

**Expert: Customisable Sofas Shall  
Prevail, Introducing New  
Pet-friendly Fabrics**  
梳化客製化漸成主流 新推毛孩友善布料

**Frozen Meat Enterprise Undergoes  
5-year Digital Transformation &  
Launches Recyclable  
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凍肉企業5年數碼轉型 推可回收卡紙托盒

**3 Key Strategies for Promoting  
Circular Economy**  
推動循環經濟3個要訣

**The Future of Commerce in Asia  
Pacific: Online or Offline?**  
亞太區商貿未來：線上還是線下？



**Michael Lam**

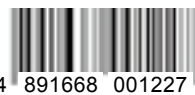
Executive Director and Managing Director  
Gold Peak Technology Group

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金山科技集團  
執行董事兼董事總經理

Executive Connect 管理層專訪

**Years of Research in Nickel-zinc Technology for  
Safer and Greener Power Solutions**  
**多年研發鎳鋅技術 拓更安全環保電源**



### 3 Trends Driving Transformation in 2025 3大趨勢 為2025帶來變革

2025 is just around the corner, and it's clear that businesses must be ready to adapt to a rapidly evolving landscape and uncertainty. Industry experts have identified a few trends shaping a transformative future.

New technologies, including generative AI, play a crucial role. Businesses can rethink business models to unleash the potential of generative AI and explore new possibilities. Ensuring data quality is crucial - global standards facilitate the exchange of accurate product information through services like Verified by GS1. In fact, more than 20 leading marketplaces around the globe are checking millions of GTINs provided by sellers with Verified by GS1 every day.

Driven by both regulatory pressure and consumer demand, the move towards more sustainable business & circular economies is certainly a key driver of change in 2025. The fashion industry, which generates 8-10% of global carbon emission, is actively taking actions to become more sustainable. For example, after discovering that transportation takes up 20% of their footprint, a fashion brand shifted to routes & carriers that produce less CO2, e.g. increasing the use of EVs. Other fashion brands have launched sustainable collections made from recycled/regenerated materials.

Consumer experience is king, particularly for omnichannel strategies, which are also becoming more sophisticated to ensure a smooth and seamless experience between online and offline touchpoints. QR codes can serve as powerful tools - empowering consumers to scan and access diverse product information online, or even green credentials, while also direct consumers to online stores to purchase.

This issue featured interviews with Gold Peak Technology Group, the largest primary battery producer in Asia, which is implementing green practices in production and technology to drive growth; Giormani, which highlights the importance of innovation, personalization, and sustainability; and Million Group, which has undergone a five-year digital transformation and is now embracing sustainability.

Enjoy reading.



轉眼2025年即將來臨，企業必須做好準備，以應對不斷變革的環境和不確定性。行業專家提出，以下3大趨勢，將為未來帶來變革。

新科技如生成式人工智能(Generative AI)，發揮關鍵作用。企業需要重新構思營運模式，去發揮生成式人工智能的潛力，創造新可能。當中確保數據質量也是重要一環，透過全球標準及相關方案如 Verified by GS1 去促進準確的訊息流通。事實上，全球超過20間大型零售店每天都透過 Verified by GS1 去驗證數百萬個商品條碼。

在監管規範陸續出台及消費者需求的推動下，可持續發展及循環經濟模式亦會推動2025年的變革。碳排放量佔全球8-10%的時裝行業，正在積極改善業務流程，提升可持續性。有時尚品牌在發現運輸佔其碳足跡的20%後，透過改變運輸路線和方式去減少碳排放，例如是轉向使用電動車。其他時尚品牌則推出了由回收/再生材料製成的可持續服裝系列。


消費者體驗繼續是重中之重，特別是日漸複雜的全渠道策略，以確保線上線下接觸點的順暢體驗。二維碼為一大實用工具 - 讓消費者可以掃一掃，瀏覽線上多元化產品訊息，甚至是可持續發展證書，及將消費者帶到網上平台購買。

今期訪問了全球最大電池製造商之一的金山科技集團，如何透過綠色生產和科技推動業務增長；茲曼尼帶出創新、個人化服務及可持續發展的重要；還有萬安集團在經歷5年數碼轉型的同時，投身可持續發展。

歡迎大家閱讀各大新趨勢。

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## About GS1 Hong Kong 關於香港貨品編碼協會

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

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

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# Years of Research in Nickel-zinc Technology for **Safer and Greener Power Solutions**

## 多年研發鎳鋅技術 拓更安全環保電源

**Michael Lam**

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Gold Peak Technology Group

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The explosive growth of electronic products globally, including smartphones, tablets, wearable electronics, as well as the promising prospects of IoT devices in smart homes and electronic medical/healthcare sectors, has garnered significant interests.

Michael Lam, Executive Director and Managing Director of Gold Peak Technology Group, the largest primary battery manufacturer in Asia, highlights that the use of batteries, from everyday items like doorbells and remote controls to critical infrastructures such as data center backup power, has been expanding. In response to the increasing demand, the Group continues to innovate on its existing three major battery product categories. Apart from continuously enhancing the energy performance of single-use batteries, it is also actively promoting green rechargeable batteries that can be recharged up to few hundred times, and with 90% of the materials being recyclable. Furthermore, the Group is developing Nickel-zinc batteries that are longer-lasting, safer, and more environmentally friendly.

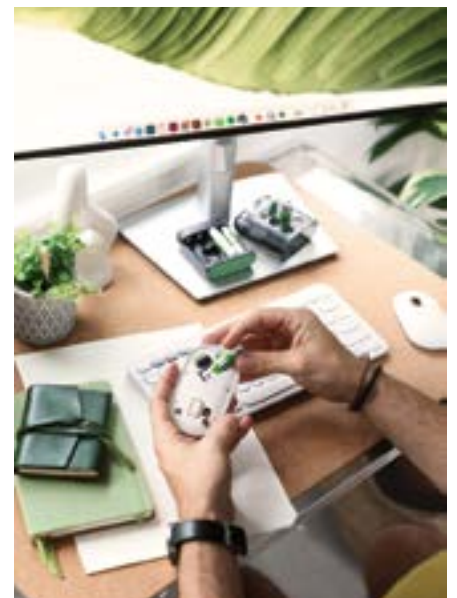
### IoT Devices Driving Growth

Citing market estimates that over 75 billion IoT devices will be in use globally by 2025, Michael sees huge business opportunities for the Group as it now achieves an annual output at around 6.5 billion pieces of batteries. “From consumer electronic devices like hearing aids for the elderly and Bluetooth trackers, to commercial products such as electronic price tags for retailers and alarm systems for hotel operators, we play a part in essentially every market segment.”

“With a history of 60 years, ‘GP’ is a popular consumer battery brand in major markets like Hong Kong and Southeast Asia. While in the commercial and industrial segments, we have an extensive coverage across sectors including hotels, schools, property management, logistics, agriculture, government smart cities, and utilities such as water and electricity.”

全球電子產品爆炸性增長，除手機、平板、可穿戴配件外，市場亦看好具物聯網技術的智能家居、電子醫療/保健產品等發展前景。

作為亞洲最大單次電池生產商，金山科技集團執行董事兼董事總經理林顯立(Michael)表示，電池應用越來越廣，小至門鎖、遙控器，大至數據中心的後備電源等需求都在增長，所以集團在現有3大電池產品基礎上仍持續創新，除不斷提升一次性電池的電能表現，亦積極推動可充電高達數百次及90%物料可回收的環保充電電池，並研發更長效耐用、更安全及環保的「鎳鋅電池」(Nickel-zinc battery)。





“Looking ahead, we see great potential in data centers, energy storage systems, and other industrial applications. To meet the needs, we expect to showcase our newly developed Nickel-zinc battery next year, which will be characterised by higher power density, greater stability, longer lifespan and being non-flammable and safe. Nickel and zinc are recyclable metals making them eco-friendly too.”

The largest factory of GP Batteries in Southeast Asia is located in Ningbo, China, spanning approximately 1.34 million m<sup>2</sup>. It was recently transformed into a “lights-out factory,” featuring fully automated smart battery production lines, with an annual output of 4 billion Alkaline batteries, rendering the Group the third-largest battery producer in the world with other factories in the region combined.



## Green Practices in Battery Production

“Alkaline batteries currently account for around 60% of the Group’s total production volume, while Carbon-zinc, Lithium batteries, Nickel-zinc and other button cell batteries make up about 40%. Rechargeable batteries are rather common in the European and American markets, where the culture of sustainable development and waste reduction are more prevalent. Whereas in Asia, the idea has just turned mainstream. Even though rechargeable batteries were introduced more than 10 years ago, they have not been widely adopted. We are now actively promoting the use of rechargeable batteries through education and awareness campaigns to tap in the trend.”

## IoT裝置驅動增長

Michael引述市場研究估算，2025年將有750億台物聯網裝置，對集團每年產量65億枚電池而言，可謂潛力無限。「由家居安老的助聽器、藍牙追蹤器，到零售用電子價錢牌或酒店用警報器等，我們都有涉獵。現時集團電池產品以『GP』品牌在全球行銷，商戶機構及工業用市場則涵蓋各行各業，由酒店、學校、物管、物流、農業，以至政府智慧城市及水電煤等公用事業，在60年間已發展出穩健的業務基礎。」

「未來我們會看好數據中心、儲能系統和其他工業應用，現正研發『鎳鋅電池』，其具有功率密度更高、更穩定、更長壽命、電池金屬更易回收及最重要是非易燃更安全的優點，集團會全力發展鎳鋅電池的廣泛應用，計劃下年開展示範項目。」

集團在東南亞最大的工廠位處中國寧波、佔地約134萬平方米，設有俗稱「黑燈工廠」的全自動化的智能生產線，年產40億枚鹼性電池，加上其他地區的電池廠，令集團的年產量位列世界第三。

## 電池生產綠色之道

「鹼性電池現佔集團總產量約60%，碳鋅、鋰、鎳氫電池及其他鈕扣類電池等約佔40%。充電池在歐美市場已非常普及，主要由於當地可持續發展和源頭廢等風氣一早盛行；反觀本地及亞洲市場，都是近5-10年才關注環保議題，所以即使我們在10多年前已推出充電池，亦未被廣泛接受。現時我們透過教育和宣傳積極推廣，相信未來能把握這個轉換潮機遇。」



GP has introduced a variety of rechargeable batteries, with the most powerful battery type being capable of recharging up to a few hundred times, and one of the chargers can even fully charge up four batteries in just 10 minutes. By providing greater convenience to consumers, we hope to encourage them to change their habits. “After years of R&D, our rechargeable batteries are now ready to use when first unboxed, feature minimal leakage, and offer extended standby times - qualities so dependable that they have made many new customers the “rechargeable fans”.

“In a partnership with CLP, we have launched a campaign to provide discounts on batteries and chargers to households that have made the switch to electronic billing over traditional paper bills.”

Michael admits that the battery production industry is sensitive to environmental issues, which is why the Group pays extra attention to ensure the business is managed with sustainability at the core. For instance, 6 GP factories have achieved the “Zero Waste to Landfill” platinum or gold validations, certifying that the factories have diverted waste through non-landfill methods such as waste-to-energy, recycling and composting. The factories are also equipped with thermal energy recovery and reuse device, wastewater filtration system, solar panels, LED lighting and zoned air conditioning for energy efficiency. Apart from environmental protection, GP Batteries is also recognized by international rating organisations like EcoVadis and Amfori for its effort in fulfilling corporate social responsibilities in areas such as labor rights, ethical business practices and sustainable procurement.

GP推出多款充電電池，每顆可充電數百次，更研發了最快10分鐘可充滿4粒電池的充電套裝，盡量方便消費者，促使他們改變使用電池的習慣。「經過多年研發，我們的充電電池可即買即用、儲電能力強、待用時間長，所以許多新客用後都『返嚟到轉頭』。

「公司曾與中電合作推廣，用戶轉用電子賬單即可獲換購充電器及充電電池套裝折扣。」

Michael承認電池生產行業對在環保議題較敏感，所以集團除了遵從各地法規及符合上市公司對ESG報告的規定外，更會進一步力行可持續發展：例如6間廠房都已達到「UL廢棄物零填埋驗證」(Zero Waste to Landfill, UL ECVP 2799)的金級及鉑金級程度及金級，即以非堆填方式去處理廢料，如焚化發電、再循環及堆肥；於廠房裝設熱能回收再用裝置、污水過濾系統、太陽能板、LED燈、冷氣分區控制等節能措施；亦獲得EcoVadis和Amfori等國際評級機構的認證，即在環保、勞工人權、商業道德、可持續採購等企業社會責任得到認可。



## Passion and Dedication

Michael states that the Group will focus on its battery business to capture opportunities arising from IoT devices and data center backup power, while actively developing the audio tech business.

Under its umbrella, Gold Peak owns the high-end Hi-Fi audio system brand KEF and the professional speaker driver brand Celestion. These two audio brands collectively contributed about a quarter of the group's revenue in 2023/24, amounting to HKD1.58 billion.

Michael expects that the development of active and passive speakers driven by design, innovation and technology, along with consumer demand for high-fidelity audio, will lead to a promising future for the sound technology industry. Additionally, professional speakers will benefit from the resurgence of large-scale public events, such as major concerts, which will boost demand.

## 凡事上心 熱情成就

Michael表示集團除推動電池業務，把握物聯網設備、數據中心後備電源等商機外，並同時積極發展音響科技業務。

集團旗下高端Hi-Fi音響系統品牌KEF及有100年專業經驗的揚聲器驅動器著名品牌Celestion，於2023/24年約佔集團總營業額四份一(15.8億港元)。

Michael預期隨著設計、創新和科技推動主動式和被動式喇叭的發展和消費者對高保真度音響的訴求，及專業揚聲器受惠於全球公開演出活動如大型演唱會全面復辦帶動需求，音響科技業務未來前景可期。



Having been a member of GS1 HK for 35 years and joining the “ezTRADE” B2B e-commerce community in 2001, Gold Peak consistently strives to lead the market by adopting the latest technologies. Upon knowing GS1 HK’s “1QR”, Michael showed great interest in the solution offered, aiming to provide customers with all the necessary product information of the Group’s products like environmental certifications, promotions, authenticity verification etc., simply with a mobile phone scan by customers.

金山科技集團早於35年前已是首批GS1 HK會員，亦於2001年加入「通商易」(ezTRADE) B2B電子商貿社群，多年來積極應用創新技术、搶佔先機。當Michael獲悉本會推出二維碼「1QR」時亦表示積極研究應用，冀方便顧客以手機掃描條碼獲取產品明細、環保認證、優惠、驗證真偽等多元化訊息。



Michael shared an interesting habit because of his work: whenever he checks into a hotel room, he will examine whether GP batteries are used to power the alarm system or the electric curtains, as a way to spot market gaps and trends. Outside of work, he indulges his love for music by regularly jamming with friends. Perhaps it is this deep passion and dedication in the fields that has helped Michael maintains the Group's leading positions in the markets.

Michael笑言他有個職業病：在入住酒店房時會細看其警報系統或電動窗簾電源，是否採用集團品牌，時刻了解市場；而他亦是音樂發燒友，每星期會與好友「夾band」。可能正是這種興趣和熱情，讓他能推動集團繼續在經營領域中保持市場領導地位。



# 3 Key Strategies for Promoting Circular Economy

## 推動循環經濟3個要訣



The concept of a "circular economy" is becoming increasingly essential in the industry to address green regulatory requirements and meet consumer expectations for sustainability. DHL's whitepaper identified **3 key areas to build a circular economy – consumer behavior, returning circular goods, supply chain traceability.**

「循環經濟」逐漸成為業界重中之重，以應對各國綠色法規要求及滿足消費者對可持續發展的期望。DHL於2022年發表的白皮書提到構建循環經濟的**3大主要領域- 消費者行為、產品回收、供應鏈追蹤追溯**。



### Consumer Behavior 消費者行為



Consumers can make circular choices when shopping. Offering attractive incentives can sometimes increase the number of goods put back into the loop. 讓消費者能作出更綠色的購物決策，適當的鼓勵能驅使更多消費者選購可回收的產品。



### Returning Circular Goods 產品回收



In addition to offering a more convenient way to return circular goods, new supply models will be required to capture products that can be recycled, or are unused keeping them in the loop.

除了為消費者提供便捷的回收方法外，更需要新的供應鏈模式，去處理產品生命週期上可回收，或未使用的產品。



### Supply Chain Traceability 供應鏈追蹤追溯



Deploying advanced technologies and tracking tools to ensure traceability will serve as the digital backbone in an environment of circular and multidirectional product flows, such as tracking the carbon footprints.

科技及追蹤追溯工具可以確保產品流通時的可追溯性，甚至是獲取及記錄產品周期上的碳排放(carbon footprint)數據。

This article will introduce how QR Codes with GS1 Digital Link Standards can facilitate the various **"R"** in circular economy through the above 3 aspects – **Reuse, Recycle, Reduce**, or even to meet the **Regulations** requirements.

本文將為大家拆解如何善用加入GS1 Digital Link標準的QR碼，從以上3大領域著手，實現循環經濟上的各個**R - Reuse(重用)、Recycle(回收)、Reduce(減廢)**，甚至是符合其他**R - Regulations(法規)**上要求。

## Regulations 歐盟新法規要求

The European Union has introduced the Green Deal and the Circular Economy Plan, requiring all products produced or sold in the EU to feature a Digital Product Passport (DPP).

Digital Product Passport requires products to carry data carriers that empower consumers to track and access the product's lifecycle via digital means, such as scanning QR codes on products. The information to showcase include: the source of raw materials, production processes, transportation methods, sales channels, product recycling, environmental impact, and more, allowing consumers to make greener decisions. QR codes powered by GS1 Standards can meet the data carrier requirement.



歐盟推出綠色協議(Green Deal)和循環經濟計劃(Circular Economy Plan)法規草案，規定所有在歐盟生產或銷售的產品都必須有「數碼產品護照」(Digital Product Passport – "DPP")。

DPP法規要求每一件產品都需要一個數據載體，讓消費者都能通過數碼化方式，例如是掃描產品上的二維碼，去追蹤、瞭解產品的整個生命週期，可包含的資訊包括：原材料的來源、生產流程、物流運輸方式、銷售渠道、產品回收方法、對環境影響等等，作出更綠色的決策。加入GS1標準的QR碼可以符合DPP的數據載體要求。

## Reuse & Recycle 重用及回收

To reach their goal of 40% refillable bottles by 2030, Coca-Cola Latin America needed a way to know how many times a given bottle had been through the refill cycle. If the bottle has completed 25 filling cycles, it has to be recycled to become new packaging.

拉丁美洲可口可樂計劃於2030年實現40%的膠樽均是可再補充(refill)。因此他們需要知道每個膠樽已被再補充次數。當該膠樽已被再填充達25次，就需要回收成為新膠樽。



QR codes with GS1 Digital Link were adopted on their bottles. The QR code also held GS1 Global Returnable Asset Identifiers (GRAI) that track and trace the movement of items, and number of times the bottle was returned and refilled. Consumers can also scan the QR code to know more about return process of the bottle.

可口可樂在膠樽上印上加入GS1 Digital Link的QR碼，該QR碼同時載有膠樽獨有的GRAI (全球可回收資產識別碼)，可記錄膠樽被回收及再填充的次數，並幫助品牌識別及追蹤產品動向。而消費者掃描該QR碼，可獲得膠樽回收方法。

## Reduce 減廢及碳排放

### Zhejiang Food Traceability Chain Reduces Food Recall Waste

The Zhejiang Provincial Administration for Market Regulation has been promoting the adoption of QR codes with GS1 Digital Link in food industry since 2021. The QR codes hold information such as batch or lot number, GTIN (Global Trade Item Number), etc, enabling traceability of product data. In the event of food safety issues, regulatory authorities can access relevant information and accurately locate the products for food recall, thus avoiding large-scale withdrawals that lead to unnecessary food waste.

### 「浙食鏈」減少召回浪費

內地浙江省市場監督管理局早於2021年，率先推動食品行業應用加入GS1 Digital Link標準的QR碼。QR碼上載有批次、產品編碼等，實現產品信息全程追溯。當出現食品安全監督抽檢不合格等情況，監管機構就能收到食品相關訊息，準確定位並進行召回，避免大批量回收，導致不必要的浪費。



### GS1 HK's 1QR: Let Your Product Talk to Consumers

#### GS1 HK推出1QR:「說好產品故事」

GS1 HK has also introduced 1QR, built based on QR codes powered by GS1 Digital Link. Consumers can simply scan the QR code to access information such as the product's origin, 1+7 nutrition value, certifications, discounts, and even connect to e-shops. Advanced features include traceability and product authentication. Brands can also showcase their ESG (Environmental, Social, and Governance) certifications and promote their sustainability practices on 1QR.

香港貨品編碼協會(GS1 HK)亦建基於這加入了GS1 Digital Link標準的QR碼，拓展出「1QR」平台。消費者掃碼後，能觀看產品來源地、營養標籤1+7、證書認證、獲取優惠、甚至連接到網店(e-shop)等，還有進階功能如追蹤追溯、防偽。品牌也可以藉此展示ESG證書，宣揚可持續發展理念。



To learn more about how GS1 standards and solutions promote circular economy, as well as how the logistics industry can transform towards carbon neutrality, stay tuned for the upcoming new book titled "ESG 101 - Green Transportation Logistics Towards Carbon Neutrality" to be published in November!

想知更多關於GS1標準及方案如何推動循環經濟，以及物流業該如何改革及發展，邁向碳中和，請留意物流業界即將於11月發佈的《ESG 101 - 綠色運輸物流邁向碳中和》新書！

Contact us to learn more about QR codes powered by GS1 T:2863 9740  
聯絡我們了解更多關於加入GS1標準的QR碼 E:corpinfo@gs1hk.org



# Expert: Customisable Sofas Shall Prevail, **Introducing New Pet-friendly Fabrics** 梳化客製化漸成主流 **新推毛孩友善布料**

**Jane Tong**  
Co-founder & Managing Director  
GIORMANI  
**唐慕貞**  
GIORMANI 創辦人兼執行董事

**Kelvin Ng**  
Co-founder & Chief Designer  
GIORMANI  
**吳紹棠**  
GIORMANI 創辦人兼總設計師



A sofa can mean more than a cozy home, as it usually mirrors the owners' taste and personal/family style. This echoes with Jane Tong, Co-founder and Managing Director of GIORMANI, and Kelvin Ng, Co-founder and Chief Designer, who founded the brand 25 years ago and have witnessed great changes in styles and tastes locally and abroad, no matter on functionality, materials, dyeing and other areas.

With the number of pet owners growing, for example, the company launched a new fabric characterised by its scratch-proof and stain-resistant features, designed for homes with pets. Built on GIORMANI's advantages, they also shared the key to the future growth: innovations and flexibility, crossover collaborations and social responsibility, which they hope to see a sustainable business momentum.

## Creative collaborations

Spanning 15,000 sqft., Giormani's flagship store - where this interview took place - piques customers' five senses through experiences and offerings, providing a feast for the vision, smell, sound, taste and touch. Some examples include the 'G.Life Café', a crossover with premium coffee brand Ideaology for the discerning taste; or the simple yet pleasing mural paintings by local artists Moving Drawing (Charlotte Lui) for art fans; or the olive tree and plants in the middle of the shop under the sky-blue ceiling for the green lover. Jane explained that customers can enjoy different nature music at the sofas beside the tree, as if embraced by the mother nature via multi-sensory experiences.

"We want to bring customers not just shopping experience, but a kind of lifestyle and enlightenment. We try to let everyone express their unique style through a diverse showcase of original artworks

梳化代表的不單只是一個舒適安樂窩，亦反映家居品味和個人/家庭風格。茲曼尼創辦人兼執行董事唐慕貞(Jane)、及創辦人兼總設計師吳紹棠(Kelvin)，於25年前成立公司至今，一直見證著海內外梳化市場的品味和風格變化，在功能、物料、漂染上都推陳出新，例如近年推出的耐磨防污的毛孩友善布料，便是專為有寵物的家居而設。兩人分享未來發展關鍵，包括創新靈活經營、聯乘合作及社會責任，結合自身優勢，冀為公司增長添可持續動力。

## 創意聯乘

訪問於茲曼尼的旗艦店進行，佔地15,000呎的五感旗艦店是以視覺、嗅覺、聽覺、味覺及觸覺為主題：如店旁設有與Ideaology咖啡品牌聯乘的「G•Life Cafe」，牆身設計滿載本地畫家Moving Drawing(雷焯諾)以簡約線條勾勒出的清新壁畫，而店內中央更見一棵橄欖樹、植物與彷彿日光的天幕。Jane指顧客坐在樹旁梳化更能聆聽截然不同的大自然音樂，如被大自然包圍，感覺寫意悠閒。





and lifestyle experiences, and select their ‘true color’ of the sofas, no matter personal or household, that matches with the preferences.”

Besides using demographics like age or gender, Jane would consider “lifestyle” like family structure, hobbies etc., to segment the market. So Kelvin would design the sofas according to the needs: for the young or humble dwellers, they might pick compact sofa with multiple functions, like sofa bed or with movable backrest, so they could change the use of sofa as needed, e.g. work-from-home or friends gathering.

For middle-class family, they might prefer recliner sofa or L-shaped for its comfort and durability, so they can rest after a day’s hard work. And for those with children and pets, fabric is normally the focus, so GIORMANI launched a water-, stain- and oil-proof fabric that is resistant to scratch and abrasion, which is also detachable from the core for washing.

## Personalisation

Kelvin pointed out customisation of sofa will continue to reign in market, “Compared to the large living space in the foreign countries, the odd layouts in HK indeed set itself apart. Diamond-shaped apartments, irregular-sized rooms, rooms filled with windowsills etc., has made customised sofa necessary, and us full of experience. With more than 200 different colors of fabrics to choose from, we are committed to helping customers make the best use of their space and the most suitable products based on their needs.”

Kelvin recalled starting his collaboration with a German brand in 2003, which gave him insight into the production requirements and standards of high-quality sofas. Unfortunately the partner went bankrupt 3 years later, casting a large shadow on financing back then. “I realised the risk to rely solely on others in developing overseas markets; so Kelvin Giormani, our own brand, was borned taking advantage of our experience working with high-end European brands. Having easy access to Mainland China, we are able to offer one-stop service from production to after-sales and enjoy cost-effective operation, so the brand soon prospered in the overseas and we decided to expand to the local market in 2008, with a focus on high-end sofas.”

「我們想給顧客不止是購物體驗，而是一種生活態度和品味，透過展示各種原創文化藝術、生活品味，鼓勵每個人活出自我風格，亦以各適各樣的梳化去表現其個人或家庭喜好。」

Jane指現時不單以顧客基本資料(如年齡、性別等)去分類目標市場，更會以生活型態(Lifestyle)(家庭結構、興趣嗜好等)去區分，所以Kelvin會設計各式梳化配合需要：年輕人或蝸居人士可能選擇小巧、多功能梳化，如可移動靠背的梳化或梳化床，方便在家工作、閒時招呼好友而靈活變化；而中產家庭會考慮舒適度、耐用度等，如可「躺平」的彈簧梳化或L型梳化，為辛勞工作補充元氣；有小孩或寵物人士當然更考慮耐用布料，所以公司推出防水、防污、防油的功能布，既耐磨耐抓耐刮，布套亦可隨時更換的產品。

## 個人化趨勢

Kelvin指梳化客製化是大勢所趨：「相比外國寬闊的家居空間，香港奇則處處，鑽石廳、曲尺房、多窗台等，所以我們已練就為不同顧客訂製五花八門的梳化。現時公司提供200多種顏色的不同布料供顧客選擇，會根據需要幫助顧客盡用空間，建議最合適產品。」

Kelvin回想當初由2003年與德國品牌合作，讓他體會到高質梳化的製作要求和水準；詎料3年後夥伴破產，對資金帶來不少衝擊。「我領略到要開拓海外市場，不可全靠別人；透過與歐洲高級品牌合作的經驗，Kelvin Giormani品牌便應運而生。我們背靠內地，擁有由生產到售後服務的一站式服務和成本優勢，因此在海外市場發展不俗，於08年亦回流本地，主打高級梳化。」



## Social Responsibility

Prioritising lifestyle and customisation, GIORMANI also embraces the sustainability mantra. While the local industry peers are promoting more environmentally friendly practices in recent years, such as using the “greener” water-based glue or the non-chemical dyes, or reducing packaging materials, Jane said the company has been implementing these measures for more than 10 years, because they have always been keeping up with the European standards.

“We strive to educate and encourage customers to clean and care for their sofas to enhance its durability and reduce waste and disposals at the source. We also offer a HK\$500 extended warranty in the 4th year for the sofa mechanic parts. If the customer does not use the warranty service, our company will give the same amount of value to discount upon his/ her next purchase. The whole purpose is to encourage our customer who keep good condition of a furniture.”

“As a local SME, we want to do our part for the younger generation and under-privileged, so in addition to promoting green production and consumption, we have also launched a campaign to raise funds for Orbis.”

GIORMANI has been recognised as Consumer Caring Company by GS1 HK for 13 consecutive years since 2011, acknowledging its earnest approach to provide the best products for customers, and collaborate with cross-sector partners and stakeholders to co-create opportunities.



Jane said over the years, GIORMANI have worked with suppliers to progress together. There was a time when a supplier accidentally produced substandard goods and tried to sell them at a big discount, but Jane and Kelvin refused to compromise, and requested supplier to immediately remake the products. Now their suppliers can take on more orders from global high-end brands, exactly because of their international benchmarking quality standard.

Despite the volatile economy today, Jane and Kelvin believe their pursuit of excellence and customer-centric principle are what brings them here now, and beyond the next quarter of the century.

即使現時市道不穩，Jane與Kelvin仍堅信追求卓越、以客為中心，是茲曼尼跨越下個四份一世紀的初心和關鍵。



## 承擔社會責任

除了講求品味、客製化趨勢，茲曼尼亦盡悉可持續發展理念。Jane指品牌一直緊貼歐洲市場水平，近年業內提及水性膠較環保、減用包裝物料、採用天然染料等，公司在10多年前已在實踐。

「我們會教育和鼓勵顧客清潔護理梳化，增耐用性、源頭減廢減少棄置；亦針對梳化機件推出港幣500元可延續第4年保養，若4年從沒維修過，顧客可在買新品梳化時扣減同等價值，變成優惠，目的是鼓勵顧客好好愛惜家具。」

「作為本地中小企，我們亦想為年輕一代及弱勢社群略盡綿力，所以在推動綠色生產和消費之餘，兼推出『買走黑暗』活動為奧比斯籌款等。」

茲曼尼由2011年連續13年一直獲GS1 HK的貼心企業嘉許，正因為其從心出發態度，為顧客提供最佳產品，並與夥伴及各界別持份者協作、共創機會。

Jane笑言他們多年來引導及鼓勵供應商齊進步，例如有供應商試過不慎生產次貨後減價求售，但他們要求立即重造，絕不妥協；現時供應商質量與國際水平看齊，供應商更可能多接些環球高級商家訂單。



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# Frozen Meat Enterprise Undergoes 5-year Digital Transformation & Launches Recyclable Cardboard Trays

## 凍肉企業5年數碼轉型 推可回收卡紙托盒

**Simon Leung**  
Executive Vice President of Million Group  
**梁景泰**  
萬安集團常務副總裁



The frozen and chilled food industry are often stereotyped, connected with traditional business models and limited advancement. Simon Leung, Executive Vice President of Million Group, also acknowledges that innovation in the frozen meat sectors is relatively slow, so he is committed to shaking the status quo since taking office 5 years ago, exploring various software / hardware adoption. Some of them include a 3D scanning-enabled meat cutter, an “Ordering App” for frontline sales, and real-time fleet management systems for fulfillment. The goals are to add value to their professional services, enhance competitiveness, and increase customer confidence and satisfaction.

### Meat Cutter with Minimal Discrepancy

Founded 23 years ago, Million Group’s customer generally come from 3 streams: wholesale, “end users” and retail, of income split roughly into 40%:40%:20%. Striving to grow the latter two markets, Simon explained that while wholesale clients are price-sensitive instead of requiring value added services, the “end users” like restaurant chains, caterers and hotels, as well as retailing clients such as PARKnSHOP, Wellcome and YATA, require ingredients to be cut and packaged into equal portions for cooking or sale. This plays to the group’s strengths.

“3 years ago, we bought an industry-leading cutting machine, which uses laser scanning to convert a large chunk of meat into a 3D model, measuring the density of different parts and cut into equal portion of no more than 2.5% deviation. As the saying goes, ‘many a little makes a mickle’, this machine allows us to have 1 more portion for each chunk of meat, therefore it has been very well received by both chain restaurants and small retailers.”

Sourced and shipped from the globe mostly, the merchandises are unloaded and transported to the Million Group Centre, where a 9-storey, 20,000 sqft. per floor frozen storage located. Simon noted ensuring the food items remain high-quality and safe along the chain is no simple task.

冰鮮冷藏肉類食品行業往往予人傳統、缺乏創新的印象，萬安集團常務副總裁梁景泰(Simon)亦承認凍肉企業的創新步伐較慢，所以自5年前入職後便銳意推動改革，投資不同軟/硬件，包括購入具有3D掃描功能的肉類切割機、銷售人員專用「Ordering App」、利用車隊管理系統即時記錄送貨排單等，務求將服務專業化、高端化，提升業務價值，加強客戶信心和滿意度。

### 「庖丁」機械人 偏差少於2.5%

成立23年的萬安集團現時的客路大致可分為批發、「用家」及零售，銷售佔比大約是40%:40%:20%，公司正進一步拓展後兩者市場。Simon指出批發客戶主要關注價格，客戶不需要太多增值服務；而「用家」例如連鎖餐飲集團、餐廳、酒店，以及零售客如百佳、惠康、一田等，都會要求將食材切割及包裝成每件均等分量，以便製作料理、或作食材銷售用，這正好讓萬安發揮所長。

「我們在3年前購入業內最先進的智能切割機器，這台機器通過激光掃描將大塊的冷凍肉原料轉換為3D模型，計算出材料的密度，然後切割出每一塊重量誤差不超過2.5%的均重肉塊。正所謂『小數怕長計』，透過降低誤差和損耗，我們可將原本20份肉變成21份，所以不論是連鎖食肆還是小型零售客戶對此都非常受落。」





"In summer time, the loading areas and the cargo part of parked trucks are usually scorching hot. The carton boxes that holds the frozen goods may be dampen and soften due to condensation in the heat, even though the food itself remained cold, but it may cause concern for a few clients. So now we've installed cold air curtains in the loading area to keep the cold air in, whereas all trucks are upgraded to enable pre-cooling before goods loading."

Attentive to details, Simon believes that these tiny yet important changes, together with the value-added services, are actually the group's key success factors and the reasons to winning clients' trust.

## Real-Time Data Boosts Logistics Efficiency by 7%

Million Group deployed GS1 HK's ezTRADE as early as 2007 to send & receive orders and invoices electronically. They further adopted the gateway solution to connect with its ERP (Enterprise Resource Planning) system, which convert EDI messages to SAP standard format, processing an average of about 500 orders and invoices per month seamlessly. "Our office staff used to manually input the POs and the completed order into the system for cross-check and reconciliation, which was prone to errors and inefficient, especially for the documents with discrepancies between orders and deliveries. Now, the crew can simply upload delivery orders to the system in real-time for processing with minimal human intervention, slashing a significant 75% of time to process EDI orders. This in turn allow our crew to focus on the value-added tasks."

Equipped with GPS, the company's fleet of over 20 trucks are supported by Transportation Management System (TMS) along with GS1 global data standards. This allows employees to easily scan and confirm deliveries of various kinds of foods to different chain restaurants and retail stores, eliminating the need for manual verification and ensuring accurate deliveries.

"The delivery window each day is about 6.5-7 hours. To optimize the delivery routes, we tap into technologies that ask staff to upload real-time delivery fulfillment data to learn about the live traffic conditions, so that we can then make immediate adjustments, and take as reference our future planning. Assuming each truck route is optimised with extra 30 mins for delivery, we can have around 7% of efficiency gain in total. Hypothetically we can reduce the size of the fleet, for example cutting 1 truck to save about HK\$1 million in costs a year."

萬安集團主要從世界各地進口食材，卸貨後即運往萬安大樓共9層、每層約2萬平方呎的凍倉內儲存；但如何確保食材在整條供應鏈內保持優質安全，並非易事。

「炎夏時上落貨區及停泊貨車車箱內溫度高，冷凍貨會因反潮令紙箱變軟，運送過程中容易破爛，雖然食品本身仍保持低溫和安全，但仍會惹客戶微言，所以3年前萬安在卸貨區裝設冷氣系統和風簾，控制貨物裝卸區在裝卸時段的溫度和濕度，而貨車亦已全部升級、可以在裝載前進行預冷，確保食物安全。」

Simon見微知著，認為這些改變，配合加工工藝的提升，其實都是萬安的成功關鍵因素，也是贏得客戶信任的原因。

## 即時數據 升運輸效率達7%

公司早於2007年應用GS1 HK的「通商易」(ezTRADE)、以電子方式收發訂單及發票；2年前進一步採用「通商易」增值網電商方案(gateway solution)對接ERP(企業資源管理)系統，將EDI訂單轉為SAP式樣，每月自動處理逾500張訂單及發票。「過往先要人手輸入EDI訂單，送貨後又需要在客戶系統再輸入資料對帳，這種工作既重複又容易出錯(特別是輸入訂單編號等資料時)，而效率也很低。現時員工可即時上載送貨單到系統，當中只有少量訂貨單要人手處理，整體處理EDI訂單的時間縮減了75%，公司便能將人力資源投放到其他更具價值的工作上。」

現時公司擁有超過20架貨車的車隊都已加設GPS，配以車隊運輸管理系統(TMS)及GS1編碼標準管理，員工將不同食材送至每間連鎖餐廳/零售店時只需掃描確認，不像以往要人手對照核實，確保貨物不會送錯。



## New Bottle, Old Wine: Maintaining Quality with New Approaches

Dedicated to driving digitalisation, Simon found the biggest challenge is the people. “Some veteran staff are used to their original ways, and we need tangible benefits to create synergy and progress together. For example, our frontline sales team used to rely on back-office support for order placement, which sometimes led to mistakes in the items ordered or quantities, due to miscommunication or staff changes. We draw on a mobile ‘Ordering App’ to streamline the process. Now, our frontline colleagues can easily access clients’ past orders from the last 60 days on their phones as reference when making orders for clients, whereas the back office can thereby process at once. The new system has reduced error and helped them finish work quickly, so they are very willing to learn and use it.”

Striving to go green, Million Group hopes to use new materials to replace the 100% plastic packaging that the frozen meat industry has been using. The most feasible option is paper trays, which can reduce the overall plastic usage by over 70%.



「每日送貨的黃金時間其實只有6.5-7小時，要在黃金時間編排最完美的送貨路線，便需善用科技：員工會在送貨後即時上傳運輸數據，管理人員可以因應送貨進度作即時調動，或在未來路線規劃時作參考。假設每台貨車能把實際送貨時間延長半小時，便等於提升了車隊效率約7%；理論上這有助縮減車隊規模，而每減少一架車便可每年減省約100萬的費用。」

### 新瓶舊酒 新方式質量依舊

Simon著力推動數碼化運作中，最大挑戰仍來自人員。「很多資深同事習慣了一套的工作方式，要求他們改變需要要有實際的好處，使公司和員工能在共贏的平台上前進。例如以往前線銷售要後勤幫忙落單，卻有機會因個別員工休假、溝通問題等導致錯貨或錯數量；為此我們引入手機『Ordering App』，可顯示個別客戶過往60日的訂貨記錄，替客戶即時落單時減少出錯、後勤同事亦可即時跟進。員工發覺新系統可以幫助他們縮短工作時間時，他們都很願意學習和應用。」

萬安集團一直支持環保，希望使用新材料替代現時冷凍肉業一直以來使用的100%塑料包裝，其中最可行的是使用紙托盤，從而將整體塑料使用量減少超過七成。



“ Our peers in Europe has been using environmental friendly packaging which is not available in Asia yet. We found a supplier recently, although the material is slightly more expensive, we decided to use it to support our green agenda. We hope to lead by example by sowing this seed of sustainable packaging in the industry, ultimately inspire a paradigm shift in this traditional plastic food packaging practice, that consumers used billions of units annually.

我們留意到在歐洲有同業使用環保物料，但在亞洲卻鮮有供應；最近終於物色到供應商，雖然貴一點但我們仍然決定引入，為環保盡力。我們期望此舉可為業界的可持續發展播下種子，當是拋磚引玉，令每年冷凍肉業消耗數以億計的塑膠包裝物料能在未來改變格局。 ”



Hong Kong Air Cargo Terminals Limited

# People and Planet before Profit



# Logistics as Success Factor: Over 30% Companies Not Requiring Proof-of-Delivery May Cause Potential Dispute 物流決定成敗！ 約3成公司沒交貨證明或致爭拗



The fulfillment or delivery process covers sales order processing, warehousing like picking order generation and pick-and-pack, shipment arrangement, etc., which can affect customer reorders. Our “Supply Chain Maturity Model (SCMM)” self-assessment results discovered that the majority of companies have standard processes for sales order taking (86%) and goods delivery (88%), which includes validating orders against stock on hand and customers' credit limit (75%), and sending order confirmation notices to customers (72%); as for delivery, most have set internal KPI to ensure good performance (76%) and have standard return procedures (88%), etc.

「交付」或「配送」流程包括銷售訂單處理、編制執貨單、包裝執貨等倉務、運輸安排等，可影響客戶續單/棄單。本會的「供應鏈成熟度模型(SCMM)」自我評估結果發現，大部份企業在接訂單(86%)及貨物交付(88%)都設有標準流程，包括會先對比訂單與存貨量及檢視客戶信用額度(75%)，並會向客戶發出訂單確認通知(72%)等；在交付時，多數有內部指標確保理想表現(76%)，亦有標準退貨程序(88%)等。

## Most companies have SOP on sales order capture process 大部份企業有標準的接訂單流程

86% Yes 有

Check against stock on hand and customer's credit limit upon order receipt?  
會否先確保存貨量及客戶信用額度足夠？

32% Yes 有

43% Partly\* 局部\*

25% No 沒有

\* selected stock on hand only 部份存貨會

Issue sales order confirmation to customer?  
有向客戶發出銷售訂單確認通知？

72% Yes 有

28% No 沒有

## Most companies have SOP on goods delivery process 多數企業有標準的貨物交付流程

88% Yes 有

Any KPI on delivery performance?  
設交付的評核指標嗎？

53% Yes 有

24% Partly\* 局部\*

23% No 沒有

\* selected suppliers only 部份供應商

Any return process?  
有退貨程序嗎？

88% Yes 有

12% No 沒有

However, there is room for improvement in terms of digitalisation. 43% of companies do not generate sales order confirmation with automated system, nor integrate online sales platforms with ERPs (35%), requiring manual processing/following up of orders which is inefficient and prone to errors. Meanwhile, only 41% of companies require proof of delivery (PoD/ePoD), which can potentially lead to disputes over quality or other issues after delivery.

然而企業數碼化的程度仍有待提升，有43%企業不會以系統自動發出訂單確認通知，或網上銷售平台未對接ERP(35%)，需人手處理/跟進訂單，效率不彰亦有出錯之虞。同時只有41%公司規定須用交貨證明(PoD/ePoD)，有機會導致交貨後因質量或其他問題而引起爭拗。

Any automation in generating orders confirmation?

會否自動發出訂單確認通知？

26% Yes  
有

31% Partly\*  
局部\*

43% No  
沒有

\* selected orders only 部份訂單

Any online sales order that integrate with your company's ERP?

有將網上平台對接ERP，方便跟進訂單嗎？

33% Yes  
有

32% Partly\*  
局部\*

35% No  
沒有

\* no integration with ERP 部份會但非全部

GS1 HK's Principal Consultant, Heidi Ho, said that today's clients demand swift and accurate delivery services, which is key to improving customer satisfaction. A First-In-First-Out (FIFO) operation is essential in warehousing with good track-and-trace ability, are especially important when perishable foods or medicine counts.

本會首席顧問何雅賢(Heidi)指，現今客戶講求迅速準確的送貨服務，所以確保交付流程順暢能提升客戶滿意度。這對新鮮食品或藥品等易變質產品尤其重要，所以在處理時必須緊守先入先出(FIFO)管理原則，亦要具追蹤溯源的能力。

“ Delivery is a crucial part of the customer experience, which demonstrate a company's reliability and professionalism. There are many cutting edge and cost-effective technologies available in the market to manage such process, from barcodes and our ezTRADE B2B e-com platform, to RFID, IoT sensors and our ezTRACK traceability platform. They support the seamless transmission and accuracy of sales order and invoice, ability to track-and-trace products, and also provide valuable data and insights that helps predict market trends and optimise operations. 『貨品交付』是客戶體驗的重要一環，決定企業的可靠性和專業程度。市場上已有許多成熟且成本相宜的技術來管理『交付』過程，由條碼、本會『通商易』交易平台，以至RFID、物聯網傳感器及本會『縱橫網』追蹤溯源平台等，不單確保訂單準確配送、傳送發票自動化、追蹤溯源等，還提供有價值的數據和洞察，用以預測市場走向並優化營運。”



Heidi Ho 何雅賢

GS1 HK Principal Consultant  
GS1 HK 首席顧問



### Besides defining standard operation procedure, 8 aspects to pay attention to 在制訂標準流程時，建議要考慮8大細項

- Perform sales order validation (stock-on-hand, customers' credit, etc.)  
執行訂單驗證(存貨、信用額度等)
- Provide sales order confirmation to customer  
向客戶發出訂單確認通知
- Standardise the unit of measure for all product items  
統一所有存貨的計量單位(UOM)
- Assign barcode (GTIN) to all products  
為所有產品加入條碼(GTIN)
- Connect company's ERP with online sales platforms to automate capturing orders  
公司系統對接網站方便客戶下單
- Adopt POD/ePOD  
採用(電子)交付憑證(POD/ePOD)
- Define SOP on return  
制訂退貨標準流程
- Define KPI to measure delivery performance  
制訂關鍵指標(KPI)評估交付表現

### Supply Chain Maturity Model Self-Assessment

#### 供應鏈成熟度自我評估



Complete the self-assessment to understand your company's supply chain maturity level in 5 minutes.

只需短短5分鐘，就能初步了解公司的供應鏈成熟程度。

[www.gs1.hk.net](http://www.gs1.hk.net)



GS1 Smart Professional Service team helps review your processes, make them more agile and responsive to market changes, and more importantly increase your profit margin.

GS1 HK智慧專業團隊幫您檢視流程，令日常營運更快更靈活、隨時迎合市場變化，更重要是提升盈利。



# The Future of Commerce in Asia Pacific: **Online or Offline?** 亞太區商貿未來：線上還是線下？



**45%** Asia Pacific respondents preferred **“omnichannel”** approach. There's no longer a one-size-fits-all retail strategy.

**45%**亞太區消費者傾向「**全渠道營銷**」，零售策略也不能再「一本通書走天下」。

The latest edition of studies on digital & retail trends across Asia Pacific by KPMG & GS1 revealed several key trends shaping the future of commerce:

最新一份由KPMG和GS1聯合發佈的數碼及零售趨勢報告歸納出數個影響未來商貿發展的重要趨勢：



## **Retailers are embracing AI at an unprecedented speed** 零售商正極速加快人工智能(AI)的應用

Retailers are leveraging AI to improve customer experience & increase sales, in which the most prevalent application of AI is enhancing the relevance and accuracy of product recommendations. Survey results show that a majority of Asia Pacific consumers expressed satisfaction with AI-based recommendations.

零售商正善用人工智能去改善客戶體驗和刺激銷售，當中最普遍的AI應用是提高推薦產品的關聯度和準確性。調查結果顯示，大部分亞太區消費者對人工智能所推薦產品感到滿意。



## **Consumers in Asia Pacific region prefer competitive pricing** 亞太區消費者期望競爭導向定價

Competitive pricing ranked as the foremost expectation in Asia Pacific, cited by 38% of respondents, while promotions and discounts ranked third (25%), highlighting the need for retailers to implement price strategies that ensure they remain competitive in the market.

38%亞太區消費者最期望看到競爭導向的定價，而促銷和折扣則排行第三位(25%)，彰顯零售商需要從價格策略上著手，去保持市場競爭力。



**1QR**, built based on QR codes powered by GS1 Digital Link, can be an effective way to offer discounts to consumers. Consumers can view the discount simply with one mobile scan, whereas retailers can change their offers from time to time.

零售商可以善用**1QR**(建基於加入GS1 Digital Link標準的QR碼)有效地推廣折扣優惠，讓消費者只需用手機掃一掃，即可查看折扣，而零售商亦可以隨時更新優惠。



## **Gen Z remains at the forefront of shaping the future growth** Z世代仍在塑造未來增長動力

Gen Z consumers have different attitudes to other age groups, especially in the areas of online shopping behavior, sustainability concerns and their use of retail technology.

Z世代消費者與其他年齡消費者有不同的喜好，尤其於網上購物、對可持續發展關注度及零售科技應用等範疇上。

86% of Gen Z consumers are more likely to support brands with clear sustainability commitments. Instead of visiting department stores or shopping malls to buy basics or check out new styles, Gen Z are looking for trends online, following idols and influencers and aspiring to wear the same clothing.

86%的Z世代消費者有更大機會支持具明確可持續性承諾的品牌。對比起到百貨或商場購買基本款式或觀看新款式，Z世代更傾向透過網上掌握潮流，並會關注偶像或網紅，希望穿上與他們同款的服裝。

Read the survey report  
閱讀調查報告



## Now TVC Featuring “Ms Barcode Pageant” 混血美女主播 化身「最後一屆條碼小姐」

### Offering Thousands of Free Gifts to Celebrate with the Public

To celebrate GS1 HK's 35<sup>th</sup> anniversary, a “Scan for Gifts” TV commercial campaign is launched from now until 7<sup>th</sup> Nov. Catch the TVC on NowTV or our Youtube channel, scan the QR code, answer the question in the AR Lens app and grab free gifts at 12:00 noon every day! More than 900 gifts will be given out in 4 different time periods.

### 過千件禮物免費送 與民同樂

為慶祝GS1 HK的35週年，本會推出「掃碼搶禮物」廣告特輯，大家只要由今日至11月7日期間留意NowTV頻道內容或本會Youtube，掃描QR碼，並於AR Lens app答問題，每日中午12時都可以搶免費禮物！過900禮物共分4個時段推出。



Follow GS1 HK  
on Youtube now  
to get prizes!  
立即追蹤GS1 HK  
Youtube搶禮物！



In the 4 videos, TV anchor Natalie Mitchell portrays different characters like “Queen of Mahjong”, “Ms Barcode Pageant”, “Plain Jane” and “Consumer in the 4 mini-drama, giving out distinctive vibe and interesting perspectives.

廣告特輯由混血美女主播可宜作主角，4幕小劇場化身「麻雀天后」、「最後一屆條碼小姐」、「林亞珍」及「消費者」等角色，輕易駕馭不同造型，予人不同的風格和新鮮感，話題性十足。

## TVB Finance Programme: Retailers and Brand Owners Shift to Use QR Codes with GS1 Standards TVB財經透視：超市、品牌商齊 轉用加入國際標準的QR碼

TVB programme featured a segment titled ‘Scanning Transformation’ which explored how local retailers are transitioning from 1D barcodes to 2D (QR codes), offering consumers better information transparency and interactive touch-points.

TVB財經透視以《掃碼轉「形」》為題，探討本地零售業正推動條碼變2D二維碼的舉措，為消費者帶來更高資訊透明度及更互動。



### Industry Sharing at the Programme 行業專家在節目上分享



“Hope that by 2027, this QR code can be widely adopted on all products.  
希望2027年這個QR碼能廣泛應用於所有產品上。”

Freda Ng - Managing Director,  
PARKnSHOP (HK & Macau) Ltd.  
百佳超級市場(香港及澳門)董事總經理 - 吳逸群



“1QR helps our warehousing & inventory a lot.  
1QR對我們管理貨倉很有幫助。”

Nigel Wong - Co-founder & Managing  
Director, Wong & Associates Global Ltd.  
王道國際集團聯合創辦人及董事總經理 - 黃諾軒



“GS1 HK is promoting the adoption of QR codes powered by GS1 standards, empowering supply chain stakeholders to access information they need.  
本會推動加入GS1標準的QR碼，讓供應鏈持份者獲取各自所需的資訊。”

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

# Food & Foodservice Sector Rebooted: Ensuring Food Safety & Sustainability 食品餐飲「大洗牌」 確保食品安全及可持續發展



Themed “Rethinking our Future: Where Food Safety and Sustainability Meet”, this year’s GS1 HK Food Safety Forum focus on the challenges of the local food supply chain, and the sustainable development of the food sector ecosystem. Ms. Diane Wong JP, Under Secretary for Environment and Ecology of the HKSAR Government, was invited as the Guest of Honour.

食品及餐飲服務業今年面臨極大挑戰，GS1 HK 食品安全論壇遂以「未來前瞻：食品安全與永續發展共融之路」為題，探討本港食品餐飲供應鏈面臨的問題，並就可持續食品生態系統發展交換意見。活動邀得環境及生態局副局長黃淑嫻女士JP擔任主禮嘉賓。

“Advanced technology plays an important role in food safety and sustainability. It can help preserve the environment and improve traceability throughout the food supply chain... We hope that the food manufacturing industry can continue to explore how the effective adoption of international standards and technologies can help address challenges in food traceability and safety, and also promote sustainable development for the food safety regime. 先進科技在食物安全和可持續發展中扮演重要角色。它可以幫助保護環境及改善食物供應鏈中的可追溯性... 我們希望食品生產業界能繼續探索如何運用國際標準和科技應對食品可追溯性和食物安全方面的挑戰，同時促進食品安全機制的可持續發展。”



Diane Wong JP, Under Secretary for Environment and Ecology  
環境及生態局副局長 - 黃淑嫻女士JP

Senior executives from Data Literacy Association, FrieslandCampina (Hong Kong) Ltd., Kerry Logistics (HK) Limited, Maxim’s Caterers Ltd., Swire Coca-Cola HK, Tai Po Chun Hing Ltd., Uni-China Group and Wong & Associates Global Ltd. shared their insights at the Forum, exploring how the effective adoption of international standards and digital technologies can assist the industry in ensuring food safety and promote a sustainable future.

多家機構與企業，包括數據素養協會、菲仕蘭（香港）有限公司、嘉里物流（香港）有限公司、美心食品有限公司、香港太古可口可樂、大埔振興、建華集團、王道國際集團等高層代表分享了真知灼見，交流如何以國際標準及數碼化科技，去驅動食品安全及業界可持續發展。



“ GS1 HK's “1QR”, a QR code with GS1 Digital Link standard, is a good way to promote food safety and sustainability. 加入GS1 Digital Link標準的二維碼、如GS1 HK的「1QR」能儲存大量資訊，是提升食安、推動食品業可持續發展的方法之一。”

Keith Wu, Chairman of GS1 HK's Food and Beverage Industry Advisory Board  
GS1 HK香港食品及飲品行業諮詢委員會主席 - 鄺錦安



「1QR」有助食品企業做好過期日管理，展示有機、可持續證書，請聯絡我們了解。  
“1QR” supports expiry date management and display of organic / sustainable credentials, contact us to know more.



## New “Quality Food Scheme ESG” Results Unveiled 新增「優質食品計劃ESG」結果出爐

The award presentation of “Quality Food Scheme” was held successfully with Mr. Anthony Li, Deputy Secretary for Environment and Ecology (Food) of the HKSAR Government, Hon. Peter Shiu, member of 14<sup>th</sup> CPPCC National Committee & Legislative Councilor (Wholesale and Retail), Ms. Betty Leung, GS1 HK Board of Director and Mr. Keith Wu, Chairman of GS1 HK's Food and Beverage Industry Advisory Board as Award Presenters. They gave out recognitions to 31 outstanding “Quality Food Scheme” companies, including the new “Quality Food Scheme ESG” launched this year.

第9屆「優質食品計劃」嘉許計劃頒獎典禮邀得環境及生態局副秘書長(食物)李炳威、全國政協委員兼立法會議員邵家輝議員、本會董事會成員梁佩貞及本會香港食品及飲品行業諮詢委員會主席鄺錦安擔任頒獎嘉賓，向31家企業授予不同類別的「優質食品計劃」嘉許認證，包括今年新增的「優質食品計劃ESG」。



“ I'm very pleased to see the encouraging responses for our inaugural ‘Quality Food Scheme ESG’ from the industry, which shows their commitment to sustainable development. We will continue to work with all the parties, by means of consultation, training and award schemes, to elevate food safety standard and more sustainable practices. 我很高興業界踴躍支持『優質食品計劃ESG』，代表企業對可持續發展的重視。GS1 HK會繼續與業界攜手，透過諮詢、培訓、嘉許計劃等方式共同提升業界的食品安全水平和提動可持續發展。”



Ms Anna Lin, MH, JP, FCILT, FHKIM - Chief Executive, GS1 Hong Kong  
香港貨品編碼協會總裁 - 林潔貽 MH, JP, FCILT, FHKIM

今年嘉許名單及計劃詳情  
For the awardee list and details of the schemes, please read here:



## 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)

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4. AIM PLUS INTERNATIONAL LIMITED  
安百國際有限公司
5. ALL SMART LIMITED  
鴻俊行有限公司
6. ANIMEAL LIMITED
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8. AUTO EXPRESS INTERNATIONAL LIMITED  
車迅動力國際有限公司
9. AZURE OCEAN INTERNATIONAL GROUP LIMITED  
青洋國際集團有限公司
10. BADE (HONG KONG) INTERNATIONAL TRADING CO., LIMITED  
八德(香港)國際貿易有限公司
11. BEST CHOICE (HONG KONG) COMPANY LIMITED  
亨選優品(香港)有限公司
12. BETTER HEALTH CONDITION (HK) INTERNATIONAL  
TRADE CO., LIMITED  
健旭佳尚(香港)國際貿易有限公司
13. BINQU (HONGKONG) FOODS CO., LIMITED  
濱趣(香港)食品有限公司
14. BLBEAUTY HK COMPANY LIMITED
15. BRILLIANT CARATS LIMITED
16. CARBON INCLUSIVE (HONG KONG) TECHNOLOGY LIMITED  
碳普惠(香港)科技有限公司
17. CATHAY HOME COLLECTION LIMITED
18. CHU MAN KEE DAI PAI DONG LIMITED  
朱敏記大牌檔有限公司
19. CLASSIQUE TRESOR TECHNOLOGY CO., LIMITED  
香港經典科技有限公司
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21. DAKA HONGKONG CULTURE DEVELOPMENT LIMITED  
達咖(香港)文化發展有限公司
22. DEFU INTERNATIONAL BIOTECHNOLOGY CO., LIMITED  
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小狗科技有限公司
24. FLAMETECH INNOVATION LIMITED
25. FRENCH FEN CAI YA (HK) INTERNATIONAL TRADING CO., LIMITED  
法國芬彩雅(香港)國際貿易有限公司
26. GANGBA (SHANGHAI) FOOD LIMITED  
港吧(上海)食品有限公司
27. GANTO HK LIMITED
28. GEEK MIRACLE (HK) LIMITED
29. GERMAN ORIGINAL IMPORTED BEER LIMITED  
德國原裝進口啤酒有限公司
30. GOOD PIONEER LIMITED
31. GRAND GIFT (HONG KONG) TRADING COMPANY LIMITED  
尚禮(香港)貿易有限公司
32. HARDWAREMATE CO., LIMITED  
浩盟發展有限公司
33. HIGH FASHION GARMENTS INTERNATIONAL COMPANY LIMITED  
達利製衣國際有限公司
34. HIH GROUP LIMITED  
漢得鷹集團有限公司
35. HK BOBO TRADING LIMITED  
香港波妞妞國際貿易有限公司
36. HK CHANEI CO., LIMITED  
香奈爾股份有限公司
37. HK ELEMENTS LIMITED  
香港元素有限公司
38. HK HYSZ E-COMMERCE LIMITED  
香港環宇商舟電子商務有限公司
39. HK IMPRESSION INTERNATIONAL COSMETICS CO., LIMITED  
香港印象國際化妝品有限公司
40. HK RAINBOW DIARY BRAND MANAGE LIMITED  
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41. HONG KONG BAOYUHANFANG LIMITED  
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42. HONG KONG BOKE BIO-TECHNOLOGY LIMITED  
香港博科生物科技有限公司
43. HONG KONG DAOXIANGCUN FOOD INTERNATIONAL CO., LIMITED  
香港稻香村食品國際有限公司
44. HONG KONG DAYAOFANG SHARE INDUSTRY LIMITED  
香港大藥房股份產業有限公司
45. HONG KONG DUOJI INTERNATIONAL TRADE CO., LIMITED  
香港多吉國際貿易有限公司
46. HONG KONG GLOBAL PHARMACY LIMITED  
香港環球大藥房有限公司
47. HONG KONG GOURMET VILLAGE FOOD CO., LIMITED  
香港美食寨食品有限公司
48. HONG KONG HAIKANG HEALTH HOLDINGS LIMITED  
香港海康保健控股有限公司
49. HONG KONG HEALTHTRY FUTURE TECHNOLOGY LIMITED  
香港健創未來科技有限公司
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HOLDING CO., LIMITED  
香港華澳康美健康科技集團控股有限公司
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香港錦柏堂藥業有限公司
52. HONG KONG JIWANTANG INTERNATIONAL GROUP LIMITED  
香港濟萬堂國際集團有限公司
53. HONG KONG LOGESKI BIOTECHNOLOGY LIMITED  
香港柔京姬生物科技有限公司
54. HONG KONG PHARMACY BIOTECHNOLOGY HOLDINGS  
GROUP LIMITED  
香港大藥房生物科技控股集團有限公司
55. HONG KONG PHARMACY HEALTH LIMITED  
香港大藥房國際股份有限公司
56. HONG KONG QIQIAN FOOD CO., LIMITED  
香港奇謙食品有限公司
57. HONG KONG RAKO AGROTECH LIMITED  
香港熱科農業科技有限公司
58. HONG KONG TAK LOK MAN INDUSTRIAL CO., LIMITED  
香港得樂滿控股實業有限公司
59. HONG KONG XINGYI INTERNATIONAL TRADING CO., LIMITED  
香港星奕國際貿易有限公司
60. HONG KONG ZHAOZHENG PHARMACY CO., LIMITED  
香港兆正和大藥房有限公司

61. HONGBO WANZHI LIMITED  
鴻博萬智有限公司
62. HONGKONG BUSIRUI INTERNATIONAL CO., LIMITED  
香港佰思國際貿易有限公司
63. HONGKONG GUFANG PHARMACY LIMITED  
香港古方藥業有限公司
64. HONGKONG MOER TECHNOLOGY CO., LIMITED
65. HONGKONG NATURESTAR TRADE CO., LIMITED  
香港熹欣越貿易有限公司
66. HONGKONG NUTRICARE TRADE CO., LIMITED  
香港頤兮貿易有限公司
67. HUATUO PHARMACY CO., LIMITED  
華佗大藥廠有限公司
68. INSTONE GLOBAL LIMITED
69. KARUI (JAPAN) CO., LIMITED  
輕井會社有限公司
70. KIZZ INTERNATIONAL GROUP CO., LIMITED  
奇滋國際集團有限公司
71. LANTIS GROUP LIMITED  
美國亞特蘭蒂斯集團有限公司
72. LUMINAL AGENCY LIMITED
73. LUSH FLORIST LIMITED  
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74. MATERA INTERNATIONAL TRADE LIMITED
75. MULTIBIZ CORPORATION LIMITED  
兆業項目開發有限公司
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新質專註有限公司
78. NEW TECHNOLOGY PHARMACEUTICAL LIMITED  
新科技藥業有限公司
79. NEW TRENDS LIMITED  
新風格有限公司
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82. PENG'S GROUP INTERNATIONAL CO., LIMITED  
彭氏集團有限公司
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普特多國際藥業有限公司
84. RELAXIOUS UNIVERSE LIMITED  
淞愉宇宙有限公司
85. RICH VIRTUE DEVELOPMENT LIMITED  
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86. SANTANA TOYS COMPANY LIMITED  
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89. SHHHBO CO.
90. SHIRAKAWA GROUP LIMITED  
白川集團有限公司
91. SMARTING NICE LIMITED  
弘泰軒有限公司
92. SMILE WIN SERVICE GROUP LIMITED  
識贏服務有限公司
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94. TENG YUE INTERNATIONAL TRADE CO., LIMITED  
騰躍國際貿易有限公司
95. THE INTANGIBLE CULTURAL HERITAGE FOOD CULTURAL COMMUNICATION HONG KONG, CHINA CO. LIMITED  
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96. TIN YUN (HONG KONG) TRADING LIMITED  
天潤(香港)貿易有限公司
97. TOBY WORLD LIMITED  
托比世界有限公司
98. TRACEL HEALTH CO., LIMITED  
萃斯健康有限公司
99. UK SINO FOREIGN COOPERATION RESEARCH INSTITUTE LIMITED  
英國中研聯外研究院有限公司
100. UNIK WELLNESS LIMITED
101. UNITRION FOOD LIMITED  
凱聯食品有限公司
102. V FINE INTERNATIONAL TRADING CO., LIMITED  
意歡國際貿易有限公司
103. VDG SPORT DEPO LIMITED  
威迪斯體育用品有限公司
104. VITAL COSMETICS AND HEALTH LIMITED  
香港美康寶有限公司
105. VITAL UNION COMPANY LIMITED  
健僱集團有限公司
106. W.H.D GROUP (HK) CO LIMITED  
世家集團(香港)有限公司
107. WEST KOWLOON PHARMACEUTICAL (HK) LIMITED  
西九龍藥業(香港)有限公司
108. XI PAI TECHNOLOGY LIMITED
109. XLAND INTERNATIONAL TRADE DEVELOPMENT (GROUP) CO., LIMITED  
鑫瀾國際貿易發展(集團)有限公司
110. YANKE CORPORATION LIMITED  
衍科實業有限公司
111. YAU KEE PORK LIMITED  
佑記本地豬有限公司
112. YESTHING ONLINE LIMITED  
宜信電商有限公司
113. YEUNG SUN FONG (H.K.) MEDICAL COMPANY LIMITED  
養生坊(香港)醫藥有限公司
114. YIXINGJIAN (HONG KONG) BIOTECHNOLOGY CO., LIMITED  
頤行健(香港)生物科技有限公司
115. YUANDIZHEN (HK) INTERNATIONAL DEVELOPMENT CO., LIMITED  
源地珍(香港)國際發展有限公司
116. YUEMEI GROUP LIMITED  
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117. YUEN SUM FOOD COMPANY LIMITED  
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# FDA Outlines **New Drug Supply Chain Security Act Exemptions**

## FDA發佈《藥品供應鏈安全法》 最新豁免



The Food and Drug Administration (FDA) is issuing exemptions from the Drug Supply Chain Security Act's current final implementation deadline for some drug manufacturers and distributors.

美國食品藥品監督管理局(FDA)最近發佈了對部份藥品製造商及分銷商《藥品供應鏈安全法》實施期限豁免。

The Drug Supply Chain Security Act (DSCSA) is a law that requires **complete end-to-end supply chain visibility for pharmaceutical products**. Pharmaceutical manufacturers are need to provide unit-level serialized products for traceability as they move along the supply chain. Otherwise, the product cannot be legally moved into next step in supply chain.

Pharmaceutical products are required to be marked with a two-dimensional (2D) data matrix barcode carrying the National Drug Code (NDC), Serial Number, Lot Number, and Expiration Date.

《藥品供應鏈安全法》(DSCSA)是一項要求藥品需**實現全面端到端供應鏈可視化的法規**。藥品製造商需要提供可追溯至單位級別的序列化產品，以便它們在供應鏈中移動。否則，產品無法合規地於供應鏈上流通。

藥品上需要應用2D條碼(DataMatrix)，承載資訊包括國家藥品代碼(NDC)、序號、批次編號和到期日。

### The new deadlines are 新的實施期限如下

• Manufacturers and repackagers 製造商和重新包裝商	May 27, 2025
• Wholesale distributors 批發分銷商	Aug 27, 2025
• Dispensers with 26 or more full-time employees 擁有26名或更多全職員工的配藥員	Nov 27, 2025

### GS1 DataMatrix as the Data Carrier 數據載體: GS1 DataMatrix



GS1 DataMatrix facilitates pharmaceutical manufacturers in meeting DSCSA's data needs for increased patient safety. It can encode information such as Global Trade Item Number (GTIN), expiration date, batch number, serial number, etc.

In Hong Kong, GS1 HK has developed the **"Guideline for Implementing GS1 DataMatrix on Pharmaceutical Products for Hong Kong Hospital Authority"**. GS1 DataMatrix is required on the package of sales packs with at least the following information: Global Trade Item Number (GTIN); batch or lot number; expiration date or best before date.

GS1 DataMatrix可以幫助藥品製造商滿足《藥品供應鏈安全法》的數據需求，以保障用家安全，可載有的產品資訊包括全球貿易貨品編碼(GTIN)、到期日、批次編號及序號等。

在香港，GS1 HK制定了《在供應予醫管局的藥物上配上GS1 DataMatrix實踐指南》，醫藥產品需在其銷售包裝上有著產品識別編號(GTIN)、有效日期/最佳使用日期以及批次編號。

Some biopharmaceutical companies in Hong Kong have adopted GS1 DataMatrix to improve patient safety and align with the global healthcare regulators' and stakeholders' practice.

香港有製藥公司已採用GS1 DataMatrix提高病人安全的同時，符合全球醫療監管規範和配合行業持份者的做法。

Read more  
閱讀更多



## GS1 HK Calendar

### 12 - 13 NOV

Business Digital Transformation (Introductory) Course  
企業數碼轉型課程

### 14, 27 NOV & 5 DEC

GS1 HK Academy Management Skills Training Series  
GS1 HK Academy管理技能培訓

### 15 NOV

EU Digital Product Passport Workshop : How to Comply with EU Sustainability Rules for the Textile & Apparel Industry  
EU數碼產品護照工作坊:紡織和服裝行業如何履行可持續法規

### 18 - 19 NOV

Asian Logistics, Maritime and Aviation Conference (ALMAC) 2024  
(GS1 HK as Supporting Organisation & Co-Organiser of SCM and Logistics Forum)  
2024亞洲物流航運及空運會議  
(GS1是支持機構及「供應鏈管理及物流論壇」協辦單位)

### 20 NOV

Navigating Towards Smart Logistics 3.0 - Innovating for Sustainable Shipping, Logistics & Supply Chain (co-organised by GS1 Hong Kong, Hong Kong Transport and Logistics Association & The Hong Kong Shippers' Council)  
智能物流3.0: 航向可持續發展的創新之路 (由香港貨品編碼協會、香港付貨人委員會、香港航運物流協會共同舉辦)  
ALMAC Side Visit Programme - Visit to GS1 HK's Smart Business Innovation Centre  
亞洲物流航運及空運會議考察活動- 參觀GS1 HK智慧科技創新中心

### 21 Nov, 18 DEC

Barcode & Digital Service Workshop  
條碼及數碼工作坊

### 22 NOV

Hong Kong ICT Awards "Smart Mobility Award Awards Presentation Ceremony cum Dinner  
香港資訊及通訊科技獎「智慧出行獎」頒獎典禮暨晚宴

### 26, 28 NOV

Certificate Course : Digital Strategies for Business Leaders - an Industrialist's Perspective  
證書課程:商業領袖的數碼策略 - 工業角度

Upcoming Events  
即將舉行的活動



**GS1 HK 35<sup>th</sup> Anniversary Prize Quiz:**  
**Win HKD50 Coffee Coupon**  
**慶祝GS1 HK 35周年有獎問答 送HKD50咖啡券!**

This year marks the 50<sup>th</sup> anniversary of the first scan of the product barcode (GTIN). Over 20 industry leaders have come together to call for what standard-based solution to be adopted globally? (Deadline to join: 6 Dec, 2024. We will select 10 winners)

今年是產品條碼(GTIN)首次被掃描的50週年,超過20家業界翹楚攜手呼籲全球各界採用什麼方案?(截止日期:2024年12月6日,本會將挑選10位得獎者)

**Read the hints**  
觀看提示



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# 貼心企業嘉許計劃 全方位品牌認證 + 推廣



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於TVB/NOW TV播放廣告  
達**120次**



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於媒體上宣揚貼心服務  
接觸超過**80萬讀者**



## 其他交流及曝光機會！

- 參加於GS1 HK旗艦活動上的年度頒獎典禮，與近600位業界人士交流
- 獲得「貼心企業嘉許計劃」證書、獎座
- 於GS1 HK渠道(Business Connect雜誌、每月快訊、社交媒體、網站)上宣揚品牌
- 於宣傳品、產品、店鋪上展示「貼心企業」標誌，提升消費者信心

... 及更多！

聯絡我們了解更多

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