

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 despatch to destination. Companies can monitor product temperature on a real-time basis to ensure product quality and minimise food safety risks.

To learn more: [GS1 HK Cold Chain](#)



Boosted up order-to-cash efficiency

GS1 Hong Kong facilitates paperless trading to achieve greater efficiency for enterprises that using 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.

To learn more: [GS1 ezTrade](#)



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 sale and marketing. For consumers, it is possible to access information on products, track and trace them and learn about company loyalty campaigns.

To learn more: [GS1 Max Choice](#)



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 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.

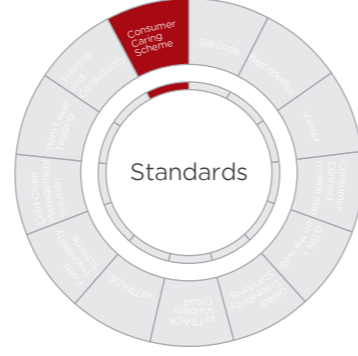
To learn more: [Quality Food Traceability Scheme DCH Group](#)



Consumer Caring Scheme

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.

To learn more: [Consumer Caring Scheme](#)



The Global Language of Business

Food and wine industry is improving product information, efficiency and food safety



The rapid expansion of international trading and modern food supply chain brings more diversified, lower cost and convenient food to the consumer. However there are hidden food safety risks which need cooperation between regulators and industry stakeholders worldwide to protect public health and safety. The Aberdeen Food Safety and Traceability Report 2011 states that the best performing food companies have 60% adoption of GS1 standards versus non-performing food companies. GS1 Hong Kong, a neutral not-for-profit industry organisation, makes a difference providing global standards and implementation services to support and respond to industry needs. By providing world class supply chain standards, technology and knowledge, GS1 Hong Kong develops global supply chain standards by which the business efficiency and performance of Hong Kong enterprises is optimised.

These requirements compel the industry to:

- Improve product traceability from suppliers to end consumers chain
- Enhance operational efficiency across the supply
- Deliver supply chain visibility for better product quality
- Increase food safety and consumer confidence

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| Product information management ① | Barcode | 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. To Learn more : GS1 Hong Kong Barcode |
| | 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. To Learn more : BarcodePlus |
| Digital services ② | 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. To Learn more : GS1 Value+ |
| | Consumer Connect mobile app | This mobile app provides a cost effective tool to help companies promote their products and brand images by interactions with mobile consumers. To Learn more : Consumer Connect |
| | GTIN + on the web | An implementation guideline to expose structured data of products to consumers through online search engine. To Learn more : GTIN+ on the web |
| Supply chain traceability ③ | Global Traceability Standards | 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. To Learn more : GS1 Hong Kong Global Traceability Standards |
| | ezTRACK | A (Electronic Product Code Information Services) 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. To Learn more : ezTRACK |
| Order-to-cash ④ | ezTRADE | 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. To Learn more : GS1 Hong Kong ezTRADE |
| Food and wine services ⑤ | Food Traceability Scheme | 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. To Learn more : Quality Food Traceability Scheme |
| | Cold Chain Management Solution | 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. To Learn more : Cold Chain Management Solutions |
| Professional services ⑥ | Training and Consultancy Services | 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. To Learn more : GS1 Hong Kong Training and consultancy services |
| Consumer brand boosting ⑦ | Consumer Caring Scheme | 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. 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](#)

