GS1 Hong Kong

Maximize Profitability & Efficiency with GS1 Hong Kong All-in-One Solutions for Wine Industry

Hong Kong is the world's second largest wine auction centre behind New York[1] and has developed into a regional wine trading hub. Wine drinking and appreciation has become a popular lifestyle in Hong Kong and other Asian countries. According to market researches, China (including Hong Kong) will become the world's sixth largest wine consumer by 2014, thanks to rising demand for retailing, catering and storage services.

GS1 Hong Kong standard-based All-in-One (AIO) Solutions:

Comprehensive, Integrated, Standard-Based Solutions to Power Your Wine Business.

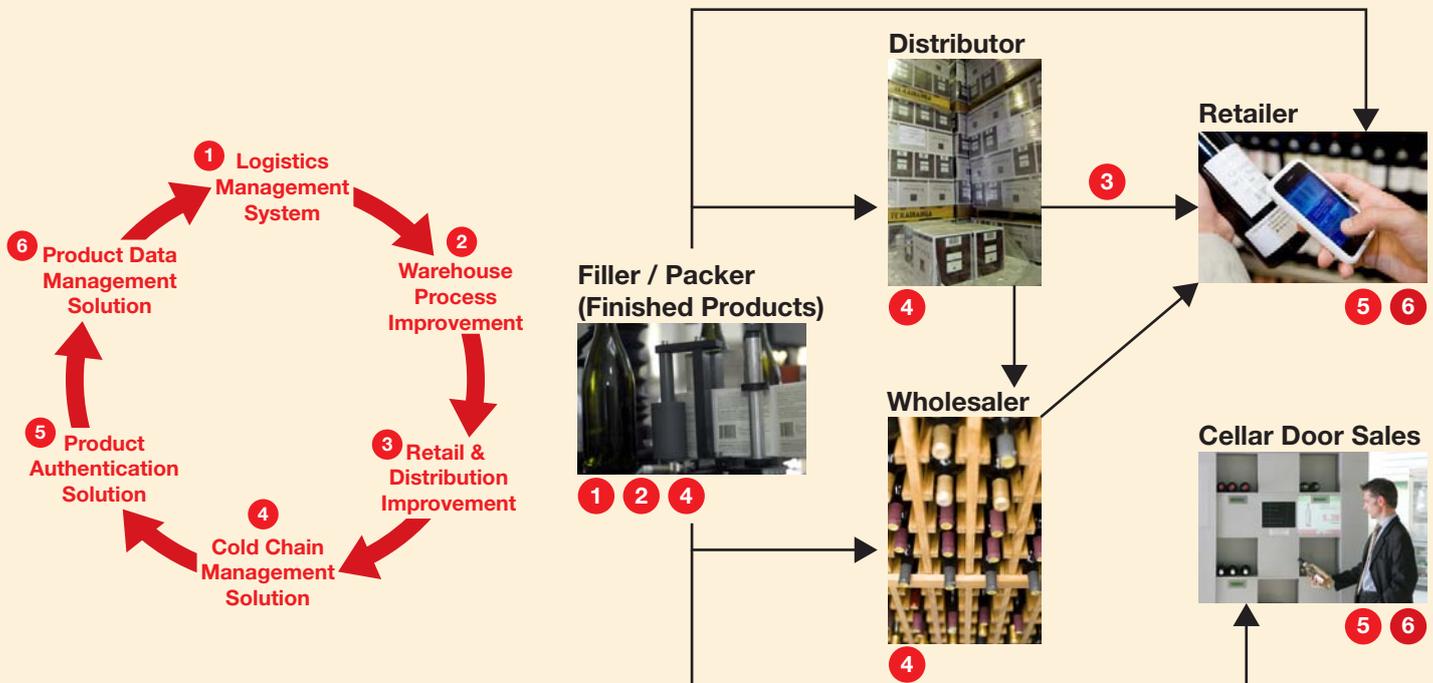## Why do you need standard-based AIO Solutions?

The AIO solutions provide comprehensive functionality and ability for managing your business, ensuring your company to get the most out of the promising growth of wine business in the rapidly expanding market.

What can GS1 Hong Kong standard-based AIO Solutions provide formy Wine business?

The standard-based AIO solutions enable you to achieve:

• Achieve Efficiency and transparency of wine inventory and warehouse management
• 100% accuracy in every step of the operation
• Faster time to market as GS1 Standard is interoperable and truly global.

AIO solutions integrate the proven GS1 applications with best practices, adding value to your entire supply chain. The AIO solutions consist of:

1 Logistics Management System
2 Warehouse Process Improvement
3 Retail & Distribution Improvement
4 Cold Chain Management Solution
5 Product Authentication Solution
6 Product Data Management Solution

Distributor

Filler / Packer (Finished Products) — 1 2 4

Retailer — 5 6

Wholesaler — 4

Cellar Door Sales — 5 6

Ultimate Business Values:

• Increase Supply Chain Visibility
• Optimize Operation Efficiency
• Improve Brand Integrity

	Solutions	Description	Key Benefits
1	**Logistics Management System**	GS1 Standard-based system to facilitate supply chain visibility from point to point through automation	- Accurate and real time visibility - Lower total cost by reducing operational costs - Flexible inventory management
2	**Warehouse Process Improvement**	A solution to improve inventory management and enhance in-stock, out-stock, and stock take efficiency	- Maximize utilization of floor space and capacity - Enhance margins and profitability of warehouse - Improve information, materials and process flows
3	**Retail & Distribution Improvement**	A service to provide professional and cost-effective brand solution and channel management	- Maximize distribution utilization - Enhance brand integrity and protection - Improve channel management and control
4	**Cold Chain Management Solution**	A solution powered by EPCIS network that captures real-time data including temperature, humidity, time, location of products in transit such as food and pharmaceuticals	- Lower investment cost but efficient than traditional temperature loggers - Precise temperature and humidity logging - Better inventory management
5	**Product Authentication Solution**	A solution powered by the EPCIS network enabling supply chain e-pedigree visibility including channel management and brand integrity	- The visibility to eliminate improper channel sales - Enhance consumer loyalty - Derive marketing campaign
6	**Product Data Management Solution**	A product and location information portal allowing businesses to access and share quality data with consumers via internet and mobile applications	- Open-loop platform for business partners and consumers - Improve brand awareness and product trustworthiness - Application available for mobile and in-store kiosk

More Products at your service provided by GS1 Hong Kong to improve your supply chain visibility, operation efficiency and brand integrity:

BarcodePlus
A product and location information portal allowing businesses to access and share quality data using GS1 Keys like GTIN and GLN via the internet and smart kiosk

ezTRADE
An industry-wide B2B platform facilitating electronic transaction messaging via EDI and Web to support electronic ordering, invoicing and shipment notices

ezTRACK™
EPCIS-standard traceability network enabling real-time visibility of goods and information flow from point of manufacturing to point of destination

Genuine Product Authentication
A product authentication solution powered by the EPCIS network enabling supply chain e-pedigree visibility

For enquiry, please contact Heidi Ho at (852) 2863 9728 or via email heidiho@gs1hk.org. You may also visit www.gs1hk.org/products for more details on our products and services.

GS1 Hong Kong is the local chapter of a global non-profit, industry-led organization dedicated to helping companies in Hong Kong and the Pearl River Delta, China to uplift supply chain efficiency and visibility through the innovative use of global standards including BarCodes, B2B e-Commerce, Global Data Synchronization and Electronic Product Code (EPC™).