SupplyChain PLUS
The official newsletter issued by GS1 Hong Kong

Use Consumer Connect to Deliver Your Product Value in Just ONE Scan!

HK RFID Awards has Entered its Fifth Year Anniversary
Championing the Innovative Use of RFID

Efficient Consumer Response Hong Kong Retail Forum
- Smarter Retail for Optimizing Consumer Experience

Asia Food Safety and Product Quality Forum Calls for Knowledge Exchange and Industry Collaboration
NEWS FLASH 新聞快訊
2 Demonstrate Your Distinguished Consumer Care – Let’s Support Consumer Caring Scheme 2012!
展示卓越關愛消費者文化 – 堅支持2012「貼心企業」嘉許計劃！

4 Driving Momentum Together – GS1 Global Forum 2012
2012 GS1全球論壇 – 與你並駕齊驅

COVER STORY 封面專題
6 Consumer Connect – Deliver Your Product Value In just ONE Scan
物連網 – 一次就能帶出你的產品價值
10 The Mobile Version of GS1 Hong Kong Corporate Website is Unveiled
香港貨品編碼協會手機版網站已經面世

INDUSTRY WATCH 行業焦點

Retail / 零售
11 RFID Tagging Drives Accuracy, Efficiency and Collaboration in the Source-to-Store Retail Supply Chain
在「從源頭至商店」的零售供應鏈應用RFID標籤，提高準確度、效率和合作
13 Efficient Consumer Response Hong Kong Retail Forum – Smarter Retail for Optimizing Consumer Experience
高效消費者回應零售論壇 – 智能零售優化消費體驗

Food / 食品
16 Asia Food Safety and Product Quality Forum 2012 – Calls for Knowledge Exchange and Collaboration among Industry Players
2012 亞洲食品安全及產品質量論壇 – 呼籲業界交流專業知識，共同協作

Healthcare / 醫療
19 Global Healthcare Stakeholders Collaborate to Raise the Bar on Patient Safety
全球醫療業者協力提升病人安全水平

EPC IN ACTION EPC 蹤橫

22 HK RFID Awards has Entered its Fifth Year Anniversary – Championing the Innovative Use of RFID
香港無線射頻識別大獎踏入五週年，致力推廣RFID的創新應用
23 Hong Kong U-21 RFID Awards Mentorship Program Kick-off Meeting
香港U-21 RFID大獎師友計劃揭幕會
24 Jiangyin Internet of Things RFID Demonstration Center: Pushing the Boundary of Cross-border Collaboration in RFID Technology Adoption
江陰市物聯網無線射頻識別展示中心 – 推動跨境合作採納無線射頻識別技術
27 Site Visit to MTR Project Laboratory – “Construction Materials Testing” Using RFID Technology
參觀地鐵項目實驗室，了解「建築物料測試」如何應用無線射頻識別技術

WORLDWIDE TRENDS 環球動態

28 The Latest Aberdeen’s Food Safety and Traceability Report Highlights the Importance of GS1 Standards
Aberdeen最新的食品安全及追溯報告，強調GS1標準的重要性
29 Nine Million Items in Global Registry
在全球註冊資料庫中已有九百萬個項目
30 GS1 Hong Kong Calls for APEC Region-wide Collaboration on Global Supply Chain Standards
香港貨品編碼會呼籲亞太經合組織地區就全球供應鏈標準共同協作

31 EVENTS & TRAINING PROGRAMS 活動及培訓課程
The 12th GS1 Hong Kong Supply Chain Management Excellence Summit 2012
Champion Business Success Through Value Creation
9 November 2012  Hong Kong Convention and Exhibition Centre

The Summit is an annual executive forum, bringing together over 500 business, technology and supply chain leaders and professionals from around the world to share and discuss the industry trends, issues, challenges and opportunities facing all stakeholders along the supply chain.

Programme Highlights:

◆ Keynote and Plenary Session:
  • Riding the Digital Wave to Deliver the Best Consumer Experience
  • Going Digital - Building Trust
  • Making Global Responsibility Count – Putting Sustainability as a SCM Priority
  • Ensuring Consumer Confidence through Quality Management and Consumer Safety
  • Leveraging eCommerce to Stay with Consumer Pulse
  • Optimizing Supply Chain to Address the Critical Market Needs

◆ Industry Case Sharing:
  • Retail and Consumer Goods – Digitalization for Future Retailing
  • Healthcare – Supply Chain Modernization for Patient Safety
  • Apparel – Supply Chain Visibility from Source to Store

◆ SCM Solutions / HKRFID Awards 2012 Winning Projects Showcase with Network Opportunities

The 5th Hong Kong RFID Awards 2012

- Presentation Ceremony
- Winning Case Sharing

Call for Registration
A unique opportunity for you to grow business and network
Don’t miss the EARLY-BIRD discount before 21 Sept

Register to Business Excellence Week 2012
- An Affiliated Event to Asian Logistics & Maritime Conference, 8 November

For inquiries, please call us at (852) 2863 9753, email to ceciiliawong@gs1hk.org or visit our website at www.gs1hksummit.com.
Demonstrate Your Distinguished Consumer Care - Let’s Support Consumer Caring Scheme 2012!

展示卓越關愛消費者文化
齊支持2012「貼心企業」嘉許計劃！

Providing quality products and caring service is the key to win consumers' trust. To ensure and further enhance the competitiveness of local businesses, GS1 Hong Kong organized Consumer Caring Scheme to honor and recognize companies that demonstrate excellence in consumer care. In 2011, the Scheme recognized 38 companies as ‘Caring Companies’ for their excellence in consumer, which also served as an exemplar for their peers to strive for excellence in product qualities and customer services.

Promoting the Values of Consumer Care Excellence

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. GS1 Hong Kong hopes that the Scheme can provide an incentive for companies to continuously improve in this area and motivate industries to make every possible effort and attempt to provide notable products and services to customers, which will ultimately boost the international standing of local branding products and Hong Kong as a desirable shopping destination.

ECR Strategies that Help Products and Services to be Consumer-Centered

‘Efficient Consumer Response’ (ECR) is a recognized business concept aimed at better satisfying consumer needs through collaboration between businesses and trading partners. ECR best practices, a consumer-centered approach, deliver business improvements by boosting operational efficiency and enhancing performance. By adopting ECR strategy, industry players can improve product replenishment and facilitate inventory management within the supply chain to enhance consumers’ enjoyment during the shopping journey.

Consumer Caring Scheme is open to any company demonstrating consumer care in their business models, services and productions. Through site visits, a performance evaluation by a committee member against the Scheme’s scorecard criteria based on the global ‘Efficient Consumer Response’ (ECR) best practices, and an online consumer survey, companies’ customer care standards are assessed. Those that achieve a passing score will be named ‘Consumer Caring Companies’.

推廣關愛消費者文化

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通過提供全球供應鏈標準和最佳業務及應用技術，積極協助本地業者提升競爭力和提高產品及服務質量。協會希望該計劃能鼓勵業界積極求進，盡力為消費者提供更好的產品和服務，最終全面提升香港企業與品牌在國際間地位，鞏固香港作為一個理想的購物天堂的地位。

ECR策略讓產品和服務
更貼消費者需要

「高效消費者回應」(ECR)是國際認可的商業理念，其核心是消費者的需求為本，旨在透過企業和貿易夥伴之間的協作滿足消費者的需求，加強供應鏈效率，改善營運流程，以提升產品及服務水平。透過此策略，業界可有效提升銷售效率與供應鏈中的倉庫物流管理，讓消費者更能享受購物樂趣。

「貼心企業」嘉許計劃歡迎所有企業參與。企業必須在營運模式、服務或生產等範疇表現出以消費者為先的理念。該計劃的評審委員會的成員將實地考察參加企業，並按照全球「高效消費者回應」(ECR)最佳實務來制定的評分標準，以及網上消費者問卷調查，評估這些企業的關懷消費者措施及表現。企業在評審後及消費者調查的總和取得合格分數，方能獲得「貼心企業」的殊榮。
All Applications will be Judged against the Following Seven Criteria

- Caring for Consumers
- Being Sincere
- Keeping Promises
- Ensuring Product Quality and Safety
- Focusing on Service Quality
- Listening to Consumers
- Caring for Employees

The Coming ‘Consumer Caring’ Companies will Enjoy the Following Media Exposure

- Supplement of Media Partners
- Press Release
- Announcement to GS1 Hong Kong Members through Email
- Supply Chain PLUS – the Official Newsletter of GS1 Hong Kong
- Consumer Caring Scheme Website
- Promotional Materials for Consumer Caring Scheme 2013
- Caring for Employees

Let’s Become an Exemplar to Inspire Peers!

For details, please visit the Consumer Caring Scheme Website

欲知詳情，請瀏覽「貼心企業」嘉許計劃網頁

Or scan the QR Code to visit the website

或掃描QR碼以瀏覽計劃網頁

Please contact Ms Ashley Chan at 2863 9777 for enquires about the Scheme

聯絡陳卓盈小姐。
Driving Momentum Together
– GS1 Global Forum 2012
2012 GS1全球論壇 – 與你並駕齊驅

Held in Brussels from February 13 to 17, 2012, the GS1 Global Forum hosted by GS1 Global Office attracted over 550 participants coming from 90 countries.

Themed “Driving Momentum Together”, the forum reflects GS1’s key vision and priorities:

- Strengthen our core, by continuing to provide excellent service to our users
- Become a key player in the online world by entering in the B2C landscape and championing visibility enabled processes
- Engage new strategic sectors worldwide
- Increase GS1 brand awareness
- Continue to work together to develop a world-class, interdependent organization

The five-day Forum kicked off with a welcome address by Mr. Miguel Lopez, President and CEO of GS1, followed by a series of informative plenary sessions conducted by senior executives of GS1 Global office and member organizations (MO) regarding GS1 Systems of Standards and developments on various industry sectors.

In Transport and Logistics plenary session, Ms. Anna Lin, Chief Executive of GS1 Hong Kong expressed the value of visibility by illustrating the Global Wine Supply Chain Visibility Pilot enabled by GS1 EPC Information Service (EPCIS). She further reported on the cross border supply chain visibility pilot projects done among Hong Kong Customs, Guangdong Customs and Asia Customs.

GS1主席兼總裁 Miguel Lopez 先生以歡迎辭開鈴陣為期五天的論壇，隨後有GS1總部和成員機構的高級行政人員在內容豐富的主題論壇，分享GS1系統在不同行業的標準和發展。

在「交通與物流」主題論壇，香港貨品編碼協會副總裁林潔貞女士詳述由GS1產品電子代碼識別服務 (EPCIS) 支援的全球葡萄酒供應鏈透明度試點項目，以解釋透明度的價值。她亦匯報與香港海關、廣東海關和亞洲海關合辦的跨境供應鏈透明度試點項目。
Following Ms Lam’s presentation on Global Wine Supply Chain Visibility Pilot, Mr Raymond Ng, the Chief Operating Officer of GS1 Hong Kong, presented at the Retail and Consumer Goods Plenary and shared the advantage of enhanced supply chain visibility enabled by real-time monitoring with EPCIS in optimizing wine distribution.

Held on February 13, 2012, the innovative Market Place Exhibition aimed at providing MOs with the opportunity to share knowledge. GS1 Hong Kong and GS1 Italy jointly showcased the first global wine supply chain visibility project, demonstrating how EPC/RFID tagging could ensure 100% product delivery commitment and guarantee quality customer service. This project is built on the consolidated experience of GS1 Hong Kong and GS1 Italy on the globalized EPCIS-standard traceability network of GS1 Hong Kong’s ezTRACK™ and technical expertise (EPC/RFID) and complete knowledge of the wine market of GS1 Italy.

緊接著林女士就全球葡萄酒供應鏈透明度試點項目的演講，香港貨品編碼協會營運總監吳展耀先生在「零售與消費品」主題論壇分享憑藉EPCIS實時監察所達致的供應鏈透明度，如何優化配送葡萄酒的流程。

創新市場展覽在2012年2月13日舉辦，旨在為成員機構提供分享專業知識的機會。香港貨品編碼協會聯同GS1意大利展示全球第一個葡萄酒透明度項目，示範產品電子代碼／無線射頻識別(EPC/RFID)標籤如何確保100%貨品追蹤承諾及保證優質顧客服務。本項目基於香港貨品編碼協會和GS1意大利的實戰經驗， región香港貨品編碼協會以全球性EPCIS為標準的跟蹤網絡銥橋網™，以及GS1意大利對葡萄酒市場的全面知識。

Eight MOs sharing sessions were held in the Forum for the exchange of experiences in management and development of GS1 Standards such as Anti-Counterfeit, GS1 Traceability, Data Quality and data synchronization, as well as the use of online innovations to attract and retain members. GS1 also provided a chance for the participants to learn practical knowledge and skills through various industry specific plenary sessions, trainings and interest groups.
Consumer Connect — Deliver Your Product Value in just ONE Scan

Consumers nowadays are more mobile and technology-enabled than ever before. Brand owners and retailers who can develop effective communications to interact with consumers through the preferred channels and technologies can better deliver strong product values and brand image in the marketplace.

To be launched in mid-August, Consumer Connect developed by GS1 Hong Kong can help 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**

Consumer Connect can be used by iPhone 4 or above versions and by smartphones with Android 2.2 or above versions. This is equipped with a powerful barcode scanner which can decode a variety of 1D or 2D barcodes in a quick and efficient way, leading to different results such as games and hyperlinks that surprise your consumers.

**How Does Consumer Connect Work? 物密嘟 如何運作？**

- **Product with GS1 BarCode contains GS1 Identification Keys** (i.e. GTIN)
- **Using Consumer Connect to scan GS1 BarCode and access product values provided by the brand**
- **Information is retrieved from GS1 BarcodePLUS which contains authorized, validated data provided by brand owners**
- **Connect Consumer with product values and recognized awards**

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

- Latest product promotional offers
- Extended product information from trusted source and consumer oriented winning awards
- Trusted, brand-owner-authorized source for product authentication
- GENUINE Product Authentication service to combat counterfeiting and diversion
- Interaction with consumers by providing interesting multimedia content
- Digital coupons for consumers to enjoy promotional offers anytime
- On-line and off-line marketing campaigns for greater consumer engagement
- New excitement offered on consumers’ shopping journey

消費者意識到品牌所傳達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。物密嘟透過以下方式讓品牌持有者和零售商抓住消費者的注意力：

- 最新產品優惠
- 讀取包裝以外的產品資訊及有趣的多媒體內容
- 以可靠和業界普遍認可的來源資訊作產品驗證
- 透過產品驗證服務打擊假貨和水貨
- 以有趣的多媒體資訊吸引消費者參與互動
- 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
- 為消費者的購物旅程帶來新體驗
**Consumer Connect**
Provides Amazing Values to Marketers:

- A FREE, ready-to-go mobile promotional platform to feature your product values, greatly enhance the time-to-market and connection with consumers

- Using the existing barcode as a hassle-free promotional channel to connect with consumers

- Linking with social media for content sharing on consumers’ Facebook pages to reach out to a broader base of consumers

- Over a million product information and creative content gathered from brand owners, attracting more consumers to revisit the platform

- Cloud-based content management system for you to deliver fresh content anytime

- "Top 10" hot-scanned items readily reflect the market trends at a glance

- A “Pull” marketing strategy for consumers to get the required product values in just one scan of the barcode

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**Mobile Barcodes: An Irresistible Trend In the Digital Marketing Age**

Major brands and advertising agencies are rapidly incorporating mobile barcodes into their marketing efforts, utilizing this technology to create new consumer experience. For instance, adding a mobile barcode to a static print advertisement to create a new interactive opportunity for the brandowner or retailer to engage their target consumers whenever they are. Brandowners who can develop an effective way to communicate with their consumers in this digital decade will definitely win the marketplace and build consumer loyalty toward their brands.

According to one study, 30% to 40% of smartphone users have downloaded barcode scanning applications, with usage rate of these apps jumping 1,600% in 2010. Grocery, health and beauty, and personal care were the top product categories scanned using mobile applications. An MGH survey found that nearly half of U.S. consumers have seen a mobile barcode and opted in via scan to engage — in particular, to access a discount or coupon, learn more about a product or service. The result has shown that the age of digital marketing has come.

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**物流條碼 為市場推廣提供：**

- 一個免費及隨時可供使用的流通推廣平台，讓您輕鬆易舉突出產品價值，加快產品上市及促進消費者連繫

- 應用現有的產品條碼，於所有推廣渠道，您無需要額外設定任何條碼便可與消費者連繫，因此更能善用資源

- 連接社交網，讓消費者在Facebook上分享您的產品內容，擴闊客戶群體亦促進互動性

- 集合超過百萬件產品內容及各品牌持有者的創意內容，鼓勵消費者再度瀏覽

- 實時內容營造平台讓您隨時更新產品內容及推廣活動，令消費者獲得最新的營銷活動資訊

- 首10項掃描次數最高的熱門產品情報

- 以 "拉票" 為產品行銷策略，讓消費者只須掃描產品條碼一次便能獲取所需的產品資訊

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**流動條碼：數碼推廣時代的大趨勢**

各大品牌和廣告機構正迅速把流動條碼納入自己的營銷策略，利用這種技術來創造新的消費經驗。例如，在一個靜態的平面廣告加上流動條碼，就能讓品牌持有者或零售商隨時自己的目標消費者互動。品牌主如果可以建立一個有效的方式與消費者溝通，就會在這個數碼世代佔據市場，並建立消費者對品牌的忠誠度。

一項研究顯示，30%至40%的智能手機用戶已經下載條碼掃描應用程式。在2010年，該應用程式已達到峰值為1600%。很多人使用流動應用程式掃描的产品包括：食品和飲料、醫療護理及美容業，以及個人護理業。一項MGH調查亦顯示近半美國消費者會透過流動條碼獲取資訊，尤其是折扣和優惠券，並且為了解產品或服務。以上結果顯示數碼推廣時代已經來臨。
The Digital Marketing Workshop
Held by GS1 Hong Kong

Since digital media has revolutionized consumer behavior and influenced many companies’ marketing strategies, GS1 Hong Kong has organized a Digital Marketing Workshop, with the support of Hong Kong Institute of Marketing (HKIM) and Hong Kong Retail Technology Industry Association Ltd (RTIA). The Workshop is fully sponsored by Office of the Government Chief Information Officer (OGCIO) under 2011/12 Sector-specific program for the Wholesale / Retail sector. The attendees can learn about cost effective digital marketing and use Consumer Connect to experience barcode marketing.

香港貨品編碼協會
舉辦數碼營銷課程

正因數碼媒體革新了顧客的消費行為，並影響眾多企業的推廣策略，香港貨品編碼協會在香港市務學會 (HKIM) 和香港零售科技商業會（RTIA）的支持下，舉辦數碼營銷策略課程，並得到政府資訊科技總監辦公室（OGCIO）旗下2011/12年度「電子商務推廣計劃」專注批發/零售業的贊助，讓參加者學習有成本效益的數碼營銷策略，並透過物密聯體驗條碼推廣。

Download Consumer Connect
to Gain Competitive Advantage

Facing the keen competition nowadays and the new consumer behavior driven by the rise of smartphones, it is vital that we ensure ongoing consumer participation to increase sales. Thus, let's download Consumer Connect NOW to hold the competitive edge.

下載物密聯，穩佔競爭優勢

面對現今的劇烈競爭和智能手機帶來的嶄新消費模式，我們務必確保消費者穩定參與互動，並藉此增加銷售。機不可失，請立即下載物密聯，穩佔競爭優勢。

For applications about the Digital Marketing Workshop and enquiries about Consumer Connect, please contact us via:

如欲報名數碼營銷課程或查詢物密聯，可用以下方式聯絡我們:

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Mr Lau 劉先生 Tel 電話: 28639731 Email 電郵: wilkinslau@gs1hk.org

Please visit the Consumer Connect website www.consumerconnect.hk for details.

欲知詳情，請瀏覽物密聯網頁 www.consumerconnect.hk
The Mobile Version of GS1 Hong Kong Corporate Website is Unveiled

GS1 Hong Kong proudly announces the launch of the mobile version of the corporate website, from which online users can access corporate information using smartphones anytime, anywhere. Apart from English, the mobile version website is also available in Traditional and Simplified Chinese. The mobile website is also incorporated with social media which allows you to stay connected with GS1 Hong Kong’s community with instant access at your fingertips.

Product and Services
訪問產品與服務

Visitors can view the website full version by clicking this
使用者按此瀏覽完整網站

Industry Engagement
行業解決方案
RFID Tagging Drives Accuracy, Efficiency and Collaboration in the Source-to-Store Retail Supply Chain

The National Retail Federation (NRF) 101st Annual Convention & EXPO was successfully held on January 15 - 18, 2012 at the Javits Center in Manhattan. In a session entitled “The Source-to-Store Retail Supply Chain: Moving Beyond Technology and Standards”, Ms Anna Lin, CEO of GS1 Hong Kong, was joined by an international panel of speakers delivering an update on the state of RFID and its prospects for playing a major role in supply chain management in the coming years. The panel was moderated by Gay Whitney, SVP of GS1 US; participants were Anna Lin, Bob Carpenter, President and CEO of GS1 US; Tommy Lui, EVP and Head of Asia, Li & Fung Logistics, Li & Fung Limited; and Tom Cole, Chief Administrative Officer of Macy’s, Inc.

Lui discussed how Electronic Product Code (EPC)-based RFID can be applied from the very beginning of the manufacturing process — from raw materials, assembly, and logistics and transportation to retailers. This capability is based on a visibility platform that helps upstream supply-chain stakeholders achieve savings. A test study...
Cole discussed the progress Macy’s in using EPC-based RFID on individual items in Macy’s and Bloomingdale’s department stores. RFID is used to track replenishment of goods, which are automatically restocked when they are sold. Cole is convinced of its effectiveness and said “RFID will allow us to count item-level inventory with precision more frequently, so our inventory is readily accessible.” In September 2011 the company announced it would adopt RFID to manage item-level merchandise inventories more precisely and by the third quarter of 2012, the company expects to begin using RFID in all stores nationwide to count size-intensive ‘replenishment goods.’

Bob Carpenter, Anna Lin, and Gay Whitney described how their organizations and GS1 Standards supported the industry. The EPC, heir to the U.P.C. barcode, is one of the GS1 Standards 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 the point of sale.

“These companies are helping to usher in the next transformative technology phase for the apparel industry,” said Carpenter. “And GS1 Standards are at the foundation of what they’re trying to accomplish. We’re all working together, and this session will demonstrate how our progress offers one way to do business for each stakeholder in the supply chain, including consumers.”

The crucial stage of RFID tagging early in the existence of products was covered by Lin, whose organization focused on facilitating commerce in the manufacturing hub of China and Hong Kong. She shared on Hong Kong’s role in world apparel industry and how EPC item-level tagging helps the industry to achieve inventory visibility, better customer satisfaction and brand protection. “We offer standard-based global supply chain connectivity and visibility infrastructure through ezTRACK™,” said Lin while explaining how GS1 facilitates EPC implementation from the source to the store.

With the retail apparel trading partners sharing the use of EPC-enabled RFID technology to improve business processes, the audience gained valuable insights from the real-world examples on the value that supply chain visibility via source tagging brings to retailers, suppliers and ultimately, consumers.

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Efficient Consumer Response Hong Kong Retail Forum 2012
Smarter Retail for Optimizing Consumer Experience

高效消費者回應零售論壇
－憑藉高端零售優化消費體驗

Co-organized by GS1 Hong Kong, ECR Hong Kong
and Hong Kong Retail Management Association,
Efficient Consumer Response Hong Kong Retail
Forum titled “Smarter Retail for Optimizing
Consumer Experience” was held on June 1, 2012
in the Mira Hotel, attracting more than 160
participants from Retail, Food & Beverages,
Logistics & Transport as well as Healthcare Sectors.

The Forum aims to provide a unique platform for
industry stakeholders to keep abreast of the latest
technologies and efficient consumer response
practices to enhance supply chain efficiency and
to satisfy changing consumer demand in nowadays
retail world.

In her Welcome Speech, Ms Anna Lin, Chief
Executive of GS1 Hong Kong, spell out the GS1
2020 vision — Viability, Data Quality and Business-to-Consumer and gave an overview on how GS1
Hong Kong provided solutions to retailers for
higher operation efficiency and better consumer
experience.

In the keynote speech ‘Smarter Retail for Optimizing
Consumer Experience’, Mr Lance Wright, Chair
of ECR Hong Kong and General Manager of
Swire Coca-Cola HK, introduced to delegates the
meaning of Efficient Consumer Response (ECR)
and called for collaborative efforts among
industry professionals to build a more efficient
and responsive strategy to win consumers.

消費者回應零售論壇於2012年6月1日在香港美
麗華酒店舉行，由香港貨品編碼協會、ECR香
港及香港零售管理協會合辦，主題定為「憑藉
高端零售優化消費體驗」，吸引逾160名來自零
售、食品及飲品、物流與交通，以及醫療等業
界的參加者。

該論壇旨在讓業界持分者在這獨有的平臺緊貼
最新科技和認識高效消費者回應實務，以提高
供應鏈效率和滿足現今零售世界多變的消費者
所需。

香港貨品編碼協會總裁林潔賢女士在其歡迎辭
說明GS1 2020願景－透明、數據質量及商業
對顧客－能讓與會者獲利益。她並概述香港貨
品編碼協會的服務如何幫助業界優化消費者經
驗和責任。

ECR香港主席和大可口可樂香港有限公司總
經理衛佐賢先生在主題演講「憑藉高端零售優
化消費體驗」向業界代表解釋高效消費者回應
(ECR)的意思，並且呼籲業界專業人士協力建立
更有效和易於回應的策略，以吸納消費者。
Mr Oliver Rust, Managing Director of Nielsen Hong Kong, delivered a speech on "Retail Market Up-to-date" in which he expressed the rising consumer confidence in Hong Kong and China despite the global economic downturn and reported on consumers' new digital consumption pattern, in particular, they are more receptive to location based advertising.

Mr Rajeevan Ragunathan, Director of Retail & Distribution of Microsoft Corporation, Asia, presented on the dynamic landscape of retailers and consumers. He illustrated the four groundswell technologies, smartphones, cloud computing, social media and pervasive video, empower nowadays customers and accelerate eCommerce.

In ‘A More Efficient and Sustainable Retail Environment for Now and Future’, Mr Leo Yeung, Solution Consulting Director (Asia Pacific) of GSX International, introduced the advantages of e-Messages enabled by B2B Portals such as improving data accuracy and improving the efficiency of supplier collaboration processes. He further updated the benefits brought by ezTRADE™ such as strengthening the relationship with customers through faster response and accelerating business processes from ordering to invoicing.

In the afternoon plenary session ‘Innovative Strategies to Create Consumer Value’, several leading industry players shared on how innovation and efficiency drive businesses. The Associate Director of Group Marketing of Tse Sui Luen Jewellery, Mr Anthony Jen, illustrated on how the company leverages on digital marketing and innovative ideas to reinvigorate the brand.

Mr Gavin Luk, Vice President of Sales and Organization of VModa, spelt the reasons of anticontrafeits that help strengthen consumer trust. Mr Raymond Chan, Solution Director of Compass Business Solutions Limited, presented on how retail solutions enable sales projection and replenishment of products.

The Training Manager of DSIC Holdings Limited Mr Danny Leung shared on how innovative operation strategies help to efficiently respond to consumers.

Mr. Rust, Mr Wright, Mr Lu and Mr Ragunathan reiterated the importance of brand building and selling on the latest retail technologies to drive business.

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Nick Lee, President of Kickstart, shared the importance of building the brand and selling on the latest retail technologies to drive business.
Following industry players’ presentations, Mr Rust moderated the panel discussion ‘A Winning Recipe for the Next Retail Era’, with Mr Wright, Mr Luk and Mr Ragunathan participated as the panelists. They reiterated the importance of brand building and riding on the latest retail technologies to drive business.

ECR Hong Kong has the mission to assist the Fast Moving Consumer Goods (FMCG) sector in enhancing their domestic and global competitiveness by eliminating irrelevant supply chain cost and increasing consumer responsiveness by adopting ECR techniques. With the leading retail professionals shared their valuable experiences, knowledge, and insights, the delegates acquire an overview of Hong Kong retail market with the latest consumer insights, market intelligence and retail mode to build a more sustainable retail environment for future.

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Efficient Consumer Response Asia Pacific Conference and Exhibition 2014
2014 亞太區高效消費者回應會議及展覽

Themed “Touching Lives, Improving Value”, the 13th ECR Asia Pacific Conference & Exhibition was held on May 15-17, 2014 in Singapore. GS1 Hong Kong will be the next host of ECR Asia Pacific in 2014 to continue the spirit of ECR to improve customers’ satisfaction and services while reducing total costs, inventories, physical assets and environmental impact in Asia Pacific.

第十三屆亞太區高效消費者回應會議及展覽於2012年5月15至17日在新加坡舉行，以「接觸生活，改善價值」為大會主題。香港貨品編碼協會將於2014年成為下一屆亞太區高效消費者回應會議及展覽的主辦單位，並會繼續推廣ECR精神－－藉助低亞太區總成本、儲存、有形資產和環境影響，改善顧客滿意度和服務。”

2012 Retail Asia Expo
2012 亞洲零售博覽會

Retail Asia Expo 2012, organized by Diversified Events Hong Kong, LLC and supported by GS1 Hong Kong, is the gathering of many world largest retail operators and decision makers in Asia-Pacific. Themed “multi-channel retailing” this year, the show helped retailers with all of their design and technology solutions to meet the ever increasing demand of consumers. The event was held at Hong Kong Convention and Exhibition Center on June 12-14, 2012.

2012 亞洲零售博覽會由 Diversified Events Hong Kong, LLC 主辦，香港貨品編碼協會擔任支持機構，是亞太地區最大零售業決策者的聚會。本年的主題定為「零售的多元渠道」，是次博覽會幫助零售商設計與科技方案，滿足消費者日益增加的需要。該活動於2012年6月12至14日在香港會議展覽中心舉行。
Asia Food Safety and Product Quality Forum 2012
— Calls for Knowledge Exchange and Collaboration among Industry Players

2012 亞洲食品安全及產品質量論壇
— 呼籲業界交流專業知識，共同協作

Asia Food Safety and Product Quality Forum was successfully held in Holiday Inn Golden Mile Hotel on March 6, 2012. The Forum, organized by GS1 Hong Kong, brought together over 200 food safety specialists from over 9 countries in Asia to exchange knowledge and best practices, as well as to collaborate to manage food safety and product quality. It ultimately aims at better consumer safety and building a stronger brand.

Ms Anna Lin, the Chief Executive of GS1 Hong Kong, welcomed the audience to the first ever Asia Food Safety and Product Quality Forum and stated the objective of the Forum as facilitating stakeholder collaborations to pave the roadmap for food safety practices and the global supply chain standards in the future. "The participation from World Health Organization (WHO), Asian regulators, Hong Kong-APEC Trade Policy Group, leading food industry representatives and GS1 member organisations revealed the ambition of all parties in protecting people's health and safety around the world," she added.

Dr Peter K. Ben Embarek, the Scientist of Department of Food Safety and Zoonoses at WHO, delivered a keynote address on the importance of collaboration and rapid exchange of information to reduce food safety issues. He stated that the rapid growth of food production especially in South-east Asia, and globalization of food trade has increased the potential for cross-country collaboration. "WHO works closely with Member States as well as media, private sector, NGOs, social networks, etc. to monitor all food issues and respond in 24 hours," said Dr Embarek.

世衛食品安全及人畜共通源科學家 Peter K. Ben Embarek 博士發表主題演講時，說明協作和快速訊息交換對減輕食品安全事故的重要性，並坦言東南亞食品生產的增長尤其迅速，而食品安全全球化的更進展增加了跨國協作的機會。他說：「世衛與會員國、傳媒、私營機構、非政府組織、社交網絡等緊密合作，共同監察所有食品安全事故，並會在24小時內作出反應。」
Regulatory Development for Safer Food in Asia

Ms Chunliang, Deputy Director General of Department of Supervision on Food Production of General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), gave a speech on China’s food safety laws and regulations. “Since 2008, China rolled out several traceability system projects on agricultural product, meat, vegetable, milk and drug, in order to trace the sources of origin or entire supply chain,” said Ms. In addition, GS1 China explores the practical application of traceability technology and global standards and has developed a National Food Safety Traceability Platform and the China Commerce Information Service Platform, achieving traceability of more than 9-million.

Dr Miranda Lee is the Assistant Director of Food Surveillance and Control Division, and she shared on the strategies in managing food safety and recent development of food laws in Hong Kong. “Since Hong Kong imports over 90% of its food, food safety control is crucial to secure public’s health,” she said. She complemented that Hong Kong has several food laws to enhance food traceability and uplift food safety level. “CFS sets up a risk analysis framework to manage food safety control,” said Lee, “risk management includes import control on high risk foods, proactive food surveillance and alerts, as well as managing food incidents.”

“National Food Safety Information Service (NFSI) plays an important role in Korea food safety management structure and its information system monitors, collects and analyzes food safety information from 48 countries, which can share the latest news to public without time constraint,” said Dr Eunsook Moon, President of NFSI. She introduced NFSI’s Food Traceability System which enables consumers to obtain food information, including picture, ingredients, origin, manufacturer, expiry date and quality easily from online.

國家品質監督檢驗檢疫總局（AQSIQ）食品生產監管司司長馬錦良先生就中國食品安全法規及監察發展演講。他說： "自從2008年，中國推出了幾個關於農業產品、肉類、蔬菜、牛奶和藥品的追溯系統，以追蹤來源地或整個供應鏈。" 另外，中國食品資訊服務發展追溯系統科技和全球標準的實際應用，並建立了國家食品安全追溯平台及中國商業資訊服務平台，成功追溯逾九百萬件產品。

亞洲食品安全的食品監察發展

國家食品安全中心（NFSI）總幹事 Eunsook Moon 博士說： "韓國食品安全中心負責韓國食品安全管理架構之重任，其資訊系統會監察、收集和分析來自48個國家的食品安全資訊，能夠隨時向公眾分享最新資訊。" 她接續，她介紹NFSI的食品追溯系統，可供消費者輕鬆地在網上收集食品資訊，包括圖片、材料、來源地、生產商、到期日和食品質量。

Dr Moon explained that NFSI’s Food Traceability System which collects food information along the supply chain from farm, process, packaging, distribution, retailers to consumers.

Moon博士強調： NFSI食品追溯系統可以收集從農場、加工、包裝、批發、零售商到消費者的食品資訊。
Best Practice Sharing

After the regulators from different countries shared on food traceability and risk management, several leading industry specialists named Fonterra, Swire Beverages Limited and Global G.A.P. shared their best practices in protecting brand integrity through protecting consumer safety.

APEC Initiative

Mr David Doakwell, Executive Director of the APEC Trade Policy Group, spoke on the APEC Initiative regarding the “Practical Steps towards Food Security”. He pinpointed that food security cannot be achieved if food trade is not reliable. In response to the food vulnerability to new consumer platforms, he suggested four measures: farm level chilling, developing and using Cold Chain Traceability systems, tight oversight of 3rd Party Logistics companies as well as food quality monitoring and temperature controlled fleet operation done by supermarkets and retailers.

In his concluding remarks, Mr Kooch reiterated the role of G81 as a trusted trading partner which continuously helps leading food producers improve traceability on a global scale, ensuring a safer food supply chain. The Forum offers participants a unique opportunity to gain valuable insights through knowledge exchange which paves the way for them to collaborate for better food safety in future.

Asia Food Safety and Product Quality Forum

Exchange Knowledge and Collaborate to Pave Way for Safer Food in Future
6 March 2012

Dr Embazade, Dr. Moon, Mr Bai, Mr Doakwell and Mr Ulhig shared valuable insights on tackling challenges in food safety issues.

Mr Doakwell shared on the “Practical Steps towards Food Security”. Doakwell先生分享“糧食安全的實際步驟”。

Mr Ulhig reported Global G.A.P. has been providing food product quality assurance with GS1 number, a 13-digit GLN number authorized by GS1, so that market participants can monitor their producers.

Ulhig女士指出，Global G.A.P.一直使用 GS1 編碼（即由 GS1 授權用於標識產品的 GS1編碼）幫助消費者了解產品來源，以確保產品的質量。

Mr Chambers stated the importance of ensuring quality and security across the entire supply chain to build consumer trust, with the collaboration among multiple stakeholders.

Chambers先生強調，確保整個供應鏈的質量和安全對建立消費者信心至為重要，同時需要多個相關方的合作。

来自不同国家的监管部门及食品追溯与风险管理分享会后，几位领先的企业专家包括Fonterra、太古饮料有限公司和Global G.A.P.，就如何保障消费者安全与捍卫品牌信誉分享最佳实践。
Global Healthcare Stakeholders Collaborate to Raise the Bar on Patient Safety

More than 330 Healthcare supply chain stakeholders from 33 countries gathered at the 21st Global GS1 Healthcare Conference in Sydney from March 20 to 22, 2012. It was aimed to advance the development and the implementation of global supply chain standards, which ultimately raise the bar on patient safety.

The Conference was hosted by GS1 Australia in conjunction with the GS1 Global Office from Brussels, with the National E-Health Transition Authority (NEHTA) as the Industry Partner. The topics of discussion centered upon how GS1 Standards improve the healthcare supply chain through traceability, medical device identification, electronic messaging, electronic product catalogues and global data synchronization. GS1 identifiers and barcodes are currently used on 95% of dispensed medicines in Australia.

The conference focused on the advancements in healthcare supply chain management and the role of GS1 standards in improving patient safety.

Peter Fleming, NEHTA’s CEO, highlighted the efficiency of using National Product Catalogue (NPC) in the healthcare sector. NEHTA’s President Peter Fleming stressed the importance of aligning national and international standards for better patient outcomes.

Maia Palazzolo, the CEO of GS1 Australia, greeted all the participants in her Opening Speech. GS1 澳洲總裁 Maia Palazzolo 在開幕式歡迎所有參與者。

該會議由 GS1 澳洲與布魯塞爾的 GS1 總部主辦, 聯同 National E-Health Transition Authority (NEHTA) 作業界夥伴。討論的主題涵蓋 GS1 標準如何增加實體系統, 醫療儀器識別、電子訊息、電子產品目錄和全球數據同步改善醫療供應鏈。現時, 在澳洲95%的處方藥物正在使用GS1識別碼和條碼。
Highlighted on the agenda was Australia’s world-leading National Product Catalogue (NPC), which is a core strategy to improve the speed and accuracy of procuring medical products. The system is among the first in the world to focus exclusively on the needs of the healthcare industry. Aligned with the Global Data Synchronization Network (GDSN) standards, the NPC uses the Global Trade Item Number (GTIN) as the globally unique primary product identifier for every NPC record. The number of NPC users has grown by more than 30% in the past nine months, which currently houses more than 230,000 GTINs for over 370 healthcare suppliers.

Speaking from a regulator perspective, Ms S C Chiang from Hospital Authority (HA), Hong Kong, introduced how GS1 Standards optimize quality, safety and efficiency in pharmaceutical distribution and medication use. The HA has used GS1 Hong Kong’s ezTRADE™ since 1996 to optimize efficiency in order processing. To further improve the quality and safety of public healthcare services, the HA traces the pharmaceutical products to the batch level. The adoption of Advance Shipping Notices (ASN) through ezTRADE™, along with GTIN and Serial Shipping Container Code (SSCC), enhances order delivery accuracy in the product flow process and hence the quality of patient safety.

"Thanks to GS1 Standards, the HA and its distributors and pharmaceutical principals can harness supply chain visibility at the batch level to save time in receiving logistics units and better manage inventory," said Ms Chiang. She expected that the HA would increase the number of vendors to comply with the requirements on system support using GTIN and barcodes from 2012 to 2014. The supply chain would gradually realize a more comprehensive tracking from manufacturers/suppliers to pharmacy stores. Chiang’s presentation on the supply chain modernization of pharmaceutical products in the HA was well-received among the delegates at the Conference.

"Projects in the HA include the implementation of pharmaceutical track and trace enabled by GS1 Standards."
On the global stage, Grant Courtney from GlaxoSmithKline (GSK) explored the topic of traceability from a supplier’s perspective. For instance, European Federation of Pharmaceutical Industries and Associations (EFPIA) proposes DataMatrix coding using GS1 Standards for pack verification to reduce the risk of counterfeit products being dispensed. Jay Crowley, Senior Advisor for Patient Safety at the US Food and Drugs Administration (FDA), elaborated on how Unique Device Identification (UDI) leverages GS1 Standards to support medical device recalls, reduction of medical errors as well as tracking and tracing. Mike Rose, Vice President of Supply Chain Visibility, Johnson & Johnson, shared the business case behind the company’s decision to adopt the GS1 Standards for identification and product marking across their product range.

On the final day, participants attended a presentation from NSW Health about the operational application of NPC data within its organization, then visited Clifford Hallam Healthcare (CH2) in Sydney to see how the latest enabling technologies streamline the pharmaceutical procurement process to raise efficiency and visibility in the healthcare supply chain.

The Global GS1 Healthcare Conference has successfully provided a platform for participants to share these success stories with international healthcare professionals who are looking to improve their supply chain efficiency and patient safety. “It plays an important role in continuing this momentum in Australia too, by bringing together healthcare supply chain leaders from Australia and the world to share their experiences and develop long-lasting, collaborative relationships that will support them as they implement supply chain reform,” said Maria Palazzolo.

On the last day, participants could see the application of NFC data and SaaS models in the Australian context. The conference concluded with a visit to Cambridge Healthcare in Sydney, the largest independent provider of healthcare services in Australia, where they learned about the latest technologies and trends in healthcare supply chain management.

In the meeting’s final day, more than 1,000 speakers and attendees attended to hear about the latest trends in healthcare supply chain management. Maria Palazzolo said, “At the conference, participants discussed the role of technology in improving healthcare supply chain management, particularly in the context of the Australian market. The conference provided a unique opportunity for participants to connect and share knowledge on best practices in healthcare supply chain management.”

Global GS1 Healthcare Conference Autumn 2012
2012 秋季全球 GS1 醫療會議

Date : October 23 - 25, 2012
Venue : Marriott Lisboa, Av. Dos Combatentes 45, P-1000-042 Lisboa, Portugal

The global healthcare user group convenes twice yearly in a ‘GS1 Healthcare Conference’, bringing together all healthcare supply chain stakeholders. This year’s conference will be organized in Portugal on October 23 - 25, 2012. Regulators and experts from worldwide will share their insights on the upcoming Unique Device Identification (UDI) regulations, while hospitals and manufacturers will share their UDI implementation use cases. Participants can join the expert’s working sessions on bedside scanning and unit dose marking, standards development, patient identification. The Healthcare Providers Advisory Council session will provide a unique opportunity for hospital representatives to share and obtain information on implementation of GS1 Standards in hospitals.

For details, please refer to:
http://www.gs1.org/healthcare/news_events/231012

日期：2012年10月23-25日
地点：Marriott Lisboa, Av. Dos Combatentes 45, P-1000-042 Lisboa, Portugal

全球醫療用戶小組每年舉辦兩次GS1醫療會議，集結所有醫療供應鏈持份者。本年度的會議將於2012年10月23日至25日在葡萄牙舉行。全球監督者和專家將會就醫療器材獨有識別系統 (UDI) 的監察分享真知灼見，而醫院和製造商則分享推行UDI的案例。參加者可以出席專家工作會議，了解臨床掃描、單位劑量標記、標準發展和病人識別。醫療供應商協議委員會會議亦於活動上進行，還會是醫院代表認證如何在醫院推行GS1標準的難得機會。

欲知詳情，請瀏覽：http://www.gs1.org/healthcare/news_events/231012
HK RFID Awards has Entered its Fifth Year Anniversary Championing the Innovative Use of RFID

香港無線射頻識別大獎踏入五週年，致力推廣RFID的創新應用

HK RFID Awards will celebrate its Fifth Year Anniversary this year. Since the Awards’ launch in 2008, it has been recognizing local enterprises and individuals that have demonstrated excellence in harnessing the power of RFID technology to maximize 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, and have awarded more than 100 recipients.

香港無線射頻識別大獎踏入五週年，該獎項在2008年首次推出，一直表揚本地企業和個別人士在供應鏈和物流項目有效應用RFID技術的卓越表現。香港無線射頻識別大獎旨在推動業界用家於供應鏈運作善用產品電子代碼（EPC）標準支援的RFID技術，至今已嘉許逾一百個得獎單位。

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

Hong Kong U-21 RFID Awards are given to students and tertiary education institutions for the following categories:

Best EPC/RFID Concept
最佳EPC/RFID概念

Most Innovative EPC/RFID Application
最具創意EPC/RFID應用

The Awards Recipients over the Past Four Years
過去四年的得獎單位：
The objective of this program is to invite RFID technology experts and pioneers in the industry with distinguished accomplishments in their fields and professionals to be mentors of the student participants of the Hong Kong U-21 RFID Awards program 2012. It is hoped that through informal contacts and group activities, mentors will share their experience, insights and to give advice and comments to their project development or ideas generation.

To attain the goals, the matching of mentor and mentee has been done with the best of effort possible based on the project topics proposed by students. Several meetings would be held between the mentor and mentees during the U-21 RFID Award 2012 campaign period from March to the deadline for full project paper submission in July 2012.

The Mentorship Program Kick-off was successfully held on April 20, 2012, and was well-received among mentees. They learnt about taking a proactive role in exploring the innovative use of RFID and gained valuable insights from their mentors on their proposed topics.

The mentor is sharing valuable insights with the mentees on their proposed topics.

For more information, please visit the EPC in Action website.
Jiangyin Internet of Things RFID Demonstration Center

Pushing the Boundary of Cross-border Collaboration in RFID Technology Adoption

In a bid to expand the adoption of Internet of Things (IOT) technologies and tap the opportunities in East China, GS1 Hong Kong launched the Jiangyin IOT RFID Demonstration Center at the Jiangyin Hi-tech Park on March 29, 2012. Jointly organized by GS1 Hong Kong and the Management Committee of the Jiangyin Hi-tech Park, the Center is aimed to provide a new engine to inspire and promote the innovative adoption of RFID technologies in different operational and daily life, as well as to facilitate collaboration between Hong Kong and the East China region.

為推動業界採納物聯網(IOT)以及把握華東的機遇，香港貨品編碼協會聯同江陰高新技術創業園委員會，於2012年3月29日在江陰高新技術創業園成立江陰市物聯網無線射頻識別演示中心，旨在引領業界在不同的業務運作和日常生活中，採納創新的無線射頻識別(RFID)技術，以及促進香港和華東地區更深入的協作。
Five Zones Featuring Innovative RFID Applications with Best Practices Solutions

Occupying an area of more than 2,200 square feet, the Center shows the latest RFID applications in the core industries, demonstrating an extensive suite of EPC/RFID solutions applicable to different operational and daily environments.

Manufacturing and Logistics Zone
Increases Visibility of Supply Chain Management for Higher Efficiency:

The zone demonstrates the utilization of various applications and versatility of RFID technology in boosting the efficiency and transparency of logistics management. Visitors will learn how ezTRACK™, a global track-and-track EPC-enabled RFID platform, helps enterprises achieve end-to-end visibility by effectively tracking the movements of their goods and shipment throughout the supply chain. In a vineyard showcase, there are wine boxes with case-level tag and cold chain tag. Once the tags on ship-out carton box are scanned by a handheld reader, the data will be shown on ezTRACK™.

Retail Zone
Demonstrates the Future Store and New Shopping Experience:

It showcases a wide range of applications including smart fashion shop, RFID-enabled supermarket, jewelry store, gift shop, and sushi bar. Take the smart fashion shop as an example, a customer picks up a piece of RFID tag-embedded clothing and puts it in front of the RFID reader, the intelligent mirror will generate ‘mix-and-match’ options to help customers make the right choice and hence enhance their shopping experience. While customers are trying different clothes embedded with RFID, the salesperson can capture the data to know the fashion styles with the highest ‘try-out’ rate to analyze demand forecast for long term business growth.

Public Service zone for Optimizing Community Life:

RFID brings convenience to public service and RFID-enabled library is one example. With such a high-end technology, librarians can do stocktaking, track and locate target library materials on shelves, identify the items with the highest usage and stagnant collection. Such fully automating operations help to avoid library materials being stolen and increase the efficiency of library management, which will ultimately optimize the service standard.

五大主題區展示創新RFID應用與最佳實踐方案

演示中心佔地2200餘平方呎，向公眾展示最新的RFID在核心業務的應用，包括完整的電子產品代碼(EPC)/RFID的解決方案，適用於不同的業務運作和日常生活。

生產物流區
增加供應鏈管理的透明度為提升效率:

該示範區展示多種能夠提高物流管理效率和供應鏈透明度的RFID應用方案。與此同時，參觀者更可以親身體會和了解以EPC為基礎的全球臨近化及流通平台雲端網™如何有效地追蹤供應鏈上的貨物流向，協助企業實現對點資料透明度。在葡萄園展示區，參觀者會看到葡萄酒箱上的箱用標籤和冷凍標籤。只要手持閱讀器掃描該箱體貨箱上的標籤，數據就會顯示於顯示屏™。

Retail Zone
展示未來新零購物體驗:

零售區展示了一系列創新應用，包括智能時裝店，結合RFID技術的超市，寵物店，魚品店和壽司店等。以智能時裝店為例，當顧客身著附有RFID標籤的衣服並將之置於RFID閱讀器前，智能鏡子便會自動顯示各種衣服配套，以供客戶選擇。另外，當顧客試穿內置RFID的衣服，售貨員就可以讀取相關數據，了解哪一款風格的衣服成為最高的「試穿率」，以作需求預測分析，有助長遠的業務增長。

公共服務區
優化社團生活:

RFID可以帶來方便的公共服務，而結合RFID技術的圖書館就是其中一個例子。有了此高端科技，圖書管理員就能盤點、追蹤並找尋架上圖書的位置，找出最多借出和(或)留言書架的圖書。這個自動化的運作可以防止圖書失蹤和增加圖書館管理效率，亦能最終優化服務質量。
Smart Home

To Experience Easier and Smarter Life:

At the smart home, visitors can experience how smart home devices make people's life easier and smarter. Visitor can experience smart living with a RFID card embedded with a unique identification key to identify other visitors, tracking his or her visiting location and the activated activities conducted riding on the RFID sensor network operating in the Center.

智能家居

體驗現代家居所帶來的便捷和智能生活:

置身在智能家居中，參觀者可以體驗智能家居設備如何令生活變得更輕鬆、更聰明。他們可憑藉內置獨有隨身卡的RFID智能卡識別其他參觀者，透過中心內的RFID感應網絡追蹤其所在位置和相關活動。

High-tech Zone

Demonstrates How ezTRACK™ Enabled by Cloud Computing Realizes Supply Chain Information Sharing Network:

The zone highlights the unique values of ezTRACK™ platform, an Electronic Product Code Information Services (EPCIS) standard-based traceability network enabling real-time visibility of goods and information flow from point of manufacturing to point of destination, riding on Cloud Computing technology. This technology enables enterprises to start initiatives on the IoT with small investment and provides them the flexibility to grow along with business expansion.

高科技區

展示雲端運算為基礎的追蹤網如何實現供應鍊資訊分享網絡:

該區突出雲端運算平台的獨特價值，以實現產品電子代碼資訊服務（EPCIS）為基礎的追溯網絡，藉由雲端運算技術之優勢，支援實體貨品與資訊自生產地至目的地的透明度。透過此技術企業只需投入少量的資源，即可實現物聯網方案，令業務擴展更具靈活性。

Hong Kong IoT Center

Plans to Extend Best Practices of Former HK RFID Center in Q3

香港物聯網科技應用中心

將於本年第三季度再現前香港無線射頻識別中心的最佳實務

香港貨品編碼協會計劃於2012年第三季度在香港科技園成立香港物聯網中心，繼前香港無線射頻識別中心（2008-2010）的成功，香港物聯網中心將會推動本地科技業的發展及帶動科技業的發展及引領香港和珠三角區域作為主要採購產品電子代碼（EPC）無線射頻識別（RFID）科技的地區中心，以及為企業和公眾提供一站式知識庫存和RFID/IoT應用的展示平台。

Apart from the grand launch of the Center, the Jiangyin-Hong Kong Internet of Things Application Forum & Jiangyin Internet of Things Application Association was successfully founded on March 29, 2012. Ms Anna Lin, the CE of GS1 Hong Kong, is the chairperson of the Association. GS1 Hong Kong has been striving to realize the goals of technological advancement and innovation outlined in the twelfth Five-Year Plan: Building on the successful experience in setting up the Hong Kong RFID Center, Guangdong Province RFID Industry (Foshan) Base Demonstration Center and Shenzhen RFID Center, GS1 Hong Kong will continue its efforts to cooperate with the Jiangyin government to facilitate the IOT development and industry adoption of RFID in the Jiangsu Province.

繼年底前將隆重推展－香港物聯網科技應用技術論壇暨江陰市物聯網應用協會成立大會於2012年3月29日舉行，香港貨品編碼協會總幹事林美怡女士獲邀為該協會的會長。香港貨品編碼協會一直支持國家十二五規劃所倡議的「技術改進和革新」，秉承以往成立香港RFID中心、廣東省RFID產業（佛山）基地演示中心和深圳RFID中心的成功經驗，本會將繼續與江蘇政府合作，致力推動江蘇省的物聯網產業發展，並鼓勵業界採用RFID。
Site Visit to MTR Project Laboratory —
“Construction Materials Testing” Using RFID Technology

參觀地鐵項目實驗室，了解「建築物料測試」如何應用無線射頻識別技術

Hong Kong RFID User Group has been striving to provide a unique platform for RFID users or potential users to learn the latest RFID applications, implementation experiences and best practices. The User Group organized RFID implementation site visit on May 18, 2012 to experience MTR Corporation’s RFID Awards winning case, Material Testing System (MTS). This system won a certificate of merit in Hong Kong RFID Awards 2010.

This laboratory visit provides the participants with an opportunity to gain insights on how the laboratory has revamped its testing and reporting process using RFID technology. The innovative RFID solution, MTS, is an environmentally sustainable solution which streamlines the operation of materials testing and eliminates all manual recording paperwork.

Advanced information technologies help enhance quality control of materials used for construction of railway extension projects. The Projects Division of the MTR Corporation is currently managing the design and construction of five new railway extension projects. It is estimated that a great amount of concrete and steel reinforcement will be used for constructing these projects over eight years. These materials are to be sampled and tested at MTR Project Laboratory to monitor their quality. Fast, accurate and reliable test results achieved by RFID implementation are crucial to ensure these projects can be completed on time and of high quality.

This site visit illustrates how the RFID technology can be applied in the field of materials testing, enhancing efficiency and reducing errors. The MTS system has significantly improved the workflow and data management processes.

此實驗室考察活動，讓參加者有難得的機會深入了解該實驗室如何藉RFID科技更新物料測試和報告流程。該創新RFID方案MTS是一項環境可持續的解決方案，能簡化物料測試的運作流程，並可免除所有 rêe的文書工作，省時節省。

先進的資訊科技有助提升鐵路拓展項目的工程物料質量監控。該港鐵公司工程部門現正管理五項新的鐵路拓展項目之設計和工程，預計此八年的工程需用大量混凝土和鋼筋。那些物料在香港實驗室進行樣本採集和測試。應用RFID可達快捷、準確和可靠的測試結果，讓這些項目可以準時和優質地完成。

Visitors are learning about how RFID is applied in Construction Materials Testing.

參觀者正在學習如何在工程物料測試應用RFID。
The Latest Aberdeen’s Food Safety and Traceability Report Highlights the Importance of GS1 Standards

Aberdeen最新的食品安全及追溯報告帶出GS1標準的重要性

Aberdeen, a well-known research institute, has published their well-recognized Food Safety & Traceability Report which is based on 104 food and beverage companies, and focuses on general traceability capabilities and performance in the industry.

Two pressures driving the surveyed companies to implement a good traceability system are: (1) product quality and customer satisfaction (62%) and (2) compliance with regulatory requirements (57%). The top 20% companies score well in terms of traceability capabilities and performance.

有兩大推動力促使接受調查的公司實施優良的追溯系統—(1)產品質量及顧客的滿意度(62%)，(2)是否遵照監察部門的要求(57%)。首20%在通用追溯能力和表現得分優良的企業會被視為「最佳組別」。

The Best-in-Class companies significantly outperform in many key performance criteria, such as 20% more products produced in compliance, 43% more complete and on-time shipments, and 43% higher Overall Equipment Efficiency (OEE) and 37 hours quicker track and trace response time.

Firms enjoying Best-in-Class performance shared several common characteristics, including having traceability compliance built into their system, having visibility and clearly defined responsibility in case of a quality or recall event, as well as automating the collection of traceability data.

64% of Best-in-Class companies have business process in place to support the use of industry standards and tools like those offered by GS1, versus 20% for the average company.

To improve their traceability capabilities, Aberdeen recommends that companies establish clear areas of responsibility to handle adverse events, perform mock recalls to prepare their organization and automate the collection of traceability data. Aberdeen goes on to recommend companies to take advantage of industry standards for traceability such as GS1. If they already have done so, then accelerate the adoption of traceability standards. "Driving standards like GS1 into the organization and ecosystem will allow better traceability outside the four walls," the report concludes.

"最佳組別"的企業在多項主要表現準則表現卓越，例如比其他企業多20%按規定生產的產品、多43%完整和準時的船運、與整體配備效能(OEE)高43%，以及快37小時的追溯與追溯回應。

"最佳組別"的企業有幾項共性特質，包括按規定把追溯功能內置於系統中、在質量與產品召回事件中具有透明度和企業責任，以及追溯數據自動化。

64%「最佳組別」的企業以GS1的業界標準和解決方案支撐業務運作，而其他屬普通水平的企業僅20%有該商業應用。

為改善追溯能力，Aberdeen建議企業建立清晰的問責機制以應對事故，並且隨時進行演習，助機構推行追溯數據自動化。Aberdeen另建議企業善用如GS1的業界標準，若企業已推行該標準，則加快全面採納追溯標準。該報告總結：「在機構和業界推行如GS1這樣的標準，將更有效達至全方位追溯。」
Nine Million Items in Global Registry

在全球註冊資料庫中已有九百萬個項目

The GS1 Global Registry now contains more than nine million registered items which is a milestone figure. The GS1 Global Registry is the GDSN’s (Global Data Synchronization Network) network facilitator and information directory, ensuring secure and continuous synchronization of accurate data. The more items in the GS1 Global Registry, the more information can be exchanged fluidly between companies.

With GDSN, trading partners always have the latest information in their systems, and any changes made to one company’s database are automatically and immediately provided to all of the other companies who do business with them. When a supplier and a customer know they are looking at the same accurate and up-to-date data, it is smoother, quicker and less expensive for them to do business together. Therefore, GDSN provides a single point of truth for product information.

To have globally accessible and shareable data is efficient and cost-effective. Many GDSN users reported that GS1 GDSN has helped their company to reduce errors, eliminate unnecessary costs, and enhance their work with their partners across the supply chain. Having the ability to publish data just once and then share it as many times as needed brings a range of significant impact and benefits. GS1 considers reaching the milestone figure of nine million registered items as just one more testimonial of the value of the GDSN, and will continue its pursuit in data synchronization excellence.

GS1全球註冊資料庫現已註冊逾九百萬個項目，是一個重要的里程碑。該資料庫能為GDSN（全球數據同步）拓展網絡和提供資訊名録，確保安全及持續的數據同步。GS1全球註冊資料庫的項目愈多，企業之間的資訊交換就愈順暢。

有了GDSN，貿易夥伴的系統就能擁有最新的資料，其數據庫任何更新，都可以自動即時向有商業合作關係的企業通知。當供應商和顧客都獲得最新和最準的數據，其合作就更順暢、快捷和具成本效益。故此，GDSN能提供一站式正確產品資訊。

擁有全球可讀取和可分享的數據，既有效又具成本效益。很多GDSN用戶都反映，GS1 GDSN能夠幫助其公司減少錯誤、去除不必要的成本，並改善其貿易夥伴在供應鏈上的商業協作。能夠即時公佈及無限次分享數據，就能夠佔重要邏輯。GS1現九百萬個已註冊項目這個里程碑為GDSN其中一個重要價值，並會繼續追求卓越的數據同步。
GS1 Hong Kong Calls for APEC Region-wide Collaboration on Global Supply Chain Standards

Asia Pacific Economic Cooperation (APEC) member economies and private stakeholders met at the Second Senior Officials’ Meeting on May 20 - June 5, 2012 in Kazan Russia. GS1 Hong Kong was invited to join the APEC Policy Partnership Meeting on Food Security (PPFS) Meeting on May 28 - 29 as Ms Anna Lin had been nominated by the APEC Business Advisory Council (ABAC) of Hong Kong as a representative at the PPFS, which provided a forum for APEC experts to address food security, one of APEC’s priorities for 2012. Mr Kw Ho, Senior Manager of Industry Engagement, GS1 Hong Kong, also made a presentation at the Global Wine Supply Chain Visibility Project at the Supply Chain Visibility Workshop coordinated by Ministry of Economy (METI) of Japan on May 21. This project is one of the best practices of Cargo Status Information Network for enhancing Supply Chain Visibility among APEC region.

Calling for region-wide collaboration on application of global standards to create more efficient, safer and sustainable value chains, Mr John G. Keogh, Director of Product and Consumer Safety, GS1 Global Office delivered a presentation entitled "An Overview of Global Standards in the Food Chain" on behalf of Ms Anna Lin. The presentation was well received at the meeting and it was regarded as a practical business-based proposal that offers huge value in food safety and food security to all member economies – improving food supply-chain visibility both in domestic markets and for internationally traded food, enhancing traceability and recall of unsafe foods, reducing costs and driving supply chain efficiency; building consumer confidence in food products, and contributing to strong economic growth.

APEC is the primary vehicle for promoting sustainable economic growth and prosperity in the Asia-Pacific region. In 2012, it aims to achieve four objectives, namely, trade and investment liberalization, facilitating business, intensifying regional economic integration, and ensuring personal security. Supply Chain Connectivity is a high priority initiative for APEC/ABAC, both at the working and policy levels. GS1 Hong Kong will continue to work with ABAC to add value for APEC economies through infrastructure improvement and raising the standard of food supply chain. The organization’s participation in the APEC Policy Partnership on Food Security (PPFS) Meeting was reported in Ming Pao on June 2, 2012.

APEC is推动亞太區持續經濟增長和繁榮的原動力。在2012年，APEC尋求達致增強四個目標，包括貿易和投資自由化、促進商業活動、深化地區經濟融合，以及落實人安安全。「供應鍊連接」是APEC/ABAC在工作和政策層面首要關注項目之一。香港貨品編碼協會繼有與ABAC協作，藉以改善貨品供應鏈和基礎，為APEC經濟體系構建橋樑。協會參與APEC糧食安全策略夥伴關係（PPFS）會議一事於2012年6月2日刊登於明報。

為呼籲不同的地區協力應用全球標準共同構建更有效、更安全和可持續的價值鍊，GS1總部產品及消費者安全顧問John G. Keogh先生代表林潔怡女士在會議中匯報「在食品供應鍊採納全球標準提案」。該提案在會議中獲得肯定，並能作為一項實際、商業為本的建議，能為會員經濟體系的產品和糧食安全提供重大價值改善本地市場和國際貿易產品的供應鍊透明度、提升流通效率和及不安全食品風險、降低成本，以及增加供應鍊效率、建立消費者對食品的信心和帶動強勢經濟增長。
Food Safety Boosts the Needs of Global Traceability Seminar 2012
2012「食品安全議題促大眾關注全球追溯能力」研討會

GS1 Hong Kong and SGS Hong Kong joined hands to hold the Seminar to highlight the importance of traceability as an effective management tool providing a mechanism for prompt reaction to a crisis in the food supply chain. The representatives from GS1 Hong Kong and GS1 Hong Kong delivered presentations covering 'How DNA - Defection Tests Help Food Traceability', 'Introduction of Food Traceability System ISO 22005', 'Food Tracing and Tracking' as well as professional experience sharing. The Seminar was well-received by Food Industry professionals.

Synchronized Supply Chain Workshop
供應鏈同步配銷工作坊

Titled 'Improving Supply Chain Profitability', the two-day Synchronized Supply Chain Workshop was held to equip participants with knowledge of Synchronized Supply Chain Replenishment (SSCR), which is a supply chain practice assisting companies to diagnose the existing inventory status to eliminate all inefficiency in supply chain, which will ultimately maximize sales performance. It perfectly fits for Fast Moving Consumer Goods industry that has multiple sales channels and a wide product range. The Workshop was organized by GS1 Hong Kong and supported by DataDevelop, with Mr Henry Soo conducting the workshop.

SMEs Promoting Domestic Sales Workshop
中小企開拓內銷工作坊

To assist Hong Kong enterprises, especially SMEs, to develop brands, upgrade and restructure business operations, and promote sales in the Mainland market, GS1 Hong Kong cooperated with Hong Kong Brand China Market Association (HKBCMA) to organize the SMEs Promoting Domestic Sales Workshop. The Workshop was conducted by Mr Lee Chi Hung, the Chairman of HKBCMA, and Ms Ng Kwok Ting, the Senior Corporate Consultant of Hong Kong Productivity Council, focusing on low-cost domestic sales promotion and utilizing barcodes to promote sales and manage operations.

Lean Supply Chain Solutions for Profits Seminars
改善盈利的精益供應鏈解決方案研討會

GS1 Hong Kong cooperated with The International Supply Chain Education Alliance (ISCEA) to organize the captioned seminar series to share the insights of lean supply chain. In 'Go beyond Material Requirements Planning (MRP) - Experimental Seminar' held on April 2, 2012, Ms Carol Plak, author of Orlicky’s Material Requirements Planning published by McGraw-Hill in 2011 shared the critical success factors on driving a breakthrough beyond MRP. Success cases were shared by Certified Lean Masters.

EVENTS & TRAINING PROGRAMS • 活動及培訓課程

March 1, 2012
2012年3月1日

March 22-23, June 21-22 & September 27-28, 2012
2012年3月22-23日, 6月21-22日, 9月27-28日

March 30, 2012
2012年3月30日

March 31, April 2 & 21, 2012
2012年3月31日, 4月2及21日
Organized by Hong Kong Trade Development Council (HKTDC) and Hong Kong Retail Technology Industry Association (RTIA), the Conference was held at Hong Kong Convention and Exhibition Centre focusing on the discussions on how emerging technologies can enable retailers or brand owners to better communicate and transact with their customers either in-store or at a remote location. Mr Grace Cheung, Head of Marketing & Communications, from GS1 Hong Kong was invited to deliver a speech on “Deliver Your Product Value & Brand Value in Just One Scan” to introduce Consumer Connect, a mobile app developed GS1 Hong Kong for brand owners and retailers to promote their products via innovative media.

GS1 Global Traceability Training

The five-day GS1 Global Traceability (GTC) Training held at GS1 Hong Kong is provided for GS1 Member Organizations’ staff, local collaboration partners and/or solution providers responsible for auditing or identifying traceability opportunities and providing high level traceability technical advice. The Training provided attendees with all the skills necessary to operate as a GTC auditor in assessing companies to improve their traceability, gave an essential perspective to GS1 professionals responsible for the planning and implementation of traceability assessments and taught how a professional auditor works with audit findings.

'SME Dedicated Fund' Seminar

The ‘SME Dedicated Fund’ seminar was organized by Hong Kong Brand China Market Association (HKBCMA) and supported by ET Press, aiming at equipping SMEs with the know-how to build own branding to grasp the opportunity of domestic sales. The seminar was conducted by Mr Lee Chi Hung, Chairman of HKBCMA, and Mr Jaquard Lau, Business Development Manager of GS1 Hong Kong, focusing on the experience of Hong Kong companies setting up business in Mainland China and leveraging barcodes to protect the brand reputation.

GS1 Hong Kong Training Programs

Barcode Workshop

Date/Time: 19/7/2012, 16/8/2012, 20/9/2012, 18/10/2012, 15/11/2012, 20/12/2012

Advanced Barcode Workshop

Date: 13/9/2012, 6/12/2012

For enquiries, please visit http://gs1hk.org/en/knowledge_sharing/events_training.html or contact GS1 Hong Kong staff at 2863 9776 / 2863 9714.
WINNING THE APPAREL VALUE CHAIN FROM SOURCE TO STORE
APPAREL ITEM LEVEL TAGGING (ILT) FORUM

9 AUGUST 2012
HONG KONG CONVENTION & EXHIBITION CENTER
Venue: Room N201 Hong Kong Convention & Exhibition Center, Wan Chai
Time: 9:15am-5:00pm
Admission: HKD 1,500
(Sign up now to enjoy early bird discount)

Today EPC-enabled RFID Item Level Tagging (ILT) continues to gather momentum worldwide and is nearing chain-wide rollouts in multiple categories of major fashion brand owners and retailers. Together with the challenges of multiple sources of supplies and dynamic retail landscape, apparel supply chain stakeholders are required to have agile responses to win and enjoy the business benefits delivered by the underlying RFID technology from Source to Store.

This ONE day forum will offer participants the KEYS to WIN item level tagging.

Programme Highlights

Common Strategies for Success
- The essentials for identifying and managing individual garment items along the value chain
- Grab first-hand ILT initiative information from trading partners on site
- Examine the collective efforts required to win ILT from Source to Store

Implementation Journeys Sharing
- Listen to the collective voice from upstream value chain on practicing ILT
- Practical experience sharing from manufacturers, brand owners & retailers who practice EPC-enabled RFID item level tagging
- Learn the business efficiency gained from improved inventory visibility, risk mitigation to reduced chargebacks achieved by ILT pioneers

Innovations to WIN
- Explore the innovative applications available to commence ILT from tagging to data collection and robust information exchange at the Marketplace

Who’s attending?
- Leading Fashion Brand Owners
- Apparel Sourcing Offices
- Logistics Services Providers
- Fashion Retailers
- Apparel Manufacturers
- Solution Partners

Forum information & registration: www.gs1hk.org/iltforum
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