

Business Casebook 2015
成功個案彙編2015

Achieving Competitive Edge with Supply Chain Enhancement

高效供應鏈打造企業致勝之道



Table of Contents 目錄

Welcome 前言	2
GS1 standards connect businesses GS1 標準讓商界連成一線	3

Retail and FMCG 零售及快速消費品業

Metro Group 麥德龍集團 Visibility from Catch to Customer 從海洋到餐桌的高透明度	6
Life Science Organization New Zealand Limited 新西蘭生命科技組織有限公司 Authentication of food supplements via innovative solution Value+ 創新 Value+ 方案 認證食物補充品	10

Healthcare 醫療護理業

New Requirement of Written Order in Drug Distribution 藥物批發書面訂單新規定 Turning challenges into strength and benefits 將挑戰化為優勢和效益	16
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Food and food services 食品及餐飲業

Hong Kong Maxim's Group 香港美心集團 Remarkable achievement in ezTRADE paperless procurement project 「通商易」無紙化採購計劃 顯著提升成本效益	22
Quality Food Traceability Scheme 2015 優質食品源頭追蹤計劃 2015 Food traceability: the key to quality food and safety 食品可追溯性：高品質食品及安全的關鍵	26
Cafe Deco Group Delivering full dining experience with barcode management magic 條碼管理有道 提升優質餐飲體驗	34

Transport and Logistics 運輸及物流業

DCH Logistics Company Limited 大昌行物流有限公司 Delivering safe food products with RFID-based cold chain management RFID 冷凍鏈管理系統 為客戶送上安全食品	40
Australian Wine Exports to Hong Kong 紅酒從澳洲出口至香港 All-round supply chain connectivity and visibility enhancement 全面提升供應鏈連接及透明度	44

Agriculture 農業

Fukui Shell Nucleus Factory 福井製核所 Vouchsafing Authenticity of Pearls with Unique Traceable Identification 獨一識別資訊 保障珍珠價值	50
Our 13 services and solutions in 8 categories 我們提供八大類別共 13 項服務	54
Acknowledgment 特別鳴謝	56

Welcome 前言

Welcome to the GS1 Hong Kong Business Casebook 2015, with a theme for this year's edition that underscores the pivotal role GS1 global standards can play in the modern transformation of business: "Achieving Competitive Edge with Supply Chain Enhancement".

歡迎閱讀《香港貨品編碼協會成功個案彙編 2015》。本年度的主題訂為「高效供應鏈打造企業致勝之道」，突顯了 GS1 全球標準在現代商業變革中的重要角色。

The casebook is a collection of success stories of industry players from a diverse field spanning retail and FMCG, food and food services, healthcare, transport and logistics, and agriculture. These are their stories of trials and jubilations.

Our gratitude is owed to all the case contributors who so generously shared their initiatives and industry best practices in striving for excellence in quality products and superior services. With new ideas and innovations, they will also inspire you to move your business to higher horizons of efficiency, visibility, profitability, and consumer safety.

Enjoy your reading and discover the excitement of potential value and benefits of GS1 Standards to your company!

本彙編結集了各個業界企業的成功故事，涵蓋多個行業，包括零售及快速消費品業、食品及餐飲業、醫療護理業、運輸及物流業以及農業，記錄了他們的奮鬥及成功點滴。

特別鳴謝各企業，慷慨分享其業務動向及業界最佳實務，為讀者展示如何追求最優質的產品與服務。他們結合新的想法及創新概念，將帶給您對提升供應鏈營運效率及透明度的啟發，在改善企業盈利能力之餘，亦為消費者提供更周全的保障。

希望您享受閱讀此彙編，發掘 GS1 標準能為您帶來的潛在價值及效益！



GS1 standards connect businesses GS1 標準讓商界連成一線

GS1 Standards is a universal but unique language in the business world to facilitate the communication between all parties along the supply chain, locally and globally. It plays an important role in any modern workplace, transforming the way business functions and operates, providing a concrete foundation upon which executives and workforces are empowered to carry out business expansion effectively.

GS1 Hong Kong has been assisting various industries with the adoption of GS1 global standards and innovative technologies. Over 7,000 of our corporate members are now in use of GS1 solutions and services driving these enterprises forward with the competitive edge they need in business growth.

Our core values are the bedrock of today's business success: enhance traceability and visibility in the supply chain, facilitate omni-channel business, build consumer trust and safety.

For more information about GS1 Hong Kong's solutions and services, please refer to page 53 or contact our professional team at info@gs1hk.org or **(+852) 2861 2819**.

GS1 標準是一套獨特的全球通用商業語言，促進本地及全球供應鏈持份者之間的溝通。GS1 標準對所有現代的商業社會極為重要，除了刷新企業的運作模式，還為企業打下拓展業務的穩固基礎。

香港貨品編碼協會一直致力協助各行各業採用 GS1 全球標準以及創新科技。現時，本會服務超過 7,000 間企業會員，提供 GS1 解決方案和服務助各會員邁步向前，贏得擴展業務所需的競爭優勢。

本會的核心價值同時是現代企業的成功要素：提高供應鏈可追溯性及透明度、推動全渠道業務發展，同時建立消費者信心並保障其安全。

如欲詳細了解香港貨品編碼協會的解決方案及服務，請翻閱至第 53 頁。您亦可透過電郵 info@gs1hk.org 或電話 **(+852) 2861 2819** 聯絡本會的專業服務團隊。



Retail and FMCG 零售及快速消費品業



Metro Group 麥德龍集團

Visibility from Catch to Customer
從海洋到餐桌的高透明度



GS1 standards have helped the Group build a global traceability network from which each party can get the real-time information of products. This helps ensure the efficiency of supply chain, maintain our sustainable development as well as meet the regulations. It has also enabled its consumers to know the information from product origin, tremendously boosting their confidence.

GS1 標準協助該集團建立全球溯源網絡，所有持份者都能從中得到產品的實時資訊。這能確保供應鏈的效率，並保持可持續發展，以及符合法規要求。同時亦讓消費者得到來自原產地的產品資訊，大幅提升了他們的信心。

GS1 standards used 應用的 GS1 標準

- | | |
|--|------------|
| • Global Trade Item Number (GTIN) | 全球貿易貨品編碼 |
| • Global Location Number (GLN) | 全球位置編碼 |
| • Serial Shipping Container Code (SSCC) | 貨運容器序號 |
| • DataBar Expanded | |
| • Electronic Product Code Information Services (EPCIS) | 產品電子代碼訊息服務 |

Solution(s) applied 推行方案

- | | |
|---------------------------------|------------------------|
| • ezTRACK™ | 蹤橫網™ |
| • GS1 Germany fTRACE mobile app | GS1 德國分會 fTRACE 流動應用程式 |



Challenge

To METRO, the protection of the oceans and fish stock is not only a priority for the business, but also quickly becoming a priority for customers as they need information to help them make informed buying decisions. One of its goals in implementing whole chain traceability was supporting customers by provide useful data to them.

For many years, METRO has used GS1's open standards in its supply chain for traceability in business-to-business (B2B) commerce. In 2012 Metro has decided to use the fTRACE solution in order provide traceability information to its customers electronically including making it available to their smartphones (B2C).

As the largest fresh fish marketer in Europe with the commitment to sustainable fishing practices, the METRO Cash & Carry decided to choose “fish” as the first category in this initiative.

Thus a global, scalable and sanitised solution is needed.

To ensure global fish stock management, EU requires the fishery and seafood product suppliers to provide detailed information. Therefore, food suppliers have to better manage their suppliers such as fishermen and farmers, requiring them to input information from the source.

Solution

Traceability is METRO's means for ensuring sustainability which includes protecting the environment, conserving natural resources, minimising the impact on the climate, and taking social responsibility for employees and the supply chain.

Metro has closely complied with all the EU and national and international regulations and directives. In terms of traceability, it has used GS1's open standards in its supply chain and services for customers in order to optimize traceability.

Metro's suppliers and other trading partners can enter their product and location data in fTRACE, a service developed by GS1 Germany, or their own connected databases using GS1 identifiers such as Global Trade Item Numbers (GTINs) and Global Location Numbers (GLNs). Together with the batch numbers, the unique identification numbers (GTINs + batch numbers) are encoded in barcodes like the GS1 DataBar.

挑戰

麥德龍 (METRO) 認為，保護海洋和漁獲不僅是企業的優先事項，同時也迅速成為顧客的關注重點。他們需要資訊，採購決定才能有所依據。其中一個目標是在整個供應鏈落實可追溯性，以支援顧客，為他們提供有用資料。

METRO 多年來一直在供應鏈採用 GS1 的開放標準，務求公司的商業對商業 (B2B) 商貿均具備可追溯性。2012 年，它決定採納 fTRACE 方案，以電子形式為顧客提供產品追溯資訊，讓他們能夠利用智能手機查看資訊，滿足商業對顧客 (B2C) 商貿的所需。

把這種溯源能力和各產品資料進一步直接開放給消費者。此項功能落實到整個麥德龍現購自運價值鏈，滿足商業對商業對顧客 (B2B2C) 商貿的所需。

作為歐洲最大型致力於可持續漁獲的魚類供應商，METRO 現購自運決定以「魚類」作為計劃的第一個試點，並需求一套環球、具規模和衛生的方案實現。

為確保魚種的管理妥當，歐盟要求魚類和海鮮供應商提供詳盡的資訊。因此，食品供應商須更妥善管理它的原始供應商，例如漁民或農夫，要求他們從源頭輸入資訊。

解決方案

可追溯性是 METRO 確保可持續性的重要工具，希望能藉此保護環境、保育自然資源、儘量減少對氣候的影響，並為僱員和供應鏈肩負社會責任。

METRO 緊貼所有歐盟、國內以及國際的條例和指引。在可追溯性方面，我們在供應鏈和服務裡採用 GS1 的開放標準，使顧客能夠追溯魚類產品。

METRO 和其他貿易夥伴可通過由 GS1 德國分會開發的服務 fTRACE，輸入產品和位置資料，又或通過它們自身有連結的資料庫，當中只須採用 GS1 識別碼，如全球貿易貨品編碼和全球位置編碼。連同批次號碼，這項獨一識別碼（全球貿易貨品編碼 + 批次號碼）將記錄於條碼例如 GS1 DataBar 當中。

As a lot of the fish is sourced from Asian countries, such as India, Vietnam and Bangladesh, GS1 Hong Kong has started to support METRO's Hong Kong sourcing office. Currently, suppliers from Asia input product information onto fTRACE, and in the next stage, they will be able leverage ezTRACK™, a globalised cloud-based EPCIS-standard traceability network developed by GS1 Hong Kong to better enjoy the benefits brought by GS1 standards. This platform enables every party along the supply chain to obtain the real-time information of products, and to track and monitor the movement of their goods in every stage of the supply chain.

ezTRACK™ also integrates the information with fTRACE, enabling partners along the supply chain from Asia to Europe as well as European consumers to obtain the information on the products originally from Asia.

Benefits

As fish products travel through the supply chain from fishermen to processors, and then to distribution centres and to locations, the identification data is scanned at various points along the way. The GS1 EPCIS and Core Business Vocabulary (CBV) standards together provide the foundation for all trading partners to share real-time information about the movement, history and status of the fish products as they travel through the B2B2C supply chain. Customers shopping at Metro Cash & Carry can now scan fish barcodes to understand important data such as where and how the fish was caught.

GS1 standards have helped the Group build a global traceability network from which each party can get the real-time information of products. This helps ensure the efficiency of supply chain, maintain our sustainable development as well as meet the regulations. It has also enabled its consumers to know the information from product origin, tremendously boosting their confidence.

有見大量魚類均採購自亞洲國家，如印度、越南和孟加拉，香港貨品編碼協會開始支援麥德龍的香港採購辦公室。現時，亞洲的供應商將產品資訊輸入 fTRACE；他們將可以利用香港貨品編碼協會開發的追溯網絡縱橫網，最大程度地享有 GS1 標準帶來的裨益。該平台讓供應鏈各方擷取產品的實時資訊，並在供應鏈的各個階段追蹤和監察貨品流向。

縱橫網™亦與 fTRACE 互相整合資訊，確保歐洲和亞洲的供應鏈夥伴以及歐洲的消費者，都能擷取源自亞洲的產品資訊。

效益

隨著魚類產品在供應鏈流動，由漁民轉移至加工廠、分銷中心以至 METRO 現購自運，各持份者都可在不同的點上掃描識別資料。GS1 的產品電子代碼訊息服務和核心商業詞彙標準，能為所有貿易夥伴建立共同基礎，在產品流經 B2B2C 供應鏈期間，分享魚類產品的實時資訊，包括其流向、歷史和狀態。麥德龍現購自運的顧客現在可以掃描魚類的條碼，了解各項重要資料，例如魚類於何時及怎樣捕獲。

GS1 標準協助該集團建立了全球溯源網絡，所有持分者都能從中得到產品的實時資訊。這能確保供應鏈的效率，並奉行可持續發展，以及符合法規要求。它亦讓消費者得到來自原產地的產品資訊，大幅提升了他們的信心。

About the company 公司簡介

Metro Group is a leading global retailing company with over 2,200 outlets in 26 countries throughout Europe and Asia. Its largest business, METRO Cash & Carry, is a leading cash-and-carry wholesaler that offers approximately 50,000 food and non-food products to meet the specific demands of its professional customers such as hotel and restaurant operators, catering firms, independent small retailers, institutions and offices. 麥德龍集團是大型的跨國零售公司，在歐亞 26 個國家設立了超過 2,200 間分店。其中一項主要業務是 METRO 現購自運，它是領先同業的批發商，提供約 50,000 種食品和非食品產品，滿足專業客戶的獨特需要。這些客戶包括酒店和餐廳營運商、餐飲公司、獨立小型零售商、機構和辦公室。

Life Science Organization New Zealand Limited 新西蘭生命科技組織有限公司

Authentication of food supplements via
innovative solution Value+
創新 Value+ 方案 認證食物補充品



“ At Life Science, we believe that a healthy life is a key component of creating a better life for human beings while taking natural food supplements may contribute to our life. Our goal is to let people buy at the most competitive price of high-quality food supplements anytime. With the application of the GS1 system, we are confident more than ever before of achieving our objective.

生命科技深信健康是美好生活的重要一環，而進食天然食物補充品正可以促進健康。我們的目標是讓顧客能隨時以最划算的價錢買到優質的食物補充品。採用 GS1 的系統後，我們比以往更有信心達到這項目標。”

- Mr. Raymond Fung, Director 董事馮達昌先生

GS1 standards used 應用的 GS1 標準

- EANCOM
- Global Trade Item Number (GTIN) 全球貿易貨品編碼
- Electronic Product Code Information Services (EPCIS) 產品電子代碼訊息服務

Solution(s) applied 推行方案

- ezTRADE 通商易
- Value+



Challenge

Life Science is confronted with the threat of rampant counterfeiting in Mainland China. It has also to deal with a market inundated with low-quality health supplements. The twin problems seriously imperil brand images and the credibility of the industry as a whole. Furthermore, of equal concern, it puts the safety of consumers in jeopardy.

It is common to see food supplements of lower quality. For example, some protein powder containing only 10 percent of protein in contrast to products with a high protein content of 70 percent. Often these lower-quality food supplements are sold at lower prices in pharmaceutical outlets instead of the leading retailers. The risk is that consumers who are in great need of extra protein for recovery from an illness or a surgery, may not get the health benefits they need. Should they accidentally buy those products with less protein, which turn out to be unsatisfactory, they may well lose faith in the nutritive value of food supplements of all other brands on the market.



“Life Science cares not only about the integrity of its products but also the safeguard of the health and safety of the consumers. A long-term solution needs to be explored in the face of the challenge to our brand image and the wellbeing of consumers,” observes Mr. Raymond Fung, Director of Life Science.

生命科技董事馮達昌先生表示：「生命科技所關注的，不僅是產品的信譽，還有消費者的安全 and 健康。為捍衛品牌形象及保障消費者健康，我們必須尋求長遠的解決方案。」

Solution

On the advice of GS1 Hong Kong, the solution came in two-fold focusing, on the one hand, anti-counterfeiting protection, and on the other, consumer engagement.

Firstly, it involved the application of GS1 Hong Kong's innovative solution Value+ based on GS1 global standards – EANCOM, GTIN, and EPCIS. With incredible ease and convenience, consumers can validate the authenticity of Life Science products by simply scanning the QR codes on product authentication label with their mobile phone.

挑戰

生命科技除了面臨內地假貨的威脅外，亦需要解決於銷售市場中摻雜劣質補充品的問題。這兩個難題嚴重損害了整體業界的品牌形象和信譽，而同樣重要的是，消費者的安全亦缺乏保障。

劣質的食物補充品並不罕見。例如，有些蛋白粉的蛋白質含量只有 10%，遠遠少於含量達 70% 的高質量產品。這些低質補充品通常在藥房以低價招徠，而非在大型零售商銷售。其風險在於消費者可能正需要額外的蛋白質以幫助病後或手術後復元，劣質貨品就未能達到預期的保健效果。假如他們不慎買到這些蛋白質含量較少的產品，服用後不滿意，便可能從此對市場上所有品牌的食物補充品的營養價值均失去信心。

解決方案

香港貨品編碼協會建議採納的方案包含兩個焦點：防偽保護以及消費者連繫。

首先，生命科技應用了香港貨品編碼協會的創新方案 Value+。方案建基於三項 GS1 全球標準 — EANCOM、全球貿易貨品編碼、產品電子代碼訊息服務，讓消費者只須用手機掃描產品認證標籤上的 QR 碼，便能驗證生命科技產品的真偽，簡單易用。

Secondly, the solution offers the application use of GS1 Hong Kong's paperless trading platform ezTRADE, which has facilitated the company in all its file transaction processes with leading pharmacies such as Watson's and Mannings, with significantly enhanced operation efficiency.

Benefits

The authentication system has effectively protected the brand image and boosted consumer confidence in the purchase and use of its products. In the process it has also helped build and maintain loyalty and the strong ties between the business and customers.

Utilizing ezTRADE is not only environmentally responsible but also operationally efficient with greater reliability and accuracy in communications with business partners.

“At Life Science, we believe that a healthy life is a key component of creating a better life for human beings while taking natural food supplements may contribute to our life. Our goal is to let people buy at the most competitive price of high-quality food supplements anytime,” says Mr. Fung, “with the application of the GS1 system, we are confident more than ever before of achieving our objective.”

第二，方案亦採用了香港貨品編碼協會的無紙化貿易平台「通商易」，以處理生命科技與各大藥房如屈臣氏和萬寧之間的文件傳遞程序，營運效率得以大幅提升。

效益

產品認證系統能有效保護品牌形象，並提升消費者購買和使用產品的信心。在過程中亦能建立和維繫顧客的忠誠，加強企業與消費者之間的聯繫。

應用「通商易」不只有助環保，同時也能確保商業夥伴之間的溝通更可靠和準確。

馮先生指：「生命科技深信健康是美好生活的重要一環，而進食天然食物補充品正可以促進健康。我們的目標是讓顧客能隨時以最划算的價錢買到高品質的食物補充品。而透過應用 GS1 的系統，我們更有信心達到這目標。」



About the company 公司簡介

Life Science Organization New Zealand Limited (“Life Science”) provides high quality food supplements all over the world. It expanded its business to Hong Kong and China in 1998 amidst a booming economy in the Mainland creating demand for high-quality food supplements. Life Science is renowned for its serial products of Bovine Colostrum such as Colostrum Powder and various types of Colostrum Chewable tablets and the Golden Wild Royal Jelly series.

新西蘭生命科技組織有限公司（生命科技）提供優質食物補充品，銷售點遍佈全球。它在 1998 年把業務擴展至香港和中國，迎合方興未艾的中國大陸對優質食品補充品的殷切需求。生命科技以一系列牛初乳產品享譽於世，產品包括牛初乳奶粉及各式牛初乳嚼片，以及金野蜂王漿系列。

Healthcare 醫療護理業



New Requirement of Written Order in Drug Distribution 藥物批發書面訂單新規定

Turning challenges into strength and benefits
將挑戰化為優勢和效益



Introduction 引言

The pharmaceutical industry in Hong Kong is required, under a new Code of Practice for Holder of Wholesale Dealer Licence, that all orders for drugs should have written records. The new requirement, due to come into effect in October 2015, followed public concerns over an incident involving inappropriate verbal orders of drugs with serious and fatal consequences. A private doctor was later found guilty of misconduct by the Hong Kong Medical Council for failing to take adequate steps to verify that the drugs received from the supplier corresponded to the order.

根據新制訂的《批發商牌照持有人執業守則》，香港藥劑業的所有藥物訂單均必須備有文字記錄。此項新規定於 2015 年 10 月實施，事緣曾有不當的口頭訂單，造成嚴重以至致命後果，事件引起公眾關注。一名私人執業醫生後來被香港醫務委員會裁定行為不當，未有採取足夠步驟去核實從供應商接收的藥物是否跟訂單一致。

GS1 standards used 應用的 GS1 標準

- | | |
|-------------------------------------|----------|
| • Global Trade Item Number (GTIN) | 全球貿易貨品編碼 |
| • Global Location Number (GLN) | 全球位置編碼 |
| • Electronic Data Interchange (EDI) | 電子數據聯通 |

Solution(s) applied 推行方案

- | | |
|-----------|-----|
| • ezTRADE | 通商易 |
|-----------|-----|



Challenge

While there is general support that drugs should be ordered in writing if only for the reason that many drug names are similar and misunderstanding or confusion may easily arise especially when the orders for drugs are placed verbally, such new requirement is expected to significantly drive up the operational cost of trading partners. In particular, the pharmaceutical industry is concerned about the vastly increased amount of paper work, and the differentiation in order format that it will create across various trading partners in the supply chain and, furthermore, the time delay in order processing.

Despite these challenges, the industry is quick to see the opportunity and merit of building up a complete set of drug movement records: "Without effective measures to record drug movement and trace drug source, there is a high risk of errors in the delivery and receipt of drugs and, equally important, illegal sale of drugs."

挑戰

業界一般都支持採用書面訂單，尤其不少藥物名稱相似，口頭訂單可能容易造成誤解或混淆，可是此項新規定亦會大幅增加貿易夥伴的營運成本。藥劑業尤其關注文件工作會大增，以及供應鏈上各貿易夥伴的訂單格式差異，那會導致訂單處理出現延誤。

儘管面臨這些挑戰，業界亦迅即發現建立一套完整的藥物流向記錄的機遇和益處：「假如沒有一套有效的措施去記錄藥物流向和追蹤藥物源頭，付運和接收藥物便會有很大的出錯風險，甚至可能助長了不法藥物的銷售。」



The Government is strongly supportive: "Ordering drugs in written form can effectively reduce the risk of miscommunication. Moreover, there is always a time gap between the ordering and delivery of drugs, and the person who receives the drug may be different from the one who places the order. Placing orders of drugs in written form would facilitate the staff receiving the drugs to verify the accuracy of the drugs delivered against the information in the written orders."

政府亦大力支持：「書面訂購藥物能有效減少溝通出錯的風險。此外，訂購和付運藥物之間通常會相隔一段時間，訂購藥物後亦未必由同一人接收藥物。以書面訂購藥物能讓接收藥物的員工，按書面訂單上的資料核對藥物，確保付運準確無誤。」

Solution

The solution is readily found in GS1's ezTRADE which is a standard-based e-commerce platform that facilitates paperless trading in exchanging electronic ordering, invoicing and shipment notices among the trading partners. It ensures efficient and accurate transmission of commercial documents to trading partners along the supply chain adopting the EDI messaging formats. ezTRADE works like this:

解決方案

GS1 以標準為基礎的電子商貿平台通商易能促進無紙貿易，協助貿易夥伴交換電子訂單、發票及貨運通知。採用電子數據聯通的交換資料格式，則能確保準確而有效率地傳送商業文件給供應鏈上的貿易夥伴。通商易的運作如下：



1. oral order from purchaser to supplier;
2. electronic proposed Purchase Order (PO) from supplier to purchaser via ezTRADE in EDI format;
3. electronic response from purchaser to supplier to accept/reject the proposed PO via ezTRADE.

Incredibly simple but absolutely effective.

As part of the integral part of the ezTRADE under the new requirement, a gateway solution is also provided for the suppliers (holders of Wholesale Dealer Licence) with a secure interfacing software to send or receive electronic messages at frequent intervals in EDI format. And for the purchasers (drugstores, practicing doctors, etc), a web portal to view and print proposed PO from suppliers; make electronic response to suppliers; and supporting internet browsers of computer and mobile devices (a mobile app to be launched in Q2 2016 tentatively).

Benefits

With GS1's solution, remarkably, what were once the challenges of the industry in the face of new requirement have turned magically into strength and benefits for the whole trade that include, inter-alia, completely paperless transactions and lower cost; unified messaging format with enhanced efficiency; electronic database storing orders; and last but not least, reduced order cycle time and manual errors.

It's a win-win situation for all concerned. It makes for good business. In addition, as written orders are normally not used in illegal trading of drugs so as to avoid being traced, the new requirement which would enhance existing records in the supply chain of drugs, would facilitate tracing of the source of illegal drugs as well as curbing sale of unregistered drugs and purchase of drugs from unknown traders.

In conclusion, succinctly put in the words of the Government: "Placing orders of drugs in writing would also ensure smooth and accurate transactions between sellers and buyers. We consider that the requirement would help enhance the monitoring of the drug supply system and minimize the potential risk in every step of the drug supply chain. All these serve to provide the best protection for the public."

1. 購買人向供應商發出口頭訂單；
2. 由供應商通過通商易向購買人，以電子數據聯通格式發出擬定的電子採購單；
3. 購買人通過通商易向供應商發出電子回覆，以示接受 / 拒絕擬定的電子採購單。

程序簡單，卻極為有效。

為符合新規定，通商易亦有一項核心功能，能為供應商（批發商牌照持有人）提供安全的中介軟件，以便頻密發送或接收採取電子數據聯通格式的電子訊息。另一方面，它能为購買方（藥房、執業醫生等）提供一個門戶網站，瀏覽和列印供應商擬定的電子採購單，並向供應商作出電子回覆。它同時支援電腦和流動裝置的網頁瀏覽器（預定 2016 年第 2 季推出手機應用程式）。

效益

業界本來正面臨新規定所帶來的挑戰，但 GS1 方案卻將之變成業界優勢，令整個行業受益。這些益處包括完全無紙交易及降低成本；統一的通訊格式以提升效率；儲存訂單的電子數據庫；以及縮短訂單周期及減少人手錯誤。

這除了締造多贏的局面，亦對業務有幫助。此外，非法藥物交易一般不會採用書面訂單，以防被追蹤。新規定能改進藥物供應鏈的現有記錄，從而有助追蹤非法藥物的來源，以及抑制未經註冊藥物的銷售，並限制不明商人購買藥物。

政府的發言，正是簡明扼要的總結：「書面訂購藥物亦能確保賣方和買方進行暢順而準確的交易。我們認為新規定將能有助於加強監察藥物的供應系統，盡量減少藥物供應鏈每一步驟的潛在風險。凡此種種均能為公眾提供更佳保障。」

Project background 項目背景

In the initial stage of implementation, relevant licenced drug traders shall obtain an order in writing from the purchaser before completion of a sale of Part I poisons, dangerous drugs or antibiotics in order to avoid ambiguity or miscommunication which may otherwise lead to wrongful delivery. Written orders in paper format or by means of an electronic message such as email are acceptable.

在初步實施階段，相關的持牌藥商須於完成銷售第 I 部毒藥、危險藥物和抗生素前，取得購買人發出的書面訂單，以避免因歧義或溝通出錯而可能引致送貨出現錯誤。以紙張形式或透過電子媒介（如電郵）所作的書面訂單均可被接受。

Food and food services 食品及餐飲業



Hong Kong Maxim's Group 香港美心集團

Remarkable achievement in ezTRADE paperless procurement project

「通商易」無紙化採購計劃 顯著提升成本效益



“ Given the growing diversity and large numbers of restaurants, retail outlets, products and brands, there is a real need for Maxim's Group to enhance our relationship with our trading partners to increase efficiency, reliability and food safety. We need a clear strategy and long-term solution to meet our objectives, and ensure we continue to have a sustainable business model.

美心集團旗下的餐廳、零售商店、產品及品牌數量極多，種類也越趨廣泛，因此有迫切需要加強與貿易夥伴之間的合作關係，從而提升供應鏈系統的效率及可靠性，並為食品安全提供更佳保障。為達致目標，我們需要清晰的策略和長遠的解決方案，確保營運模式的可持續性。”

- Mr. Norbert Tan, General Manager,
Supply Chain & Quality Assurance
供應鏈管理及品質監控總經理曾廣堅先生

GS1 standards used 應用的 GS1 標準

- EANCOM
- Global Location Number (GLN) 全球位置編碼

Solution(s) applied 推行方案

- ezTRADE 通商易



Challenge

As with other corporation with a complex supply chain involving diverse trading partners, Maxim's Group was faced with a massive number of procurement transactions conducted in traditional ways such as manual data entry, and information exchange via phone, fax or email.

The drawbacks with manual operation are evident – potential human errors and huge amount of human labour, giving rise to missing documents and files such as paper purchase order and invoice, low efficiency in dealing with a large amount of paper work, and time delay in communication between buyers and suppliers.



“Given the growing diversity and large numbers of restaurants, retail outlets, products and brands, there is a real need for Maxim's Group to enhance our relationship with our trading partners to increase efficiency, reliability and food safety. We need a clear strategy and long-term solution to meet our objectives, and ensure we continue to have a sustainable business model,” says Mr. Norbert Tan, General Manager, Supply Chain & Quality Assurance, Hong Kong Maxim's Group.

香港美心集團供應鏈管理及品質監控總經理曾廣堅先生指出：「美心集團旗下的餐廳、零售商店、產品及品牌數量極多，種類也越趨廣泛，因此有迫切需要加強與貿易夥伴之間的合作關係，從而提升供應鏈系統的效率及可靠性，並為食品安全提供更佳保障。為達致目標，我們需要清晰的策略和長遠的解決方案，確保營運模式的可持續性。」

Solution

Maxim's Group has decided to adopt ezTRADE to advance its procurement system since year of 2014. GS1 Hong Kong ezTRADE is a B2B e-commerce platform based on the global GS1 EANCOM / EDIFACT standards which enables electronic exchange of messages and information between trading partners along the supply chain.

The implementation comes in two phases. Phase I, already in place since November 2014, has been focusing on the shift to the paperless procurement process in terms of electronic Purchase Orders (POs). Powered by ezTRADE, electronic POs can be sent to suppliers, completely eliminating potential human errors. POs can also be revised by Maxim's, if needed, electronically, saving a significant amount of labour and time. Email notifications will be generated to suppliers upon the delivery of any new or revised PO; after such PO is read by the suppliers, an acknowledgement will be automatically returned to Maxim's, forestalling the chance of missing orders. Moreover, the data is delivered in a standard format to all suppliers, dramatically improving the data exchange accuracy and efficiency.

挑戰

跟其他供應鏈系統複雜，並涉及多個貿易夥伴的企業一樣，美心集團須進行大量採購交易，而這些交易均以傳統方法處理，程序包括人手輸入數據，以電話、傳真、電郵交換資訊等等。

人手處理程序的壞處顯而易見——人為出錯的可能性較高，大量人工工序不時導致紙本採購單和發票等文件檔案遺失，文書工作太多而減低營運效率，買家和供應商之間的溝通亦出現延誤。

解決方案

為改善其採購系統，美心集團於 2014 年起決定採納「通商易」平台。香港貨品編碼協會的「通商易」方案是一個商業對商業的電子商貿平台，以全球 GS1 EANCOM / EDIFACT 標準為基礎，協助供應鏈中的貿易夥伴以電子方式傳送訊息及資訊。

本計劃分兩階段實行。第一階段已於 2014 年 11 月展開，集中推行採購過程無紙化，開始採用電子採購訂單。「通商易」可將電子採購訂單直接發送予供應商，完全消除人為出錯的風險。如有需要，美心亦可透過電子方式更改採購訂單內容，節省大量人力及時間。全新或經修訂的採購訂單發出後，供應商便會收到電郵通知；而當供應商閱畢採購訂單後，系統亦會自動向美心發送通知，避免漏單風險。由於數據以標準格式向所有供應商發送，因此數據交流的準確度及效率均得到大幅得升。



Phase II, due to commence in Q4 2015, will further enhance the service to enable electronic Advance Shipment Notice (ASN) and invoice from suppliers before and after goods delivery respectively. It will further allow suppliers to sort and split one PO from Maxim's into different delivery notes and invoices per such criteria as delivery location. Business communications and exchange on the update of suppliers' profile and product data will also come into reality.

Benefits

By the end of December 2015, in barely 10 months after project launch, an astonishing high proportion by as much as 40% of all Maxim's POs with its suppliers are now processed via ezTRADE. The benefits are clear and immediate:

- 1. Higher efficiency** – time and resources savings in procurement and reduce demand for manual data entry work. The savings are more remarkable considering the complexity of Maxim's procurement system and the volume of its transactions.
- 2. Greater reliability** – reduced loss of information and reduce the incidence of unfulfilled and mismatched orders.
- 3. Food safety** – improved supply chain visibility and facilitate monitoring the physical flow of goods to ensure the quality of food supplies.
- 4. Improved competitiveness** – higher productivity and standardised business processes opens up more business opportunities.
- 5. Enhanced relationship** – closer business relationship between trading partners leads to more and better response to each other's needs and requirements.

“The new system will further optimize our supply chain management and improve its efficiency in the information exchange with our suppliers and business partners over time. It also effectively provides the Group with a standard-based B2B e-commerce platform to help us capture this important growth sector of the market. All these will ultimately bring benefits to our discerning consumers,” explains Tan.

計劃第二階段將於 2015 年第四季展開，進一步拓展「通商易」的服務範圍，容許供應商在送貨前後分別傳送電子出貨通知單及發票。該方案更容許供應商把同一張來自美心的採購訂單加以分類及分拆，按個別條件如送貨地點等發出多張出貨通知單及發票。此外，貿易夥伴之間亦可透過該平台作溝通，並交換供應商概述及產品數據更新等訊息。

效益

計劃展開僅十個月後，美心於 2015 年 12 月底已可透過「通商易」向供應商傳送高達 40% 的採購訂單。「通商易」帶來多項顯著的即時效益：

- 1. 效率提升** —— 採購過程所需的時間和資源有所節省，對人手輸入數據的需求也得以降低。美心集團的採購系統十分複雜，牽涉的交易量極為龐大，節省的效益也因此特別顯著。
- 2. 更可靠** —— 減少採購過程中遺失的資訊，並降低訂單未能履行或錯配的風險。
- 3. 食品安全更受保障** —— 供應鏈透明度提升，實體貨品的流動情況可獲有效監察保障食品供應質素。
- 4. 競爭力提升** —— 蒸蒸日上的生產力與標準化的業務流程為企業帶來新商機。
- 5. 更緊密的合作關係** —— 加強與貿易夥伴的業務關係，讓彼此均能更頻繁、更準確地回應對方的需要及要求。

曾廣堅先生解釋：「新系統將進一步優化本集團的供應鏈管理模式，並改善與供應商及貿易夥伴之間的資訊交流效率。同時，『通商易』亦為本集團提供一個行之有效、以標準為基礎的商業對商業電子商貿平台，協助我們把握市場中這個重要的發展領域，最終令所有精明的消費者受惠。」

About the company 公司簡介

Founded in 1956, Hong Kong Maxim's Group is a leading food & beverage company comprising of Chinese, Asian and European restaurants, quick service restaurants, bakery shops and institutional catering, while providing a range of festive products, including the award-winning Mei-Xin Mooncakes. The Group is also the licensee of renowned brands including Starbucks Coffee, Genki Sushi and IPPUDO ramen and The Cheesecake Factory in various territories. Altogether, the Group operates over 900 outlets in Hong Kong, PRC and Vietnam. It also established the first Sino-Foreign joint venture in PRC in 1980 and now delivers air catering service in 11 cities through joint ventures.

領先飲食業的香港美心集團創立於 1956 年，集團業務範疇廣泛，包括中菜、亞洲菜、西餐、快餐、西餅及機構食堂等，同時生產、批發和零售一系列節日食品，當中包括獲獎的美心月餅。集團亦獲授權經營多個知名品牌，包括星巴克咖啡、元氣壽司、一風堂拉麵及芝士蛋糕工廠，並在香港、中國及越南擁有超過 900 間分店。自 1980 年在中國成立首家中外合資企業，集團亦為來往 11 個城市的航班提供飛機餐飲服務。

Quality Food Traceability Scheme 2015

優質食品源頭追蹤計劃 2015

Food traceability: the key to quality food and safety
食品可追溯性：高品質食品及安全的關鍵



About the Scheme 計劃簡介

The food industry is unanimously and strongly behind food traceability management and practices to uphold global high standards of food quality and safety. This is the overwhelming consensus among the winners – ten Gold Enterprise Awards and four Silver Enterprise Awards – of the GS1 Hong Kong Quality Food Traceability Scheme 2015. All of these enterprises have demonstrated exemplary integrity to consumers in enhancing food quality and safety, and valuable contribution in safeguarding consumer health. Our warmest congratulations for their well-deserved recognition and awards!

The Scheme is open to the industry for participation. Its aim is to recognise enterprises that demonstrate excellence in food traceability practices, including the effective adoption of international standards and technology for its food management systems to enable high level of traceability with the ultimate goal in serving better and safer food to consumers.

Read what these winning enterprises have to share on how they can achieve food supply chain management excellence, and learn from their industry best practices.

為維持優秀的全球食品質素及安全標準，食品業界均異口同聲全力支持改善食品可追溯性的管理方案及措施。這是香港貨品編碼協會優質食品源頭追蹤計劃 2015 所有得獎企業一致贊同的看法。本年度得獎企業，包括十間金企業及四間銀企業，均致力提升食品質素及安全，展示出對服務消費者的高度熱誠，亦對保障消費者健康作出莫大貢獻，得獎可謂實至名歸。本會在此獻上至誠祝賀！

本計劃接受食品業界任何企業參與，目的在於嘉許食品源頭追溯措施表現優異的企業。得獎企業成功把國際標準及科技有效地應用於其食品管理系統，提高食品可追溯性，從而達成為消費者提供更優質服務及更安全食品的最終目標。

讓我們看看得獎企業의 分享心得，了解它們如何達到優質的供應鏈管理水準，向業界的最佳實務學習。

Scheme details
and application
計劃詳情及申請





Voice from Winners 得獎企業心得分享



Gold Enterprise Winners 金獎企業

AEON Stores (HK) Co. Ltd.

永旺（香港）百貨有限公司

“ Through participating in GS1 Hong Kong Quality Food Traceability Scheme, we improve not only the visibility of product information in our food supply chain management, but also the product information exchange procedures with business partners. For instance, our customers can obtain product information and even the origin of the product using their smart phones. By enhancing the ability in food track-and-trace, we have successfully boosted consumer trust in our brand.

參與香港貨品編碼協會優質食品源頭追蹤計劃後，不單提高產品信息在食品供應鏈管理的透明度，更容易與業務合作夥伴共享產品信息；如通過智能手機便能獲得產品信息，甚至產品發源地之資料，增加食品源頭追蹤之能力，加強對顧客之信心。”



- Mr. Oliver Ho, Manager, Logistics 物流部經理何嘉權先生



City of Dreams (Macau) 新濠天地

“ Our top objective in joining the Food Scheme is our commitment to the Macau and Hong Kong community: it is to be a preferred employer, because we are internationally certified operating in Macau, to be preferred by employees as an employer and to be preferred by guests because they know that we have safe products.

我們參與本計劃的主要目的，是兌現本公司對澳門及香港社區的承諾：我們希望成為獲得國際認證的澳門企業，從而成為受歡迎的僱主。只要僱員及客戶知道本公司的產品安全受到保障，我們就能成為受歡迎的僱主及企業。”



- Mr. Kristoffer MB Luczak, Senior Vice President, Food & Beverage, Melco Crown Entertainment
新濠博亞娛樂餐飲部高級副總裁 Kristoffer MB Luczak 先生

“ Like Hong Kong, Macau imports everything in terms of food ingredients. Our biggest challenge is educating the distributors, to make sure their traceability practices. Sometimes when we have a query on a particular ingredient, the distributor has no clue. So we continue to work closely with them and try to engage with the farmers, manufacturers and distributors, and always bring on the point how important traceability is.

澳門與香港一樣，所有食材均由外地進口。我們面對的最大挑戰是培訓批發商，以確保他們採取適當的追溯措施。有時，當我們就某種食材作出查詢時，批發商根本一無所知。因此，我們需與他們緊密合作，並嘗試與農夫、製造商和批發商建立連繫，強調食品追溯的重要性。”



- Mr. Soumya Goswami, Executive Director, Culinary Operations, Food and Beverage, City of Dreams
新濠天地餐飲部廚藝營運行政總監 Soumya Goswami

DCH Logistics Co. Ltd. 大昌行物流有限公司

“ We intend to be the market leader for the cold chain management in both Hong Kong and China. We join the Food Scheme to increase our competitiveness and to make all the stakeholders to be aware of food safety and treat it as the first priority. A traceability system makes the whole supply chain visible and traceable for all of them. We will continue to partner with GS1 to further expand our capability in traceability and introduce traceability standard in China and to apply the international standards to uplift the food safety in China.

本公司的目標是成為香港及內地最大的冷凍鏈管理服務供應商。透過參與本計劃，我們希望提升本公司的競爭力，並提醒所有持份者關注食品安全，將之視為首要目標。完善的追溯系統可加強整體供應鏈的透明度及可追溯性，惠及所有持份者。我們會繼續與GS1合作，進一步提升本公司的食品追溯能力，並努力把追溯標準引入內地，透過採納國際標準使內地的食品安全更具保障。”



- Mr. David Kuk, Managing Director 董事谷大衛先生

Getz Bros & Co. (HK) Ltd. 美國吉時兄弟（香港）有限公司

“ Food safety has been a growing concern for Hong Kong citizens. As food business operators, we recognise the needs to fulfil consumers' expectation on food safety, and we make sure our products are stored, handled and delivered to our customers under optimal conditions. Nowadays, it is difficult to maintain sustainable growth without good traceability measures. As a responsible marketing and distribution company, we have to ensure full food traceability, which means we can track our products throughout the supply chain. Joining the Food Scheme is also a cornerstone for our company's food safety policy as we are able to learn from the industry best practices, from where we can further improve.

香港市民對食品安全的關注日漸加深。作為飲食業的一員，本公司了解滿足消費者對食品安全之期望何其重要，亦會確保產品在最佳狀態下儲存、處理並送到客戶手中。今時今日沒有一套良好的追溯措施，要維持業務的可持續增長可謂十分困難。作為負責任的市場營銷及分銷公司，我們必須確保食品具有全面的可追溯性，即必須有能力追蹤產品於整個供應鏈流程中的動向。參與本計劃為本公司的食品安全策略建立了穩固的基礎，讓我們可以觀摩業界的典範實務，進一步作出改善。”



- Mr. Philip M.K. Ho, Director & General Manager 董事及總經理何文錦先生



Lee Kum Kee 李錦記國際控股有限公司

“ With the deployment of SAP Enterprise Resources Planning System, Lee Kum Kee is able to trace product details, from raw materials used, factory location and distribution channels to sales outlets within a short period. We can respond quickly through fast data retrieval, issue identification and supply chain management. We are glad to have been awarded the Gold Enterprise recognition of the Quality Food Traceability Scheme. This bears testament to our commitment to the best practices in food traceability management. Lee Kum Kee has its own Regulation and Standards Division and Testing Laboratory to ensure compliance with food and quality standards in over 100 countries; it also adopts automated production and 24-hour monitoring on product safety.

李錦記採用 SAP 企業資源規劃系統，能在數小時之內追溯產品的所有資訊，包括原材料、生產地、批發和銷售資料等。我們可以迅速地搜索數據庫，識別問題產品的來源及所屬供應鏈，以進行危害管控。李錦記非常高興獲選為優質食品源頭追蹤計劃金獎企業，足證公司對優質產品追蹤管理系統的承諾。李錦記自設法規部門及檢測中心，確保產品符合全球 100 多個國家的食品標準。廠房實施全自動化生產，生產過程由電腦系統 24 小時監察，確保產品安全及衛生。”



- Mr. Dodie Hung, Vice President – Corporate Affairs 企業事務總監孔君道先生

Hong Kong Maxim's Caterers Ltd. 美心食品有限公司

“ Quality food is always our top priority. We are committed to serving consumers with foods of quality and safety throughout our operations. Our participation in the Food Scheme demonstrates to our food procurement suppliers that we take our commitment seriously. An integrated and automatic Supply Chain Ordering System with high level of traceability and visibility across the whole chain is implemented with our business partners. Thanks to GS1 Hong Kong. The system has brought enhancement in many areas including, notably, efficiency, reliability and food safety. Traceability is crucial in ensuring that the foods we serve are both safe and sound. It definitely is a growing trend in the industry to meet the business needs and customer expectations.

本公司極為重視食品質量。我們致力為消費者提供優質食品，並在整個營運流程中確保食品安全。通過參加本計劃，公司向食品採購供應商證實了信守顧客承諾的決心。我們與商業夥伴落實了綜合並自動化的供應鏈訂單系統，提升整條供應鏈的可追溯性及透明度。感謝香港貨品編碼協會，系統為我們帶來多方面的改進，尤其是效率、可靠性及食品安全。可追溯性能協助我們確保食品安全完好，是業界迎合業務需要和顧客期望的一項利器。”



- Ms. Gail Chan, Head of Logistics and Quality Assurance 物流管理及品質監控總監陳穎基小姐

Sims Trading Co. Ltd. 慎昌有限公司

“ Sims Trading is in the mid-stream of the food supply chain, it is very important to align our suppliers and customers to have the same vision in food safety and traceability practices, and also how they can cooperate with us in implementing the measures. We want to raise the overall awareness of food safety and traceability in our company and build that in our culture to seek continuous improvement. We work very closely with our overseas suppliers and customers in order to execute the laid down procedures on food safety and traceability. On the other hand, we also work closely with GS1 to update the latest technology so that we can continuously improve our internal application.

慎昌位於食品供應鏈中游，工作中的重要一環是爭取供應商和客戶認同採納同一套食品安全要求及追溯措施，並與他們合作實行相關措施。我們希望提升全體員工對食品安全及可追溯性的關注意識，使其成為本公司的企業文化，不斷進步。本公司與海外供應商及客戶緊密合作，以實行既定的食品安全及追溯措施。另一方面，我們亦與 GS1 保持密切的合作關係，不斷更新公司內部採用的科技，無時無刻積極求進。”



- Ms. Betty Leung, Director - HK Operations 董事梁佩貞小姐

Swire Coca-Cola HK Ltd. 太古可口可樂香港有限公司

“ Food traceability is very important in food risk management system. It underpins consumer trust in food quality, safety and health as well as improves the industry's efficiency. Under the complex business environment in a fast-paced city like Hong Kong, it is challenging to keep a full traceability of a single product or ingredient from field to shelf. Efficient and effective food traceability system is becoming more important than before, we will continue to adopt international standards as well as technologies on our food management system in order to enable a high level of food traceability and ensure the quality, safety and consistency of our products.

食品可追溯性是食品風險管理系統中極為重要的一環，不但可以鞏固消費者對食品質素、安全及健康的信心，亦有助提升業界的營運效率。可是香港的都市步伐急速，商業環境高度複雜，要從製造源頭至商店全面追溯單一產品或原料的來源，是十分艱巨的挑戰。今時今日，高效的食品追溯系統比以往更為重要。本公司將繼續採納國際標準及科技，以確保食品管理系統維持高度的可追溯性，同時保障產品的質素、安全及一致性。”



- Mr. Patrick Wu, Loading & Warehouse Manager 貨倉及起卸經理鄔志衡先生

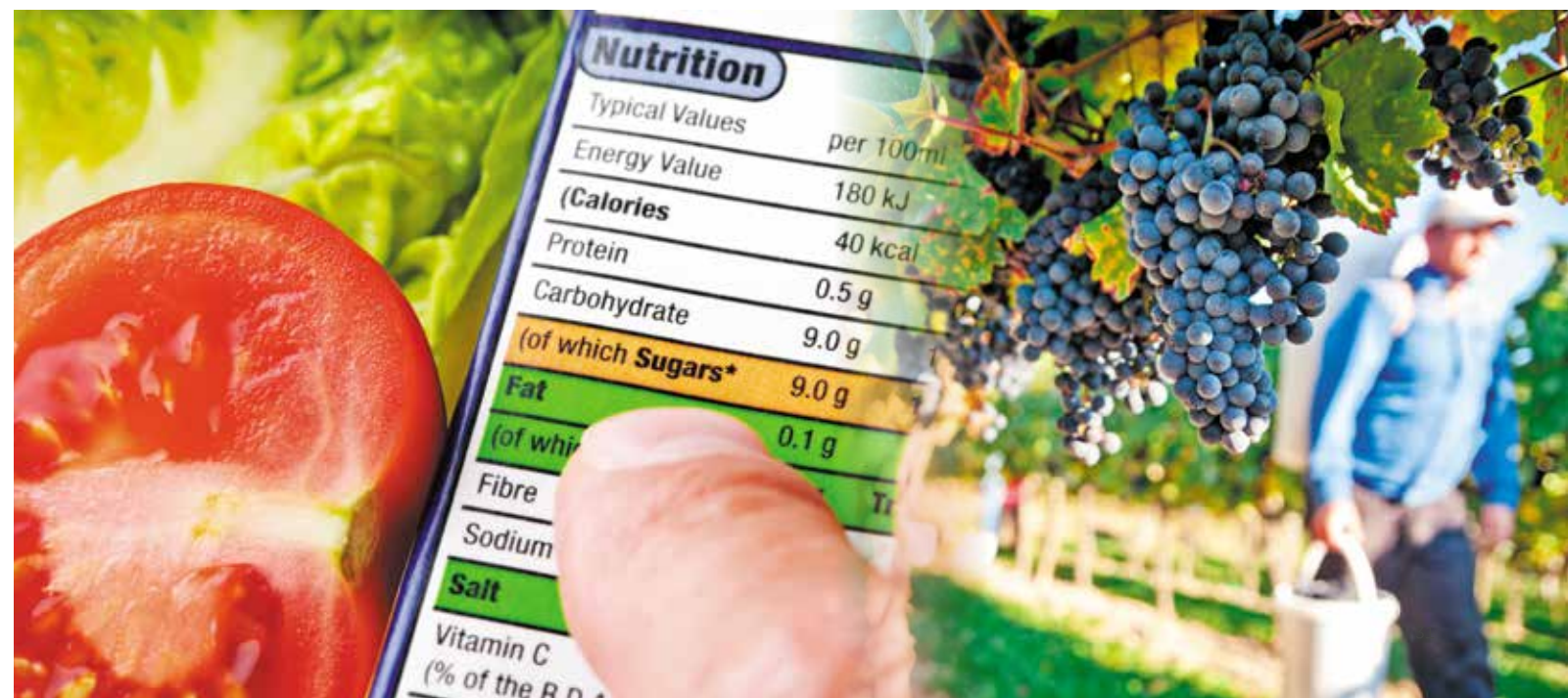
Tsit Wing Coffee Co. Ltd. 捷榮咖啡有限公司

“ Traceability is especially important when it comes to safety. The speediness to tackle the root problem depends on the strength of traceability. In Hong Kong, with food commodities mainly re-exported or imported, a huge number of countries are involved creating a major obstacle in tracing the origin of food commodity. Thus, partnership with suppliers having similar standards is crucial. We are expanding our scope of food supply sources and diversifying our business to different products like coffee and milk tea machines. Instead of maintaining a quality-consistent product ourselves, we are trying to help our clients to serve customers consistently. We hope to promote the traceability culture across all levels of the food supply chain.

可追溯性對於產品安全尤其重要。能否及時從根源解決問題，正是取決於可追溯性的高低。於香港流通的食品主要是再出口或進口食品，當中牽涉多個國家，導致追溯食品源頭十分困難。因此，與採納相似標準的供應鏈合作可謂至關重要。本公司正在增加食品供應來源，把業務範圍拓展至不同產品，例如咖啡及奶茶機等。本公司認為與其親自維持產品質量，不如協助客戶保持穩定的服務質素。我們希望把追溯文化推廣至食品供應鏈的所有層面。”



- Ms. Anna Lam, QA Manager 品質保證經理林小萍小姐





Wyeth (Hong Kong) Holding Co. Ltd. 惠氏（香港）控股有限公司

“ With recent events around the world on food safety, our consumers and customers like retailers, as well as the government are all concerned and they ask for more efforts from suppliers, particularly in a globalised supply chain, where product traceability would be more complicated. Product safety and quality are our top priorities, and the award gives us a momentum to continually improve ourselves and give more confidence to our products’ users. We are well-prepared for the ever-changing regulatory environment and we will stay ahead of the curve. We will carry on adopting a more preventive approach and advancing our system of product traceability. Meanwhile, prompt responses would be very important to meet our customers’ expectation nowadays.

近期全球發生多宗食品安全事故，引起消費者、零售商及其它客戶和政府部門的關注。他們希望供應商進一步做好工作，尤其重視供應商如何於全球化的供應鏈中保障食品安全，因為在全球化供應鏈中追溯產品源頭是相當複雜的工作。產品的安全及品質是本公司重中之重，是次獲獎為我們添注動力，鼓勵我們繼續進步，同時亦鞏固了產品用家的信心。面對不斷轉變的監管環境，本公司已經做足準備，而且會緊貼監管趨勢和要求。本公司將繼續防患於未然，不斷改進產品追溯系統。與此同時，本公司亦會重視迅速回應，以回應現今客戶的期望。”



- Mr. Clarence Chung, General Manager, Wyeth Nutrition Hong Kong 惠氏營養品香港總經理鍾志偉先生



Silver Enterprise Winners 銀獎企業

Cafe Deco Group

“ Our company is aiming to provide quality food - not only the food itself, quality also means clarity and transparent supply chain. So our participation in this scheme is trying to enhance customer confidence towards our dishes. Being a leading restaurants and bars operator in Hong Kong, product quality is always our top priority. By joining this Scheme, it helps us reviewing our food traceability system and practices, and ensures that they are in compliance with international standards. With the recognition of this scheme, we demonstrate to the customers our commitment in serving high-quality food and beverages from secured and reliable source.

本公司以供應高質素食品為己任。質素不只涉及食物本身，資訊及供應鏈透明度也是當中的重要一環。我們希望參與此計劃可以鞏固消費者對本公司的信心。作為香港主要餐廳及酒吧經營者之一，本公司最為重視產品質素。此計劃有助我們檢視現有的食品追溯制度和措施，並確保其符合國際標準。相信透過此計劃，消費者可得知到本公司的食材均來自安全及可靠的來源，體現本公司對優質食品的堅持及要求。”



- Mr. Thomas Mak, Director of Business Development and Supply Chain 業務拓展及供應鏈總監麥景祺先生

Danny Catering Service Ltd. 丹尼食品有限公司

“ Food traceability and food safety are definitely the current focus in the food industry. Product identification is one challenge because many products are still not identified by the barcode/lot number especially ready-to-eat food. Complete documentation for the supply chain is the key component. And to ensure food safety, the industry should establish a number of critical control points along the entire chain. Our company has established a tracing system with ISO 22000 and HACCP, which enables lot Code of food products to be generated before distribution including identification of the source and lot number of raw materials from suppliers. To ensure food safety, we mainly focus on monitoring production and food handler hygiene control.

食品的可追溯性及安全無疑是食品業界目前的焦點。很多產品，尤其是即食食品仍未能以條碼或物聯網編號進行識別，令產品識別成為業界的一大挑戰。最重要的是供應鏈記錄必須完整無缺。為保障食品安全，業界應於供應鏈設立多個重要控制點。本公司按照 ISO 22000 標準及食物安全重點控制系統 (HACCP) 設立了一套追溯系統，在批發工序之前為食品編配物聯網編號，箇中程序包括識別產品源頭以及供應商所提供原料的物聯網編號。我們最注重監控生產過程以及食品處理衛生情況，務求確保食品安全。”



- Mr. Stephen Lui, Chief Operating Officer 營運總監呂建明先生

HK Kids Food Factory Ltd. 香港兒童食品製造有限公司（養記）

“ Food safety has increasingly become consumers’ concern, and it is not very easy for them to track and trace everything. It’s good for us, as a manufacturer, to have a traceability system as it can help enhance consumers’ confidence in our product quality and safety. We need a third party to prove that we are doing the right things in the right way to ensure that people can buy safe food.

當今消費者越來越重視食品安全，卻無法輕易地追蹤及追溯所有食品的來源。作為製造商，我們設立追溯系統的好處，就是提升消費者對於食品安全的信心。我們需要由第三者證明本公司以正確的模式運作，以確保顧客購買到安全的食品。”



- Mr. Charles Kui, Director 董事瞿全先生

Rich Harvest Agricultural Produce Ltd. 豐泰農產品有限公司

“ Consumers are concerned where the food products are from and how they are grown or treated before being put on their dish. Since we are a vegetable supplier, this has been a big challenge for us for all the parties along the delivery chain to provide the product traceability data. The Food Scheme enables us to implement a complete food traceability system, which does not only bring benefits to us, but also to our customers. For example, in case of product recalls, we will be able to track which plot of the farm the vegetables are from and find out the cause of the problem.

消費者關注食品從哪裡來，以及上碟前是如何栽種或處理。作為蔬菜供應商，本公司須與供應鏈所有持份者共同提供產品追溯數據，這是對於本公司及所有持份者的嚴峻挑戰。本計劃讓我們得以引入完整的食品追溯系統，這不但惠及本公司，客戶亦可一同受惠。例如在須要回收產品時，我們可以追蹤到問題蔬菜來自農場的哪一片農地，從而找出問題根源。”



- Ms. Elaine Ho, Marketing Executive 銷售主管何婷欣小姐



Cafe Deco Group

Delivering full dining experience with barcode management magic

條碼管理有道 提升優質餐飲體驗



“ With foresight, the Group has recognized the imperative of strengthening the supply chain and logistics in order to support and accommodate our continual business growth. Both the existing supply chain and ordering systems are clearly in need of being streamlined and strengthened. To this end, we have been shopping around for a solution that will provide us the strategy and course of action for the way forward.

展望未來，集團意識到加強供應鏈和物流系統的重要性，那將能支援和迎合我們持續的業務增長。現有的供應鏈和訂單系統都明顯須要精簡和增強。為此，我們正搜羅一套方案，期望它能給我們一套往前邁進的策略和行動綱領。”

- Mr. Thomas Mak, Director of Business Development and Supply Chain
業務拓展及供應鏈總監麥景祺先生

GS1 standards used 應用的 GS1 標準

- | | |
|---|----------|
| • Global Trade Item Number (GTIN) | 全球貿易貨品編碼 |
| • Global Traceability Standard (GTS) | 全球追溯標準 |
| • Serial Shipping Container Code (SSCC) | 貨運容器序號 |

Solution(s) applied 推行方案

- | | |
|---------------|--------|
| • GS1 BarCode | GS1 條碼 |
| • ezTRADE | 通商易 |



Challenge

As its bar and restaurant business goes from strength to strength from the expansion, Cafe Deco Group must be geared to meet new challenges arising from a vast complex supply chain of food and beverages. In particular, enhanced efficiency in its entire warehouse management system to monitor the movement and storage of food and beverages are crucial to meet with its business growth. Equally important is the need for a modernised ordering system to facilitate internal communication between the restaurants and warehouse.

挑戰

隨著酒吧及餐廳業務蒸蒸日上，不斷擴展，Cafe Deco Group 必須加強裝備，以迎接複雜而龐大的飲食供應鏈所帶來的挑戰。集團為應付業務增長的需求，尤其須要加強其整體倉庫管理系統的效率，以妥善監察食品及飲料的流向和儲存狀況。現代化的訂單系統也同樣重要，以促進餐廳與倉庫之間的內部溝通。



“With foresight, the Group has recognized the imperative of strengthening the supply chain and logistics in order to support and accommodate our continuous business growth. Both the existing supply chain and ordering systems are clearly in need of being streamlined and strengthened. To this end, we have been shopping around for a solution that will provide us the strategy and course of action for the way forward,” announces Mr. Thomas Mak, Director of Business Development and Supply Chain.

Cafe Deco Group 業務拓展及供應鏈總監麥景祺先生指出：「展望未來，集團意識到加強供應鏈和物流系統的重要性，那將能支援和迎合我們持續的業務增長。現有的供應鏈和訂單系統都明顯須要精簡和增強。為此，我們正搜羅一套方案，期望它能給我們一套往前邁進的策略和行動綱領。」

Solution

On the advice of GS1 Hong Kong to optimise the existing operation, Cafe Deco Group began implementing the recommended solution: the GS1 global BarCode system that will fulfill the multiple objectives of product traceability, increased stock visibility, and cost effectiveness. The BarCode system will align existing flow of product processes for product traceability and visibility enhancement in order to:

- Expedite inventory taking to enable timely decision
- Avoid excessive inventory holding
- Prevent out-of-stock
- Enhance food safety requirements

解決方案

Cafe Deco Group 聽取了香港貨品編碼協會的建議，為優化現有作業，實踐以下解決方案：GS1 環球條碼系統。它能達到多項目標，包括增加產品可追溯性、存貨透明度以及成本效益。條碼系統將配合現有的產品流程，以提升產品可追溯性和透明度，並達到以下目標：

- 加快收貨程序，以確保及時作出決策
- 避免持有過多存貨
- 預防缺貨情況的出現
- 加強食品安全要求

The system will enable both in-bound and out-bound product movement effectively capturing inventory taking, traceability information monitoring to be carried out electronically to improve accuracy in the transactions.

As part of the re-engineering, the GS1 paperless information exchange platform ezTRADE will also simplify ordering procedure, replacing the traditional ways of communication by email, phone or fax. This global standards-based electronic system will reduce the costs, time, and the chance of human errors due to manual order and data input. The new system is complete and ready for operation at full throttle.

Benefits

With the implementation of barcode management system, the Group is expected to achieve higher invoice accuracy and supplier service level.

The new system has brought overall enhancement in the areas of product traceability and visibility to provide traceable and quality products and services to customers; a smooth logistics flow; and higher efficiency and accuracy in food ingredients purchase orders to ensure sufficient supply in the bars and restaurants under the Group.

“We are immensely pleased with the beneficial effect on the optimisation and efficiency of our operation. It is as encouraging as it is gratifying, and a big boost to our capacity and resource needed to move the business to a high level of performance and excellence,” says Thomas.

系統將確保產品流出和流入時均能有效擷取收貨和溯源資訊，並以電子方式監控，加強交收的準確度。

GS1 的無紙資訊交換平台「通商易」亦是改良措施之一，簡化訂貨程序，取代電郵、電話或傳真等傳統的通訊方式。這項建基於全球標準的電子平台能減省成本和時間，以及降低人手訂貨及輸入數據出錯所造成的風險。新系統已完成，並準備好全力運作。

效益

透過採用 GS1 條碼管理系統，估計集團的訂單準確度及供應商服務水平將有所提升。

新系統亦同時增強了產品可追溯性和透明度，能為顧客提供可追溯的優質產品和服務，令物流更順暢，並加強了食材訂單的效率和準確度，確保集團旗下的酒吧和餐廳供應充足。

麥先生表示：「我們對優化後的作業系統及其效率感到非常滿意。除了產量和資源得以大幅提升，業務表現和質量亦有進一步改善。」

About the company 公司簡介

Cafe Deco Group is one of Hong Kong's leading and most successful bar and restaurant groups. The success behind the Group lies in its unfailing commitment of offering the full dining experience, which includes consistently high quality of food, wide variety of cuisines, friendly and efficient service as well as appealing ambience of its outlets for any occasion, business or pleasure.

Cafe Deco Group 是香港最優秀的餐飲集團之一。成功之道在於其全面的餐飲體驗，當中包括優質的食物、多樣化的菜式、友善且富效率的服務、以及愉快氛圍，適合各種商務或休閒場合。

Transport and Logistics 運輸及物流業



DCH Logistics Company Limited 大昌行物流有限公司

Delivering safe food products with RFID-based cold chain management

RFID 冷凍鏈管理系統 為客戶送上安全食品

“ DCH Logistics is firmly committed to offering the best possible logistics service to our customers. When it comes to food, particularly temperature sensitive food products, safety is always our top priority; there is no question about our strong commitment to consumer safety and brand integrity.

大昌行物流矢志為客戶提供最優質的物流服務。每當須要處理食品，尤其是對溫度變化敏感的食品時，我們最關注的永遠是安全問題。本公司保護消費者安全及品牌誠信的決心無庸置疑。”

- Mr. David Kuk, Managing Director
董事谷大衛先生



GS1 standards used 應用的 GS1 標準

- | | |
|--|------------|
| • Global Trade Item Number (GTIN) | 全球貿易貨品編碼 |
| • Global Location Number (GLN) | 全球位置編碼 |
| • Serial Shipping Container Code (SSCC) | 貨運容器序號 |
| • Global Individual Asset Identifier (GIAI) | 全球個體資產識別碼 |
| • Electronic Product Code Information Services (EPCIS) | 產品電子代碼訊息服務 |

Solution(s) applied 推行方案

- | | |
|---|-----------------------|
| • GS1 Global Traceability Standards (GTS) / Global Traceability Conformance (GTC) | GS1 全球追溯標準 / 全球可追溯性準則 |
| • ezTRACK™ | 蹤橫網™ |



Challenge

The rapid expansion of international trading and modern food supply chain is instrumental in bringing to consumers the benefit of a wider choice of more diversified, lower-cost and convenient food. The accelerated growth in globalised food supply has nonetheless brought with it hidden food safety risks, requiring advanced global supply chain management of industry stakeholders to ensure product quality and consumer health and safety. This is of special crucial importance to Hong Kong where over 90% of the food is imported from abroad.

Further, the risks associated with temperature sensitive food products demand even higher requirements on storage facilities and shipment arrangements. Any incident or improper temperature control at any point of the entire supply chain will not only ruin the quality of the products but also pose harm to consumers' health and the brand integrity of the business.



“Much is at stake and the challenge is enormous. DCH Logistics is firmly committed to offering the best possible logistics service to our customers. When it comes to food, particularly temperature sensitive food products, safety is always our top priority; there is no question about our strong commitment to consumer safety and brand integrity,” vows Mr. David Kuk, Managing Director of DCH Logistics.

大昌行物流董事谷大衛先生表示：「我們面對的挑戰非常艱鉅。大昌行物流矢志為客戶提供最優質的物流服務。每當須要處理食品，尤其是對溫度變化敏感的食品時，我們最關注的永遠是安全問題。本公司守護消費者安全及品牌誠信的決心無庸置疑。」

Solution

DCH turned to GS1 Hong Kong for its RFID-based cold chain management. Powered by ezTRACK™, an EPCIS standard-based globalized track and trace platform, the system enables full visibility of goods and information along the entire supply chain - from the production floor and warehouse through to logistics down to the retail shops. At each of the critical logistics point, with the RFID sensors installed, temperature and humidity can be continuously monitored, and the information uploaded to ezTRACK™ for access by different concerned parties.

DCH conducted a project applying the solution in cross-border shipment of fresh fruit (grapefruit) during June and August 2015 – on the trade route from South Africa to Shenzhen.

As the first step, the fruit was packed into pallets (numbered by SSCC) and then loaded into a container

挑戰

國際貿易及現代食品供應鏈的迅速拓展，令消費者因而享有更多元化、廉宜及方便的食物選擇。然而，全球化食品供應系統急速擴張的背後，其實隱藏著食品安全風險，業界持份者必須擁有比以往更完善的全球供應鏈管理技巧，方能確保產品質素，保障消費者的健康和 safety。香港超過九成食品均由外地進口，因此全球供應鏈管理對本港更形關鍵。

對溫度變化較敏感的食品所帶來的風險，令社會各界對倉存設備及貨運安排的要求更加嚴格。萬一供應鏈中任何一點發生意外，或者溫度未獲適當監控，不但會對產品質素構成損壞，還會危害消費者健康，損害企業的品牌誠信。

解決方案

大昌行決定採用香港貨品編碼協會的解決方案，設立以無線射頻識別（RFID）為基礎的冷凍鏈管理系統。系統建基於以產品電子代碼訊息服務（EPCIS）標準為本的「蹤橫網™」全球追蹤及追溯平台，令整個供應鏈流程全面透明化，從最初的生產間和倉庫，直至進入物流程序，到最後的零售商店，貨物及資訊的動向皆可一目了然。每個重要的物流點均安裝了 RFID 感應器，不斷監察溫度及濕度，並將資訊上傳至「蹤橫網™」，方便相關持份者查閱。

2015 年 6 月至 8 月期間，大昌行於南非至深圳的新鮮水果（西柚）跨境貨運路線啟用了上述解決方案。



(numbered by GIAI). Cold chain RFID tags (numbered by GIAI) were installed in the container before it headed to Yantian Port, Shenzhen. After arriving at the destination, the pallets were unloaded and moved into a DCH's warehouse in Yantian together with the RFID tags. Some pallets with the RFID tags were later loaded into a truck (numbered by GIAI) bound for the retail site. With the RFID tags present along the entire supply chain, DCH was able to obtain detailed, compressive data on temperature information related to specific shipments, significantly upgrading its capabilities to ensure product quality and food safety.

As a possible next step, initiates on consumer engagement could be further explored with the assistance of GS1 Hong Kong solutions and services, with a view to boosting brand image and building consumer loyalty by enabling consumers' access to supply chain information e.g. temperature.

Benefits

With enhanced traceability and visibility achieved by RFID-based cold chain management and ezTRACK™, DCH can readily monitor and detect any irregularities that may have a deleterious effect on the quality and safety of the products. Specifically DCH can now:

1. Obtain accurate temperature records to identify any damage or compromise to the products, greatly enhancing consumer safety.
2. Record information in electronic forms, reducing human cost and improving information exchange efficiency.
3. Connect various stakeholders along the supply chain seamlessly and minimise time delay during the shipment process.
4. Achieve full supply chain visibility, providing confidence to both its upstream and downstream trading partners.

“Above all, with this advanced RFID-based system on cold chain management, it gives us the needed assurance we seek to ensure the products we delivered are safe and sound,” says Mr. David Kuk. “The new system has also uplifted the positioning of the company as a pioneer value-adding logistics service provider,” Kuk adds.

水果先被放入貨盤（已編配貨運容器序號），繼而裝進貨櫃（已編配全球個體資產識別碼）。運送往深圳鹽田港之前，貨櫃亦已貼上冷凍鏈無線射頻識別標籤（已編配全球個體資產識別碼）。在貨櫃送抵目的地後，便會把貨盤卸下，而卸下的貨盤將與無線射頻識別標籤一併轉移至鹽田區的大昌行倉庫。然後，部分貨盤將連同無線射頻識別標籤被裝上貨車（已編配全球個體資產識別碼），送往零售地點。無線射頻識別標籤在整個供應鏈流程中均附於貨物上，大昌行因而可獲得特定貨物的詳細和經壓縮的溫度數據，大幅提升其保障產品質素及食品安全的能力。

在香港貨品編碼協會的解決方案及服務的幫助下，大昌行未來還可能推出進一步的顧客連繫措施，讓消費者可以取得諸如溫度等供應鏈資訊，從而改善大昌行的品牌形象，並建立客戶忠誠度。

效益

以 RFID 為基礎的冷凍鏈管理方案以及「蹤橫網™」平台成功提升供應鏈內的可追溯性及透明度，大昌行因而可以輕易監察並找出任何可能影響產品質素及安全的問題。這些解決方案讓大昌行可以：

1. 獲取準確的溫度記錄，以發現產品的任何損壞或其他問題，保障消費者安全。
2. 以電子形式記錄資訊，節省人力成本，並改善資訊交流的效率。
3. 在供應鏈不同持份者間建立無縫連繫，把貨運延誤減至最少。
4. 達到供應鏈全面透明化，鞏固上游及下游貿易夥伴的信心。

谷大衛先生亦指：「最重要的是，這套先進的 RFID 冷凍鏈管理系統為我們提供所需要的保障，讓我們得以確保所運送產品的安全和質素。新系統同時提高了本公司的定位，令我們成為提供增值物流服務的先驅。」

About the company 公司簡介

DCH Logistics provides one-stop logistics services to international branding clients throughout Hong Kong, Macau and Mainland China, offering a wide spectrum of professional services in supply chain management, sourcing, modern warehousing system, multi-temperature storage (ambient, air-conditioned, chilled and frozen), repackaging, freight forwarding, goods consolidation and distribution. DCH Logistics is particularly specialized in food and cold chain management as well as related consultancy services. 大昌行物流為香港、澳門及中國內地的國際品牌客戶提供一站式物流服務，其專業服務範圍廣泛，包括供應鏈管理、物料採購、現代倉存系統、多功能溫度倉存（包括常溫、恆溫及冷凍倉儲）、加工包裝、貨運代理、集運併櫃及運輸配送等，尤其精於食品和冷凍鏈管理以及相關的顧問服務。

Australian Wine Exports to Hong Kong

紅酒從澳洲出口至香港

All-round supply chain connectivity and visibility enhancement
全面提升供應鏈連接及透明度



Project overview 項目概覽

Trade facilitation plays a pivotal role in opening up free trade and investment in the Asia-Pacific Region, and improving business conditions by fostering an environment that increases trading opportunities and helps business save time and reduce costs. Thanks to the Asia-Pacific Economic Cooperation (APEC) whose reform efforts in the area of business facilitation across the region has helped reduce the costs of business transactions. Apart from reducing transaction costs, a new significant factor contributing towards increased trade facilitation has emerged recently – the growing momentum to improve trade logistics through enhanced supply chain connectivity.

貿易便利化扮演著非常重要的角色，不但有助促進亞太地區之間的自由貿易及投資，還可增加貿易機會，協助企業節省時間及營運成本，從而改善營商環境。亞洲太平洋經濟合作組織（亞太經合組織）於亞太區實踐的貿易便利化改革方案，已經成功降低了商業交易成本。可是，除了交易成本降低外，近年亦另有重要因素協助推動貿易便利化——各界越趨注重加強供應鏈連結，令貿易物流水平有所提升。

GS1 standards used 應用的 GS1 標準

- | | |
|--|------------|
| • Global Trade Item Number (GTIN) | 全球貿易貨品編碼 |
| • Serial Shipping Container Code (SSCC) | 貨運容器序號 |
| • Global Individual Asset Identifier (GIAI) | 全球個體資產識別碼 |
| • Electronic Product Code Information Services (EPCIS) | 產品電子代碼訊息服務 |

Solution(s) applied 推行方案

- ezTRACK™

縱橫網™



Challenge

Apart from supply chain enhancement, an array of trade bottlenecks impeding the smooth flow of goods, services and business travelers has been identified by APEC in a list of eight chokepoints in total:

- 1. Lack of transparency and awareness** of the full scope of regulatory issues affecting logistics coupled with lack of awareness and coordination among government agencies on related policies as well as absence of single contact point or champion agency on logistics matters.
- 2. Inefficient or inadequate transport infrastructure** due to lack of cross-border physical linkages such as roads and bridges.
- 3. Lack of capacity of local/regional logistics sub-providers.**
- 4. Inefficient clearance of goods at Customs as well as lack of coordination among border agencies** especially relating to clearance of regulated goods “at the border”.
- 5. Cumbersome Customs documentation and other procedures** including for preferential trade.
- 6. Underdeveloped multi-modal transport capabilities** i.e. inefficient air, land and multi-modal connectivity.
- 7. Variations in cross-border standards and regulations** for movement of goods, services and business travelers.
- 8. Lack of regional cross-border Customs-transit arrangements.**

Despite the efforts in trade facilitation and recent enhancement in supply chain connectivity, the industry is faced with a rather daunting list of challenges. Greater efforts are clearly needed to find a solution that will tackle the chokepoints as identified and ensure the continued growth of free and open trade and economic cooperation in the region.

Solution

APEC's Global Data Standards (GDS) have long been recognized for its contribution in facilitating economies to develop data standards frameworks and mutual framework compatibility. In 2014, GS1 Hong Kong together with GS1 Australia, and various stakeholders along the supply chain, launched a project to explore in what ways could GDS be taken further to address the chokepoints.

挑戰

雖然供應鏈管理水平已於近年有所提升，但當中仍存在不少貿易瓶頸，窒礙貨品、服務及商務旅客的流動。以下是亞太經合組織所列出的八大瓶頸：

- 1. 透明度和認知度不足：**主要就影響物流運作的監管程序而言。政府部門之間對於相關政策缺乏認知及協調外，亦沒有就物流事務設立單一聯絡點或主理部門。
- 2. 運輸基建不足或效率欠佳：**缺乏道路或橋樑等實體跨境連繫。
- 3. 本地及本區的物流次供應商能力不足。**
- 4. 海關貨物清關效率低落，邊境部門之間缺乏協調：**受監管貨品於邊境的清關問題尤其嚴重。
- 5. 海關文件及其他程序過於繁重：**包括實施優惠貿易的程序。
- 6. 多模式運輸尚未發展成熟：**陸路、空路以及多模式交通效率低落。
- 7. 跨境標準和法規未趨劃一：**窒礙貨品、服務及商務旅客的流動。
- 8. 欠缺區際跨境轉關的安排。**

雖然推動貿易便利化及加強供應鏈連結的工作於近年頗有成果，但業界仍然面對連串的艱巨挑戰。各界顯然必須就以上瓶頸努力尋找解決方案，以確保亞太區自由開放貿易及經濟合作的持續發展。



解決方案

一直以來，亞太經合組織的全球數據標準（GDS）協助各經濟體系發展數據標準框架，並促進各個標準框架之間的兼容性，其貢獻廣獲認同。2014 年，香港貨品編碼協會、GS1 澳洲分會以及多個供應鏈持份者展開合作項目，探索加以善用 GDS 以解決貿易瓶頸的方法。

The project, conducted between July and February 2015, sought to, inter-alia, facilitate greater trade transparency for enhancing supply chain efficiency; enhance product traceability and build business confidence; and enable data interoperability between stakeholders in the supply chain. The exporter involved was Casella Wines Australia, and the importer Telford Hong Kong. GS1 global standards were employed: GTIN for bottles, SSCC for pallets, GIAI for containers and voyage, and EPCIS for data capture.

With the successful conclusion of the pilot phase I, GS1 has decided to launch phase II in June 2015, with more ambitious objectives: to demonstrate whether and how GS1 will enhance supply chain performance and better compliance; identify enablers and challenges; and determine if it is cost effective to adopt GDS in supply chains for relevant stakeholders, including traders, logistics operators, etc.

Benefits

Much to the delight of every participant, the project has established beyond doubt the success of significant enhancement in trade facilitation employing GS1 supply chain connectivity. The benefits were clearly manifested for all parties along the supply chain.

For the exporter, it gains increased shipment status visibility and enhanced export operations and Customs declaration efficiency. For the importer, the benefits include: improved operation efficiency through advance receipt of Pre Receive Advice (PRA) from exporter; reduced costs by avoiding detention and demurrage charges at terminal; streamlined Customs declaration process with cargo information electronically managed; and improved product delivery with inventory visibility and reduced out-of-stock risk.

In the case of the port operator and Customs authorities, the former is benefited with enhanced cargo movement visibility, increased operation efficiency and minimised cargo mishandling while the latter with enhanced Customs risk management with shipment movement transparency. For the freight carrier, it improves supply chain efficiency with shipment visibility and freight scheduling through PRA. And the Hong Kong terminal achieves enhanced terminal operations with shipment visibility data.

As is amply evident in the project, the enhancement is all round benefiting every party along the chain. Trade facilitation powered with global supply chain standards is clearly the option that will substantially drive free and open trade to a new horizon bringing greater progress in economy and prosperity across the Asia-Pacific Region.

項目於 2014 年 7 月至 2015 年 2 月期間進行，目標包括增加貿易透明度以提升供應鏈運作效率、提高貨品可追溯性並建立企業信心，以及加強供應鏈持份者之間數據的互通性。澳洲的出口商 Casella Wines 及香港的進口商匯泉國際實業有限公司均參與是次項目。項目採用的 GS1 全球標準包括：酒瓶上的全球貿易貨品編碼，貨盤上的貨運容器序號，貨櫃及船隻上的全球個體資產識別碼，並利用產品電子代碼訊息服務擷取數據。

項目的首階段試驗大獲成功，因此 GS1 決定於 2015 年 6 月展開第二階段計劃，而且目標更為宏大：展示 GS1 如何能夠提升供應鏈效能及協助企業依循規例、找出幫助及窒礙達成目標的因素，以及判斷供應鏈持份者如貿易商及物流運作商等採用 GDS 的成本效益。



效益

令人振奮的是，GS1 提升供應鏈連接的解決方案，在推動貿易便利化的成效在本項目中獲得肯定，無庸置疑，供應鏈的各持份者都顯著得益。

對於出口商來說，貨運狀態的透明度不但有所提升，出口以及海關報關工序的效率亦有改善。而對於進口商來說，項目帶來的好處包括：透過收取出口商的收貨預先通知提升運作效率；防止船隻滯留碼頭被收取滯船費，降低營運成本；以電子方式管理貨櫃資料，以精簡海關報關程序；以及提升倉存透明度並降低缺貨風險，令送貨過程更為順暢。

對於碼頭營運商來說，貨櫃動向的透明度以及碼頭運作效率成功地提升，亦減少了貨櫃處理不善的情況；至於海關部門則受惠於更理想的海關風險管理水平以及貨物動向透明度。項目同時惠及貨運代理商，它們能透過收貨前通知書改善貨運透明度及送貨日程編排，令供應鏈的運作更具效率。貨運透明化亦讓香港貨櫃碼頭可以獲取更全面的資料，從而改善碼頭的日常運作。

本項目清楚地證明，改善供應鏈運作水平可以令所有持份者受惠。全球供應鏈標準促進了貿易便利化，為我們揭開自由開放貿易發展的新篇章，推動亞太地區的經濟蓬勃發展。

Agriculture 農業



Fukui Shell Nucleus Factory 福井製核所

Vouchsafing Authenticity of Pearls with Unique
Traceable Identification
獨一識別資訊 保障珍珠價值



“ Our solution has further enhanced the existing beauty value of Fukui Shell products with new values that have been created for each and every pearl through global GS1 standards enabling visibility across the whole spectrum from unique identification to track and trace, authentication and standardization.

我們的方案進一步為福井製核所產品原有的美增值。通過 GS1 的全球標準，提升了每一顆珍珠在整個供應鏈裡的透明度，讓持份者可以逐一識別、追蹤及追溯、認證以及達到標準化。”

- Mr. David Wong, Project Director
項目總監王俊傑先生

GS1 standards used 應用的 GS1 標準

- | | |
|--|------------|
| • Serialised Global Trade Item Number (SGTIN) | 全球貿易貨品編碼序號 |
| • Electronic Product Code Gen2 (EPC Gen2) | 產品電子代碼第二代 |
| • Electronic Product Code Information Services (EPCIS) | 產品電子代碼訊息服務 |

Solution(s) applied 推行方案

- | | |
|------------|------|
| • ezTRACK™ | 縱橫網™ |
|------------|------|



Challenge

Each pearl is valued based on FIVE visible qualities: lustre, size, colour, shape and spots. However, to the untrained eyes, pearls may look similar. In reality, as with all products of nature, no one pearl is ever the same.

Pearl prices may differ as well depending on their origins. However, the lack of an effective means of including such crucial information on provenance may open to abuses by salespersons misrepresenting the products to the customers. For example, a customer might unsuspectingly purchase Chinese freshwater pearls as Japanese Akoya pearls.

Additionally, the pearl nuclei supply industry has to face another major issue: the demand for presumably higher quality at a cheaper price, bleaching or whitening agents and even illegal materials are used by the unethical manufacturers and suppliers. The result is devastating due to the yield of low-quality pearls as well as easily-cracked pearls upon drilling. Pearl cultivators are in great need for information on the origin of their pearl nuclei but often to no avail.



“In a nutshell, the problems revolve around two key areas – identification and traceability from pearl nuclei to pearl jewelry products. We have been looking around for a global solution that will effectively put an end to these malpractices in the market. To this end, Fukui Shell is committed to safeguarding the interests of our clients and the ultimate consumers against frauds and counterfeiting, and ensuring our products are of high quality and value.” pledges David Wong, Project Director of Fukui Shell Nucleus Factory.

福井製核所項目總監王俊傑先生承諾：「簡而言之，問題主要出在兩方面——從珍珠核到珍珠珠寶製品整個供應鏈的產品識別與可追溯性。我們一直尋求一套環球方案，杜絕市場裡的不良手法。福井製核所致力維護客戶以及最終消費者的權益，確保他們不會買到劣品和贗品，並保證旗下產品均屬優質和物有所值。」

Solution

“Fukui Shell came up with a strategy of ingenious seamless perfection by employing the latest GS1 global standards and solutions with the traditional pearl nucleus (the seed). The resulting technology is called Metakaku, which embeds a uniquely serialized EPC Gen2 Radio Frequency Identification (RFID) chip into each pearl nucleus.” This simple implantation gives each seed a unique lifetime identifier that carries all the way down the value and supply chain and on to the consumers as a pearl jewelry product.

The worldwide standardised EPCIS (ezTRACK™) infrastructure provides each pearl with literally a pedigree, a detailed history of genuine information captured at every stage of the manufacturing and supply process – from pearl nucleus factory to pearl

挑戰

每顆珍珠的價值，可從五個可見的素質來衡量：光澤、大小、顏色、形狀和斑點。可是對未經訓練的人來說，每顆珍珠看上去都大同小異。實際上，珍珠就如同任何天然產品，沒有兩顆是完全相同的。

珍珠價格亦可能受原產地影響。可是，若沒有工具記載像原產地等重要訊息，立心不良的銷售員就有機可乘，或會故意誤導買家。例如，客人會不以為然地買了可冒充為日本海水珍珠的中國淡水珍珠。

此外，珍珠核供應商還面臨另一重大問題：害群之馬把看似高質的珍珠以廉價出售，令下游業者以為物超所值。那其實是用了漂白或美白劑，甚至其他非法物質。這些劣質珍珠令下游業者損失慘重，在養殖時珍珠亦容易破裂。珍珠養殖場渴望取得珍珠核的來源訊息，但求助無門。

解決方案

福井製核所的策略把傳統的養殖珍珠種子結合最新的 GS1 全球標準及方案應用得恰到好處。其創新技術——Metakaku——均內嵌產品電子代碼第二代無線射頻識別晶片，記錄了珍珠種子的產品電子代碼序號。它將作為種子在整個價值鏈及供應鏈上獨一無二的終生識別代碼，直到成為珍珠珠寶製品送交消費者手中。

全球標準化的產品電子代碼訊息服務（縱橫網™）基建等同為每顆珍珠建立系譜，它在生產和供應鏈的每一個階段積累真實而詳細的資訊——由珍珠核工廠到珍珠養殖場、珍珠商人、寶石實驗室、珠寶店到最後珍藏這件珠寶的幸運兒。系統保證在什麼時候都能查詢數據和資訊，以進行產品認證。

farm, pearl dealer, gemological lab, jewelry store and to the lucky owner of the treasured pearl jewelry with the full assurance of all the data and information for authentication upon enquiry at any time.

The EPCIS global standard enables, for instance, pearl farms to enquire about nucleus genuine information, on the one hand, and provide directly cultivation information such as plantation and harvesting, on the other. Likewise, pearl dealers can enquire pearl cultivation information and in turn upload stock-in and stock-out details while jewelry stores can scan and retrieve the pearl information and enter in stock details and inventory information.

All the information, genuine and crucial, is systematically recorded in the repository along the way for later recall in response to query about the product. Along with the physical grading, each pearl has truly taken on an identity uniquely its own as never before.

Benefits

The benefits are immense and immediate for commercial customers and consumers alike. They assign each pearl with a unique traceable “ID number”; provide provenance of each pearl; raise confidence level with trusted information; and protect clients from buying counterfeited pearl products. Furthermore, they encourage industrial standardization; connect industry with clients without physical barriers; improve supply chain and inventory management; and create new business opportunities using information and communication technologies.

“Beauty is in the eye of the beholder. When it comes to pearls, beauty is not just a matter of personal opinion but the indisputable priority in value consideration. Our solution has further enhanced the existing beauty value of Fukui Shell products with new values that have been created for each and every pearl through global GS1 standards enabling visibility across the whole spectrum from unique identification to track and trace, authentication and standardisation,” asserts Wong.

“Indeed, there's more to it than meets the eye. All of our products now come with embedded detailed information on such important specifics as origin, farm, cultivation date, lustre, size, colour, shape, spots. With traceable identity, their authenticity, quality and value are vouchsafed. This is a major breakthrough Fukui Shell has always been looking for to win and boost the confidence and loyalty of our customers.”

舉一個例，產品電子代碼訊息服務全球標準能確保珍珠養殖場能查考珍珠核的真實資訊，另一邊廂，養殖場亦能向其他持份者直接提供養殖資訊，例如播種和收成的訊息。同樣道理，珍珠商人可查詢珍珠養殖資訊，並繼而上載入貨和出貨資料，而珠寶店則能掃描並擷取珍珠資訊，再輸入存貨詳情和倉存資訊。

在整個流程中，所有這些真實而重要的資訊均有系統地紀錄在數據庫，以便日後查詢。除了實物評級，每顆珍珠均可說擁有了獨一無二的身世，實為前所未見。

效益

不論對市場買家還是消費者來說，這項措施均是深富效益，並且立竿見影。系統為每顆珍珠編配了獨一無二、可追溯的「身份編號」，能為每顆珍珠提供來源地，並以可靠的資訊提升持份者信心，以及保障客戶不至買到贗品。此外，它亦鼓勵業界落實標準化，並能連結業界與客戶，不受地域疆界所限。它亦改善了供應鏈和倉存管理，並通過資訊和通訊科技創造新商機。

「雖然說各花入各眼，但說到珍珠，那並不純粹講求個人的審美觀，同時亦要考慮它無可置疑的價值。我們的方案進一步為福井產品原有的美增值。通過 GS1 的全球標準，提升了每一顆珍珠在整個供應鏈裡的透明度，讓持份者可以逐一識別、追蹤及追溯、認證以及達到標準化。」王先生重申。

「事實上，你得到的遠多於肉眼所見。我們所有產品均附有詳盡資訊，包括等來源地、養殖場、養殖日期、光澤、大小、顏色、形狀和斑點等重要細項。賦以可追溯的身份後，珍珠的真偽、品質和價值均得到保證。這是福井一直追求的一項重大突破，希望能贏取並提升顧客的信心和忠誠。」

About the company 公司簡介

Fukui Shell Nucleus Factory is a Hong Kong-based company specialised in manufacturing and supplying pearl nuclei and pearl farming operation tools to pearl farms around the world. It has a global market share reaching some 30% in pearl nuclei supply, with a clientele comprising some of the world's largest top pearl cultivators. 福井製核所是香港一家專門製造和供應珍珠核及珍珠養殖工具的公司，產品外銷世界各地的珍珠養殖場。其珍珠核的全球市場佔有率達 30%，幾家世界最大型的珍珠養殖場都是它的客戶。

Our 13 services and solutions in 8 categories

我們提供八大類別共 13 項服務

Product information management 產品信息管理	Barcode 條碼 A barcode (technically called “GTIN” or “Global Trade Item Number”) is a number represented in vertical lines of varying widths printed on labels to uniquely identify items enabling the rapid and un-ambiguous identification of products, assets, documents to people using a scanner. 條碼（亦即 GTIN 或國際貨品編碼）是一個由不同闊度的垂直線所代表，並印在標籤上用作識別貨件的編碼。透過掃描條碼，人們能夠迅速及準確地識別任何貨品、資產、文件和個人身份。 	Order-to-cash 訂單到現金	ezTRADE 通商易 A global standard-based e-commerce platform facilitating paperless trading and helping enterprises achieve greater efficiency under GS1 Keys using Electronic Data Interchange (EDI) messaging formats. 這個以標準為基礎的電子商貿平台可促進無紙化貿易，及透過電子數據聯通的標準交換商業文件，提升營運效率。 
	BarcodePlus A one-stop solution for management practices including Product Data Management, Product Quality Certificate Management, Consumer Loyalty Programme Management etc, allowing businesses to enhance product data visibility. 此一站式產品管理解決方案包括產品資料管理、產品品質認證管理、客戶忠誠計劃管理，助企業提高產品數據可視化。 		Food Traceability Scheme 優質食品源頭追蹤計劃 Recognition for local enterprises demonstrating excellence in food traceability practices. Each participating company will be assessed by a professional team with diverse and extensive experience. A full report will be given reflecting the company's strengths and opportunities for improvement to develop a roadmap for better food traceability management. 這是一項認嘉許於食品安全獲得卓越表現的本地企業的計劃。每間參加企業將由經驗豐富的專業評審團隊評估。各企業將收到一份全面的評估報告，列明企業的優勢及可改進之處，以協助企業建立更完善的食品追溯管理系統。 
Digital services 數碼服務	Value+ A brand protection & consumer engagement solution that appends a unique serialisation number label to allow end-to-end e-Pedigree visibility to bolster consumer confidence and enable personalised post sales engagements. 這個解決方案用於保護品牌、增強與消費者的互動。它透過獨一無二的序列號標籤，達致由頭到尾的電子化流程可視化，從而提升消費者的信心，並能提供個人化的售後服務。 	Food and food services 食品及餐飲服務	Cold Chain Management Solution 冷凍鏈管理方案 Exceptional supply chain visibility is offered using a simplified, precise, cost-effective and real time temperature monitoring for temperature sensitive products like perishable goods and foodstuffs. Control and monitoring of the cold chain is critical to ensure product safety throughout the supply chain operation. 此方案透過一個簡單、準確及具成本效益的實時溫度監控系統，監控易腐壞的貨品及食品。監控冷凍鏈對確保供應鏈中的產品安全來說至關重要。 
	Consumer Connect mobile app 「物密啲」流動應用程式 This mobile app provides a cost effective tool to help companies promote their products and brand images by interactions with mobile consumers. 此流動應用程式是一個具成本效益的工具，協助企業同消費者互動，以宣傳產品、提升品牌形象。 		Item Level Tagging 單品標籤項目 This leverages a cloud-based visibility portal “ezTRACK™” based on the global EPCIS (Electronic Product Code Information Services), allowing sharing of supply chain information between retailers, brand owners, sourcing offices, logistics service providers and suppliers. 此項目利用以產品電子代碼訊息服務為基礎的可視化平台縱橫網™，讓零售商、品牌持有方、採購商、物流商和供應商分享供應鏈資訊。 
Supply chain traceability 供應鏈追溯性	GTIN + on the web An implementation guideline to expose structured data of products to consumers through online search engine. 這份執行指引令消費者輕易透過網絡搜索引擎找到結構化的產品數據。 	Apparel service 成衣服務	Training and Consultancy Services 培訓及諮詢服務 Experienced consultants having broad industry exposure and focusing on specialised areas, help numerous companies in different industries to achieve supply chain excellence through standards such as barcode, RFID and technology solutions. 我們的顧問經驗豐富，了解行業趨勢，並各自具有專門領域的經驗，透過條碼、無線射頻識別等標準和技術，幫助不同行業的眾多公司提升供應鏈效率。
	Global Traceability Standards 全球追溯標準 A business process standard describing the traceability process independently from the choice of enabling technologies. It maximises the use of globally established and implemented GS1 System tools that uniquely identify any “traceable item”, describe the creation of accurate records of transactions, and provide fast data communication about the traceable item between trading partners. 這是一套描述追溯過程的標準。它最大化地利用在全球廣泛應用的 GS1 系統工具，識別所有可追溯的物件，它為貿易夥伴記錄可追溯物件的準確交易資料，提供快速的數據通訊服務。 ezTRACK™ 縱橫網™ An Electronic Product Code Information Services (EPCIS) standard-based, globalised track and trace platform that enables real-time visibility of goods and information from the production floor and warehouse via logistics to retail shops. Manufacturers, logistic providers and retailers are able to track and trace real-time information from manufacturing to the consumer. 這個以電子代碼訊息服務標準為基礎的全球化追蹤追溯平台，實時體現由廠房、倉庫、配送以至零售店鋪的貨品及資訊。製造商、物流供應商和零售商可以追蹤和追溯從製造到消費者的產品實時信息。 		Consumer Caring Scheme 「貼心企業」嘉許計劃 This scheme recognises GS1 Hong Kong members who demonstrate excellence in consumer care through innovation and practice of consumer value-related strategies to uplift industry's capabilities to deliver customer service. 此計劃旨在表揚通過應用資訊科技，實踐與消費者價值相關策略，並以消費者為先的香港貨品編碼協會會員企業，以提升行業的產品及服務水平。 
Professional services 專業服務	Consumer brand boosting 提升消費品品牌 	Consumer brand boosting 提升消費品品牌	

For more information
詳細內容



Acknowledgment 特別鳴謝



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永旺（香港）百貨有限公司



Cafe Deco Group



City of Dreams (Macau)
新濠天地



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福井製核所
Fukui Shell Nucleus Factory

Fukui Shell Nucleus Factory
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About GS1 Hong Kong 關於 GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, global supply chain standards organisation headquartered in Brussels, Belgium, with over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains through the provision of global standards and a full spectrum of standards-based solutions and services, thus making possible business optimisation and value creation. It engages with communities of trading partners, industry organisations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

GS1 Hong Kong currently has more than 7,000 corporate members from about 20 industries including retail consumer goods, food, wine, healthcare, apparel, consumer electronics, logistics and information technology.

GS1 Hong Kong於1989年由香港總商會成立，是GS1社群的成員組織之一，也是一間積極開發和實施全球供應鏈標準的非牟利機構。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

GS1 Hong Kong憑藉全球供應鏈標準和以標準為本的解決方案及服務，讓香港企業享用更有效率、更高透明度和更安全的供應鏈，以優化業務及創優增值。透過採用全球供應鏈標準，GS1 Hong Kong與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。

GS1 Hong Kong目前有逾7,000名企業會員，涵蓋約20種行業，包括零售消費品、食品、葡萄酒、醫療護理、成衣、消費電子產品及物流。

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