residents, travelling and moving goods across the city trouble-free, bringing citizens and visitors more convenience, better quality of lives, more sustainable power usage, higher level of safety and city competitiveness. If you have any great technology ideas and solutions that can benefit the society in terms of transport, logistics and tourism industry, don’t hesitate, apply now!

Please visit the website for more information: https://www.hkitcawards.hk

Scan to win @2017 Hong Kong Food Fiesta

The 2nd Hong Kong Food Fiesta will be held from 16 to 20 November 2017 at the Hong Kong Convention and Exhibition Centre (HKCEC). As the supporting organisation, GS1 Hong Kong has partnered with about 30 exhibitors in Food Fiesta to launch Barcode Scan@WeChat campaign, giving out gifts, discounts or coupons for free to participants!

Visitors will receive a stamp card from organisier, then go to the exhibition booths carrying the Barcode Scan@WeChat logo and perform a scan, to acquire gift or discount and a stamp. What’s more, participants can approach GS1 HK booth with 5 stamps collected to receive extra gift!

Barcode Scan@WeChat is a function that allows users to scan the barcodes on products using WeChat Scan, displaying not only trusted and reliable product information, but also allowing users to share information on social platform and buy at the online marketplace.

List of Merchants Participating in Barcode Scan@WeChat Campaign

Visit the below merchants during the 2nd Hong Kong Food Fiesta (16 – 20 Nov) to scan and be rewarded! Then proceed to GS1 HK booth no. A38 to get extra free gifts!

掃碼有驚喜，驚喜賞不停！

掃碼，掃碼，掃不停，驚喜賞不停！

Merchant | Booth 層位
--- | ---
Botronics International | B06,08
創騰國際有限公司 | A19
Chuan Chong 泉昌有限公司 | A19
Edu Trading | J11,12
Eugina 噹華有限公司 | K10
Fair Globe | H02
Fascinating Hong Kong 法國葡萄酒有限公司 | G08
Global Mart Food Trading | L03
GNA International | L10
Golden Phoenix Restaurant | F02
Green Farmer 綠色農夫 | F02
Health Aims Organic Functional Food Specialty Shop | H04
Hoi Tin Tong | A21
Hop Hing Oil Group | A24
In-Leed Development 麗立發展有限公司 | D02
Kai’s Gourmet | E04
Kam-Dar (Hong Kong) | F07
Kul Fat Yuen | B01
Lam Soon Group | A10,11
Lee Kum Kee (Hong Kong) Foods | A33
Luen Kee Hoo | A36
Maruwa Japanese Food | F08
Premier International Marketing | A16
Prince Foods Manufactory | F12
Shiu Heung Yuen Bakery | B27
Sze Wo Chaan Gas | L04
The Best New Zealand Shop | B11
Uncle Joe Enterprise | F01
Wah Tai Seafood | B10
Yuen Tai Trading | A18,20

香港國際美食巡禮

於香港國際美食巡禮期間(11月16-20日)，到以下商家「掃一掃」即有驚喜賞！

再到香港貨品編碼協會的攤位A38再獲免費贈品！

Nov 2017 Business Connect | 14
GS1 Hong Kong welcomes the following new members

阿標鴻業有限公司
百豐集團有限公司
百佳西訊有限公司
百業智軟有限公司
百業智軟有限公司
百利易國際有限公司
百利達通訊有限公司

百豐集團有限公司
百佳西訊有限公司

百業智軟有限公司

百業智軟有限公司

百利達通訊有限公司

百佳西訊有限公司

百利易國際有限公司

百業智軟有限公司

百業智軟有限公司

百佳西訊有限公司

百利達通訊有限公司

百利易國際有限公司

百業智軟有限公司

百佳西訊有限公司

百利達通訊有限公司

百利易國際有限公司

百業智軟有限公司

百佳西訊有限公司

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百利達通訊有限公司

百利易國際有限公司

百業智軟有限公司

百佳西訊有限公司

百利達通訊有限公司
## Event Calendar 活動日誌

### November 2017

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<th>Date</th>
<th>Day</th>
<th>Event Details</th>
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<tbody>
<tr>
<td>14</td>
<td>TUE</td>
<td>Cold Chain Seminar - How well do you know cold chain?</td>
</tr>
<tr>
<td>15</td>
<td>WED</td>
<td>GS1 HK Belt and Road Forum</td>
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<tr>
<td>16</td>
<td>THU</td>
<td>Asian Logistics and Maritime Conference</td>
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<tr>
<td>17</td>
<td>FRI</td>
<td>GS1 HK Belt and Road Forum</td>
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<tr>
<td>18</td>
<td>SAT</td>
<td>The 2nd Hong Kong Food Fiesta*</td>
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<td>19</td>
<td>SUN</td>
<td>The 2nd Hong Kong Food Fiesta*</td>
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<td>20</td>
<td>MON</td>
<td>The 2nd Hong Kong Food Fiesta*</td>
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<td>21</td>
<td>TUE</td>
<td>GS1 HK Belt and Road Forum</td>
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<td>22</td>
<td>WED</td>
<td>Global Food Traceability Training</td>
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<tr>
<td>23</td>
<td>THU</td>
<td>Asian Logistics and Maritime Conference*</td>
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<td>24</td>
<td>FRI</td>
<td>GS1 HK Belt and Road Forum</td>
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</tbody>
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### Upcoming Events

- **Dec 07, 2017**
  - Advanced Barcode Workshop
- **Dec 15, 2017**
  - Basic Barcode Workshop

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**Intel® Responsive Retail Sensor with Achiever Retail 360**

**Optimize Inventory Accuracy with RFID and Analytics**

Achieve up to 100% inventory accuracy with the Intel® Responsive Retail Sensor (Intel® RRS). The Intel® Responsive Retail Sensor is an affordable, easy-to-install, fixed sensor that uses RFID and other sensing technologies to collect accurate, always-on inventory information in near-real time.

- Improve inventory management
- Increase revenue and staff efficiency
- Enhance in-store customer experience
- Get continuous, real-time data from fixed overhead sensors

The Intel® Responsive Retail Sensor with Achiever Retail 360 is available in Hong Kong and China, offering the reliability and security of Intel with the retail analytics experience of Achiever.
Hong Kong ICT Awards 2018 - Smart Mobility Award is now open for application!
2018年度香港資訊及通訊科技獎
- 智慧出行獎現正接受報名！

If you have any outstanding technological solutions that can contribute to smart transport, smart logistics and smart tourism, don’t be shy, apply now!
如您擁有任何能推動智慧旅遊、智慧交通、智能物流的出色技術，請即參與！

Further details and conditions are available at the web site: [www.hkictawards.hk](http://www.hkictawards.hk)
Interested parties shall fill in the application form which can be downloaded from the same website.
詳情及細則請參閱網站：[www.hkictawards.hk](http://www.hkictawards.hk) 有意參加比賽的機構亦可於該網站下載參賽表格。

Deadline: 12 noon, 12 January 2018
截止日期：2018年1月12日中午12點前