GS1 Hong Kong Celebrated Consumer Excellence
香港貨品編碼協會推動關愛消費者文化

The 11th SCM Excellence Summit
第十一屆香港貨品編碼協會供應鏈高峰會

Connecting industries with knowledge, technology and best practices
以知識、科技和最佳實務連繫業界

GS1 bar-code enabled authentication for high value food and wine products ensures consumer trust and loyalty
採用GS1條碼驗證服務的高值食品及葡萄酒產品 贏取消費者信任和忠誠度
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NEWS FLASH

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Nowadays, the rapid expansion of international trading and modern food supply chain provides more diversified, lower-cost and convenient food to people. However, hidden food safety risks emerge from the globalized food supply activities as they get more complex. It requires greater collaboration between regulators and industry stakeholders at all levels around the world to safeguard consumers’ health and safety.

GS1 has been facilitating trading partners to develop a safer, more efficient and sustainable supply chain, and help to build trusted connection with consumers. To support the global agenda, GS1 Hong Kong organizes its first Asia Food Safety and Product Quality Forum. The forum provides a unique opportunity for over 200 food safety specialists in Asia to:

- Formulate prevention strategies by reducing food-related risks
- Optimize the supply chain visibility and food traceability from-source-to-store in today’s complex food system
- Implement an effective and advanced food safety practice by using new technologies and global supply chain standards
- Leverage a unique, neutral and international platform to network and cooperate with other stakeholders in Asia

Regulators, prominent business leaders and food safety specialists joining the forum include Dr. Peter Karim Ben Embarek, World Health Organization, Dr. Eunsook Moon, Director General, Korea Food Safety Information Center, Mr. Jan Kranghand, Head of Quality Assurance, METRO Cash & Carry China, Dr. Kristian Moeller, Managing Director, GLOBAL G.A.P, Mr. John Keogh, Senior Advisor, GS1 Global and the representative from Fonterra China.

For inquiries, please contact Miss. Linda Lam at 2863-9798.
GS1 Asia Pacific Forum 2011 was successfully held in Beijing, China on November 1 - 4, 2011. It was a meeting of Asia Pacific member organizations (MOs) to share updates on their respective developments and the models of MO organization structures for effective delivery of core services. In response to one of global GS1’s top priorities for 2011 – 2012, namely, “Continue Strengthening our Core Competency in Supply Chain Management and Optimization”, GS1 Hong Kong has launched a series of EPC Network Infrastructure projects to enable end-to-end visibility of the supply chain in the region. Key industry programs including Health care Supply Chain Modernization, Cold Chain Visibility for Food & Product Quality and Safety, Cross-border customs and industry engagement on supporting EPCIS standard in Transport & Logistics; and Apparel Item Tagging have been started with good progress with partners within and beyond the region. As Internet applications have made digital information more accessible to consumers, GS1 Hong Kong is stepping into mobile commerce and planning for more collaboration with its members. The strategic direction will strengthen GS1 Global’s priority to become a key player in the internet world.

The Forum also announced that Economic and Social Council (ECOSOC) of the United Nations recommended special consultative status to GS1 on 4 February 2011. This status is based on Article 71 of the Charter of the United Nations and on ECOSOC Resolution 1996/31 adopted in 1996. The status, granted to NGOs, non-profit or voluntary organizations, enables GS1 to make contribution to the work programs and goals of the United Nations by serving as technical expert, adviser and consultant to governments and Secretariat. Sometimes, as advocacy groups, they espouse UN themes, implementing plans of action, programs and declarations adopted by the United Nations. GS1 will also be invited to attend international conferences called by the U.N., General Assembly special sessions, and other intergovernmental bodies. The status place GS1 at a better position dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility of supply and demand chains globally and across sectors worldwide.

GS1亞太區論壇已於2011年11月1日至4日在中國北京成功舉辦。GS1亞太區成員機構於會議分享最新發展，以及其有效順行核心服務的模式。為回應2011-2012年度全球GS1的首要主題—「繼續鞏固我們管理及優化供應鏈的核心能力」，香港貨品編碼協會展開了一系列產品電子代碼網絡架構項目，以實施亞太區內點到點的供應鏈透明度。主要的業界項目包括醫療護理供應鏈現代化、冷凍鏈食品安全與產品質素及安全的透明度，以及支援運輸與物流業產品電子代碼訊息服務(EPCIS)標準在跨境海關及業界拓展，而區內及區外的成衣業合作夥伴實行的成衣條件標籤項目也有良好的進展。隨著互聯網為消費者打開訊息流通的大門，香港貨品編碼協會已展開流動電子貿易，並計劃與協會成員有更多協作。這個策略性方向將會加強GS1全球在網絡世界成為重要一員的優先權。

該論壇獲宣布，於2011年2月4日聯合國經社理事會（經社理事會）推舉GS1的特別協商地位。此地位是根據於1996年通過聯合國憲章第71條和經社理事會第1996/31號的決議，所授予非政府組織、非牟利、自願組織的地位，使GS1以技術專家、指導員或顧問的身份向政府和秘書處提供協商服務，為聯合國的工作方案和目標作出貢獻。作為倡議小組，GS1會實施計劃方案和聯合國通過的聲明，以支持聯合國的主題。GS1亦將獲邀參加聯合國召開的國際會議、聯合國大會特別會議，以及其他政府間機構的會議。此地位把GS1置於更有利的位置，助其致力於設計和實施全球標準和解決方案，以優化世界上各行各業全球供應與需求鏈的效率和透明度。
Hong Kong IoT Centre Extends Best Practices of Former HK RFID Centre

香港物聯網科技應用中心，再現前香港無線射頻識別中心的最佳實務

GS1 Hong Kong plans to relaunch the Hong Kong Internet of Things Centre of Excellence (HK IoT Centre) at the Hong Kong Science & Technology Park in Q2 of 2012. Building on the success of the former Hong Kong RFID Centre (2008-2010), the HK IoT Centre will further extend the best practices by nurturing the prosperous development of the local technology industry, promoting Hong Kong and PRD as a regional centre of gravity for RFID technologies and IoT applications adoption, as well as providing a one-stop knowledge transfer and RFID/IoT applications demonstrations platform for the business community and the public.

40 sectors specific to IoT exhibits will be set up in 7 themed zones
40個行業為本的IoT展品將設於7個主題地區

- Manufacturing 製造業
- Apparels 衣服業
- Logistics 物流業
- Healthcare 醫療護理業
- Food 成品業
- Retail 零售業
- Public Services 公共事業

Received industry support from: 我們得到以下業界的支持:
32 industry and trade associations 32個業界和貿易組織
7 sponsors 7個贊助商

To enhance public awareness and understanding about the RFID technology, GS1 Hong Kong will continue to promote the EPC/RFID adoption among the industry players that enable smarter businesses in Hong Kong and the PRD region. 為提升公眾對RFID技術的關注和了解，香港貨品編碼協會將會繼續推動業界採用EPC/RFID，以促進香港和珠江三角洲地區的業務效率。

Funding approval by the Innovation & Technology Commission will be available soon. GS1 Hong Kong will provide further details in due course. 香港貨品編碼協會將獲創新及科技委員會批准資金，有詳情將於後期公布。

To further develop Hong Kong into a RFID centre in the region, the IoT Centre carries 3 key objectives：為繼續打造香港為區內RFID中心，物聯網中心

- To be Hong Kong’s ICONIC SMART TECH SHOWROOM that accelerates knowledge exchange, industry adoption and innovation creation
  成為香港標誌性的「智能科技展示廳」，以加快知識交流、業界採納技術和科技創新

- To be an INDUSTRY SUPPORT PLATFORM that enables Hong Kong’s ICT business to develop and deliver RFID/IoT-related services for industry’s continuous development and increased competitiveness
  成為業界支援平台，促進香港信息及通訊技術業界發展和提高RFID/IoT相關服務，幫助業界持續發展和增加競爭力

- To be a HUB of RFID/ IoT TECHNOLOGIES that forges the technological collaboration and standardization between Hong Kong and China
  成為RFID/IoT科技的樞紐，以促進中港之間的科技協助和標準化

The Centre will showcase the latest RFID applications in the core industries, demonstrating an extensive suite of EPC/RFID solutions applicable to different operational and daily environments. 中心將會展示核心產業最新的RFID應用，並示範EPC/RFID解決方案適用於不同的業務運作和日常環境的廣泛配套。
GS1 Hong Kong plans to launch a brand new B2C Mobile Application by the end of Q1 this year.

GS1 Consumer Connect, developed by GS1 Hong Kong, is a mobile application for brand owners and retailers to deliver their product and brand values in just one scan, leading to a new way of consumer engagement and interaction.

Direct mobile communications platform to interact with consumers 24/7
為您的產品提供直接的流動通訊平台，能與消費者隨時隨地互動

Consumers are willing to receive information from brands when they perceive that it is valuable to them. GS1 Consumer Connect enables brand owners and retailers to grab consumers’ attention via:

- Latest product promotional offers
- Extended product information and interesting multimedia content
- Digital coupons for consumers to enjoy your promotional offers anytime
- Integrate on-line and off-line marketing campaigns for greater consumer engagement
- Trusted, brand-owner-authorized source for product authentication
- New excitement offered on consumers’ shopping journey

消費者意識到品牌所傳遞的產品資訊是對他們有價值時，往往願意進一步了解有關資訊。GS1的Consumer Connect透過以下方式讓品牌持有人和零售商抓住消費者的注意力：

- 最新產品優惠
- 延伸產品資訊和有趣的多媒體內容
- 提供電子優惠券讓消費者隨時隨地享用推廣優惠
- 融合在線和離線營銷推廣活動，以吸引更多消費者參與
- 可靠和獲品牌持有人授權的來源資訊作產品驗證
- 為消費者的購物旅程帶來新體驗
More ideas to connect with your consumer

Scratch card game
to unlock the coupon / promotional offer
擦擦卡遊戲
嬴取禮遇

Scan to collect (e.g. classic wallpaper)
經典珍藏
（如手機牆紙）

Scan to watch (e.g. behind-the-scene video)
精彩短片
（如幕後花絮）

Scan to play (e.g. quiz)
益智遊戲
（如小測驗）

Scan to act (e.g. voting)
行動參與
（如投票）

How Does Consumer Connect Work?
Consumer Connect如何運作？

Product with BarCode
有條碼的產品
PACKAGING
包裝
Products are marked with GS1 Bar Codes containing GS1 Identification Keys (i.e. GTIN)

Consumer with Mobile Device
有流動通訊設備的顧客
CONSUMER EXPERIENCE
顧客經驗
Consumer uses a smart phone to scan and decode the GS1 Bar Code and access product value

GS1 Barcode PLUS
INFORMATION SOURCE
資訊來源
Information is retrieved from a single source which contains authorised, validated data gathered from brand owners

Product Values and Content
產品價值及內容
INTERACTIVE SHOPPING
互動購物
Encourage consumers' interaction by delivering product values

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Item-level Tagging – Paving the Way towards ‘Source-to-Store’ Supply Chain Visibility

單件項目標籤 — 為將來「原產地至商店」的供應鍵透明度鋪路

The success of supply chain at manufacturing level lies in visibility, accuracy and trust built into goods and business relationships. To actualize this picture, a cross-section of global retailers, brand owners, manufacturers, vendor partners, academia and solutions providers gathered and shared best practices, discussed challenges and solutions around optimizing supply chain processes in an open and business-neutral workshop, aiming at promoting the values of ‘source-to-store’ supply chain visibility in the apparel industry.

Hosted by GS1 Hong Kong and GS1 US, an educational workshop about Item Level RFID tagging in Hong Kong took place from July 26 to 28, 2011 with 85 participants participating. The panelists and speakers underscored the value of standards as ‘the global language of business’ for RFID enabled data management solutions applied at manufacturing level. Anna Lin, the Chief Executive of GS1 Hong Kong, welcomed everyone to the 3-day educational workshop. An overview of the history and current state of EPC-enabled RFID technology in the apparel industry was given by Douglas Chan, the Manager of Business Development at GS1 Hong Kong, and Patrick Javick, VP of Industry Engagement at GS1 US. Douglas and Patrick discussed GS1’s role in the apparel industry’s implementation and adoption of EPC-enabled RFID technology and how standards are the key to true visibility and interoperability among trading partners.

香港貨品編碼協會和GS1美國分會於2011年7月26至28日舉辦了一個關於單件項目無線射頻識別(RFID)標籤的教育工作坊，共有85位業界代表參與。專題討論小組成員和講者強調標準已為製造業在RFID支援的數據管理應用方案上提供「全球商業語言」。香港貨品編碼協會總裁林潔怡在這為期三日的工作坊致辭，業務發展總監陳志明和GS1美國分會企業拓展副主席Patrick Javick概述產品電子代碼EPC支援的RFID技術在成衣業的歷史和當前狀態，他們探討GS1在成衣業推行和採納有關技術的角色，以及GS1標準如何有效支援全面透明度和貿易夥伴的互通性。
The first day of the program included a general overview of RFID applications in the apparel supply chain conducted by David Crompton, co-director of the University of Arkansas RFID Research Center, and several other presentations by retailers and manufacturers related to item level tagging. "EPC-enabled RFID gives you 99-percent accuracy reads when it comes to the apparel industry," said David. Lane McKenzie, IS0 product manager of inventory management from Walmart, explained how store-level visibility at Walmart was enabled by EPC. "Standards maximize the benefits. There is no other technology that will have the same effect on the industry as RFID," stated Lane.

The afternoon session was kicked off by Sean Tan, Business Relationship Manager of the apparel and footwear supplier VF Corporation, who discussed the value of EPC-enabled RFID to brand owners. They have begun item level tagging by which most of the tags are applied at the source. In 2010, there were 20 million EPC-enabled RFID tags, and the number is expected to increase to 80 million tags this year. Tommy Lui, Executive Vice President of Li & Fung, discussed Tag2Save, meaning how item level tagging resulted in total supply chain savings. "Tag2Save is our mission today. The apparel industry is awaiting a transformation and RFID is one of the ingredients of this transformation," said Tommy.

Jerrel Leung, from The Chinese University of Hong Kong’s Li & Fung Institute of Supply Chain Management & Logistics talked about the beta software project in detail and how they went beyond traditional item level tagging to tagging components of garments. For example, RFID tags were deployed on raw fabrics at the source. Once cut, the fabric "parts" were tagged. Twenty-four "hot spots" were chosen along the supply chain—from source to store—for reading the tags and reporting
The Source-to-Store Retail Supply Chain:
Moving Beyond Technology and Standards
01/15/2012 (Sunday) 10:15am - 11:45am

The annual National Retail Federation Conference, known simply as Retail’s Big Show, will be held at the Javits Convention Center in Manhattan. Bob Carpenter, CEO of GS1 US, Anna Lin, CE of GS1 Hong Kong, and Gay Whitney, Senior Vice President of GS1 US, will describe how their organizations and GS1 standards are supporting the industry. The EPC-based RFID is playing a pivotal role as Macy’s, Li & Fung and other apparel companies seek to track and gain greater visibility of their products’ movement from the point of manufacture to point of sale. The topics covered range from how leading retailers and manufacturers manage their global supply chains to how retail apparel trading partners use EPC-enabled RFID technology to improve business processes like inventory management and forecasting, as well as trading partner relationships.

业务夥伴溝通的重要性。eTrak™ (e2TRACK™) 就是香港貨品編碼協會籍產品電子代碼訊息服務(EPCIS)帶來點對點供應鍊資訊透明度的例子。

GS1美國分會的企業拓展高級副主席Gay Whitney在工程坊最後的環節主持一個專題小組討論，Gay就持分者的利益、用家的個案提出一些有趣問題，並談到在業務推行和應用由EPC支援的RFID技術為商業夥伴關係帶來的影響。高巒透露的業界在營商理念中探索和納入全面供應鏈透明度，使企業成功為業務流程帶來革新。Macy’s和利豐集團行政人員將於2012年1月15日與GS1在國家零售聯盟會議共同探討RFID如何優化由原產地至銷售點的零售業供應鍊。
The 11th GS1 Hong Kong Supply Chain Management Excellence Summit
第十一屆香港貨品編碼協會供應鏈管理高峰會

Leveraging our worldwide network and local implementation experience, the GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit has evolved into a gala event for all stakeholders in the supply chain management since 2000. Around 500 local and international delegates attended this landmark regional event, supported by supply chain experts and business leaders representing a wide range of spanning logistics, manufacturing, distribution and retailing (across industries) to network and share best practices.

Themed ‘Building Supply Chain of the Future: Efficiency, Visibility and Value’, the 11th GS1 Hong Kong SCM Excellence Summit took place at the JW Marriott Hotel, serving as a platform for participants to share knowledge and learn new ways to drive a sustainable business transformation through enhanced supply chain efficiency, visibility and operational effectiveness.

Building Supply Chain of the Future

The Summit this year provided valuable insights into global supply chain outlook and strategies with regards to exploiting China’s rising consumer market, modern supply chain logistics management, technological innovations and industry in action on retail automation, healthcare modernization and logistics track-and-trace, through a mix of inspirational speeches, panel discussions, thematic sessions and a world-class supply chain management solutions showcase.

In the opening address, Mr. Francis Ho, Permanent Secretary for Transport and housing (Transport), the HKSAR Government, highlighted the importance of adopting RFID applications in business in response to the needs of industry, the ever-changing competitive landscape in a global economy and the demanding operating environment.

Mr. Francis Ho highlighted the importance of adopting RFID applications in business in his opening remarks.

憑藉全球網絡和本地的實踐經驗，香港貨品編碼協會供應鏈管理高峰會自2000年以來便成為所有供應鏈管理持分者的業界盛事。逾500名來自海外和本地的代表參與是次區域性的重要會議，有供應鏈專家和來自物流、製造業、分銷商和營業界的零售商等業界領袖聚首一堂，彼此交流和分享最佳實務。

第十一屆香港貨品編碼協會供應鏈管理高峰會假香港萬豪酒店舉行，主題為「建設未來供應鏈：效率、透明度和價值」，讓與會者有一個分享知識的平台，並學習新的營商之道，藉提升供應鏈的效率、透明度和營運效益帶來可持續發展的業務轉型。

建設未來的供應鏈

本年度的高峰會為與會者就全球供應鏈的前景和發展策略提供寶貴的見解，透過一系列具啟發性的演講、專題小組討論、專題會議和一個世界級的供應鏈管理解決方案展，助他們把握機遇迎接中國消費市場的上升勢頭。現代化供應鏈管理、科技創新與零售業自動化的動態、醫療護理現代化，以及物流的追蹤與追溯。

香港特別行政區政府運輸及房屋局常任秘書長何宜章在開幕致辭時，指出在業界應用無線射頻識別(RFID)的重要性，以應對在全球經濟中不斷變化的競爭格局與艱辛的營運環境。
Mr. Joseph Phi, Chairman of GS1 Hong Kong, welcomed delegates to this year’s Summit and stated the mission of the organization as the leader in global supply chain standards, enabling technologies and best practices. “While Europe continues to seek a solution to its sovereign debt crisis, the US is battling unemployment and China is attempting to bring her economy to a soft landing, we expect Asia’s growing prosperity to continue to lift Hong Kong, generating opportunities for local businesses. GS1 Hong Kong believes it has a responsibility to work closely with Hong Kong businesses to help them adopt the latest supply chain management technologies, strategies and best practices. We are also dedicated to promoting common supply chain standards and technological innovations to maximize their supply chain efficiency and visibility,” said Mr. Phi.

Meeting the Market Trend, Creating Business Value

The first keynote speaker Mr. David Ingram, Vice President of Supply Chain North Asia, Unilever, kicked off the conference by discussing how effective supply chain management leads to sustainability in business growth. He mentioned keys enabling profitable growth in a volatile environment are to drive an efficient consumer driven supply chain. He further mentioned the trend of increasing information and IT integration across the full supply chain which greatly improves the effectiveness and efficiency of the industry. For instance, there is a growing use of retailer data for consumer behavior analysis and end-to-end optimization.

Mr. Sunny Wong, the General Manager of Trinity Limited, shared on the topic ‘Conquering the Luxury Market’ about the factors leading to a rapidly growing China’s consumer market. “High net worth individuals and emerging middle class is one crucial factor. Fast consumer credit expansion accelerates the luxury market development. The middle class in China is transitioning from a saving to spending culture. Those who bought luxury goods in the past 12 months spent an average 10 to 12% of their total household income on these items,” said Mr. Wong. Mr. Wong concluded that in order to hold the edge in China’s consumer market, high quality product and customer service, efficient retail format and supply chain excellence are inevitable.

香港貨品編碼協會主席彭煒耀在歡迎本年度高峰會的代表時，指出協會作為全球供應鏈標準、應用科技、最佳實務領袖的使命。彭先生說：“當歐洲繼續解決主權債務危機的解決方案、美國處理高失業率之時，中國在環球經濟不穩定時將大力維持經濟增長，我們期待亞洲復甦的利好跡象將繼續帶動香港，開拓更多本地商機。香港貨品編碼協會任重道遠，會繼續與本地企業緊密合作，並專注推行最新的供應鏈管理技術、策略和最佳實務。我們會致力推廣一致的供應鏈標準和創新的科技，以增加供應鏈效率和透明度。”

掌握市場走勢，創造商業價值

是次高峰會的主題講者聯合利華有限公司北亞洲供應鏈副主席Mr. David Ingram為高峰會開幕演說，談及有效的供應鏈管理如何促進業績的可持續增長，並提出如何在動盪的環境下創造一個既經濟又被消費者所接受的供應鏈，使盈利持續增長。他還提到在整個供應鏈越來越多的信息和資訊技術整合的趨勢，這大大提高了行業的效益和效率的趨勢。例如，零售商數據越多，就越有助於消費者行為分析和進行點對點的優化。

利邦集團總經理王日明就講題「征服奢侈品市場」探討促進中國消費者市場的利好因素。王先生說：“高薪業主和新興的中產階級是一個關鍵因素。快速的消費信貸擴張加速了奢侈品市場的發展。中國增長迅速的中產階級正從以節省的文化邁向消費文化，那些在過去12個月內購買奢侈品的花費，佔其家庭總收入平均10%至12%。”王先生認為，“為了保持在中國的消費市場的競爭力、高品質的產品和客戶服務、高效率的零售方式和卓越的供應鏈都是重要的。”
Exploring Strategies for Business Growth

Subsequent to the keynote presentations, two fruitful plenary sessions focusing on supply chain visibility, traceability and technological innovation and development were held.

The adoption of EPC-enabled RFID technologies such as source-tracking catalyzes global and local awareness on supply chain efficiency and visibility. In plenary two, Ms Janet Wong, JP, Commissioner for Innovation and Technology of HKSAR Government officiated and presented trophies to the winners of Hong Kong RFID Awards 2011 and U-21 RFID Awards. Celebrating the outstanding achievements of the awardees, Ms. Wong congratulated the awardees and looked forward to seeing industry players bringing RFID technologies into their business operations.

Industry-specific Concurrent Sessions

Thematic presentations on enhancing supply chain efficiency and visibility, together with Hong Kong RFID Winning Case Sharing, were delivered at three concurrent sessions—Retail Automation, Healthcare Supply Chain Modernization and Logistics Track and Trace. These include using standard-based product identification that enables the aforementioned industries to optimize collaboration, visibility, efficiency, innovation and security, and help them improve service quality, enhance customer satisfaction and safety in a cost-effective manner.

Facing the huge uncertainty brought by unstable European debt crisis and the US battling unemployment, it is more important for enterprises to focus on their supply chain innovations as a means of minimizing costs, driving value and enhancing competitive advantage. As the bridge between Hong Kong enterprises and the rest of the world, the Summit offers participants a unique opportunity to gain valuable insights into development that will evolve and revolutionize tomorrow’s supply chains, leading to efficiency, visibility and value.

發掘業務增長的策略

緊接著以上的主題演講，是兩個內容豐富的主題論壇，分別就供應鏈透明度、追溯與科技創新作討論。

通過提高透明度和市場回應振興物流管理是加速業務增長的關鍵。日本駐香港總領事Mr. Mitsuo Tamori、美國農業部首席信息主任和Ryan Systems的Dr. John Ryan共同就以標準為基礎的識別系統和智能追溯和追溯系統的產品安全和追溯分享真知灼見。

採納由產品電子代碼支援的無線射頻識別(RFID)技術例如來源標籤，可以促進全球和本地對供應鏈效率和透明度的了解。在第二節主題論壇，創新科技署署長王榮珍太平紳士擔任領獎嘉賓，把獎項贈予香港無線射頻識別大獎2011及U-21 RFID大獎。王女士恭喜得獎者，共同慶祝得獎者傑出的成就，並期盼業界把RFID技術應用於業務的運作上。

以行業為本的並行討論環節

其後有三個同時進行的討論環節，分別為零售業自動化、醫療護理供應鏈現代化和物流的追跡與追溯，主要是關於提升供應鏈效率和透明度的主題論壇，並有香港無線射頻識別大獎得主優勝作品展示環節。內容圍繞運用以標準為本的產品識別系統，以支援之前所提及的優化協作、透明度、效率、創新和保障，並幫助業界改善服務質量，以成本效益為本提升顧客的滿意感和安全度。

面對難以預測的歐洲債務危機和美國面對高失業率，企業更需要專注於透過創新科技降低供應鏈的成本，以提升商業價值和競爭優勢。此高峰會乃香港企業與世界各地之間的橋樑，讓學員有獨特的機會去了解正在發展中和不斷革新的未來供應鏈，藉此提升效率、透明度和商業價值。
GS1 Hong Kong Annual Members Dinner 2011

GS1 Hong Kong Annual Members Dinner 2011 themed ‘Caring for Our Consumers’ was successfully held on December 6, 2011 at Harbour Grand Hong Kong.

香港貨品編碼協會2011年度週年會員晚宴於2011年12月6日假港島海逸君绰酒店舉行，主題為「關愛消費者」。

With more than 300 participants from sectors spanning government, industry, trade associations and members attending the dinner, the event began with welcoming remarks by Ms. Anna Lin, Chief Executive of GS1 Hong Kong. “2011 has been a fruitful year. We have launched the Unsafe Product Prevention Program in partnership with the government and leading retailers; worked closely with the healthcare industry and the Hospital Authority to accelerate healthcare supply chain modernization; and enhanced our the EPCIS network “ezTRACK™” by linking up with major cities in Asia, Europe and the US… In 2012, we will launch mobile applications to help our members better connected with consumers and launch new development in product authentication”, said Ms. Lin, who was joined by GS1 Hong Kong Board of Directors in toasting to celebrate the achievements and kick off the Dinner. To echo the theme of the Dinner, Mr. Rene Co General Manager of Procter & Gamble, delivered a keynote speech to share the values of sustainability and consumer care in businesses.

The gathering also provided the guests with an opportunity to socialize in a relaxing atmosphere with dinner and entertainment, as well as commemorating their achievements throughout the year. Live celebrity singing performances and lucky draw session brought the joyous atmosphere to the climax.

逾300名嘉賓蒞臨是次晚宴，他們分別來自不同的政府部門及工商組織，以及本會會員。香港貨品編碼協會總裁林潔儀為晚宴致歡迎辭。林女士說：「2011年是豐碩的一年。我們與政府及領先的零售商合作推行了防範不安全產品項目，與醫療護理業界和醫管局緊密合作，共同促進醫療護理供應鏈現代化。另外，我們亦致力連結亞洲、歐洲和美國國內的主要城市，以提升產品電子代碼訊息服務(EPCIS)網絡「貼標網…在2012年，我們將推出流動通訊應用軟件，以幫助會員更有效與消費者聯繫，並推動產品驗證的新發展。」其後，林女士和本會董事局成員為慶賀大家的成就進行祝酒儀式，並開始當晚的晚宴。寶潔公司總經理許有杰先生就晚宴主題發表主題演講，分享在業務推動持續發展和關愛消費者的價值。

是次晚宴讓嘉賓在輕鬆的氣氛下聚餐和欣賞表演，與業界會員交流，一同慶祝彼此在過去一年的成就。現場的歌星獻唱和幸運大抽獎把愉快的氣氛帶到高峰。週年會員晚宴在熱鬧又富娛樂性的氣氛下圓滿結束。
38 ‘Consumer Caring’ Companies Recognized for Putting Customers First

The recognition ceremony of the first-ever Consumer Caring Scheme took place at GS1 Hong Kong Annual Member Dinner. 38 companies were honored as ‘Consumer Caring’ companies for meeting the seven principles that demonstrate consumer care excellence. Caring for consumers, being sincere, keeping promises, ensuring product quality and safety, focusing on quality service, listening to consumers, as well as caring for employees.

“As the retail and service industries are the pillars of Hong Kong’s economy, GS1 Hong Kong has been actively assisting local industry players to become more competitive and attain higher quality standards, through the provision of global supply chain standards, best practices and enabling technologies,” said Ms. Anna Lin, Chief Executive of GS1 Hong Kong. She hoped that the scheme could provide an incentive for companies to continuously improve in this area and motivate industries to make possible effort and attempt to provide notable products and services to customers.

In the years to come, GS1 Hong Kong will continue the momentum in order to encourage and inspire our valued members to attain consumer care excellence. Consumer Caring 2012 will be announced in Q2 and companies are cordially invited to join this meaningful programme.

38 companies were honored as ‘Consumer Caring’ companies
38間獲頒「貼心企業」標誌的企業

首屆「貼心企業」嘉許計劃頒獎典禮於香港貨品編碼協會的週年紀念晚會上舉行。38間獲嘉許企業均在維護消費者利益上表現卓越，並符合大會七項關顧消費者核心價值，分別為：全面關顧消費者、心繫消費者、實踐承諾、監控品質與安全、專注服務質素、用心聆聽和關懷員工。

協會總裁林潔貞說：「零售和服務業為香港經濟體系的主要支柱，香港貨品編碼協會一直透過提供全球供應鏈標準和最佳實務及應用技術，積極協助推動本地業界提升競爭力和提高產品及服務質素。」她希望業界積極求進，致力為消費者提供更佳的產品和服務。

在未來的日子，香港貨品編碼協會將繼續關顧消費者這個傳統，以鼓勵和啟發我們尊貴的會員達致這目標。「貼心企業」嘉許計劃2012將於第二季度開始接受申請，盼各企業踴躍參與這有意義的計劃。
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電子商品防盜系統 (EAS)
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Wine Industry — Bringing Consumer Satisfaction to a Higher Level through GS1 Traceability Standards and EPCIS Platform

Since the dramatic introduction of zero-rated tax for Hong Kong’s wine and beer imports in 2008, the city’s wine trade has skyrocketed. According to the Hong Kong government, total wine imports amounted to HK$6.9 billion in 2010, while the figure reached HK$6.7 billion for the first 8 months of 2011.

To tap this unprecedented opportunity, GS1 Hong Kong and GS1 Italy kick-started a series of wine traceability projects in the 2nd quarter of 2011. The project was aimed at tracking bottles of wine imported from Italy’s famous vineyards and wine producers to Hong Kong’s leading wine cellars.

自從香港於2008年實施了洋酒和啤酒進口零關稅，境內的洋酒貿易就大幅上升。根據香港政府的統計數字，洋酒在2010年的入口總值是港幣690億，而數字在2011年首8個月已達港幣670億。

要抓住這個前所未有的機遇，香港貨品編碼協會及GS1義大利分會推動一系列的酒類產品追溯計劃，並於2011年第二季正式啟動。該計劃的目標是追蹤一些由義大利著名葡萄園及釀酒廠運送至香港知名酒窖的葡萄酒。

Brand protection in face of global challenges

The wine supply chain has always been complex and fragmented owing to different standards adopted by the global supply chain partners. Using GS1 standards is hence cost effective and efficient, enabling traceability based upon the accuracy of the information held by various supply chain partners. Leading wine distributors have to optimize its operations by enhancing the cross border wine supply chain traceability to build the trust of global buyers and wine retailers.

Ensuring efficiency in global supply chain to meet shipment schedules and manage inventory is a top concern for brand protection. To address this issue, GS1 Italy and GS1 Hong Kong piloted a cross-border solution to track-and-trace the whole shipment and delivery route of wine products from the time they left Italy until they reached local wine storage facilities in Hong Kong.

保護品牌以面對全球挑戰

由於全球的供應鏈夥伴各持不同的標準，洋酒的供應鏈變得複雜和割裂。GS1標準能讓各供應鏈夥伴以準確的資訊追溯產品，為用家提高成本效益和效率。領先的洋酒分銷商，通常透過加強跨境洋酒供應鏈的追溯能力優化營運，藉此建立全球買家和零售商的信任。

為確保準時出貨和有效執行倉庫管理，在供應鏈上獲得全球性的資訊透明度是保護品牌的重要考慮。為針對這個項目，GS1義大利分會及香港貨品編碼協會推出了一個跨境產品追溯路徑追蹤與追溯方案試點計劃，讓產品自義大利葡萄園開始至香港洋酒貯存庫整個運送過程中，進行實時貨品追蹤。
Global traceability guarantees quality control

By using the interoperable GS1 Standards, GS1 Italy’s EPCIS network and GS1 Hong Kong’s ezTRACK™ were able to track-and-trace the wine products globally. Under the pilot test, as soon as the wine was bottled at the winery, the vineyard attached an EPC-enabled RFID tag associated with Serialized Global Trade Number (SGTIN) for each bottle.

Then, the wine bottles were placed in boxes and packed on pallets with an EPC/RFID tag associated with Serial Shipping Container Code (SSCC). This process enabled the accurate capture of stock-out inventory and wine movement information from the vineyard using EPC/RFID readers. The data was then uploaded on GS1 Italy’s EPCIS network, indicating that the pallets of wine were ready for packing in container vans and transporting to Italy port for shipment overseas.

Upon arrival of the container vans carrying the wine products in Hong Kong port, the local wine cellars staff used RFID readers to check the supply chain data generated by EPC / RFID tags and the wine products were certified shipment if inventory was accurate. The container was then transported to the warehouse for stock-in and storage, and then transferred to retail outlets ready for consumer purchase or pick-up. All these events in Hong Kong were uploaded on GS1 Hong Kong’s ezTRACK™.

The product information of the wine during the entire supply chain including data related to stock-out, ship-out, ship-in, and stock-in is captured by the EPC / RFID tags, uploaded to relevant EPCIS networks, allowing worldwide wine retailers to achieve full visibility of the whole movement of the wine products from Italy’s vineyard to their storage destination.

全球追溯落实质素保证

在GS1具互连性标准的支援下，该酒庄可透过GS1義大利分会的产品电子代码资讯服务网络以及香港货品编码协会的追踪网™，就酒类产品的资料作全球性的追踪及追溯。按照试点计画的流程，酒厂工作人员把洋酒入桶后，便在每瓶洋酒上贴上编码了国际货品编码序号 (SGTIN) 的产品电子代码 / 無线射频识别标签。

然后，洋酒便會装箱，继而被放上贴有预编配了货品条码序号 (SSCC) 的产品电子代码 / 無线射频识别标签货箱上，这样便可确保工作人员能利用产品电子代码 / 無线射频识别器，在葡萄园内准备确认出货存货纪录及有关产品运送状况的资料。有关的资料随即会被载入到GS1義大利分会的产品电子代资讯服务网络上，以确认货品可随时装箱，安排付运到義大利港口，再转运到其他海外目的地。

货箱在送往香港港口後，当地的酒店工作人员便会利用产品电子代码 / 無线射频识别器，读取产品电子代码 / 無线射频识别标签资料内的供应链资料，同时检查有关货品数量。若有有关资料及执行操作中出现错漏或产品电子代码 / 無线射频识别标签没有被正确加载，该批洋酒便不被安排付运。在酒店保存的事件数据便会载入到香港货品编码协会的追踪网™上。

有关产品出货、运出、收货及入库等整个供应链的资料均由产品电子代码 / 無线射频识别标签捕捉，上载到相关的的产品电子代码资讯服务网络上。透过以上的方式，世界各地区的洋酒零售商便可以有效地控制由義大利葡萄园至货店存的酒类产品的物流流程，掌握产品百分的供应链透明度。
Win-win logistics visibility for sustainable growth

The first half of this pilot project was completed in August 2011. By implementing GS1’s international traceability pilot, the Italian wineries enhanced the relationship with foreign buyers by facilitating global real-time product shipment visibility. Real-time visibility of goods allows global buyers to plan ahead inventory with more accurate delivery information, and hence they can ensure 100% shelf availability. By assuring that the shipment will arrive on time with the right quantity, the vineyard was also able to gain trust and reputation, which are vital for sustainable growth.

The aforementioned real-time traceable temperature status allows companies to provide ‘customer confidence’ on delivering quality products to the customers. Based on these practical results, GS1 Italy and GS1 Hong Kong will continue to work with other Italian vineyards and Hong Kong wine retailers to deploy the thermo-humidity solution in near future.

The tax concession has established Hong Kong as ‘Asia’s most important fine wine trading centre’, international wine suppliers strive to extend their business to this wine hub. As the supply chain of wines emphasizes the quality of storage and delivery, logistics visibility enables industry players to stand out from the keen competition. Having real-time tracking of wine products with EPC/RFID item-level tagging and improved supply chain collaboration, wine producers can enhance consumer satisfaction by assuring the right quantity of products arriving on time. The information captured is also invaluable to improve the accuracy of demand forecast to optimize their top-line growth and bottom-line savings for sustainable business growth in the Asia-Pacific region.
21st Global GS1 Healthcare Conference 2012

When Supply Chain Meets eHealth --- The Importance of Laying the Foundations in Healthcare, Raising the Bar on Patient Safety and Supply Chain Efficiency

Join a few hundred key stakeholders at the conference in Sydney from 20 to 22 March 2012!

GS1 is organizing the 21st Global Healthcare Conference in Australia in March 2012 and you are welcome to register to the conference. The conference will be hosted by GS1 Australia and held in Sydney on 20-22 March.

The 2012 GS1 Healthcare Conference will allow global healthcare professionals to meet in Sydney and share some of the outstanding, innovative work undertaken in Australia and around the world. In addition, GS1 Hong Kong has invited Ms. S.C. Chiang, Senior Pharmacist of the Hospital Authority Hong Kong, to be our speaker and GS1 Australia has invited the National e-Health Transition Authority (NEHTA) to be our industry partner.

WHAT’S ON THE AGENDA?

- Trends and developments in Medical Device Identification
- Supply Chain reform in Healthcare
- How to leverage data synchronisation to optimise master data management
- CASE STUDY: Securing patient safety with advanced direct part marking
- CASE STUDY: South Australia Health Supply Chain Reform
- CASE STUDY: Implementation of GDSN in a Complex Systems Environment
- INDUSTRY PANEL: Traceability to fight counterfeiting
- INDUSTRY PANEL: eMessaging - the logical step
- Sites visits to CH2 (Pharmaceutical / Medical consumables and devices Warehouse in Sydney) & NSW Health

HIGH PROFILE SPEAKERS INCLUDE:

JAY CROWLEY
Senior Advisor for Patient Safety – US FDA

VOLKER ZEINAR
Global Coordination Auto-ID Affairs – B Braun

DR. MUKESH HAIKERWAL A.O.
Chair – World Medical Association Council

PETER FLEMING
CEO – National E-Health Transition Authority

STEVE CAPEL
Director eBusiness – EMEA Covidien

S.C. CHIANG
Senior Pharmacist, Chief Pharmacist’s Office, Hospital Authority Hong Kong

PRE-CONFERENCE EDUCATION

- 19 March 2012
- Pre-conference Education

- 20 March 2011
- GS1 MO Training
- Plenary
- Data Sync – For Suppliers
- Panel

- 21 March 2011
- Plenary
- GDSN Industry Panel
- Ask the Experts
- Site Visits

- 22 March 2011
- Closing Plenary
- EDI Industry Panel
- Traceability Industry Panel
- NEHTA Governor Think Tank

Pre-conference training sessions are planned on March 19. You can view the latest programme via GS1 Healthcare website at www.gs1.org/healthcare
WHY SHOULD YOU JOIN?

Practical Implementation of Data Synchronisation
Two sessions – one specifically for Buyers, and one for Suppliers
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- Understanding the business case
- Practical steps to commencement
- Lessons and tips – from experience
- Next steps and support
- Learn, share and network with 250-300 healthcare professionals
- Learn how organizations are efficiently applying GS1 Standards
- Attend site visits to healthcare facilities

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Information Seminar

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<tr>
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<tr>
<td>18 Feb 2012</td>
<td>3:30 - 4:15pm</td>
<td>Room YA03, PolyU</td>
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<td>2:30 - 3:15pm</td>
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Hong Kong RFID Awards 2011 Prize Presentation Ceremony was successfully held at the JW Marriott Hotel Hong Kong on November 11, 2011. It was graced by Miss Janet Wong, JP, Commissioner for Innovation and Technology of HKSAR Government, as the officiating guest of honor. The Hong Kong RFID Awards scheme was first launched in 2008, aiming at recognizing local enterprises and individuals that have demonstrated excellence in harnessing the power of RFID technology to maximize the efficiency of supply chains and logistics. The awards champion the use of EPC-standards-compliant-RFID technology in supply chain operations by Hong Kong industry players.

Gold, Silver and Bronze Hong Kong RFID Awards are given for three main categories:

- Best EPC/RFID Implementation 「最佳EPC / RFID應用大獎」
- Most Innovative Use of EPC/RFID 「最具創意EPC / RFID應用大獎」
- Most Innovative EPC/RFID Product 「最具創意EPC / RFID產品」

The award list this year also included 18 organizations earning merit certificates for innovatively adopting RFID technology in their business operations and daily applications.

U-21 RFID Awards are given to students and tertiary education institutions for:

- U-21 RFID 大獎 「最佳EPC / RFID概念」
- Most Innovative EPC/RFID Application 「最具創意EPC / RFID應用」

The Hong Kong RFID Awards Business Category 「香港無線射頻識別大獎」商業組得獎者

BEST EPC / RFID IMPLEMENTATION 「最佳EPC / RFID應用大獎」

Gold Award 金獎

ID² Tracer ID²追蹤解決方案

Secure Information Disposal Services Limited 資訊機密處理有限公司

Secure Information Disposal Services Limited (SSID) is the first company in Hong Kong to apply RFID technology to confidential waste paper disposal services. ID² Tracer enables end-to-end transparency of the waste paper disposal process for complete peace of mind, and traceability of individual packages for enhanced security. The track-and-trace system used by SSID helps the transportation team to increase efficiency by 30% and achieve 100% collection accuracy.
The ID² Tracer system developed by SSID has five trace nodes for the bags: upon delivery to the customer's premises, collection, loading into the vehicle, arrival at the processing facility and after processing is completed. Email notifications are automatically generated and sent to the customer when the bags arrive at the processing facilities and after the contents have been processed.

SSID開發的ID²追蹤解決方案系統的袋子附有五個追蹤節點：此系統可協助公司追蹤貨物交付，從收件、貨車上貨、到達處理設施至完成處理。當袋子送抵處理設施，而袋裡的資訊被妥善處理後，系統會自動發出電子郵件通知客戶。

Silver Award 銀獎
RFID Library Management System
RFID 圖書館管理系統
3M Hong Kong Limited & the University of Hong Kong Libraries
3M香港有限公司及香港大學圖書館及香港大學圖書館

Bronze Award 銅獎
End-to-End RFID Adoption in Supply Chains: Visibility, Innovations & Beyond
點對點RFID供應鏈採納方案：全面監察、創新管理
Center of Cyber Logistics, Li & Fung Institute of Supply Chain Management & Logistics, CUHK, Cluster Technology Limited, LF Freight (Hong Kong) Limited, Schmidt & Co., (Hong Kong) Limited & SML Group Limited
香港中文大學利豐供應鏈管理及物流研究所國際物流研究中心、聯科集團(中國)有限公司、利豐貨運(香港)有限公司、利豐貨運(香港)有限公司、興華科儀有限公司及SML Group Limited

MOST INNOVATIVE USE OF EPC/RFID
最具創意EPC/RFID應用大獎

Gold Award 金獎
End-to-End RFID Adoption in Supply Chains: Visibility, Innovations & Beyond
點對點RFID供應鏈採納方案：全面監察、創新管理
Center of Cyber Logistics, Li & Fung Institute of Supply Chain Management & Logistics, CUHK, Cluster Technology Limited, LF Freight (Hong Kong) Limited, Schmidt & Co., (Hong Kong) Limited & SML Group Limited
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This award-winning project involved one of LF Logistics' high-end, fast growing fashion clients, a company which had a well-established, typically structured garment manufacturing supply chain. The project team mapped and analyzed supply chain structure processes using a SCOR (Supply Chain Operations Reference) model. In this project, RFID tags were applied in different garment parts. Meanwhile, a web-based visibility platform was developed to store data captured from the RFID hotspots across the entire supply chain.

The project delivered several end-to-end operational benefits, improving operational efficiency and reducing time-to-market in the process. Manpower required for stock taking by the fabrics warehouse and external parts supplier has been significantly reduced. With full visibility of the supply chain, production planning has been improved along the supply chain. This transparent supply chain also provides various insights to improve the supply chain processes, including fulfillment cycle times, quality defects occurrences and inventory management.

這個獲獎的項目應用於利豐物流的時裝品牌客戶。該公司生產高端產品、發展迅速，並具完善結構的成衣製造供應鏈。獲獎團隊使用SCOR（供應鏈運作參考）模式詳細計劃和分析供應鏈結構和流程。在這個項目裡，RFID標籤被貼在服裝不同的部分。同時，一個以網絡為基礎的透明度平臺會用於儲存供應鏈上RFID熱點所讀取的數據。

該項目提供多個點到點的運營效益，能提高運營效率和減少貨品運抵市場的時間。倉庫盤點布料和外部配件供應商所需的人手因而顯著減少。有了完整的供應鏈透明度，整體的生產計劃得以改善。這透明的供應鏈為業界提供不同角度去改善供應鏈流程，包括生產週期的次數、防止劣質的產品出現和庫存管理。

Silver Award 銀獎
ID² Tracer
ID²追蹽方案
Secure Information Disposal Services Limited
資訊機密處理有限公司

Tank Management System
氣瓶管理系統
Swire Coca-Cola Hong Kong
可口可樂香港有限公司
MOST INNOVATIVE EPC/RFID PRODUCTS
最具創意EPC/RFID產品

Gold Award 金獎

Use-IT-Easy: A Low Cost High performance Mobile RFID Platform
簡易高性能射頻識別技術移動平台(Use-IT-Easy)

Department of Management Sciences, City University of Hong Kong
香港城市大學管理科學系

Use-IT-Easy USB Reader project was launched to explore ways to build a handheld RFID reader with affordability, ease of use, compactness and lightweight as its design goals. Plug-and-play convenience was achieved by designing the handheld reader as a USB device. In terms of software, software development kits were created for Windows, Mac OS X and Linux, as well as for mobile platforms, Google Android and Windows Mobile. Weighing in at only 120g, it is also very light, yet can achieve a reasonable read distance of more than a meter. The affordable price also lowers the barriers to adoption of EPC/RFID technology, particularly for smaller businesses, including SOHO (Small Office/Home Office) businesses, and small and medium enterprises.

研發Use-IT-Easy USB讀卡器項目之目的，主要是為用家設計一個容易負擔的手持RFID閱讀器，特點為易於使用、體積小、重量輕。

Gold Award 金獎

CS46816 Port UHF Fixed Reader & CS790 Ultra Thin Antenna
CS46816 埠UHF固定式讀寫器及CS790 超薄天線項目

Convergence Systems Limited

Convergence Systems Limited (CSL) is a leading RFID equipment maker, which designs and manufactures a broad range of RFID products. CSL designed the CS46816 port fixed reader and CS790 ultra-thin antenna. The CS790 antenna is only 6mm thick, which allows it to be embedded in space-limited environments, such as retail display cabinets and bookshelves. This breakthrough solution provides users with full real-time visibility of assets. With the ultra-thin antenna, the user can also quickly and easily locate misplaced documents. In a retail environment, an ultra-thin antenna embedded in a display cabinet can be used to alert users when an item is absent. Moreover, in a product display kiosk, the system can be used to identify what product a customer has picked up and display relevant product information. This, in turn, enhances, the customer's shopping experience. Retailers will also find it useful for collecting data for customer behavior analysis by recording what products have been picked up the most, enabling them to optimize their product strategy to maximize returns.

Convergence Systems Limited CSL 是領先的RFID設備製造商，致力設計及製造多種的RFID產品。CSL設計了16埠的CS468固定閱讀器和CS790 超薄天線。CS790天線只有6mm厚，使它能夠嵌入有限的空間，例如零售展示棚和書架。此突破性的解決方案，為用戶提供全面的貨物遺失通知。有了這款超薄天線，用戶還可以快速方便地找到錯位的文件。在零售環境中，當一個項目是缺失時，嵌入在展示棚中的超薄天線就會提醒用戶。在產品展示亭，該系統可用於識別顧客所拿起的產品，並能顯示相關的產品資訊，可優化顧客的購物體驗。零售商憑藉產品最多被拿起的紀錄，能有效收集和分析客戶行為的數據，使他們能夠優化他們的產品銷售策略，達至最大的回報。

Bronze Award 銅獎

MegaPad

Megabyte Limited
萬能電子科技股份有限公司

This year was the fourth year of the Hong Kong RFID Awards. The judging panel found the competition submissions surprisingly creative: Item level tagging is coming of age with some very innovative applications such as managing jade pieces in display cabinets that have no electricity supply. The first application of RFID across an entire supply chain from sourcing raw materials in China to delivery into retail store in Europe indicates a broadening of application. It is hoped that the annual event will continue to develop Hong Kong into a regional centre of RFID excellence, and further encourage the adoption of the EPC/RFID technology in Hong Kong and Pearl River Delta region.

「香港無線射頻識別大獎已踏入第四个年頭，評委會發現參賽作品的創意出人意表：單件項目標籤管理正邁向一個新里程，例如在沒有電力供應的陳列棚把玉器等部份展示出來。另外，RFID首次應用在從中國的原材料採購到歐洲零售商店交付的供應鏈，足以表明RFID的應用範圍擴大了。希望這年度盛事繼續把香港發展成為一個卓越的RFID區域中心，並進一步鼓勵香港和珠江三角洲地區採用EPC/RFID技術。」
We know how... to build Web ON them.
New GS1 EPC global Standards Complete the Portfolio of GS1 Standards for RFID

GS1新推出的EPCglobal標準使無線射頻識別的GS1標準更整全

Two new standards for the capture and exchange of data using RFID technology, GS1 EPC HF RFID Air Interface Protocol 2.0.3 and GS1 EPC Header for Aerospace & Defense, have recently been ratified by GS1.

The GS1 EPC HF specification is an addition to the GS1 EPCglobal Standards that enable companies to identify, capture and share information about their products using RFID technology for better visibility. Originated from the Healthcare industry, this new specification is designed for handling item-level tagging with improved reading speed to enhance patient safety.

A GS1 EPC Header for the Aerospace and Defense sector has been introduced in the new version 1.6 of the Tag Data Standard (TDS) and the Tag Data Translation (TDT) Standards. This Header will allow the Aerospace and Defense industry to use their current identification system in EPC applications, as well as enabling the implementation of more efficient safety-checks before commercial flights take off.

The GS1 EPC header is the fruit of on-going collaboration with the Aerospace and Defense sector, which paves the way for the Aerospace and Defense sector to use EPC/RFID for tracking aircraft parts in an open system, increasing efficiency, eliminating information leaks and enabling new process innovations.

兩個獲取和交換無線射頻識別 (RFID) 技術的新標準已獲GS1認可，該標準分別是GS1 EPC 高頻 RFID 空中接口協議 2.0.3 和適用於航天和國防的GS1 EPC前置編號。

GS1 EPC HF 規格是除GS1 EPC global 標準之外，能幫助企業以RFID技術識別、摳取和分享產品資訊的標準，以提高產品透明度。這項新規格來自醫療護理業界，本身的設計為加快讀取病人資訊速度的單件項目標籤，以改善病人的安全。

標籤數據標準 (TDS) 和標籤數據轉換 (TDT) 的1.6版本已引入為航天和國防業而設的GS1 EPC前置編號。這前置編號容許航天和國防業界運用現有EPC應用的識別系統，以及加快客機起飛前的安全檢測。

GS1 EPC前置編號是GS1與航天和國防業界持續合作的成果，促進航天和國防業在一個開放的系統應用EPC/RFID追蹤飛機部件，能增加效率、杜絕資料外洩和革新應用步驟。
Interactive Shelf Demo Shows Reality of Digital Information of Products for Consumers

GS1 Global Office has developed an “interactive shelf” demonstration that was shown at the Consumer Goods Forum Operational Excellence and the GS1 in Europe Regional Forum on 11 October 2011.

In the digital world, consumers are making purchase decisions based on information found on the Internet. However, when it comes to grocery shopping, many consumers still prefer making a trip to the supermarket to stay up close with the products. To reconcile the benefits of online shopping with the experience of grocery shopping, the ‘interactive shelf’ provides a virtual supermarket shelf loaded with bar coded products that can be scanned using a simple mobile phone application.

The shelf — which is actually a huge photograph — contains over 70 products whose basic and nutritional information can be accessed through the B2C framework and displayed in two different mobile applications. The shelf helps member organizations to communicate the business reasons for working on a trusted source of data in a simple and compelling way and effectively launched the B2C pilot to an external audience.

Echoed with GS1 B2C project vision, the ‘interactive shelf’ demonstration shows how to bring quality data to brand-owners, Internet application providers and consumers. Brand-owners can share relevant product information with consumers, thus building trust and enhancing consumer confidence. Consumers can feel confident that the digital product information they access to is accurate, no matter how or where they shop.

GS1總部研發的「互動貨架」樣板已於2011年10月11日在巴塞隆納的消費品卓越運作論壇和GS1歐洲地區論壇展示出來。

在數碼世界，消費者往往以互聯網取得的資訊來作購物決策。但當選購食品雜貨時，消費者寧願親身前往超級市場。該「互動貨架」是一個虛擬超級市場貨架，使用者能以手機應用程式讀取「架上」產品的條碼，從而獲得產品資料。這把網上購物的好處和購買食品雜貨的經驗結合起來。

該貨架（其實是一幅巨型照片）包羅逾70種產品，消費者能透過商業對顧客(B2C)架構接觸產品的基本資料及營養成分，相關資料會透過兩個不同的流動應用程式顯示出來。此貨架有助成員機構以可信任的數據源頭作商業交流，籍簡便和可信的途徑有效地向公眾推出B2C試點計劃。

展示「互動貨架」的目的是配合GS1的B2C項目的願景，能為品牌持有人、互聯網應用供應商和消費者提供具質素的數據。品牌持有人可以輕易分享相關的產品資訊，從而建立消費者的信任。消費者方面，無論他們在何地如何購物，都能夠因所接觸的產品資訊無誤而安心。
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Building Consumer Trust and Loyalty with Standard-based Product Authentication and Extended Product Information

Barcode-enabled authentication deployed to protect brand integrity

Today, consumers are becoming more concerned about the authenticity of high-value health food and wine products. To stand out from other keen competitors, enhancing customers’ shopping satisfaction and sustaining customer loyalty with authentic and high-quality products are the key to success. As a retailer valuing customers’ trust, Max Choice decided to apply GS1 Serialized Global Trade Item Number (SGTIN) and Genuine Product Authentication Solution on every high-value product to avoid the corporate brand from being influenced by counterfeit products. Empowered with the ability to authenticate products, consumers can make informed decisions by retrieving unique product features through scanning either the GTIN or SGTIN-embedded 2-D barcode using barcode-scanner-enabled mobile devices or in-store smart kiosks. To authenticate the product, consumers can peel-off the product’s smart label surface layer and register the unique verification code online via BarcodePlus to validate the product.

應用條碼認證技術	保護品牌誠信

今日，消費者日漸關注高價健康食品及洋酒的真偽。要在芸芸競爭者中脫穎而出，以無偽和高質量的貨品提高顧客購物的滿足感和維持其忠誠度是企業的致勝關鍵。大樺有限公司十分重視顧客的信任，決定為每件高級產品申請GS1國際貨品編碼序號，並採納「正貨」驗證方案，以防偽貨破壞企業的品牌。有了產品驗證方案，消費者可以利用配備有條碼掃描功能的流動電話設備，或在商店內的智能資訊站，透過掃瞄國際貨品編碼，或儲存了國際貨品編碼序號的二維條碼，檢索獨一無二的產品資料。消費者若要辨識產品的真偽，只須撕去智能產品標籤的表層，找出驗證碼，再在BarcodePlus網頁上輸入驗證碼，便可確認產品為正貨。
“First-in, first out” inventory management solution ensures operation efficiency and product quality

Max Choice sources fine health food and beverages from local and international suppliers. However, the diverse and complicated network of logistics and supply chains pose inventory management issues for Max Choice. Max Choice has decided to offer GS1 standard-based ‘first-in, first out’ inventory management solution which helps their employees easily identify every product during stock-in, stock-out, stock-take and check-out from warehouse to different outlets. Instead of using the widely used linear barcode for retail, Max Choice uses a 2-D barcode to store the SGITIN with extended product information on the packaging. When the products are received at the warehouse, the staff assigns a SGITIN with stock-in time on each product and then updates the inventory record accordingly. During the stock-out process, the staff can refer to the SGITIN sequence and identify which specific item had to be transported to stores for consumer purchase, thus maintaining the product freshness.

Smart capturing and usage of market intelligence to ensure customer loyalty

To maximize customers’ shopping experience, Max Choice offers the VIP card with RFID inlay and 2-D barcode. A full-functioned RFID Kiosk is set in each retail store which enables customers to check their bonus points and print coupons. While retrieving the membership information, the salesperson can capture customers’ purchase record to understand their consumption traits to analyze demand forecast for long term business growth. Max Choice can also develop marketing strategies to promote customer loyalty, such as gaining loyalty points to join Max Choice’s promotional campaigns. All these are the new initiatives enabled by innovative technology.

先入先出」的倉存管理方案
確保營運效率和貨品質素

大基一直致力從本地及海外採購高品質的健康食品與飲料，但散亂和繁複的物流網絡和供應鏈為大基構成了倉存管理上的問題。為此，大基決定採用以GS1標準為本，「先入先出」的倉存管理方案，以便員工在執行入貨、出貨、盤點、及出倉流程時能輕易地識別個別產品。業界在產品包裝上一向沿用一維條碼，大基則改為使用二維條碼，以儲存產品延伸性資訊及國際貨品編碼序號。當產品送抵倉庫後，該公司的員工便會為每件產品編配一個國際貨品編碼序號並加上入貨時間，而把相關的倉存記錄更新到系統內。在執行出貨的流程時，員工可以根據國際貨品編碼序號的次序，識別出必須付運到零售商店的指定貨品，以便顧客可以買到最新鮮的產品。

獲取智能資訊，運用市場智慧
確保顧客的忠誠度

為賦化顧客的購物體驗，大基提供內置無線射頻識別（RFID）和二維條碼現國貨卡，並在每一家零售店設立多功能RFID智能資料站，顧客可以在內查看購買積分和列印優惠。在瀏覽會員資訊之同時，銷售員可以獲取顧客的購物紀錄以了解其購消費模式，從而作需求預測分析，達致長期業務增長。大基也可以訂立市場推廣策略以建立顧客的忠誠度，例如顧客可以透過累積積分參加大基的推廣活動。這一切都是創新科技所帶來的新思維。
“With our self-service shopping features, consumers can enjoy retrieving conveniently the extended product information via their mobile device or in-store smart kiosk,” said Ms. Ymness Lee, Operations Director, Max Choice. “In addition, Genuine Product Authentication Solution protects our customers and our corporate image, which allows us to gain their trusts and build customer loyalty in our future marketing campaigns.”

**GS1 standard-based solution achieves supply chain efficiency and business competitiveness**

Elevating corporate image and excellence in industry are fundamental to business success. With the can-do entrepreneur spirit to try new initiatives, a newly-established corporation can still stand out from keen competitors. Max Choice’s deployment of the GS1 standard-based solution is a new strategy compared with other traditional Chinese food luxury outlets. The company is satisfied with the results and acknowledged its impact to employees and overall industry through new initiatives. “We successfully differentiated our brand image from the competitors by using GS1 Hong Kong solutions. In fact, our staff are able to learn the latest retail trend which helps the company to keep pace with market competition, and offers them valuable knowledge for their own advancement,” said Mr. Sam Ng, Managing Director, Max Choice.

**GS1標準為本的解決方案促進供應鏈效率 提升業務競爭力**

提升公司的企業形象及在業界追求卓越，是公司乃以成功的基石。以無畏的企業精神嘗試創新的方案，使這家初成立的企業能鶴立群鷄。與其他傳統的高級中國食品零售店相比，大棧採納GS1標準為本的解決方案，可說是一個嶄新的商業策略。事實上，公司對其成果感到相當滿意，並認其對員工及整體業務的影響與貢獻作出肯定。大棧有限公司董事總經理吳鴻森先生表示：“香港貨品編碼協會為我們提供的方案，有助公司於競爭激烈的市場中成功提升和突出品牌形象。事實上，我們的員工從而亦了解到零售業最新的市場趨勢，不但為個人增值，更令公司保持競爭優勢。”

Max Choice Corporation Limited (Max Choice), a high-value health food and wine products retailer, opened 3 outlets in Causeway Bay, Tsuen Wan and Tuen Mum in September 2011. It offers international fine wine and health food products including edible bird’s nest, cordyceps, ginseng, dried abalone, and frozen seafood. Despite its short emergence, Max Choice has planned to extend branches in Shatin and Wong Tai Sin respectively at the end of 2011, and further establish 20 more branches in 3 years. Its successful branding strategies play a vital role in rapid business expansion.

品牌零售商大棧有限公司（大棧）於2011年9月開業，分別於銅鑼灣、荃灣及屯門開設了三家分店，為客戶提供來自世界各地的名酒佳 醺、健康食品，當中包括燕窩、冬蟲夏草、人參、乾鮑及急凍食品。大棧有限公司開業不久便計劃於2011年年底在沙田和黃大仙開設 分店，並會在三年內開設20多家分店，成功的品牌建立策略是其公司業務快速擴展的關鍵。
STARS series

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e-Logistics Makes Hong Kong a Wine Trading Hub –
GS1 Hong Kong shared view at trade seminar in New York
電子物流助香港成為葡萄酒貿易樞紐—香港貨品編碼協會在紐約貿易研討會作分享

September 5, 2011
The Hong Kong Economic and Trade Office in New York and The Hong Kong Trade Development Council organized a seminar-cum-tea session on Hong Kong as Regional Logistics Hub — The Best Link in Your Global Supply Chain in New York. Ms Anna Lin, Chief Executive of GS1 Hong Kong, and Mr. Willy Lin, The Chairman of Hong Kong Shippers’ Council, represented the Hong Kong Logistics Development Council to speak at the seminar. Ms Lin explained the importance of end-to-end visibility as the key enabler to achieve greater efficiency and quality in logistics. She further demonstrated wine traceability projects on how e-Logistics makes Hong Kong a wine trading hub. The seminar mainly explores Hong Kong’s logistics development as Asia’s key logistics hub and how U.S. exporters and logistics providers can benefit from Hong Kong’s unique role and services.

Seminar on ‘Optimizing Logistics, Enhancing Efficiency’ for the Logistics Sector

October 11, 2011
Organized by Metro Finance and DBS, this logistics seminar for SMEs highlighted China’s foreign trade relations, as well as the way to strengthen Hong Kong’s logistics competitiveness and strategic role in the Pan-Pearl River Delta region. Jeff Chan, the Industry Engagement Manager of GS1 Hong Kong, shed light on how logistics software improves supply chain and synergy, how local logistics companies can extend and strengthen business in the PRD region harnessing innovative technology, as well as development and manpower strategies in response to eTrade to create more business values.

Sharing RFID in the Largest International Retailers’ Convention in the Asia Pacific Region

October 11, 2011
Themed ‘Discover Differentiate Deliver’, the 15th Asia-Pacific Retailers Convention & Exhibition was jointly organized by the Singapore Retailers Association, Singapore Exhibition Services Pte Ltd and All World Exhibitions. In the session ‘Productivity and IT’, the representative from GS1 Hong Kong shared insights on using RFID efficiently for enhancing service and reducing costs in supply chains. The accuracy of using RFID outperforms other industry solutions by more than 95%. By gaining visibility through RFID’s real-time track-and-trace capability, staff can accurately take inventory to optimize operations.

International Seminar on RFID and IoT in Taiwan

October 19, 2011
In a bid to raise the industry awareness on the application of Internet-of-things (IOT), Ms Anna Lin shared GS1 Hong Kong’s vision on IOT and how GS1 systems became the cornerstones of IOT. She further illustrated its use from the perspectives of ‘Smart Business’ and ‘Smart Lives’, as well as how it benefits the business operations. The seminar was co-organized by National Taipei University of Technology, Corporate University, GS1/EPCglobal Taiwan and GS1 Hong Kong.
October 25, 2011

10月25日，維港論壇，媒體論壇

Themed “to carry forward and create new industry”, the Ningbo-Hong Kong Economic Cooperation Forum was successfully held in Grand Hyatt Hong Kong Hotel at Hong Kong Convention and Exhibition Centre HKCEC. It was aimed to effectively promote exchanges and cooperation between Ningbo and HK in the government’s strategic plan to speed up the open economy, GS1 Hong Kong was invited to share Hong Kong’s latest trend in the supply chain industry. Using the supply chain visibility study of EPCIS in wine and apparel industries, GS1 Hong Kong explained how real-time logistics strengthen Guangdong-Hong Kong collaboration and integration. The forum revealed municipal government’s new strategic plan to open economy as a platform and developed complex construction development as a breakthrough.

The Janel Group demonstrated its application of ezTRACK™ in the HKTDC Hong Kong International Wine & Spirits Fair

翰汶國際物流有限公司展於香港貿發局香港國際美酒展展示電子網（ezTRACK™）

November 3-5, 2011

香酒發局香港國際美酒展2011年由香港貿發局舉辦，是亞洲最具規模的葡萄酒展覽。該展覽提供一系列高質素的美酒，啤酒和其他酒精飲料，並向全球販家展示葡萄酒的製作，產品與服務。翰汶國際物流有限公司向參觀者展示如何運用ezTRACK™在全処追跡與追溯酒類產品，透過透明的透明度獲得商業價值。

HK U-21 RFID Awards Winning Cases Sharing and DIY RFID Tag Workshop at InnoCarnival 2011

香港U-21無線射頻識別大獎得獎作品分享會及自製RFID標籤工作坊在2011創新科技嘉年華

November 12, 2011

創新科技嘉年華創新科技嘉年華由創新科技署舉辦。香港U-21無線射頻識別大獎得獎者女士理工大學工業及系統工程學系及香港大學生物醫學及工程學系在活動現場展示作品。分別為“RFID與數字身份管理”及“快速無創傷生育診斷系統”，香港貿發局國際工業有限公司總經理及參與者分享介紹一個名為“以RFID為基礎的互聯網”工作坊，幫助他們了解RFID的原理。

GS1 Hong Kong Took Part in Asian Logistics and Maritime Conference

香香港貨品編碼協會參與亞洲物流及航運會議

November 25, 2011

為推動中央人民政府於中國十二五計劃支持香港發展為“高優質產品倉儲管理及配送中心”，香港特別行政區政府及香港貿發局舉辦該會議。香港貨品編碼協會總理林光榮為籌備小組成員，就提升供應鏈管理模式如何解決全球供應鏈管理的挑戰及分享真知灼見。各業界在會中更深入了解香港在物流流程及航運服務中的優勢，以及在此地配送中心擴充業務的方法。香港貨品編碼協會的代表在物流及航運會議中與業界觀眾交流，並彙集亞洲地區商務的最新情報。

GS1 Hong Kong Training Programmes

香港貿品編碼協會培訓課程

Barcode Workshop
條碼基礎概念及應用範圍工作坊

Date/Date：10/03/2012, 14/06/2012, 13/09/2012, 06/12/2012

For enquiries, please visit http://gs1hk.org/en/knowledge_sharing/events_training.html or contact GS1 Hong Kong staff Miss. Cheng at 2863 9714.

如有查詢，請瀏覽網址http://gs1hk.org/en/knowledge_sharing/events_training.html或電致2863 9714聯絡香港貨品編碼協會職員鄭小姐。