

HK Citizens Spent HK\$18.5 Billion on  
Health Supplements in 6 Months  
One Intention • One Seamless Production  
• 155 Tests for Quality  
港人半年花185億買保健品  
一份初心 • 一條龍生產 • 155次的執著

Nine Decades of Transformation:  
Building a Beverage Empire  
Digitalisation • Sustainability • Specialty  
- Brewing the Future  
九十載銳變 成就飲品王國  
數碼化 • 綠色化 • 精品化 「冲」出未來



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## Executive Connect 管理層專訪

Health Over Wealth? AI Four Diagnostics and Experience

Reinvention: Navigating the “Northbound” Trend

健康比財富更重要? AI望聞問切、升級體驗 應對北上潮



### The Age of AI, Where Trust Is King 「信任為王」的AI時代

Driven by the efforts of governments and industries, AI has become deeply embedded in our daily lives and workplaces. Recent research\* shows that a new group of “AI Natives” - aged 18 to 24 - has emerged across the Asia-Pacific region and Hong Kong. However, to further accelerate AI adoption, building trust remains the key prerequisite.

The joint survey conducted by KPMG China and GS1 HK reveals that Hong Kong consumers' trust in AI is comparatively low. Only 28% of Hong Kong respondents indicated that they trust AI, underscoring persistent concerns and skepticism in the market.

AI can generate content, videos and information at scale, but ensuring accuracy and reliability depends fundamentally on trusted data. In other words, the true value of AI lies not in its ability to generate outputs, but in whether the data behind it is accurate, structured and trustworthy. Without such high quality data, AI will inevitably result in “Garbage In, Garbage Out.”

Take the rising trend of agentic commerce as an example, in an AI-driven search environment, products must first be discoverable and recognisable by AI. This highlights the importance of product identification - from AI's perspective, a product without a product identifier is merely a string of text; with a GTIN, the product becomes truly “visible” to AI, enabling more accurate search and recommendation results.

Therefore, companies can begin with barcodes — the Global Trade Item Number (GTIN), and assign each product a globally recognised digital identity. This helps build AI-readable and AI-trustworthy data, ensuring product information remains consistent and accurate across platforms.

The importance of trusted data is also widely recognised across the industry. Nestlé points out that “AI can enhance consumer engagement and safety, but only when it is grounded in reliable and verifiable product data. GS1 standards and ecosystem play an important role in supporting that foundation consistently across global markets.”

In this issue of Business Connect, companies demonstrated how they are using technology to build trust. Mannings combines AI with traditional Chinese medicine to deliver more personalised health experiences; Vita Green remains committed to its core values amid a changing market, ensuring product quality through one-stop, fully integrated production, thereby earning long-standing consumer trust; Meanwhile, Hiang Kie Coffee Group continues its dedication to “make every drink perfect,” and leveraged AIoT to optimise its one-stop food and beverage solutions.

Please enjoy reading.

\* Source 資料來源：Zoom



在政府及業界的推動下，AI已經融入大家的日常及工作上。最近有調查\*顯示，亞太區及香港出現了一群18至24歲的「AI原住民」(AI Natives)。然而，要進一步推動AI應用，先要建立信任。本會早前與畢馬威中國的聯合調查顯示，香港消費者對AI的信任度顯著較低，只有28%香港消費者信任AI，反映市場對AI仍然抱有疑慮。

AI可以生成任何內容、影片、資訊，但要確保這些結果準確可靠，就需源自可信數據基礎上。換言之，要發揮AI的真正價值，取決於數據的準確性、結構化與可信度。若缺乏高質素的可信數據，AI最終只會導致「垃圾進、垃圾出(Garbage In, Garbage Out)」的結果。

以近年興起的「代理型商務」(agentic commerce)為例，在AI主導的搜尋環境下，產品要突圍而出，首先是讓AI找得到，認得您的產品。這正突顯了產品識別的重要性 - 對AI來說，若沒有產品識別標準的產品，只會是一段文字；但加入GTIN後，產品就能夠真正被AI「看得見」，帶來更準確的搜尋結果。因此，企業可以從條碼 - 全球貿易貨品編碼(GTIN)入手，為每件產品賦予全球通用的數碼身份證，構建AI-readable及AI-trustworthy的數據，確保不同平台上的資訊一致而準確。

業界也認同可信數據的重要性，雀巢指出「AI可以提升消費者互動與產品安全，但前提是必須建立於可靠且可驗證的產品數據之上。GS1標準及其生態系統，正是在全球建立信任基礎的重要力量。」

今期Business Connect訪問亦展示不同企業如何善用科技建立信任：萬寧結合AI與中醫，為消費者帶來個人化升級體驗，滿足他們對健康的追求；維特健靈在多變的市場環境下堅持初心，透過一條龍生產保障產品品質，多年來深受消費者信賴；香記咖啡同樣堅持「做好每一杯飲料」，緊貼AIoT發展，全面優化其「一站式餐飲方案」。

歡迎閱覽

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## About GS1 Hong Kong 關於香港貨品編碼協會

GS1 Hong Kong is the local chapter of GS1®, a global, not-for-profit data standards organization headquartered in Brussels, Belgium and represented in over 120 countries. We help businesses identify, capture, and share trusted data across both physical and digital supply chains. Through global standards like GTIN (barcodes), GS1 Hong Kong empowers companies of their digital transformation, improve efficiency, enhance supply chain visibility, and strengthen collaboration.

Building on these standards, we've developed platforms such as ezTRADE for B2B data exchange, ezTRACK for real-time traceability, and 1QR, a GS1 Digital Link-powered platform that delivers rich product information - certifications, sustainability data, and more - via 2D barcodes.

Our trusted data infrastructure has now extended to support trade financing and Scope 3 emissions reporting, helping businesses meet ESG requirements.

In today's AI-driven economy, data quality is essential. GS1 Hong Kong provides a foundation for data that is accurate, visible, linkable, searchable, shareable, and traceable.

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.

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香港貨品編碼協會是GS1®環球組織的香港分會，GS1®是一家提供全球數據標準的非牟利組織，總部位於比利時的首都布魯塞爾，分會遍布全球120多個國家。我們協助企業識別、獲取及分享實體與數碼供應鏈上的可信數據。透過全球標準如條碼(GTIN)，幫助企業數碼化、提升效率、供應鏈可視化及加強協作。

我們以標準為基礎，拓展了不同平台，如促進企業之間數據交換的ezTRADE、推動實時追蹤的ezTRACK，以及建基於GS1 Digital Link的1QR - 透過2D條碼(QR碼)提供豐富產品資訊如證書認證、可持續發展數據等。

本會構建的可信數據基礎延伸至支援企業貿易融資及範圍3排放報告，協助實現ESG要求。

在現今由人工智能帶動的經濟環境，數據質量至關重要，本會於此提供了一個準確、透明、可連結、可搜索、可共享及可追蹤的數據基礎。

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。

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# Health Over Wealth? **AI Four** **Diagnostics & Experience Reinvention:** **Navigating the “Northbound” Trend** 健康比財富更重要？ **AI 望聞問切、升級體驗 應對北上潮**



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As global consumers place growing importance on health, recent reports show a clear shift in how younger generations define success - prioritising physical and mental well being over financial wealth.

As Hong Kong's largest Health & Beauty retailer, Mannings has a clear strategy to capture new opportunities in the fast-growing wellness market. Alex Liu, Managing Director, Mannings Hong Kong, Macau and China of DFI Retail Group said, “We are committed to strengthening Mannings' position as the Trusted Advisor for Wellness. Our local customers remain our core focus. As we navigate the ‘northbound consumption’ trend and continue to differentiate Mannings from the competition, we cannot rely solely on price competition, but focus on enhancing the customer experience - delivering more professional and personalised recommendations to sharpen our competitiveness and encourage Hong Kong consumers to shop locally.”

With a network of 307 stores and over 3,000 employees in Hong Kong, Mannings endeavours to enhance its customer experience with three strategic pillars - **authentic products, unbiased advice, and heartfelt service** - to capture the new blue ocean opportunities in the growing wellness market.

## Product Experience: From Quantity to Quality

Going beyond essentials, Mannings curates a high-quality, diverse and specialised product range in response to evolving consumer needs. This differentiated approach sets Mannings apart from other competitors in the market, building a trusted, professional assortment spanning functional scalp care, derma skincare, sensitive skincare, health supplements, as well as sleep and lifestyle management, among other things.

Anchored on its commitment to “Hong Kong Genuine Products”, the retailer continues to partner with brands to introduce new and exclusive products that appeal to both local consumers and Mainland visitors. In 2025, Mannings recorded 5% year-on-year sales growth across Hong Kong and

全球消費者對健康追求日益關注，近日有報導指出，年輕人首要成功標誌是「身心健康」，而不再是金錢。

作為香港最大型的健康美容產品連鎖店，萬寧於把握大健康新商機上已有明確方向，DFI零售集團旗下萬寧香港、澳門及中國常務董事劉家昌(Alex)先生表示：「我們致力把萬寧打造成為『可信賴的全方位健康顧問』。本地顧客依然是我們業務的重心，面對『北上消費』挑戰，要脫穎而出不再是靠價格戰，而是改善『體驗』，例如是提供更專業、個人化建議，加強自身競爭力，吸引港人在香港消費。」

於香港擁有307間分店、逾3,000名員工的萬寧，以**正貨保證、真切建議及真心服務**三大策略，帶來升級體驗，開拓大健康新藍海。





## 產品體驗：從「量」到「精」

萬寧提供的產品類型不再單單是基本產品，而是針對消費者需要，提供更「精」、更多元化及高質素產品，建立清晰差異化優勢。產品策略重點涵蓋功能性頭皮護理、醫學護膚、敏感肌配方、長期健康補充品，以及睡眠與生活作息管理等專業範疇。

品牌同時非常強調「港版正貨」，持續深化品牌合作及引入獨家產品，以吸引本地消費者及內地旅客購物。2025年萬寧香港及澳門的銷售按年增長5%，其中表現最突出的正是健康保健類別。此外，在體驗方面，萬寧不再單靠陳列與價格，而是透過店內、店外及不同場景舉辦主題式健康活動，加強專業互動與教育，同時亦加深顧客對「全方位健康」的理解，進一步鞏固萬寧作為可信賴全方位健康顧問的品牌定位。

萬寧結合「港版正貨」及專業服務體驗，既回應本地顧客對品質與信心的重視，亦為訪港旅客提供清晰而具信心的選擇。Alex表示：「內地旅客最關心正貨保證。我們透過社交媒體如小紅書、高德地圖針對性宣傳，並在旅客比較多的店舖內安排『雙語同事』提供個人化建議；店內亦設有伴手禮專櫃，提升購物體驗。」

萬寧早前關閉內地實體店轉型跨境電商市場，打造「香港體驗、內地回購」的閉環消費模式。

Macau, driven by the health and wellness segment. To further enhance the customer experience, Mannings goes beyond merchandising and pricing, and curates themed health and wellness campaigns across in store and online. All these initiatives are designed to provide professional advice and strengthen consumer education, further reinforcing Mannings' position as a Trusted Advisor for Wellness.

By combining "Hong Kong Genuine Products" with professional advice, Mannings meets local consumers' demand for high quality and trust, while also offering tourists a clear and reliable choice. Alex said: "Authenticity is the top concern of Mainland visitors. We run targeted promotions through social media platforms such as Xiaohongshu and Amap, deploy bilingual staff in high-traffic stores to provide personalised advice, and also set up dedicated 'Must-Buy in HK' counters to enhance the shopping experience."

Mannings has strategically evolved from a physical retail presence in Mainland China to a cross-border e-commerce focus, establishing a closed-loop "Experience in Hong Kong, Repurchase in Mainland" ecosystem.



Managing an extensive assortment of over 9,000 SKUs, Mannings processes a massive volume of orders with its suppliers daily. The retailer adopted GS1 Hong Kong's ezTRADE platform several years ago to transmit purchase orders and invoices electronically. Alex said, "Digitalizing our order transmissions with suppliers not only significantly enhances operational efficiency, but also accelerates our journey toward paperless trade, while ensuring a high level of information security."

售賣超過9,000種產品的萬寧，每日都要處理與供應商之間的海量訂單。品牌多年前已開始應用本會的ezTRADE，以電子方式傳送訂單、接收發票。Alex表示：「以數碼方式向供應商傳送訂單，不但大幅提升營運效率，還可加速貿易無紙化，同時確保資訊安全性。」

## Technology Experience: AI Four Diagnostics

Mannings provides AI-powered Chinese and western wellness assessments, aiming to support consumers in improving their wellbeing, inside and out. The retailer launched its first Health Pod at its IFC store, offering a complimentary AI assessment covering more than 20 wellness indicators within 5 minutes, including blood oxygen, muscle mass, body fat percentage, etc. Based on the assessment results, combined with insights into the customer's lifestyle, the Wellness Coach can then provide tailored wellness advice and recommendations.

## 科技體驗：AI望聞問切

萬寧也有透過AI智能技術，為顧客提供中、西健康和美容評估，全方位讓消費者「由內靚到外」。當中包括於國際金融中心店率先推出「萬寧智能健康站」，透過AI技術，5分鐘免費快速檢測超過20項健康數據，由健康指導針對評估結果，結合生活習慣，提供健康建議。

More recently, the retailer has expanded its AI assessment into Chinese medicine and launched 3 locations under its new “Chinese Wellness Hub” concept, with plans to progressively roll out across 18 districts in Hong Kong.

Alex explained, “Many young people find traditional Chinese medicine abstract and difficult to understand, so they are often hesitant to adopt it. By leveraging the AI technology, we are able to translate the four diagnostics – including facial, tongue, pulse and body constitution analyses – into data-driven insights. These insights, combined with professional consultations with our registered Chinese medicine practitioners, empower customers to better understand their own needs, and enables us to provide tailored solutions to support their wellness goals.”

In addition, Mannings has introduced a patented Korean AI skin analysis technology, which can measure up to 12 skin indicators in just 3 minutes. Each skin assessment is followed by a one-to-one consultation and personalised skincare recommendations by professionally trained Beauty Advisors.

## Professional Experience: Building Community Connections

Mannings is committed to serving consumers and the wider community with a “We Stand for Real” spirit. Central to this commitment is its professional services team of over 250 specialists – including registered Pharmacists, registered Dietitians, Beauty Advisors, Health Advisors and Wellness Coaches – all dedicated to delivering professional, reliable and holistic wellness advice.

Recently, Mannings has further strengthened its professional services team with the addition of registered Chinese medicine practitioners. Highlighting the growing potential of the Chinese medicine market, Alex noted, “In recent years, the Government has actively promoted the development of Chinese medicine, strengthening recognition of its value and position in the healthcare ecosystem. We believe the internationalisation of Chinese medicine is a clear trend, with Western societies also beginning to embrace it more progressively. Building on this momentum, we are integrating modern technology, professional consultation, and convenient granules to advance a more modernised Chinese medicine service.”

Mannings also leverages its professional expertise to support the community. The retailer provides the Community Collection Service in



最近，更將智能健康檢測延伸到中醫上，推出了3間「智能中醫館」，並計劃逐步擴展至全港18區。

Alex表示：「年輕人普遍認為傳統中醫概念抽象難以理解，比較難接受，但如果透過智能科技和AI技術，以數據化方式分析做到中醫的『望聞問切』，再加上註冊中醫師提供專業諮詢，就能讓他們更了解自己的保健養生需要，獲得適切的個人化健康方案，做到固本培元。」

此外，萬寧還將韓國專利AI肌膚分析技術引入香港，3分鐘即時量度多達12個皮膚指標，然後由美容顧問一對一諮詢，提供個人化肌膚方案。

## 專業體驗：建立社區聯繫

萬寧團隊堅持「我認真」的態度服務顧客及社區。當中萬寧擁有超過250人的專業健康團隊，包括註冊藥劑師、註冊營養師、美容顧問、健康大使、健康指導，為顧客提供可靠、便利的社區健康支援。

最近專業團隊陣容升級，還加入註冊中醫師坐鎮。Alex認為中醫藥行業未來有發展潛力：「政府近年積極推動中醫藥發展，深化提升中醫藥價值。我們相信中醫藥國際化是大勢所趨，近年西方社會都開始逐步接受中醫藥，藉著這個好時機以科技、專業建議配合現代化、方便的即溶顆粒，全面推動現代化中醫服務。」

此外，品牌亦以專業知識服務社區，例如向市民提供醫管局社區取藥服務，讓病人透過醫管局流動應用程式「HA Go」，安排醫管局配發的藥物送遞至近60間萬寧藥房，更有註冊藥劑師會教導正確用藥，幫助分擔政府醫療壓力之餘，便利市民及建立社區關係。Alex表示萬寧積極配合政府的「社區藥房」政策，希望能成為「社區健康夥伴」。



collaboration with the Hospital Authority, allowing patients to use the “HA Go” mobile app to arrange the delivery of Hospital Authority-dispensed medicines to more than 60 Mannings pharmacies. Registered pharmacists are on hand to provide guidance on proper medication use, helping to enhance patient convenience while easing pressure on the public healthcare system and strengthening community care. Alex added that Mannings is fully supportive of the Government’s Community Pharmacy Programme, with the aspiration of becoming a “community health partner”.

## Moving towards Automation, Personalisation, and Sustainability

Mannings continues to enhance its online shopping experience, including automating delivery operations through AI-driven technologies, and leveraging data analytics to optimise route planning and delivery times. With these, online orders can now be delivered within one to two days, reducing delivery times by up to 50%.

Currently, DFI Retail Group’s yuu Rewards programme serves as Mannings’ primary membership programme. Alex said, “With yuu’s substantial membership base, combined with Mannings mobile app, we are able to gain deeper insights into customers’ needs and purchase behaviors. This allows us to provide more accurate and personalised product recommendations, delivering a truly unique experience for every customer.”

On sustainability, Mannings has launched the “Safe Disposal of Unused Medicines” programme since 2023, allowing the public to return expired or unused medicines for proper and responsible disposal. Through partnerships with non-profit organisations, approximately 15 million expired or leftover pills have been collected and sent to licensed chemical waste collectors for safe disposal. In addition, its Own Brand products and beauty accessories are increasingly using biodegradable materials.



## 邁向自動化、個人化、綠色化

萬寧也持續提升網店購物體驗，包括透過AI、智能科技將配送自動化、善用數據分析加快送貨時間，令路線編排更有效率，做到顧客落單後1-2日便可收貨，縮短配送時間達50%。

現時萬寧的會員計劃主要是DFI零售集團的yuu獎賞計劃。Alex表示：「yuu會員人數龐大，配合我們計劃推出的萬寧會員app，更能針對顧客需要、過往購買習慣，提供更精準個人化產品建議，可以說是做到『千人千面』。」

在可持續發展方面，萬寧於2023年推出「萬寧回收藥物計劃」，讓市民將過期的藥物回收，已聯同社區機構回收約1,500萬粒過期或剩餘藥物，送往認可的化學廢物收集商妥善銷毀。其自家品牌產品及美容配件也應用了可生物分解物料。



As GS1 HK’s Vice Chairman, Alex sees the evolution from traditional barcodes to QR codes powered by GS1 as an industry trend. He said, “Adopting QR codes powered by GS1 create a win-win for both businesses and consumers. For consumers, they can gain more transparent product information with a simple scan – revealing information such as the place of origin, key features, promotional details and certifications. For businesses, the same QR code can be used to manage expiry dates and trace batch numbers in a cost-effective way. However, driving widespread adoption across the industry will take time and require market maturity.”

作為GS1 HK副主席，Alex認為條碼演變成符合GS1標準二維碼是大趨勢：「應用加入GS1標準的QR碼可以為消費者及企業帶來雙贏 – 消費者可獲得更高透明度的產品資訊，掃一掃知道來源地、產品特色、推廣資訊、證書認證等；企業也可掃描同一個二維碼，管理產品過期日、追溯至批次號等，具成本效益。但要推動業界廣泛應用，需要時間、市場成熟度去配合，才能推動其進程。」

Mannings is also exploring the feasibility of applying 1QR, GS1 HK’s digital product information platform, to its Own Brand products. Amid ongoing market uncertainty, Alex emphasised, “Businesses need to remain firmly consumer-centric, building deeper relationships with consumers, and gaining deeper understanding of their evolving needs. Only then can trust be established, and companies deliver products and solutions that truly meet consumer expectations.”

萬寧亦正探索於自家品牌上應用GS1 HK的數碼產品資訊平台1QR的可行性，讓消費者掃一掃獲取產品可持續發展資訊，提升與消費者互動。面對未來市場不確定性，Alex表示：「企業需要以客為先，與消費者建立關係，並清楚知道他們的真正需要，才能建立信任、貼實地提供他們真正需要的產品。」

# A “Scan” Era: Transforming Digital Experiences in E-commerce, Retail and Healthcare

## 「掃」碼時代

## 電商、零售、醫療數碼體驗升級



In recent years, China has become the world's leading market in terms of the number of enterprises using barcodes, with more than **240 million products nationwide** now carrying product barcodes.

Barcodes have long served as a product's ID and a global passport for trade. In recent years, barcodes continued to evolve, delivering enhanced digital experiences across e-commerce, healthcare and retail. In this “Scan” era, these advancements respond to consumer demand for information and accuracy.

近日，中國應用條碼的企業數量已經躍居全球第一，目前**全國有超過2.4億種產品**應用了產品條碼。

條碼一向是產品的身份證，也是產品流通全球的通行證。近年，條碼亦與時並進，為電商、醫療、零售各方面帶來升級體驗，配合「掃」碼大趨勢，滿足消費者對資訊透明度、準確度的需求。

### Baidu: Scan to Search Products with Trusted Information

#### 百度：「掃」碼搜尋產品 資訊更可靠、可信

One of Mainland China's leading search engines, Baidu, has recently integrated GS1 standards into three of its platforms: Baidu App (for scanning/search), Aiqicha (for enterprise profiles) and Baidu Health.

When consumers scan GS1 identifiers such as barcodes (GTINs) in the Baidu App, the platform connects directly to GS1 China's product data platform, enabling access to real time, verifiable product information. This reduces reliance on non-official data sources and allows Baidu to deliver more accurate and trustworthy product information to consumers. This trusted data foundation also supports business verification on Aiqicha, providing companies with a reliable basis for supplier evaluation.

On Baidu Health, GS1 standards enable users to access electronic patient information leaflets (ePILs). This allows elderly users to listen to medication information digitally, thereby ensuring safer and more informed use of medicines.



中國內地最大搜尋引擎之一百度最近透過將GS1標準整合至旗下三大平台 – 供消費者搜尋產品的百度App、提供企業資訊的愛企查(Aiqicha)，以及專注醫療內容的百度健(Baidu Health)。

消費者在百度App上掃描GS1識別標準如條碼(GTIN)後，百度會連接到GS1中國的產品數據平台，獲取實時、可核實的產品資訊，減少依賴其他非官方數據來源，從而為消費者提供更準確、可靠的產品資訊。有了這個可信數據基礎，這同時亦支援愛企查上的企業資料核實，為企業提可靠基礎作供應商評估。

在百度健上，GS1標準可助用家連接到電子醫藥說明書上，讓老人家能透過數碼方式，聽取相關資訊，確保用藥安全。



The “scan” has also extended into the healthcare sector. Today, users can simply use Google Lens on their smartphones to scan the GS1 DataMatrix on pharmaceutical packaging - a 2D barcode adopted on medical & healthcare products. This enables anyone, including patients, caregivers and healthcare professionals, to instantly access reliable medication information, such as electronic patient information leaflets (ePILs).

事實上，這個「掃」碼里程進展也延伸到醫療保健行業上。大家現在可以用智能手機上的Google Lens，直接掃描藥品包裝上的GS1 DataMatrix（用於醫療藥品上的二維碼）。此新功能令任何人，包括病人、照顧者及醫護人員可以即時獲取可靠的藥物資訊，包括電子藥品說明書(ePILs)。

## A New “Scan” Journey in Retail: UK’s First Supermarket Adopts GS1 QR Codes

### 零售「掃」碼新里程：首間英國超市應用QR碼

Tesco has become the first UK supermarket to transition its own-brand products from traditional barcodes to QR codes powered by GS1. This QR code works seamlessly at checkout while also enabling consumers to scan and access richer product information. For Tesco, the same code supports inventory management and waste reduction.

Tesco is replacing barcodes with QR codes on an entire range of its own-label products, and they described this shift as **“one of the most revolutionary retailing improvements in decades”**. With a simple scan, shoppers can instantly view trusted information from brand, such as nutrition value, traceability, and recipes. This not only deepens consumer engagement but also strengthens the credibility and transparency of product information.

最近，Tesco成為英國首間超市將自家產品由條碼轉至加入GS1標準的QR碼。該QR碼不但可於結賬上使用，亦同時能被消費者掃描，獲取更豐富資訊；Tesco也可以透過同一QR碼管理產品庫存、減少浪費等。

目前，Tesco已經將此QR碼應用於自家品牌上，並視此改革為**「數十年來零售業最具革命性的創新之一」**。消費者能掃描該QR碼，獲取更多產品資訊，包括營養價值、追蹤溯源、食譜等。由於這些資訊直接由品牌提供，不但能提升與消費者互動，更能增強產品資訊的可信度。



## Hong Kong Brands: Telling Good Stories of Products

### 香港企業：說好產品故事

In Hong Kong, a supermarket is also leading the way by applying 1QR (built based on QR codes powered by GS1) on their private-label products. With a simple smartphone scan, consumers can instantly access detailed product information, including origin and sustainability credentials.

GS1 Hong Kong offers **1QR, a digital product information platform, to our members for FREE, which can be automatically generated via the BarcodePlus product data platform. 1QR empowers brands to “tell the good stories of products”** and enhance competitiveness. Through a single scan, shoppers can view trusted information such as ingredients, origin, sustainability certificates, promotions, recycling locations, and e shop links.

More recently, brands are leveraging 1QR’s **traceability capabilities** to highlight the strengths of “Made in Hong Kong”, ensure product safety, and build stronger consumer trust.

在香港，有超市也率先於自家產品上應用1QR（建基於加入GS1標準的QR碼），方便消費者手機掃描瀏覽產品詳情，包括產品來源、可持續認證等。

1QR是GS1 HK**免費為企業會員提供的數碼產品資訊平台，可於本會產品數據平台BarcodePlus上自動生成，讓品牌「說好產品故事」**，提升競爭力。消費者簡單掃碼，即可獲取可信的產品資訊，包括成分、來源、可持續發展憑證、推廣內容、回收地點及網上商店連結。

最近更有品牌善用1QR的**追蹤溯源功能**，宣揚香港製造優勢，確保產品安全，建立消費者信任。

## 1QR – One Scan, 9 Key Product Information Unveiled

### 「掃」碼盡覽9大資訊！



Traceability  
追蹤溯源



Recipe  
食譜



# HK Citizens Spent HK\$18.5 Billion on Health Supplements in 6 Months

## One Intention • One Seamless Production • 155 Tests for Quality

### 港人半年花185億買保健品 一份初心 • 一條龍生產 • 155次的執著

**Ryan Tse**

Executive Director, Vita Green Health Products Co. Ltd.

**謝天澤**

維特健靈健康產品有限公司執行董事



In the post-pandemic era, health has become a top priority for Hong Kong residents. A survey\* estimates that over 3.9 million people spent approximately HK\$18.5 billion on health supplements in the past six months. Amid this booming demand, Vita Green remains steadfast in its mission of over 30 years: empowering everyone to take control of their health.

Vita Green's flagship product, "Lingzhi", integrates the strengths of Chinese and Western medicine, remains a consumer favourite. Over the years, the brand has expanded its portfolio to more than 250 health products, supported by over 1,500 staff worldwide, and 4 pharmaceutical factories that meet GMP certification standards. With 10 international offices, its products are marketed across Asia, Europe, and the United States.

Upholding the brand's founding philosophy, Ryan Tse, Executive Director, Vita Green Health Products Co. Ltd (Vita Green), said, "While many companies in the market rely on aggressive marketing, high profile promotions to generate momentum, we have always prioritised product quality above all. To us, health products must be safe, truly effective, and of premium quality. We remain committed to a one-stop, end-to-end production model, local manufacturing for strict quality control, and the application of stringent Western pharmaceutical standards in the production of Chinese medicine and health supplements. When consumers personally experience the efficacy of our products, they will therefore become loyal, repeat customers."

## The "Insane" One-stop Production: From Raw Materials to Final Product

Ryan describes their in-house production model as "insane". He explains, "Very few companies operate as the way we do - we manage every step of the end-to-end integrated production line ourselves - from planting the trees that cultivate our raw materials,

後疫情時代，港人對健康關注度有增無減，有調查\*估算，全港在過去6個月內曾服用過保健食品的人數超過390萬人，支出估算約185億港元。面對保健品市場龐大發展潛力，維特健靈堅守超過30年的初心 - 讓每個人把健康握在手中。

品牌最初推出的「五色靈芝」，將現代化西醫理論結合中醫草本理念，至今仍深受消費者愛戴。時至今日，已發展了超過250種健康產品、全球擁有逾1,500名員工、4間達至國際GMP標準的藥廠、逾10個海外辦事處，產品行銷亞洲、歐洲及美國。

維特健靈執行董事謝天澤(Ryan)秉承品牌最初的理念，表示：「市場上很多企業會進行鋪天蓋地的宣傳，為產品造勢，但我們最重視的始終是產品本身的品質。對維特健靈而言，健康產品是必須讓顧客吃得安心、真正有效、真正優質。我們堅持『一條龍』生產、本地設廠確保品質、以嚴謹的西藥標準生產中藥與健康產品，確保產品質量，消費者吃過後親身感受到效果，自然會成為回頭客。」



## 一條龍的「瘋狂」 從原料開始自家製

Ryan形容自家生產模式可以用「瘋狂」二字來形容：「市面上很少公司像我們般採取一條龍做生產，從原材料開始種植樹木、到萃取活性成份，以至生產與製造，全部親力親為，絕不假手於人。」面對



to extracting the active ingredients, all the way to manufacturing and production – without outsourcing a single process.” Faced with the increasing scarcity of wild Lingzhi mushrooms in recent years, Vita Green collaborated with professors from the Chinese Academy of Sciences on a 20-year research project, which successfully resulted in cultivation of 5 types and 6 kinds of premium Lingzhi.

The company's proprietary production line, located at Tai Po InnoPark, is among the few GMP certified pharmaceutical manufacturing facilities in Hong Kong. Despite the fact that manufacturing costs in Mainland China can be as low as one-tenth of those in Hong Kong, Vita Green has remained resolute in maintaining local R&D and production, as well as Hong Kong factory. The reason behind is simple but firm – Hong Kong's regulatory framework and testing standards are globally recognised for their credibility and competitiveness, safeguarding product safety, upholding uncompromising quality, and strengthening consumer trust. The fully automated, intelligent production line powered by AI, has increased production capacity by up to tenfold. Around the clock, a 24-hour monitoring system maintains sterile production environment, protecting products from contamination. In support of sustainability, the production line has long eliminated toxic and non recyclable plastics, replacing them with packaging materials that meet rigorous environmental standards.

## 155 Tests: Integrating Chinese Medicine Wisdom with Western Pharmaceutical Standards

In recent years, both the Government and the industry have actively promoted the modernisation of Chinese medicine, a field in which Vita Green has long been a pioneer. As early as the 1990s, the brand began producing Chinese medicine to the same stringent standards as Western pharmaceuticals, demonstrating remarkable foresight.

Ryan emphasised, “We insist on strict quality control from the very source. Every product must undergo more than 155 rigorous tests, covering analyses of heavy metals, pesticide residues, and microbial indicators. This level of testing can arguably be said to be even safer than drinking a bottle of water or consuming vegetables.”

近年野生靈芝資源日益稀缺，維特健靈更與中科院教授合作進行長期研究，歷時20年培育野生靈芝，最終成功培育出「五種六類」優質靈芝。

這條自家生產線最終位於大埔創科園，是香港極少數擁有GMP認證的藥廠。儘管在內地生產的成本僅為香港製造的十分之一，品牌仍堅持於堅持香港設廠、香港研發、香港製造，因為他們堅信香港的監管與檢測具公信力及競爭力，有助確保品質安全，提升消費者信心。全自動智能生產線引入AI，可以從線上操作，與人手生產線相比，部份產能更高出10倍，並設有24小時系統全天候監察，確保環境衛生，保障產品免受雜質污染。

為推動可持續發展，生產線早已摒棄使用有毒和不能循環再造的塑膠物料，還選用符合環保要求的包裝物料。

## 155次測試 中藥智慧結合西藥製藥標準

近年政府、業界致力推動中藥現代化，而這正是維特健靈一直深耕的領域。早在1990年代，品牌已率先採用「與西藥製造同等嚴謹的標準」的模式生產中藥，具前瞻視野。

Ryan說：「我們堅持從源頭把關，每一款產品均需經過超過155次嚴格測試，涵蓋重金屬、農藥殘留與微生物指標分析等。這個嚴謹的測試標準，可以說是比飲一支水、一棵菜安全。」

維特健靈同時非常專注於產品科研上，將利潤持續再投資於研發。他們在香港及珠海設立研發中心，合共逾60名持碩士或博士學位的研發人員，並與學院等機構長期合作，每項核心成分研究往往



Vita Green continuously reinvests profits into R&D. They operate R&D centres in Hong Kong and Zhuhai, supported by a team of over 60 scientists holding PhD or Master's qualifications. Through collaborations with universities and academic institutions, research on each core ingredient often spans more than a decade. Many products are launched only after their efficacy has been validated through scientific studies or university research. Recently, the team has advanced the development of nano and micro technologies, applying scientific breakthroughs directly to product formulations.

## An Initial Passion Inheriting “Healer’s Heart”

The company was established by Dr Helen Chan, Co-founder and CEO of Vita Green, a rare entrepreneur with qualifications in both Western medicine and registered Chinese medicine. She was recently honoured with “Outstanding Exemplar in Family Legacy” by Forbes China, recognising her exceptional leadership in corporate succession, family culture, and societal influence.

After studying political economy in the United States, Ryan returned to Hong Kong and, by chance, joined Vita Green as the Director. He later pursued studies in Chinese medicine, inheriting his mother's spirit of a “healer's heart.” As Dr. Chan has often said, the success of an entrepreneur is not measured by market capitalisation or personal wealth, but by the contribution made to society. Ryan shared that, at this stage of his journey, he is “not just doing a job, but performing a meritorious deed.”

This founding ethos extends to consumers. Vita Green is committed to delivering attentive, people centric services, including premium sales support and technological innovation to enhance the customer experience. One example is the “AI Joint Assessment” service - Hong Kong's first application integrating physiotherapy with artificial intelligence. Customers can receive comprehensive evaluations and professional advice, alongside free health information to bolster public health awareness.

The unwavering commitment to product quality and to creating memorable consumer experiences is why Vita Green received recognition upon its first participation in GS1 HK's Consumer Caring Scheme.

Despite the challenges ahead, Ryan believes that the most important is to stay true to one's mission and focus on doing the right things well. As long as products deliver genuine efficacy, repeat purchases will follow. Today, Vita Green has over 700,000 members in Hong Kong - meaning that one in every ten residents is a member - as well as millions more in Mainland China. Looking ahead, the brand is setting its sights on international expansion, expanding to overseas markets to bring the premium image of Hong Kong brands to the global stage, fulfilling its vision everyone to live “Healthy, Joyful, and Youthful to 120.”

縱使未來發展並不容易，Ryan始終認為最重要是保持初心，做好自己。只要產品真正有效，消費者自然會重複購買。如今維特健靈在香港有超過70萬會員，即每10位港人便有1人是其會員，內地會員規模更達數百萬。未來會放眼國際，積極開拓海外市場，將香港品牌的優質形象帶向世界，讓每一個人都能「健康、喜悅、青春，活到120歲」。

歷時十年以上。多項產品亦需經科研或大學證明其功效，才正式推出市場，保障消費者。近年，團隊亦積極研發納米及微米技術，把科研成果用於產品之上，大大提升效力。



## 一份初心 傳承「醫者仁心」

維特健靈健康產品創辦人兼行政總裁陳曦齡博士是極少數同時擁有西醫及註冊中醫資格的企業家，近日更榮獲首屆「福布斯中國家族傳承典範人物」殊榮，表彰其在家族文化、企業傳承、社會美譽度與影響力方面的卓越表現。

Ryan早年於美國修讀政治經濟，回港後在機緣巧合下加入維特健靈擔任董事，其後更修讀中醫，傳承母親的「醫者仁心」精神。正如陳博士所言，成功的企業家不在於企業市值或個人財富的多寡，而在於對社會所作出的貢獻，Ryan表示，現階段自己「不只做一份工作，而是在做一份功德」。

這份初心亦延伸至消費者層面，維特健靈提供貼心服務，例如提供優質的售前售後服務，甚至應用科技改善消費體驗。「AI關節評估」服務便是一例，是本港市面首個結合物理治療及人工智能的關節健康評估應用程式，讓市民只要親臨專門店，便能夠得到全面的關節健康結果及建議，亦會提供免費健康資訊，提升意識。

這份對產品品質、以及為消費者創造難忘體驗的堅持，便是維特健靈首度參加GS1 HK「貼心企業嘉許計劃」便獲得嘉許的原因。



# Counterfeit Strawberries and Health Products on the Rise

## One Simple Solution for Anti-Counterfeiting

### 冒牌士多啤梨、健康食品湧現 一招防偽



Recent news revealed the re-emergence of suspected counterfeit Japanese strawberries with packaging designs that closely resemble authentic products, consumers often find it difficult to distinguish genuine items from fakes. Online platforms have also been found selling fake health products, as well as counterfeit handbags, watches, and clothing.

近日有報道指，市面上再現懷疑冒充日本士多啤梨，包裝設計高度相似難辨真偽；亦有網上平台被揭發售賣冒牌健康食品、手袋、手表、衣服等。

With the rapid growth of cross-border e-commerce and social media platforms, counterfeit activities are becoming more complex. Traditional packaging alone is no longer effective to protect consumers. Counterfeit goods damage brand trust and may pose product safety risks. Industry experts point out the significant room for improvement in product traceability and identification management.

在跨境電商及社交平台急速發展下，假貨問題越來越複雜，單靠傳統包裝難分真偽，難以保障消費者。假冒品不但影響品牌聲譽，更有機會涉及產品安全問題。有行業專家指出，產品溯源、標識管理存在較大提升空間。



## Anti-Counterfeiting + Traceability + Identifying Suspicious Sales

To tackle counterfeiting, some brands have adopted anti-counterfeiting solutions, for example **REAL QR** by GS1 Hong Kong, an integrated solution that helps verify authenticity, track products, and detect suspicious sales activities.

## 防偽 + 溯源 + 識別可疑銷售!

面對假貨問題，有品牌應用了防偽方案，例如是GS1 HK的**REAL QR**，集合幾大功能於一身，杜絕假貨，保障產品安全。



### Product Authentication 產品防偽

- Consumers verify product authenticity instantly with a simple scan
- 讓消費者一掃辨認真偽



### Traceability 追蹤溯源

- Products can be tracked from origin to point of sale
- 追蹤產品從原產地到銷售點



### Identification of Suspicious Sales Channels 識別可疑銷售點

- Receive alerts with location and information on suspected counterfeit products
- 接獲通知，獲得假貨位置和資訊



Future Salad faced counterfeit products in the Taiwan market as customers reported changes in taste, for which there were unauthorized online sales of products using stolen packaging. By adopting REAL QR, Future Salad enabled product authentication, safeguarded food safety, and protected its brand reputation.

Future Salad在臺灣市場惹來「山寨」廠覬覦推出假冒品，曾有顧客查詢稱產品的口感有變，竟發現有假貨盜用其包裝作網上銷售，公司於是應用GS1 HK的REAL QR協助驗證真品、守護食品安全，維護品牌聲譽。

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# Nine Decades of Transformation: Building a Beverage Empire

## Digitalisation • Sustainability • Specialty - Brewing the Future

### 九十載銳變 成就飲品王國

### 數碼化·綠色化·精品化 「冲」出未來



**Clive Chan**

Chief Executive Officer of Hiang Kie Coffee Group

**陳志聰**

香記咖啡集團行政總裁

In Hong Kong, coffee and tea - one from the West, the other from the East - blend together to create Hong Kong's distinctive beverage culture. From Hong Kong-style milk tea in cha chaan tengs to the artisanal hand-brewed coffee in cafés, and even to the iconic "YuenYeung" that blends both drinks in one cup, each sip reflects the city's vibrant fusion of East meets West.

For ninety years, Hiang Kie Coffee Group ("Hiang Kie") has been deeply rooted in Hong Kong's food and beverage landscape, providing end-to-end catering solutions for hotels, Western restaurants, clubs, airline caterers, fast food chains and cafes, serving over 100,000 customer outlets worldwide, which means there is a high chance you have already enjoyed a cup from Hiang Kie occasionally.

Mr Clive Chan, Chief Executive Officer of Hiang Kie Coffee Group, said, "We've always believed in perfecting every single drink. Guided by our **DGS strategy - Digital, Green and Specialty**, we continuously elevate quality while bringing Hong Kong's beverage culture to the Mainland China and overseas, and at the same time create new opportunities."

## Transformation Pioneer: Shaping Modern Coffee Culture

Since joining Hiang Kie 2 decades ago, Clive has been determined to drive modernisation and transformation from inside out. Back in 2000, Hiang Kie established its factory in Jiangmen. Every year since, Clive has invested in advancing automated equipment to improve production efficiency. Clive said, "Many Hong Kong companies were moving their production lines to Chinese Mainland at the time. We started with 20 to 30 workers, and today, we have around 60 to 70. With technology, we never needed a large workforce." Today, Hiang Kie operates over 18 branch offices across Chinese Mainland, covering major cities like Guangzhou, Beijing, Wuhan, and Chengdu, with Shanghai in particular serving as a major hub for the Group's Chinese Mainland operations.

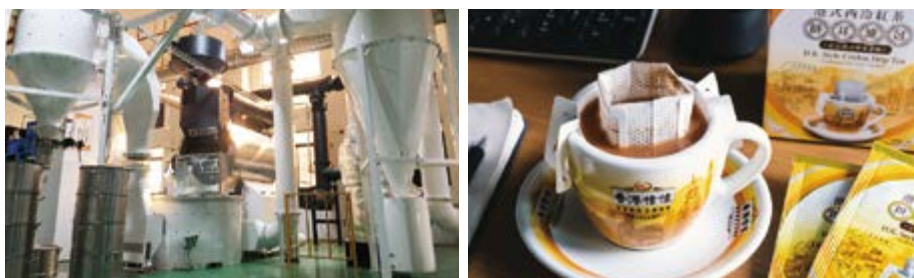
咖啡與茶，一西一中，交織出香港獨有的飲品文化：從茶餐廳的港式奶茶到咖啡店的精品咖啡，甚至是鴛鴦，既是香港人每日的提神良伴，也是這座城市中西交融的縮影。今年已經踏入90載的香記咖啡集團(香記)多年來深耕餐飲業，為酒店、西餐廳、會所、航空餐飲、連鎖快餐店和咖啡店提供「一條龍」餐飲方案，飲品王國業務遍布全球超過十萬個客戶門市點，可謂「你一定曾經喝過當中的一杯咖啡或茶」。

香記咖啡集團行政總裁陳志聰先生(Clive)表示：「我們一直執著『做好每一杯飲料』，並以**DGS策略 (Digital·Green·Specialty)**為核心，不斷提升品質，將香港飲品文化推廣到內地及海外，開拓新機遇。」



## 轉型先鋒 現代咖啡文化

自20年前加入香記開始，Clive已銳意推動現代化轉型。早於2000年，在廣東省江門市建設工廠，將生產現代化，並每年投放資源引入更多先進、自動化設備，以提升產能效益。Clive表示：「當時亦是香港企業開始大量將生產線遷移至中國內地的時期，很多食品工廠都在附近。最初工廠只有20-30人，到現時有60-70人，因為有科技的幫助，我們無需刻意增加太多人手。」如今，香記在中國內地已擁有超過18間直屬分公司，覆蓋廣州、北京、武漢、成都等主要城市，而上海更成為內地業務發展的重要基地。



Transformation did not stop there. Clive also observed that coffee culture at the time was polarised. “On one end, the everyday brews served in local cha chaan tengs and traditional HK-style cafes; on the other, the luxury coffee experiences in hotel cafes. What was missing was a relaxed, refined yet accessible coffee experience.” Inspired by the modern, leisurely coffee culture, he led Hiang Kie to evolve beyond the role as an equipment supplier and become a comprehensive beverage solutions provider — offering beverage consultancy, professional brewing recommendations, equipment support, and maintenance.

Clive cited one of its chain restaurant clients as an example. “Before the pandemic, the restaurant wanted to create its own distinctive offering. We developed a coffee profile tailored to Hong Kong tastes, supported by equipment tailored to Hong Kong’s fast paced operations and staff training for a comprehensive upgrade.” Hiang Kie has also formed a dedicated team to track AIoT developments, including the introduction of the US brand xBloom smart hand brew coffee machine. Designed by a former Apple product designer, the machine brings artisanal hand brew coffee craftsmanship to life through technology. By setting brewing recipes via a mobile app, users can easily extract a cup of hand brewed coffee comparable to that prepared by a professional barista. In addition, some coffee machines are equipped with integrated payment systems, making them suitable for 24-hour venues such as hospitals, schools and fitness centres, where quality coffee can be delivered to customers at any time.

## Green Milestones: Starting with the Supply Chain

More than a decade ago, the company had already obtained Fairtrade and Rainforest Alliance certifications, ensuring that its raw materials meet strict environmental and social responsibility standards. Hiang Kie has also adopted GS1 HK’s ezTRADE platform to electronically process its day to day orders and invoices with food and beverage clients, achieving paperless operations while systematically handling multiple orders to significantly improve efficiency.

With HKEX requiring large listed companies to disclose Scope 3 ESG emissions, Hiang Kie has moved in step with its major restaurant group clients by adopting GS1 HK’s ESG supply chain platform. Simply by inputting supply quantities, emission data can be generated automatically for the restaurant group to manage. Clive

轉型的步伐不止於此，當時Clive亦觀察到當時的咖啡文化呈兩極：「一邊是茶餐廳、冰室的日常咖啡，另一邊是酒店咖啡廳的高端消費，當中缺乏一種悠閒、精緻且大眾化的咖啡體驗。」受新派意大利悠閒咖啡文化啟發，他意識到香記不能只停留在咖啡豆及設備供應商角色，銳意變革為企業提供的「一站式餐飲方案」- 不僅僅是咖啡，更會提供飲品諮詢、專業沖調建議、以及設備及技術支援、維修及保養服務等。

Clive引用其中一間連鎖餐廳客戶為例：「疫情前該餐廳想建立自己的特色，我們便為他們調製適合香港品味的咖啡，再配合適合香港急速節奏的餐飲設備及員工培訓，作全面升級。」他們也特別成立小組，緊貼AIoT(人工智慧物聯網)發展，並研究善用科技開拓新商機，集團引入的美國品牌xBloom智能手沖咖啡機便是一例，由前Apple產品設計師操刀，將手沖精品咖啡工藝以科技呈現，透過手機App設定沖煮配方，便可簡單穩定地萃取到一杯有如專業咖啡師沖煮的手沖咖啡。另外亦有些咖啡機能夠配合支付系統，可銷往24小時場所如醫院、學校、健身室等，隨時提供優質咖啡給客人。



## 綠色里程 從供應鏈做起

在可持續發展方面，香記早於十多年前已取得公平貿易及熱帶雨林聯盟認證，確保原材料符合嚴格的環保及社會責任標準。香記亦已應用GS1 HK的ezTRADE(通商易)平台，以電子方式處理日常與餐飲客戶的訂單及發票，實現無紙化的同時，有系統地處理多張訂單，大幅提升效率。

港交所規定大型上市公司披露範圍3(Scope 3)排放，香記亦跟隨主要餐飲集團客戶的步伐，應用GS1 HK的ESG供應鏈平台，只需簡單在平台上輸入供貨數量，該餐飲集團即可獲得相關範圍三排放數據，方便管理。Clive說：「中小企資源有限，要獨立處理ESG申報並不容易。有可靠的平台支援，既準確又有效率，對員工和客戶都是好事。」

said, “SMEs have limited resources, and ESG reporting is not easy to handle on our own. With a reliable platform, the process becomes both accurate and efficient – benefiting our team and clients alike.”

Hiang Kie has also been actively exploring the application of eco-friendly materials. Clive explained, “We have replaced traditional plastic nylon teabag materials with corn fibre, and transitioned our product packaging to FSC certified paper and biomass based inks. We are even promoting the use of products made from spent coffee grounds, such as coffee cups. Sustainability is not solely the responsibility of large enterprises - it is a shared mission across everyone in the supply chain.”

## Specialty Experiences: The Beverage Story

Keeping pace with the specialty coffee trend, Hiang Kie's in house brand Silver Mona sources coffee beans from renowned origins around the world, delivering refined and curated coffee experiences. Besides encouraging continuous training and hands on learning, Clive values close communication with Gen Z employees to understand their preferences and perspectives. This has led to refreshed interpretations of classic beverages, such as “Hong Kong style Earl Grey Milk Tea” and the “Da Hong Pao YuenYeung”, both of which were warmly received at coffee festivals.

Clive has also observed that in recent years, coffee culture has evolved into a powerful way of connecting communities and people (coffee connecting people). Coffee markets and similar events create a relaxed and healthier atmosphere that naturally draws younger generations together. He believes that the future of the food and beverage industry will focus increasingly on delivering “emotional value”. This philosophy is reflected in the brand's thoughtful approach to packaging and cup design, they collaborated with artists to create hand drawn illustrations inspired by Hong Kong's iconic “Dai Pai Dong” culture, as well as designs inspired by the traditional tiled floor patterns found in classic “cha chaan tengs” - all evoking a strong sense of local nostalgia. In recent years, as more food & beverage clients expand from Hong Kong into Southeast Asia and the Middle East, Hiang Kie supports them with equipment set-up and coffee, tea selection.

When asked whether coffee or tea is more popular, Clive believes that both hold strong growth potential. He encourages more young people to join the food and beverage industry, “With passion, clear goals, and a commitment to doing the best, young people can certainly carve out their own path in this industry.”

Reflecting on future challenges and development, Clive keeps close to heart a saying by Mr Chan Wing on, Founder of Tai Hing Group, “Even amid significant change, focus on doing the best and boldly showcasing your strengths.” As Hiang Kie approaches its centenary, the Group will continue to deepen its roots not only in coffee, but also in tea culture including the launch of “Hiang Kee Tea” premium wellness tea collection designed to foster connection and harmony through tea.

香記也積極探索環保材料的應用，Clive表示：「我們的茶包物料已由傳統塑膠尼龍轉成粟米纖維、產品包裝轉用FSC環保紙張及生物質油墨，甚至推廣使用由咖啡渣製成的物品，如咖啡杯等。可持續發展不只是大企業的責任，是整個供應鏈每一環的共同使命。」

## 精品體驗 說好飲品故事

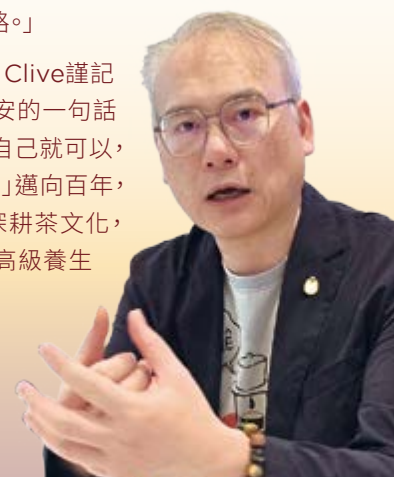
香記亦緊貼咖啡精品化潮流，集團旗下自家咖啡品牌Silver Mona的咖啡來自世界各地著名咖啡生產區，帶來精緻的咖啡體驗。除支持員工不斷學習，親自去了解外，Clive也非常重視與「00後」員工的溝通，了解他們的喜好及想法，為傳統飲品帶來新面貌，例如推出「港式伯爵奶茶」、以及在咖啡節上大受歡迎的「大紅袍鴛鴦」等。

Clive亦觀察到近年咖啡文化已演變成一種連繫社區與人(Coffee connecting people)的方式。透過咖啡市集等活動，營造一個悠閒、比較健康的氛圍，匯聚年輕人。他認為未來餐飲也要向著提供「情緒價值」這個方向發展。在包裝、茶杯套裝設計上，香記也非常有心思，例如早幾年曾邀請藝術家手繪香港大排檔圖案，以及參考傳統茶記「地磚」花紋，充滿香港情懷。近年，越來越多餐飲客戶以香港為起點，向東南亞、中東等地拓展，香記亦會隨客戶「出海」，在設備配置及咖啡、茶品選擇上提供相應支援。



被問到咖啡還是茶比較受歡迎，Clive認為兩者皆有發展潛力，亦鼓勵更多年輕人加入餐飲業：「只要有熱誠、目標清晰，做好自己，年輕人一樣可以在餐飲界走出自己的路。」

談到未來挑戰及發展，Clive謹記太興集團創辦人陳永安的一句話「雖然變化大，但做好自己就可以，將自己優勢宣揚出去。」邁向百年，除咖啡外，品牌亦會深耕茶文化，例如推出「香記茶緣」高級養生茶飲，推廣以茶結緣。



# Scope 3 Disclosure In Action

## One Solution to Address 3 Key Challenges

### 範疇3披露進入實踐階段！ 一個方案解決3大困難



The Hong Kong Exchanges and Clearing Limited (HKEX) has mandated large-listed companies to disclose ESG Scope 3 emissions. Scope 3 emissions mainly originate from upstream and downstream activities within the supply chain, which account for **70-90% of a company's total emissions**. However, due to fragmented data sources, the data is often incomplete and unreliable, creating challenges for both companies and their SME suppliers.

香港交易所(HKEX)已強制大型上市公司披露ESG範疇3(Scope 3)排放。範疇3排放主要來自供應鏈上游與下游，**佔企業總排放70-90%**。但因數據來源分散、數據不完整及不可靠，實踐上來對企業及中小企供應商構成挑戰。



#### Challenge for Companies 對企業挑戰

- Fragmented data from suppliers  
供應商數據零散
- Traditional, manual calculations are error-prone and resource-intensive  
傳統人工計算易出錯且耗費資源
- Inconsistent data formats and a lack of granular, accurate data sources  
格式不一，缺乏細緻化、準確的數據來源



#### Challenge for SME Suppliers 對中小企供應商挑戰

- Data gaps exist as SMEs have no existing emission records  
存在數據缺口，未有排放記錄
- Complex calculations & limited manpower, lack of knowledge on how to calculate and report data  
計算複雜且人手有限，未知道如何計算及向企業匯報數據
- Limited resources and high training costs  
資源有限，培訓成本高

### One-Stop Platform to Manage Scope 3 Emissions

To help companies address the above challenges, GS1 HK has launched the **“ESG Supply Chain Community Platform”**. Suppliers only need to input their daily operational data on the platform, and companies can thereby manage, monitor, and automatically calculate Scope 3 data.

Catering groups have already begun adopting the platform to manage their Scope 3 carbon emissions, with SME suppliers joining progressively to report the required Scope 3 data.

### 一個平台：管理範疇3數據

為幫助企業解決以上挑戰，GS1 HK推出**「ESG供應鏈企業平台」**，讓眾多供應商只需簡單輸入日常營運數據，企業就可以於平台上管理、監測及自動計算數據。

餐飲集團已經開始應用該平台，管理範疇3碳排放，中小企供應商也陸續加入平台上，以便向企業匯報所需的範疇3數據。

**Café de Coral** has already adopted the platform to automate carbon emission data collection and calculation processes, significantly reducing manual work. It was estimated that the time required to consolidate supplier data has been reduced from 3-4 days per month to only 1-2 days, saving over 50% of processing time.

The platform also offers dashboards such as trend charts, hotspot analysis, and supplier comparisons, enabling companies quickly understand emissions performance and plan carbon reduction strategies.

**大家樂**已經開始應用平台，自動化碳排放收集、計算流程減少了人力成本，預計將原本每月需3-4天處理大量供應商的碳排放數據整合縮減至1-2天完成，節省超過50%時間。平台上同時具有多樣化的數據圖表分析工具，例如趨勢圖、熱點圖及供應商比較圖，助管理層快速掌握碳排放狀況，制定減碳策略。



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# HKMA's Cargo<sup>x</sup> Addresses Financing Pain Points Empowering Same-Day Financing for SMEs

## 金管局Cargo<sup>x</sup>解決融資痛點 中小企最快即日融資

The Hong Kong Monetary Authority (HKMA) released the Project Cargo<sup>x</sup> Recommendation Report, featuring 20 recommendations built on three core pillars - **Data, Infrastructure, and Connectivity**. The initiative aims to address the significant financing challenges of SMEs, enhance banks' operational efficiency and risk management capabilities, and further strengthen Hong Kong's position as an international trade and financial hub.

As a member of the Cargo<sup>x</sup> Expert Group, GS1 HK participated in the formulation of the report. GS1 HK's B2B commerce platform, ezTRADE Data Management Platform, has been connected to the HKMA's Commercial Data Interchange (CDI), providing a secure and trusted data foundation that significantly shortens banks' credit approval time for SMEs. Now TV conducted interview with HKMA & GS1 HK about updates on the Cargo<sup>x</sup> initiative.



香港金融管理局(金管局)發表了《Cargo<sup>x</sup>項目建議報告》，以**數據、基建和互聯**三大策略支柱為核心，提出20項建議，希望幫助舒緩中小企融資痛點，提高銀行營運效率，加強風險管理，鞏固香港作為國際貿易及金融中心地位。

作為「Cargo<sup>x</sup>專家小組」成員之一，GS1 HK參與了報告的制定工作。本會的電子商貿平台ezTRADE數據管理平台已跟金管局的「商業數據通(CDI)」連接，提供一個安全、可信的數據基礎，縮短銀行對中小企信貸審批時間。早前於電視訪問上，金管局與GS1 HK分享了關於Cargo<sup>x</sup>項目。



(Now TV screenshot 電視截圖)

Mr Nelson Chow, Executive Director (Financial Infrastructure), Hong Kong Monetary Authority, shared that Cargo<sup>x</sup> is an extension of the Commercial Data Interchange (CDI). As there is already a wide range of trade-related data on CDI, integrating Government data would provide even greater support for the SMEs.

金管局助理總裁(金融基建)周文正表示Cargo<sup>x</sup>是一個自然的延伸，因為CDI平台上已經有不同的貿易相關數據，亦發現如果可以進一步獲得政府數據，就可以幫助中小企。

### GS1 HK shared how we are facilitating digital trade finance GS1 HK分享了我們如何實現數碼貿易融資



(Now TV screenshot 電視截圖)

“ With the right data in place, SMEs can move from application to approval in as short as two weeks - and in some cases, secure financing on the same day. This is especially valuable for seasonal businesses, e.g. ice-creams, helping them access capital faster and expand businesses.

由開戶去到審批，2個星期已經可以，如果已經有銀行戶口，只要數據又沒有問題，最快即日已經可以批到，幫助季節性業務，例如是雪糕生意，更快去做到融資，拓展生意。”

Anna Lin, Chief Executive, GS1 Hong Kong  
香港貨品編碼協會總裁林潔貽

Watch the interview  
觀看訪問



According to the roadmap outlined in the report, phase one is expected to commence this year, focusing on data integration and infrastructure development. This includes integrating freight logistics and customs declaration data from government departments, such as the Port Community System (PCS) and the Trade Single Window.

建議報告的路線圖預期第1階段於今年起展開，聚焦數據整合與基礎建設，包括整合政府部門的貨運物流及報關數據，如港口社區系統、貿易單一窗口等。



# Up to HK\$100,000 in Funding! Transform Warehouse & Logistics with Smart Technology Now

## 高達十萬資助！ 立即將倉庫、物流智能化



The World Health Organization's growing recognition of traditional medicine has formally positioned Chinese medicine as an established system for disease prevention and treatment. **The internationalisation of Chinese medicine** is now a future trend. As the market continues to expand, expectations for product quality, safety, and regulatory compliance are becoming increasingly stringent.

世界衛生組織對傳統醫學的重視日益提升，已將中醫藥認可為一種疾病防治體系。**中醫藥國際化**已成未來趨勢，市場規模持續擴張，對產品品質、安全性及合規性的要求亦隨之提高。

The Chinese medicine industry is at a pivotal stage of transformation. Through the adoption of technology, enterprises can strengthen quality assurance, improve efficiency, and ensure product safety. Eligible companies implementing technology to optimise warehousing, logistics, and services may receive funding of up to HK\$100,000.

中醫藥行業正迎來升級轉型的關鍵時機，應用科技可以幫助企業提升品質、效率及安全性。合資格企業善用科技改善倉庫管理、物流及服務，可以申請高達10萬的資助！

The following initiatives are eligible for the funding 可資助項目包括：



### Warehouse Management, Temperature & Humidity Monitoring 倉庫檢測、調節溫度及濕度設施

- Environmental monitoring and control systems, temperature and humidity monitoring devices, alert systems, etc  
例如環境監測控制管理系統、溫濕度計、警報系統等



### Logistics Management Systems 物流管理系統

- RFID technology, barcode scanners & related solutions  
例如RFID技術、條碼掃描器及相關方案等

GS1 Hong Kong can provide end to end support, including **process consultation, technology adoption recommendations, and assistance in applying for government funding**, supporting enterprises enhance operational efficiency! We have successfully supported a pharmaceutical wholesaler in achieving smart operations, driving significant efficiency improvements.

GS1 HK可以為大家**提供流程諮詢、科技應用建議、協助申請政府資助等**，全方位幫您提升效能！以往我們曾經幫助藥品批發企業成功透過科技達至智慧營運，提升效率。

Following a comprehensive review of operational processes and recommendations provided by GS1 HK's professional team, the International Medical Co. Ltd (TIMC) implemented smart operations solutions across its warehouses and in house vehicle fleet - Intelligent sensors were installed to automate temperature and humidity monitoring, with data recorded and visualised on dashboards to support regulatory audits and ensure quality assurance.

在GS1 HK的專業團隊審視營運流程及提供建議後，全球藥業於倉庫及自家車隊上應用智慧營運方案：透過安裝智能感應器，將測量及記錄溫度、濕度的工序自動記錄及於儀表板展示，以備監管機構查核，同時確保質素得到保證。



Read more  
閱讀個案



# EU Digital Product Passport is Approaching 2026 Marks a Critical Starting Point!

## A “Digital ID” for Every Product?

歐盟數碼產品護照政策將至  
2026年是關鍵起點！

產品都需要有「數碼身份證」？



Among the sustainability regulations being introduced globally, the European Union’s Digital Product Passport (DPP) regulation is expected to come into force from 2027, applying to multiple sectors including textiles, construction materials, batteries, and electronics.

全球陸續出台的可持續發展法規當中，歐盟的數碼產品護照(Digital Product Passport)法規預計於2027年開始正式生效，並適用於包括紡織、建築材料、電池及電子產品等多個行業。

The Digital Product Passport (DPP) will require products sold on the EU market to be issued with a “digital ID” that records information across the product lifecycle. This includes origin, material composition, supply chain data, compliance and certification information, and end-of-life and recycling details. Delivered through a QR code, this information will be easily accessible to supply chain partners, regulators, and consumers - enabling access to environmental footprint data, enhancing product transparency, and supporting the transition to a circular economy.

While there is still some time before the regulation takes effect, it’s now a critical time for companies to get prepared to remain competitive. The DPP also marks the start of a new phase for sustainable business: one where product information becomes a verifiable source of truth.

數碼產品護照(Digital Product Passport, DPP)要求未來在歐盟市場上銷售的產品具備「數碼身份證」，記錄產品生命周期的資訊，包括產地、材料成分、供應鏈數據、合規及認證資訊、回收等，並透過QR碼展示，讓供應鏈上的企業、監管機構，及消費者都能輕鬆獲取環境足跡數據，提升產品資訊透明度的同時，推動可循環發展。

儘管距離法規生效尚有段時間，但品牌要維持競爭力，就需要及早做好準備，維持市場競爭力！DPP也同時標誌着可持續發展邁入一個全新階段 - 產品資訊源自一個可驗證、可信的基礎。

### DPP Pilot in Asia Pacific 亞太區DPP試點

With funding from the Asian Development Bank (ADB), GS1 Asia Pacific partnered with manufacturers in Sri Lanka to conduct a pilot project for scalable digital sharing of Environmental, Social and Governance (ESG) information from the source, helping meet the growing product transparency requirements of regulators and consumers in export markets.

As Sri Lankan manufacturers participating in the pilot placed focus on Digital Product Passport (DPP) requirements, **GS1 Hong Kong developed an ESG data model for T shirts to support compliance and transparency. By integrating QR Codes powered by GS1 Digital Link, DPP required information is presented in a structured and digital format.**

在亞洲開發銀行(Asian Development Bank)資助下，GS1亞太區與斯里蘭卡製造商合作進行試點，提出一套可供業界廣泛應用的策略，讓品牌可從源頭開始，以數碼方式分享環境、社會及管治(ESG)資訊，滿足出口市場目的地的監管機構及消費者對產品透明度需求。

由於試點上斯里蘭卡製造商優先考量到「數碼產品護照」要求，**GS1 Hong Kong為T恤設計了ESG數據模型，透過加入GS1 Digital Link的QR碼，將DPP所需資訊以結構化、數碼化方式展示。項目亦進一步延伸至強化碳排放數據的收集流程，並提升供應鏈層面的ESG數碼管理能力。**



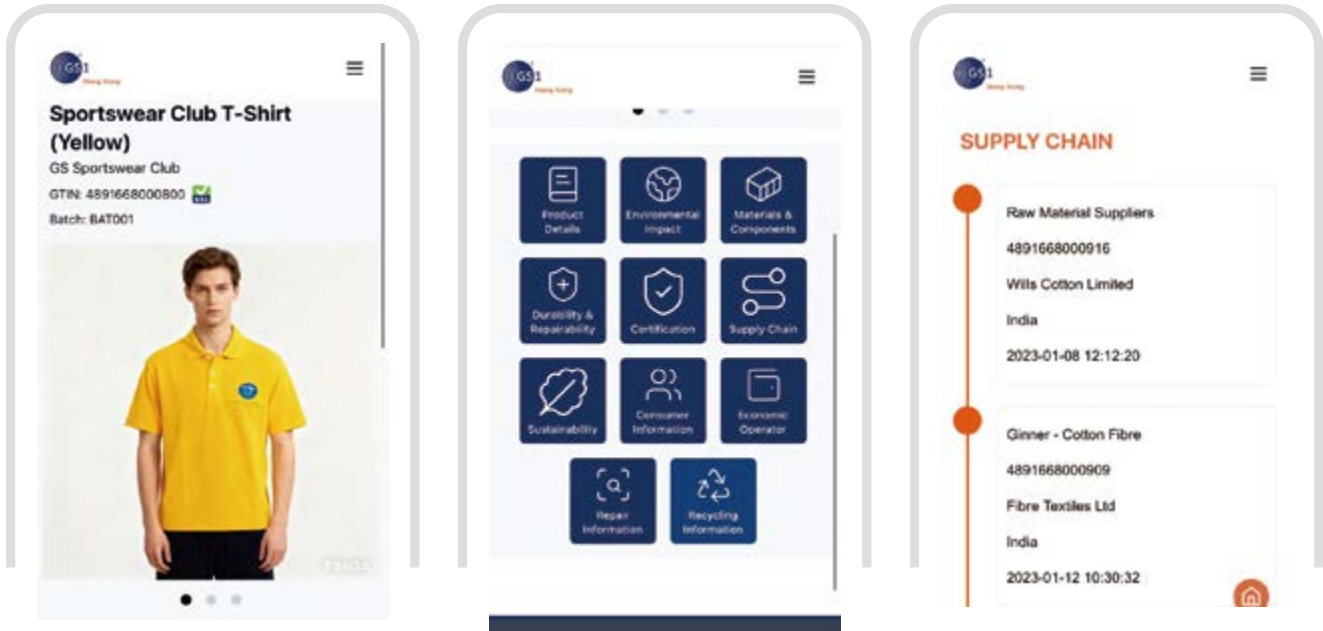
Read the project report  
閱讀報告



## One Stop Solution to Build a Product “Digital Identity” 一站式方案 助企業建立「數碼身份證」

GS1 Hong Kong also offers Digital Product Passport (DPP) solutions to help companies get ready for DPP requirements.

GS1 HK也正為企業提供「數碼產品護照」方案，幫助準備好符合DPP要求！



## Biodegradable Socks Enabling End to End Traceability from the Source 可生物分解襪子 從源頭開始全程可追溯

Companies around the world are beginning to adopt Digital Product Passport (DPP) to prepare for future regulatory and market requirements. SockLab® conducted a pilot project using Digital Product Passport (DPP) for its biodegradable socks. By applying GS1 standards, including barcodes (GTIN), Global Location Numbers (GLN) and QR Codes powered by GS1, the project enabled end to end traceability across the supply chain—from cotton sourcing in Pakistan to global partners in Japan, Indonesia and beyond.

Made entirely from certified biodegradable materials, the socks demonstrate how DPP allow consumers and supply chain stakeholders to better understand product information, highlighting the product's circular economy benefits.

全球企業也開始應用DPP，迎接未來發展要求，當中包括SockLab®推出的可生物分解襪子率先進行試點，應用數碼產品護照(DPP)，當中配合了GS1標準如條碼(GTIN)、全球位置編碼(GLN)及加入GS1標準的QR碼，實現由巴基斯坦棉花來源至日本、印尼等全球供應鏈夥伴的完整流程可追溯。

由於該襪子完全採用經認證、可生物分解物料製成，透過應用DPP，讓消費者、供應鏈持份者能更清晰地了解產品，突顯其循環經濟優勢。



Contact us to learn more  
聯絡我們了解更多

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# 600 Delegates Explored **STAR@GS1** HK Summit

## 600位業界人士 探討**STAR@GS1** HK Summit

The GS1 Hong Kong Summit gathered 600 senior executives, decision-makers and industry experts to exchange insights on **STAR - Sustainability, Transformation, AI and Resilience** - and how these forces will shape business operations and competitiveness. IKEA North Asia was the keynote, sharing key strategies for driving digital transformation. The Summit also covered consumer trends across Asia, the Greater Bay Area (GBA) and Hong Kong, leveraging AI to improve operational efficiency, the potential of Agentic AI, “going out” strategies, sustainable supply chains and tips to strive in adversity.

GS1 Hong Kong Summit匯聚600位企業高管、決策者及行業專家，共同探討影響企業營商的**STAR - 可持續發展(Sustainability)、轉型(Transformation)、人工智能(AI)及韌性(Resilience)**，如何幫企業提升競爭力。IKEA North Asia參與主題演講，分享推動數碼轉型策略要訣。高峰會亦涵蓋亞洲、大灣區及香港的消費者趨勢，並探討如何運用AI提升營運效率、Agentic AI的發展潛力、「出海」策略、可持續供應鏈，以及逆境求勝的實戰建議。





## Digital Transformation Awards - Recognising Outstanding Company Performance 第二屆數碼轉型獎 — 表彰數碼轉型表現傑出企業



The 2<sup>nd</sup> GS1 Hong Kong's Digital Transformation Awards Ceremony was also held at the event, recognising businesses that have successfully implemented digital transformation initiatives across 10 award categories, including excellence in AI innovation, customer experience, digital enablement, ESG & sustainability, and digital trust & data management, etc.

同場亦舉行第二屆數碼轉型獎頒布儀式，表彰數碼轉型表現傑出企業，共設10個獎項類別，包括AI創新、客戶體驗、數字化賦能、ESG與可持續發展、可信數據與數據管理等。

## Exploring on **Smart Supply Chain** 探討**智慧供應鏈**



At the Asian Logistics, Maritime and Aviation Conference (ALMAC), GS1 Hong Kong co-organised “SCM & Logistics Forum II”, bringing together leaders from Lam Soon Products Supply, Maxim’s Caterers Ltd, SF Supply Chain (HK) and Nestlé Hong Kong to exchange insights on Smart Supply Chain, future trends and challenges, and how companies can leverage data to enhance traceability and inventory planning.

在亞洲物流航運及空運會議(ALMAC)上, GS1 Hong Kong合辦「供應鏈論壇II」, 與來自南順產品供應、美心食品、順豐供應鏈(香港)、雀巢香港的行業專家探討「智慧供應鏈」的關鍵要素、未來趨勢與挑戰, 以及企業可如何善用數據, 提升可追溯性及做好庫存管理。

## Advancing the **Green Transformation of Logistics** and Supply Chains 推進**綠色物流**與**供應鏈轉型**



As one of the events of Hong Kong Maritime Week, GS1 Hong Kong co-organised the seminar “Smart Port and Logistics 4.0: Driving Breakthroughs Toward a Greener Supply Chain” with the Hong Kong Transport and Logistics Association (HKTLA) and the Hong Kong Shippers’ Council. The seminar brought together industry experts to explore the practical applications of AI in logistics, key drivers for advancing ESG, and emerging trends such as Digital Product Passports (DPP). Speakers also recommended that enterprises conduct regular corporate “health checks” to keep pace with international standards.

作為香港海運週的其中一個活動, GS1 HK與香港航運物流協會、香港付貨人委員會協辦「智慧港口與物流4.0:突破綠色物流供應鏈」研討會, 匯聚行業專家探討深入探討人工智能在物流中的實際應用、推動ESG的關鍵, 以及數字產品護照(DPP)等未來大趨勢, 並建議企業需定期進行企業「健康檢查」以跟上國際標準。



Traceability and trusted data are critical to meeting sustainability disclosure requirements and unlocking the full potential of AI.

追蹤追溯(Traceability)及可信數據(Trusted Data)是符合可持續發展披露需求及發揮AI潛能的關鍵。



# Spotlight on Innovation: HKICT Awards 2025

## 聚焦創新：香港資訊及通訊科技獎揭曉



The award presentation ceremony of “the Oscars of I&T industry”, the HKICT Awards 2025, unveiled winners across 8 award categories. The Financial Secretary, Mr Paul Chan, presented the Grand Award of the Year.

Organised by the Digital Policy Office, the HKICT Awards features multiple category-specific awards led by industry organisations. GS1 Hong Kong is the leading organiser of the Smart Mobility Award, with its presentation ceremony held on the same day. The Airport Authority Hong emerged as the big winner, with its digital logistics solutions clinching the Smart Mobility Grand Award, the Smart Mobility (Smart Logistics) Gold and Silver Awards.

被譽為資訊及通訊科技業界「奧斯卡」的香港資訊及通訊科技獎2025頒獎典禮上揭曉了8個獎項類別的得獎者，由財政司司長陳茂波先生頒發「全年大獎」。

香港資訊及通訊科技獎由數字政策辦公室主辦，設有多個由不同業界機構籌辦的獎項類別。GS1 Hong Kong是「智慧出行獎」的籌辦機構，其頒獎典禮亦於同日舉行。香港機場管理局成為本屆大贏家，憑其數碼物流解決方案榮獲「智慧出行大獎」、「智慧出行（智慧物流）金獎」及「智慧出行（智慧物流）銀獎」。

### Other winners of “Smart Mobility Award”

#### 「智慧出行獎」其他得獎企業

**Smart Mobility (Smart Tourism)  
Gold Award**  
智慧出行（智慧旅遊）金獎

Harvest Elite International Limited  
禧一國際有限公司

**Smart Mobility (Smart Transport)  
Gold Award**  
智慧出行（智慧交通）金獎

Winley Technology Group Limited / Highways  
Department, The Government of the HKSAR  
偉樂科技集團有限公司 / 香港特別行政區政府路政署

**Smart Mobility – Best Use of AI**  
智慧出行 - 最佳人工智能應用獎

Department of Real Estate and Construction,  
The University of Hong Kong / Hong Kong  
Housing Authority  
香港大學房地產及建設系 / 香港房屋委員會



View other  
award-winning entries  
觀看其他得獎作品



## 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. 1957 & CO. (MANAGEMENT) LIMITED
2. 3 WISE DEVELOPMENT CO., LIMITED  
三睿發展有限公司
3. 3EC PHARMACEUTICAL COMPANY LIMITED  
三宜藥製藥有限公司
4. 3N FOOD TRADING LIMITED
5. 8-SQUARE STORE (HONG KONG) LIMITED  
八方百貨(香港)有限公司
6. ABOTE INTERNATIONAL TRADING BEER CO., LIMITED  
阿伯特國際商啤啤酒有限公司
7. AC TIMEPIECES INTERNATIONAL LIMITED
8. ACESVIA LIMITED  
安適途國際有限公司
9. ACHILLES HONG KONG CO LTD  
興國香港有限公司
10. AEI PROTECT-ON SYSTEMS LIMITED  
保迪安興盛實業有限公司
11. AISHENG CHANGSHOU TECHNOLOGY LIMITED  
愛生長壽科技有限公司
12. ALSON INTERCONTINENTAL LIMITED  
埃爾森洲際有限公司
13. ANKER INNOVATIONS LIMITED  
安克創新有限公司
14. AOSAI TECHNOLOGY (HONG KONG) LIMITED  
澳賽科技(香港)有限公司
15. AOSEN (HONGKONG) PHARMACIA LIMITED"  
奧森(香港)健康有限公司
16. APOLLO-LINK HONG KONG LIMITED
17. ARTREALM CULTURE TECHNOLOGY LIMITED  
繪界文化科技有限公司
18. ASIANBASE INTERNATIONAL LIMITED
19. ASR GROUP (ASIA) LIMITED
20. AUSTRALIA WESTMORE HEALTH PRODUCTS CO., LIMITED  
澳大利亞維斯特實保健康有限公司
21. AUTOJARE COMPANY LIMITED  
奧特佳汽配有限公司
22. BAI CHUAN RUN ZE BIOTECH (HK) CO., LIMITED  
百川潤澤生物科技(香港)有限公司
23. BAIR LIMITED
24. BAOPIN LIMITED  
爆品(香港)有限公司
25. BEANS GROUP LIMITED  
豆子集團有限公司
26. BEIZ MEDICAL DEVICES LIMITED  
貝珍醫療器械有限公司
27. BERRY WORLD HONG KONG LIMITED
28. BEST STANDARD CREATIONS CO., LIMITED
29. BEWAVE SUSTAINABLE SOLUTIONS LIMITED  
碧浪潮國際貿易有限公司
30. BIBIFI GLOBAL LIMITED  
比比非國際有限公司
31. BINEPAD LIMITED
32. BIOCOUPE CO., LIMITED
33. BLUE ORIGO (HONG KONG) HEALTH DEVELOPMENT CO., LIMITED  
藍源(香港)大健康產業開發有限公司
34. BM VITAWING NUTRITION LIMITED
35. BOMASS INTERNATIONAL LIMITED  
寶英拓展有限公司
36. BORN INTERNATIONAL MEDICAL CO., LIMITED  
香港益生堂有限公司
37. BOSANG YOTTA SOLUTIONS PHARMACEUTICAL FACTORY LIMITED  
葆生元素香港製藥廠有限公司
38. BRIGHT PROSPECT TECHNOLOGY LIMITED
39. CALLISTA FOODS LIMITED  
歌莉食品有限公司
40. CARING HEART INTERNATIONAL FOODS LIMITED  
意善國際食品有限公司
41. CELI KOEL (HONGKONG) INTERNATIONAL GROUP LIMITED
42. CELLXXX (HK) GROUP LIMITED  
賽樂克斯(香港)集團有限公司
43. CHAINFLOW CO., LIMITED  
鏈通商貿有限公司
44. CHAN SAI GAAN STUDIO LIMITED  
塵世間工作室有限公司
45. CHANNEL 8 COMPANY LIMITED  
8頻道有限公司
46. CHART COFFEE LIMITED
47. CHERRYKINGSSS CONCEPTS COMPANY  
車厘王概念公司
48. CHEW HALO LIMITED
49. CHICO INTERNATIONAL LIMITED  
置高國際有限公司
50. CHINA BEAR BILE SYNTHETIC BIOLOGY CO., LIMITED  
中華熊膽合成生物有限公司
51. CHINA INTERNATIONAL PHARMACEUTICAL (HOLDING) CORPORATION LIMITED  
中國國際醫藥(控股)有限公司
52. CHINA LONGEVITY GROUP GRAIN AND OIL SHARE LIMITED  
中國長壽集團糧油食品股份有限公司
53. CHINA LUZHOU TOUQU STOCK LIMITED  
中國瀘州頭曲股份有限公司
54. CHRISTIAN FAMILY SERVICE CENTRE  
基督教家庭服務中心
55. CHRONOPULSE BIOTECH (HONG KONG) LIMITED  
時光脈動生命科技(香港)有限公司
56. CHUBBYTECH CO., LIMITED
57. CHY LIMITED  
誠海源國際集團有限公司
58. CIRTMAI INTERNATIONAL BRAND MANAGEMENT CO., LIMITED  
施淨美國際品牌管理有限公司
59. CL STUDIO LIMITED
60. CONCEPTO CO.  
宏圖
61. CONTINEO MARKETING GROUP PTE LIMITED  
康遜諾營銷集團有限公司
62. COORDINAX (HONG KONG) LIMITED  
座標(香港)有限公司
63. CORETRITION TECHNOLOGY LIMITED  
硬核營養科技有限公司
64. COUNTRY MASTER LIMITED
65. CROWN CORPORATION LIMITED
66. DAOXIANGCUN (HK) SHARES CO., LIMITED  
稻香村(香港)股份有限公司
67. DCG MIRAGE TECHNOLOGY HK LIMITED  
數傳幻景(香港)科技有限公司
68. DCH ELECTRICAL APPLIANCES COMPANY LIMITED  
大昌行電器有限公司
69. DESIGN GO (ASIA) LIMITED  
迪斯(亞太)有限公司
70. DEVIQUE LIMITED  
德唯研創環球有限公司
71. DEZCO LIMITED  
德思商貿有限公司
72. DGLETT LIMITED  
迪格萊特有限公司
73. DIAGNOGEN LIMITED
74. DICOM INTERNATIONAL (HK) COMPANY LIMITED
75. DNA POTION LIMITED  
基因魔瓶有限公司
76. DR. SNIFFY CO., LIMITED
77. DRAGON HOPE (HK) BIOTECH MANUFACTORY LIMITED  
龍之芽(香港)生物科技製造廠有限公司
78. DREAMBIZ LIMITED
79. EASTERN MATERIA MEDICA PHARMACEUTICAL FACTORY LIMITED  
香港東方本草製藥廠有限公司
80. ELEGANT LIVING LIMITED  
雅居生活有限公司
81. ELITE-CHINA CULTURAL DEVELOPMENT LIMITED  
宗華菁英文化發展有限公司
82. EMERGING VIRAL DIAGNOSTICS (HK) LIMITED  
新發病毒診斷(香港)有限公司
83. ENDYMED ASIA LIMITED
84. ENIX COMPANY LIMITED
85. ENJOY NORTH EAST FARM PRODUCTS COMPANY LIMITED  
愛港東北農貨有限公司
86. EXTREME HERBAL LIMITED  
極致草本有限公司
87. FARMAMONDO HONG KONG LIMITED
88. FEROX OUTDOOR COMPANY
89. FIBER FEATHER RECYCLING LIMITED  
纖羽再生有限公司
90. FLAMVOLVE TECH LIMITED  
深圳市熿熿智研科技有限公司
91. FLEMING INTERNATIONAL LIMITED  
泛明實業有限公司
92. FLUFFY TECHNOLOGIES HK LIMITED
93. FLY (HK) TRADING CO., LIMITED  
翔飛揚(香港)貿易有限公司
94. FORESTHILL DESIGN LIMITED  
森森有限公司
95. FORTY ONE HONG KONG TRADING COMPANY LIMITED  
世一香港貿易有限公司
96. FULL CITY (HOLDINGS) LIMITED  
富城(控股)有限公司
97. GEMMA HEALTH (HONGKONG) LIMITED  
吉瑪健康(香港)有限公司
98. GERMANY PESOCHIT (GROUP) HONG KONG LIMITED  
德國歐司朗(集團)有限公司

99. GRACE NATURE CO., LIMITED  
格瑞自然有限公司
100. GRANDMA WONG LIMITED
101. GREENROOT DISTRIBUTION LIMITED
102. GREENSTAR HONG KONG LIMITED  
鈞達香港有限公司
103. GSV INTERNATIONAL GROUP LIMITED  
金海航國際集團有限公司
104. H+C HEALTH PRODUCTS COMPANY  
專業衛生用品公司
105. HA MING KEE  
夏銘記
106. HALO CAP TECHNOLOGY CO., LIMITED  
凌風甲科技有限公司
107. HANDTIQUE.CO
108. HANKOOK TECHNOLOGY COMMERCE LIMITED
109. HAPPIFY COMPANY LIMITED  
創喜峰有限公司
110. HBCH HEALTH PRODUCTS GROUP LIMITED  
平樂健康產品集團有限公司
111. HEART WITH HEART (HONG KONG) LIMITED  
聯心(香港)有限公司
112. HELLO COCOA LIMITED  
可可阿樂有限公司
113. HIGO LIMITED  
海高集團有限公司
114. HING FUNG INTERNATIONAL (HONG KONG) LIMITED  
慶豐國際(香港)有限公司
115. HING SAN HONG LIMITED  
興辰行有限公司
116. HIP YICK FOOD LIMITED  
協益食品有限公司
117. HK DIW PHARMACY CO., LIMITED  
香港迪薇大藥房有限公司
118. HK FEASTO TRADE CO., LIMITED  
扉斯拓貿易有限公司
119. HK FUYIHAO INTERNATIONAL INDUSTRIAL CO., LIMITED  
香港富億豪國際實業有限公司
120. HK GOLDEN PHOENIX TRADING LIMITED  
香港金鳳貿易有限公司
121. HK HOCHAN JIAYE INT'L CO., LIMITED  
香港宏成嘉業國際有限公司
122. HK JIA LIAN TRADING DEVELOPMENT LIMITED  
嘉聯商貿香港發展有限公司
123. HK JINPAN BIOPHARMACEUTICAL CO., LIMITED  
香港金磐生物醫藥有限公司
124. HK LEWULING BIOTECHNOLOGY CO., LIMITED  
香港樂無齡生物科技股份有限公司
125. HK ROADSTAR TECHNOLOGY CO., LIMITED  
香港星行科技有限公司
126. HK TONGTAI BIOLOGY TECHNOLOGY CO., LIMITED  
香港通泰生物技術有限公司
127. HK TULE INTERNATIONAL TRADE CO., LIMITED  
香港途樂國際貿易有限公司
128. HK YUFANGTANG MEDICAL GROUP LIMITED  
香港御坊堂藥業集團有限公司
129. HKSPORTNUTRITION LIMITED  
叁七廿一有限公司
130. HONG KONG AIER (INTERNATIONAL) GROUP COMPANY LIMITED  
香港艾兒(國際)集團有限公司
131. HONG KONG AOSHELAN YAN INTERNATIONAL CO., LIMITED  
香港澳奢蘭延國際有限公司
132. HONG KONG BAIJING TECHNOLOGY LIMITED  
香港百精科技有限公司
133. HONG KONG BAISI COSMETICS LIMITED  
香港佰賽思化妝品有限公司
134. HONG KONG BAIYAOZU PHARMACEUTICAL CO., LIMITED  
香港百藥祖醫藥有限公司
135. HONG KONG BAOYA COSMETICS LIMITED
136. HONG KONG BURSLAN INTERNATIONAL LIMITED  
香港布爾斯蘭國際有限公司
137. HONG KONG CAUSEWAY BAY DRUGSTORE CO., LIMITED  
香港銅鑼灣大藥房中醫中藥研究有限公司
138. HONG KONG CENTENNIAL ANCESTRAL COMPANY LIMITED  
香港百年祖有限公司
139. HONG KONG CHINESE MEDICAL SCIENCE ACADEMY LIMITED  
香港中醫科學院有限公司
140. HONG KONG CHUN KING GROUP LIMITED  
香港醇興集團有限公司
141. HONG KONG CLOVER HEALTH TECHNOLOGY CO., LIMITED  
香港三葉草健康科技有限公司
142. HONG KONG CYBERLUMENIX TECHNOLOGY LIMITED  
香港賽博流明科技有限公司
143. HONG KONG DING'S HE NIAN TANG BIOTECHNOLOGY CO., LIMITED  
香港丁氏鶴年堂生物科技股份有限公司
144. HONG KONG FUTAI PHARMACEUTICAL LIMITED  
香港福泰藥業有限公司
145. HONG KONG GAOJUN INTERNATIONAL TRADING CO., LIMITED  
香港高俊國際貿易有限公司
146. HONG KONG GUOBIAO INSPECTION AND TESTING CO., LIMITED  
香港國標檢驗檢測有限公司
147. HONG KONG HEALTHCARE & HEARTBIOTECH CO., LIMITED  
香港華康仁心生物科技股份有限公司
148. HONG KONG HONGCHENG SPORTS GOODS CO., LIMITED  
香港鴻程體育用品有限公司
149. HONG KONG HONGSHENG ADULT PRODUCTS TRADING CO., LIMITED  
香港鴻盛成人用品商貿有限公司
150. HONG KONG HUAXING HOLDINGS LIMITED  
香港華興控股有限公司
151. HONG KONG HUIXIN FOOD GROUP LIMITED  
香港匯鑫食品集團有限公司
152. HONG KONG HUIZHONGTANG BIOTECHNOLOGY CO., LIMITED  
香港會仲堂生物科技股份有限公司
153. HONG KONG JIMEIKANG LIMITED  
香港吉美康有限公司
154. HONG KONG JISUITANG MEDICINE CO., LIMITED  
香港濟歲堂藥業有限公司
155. HONG KONG JIUJIUQIAN GROUP CO., LIMITED  
香港九灸乾集團有限公司
156. HONG KONG KANWU TECHNOLOGY LIMITED  
香港漢和科技有限公司
157. HONG KONG KAKILA TECHNOLOGY CO., LIMITED  
香港卡琦拉科技有限公司
158. HONG KONG KATASYMBOL CO., LIMITED
159. HONG KONG KING JACK (INTERNATIONAL) GROUP LIMITED  
香港金捷(國際)集團有限公司
160. HONG KONG KUNZE TECHNOLOGY TRADING CO., LIMITED  
香港坤澤科技貿易有限公司
161. HONG KONG LANGBA FOOD LIMITED  
香港浪吧食品有限公司
162. HONG KONG LEE-CARE ORAL CARE PRODUCTS CO., LIMITED  
香港立康口腔護理用品有限公司
163. HONG KONG LIBBITON FOOD GROUP LIMITED  
香港利比頓食品集團股份有限公司
164. HONG KONG LINSHENG ELECTRONIC TECHNOLOGY CO., LIMITED  
香港霖昇電子科技有限公司
165. HONG KONG LUMINA GLOBAL INTERNATIONAL LIMITED
166. HONG KONG LUXKISH LIMITED
167. HONG KONG MASTER NETWORK LIMITED  
香港文網有限公司
168. HONG KONG MENGDA INFORMATION TECHNOLOGY LIMITED  
香港盟大信息科技有限公司
169. HONG KONG MINIR INTERNATIONAL FOOD CO., LIMITED  
香港米妮爾國際食品有限公司
170. HONG KONG NEWSTAR BIG HEALTH TECHNOLOGY CO., LIMITED  
香港新星大健康科技有限公司
171. HONG KONG NOUFARM FOOD LIMITED  
香港潤豐食品有限公司
172. HONG KONG PHARMACY CHINESE AND WESTERN MEDICINE INTERNATIONAL LIMITED  
香港大藥房中西藥業國際有限公司
173. HONG KONG RUISHA BIOLOGICAL TECHNOLOGY CO., LIMITED  
香港瑞莎生物科技股份有限公司
174. HONG KONG SHEN YUAN SHENG TRADING BIO LIMITED  
香港基元升貿易生物有限公司
175. HONG KONG SMARTMAKER DIGITAL TECHNOLOGY CO., LIMITED  
香港智造家數學科技有限公司
176. HONG KONG SOU MAN DI FOOD TRADING CO., LIMITED  
香港酥滿地食品商貿有限公司
177. HONG KONG SUCHEN HEALTH TECHNOLOGY GROUP CO., LIMITED  
香港素臣健康科技集團有限公司
178. HONG KONG SUYUAN TECHNOLOGY CO., LIMITED  
香港速緣科技有限公司
179. HONG KONG TAIYI HONGRUN TRADE CO., LIMITED  
香港泰義鴻潤貿易有限公司
180. HONG KONG TASTISM LIMITED  
港食主義有限公司
181. HONG KONG TIAN YAN MI YU TRADE LIMITED  
香港田顏覓雨貿易有限公司
182. HONG KONG TONG AN TANG PHARMACEUTICAL GROUP CO., LIMITED  
香港同安堂藥業集團股份有限公司
183. HONG KONG TOPCHEF APPLIANCE LIMITED  
香港頂廚電器有限公司
184. HONG KONG TRACE ELEMENTS HEALTH TECHNOLOGY COMPANY LIMITED  
香港微量元素健康科技有限公司
185. HONG KONG WEII GLOBAL LIMITED  
香港為伊國際有限公司
186. HONG KONG YU YANG ZHEN GROUP CO., LIMITED  
香港譽養珍集團股份有限公司
187. HONGKONG BEEBEST INFORMATION TECHNOLOGY CO., LIMITED  
香港極蜂資訊科技有限公司
188. HONGKONG BLAZETIDE INTERNATIONAL TRADING CO., LIMITED  
香港焱漆國際貿易有限公司
189. HONGKONG BLUEBELL INTERNATIONAL CO., LIMITED  
香港藍風鈴國際有限公司
190. HONGKONG BY SUN COMPANY LIMITED  
香港佰升有限公司
191. HONGKONG CULINART INTERNATIONAL TRADE CO., LIMITED  
香港庫裏耐特國際貿易有限公司
192. HONGKONG DAYAOFANG HEALTH RESEARCH INSTITUTE SHARE LIMITED  
香港大藥房健康研究院股份有限公司

193. HONGKONG SINGCHAN TECHNOLOGY LIMITED  
香港星程科技有限公司
194. HONGKONG TONGYANGTANG PHARMACEUTICAL CO., LIMITED  
香港同養堂藥業有限公司
195. HONGKONG ZHIYUANTONG TECHNOLOGY LIMITED  
香港智遠通科技有限公司
196. HONGTAI (HK) PHARMACEUTICAL CO., LIMITED  
鴻泰(香港)製藥有限公司
197. HOYAN (HONG KONG) TECHNOLOGY TRADING CO., LIMITED  
和研(香港)科技貿易有限公司
198. HUA MEDICINE TECHNOLOGY (HONG KONG) LIMITED  
華領醫藥技術(香港)有限公司
199. HUA TUO HOLDINGS GROUP LIMITED  
華佗控股集團實業有限公司
200. HUATU GROUP HEALTH INDUSTRY LIMITED  
華佗集團健康產業有限公司
201. HUAYAO INTERNATIONAL CO., LIMITED  
華藥國際有限公司
202. HUNGCHIU LIMITED  
弘久有限公司
203. I & C (HONG KONG) LIMITED  
中外醫藥有限公司
204. IFLEX EYEWEAR COMPANY LIMITED
205. INF TECHNOLOGY LIMITED  
英弗科技有限公司
206. INNOFORGE STUDIO COMPANY LIMITED  
創鑄工作室有限公司
207. INNOMEDS WELLNESS LIMITED  
膳健健康有限公司
208. IZU ASIA COMPANY LIMITED  
伊豆亞洲發展有限公司
209. J & E GROUP LIMITED  
盛煥集團有限公司
210. JACKSON HONG LIMITED  
香港智信行有限公司
211. JAPAN ITO CHINA COMPANY LIMITED  
日本伊藤株式會社中國有限公司
212. JBF LIMITED
213. JDS COMMERCE HOLDINGS LIMITED
214. JETLAND HARDWARE LIMITED
215. JETWAY MANUFACTORY COMPANY LIMITED
216. JIANGSU HENGRUI PHARMACEUTICALS (HONG KONG) CO., LIMITED  
江蘇恒瑞醫藥(香港)有限公司
217. JIEFUNI INTERNATIONAL TRADE LIMITED  
潔芙妮國際貿易有限公司
218. JIURISK LIMITED  
九日食客村有限公司
219. JORDAN & KOENIG LIMITED
220. JUBILEE GROUP HOLDINGS HK LIMITED
221. K. TREND FOOTWEAR LIMITED  
祺昌鞋業有限公司
222. KA XING TRADING HONG KONG LIMITED  
香港嘉興貿易有限公司
223. KAIHUA INT'L FOODS (HONG KONG) LIMITED  
凱華國際食品(香港)有限公司
224. KAISUN TRADING CO., LIMITED
225. KAM KOOK YUEN LIMITED  
香港金菊園有限公司
226. KARSEELL COSMETICS CO., LIMITED  
卡賽雅化妝品有限公司
227. KBOSE INTERNATIONAL COMPANY LIMITED  
高博思國際有限公司
228. KING OF GINSENG (KOREA RED GINSENG) LIMITED  
韓蔘皇(韓國高麗蔘)有限公司
229. KINGDOM TRADING (INTERNATIONAL) LIMITED  
基業貿易(國際)有限公司
230. KIRI STUDIO LIMITED  
琪衛工作室有限公司
231. KOMODO INNOVATION GROUP LIMITED  
科莫多創新集團有限公司
232. KONXEPT LIMITED
233. KOON CHEUK HIN CO., LIMITED  
冠緯軒有限公司
234. KOREA SELTA COSMETICS CO., LIMITED  
韓國瑟拉塔化妝品株式會社有限公司
235. LA LUNA COMPANY LIMITED
236. LA MER (HONG KONG) COSMETICS LIMITED  
海藍之謎(香港)化妝品有限公司
237. LANPEI TECHNOLOGY (HONG KONG) CO., LIMITED  
藍佩科技(香港)有限公司
238. LAVATOOLS (HONG KONG) LIMITED  
麒源科技有限公司
239. LAYTURE COMPANY LIMITED
240. LEADWELL SOLUTIONS LIMITED  
領佳多科研有限公司
241. LIAM BIOTECH MANUFACTURE LIMITED
242. LIFE POWER INTERNATIONAL LIMITED  
初元國際有限公司
243. LIGHT TEC LIMITED  
利達燈飾有限公司
244. LINLYFONTE HK LIMITED
245. LION ENTERPRISE GROUP LIMITED  
獅子實業有限公司
246. LIVING LIFE LIMITED  
愛人生有限公司
247. LOCOLLA LIMITED
248. LOVE VICTORY H.K. LIMITED  
愛保健(香港)有限公司
249. LUMIFORGE COMPANY LIMITED  
輝造有限公司
250. LUMINARY TRADING HK LIMITED  
奇亮貿易(香港)有限公司
251. LUXELIVING COMPANY LIMITED  
裕濠號創作有限公司
252. M2 BRANDS LIMITED
253. MACAO ZHONGJING PHARMACY SHARES LIMITED  
澳門仲景大藥房股份有限公司
254. MAIDECARE GROUP LIMITED  
美護集團有限公司
255. MALACATE ANCESTRAL LIMITED
256. MAMA MUJER SUPPLY CHAIN LIMITED
257. MASHA TRADING (H.K) LIMITED
258. MECHPORT LIMITED  
麥克港有限公司
259. MEILIN TRADING HK LIMITED  
美琳貿易(香港)有限公司
260. MUSIC PANDA CO., LIMITED  
音樂熊貓有限公司
261. NATURE PURE TRADING LIMITED  
養真源貿易有限公司
262. NETVOYAGE LIMITED  
網絡新航有限公司
263. NEW ADVENTURES LLC LIMITED
264. NEW AGE SUPPLY CHAIN LIMITED  
新時代供應鏈有限公司
265. NEW BOND LIMITED  
新邦行有限公司
266. NEW CENTURY (HK) PHARMACEUTICAL CO., LIMITED  
新世紀(香港)製藥有限公司
267. NEW ENTERTAINMENT BIOTECHNOLOGY CO., LIMITED  
新娛生物科技有限公司
268. NI LINGYAN INTERNATIONAL LIMITED  
逆齡燕國際有限公司
269. NIKKO TRADING HK LIMITED  
力高貿易(香港)有限公司
270. NINGLEY GLOBAL COMMERCE GROUP LIMITED
271. NO.8 STUDIO LIMITED  
8號工作室有限公司
272. NOBEL PRIZE WINNERS (ASIA) SCIENCE RESEARCH INSTITUTE CO., LIMITED  
諾貝爾獎獲得者(亞洲)科學研究院有限公司
273. NOBEN INTERNATIONAL LIFE SCIENCE AND TECHNOLOGY CO., LIMITED  
諾本國際生命科技有限公司
274. NOBITA TRADING COMPANY LIMITED  
大雄貿易有限公司
275. NOBS BIOTECH LIMITED
276. NOX TECHNOLOGY INTERNATIONAL LIMITED  
諾絲科技(國際)有限公司
277. OHMORE (HONG KONG) BIOTECHNOLOGY LIMITED  
歐默(香港)生物科技有限公司
278. ONE PCT LIMITED
279. ORIGIN PHARMACEUTICAL LIMITED  
弘本藥業有限公司
280. OTAI BIOTECHNOLOGY (HK) LIMITED  
香港歐泰生物科技有限公司
281. OWNSMILE BIOTECHNOLOGY CO., LIMITED
282. PACIFIC SALMON GROUP LIMITED  
泰漁集團有限公司
283. PANDA COOL MANAGEMENT LIMITED  
熊貓冷飲管理有限公司
284. PANG HO INTERNATIONAL TRADING LIMITED  
澎浩國際貿易有限公司
285. PARCO (HK) IND. LIMITED  
柏高(香港)實業有限公司
286. PAX GROUP HOLDINGS LIMITED  
派克斯集團控股有限公司
287. PC LINKS LIMITED  
柏森創聯有限公司
288. PDW (HK) LIMITED  
精確設計(香港)有限公司
289. PEKABOAY TECHNOLOGY CO., LIMITED  
派卡布科技有限公司
290. PETTERMOMO LIMITED  
萌龍寶寶有限公司
291. PHOENIX A&F HOLDINGS LIMITED  
鳳凰邨食品產業集團有限公司
292. PLANET EARTH INCORPORATED LIMITED
293. PLAYVITAL LIMITED
294. POLAR FEAT SPORTS LIMITED  
至斐運動有限公司
295. PORTUS FRAGRANTIA HOLDINGS LIMITED

296. PRENETICS LIMITED  
 297. PRIME LIVING AND VITALITY LIMITED  
 香港生命綻放151有限公司  
 298. PROBLISS WELLNESS LIMITED  
 百樂保健有限公司  
 299. PRODUCT INNOVATOR LIMITED  
 創意產品發展有限公司  
 300. PROFISH INTERNATIONAL LIMITED  
 菩斐施國際有限公司  
 301. QTY LIFE SCIENCES CO., LIMITED  
 302. RABBIT ENERGY LIMITED  
 躍兔能源有限公司  
 303. RANDOM ACT OF KINDNESS CHARITY FUND LIMITED  
 順手幫慈善基金有限公司  
 304. REED'S (HONG KONG) LIMITED  
 305. REMINDER COMPANY LIMITED  
 提示器有限公司  
 306. REMIX CHEMIE CO., LIMITED  
 307. RENZHI KANGTAI PHARMACEUTICAL LIMITED  
 仁誌康泰藥業有限公司  
 308. RIGHTEOUS PATH (HONG KONG) LIMITED  
 義途(香港)有限公司  
 309. ROYAL HEALTH PHARMACEUTICAL LIMITED  
 御康藥業有限公司  
 310. ROYAL WILLIAM WINE GROUP LIMITED  
 香港皇家威廉酒業集團有限公司  
 311. RTONG GLOBAL CO., LIMITED  
 瑞通全球有限公司  
 312. RUIISHI FAR EAST LIMITED  
 313. RUNTANG CO., LIMITED  
 潤棠有限公司  
 314. SARAYA (HONG KONG SALES) CO., LIMITED  
 315. SAVE LOAD PRODUCTION LIMITED  
 存載製作有限公司  
 316. SCHUELKE ASIA PACIFIC LIMITED  
 317. SCHUETTE & CO. FAR EAST LIMITED  
 瑞達洋行有限公司  
 318. SENDA DEVELOPMENT CO., LIMITED  
 森達發展有限公司  
 319. SENTEUR COSMETIC LIMITED  
 320. SHING HING GROUP TRADING LIMITED  
 成興集團貿易有限公司  
 321. SHUFANG LIMITED  
 數方控股有限公司  
 322. SHUN HING GLOBAL ONLINE BUSINESS COMPANY LIMITED  
 信興環球電子商貿有限公司  
 323. SHUNXING MEDICAL BIOTECHNOLOGY COMPANY LIMITED  
 順興醫藥生物科技有限公司  
 324. SINGAPORE PHARMACY CO., LIMITED  
 星加坡大藥房有限公司  
 325. SINO FIRST INTERNATIONAL HOLDINGS LIMITED  
 326. SIX STARS PET WHOLESALE COMPANY LIMITED  
 六星級寵物批發有限公司  
 327. SIX25AM LIMITED  
 328. SMALL HEALTHY ENVIRONMENT LIMITED  
 健康小環境有限公司  
 329. SMOOTH ELECTRONICS CO., LIMITED  
 舒順電子有限公司  
 330. SO KA CHON LIMITED  
 蘇家莊有限公司  
 331. SORATIN PHARMACEUTICAL LIMITED  
 332. SOULO LIMITED  
 333. SS WOODEN PRODUCTS CO., LIMITED  
 三蘇木業有限公司  
 334. STELLA RACQUETS LIMITED  
 335. SUNNY HARMONY ENERGY DEVELOPMENT COMPANY LIMITED  
 旭和能源發展有限公司  
 336. TAI TONG ORGANIC BEANSPOUTS COMPANY LIMITED  
 大棠有機芽菜廠有限公司  
 337. TAKAKA LIMITED  
 338. TALIRIS LIMITED  
 泰麗詩有限公司  
 339. TANGENCY (HK) CO. LIMITED  
 340. TEAM ENERGY KNITTERS LIMITED  
 匯力毛織有限公司  
 341. TEAMFLEX TECHNOLOGY LIMITED  
 342. THAI LADIES LIMITED  
 泰女仕有限公司  
 343. THAILAND YUPUTANG PHARMACY LIMITED  
 泰國玉菩堂製藥有限公司  
 344. THE BEGINNING GROUP LIMITED  
 太初集團有限公司  
 345. THE POWER OF NOW LIMITED  
 當下國際集團有限公司  
 346. THE WHALE LOUNGE HK LIMITED  
 347. TIANCHEN ELECTRONIC COMMERCE CO., LIMITED  
 天辰電子商務有限公司  
 348. TIE YUE INTERNATIONAL CROSS-BORDER ELECTRONIC COMMERCE CO., LIMITED  
 鐵越國際跨境電商有限公司  
 349. TIME FOR TEA LIMITED  
 350. TRADEWISE SOLUTIONS LIMITED  
 351. TREASURE GO CATERING LIMITED  
 卓高餐飲發展有限公司  
 352. TRENDER TECHNOLOGY LIMITED  
 朝達科技有限公司  
 353. TRIMIC INDUSTRY LIMITED  
 愷安工業有限公司  
 354. TRULYPET INTERNATIONAL LIMITED  
 寵利沛國際股份有限公司  
 355. TYSAN TRADING COMPANY LIMITED  
 泰昇貿易有限公司  
 356. UK NICA CATERING GROUP LIMITED  
 英國尼卡餐飲集團有限公司  
 357. UPPER CHINA HONG KONG CO., LIMITED  
 358. VALERIE PASTRY LIMITED  
 法萊麗烘焙有限公司  
 359. VENTTI AIR COMPANY LIMITED  
 通風口空氣有限公司  
 360. VIDSMART TRADE CO., LIMITED  
 維德思智貿易有限公司  
 361. VITAILIFE NUTRITION LIMITED  
 362. VIVA BEAUTY ECOM LIMITED  
 363. W & B ENTERPRISE LIMITED  
 364. WAON DEVELOPMENT LIMITED  
 威昂發展有限公司  
 365. WEIJIE INTERNATIONAL TRADING COMPANY LIMITED  
 威捷國際貿易有限公司  
 366. WELL DONE HOME DEPOT LIMITED  
 成了家庭服務站有限公司  
 367. WHL HOLDING LIMITED  
 香港蔚匯傑控有限公司  
 368. WINRICH INTERNATIONAL TRADE LIMITED  
 贏豐國際貿易有限公司  
 369. WISE PET PRODUCT LIMITED  
 寶貝寵物用品有限公司  
 370. WORLD FZO ENTERPRISE LIMITED  
 世界自由區實業有限公司  
 371. WSS (1978) LIMITED  
 永事利(1978)有限公司  
 372. WY INTERNATIONAL LIMITED  
 373. XINDAFA (HONG KONG) LIMITED  
 興達發(香港)有限公司  
 374. YEASEN PHARMA FACTORY LIMITED  
 香港頤生大藥廠有限公司  
 375. YEDAO HOLDING HK LIMITED  
 歐亞良嘜(香港)有限公司  
 376. YEESO LIMITED  
 377. YEPPEERS COMPANY LIMITED  
 躍步環球有限公司  
 378. YESHIFU (HONG KONG) HOLDINGS LIMITED  
 香港葉濕伏控有限公司  
 379. YEUK FUNG GX INTERNATIONAL LIMITED  
 躍豐至信國際有限公司  
 380. YME TECHNOLOGY LIMITED  
 悅米科技有限公司  
 381. YNBY INTERNATIONAL LIMITED  
 雲白國際有限公司  
 382. YOUNG BEAUTY (HONG KONG) INTERNATIONAL DEVELOPMENT CO., LIMITED  
 洋妝源(香港)國際發展有限公司  
 383. YOUNG TIDE LIMITED  
 揚泰有限公司  
 384. YOUQI INTERNATIONAL LIMITED  
 優奇國際有限公司  
 385. YOUZUO INTERNATIONAL TRADING CO., LIMITED  
 優作國際貿易有限公司  
 386. YU KEE LIMITED  
 汝記有限公司  
 387. YUAN HENG SPICE COMPANY LIMITED  
 源興香料有限公司  
 388. YUE WO HOP KEE  
 裕和合記  
 389. YUNSHENG TONG (HK) BIOPHARMACEUTICAL LIMITED  
 潤生堂(香港)生物科技製藥有限公司  
 390. YUNXIANG INTERNATIONAL TRADING LIMITED  
 雲翔國際貿易有限公司  
 391. ZERONE LIMITED  
 392. ZHONGJING INTERNATIONAL HEALTH INDUSTRY GROUP CO., LIMITED  
 仲景國際健康產業集團有限公司

Join Us  
 成為我們的會員



# 15<sup>th</sup> Anniversary of Consumer Caring Scheme

## 貼心企業嘉許計劃15周年

A survey shows that 3 factors are considered even more important than price: product and service quality (53%), customer service (51%), and a convenient digital experience (35%). Recognition from credible certification programme, could also help build trust and strengthen consumer confidence.

Now in its 15<sup>th</sup> anniversary, GS1 Hong Kong's "Consumer Caring Scheme" recognises enterprises that uphold a customer centric approach, with awardees from a wide range of industries.

有調查顯示，有三個要素比價格更重要：但產品及服務質素(53%)、客戶服務支援(51%)，以及便利的數碼體驗(35%)。有良好的產品品質及服務，也可以透過有公信力的認證計劃宣揚正面形象，建立消費者信心。

GS1 HK的「貼心企業嘉許計劃」今年已踏入15周年，每年嘉許在業務上堅持以客為先的企業，獲嘉許企業橫跨多個行業。

### 78 enterprises were recognised by the Scheme

#### 今年有78間企業獲計劃嘉許



#### Beauty & Personal Care 美妝及個人護理



#### Business & Professional Services 商業及專業服務



#### Catering & Dining Services 餐飲服務



#### Consumer Electronics & Electrical Appliances 電子及電器產品



#### Consumer Product 消費產品



#### Food & Beverages 食品及飲品



#### Health Supplements & Organic Food 保健食品及有機食品



#### Household & Pet Products and Services 家居 / 寵物用品及服務



#### Maternal, Infant & Child Food 母嬰或兒童食品



#### Pharmaceutical products 醫療藥品



#### Retail Merchants & Retailers 零售商戶



#### Textile and Apparel Manufacturing 紡織及服飾品製造業



#### Watches & Jewellery 鐘錶珠寶



## GS1 HK Calendar

**28 APR, 12 MAY, 22 JUN, 27 JUL**

Training: Smart Manufacturing Certificate Course  
培訓: 智慧製造證書課程

**29 APR**

Seminar: Leveraging AI on Xiaohongshu to Boost Social Traffic and Online-to-Offline Sales  
研討會: AI助攻小紅書 - 引爆社交流量 推動線上線下銷售增長

**4 MAY**

Webinar: Roadmap for ESG Development for Logistics Industry  
線上簡介會: 物流業ESG發展路線圖 - 數據收集工具包

**11 MAY, 23 JUN, 28 JUL**

Training: Smart Retail Operations Mastery Certificate Course  
培訓: 智慧零售營運管理專業證書課程

**19 MAY**

2026: ESG Strategy & Planning Workshop  
ESG策略與規劃工作坊

**22 MAY**

Workshop: Boosting Business Conversion Rates: How AI Is Reshaping E-Commerce  
工作坊: 提升業務轉化率: AI如何重塑電子商貿

**8 - 9 JUN, 13 - 14 JUL**

Supply Chain Certification Course SCM 5.0 - Green Supply Chains: From Digitalisation to Sustainability  
供應鏈認證課程 SCM 5.0 - 綠色供應鏈, 從數碼化到可持續發展

**17 JUN**

Training: Digital Strategies for Business Leaders Certificate Course  
培訓: 商業領袖數碼策略證書課程

**24 JUN**

Healthcare Training: Unique Device Identification (UDI) for Medical Devices  
培訓: 於醫療產品上應用獨有識別碼(UDI)

**28 AUG**

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

Upcoming Events  
即將舉行的活動



## “Go Global Awards” Debut 全新GS1 HK「出海大獎」隆重登場!

As mainland enterprises accelerate their global expansion, Hong Kong has become a trusted platform to start - supported by HK's status as an international financial hub, robust legal system, and global business environment. GS1 Hong Kong has newly introduced the “Go Global Awards” to recognise outstanding enterprises that have successfully leveraged Hong Kong to achieve remarkable overseas growth.

內地企業加速出海成為大趨勢, 香港憑藉國際金融貿易中心優勢、完善法治及國際化營商環境, 成為企業出海的重要平台。GS1 HK今年全新推出「出海大獎」, 透過這個具公信力的香港獎項, 表彰企業透過香港作平台, 出海到海外的卓越成就!



### 3 Key Highlights 大亮點



**Authoritative  
Endorsement from HK**  
香港權威背書



**Strong Media Exposure to  
Amplify Global Visibility**  
強大媒體曝光, 助力出海



**Priority Buyer  
Matching Opportunities**  
優先獲得配對買家機會

Judged on innovation, sustainability, brand impact, and scalability.  
大獎會根據創新性、可持續性、品牌及對消費者影響力、市場滲透與可擴展性作評審。

Contact us to learn more  
聯絡我們了解更多

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Email 電郵 corpinfo@gs1hk.org





# 貼心企業嘉許計劃 以貼心贏信心



- 參加年度頒獎典禮，與600位政商界交流
- 獲得品牌曝光機會
- 具公信力嘉許，建立信心

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