Improved product quality assurance

Temperature sensitive products like perishable goods and foodstuffs, critically require control and monitoring to ensure product quality and safety throughout the supply chain operation. Product quality and brand integrity will be ruined and health risks arise if any incidents or improper temperatures are recorded throughout the supply chain operation.

By sharing robust, traceable, and accurate cold chain information, companies involved in the product supply chain are aware of the quality status throughout supply and dispatch to destination. Companies can monitor product temperature on a real-time basis to ensure product quality and minimise food safety risks.

Boosted up order-to-cash efficiency

GS1 Hong Kong facilitates paperless trading to achieve greater efficiency for enterprises that use e-commerce global standards. By supporting the exchange of business messaging, efficient and accurate transmission of commercial documents can be made to trading partners along the supply chain. ezTrade, the e-Commerce platform that supports in excess of 1,900 retail consumer goods users over 50% of the total FMCG market size. The entire order-to-cash cycle has improved as suppliers and buyers can now collaborate, plan and forecast needs together for better product replenishment and inventory control.

Enhanced consumer trust

Industry is moving towards digital means to engage consumers more directly and instantly to develop better relationships. Value+, a consumer trust solution supports companies to accurately identify their products and be able to align themselves with consumer expectations, at the same time building trust and maintaining seamless consumer relationships. The discerning data may also be used to enhance safe and marketing. For companies, it is possible to access information on products, track and trace them and learn about company loyalty campaigns.

Food traceability recognition

“Quality Food Traceability Scheme” recognizes local enterprises which demonstrate excellence in food traceability practices. This includes effective adoption of international standards and technology in the food management systems allowing high level traceability resulting in serving better and safer food to consumers. A highly experienced team of professional assessors will evaluate each participating company providing a full report reflecting its strengths and opportunities for improvement. Benefits for the company are development of a roadmap for better food traceability management.

Consumer Caring Scheme

This scheme recognizes 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.

To learn more: (GS1 HK Cold Chain)
To learn more: (GS1 ezTrade)
To learn more: (GS1 Max Choice)
To learn more: (Quality Food Traceability Scheme DCH Group)
To learn more: (Consumer Caring Scheme)
**GS1 Hong Kong’s services and solutions in food and wine industry**

To address the requirements from the industry, GS1 Hong Kong helps to improve product information, efficiency and food safety through the following services:

- **Better product traceability**
  - GS1 Global Traceability Standard allows enterprises to have one single traceability process that can meet all compliance needs (regulations, HACCP, ISO, IFS, BRC, GLOBALG.A.P., etc.). Companies can identify, capture and share products amongst trading partners achieving full visibility to manage food safety and strengthen consumer trust.
  - GS1 Hong Kong support allows development and deployment of industry-specific guidance and best practices for managing the food supply chain, whilst improving key business processes companies can heighten track and trace capabilities. By more effective traceability, product availability and responsiveness is increased mitigating risk and building consumer confidence in food safety.

To learn more: GS1 HK Global Traceability Standards