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IoT From Vision To Action

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"Sweep" to Win: Social Commerce is the Next Big Thing

Using GS1 HK New Barcode Scan@WeChat Function to Unlock China's S-Commerce Space

「掃贏」對手 社交商貿「掃」出未來大趨勢

GS1 HK嶄新條碼「掃一掃」@微信功能 開拓中國「社交商貿」無限機遇

Forget mainland Chinese visitor, embrace Chinese mobile consumers

Despite the fact that Chinese visitors' arrivals in Hong Kong have surged by 10.4% in March 2017, compared to the same time last year, their spending on local products and services may not be as strong. Local retailers and brand owners are scratching their heads to reach out to Mainland Chinese big spenders.

But fret not, social commerce (s-commerce) has come to town. Consumers in China are increasingly using social media like WeChat to make transactions, which has become an integral part of their lives. For example, thousands of taxi passengers are using WeChat Wallet, a mobile payment service integrated in WeChat, to settle taxi fares. Or when you visit a restaurant in China, you can easily scan the restaurant's QR code to check out any WeChat-only deals. Many places and stores in China now require users to follow their WeChat accounts so as to have access to the wifi password or discount programmes – a little trick to boost the followers on the brands' social media.

Social platform like WeChat is becoming a place where retailers, brands and ordinary people sell things online. In a report in April 2016, McKinsey said about 31% of users initiated purchases on WeChat, twice as many as a year ago.

Mobile + social media = business opportunities

In fact, many small businesses have skipped the desktop era and are far more comfortable and familiar with using social platforms on their smartphones, in particular WeChat. They are more likely to find out about services or brands through their social circles or scanning a QR code than through a search engine such as Baidu.

How do businesses in Hong Kong tap into the "WeChat commerce"? Many major brands in China do not sell directly on WeChat, but use it to smoothly guide people onto their own online shopping platform, as Amazon and H&M do. Other e-tailers lead the users to their shop on e-commerce platform like JD.com.

內地旅客消費減 突顯內地手機網上消費群重要

儘管中國遊客在2017年3月份的訪港數字比去年同期增長了10.4%，但卻旺丁不旺財，無論在購買本地產品和服務方面的消費已不復以往強勁。本地零售商及品牌商正抓破頭皮，懊惱從哪一方面入手才能接觸到願意花費的中國內地消費者。

事實上，社交商貿(social commerce)這種新趨勢已悄悄來臨，內地消費者使用微信這類社交平台進行交易，已逐漸成為他們生活的一部分。例如，目前有數以萬計的士乘客可藉著微信錢包支付車費，或在內地的食肆進餐時，食客可以輕鬆掃描餐廳的QR碼，查看微信限定的推薦優惠。國內不少地方或商店都要求手機用戶關注他們的微信公眾號，方可獲得無線上網密碼或參加折扣優惠計劃 - 手法雖然簡單，卻令到品牌商吸納更多用戶粉絲。

像微信這類社交平台，正成為不少零售商、品牌商和普羅大眾在網上銷售商品的集中地。根據麥肯錫在2016年4月發表的報告指出，約有31%的用戶曾在微信平台上購物，較前一年倍增。

手機＋社交平台＝商機

事實上，有許多內地中小企已跳過開設正式電子商貿網站的過程，直接開立公司微信公眾號，吸引手機用戶瀏覽。這批智能手機用戶透過社交平台朋友圈的推薦，又或直接掃描QR碼，來了解個別企業品牌或其提供的服務，而並非透過搜尋引擎例如百度來搜索資訊或產品。

作為香港企業，應如何利用「微信商貿」來拓展商機呢？目前不少國內大品牌普遍不會直接在微信平台上進行銷售，而是順勢引導用家進入品牌商的購物平台，如亞馬遜和H&M。而亦有個別電子零售商會引導用戶去到京東商城這類綜合電子商貿平台上進行銷售。

New Barcode Scan@WeChat function

GS1 HK has introduced a new barcode scanning function on WeChat, empowering brand owners or e-tailers to connect with millions of Chinese consumers. It is not just about branding for businesses in Hong Kong, but also creating possible sales leads by directly leading traffic to the e-tailers' online store, opening up the s-commerce market.

The function is free for all GS1 HK's members, offering the best chance to connect the brand owners or enterprises and the mobile-first Chinese consumers to look for trusted and authentic products.

嶄新條碼「掃一掃」@微信功能

GS1 HK現已推出嶄新的微信條碼掃描功能，加強品牌商或電子零售商與數以百萬計的中國內地消費群聯繫。此舉不僅有助推廣香港企業的品牌，而且可把社交平台上的用戶直接引導至電子商店，創造用戶流量並轉化為銷售量，打開社交商貿市場。

所有GS1 HK香港的會員均可免費使用這項功能，無疑提供了一個極佳機會，讓品牌商或企業得以連繫這批以智能手機為先的中國消費群，讓他們找到有信心保證和貨真價實的產品。

WeChat product scanning function
微信產品掃描功能

Product Image
產品形象

Brand Name and Product Name
品牌和產品名稱

Product Description
產品簡介

Landing Page and Pricing
登陸頁面和價格

1. Consumers can use the barcode scanning function on WeChat to scan the barcodes of products registered in Hong Kong
   消費者以微信掃描條碼功能，對準香港登記的產品條碼掃描
2. WeChat will show the product information that the brand owner input on the BarcodePlus platform
   微信會顯示以上由品牌商在BarcodePlus平台上鍵入的資料
3. Consumers can click into sales platforms like ShopThruPost to purchase the product
   消費者可按入「樂滿郵」等銷售平台購買產品

Interaction, trust and opportunity
– seamless omni-channel initiative

Mobile users can gain access to the comprehensive product information that are not listed on the product package, then share and recommend to their friends directly, enjoying a seamless O2O consumer journey. Moreover, consumer trust is clearly uplifted when customer is allowed to access product information given from the reliable and trusted source provided by GS1 HK directly.

For the brand owners and e-tailers, the additional information, marketing messages, or even e-commerce platform catalogue, can all be shown to consumers with just one "sweep" away. It is prime time for owners to adopt this omni-channel marketing strategy.

互動，信任和機會
- 暢通無阻的全方位零售渠道

手機用戶可以透過這項功能，獲取產品包裝上未有列明的詳盡資料。用戶更可以直接與朋友分享和推薦相關產品，享受暢通無阻的O2O購物體驗。此外，當消費者可以直接透過可靠的GS1 HK來源以獲取產品資訊時，可大大提升消費者對產品的信任。

對於品牌商和電子零售商，他們可提供更多附加資訊、推廣短訊或甚至在電子商貿平台上的銷售目錄予消費者。因此，這是品牌商採取全方位零售銷售策略的絕佳方法。

Benefits of Barcode Scan@WeChat
條碼「掃一掃」@微信三大優勢

手機掃描 Mobile Scan
傳送給朋友 分享到朋友圈 Share to Friends/on Moments
可靠的產品資訊 Reliable product information
掃描條碼 Scan the barcode
產品資訊 Obtain product information
連接網店 Direct to e-shop
直接進行購買及付款 Direct purchase and payment online

Interaction 互動

Trust 信心

Opportunities 商機

4 reasons why you must use Barcode Scan@WeChat
四個非用不可的原因 - 條碼「掃一掃」@微信

THOUSANDS
of Chinese
consumers reached
接觸 **數以千計**
中國消費者！

THREE STEPS
for consumers to know
you products are
"FROM HONG KONG"!
簡單 **三個步驟** 便可讓
消費者得悉您的產品
是「來自香港」！

ZERO COST
for GS1 Hong Kong
Members!
本會會員參加
零成本！

MILLIONS
of product scan
a month!
每月有 **逾百萬計**
產品被掃描

How the GS1 HK + WeChat story begins...

In May 2016, Tencent launched a product scanning function on WeChat - initially covering products with barcode starting with only the prefix of "69"–representing "Made in China" products.

GS1 HK realised how Chinese perceive "Hong Kong" products - trust-worthy, credible and safe – therefore we achieved a major progress with Tencent, the mother company of WeChat, to allow the product scanning function to cover product information stored in GS1 HK's database – BarcodePlus. This mobile-social system integration between GS1 HK and Tencent was finally completed in March 2017.

Social commerce is one step away

Through this scanning function combined with the trusted portal of GS1 HK BarcodePlus, members can rapidly enhance brand visibility in China market and be ready to engage the mobile-first customers in a breeze.

Social commerce has so much room to grow, so make sure your businesses take the best advantage of this free GS1 service and the social platform to unleash the infinite business opportunity.

GS1 HK與微信合作故事始末

於2016年5月，騰訊在國內微信平台上推出以區域字首「69」條碼的產品掃描功能，讓大眾查閱「源自中國」的產品。

GS1 HK明白內地消費者一直都認為「香港」產品是值得信賴、可靠和安全，因此GS1 HK與騰訊商討合作，迅速取得重大進展，容許產品掃描功能可以覆蓋存儲在GS1 HK的BarcodePlus數據庫中的產品信息。最終GS1 HK與騰訊於2017年3月，完成這項流動數據與社交平台的系統整合。

社交商貿　一步之遙

通過這項掃描功能，加上結合GS1 HK BarcodePlus這個可信平台，本會會員可以快速提升在中國市場的品牌知名度，並可輕易地連繫一批以智能手機為先的消費群。

社會商貿仍有廣闊的發展空間，所以要確保您的業務能好好利用GS1這項免費服務和社交平台，開拓無限商機。

WeChat fun facts
微信小百科

Average daily transaction value exceeds **600 million** yuan
平均每日交易額超過**6億**人民幣

More than **80 million** QR code scanning on WeChat used per day
每天使用的微信掃描進行QR碼超過**8000萬**次

Over **889 million** active users
超過**8.89億**活躍用戶

50% of users spent **90 minutes** per day
50%的用戶平均每天瀏覽時間**90分鐘**

Join us to enjoy it for FREE!
加入我們，免費享用功能!

www.gs1hk.org/barcode-scan-wechat

The "Big Four" E-commerce Platforms Introduce GTIN Requirements
四大電商平台要求使用GTIN標準

If you are in e-commerce business, you should be aware that GTIN (Global Trade Item Number) is becoming so important that it is compulsory on some major online selling platforms. Adopting GS1 standards provides your customers with access to authentic and rich product content, which helps brand integrity and improves the consumer experience in today's global, competitive e-commerce market.

如果你活躍於電子商貿，你應知悉全球貿易貨品編碼(Global Trade Item Number, GTIN)的重要性，更是加入主要電子商貿平台的入場券。GS1標準能讓你的客戶輕鬆取得許多真確的產品資料，提升你的客戶體驗並保障品牌信譽，助你在全球化電子商貿市場競爭中脫穎而出。

Who requires GTINs?

Major e-commerce platforms like the followings have invited brand owners and sellers to adopt GS1 standards for product information management and to uniquely identify their products. If you do not do so, you may lose visibility within the search results or even be disapproved by the platforms.

是誰要求GTINs？

四大主要電商都要求品牌商及賣家，採用GS1標準以管理貨品資訊及鑑別他們產品的獨特「身份」。如你沒跟從其要求，你的產品可能會在茫茫的產品海洋中遭淹沒，甚至有機會被電商拒絕上載產品。

Alibaba 阿里巴巴: The Group carried out the Global Data Synchronisation Network™ (GDSN®) project in stages starting in late 2016. The Group will identify the products with GTINs to obtain the product information of the international brand owners, and thereafter, populate all pre-packaged categories.
在2016年年底推行全球數據同步網絡(Global Data Synchronisation Network™, GDSN®)計劃，透過識別具GTINs標識的產品，從國際品牌商獲得產品資訊。

Amazon 亞馬遜: An industry-standard product identifier is required for sellers when creating new pages in the Amazon.com catalogue , which help Amazon and buyers to identify new or existing products in the vast Amazon catalogue.
要求賣家建新頁面時提供行業標準的產品獨特編碼，此有助亞馬遜及其買家在龐大的產品目錄中更易獲辨識。

eBay: Commencing June 2015, sellers who list branded items in new or manufacturer refurbished condition are required to provide the item's product identifiers to complete product listings.
自2015年6月起，需要賣家上載全新或翻新的品牌產品時，提供產品編碼以完成上載程序。

Google Shopping: In 2015, Google began requiring GTINs for products from a list of 50 brands. In 2016, the requirements expanded beyond those 50 brands to include all products with a GTIN assigned by the manufacturer.
Google於2015年起便已要求50個品牌提供產品的GTINs，到2016更擴展其要求到所有具備生產商GTIN的產品。

Why do they do it?

Previously, merchants might not provide accurate and consistent product details. By requiring sellers to adopt GTIN, e-commerce platforms now have a standardised way to verify which products are related so they can best group those identical products together for the buyers to compare and purchase.

電商為什麼會這樣做？

商家之前一直都未能提供準確、統一的產品詳細資料。電商透過要求賣家採用GTIN，讓電商平台能以標準方法辨別相關產品，把它們集中在一起讓買家更易比較及採購。

How will this impact YOUR business?

The profound impacts proved that the effort is worthy. Including GTIN on your products help you:

• Gain visibility in marketplaces through being better referenced on the marketplace

• Improve product catalogue by being able to retrieve pre-existing product information and customer reviews

• Increase sales by receiving additional up-selling

這如何影響你的網絡生意？

只要你明白這規定所帶來的龐大裨益，你便會覺得有價值。GTIN可讓你的產品：

• 提升產品可見度，因買家能看到你的相類近產品

• 改善產品目錄，客戶輕易獲取已存在的相關產品資料及客戶評價

• 提高銷售額，買家獲得追加產品的資訊

GTIN Becoming E-commerce Merchants' Favourite Acronym
GTIN將成為電商賣家的口頭禪

Global Trade Item Number (GTIN) can be used by a company to uniquely identify all of its trade items. GTIN represents the product itself and corresponds to the product information in the database, as well as the transaction information. How would you benefit when you sell a product with Global Trade Item Number (GTIN)?

全球貿易貨品編碼(GTIN)是用作識別商品的全球獨一無二編號，如商品的「身份證」，能對應商品資料庫中的產品資料或交易訊息。具有GTIN的產品到底有何好處？

1. Better product data brings better user experiences & more engagement

The more information you provide, the better opportunity you will have to target your product on the right customers. Feeds with correct GTINs are also more likely to appear in product cards, which in turn bring about higher user engagement.

1. 完整的產品數據為用戶帶來更好的體驗和更高參與度

當你提供的信息愈多、愈完整，你就更有機會將產品推送到你目標客戶眼前。準確的GTINs令你的產品更易出現在產品名錄上，從而提升用戶參與度。

2. Increase the number of impressions

According to internal data, merchants who care about those product identifiers see up to 40 percent more impressions across their ads. GTINs enable a more accurate matching between your data and a product catalogue, which increases your chances of appearing in major sites like Google and Youtube.

2. 增加廣告曝光次數

內部數據指出，使用產品識別的商家在他們的廣告曝光率錄得四成增長。GTINs使你的數據和產品目錄配對更精準，從而增加你的產品在各大平台如Google和Youtube出現的機會。

3. Increase the number of conversions

Perhaps who is seeing your shopping advertisements is important. But what concerns you more is who actually bought that product. A correct GTIN in your feed can raise the conversion rate by up to 20 percent.

3. 增加廣告轉換率

你需要關注的不止是廣告的瀏覽者，更應該關注誰購買了你的產品。精準的GTIN可提升轉化率高達兩成。

4. Readily available Information

GTIN corresponds with the product information or transaction records in the database, which enables different parties of the supply chain to read and share the information.

4. 一應俱全的信息

GTIN與資料庫中的商品資料及交易訊息對應，可讓供應鏈上的不同人士如分銷商、包裝商、零售商等相互讀取和共用資訊。

5. Create opportunities

GTIN is a global standard that not only offers you better chances to sell your product. It also brings opportunities by equipping you to engage with other merchants.

5. 創造廣告以外的機遇

作為一個全球性的標準，GTIN不但為你提供更好的機會推銷自己的產品，亦助你裝備自己和其他商家接觸，帶來更多商機。

原文 Original Article:

Five reasons why GTIN should be your new favorite Google Shopping acronym

http://searchengineland.com/five-reasons-gtin-new-favorite-google-shopping-acronym-247471

Dive in the First 7.1 O2O HK Shopping Festival Together

首屆7.1 O2O香港購物節全城響應

HK Trusted Product x ShopThruPost Jointly Celebrate 7.1
香港信心產品 x 樂滿郵攜手響應 7.1

Hong Kong brands, merchants and SMEs can now join the "Hong Kong Trusted Product" programme to enjoy 'double trust' – enhancing product reliability through authentication by GS1 Hong Kong and delivering products through the proven reliability of Hongkong Post to more than 200 countries and regions worldwide, untapping the huge potential of online business.

Unlike the leading e-marketplaces available in China, joining "Hong Kong Trusted Product" programme requires only a low annual fee and listing on ShopThruPost allows merchants to connect with online consumers without incurring security deposit and software license fees. Merchants will also enjoy a number of promotional opportunities through magazines, web pages, edm and other promotion platforms of Hongkong Post and GS1 HK.

To celebrate the 20th anniversary of the HKSAR, GS1 HK fully supports the first "7.1 O2O Hong Kong Shopping Festival" in collaboration with Hongkong Post.

加入「香港信心產品」計劃，為香港品牌、商戶及中小企帶來「雙重信心」，一方面通過香港貨品編碼協會的有效產品驗證，讓品牌及產品更被信賴和認同；另一方面，參與的企業可透過香港郵政可靠和信譽良好的派遞服務，將產品銷售至全球逾200個國家及地區，開拓龐大的網上商機。

有別於國內其他主要的網購平台，加入「香港信心產品」計劃的公司只需繳付相宜的年費，亦無需繳交保證金或軟件使用版權費用便可透過樂滿郵連繫網上消費者。商戶亦可獲多個推廣途徑，包括雜誌、網頁、電子直銷函件，以及香港郵政及GS1 HK的其他推廣平台。

為了慶祝香港回歸20周年，本會與香港郵政合作，一同響應「7.1 O2O香港購物節」號召。

Celebrating 7.1 Online & Offline to Embrace New Retail
商戶全方位慶「7.1」迎接新零售時代

HK O2O eCommerce Federation will launch a series of promotion campaigns to facilitate the development of O2O ecosystem for merchants, kick-started by the celebratory Festival "7.1 O2O HK Shopping Festival".

"150 brands agreed to participate in the Festival and more are expected to join. We hope to help merchants try O2O retail model with minimal cost, speeding up their transformation. The Festival can evolve into an annual campaign in the future to support tourism and give retail market a boost." Said Ms. Karen Chan, Vice President of German Pool & Founding President of HKOEF.

During the Festival, offline stores will introduce offers playing around the theme "7.1", while HKOEF will help with the online promotion.

As the supporting organisation of the "7.1 O2O HK Shopping Festival", GS1 HK has gathered a number of merchants to support the celebratory event.

香港O2O電子商務總會將發動一系列推廣項目，幫助業界發展O2O生態圈，而「7.1 O2O香港購物節」正是頭炮之一。

HKOEF創會會長、德國寶集團副總裁陳嘉賢小姐表示：「購物節現已有150個品牌響應，更多商戶正陸續加入。我們希望商家可在零消費下試行O2O，加快業界發展線上線下「新零售」的步伐。若購物節成為每年常設的項目，長遠而言更可促進旅遊業發展，進一步刺激市道。」

購物節中，商戶會以7.1為主題推出各式優惠，商會則會在網上幫手推廣宣傳。

GS1 HK作為「7.1 O2O香港購物節」的籌委會夥伴，已召集眾商戶一起支持該項慶祝活動。

Ms. Karen Chan
Founding President of HKOEF
HKOEF創會會長陳嘉賢小姐

GS1 Hong Kong
@7.1 O2O 香港購物節

GS1 Hong Kong @7.1 O2O HK Shopping Festival

A number of **Hong Kong Trusted Product brands** and **GS1 HK's members** will introduce special offers playing around the idea of "7.1". Below are the participating brands:

數間**「香港信心產品」**品牌和**GS1 HK會員**將以「7.1」元素推出各項特別優惠。以下為參與品牌:

Participating Brands 部分參與品牌

CARE *

Hangover Prevent 醒酒仙 *

Harmonic Health 康和堂 *

Kiwi House 卡怡可斯 *

La Raine *

Lugard *

omegavia *

Tso Hin Kee 左顯記 *

ZaoJyu 皂居 *

MEDICOX 貝廸雅 #

Mobile Medical 美邦醫學 #

Shiu Heung Yuen 紹香園 #

ShopThruPost
樂滿郵

* 該商戶將會在樂滿郵平台推出7.1.優惠
  Special 7.1. offers available on ShopThruPost

該商戶將會在其網站或實體店推出7.1.優惠
  Special 7.1. offers available on its brand website/physical outlets

Hongkong Post: Putting a Premium on Trust
香港郵政：信心品牌　精益求精

Hongkong Post was established over 170 years ago, and for most of that time the services it offered the public have been focused on the delivery of letters, packets and parcels, the selling of stamps, and the like.

In response to technological development and the growth of e-commerce, Hongkong Post has evolved by developing new functions to meet the diverse delivery needs of individuals and the commercial sector in the digital era.

香港郵政已成立逾170年，多年來為社會大眾提供傳遞信件、郵包、包裹、售賣郵票等服務。

科技和電子商貿發展一日千里，香港郵政不斷革新，拓展多項新功能，務求滿足市民和企業在數碼時代的各種派遞要求。

Mr. Ngai Wing-Chit
Acting Postmaster General
署理香港郵政署長魏永捷先生

E-commerce drives demand for delivery services

E-substitution is an irreversible trend. The volume of social mail such as personal letters and Christmas cards has dropped in recent years as the social media gain popularity. Transaction mail like bank statements is also increasingly replaced by electronic communication. With its extensive domestic and global delivery networks, Hongkong Post is well placed to meet the new delivery needs arising from B2B and B2C e-commerce.

The postal and courier market in Hong Kong is becoming increasingly competitive as new market players take advantage of the low market entry threshold. Hongkong Post, operating as a trading fund, remains firmly committed to providing a reliable and affordable postal service for both individuals and enterprises of all scales.

Services for SMEs

Ninety-eight per cent of the companies in Hong Kong are SMEs. Hongkong Post offers a range of service solutions to support their business growth. In addition to a variety of domestic and international mail services that cater for different budgets and requirements, Hongkong Post provides other services such as an unaddressed direct mail service called Hongkong Post Circular Service; an online self-service platform to assist mailers to design and order direct mail for posting with Hongkong Post, and **a secure online selling platform (ShopThruPost) to broaden businesses' market reach.**

電子商貿帶動派遞需求

電子郵件取代實體郵件的趨勢銳不可擋。近年，社交媒體興起，個人書信和聖誕卡的投寄量下降，銀行月結單等交易郵件亦逐漸被電子通訊取代。然而，香港郵政的本地和國際派遞網絡無遠弗屆，絕對具備優勢和條件去應付在電子商貿推動下企業對企業和企業對顧客的新派遞需求。

郵政和快遞市場競爭日趨激烈，不少新公司利用較低的入場門檻進軍市場。以營運基金為本的香港郵政，依然恪守宗旨為市民大眾和大小企業提供可靠且價格相宜的郵政服務。

為中小企提供服務

中小企佔本港企業總數百分之九十八。香港郵政致力提供切合中小企業務發展的服務方案和產品。除了因應不同預算及要求，提供多元化的本地及國際郵遞服務外，香港郵政還提供不少其他服務，例如不需列明收件人的直銷函件服務 -「香港郵政通函郵寄服務」；協助寄件人設計並投寄直銷函件的網上自助投寄平台；以及**協助商戶拓展市場的網上銷售平台「樂滿郵」。**

Globally networked with some 200 members of the Universal Postal Union, Hongkong Post provides unparalleled international connectivity for local SMEs keen to go beyond the domestic market.

From Speedpost, Hongkong Post's premium courier service, to e-Express, an economical tracked cross-border delivery solution for lighter items, and Bulk Air Mail posted in bags, Hongkong Post's service offerings address the diverse postal needs of e-merchants. For mailers with special posting needs, Hongkong Post can design customised delivery solutions.

Pursuant to its mission to deliver business for local enterprises, Hongkong Post joins hands with other local industry support organisations to encourage local businesses to adopt e-commerce. The Hong Kong Trade Development Council's online "Small Order Zone" selling platform, serviced by Hongkong Post, is a case in point.

E-commerce and trust

The Internet is often an anonymous world. Unlike shopping in physical stores, e-shoppers need extra assurance about the trustworthiness of online shops as well as the safe and reliable delivery of online purchases.

As the government department responsible for postal services, Hongkong Post is a trusted intermediary. Building on this reputation, **Hongkong Post and GS1 Hong Kong have launched a 'Hong Kong Trusted Product' label on ShopThruPost, Hongkong Post's online selling site.** Guided by this label, consumers can easily identify reliable brands and merchants authenticated by GS1 Hong Kong, obtain product and merchant information on GS1 Hong Kong's website, and make online purchases conveniently and worry-free. The 'Hong Kong Trusted Product' label helps to promote "authentic" brands from Hong Kong in the digital marketplace. This collaborative project enables local SMEs to broaden their sales channels both locally and internationally in the e-commerce era.

香港郵政與全球二百多個萬國郵政聯盟(UPU)成員有緊密聯繫，可為有意開拓海外市場的本地中小企提供優質的國際連繫。

為配合網商不同的郵遞需要，香港郵政提供多元化派遞服務，由「特快專遞」速遞急件服務，以至專為投寄較輕郵件而設、既實惠而備有郵件追蹤功能的跨境郵遞服務「易網遞」，還有以整個郵袋投寄的大量投寄空郵服務等。香港郵政還可因應寄件人的特別投寄需要，為他們提供度身訂造的派遞方案。

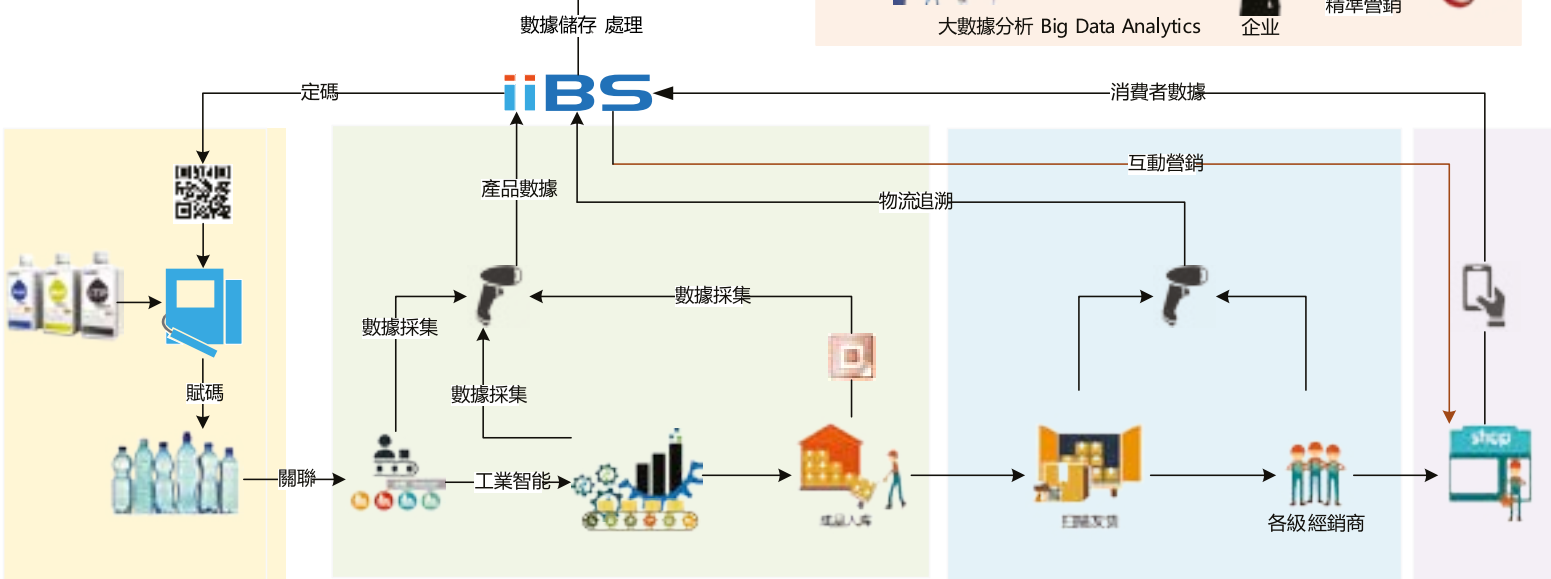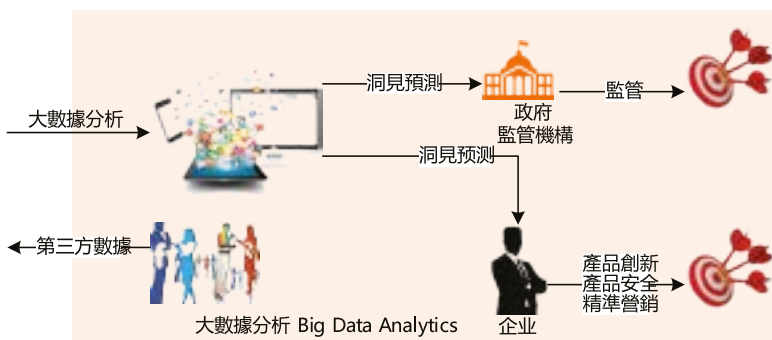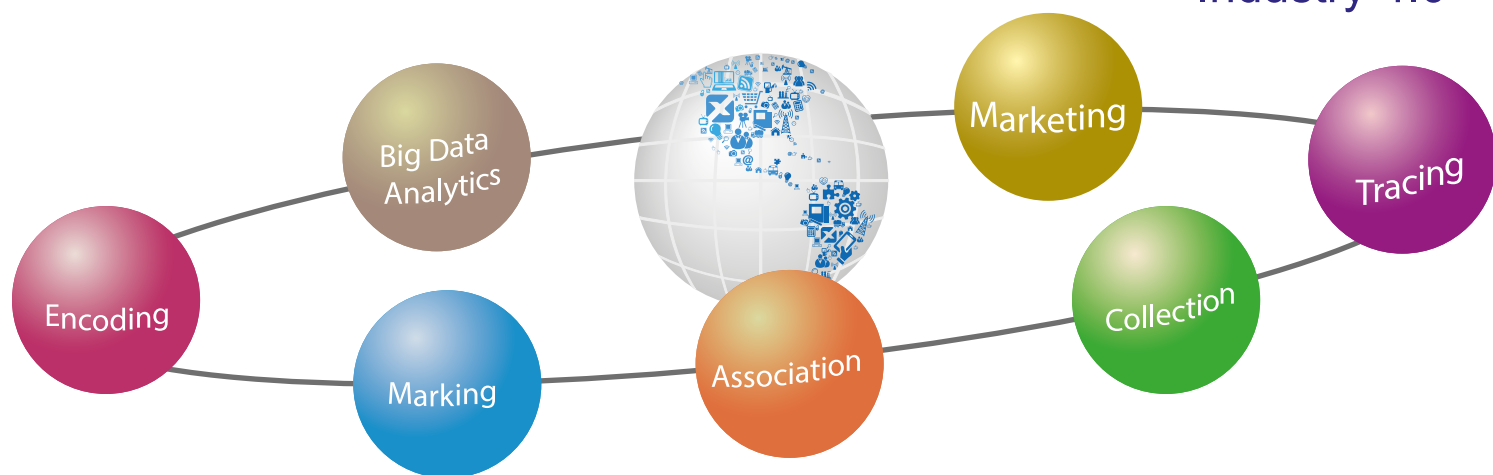香港郵政以支援本地企業發展業務為使命。為履行這個使命，他們透過與其他工商業支援機構合作，鼓勵本地企業利用電子商貿發展。香港郵政為香港貿易發展局的「小批量採購專區」網上銷售平台提供派遞服務，便是一個例子。

電子商貿及良好信譽

在互聯網世界，很多交易都不具實名，而且沒有實體商店，網購人士需要就網上店鋪的信譽獲得更多保證，確保網購貨品能安全穩妥送達。

作為負責提供郵政服務的政府部門，香港郵政是一家可信賴的中介機構。基於具備良好信譽，**香港郵政與香港貨品編碼協會(GS1 Hong Kong)合作，在香港郵政網上購物坊「樂滿郵」推出「香港信心產品」**。消費者可憑「香港信心產品」標誌，容易地識別值得信賴且獲香港貨品編碼協會驗證的品牌和商戶，再從香港貨品編碼協會的網頁取得有關產品和商戶的資訊，令網購更方便無憂。「香港信心產品」標誌，有助在數碼市場推廣香港品牌。在電子商貿年代，這項合作計劃可協助中小企擴展本地及海外的銷售渠道。

顯鴻物聯網智能商業系統
Xianhong IoT Intellgence Business System

The Founder of the Consumer Goods Industry 4.0

Big Data Analytics

Marketing

Encoding

Tracing

Marking

Association

Collection

大數據分析

洞見預測 → 政府 監管機構 → 監管

洞見預測

第三方數據

大數據分析 Big Data Analytics

產品創新 產品安全 精準營銷

企业

數據儲存 處理

iiBS

定碼

消費者數據

產品數據

互動營銷

物流追溯

數據採集

數據採集

數據採集

賦碼

關聯

工業智能

各級經銷商

定碼 Encoding
給給產品一個唯一的安全的物聯碼

傳輸 Transmission
提供多種海量物聯碼給賦碼設備的傳輸方式

賦碼 Marking
提供多种在线实时可变的賦碼方案及設備

關聯 Associate
產品單品與二次包裝及大包裝及托盤關聯

智能化 Intelligence
二次及多次包裝解決方案及設備
對產品包裝及賦碼進行檢測及識別

數據採集 Collection
在線對產品信息碼識別錄入

物流追溯 Trace
在物流過程中對產品進行追溯
有效保障產品安全
防止假冒及竄貨

互動營銷 Marketing
百餘種營銷Apps
消費者數據採集

iiBS 解決方案

● 優化服務體系
● 商品一物一碼
● 度身銷售模式

● 生產管理
● 物流管理
● 大數據分析

Sa Sa International: Big Data Analytics Helps Companies Grasp Market Trends
莎莎國際：大數據分析有助掌握市場脈膊

In recent years, companies started to use Big Data to devise more precise and effective marketing strategies. Consumers are increasingly utilising the internet, Internet of Things, social media and e-commerce to generate Big Data and extract consumers' behavior insights. At the same time, retailers respond to these market dynamics and make decisions based on data analytics. As a result, companies' decisions are changing from "business driven" to "data driven" approach.

Dr Look Guy, Chief Financial Officer and Executive Director, Sa Sa International agrees that Big Data can help retailers understand their weakness and stay on top of market trends and changes. Sa Sa has always been conducting business analysis on customers' preference and their shopping habits in order to improve sales performance but with big data as references, they can compare their performance against other retailers and get hold of market trends and dynamics better.

Flexibility to meet consumers' need

In the past, Sa Sa mainly focused on high-priced products with a long cycle from Europe and the US. Such a brand can maintain its popularity up to five years or above. However, the rise of cross-border e-commerce accelerates the change of tourist traffic and shopping methods. This enables faster penetration of cheaper and fast-moving Korean and Japanese products into the market, which are usually popular among Chinese consumers. Leveraging this trend, Sa Sa also promotes these products in its online shop to respond to the changes in consumer taste and preference.

In 2016, Sasa.com's sales revenue has exceeded HK$400 million, grew by 6.2% when compared to 2015, which was about 5% of the company's total revenue. He said he cannot judge his company's performance of e-commerce based on this figure. As compared to the figures from overseas companies, some retailers' revenue from e-commerce has increased to 10% to 20%. This allows him to get hold of the company's operation conditions and business growth, and subsequently relocate resources or step up publicity through advertising or social media in a bid to stay on top of market trends.

Dr Look Guy, Chief Financial Officer and Executive Director, Sa Sa International Holdings Ltd.
莎莎國際控股有限公司首席財務總監及執行董事陸楷博士

近年各行各業都利用大數據分析方法，為商家制定更精準有效的營銷策略。由於消費者在使用互聯網、物聯網、社交網絡、電子商貿等平台時不斷產生數據足印，零售商便能實時掌握市場動態並迅速做出應對，幫助企業作出決策，所以說現時的業務決策正從「業務驅動」轉變為「數據驅動」。

莎莎國際首席財務總監及執行董事陸楷博士認同大數據分析有助零售商了解自身營運弱點，同時緊貼市場動向及變化。莎莎一直也有進行業務分析，例如顧客的喜好、在商店內購物的模式和習慣等，從而提升盈利表現；但有大數據分析作為參考，公司與其他零售商的營運表現便可作出比較，知己知彼，緊貼市場脈膊及走勢。

靈活變通　緊貼消費者所想

莎莎過往一直倚賴主要來自歐洲及美國的高價及長週期產品，一個品牌可以受歡迎五年或以上，然而隨著跨境電子商貿的興起，改變了旅客流量及其消費模式，促使一些價格較低及能較快推出市場的日韓產品迅速地滲透市場，這些產品概念深受中國消費者的歡迎。莎莎亦乘勢而上，在網上力推這些產品，配合消費者口味的轉變。

Sasa.com於2016年度的營業額超4億港元，較2015年度上升約6.2%，佔總營業額約5%，他說，單憑這個數字，無法知悉公司在電子商貿上與其他零售商的高下，但參照一些外國數據，有零售商來自電子商貿業務的收入已可升至10%至20%，由此了解到自身的營運水平，業務增長情況，從而作出資源調配，或加強廣告投資或社交媒體宣傳等，從而不會與市場脫節。

Kampery Group: New Mobile Apps to Help F&B Sector Reduce Costs
金百加集團：新應用程式助餐飲業減省成本

Simon Wong, President of Hong Kong Federation of Restaurants and Chairman of Kampery Group, said he is surprised to see Mainland China's rapid expansion of internet business, popularity of smart phones and propagation of new applications in the food services sector, which brings along dramatic changes to the entire business model.

He found that two of them have completely changed the traditional business model and procedures.

Mr. Simon Wong, Chairman of Kampery Group
金百加集團主席黃家和先生

1. Order pick-up app
Operation model – With this app, consumers can place orders anytime, anywhere with their mobile phones and then pick up their food from the restaurants or food stores at the designated time;

Benefits – The kitchen team can focus on food processing, reducing the labour costs for frontline staff, cashier and delivery of take-away food;

Shortcomings – it is only applicable to fast food stores and small-to-medium sized restaurants but not high-end restaurant.

2. Restaurant network food delivery app
Operation model – A food delivery network of about 200 restaurants with designated teams in various districts responsible for food order and delivery to customers;

Benefits – Reducing rental cost for the restaurant space and reducing the labour costs for delivery staff;

Shortcomings – it is only applicable to fast food stores, small-to-medium sized restaurants.

He said that the wide adoption of order pick-up by the customers themselves in Hong Kong can largely reduce half of the manpower. For the restaurant network food delivery app, it has a lot to do with network and logistics concept, but he believes many of the mobile apps in the market can cope with its development and support the industry in their business transformation.

Although such applications may reduce the number of frontline staff, such as waiters/waitresses, cashier and delivery staff, according to Mr. Wong, but as consumers are more conscious about safety and health, the food service sector has also strengthened their work in the tracing of food origin and it is likely that they will hire additional supporting staffs along the food chain management.

香港餐飲聯業協會會長、金百加集團主席黃家和表示，對於中國內地互聯網急速擴張及智能手機的普及化感到頗驚訝，亦注意到餐飲業紛紛出現新的應用程式，對整個營運模式帶來急劇變化。

他特別指出有兩個餐飲程式，改變了傳統運作模式及流程。

1. 食客自取食品的訂單程式
運作形式 - 消費者可透過這個程式，在任何地方落單，用手機支付，然後在指定時間如十分鐘後自行到餐廳或食店提取食品；

效益 - 廚房可專注處理食物，減少前線侍應、收銀員及送外賣等人手成本；

缺點 - 只可適合一些快餐、中小型酒樓和餐廳，但一些提供優質食材環境氣氛和慢食的高檔餐廳則未能適用。

2. 送遞食品的餐飲聯網程式
運作形式 - 一個集合約200間實體餐廳的食物送遞網絡，有指定團隊在各個區域負責配送餐飲訂單予食客；

效益 - 餐廳租用面積縮減，減輕租金負擔，減少聘用外賣員等人手；

缺點 - 只可適合一些快餐、中小型酒樓和餐廳。

他說，若香港能廣泛使用食客自取食品的訂單程式，相信可大幅減少一半人手，至於第二個送遞食品的餐飲聯網程式，雖涉及很多聯網與物流概念，但相信現時不少程式均可配合業界的發展及轉型。

雖然有關程式會減少聘用前線人手，如侍應、收銀及外賣員工，但黃家和表示，由於近年市民大眾關注食物安全及健康等，餐飲業也加強食物源頭追蹤追溯工作，相信餐飲業會吸納或增聘相關後勤工種的員工。

GS1 Hong Kong

Food Safety Forum 2017
Food Brand Protection: Increase Consumer Trust

30 Aug 2017 (Wednesday)

HKPC Building, 78 Tat Chee Avenue, Kowloon Tong

Food Brand Protection to Increase Consumer Trust

To further strengthen industry collaboration and competitiveness, GS1 HK is holding the Food Safety Forum 2017! The Forum will bring together the collective wisdom of over 300 industry experts and practitioners on food traceability practices and adoption of International standards in food management systems. Experts will share their insights on food risk communications, fighting food frauds, food safety technologies & many more!

Join us to

- maintain brand equity and company's reputation through implementing better strategies
- boost consumer loyalty by providing better food and food related services
- exchange insights with fellow industry practitioners

Keynote Speakers Highlights

Matt Kovac
Executive Director, Food Industry Asia

FIA FOOD INDUSTRY ASIA

Who is it for?

- ▶ Government representatives
- ▶ Food safety management executives, food quality assurance professionals, food manufacturers & retailers
- ▶ Industry practitioners who seek initiatives to improve their food chain efficiency and traceability

Meat Scandal Aftermath – Call for Stepped-up Effort in Food Traceability

「黑心肉」醜聞餘波 - 呼籲加強食物供應鏈可追溯性的工作

The globalization of food supply chain is one of the hottest topics in the food sector and comes with multiple benefits. However, this also poses **food safety challenges to countries worldwide**.
食品供應鏈的全球化是極為飲食界關注的議題,其好處亦無庸置疑。
可是,這亦意味著全球各國亦面臨食品安全上的更大挑戰。

Waves of food safety crisis jeopardising consumers' health

The recent Brazilian meat scandal has shocked communities around the globe. Food safety official in Hong Kong has admitted that around 3,000 kg of Brazilian meat from 21 companies involved in the alleged bribery and tainted meat scandal could have been sold to Hong Kong. An immediate suspension of all meat imports from Brazil due to health concerns was once implemented.

Food traceability of utmost importance

In addition, there is also outbreak of highly pathogenic H5N8 avian influenza in Italy and an outbreak of H5N1 avian influenza in France. The Food and Environmental Hygiene Department has announced a ban of import of the involved poultry meat products.

While food-associated risks can hardly be avoided, it can be managed through traceability solutions. With a visible food traceability system, food suppliers can manage batch information more clearly and locate the specific batch of troubled meat products, so to avoid unnecessary discard of untainted meat and minimise economic loss.

GS1 HK support on food safety

Through **a global compatible traceability platform ezTRACK™**, product information can be transferred accurately along the supply chain, allowing effective track and trace on the affected products. The government could also consider adopting a common platform such as ezTRACK™ to manage imported food traceability data.

Powered by ezTRACK™, **the Cold Chain Management Solution** is able to share real time comprehensive cold chain visibility information globally with the supply chain partners and customers. It also provides clear chain of custody with comprehensive temperature history for operation optimisation.

食安風波不斷 恐危害大眾健康

近期的巴西「黑心肉」醜聞令全球震驚,香港的食物安全官員承認約有3,000公斤巴西肉類來自涉案中懷疑受賄和添加致癌化學物的21家公司,可能已經售往本港。為審慎起見,有關當局更一度全面禁止所有巴西進口的肉類進入香港。

食品追溯至關重要

此外,還有在意大利爆發的H5N8禽流感和在法國爆發的H5N1禽流感。食物及環境衛生署宣布禁止涉事家禽類產品進入本港。

雖然食物安全事故難以避免,我們卻可以透過食物可追溯解決方案加以管理。憑著透明度高的食物追溯系統,食物供應商便可以更清晰地管理批次資訊,更準確地找出有問題的肉類產品,有需要時,更快速地回收產品,以避免浪費沒受影響的肉類,從而降低經濟損失。

本會積極支援食品安全

透過一個**全球兼容的可追溯平台ezTRACK™**,我們可以更準確地在供應鏈上傳送產品資訊,更有效地追蹤受影響的產品。政府也可以考慮採取一個共用的平台,例如ezTRACK™,以管理入口食品的可追溯數據。

另外,本會以「蹤橫網™」為基礎的**冷凍鏈管理方案**,讓企業可以向環球供應鏈夥伴及客戶分享有關冷凍鏈綜合狀況的實時資訊。方案亦可提供綜合溫度記錄報告,以便建立完善的產銷監管鏈,有助企業優化業務運作。

Batch Tracker - Batch Tracking in 3 Easy Steps
批次追蹤器 - 追查食品批次好easy

Currently, the information shown on the food packaging is limited and some crucial information like batch information cannot be shown. What could be done to overcome this limitation?
目前，食品包裝上顯示的資訊有不少限制，例如包裝上未能顯示如批次資訊等關鍵信息。到底可以如何克服這弱點？

GS1 Hong Kong launched the lastest solution - Batch Tracker to resolve the problem. When consumers are curious about the detailed food product information, they simply can scan the QR code on the food packaging to obtain product information such as the ingredients and the production date. This helps to boost consumer confidence on the food products.

本會針對此問題推出最新的解決方案 - 批次追蹤器。當消費者對詳細的食品資訊有興趣時，他們只需掃描食品包裝上的QR碼，即可獲取產品信息，如成分和生產日期等，大大提高消費者對食品的信心。

Manufacturers' guide in 3 steps:

生產商三部曲：

Step 1	Select Ingredients that need to be traced and input product or batch information	
Step 2	Connect batch information to production date	
Step 3	Generate QR code and attach printed QR code on the product package	

步驟一	選取需要追蹤的主要材料，在平台輸入產品批次資訊	
步驟二	聯繫生產批次與生產日期的資料	
步驟三	打印QR碼並貼於產品包裝上	

Benefits 好處

Communicate batch information to consumers
將批次訊息轉達至消費者層面

Information visibility
產品資訊透明化

Enhance consumer confidence
提升消費者信心

Improve brand image
提升品牌形象

Conduct big data analysis on consumer behaviour
對消費行為進行大數據分析

GS1 SmartSearch – Increase Sales Opportunity through Relevant Search Results
GS1 智慧搜尋 – 透過更相關的搜尋結果增加銷售機會

Whether you are a brand or retailer, GS1 SmartSearch helps you to increase sales opportunity of your products online.
Today 70% of all sales are influenced by information consumers find on the web, whether they purchase online or at the store.

不論你是品牌或是零售商，GS1智慧搜尋都可以幫你提升你的網上產品曝光率，從而增加銷售機會。
現今消費者在網絡上獲取資訊，帶動了全球不論是網上或實體店共70%的銷售量。

Why SmartSearch?

GS1 SmartSearch makes it possible to create structured data about a product and relate the data to Global Trade Item Number (GTIN). The structured data can then be used by search engines and smartphone apps. This helps search engines display more concise and relevant search results to your consumers and leads to more click-throughs to your product pages, and hence increases sales.

為何需要GS1智慧搜尋？

GS1智慧搜尋可以創建產品的結構化數據，並將數據與全球貿易貨品編碼(GTIN)聯繫起來。而結構化數據可以被搜索引擎及智能手機應用程式所辨識。這幫助搜索引擎提供更精準和相關的搜索結果，從而讓目標顧客群點進你的網站，增加銷售機會。

Trial in collaboration with Sasa.com

A one and a half months trial was conducted in the fourth quarter of 2016 in collaboration with SaSa.com. 30 products in three categories were tested on Google US and Google HK.

與SaSa.com合作試驗

本會與sasa.com合作，於2016年第四季進行了為期一個半月的試驗。Sasa.com提供三個類別的30個產品，於Google US和Google HK進行測試。

Remarkable success 成功結果

- 21% of the keywords showed improvement in search ranking
  21%的關鍵字的搜索排名有所改善

- In US Market, one of the keywords recorded a boost of 70 ranks from 101st to 31st in search ranking
  在美國市場中，其中一個關鍵字排名從101跳升至31，升達70位

- 16.5% of the products recorded improved traffic in the US and HK sites
  16.5%的產品網絡流量在美國和香港網站有所改善

Benefits of GS1 SmartSearch GS1智慧搜尋的好處

1. Machine readability
機器可讀性

2. More relevant search
更佳的搜尋結果

3. Higher search rankings
更高的搜尋排名

4. Differentiate web content
突出網頁內容

5. Drive web traffic and grow sales
增加網絡流量並提升銷售

Contact us to know more about GS1 SmartSearch!
如果你想知道更多關於GS1智慧搜尋的資料，請即聯絡我們
E: services@gs1hk.org   W: https://www.gs1hk.org/our-services/gs1-smartsearch

Easier, Simpler and Faster for Trade
- ezTRADE Mobile App Available Now!
交易更簡易快捷 -「通商易」手機應用程式現已啟用！

ezTRADE is a standard-based B2B e-commerce platform that facilitates paperless trading and is widely adopted by major supermarkets and healthcare institutes in Hong Kong.

「通商易」是以 GS1 標準為基礎的 B2B 電子商貿平台，旨在促進無紙交易，廣為本港主要超市和醫療機構採用。

Seamlessly connecting partners

To further empower ezTRADE users to connect any partners anytime, anywhere, ezTRADE mobile app was launched in 2016. The mobile app is now available in iOS App Store and Google PlayStore for free, aiming to provide users greater convenience. In 2017, the invoice function is launched to enable users to create invoice on smartphone and further enhance the user experience.

ezTRADE runs on a secure global network and the internet which provides Hong Kong companies with connections not only to local trading partners, but also to overseas customers and suppliers. Since its implementation, **it now facilitates over 1 million EDI transactions per month**.

Sending PO Response

Reading PO everywhere, anytime

Creating Invoice
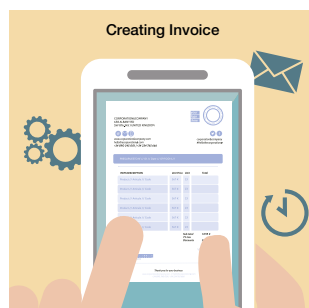
Immediate Push Notification

無間斷聯繫夥伴

為了讓企業用戶與時並進，我們無時無刻進行以用戶為中心的升級優化。「通商易」(ezTRADE)手機應用程式於2016年啟用，令商業用家可以隨時隨地連繫不同用戶。應用程式現於 iOS App Store 和 Google PlayStore 免費下載，即時與公司 ezTRADE 戶口同步。2017年，全新發票功能亦正式啟動，用戶能夠在手機上開出發票，讓用戶在外工作時亦可即時處理交易。

ezTRADE在安全的全球網絡和互聯網上運作，為香港企業能夠聯繫本地貿易夥伴，海外客戶和供應商。現時，**平台每月支援超過100萬次EDI交易**。

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ezTRADE mobile app features 手機程式特點:

- Immediate push notification
  即時推送通知

- Reading EDI PO anytime, anywhere
  隨時隨地閱讀EDI採購訂單

- Sending EDI messages such as PO response and invoices
  發送EDI消息，如採購訂單回覆和發票

- User-friendly design
  設計方便用戶

- Based on the international GS1 EANCOM® / EDIFACT standard, available for use worldwide
  基於國際GS1 EANCOM®/ EDIFACT標準，全球通用

lululemon + RFID
Connecting With Community
與社區的聯繫

UP TO 98%

inventory accuracy improved from low 70%-80%
庫存準確率：從70%提升至98%

Enabled omnichannel operations, including buy online - pickup in store
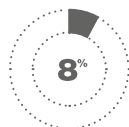提供全方位管道選擇，包括線上購買，店面取貨

2% labor hours saving from reduced time to replenish items
可節約2%的補貨工時

Created new roles within company
公司內創造新職位

Ability to accurately know what is in the back room but should be on the sales floor
貨品管理的靈活性：準確知哪些應該在店面展示的貨品被放到了店鋪倉庫

8%

8% of e-commerce sales due to omnichannel
8%的電子商務銷售量基於全方位管道

Global yogawear brand, lululemon® is on a mission to build healthy communities and elevate the world from mediocrity to greatness. How are they accomplishing this? By using their retail stores to discover exactly what the health-minded community wants and needs to succeed.

To help, lululemon has adopted technologies to further enhance consumer experiences, with inventory accuracy as the foundation to achieve this goal at lululemon stores and via e-commerce channels.

What lululemon needed could be achieved through the implementation of an integrated RFID solution, leveraging the powerful insights that only RFID technology can provide. lululemon identified Tyco Retail Solutions and Avery Dennison RFID as partners for the project.

Avery Dennison RFID developed a programme to implement RFID at the item level, which would help drive efficiencies throughout their supply chain. Integrated RFID, lululemon hangtags were affixed to yogawear and athletic products and were keys to the success of the programme. In 2013, lululemon decided to launch a pilot in two retail stores to provide proof of value for both the business and guest experience.

In 2014, after seeing previous successess, lululemon implemented RFID across 12 stores and by September 2015 moved on to a full rollout to all 300 stores with locations in the United States, Canada, and two stores in Hong Kong.

The adoption of RFID enabled the lululemon team to service consumers with the ultimate brand engagement experience.

全球瑜珈品牌lululemon®正致力建構一個健康社區，想讓世界由平凡亦得到偉大。那麼，他們是怎樣去實現這目標呢？就是通過他們的零售商店去發現——究竟一個擁有健康思維的社區到底希望和需要什麼。

為了實現這個目標，lululemon採用科技從以進一步提升消費者的體驗。不論是在lululemon的實體店上還是在電子商務渠道上，庫存準確率是達到這目標的基礎。

一個綜合的RFID解決方案，通過RFID技術才可以提供有力的洞見，恰能實現lululemon所想，於是lululemon與Tyco零售解決方案公司以及艾利丹尼森RFID合作開展這項專案。

艾利丹尼森RFID開發了一個程式去實施單品RFID應用，大大提高了供應鏈的效益。lululemon附在瑜珈服和運動產品上的掛牌，正正是該綜合RFID項目的成功關鍵。在2013年，lululemon決定在兩個零售店上進行試點，以證明在商業及消費者體驗上的價值。

在2014年，基於兩個試點的成功，lululemon把RFID項目延伸至其他12家零售店。截至2015年9月，該RFID項目已覆蓋全美加共300家零售店和香港兩家分店。

RFID的應用使得lululemon團隊能夠最終以品牌互動體驗為消費者提供服務。

Contribution of Global Data Standards Recognised by APEC Trade Ministers

亞太經合組織貿易部長肯定全球數據標準的貢獻

> **"We recognised that the ongoing work programme to minimise differences in standards and conformance."**
> **"我們認同業界對縮窄標準和合規差距的持續努力及計劃。"**
> Action Statement of the 23rd APEC Ministers Responsible for Trade Meeting
> 亞太經合組織第23屆貿易部長會議行動聲明

Themed "Creating New Dynamism, Fostering a Shared Future", the 23rd APEC Ministers Responsible for Trade Meeting was held in 20 – 21 May 2017 in Vietnam.

The Trade Ministers issued an action statement that recognised the importance of supply chain connectivity, Standards and Conformance and its contribution to trade facilitation.

In the statement, the Trade Ministers reaffirmed their commitments to advance work programme that reduce trade costs, including through the Supply Chain Connectivity Framework Action Plan Phase II and in collaboration with Customs administration and other relevant agencies responsible for facilitating and securing international supply chains.

"We look forward to the conclusion of the Global Data Standards (GDS) Study with a suite of pilot projects, and encourage officials to explore next steps for the wider use of interoperable GDS in the APEC region." The statement reads.

GS1 HK applied self-developed EPCIS-based solution – ezTRACK™ for GDS Pilot Projects 2015 and 2016. The successful completion of the 2015 project improved supply chain visibility, enhanced efficiency and product integrity for the wine and boxed beef exported from Australia. Building on the remarkable success of the previous project, a new round of pilot projects was spearheaded by GS1 HK in 2016 to further investigate the effectiveness of GDS on 3 selected international supply chains. As the project manager, GS1 HK coordinated the international supply chain of food & beverage products in 6 economies.

The project is about to complete and has achieved positive results. It is expected to enhance supply chain performance and encourage wide adoption of interoperable GDS to facilitate trade and to assist economies to implement their commitments under WCO & FTA.

亞太經合組織(APEC)第23屆貿易部長會議於2017年5月20至21日在越南河內召開,會議主題為「激發新動力、攜手創未來」。APEC貿易代表攜手發出行動聲明,確認供應鏈連接、標準及合規的重要性及其貢獻。

聲明中亦重申其承諾,各貿易代表將持續推進包括《供應鏈連接行動綱領第二期計劃》等工作項目,並積極與各地海關及負責促進和保障國際供應鏈的部門緊密聯繫,以達致降低貿易成本。

聲明表示:**「我們期待全球數據標準先導計劃的一系列結果,並鼓勵官員為GDS在亞太經合組織地區的廣泛應用及相互操作性探討下一步措施。」**

GS1 HK為2015及2016年的全球數據標準先導計劃,提供自家研發的以電子代碼訊息服務(EPCIS)為基礎的解決方案—蹤橫網™。2015年的先導計劃為澳洲出口的葡萄酒及澳洲出口的盒裝牛肉改善了供應鏈透明度、提升效率及推動產品完整性。該先導計劃的成功實踐令業界再接再厲,由GS1 HK領導2016年的新一輪先導計劃,進一步調查一些特選國際供應鏈的GDS效率。GS1 HK作為該計劃的經理,負責全面協調在6個經濟體內的6個GS1本地辦事處實施計劃。

該項目快將完成並取得正面成果。預期能夠改善供應鏈表現,鼓勵可相互操作的GDS獲更廣泛採納,以促進自由貿易,並協助各經濟體履行其在世界海關組織和自由貿易協定下的承諾。

A Bite of Japan: Care for Food, Care for Root
舌尖遊日本 食得講究更要食得有根有據

Free Japanese food tasting event well-received

Japanese are fastidious about food. Hong Kong people are obsessed with Japanese food like Hokkaido ramen, kaiseki ryori, Sukiyaki, cuttlefish rice, Japanese-style skewers, hot pot, and dessert. GS1 HK co-organised a free Japanese food tasting session with Ministry of Agriculture, Forestry and Fishery of Japan and Nomura Research Institute to let members of the food and food services industry try out a variety of Japanese food, including fresh and frozen sashimi, strawberries and meat cooked at site. The event aimed to estimate the demand for Japanese perishable food in Hong Kong and attracted around 100 members from the food and food services industry. The welcoming response from the participants shows Hongkongers' desire for Japanese food.

Japanese food is well-known for being fresh. Fresh food ingredients do not only mean taste and quality, but also enhances confidence and trust to consumers. Hence, a food traceability system is the key to success of the entire food chain. We thus strengthened this year's Quality Food Traceability Scheme to promote food traceability and raise the food industry's awareness towards this issue.

會員免費日式料理試食會深受好評

日本人對美食講究，不管是北海道拉麵、懷石料理、壽喜燒、墨魚飯、日式串燒或火鍋、甚至是甜點，都讓香港人趨之若鶩，您又試過幾多？本會早前便與日本農林水產省及野村綜合研究所合辦日本美食試食會，免費讓食品及餐飲業會員品嚐各式日本美食，包括新鮮和急凍刺身、日本產士多啤梨、現場烹調肉類等，以評估香港對日本易腐食品進口的需求。活動吸引逾100名食物及餐飲服務界會員參與，參與者對其中特別食材都讚不絕口，可見香港人對和食的渴求。

日本料理一向以食材新鮮為賣點。新鮮食材對於食客而言不但是味道和質素，更是代表客戶的信心和對商戶信譽的肯定，所以食品追溯是整個食物供應鏈的成功關鍵。因此，本會亦加強了本屆「優質食品源頭追蹤計劃」，以進一步推動食品可追溯性，喚起食品行業對這議題的關注。

11.
Menkoi Roll Cake
(Matcha & Plane flavor)

Quality Food Traceability Scheme 2017
- helping enterprises to enhance food traceability

Established in 2015, The Quality Food Traceability Scheme aims to help local food and food services companies to enhance the traceability of food supply chain and ensure they comply with a food management system that aligns with international standards. To further help enterprises enhance their food traceability, this year we collaborate with two professional audit partners British Standards Institution (BSI) and Hong Kong Quality Assurance Agency (HKQAA).

More about the Scheme 計劃詳情
www.gs1hk.org/quality-food-tracebility-scheme

「優質食品源頭追蹤計劃」2017
- 協助企業提升食品追溯

「優質食品源頭追蹤計劃」始於2015年，旨在協助本地食品及餐飲服務企業提升其食品於供應鏈中的可追溯性，並確保他們實行更符合國際標準的食品管理系統。為了協助企業進一步加強食品可追溯性，本會首度與英國標準協會（BSI）和香港品質保證局（HKQAA）合作，加強信譽。

❝ There is no other dedicated traceability standard in the market and we are happy to work with GS1 HK to participate as an audit partner of the Scheme, we will help Hong Kong food companies to make excellence in food traceability a habit.
現時市場上並沒有其他專門針對源頭追蹤的標準，故我們十分高興能與GS1 HK合作，成為該計劃的BSI伙伴審計機構，協助香港食品品牌令卓越的食品管理成為企業習慣。❞
Mr. Coleman Tse, Sales and Marketing Director of BSI
BSI銷售及市場總監謝健雄先生

❝ We are pleased to work with GS1 HK to promote food traceability and be the audit partner of the Scheme. With our experience in providing certification and assessment services in the areas of food safety and hygiene management, we are dedicated to helping Hong Kong food companies to deploy globally recognised traceability system to track the food source and strengthen consumer confidence.
我們很高興與GS1 HK合作並成為該計劃的伙伴審計機構。憑著我們在食物安全及衛生管理方面的認證和評審經驗，將可協助業界建立更完善的食品追溯系統，有助追蹤食物來源，加強消費者信心。❞
Mr. Jacky Yeung, Senior Manager of HKQAA
香港品質保證局技術發展高級經理楊焯忠先生

With the adoption of QR code at product item level, consumers are able to retrieve accurate product information along the supply chain through mobile scanning.
消費者可利用流動設備掃描產品上的QR碼，獲取準確的產品資訊以及追蹤產品於供應鏈各階段的動向。

Overcoming Challenges in Supply Chain through Enhanced Management
優化管理 輕鬆克服供應鏈挑戰

With the trend of globalisation, the current supply chains are growing in complexity, making it increasingly challenging for companies to manage. **How can GS1 HK step in and help businesses?**
隨著全球化趨勢，目前的供應鏈日益複雜，企業要管理好供應鏈越來越嚴峻。
GS1 HK如何協助企業面對挑戰？

Supply chain strategies are the critical backbone to any business organisations today. Companies that neglect this aspect often pay the price with cost, quality, lead time and consumer retention. A better management on supply chain also increases your company's overall control against unknown variables and avoid unnecessary bottleneck.

供應鏈戰略是現今所有商業組織的骨幹。若不慎忽視，企業有可能要付上成本、質量、交貨時間、喪失消費者信心的代價。優質的供應鏈管理也可增加企業對業務未知因素的控制，避免遇上不必要的瓶頸。

Supply Chain Management Professional Services (SCMPS)

GS1 HK's Supply Chain Management Professional Consultancy Services leverages on a worldwide network of global expertise and standard-based infrastructure framework, coupled with local implementation experience, to help Hong Kong enterprises adopt best practice in SCM.

供應鏈管理專業顧問服務

GS1 HK的供應鏈管理專業顧問服務結合環球供應鏈管理知識，以及本地實踐經驗，協助本港企業採納供應鏈管理最佳實務。

3 major scopes in SCMPS
供應鏈管理專業顧問服務 3 部曲

Training 培訓	Assessment 評估	Implementation 實踐

1. Training
Hold regular in-house and public training on several supply chain management topics, including Supply Chain Maturity Training, Healthcare Supply Chain Training and Food Traceability Training.

2. Assessment
World-class supply chain assessment tools used to conduct process analysis and diagnose companies' supply chain traceability, visibility or maturity, regardless of the company scale and industry.

1. 培訓
舉口定期內部和公開培訓，涉及多個供應鏈管理課題，包括供應鏈成熟度培訓、醫療護理供應鏈培訓和食品追蹤培訓。

2. 評估
世界級的供應鏈評核工具可用於流程分析，診斷公司供應鏈的可追溯性、透明度或成熟程度，並不受企業規模和行業類別限制。

3. Implementation

Extensive experience in conducting supply chain improvement projects, such as the deployment of enterprise resource planning (ERP), warehouse management system (WMS), RFID application and food traceability enhancement.

3. 實踐

我們在供應鏈優化項目擁有豐富經驗，如部署企業資源規劃 (ERP)、倉庫管理系統(WMS)、無線射頻識別應用和加強食品可追溯性等。

3 major assessment tools
3 個主要評估工具

Supply Chain Operation Reference Model (SCOR) 供應鏈運作參考模型	Supply Chain Maturity Model (SCMM) 供應鏈成熟度模型	GS1 Food Traceability Programme GS1 食品追蹤計劃

> "Supply chain standards and standardised processes prepare us to go beyond Hong Kong market and strengthen our market position in China. Not only do we benefit as a leading standard-based service provider, but adopting global traceability standards also helps us to secure our business relationship with leading buyers, also contributing to a 20% cost saving on supply chain.
> 供應鏈標準和標準化的程序使我們能夠走出香港市場，加強我們在中國的市場地位。我們不僅受益於領先的標準服務供應商名聲，採用全球可追溯性標準也助我們與主要買家維持良好業務關係，並為供應鏈節省20％成本。"
>
> – DCH Logistics Company Ltd. 大昌物流有限公司

Supply chain management events

GS1 Hong Kong regularly hosts seminars on SCM best practices to share our expertise with industry practitioners on selected topics.

供應鏈管理活動

GS1 Hong Kong 定期舉辦關於供應鏈管理最佳實務研討會，與行業從業者分享特定主題的專業知識。

2017. 01. 20.
Seminar on Supply Chain Best Practices
供應鏈管理最佳實務講座

The seminar aimed to discuss how SCM best practices can contribute to greater revenue and generate more opportunities. It also introduced the methods to measure supply chain maturity as well as how SCM best practices can enhance organisation competitiveness.

講座旨在講解供應鏈最佳實例如何帶來更大收入及更多商機、介紹如何量度供應鏈成熟程度、及如何藉此提升企業競爭力。

2017. 03. 21.
Seminar on Food Supply Chain Best Practices
食品供應鏈管理最佳實務講座

GS1 HK lined up BSI, IFSA and Yamato to share the newly released cold chain standard and the best practices to key players in the food and logistic industry. The seminar aimed to help participants understand the latest cold chain standard and Internet of Things (IoT) application in food chain. It also discussed how food chain transformed from traditional management to best-in-class management.

本會與英國標準協會(BSI)，國際食品安全協會(IFSA)及雅瑪多(Yamato)合作，向食品和物流行業參加者分享最新發布的冷鏈標準和最佳實務。研討會旨在幫助參與者了解食品鏈中最新的冷鏈標準和物聯網應用，並討論食物鏈管理如何從傳統管理模式轉型至最優秀的管理模式。

Striving for a Safer Patient Journey Through Intellectual Exchange
建構更安全病人康復過程 行業交流不可或缺

Hong Kong's healthcare system efficiency ranked number 1 out of 55 countries, according to Bloomberg Healthcare Efficiency Index announced in 2016. The survey revealed Hong Kong SAR Government has played a stronger role in regulating and providing healthcare, resulting in better level in terms of life expectancy, healthcare spending per capita and its relative spending to GDP.

To sustain the momentum, representatives from the healthcare industry must always be committed to research and exchange, hence, GS1 HK has stepped up its effort and organised delegation to a conference and a roundtable with NHS experts, with the goal to improve healthcare industry supply chain efficiency and ensure patient safety.

根據彭博2016年公布的醫療系統效率排行榜，香港的醫療系統效率於55個國家中排名首位。調查指出香港特區政府對提供及規範醫療系統扮演著重要角色，令平均壽命、人均醫療成本及人均醫療成本所佔GDP都處於優異水平。

要持續進步，醫療業界必須更積極研發及交流，故此本會便舉辦了醫療大會及圓桌會議，促進行業交流，希望協助醫療行業提高供應鏈效率，從而確保病患者安全。

Global GS1 Healthcare Conference Delegation

Themed **"Pharmaceuticals Traceability and Unique Device Identification"**, the GS1 Healthcare Conference covered topics on developing hospital information system, pharmaceuticals traceability, efficient medical supply chain, etc. GS1 HK specially arranged a delegation tour for Hong Kong and Macau participants to connect with 300 participants from around the world.

The tour visited Beijing Shijitan Hospital, where their staff demonstrated barcode application on its hospital information system (HIS) to achieve drug supply chain automation. They also visited Beijing University of Chinese Medicine Third Affiliated Hospital to learn about how implementation of a drug dispensing machine can achieve the unit dosage distribution by mapping the barcode of patient record.

國際物品編碼協會醫療大會

醫療大會以「**醫藥追溯和唯一器械標識**」為題，涉及醫療資訊化建設、醫藥追溯、高效供應鏈等內容，GS1 HK亦有派代表團到京出席，讓香港及澳門與會者有機會與來自世界各國的300多名與會者交流。

代表團亦前往北京世紀壇醫院，瞭解醫院職員示範條碼在其醫院資訊系統的應用，以達致自動藥物供應鏈有效運作的過程。他們亦到訪北京中醫大學附屬第三醫院，觀摩配藥機如何通過與患者記錄的條碼對應，實現單一劑量配送。

Insights exchange with NHS experts

A National Healthcare Service (NHS) Roundtable was organised in February, embracing the theme **"Driving Patient-centred Healthcare Safety"** that invited over 30 expert attendees from healthcare and pharmaceutical industries.

The keynote speeches delivered by Prof. Philip Dean, Head of Pharmacy & Quality Control Laboratory Services from North Tees & Hartlepool NHS Foundation Trust and Glen Hodgson, Head of Healthcare from GS1 UK, sparked off a stimulating discussion on the opportunities, risks and challenges in the Hong Kong healthcare sector.

Discussion with HK healthcare officials

Meetings with the Food and Health Bureau and the Hospital Authority were arranged to discuss the application of ICT in the healthcare industry and the role global standards play in healthcare systems worldwide.

The impacts of these intellectual exchange are significant, GS1 HK helped the industry increase clinical service productivity, enhance operational efficiency and ultimately ensure patient having a safer journey.

與英格蘭國民保健署專家深入交流

本年2月，本會亦舉辦英格蘭國民保健署圓桌會議，以「**推動以病患者為重心的醫療安全**」為主題，特意邀請約30位來自醫療保健和製藥行業人士參加。

由來自North Tees & Hartlepool NHS Foundation Trust 的Philip Dean教授(Head of Pharmacy & Quality Control Laboratory Services) 和 GS1 UK 的 Glen Hodgson 先生 (Head of Healthcare) 負責的主題演講引發了對香港醫療現時面臨的機遇、風險和挑戰的熱烈討論。

與香港醫療政府官員會面討論

本會亦分別安排專家與食物及衛生局和醫院管理局會面，探討資訊科技在醫療領域的應用，亦討論了國際標準在全球醫療體系的角色。

這些交流成果顯著，有效達到三個主要目標，包括提升臨床服務的生產力、改善醫療機構營運效率，以確保病患安全。

Ms. Anna Lin explaining our solutions to overseas experts
林潔貽女士向海外專家講解本會的各類解決方案

(from left to right) Mr. Glen Hodgson, Prof. Philip Dean & Ms. Anna Lin exchanging insights during discussion
(左起) Glen Hodgson先生, Philip Dean教授和林潔貽女士在討論中互相分享見解

Group photo taken at Food and Health Bureau
攝於食物及衛生局的團體照

Best Smart Hong Kong Award: Paving the way to a Smart Hong Kong

「最佳智慧香港獎」: 推動科技創新 建構智慧香港

The "Hong Kong ICT Awards 2017: Best Smart Hong Kong Award" organised by GS1 Hong Kong has entered its third year. The Best Smart Hong Kong Award is one of the 8 categories of the Hong Kong ICT Awards steered by the Office of the Government Chief Information Officer.

Through recognising outstanding ICT innovations and solutions, the Award aims to encourage a broader adoption of ICT technologies in more aspects to build a "smart" Hong Kong. This year, the record-breaking number of nominations received are of exceptional standard.

Congratulations to all the winning Awardees. We look forward to seeing even more innovations next year!

由本會舉辦的「香港資訊及通訊科技獎2017: 最佳智慧香港獎」至今已踏入第三屆。「最佳智慧香港獎」為「香港資訊及通訊科技獎」八個獎項類別之一，由政府資訊科技總監辦公室策動。

獎項旨在表揚優秀的資訊及通訊科技發明和解決方案，以鼓勵香港業界將智能科技應用至更多範疇，建構「智慧香港」。今年所收到的參賽作品不論質與量都比去年更上一層樓，實在令人鼓舞！

再次恭喜所有得獎者，期待明年看到更多出色的創新作品！

> " The response to this award has been overwhelming with enthusiasm from industries continuing unabated. This year, a record number of entries has been received. The entries reflect closely the needs of our society, ranging from real-time control, to social aids, and cold chain platform. They all can contribute immensely towards enhancing the efficiency of users.
> 「業內人士參與的熱烈程度有增無減，今年，我們收到的參賽作品，刷出新記錄。而參賽的作品，能緊貼社會所需，不論是實時管制的平台，或是社交輔助器，還是冷鏈物聯網的平台，每個設備都能提高使用者的工作效率。」"
>
> - Ms. Anna Lin, Chief Executive of GS1 Hong Kong
>   香港貨品編碼協會總裁 林潔貽女士

HK ICT Awards 2017 Presentation Ceremony

The ceremony was held on 7th April. Financial Secretary, Mr. Paul Chan made the opening speech and presented the Award of the Year. The eight Grand Awards were presented by the Secretary for Innovation and Technology, Mr Nicholas Yang, to the winners in eight awards categories, namely Business Solution, Digital Entertainment, FinTech, ICT Startup, Lifestyle, Mobile Apps, Smart Hong Kong and Student Invention.

This year's **Best Smart Hong Kong Grand Award** goes to Megasoft Ltd. Their winning entry is named MyndVIZ – an IoT Cold Chain Visibility Platform and Solution. They also won the Gold Award of the Best Smart Hong Kong Award - Internet of Things Application stream.

「香港資訊及通訊科技獎2017」頒獎典禮

頒獎典禮亦於4月7日舉行，由財政司司長陳茂波致開幕辭並頒發全年大獎，並由創新及科技局局長楊偉雄頒獎予八個獎項類別的大獎得主，包括商業方案、數碼娛樂、金融科技、資訊科技初創企業、生活時尚、流動應用程式、智慧香港及學生發明。

而本年度的「**最佳智慧香港大獎**」由萬信電子科技有限公司奪得，得獎作品為MyndVIZ ─ 冷鏈物聯網可視化平台及方案。他們亦同時獲得最佳智慧香港獎 ─ 物聯網應用類別金獎。

Winner's list 得獎名單

Best Smart Hong Kong Grand Award winner sharing
最佳智慧香港大獎得主分享

Award-winning entry: MyndVIZ - an IoT Cold Chain Visibility Platform and Solution
得獎作品：MyndVIZ - 冷鏈物聯網可視化平台及方案

"MyndVIZ" is an IoT cloud based platform designed to monitor cold chain process and provide a total solution to the cold chain industry. MyndVIZ can provide real-time temperature monitoring at item level from end-to-end, locally and globally. The solution can serve different needs within the entire temperature controlled supply chain, even at homes and hospitals.

"MyndVIZ"是利用雲端管理去監測冷鏈過程的平台，為冷鏈物流業界提供一套完整的解決方案，能對運輸過程作出實時溫度監測，端對端全程監控本地及全球的冷鏈配送過程。解決方案可以對需要溫度監控的供應鏈，如家居和醫院，作出實時監測。

Award presentation ceremony highlights
頒獎典禮花絮

Recognising the achievement of past winners, Mr Chan said, "More importantly, many have attracted the necessary venture capital investment to continue developing their businesses. This year's award winners will, I am confident, continue to reach for creative and commercial excellence, setting new standards for others to emulate.

陳茂波讚揚歷屆得獎者的成就，他說：「更重要的是他們大部分都成功吸引到所需的風險投資基金，用以擴展業務。我有信心今年的得獎者將可繼續在創意和營商上取得佳績，成為其他創業者的楷模。」

- Financial Secretary Mr. Paul Chan, JP
  財政司司長 陳茂波

Mr Nicholas Yang recognising the contribution to ICT industry of GS1 HK in holding the Best Smart HK Award
局長楊偉雄先生讚揚本會舉辦最佳智慧香港獎對業界的貢獻

All Best Smart Hong Kong Award Winners
全體「最佳智慧香港獎」得獎者合照

Rethinking Product Authentication
產品驗證方案

Reputable brands invested heavily in R&D, quality and product safety to develop great products. Through advertising and consumers' satisfaction, the brand value has been greatly enhanced and the brand owner enjoys good profits. As good brands are enjoying widespread market recognition, counterfeiters are looking to make a quick buck off these successful brands. At a fraction of the cost to manufacture fakes, counterfeiters will distribute fake products at a price slightly lower than the original in order to attract unwitting consumers.

為了開發優質的產品，著名品牌往往在產品研發、產品素質和產品安全上投放大量的資源。透過廣告宣傳和顧客口譽，品牌價值得以大大提昇，並為品牌商帶來豐厚的利潤。當優良的品牌正廣為市場認可，偽冒者卻四出尋找機會從中取利。他們只需付出些微的製作成本，便可以比真貨略低的價錢售予不知情的顧客。

A number of news agency have reported losses due to counterfeit goods in United States to be as much as US$ 225 billion with China at US$ 60 billion. Counterfeit goods not only cause direct financial loss to brand owners but also degrade brand value.

根據提供黑市資訊的國際機構Havocscope的資料顯示，不少新聞都報導美國和中國因假冒產品而引致的損失，美國的損失高達225億美元，而中國則高達60億美元。假冒產品不但令品牌商帶來經濟損失，品牌價值也被降低。

To date there is no way a consumer can easily determine accurately if a product is genuine. Common examples used on packages such as serial code numbering, QR code with serial code numbering and hologram labels are simple to authenticate, and also easily accessible. Nevertheless, counterfeiters can easily replicate those and placed them on their imitations. In other words, because of the same scanning results, consumers would have no clue whether the product they have purchased is genuine or counterfeit.

迄今為止，顧客無法輕鬆準確地判斷產品的真偽。現時市場上的方案，如包裝上常見的序號驗證、有序號驗證的二維碼、鐳射標籤都能簡單及方便地驗證產品的真偽，但卻容易被假冒者複製，並放在其仿製品上。換句話說，因為掃描結果相同，顧客往往不知他們所買的是正貨還是假冒。

Seeing an opportunity to defeat counterfeiting, Infotoo International Limited have put together a team of graphic, printing and I.T. specialist to develop the CertiEye brand protection solution:

有見及此，因富通國際有限公司已成立一支由資訊科技、設計、印刷專才組成的團隊，以發展CertiEye品牌保護解決方案：

a) **CertiEye Marks leverage benefits of ordinary 1D and 2D codes**

b) **An additional patented high-resolution security layer is embedded into the codes making the codes to-date unreplicable.**

c) **Interested parties may check the uthenticity of the code using free CertiEye Proprietary smartphone application.**

a) CertiEye圖碼善用一維碼和二維碼的好處

b) 將附加有專利的高像素保護層與圖碼結合，使之不可複製。

c) 用家可使用免費的CertiEye手機專利應用程式，以得知圖碼的真偽。

This technology provides an easy and inexpensive solution for brand owners to protect their brand value and sales diluted by counterfeiters, on the other hand to provide an opportunity for end consumers to identity the authenticity of the product during shopping. (To learn more, please visit www.certieye.com)

此技術為品牌商提供簡易而價錢相宜的解決方案，以保護品牌聲譽，並防止銷量不被偽冒者瓜分，亦可讓顧客早在購物時知悉產品的真偽。(欲知詳情，請瀏覽 www.certieye.com)

Many brands today "have opened their doors to thieves of brand value", it's about time to secure your Brand. CertiEye is the ultimate solution.

許多品牌都已中門大開，讓盜取品牌價值的不法之徒有機可乘，是時侯起來保護你的品牌了。CertiEye是最好的解決方案。

Reinventing "More Than Movies" Cinematic Entertaining Journey

戲口戲外 - UA院線提升視聽娛樂　重塑觀影歷程

UA Cinema Circuit Limited was owned by Lark International Group. The very first movie house was opened in Shatin in 1985, taking the lead in introducing the American multiplex movie theatre to Hong Kong and even Asia. UA Cinemas now operates about 20 premier cinemas with 126 screens in prime locations in China, Hong Kong and Macau.

Strive for the best for audience

Mr Ivan Wong, Managing Director of UA Cinemas, revealed that the box office in Hong Kong has actually been improving in recent years.

He explained that the growth is the combined efforts of the entire film industry, by elevating the quality along all aspects of the supply chain. The use of 3D or IMAX technology and Dolby surround sound effect when shooting movies, adding of post production effects, and the coordination and promotional efforts by movie distributors, all contribute to bringing the utmost pleasure for the audience.

It is their rule of thumb to provide comfortable viewing environment and personalized service to cinema-going audience. UA goes far beyond classic concessions like popcorn and soft drink to give customer an absolutely appetizing experience.

To understand the changing needs of customers and exceed their expectations, UA Cinemas upgraded UA Loyalty Club Apps in July 2015 to provide online ticketing and snacks promotion and collect the customers' behavioral data and made analysis. It helps to understand better audiences' needs, so they can offer more tailored services or promotions, and communicated with them in a more personal way. The Apps has a record number of 1 million downloads, with 600,000 active users per month.

Thoughtful selection of movies

As the awardee of Consumer Caring Scheme 2016, UA Cinemas exercises the best endeavor to provide customer-oriented quality services. For example UA CineHub provides alternative film content, like Indian popular movies, or operas in high-definition, to satisfy audience unconventional taste and preference.

UA Cinemas once cooperated with the shopping mall and TV station to broadcast the final match of the UEFA European Football Championship 2016. This kind of live screening activity can strengthen the connection with the audience.

Mr Ivan Wong, Managing Director of UA Cinema Circuit Ltd., awardee of Consumer Caring Scheme 2016
2016年「貼心企業」嘉許計劃得主、娛藝(UA)院線有限公司董事總經理黃嗣輝先生

娛藝(UA)院線是香港的主要戲院院線之一，為立基國際集團旗下公司，於1985年於沙田開設首家影院，並率先將美式綜合影院引入香港以至全亞洲，致力為香港、澳門及大中華區觀眾提供高質素的觀影體驗，並承諾將優質的戲院服務帶予顧客。UA院線現時於中港澳不同核心地區已開設近20間戲院，共有126塊銀幕，近2萬個座位。

以觀眾為本　力臻完美

娛藝(UA)院線有限公司董事總經理黃嗣輝先生指出，過去數年，電影票房每年也有遞增，觀影人數也在上升。

他指出，這有賴整個電影業在供應鏈的每一項環節都積極加強，包括從最初開拍時已利用3D或IMAX技術和杜比環口音響效果製作，以及發行商的配合。而作為院商，提供優質舒適的環境及個人化服務予觀眾，例如擴大戲院小食選擇，除提供爆谷、汽水外，觀眾到UA戲院亦可品嚐多款特色小食，有助提升整體觀影體驗。

為了解顧客需要，時刻超越顧客的期望，UA在2015年7月開始推出新的UA Loyalty Club手機應用程式，除了提供買票和小食優惠外，也會藉此收集更多客戶數據，分析消費行為模式，從而推出更多與消費者連繫的服務或推廣，與客戶有更深入的互動。目前該手機程式累計已有高達100萬下載次數，而每月活躍用戶人數更達60萬人。

精心挑選　全方位迎合客戶

作為2016年「貼心企業」嘉許計劃得主，在產品及服務內容方面，UA均時刻以客為先，例如UA Cinehub不時引入獨家推介的印度電影或高清攝製歌劇，以滿足喜歡不同類型電影的觀眾。

UA也曾與商場和電視台合作，於戲院現場直播歐洲國家盃冠軍賽事，觀眾在舒適環境下舉杯暢飲、在高質素的音響效果下欣賞賽事，現場氣氛熱烈，大大加強與觀眾聯繫。

wishh! Mesh Up Trend and Beauty with Interactive O2O Retailing
wishh! 以O2O模式與愛潮愛美的顧客緊貼交流

Rapid expansion to cater customers' need

wishh! is a newly developed Korean skin care beauty chain stores, selling famous Korean skin care, make-up, personal and hair care products brand. The target consumer groups of the company are young ladies who desire quality, novice, trendy and unique beauty products. That is exactly what the company is offering: quality assurance and varied famous brands directly import from South Korea, enabling customers to have the latest touch and flavor of the "Gangnam Style".

Ms Joyce Hung, founder of the company, said that Hong Kong people are increasingly more concerned about skin care and beauty, so are their stores growth in number. They rapidly expanded the cosmetic chain stores to more than 40 since the first opened 4 years ago, setting up new stores in residential shopping malls at the very beginning, and expanding to the famous shopping districts in recent months. To provide further convenience to the local "Korean Chic" shoppers, they also set up new stores along MTR subway areas.

Consumer caring company value consumer interaction

"To gauge better interaction with customers, wishh! focuses on social media for promotion, and regularly introduces the latest beauty information and trend so that our customers can keep abreast of the latest Korean skin care and make up skills." She cited.

Witnessing consumers' demand for online shopping, wishh! launched its debut cosmetic retail online platform – wishh.com in November 2016. "The online shop requires fine-tuning at this early stage, including user experience and our purchase capability. We endeavor to seek the latest beauty news and products to offer more choices for consumers, so that we can differentiate ourselves from competition and provide trust and confidence for consumers." Miss Hung said.

Miss Joyce Hung, Founder of wishh!, awardee of Consumer Caring Scheme 2016
2016年「貼心企業」嘉許計劃得主、韓國護膚彩妝專門店創辦人洪樂琳小姐

積極發展以滿足消費者

wishh!是近年新開設的連鎖韓國護膚彩妝專門店，售賣多個韓國著名品牌的護膚、彩妝、個人及頭髮護理產品。該公司的目標顧客為愛打扮、追求新鮮感的年輕本地女士消費者為主，提供由韓國直接入口、具品質保證的護膚彩妝產品，感受凜凜「韓」風。

公司創辦人洪樂琳小姐指出，香港人愈來愈重視護膚和美容，故此wishh!在2013成立後短短數年間，分店數目急增超過40間，由最初在住宅區的商場開舖，到近日擴展到旅遊旺區，分店亦遍佈地鐵沿口，為消費者提供便利。

貼心企業 重視消費者互動

她說：「為了加強與顧客互動，wishh!會專注以社交媒體進行推廣，介紹最新的美容資訊和潮流，令顧客可以緊貼韓國護膚彩妝技巧。」

察見消費者對網購的需要，wishh!在2016年11月開拓網上商店wishh.com，洪小姐說：「網店運作初期仍需要不斷優化，包括用戶介面及我們自身的採購能力，搜羅最新資訊和新款美容產品，為消費者提供更多選擇，才可令到我們在競爭激烈的市場上脫穎而出，令消費者更有信心。」

2017年貼心企業嘉許計劃
CONSUMER CARING SCHEME 2017

加入「貼心企業」建立信心品牌

消費者對品牌的認同和信心，對品牌長遠發展而言至為重要。貼心企業嘉許計劃至今已踏入第七屆，表揚超過130家貼心待客的企業。期望透過嘉許以「消費者為先」的企業，鼓勵企業提升產品和服務水平。

立即參加計劃，成為業界模範，顧客信心之選！

貼心企業更可獲得一系列媒體報導機會

- 頭條日報的報導
- GS1 HK 電子會員通訊及《Supply Chain Plus》雜誌
- GS1 HK社交媒體平台，包括Facebook及LinkedIn
- 貼心企業嘉許計劃網站及宣傳刊物

| 4月 開始 接受申請 | ▶ | 8月31日 截止申請 | ▶ | 9月至10日 評審 | ▶ | 12月 結果公佈 |

貼心企業2016一覽

獲嘉許企業

About GS1 Hong Kong

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. GS1 Hong Kong engages with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

Currently, GS1 Hong Kong has over 7,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. GS1 Hong Kong continually enhances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

關於香港貨品編碼協會

香港貨品編碼協會於1989年由香港總商會成立,是GS1®環球組織的香港分會,也是一間提供標準的非牟利機構,一直致力研發和推動方便採納的全球標準,讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾,擁有超過110個成員組織,遍及全球150個國家。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務,為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度,並推動商業之間的連繫。透過採用及實施全球標準,香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係,助他們了解行業需要並作出回應。

香港貨品編碼協會目前有逾7,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。協會不斷提升及推出新的服務及解決方案,協助各企業會員抓緊新景象、新挑戰和新機遇。

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