



The Global Language of Business  
Connecting Supply Chain with Innovations

GS1 HK Milestones  
香港貨品編碼協會里程碑

# Catalysing Business Transformation for More Than Three Decades

## 促進企業變革逾三十載



## One Code · Infinite Possibilities

For 30+ years, GS1 Hong Kong (GS1 HK) has been bringing industries together to revolutionise the way they do business.

In 1989, industry leaders in Hong Kong came together to introduce a single standard for product identification — the barcode into the retail industry.

What started as a way to speed grocery store checkout has become the global language of business — a common way for trading partners around the world to identify, capture, and share information about products, locations, and more.

Today, as we embark on a new chapter, we are developing the breadth and depth of our range of services to help companies get products to market faster, build consumer trust and enhance experience, enable supply chain efficiency and gain insights to make better market decisions, realising their success in the Greater Bay Area and across the globe.

## 條碼在手 · 締造無限可能

在過去30多年，香港貨品編碼協會（GS1 HK）一直致力凝聚業界、努力改善營商環境。

1989年，香港一眾業界翹楚將產品識別的單一標準——條碼引進到香港本地零售行業。

條碼從一開始是店舖用來加快結帳速度，現已演變成全球商貿的共同語言，讓全球貿易夥伴以統一方法去識別、擷取及分享有關貨品、位置等資訊。

時至今日，正當本會邁向新里程，我們繼續積極拓展更廣泛、更深入的服務領域，讓企業將產品更快推出市場、建立消費者信任並提升其體驗、強化供應鏈效能、獲得市場見解，幫助企業主管作出更明智的業務決策，助公司在大湾区以至全球市場突圍而出。

## Footprints of GS1

GS1 empowers digital transformation through enabling efficient and accurate data sharing, which turns to actionable insights. We support a wide range of industries, spanning from retail, healthcare, food and food services, ICT, logistics and more, helping them to unlock the power of data and let them thrive in the new era.

## GS1的時代標記

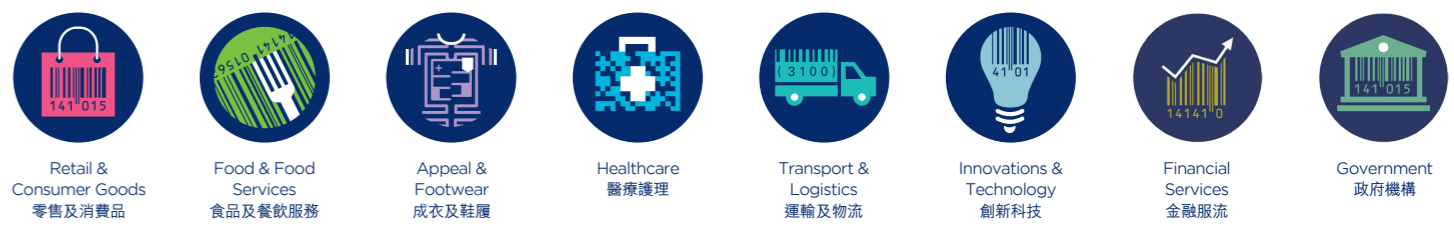
GS1為行業帶來高效且準確的數據共享，將市場洞見化為實際策略，有助實現數碼化轉型。我們支援零售到醫療保健、食品、餐飲服務以至物流等多個行業，促進企業釋放數據潛能，在新時代中脫穎而出。



## Global Presence & Partnership 國際影響力與合作夥伴



## GS1 HK Solutions & Services Portfolio GS1 HK的解決方案及服務一覽



	GO DIGITAL	GO SMART			
GO DIGITAL GO SMART Solutions & Services 解決方案	<b>Omni-Channel Commerce 多渠道商貿</b> Online Exposure & Sales Promotion 網上曝光及銷售推廣 Consumer Engagement 與消費者互動交流 Sales Channel Expansion 銷售渠道拓展	<b>Enterprise Data Services 企業數據服務</b> Product Data & Suppliers Management 產品數據及供應商管理 Procurement Automation 採購自動化 Logistics Optimisation 物流優化 Trade Finance 貿易融資	<b>Smart Business Solutions 智慧營商方案</b> Smart Retail 智慧零售 Smart Operations 智慧營運 End-to-End Visibility 提升端端端的可視化程度	<b>Brand Protection 品牌保護</b> Product Authentication 產品驗證 Channel Management 渠道管理 Anti-Phishing 辨識釣魚網站	<b>Training &amp; Consultancy 培訓及諮詢服務</b> Knowledge Building 知識提升 Industry Best Practices 最佳行業實踐 Talent Development 人才培育 Smart Business Innovation Centre 智慧科技創新中心
	Enabling Technologies 促成科技	Internet of Things (IoT) 物聯網	Blockchain 區塊鏈	Data Analytics 數據分析	AI & Machine Learning 人工智能及機械學習
	Data Platforms 數據平台	Product Data 產品數據 BARCODE PLUS	Transactional Data 交易數據 ezTRADE	Event Data 事件數據 ezTRACK	Behavioral Data 行為數據 ezSIGHT

## GS1 Global Standards GS1 全球標準






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<p>Product ID, Barcode 條碼標識崛起，貨品的專屬識別碼</p>	<p>Era 1 時代之一</p>	<p>GS1 Hong Kong introduced global barcode standards (GTIN) to Hong Kong in 1989. Today, annual barcode scan in Hong Kong reaches 3.5 billion times, influencing every aspect of lives.</p> <p>香港貨品編碼協會(GS1 HK)於1989年將全球貿易編碼標準(GTIN)引入香港市場。時至今日，香港每年的條碼掃描次數高達35億次，為日常生活帶來深遠影響。</p>	<p>首批零售用戶包括7-11、OK便利店、萬寧、百佳、惠康、永安等採納《零售引進電子銷售系統操作守則》，以防消費者因產品價格不詳而招致損失。</p>
<p>Transforming the Data Exchange System 改革數據交換系統</p>	<p>Era 2 時代之二</p>	<p>GS1 HK launched ezTRADE platform using standard-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 ezTRADE, with more than 17 million EDI transactions being processed annually.</p> <p>GS1 HK推出以標準為基礎的「通商易」平台，推動商界無紙化數據交換。現時逾2,000間於中港兩地、遍佈零售、消費品、醫療保健、餐飲服務行業的公司正採用「通商易」，處理每年逾1,700萬個電子數據交易訊息。</p>	
<p>Rejuvenating Supply Chain Management 為供應鏈管理注入新動力</p>	<p>Era 3 時代之三</p>	<p>GS1 HK has been investing significant resources to facilitate knowledge transfer across industries, aimed at promoting supply chain strategies, technologies and best practices among local businesses.</p> <p>本會投入大量資源，積極向本地社群推廣供應鏈管理策略、科技及最佳實務的有關知識，讓專業知識在各行業傳承。</p>	  
<p>Unlocking the Power of Global IoT / EPC Standard 發揮全球物聯網/EPC標準的力量</p>	<p>Era 4 時代之四</p>	<p>GS1 HK developed ezTRACK, an EPCIS standard-based data sharing platform designed to drive global product and logistics traceability. Today, the ezTRACK users' community is globally connected, playing a key role in facilitating product-based information flow.</p> <p>GS1 HK研發出「蹤橫網」，一個以電子代碼訊息服務標準為基礎的數據交流平台，推動全球化產品及物流的追蹤追溯能力。時至今日，「蹤橫網」的用戶連繫全球，是推動產品資訊流通的主要動力。</p>	
<p>Propelling Seamless Omni-channel Commerce 促進完善全方位商務</p>	<p>Era 5 時代之五</p>	<p>With the boom of e-commerce and increasing importance of omni-channel retailing, barcodes continue to pave the way for the next retail revolution.</p> <p>電子商務蓬勃，全方位零售變成業務重心，條碼將繼續為新一輪零售革命鋪路。</p>	