

## Lorence & Company Limited 義生洋行

Staying Hungry for New Knowledge of  
Digital Transformation  
熱切探求數碼轉型新知識

### About the Company 公司簡介

Lorence & Company was established back in 1950s. The company has been sourcing various prestigious brands mainly from Italy to cater the customers' needs in Hong Kong, while putting utmost efforts in sustaining service quality. By keeping stringent regulations and professional management, the company gains reputable certifications like HACCP & GMP and ISO 22000, as well as the trust from many local clients, including hotels, restaurant chains, healthy food shops, in-flight catering corporations and supermarkets.

義生洋行由50年代成立至今，一直致力搜羅來自意大利的著名品牌以迎合本港消費者的需求，持續提供最優質的服務。公司多年來恪守嚴謹質量和專業管理，屢次獲得業界公認的認同，包括 HACCP及GMP和ISO 22000等，成績斐然；同時，公司亦贏得本地多間酒店、各式連鎖餐廳、健康食品專門店、機艙餐飲公司及超級市場的支持，成為長期客戶。

### Background 背景

Representing more than 70 brands and thousands of products from Italy, Lorence & Company Limited has contributed greatly to the growth of Italian gourmet and fine wine consumption in Hong Kong and the neighbouring markets. Over the last 7 decades, it has been continuously expanding its operations and reforming its supply chain for the increasing volume of dried, frozen and refrigerated products, to ensure more stable supply and greater efficiency.

Lorence & Company Limited keeps upgrading its storage and monitoring system, customised processing factories, logistics fleet, and other supporting facilities to strengthen its operations and uplift its supply chain traceability. The team is also looking to improve the overall performance and communications between all departments, by sharing latest knowledge with the relevant staff.

義生洋行旗下代理逾70個品牌、數千款來自意大利的各類產品，是帶動意大利優質食品和葡萄酒在香港及鄰近消費市場增長的主要力量。公司在過去70年一直拓展業務、改革供應鏈管理，以確保各類產品如乾貨、冷凍及冷藏產品的供應穩定，並提振效率。

為增強公司的營運管理和提升供應鏈的可追溯性，義生洋行不斷優化公司的倉存和監控系統、度身而設的加工廠房、物流車隊，以及其他支援設施。公司亦希望透過傳授最新知識予相關員工，去提升整體表現、加強部門溝通。



"As one of the major stakeholders in the food industry, ensuring food safety is our responsibility and obligation. We hope to take food safety to a higher level via strengthened efforts and share this message with industry experts and practitioners."

「作為食品業的重要持份者，我們首要的責任和義務就是確保食品安全。我們期望透過不斷努力達到更高的食品安全水平，並將這訊息分享給業界專家及行家。」



Mr. Steven Chan,  
Chief Executive Officer  
行政總裁 陳毅正先生

### GS1 standards used or solution (s) / service (s) applied

- GS1 Hong Kong Academy: Data-Driven Business Models for Food Manufacturing & Distribution Training

### 應用的GS1標準或方案/服務

- GS1 Hong Kong學院：專為食品生產及分銷行業而設的數據驅動商業模式培訓課程



## Solutions

Committed to excellence, Lorence & Company Limited joined “Data-Driven Business Models for Food Manufacturing & Distribution Training” run by GS1 Hong Kong Academy. Designed to help participants get a holistic overview of current trends in digitalisation for food business, the training covers 6 key topics:

1. Driving force of digital transformation
2. Game changing technologies
3. Current digitalization level and readiness level analysis
4. Business impacts on data-driven versus non data-driven models
5. Systematic approach on implementing data-driven business model
6. Business simulation exercise: Data-driven business model for a F&B operator

They attended the 2-day training and found it both useful and practical. They know more about the emerging trends of food manufacturing and distribution, its related technologies, tools to analyse current readiness level, also ways to design and implement data-driven operation model. The course was customised for their specific needs, inspiring and equipping them with the essential ideas and skills to apply in Lorence & Company's business.

## Benefits

1. Acquire knowledge on means to improve traceability for increased food safety
2. Grasp techniques to plan and design a data-driven business model for future roadmap

## 解決方案

義生洋行一直臻於至善，遂參加由GS1 Hong Kong學院舉辦的「專為食品生產及分銷行業而設的數據驅動商業模式」培訓課程，期望有助同事掌握當前食品行業最新的數碼化發展趨勢。培訓課程涵蓋六大主題

1. 驅動數碼轉型的背後力量
2. 顛覆業界規則的科技
3. 當前數碼轉型水平及就緒指數分析
4. 數據對商業營運之影響
5. 採用數據驅動商業模式的系統方法
6. 模擬練習：餐飲經營者的數據驅動業務

在參與為期兩天的培訓後，公司同事均認同課程實用，能夠銜接日常工作。他們能夠掌握到有關食品生產及分銷行業的新興趨勢、相關科技、分析當前就緒指數的工具，以及計劃和應用數據驅動營運的方法。課程為他們度身而設，讓他們啟發創意、駕馭技能，日後在處理公司業務時作更充份準備。



## 效益

1. 熟習改善可追溯性管理的相關知識，提升食品安全
2. 掌握用以設計及規劃數據驅動業務模式的技巧，為未來發展鋪路

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