Start now to grow your business

Beyond a Barcode
Innovate Your Business, Embrace the Digital Era

ONE CODE. ONE IDENTITY. INFINITE POSSIBILITIES.

123 456 789

Give every product a unique identity
Trade globally, major online & traditional retailers compliant
Use everywhere, from in-store point-of-sale to online selling
Connect to web and get your products discovered online
Connect and engage with consumers directly
Achieve New Retail Transformation with GS1 HK Integrated Services

**Standardization enables Globalization facilitates Collaboration**

- **Seamless O2O connection via unique Product ID**
  - Brick-and-mortar
  - e-Commerce

- **Enhance exposure & user engagement via O2O integrated marketing**
  - eBay
  - JD.com
  - Suning.com
  - Others

- **Authenticate products to build trust & capture data for consumer insights**
  - GS1 SmartSearch
  - GS1 Digital Link
  - Barcode Scan @ WeChat
  - Digital Coupon

- **Shorten learning curve, empower transformation through partnerships**
  - REAL Visibility
  - Education & Training
  - Partnership with Industries

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**Bridge Physical and Digital with Unique Product Identity**

**Physical**
- Carrefour
- Tesco
- Walmart
- PARKnSHOP
- Wellcome
- Watsons
- Mannings

**Digital**
- Alibaba Group
- Amazon
- eBay
- Google
- Rakuten
- Yihaodian

- Define products sold on global markets
- Ensure consistent and accurate information across all channels
- Improve efficiency of store operation, product delivery and inventory management
## Extend Sales Channels to World’s Top e-Commerce Platforms

### China

Enter mainland e-Commerce market easily through one-stop service of product listing, marketing and online customer service.

### Global

Apply GS1HK membership through SoldEazy to obtain GTIN, to speed up and ease listing of products on eBay.

Join SoldEazy’s Sourcing Platform, which matches suppliers and eBay’s sellers efficiently, links member’s products to global market at low cost.

### Enhance Exposure & User Engagement via O2O Integrated Marketing

**GS1 SmartSearch**
Use GS1 GTIN to enhance website ranking on major search engines such as Google, Bing, etc.

**GS1 Digital Link**
Web-enable product barcode with a URL to connect directly to brand-authorized content for enhanced consumer engagement and shopping experience.

**Barcode Scan @ WeChat**
Connect & interact with over 1 billion WeChat users through one simple barcode scan.

**GS1HK WeChat Official Account**
Leverage WeChat official account to promote brand stories & products, increase consumer stickiness.

**Digital Coupon Solution**
Reduce human errors, save time & effort. Understand campaign effectiveness & consumer behavior through real time data.
Build Consumer Trust with
Product Authentication, Traceability & Consumer Insight

1. **Anti-Counterfeiting**
   Gain consumer trust and detect fake items instantly

2. **Consumer Engagement**
   Provide trusted product information and direct consumers to an owned-media engagement channel

3. **End-to-End Traceability**
   Monitor and track products at real-time from the origin to the point of sale

4. **Actionable Insights**
   Gain insights on consumer behavior and create future touch points

**Shorten Learning Curve**, Empower Transformation through Partnerships

- **Diversified Seminars, Workshops & Training Programs**
  Co-organize with industry experts such as Alibaba and eBay to help you grow quickly

- **Business & Solutions Partners Network**
  Gather experts from all aspects to help you accelerate digital transformation

- **Success Case Sharing & Featured Industry News**
  Stay on top of market pulse, latest trends and industry knowledge

**What the 4 Digital Giants Say?**

- **Google**
  Unique product identifiers define the product that you’re selling in the global marketplace. They help match search queries with your offers. Providing a GTIN can help make your ads richer and easier for users to find.

- **Amazon**
  We verify the authenticity of product UPCs by checking the GS1 database. UPCs that don’t match the info provided by GS1 will be considered invalid. We recommend obtaining your UPCs directly from GS1.

- **Alibaba Group**
  As a unique identifier for products, we recommend sellers to list your products with GTIN for more sales and marketing opportunities.

- **eBay**
  For sellers, including these product identifiers not only increases your items’ visibility in eBay search results and navigation, it also improves your placement in search engines like Google and Bing, too.

**CONTACT US NOW**
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