GS1 Hong Kong introduced global barcode standards (GTIN) to Hong Kong in 1986. Today, annual barcode scans in Hong Kong reaches 3.5 billion times, influencing every aspect of lives.

The Emergence of Unique Product Identification

GS1 HK launched eTRADE platform using standards-based interface for paperless communication between businesses. Presently, more than 2,000 companies in retail, consumer goods, healthcare and food service in Hong Kong and China are using eTRADE, with more than 7 million EDI transactions being processed annually.

GS1 HK has been investing significant resources to facilitate knowledge transfer across industries, aiming to promote supply chain strategies, technologies and best practices among local businesses.

Unlocked the Power of Global IoT/ EPC Standard and the Global EPCStandard/ EPCglobal standard's power

GS1 HK developed eTRADE, an EPCglobal standards-based data sharing platform designed to drive global product and logistics traceability. Today, the eTRADE users’ community is globally connected, playing a key role in facilitating product-based information flow.

GS1 HK researches and promotes the adoption and application of EPCglobal standard across different sectors.

Propelling Seamless Omni-channel Commerce

With the boom of e-commerce and increasing importance of omni-channel retailing, GS1 HK continues to pave the way for the next retail revolution.

GS1 HK introduced GS1 SmartSearch standard to create structured data about a product which can be used in GS1 Global Trade item, GS1 Global Trade item data, smartphone apps, etc.

GS1 HK works with companies, including manufacturers, to improve the visibility and accessibility of product information, allowing consumers and businesses to make informed decisions.

GS1 HK in 2005 officially renamed GS1 Hong Kong.

BarcodePlus platform launched as a specialized product and solution for B2B information exchange. GS1 HK in 2009 launched the BarcodePlus platform.

The 3rd SCM Seminar in Hong Kong (later renamed GS1 HK Summit) was held in 2009.

Unlocking the Power of Global IoT/ EPC Standard and the Global EPC Standard’s Power

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In future, we believe the greatest opportunities that stand before us are those from the Greater Bay Area and the Belt and Road Initiatives. To facilitate trade and foster logistics and information flow in the areas, standardisation and digitalisation of products and systems are necessary. GS1 is well positioned to contribute to the Initiatives with our global standards. GS1’s neutral, open and trusted standards can effectively serve as the common business language in facilitating information connectivity and enabling supply chain visibility in the Bay Area and along the Belt and Road countries.

GS1 HK will seize future opportunities with continuous innovations and constantly cultivate expertise exchanges with industry leaders, with One Code.