

Tong Shun Hing Poultry (HK) Co. Ltd. 唐順興家禽(香港)有限公司

Gearing Up for Business 4.0
全面裝備企業 把握營商4.0



About the Company 公司簡介

As the major importer of chilled poultry in Hong Kong and Macau, Tong Shun Hing Poultry (HK) Co. Ltd. has engaged in the import and wholesale business of frozen poultry for the catering and food distribution sectors for more than 25 years.

唐順興家禽(香港)有限公司從事冰鮮家禽進口及批發，現為香港及澳門主要冰鮮家禽入口商之一，服務餐飲及食材批發行業超過25年。

Background 背景

Hong Kong's cuisine culture has been characterized by a great variety of Eastern and Western flavours, thanks to its globalised food supply chain. In the meantime, concerns on food hygiene, quality management and traceability are growing as well, therefore food suppliers are taking a more serious interest in the technology development in areas like food inspection and quality monitoring. As the major importer of chilled poultry in Hong Kong and Macau, Tong Shun Hing is supplying ten millions of poultry for more than 1,000 clients, partners and its 10 siu mei restaurants every year, covering all the locations in Hong Kong. To address today's market demands, the company is no doubt looking to evolve to go digital and go smart on management.

全球化的食品供應鏈為香港帶來豐富多元的飲食文化，市民同時日益重視食品衛生及品質管理、追蹤溯源，令供應商積極探討食品檢測、品質監控等方面的科技發展。作為香港及澳門主要冰鮮家禽入口商之一的唐順興，每年為超過1,000名客戶、合作夥伴及10間自家燒味食肆，供應逾千萬隻家禽，網絡遍佈全港，自然亦需與時並進，冀以數碼化及智能化管理，滿足市場期望。



"The Certification Course and Quality Food Scheme inspire our team to continuously improve our food safety processes and drive digitalisation across the board. These help us meet our customers' expectation on one hand, while realise our food safety requirements on the other."

「培訓課程及『優質食品計劃』啟發了我們團隊，讓我們持續優化食品安全政策及推動營運數碼化，既令我們更緊貼市場客戶的期望，亦滿足我們對食品安全的要求。」



Mr. Patrick Tong,
General Manager
總經理 唐振峰先生

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

- GS1 Hong Kong Academy: Supply Chain 4.0 Certification Course
- Quality Food Scheme

應用的GS1標準或方案/服務

- GS1 Hong Kong學院：
供應鏈4.0證書課程
- 優質食品計劃



Solutions

Tong Shun Hing has been using GS1 Hong Kong's EDI-based B2B e-commerce platform ezTRADE™ years ago, to enhance efficiency for handling orders and managing inventory. Committed to staying ahead of the curve on food tech, the company joined GS1 Hong Kong's Supply Chain 4.0 Certification Course to understand how innovative technologies like IoT, video tracking, data analytics can boost food safety, food management and traceability, at the same time streamline the operations.

More than 10 senior executives joined the 2-day course. Using a "theory + implementation + strategy" approach, combined with success stories and experience on digitalisation, the course hammers home the latest supply chain standards, food tech and market trends, enabling the company to a faster, more flexible, more granular, more accurate and more efficient management and operation.

Tong Shun Hing is also recognised as the Diamond Enterprise in the Quality Food Scheme 2020 (formerly known as Quality Food Traceability Scheme). The Scheme assessed a company traceability system and execution by experts, mainly evaluated in accordance with GS1 Global Traceability Standards (GTS) and Efficient Consumer Response (ECR). Resulted in flying colours, Tong Shun Hing has decided to act upon the improvement areas recommended in the audit report to cultivate a "pursuit for quality" culture and raise its food safety level, in hope to increase customer confidence and loyalty.

Benefits

By participating in Supply Chain 4.0 Certification Course and Quality Food Scheme, Tong Shun Hing enjoys:

1. Gaining the most updated food safety, management and traceability knowledge and technique
2. Addressing the market demand and regulatory compliance by understanding the benefits and execution plan of digitalisation
3. Reinforcing customers' trust and refining marketing outcome

解決方案

唐順興多年前已應用香港貨品編碼協會 (GS1 HK) 交易數據平台「通商易」，提升訂單及庫存管理的效率，同時銳意緊貼最新食品科技，遂於今年參與GS1 HK舉辦的供應鏈4.0證書課程，瞭解各種創新科技如物聯網、影像監控和大數據分析等，如何有助提高食品安全、食品處理及追蹤溯源的水平及提升執行力。

公司逾10位管理層參與了兩天的培訓課程，透過「理論+實踐+策略」內容，結合數碼化成功案例和經驗分享，認識並掌握供應鏈標準、最新食品科技及市場趨勢，有助為公司帶來更快、更靈活、更精細、更準確和更高效的營運管理及操作。

唐順興同時參加了2020年度「優質食品計劃」(原稱「優質食品源頭追蹤計劃」)，獲嘉許為鑽石企業。計劃主要根據GS1「全球追溯標準」(GTS)及高效回應消費者指標(ECR)，由專家審視公司的追溯系統和實踐，確保它們遵循全球標準。唐順興表現出色，並決意從考核報告中吸取優化建議，以提升公司內部的品質文化，提升食品安全執行力，亦直接提升客戶的信心及忠誠度。

效益

參與供應鏈4.0證書課程及「優質食品計劃」後，有助唐順興：

1. 掌握最新食品安全、處理及追蹤相關的認識及執行力
2. 助企業領略供應鏈數碼化的好處及實踐，滿足市場及監管要求
3. 加強客戶信任，改善營銷效果

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