

Eyeing the Next Generation with New Breakthroughs + Expanded Horizons
新突破、新視野 瞄準新世代

The New Battleground in Infant Nutrition
「少子化」的營養新戰場

Track, Authenticate and Showcase Green Footprints: All in “1QR 2.0”
追蹤、防偽、展示綠色足跡「1QR 2.0」新玩法

Mobilising Stakeholders towards ESG & Circular Economy
減廢總動員 全方位推進循環經濟



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Executive Connect 管理層專訪

Hong Kong's Beverage Giant Navigates Economic Headwinds with Innovation, Heritage and Sustainability
本地飲品龍頭以創新、傳承與可持續發展應對經濟放緩



Driving Sustainable Growth in a Changing World 在變革中永續增長

Businesses in Hong Kong continue to face a tough market, pressured by evolving consumer expectations, global trade dispute and heightened competition, especially from neighbouring cities. Market diversification, sustainability, supply chain agility and resilience are no longer aspirations but imperatives, with global standards serving as the backbone for trust, compliance, and operational excellence across borders.

In response to the challenges, a recent bank survey shows that 50% of Hong Kong firms identify Mainland China as their main target market for trade expansion¹. Whether by leveraging cross-border e-commerce and social media, or building stronger sales network through dealership/partnerships, tapping into the Mainland's dynamic consumer and business sectors offers Hong Kong enterprises valuable avenues for renewed growth and market development.

Sustainability stands out as a strategic driver. Regulatory frameworks like the EU's Digital Product Passport are requiring businesses to track and disclose environmental and social impact beyond their direct operations. Hong Kong companies are responding, whether through smarter supply chains, greener production methods, or sustainable packaging like Swire Coca-Cola's label-less bottled water with only a barcode on cap. All these actions require transparency, which is increasingly enabled by advanced data carriers like 2D barcodes and RFID technologies that capture product and supply chain information, facilitating data exchange across complex value chain and hence fostering collaboration and compliance.

Consumer demographics and macroeconomic headwinds are also reshaping business models. While birth rates continue to decline globally, resilience and innovation keep leading brands ahead: the infant formula market, despite challenging, saw Mead Johnson adapt by reinforcing consumer trust through more robust data management and traceability. Meanwhile, Hong Kong's status as a trading hub is being reinforced through companies like Bausch & Lomb, whose import/export activities highlight the city's critical role in facilitating high-volume, high-value goods movements underpinned by standards-based operations.

This issue celebrates how business leaders - from Swire Coca-Cola's 60th anniversary campaigns and beyond, to Mead Johnson's focus on consumers care and resilience, and Bausch & Lomb's innovative trading model - are charting a future anchored in sustainable growth, trust, and smart use of data.

Enjoy reading.



本港企業正面對嚴峻市場環境，既受常變的消費者期望影響，也因全球貿易爭議不斷及鄰近地區競爭而進退兩難。企業應儘快尋覓新市場、推動可持續發展、實踐供應鏈靈活性與韌性，而非視之為目標願景；其中全球標準亦繼續成為建立信任、確保合規及達致卓越營運的核心。

為應對挑戰，有銀行調查顯示50%的香港企業將中國內地視為擴展貿易的主要目的地¹。無論是利用跨境電商與社交媒體，還是透過經銷商/合作夥伴強化銷售網絡，進軍內地龐大活躍的消費與B2B市場，都是本地企業增長與市場發展的重要機遇。

可持續發展亦成為關鍵業務策略之一。例如歐盟「數碼產品護照」(Digital Product Passport)這類監管框架，要求企業追蹤並披露自身以外、即第三方的營運對環境與社會影響。香港企業正積極回應這一趨勢，無論是透過更智能的供應鏈、更綠色的生產方式，還是如太古可口可樂僅以樽蓋條碼作識別的無標籤樽裝水推動可持續包裝。這些可持續行動都需要高透明度，越來越多企業會選擇以二維碼、RFID等中心的技術，協助捕捉產品及供應鏈資訊，促進複雜價值鏈之間的數據交換，繼而推動協作與合規。

消費者人口結構與宏觀經濟壓力同樣在重塑商業模式。儘管全球出生率持續下滑，具韌性和創新的品牌仍能保持領先：即使嬰幼兒配方奶粉市場充滿挑戰，美贊臣仍通過加強數據管理和追蹤能力，強化消費者信任。與此同時，博士倫的進出口業務亦凸顯香港作為貿易樞紐的地位，推動大量高價值貨物流通，並以標準化操作為基礎。

本期將聚焦商界領袖如何規劃未來 – 從太古可口可樂60周年品牌活動及未來發展，到美贊臣專注關顧顧客和同時加強韌性，再到博士倫創新的貿易模式 – 他們正以可持續增長、信任及智慧數據應用為根基、開創新局。

歡迎閱覽。

1 Hong Kong firms eyeing on mainland China, South Asia, Europe as trade uncertainty prompts rethink, HSBC survey", HSBC, 3 Jun, 2025

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About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity, facilitate commerce connectivity and enable sustainable value chain through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organizations, government, and technology providers, we can foster a collaborative ecosystem, paving the way for "Smarter Business, Better Life".

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has local Member Organisations in 118 countries.

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香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立,是GS1®環球組織的香港分會,提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務,助企業數碼化,提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易及推動可持續價值鏈。

GS1 HK目前有近8,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態,實踐「智能商貿,優質生活」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織,總部位於比利時的首都布魯塞爾,於全球118個國家擁有分會。

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Hong Kong's Beverage Giant Navigates Economic Headwinds with **Innovation, Heritage and Sustainability**

本地飲品龍頭以**創新、傳承與可持續發展**應對經濟放緩

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Hong Kong's consumer market in 2025 is undergoing a challenging period, with retail sales value plunge by 6.5% YoY and restaurant receipts drop slightly by 1.8% YoY, in Q1 2025¹. Richard Gould, Director and General Manager of Swire Coca-Cola HK (SCCHK) and Vice Chairman of GS1 Hong Kong, is leading SCCHK through these uncertain times by harnessing digital innovation, its deep-rooted brand heritage, and a commitment to sustainability, showing how a 60-year-old company can remain relevant in a rapidly changing world.



"For 60 years, Swire Coca-Cola HK has been staying at the forefront of innovation – from adopting product barcodes since 1989, to building the world's tallest bottling plant, an iconic landmark in Shatin since 1991. We have been continually expanding our portfolio to meet local tastes, invested in Hong Kong's first food-grade-ready plastic recycling facility and launched the first individual-sale, label-less bottled water. Every step reflects our vision: to refresh and to excite Hong Kong everywhere, every day, and always."

Personalisation and Digital Engagement

At the heart of SCCHK's strategy is the focus on personalisation, digital-first engagement and experiential marketing. The recent relaunch of the iconic "Share a Coke" campaign highlights this approach: not only are popular names and Gen Z slang featured on cans and bottles, but consumers can also customise cans with their own names or messages.

Building on Hongkongers' collective memory and cultural relevance, SCCHK has also reimagined the classic 'under-the-cap' campaign, letting consumers scan a



本地消費市場今年面臨嚴峻挑戰：2025年首季零售銷售價值按年下跌6.5%，餐飲收益亦輕微下跌1.8%。香港太古可口可樂 (SCCHK) 董事及總經理、香港貨品編碼協會 (GS1 Hong Kong) 董事局副主席高逸才 (Richard Gould) 期望，以數碼創新、深厚品牌傳承及可持續發展實際行動，帶領SCCHK砥礪前行，展現企業如何歷經60載變幻仍歷久常新、持續成長。

「香港太古可口可樂60年來一直引領創新-由1989年率先採用產品條碼、到1991年建成全球最高、現已是沙田地標的裝瓶廠。我們不斷擴展產品組合以迎合本地口味、投資全港首個準食品級塑膠回收設施，並推出全球首款可獨立銷售的無標籤瓶裝水等。每一步都在體現我們的願景：『任何時候，任何地方，為香港帶來活力和創意！』」



個人化及數碼互動體驗

SCCHK近期策略聚焦於個人化、數碼互動及體驗式營銷。近日重新推出的經典「Share a Coke」活動正好展現此類策略：除了在罐及瓶裝產品上印上常見人名及Z世代潮語外，消費者更可自選字眼，創造專屬可樂罐。公司亦關注到港人的集體回憶及文化共鳴，重新演繹揭蓋有賞遊戲，讓消費者掃描指定產品上的獨特二維碼，有機

unique QR code on select products for a chance to win round-trip flight tickets for two to Japan. Other initiatives include the Foodmark campaign, which partnered with eateries across the city to celebrate local dining experiences, and special activations during festivals like Mid-Autumn Festival.

“These campaigns not only boost engagement but also provides us with valuable insights into consumer preferences and behaviors.” Richard explained, “By turning everyday drinks into personalised keepsakes for consumers, particularly for those who value individuality and digital interactions, we are creating a unique experience that resonate with the city’s appetite for unique collectibles.”

Strategic Event Partnerships

Capitalising on Hong Kong’s role as one of Asia’s mega event hubs, SCCHK has become the founding partner of Kai Tak Sports Park to provide global audience with its wide range of beverages, via hundreds of coolers, fountain dispensers, and full-service vending machines throughout the venue.

“The partnership is not just about brand visibility, it is about bringing people together for memorable moments, sharing exciting and immersive experiences in sports, entertainment and culture.” Richard said. “We want to be part of the fabric of Hong Kong’s social and cultural life.”



Health-Conscious and Eco-Friendly Innovations

Recognising the growing demand for healthier options, the company has broadened its portfolio to include a wider range of teas, waters, and functional beverages, such as the latest launch of Authentic Tea House Oolong tea that offers lingering aroma, as well as the Monster Energy series, which offers bold flavors with minimal calories for a guilt-free, energizing experience.

“We are making our classic glass-bottled Coke available to public through our e-Shop. The returnable glass bottles are made with 60% recycled clear glass materials – merging nostalgic flavor with environmental responsibility.”



會贏取雙人來回日本機票。其他舉措包括「Foodmark」活動，與全港多間食肆合作，推廣本地飲食文化，以及於中秋節等節慶期間推出的特別推廣。

「活動不僅提升了消費者參與度，亦讓我們獲得有價值的消費者喜好及行為分析。我們將日常飲品變成有紀念價值的物品，這對重視個人化及數碼互動的世代而言是獨特體驗，亦能滿足本地消費者對收藏品的渴求。」

策略夥伴關係

香港作為亞洲盛事之都，SCCHK亦把握此優勢成為啟德體育園創始合作夥伴，透過於場內設置數百部冰櫃、飲品機及全服務式自動售賣機，為全球觀眾提供多元化飲品。

「是次合作不僅增加品牌曝光，更重要是能與普羅大眾一起在各項體育、娛樂及文化活動中投入刺激精彩一刻，分享難忘經歷。透過策略夥伴關係，我們希望成為香港社會及文化生活的一部分。」

健康及環保創新

面對健康飲品需求上升，公司同時擴展產品組合，涵蓋更多茶類、礦泉水及功能性飲品，包括新推出、餘韻悠長的淳。茶舍，以及Monster Energy系列，主打低卡路里、無負擔的提神體驗。

「我們特別於網店公開發售經典玻璃樽可樂。這些可回收玻璃樽由60%再生透明玻璃製成，將懷舊味道與環保理念共冶一爐。」



SCCHK has been proactively responding to consumers' expectations on sustainability. The company started to use rPET content in bottle production since 2019, and has been supporting consumer education and large-scale beverage packaging collection and recycling programmes. By investing in Hong Kong's largest food-grade-ready plastic recycling facility New Life Plastics, SCCHK helps close the loop – by recycling discarded PET bottles to produce the raw materials which will come back into the supply chain as food-grade ready rPET flakes and high-quality rHDPE flakes, not just for SCCHK, but for all Hong Kong's beverage producers.

SCCHK積極回應消費者對可持續發展的期望。事實上公司自2019年起開始於生產樽身時使用rPET原材料，並推動消費者教育及大型飲品包裝回收計劃。集團投資全港最大準食品級塑膠回收設施，協助「閉環」回收 - 將廢棄PET樽回收再製成準食用級rPET薄片及高質rHDPE薄片，供SCCHK及全港飲品生產商使用。

“We recognise the importance of collaboration, which is why we engage with all key stakeholders to drive innovation and collective action in recycling and sustainability.”

「我們明白協作的重要性，因此積極與各持份者合作，推動回收及可持續發展創新。」

Embracing the AI Era

Collaboration is one of key themes in this year's GS1 General Assembly, where Richard participated and gained valuable insights. Being inspired, he began using AI tools in daily tasks, like generating meeting minutes for follow-up actions. “It is often said ‘Whoever holds the pen write history’, but history is inevitably shaped by bias and personal judgment,” he quips. “Now, with AI writing history, we can hope for greater objectivity and efficiency.”

The shift towards AI and digital collaboration extends beyond individual practices to the company's integrated operations: The upgraded ERP system provides real-time visibility across key business functions - from supply chain, warehousing, delivery, procurement and quality assurance to sales & marketing and finance - enabling seamless process integration and optimisation. SCCHK has also enhanced safety standards through advanced telematics systems which monitors driver behavior and provide live feedback to reduce operational risks.

投身AI時代

協作是今年GS1大會的主題之一，高逸才亦有親往參與，並獲益良多，更開始於日常工作中應用AI工具，例如自動生成會議紀錄以便跟進。「國外有諺語說『歷史由執筆者所書』，但歷史往往受主觀判斷影響；如今有AI記錄歷史，就可望更客觀、更高效。」

高逸才不僅將這種人工智能及數碼協作放在個人實踐，更應用到全公司各營運層面：升級後的ERP系統讓供應鏈、倉儲、配送、採購、品質保證、銷售與市場推廣、財務等各項核心業務功能實現即時可視性，促進流程無縫整合與優化。SCCHK亦透過先進的遠程訊息處理系統 (telematics) 提升安全標準，該系統能監測司機行為並即時提供回應，有效降低營運風險。



Trusted Data and Global Best Practices

As Vice Chairman of GS1 Hong Kong, Richard highlights the value of GS1's global network, a platform for companies big or small to share insights and drive industry standards. He also agrees that trusted data is the core asset of GS1.

"It's really back to basics – the basics of GS1, scanning the barcode to ensure we have trusted data along the supply chain," he says. "In a world where products are increasingly 'phygital', having trusted identification is critical."

He noted that the importance of barcodes remains undiminished today, citing SCCHK's label-less Bonaqua water bottle, which uses a barcode on the cap for checkout with product details engraved on the bottle, helps reduce plastic label.

Commenting on the transition from 1D barcodes to QR codes (2D barcodes) with GS1 Digital Link standards, he shared :



可信數據與全球最佳實踐

作為GS1 HK董事局副主席，高逸才強調GS1聯通全球的價值，讓企業不論大小都能交流意見、攜手推動行業標準。他亦認為可信數據是GS1的根基、無可取替。

「這實質上是回歸基礎 - 即GS1的核心價值，透過掃描條碼確保供應鏈數據可信。在產品日漸處於『實體數碼化』(phygital)的當下，建立可信的識別至關重要。」

他指條碼的重要性至今未減，舉例SCCHK的無標籤Bonaqua水樽於瓶蓋印上條碼供結帳，瓶身則刻有產品資料，減少使用塑膠標籤。

市場正從1D條碼轉至加入GS1 Digital Link標準的二維碼(QR碼)，他表示：



“ QR codes with GS1 standards provide strong benefits to consumers, as they can gain access to the product details beyond what is displayed on the label. I believe this will play an important role in the future of our industry, just as the introduction of the barcode has been.

加入GS1標準的QR碼為消費者帶來更多好處，幫助他們查閱標籤以外的產品資訊。我相信這將如條碼般，成為行業未來的重要一環。”

Connecting Heritage, Innovation and Community

傳承、創新與社區連結

For SCCHK, success means blending innovation with deep brand heritage, prioritizing sustainability and operational efficiency, and most importantly fostering meaningful connections with consumers.

As Richard puts it: "Coke is all about connection. It's about creating moments that matter, whether it's at a family gathering, a sports event, or simply enjoying a refreshing drink. We're excited to be part of Hong Kong's journey throughout its up and down, and we're committed to making every moment count."

對SCCHK而言，成功在於融合創新與深厚品牌傳承，重視可持續發展及營運效率，更重要的是與消費者建立有意義的連結。

高逸才總結：「可口可樂的本質就是促進人與人之間的連繫，無論是家庭聚會、體育盛事，還是透過享受冰凍暢爽的飲品體驗。我們都希望成為香港人生活旅程的一部分，並致力締造精彩每一刻。」



Track, Authenticate and Showcase Green Footprints: All in “1QR 2.0” 追蹤、防偽、展示綠色足跡「1QR 2.0」新玩法



GS1 HK's “1QR” platform has garnered millions of views thus far, with many businesses uploading their e-shop links, unboxing articles/videos, certifications and more to the platform, attracting consumers to look up, share and connect to online shops, creating new sales opportunities!

「1QR」平台推出至今已經有過百萬瀏覽，不少商家已將網店、開箱文、影片、認證等上傳至平台，吸引消費者查詢、分享、連至網購點等，開拓新銷售渠道！

Identify Parallel Import Channels 認清水貨渠道

In addition to generating “1QR” for free, some GS1 HK members have used scan data to discover that locally sold products are being exported abroad through parallel import channels. This inspires them to better manage distribution channels and study how to develop new markets.

GS1 HK會員除可以免費生成「1QR」外，有會員更透過其掃描數據，發現本地銷售商品經水貨渠道運到外地，立即研究如何堵截並開發新市場。



Time 掃描時間



Area 地區



Device 型號

Detect Counterfeits 辨識假貨

Consumers in Mainland China often need reassurance on the authenticity of products, especially cross-border goods. By integrating “1QR” with the product authentication function of “REAL QR”, GS1 HK enables consumers to simply scan the anti-counterfeit label with their mobile phones and instantly verify the authenticity of the product!

國內消費者對商品真偽存疑，特別是跨境商品；GS1 HK針對此痛點，結合1QR與「真的碼」(REAL QR)，讓國內消費者用手機簡單掃描防偽標籤，秒速獲知產品真偽！

Use Case 真實案例

Three established mooncake brands, ranking among the top five in traditional mooncake production volume, had tried to fight against fakes with registered trademarks, hologram, packaging changes or stickers every year. However, counterfeiters still persist, leading to consumer confusion and significant challenges for the brands.

To combat this issue, the brands adopted GS1 HK's REAL QR anti-counterfeiting solution to protect customers. By analysing scan activities, two of the traditional mooncake brands identified suspected sales channels of counterfeit syndicates and reported them to Hong Kong Customs, successfully curbing the online counterfeit sales and other infringing activities.

多年來穩佔傳統月餅產量前五位的三家月餅品牌，過往雖在月餅盒上註冊商標及雷射標籤，亦每年更改包裝設計或標籤，但仍然被山寨廠仿製，導致顧客難以辨別產品真偽而被騙，商家大傷腦筋。

為此，這些品牌採用了GS1 HK的「真的碼」防偽方案，保障市民。透過分析掃描活動，兩個傳統月餅品牌發現了可疑假貨銷售渠道，並向香港海關舉報，成功打擊了網上售賣冒牌月餅及其他侵權行為。



Read more
閱讀更多



Showcase Sustainable Results 呈現可持續發展成果



As consumers increasingly value a brand's environmental responsibility and social impact, how can businesses communicate effectively? The new "1QR 2.0" makes it possible for merchants to highlight their eco-friendly initiatives, recycling information, fair trade/sustainability certifications and more – helping attract customers who share the brand's values, enhancing goodwill and boosting sales.

消費者日益重視品牌的環保責任、社會價值，商家要如何傳達？新版「1QR 2.0」讓商戶展示環保舉措、回收資訊、公平貿易/可持續發展認證等，吸引更多認同品牌理念的顧客，提升好感、帶動銷售。



New Features 新功能



Sustainability 可持續性

Display product ESG certificates, recycling information, "ESG Product Packaging" labels, "Naked Shopping" labels, etc. 支援產品ESG證書、回收資訊、ESG產品包裝標誌*、裸賣產品標誌*等



Recycling 回收

Information on packaging materials, instructions on how to recycle and recycling locations, etc. 包裝物料、如何回收、尋找回收站等



How-to 如何使用

Recipes, video tutorials, styling suggestions, how to / where to buy and more 食譜、視頻教學、造型建議、如何購買等

Use Case 真實案例

"2 Plus 3", a Hong Kong-based beverage manufacturer specialising in fresh corn juice and functional drinks, leverages its robust qualifications, such as ISO 22000 and HACCP certifications, "ESG Product Packaging" label, and its focus on chemical-free production and fresh vegan options to differentiate and stand out in the highly competitive beverage market.

Acknowledging the value of digital engagement, "2 Plus 3" adopted GS1 HK's 1QR, built based on next-generation QR code with GS1 standards. It connects consumers to a wealth of product information, including competitive edges like sustainability & product quality commitments, with a simple scan.

專注新鮮粟米汁及功能性飲料的本地飲食生產商「2+3」，憑藉其ISO 22000及HACCP等的食品廠房認證、「ESG產品包裝標誌」標籤、無添加及新鮮純素等特點，在競爭激烈的飲品市場中漸漸嶄露頭角。

「2+3」了解數碼互動的重要，遂採用GS1 HK建基於加入GS1標準的二維碼1QR，讓消費者只需簡單一掃，即可獲取豐富產品資訊，包括上述可持續發展及產品質量優勢。



Read more
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Tap into the Upgraded "1QR 2.0" to Add Value to Your Products and Enhance Competitiveness!

善用升級版「1QR 2.0」平台，為您產品增值、提升競爭力！

Contact us to learn more 聯絡我們了解更多

T: 2863 9740 E: corpinfo@gs1hk.org



Eyeing the Next Generation with New Breakthroughs + Expanded Horizons

新突破、新視野 瞄準新世代

Jeff Ho

General Manager
Bausch + Lomb (Hong Kong) Ltd.

何啟樂

博士倫(香港)有限公司總經理



Myopia has been a prevalent concern in Hong Kong, with an alarming trend toward younger demographics. Data from the Department of Health's Student Health Service showed that about 62% of students at age 12 are myopic. Jeff Ho, General Manager of Bausch + Lomb (Hong Kong) Ltd., a company with presence in Hong Kong for over six decades, notes: "Essentially everyone, regardless of age, is our potential customer. Primary schoolers need glasses for their short-sightedness; Teenagers often shift to contact lenses from secondary school onward; and the middle-aged seek multifocal lenses and eye health supplements; whereas the elderlies often need their intraocular lenses replaced. To ensure long-term growth, we see the importance of cultivating professional brand image."

The company's businesses lie in 3 key areas: vision care, ophthalmic medicines, and ophthalmic surgical equipment. The contact lens market, in particular, is fiercely competitive. To differentiate, Jeff identifies 3 imperatives: product innovation and quality, brand equity and supply chain efficiency.

Prioritising Quality and Innovation

Bausch + Lomb has invested heavily in research and development, using innovation as a lever for improving product standards. The launch of the ULTRA ONE DAY premium contact lens series four years ago exemplifies this strategy; it combines two pioneering technologies to refine material composition, oxygen permeability, and moisture retention – delivering an unprecedented wearing experience.

Upon unveiling new offerings, the company's expert sales team works closely with optometrists to articulate how breakthroughs translate into tangible comfort. The company also deploys multi-channel marketing – from social media campaigns to in-store promotions and trial at optical shops – engaging consumers proactively.

近視是全球最常見的眼睛問題，在香港更有年輕化趨勢。根據衛生署學生健康服務數據，在12歲的學童中，已有約62%患有近視。進駐香港超過60年，博士倫(香港)有限公司總經理何啟樂(Jeff)表示：「基本上任何人、任何年紀都是我們的潛在客人。譬如說小學生需要近視控制產品；隨後由中學開始就需要隱形眼鏡；中年需要老花漸進隱形眼鏡及護眼保健品、老年人甚至要更換人工晶體等。要確保長遠發展，我們非常重視建立專業的品牌效應。」

博士倫的業務涵蓋三大領域：視力護理、眼科藥品及眼科手術醫療器械。當中隱形眼鏡市場更是「兵家必爭之地」，要在競爭激烈市場中突圍，Jeff認為有3大範疇不可忽視 – 產品創新及質量、品牌效應及供應鏈效率。

重視質量 新功能吸引消費者

博士倫投放很多資源於研發上，並透過創新提升產品質素，例如於4年前推出ULTRA ONE DAY系列為高端隱形眼鏡，揉合2項創新技術，從物料、透氧度、鎖水力著手，帶來前所未有的舒適體驗。





"I remembered a case when a customer said that she didn't think our brand's lenses suit her eyes; but then we endeavored to understand her vision needs and explained the improved comfort and eye health benefits brought by new technology, also arranged for her a trial fitting, she ended up being very satisfied and became a new Bausch + Lomb customer. That's why our team never gives up on any customer."

Despite the ubiquity of e-commerce and the proliferation of Japanese and Korean brands selling online directly, Bausch + Lomb maintains that optometrist involvement is indispensable when fitting contact lenses, to ensure consumers wear products suitable for their eyes that protect their eye health.

3-Seconds Rule: A New Breakthrough

Jeff admits that convincing contact lens users to switch brands is no easy feat, so they focus on engaging new customers. "We strive to get consumers try our brand from day one of wearing contact lenses. Celebrity endorsements and conventional advertisements may not suffice to win over the younger generation like Gen Z, who prioritizes personal attitude," he remarks.

Hence, the company's marketing efforts underline notions of 'breakthrough'. Their recent campaign with Marf Yau, member of girl group COLLAR, marked a first with a mobile-focused vertical video format trimmed to just 15 seconds, building on the 'golden three-second rule' to captivate Gen Z audiences. Marf was chosen as ambassador not only for her disruptive spirit – who was handpicked for warm-up act at Coldplay concert – but also for breaking new ground by choreographing and performing her first-ever dance on water in the advertisement.

在推出新產品後，公司專業銷售團隊會緊密與業界例如視光師介紹新科技如何提升產品舒適度，亦會從不同渠道例如社交平台廣告、甚至是於眼鏡店舖門口進行推廣及試戴體驗活動，親自與消費者溝通。Jeff表示：「最印象深刻的是曾經有消費者表示自己眼球不適合配戴我們品牌，但在我們了解她當時視力的需要後，再細心講解因新科技而提升的舒適感及眼睛健康，再安排試戴後，他最終很滿意成為了博士倫的新客戶，所以我們團隊永不會放棄任何一個客戶。」

雖然網購盛行，也有不少日韓品牌直接於網上銷售產品，但博士倫堅持消費者配戴隱形眼鏡時，需要由視光師專業驗配，確保消費者配戴適合自己眼球的產品，保護眼睛健康。

黃金三秒 品牌新突破

Jeff認為要令隱形眼鏡用家轉換品牌是比較難的事，因此他們著手於吸引新隱形眼鏡用家，他說：「我們希望消費者從Day 1開始佩戴隱形眼鏡，已經會選擇我們的品牌。單單靠代言人、廣告未必足以吸引而這一批重視個人態度的年輕一代例如Z世代。」

因此，品牌於推廣及廣告上也強調「突破」。早前與女團Collar成員邱彥筒 (Marf) 拍攝的廣告不但是品牌首次只拍攝直立手機廣告版本，廣告時長更短至15秒。品牌希望掌握3秒黃金定律，吸引Z世代之餘；以Marf作代言人更是因為她的突破態度，除早前獲Coldplay親自點名作開場表演獲得盛讚外，今次廣告她更突破自己，挑戰親身參與編舞，首次於水上跳舞。



Bausch + Lomb (Hong Kong) has long been a member of GS1 HK, using barcodes for product identification and retail checkout. Upon learning about GS1 HK's 1QR, which enables brands to present product information, recycling locations, videos and store offers via a single QR code, Jeff acknowledged its potential to foster deeper consumer bonds.

博士倫(香港)多年前已是GS1 HK會員，在產品上應用條碼作識別及供零售店結賬。Jeff得悉GS1 HK推出的1QR助品牌以同一個QR碼展示產品資訊、回收地點、廣告影片、甚至提供不同銷售點優惠後，認為這有助與消費者互動。





Forging the Asian Supply Chain Hub with Local Strength

The company's Asian logistics hub, based in Fo Tan, Hong Kong, orchestrates value-added services such as repackaging and volume adjustments to fulfill country-specific requirements, which accounts for roughly 10–15% of total shipment volume. During repackaging, packages are labeled with barcodes starting with 489 that represent products from companies registered in Hong Kong, facilitating product identification and information exchange for regional partners.

Bausch + Lomb's local supply chain is equally nimble; the fastest delivery time for contact lenses is just half a day. The logistics center employs smart scanners to instantly verify all products within a shipment using GS1 DataMatrix enhancing inventory management. Outbound shipments are similarly validated, ensuring precise order fulfillment. The company is actively harnessing global standards to further increase air freight supply chain transparency.

GS1 DataMatrix encodes not only the Global Trade Item Number (GTIN) but also expiry dates and batch numbers, empowering companies to ensure shipping accuracy and expiry date management.

由於GS1 DataMatrix不但載有全球貿易貨品編碼(GTIN)，還有有效日期和批號，讓公司有效管理出貨準確度及做好到期日管理。

善用優勢 塑造高效亞洲供應鏈

博士倫於香港火炭設立亞洲物流中心，進行供應鏈增值服務，例如是重新包裝，改變份量滿足其他國家需要，再送到其他亞洲國家，佔整體貨量的大約10–15%。在重新包裝時，他們會在產品上印上代表以489開頭的產品條碼，代表該產品由香港註冊公司提供，方便亞洲其他國家識別產品及獲取相關產品資訊、數量等。

公司應對本地需求也具效率的優勢，最快的隱形眼鏡配送速度是半日。物流中心收貨時會用上智慧掃描器，秒速掃描貨運箱內的所有產品上的GS1 DataMatrix去核對產品數量，提升庫存管理效率。在出貨時則會再次掃描GS1 DataMatrix去核對產品及銷售訂單，準確出貨。

博士倫也正積極透過全球標準應用，提升空運供應鏈透明度。



Fulfilling Sustainability

Since 2016, Bausch + Lomb's headquarters has spearheaded a number of sustainability initiatives, including an eye care products recycling programme that has collected over 58 million used contact lenses and lens care materials. Solar panels are adopted in headquarters that reduce carbon emissions by 800 tonnes annually. In Hong Kong, the Asian logistics center utilizes recycled materials in repackaging, reiterating the company's commitment to sustainable practices.

履行可持續發展

博士倫總部自2016年起已開展可持續發展項目，公司通過眼部護理回收計劃，總共收集了超過5800萬件用過的隱形眼鏡、鏡片護理材料。總部工廠也利用太陽能板技術每年減少800噸碳排放。至於香港，Jeff表示亞洲物流中心在將產品重新包裝時，都會用上回收物料，推動可持續發展。

Hong Kong's Supply Chain Edge 香港具供應鏈優勢

Jeff is confident in Hong Kong's logistical prowess. "We have been a strong advocate to our headquarters for Hong Kong to remain Asia's logistics nexus every year, thanks to its competitive tax regime, infrastructure, and efficiency. While upholding stringent quality and standards set by headquarters, we find Hong Kong more cost-effective than the regional counterparts," he asserts.

Jeff相信香港具供應鏈優勢，他表示：「我們每年都向總部積極爭取讓香港繼續成為亞洲物流中心，因為香港具備稅務、基建及高效率等競爭優勢。在需要嚴格確保產品品質、符合總部標準規範的前提下，香港的成本效益亦比其他國家更具競爭力。」



淨你想你好

watsons
water

屈臣氏蒸餾水



105°C 高溫蒸餾
至清至純

rPET 首用100%
再造環保膠樽



代言人
Cloud雲浩影



The New Battleground in Infant Nutrition

「少子化」的營養新戰場

Simon Li

Sales Director HKTW and Co-Head HKTW
Mead Johnson Nutrition (Hong Kong) Limited

李榮輝

美贊臣營養品(香港)有限公司
港臺銷售部總監暨港臺聯合負責人



Hong Kong's birth rate remains at low level, with 2024 seeing 36,700 newborns – an 11% uptick from the previous year but still the third-lowest on record, according to the HKSAR Government statistics¹. Amid this backdrop and the intense competition in the infant formula sector, Simon Li, Sales Director HKTW and Co-Head of HKTW, Mead Johnson Nutrition (Hong Kong) Limited, says the company is actively seeking growth opportunities.

“Rooted in Hong Kong for over half a century, Mead Johnson has been committed to nourish the best start in life for our little ones. Today's parents are more engaged than ever – they are looking for formulas that not only deliver premium nutrition but are also backed by credible science.” Simon also notes that as market demands become more fragmented, Mead Johnson is actively refining its portfolio -placing great emphasis on specialty formulas and expanding into prenatal supplements to address demographic shifts and parental priorities.

Tailored Formulas for Asia, Expanding Maternal Nutrition

About 70%-100% of East Asians are possibly affected by lactose intolerance according to NIH data². Simon said the company consistently leverages scientific research and clinical validation to tailor products for different markets.

“In response to the common occurrence of allergy in Hong Kong, we launched the ‘Gentle Care Pro’ series, which helps provide lasting relief for babies³. Our ‘Nutramigen LGG’ and ‘Puramino’ formulas, designed for children with special dietary needs, are among the few specialised nutrition products in the market that address various allergy conditions^{4,5}, earning strong recommendations from pediatricians.”

¹ Census & Statistics Department, Demographics, 28 Mar 2025, <https://www.censtatd.gov.hk/tc/scode160.html>

² MedlinePlus platform, National Institutes of Health, 《Lactose intolerance - Frequency》
<https://medlineplus.gov/genetics/condition/lactose-intolerance/#frequency>

³ Kalliomäki M, et al. Probiotics during the first 7 years of life: a cumulative risk reduction of eczema in a randomized, placebo-controlled trial. J Allergy Clin Immunol. 2007 Apr;119(4):1019-21

⁴ Nocerino R, et al. J Pediatr 2021;232:183-191

⁵ Wilsey MJ, et al. Front Nutr. 2023. Jun 20;10: 1208334

政府統計處數據顯示，2024年新生嬰兒數目為36,700人，雖比2023年上升11%，但仍屬歷來第三低水平¹。面對低生育率及嬰幼兒營養品市場競爭激烈，美贊臣營養品(香港)有限公司港臺銷售部總監暨港臺聯合負責人李榮輝(Simon)稱正從市場積極尋找機會：「美贊臣在香港扎根超過半世紀，致力為本地寶寶提供優質營養，提供一生最好的開始。我們留意到家長對產品的期望持續提高，特別關注配方中營養成分及其科學依據。市場需求日益多元，團隊亦不斷調整產品以更好回應家長的期望，包括致力提供特殊配方奶粉，同時正拓展孕婦營養補充品市場，以應對人口結構變化帶來的挑戰。」

專研亞洲配方 拓母營養品市場

乳糖不耐症在亞洲地區普遍，美國國立衛生研究院資料指有多達70-100%東亞人群可能有乳糖不耐症²。

Simon指品牌會透過科學研究和臨床驗證，以開發切合當地需要的產品：「針對香港普遍存在的濕敏問題，我們推出『Gentle Care親舒Pro系列』，專注幫助寶寶長效舒緩濕敏情況³。另外，我們的『Nutramigen安敏健LGG深度水解蛋白低敏配方』及『Puramino安敏速氨基酸低敏配方』，專為特殊需求兒童而設，有助緩解多種濕敏症狀^{4,5}，是業界少見的特殊營養領域產品，深獲兒科醫生推薦。」



To meet Asian parents' focus on immunity and cognitive development, the company's flagship "Enfa A+ Neuro Pro" line incorporates MFGM – a component shown to support both brain development and immune function – reflecting the brand's commitment to holistic care of the family.

"We're also broadening our product range with the launch of "Enfinitas All-In-One Multivitamins", supporting mothers and babies with comprehensive nutritional solutions from pregnancy onwards," Simon adds.

Championing Transparency and Trust

Having spent over two decades at Mead Johnson, Simon has witnessed firsthand how local parents have become increasingly proactive and informed in their search for reliable product information.

"They value transparency and traceability, often looking up scientific research and sharing insights on social platforms," he notes. In response, the company has built the "Mom AI Intelligence Network", using AI and big data to analyse parents' concerns at different stages of child-rearing and deliver personalised parenting advice through various digital channels. To further enhance consumer confidence, select products now feature QR codes for traceability, ensuring consumers to verify product origins, supply chains and sales channels with ease.

為配合亞洲家長看重嬰兒免疫力和認知發展的需要，美贊臣旗艦品牌「Enfa A+ Neuro Pro智睿系列」特別添加乳脂球膜(MFGM)，該成分有助促進嬰幼兒智力發展並鞏固免疫力，體現品牌對不同用家的關注。

「我們同時積極拓展產品組合，推出『Enfinitas All-In-One全孕綜合維他命』，從孕早期開始關注媽媽和寶寶的營養需求，為家庭提供全方位營養支援。」

資訊透明

Simon在美贊臣工作逾20年，親身見證家長對產品資訊愈來愈講究及專業：「本地父母日益重視產品透明度和追溯性，他們甚至會主動查閱國際科研報告，亦會透過社交平台交流分享心得。」

「所以我們運用AI及大數據技術建立『Mom AI智能網絡』，分析家長在不同育兒階段的關注點，並透過不同社交渠道，提供個人化的育兒資訊和專業諮詢。另外，我們會在部份產品貼上追蹤二維碼，以確保來源、流向及銷售渠道透明，讓本地消費者安心。」



The GS1 HK "1QR" platform can support added transparency – consumers can scan a single code with mobile phone to access product certifications, provenance, link to e-shop, and check sustainability initiatives, such as eco-friendly packaging, recycling instructions and locations. Simon believes this new generation of barcode will help boost consumer confidence and promote sustainable development.

GS1 HK推出的「1QR」二維碼及平台，能讓消費者只需用手機掃描便能查閱產品認證、來源、網店連結、以至可持續發展舉措（如環保包裝、回收方法、地點等）。Simon認同此新一代條碼有助提升資訊透明度及消費者信心，推動可持續發展。

Sustainability in Action

Mead Johnson has launched the city's first infant formula can recycling programme in 2021 and collected over 14,000 cans to date. Expiring formulas are donated to local organic farms for use as fertilizer, reducing waste and promoting resource regeneration. While the company has explored eco-friendly packaging alternatives like cardboard, Hong Kong's humid climate means aluminum cans remain the best option for freshness and convenience. "We need to balance product quality with environmental responsibility, adapting our sustainability measures to local conditions," Simon affirms.

回收可循環

美贊臣自2021年起推出全港首個嬰幼兒奶粉罐回收計劃，至今已回收逾14,000個奶粉罐。公司亦會將到期的配方奶粉捐贈予本地有機農場作肥料，減少浪費，實踐資源再生。Simon坦言公司曾嘗試用硬紙盒等更環保材質，但因香港天氣潮濕酷熱，鋁罐的保鮮效果與便利程度始終較佳，所以公司在保證產品品質的同時，亦會根據實際情況推動環保措施，在品質與社會責任之間取得平衡。





Fostering Community Bonds and Social Impact

With more than 200,000 members across its “Mead Johnson Club” and “Enfitas Mom Club”, the brand actively engages families through interactive experiences – from hosting harp-themed workshops to setting up the “Baby Science Museum” at baby expos. These initiatives create platforms for parents to learn about child nutrition and parenting, while deepening the bonding. “Mother-and-baby brands aren’t just fast-moving consumer goods – we’re close partners in every family’s growth journey.”

情感連結

品牌旗下「美贊臣會」及「藍臻媽媽薈」已累積共200,000名會員，會舉辦「小豎琴」工作坊、在BB展設立「寶寶科學館」展區等，讓家長在輕鬆有趣的氛圍中學習育兒與營養知識，加強與媽媽的情感連結。「母嬰品牌不是一般快速消費品，必須與家庭建立長遠關係，陪伴寶寶每個成長階段。」



Beyond meeting market needs, Mead Johnson has been donating nutritional products to charities and encouraging staff and their children to volunteer – this enduring commitment to social responsibility has earned the company the GS1 HK “Caring Company” award for 9 consecutive years since 2017.

除了重視母嬰需求，美贊臣也熱心參與社區公益，透過捐贈營養品予慈善團體，並鼓勵員工與子女參與義工服務，展現對社會的關懷與承擔。難怪公司自2017年連續9年獲得GS1 HK的「貼心企業」嘉許。

Embracing Innovation in a Transforming Market 變革市場中創新致勝

As demographic shifts, evolving consumer expectations and “green” imperatives reshape the industry, Mead Johnson stands out as one of the few global brands steadfast in offering specialty formulas. Through recycling, product traceability and transparent communication, the company is proactively responding to societal expectations – demonstrating resilience and agility in an era of change.

面對人口結構、消費行為轉變及可持續發展浪潮，美贊臣是全球極少數堅持提供特殊配方奶粉的品牌之一，其優勢在大眾化市場中更為突顯；公司亦透過回收、產品追溯及資訊透明等措施，積極回應社會期望，展現行業在變革大勢中的堅持與靈活應對能力。

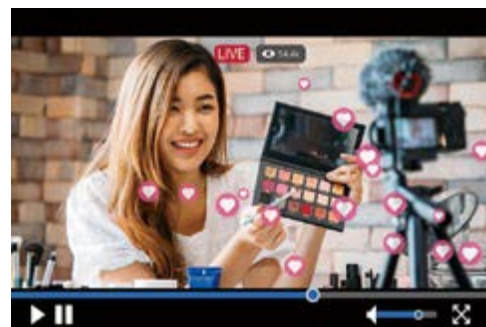




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SAME HIGH STANDARDS***

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解鎖**10億**微信 + **3億**小紅書每月活躍用戶市場



Looking to know more local buyers, or break into the Mainland China market? GS1 HK launches **"CommerceEASY"**, a service that helps businesses create and manage accounts on China's two leading social media platforms, **Rednote** and **WeChat**, supporting content marketing and influencer collaboration to drive traffic to your e-shop. In addition, leverage our multi-promotion channels like **"eBuyer Connect"** to appeal to target buyer.

消費市場疲弱，想認識更多本地買家、或開拓內地龐大市場？GS1 HK推出「**智營易**」，助企業於國內兩大熱門社交媒體「**小紅書**」及「**微信**」創建及經營帳號，制作營銷內容及借助網紅影響力，引流到企業銷售平台；並以「**eBuyer Connect**」等多渠道介紹企業產品，吸引目標買家。

Tap into Mainland China Market 捕捉國內商機

Leverage social media platforms to generate traffic and enhance brand awareness
善用社交媒體影響力，創造流量，提升品牌知名度



Expand reach & drive sales via KOLs & engaging content
透過KOL發放引人入勝的內容，擴大受眾規模及推動銷售



Boost visibility on industry channels
透過業界交流，拓展銷售渠道



Build business connections & expand sales channels
於商界平台上提升曝光率



Selling to HK Buyers 發掘香港買家



eBuyer Connect

Feature your products on GS1 HK "eBuyer Connect" communications to attract targeted top tier buyers
於GS1 HK「eBuyer Connect」通訊介紹優質產品，吸引目標買家價值



Digital Presence 電子廣告

Place banner advertisements in GS1 HK eNewsletters to reach over 20000 cross-industry subscribers
於GS1 HK電子通訊投放橫幅廣告，接觸 20,000+位各行各業的訂閱者



ePortal Display Ad 會員平台廣告

On GS1 HK Member's Portal to reach 8,000+ corporate members
於GS1 HK會員平台投放展示型廣告，接觸8,000位企業會員



Print Advertising 印刷廣告

Build your branding and increase publication "Business Connect"
透過GS1 HK行業雜誌「Business Connect」提升品牌知名度及曝光率



Content Consultation 營銷內容諮詢

Professional consultation on promotional content, messaging, and market trends
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Mobilising Stakeholders towards ESG & Circular Economy

減廢總動員 全方位推進循環經濟



To support local enterprises address the sustainability demands from regulators and the markets, **GS1 Hong Kong has been advocating sustainable practices via workshops, road shows, ESG programme and carbon footprint platform.**

為協助本地企業應對政府及消費者對可持續發展的要求，**GS1 HK透過連串ESG計劃、工作坊、街站、碳足跡平台等一系列方案推動可持續實踐。**



Funded by the Environment and Conservation Fund and organised by GS1 HK, the “Product Packaging Recycling Programme” conducted 3 workshops, aiming to gather cross-sector collaboration to drive innovation in packaging design and advocate changes in consumer behavior, promoting waste reduction at source and the circular use of packaging materials.

由環境及自然保育基金資助、GS1 HK籌劃的「產品包裝回收計劃」近月舉辦共3場工作坊，旨在凝聚跨界力量，從革新包裝設計到轉變消費行為，推動源頭減廢及包裝物料的循環再用。

The themed workshops, covering green product packaging, “naked shopping” and circular economy & green supply chain, attracted hundreds of industry guests and government representatives from over 20 brands and retailers across sectors such as property developers, catering groups, e-com platforms, tech startups, etc., who shared and showcased innovative environmental solutions.

主題為綠色產品包裝、如何實踐裸賣、推動綠色循環經濟的工作坊，吸引超過20多間來自不同界別如地產、餐飲、電商、初創等品牌與零售商、逾百位業界嘉賓及政府代表出席，分享與展示創新環保方案。

2 new labeling schemes, the “ESG Product Packaging Label” and “Package-Free Product Label” makes it easy for consumers to identify green products, whereas businesses have adopted QR code technology for consumers to scan and access info about packaging materials, recycling, and package-free options, enhancing public participation in “naked shopping” and recycling.

2項全新標誌計劃包括「ESG產品包裝標誌」及「裸賣產品標誌」，讓消費者輕鬆識別綠色產品；亦有商家應用二維碼科技，讓消費者掃描即知包裝物料、回收及裸賣資訊，提升公眾裸買及參與回收。



GS1 HK will soon organise roadshows to promote messages about eco-friendly packaging, “naked shopping”, and resource recycling to the general public. We encourage everyone to join us, stay tuned to the GS1 HK website and social media for updates! GS1 HK即將設置街站向普羅大眾推廣環保包裝、裸買概念、資源回收等訊息，鼓勵大家一同參與，敬請密切留意GS1 HK的網站同社交媒體！

-  **16 - 19 SEP 2025**
New Territories 新界區
-  **14 - 17 OCT 2025**
Kowloon 九龍區
-  **11 - 14 NOV 2025**
Hong Kong Island 港島區

Contact us to learn more!
立即聯絡我們了解更多！



Quality Food Scheme ESG 優質食品計劃ESG

To know more
了解更多



In addition to ESG labeling programme and “1QR”, the product QR code that shows rich info, GS1 HK has also introduced the “Quality Food Scheme ESG” to its “Quality Food Scheme” series. By referencing the MSCI ESG Index and the UN’s 17 Sustainable Development Goals, the initiative encourages enterprises to implement ESG efforts.

除了產品二維碼「1QR」及ESG標誌計劃，GS1 HK亦在「優質食品計劃」上新增「優質食品計劃ESG」，透過參考MSCI ESG指數及聯合國17項永續發展目標，鼓勵企業實踐對環境、社會和企業管治方面作出貢獻。



創新獎



科技獎



卓越獎

GS1 HK ESG Supply Chain Community Solution ESG供應鏈企業社群方案

To know more
了解更多



GS1 HK introduced “ESG Supply Chain Community Solution”, empowering Hong Kong enterprises to measure, monitor and report Scope 3 carbon emissions.

GS1 HK亦推出「ESG供應鏈企業社群方案」，助本地企業精準量度、監測與申報範疇3(Scope 3)碳排放。



Carbon Management Community Platform 碳管理企業社群平台

An innovative solution supported by a SaaS platform for buyers & suppliers to measure, monitor & report quantitative carbon emissions 基於SaaS平台，為採購方與供應商提供創新解決方案，實現碳排放數據的計算、監測與申報



Unified Collaboration Hub 統一協作中心

Align sustainability efforts across the supply chain, ensuring that all stakeholders work together towards common ESG principles & objectives 協調整個供應鏈的可持續發展行動，確保所有利益相關方遵循共同的 ESG原則與目標合作



Compliance with HKEX & International Standards 符合港交所與國際標準

Tailored for Hong Kong enterprises, compliant with HKEX ESG Reporting Guide and international standards such as GHG Protocol 專為香港企業設計，符合《港交所ESG報告指引》及《溫室氣體核算體系》(GHG Protocol) 等國際規範



Professional Consultation with Dedicated Support 專業顧問諮詢與支援

Dedicated support for supplier engagement and data validation, drive decarbonisation while enhance competitiveness 提供供應商協作與數據驗證專屬服務，推動低碳轉型同時提升競爭優勢

GS1 HK's Carbon Management Community Platform streamlines collaboration by bringing all stakeholders onto a single platform to seamlessly measure, collect, and report scope 3 data - all within one centralised account. It can generate detailed GHG emissions inventory reports compliant with the global standards, saving cost and resources, while meeting regulatory compliance and reporting obligations.

GS1 HK的碳管理企業社群平台將所有持份者集中至單一平台，簡化協作流程；無縫測量、收集並報告範疇3數據 - 一切盡在中央帳戶統一管理，並能生成出符合國際標準的溫室氣體排放報告，既能大幅節省時間與資源，亦能滿足監管合規及報告義務等。

Contact us to learn more
聯絡我們了解更多

T:2863 9740
E:corpinfo@gs1hk.org



Close to 600 Guests Gathered at GS1 HK Annual Gala Dinner

Barcode: The Unsung Hero

近600名嘉賓匯聚GS1 HK週年晚宴 條碼：無名英雄



Themed 'The Black and White Era,' the GS1 HK Annual Dinner was held recently, bringing together close to 600 guests, including Government & Liaison Office of the Central People's Government Officials, Executive Council and Legislative Council members, industry association chairmen, corporate executives, and GS1 HK members. Professor Sun Dong, Secretary for Innovation, Technology and Industry of the HKSAR Government, was the Guest of Honor who delivered opening remarks after Mr. Roy Ng, Chairman of GS1 HK, delivered the welcome speech.

The dinner kicked off in an exceptional way by a group of Next Gen children, infusing energy into the event! The evening also featured several captivating sessions, including the "GS1 HK Sing & Shine" performance by industry experts from multiple industries & kids, star performance by Lee Lung Kei, lucky draw, and Best Dress award, enthralling the night with excitement.

主題為「黑白時代」的GS1 HK週年晚宴匯聚了近600名嘉賓，包括政府及中聯辦官員、行政會議及立法會議員、行業協會主席/總裁、企業高管和GS1 HK會員。創新科技及工業局局長孫東教授為晚宴的主禮嘉賓，GS1 HK主席伍俊達先生致歡迎辭。

晚宴以別開生面形式開場，由一班Next Gen小朋友為現場注入活力。當晚還舉行了多個精彩環節，包括跨行業及小朋友組成的「GS1 HK Sing & Shine」演唱、星級表演（李龍基）、幸運大抽獎、最佳服裝獎等，大家都投入其中。

[View the event highlights](#)
瀏覽活動回顧





80 Companies Recognised by “Consumer Caring Scheme” 80間企業獲嘉許為「貼心企業」

The award presentation ceremony of the “Consumer Caring Scheme” was held, honoring 80 local companies that prioritize customer-first strategies.

晚宴上也舉行了「貼心企業嘉許計劃2024」頒獎典禮，嘉許了80間以客為先的本地企業。



Turning Data into Capital: Charting New Paths for SME Financing

數據變資金：掀動中小企信貸革命



The Hong Kong Monetary Authority (HKMA) and the Hong Kong Association of Banks co-organised the Data Summit 2025, attracting around 800 senior executives and industry professionals, including government departments, banks, data specialists and partners of Commercial Data Interchange (CDI).

Officiated by Mr Eddie Yue, HKMA's Chief Executive, Ms Mable Chan, Secretary for Transport and Logistics, Mr Donald Mak, Deputy Digital Policy Commissioner (Data Governance), and Mr Fred Lam, Chairman of Airport Authority Hong Kong (AAHK), the Summit explored how data infrastructure can enhance trade finance processes and facilitate SME lending, thereby fuelling trade and commerce growth. The keynote addresses and panel discussions focused on 4 key areas, including Project Cargo^x on trade finance, open government data, SME credit insights and cross-boundary data validation.

香港金融管理局聯同香港銀行公會合辦數據峰會2025，匯聚了約800名來自政府部門、銀行、數據專業服務商和「商業數據通」夥伴等。

峰會由金管局總裁余偉文、運輸及物流局局長陳美寶、數字政策辦公室副數字政策專員（數據治理）麥之駒和香港機場管理局主席林天福主持開幕儀式，探討了如何通過數據基建優化貿易融資流程及便利中小企借貸，以推動商貿發展，並聚焦於Cargo^x貿易融資項目、政府數據開放、中小企信貸數據分析和跨境數據驗證四大領域主題。



As a partner of the CDI initiative, GS1 HK's Chief Executive Anna Lin joined the "SME Credit Insights" panel discussion that talked about how Commercial Credit Reference Agency (CCRA) 2.0 streamlines SME's lending process and drive growth. Sharing the stage with Bank of East Asia, Dun & Bradstreet, Hang Seng Bank and Standard Chartered Bank, the panel spelt out the challenges in using financial data for credit facility, and ways to effectively turn alternative data into working capital in future.

“ We help facilitate digital trade financing with banks mainly in 2 ways: first, companies can consent to share their transaction data, for banks to make credit assessment. A more advanced practice is that some banks integrate ezTRADE data directly into their own credit models to evaluate real-time invoice information, allowing real-time adjustments to the available financing limits.

我們主要以2個方式與銀行推動數碼貿易融資：第一個方法是經用戶同意後，企業可將其於ezTRADE上的交易數據（例如是發票），作為替代數據，供銀行進行信貸評估。更進階的做法是部份銀行將ezTRADE數據與自家信貸模型整合，評估實時發票資料。銀行可緊貼中小企借款人的財務狀況和信貸風險，實時調整可融資額度。”

Anna Lin, Chief Executive, GS1 Hong Kong
GS1 HK總裁林潔貽

作為「商業數據通」夥伴機構，本會總裁林潔貽（Anna）參與了「商業信貸資料庫2.0」的專題討論，與東亞銀行、鄧白氏、恆生銀行及渣打銀行探討以數據進行融資審批所遇到的挑戰及未來如何更有效實現將數據轉化為營運資金。



IOT Data Hackathon 2025 Concludes with Resounding Success

IOT Data Hackathon 2025 圓滿落幕

The Award Ceremony of the 2nd IOT Data Hackathon 2025, organised by GS1 HK with co-organisers Hong Kong Cyberport Management Company Limited and Hong Kong Science and Technology Parks Corporation, and supported by the Digital Policy Office, was successfully held on 13 April 2025 at the Hong Kong Convention and Exhibition Centre at InnoEX. The ceremony was graced by Ir Tony Wong, Commissioner for Digital Policy Office, and Ir Dr the Hon Lo Wai Kwok, Legislative Councillor (Engineering), as the award presenters to celebrate the outstanding achievements of rising tech stars.



由香港貨品編碼協會(GS1 HK)主辦,香港數碼港管理有限公司及香港科技園公司協辦,並獲數字政策辦公室支持的第二屆IOT Data Hackathon 2025於2025年4月13日假香港會議展覽中心「香港國際創科展」隆重舉行頒獎典禮,更邀得數字政策專員黃志光先生以及立法會盧偉國議員擔任頒獎嘉賓,共同見證創科新星的優秀成果。

For detailed information and updates about the IOT Data Hackathon 2025, please visit 有關IOT Data Hackathon 2025詳情,請瀏覽



The winners of the IOT Data Hackathon 2025 得獎名單如下

Student Stream 學生組



Champion 冠軍
VisionBridge - StockPulse All-in-one Web-based AI Integrated Platform

First Runner Up 亞軍
Team Zero - PropTechX Platform

Second Runner Up 季軍
TOI - Unit's Forecaster and EcoMetrics
屯門牛牛 - Enhancing Healthcare with Smart Tracking and

Professional Stream 專業組



Champion 冠軍
TriTerra Technology Limited
- The IoT Data Platform for a Smart Hospital

First Runner Up 亞軍
SF Supply Chain (Hong Kong) Limited
- Control Tower Solution for Visibility & Exception Management

Second Runner Up 季軍
The Carnot AI Team
- Carnot AI Solution Revolutionises Building Management, Offering Significant Energy Savings and Enhanced Comfort

Outstanding Achievements 特別獎



Best ESG Achievement Award 最佳ESG成就獎

Electric Society - EcoMan - IoT and Energy Management Platform

IoT Sustainability Innovative Award

(Sponsored by HKT Limited 由香港電訊贊助)

Team Zero - PropTechX Platform (Student Stream 學生組)

Electric Society - EcoMan
- IoT and Energy Management Platform (Professional Stream 專業組)

Innovator of Secure by Design

(Sponsored by 贊助商: Check Point Software Technologies Limited)

VisionBridge - StockPulse

- All-in-one Web-based AI Integrated Platform (Student Stream 學生組)

Roo Lab - Roo Lab

- The Six-Hat AI Solution (Professional Stream 專業組)

Building Bridges for a Better Tomorrow @GS1 General Assembly 全球大會

Global GS1 leaders convened in Mumbai for the GS1 Global Assembly 2025 (19–23 May), themed “Building Bridges for a Better Tomorrow”, to shape a connected, more sustainable future.

Anna Lin, CE of GS1 Hong Kong led a delegation alongside Richard Gould, Vice Chairman of GS1 Hong Kong & Director & General Manager, Swire Coca-Cola HK Ltd., and Freda Ng, the Managing Director of PARKnSHOP (HK & Macau), while Roy Ng, GS1 HK’s Chairman joining online.



全球GS1領袖剛於5月19至23日齊聚印度孟買，參加主題為「Building Bridges for a Better Tomorrow」的GS1全球大會，共塑互聯互通、可持續發展的未來。

GS1 HK總裁林潔貽(Anna Lin)率團出席，包括GS1 HK董事局副主席兼太古可口可樂有限公司董事及總經理高逸才(Richard)、以及百佳超級市場(香港及澳門)董事總經理吳逸群(Freda)，而GS1 HK主席伍俊達(Roy)亦在線上參與。

Highlights 活動焦點



CEO workshop with Prof. Rohit Prasad and Deepak Sharma, who explored the six critical shifts today and provided actionable insights for CEOs of Member Organisations to navigate changes and innovate.

由Rohit Prasad教授及Deepak Sharma帶領的CEO工作坊，剖析全球6大變革趨勢，為各地分會CEO提供實用見解，助其應對轉變、推動創新。

Inspiring programmes include opening sessions with GS1’s Vision 2030 Q&A, Reliance Retail industry tour, and a series of dynamic plenary hosted by GS1 India
豐富精彩活動包括GS1「Vision 2030」問答環節、Reliance Retail行業考察，以及由GS1印度主辦的一系列會議。



The appointment of Freda to the GS1 Management Board marks a significant achievement for Hong Kong’s influence within the GS1 family.

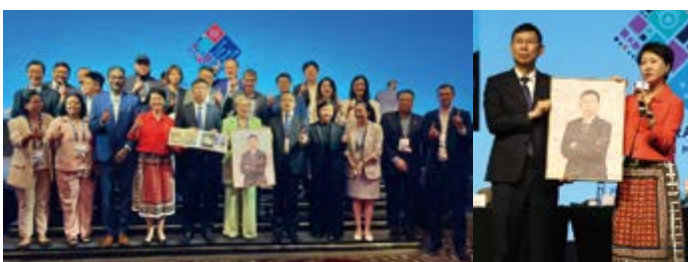
Freda獲委任為GS1管理委員會成員，標誌著香港在GS1家族中影響力的重要里程碑。



Memorable social events covering a lively welcome reception and gala dinner that fostered unity and collaboration.
各類社交活動包括氣氛熱烈的歡迎酒會及晚宴，促進各地團結與合作。



Paying heartfelt tribute to Chenghai Zhang, CEO of GS1 China, on his retirement party that celebrated his transformative leadership of GS1 China, along his legacy of innovation, warmth, humour and kindness.
向GS1中國行政總裁張成海退休致敬儀式，感謝他帶領GS1中國創新轉型，以溫暖、談諧與仁慈的個性為分會奠下穩固基石。



Making Patients Safer and Healthcare Smarter for 20 years

提升病人安全 推動智慧醫療20載



Twenty years ago, GS1 expanded barcode technology into healthcare, revolutionising how medical products are tracked and identified that streamlines inventory management, simplifies healthcare processes and enhances efficiency, laying the foundations for safer, smarter care.

GS1於20年前將條碼的應用擴展至醫療保健領域，從此徹底改變醫療產品的識別和追蹤能力，簡化了庫存管理和醫療流程並提升了效率，為更安全、更智慧的醫療護理奠定穩固基礎。



“GS1 provided the right technology - an innovation as simple as a barcode scan... transformed healthcare systems, creating a ripple effect that ultimately benefits patients worldwide.

GS1為醫療界提供條碼掃描這項簡單合適的技術.....從此顛覆了醫療體系並產生連鎖效應，讓全球的病患都獲益。”

Renaud de Barbuat, President and CEO of GS1
GS1總裁兼CEO Renaud de Barbuat



GS1 DataMatrix barcode is recommended or mandated in healthcare regulations across more than 70 countries.
在全球超過70個國家的醫療保健法規中，GS1 DataMatrix都受規定或建議使用



Over 16.5 billion medicine packs in the U.S. and EU alone carrying GS1 DataMatrix barcodes annually
單在美國和歐盟，每年就有超過165億個藥品包裝上印有GS1 DataMatrix條碼



GS1 barcodes led to a 76% reduction in medical errors, eliminating mistakes related to the wrong patient, drug, or dosage*
GS1條碼使病人、藥物或劑量錯配相關的失誤大減76%*

* 14 Jul 2020, "Improving patient safety and saving money using point-of-care scanning in the NHS", Scan4Safety Report

“GS1 HK's ezTRADE platform empowers hospitals, healthcare providers & suppliers to digitalise their procurement, invoicing, and shipment processes, including 43 public hospitals and institutions, as well as over 120 out-patient clinics in Hong Kong.

GS1 HK的ezTRADE平台協助醫院、醫療服務提供者及供應商將採購、開發票及運送等流程數碼化，當中包括本港43間公立醫院和醫療機構及120多家公立門診。”

Anna Lin, Chief Executive, GS1 Hong Kong
GS1 HK總裁林潔貽



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CUHK Medical Centre (CUHKMC) case

香港中文大學醫院案例

CUHKMC has identified GS1 standards and solutions as the fundamental element in realising the smart hospital strategy, encompassing smart medicine with fully electronic records, smart care through mobile applications, and smart management leveraging IoT and automated solutions.

中大醫院視GS1標準與方案為實現智慧醫院策略的基礎，當中涵蓋全電子化記錄的智慧藥物管理、透過流動應用程式的智慧護理服務，以及結合物聯網與自動化方案的智慧管理。

GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

1. 201CR LOGISTICS COMPANY LIMITED
2. A&W INTEC LIMITED
3. AGELESS LAB (HK) LIMITED
無齡實驗室(香港)有限公司
4. AIYINGANG HEALTH TECHNOLOGY CO., LIMITED
愛因港健康科技有限公司
5. ALCHEMY MEDICAL COMPANY (HK) LIMITED
香港德醫美有限公司
6. ALIEN CREATION LIMITED
7. ALLURE ELEMENTS LIMITED
愛麗爾美容產品有限公司
8. ALPHA INTELLECT LIMITED
創瓊有限公司
9. ANKANGNUODUN INT'L INVESTMENT MANAGEMENT GROUP LIMITED
安康諾盾國際投資管理集團有限公司
10. ANSE GROUP LIMITED
11. AOQUN INTERNATIONAL LIMITED
12. AQUA MONSTER SPORTS COMPANY LIMITED
13. ARC OF ASIA COMPANY LIMITED
巒巒國際有限公司
14. ARTHA BIOTECHNOLOGY LIMITED
15. ASIAN CHILDREN AND YOUTH GROWTH AND DEVELOPMENT RESEARCH
CENTER CO., LIMITED
亞洲青少年兒童成長發育研究中心有限公司
16. AUSUPREME INTERNATIONAL LIMITED
澳至尊國際有限公司
17. BAI QU INTERNATIONAL HOLDINGS (HK) LIMITED
百趣香港國際控股有限公司
18. BAUHINIA FUTURE TECHNOLOGY LIMITED
香港紫荊未來科技有限公司
19. BEIJIE (CHINA) DAILY NECESSITIES LIMITED
貝潔(中國)日用品有限公司
20. BESTSODA GLOBAL TRADE CO., LIMITED
21. BIGLITTLEFUN INTERNATIONAL HONGKONG LIMITED
香港博臻國際貿易有限公司
22. BITTER LEAF FARM LIMITED
食療農舍有限公司
23. BOJAIWING COMPANY
煲仔樂記飲食公司
24. BON BON DEVELOPMENT LIMITED
25. BOSSLYN MEDITECH LIMITED
博義醫藥科技有限公司
26. BRAND DEVELOPMENT LIMITED
東方之珠品牌盛世發展有限公司
27. BRIGHT DIVA INTERNATIONAL LIMITED
亮星國際貿易有限公司
28. BUDGET GLOBAL SOURCING
美而廉環球採購
29. CANTONEA LIMITED
尚花粵有限公司
30. CELINE LIMITED
31. CHAN KAN KEE LIMITED
陳勤記齒科有限公司
32. CHAO MO TING SEXY PRODUCTS R&D CO., LIMITED
潮莫停情趣研發有限公司
33. CHEN LI FAMILY PHARMACEUTICAL GROUP LIMITED
陳李世家藥業集團(香港)藥廠有限公司
34. CHIEFDON GROUP LIMITED
35. CHINA CAUSEWAY BAY (HONG KONG) LIMITED
中國銅鑼灣(香港)有限公司
36. CHINA HEAVEN (HK) TOBACCO LIMITED
華天下(香港)草有限公司
37. CHINA HONG KONG YOUYI MINGCHENG FOOD CO., LIMITED
中國香港優奕銘成食品有限公司
38. CHINA TEA COFFEE GROUP CO., LIMITED
中華茶咖集團股份有限公司
39. CHINA TOBACCO INDUSTRY (HK) LIMITED
中煙工業(香港)有限公司
40. CHO TRADING LIMITED
蔡康國際貿易有限公司
41. CITADEL ELECTRONICS LIMITED
42. CITY CARBONATION LIMITED
城釀氣泡有限公司
43. CLICCASE LIMITED
44. CLS PACKAGING LIMITED
專包裝有限公司
45. CONFLUENCE INTERNATIONAL INVESTMENT LIMITED
泓峰國際投資有限公司
46. DACHANG ANTON INDUSTRIAL LIMITED
大昌安湯實業有限公司
47. DCT ASIA LIMITED
騰思達亞洲有限公司
48. DEDICATED LIMITED
49. DIECI SPORTS LIMITED
50. DINGDONG FRESH (HONG KONG) LIMITED
51. DINGYI NUTRITION LIMITED
鼎毅營養有限公司
52. DIVEN LIMITED
戴文有限公司
53. DOGALICIOUS CO. LIMITED
54. DOMENDE IMPORT AND EXPORT CO., LIMITED
55. DRUGVERSE (HONG KONG) LIMITED
德潤維生(香港)醫藥有限公司
56. DW HUB TRADE CO., LIMITED
57. EASY GOOD LIMITED
御鮮環球食品有限公司
58. E-BOND INT'L INDUSTRIES CO., LIMITED
誼邦國際有限公司
59. EMBER TOYS LIMITED
焰光玩具有限公司
60. EMNANO INTERNATIONAL COMPANY LIMITED
永活泉國際有限公司
61. ENERTO INTERNATIONAL GROUP (HK) COMPANY LIMITED
力度國際集團(香港)有限公司
62. E-SENSE INNOVATION & TECHNOLOGY LIMITED
溢生創新科技有限公司
63. ETAKIN E-COMMERCE CO. LIMITED
易達健電子商貿有限公司
64. ETERNAL GEMS COMPANY LIMITED
鑽研寶石有限公司
65. EVONIAN PHARMACEUTICAL LIMITED
怡萬年製藥有限公司
66. F. BOSCH INTERNATIONAL LIMITED
67. FANYI GROUP CO., LIMITED
梵以集團有限公司
68. FATIMA PHARMACEUTICAL LIMITED
花地瑪醫藥有限公司
69. FEELING HAIR LIMITED
70. FJ DYNAMICS INTERNATIONAL LIMITED
豐疆智能國際有限公司
71. FORESIGHTTOWIN LIMITED
遠見卓勝有限公司
72. FOUR SEASONS DELICIOUS FOOD LIMITED
四季飄香食品有限公司
73. FPL GROUP LIMITED
74. FRANCE CHANGL (HOLDING GROUP) CHINA LIMITED
法國香奈爾(控股集團)中國有限公司
75. FRANCE GIVERNY BIOTECHNOLOGY GROUP CO., LIMITED
法國吉維尼生物科技集團有限公司
76. FUFU CAT LIMITED
福福貓有限公司
77. FURREAL PET LIMITED
78. FUSHUANGYUAN (KOREA) COMPANY LIMITED
福爽園(韓國)株式會社有限公司
79. G & R GROUP HOLDINGS LIMITED
振鴻集團有限公司
80. G2 FACTORY (HK) LIMITED
工匠坊(香港)有限公司
81. GALAXY MARVEL COMPANY LIMITED
外星奇蹟有限公司
82. GAMEDUCHY LIMITED
香港玉尊信息科技有限公司
83. GEEROOM GROUP (HK) LIMITED
智宏集團(香港)有限公司
84. GENESPACE LIMITED
85. GLOBAL HONGKONG DRTOKANG LIMITED
全球香港到康博士生物研發有限公司
86. GOLD DRIVEN GROUP LIMITED
金色煙草控股有限公司
87. GOLD TRILLIONS LIMITED
金萬億有限公司
88. GOLDEN WINNER INDUSTRY GROUP LIMITED
金凱實業集團有限公司
89. GRAND MELODY LIMITED
超韻有限公司
90. GREAT CHINA LIFE SCIENCE HOLDINGS CO., LIMITED
大中華生命科技集團有限公司
91. GREEN SNAIL TECHNOLOGY COMPANY LIMITED
92. GREENROOT CORPORATION LIMITED
綠源(香港)有限公司
93. GUANG YE LIGHTING COMPANY LIMITED
廣業燈飾有限公司
94. GUIZHOU MAOTAI WINE CO., LIMITED
貴州茅臺酒廠集團股份有限公司
95. H&M INTERNATIONAL (HK) COMPANY LIMITED
盈創國際(香港)有限公司
96. HALOASIA CO., LIMITED
97. HEARTWARMING WORKS LIMITED
暖心工房有限公司
98. HEDONE GROUP LIMITED
赫丹集團有限公司

99. HINEX INDUSTRIES LIMITED
亞太興業有限公司
100. HIU NAM TRADING LIMITED
曉南貿易有限公司
101. HIWIN INTERNATIONAL GROUP LIMITED
和潤國際集團有限公司
102. HK HUADAI INTERNATIONAL HOLDINGS LIMITED
香港華代國際控股有限公司
103. HK JING PEI TANG LIMITED
香港敬沛堂有限公司
104. HK NAN CHI SHENG MI LAN LIMITED
香港南池聖米蘭有限公司
105. HK NANYANG BROTHER BIG PHARMA LIMITED
香港南洋兄弟大藥廠有限公司
106. HK OFIT INTERNATIONAL TRADE CO., LIMITED
香港歐斐特國際貿易有限公司
107. HK RONGHUA FOOD GROUP CO., LIMITED
香港榮華食品集團有限公司
108. HK SANPURE BIOTECHNOLOGY LIMITED
香港聖珀瑞生物科技有限公司
109. HK YESTV INTERNATIONAL LIMITED
香港雅仕維國際有限公司
110. HO FU KEE NOODLES MANAGEMENT CO., LIMITED
何富記麵家餐飲管理有限公司
111. HONG KONG 6-DAY FARM LIMITED
香港6日農場有限公司
112. HONG KONG BAIMUZI GROUP LIMITED
香港百牧滋集團有限公司
113. HONG KONG BAIZE LIFE SCIENCE BIOTECHNOLOGY COMPANY LIMITED
香港百澤生命科學生物科技有限公司
114. HONG KONG BIG ROOSTER GUANJIA BIOTECHNOLOGY CO., LIMITED
香港大公雞管家生物科技有限公司
115. HONG KONG CHINESE MEDICINE BIOLOGICAL RESEARCH CO., LIMITED
香港中藥生物研究有限公司
116. HONG KONG CONANDE HEALTH GROUP CO., LIMITED
香港康健健康集團有限公司
117. HONG KONG DIORX HOLDING LIMITED
香港迪奧爾斯有限公司
118. HONG KONG FENDI FRAGRANCE LIMITED
香港芬迪香水有限公司
119. HONG KONG FIMO INTERNATIONAL LIMITED
香港飛魔國際有限公司
120. HONG KONG FLOWER POWER INTERNATIONAL LIMITED
香港花勢力國際有限公司
121. HONG KONG FOOD AND HEALTH CO., LIMITED
香港食滋大健康股份有限公司
122. HONG KONG GOOD FOOD LIMITED
香港安心食品有限公司
123. HONG KONG GOOD YEAR AGRICULTURAL TECHNOLOGY LIMITED
香港年豐農業科技有限公司
124. HONG KONG HAIMA BEDDING INTERNATIONAL GROUP CO., LIMITED
香港海馬寢具國際集團有限公司
125. HONG KONG HENGZHOU TOYS LIMITED
香港_洲玩具有限公司
126. HONG KONG INSTITUTE OF LIFE TECHNOLOGIES LIMITED
香港生命科技研究院有限公司
127. HONG KONG KASHING HEALTH SCIENCE RESEARCH AND DEVELOPMENT CO., LIMITED
香港嘉誠健康科學研發有限公司
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香港老奶食品有限公司
129. HONG KONG LIANGXIAOXIONG FOOD LIMITED
香港倆小熊有限公司
130. HONG KONG LITTLE BEAR FOOD CO., LIMITED
香港小熊食品有限公司
131. HONG KONG MEDICINE KING JIGONG CO., LIMITED
香港藥王濟公有限公司
132. HONG KONG NANSHAN BAIFU BIOTECHNOLOGY CO., LIMITED
香港南山百福生物科技有限公司
133. HONG KONG NUIBAY HEALTH CO., LIMITED
香港紐益倍健康有限公司
134. HONG KONG PHARMACY ROYAL DRUG CO., LIMITED
香港大藥房皇室藥業有限公司
135. HONG KONG PROMEDIX COMPANY LIMITED
香港普邁得有限公司
136. HONG KONG PROSPERITY CITY FOOD TECHNOLOGY INVESTMENT LIMITED
香港榮華城食品科技投資有限公司
137. HONG KONG SANQING BEVERAGE COMPANY LIMITED
香港三清飲品有限公司
138. HONG KONG SHT LIMITED
香港商惠通有限公司
139. HONG KONG SKIN AURACODE LIMITED
香港天福權國際食品有限公司
140. HONG KONG TIAN FU GRAIN INTERNATIONAL FOOD LIMITED
香港天福糧國際食品有限公司
141. HONG KONG UNITED SPIRITS ASSOCIATION LIMITED
香港聯合烈酒協會有限公司
142. HONG KONG WEIDUO INTERNATIONAL TRADING CO., LIMITED
香港緯多國際貿易有限公司
143. HONG KONG YUHENG NETWORK TECHNOLOGY CO., LIMITED
香港宇恆網絡科技有限公司
144. HONG KONG YUNYOU FOOD CO., LIMITED
香港韻悠食品有限公司
145. HONG KONG YUYUANLI TRADING LIMITED
香港樂源力貿易有限公司
146. HONGKONG BEST GLORY CO., LIMITED
香港富盛貿易有限公司
147. HONGKONG RISING BIOTECHNOLOGY CO., LIMITED
香港瑞星生物科技有限公司
148. HONGKONG SAMSEEN INTERNATIONAL LIMITED
香港杉善國際有限公司
149. HONGKONG SROGET COSMETICS CO., LIMITED
香港施露潔化妝品有限公司
150. HONGKONG VALSUN TECHNOLOGY LIMITED
香港華成雲商科技有限公司
151. HOPEBOTICS LIMITED
樂希機械人有限公司
152. HOPEMOON HK COMPANY LIMITED
合生之力健康科技(香港)有限公司
153. HOPSON HEALTH TECHNOLOGY (HK) CO., LIMITED
合生之力健康科技(香港)有限公司
154. HR KOMI HEALTH LIMITED
科美健康有限公司
155. HUA FENG HOLDINGS INTERNATIONAL (HONG KONG) LIMITED
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黃飛鴻(香港)藥業有限公司
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仁山醫療(香港)有限公司
158. HYPER JUMP LIMITED
瀛灝行有限公司
159. INFINY TRADING LIMITED
意大利龍奈兒(集團)中國有限公司
160. ITALIAN CHONG NAI ER (GROUP) CHINA CO., LIMITED
ITO GYOKKOKU LAB LIMITED
伊藤曉刻株式會社有限公司
161. JAPAN SEIYA YUMI COSMETICS CO., LIMITED
日本清穀優米化妝品株式會社有限公司
162. JD HEALTH (HK) LIMITED
JEULIA TRADING CO., LIMITED
JINPIN JENNY (HONG KONG) FOOD LIMITED
金品珍妮(香港)食品有限公司
163. KANGBAINIAN INTERNATIONAL CO., LIMITED
康百年健康國際有限公司
164. KANGLONG GROUP (HONGKONG) LIMITED
KEI O LIMITED
其奧有限公司
165. KING MARKETING LIMITED
KLOSI OIL (CHINA) LIMITED
克勞斯石油(中國)有限公司
166. K-MAX GROUP (HK) LIMITED
KONG FA TANG LIMITED
港花堂有限公司
167. KONG TAI HEALTH TECHNOLOGY (HONG KONG) LIMITED
港大健康科技(香港)有限公司
168. KTX GROUP LIMITED
康達技術有限公司
169. K-UNION ASIA CATERING ENTERPRISE LIMITED
港聯餐飲供應進出口集團有限公司
170. LEIYUNSHANG HONGKONG LIMITED
雷允上香港有限公司
171. LF (HONG KONG) TECHNOLOGY TRADE CO., LIMITED
生命之源(香港)科技貿易有限公司
172. LI XIZENG (HONG KONG) INTERNATIONAL PHARMACEUTICAL CO., LIMITED
利聖增(香港)國際製藥有限公司
173. LITE N LEAN FOOD LIMITED
LOKSING QUALITY TRADING COMPANY LIMITED
樂誠品質貿易有限公司
174. LONC LIMITED
LONG SING TECHNOLOGY GROUP (HONG KONG) LIMITED
朗陞科技集團(香港)有限公司
175. LUISANT TRADING COMPANY LIMITED
樂桑貿易有限公司
176. LYNKWOOD INTERNATIONAL LIMITED
凌霧國際有限公司
177. MADI IMPORT AND EXPORT TRADE (HONGKONG) LIMITED
瑪蒂進出口貿易(香港)有限公司
178. MAKINGTHINKING COMPANY LIMITED
MAKTO
嚙豆
179. MERRYCOMLIFE HEALTH PRODUCTS LIMITED
美瑞康萊健康產業有限公司
180. MESCA INDUSTRY LIMITED
MIJI LIFE QUALITY MANUFACTURING CO., LIMITED
覓橘生活質造有限公司
181. MILLION WORLD HOLDINGS LIMITED
萬世集團有限公司
182. MONSTER COW FOOD COMPANY LIMITED
牛勢健康農場食品有限公司
183. MQ GROUP LIMITED
森泉集團有限公司
184. MR INTERNATIONAL HEALTHCARE TECHNOLOGY CO., LIMITED
米斯特國際醫療科技股份有限公司
185. MULTI-COINS INDUSTRIAL LIMITED
沛昌實業有限公司
186. MUSHROOM INNOVATION TECH LIMITED
NATURAL PHARMACEUTICALS TRADING LIMITED
NEW BALANCE ATHLETIC SHOES (HONG KONG) LIMITED

New Members

199. NEW HAI YUAN (HONG KONG) LIMITED
新海源(香港)有限公司
200. NOBEL MEDICAL RESEARCH INSTITUTE LIMITED
諾貝爾醫學研究院有限公司
201. NOMURA HEALTHCARE DRINKS UNITED INTERNATIONAL BIOTECHNOLOGY LIMITED
野山力保健飲品美聯國際生物科技有限公司
202. NU SKIN ENTERPRISES HONG KONG, LLC
美國如新企業香港分公司
203. OKIA OPTICAL COMPANY LIMITED
澳加光學有限公司
204. PEARL POWER RESEARCH INSTITUTE LIMITED
珍珠力量研究所有限公司
205. PERIKA CO., LIMITED
佩儼可有限公司
206. PET FIELD LIMITED
立地寵物有限公司
207. PIN COOKIES COMPANY LIMITED
品曲奇有限公司
208. PLANT FUTURE LIMITED
209. PO CHE TONG POON MO UM COMPANY LIMITED
保滋堂潘務奄有限公司
210. PST BIOPHARMA TECH (HONG KONG) LIMITED
彭壽堂(香港)生物醫藥科技有限公司
211. QIANJI (HONG KONG) TRADITIONAL CHINESE MEDICINE RESEARCH INSTITUTE LIMITED
千極(香港)中醫製藥研究所有限公司
212. QIWU CULTURE PUBLISHING LIMITED
齊物社文化出版有限公司
213. QUSHISHI PHARMACEUTICAL HOLDINGS CO., LIMITED
曲師師醫藥控股有限公司
214. RECOVERY (HK) TECHNOLOGY LIMITED
麗嘉瑞(香港)科技有限公司
215. ROLMAX IMPEX LIMITED
216. RUSSIA DAIRY TRADING CO., LIMITED
俄羅斯俄貨乳業貿易有限公司
217. RUSSIAN VITOLI INTERNATIONAL TRADING LIMITED
俄羅斯維多利國際貿易有限公司
218. S.T. GLOBAL TRADING LIMITED
盛世環球貿易有限公司
219. SALADTECH HK CO., LIMITED
沙拉人工智能科技有限公司
220. SCAR FREE (INNO TECH) COMPANY LIMITED
傷疤消(創科)有限公司
221. SCHBEIAN LIFE & HEALTH INTERNATIONAL GROUP LIMITED
施貝安生命健康國際集團有限公司
222. SEROTON LIFE SCIENCES CO., LIMITED
223. SHAN YAU CO
山友公司
224. SHANXI XINGHUA VILLAGE NATIONAL LIQUOR GROUP LIMITED
山西杏花村國酒股份集團有限公司
225. SHANXI XINGHUA VILLAGE ORIGINAL LIQUOR FACTORY STOCK CO., LIMITED
山西杏花村原漿酒廠股份有限公司
226. SHEILA&SPRING PHARM LIMITED
希拉聖泉藥業有限公司
227. SHENZHEN TERMINAL VAPE LIMITED
深圳特米來科技有限公司
228. SHINING LUCKY STAR LIMITED
229. SHS ACTIVE LIMITED
230. SILVER HOUSE PETS CENTRE
銀座寵物美容中心
231. SINGWO (HONG KONG) FOOD CO., LIMITED
盛禾(香港)食品有限公司
232. SPARKEVO
233. SPARKLE TRADING (HONG KONG) LIMITED
斯柏貿易(香港)有限公司
234. SPIDER GLOBAL HONG KONG LIMITED
駿連環球香港有限公司
235. STICKSTACK GROUP LIMITED
236. STONE WASHING TECHNOLOGY LIMITED
石力洗衣科技有限公司
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238. SUMMERS EVER AFTER LIMITED
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孫思邈藥業集團(香港)有限公司
240. SWAROVSKI (CHINA) CO., LIMITED
施華洛世奇(中國)有限公司
241. SWIRCO BEVERAGE CHINA LIMITED
詩威飲料中國有限公司
242. SYHOON ELECTRONIC (HK) CO., LIMITED
香港森禾通訊有限公司
243. TAN TAT PET SUPPLIES COMPANY LIMITED
騰達寵物用品有限公司
244. THE WAY CORPORATION LIMITED
怡首有限公司
245. TIANJIN DAOXIANGCUN FOOD CO., LIMITED
天津稻香村食品有限公司
246. TOBE HOME SUPPLY LIMITED
247. TONG SEN (HK) TECHNOLOGY LIMITED
比利思(香港)科技有限公司
248. TONGREN MEDICINE GLOBAL COMPANY LIMITED
同仁藥業(環球)有限公司
249. TOWNGAS ENTERPRISE LIMITED
煤氣企業有限公司
250. TREFOIL (HONGKONG) LIFE SCIENCE RESEARCH CENTER PTY LIMITED
三葉草(香港)生命科學研究中心有限公司
251. TRENDY BALL GROUP LIMITED
潮流丸集團有限公司
252. UKRAINE WINDHAM BEER LIMITED
烏克蘭溫德姆啤酒有限公司
253. UNIVERSAL PHARMACEUTICALS HONGKONG LIMITED
環球藥業香港有限公司
254. VAYNOIR EYEWEAR CO., LIMITED
唯諾爾眼鏡有限公司
255. VICTORY WORLD HONG KONG LIMITED
勝_香港有限公司
256. VINOD PHARMA HONG KONG LIMITED
維諾德藥業香港有限公司
257. VITABRIGHT PHARMACEUTICAL LIMITED
威康藥廠有限公司
258. VITALIS INTERNATIONAL BIOTECHNOLOGY LIMITED
259. VOGUE BIOTECHNOLOGY INTERNATIONAL GROUP LIMITED
時尚生物科技國際集團有限公司
260. WANNGA LIMITED
萬嘉食品有限公司
261. WEIJIA SHARES GROUP ASIA LIMITED
偉佳股份集團亞洲有限公司
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亦大世貿有限公司
279. YIMEI BIOLOGY SCIENCE AND TECHNOLOGY LIMITED
依美生物科技有限公司
280. YING LEE COMPANY LIMITED
盈俐有限公司
281. YINGRUI (HK) SWEETS CO. LIMITED
盈瑞(香港)糖果有限公司
282. YOKO (HONG KONG) INTERNATIONAL NATURAL MEDICINE GROUP LIMITED
優谷(香港)國際天然藥品集團有限公司
283. YONGYITANG (GLOBAL) GROUP LIMITED
永頤堂(全球)集團有限公司
284. YOU TENG INTERNATIONAL GROUP CO., LIMITED
優騰國際集團有限公司
285. YS CERAMICS COMPANY LIMITED
286. YT PRODUCTS LIMITED
元泰食品有限公司
287. YY GLOBAL HEALTH CARES COMPANY LIMITED
依養環球養生有限公司
288. ZEMEI HANDBAG LIMITED
澤美手袋有限公司
289. ZENCHARM INTERNATIONAL TRADING (HONG KONG) LIMITED
臻龍國際貿易(香港)有限公司
290. ZENTHERGY GLOBAL LIMITED
291. ZHENGYUAN INVESTMENT HOLDING LIMITED
正源投資控股有限公司
292. ZHI GUANG TANG (HK) LIMITED
智光堂(香港)有限公司
293. ZHONGYI GUFANG (HONG KONG) CHINESE MEDICINE TECHNOLOGY COMPANY LIMITED
中壹古方(香港)中醫科技有限公司
294. 美國卡爾梅耶日用品國際有限公司
295. 蜜雪冰城飲品(香港)有限公司

Join Us
成為我們的會員



GS1 HK Calendar

14 AUG

Healthcare Training: Unique Device Identification (UDI) for Medical Devices
醫療培訓: 於醫療器材上應用醫療器械唯一標識

15 AUG

Exclusive Visit for GS1 HK Members: HKTVMall Automated Fulfilment Centre
GS1 HK帶您探索電商發展新趨勢: 揭秘HKTVMall 自動化物流配送中心

21 AUG

Seminar: Accelerate Customs Declaration and Clearance by Reducing Inspections, Cross-Border Delivery More Efficient and Cost-Effective
研討會: 加快報關、清關減查驗跨境送貨更高效省錢

Seminar: 2D Barcode Turns Offline Customers to Online
研討會: 2D條碼注入商業新動力, 把線下流量變線上客人!

22 AUG

GS1 HK Food Safety Forum 2025
GS1 HK食品安全論壇2025

25 & 28 AUG

Certification Course: The Present and Future of Smart and Green Logistics
認證課程: 智慧及綠色物流的現在與未來

25 - 26 AUG & 5 SEP

Certification Course: Certificate in Sustainable Finance
認證課程: 可持續金融證書課程

19 SEP

Opportunities for Green Transition and Expansion Overseas – Easy Adoption of Technology and Government Funding
綠色轉型與海外擴展機會 - 善用科技及政府資助

28 OCT

GS1 Hong Kong Summit 2025
GS1 HK高峰會2025

Upcoming Events
即將舉行的活動



Consumer Caring Scheme 2025 is open for application! 「貼心企業嘉許計劃」2025 現正接受報名!

Join the Consumer Caring Scheme (CCS) and stay competitive by winning consumers trust and preference.

立即參加「貼心企業嘉許計劃」, 贏顧客信任及好感、並保持競爭力!



Our winners at 15th CCS Award Ceremony said 上屆第15屆計劃得獎者分享

“ This is the 12th consecutive year that we have been awarded by the Consumer Caring Scheme. This award once again recognizes our team's efforts and our commitment to the “We Care” spirit, instilling health and energy for our customers.

今次是連續第12屆連續獲得頒發貼心企業嘉許, 此獎項再一次肯定了我們團隊的努力及發揮We Care精神, 為客戶持續注入滿滿的健康能量。 ”

Mr Norman Yum
Managing Director, Citrus Growers International
時鮮菓汁國際董事總經理 任良安先生

“ We are very grateful to be recognised by the ‘Consumer Caring Scheme’, which encourages us to continue delivering better experiences for consumers while promoting our brand's commitment to consumer care.

非常高興今年能首度獲嘉許為「貼心企業」, 鼓勵我們繼續為消費者帶來更好的體驗, 同時宣揚品牌的貼心服務。 ”

Mr. Stanley Mah
Executive Director, mtm labo

Scan the QR code to know more and apply
掃描QR碼以了解詳情及報名





Supporting Bureaux



Transport and Logistics Bureau

The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



Innovation, Technology and Industry Bureau

The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

GS1 Hong Kong Summit

Powering Next-Gen Business with STAR

Sustainability | Transformation | AI | Resilience

28 October 2025 (Tue)

9:00am - 6:00pm

HKCEC S200 Series

English (Cantonese for selected afternoon sessions)

Guest of Honour



Mable Chan, JP

Secretary for Transport and Logistics
The HKSAR Government

Host



Roy Ng

Chairman
GS1 HK

Keynote Speaker



Elliot Lee

Managing Director
DFI IKEA North Asia

Officiating Guests



Lillian Cheong, JP

Under Secretary for Innovation,
Technology and Industry
The HKSAR Government



Frankie Yick, GBS, JP

Member of Legislative Council
The HKSAR Government



Peter Shiu, BBS, JP

Member of the 14th CPPCC National
Committee &
Legislative Council Member
The HKSAR Government

Distinguished Speakers



Roger Chan

Cobalt Fashion (Hong Kong) Ltd.



Tim Edmunds

GAP INC



Dr. Edmund Lee

PhD, MBA, CCMI, FHKIoD, FRSA
Gold Peak Technology Group



Francesca Poggiali

GS1



Anna Lin

MH, JP, FCILT, FHKIM
GS1 HK



Dr. Toa Charm

Hong Kong IoT Industry Advisory
Council of GS1 Hong Kong and
Data Literacy Association



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Contact Ms Crystal Tang (852) 2863 9785 gs1hksummit@gs1hk.org