Entering a New Milestone
GS1 Hong Kong’s 20th Anniversary

Celebrating 20 Years of Efficiency and Innovation
香港貨品編碼協會 推動效率與創新二十年

Logistics Delegation’s Visit to Europe Reinforces Hong Kong’s Position as the Leading Regional Logistics Hub
物流業代表團訪問歐洲 強化香港作為區域物流樞紐的領先地位

GS1 Hong Kong’s EPCIS-based RFID Platform Establishes Track and Trace Connectivity between Hong Kong, Guangdong and Taiwan
香港貨品編碼協會以EPCIS為基礎的RFID平台為香港、廣東及台灣三地建立可追蹤及追溯產品的網絡連接

Global GS1 Healthcare Conference Raising the Bar on Patient Safety
GS1全球醫療護理會議提升對病人的安全保障

Innovation and Creativity Shine at Hong Kong RFID Awards 2009 「香港無線射頻識別大獎2009」 展示創新思維與創意

New Look for Hong Kong RFID Centre
香港RFID中心展示全新面貌

GS1 Released Implementation Guide for Traceability of Fresh Fruit and Vegetables
GS1發佈「鮮果蔬菜追溯實施指南」

GS1 Hong Kong Extends E-Commerce Service to Mainland China
香港貨品編碼協會拓展 電子商貿服務至中國內地

Issue 11 Jan 2010
2010年1月第十一期
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- Steve Luczo, CEO, Seagate Technology

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in Collaboration with Hong Kong’s Major Testing and Certification Bodies

The increasing demand for enhanced product quality and safety from customers, coupled with the changing globalization landscape in regulations, standards, compliance and certification have created a fragmented environment affecting enterprises and their way of doing business. In view of this, GS1 Hong Kong has developed a shared online platform, BarcodePlus (www.barcodeplus.com.hk), which is open to supply chain business partners and consumers to access critical product quality-related information as well as product safety testing reports and certificates in an easy and efficient way. We have successfully collaborated with 3 Hong Kong’s major product testing and certification bodies, including CMA Testing, Hong Kong Safety Institute and SGS Hong Kong Ltd. to provide discount offers to GS1 Hong Kong’s members upon acquiring their testing and certification services. Please refer to the details below:

Testing & Certification Discounts for GS1 Hong Kong’s Members

<table>
<thead>
<tr>
<th>Testing &amp; Certification Laboratory</th>
<th>Offer</th>
<th>Enquiry Hotline &amp; Email</th>
</tr>
</thead>
<tbody>
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<td>CMA Testing</td>
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<td>Hong Kong Safety Institute</td>
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<td>Email: <a href="mailto:hksi@hk-si.com">hksi@hk-si.com</a></td>
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<td>SGS Hong Kong Ltd</td>
<td>20% discount for the regular and listed price of all SGS Hong Kong testing services (Consumer Testing services and Life Science services), and SGS Hong Kong Systems &amp; Services certification (ISO 9001, ISO 14001, OHSAS 18001, HACCP, and ISO 22000 only)</td>
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<tr>
<td></td>
<td>Valid until 31/12/2010</td>
<td>Email: <a href="mailto:mktg.hk@sgs.com">mktg.hk@sgs.com</a></td>
</tr>
</tbody>
</table>
Contents

Member Benefits
會員優惠
Special Privileges to GS1 Hong Kong’s Members
in Collaboration with Hong Kong’s Major Testing and Certification Bodies

Welcome
歡迎
Welcome to GS1 Hong Kong New Board Members

Cover Story
封面故事
Celebrating 20 Years of Efficiency and Innovation
GS1 Hong Kong Enters a New Era

Industry Watch
行業焦點
Healthcare
醫療護理
Global GS1 Healthcare Conference Raising the Bar on Patient Safety

Logistics
物流業
Logistics Delegation’s Visit to Europe Reinforces Hong Kong’s Position as the Leading Regional Logistics Hub
SME Logistics Service Providers Will Soon Become EPC/RFID Enabled

Retail & Food
零售業及食品
GS1 Hong Kong Extends E-Commerce Service to Mainland China
Centre for Food Safety Announces Pre-statutory Voluntary Registration Scheme for Food Importers/Distributors

EPC in Action
EPC追蹤
GS1 Hong Kong’s EPCIS-based RFID Platform Establishes Track and Trace Connectivity between Hong Kong, Guangdong and Taiwan
Innovation and Creativity Shine at Hong Kong RFID Awards 2009
New Look for Hong Kong RFID Centre

Worldwide Trends
環球動態
GS1 Released Implementation Guide for Traceability of Fresh Fruit and Vegetables
GS1 Barcode Standards Successfully Adopted in Indian Healthcare Sector
Leading Companies Support Development of Global Standards for Mobile Commerce Communications

SCM Best Practice
供應鍊管理最佳實務
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Events & Training Programs
活動及培訓課程
Complimentary Member Listing
會員名錄
Welcome to GS1 Hong Kong
New Board Members
歡迎香港貨品編碼協會
新任董事局成員

The GS1 Hong Kong Annual General Meeting was held with success on December 17, 2009. We are pleased to announce that Ms. Robin Moriarty representing The Hong Kong General Chamber of Commerce and Mr. Derrick Chan representing the ECR Hong Kong have joined GS1 Hong Kong Board of Directors.

香港貨品編碼協會年度周年大會於2009年12月17日圓滿結束，我們很高興宣佈香港總商會的代表莫麗緹女士，及ECR香港的代表陳世傑先生加入成為香港貨品編碼協會董事局的成員。

A photo of our Board Members at the Annual General Meeting 2009: (right to left back row) Mr. Alex Fong, Ms. Robin Moriarty, Mr. Roy Ng, Mr. Augustine Tsang (Treasurer), Mr. Simon Wong, Mr. Sandroff Ma, Ms. Caroline Mak, and Mr. Peter Lee; (right to left front row) Mr. Nicholas Horvath, Mr. Glenn Smith, Chairman Joseph C. Phi, Mr. Philippe Giard, and Ms. Anna Lin.

董事局成員於2009年度周年大會的合照: (後排由右至左) 方志偉先生，莫麗緹女士，伍俊達先生，曾志祥先生 (司庫)，黃家和先生，馬智駿先生，麥瑞玲女士，李雨川先生，(前排由右至左) 鮑皓華律師，史密夫先生，彭煒煒主席，簡力宏先生及林潤貞女士。

Last year was very significant for GS1 Hong Kong as we celebrated our 20th anniversary. On reviewing the past two decades, we took pride in growing with local businesses to become both an industry-led organization as well as a trusted and essential partner for enterprises.

2009年對香港貨品編碼協會來說特別重要，因為這年正是協會成立二十周年誌慶。回顧過去廿載，本會跟本地企業一同成長，並成為業界信賴的合作夥伴，我們對此深感榮幸與驕傲。
For twenty years, GS1 Hong Kong has been continuously developing and initiating new and innovative services and solutions to improve the quality and scope of our portfolio of supply chain management services. We constantly strive hard to boost the operational efficiency of companies through promoting modern supply chain management know-how, enabling technologies and best practices based on the GS1 Systems of standards.

The culmination GS1 Hong Kong’s celebration of 20 years of efficiency and innovation was a successful one-week program of events that lasted from November 10 – 13, 2009.

Encompassing the 9th GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit, a 20th anniversary celebration dinner and GS1 Asia Pacific Regional Forum, the week of November 10 was a favorable conclusion to the anniversary year.

The 9th GS1 Hong Kong SCM Excellence Summit

Since its launch in 2000, the GS1 Hong Kong SCM Excellence Summit has become a must-attend event for business leaders and supply chain professionals from key stakeholders in the global supply chain to share and discuss key issues critical to modern supply chain management.

Under a timely theme entitled “Managing in a Challenging Economy”, the Summit addressed the most pressing issues facing local and global enterprises, as well as connecting participants to the decision makers of leading global and Hong Kong community. Sharing their knowledge and insights in supply chain management, were 38 prominent speakers from around the globe.

Drawing over 550 delegates from 15 nations spanning a wide spectrum of the community including manufacturers, wholesalers, retailers, logistics service providers, public organizations and government bureaus, this year’s Summit broke all previous records for attendance.
Facing challenges with a holistic approach to SCM

Chairman of GS1 Hong Kong, Mr. Joseph C. Phi, opened the Summit with a welcome address, which was followed by a congratulatory message video broadcast from Mr. Bob McDonald, Chairman of GS1 Global.

In the opening address, Guest of Honor, Mrs. Rita Lau, JP, Secretary for Commerce and Economic Development of the HKSAR Government said, “GS1 Hong Kong SCM Excellence Summit 2009 provides a great opportunity for the industry to look ahead, to exchange knowledge and ideas so that you are ready to seize the opportunities ahead.”

The growing complexity of modern supply chains coupled with the current volatile economy has resulted in unprecedented challenges for businesses everywhere. In an insightful speech titled “Managing your business in challenging times”, Dr. Victor K. Fung, Group Chairman of Li & Fung Group, pinpointed that enterprises should think holistically about the entire supply chain. He advised companies to think about developing new partnerships that would position themselves as part of a team, then determine how to work with their team to orchestrate the global supply chain.

Dr. Fung explained that Li & Fung had extended the concept of end-to-end supply chain to include the whole production cycle from the idea stage - the formulation of ideas, product design and all innovation processes - all the way through to the consumers.
Three Plenary sessions respectively addressed food safety, business sustainability and technological innovation

“Joining the Call-to-action for Safer Fresh Food” was the first of series of plenary session where Mr. Paul Sheldrake, Chairman, Coca-Cola Retailing Research Council for Asia/Operations Director, The Dairy Farm Company Ltd – Wellcome HK, explained how the Council helped the food retail industry develop long term planning and immediate solutions to address food safety issues through their research initiatives focusing on the challenges of food retail management.

Plenary session two, “Taking business sustainability to next level”, looked at ways of driving cost efficiency while enhancing customer value through a 360 degree view to analyze and deal with topical issues critical to business sustainability, where a cross-sector group of leading business players was gathered to exchange their insights and experiences of supply chain collaboration, customer satisfaction, technological innovation, environmental sustainability and global harmonization in the power discussion panel.

The kick-off ceremony for the Pan-Asia RFID Collaboration among GS1 Hong Kong, Guangdong RFID Technology Service Center (GDRC) and SIRIM Berhad of Malaysia as well as the collaborative project between GS1 Hong Kong and GDRC on establishing the Guangdong-Hong Kong RFID Platform was held at the plenary session three named “Harnessing RFID to drive operational efficiency.”

This session also featured the culmination of the Summit – the 2nd Hong Kong RFID Awards Presentation Ceremony and winning case sharing. Ms. Janet Wong, JP, Commissioner for Innovation and Technology of the HKSAR Government was invited as the Officiating Guest of Honor, who delivered a congratulatory message to the winners and presented trophies to the Gold, Silver and Bronze award winners.

After the winning case sharing that followed was a knowledge exchange section called “EPC/RFID Leadership Panel Sharing – What’s Next for RFID”, where industry experts explained how RFID technology could benefit businesses by turning data into actionable information.

In the breakout session scheduled in the afternoon, speakers featured “building customer trust with quality”, “innovative use of technology” and “optimizing supply chain efficiency” with practical tips and tricks for achieving a responsive and intelligent supply chain.

The Summit successfully provided a unique forum for the exchange of valuable real-world SCM experience and generated fruitful discussions that created a strong foundation for further collaboration among key stakeholders seeking supply chain excellence.

三大專題研討會分別探討食物安全、企業可持續發展及科技創新應用

專題研討會首個環節的主題是「聯手保障新鮮食品安全」。亞洲可口可樂零售業研究委員會主席及牛奶公司業務總監鮑紹榮先生，就該委員會如何協助食品零售業透過發展長遠計劃及即時性的解決方案藉以回應食品安全的問題發表報告，並詳述該組織的研究項目如何面對食品零售管理的挑戰。

主題為「強化業務的持續發展」的專題研討會二，則以360度環顧角度全面分析及探討如何處理企業持續發展所面對的問題，包括如何為客戶創優增值同時為企業提高成本效益。會上雲集跨行業的商界領袖，他們就供應鏈協作、客戶滿意度、科技創新應用、環境可持續發展及全球標準一體化的問題交流經驗及寶貴建議。

在專題研討會之三「利用無線射頻識別技術提升營運效率」的環節開始時，香港貨品編碼協會聯同參與泛亞RFID協作計劃的合作夥伴包括來自廣東省RFID公共技術支持中心 (GDRC) 及馬來西亞國家RFID中心SIRIM Berhad的代表，一同為該協作計劃，以及由香港貨品編碼協會與GDRC合作建立的粵港RFID平台協作計劃主持啟動儀式。

該環節的另一個高潮是第二屆「無線射頻識別大獎」頒獎典禮及勇勝者案例分享；頒獎禮邀得香港特區政府創新科技署署長王榮珍太平紳士擔任主禮嘉賓並致祝賀辭，以及頒發企業組別的三大獎項，包括最佳EPC/RFID應用大獎、最具創意EPC/RFID應用大獎及最具創意EPC/RFID 產品大獎。

緊接的是主題為「EPC/RFID領袖小組討論會- RFID的下一步？」之知識交流環節，業界專家在會上共同探討RFID如何透過將數據轉化為可用資訊藉以為業界帶來效益的方法。

在當日下午舉行的分組論壇上，講者集中討論「以品質贏取客戶的信賴」、「科技的創新應用」及「優化供應鏈效率」三大議題，就如何成功打造反應迅速的智慧型供應鏈，分享實用知識及成功經驗。

高峰會成功締造一個獨一無二的平台，讓積極優化供應鏈的主要持份者，相互分享實用及寶貴的供應鏈管理經驗；會議上的熱烈討論，進一步為各界的協作奠下穩固的基礎。
Delegates from over 18 nations joined GS1 Hong Kong in celebrating its achievements at the GS1 Hong Kong 20th Anniversary Gala Dinner on November 10. The Gala Dinner also received strong support from a wide variety of sectors spanning the government, industry, trade associations, academia and Professor Frederick Ma Si-hang, GBS, as the Guest of Honor. Prof. Ma gave a thought-provoking and lively speech about how Hong Kong had retained its position as the global hub of international trade and communications in the face of Mainland China's increasing economic power.

During the dinner, tribute was paid to GS1 Hong Kong’s past chairman and founder, Mr. Brigadier Ian Christie. Mr. Christie recalled how the organization started as an advocate of barcode technology in Hong Kong and had become the leading force in making supply chain automation and efficiency a reality in Hong Kong.

A highlight of the dinner was the presentation of the GS1 Hong Kong 20 Years of Patronage, when Ms. Anna Lin, Chief Executive of GS1 Hong Kong, paid tribute to the support of 40 loyal members who have been patrons of the organization for two decades.

As the highly enjoyable celebratory dinner drew to a close, guests enjoyed a variety of exciting performances and a lucky draw, while taking the unique opportunity to network with industry peers and members in a relaxing environment.

A toast to honor 20 years of innovation
The high point of the dinner was a toast proposed by Mr. Joseph C. Phi, Chairman of GS1 Hong Kong, who was joined by Ms. Anna Lin, Chief Executive of GS1 Hong Kong and other honorable guests.

20th Anniversary Gala Dinner

嘉賓祝酒慶賀創新二十年
香港貨品編碼協會主席彭焜燿先生聯同協會總監林潔貽女士向在場嘉賓舉杯祝酒慶賀。
GS1 Asia Pacific Regional Forum 2009

From November 11-13, GS1 Hong Kong welcomed 57 representatives from 17 GS1 Member Organizations to the GS1 Asia Pacific Forum in Hong Kong.

Mr. Joseph C. Phi delivered an inspirational presentation on “Emerging Trends in Supply Chain Management and the Role of GS1” followed by a fruitful discussion with participating GS1 global community. Mr. Miguel Lopera, President and CEO of GS1, then gave an update on various breakthrough projects and initiatives of GS1 last year. Updates by MOs on challenges, strategies and experiences also provided valuable information for sister organizations within the region to strengthen their capabilities for serving members.

The forum also provided participants with an opportunity to receive “back to basics” training on the GS1 System of standards and various applications. These training sessions were designed to provide delegates with updated knowledge to drive the implementation of GS1 standards and new applications in the local community.

Thanks to the eminent support of the global office and the active participation and contribution of the MOs, the forum was a remarkable success.

GS1亞太地區論壇2009

在11月11日至13日，香港貨品編碼協會歡迎來自17個成員組織的57名代表，出席在香港舉行的GS1亞太地區論壇。

在論壇上，彭焜燿先生以「供應鏈管理的新趨勢及GS1的角色」為主題發表具啟發性的演說，引起在場GS1全球組織熱烈的討論。其後，GS1主席及行政總裁Mr. Miguel Lopera公佈GS1去年所進行的突破性項目及計劃之最新現況。此外，各成員組織亦就挑戰、策略及經驗三方面公佈最新情況；此寶貴資訊有助區內各成員組織強化自身能力，為會員提供更佳的服務。

大會並安排培訓環節，內容回歸根本，針對GS1標準及其他應用方案，為會員更新基本知識，從而推動各成員組織在當地社區推廣GS1標準及其他嶄新的應用方案。

是次論壇舉辦成功，有賴GS1總部的支持以及其他成員組織的積極參與和投入。
**Global GS1 Healthcare Conference**

**Raising the Bar on Patient Safety**

**GS1全球醫療護理會議**

**提升對病人的安全保障**

Eliminating errors and ensuring patient safety through supply chain security, traceability and increased efficiency in healthcare are now at the top of the agenda for governments, the industry and the general public worldwide.

With the aim of providing a unique platform for key international healthcare stakeholders to share and discuss the latest global standards, as well as industry and regulatory developments for healthcare supply chain efficiency, GS1 Healthcare User Group organizes the GS1 Global Healthcare Conference annually in Asia Pacific, Europe and the Americas. This year, GS1 Hong Kong collaborated with the global office and the local organizing committee, which comprised Food and Health Bureau, the Government of HKSAR, Office of the Government Chief Information Officer (CGIO), Hospital Authority (HA) and major industry associations, to organize the 15th Global GS1 Healthcare Conference in Hong Kong from October 6 to 8, 2009.

Ms. Lee expressed her enthusiasm for participating in the conference and delivered an impressive presentation on healthcare reform in Hong Kong. "The theme of the conference as "Raising the Bar on Patient Safety and Supply Chain Efficiency" has special meaning and relevance to Hong Kong as it well echoes our vision in building a territory-wide Electronic Health Record sharing system as an essential healthcare infrastructure to provide more efficient and better healthcare service to the community," Ms. Lee said.

李氏對能參與是次會議感到欣喜，並以香港醫療改革為題發表有力的演說。李氏表示：「是次會議的主題為『保障病人安全及提高供應鏈效率』，對香港來說更是別具意義，關係重大。上述主題正與我們的願景相互呼應，即建立不可或缺的醫療基建設施，為市民提供高效及優質的醫療服務。」

Ms. Sandra Lee, JP, Permanent Secretary for Health and Food (Health), HKSAR Government

香港特區政府食物及衛生局常任秘書長(衛生)李淑儀太平紳士

Mr. Raymond Wong, Chief Manager, Business Support Services, Hospital Authority

醫院管理局業務支援及發展總行政經理王紹強先生

Addressing the challenges ahead for the Hospital Authority's plans for supply chain modernization, Mr. Wong said: "We strongly believe that only by working closely together and adopting harmonization of consumer standards, the global healthcare supply chains will attain optimal efficiency, increase necessary transparency and build real traceability to deliver a win-win-win worldwide environment for consumers, providers and suppliers."

"As a Voting Member of GS1 Healthcare, the Hospital Authority is very keen to contribute and collaborate with the GS1 Healthcare global community in facing all these challenges," Mr. Wong added.

王紹強先生則就醫院管理局進行供應鏈管理現代化所面對的挑戰表示：「我們深信只有緊密合作，共同採納共融的消費者標準，全球醫療供應鏈才能達至最高效率、提升必要的透明度，並建立真正的追溯系統，從而為消費者、服務供應商及物料供應商創造多贏局面。」

Ms. S.C. Chiang, Senior Pharmacist, Chief Pharmacist's Office, Hospital Authority

醫院管理局藥劑師辦事處高級藥劑師蔣秀珠女士

Sharing her views on the significance of healthcare supply chain visibility, Ms. S.C. Chiang, Senior Pharmacist, Chief Pharmacist's Office, Hospital Authority said, "All parties in the supply chain must agree on the significance and importance of the need to track and trace. It is not just about efficiency in the supply management side, but it is also about the safety that extends to the user management side. We must all commit and contribute to this ultimate objective."

蔣氏就醫護供應鏈的重要性發表意見：「供應鏈上的所有夥伴必須認同追蹤及追溯的重要性，這並非只是供應鏈管理的效率問題，而是關於延申到用者管理範疇的安全問題。我們必須一同為此目標付出努力。」
Prominent speakers addressed pressing issues facing global healthcare supply chains

This year’s conference was themed “Raising the Bar on Patient Safety and Efficiency”. During the three-day conference, over 20 prominent international speakers addressed the most pressing issues facing healthcare supply chains worldwide covering regulatory development on automatic identification, traceability, electronic product categories, patient safety initiatives as well as healthcare supply chain efficiency improvement.

Keynote speakers Ms. Sandra Lee, JP, Permanent Secretary for Health and Food (Health), HK SAR Government; Mr. Raymond Wong, Chief Manager, Business Support Services, Hospital Authority; and Mr. Joe Pleasant, Chief Information Officer, Premier Inc. shared their perspectives as industry stakeholders.

With over 300 delegates from 29 countries around the world including local participants from government organizations, private and public hospitals, members of industry associations of medical devices and pharmaceutical products suppliers as well as vendors and academics, the conference succeeded in providing a neutral and international platform and despite their variety of interests, all participants shared a vision to improve patient safety and take the quality of healthcare to the next level.

Global roundtable gathered regulators from around the world

In conjunction with the GS1 Global Healthcare Conference, a Regulatory Roundtable was held on October 8 to provide a platform for governmental bodies, regulators and hospital authorities from different countries to discuss and share visions, ideas and insights into global healthcare harmonization, with particular focus on automatic identification and data capture, traceability, product catalogues, and electronic data interchange.

The roundtable was declared a success with active and fruitful discussion amongst the regulators from Australia, Hong Kong, Mainland China, New Zealand, Saudi Arabia, the United Kingdom and the United States.

Post-conference Tour - Visit to the Hong Kong RFID Centre

On October 9, a specially developed post-conference tour gave delegates a behind-the-scenes-peek of four sites including Prince of Wales Hospital, IDS Logistics, Zuellig Pharma Limited and the Hong Kong RFID Centre, to witness how EPC/RFID innovative applications were utilized across different sectors.

With its unwavering commitment towards supply chain excellence, GS1 Hong Kong will continue its efforts to protect patient safety and improve quality of care through uplifting quality and efficiency of the healthcare sector.

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Hong Kong has long been a leading logistics hub in Asia Pacific and a gateway to Mainland China. To foster and renew relations between Hong Kong’s logistics industry and its counterparts in the Netherlands, Belgium and Luxembourg, a delegation of the Hong Kong Logistics Development Council visited the three Benelux countries during November 22 to 26, 2009.

Hong Kong as a gateway to Mainland China

Led by Mr. Francis Ho, JP, Permanent Secretary for Transport and Housing (Transport) and Vice Chairman of the Hong Kong Logistics Development Council, the theme of the visit was “Hong Kong: A Premier Logistics Hub and the Gateway to China”.

Addressing a luncheon in Rotterdam, Mr. Ho highlighted Hong Kong’s long-established strengths as a logistics hub for European companies. He focused on the advantages of Hong Kong as a base for doing business in Asia, particularly for the Mainland China market.

“Over the years, Hong Kong has successfully accumulated and developed the vital knowledge, expertise, experience and network in international and domestic logistics business,” said Mr. Ho.

As one of the world’s busiest container ports and the world’s busiest airport in terms of international air cargo, Hong Kong is Asia’s premier international transportation and logistics hub. Hong Kong’s port handles over 400 sailings per week reaching over 500 destinations worldwide, while the Hong Kong International Airport has been handling more international cargo than any other airport since 1996. Each week, there are 5,800 flights connecting Hong Kong with more than 150 destinations worldwide, including 40 destinations in Mainland China.

Mr. Ho pointed out that Hong Kong’s unique position as a leading intra-Asia logistics hub was further strengthened by the Closer Economic Partnership Arrangement (CEPA) between Hong Kong and Mainland China. The Central People’s Government also pledged in the 11th National Five-Year Plan its full support for Hong Kong to develop its logistics services and maintain its status as an international maritime centre.

Hong Kong also distinguishes itself in the region by offering good security, reliable quality assurance and good intellectual property protection. Mr. Ho explained that these strengths are key to Hong Kong’s cost-effective management of high-value goods like aviation spare parts, electronic goods and luxury fashion items, and its excellence as a regional distribution centre.

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EPC/RFID technology is bringing revolutionary improvement to the supply chain by enabling logistics service providers to manage shipments, inventories and assets. However, many SME logistics providers may not be able to afford to invest in the hardware, software and business applications with EPC/RFID support functions, which are available in the market. Meanwhile, developing such an application in-house with logistics technology solution providers requires resources and knowledge that are not always readily available.

To help logistics service providers increase operational efficiency and better serve their customers by providing EPC/RFID related services, GS1 Hong Kong in collaboration with the Chamber of Hong Kong Logistics Industry Limited have initiated a new project entitled "RFID/EPC enabling tools for SME logistics service providers and logistics technology solution providers". Launched in June 2009, the project aims to develop an open source RFID enabling engine for logistics technology solution providers to enable tag printing, tag reading, Electronic Product Code Information Service (EPCIS) and EPCNetwork connectivity and other supporting functions.

As well as promoting Hong Kong as a springboard to the huge market of Mainland China, during the trip the eight-member delegation including Ms. Anna Lin, Chief Executive of GS1 Hong Kong, also achieved its objective of gaining first hand information about the transformation and integration of European ports and logistics services.

Members of the Council delegation included Mr. Francis Ho, JP, Permanent Secretary for Transport and Housing (Transport) / Vice Chairman of the Hong Kong Logistics Development Council, Ms. Anna Lin, Chief Executive of GS1 Hong Kong, The Hon. Miriam Lau, GBS, JP, Legislative Councillor, Mr. Willy Lin, Chairman of the Hong Kong Shippers’ Council, Mr. Leung Kong-yui, Senior Programme Director of the School of Professional and Continuing Education, University of Hong Kong, Mr. Alan Lee, Chairman of the Hong Kong Container Terminal Operators Association, and Ms. Doris Cheung, Deputy Secretary for Transport and Housing (Transport).
Open source software offers practical accessibility

Funded by the HKSAR Government’s Trade and Industry Department and with the support of sponsors including Convergence Systems Limited, Vizilog Solutions Limited, and Aeroprint (E & A) Limited, the project is due to be completed by May 2010.

The open source tools being developed will offer practical accessibility to a product’s source including the source code and knowledge. These tools will allow logistics technology solution providers to develop cargo tracking, proof of delivery and other logistics applications. In turn, logistics service providers will be able to provide EPC/RFID related services to their customers through the help of logistics technology solution providers, and thereby improve the visibility of goods and shipments along the supply chain.

During the development of the open source tools, three pilot studies will be conducted with logistics service providers and logistics technology solution providers. These pilots will create greater value for the industry through providing useful case studies for future reference.

EPC standards-compliant RFID technology essential to success

GS1 Hong Kong has made continuous and significant efforts to drive the logistics industry’s adoption of global standards for RFID technology. With a common business language, logistics service providers are able to ensure timely and accurate information flow crucial to supply chain visibility to meet the increasing demand of customers in the global marketplace.

GS1 Hong Kong Extends E-Commerce Service to Mainland China

香港貨品編碼協會拓展電子商貿服務至中國內地

The ezTRADE B2B platform has been helping Hong Kong companies achieve greater efficiency since its introduction in 1995. Designed to facilitate paperless trading and e-commerce, ezTRADE users include retailers and manufacturers as well as the public sector and government departments.

Enabling businesses to electronically exchange orders, invoices, and payment data with their customers and suppliers, ezTRADE significantly helped streamline business processes by increasing automation business transactions and eliminating the need for data re-entry and mapping.

透過開放源碼軟件可直接取得所需資料

此計劃由香港特區政府工業貿易署資助，並獲多家機構贊助，包括恆進信息科技有限公司、Vizilog Solutions Limited及Aeroprint (E & A) Limited，計劃預期將於2010年5月完成。

此開放源碼軟件可讓用家直接取得產品的源碼和技術，讓物流技術解決方案供應商開發出貨物追蹤、到貨證明及其他物流應用方案。透過物流技術解決方案供應商的支援，物流服務供應商可為客戶提供EPC/RFID相關服務，從而提升供應鏈上物流及資訊流的透明度。

在開發開放源碼軟件的同時，三個與物流服務供應商及物流技術解決方案供應商共同推行的試點項目亦將同步進行，這些試點計劃將提供有用案例作未來參考之用，藉以進一步為業界創優增值。

以EPC標準為基礎的RFID技術乃成功關鍵

香港貨品編碼協會一直致力推動物流業採納RFID技術之全球標準。透過共同的商業語言，物流服務供應商便可提供適時及準確的資訊，有效提升供應鏈透明度，以回應全球市場上日益嚴格的客戶需求。

自1995年推出以來，企業對企業平台「通商易」一直協助香港企業提升營運效率。「通商易」旨在推動無紙化商貿模式及電子商貿，其用戶包括零售商、生產商、公共機構及政府部門。

「通商易」讓企業與客戶及供應商，以電子化的方式互換訂單、收據及付款資料，透過加強商業交易自動化，減省重複輸入及核對資料的過程，大大提高業務流程。
In response to a number of incidents related to imported foods, the HKSAR Government is planning to introduce a new legislation to make it a mandatory requirement for all businesses engaged in food importation and distribution to register with the Centre for Food Safety (CFS). Companies will be required to provide details of their identity, contact details and the main food types they import/distribute. In addition, they are also required to keep record of the movement of their products as a good business practice and to help enhance food traceability and thus consumer safety.

Before the enactment of the new legislation, the Government has launched a pre-statutory voluntary registration scheme (the Scheme) to encourage food importers/distributors to register with the Centre. By building up a register of all food importers as well as distributors in Hong Kong, the Government is able to monitor the food supply chain in Hong Kong and achieve the following objectives:

1. Identify food importers and distributors so that the CFS can enlist their support and cooperation in the event of a food incident before the “Food Safety Bill” and the mandatory scheme comes into force
2. Allow the trade to familiarize itself with future mandatory requirements
3. Enable the CFS to gain practical experience in designing and administering the future mandatory scheme

Companies engaged in food importation and/or distribution are invited to join the Scheme. Application forms can be downloaded from CFS website and the completed form can be returned to the CFS by fax, mail or electronic submission for processing.

For more information, please visit http://www.cfs.gov.hk/english/whatsnew/whatsnew_fstr/whatsnew_fstr_pre_stat_vol_scheme.html

Centre for Food Safety Announces Pre-statutory Voluntary Registration Scheme for Food Importers/Distributors

食物安全中心公佈食物進口商/分銷商之立法前自願登記計劃

因應過去涉及進口食物的食物事故，香港特區政府正計劃制定新法例，強制規定香港的食物進口商及分銷商必須向食物安全中心(中心)登記。企業必須呈交有關他們公司的資料、聯繫方法詳情及進口/分銷食品的主要類別。此外，作為良好的業界操守，企業必須保存有關的食物進出紀錄，以加強食物溯源能力及對消費者的保障。

在新法例制定前，政府現正推行立法前自願登記計劃(登記計劃)，鼓勵食物進口商/分銷商向中心登記。透過建立一套香港所有食物進口商及分銷商的名冊，中心便能監管香港的食物供應鏈，並達至以下目標：

1. 在新的食物安全法例和強制登記計劃實施前，認定主要食品進口商和分銷商的身份，以便在發生食物事故時，可獲取他們的支持和合作；
2. 讓業界熟習日後的強制要求；以及
3. 讓中心得以從實際經驗完善強制登記計劃的設計和管理。

中心鼓勵從事食物進口及分銷的公司參與此登記計劃；申請表格可於食物安全中心網頁下載，請把填妥的表格以傳真、郵寄或電郵方式發送到食物安全中心以作處理。


Extending the reach of ezTRADE to Southern China

In 2009, one of GS1 Hong Kong’s important tasks was the extension of the scope of ezTRADE to Southern China. With this move, ezTRADE is able to assist major retailers to introduce EDI-based (electronic data interchange) automatic ordering and invoicing processes to their China operations.

By the end of August 2009, over 1,700 GS1 Hong Kong members were using the ezTRADE platform for paperless trade in Hong Kong and Mainland China. The service currently processes more than 220,000 transactions per month.

「通商易」服務拓展至華南地區

香港貨品編碼協會在2009年其中一項主要工作，是把「通商易」的覆蓋範圍拓展至華南地區，從而協助主要零售商引入以電子數據互換為基礎的自動化訂單及發票服務，以改善其在中國內地的業務營運。

截至2009年8月為止，超過1,700名協會會員運用「通商易」平台在中港兩地進行無紙化商貿，目前每月的交易次數已超過22萬次。
Technology and innovation are vital to economic growth and are one of the six new pillars of Hong Kong's economy. Through the promotion of EPC/RFID technology, GS1 Hong Kong assists local enterprises to enhance their supply chain management processes to stay ahead in the increasingly competitive global business environment. To this end, we have recently kick-started a number of initiatives in a bid to enable supply chain traceability and visibility as well as provide the necessary infrastructure and environment for nurturing the development of EPC/RFID solutions.
In support of Hong Kong’s status as the premier transportation and logistics hub in the Asia Pacific region, GS1 Hong Kong has been making efforts to drive supply chain traceability in the region. In 2009, GS1 Hong Kong successfully extended the scope of its endeavors.

A major milestone has been reached in its partnership with Guangdong and Taiwan to collaborate on an EPCIS-based RFID track and trace platform connecting the three regions. As part of a Memorandum of Understanding (MoU) signed by the three parties in December 2009 on RFID collaboration, an EPCIS-based RFID track and trace platform connecting Hong Kong, Guangdong, and Taiwan has been successfully tested and now technically ready to carry out track and trace of product and data flow.

The EPCIS-based RFID platform powered by GS1 Hong Kong’s ezTRACK has the capacity to enable interoperability of various networks and enhance standards-based data traceability, resulting in seamless exchange of information along the supply chains. A well-connected cross-border infrastructure will then be able to enhance operational efficiency and help achieve real-time supply chain visibility, thus facilitating trade activities throughout the region.

“Hong Kong has long been a logistics hub in the region. To stay ahead in the ever-increasing competitive business environment, enterprises in Hong Kong need to embrace advanced technologies with innovative applications in the supply chain business processes”, said Ms. Anna Lin, Chief Executive of GS1 Hong Kong.

After witnessing a demonstration on the connectivity enabled by the cross-border RFID traceability platform, Dr. Zou Sheng, Vice Director for Guangdong Provincial Economic and Informatization Commission, said, “We hope that the platform can serve as a cornerstone in solidifying regional integration of various networks, further enhance cross-border trade ties, and significantly contribute in driving the development of global standard-based RFID technology in Guangdong.”

In addition to empowering Greater China with track and trace capability, GS1 Hong Kong joined hands with Guangdong RFID Technology Service Centre to forge an RFID Collaboration MoU with Malaysia in September 2009, as an initial step to extend the coverage to the Pan-Asia region. Malaysia will be moving towards connectivity in line with the Pan Asia collaboration.

Ms. Lin explained that the cross-border RFID traceability platform was built to enable real-time logistics supply chain visibility and a collaboration e-logistics environment for trading partners and logistics players.
Innovation and Creativity Shine at Hong Kong RFID Awards 2009

「香港無線射頻識別大獎2009」

展示創新思維與創意

To encourage the creative, innovative and effective use of RFID technology for business applications, GS1 Hong Kong established the first Hong Kong RFID Awards in 2008. The awards give recognition to local enterprises and individuals that have demonstrated excellence in developing real-world applications and making a difference to businesses in Hong Kong. This year, in addition to the business categories, a new award category called the U-21 Awards for students in tertiary education was added.

The Mission of the Hong Kong RFID Awards

Co-organized with the Hong Kong R&D Centre for Logistics and Supply Chain Management Enabling Technologies (LSCM), the Hong Kong Science & Technology Parks Corporation (HKSTP) and the Hong Kong RFID Centre, the Hong Kong RFID Awards 2009 drew 17 entries for the business categories and 15 nominations for the U-21 Awards. All submissions showed creative new approaches and demonstrated quality and innovation in their applications and product development.

A judging panel comprising leading figures from the Government and industry selected a total of 11 winners for the business and U-21 awards, and also awarded 21 certificates of merit.
Household names excel at 2009 Awards

At the Hong Kong RFID Awards 2009 presentation ceremony on November 10, 2009, Ms. Janet Wong, JP, Commissioner for Innovation & Technology, Innovation and Technology Commission of the HKSAR Government, was invited as the officiating Guest of Honor. Three categories of business award were presented: Best EPC/RFID Implementation; Most Innovative Use of EPC/RFID and Most Innovative EPC/RFID Products.

Winning companies, including the Kowloon Motor Bus Company (1933) Limited (KMB), Hong Kong Disneyland Resort, Nuance-Watson (HK) Limited and Megabyte Limited, all demonstrated the drive and ability to exploit the latest technologies to boost business performance and efficiency.

Winners of the Awards

The Kowloon Motor Bus Company (1933) Limited - Traffic Operations Management System

Gold Award: Best EPC/RFID Implementation
Bronze Award: Most Innovative Use of EPC/RFID

As the largest provider of bus services in Hong Kong, KMB employs 8,000 bus captains and every day its fleet of 3,933 buses transports 2.7 million passengers. Its winning Traffic Operations Management (TOM) System uses RFID to improve depot productivity, optimize resource utilization, and improve the transparency and fairness of duty allocations.

TOM’s RFID solutions successfully streamlined workflow and reduced costs across KMB’s operations. Bus captains are now able to sign-in and receive their duty sheet within just eight seconds, compared to two minutes under the previous system. Training time for field staff has been reduced from a year to a few weeks and improved productivity has reduced manpower requirements at depots by 33%.

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Nuance Watson (HK) Limited – Mobile Discovery RFID Display Station (also known as RFID Intelligent Kiosk)

Gold Award: Most Innovative Use of EPC/RFID
Bronze Award: Best EPC/RFID Implementation
Silver Award: Most Innovative EPC/RFID Products (PCCW Solutions Limited)

Used in Nuance-Watson (HK) Limited’s “Sound & Vision - Enriching Life” stores at the Hong Kong International Airport, this interactive station co-developed with PCCW Solutions Limited can instantly show customers complete mobile phone product details, promotional information and product trailers on screen. Customers are provided with recommendations on matching mobile phone accessories and can compare up to three different models simply by scanning the RFID tags.

As well as cross-referencing between different products, the station also allows the company to update product list data off-site, which minimizes disruption to sales. Data about product popularity, buying behavior and trends can also be collected.

Hong Kong Disneyland Resort – CostuMagic

Silver Award: Best EPC/RFID Implementation
Silver Award: Most Innovative Use of EPC/RFID

Hong Kong Disneyland Resort offers a unique family entertainment experience. Costumed Cast Members play an integral part in creating the Disney magic. On a typical day at the Hong Kong Disneyland Resort, 6,000 costumes are distributed to more than 2,500 Cast Members. Another 6,000 costumes are sent to an external laundry vendor and a further 6,000 clean costumes are returned.

In September 2009, the Resort introduced a self-service system called CostuMagic, which featured a Cast Member identification card reader, a touch-screen display and an RFID reader. CostuMagic not only speeds up the process of issuing costumes, but also reduces maximum queue time. Costume tracking operations, inventory management and stocktaking have also been enhanced using the new RFID system.

Megabyte Limited - Megascan- M1 RFID Reader

Gold Award: Most Innovative EPC/RFID Products

Convergence System Limited - CS203 Integrated Reader

Bronze Award: Most Innovative EPC/RFID Products

Winning cases accelerate RFID adoption

“All the winning cases have proved the enthusiasm and the readiness of the community in deploying RFID to enhance business and quality of life. We hope these successful cases will accelerate the innovation and implementation of RFID in both business and the overall community”, said Ms. Anna Lin, Chief Executive of GS1 Hong Kong.

At a time when enterprises are more reliant than ever on each other, it is essential to enhance efficiency by sharing mission critical operational data with trading partners through the adoption of standard-based RFID technology.

These standards are vital to the success of RFID technology to enable global collaborative commerce. With Hong Kong RFID Awards and other industry initiatives, GS1 Hong Kong will continue to foster the development of EPC/RFID technology in Hong Kong and the PRD region.

For the full list of Hong Kong RFID Awards and U-21 winners, please visit http://www.epcglobal.org.hk/hkrfidawards.
Established by GS1 Hong Kong in collaboration with the Innovation and Technology Commission of the HKSAR Government and Hong Kong Science & Technology Parks Corporation in October 2008, the Hong Kong RFID Centre provides the essential infrastructure and environment in nurturing the innovation and implementation of EPC/RFID applications across industries.

Showcasing the power of EPC/RFID

Entering its second year, the Hong Kong RFID Centre themed product quality and safety with traceability was upgraded with five new exhibits that demonstrated a more industry-vertical applications including:

1. Food and Retail – shows how automatic identification and data capture technology enables the food traceability system from source to plate, and how the system helps enhance food safety and quality through fast and accurate data capture process.

2. Apparel – demonstrates how RFID technology can provide customers with more product information and enhanced shopping experiences with mix-and-match advice in the “smart” retail shop.

3. Drugs and Healthcare – shows how RFID enables healthcare traceability and security through drug verification, bedside verification, medical device location tracking, baby-mother matching, and electronic medical records.

4. Consumer Electronics – demonstrates how RFID technology facilitates warranty management as well as tracking and tracing products under repair to improve after-sales services for greater customer loyalty.

5. Toys – shows how RFID enables more efficient product recall and more effective retrieving of product information to enhance product safety and quality through supply chain visibility.

Since the Centre reopened on October 13, 2009, visitors have gained a better understanding of how RFID can be applied to specific industries to enable product traceability, enhance product safety and quality, strengthen customer confidence, and provide transparent and trusted product information through these exhibits.

Arrange a visit

To visit the Hong Kong RFID Centre, please contact Ms. Samantha Leung of GS1 Hong Kong at (852) 3695 0123 or email info@scic.org.

Self-promotion:

自該中心於2009年10月13日重新開放以來，上述展覽已通過示範如何於個別行業應用RFID技術，藉以實踐產品追蹤、提升產品的質量及安全性，加強顧客信心，以及提供透明和可靠的產品資訊，成功讓參觀人士對以上的應用方案有更深入的認識。

安排參觀

如欲參觀香港RFID 中心，歡迎致電(852) 3695 0123與香港貨品編碼協會梁泳芯小姐聯繫，或電郵至info@acic.org。
At a time when governments, consumers and the food industry are increasingly concerned about food safety, traceability is the key to improve the efficiency of product data collection and tracking and provide reassurance.

To help businesses benefit from the cost-efficient alignment of customer and supplier traceability systems, the GS1 Global Traceability Standard was developed in 2006. As an extended effort, GS1 released the Implementation Guide for Traceability of Fresh Fruits and Vegetables based on the GS1 Global Traceability Standard in August 2009, in collaboration with the International Federation for Produce Standards (IFPS).

Blueprint for implementing traceability

The Traceability for Fresh Fruits and Vegetables Implementation Guide serves as a common-sense blueprint enabling all stakeholders in the fresh produce supply chain to implement traceability practices.

This Guide provides a straightforward explanation on how to apply GS1 standards to meet sector-specific requirements for traceability. It identifies the key principles of traceability and demonstrates how to implement them through the use of diagrams and best business practice examples.

Sections are dedicated to the distinct needs of each segment of the produce supply chain including growers, packers/re-packers, distributors/traders, foodservice operators and retail stores.

The Guide support work is already underway in Canada and across North America to develop and implement whole-chain supply chain traceability standards for the agriculture and agri-food sector.

The guide can be downloaded free of charge from GS1’s website. http://www.gs1.org/sites/default/files/docs/gsmp/traceability/Global_Traceability_liimplementation_Fresh_%20Fruit_Veg_i1.pdf
Security, patient safety and transparency are crucial to a sustainable healthcare supply chain. It is therefore essential that healthcare providers are able to identify all medical supplies in a unique, unambiguous and universal manner.

Over the last two years, GS1 India has been working with the Ministry of Health and Family Welfare (MoHFW) of India to facilitate the adoption of GS1 Standards in the Indian healthcare sector as the basis for achieving traceability in the healthcare supply chain. The MoHFW is responsible for the procurement of drugs, medical devices and other medical supplies for government-run healthcare providers and for various national health programs.

Medical packaging to comply with GS1 Barcode standards

Recently, the MoHFW announced a significant breakthrough. Effective immediately and not later than April 1, 2010, all medical supplies procured by the MoHFW will require packaging that complies with GS1 Barcode standards.

Specifications include:
1. Primary packaging level (item level and monocarton level): GTIN encoded in one of the GS1 linear bar codes or in GS1 DataMatrix
2. Secondary packaging level (intermediate packaging), GS1-128 bar code with GTIN-14 of secondary pack, expiry date and batch/lot number
3. Tertiary packaging level (shipper level); one bar code with GTIN-14 of shipper level pack, expiry date, and batch/lot number, and another bar code with the SSCC

The successful adoption of GS1 Barcodes in the India healthcare industry would serve as a benchmark for other countries.

GS1 Barcode Standards
Successfully Adopted in
Indian Healthcare Sector

印度醫護界
成功採納GS1條碼標準

醫藥產品封裝必須符合GS1條碼標準

MoHFW最近宣佈一項重大突破；該局宣佈由2010年4月1日起正式實施以下方案，即由該局所採購的所有醫藥產品，其封裝必須符合GS1條碼標準。

規格包括：
1. 封裝等級一(單一品項及單一紙箱層次)：採用載負國際貨品編碼(GTIN) 的任何一種GS1線性條碼或GS1 DataMatrix
2. 封裝等級二(中包裝物)：採用載負GTIN-14, 有效期以及批號的GS1-128條碼
3. 封裝等級三(貨運層次)：其中一個條碼載負GTIN-14，有效期及批號，另一個條碼載負貨運容器序號(SSCC)

印度醫護界成功採納GS1條碼，將為其他國家推行條碼定下楷模。
Leading Companies Support Development of 
Global Standards for Mobile Commerce Communications

Mobile phone has become an important channel for businesses and consumers to interact. To this end, GS1 has been making concerted efforts into facilitating the development of mobile commerce through its initiatives to create synergy among key stakeholders to encourage collaboration on defining global standards.

Progress towards mobile commerce

Significant progress has been made in developing an interoperable mobile commerce ecosystem. In October 2009, the GS1 Management Board, composed of top executives of leading global companies, agreed that GS1 should become a key enabler to guarantee trusted and efficient mobile communication between companies and consumers.

"Working in collaboration with the mobile industry will make it possible to bring together the relevant stakeholders to make mobile commerce a reality," said Ms. Diane Taillard from GS1 Global Office.

GS1 MobileCom creates favorable environment

GS1 is fully committed to helping brand owners, retailers and other stakeholders create and deploy mobile applications and services that are built on the interoperable, scalable and cost-effective GS1 standards.

The creation of GS1 MobileCom, which contributes to the ongoing efforts of creating a favorable environment for mobile commerce, is a tangible demonstration of this commitment over the past two years.

In progress

- Advising companies on how to develop solutions, exploring how product data could be made more easily accessible.
- Reviewing the Extended Packaging scenario, which defines how consumers can get product information on their mobile phones by scanning a barcode on product packaging.
- Defining the scope of a project on global standards for mobile coupons, work to commence soon.

Completed

- Finalized the content of a White Paper providing recommendations on mobile phone interactions in retail environments.
- Hosted a meeting in Paris in November 2009 reviewing how businesses and consumers interact using mobile phones supported by open standards to speed up mass implementations.
- Released a position paper and a handbook in September 2009 on consumer access to product information via mobile phones using barcodes and open standards. The documents supported over 10 local GS1 offices running pilots.
SCOR Professionals Passed with Flying Colors

SCOR 專才成功通過認證考試

“SCOR enables us to clearly define the extremely complicated supply chain processes in the apparel and textile industry.”
「供應鏈運作參考模型能讓我們為成衣及紡織業極其複雜的供應鏈流程作出清晰的界定。」

Established by the Supply-Chain Council (SCC), the Supply Chain Operations Reference-model (SCOR) fulfills this need by providing companies with a comprehensive analysis of their businesses in terms of supply chain processes.

SCOR Professional Certification Program documents individual skill competency

SCOR is an internationally recognized diagnostic tool that offers supply chain practitioners the framework as well as the implementation tools required to enhance supply chain efficiency. To further demonstrate the value of SCOR and document individual skill competency, the SCC launched the SCOR Professional (SCOR/P) Certification Program in mid 2008 followed by the SCOR/P training program introduced to Hong Kong in early 2009.

Since the launch of SCOR/P training, over 30 participants have taken the SCOR/P training and are ready for certification. Esquel Enterprises Limited’s supply chain leaders Ms. Bridget Chan, Group Director of Information Technology (CIO) and Mr. Keith Kiu, Senior Manager, Supply Chain Management, are among the first batch of certified SCOR professionals in Hong Kong.

Immediate benefits for supply chain leaders

The SCOR/P Certification Program benefits both supply chain practitioners and the companies or organizations they work for. After attending SCOR/P training in March 2009, Ms. Bridget Chan and Mr. Keith Kiu of Esquel went on to pass the exam in June and both reported immediate benefits from referencing the SCOR model in their working lives.

As one of the world’s largest producers of cotton shirts, Esquel is a fully vertical manufacturer with its own cotton farms plus fabric and apparel production facilities in China, Malaysia, Vietnam, Mauritius, and Sri Lanka. Its network of branch offices service key markets worldwide.

Enterprises are always looking for ways to move their businesses to the next level, but sometimes it is hard to know where to start. Clearly, an efficient and agile supply chain has become the key factor in upgrading competitiveness for many companies. A framework that provides an analysis of operational efficiency and benchmarks the performance of their suppliers is therefore invaluable.

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Effective use of supply chain technology and best practices are the key to success in global business and this is especially true in the apparel and textile industry, where supply chains are particularly complicated. SCOR's best practice model enables the company to address customers' needs in a timely manner.

"SCOR has provided a methodology to examine the operations of an enterprise as to what can be improved and the best practices that can be applied", said Ms. Chan.

"This reference model enables us to clearly define the extremely complicated supply chain processes in the apparel and textile industry. As such, we are able to analyze and address upcoming challenges according to the defined supply chain operations, leading to an enhanced problem solving process," she explained.

Mr. Kiu also uses SCOR to examine efficiency and ultimately improve supply chain processes and enhance business operations. "SCOR is very helpful in its capacity to review supply chain operations and define the workflow of an enterprise. It provides a structured approach for supply chain professionals to see the whole picture of the overall operations so that they can approach any issues with an efficient way", he said.

Mr. Kiu champions the idea that SCOR should be introduced to more managers. "With the knowledge of SCOR, communications among colleagues and trading partners can be more efficient. Through this common language, supply chain management could be more easily enhanced," he added.

Learning opportunities in Hong Kong

As the recognized global standard diagnostic tool for supply chain efficiency, SCOR enables users to address, improve and communicate supply chain management practices within and among all interested parties.

Thanks to the support of the Supply-Chain Council- Greater China Chapter, which has certified GS1 Hong Kong's consultants, we started running SCOR workshops in November 2008.

Conducted by our qualified and certified SCOR instructors, who are among the only 30 authorized trainers globally, GS1 Hong Kong ensures that companies are getting the appropriate training in this most valuable tool.

在港學習SCOR的機會

SCOR是全球認可的供應鏈效率檢測工具，有助企業探究及改善供應鏈管理實務，並就這方面的運作與合作夥伴進行交流。

透過供應鏈管理委員會一大中華區總會的支援及協助，香港貨品編碼協會的專業顧問已獲得專業認可，加入全球僅30名SCOR培訓導師的行列。本會自2008年11月開始提供的SCOR工作坊，均由合資格及具認可資歷的SCOR導師教授，保障參加的企業能獲得適當的培訓，善用這寶貴的工具。
Events

GS1 Hong Kong and IBM Greater China Group co-organized Executive Luncheons to share tips for building a smarter supply chain
November 27, December 11, 2009
In a bid to share the strategies in deploying technology to bring new value into the ecosystem of the supply chain for future business growth, GS1 Hong Kong joined hands with IBM Greater China Group to co-organize two executive luncheons entitled “Navigating Change for Retail and Wholesale Success – Build a smarter supply chain”. Targeted to senior executives, Head of IT Departments, operations and retail store management from retail and distribution, the exclusive events gathered over 40 participants. Subject experts across industries including Ms. Maria Ho, Group Product Safety Manager, Lam Soon Hong Kong Group, Mr. Michael Tung, Vice Chairman of Supply-Chain Council - Greater China Chapter, Mr. Roy Ng, Chairman, Retail and Tourism Committee, Hong Kong General Chamber of Commerce, and Mr. Michael Ma, Supply Chain Management Leader of the IBM Greater China Group, had addressed the forum.

GS1 Hong Kong Attended HKRMA’s Annual Ball cum Retail Awards Presentation Ceremony
December 1, 2009
Ms. Anna Lin, Chief Executive of GS1 Hong Kong, participated in the Hong Kong Retail Management Association (HKRMA) 2009 Annual Ball cum Retail Awards Presentation Ceremony on December 1, 2009 to celebrate the association’s achievements. Mr. Matthew Cheung Kin-chung, GBS, JP, Secretary for Labour and Welfare, HKSAR Government, was the Guest of Honor of this landmark event for Hong Kong’s retail industry.

Nutrition Labeling Scheme Workshop co-organized by GS1 Hong Kong and SGS
November 17, 2009
GS1 Hong Kong collaborated with SGS Hong Kong and JAC Nutrition and Fitness Consultancy to co-organize a workshop entitled “How to comply with the Nutrition Labeling Scheme for Sustainable Business”. The scheme required all prepackaged food sold in Hong Kong to carry nutrition labeling from July 1, 2010. The workshop, which was attended by more than 35 representatives from various industries, aimed to help local food enterprises deploy nutrition labeling to enhance brand integrity and strengthen customer confidence.

ECR Hong Kong Training Workshop
August 14, 19, September 1, 4, 2009
To promote awareness of the Efficient Consumer Response (ECR) concept and encourage knowledge sharing in the ECR trends for continuous improvement, GS1 Hong Kong organized a series of ECR Hong Kong Training Workshops for executives and managers in supply chain and IT sector or warehouse operation in August and October at GS1 Hong Kong’s office and the Hong Kong RFID Centre (SCIC), gathering together more than 50 participants from across industries.
Joint Seminar on Managing Risks and Brand Protection in Supply Chain Management by GS1 Hong Kong and SGS
July 23, 2009

Co-organized by GS1 Hong Kong and SGS Hong Kong Limited, the “Seminar on Managing Risks and Brand Protection in Supply Chain Management” held on July 23 at GS1 Hong Kong office addressed the critical issue of risk management in the arena of supply chain and was well attended by 24 delegates from across different sectors. Mr. Rocky Yu, Manager, Professional Services of GS1 Hong Kong, shed light on the essence of the SCOR model with his presentation titled “Introduction to Supply Chain Operations Reference Model to Improving Supply Chain Operation”.

GS1 Hong Kong participated in Inventory Management Best Practices Seminar
July 8, 2009

Ms. Anna Lin, Chief Executive of GS1 Hong Kong participated in a logistics best practice seminar organized by the Department of Industrial & Systems Engineering of Hong Kong Polytechnic University and Hong Kong Logistics Association on July 8 as the guest of honor. Entitled “Inventory Management Best Practice Seminar – How to use inventory management to improve business operations”, the event discussed how SMEs could harness inventory data for greater operational efficiency.

Upcoming GS1 Hong Kong Event

1. VAP Seminar - How to Strengthen the Brand and Maximize the Retail Revenue with Minimal Investment?
   - Date: 4/2/2010
   - Venue: Conference Room, GS1 Hong Kong Office
   - Contact Details:
     - Tel: Poupee Yeung at (852) 2863 9769
     - Email: poupeeyeung@gs1hk.org

2. Optimizing Supply Chain Cost Efficiency with the Widely-recognized SCOR model
   - Venue: Conference Room, GS1 Hong Kong Office
   - Contact Details:
     - Tel: Rocky Yu at (852) 2863 9731
     - Email: rockyyu@gs1hk.org

Remark: This proposed schedule is subject to change.

GS1 Hong Kong Training Programs

1. Barcode Workshop
   - Date: 25/2/2010
   - Venue: Conference Room, GS1 Hong Kong Office
   - Contact Details:
     - Tel: (852) 2863 9769
     - Email: info@gs1hk.org
GS1 Hong Kong welcomes the following companies as our new members
July – December 2009

BUSINESS / PROFESSIONAL SERVICES
ASHAPUR NET MEDIA LTD
COMMERCIAL CONNECTIONS ASIA LTD
C & J NETWORKS LTD
ENTIRELY LCD LTD
FARALD LTD
FARIX LTD
FRONTIER INDUSTRIAL LTD
GLOBAL INDUSTRIES LTD
GREEN WORLD INVESTMENT LTD
HAI LONG LTD
HERITAGE (HONG KONG) LTD
HONG KONG JIN HAN LTD
IWAI LTD
YING JI LTD
YIN CHONG LTD
YONG SHAN LTD
ZHONG JIAN SCIENTIFIC TECHNOLOGY (HK) CO LTD

IMPORTERS / EXPORTERS
321.COM.HK LTD
AGF LTD
ALBION LTD
APPLE INC LTD
B & G KOT LTD
HAI LTD
HUMAN TOUCH LTD
HUX LTD
JAPAN NEED-U (HK) LTD
JANBO FOOD PRODUCTS LTD
JINSHI LTD
KOREA MODERN RAY GROUP LTD
KOREA JINSANSHUN (HK) TRADING LTD
K-TIME LTD
MAH TAI DEVELOPMENT ENTERPRISE LTD
W & E INTERNATIONAL LTD

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www.gs1hk.org
on our website at http://www.gs1hk.org
To contact GS1 Hong Kong members,
please visit the “GS1 Global Membership Directory” on
our website at http://www.gs1hk.org

PROFESSIONALS
A.Q. LTD
GREAT LITTLE FRIENDS LTD
HANG HON ENTERPRISES LTD
HONG KONG JIAO JUNSHI ENTERPRISE LTD
HONG KONG JIN HAN LTD
HONG KONG JIN HAN (INTERNATIONAL) LTD
HONG KONG JIN HAN ENTERPRISE LTD
HONG KONG SHEN LING ENTERPRISE LTD
HONG WAI LTD
HUITONG LTD
Hcrafted LTD
IMPERIAL BIRDNEST GROUP LTD
IDEA TRADING (HK) LTD
HUNGDAT INDUSTRIAL CO LTD
HONG KONG YAO WANG PHARMACEUTICAL FACTORY LTD
HUMPHREY LTD
LEITOU LTD
MAH TAI ENTERPRISES LTD
MAGARO LTD
MAGNET LTD
MICHAEL GAO LTD
MICHAEL KORS LTD
MIDAS LTD
MILAN LTD
MOLY LTD
MOY LTD
NEEDS LTD
NEW BRAND LTD
NEWEURO LTD
NEW ZEALAND NIUYOYO NUTRITIOUS LTD

WELL MANNED LTD

RECREATION INGENUITY CO LTD
REGENCY INSIGNIA LTD
RED PACKET LTD
REGULATION CORPORATION LTD
RICHERN GARMNENTS LTD
RIMAX (HK) LTD
RIPPLES GROUP LTD
ROKU ROKU GROUP LTD
ROTHSCHILD WINE HONG KONG LTD
SAMBULU INTERNATIONAL TRADING CO LTD
SUNRISE ORGANIC FOOD INVESTMENTS LTD
SANGCHENG (HK) CO LTD
SUN COLLECTION LTD
SEALAND INDUSTRIAL CO LTD
SERIO DESIGN LTD
SHARE Link INTL (HK) LTD
SHEN GARMNENT FACTORY LTD
SHU FONG TRADING (HK) CO LTD
SHOP 16 HOLDINGS LTD
SHUN SANG (DISTRIBUTION) CO LTD
SHUN SHING (KETCHEN) PRINTING CO LTD
SIRIUS GROUP HOLDINGS LTD
SHU YI INTL LTD
SKY BIT LTD
SKY PREMIUM LTD
SKYRAYS PRODUCTS LTD
SKYMANS GARMNENT LTD
SKYPRO MEDICAL SUPPLIES CO LTD
SUNSHINE HK LTD
TAI CHUNG INTL LTD
TAIWAN ANGELO COSMETICS LTD
TDL INTL CO LTD
TATRA INTERNATIONAL TRADING CO LTD
TANY'S HEALTHCARE INTERNATIONAL LTD
TECHMAN LTD
TECHMAN TRADING LTD
THE ASIAN CORPORATION LTD
THE BRIDGE DIRECT (HK) LTD
TIGER STANDARDS GORDON LTD
TINTAR INTERNATIONAL TRADING CO LTD
TOP FRESH CO LTD
TOTAL PRODUCTS LTD
TRANSGLOB LTD
TRIGG ENTERPRISES LTD
TRIO BEST INTERNATIONAL LTD
TUNG FAT (HK) LTD
L J TELECOM LTD
VINHIA LTD
VIPKIC LTD
VISCAR CHOCOLATE (HK) CO LTD
VIR LTD
WACO LTD
WAH TAM DEVELOPMENT ENTERPRISE LTD
WAI CHING TRADING CO LTD
WANG HONG TRADING LTD
WANG HSIAO FONG TRADING LTD
WONG WAI FONG LTD
WORMS INTL LTD
WORLD TRADING LTD
XING PEI LTD
YANKO LTD
YON'S HEALTHCARE INTERNATIONAL LTD
YEUNG'S LTD
YINING LTD
YI HAI ELECTRIC CO LTD
ZENCO (ASIA) LTD
ZHENHONG A&H TECHNOLOGY (HK) CO LTD

MANUFACTURERS
DYNASTY BAKERY
KOWloon FOOD & PRESERVED FRUIT FACTORY LTD
SUNG WAI DEVELOPMENT LTD
WING FUNG PHARMACEUTICAL LTD
YU KEEN NICK FOOD PRODUCTS MANUFACTURING LTD

RETAILERS
CITY SUPER LTD
WHOLESALEERS
KOEI CO LTD
HMMODELHOUSE MODEL MANAGEMENT LTD
W & E INTERNATIONAL LTD

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