Tsit Wing: Cultivating the Coffee and Tea Culture at Greater Bay Area
茶啡同走大湾区 携手著力营造茶啡文化

The Rebirth of Hundred Years Inheritance - Yan Chim Kee Turns a New Leaf
百年品牌浴火重生 馆記記耳目一新

Inauguration of Hong Kong Food and Beverage Industry Advisory Board
香港食品及饮品行业咨询委员会成立

Create Savings with Warehousing Innovations
创新仓储管理法 減省成本

Grace Ho
General Manager
Nestlé Hong Kong Limited
雀巢香港有限公司總經理
何潤儀

Executive Connect 管理層專訪

The Nourishment of Life: Nestlé Pledges to Quality, Taste and Nutrient
堅守品質健康信念 雀巢滋味經「營」
Technology infiltrates into all industries, including food supply chain and food safety. From food hygiene, quality and traceability, to 3D printed food and GMO food, all have been under the city close scrutiny, as they are closely associated with citizen's health and wellness.

A US food company lately spent 5 years to research and developed a faux-meat made of whole grain like soybean, wheat, potato. The meat-like taste and reddish colour comes approval from the heme of plants. FDA has granted its safety approval. It certainly sounds like Christmas to vegetation, but public cast doubts on its safety and whether any genetic engineered technique used.

With all the food safety concerns, some food companies advocated using blockchain technology to allow food suppliers to upload product information, and let consumers scan and trace the food source. Food origin, logistics record, visit record, quality certification etc., can all be shown by a simple mobile scan. Despite the convenience and transparency, blockchain can still carry fake data if someone intends to falsify records, and the technology can be expensive.

The Centre for Food Safety (CFS) also adopted IT to safeguard the public health. Since 2011, CFS introduced GTIN into the Rapid Alert System (RAS). Through the system, food incident and relevant information are disseminated effectively to operators to alert them to food incidents with potential local impact. It helps prevent unsafe food sold in the markets.

Food industries are proactively addressing food safety and adopting technologies. Ms. Grace Ho, General Manager of Nestlé Hong Kong Limited, explained how the company infuses innovations into its products and businesses, offering consumers nutritious food and a healthy lifestyle. Mr. Keith Wu, Executive Director of Tst Wing International Holdings Limited, demonstrated the company’s commitment to shaping the coffee and tea culture in the Greater Bay Area, whereas Yan Chim Kee owner Ms Yan Yin-yin, told the story about how GS1 HK barcodes helps its century-old legacy to expand in the worldwide e-commerce market.

科技讓各行各業各門，食品供應鏈和安全無可避免地融入了各類技術，從食品衛生及品質，追溯追溯，以至3D打印食物，基因改造食物，全與市民的生活休戚相關。無他，只因食品與人身心健康休戚相關。

近日有美国食品公司花了5年时间研发人造肉汉堡包，实际上是大豆、小麦、玉米等发酵而成，色彩和口感均似牛排口感与植物肉，这款汉堡包获得美国食品和药物管理局（FDA）的安全认证。这自然是素食者的福音，但亦引发是否有基因改造成分等疑虑。

面对层出不穷的食品安全问题，有食品商提倡运用区块链技术，让消费者在购买前了解食物资料和产地，提升消费者购买信心。区块链信息可追溯，每批肉类可追踪到食用食物，如肉类产地、运输记录、寄售记录、品牌认证等。虽然如此，供应商亦有其顾虑，如供应链必须自律，输入真实数据，以及供应链成本相对较高。

香港食安中心亦有运用科技去确保市民安全。自2011年起，中心在食安系统的快速警报制度中采用国际标准，通过快速警报制度，对发现食物安全问题，将快速向营运商提供，提醒他们关注食物安全的影响。外卖餐厅更透过区块链，防止有机食安出现。

业界亦积极加强食品安全和营养科学，香港有食品供货商亦会在供应链及质量控制方面，尽最大努力，以确保高质素和安全。

About 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, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 130 countries.

Currently, GS1 Hong Kong has over 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology.

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Nestlé Pledges to Quality, Taste and Nutrient

Advocating Healthy Eating Standards

Pursuing the Best Quality

quality and sustainable development in both the industry and community.

Nestlé Hong Kong has a long history in Hong Kong, and the company introduced various well-known brands and products in the market over the years. It also surprises and delights consumers with new products that cater for their ever-changing taste.

Few examples include the newly launched limited edition of NESCAFÉ Latte Ice Cream, even in pet food market there are several premium positioning products to meet different market needs.

Social responsibility and product quality are closely linked, not only in terms of food industry development, but also lies in Nestlé’s business motto: “Nestlé has very stringent policies on food quality, which are in strict compliance with local laws and regulations, and some are even more stringent.”

In recent years, Nestlé has been involved in various social responsibility initiatives, such as the Nestlé Asia Pacific’s “Food for Good” program, which focuses on improving food security and nutrition in the region.

By continuously innovating and improving its products, Nestlé aims to continue its commitment to quality, taste, and nutrition, and to contribute to the sustainable development of the food industry in Hong Kong and beyond.
Championing the Future of Food Industry with the Use of Technology

Grace commended the use of technology. The quality control and food safety in Hong Kong are in good position, and this is a result of close collaboration between the Government, industry, and citizens. When asked about the growth of industry, she observed an increasing number of consumers purchasing food online nowadays and generates massive amount of digital footprints. She believes the food industry should make good use of the big data analysis to personalize for different consumers. The industry will also be enabled to interact more with consumers using technology, and to adjust their production and sales strategy from time to time to satisfy the needs of different consumers at different times.

Grace also shared her insight on the industry development in China. "The rapid development of Guangdong-Hong Kong-Macao Greater Bay Area has assimilated people's shopping habits in the South China Area, it has become a norm for many Mainland China visitors to purchase daily necessities like our products from Hong Kong. We also partnered with JD.com and Taobao on their platforms to ensure our premium products are readily available for foreign customers." "Consumers tend to trust the Hong Kong edition of Nestlé products because of our quality guarantee. The counterfeit situation in China still prevails in some 2nd-tier cities, so we will continue to educate the customers to identify authentic goods, making food safety and health a common sense for all people."

About Nestlé 雀巢香港小資訊

The first registered trademark in Hong Kong was "NESTLE LAC® (EAGLE)" BRAND condensed milk granted in 1874. "NESTLE EAGLE® (EAGLE)" BRAND condensed milk granted in 1874.

Nestlé owns 60 brands in Hong Kong and sells 580,000 products everyday.

Nestlé ranks no.1 in ice-cream sales in Hong Kong with over 40% of market share.

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The Invisible Barcode on Steak
牛肉上的隱藏條碼

Pricewaterhouse Coopers (PwC) is developing an edible signature with an agent used in spices and powdered milk to create an “invisible barcode”, to be sprayed on joints of meat and scanned by consumers using a smartphone. It will help thwart future food fraud, scientists claimed.

The procedure begins at the abattoir, where meat is sprayed with fine particles of silicon dioxide. This can create a distinctive pattern which is capable of being recognised by a hyper-spectrum gun, which shines a light onto the microparticles and reads back a unique wavelength.

Food fraud is estimated to cost the UK food and drink industry up to £11 billion a year, and this will enable full transparency of the product’s provenance. PwC is training the system with an Australian beef producer and is planning to roll it out next year.

PwC is also working on a device that could reduce the risk of foodborne illness by using UV light to kill bacteria on meat, as well as a system for monitoring the freshness of meat products.

Source: The Telegraph
Kowloon and New Territories districts, but in future, we will possibly form a Greater Bay Area team divided by the cities within,” Keith revealed the future team transformation. “Coffee drinking is more prevalent in East China and South China areas, cities like Beijing, Shanghai, Guangzhou, Shenzhen are the most prominent. The South China area has been highly influenced by Hong Kong culture and habits, so you can see greater demand on coffee and Hong Kong style milk tea. Therefore, Tsit Wing decided to focus on the development in these two areas.”

Tsit Wing has its production line in Hong Kong and Dongguan City. With Dongguan’s one-hour intercity commuting circle reaching out to places like Guangzhou and Shenzhen, Dongguan is a perfect location to set up production line. Keith hopes the factories in the 2 places can create a complementary effect.

Leading Pioneer of One Belt One Road

When talking about the “One Belt One Road” initiative, Keith said Tsit Wing is the forerunner in the race. “We have started development in many of the economic corridors years ago, especially in South Asia area: we are the largest Importer of ceylon black tea from Sri Lanka in Hong Kong. Our plans now are not only to search for raw material’s locally, but also to unearth the market potential in the areas. Take Singapore for example, the rise of Chinese restaurants and egg tart shops in the Chinese community has created tremendous opportunities.”

Keith thinks some of the challenges of cross-border food trading business lies in the logistics and traceability, as this affects the quality of the products at the customers’ touchpoints. A few years ago, in order to support further transformation and global growth, Tsit Wing sought the professional advice from GS1 HK and used the diagnostic tool SCOR to examine their supply chain process. GS1 HK provided services like consultancy, analysis, project management, execution and measurement of effectiveness, which strengthened the supply chain reliability, responsiveness, flexibility and cost management. The project successfully improved the

According to the United States Department of Agriculture, around 170 million bags of coffee (1 bag equivalent to 60 kg) are produced in a year, which is very close to the worldwide consumption of over 160 million bags of coffee beans. Keith Wu, Executive Director of Tsit Wing International Holdings Limited, the leading B2B coffee and tea trading company in Hong Kong, predicted the future growth of coffee will be mainly from China. The coffee consumption in China has doubled up in the recent 5-6 years while the growth of international coffee markets remained below 5%, affirming the China market potential.

Strengthen the Market Position at Greater Bay Area in South China and Target at East China

Tsit Wing recorded about 25% of total revenue from Mainland China market last year. Keith believes Tsit Wing has the innate advantages because some of its clients from Hong Kong has already established their chain presence in the China market. Keith sees this as a good opportunity to collaborate further with its clients and at the same time establish connections with the food and beverage brands in Mainland. “The coffee culture at the Greater Bay Area and South China area is growing hot, so our sales team has to change according to the market dynamics. In the past, the team was divided by Hong Kong,
The 2nd Free e-Learn Lesson
How to Make Savings with Warehousing Innovations?

免費網上課程第二擊
創新倉儲管理法 減省成本

The growth in e-commerce fulfils has created a paradigm shift. Customers have become accustomed to having their online goods delivered within a day or two. Companies are finding that in order to compete, they must invest in automation for e-commerce fulfillment solutions, which means integrating technologies into their warehouse operations.

GS1 HK Academy has launched the 2nd e-Learn course titled “SAVE with Innovations: Supply Chain Management” for free to help members become a leader in modern supply chain.

Keith continued, “We have plans on sustainable development as well, for example, to recycle used coffee grounds into natural dyeing material, in turn giving back to the society.” He believes as an enterprise rooted in Hong Kong for century, there are three values that the company must uphold: economic, sustainability, environment, so that the company will continue to thrive for another centuries.

節錄節選道：「我們正計劃把更多可持續發展項目，例如回收咖啡轉化成天然染料，回饋社會。」他相信，作為百年企業除了維持經濟價值，亦必須在環境及社會負責任，才能延續百年輝煌。
The coconut tree on Yan Chim Kee (YCK) trademark has lasted for more than 100 years. Founded in 1915, Yan Chim Kee had withered on the vine once, until its third generation leader Ms. Yan Yin Yin tried to restore its old glory. YCK’s products are now available on Amazon worldwide customers, so how did the company preserve its legacy and evolve into the new era?

Ten years later, the coconut pigeon nest is now a century long. Yan Chim Kee was founded in 1915, initially scattered around the world, but then returned to the hearts of coconut lovers. Ms. Yan Yin Yin, the third-generation leader, decided to sell the products on Amazon’s website globally and officially launched the product as part of the new era. Ms. Yan Yin Yin also decided to change the brand name to YCK, which stands for “Your Coconut Kernel.”

Using Product Identity for Business Expansion

In 1980s, YCK’s products were mainly sold in overseas Chinese markets like the US and Canada. Ms. Yan now wants the brand to rebuild its former splendor. “Many overseas Chinese would buy our products in parallel goods stores, whereas quite some Mainland Chinese tourists would come to Hong Kong to buy our products as well.” Ms. Yan observed, “That is why we setup retail sales spots not only in city centers or super centers but also in HK International Airport and e-marketplace like Amazon and Ztotore to facilitate purchase from around the world.”

As GSI HK Is the long-term member, YCK’s product barcode (or Global Trade Item Number GTIN) is not only product identity but also a “visa-free passport.” When YCK wanted to expand its business to the Amazon platform, it was found Amazon requested all listed products to have a GSI HK barcode to put for sale online. Despite YCK’s GSI HK barcode, the barcode is misspelled by other companies, so YCK contacted GSI HK for help and obtained its certification, which was then verified by Amazon and ultimately, their products could get listed.

People from around the world can now indulge in the unique, hundred-year-old coconut flavor from YCK, when its products are available on the global market platform. “To us, GSI HK barcode is a token that not only expand our online commerce, but also a testimony to our legacy in Hong Kong. When consumers see the barcode and know the source of origin, they would put more faith into us.”

When asked about Mainland China market business plan, Ms Yan indicated her wish to strengthen YCK’s reputation and sales volume in Hong Kong first, meanwhile taking time to understand better the food regulation, logistics and certification process in Mainland China. She realised it is only through baby steps, not by leap of faith, that make it possible to resume YCK’s former glory.
Standards Connect Everything
@Smart City Summit cum Smart City Awards 2018

As the strategic partner, our Chief Executive Anna Lin was invited to be the advisory board member for “The Smart City Summit cum Smart City Awards 2018” by ETNet, and delivered a presentation on “Standards Connect Everything”, stressing the importance of connectivity in building a smart city, and how standards form the foundation for connectivity in the city. She also indicated that barcode standard connects business between physical and digital world, empowering smart business and smart consumer.

GS1 HK’s Principal Consultant Ms. Heidi Ho, Ms. Kara Cheung from WebMedia and Mr. Jeff Law from Sun Fat Heung were also invited to share their insights on the topic of “Supply Chain Management to Connect Smart Consumers.”

Strategic Innovative Logistics Technology Alliance at Bay Area

A strategic alliance agreement on Guangdong-Hong Kong-Macao Bay Area was signed between GS1 HK and The Chamber of Hong Kong Logistics Industry (CHKL), where both parties agreed to collaborate and adopt new logistics innovations and technologies, that helps local logistics industry to gain competitive edge over the integration of Bay Area development to revitalise the industry.

To address the economic blow brought by the Chinese-US trade war, companies are accelerating their development plan for the 60+ markets in Bay Area and Belt & Road region. Mr. Chung, Chairman of CHKL, anticipated that by adopting new logistics technologies, the industry can reduce time and cost while increasing efficiency and competitiveness, providing cushion for the heavy blow resulting from Chinese-American trade dispute.

GS1 HK believes that information flow is crucial for trade and logistics industry to foster a seamless supply chain and strong cross-border trade. To facilitate trade across cities, regions and borders, the industry needs to adopt a standardised product information system, so that administrations in their respective areas like customs or quarantine and inspection departments can connect seamlessly. This will ensure information connectivity and an efficient custom clearance and inspection process.

To know more about GS1 HK suggestion on Bay Area, please visit https://bit.ly/2nJyDwk
In the inauguration ceremony of RFID General Chamber of Commerce on 12 July, 2018, hundreds of guests from the industry attended its grand kick-off and Mr. Calvin Ip being crowned the 1st term of Chairman. As the Honorary Advisor of the Chamber, our CEO Ms Anna Lin introduced the relationship of GS1 and RFID technology.

In 1999, GS1 and MIT Auto-ID Centre collaborated to combine RFID and the Internet that give birth to the concept of IoT. GS1 later established EPCglobal and formally launched the global EPC standard that shaped the framework of IoT Technologies.

The application of RFID based on EPC standard is very common. Take Hong Kong International Airport for example, the world’s first airport that adopt UHF Gen2 RFID tag, it can handle over 110,000 pieces of luggage daily in peak season at departure gate, where accurate identification rate is increased to 97%.

Chow Tai Fook, another example, also equips its jewellery with UHF Gen2 RFID tag, together with Smart Tray, RFID devices and cloud system, the company can manage efficiently its sales, stock-take, theft prevention, logistics operation, and even perform big data analytics for business decision making.

GS1 HK believes RFID’s future is full of potentials and concurs to the vision of the Chamber, and looks forward to collaborating with the Chamber to drive the growth of IoT development and help achieve Hong Kong’s smart city vision.

As the supporting organisation for the 10th Retail Asia Expo, GS1 HK not only showcased our latest REAL VISIBILITY solution in the exhibition floor, our Chief Executive Anna Lin was also invited to deliver a speech on “Engaging the Future Consumers”, elaborating the rise of new retail and highlighting the importance and application of barcode standard in consumer engagement.

GS1 HK also announced the Top 10 eCommerce Websites Winners 2018 co-located during the Conference.

For the list of 2018 winners, please visit Top 10 eCommerce Website Awards 2018: https://bit.ly/2L10Gve
GS1 Hong Kong welcomes the following new members

(Aphabetical order 以英文名称字母顺序)

1. ACRATIVE ENTERPRISE LTD
2. AFX INTERNATIONAL CO LTD
3. APPolan Instruments Ltd
4. APUL AND
5. ARMATURE (HK) SCIENTIFIC RESEARCH CO LTD
6. ASIAN MACHINERY (HK) LTD
7. ASTREA TECHNOLOGY LTD
8. BEST FOR LOVE (HK) INDUSTRIAL LTD
9. BMI (SHENZHEN) MEDICAL EQUIPMENT CO LTD
10. BONING CONSTRUCTION ENGINEERING CO LTD
11. BOSCHIN LIGHTING CO LTD
12. BUSINESSTETHICS INTERNATIONAL LTD
13. CARE LITE DEVELOPMENT LTD
14. CEMCO LTD
15. CETT INDUSTRY LTD
16. CHI HANG INDUSTRY LTD
17. CHINA HENAN FARMING INTERNATIONAL GROUP LTD
18. CHINA TELECOM GLOBAL LTD
19. CHONGQING HONGKONG BEER LTD
20. CHINESE GREAT BRIDGE HEALTHCARE CO LTD
21. CHIA INDUSTRIES LTD
22. CRUSTIC TECHNOLOGY LTD
23. COVER HOLDINGS (ASIA) LTD
24. CONCEPT INNOVATION LTD
25. CONNOR INDUSTRIAL & TRADING CO LTD
26. COPPEN INDUSTRIES LTD
27. CRAFTSMAN LTD
28. CREATION DEVELOPMENT (HK) CORP LTD
29. DAI KE FOOD CO LTD
30. DANNY BEAR COOKIES
31. DAYING (HK) LTD
32. DINGJING (HONG KONG) LTD
33. DYNACM GROUP LTD
34. EATNICE HONG KONG LTD
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成為我們的會員

New Members' Sharing
新會員分享

Tommy & Tim runs a food business selling preserved fruit, confectionary, cocoa butter replacers and the likes. Focusing on China market since 2012, the company operate spans across product development, production and sales.

"Through GS1 HK barcode, the company expects to elevate the corporate image and value, by planning to invest and operate a factory in Hong Kong, we hope it can be a stepping stone for us to go into the international markets."

Mr. Se Gui-jiang
Manager of Tommy & Tim Industrial (HKO) Co. Ltd.

OH:LANGMO
Yu Ying runs a personal care business with the sales of products like shampoo, hair conditioning, shower gel, etc. The company started its business in China market in 2013, incorporating product R&D, manufacturing, sales and other business functions.

Mr. Liang Mo-ye, General Manager of Hong Kong Industrial Investment Ltd.
**Introducing GS1 HK Supplier Portal**

**GS1 HK供應商管理系统**

GS1 HK Supplier Portal is a web-based supply chain collaboration solution used to manage supplier communication, transaction and processes. It streamlines the buying activity by managing the information interchange between supplier and internal ERP system while preserving the data integrity and ensuring the compliance requirements.

From our and client’s data, the Supplier Portal can help a single business unit save 2,000 man-hours/year. Maxim, Fortress, Watsons and Park’N’Shop are using the Portal and are enabled to reduce manpower and optimise data management in a significant way.

There are numerous benefits with Supplier Portal, which include multiple user roles from internal to external parties, single/batch upload of product information, user-friendly interface that indicates approval flow and status, capability to integrate with legacy ERP system, etc.

Contact us today to know more!

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**Hundreds join in WeChat Connect Street Promotion**

**掃碼有驚喜**

GS1 HK organised a street promotion in Causeway Bay and Sha Tin in July and August to promote our WeChat Connect feature and our WeChat Official Account (OA). WeChat Connect allows users to scan product barcode using WeChat, obtaining not only product info but perform online shopping, presenting a breezy, convenient “scan – share – shop” experience for consumers. GS1 HK WeChat OA is an excellent interactive platform for local companies connecting with Mainland consumers, offering e-commerce shops (JD.com), hot sales items, trusted brands and many more functions.

Free premiums from our selected members were given out each time during the promotion. Like our Facebook and scan the QR code below, stay tuned to our next roadshow!
BELT AND ROAD FORUM

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Vision to Action: Logistics and Trade Facilitation from Bay Area to Belt & Road

23.11.2018

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Discussion to realise business opportunities for Hong Kong corporate and SMEs in Belt & Road and Bay Area.

GS1 Hong Kong Summit 2018
One of the largest B2B summits to share the latest omni-channel commerce trends and strategies.

GS1 Hong Kong Belt and Road Forum 2018

*GS1 Hong Kong as supporting organisation

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