

How GS1 Hong Kong can help raise visibility?

GS1 Hong Kong undertakes four primary roles in assisting local companies and organizations to achieve higher end-to-end visibility:

1. **Drive the development and adoption of global standards** to overcome business challenges as well as ensure efficiency and visibility along the entire supply chain.
2. **Translate industry and business needs into standards solutions and services** for greater supply chain efficiency and business success.

3. **Promote knowledge transfer** among communities or organizational domains to build competence and share best practices in the complex supply chain environment.

4. **Facilitate local - global trade and industry collaborations** to raise Hong Kong's industry competitiveness.

Interested in learning more GS1 Visibility?

Contact us now!

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GS1 BarCodes		BarcodePlus - A product and location information portal allowing users to access and share quality data using GS1 keys like GTIN and GLN via the internet, mobile and smart kiosk.
	GEPIR	Global Electronic Party Information Registry – A global online directory of suppliers, with information of over 1 million companies worldwide, to generate boundless business opportunities.
GS1 B2C		Consumer Connect – A mobile application for brand owners to provide trusted product information and run marketing promotions and campaigns where customers can obtain the benefits offered just by scanning the GS1 barcode or QR code.
GS1 eCom		ezTRADE – An industry-wide B2B platform that facilitates electronic transaction messaging via EDI and Web to support electronic ordering, invoicing and shipment notices.
GS1 GDSN	GS1 HK Data Pool	GS1 HK Datapool – A certified product information synchronization platform that interoperates with the GS1 Global Registry® enabling exchange of synchronized, accurate and up-to-date product information between buyers and suppliers.
GS1 EPCglobal®		ezTRACK™ – A Cloud-based EPCIS-standard traceability network enabling real-time visibility of goods and information flow from point of manufacturing to the destinations with major solutions: <ul style="list-style-type: none"> • GENUINE Product Authentication Solution • Cold Chain Management Solution • Warehouse Management System • Item Level Tracking Solution
GS1 Traceability	GTS	Global Traceability Standards – A business process standard that enhances the ability to track product movements forward along the various stages of the supply chain as well as trace back the history, application or location of products in compliance with the appropriate GS1 identifiers.
	GTC	Global Traceability Conformance – A methodology and set of tools to audit and access existing traceability systems based on the process described in the GS1 Global Traceability Standard and international standards such as ISO, HACCP and other food safety requirements.



Hong Kong



Tapping GS1® Visibility Framework
for optimal supply-chain visibility and performance

The global language of business
Optimizing business, creating value



What is Visibility?

“Visibility” is a term commonly used in supply chain management. Yet even within the field, there are different ideas about what it means. For manufacturers, it could mean knowing the number of days in which production could be sustained with the raw materials on hand. To retailers, it may refer to insights into the inventories – what’s on the shelf, in the backroom, at the distribution centre and in transit.

Fundamentally, if you can’t “see” something, you can’t measure it – and if you can’t measure it, it’s probably costing your business too much.

Generally, **visibility is the ability to know exactly what things are at any point in time, where they have been from source to destination, and why.** A high visibility level provides the company with all the data it needs to achieve its business goals. This includes event-based information on business processes that is useful in business applications. Achieving end-to-end visibility calls for collaboration among trading partners to share information on anything from integrated infrastructures to the alignment of supply chain processes. Stakeholders can benefit from the sharing of real-time information on what’s happening along the supply chain, outside their respective domains.

How visibility drives supply chain processes across industries?

The value of visibility lies in the value of information and how business processes can be improved with this information. For instance:

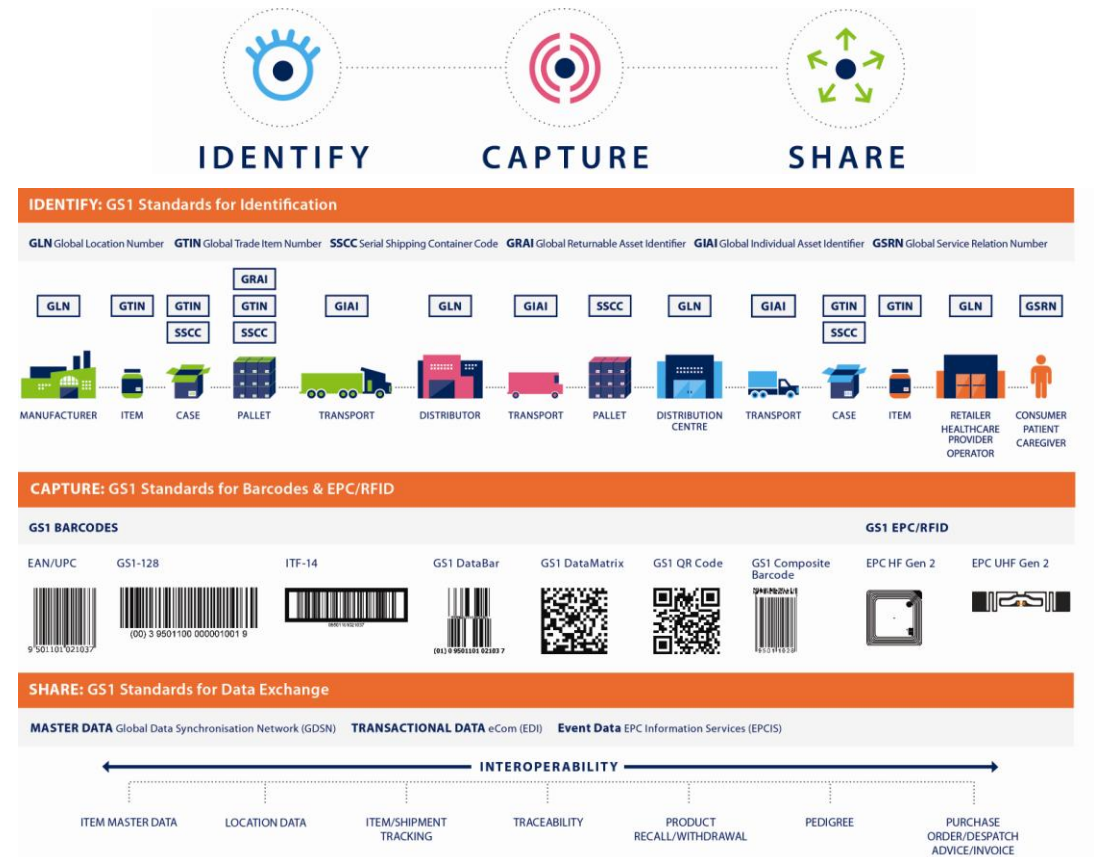
Consumer goods sector – Visibility allows manufacturers and retailers to manage and track their inventories better, achieve stock accuracy, avoid lost sales or surplus stocks, reduce shrink, identify counterfeits as well as manage product returns or recalls efficiently.

Food industry - Visibility helps provide product traceability across the supply chain, from the producer to the caterer. It also allows producers and manufacturers to meet quality and regulatory requirements, manage recalls effectively or communicate with consumers about the origins of food items.

Healthcare sector - Visibility provides for the traceability of medication or medical devices through the hospital supply chain, leading to the patient. Such information can facilitate the management’s compliance to regulatory requirements and combat counterfeiting.

Transportation & logistics sector - Visibility enables real-time tracking of product shipment and facilitates customs clearance, providing information to accelerate product identification and reduce inspection time.

GS1 System of Standards – Laying the foundation of a Visibility Framework



Dedicated to the design and implementation of global standards in the supply chain, GS1® Hong Kong provides a framework to allow products, services and information about them to move steadily and efficiently for the benefit of owners. In fact, the GS1 System of Standards can facilitate higher end-to-end visibility by **identifying, capturing** and **sharing** information—about products, business locations, and more—enabling companies to speak the same language, connect with each other, and move their business forward.

There can be no visibility of an item or asset until there is a standard way to identify it, capture and share information about it.

As shown in the above diagram, GS1 standards perform a number of operational functions:

- Identify** all products (trade items), logistic units, locations and assets across the supply chain from manufacturer to consumer.

- Capture** supply chain data, through various GS1 Barcodes and EPC/RFID, to accommodate different needs related to batch/lot information and expiry dates, for instance.
- Share and exchange** these data along the supply chain electronically to achieve business goals and make time-to-market decisions.

