SCOR Professional Community
set up to lift industry awareness for
better supply chain efficiency

SCOR專業委員會創立
提升業界對供應鏈效率的認知

RFID and Smart Technologies
shine at Shanghai Expo 2010

無線射頻識別與智能技術
照亮2010上海世博會

Keep cool with brand new
cost-effective cold chain management solution

嶄新冷凍鏈管理方案 時刻保持貨件最佳狀態
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Revitalizing your Supply Chain to Accelerate Growth

The 10th GS1 Hong Kong Supply Chain Management Excellence Summit 2010
5 Nov, 2010  JW Marriott Hotel

What's New:

- **Distinguished speakers**
  Speeches by respected business leaders, and the Top 25 Supply Chain Companies for 2009 selected by AMR

- **Case sharing**
  Revealing inside information on successful implementation projects, including winning cases of the 3rd Hong Kong RFID Awards

- **Future vision**
  Presentations on future-shaping technology concepts, such as Traceability, Internet of Things and Green Supply Chain

- **Technology showcase**
  The latest supply chain technological applications and solutions on display

- **Networking**
  A rare opportunity to mingle with different supply chain user groups during evening cocktails

Special joint program (20-22 Oct 2010)

- Exclusive visits to companies' operation sites to experience best practices and see the business implementation of RFID and supply chain related enabling technologies
- Networking with Hong Kong SAR and Chinese senior government officials as well as the Chinese business community
- Priority group visit to certain pavilions

For inquiries, please call us on 31884474 or visit our website at http://www.gs1hksummit.com/
What will happen when finance shakes hands with technology?
www.questexevevents.net/ft

- Business opportunities as the West eyes the East to spur growth
- The rise of China’s banking and finance
- The post-crisis era of risk and compliance
- Banking 2.0 – new operating models, embracing social media
- A vision of real-time business performance management
- Rethinking the infrastructure: the virtual and dynamic data center
- Security and business continuity
In a bid to facilitate economic and trade relationship between Hong Kong and Taiwan and foster closer cooperation in areas such as trade, investment and tourism, the Hong Kong SAR Government set up the Hong Kong-Taiwan Economic & Cultural Co-operation & Promotion Council (ECCPC) and the Hong Kong-Taiwan Business Co-operation Committee (BCC) on April 1, 2010.

Mr. David Lie, Executive Chairman of Newpower International (Holdings) Co Ltd is the BCC Chairman, and other committee members including Ms. Anna Lin, Chief Executive of GS1 Hong Kong, are from a variety of sectors including supply chain management, finance, investment, manufacturing, trading, law and tourism. All members are appointed for a two-year term which can be extended.

The newly formed committee will collaborate with its Taiwan counterpart, the Hong Kong-Taiwan Economic and Cultural Co-operation Council to further facilitate a closer cooperation between Hong Kong and Taiwan.

為促進香港與台灣之間的經濟及貿易關係，以及進一步加強兩地在貿易、投資及旅遊業領域方面的合作，香港特區政府於2010年4月1日成立了「港台經濟文化合作協進會」(ECCPC)及「香港－台灣商貿合作委員會」(BCC)。

「香港－台灣商貿合作委員會」的主席為新大中集團執行主席李大壯先生，其他委員會成員包括香港貨品編碼協會總監林潔貽女士，則來自各個行業，包括供應鏈管理、金融、投資、製造、貿易、法律及旅遊。各委員任期為兩年，並可續任。

新成立的香港區委員會將與「港台經濟文化合作協進會」的台灣要員共同合作，進一步促進香港與台灣的合作關係。
Hosted by GS1 Malaysia in Kuala Lumpur, Malaysia, from May 17-20, 2010, the GS1 General Assembly 2010 themed “From vision GS1 Standards in Action, GS1 united for new opportunities” brought together GS1 Board Members, and more than 170 General Assembly representatives from 68 countries.

The four-day assembly, aimed at providing a unique platform for Member Organizations (MOs) all over the world to share best practices, hear inspiring stories and learn new strategic initiatives and progress on the development and implementation of standards. The event also provided an opportunity for the GS1 community to meet with new Board Members.

To kick start the event, Mr. Miguel Lopera, President and Chief Executive Officer of GS1, delivered the opening address and gave an update on various breakthrough projects and initiatives of GS1 during 2009/2010. “Visibility and B2C constitute our next inflection point. We must be ready for change and strengthen our business profile and internet knowledge, accelerate our decision making process, as well as See One Vision, Speak with One Voice and Act as One Organization”, Mr. Lopera said.

Best Practices Shared at the Plenary Sessions

The Assembly was divided into plenary sessions with principal discussion topics surrounding the development and delivery of breakthrough initiatives in GS1’s core sectors including Healthcare, Transport & Logistics (T&L) and Retail.

Among the speakers at the Healthcare plenary was GS1 UK Chief Executive Mr. Gary Lynch, who chaired the session and shared the patient safety issues of the National Health Service in England. Other highlighted topics of the plenary included sharing on successfully managing a local Healthcare user group and maintaining relationships with governmental bodies, and the ways of supporting traceability in Healthcare.

GS1’s theme for this year’s General Assembly was “From vision GS1 Standards in Action, GS1 united for new opportunities.” According to GS1 Chair and Chief Executive Officer, Miguel Lopera, the theme is reflective of the global organization’s commitment to creating a platform for sharing best practices, hearing inspiring stories, and learning new strategic initiatives and progress on the development and implementation of standards.

The event, which took place in Kuala Lumpur, Malaysia, from May 17-20, 2010, brought together GS1 Board Members and more than 170 General Assembly representatives from 68 countries. The four-day assembly aimed to provide a unique platform for Member Organizations (MOs) worldwide to share best practices, hear inspiring stories, and learn new strategic initiatives and progress on the development and implementation of standards. The event also provided an opportunity for the GS1 community to meet with new Board Members.

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At the Transport & Logistics plenary, speaker from GS1 UK talked about where GS1 are in T&L globally whereas representative of GS1 Sweden shared successful examples of T&L standards implementation in Sweden.

Chaired by Ms. Anna Lin, Chief Executive, GS1 Hong Kong, the Retail plenary included five panels that gave a comprehensive perspective on:

- Traceability and Recall roles in supporting Food Safety
- EPC-enabled Anti-counterfeiting
- Food Service and Data Quality
- B2C MobileCom and GS1’s role in Trusted Product Information
- Sustainability and its approach to Standards Development

"The five topics indicate GS1's role in enabling significant advances to businesses and individuals' daily lives is enormous as we move towards the vision of a Safe, Connected and Sustainable World. GS1 will stay relevant and to continue to add value to our business community and society," said Ms. Lin.

Vision for the Future

Mr. Joseph Phi, President and Executive Director of IDS Group and Chairman of GS1 Hong Kong, was invited to speak at the Afternoon Plenary – "From vision to action, GS1 united" on May 18. Mr. Phi shared his inspirational thoughts on the emerging trends in supply chain management and the role of GS1 within that. His visionary speech received an excellent response from the global community.

At the closing plenary – "GS1 Member Organization in Action" – GS1 MOs shared their success stories and examples of GS1 standards implementations in the Retail, Healthcare and Logistics industries which provided valuable references for sister organizations to serve their communities.

The Annual GS1 General Assembly was voted a great success by the GS1 Community that reflected the key values of inspirational leadership, collaboration and innovation in promoting the adoption of GS1 standards across the world.
SCOR PROFESSIONAL COMMUNITY
SET UP TO LIFT INDUSTRY AWARENESS FOR BETTER SUPPLY CHAIN EFFICIENCY

SCOR專業委員會創立
提升業界對供應鏈效率的認知

To further promote awareness and industry adoption of Supply Chain Operations Reference-model (SCOR) in Hong Kong and Southern China, SCOR Professional Community, a supply chain steering committee was set up in April 2010.

The main purposes of the Community are to:
• increase awareness of SCOR;
• raise the recognition of SCOR professionals in industry;
• enhance SCOR adoption and practice in organizations; and
• develop and share SCOR industry solutions and knowledge.

The Community consists of representatives from various industry professionals and key stakeholders from green supply chain, food, consumer electronics and healthcare sectors. The SCOR Professional Community is chaired by supply chain veteran Mr. Michael Tung, Vice Chairman, Supply-Chain Council-Greater China Ltd. “I am delighted to see the establishment of SCOR Professional Community and it is my privilege to have been given the opportunity to chair the Community. The setup of the Community will enable us to further promote the SCOR-model to more industry sectors in Hong Kong and Southern China through collaborative efforts,” he said.

In the next months, SCOR Professional Community will organize open seminars about SCOR for local businesses; collaborate with SCC on project funding opportunities as well as provide coaching to local companies on supply-chain improvement using SCOR.

Mr. Michael Tung is the Chairman of the newly established SCOR Professional Community.

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Board Members of the SCOR Professional Community 2010/2011

Chairman: Mr. Michael Tung, Vice Chairman, Supply-Chain Council-Greater China Ltd.
Vice Chairmen: Mr. Wesley Chan, Head of Supply Chain & Technology, Tsit Wing Coffee Co., Ltd.
Ms. Florence Mui
Secretary: Mr. Lawrence Tse, Senior Business Development Manager, GS1 Hong Kong
Advisor: Mr. Raymond Ng, Chief Operating Officer, GS1 Hong Kong
Founding Members: Twelve key stakeholders from green supply chain, food, consumer electronics and healthcare industries

SCOR專業委員會2010/2011年度理事會成員

主席：國際供應鏈協會大中華區副主席董柏成先生
副主席：捷榮咖啡有限公司供應鏈及科技總監陳彼信先生
秘書：香港貨品編碼協會總經理謝漢忠先生
顧問：香港貨品編碼協會顧問馬永輝先生
創會成員：包括來自綠色供應鏈、食品、消費電子及醫療保健行業的12名從業要員

For enquiry please contact GS1 Hong Kong
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余明輝先生，電話：(852) 2863 9731或電郵：rockyyu@g1hk.org
何惠敏小姐，電話：(852) 2863 9758或電郵：tinaho@g1hk.org
The exchange of standard and proprietary information under the Global Data Synchronization Network (GDSN) can only be achieved if the GS1 Global Registry and all data pools conform to stringent certification standards where the network’s reliability and security are assured.

With the aim of ensuring each Certified Data Pool is in compliance with the GDSN Data Pool Certification Criteria Policy, GDSN Board Certification Committee comprising representatives from the GDSN Certified and GDSN Interoperability Certified Data Pools conducted an annual Data Pool Audit in 2009. In order to successfully pass the audit and retain the GS1 GDSN Certification seal, a data pool must comply with the criteria outlined in the GDSN Certification Criteria policy, namely Technical Performance, Implementation Performance, Operational Performance, Security Performance and Legal Obligations Criteria.

In this audit, 70 GDSN-Certified Data Pools activate in more than 27 countries were certified compliance of which GS1 Hong Kong’s Data Pool v7.0 was confirmed to be fully compliant with the Certification Criteria.

只有通過符合嚴格認證標準的GS1全球註冊資料庫及數據池，始能確保網絡的可信性及安全性，並實現全球數據同步網絡 (GDSN)中標準及專利資料的互換。

為確保每個認可數據池均符合GDSN數據池認證標準的規定，由GDSN認可及GDSN互通認證數據池代表組成的GDSN認證委員會於2009年進行年度數據池審計。為成功通過審計和取得GS1 GDSN認證標籤，每個數據池必須符合「GDSN認證標準」的規定，並在技術、執行、操作、安全表現及法律義務各方面達標。

在這次審計中，超過27個國家共70個已啟動的GDSN數據池，包括香港貨品編碼協會的數據池v7.0，參與測試並被確定為完全符合全球認證標準。
RFID AND SMART TECHNOLOGIES SHINE AT SHANGHAI EXPO 2010

Spanning 184 days from May 1 to October 31, 2010, the World Exposition 2010 Shanghai (Shanghai Expo) is a realization of a better world through the use of technology and innovation.

With over 200 countries, cities and international organizations taking part in the exhibition and 70 million visitors from China and around the world expected, the Shanghai Expo looks set to be the largest World Expo ever held. Under the theme “Better City, Better Life”, the Shanghai Expo focuses on urban living in the 21st century showcasing the very best of urban culture, innovation, science and technology.

As one of the cities participating in the Shanghai Expo, Hong Kong is showcasing our city as a modern, vibrant and interconnected metropolis with high quality city life by participating in the Urban Best Practices Area (UBPA) exhibition.

Smart Card, Smart City, Smart Life

Themed “Smart Card, Smart City, Smart Life”, Hong Kong’s exhibition in the UBPA highlights how the extensive and innovative use of Radio Frequency Identification (RFID) and smart card technologies improves the quality and efficiency of life in Hong Kong.

Explaining why smart card and RFID technologies have been chosen as the core of Hong Kong’s UBPA exhibition, Deputy Secretary for Commerce and Economic Development (Communications and Technology) Mr. Alan Siu said, “The objective of the UBPA is to provide a platform for countries, regions and international organizations to share their experience and best practices in sustainable city life by showcasing proven solutions which can help to improve the efficiency of people’s everyday lives and their standard of living. Hong Kong’s wide

全球逾200個國家、城市和國際組織於本屆上海世博會參展，預計來自中國及全球各地的遊客將達7千萬人，可望成為有史以來最大型的世博會。上海世博會圍繞“城市，讓生活更美好”為主題，聚焦二十一世紀的都市生活，展示最出色的城市文化、創新、科學和技術。

作為上海世博會參展城市之一，香港透過參與「城市最佳實踐區」(實踐區) 展覽，向公眾展現了一個高質素的大都會，擁有現代化、充滿動感和四通八達的城市生活。

智能卡、智能城市、智能生活

香港在實踐區的展覽以「智能卡、智能城市、智能生活」為主題，展示了如何廣泛和創新地使用無線射頻識別(RFID)及智能卡技術，提升香港的生活質素和效率。

在談到為何選擇智能卡和RFID技術作為香港實踐區的展覽內容時，商務及經濟發展局副秘書長(通訊及科技)蕭如彬先生表示：「城市最佳實踐區展覽的目的是為國家、地區和國際組織提供一個平台，以展示經實踐驗證、有助提升日常生活效率及生活水平的解決方案，讓市民分享在可持續發展城市生活方面的經驗和最佳實踐。在香港，RFID技術及其他智能卡系統的廣泛應用，為科技如何能改善日常生活提供絕佳的例子。」
adoption of the RFID technology and other smart card systems are the perfect example of how technology can enhance daily life."

"Hong Kong's smart card systems have inspired similar applications around the world such as London's Oyster Card, and its technology has been exported to the Netherlands and Dubai," he added.

“Virtual Hosts” introduce visitors to innovative RFID applications

Mr. Siu describes Hong Kong UBPA exhibition as "innovative, participatory and forward looking". One of the best examples of these qualities is a series of videos showing the many different faces of Hong Kong on a 360-degree circular screen that interacts with 14 vertical LED panels. On the other side of the 14 vertical display panels, visitors experience the way Hong Kong uses smart card and RFID technologies through "virtual hosts". The innovative applications include existing smart cards such as Octopus cards, and Smart Identity cards, plus new and future RFID applications. These include Hong Kong International Airport’s integrated RFID baggage reconciliation and management system; the use of smart retail systems to enhance customer service; the use of smart cards in schools to improve administration and communications with parents and to enhance learning; an "intelligent" sushi bar; anti-counterfeit initiatives to ensure food safety and product quality; smart identity cards helping deliver healthcare vouchers for the elderly; and the use of smart cards to improve electronic medical record-keeping and patient care.

Besides taking part in the UBPA Exhibition, Hong Kong also operates a standalone Hong Kong Pavilion, and as part of the Expo Online project has constructed a "virtual" pavilion, and a "virtual" UBPA exhibition. An exciting range of events, cultural performances and forums will also promote Hong Kong throughout the Expo period.

香港的智能卡系統啟發了全球其他城市推行相似的應用，例如倫敦的Oyster卡，另外有關技術更輸出至荷蘭和杜拜等地。」
Come and Join Hong Kong Week (Oct 18 – 22)

The highlight of Hong Kong’s participation in the Shanghai Expo will be Hong Kong Week, which runs October 18 – 22. During the Hong Kong Week GS1 Hong Kong will partner with Hong Kong Public Key Infrastructure (PKI) Forum Limited to organize the Hong Kong Smart City Forum cum Study Tour at the Hong Kong Week from October 20 – 22.

The forum will gather a panel of early-adopters, professionals and experts in RFID and PKI technologies to present views on how these technologies realize the “Smart Card, Smart City, Smart Life” vision and how this will evolve in the future.

“GS1 Hong Kong is delighted to be a part of the Shanghai World Expo. Fully in line with our mission to facilitate the local adoption of global supply chain standards and enabling technologies, the UBPA and the Hong Kong Smart City Forum will help drive the adoption of RFID technology and promote the image of Hong Kong as a modern, vibrant and interconnected metropolis with high quality city life built on creativity and innovation,” said Ms. Anna Lin, Chief Executive of GS1 Hong Kong.

More details about the forum and study tour will be announced later. For more details about Shanghai Expo, please visit www.hkexpo2010.gov.hk. You can also experience some of the RFID applications showcased at Shanghai Expo along with other examples of RFID applications, at the Hong Kong RFID Centre.

Visit to Hong Kong RFID Centre, please contact
Ms. Grace Tsang of GS1 Hong Kong at (852) 2863 9753 or email to gracetsang@gs1hk.org for an appointment
A new cold chain management solution backed by ezTRACK, a globalized traceability platform funded by the HKSAR Government between 2005-07, helps manufacturers, brand owners and logistics service providers ensure the quality and safety of perishable goods through real time track-and-trace for temperature monitoring.

In the hot and humid summer months, temperature sensitive products such as fresh food as well as pharmaceutical and biotechnology products are especially vulnerable to heat damage. In-transit temperature variations can have a dramatic impact on the quality and safety of products and can lead to monetary losses for all supply chain stakeholders. The ability to closely monitor and capture temperature changes along the supply chain in particular at point of transit is therefore crucial.

由香港特別行政區政府於2005至07年資助的全球追溯平台，以「蹤橫網」(ezTRACK) 作支援的嶄新冷凍鏈管理方案，有效協助製造商、品牌持有人及物流服務供應商透過實時追蹤及追溯貨況的溫度監控系統，確保容易腐壞貨品的質素與安全。

在炎熱和潮濕的夏季月份，一些對溫度敏感因而特別容易受高溫損害的貨品如新鮮食品、醫藥和生化技術產品，在運送的過程中，溫度變化可對貨品的質量及安全產生巨大的影響，從而令所有供應鏈的持份者蒙受金錢上的損失。因此，在整個供應鏈上進行密切監察及將溫度保持在適當的水平尤為重要。
Crystal clear traceability

Traditionally, temperature monitoring has been done manually, and is usually done only for the whole truck or container, not for individual cases, pallets or items. It also takes a long time to perform data analysis and map locations using traditional temperature loggers.

Standard-based RFID is a proven technology that can provide real-time traceability and visibility of the movement of goods along the supply chain. In a bid to provide businesses operating temperature-sensitive supply chains with a cost-efficient and reliable traceability system for cold chain management, GS1 Hong Kong developed the Cold Chain Management Solution enabled by ezTRACK, a globalized track and trace platform based on EPC standards in partnership with Asia Pallet Pooling in 2009.

Benefits of GS1 Hong Kong's Cold Chain Management Solutions

This RFID-based Cold Chain Management Solution offers end-to-end supply chain visibility for perishable goods through a traceability platform that captures temperature data, time, and location data of the shipments along the supply chain with the following benefits:

1. LOWER cost compared with traditional temperature loggers
2. PRECISE temperature alerts during goods in transport
3. CLEAR chain of custody with comprehensive temperature history reporting
4. INEXPENSIVE “Cold Box” options available
5. OPEN-LOOP supply chains where stakeholders can communicate via a standardized platform and information portal
6. BETTER inventory management with more comprehensive product life span information enabled by the RFID temperature sensor tag.
In a nutshell, the cold chain management solution with real-time alerts on temperature variations helps avoid product and food safety issues due to unsuitable temperature changes during transportation, and identify whether products have been spoiled during transportation. It also enhances logistics management by providing a clear chain of custody with comprehensive temperature history reporting for optimizing operations. The real time responses for both the shipper and receiver of the goods is another significant feature that contribute to time and cost saving.

Seminars demonstrating industry’s benefits

Introducing the new Cold Chain Management Solution to the industry, GS1 Hong Kong organized three half-day seminars named “GS1 Hong Kong Logistics Supply Chain Day” on April 23 and 27 at the Hong Kong Science Park. Over 200 Hong Kong and Shenzhen companies from the food, pharmaceutical, logistics and retail sectors took part in the event.

RFID, as a first step towards the ‘Internet of Things,’ is able to achieve real-time traceability of shipments and end-to-end visibility which can be interfaced with companies’ software to achieve greater return on investment.
Mr. K.K. Suen, GS1 Hong Kong’s Chief Architect and Principal Consultant told participants about some of the technology behind the Cold Chain Management Solution. “RFID tags containing temperature sensor monitor and communicate conditions inside isothermal transport boxes. The tracking process begins functioning when a warehouse management system notifies pickers which boxes require cold chain tracking through a portable device,” he explained.

“Warehouse staff attach the sensor inside the box and seal it, then activate the tag using a handheld device. The tag begins recording temperature at pre-determined intervals. At the receiving end, the driver reads the box packing slip and uses a handheld reader to collect the temperature data, which is then transmitted to ezTRACK,” he continued.

Also, speaking at the event, Mr. Stanley Tseng, President of Asia Pallet Pooling who is GS1 Hong Kong’s partner in cold chain solution emphasized the cost benefits of the Solution. “The ezTRACK enabled Cold Chain Management Solution is expected to cut 3 to 4% waste out of 30% plus of produce spoiled due to improper handling during transport in China. It is expected that the solution can save RMB 7.5 billion annually, take a minimum of 30,000,000 truck/trip off the road and reduce greenhouse gas emissions by 20,000,000 tons,” noted Mr. Tseng.

From pallet to pallet, temperatures within a shipping container can vary up to 35%, leading some industry sources to estimate that losses of up to 33% on perishable freight are common. “That is why building a smarter food supply chain is crucial,” said Mr. Michael Ma, Senior Managing Consultant of IBM Greater China Group and the Supply Chain Leader of IBM China/Hong Kong Limited, sponsor of the event.

A fresher approach

As RFID use continues to ramp up in the supply chain, it will give more and better visibility into assets, products and services that drive business success.

GS1 Hong Kong plays an important role in driving efficiency and visibility in the entire supply chain on a global scale, creating more actionable business intelligence that facilitates management decisions. Nowhere is this more critical than the fresh food and perishable goods supply chain, through solutions such as the Cold Chain Management Solution is helping businesses improve product quality and safety.

For more information about the ezTRACK enabled Cold Chain Management Solution, please visit http://www.epcglobal.org.hk/eztrack/coldchainflyer_E or contact Mr. Douglas Chan at douglaschan@gs1hk.org or Mr. K.K. Suen at kksuen@gs1hk.org.

Mr. Stanley Tseng, President of Asia Pallet Pooling.

Mr. Michael Ma, Senior Managing Consultant of IBM Greater China Group and the Supply Chain Leader of IBM China/Hong Kong Limited.

Mr. K.K. Suen, GS1 Hong Kong’s Chief Architect and Principal Consultant.

Mr. K.K. Suen, GS1 Hong Kong’s Chief Architect and Principal Consultant.
Efficient Consumer Response (ECR) is a strategy that requires collaboration between trading partners to integrate their operations and eliminate barriers that impact their ability to satisfy consumers and drive out unnecessary cost. Over the past years, the ECR movement in Asia Pacific has gained tremendous momentum as suppliers, manufacturers, retailers, distributors and service providers seek to increase collaboration across the entire supply chain.

With the objective of recognizing the great efforts made in the ECR movement and to encourage cooperation and collaboration among trading partners in the Asia-Pacific region, the 12th ECR Asia Pacific Awards Presentation will be held during the ECR Asia Pacific Conference themed “Driving Sustainability for a Brighter Future” at the Crowne Plaza Mutiara, Kuala Lumpur, Malaysia from October 4 to 6, 2010.

Open to any companies nominated by the National ECR Boards who are affiliated to the ECR Asia Pacific, awards will be presented to three winning candidates to reward their outstanding achievements at the 12th ECR Asia Pacific Conference.

To be eligible for an award, the project must support the ECR Asia Pacific mission and objectives, and should be a "new initiative" or not yet presented before in ECR Asia Pacific Conferences. In addition, the project must involve collaboration and participation from both a retailer and supplier or logistics services provider in the pursuit of ECR best practices.

The winners will be judged by a panel established by ECR Malaysia and endorsed by ECR Asia Pacific Executive Council. To entry for the Awards applicants should submit a project and must be nominated and registered by the National ECR Board to ECR Malaysia on or before May 31, 2010. The submission of final presentations to ECR Malaysia will be on September 15, 2010.

For more details of the Awards, please log on to ECR’s website: http://www.ecrasia.com
A.S. Watson Group Strengthens ties with China Suppliers through GS1 Hong Kong’s EDI platform

Industry Watch

Retail 零售

Retail success is highly reliant on efficient supply chain operations and communicating quickly and effectively with multiple suppliers. With the establishment of electronic connections among trading partners, retailers can leverage real-time and structured data to process orders and invoices in a cost-efficient way. At A.S. Watson Group (ASW) ezTRADE – GS1 Hong Kong’s B2B Electronic Data Interchange (EDI) platform - has been used extensively to optimize the order handling process with its suppliers in China.

PARKnSHOP is one of the first supermarkets in Hong Kong to use ezTRADE, a global-standards-conformant, community-based e-Commerce platform for buyers and sellers to conduct data exchange and paperless trading.

“Suppliers have always been our valuable long term business partners. Improving business relationship with suppliers is one of our key priorities,” said Mr. Simon Tsoi, Senior Manager - Systems & Control, Retail Hong Kong, A.S.Watson Group. “We always look for fast and reliable methods of communication to enable our business partners to function more effectively and remove unnecessary costs from the supply chain. Therefore, ASW started using EDI invoicing in 2003.”

Having used GS1 Hong Kong’s ezTRADE in Hong Kong since 1997, given the proven benefits, ASW decided to extend the adoption of the EDI platform to PARKnSHOP and Watsons Your Personal Store in Mainland China in 2008.

To understand the specific requirements of our suppliers and internal staff, a pilot program was held with a selected group of suppliers in the same year. With reference to the pilot learnings, ASW began the rollout of the EDI platform to their China operation in 2009, resulting in around 540 trading partners of PARKnSHOP and 230 trading partners of Watsons joined the EDI program.

A.S. Watson Group 香港零售高級經理蔡俊光先生表示：「供應商向來都是我們重要的長期商業夥伴，而提升與供應商的業務關係正是我們的首要工作之一。我們一直尋求快捷、可靠的通訊途徑，以協助商業夥伴提升效率、減省供應鏈中不必要的開支。因此，ASW早在2003年便開始使用EDI處理發票。」

屈臣氏集團自1997年起於香港採用香港貨品編碼協會的「ezTRADE」平台，有見平台所帶來的得益，集團於2008年決定將EDI平台的應用範圍進一步擴展至中國內地的百佳購物廣場及屈臣氏個人護理商店。

百佳超級市場是其中一間最早採用「通商易」的香港超級市場。「通商易」是一個符合全球標準、以社群為基礎的電子商貿平台，讓買家和賣家可藉此平台進行數據交換和無紙化貿易。

為了了解供應商及內部員工的具體需要，我們於同年針對一組特選供應商展開了一個試點計劃。屈臣氏集團根據試點結果，於2009年著手在中國業務部推行EDI平台，並吸納了約540家百佳購物廣場貿易夥伴及230家屈臣氏貿易夥伴加入EDI計劃。
“Suppliers who joined the EDI program have been benefited from the EDI program with improved communication. We had an overwhelming response from the suppliers. Now, 95% of Watsons and PARKnSHOP suppliers are using EDI Purchase Order (PO) and EDI invoicing for PO,” he said.

Knowledge transfer

“As the number of suppliers in China is more than that in Hong Kong with more diverse locations, it was expected that the initial stage of EDI implementation would be comparatively harder than in Hong Kong,” he said.

“EDI is a relatively new concept for the China market, so we have to spend more time on providing training to both our staff and suppliers. We have offered our staff in China a series of trainings, to ensure that they learn the fundamentals of the system and the concept of EDI and understand the advantages of using EDI.” The Group also organized a few large workshops about the EDI system for its China suppliers to ensure early success with EDI implementation.

Perfect matching

GS1 Hong Kong’s ezTRADE service allows ASW’s suppliers in China to send EDI invoice files to a messaging platform, where the invoicing data is automatically integrated into their back office systems. With the collaboration of GS1 Hong Kong, ezTRADE was soon handling all stock items for the Group in China with significant increase in efficiency. These include:

- a 60% reduction in workload due to the streamlined ordering process, improved data accuracy and reduction in manual data entry work.
- allowing suppliers to deliver goods without the need to arrange invoices in advance, which in turn helps shorten lead times and reduce delivery costs.

Moving forward, ASW is planning to expand the use of EDI to a wider community of its suppliers in China and implement EDI in other brands, and countries such as Malaysia, Singapore and Taiwan.
In keeping with the mission to enhance patient safety through closer collaboration with the global healthcare sector, the Hospital Authority (HA) joined the global GS1 Healthcare user group, as a voting member in 2008. Aiming to deliver a win-win worldwide environment for consumers, providers and suppliers, it is beyond doubt that the global healthcare supply chains should work closely together to achieve optimal efficiency, increase necessary transparency and build traceability.

“With this goal in mind, we have set several key targets as part of its modernization plans for procurement and materials management. These targets include the establishment of an integrated supply chain data and information platform and the enhancement of risk management tools and processes. The vision is to establish a value-for-money seamless supply chain operation with maximum risk management.

Streamlining procurement process with B2B platform – ezTRADE

To maintain supply continuity and appropriate technology adoption at the frontline, HA has to secure a smooth supply of all the necessary medical consumables through bulk procurement from global suppliers. The procurement processes involve a large network of vendors, including pharmaceutical companies, medical consumables suppliers, as well as third-party equipment maintenance service providers.

Earlier on, in 1996, in a bid to modernize procurement and supplies management through the implementation of an e-procurement system, the HA had enlisted GS1 Hong Kong and adopted GS1 service by implementing ezTRADE – a business to business EDI platform using standard-based Interface for automatic identification and communication in the healthcare supply chain. As of December 2009, a total of 48 HA suppliers have joined ezTRADE with over 18,000 EDI Purchase Order transactions throughout the year.

ezTRADE facilitates information flow and increases operational efficiency

Traditional manual order processing involved a complicated workflow; and this process was compounded by non value-added tasks such as duplication of efforts on data entry and information dispatch subjected to slow modes of communication, i.e. sending orders through fax. Not only was it time consuming and manpower intensive, there was a high risk of human error in the communication process, which in turn incurred hidden administrative and operational costs.

ezTRADE – designed to allow businesses to conduct trading activities with full electronic data interchange (EDI) and extensible markup language (XML) support – provided the ideal standards-based platform for the HA and its suppliers to do business with greater efficiency. With this platform service, all product categories, prices and quantities are itemized in detail on each Purchase Order, allowing the buyers in HA and the suppliers to extract accurate and timely trade information using a common

The Hospital Authority Hong Kong enlisted GS1 Hong Kong’s EDI platform, ezTRADE, to improve its procurement process and initiated a pilot study on the feasibility of RFID technology to enhance asset management.

為了通過推行電子採購系統以優化採購及供應管理，醫管局早於1996年，已與香港貨品編碼協會合作，引進電子商務平臺「通商易」，自動識別醫療供應鏈之上的物品及加強訊息交流。截至2009年12月，醫管局已有48間供應商採用「通商易」，全年透過此平台所進行的EDI電子訂單交易超過18,000宗。

「通商易」電子商務平台助簡化採購程序

為保障醫療物資供應充足，以及為前線員工提供適當的技術支援，醫院局需要從其他國家的供應商採購大量的醫療消耗品，以確保藥物的穩定供應。這個採購程序涉及龐大的廠商網絡，包括製藥公司、醫學用消耗品供應商以及第三方儀器保養服務供應商。

為了通過推行電子採購系統以優化採購及供應管理，醫管局早於1996年，已與香港貨品編碼協會合作，引進電子商務平臺「通商易」，自動識別醫療供應鏈之上的物品及加強訊息交流。截至2009年12月，醫管局已有48間供應商採用「通商易」，全年透過此平台所進行的EDI電子訂單交易超過18,000宗。

「通商易」促進資訊交流及提高營運效率

傳統的人手訂單處理涉及複雜的工序，這些步驟往往過於低效，而且不符合成本效益，例如數據輸入出現重疊情況，資料傳送速度受限於傳真發送訂單模式。這些不但耗費時間及人力資源，在溝通的過程中更出現高風險的人為錯誤機會，從而增加潛在的行政及營運成本。

「通商易」旨在讓企業透過全電子數據來往平台進行貿易活動。「通商易」更為醫管局及其供應商提供標準化及可互操作的平臺，以促進業務效率及簡化業務流程。
ezTRADE 协助医管局改善采购医疗消耗品的交易流程，具体的好处包括：有效改善与供应商在操作流程上的沟通，根除非增值性的重复工序（尤其是在行政过程中），减少数据输入上的人为错误及改进存货的管理工作。

运用无线射频识别技术提升追溯能力加强病人护理

除了透过“通商易”加强营运效率，医管局亦积极寻求进一步改善医疗资产的追踪机制。无线技术的快速发展（如RFID）令医院在资产管理方面更具效率，这与提升对医疗质量及成本控制的关注不无关系。针对这些问题及挑战，医管局利用无线射频识别技术进行一项试点研究，以便追查物品来源及管理医疗设备，藉以著这些关注，以改善病人安全及服务质素。

2007年，“无线射频识别技术资产管理专责小组”正式成立，并于同年联同香港货品编码协会在威尔斯亲王医院及北区医院进行研究，其目的是要寻找最理想的方法精简资产盘点的程序，藉此研究有关的技术在操作上是否优于现时使用的条码技术及作出比较，该研究的目的还在于希望藉著这一项试点研究以建立一套系统，可即时追踪医疗物品位置及简化搜寻昂贵的医疗器材的数据流程。

目前，运用有源自动式无线射频识别技术进行实时资产追踪，已证实能协助前线护士管理医疗设备，有效减省她们用於搜寻及点算常用设备的时间。护士只需12秒便可从病房裡找出需要使用的医疗仪器，以往她们需要从文件搜索及以人手找寻相关的设备，往往需要上半小时、数小时甚至数天的时间。另外，有源主动式无线射频识别技术的使用已证实较其他识别技术方便及具较高的标籤能力。

这个试点研究共挑选了15项仪器进行无线射频识别标籤，包括血压监护器、心电图仪、注射器、输液器和膀胱扫描器等。护士只需12秒便可从病房裡找出需要使用的医疗仪器，往往需要上半小时、数小时甚至数天的时间。另外，有源主动式无线射频识别技术的使用已证实较其他识别技术方便及具较高的标籤能力。

该研究还提供了决定性的论據，就是无线射频识别物品追踪系统能够满足多項关键性的资产管理目标，包括资产的充分利用、减少资产遗失及改进资产维修管理等。
Innovative and effective deployment of RFID technology is one of the most critical factors for business success in today’s increasingly interconnected global business environment. To encourage industry players to introduce RFID technology into their business operations and unleash the full potential of this technology, the Hong Kong RFID Awards was set up in 2008 to bring recognition to the outstanding achievements of enterprises and individuals in their move towards excellence in the innovative use of RFID technology.

A briefing session for this year’s Awards was organized on April 30, 2010 at GS1 Hong Kong’s office. Representatives from winners of Hong Kong RFID Awards 2009, Hong Kong Disneyland Resort (Silver Award winner of “Best EPC/RFID Implementation” & “Most Innovative Use of EPC/RFID”) and PCCW Solutions Limited (Silver Award winner of “Most Innovative EPC/RFID Products”) also attended the briefing session to share their project implementation experience.

In a bid to support Hong Kong’s participation in World Exposition 2010 Shanghai China and substantiate the theme of “Smart Card, Smart City, Smart Life” for Hong Kong’s Urban Best Practice Area, this year’s Hong Kong RFID Awards scheme will be housed under the umbrella of the Hong Kong Smart City + Awards 2010 themed “Hong Kong - Championing Smart Life”.With an expanded theme and scale, this year’s Awards will further accelerate the technological development with enhanced creativity and commercial values to uplift Hong Kong’s overall competitiveness and sustainability as a Smart City.

The 3rd Hong Kong RFID Awards winners may have the chance to show their winning projects at the World Exposition 2010 Shanghai.

For more information about Hong Kong RFID Awards, please visit http://epcglobal.org.hk/hkrfidawards/
Set up in 2004, EPC Partners Advisory Board is a group of enthusiastic technology professionals and solution providers committed to driving EPC/RFID technology development and implementation in Hong Kong. The election for the new term of Executive Members of the EPC Partners Advisory Board was held in May 2010, where a total of eight members were elected to serve for a term of two years.

After the election, Dr. Hubert Chan, the Chairman of the EPC Partners Advisory Board, outlined their mission for the coming year:

- create market awareness of EPC standards and EPC/RFID solutions
- foster the acceptance of EPC standards across all industries
- support solution partners in deploying EPC standards
- develop EPC/RFID implementation case studies as industry references
- act as a bridge between the HKSAR Government and industry to drive EPC/RFID usage

"With global economy continuing its recovery trend, Hong Kong is setting the pace with its use of RFID track-and-trace devices in business. It is proven that RFID can help enterprises improve operating efficiency and gain a competitive advantage. While the cost of RFID tags is getting lower and the technology is evolving rapidly, some local companies still have hesitation to adopt EPC-based RFID technology in their supply chain management. It’s time for us to gear up, connect more industry players and promote RFID technologies and applications for the benefits of our business community." said Dr. Chan.

The Board members identified the retail, healthcare and logistics industries as areas of focus for their term of service in 2010/2011, and aim to speed up the adoption of EPC/RFID technology in Hong Kong.

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**The new Executive Members of EPC Partners Advisory Board**

**Chairman:**
Dr. Hubert Chan, Chairman and CEO, Hong Kong Communications Co. Ltd.

**Vice Chairman:**
Mr. Johnson Yue, Director, Business Development, RFID Asia Pacific, Avery Dennison
Mr. Klaus Festl, Managing Director, Schmidt & Co, (Hong Kong) Ltd

**Committee Members:**
Mr. Kevin Choi, Sales & Marketing Director, ID-TECH (Hong Kong) Ltd
Mr. Matthew Man, Chief Executive Officer, Megasoft Ltd
Mr. Adam Kwan, Senior Manager, PCCW Solution
Ms. Angela Wong, Chief Executive Officer, RFID System & Suppliers Ltd
Mr. Sam Wong, Managing Director, Sedna Systems Ltd.

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**EPC夥伴諮詢委員會選出新一屆成員**

陳重義博士貫徹了委員會在來年的使命：

- 提升市場對EPC標準及EPC/RFID方案的認知
- 促進各行各業接納EPC標準
- 支援方案夥伴部署EPC標準
- 為業界提供參考，編撰EPC/RFID實施個案研究
- 擔當香港特區政府與業界的橋樑，以推動EPC/RFID的應用

陳博士表示：「隨著全球經濟持續復甦，香港在RFID追蹤與追溯商業設備上的應用愈見普及，RFID已被認定為可協助企業提升運作效率及提升競爭優勢。雖然RFID標籤的成本不斷下降、技術迅速發展，但在以EPC為基礎的RFID技術應用於供應鏈管理方面，一些本地企業仍顯得猶豫不決。為此，我們應進一步加強與更多業界成員的聯繫，推進RFID技術和應用，為我們的商業社區謀福祉。」

委員會成員將2010/2011年任期的重點領域鎖定在零售、醫療及物流等行業，並加速EPC/RFID技術在香港的應用。
The best way forward to increase warehouse efficiency is to improve real-time visibility and stock-in/-take/-out within the warehouse. For two decades, Earnward Warehouse Ltd. (EWL) has been providing warehousing services and logistics value-added services for Hong Kong companies. As a forward-looking company, to further improve its warehouse operations, EWL participated in a pilot project of EPC-based RFID enabling engine under the funding support of the Trade and Industry Department of HKSAR Government to improve supply chain visibility and warehouse efficiency and the company is now seeing the positive impact of this initiative.

A typical warehouse has to carry tens of thousands of goods from different manufacturers and suppliers, with different lead times. Despite the complexity of the products, logistics service providers are normally managing their warehouses and inventory manually without a holistic tracking process, leading to a high error rate in fulfilling store orders which in turn results in high costs being incurred due to mis-ships or delays.

To excel in today's competitive business environment, companies must constantly innovate and enhance their knowledge of best practice in supply chain management. Earnward Warehouse Ltd. recently took part in a pilot project of EPC-based RFID enabling engine to enhance its stock-in/-out and stock-take of assets. EWL now has enjoyed real-time traceability of warehouse items and therefore has achieved logistics visibility within their warehouses.

Sponsored by the Chamber of Hong Kong Logistics Industry Limited, the pilot project undertaken by GS1 Hong Kong, pioneers the development of an RFID/EPC enabling engine as a ready-to-use tool:
• for local logistics solution providers to further develop various RFID/EPC applications; and
• for logistics service providers to lower the barrier in adoption of RFID.

Connected to GS1 Hong Kong’s ezTRACK, a globalized EPC-based RFID track and trace platform, the enabling engine enables logistics providers to gain visibility of goods movement and inventory in real-time.

As the first pilot user of the EPC-based RFID enabling engine project, EWL explained that the Company participated in the pilot program is due to growing market demand for RFID. “Since we began working with the standard-based RFID tracking system in January this year, the solution presented us with proof that RFID warehouse management systems can address many key challenges of warehouse management, which would further assist the logistics industry to evolve business solutions for 3PL,” said Mr. Thomas Yau, IT Specialist, EWL.

EWL operates five warehouses in Hong Kong for storing a variety of products. Its facility at China Aviation Logistics Centre in Kwai Chung provides storage for more than 1,000 mattresses for a leading bedding company. EWL looked for the best way to streamline restocking processes and enable faster stocktaking of its clients’ assets.

Mr. Yau said EWL chose to use the EPC-based RFID warehouse management system in this warehouse because the mattresses are of high value and the client needs accurate delivery. “Compared with the previous practice, the stock checking process that needed two days of work can now be accomplished within a half-day. In terms of labor costs, the same task that demanded four headcounts is now adjusted down to two. It can increase warehouse efficiency by reducing labor and saving the time spent on monitoring and identifying stock,” he said.

“The use of standard-based RFID technology for real-time asset tracking is proving to be most helpful to our warehouse operation by facilitating faster stock tracking and eliminating human errors. As a result of process automation, EWL achieved 100 percent accuracy in shipments,” he added.

EWL’s RFID warehouse management system has been a truly successful project – mattress handling has speeded up drastically and become more accurate. All said, the pilot project has made a significant positive business impact on the company.
放眼現今物流業，提升倉庫效率的最佳方法，莫過於改善倉庫內貨物的實時能見度及加強貨物在入倉/盤點/出倉等各方面的處理。過去二十年，盈匯倉庫有限公司（「盈匯」）一直為香港的企業提供倉儲和物流增值服務。為進一步改善其倉庫運作，高瞻遠矅的盈匯早前參與了一個由香港工業貿易署資助的試點項目 - 一套採用以EPC為基礎的RFID技術，提升供應鍊透明度及倉庫效率的應用引擎。盈匯早前參與的試點計劃，現已見成效。

一般來說，倉庫內的貨物通常來自成千上萬不同的製造商和供應商，而貨物進出的時間又各不相同。然而，面對如此複雜的業務，不少物流服務供應商仍墨守成規，以人手管理倉庫，缺乏全面的貨物追蹤程序。其結果是執行提存指示時錯誤百出，繼而為補救錯誤、延誤等問題導致成本上升。

因此，企業要在當今競爭激烈的商業環境中脫穎而出，必須在供應鏈管理方面不斷推陳出新，並提升對業界典範做法的認識。盈匯近年參與一個試點項目，採用一套以EPC為基礎的RFID應用引擎，用以提升貨物的提存及盤點管理。該應用引擎可連接無線射頻識別技術中間件及香港貨品編碼協會的「追蹤網」，為物流服務供應商帶來實時追蹤倉儲貨物之便，令旗下倉庫的物流能見度大大提升。

盈匯在對倉庫管理五個存放不同貨物的倉庫。其位於葵涌區的中國航空快遞物流中心，為香港一家主要床上用品公司提供可儲存逾千床墊的庫存空間。盈匯不斷精簡其儲存整理工序，為客戶提供更快捷的貨物盤點服務。

邱先生表示，床墊乃貴價貨物，而購買的消費者通常都要求準時送貨，盈匯因此在該倉庫採用了以EPC為基礎的RFID倉庫管理系統。「以往需時兩日的庫存查詢工序，現時只需半天。而手方便面，同樣的工作可從以往的四名員工減至兩名。這兩項減省提升了倉庫的效率。」他說。

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當床墊從工廠送到倉庫，盈匯即為床墊貼上預先印備的RFID標籤。與此同時，工作人員會登記有關產品資料到系統，作為入倉記錄。

盈匯的RFID倉庫管理系統，無疑是一個先機早著的項目：處理床墊所需時間大幅減少，準確度又得以提高。總括而言，這項試點項目為盈匯倉庫帶來豐碩的商業成果。
For more than two decades, GS1 Hong Kong has been committed to designing global standards that improve visibility and efficiency in the supply chain. Tens of thousands of local companies rely on GS1 standards to conduct business and meet consumers’ expectations – well beyond its initial use on packaged goods in supermarkets.

Today, 100% reliable GS1 barcodes are a vital part of the supply chain. As a result, GS1 has a responsibility to do all it can to help ensure that its standards are being used in a consistent and systematic way.

Designed to establish a standard of performance for companies or individuals involved in the barcode industry, the GS1 Hong Kong Barcode Vendor Certification Program has two levels of certification: Company Level and Individual Level. The designation Certified Barcode Vendor or Certified Professional means a company or individual has satisfactorily passed the required examination(s), and met all certification requirements set by GS1 Hong Kong and is entitled to use the GS1 Hong Kong Certification Program Logo(s).

Once accredited, a GS1 Hong Kong Certification Program Logo and a certificate number will be provided by GS1 Hong Kong to indicate a partnership with GS1 Hong Kong and to demonstrate expertise in specific technical areas. Each certificate and logo has a unique identification number that links back to GS1 Hong Kong’s database and allows third parties to verify the authenticity of a certificate.

Held on March this year at GS1 Hong Kong’s office, the recent training section of the GS1 Hong Kong Barcode Vendor Certification Program was attended by six individuals of five vendor partners, with the passing rate of the examination was about 80%. The next training is scheduled to be commenced in end of July in 2010.

We are pleased to see that a number of GS1 Member Offices have already created and implemented various forms of certification and accreditation programs in their local markets. These excellent programs demonstrate both the need for quality and reliability, and the measurable value and numerous benefits they bring to companies who take advantage of them.
As part of its continuing efforts to enhance patient safety and supply chain efficiencies, GS1 Healthcare published the GS1 standard for the Automatic Identification and Data Capture (AIDC) of medical products in 2010.

The global harmonization of standards is needed to effectively comply with various identification and traceability requirements around the world. Sector-wide implementation of AIDC systems can improve patient safety in a number of ways, which include reducing medication errors, fighting counterfeiting and enabling effective product recalls and adverse event reporting, as well as help remove inefficiencies throughout the healthcare supply chain, allowing stakeholders to improve and integrate their processes.

The new standard provides industry stakeholders with a common set of data and data carriers for medical products at every packaging level, including specific guidance on selection and use of appropriate product identification keys. There is also guidance on additional product and production data (lot numbers, expiration date, and/or serial numbers) and data carriers including linear bar codes, two-dimensional bar codes and Radio Frequency Identification (RFID) tags.

Implementation of the GS1 standard for AIDC will ensure that medical products can be unambiguously identified by anyone in the healthcare supply chain, bringing us one step closer to a Healthcare supply chain that is as efficient as other industries. More than 65 countries have already adopted GS1 Identification Keys for medical products.
GS1 France and GS1 Germany have joined forces to develop an anti-counterfeiting service based on their experience gathered with their national projects. The standards developed by GS1 for logistics processes are an essential basis for building a general solution, while respecting the diversity of product authentication solutions and of company policies. Thanks to its unique keying system and online services, GS1 can play a unique role to facilitate the surveillance of the market.

When conducting the joint program, GS1 France and GS1 Germany intend to work closely with all the stakeholders in the anti-counterfeiting struggle: brand owners; providers of authentication and secure traceability solutions; customs and other enforcing authorities; and major e-commerce sites.

As an end-to-end solution to ease the verification of product authenticity, the anti-counterfeiting service will provide companies with easy access to fraud detection information, and enable the use of serial numbers to filter potential counterfeits in the case of large volumes or online marketplaces.

The cooperation between GS1 France and GS1 Germany started in April 2010 and operational pilots are expected to be ready in the second half of this year.

For more information on the GENUINE Product Authentication Service, please contact:
Mr. Raymond Wong at (852) 2863 9778 or email raymondwong@gs1hk.org, or
Ms. Cheryl Lam at (852) 2863 9776 or email cheryllam@gs1hk.org

GENUINE product authentication service to combat counterfeiting

The continued influx of counterfeit products that batters confidence among consumers has driven further innovation in the anti-counterfeiting technology sector locally.

GS1 Hong Kong has recently launched the GENUINE Product Authentication Service to assist brand owners, distributors as well as retailers to increase brand awareness and integrity while bolstering consumer confidence.

The solution is designed to help consumers identify whether the products they bought are genuine, including health supplements, Chinese medicine and consumables. These efforts, will help companies build a trusted relationship with consumers, and in a long term enhance Hong Kong’s reputation for providing authentic goods and strengthen the city’s reputation as a “Shoppers’ Paradise”.

GS1法國及德國分會透過以往處理國家項目所累積的經驗，聯手開發了一項防僞服務。GS1為物流流程所定立的標準在考慮到多元化的產品驗證方案及公司策略的同時，亦為建立綜合方案提供必需的基礎。憑藉其獨一無二的鑰匙系統和網上服務，GS1在市場監察方面擔當一個重要的角色。

在展開聯合計劃時，GS1法國及德國分會計劃與所有持份者緊密合作，其中包括品牌擁有者、貨品鑑定及安全追溯方案供應商、海關、執法當局及其他主要的電子商貿網站，以對抗僞冒活動。

作為驗證產品真僞的點對點方案，這項防僞服務可讓企業輕易地獲取欺詐偵測消息，在需要處理大量或網上市場訊息的情況下，只需利用該序號便可過濾出潛在的僞造物。

GS1法國及德國分會自2010年4月起合作，試點預期可在2010年下半年啟動。

查詢更多關於「正貨」驗證服務的資料，請聯絡：
黃先生 (852) 2863 9778 或電郵 raymondwong@gs1hk.org
林女士 (852) 2863 9776 或電郵 cheryllam@gs1hk.org

「正貨」驗證服務打擊冒牌貨品

隨著冒牌貨品不斷湧入市場，打擊消費者對品牌的信心，促使本地防僞技術上的創新發展。

香港貨品編碼協會最近推出的「正貨」驗證服務，協助品牌擁有者、分銷商和零售商提高品牌知名度及誠信度，同時促進消費者的信心。

「正貨」驗證服務，旨在幫助消費者識別他們購買的保健產品及中成藥產品是否正貨。藉著提供產品資訊的透明度；此方案將可協助企業與消費者建立互相信任的關係，長遠來說，將可鞏固香港正貨之都及「購物天堂」的美譽。
GS1 Hong Kong supports Retail Asia Expo 2010
June 22 – 24, 2010

As a supporting organization of Retail Asia Expo 2010, GS1 Hong Kong demonstrated the latest retail supply chain solutions in the Innovation Showcase. Held from June 22 – 24, 2010 at the Hong Kong Convention & Exhibition Centre, Retail Asia Expo brought together suppliers, solutions providers and retailers throughout Asia Pacific to share ideas, inspiration and buying plans to help them flourish in the year ahead. Ms. Anna Lin, Chief Executive of GS1 Hong Kong was one of the officiating guests of the opening ceremony whereas Mr. Raymond Ng, Chief Operating Officer of GS1 Hong Kong featured “Connecting consumers to richer and authentic information for brand awareness and protection” at the Forum.

Cold Chain Logistics China 2010
June 2 – 4, 2010

A wide range of comprehensive facilities, equipment, technologies and services applied to the complete cold chain were showcased at Cold Chain Logistics China 2010 – the only event of this kind in China that specifically targets at the cold chain industry. Mr. K.K. Suen, Chief Architect & Principal Consultant of GS1 Hong Kong delivered a presentation on “Internet of things in action – enabling food traceability and safety with RFID cold chain monitoring” at the Conference. A study tour organized by GS1 Hong Kong themed ‘Guangzhou Express Railway Business Opportunities Exploration cum International Exhibition on Cold Chain Logistics’ was held concurrently for industry to learn about the various technology development in Panyu and Guangzhou.

International ICT Expo 2010 showcased 3D technology and environmental solutions
April 13-16, 2010

Organized by the Hong Kong Trade Development Council, more than 570 exhibitors from 14 countries and regions took part in the International ICT Expo 2010, displaying the newest products and solutions in information and communications technology. GS1 Hong Kong was one of the exhibitors who showcased the Supply Chain Operations Reference-model (SCOR), aimed to help local enterprises improve their supply chain process and performance.

LSCM Annual Conference & Exhibition 2010 showed creative use of technology
March 26, 2010

Under the theme “Technology Innovation for Better Living”, the Logistics & Supply Chain Management (LSCM) Annual Conference and Exhibition 2010, highlighted the latest creative logistics and supply chain management technologies helping to advance the industry's development and enhance quality of life. Participated in the event, GS1 Hong Kong showcased the cargo and logistics track-and-trace solution that enables product authentication, product recall alerts and product quality assurance backed by the standard-based globalized traceability platform, “ezTRACK”.

GS1 Hong Kong addressed modern supply chain challenges at CWHK Supply Chain Management Forum 2010
March 24, 2010

Bringing together professionals in supply chain and technology, the ComputerWorld Hong Kong (CWHK) Supply Chain Management Forum 2010 highlighted the key challenges and issues facing supply chain managers today. Mr. Rocky Yu, Manager, Professional Services, GS1 Hong Kong, shed light on outlining ways to drive product innovation through new supply chain capabilities. The forum attracted an audience of more than 150 supply chain and IT professionals.
**Global GS1 Healthcare Conference in Brazil ended in success**  
March 16-18, 2010

The 16th Global Healthcare conference themed “Raising the bar on patient safety and supply chain efficiency”, took place from March 16 to 18, 2010 in São Paulo, Brazil, was a success. Among the participants were key stakeholders in the healthcare supply chain from around the world. This informative program provided delegates with new knowledge surrounding global supply chain and valuable insights into how to further improve patient safety and quality of care.

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**GS1 Hong Kong organized SCM workshop with HKRMA**  
March 11 and April 21, 2010

GS1 Hong Kong collaborated with the Hong Kong Retail Management Association to organize the Supply Chain Management Workshop on Supply Chain Operations Reference-model (SCOR) and Theory of Constraints (TOC). Mr. Rocky Yu, Manager, Professional Services, GS1 Hong Kong, delivered a presentation to the new audiences on SCOR performance and benchmarking, while Mr. Henry Soo, Managing Director of DataDevelop Consulting Ltd., discussed how TOC enhances supply chain management by synchronizing its inventories with market demand.

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**Information exchange and learning at GS1 Global Forum 2010**  
February 22-28, 2010

Over 505 delegates from GS1 member organizations’ leadership from 81 countries gathered in Brussels for the GS1 Global Forum. Packed with opportunities for information exchange and learning activities under the theme “From vision to action, GS1 united for new opportunities”, the five-day event focused on communicating the GS1 strategy, motivating our global community, and sharing progress made in implementing the new organization and our plans for further growth. Among the speakers at the one-week event was Mr. Raymond Ng of GS1 Hong Kong who shared with the participants the insights into how the EPCIS-enabled authentication solutions helps improve product trustworthiness whereas Ms. Conser Lee demonstrated how the one-stop B2B platform ezTRADE enhances collaborations amongst trading partners in Hong Kong and the mainland China.
GS1 welcomes the following companies as our new members

January – May 2010

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