

Made in Hong Kong · Bold Innovation
Going Beyond to Launch “Blind Box”
香港製造 · 大膽革新 踩過界推「盲盒」

Inheriting Tradition, Innovating to
Pioneer New Blue Oceans
傳承經典 創新出擊拓新藍海

Freda Ng
Managing Director of PARKnSHOP
吳逸群
百佳超級市場董事總經理

Executive Connect 管理層專訪

**Gamifying Retail: Supermarket Leader Unlocks
New Shopping Experience**
零售遊戲：超市龍頭解鎖遊戲「升呢」體驗



Consumers Relying on AI for Shopping! “AI + Experiential Retail” Shapes Future Experiences 消費者靠AI購物？ AI + 體驗式零售 塑造未來體驗

A survey* indicates that AI chat shopping is growing to be a favorite among consumers. In the United States, retail websites with promotional activities have seen a 1,950% year-over-year increase in traffic from generative AI-powered chat services. Over half of respondents said they might use AI services to “research products,” 40% use AI to get shopping recommendations, 36% use it to find deals, and 30% for gift inspiration.

AI-powered chat services provide consumers with instant answers, but it is critical to ensure the credibility of product data to provide accurate and valuable results; otherwise, it leads to a “Garbage In, Garbage Out” scenario. By anchoring every product a unique, globally recognised identity, use of the GS1 system enables AI systems to deliver the right information at the right time.

Although AI can direct consumers to e-commerce platforms for direct purchases, physical stores remain indispensable. After obtaining answers from AI, consumers still visit physical stores to view and experience the products. Therefore, retailers need to ensure that physical stores provide consumers with a “simple, fast, and more enjoyable” shopping experience, where AI plays a key role. A US retailer integrated AI with various data such as store traffic, consumer preferences, strategically placing high-demand products in prominent spots to optimize retail store product placement.

In recent years, online shops have opened physical stores in Hong Kong to showcase products that cater to consumer tastes, for example, using AI technology within stores to provide personalized product recommendations based on individual interests and shopping history, helping customers find home goods that best fit their styles.

Integrating online and offline experiences is a crucial strategy for businesses' futures. This issue features PARKnSHOP, which not only optimizes online shopping delivery and discount experiences but also brings “gamification experience” into supermarkets. The locally made “Red A” (Star Light Industrial) extends its “plastic kingdom” into blind boxes to bring surprise to consumers; whereas long-established Yung Kee restaurant continues to transform while delivering humanized service, which is irreplaceable with technologies.



有調查*指出，AI聊天購物成為消費者新寵。在美國，有促銷活動的零售網站來自AI聊天室的流量按年增長了1,950%。超過一半的受訪者表示可能會使用AI服務「研究商品」，40%的受訪者會用AI來獲取購物推薦，36%用於尋找優惠，30%用於尋找禮物靈感。

AI聊天室可為消費者提供即時的答案，但要確保產品數據的可信度，才能帶來準確、有價值的結果，否則只會出現「Garbage In, Garbage Out」的情況。全球標準讓產品擁有獨特、全球認可的身份，AI系統便可在適當的時間，為消費者提供準確、適當的資訊。

雖然AI可將消費者帶到電商平台直接購買，但實體店依然不可或缺。消費者在AI獲得答案後，仍會到實體店觀看及體驗實物。因此，零售商也需要確保實體店內為消費者帶來「簡單、快捷、更有樂趣」的消費體驗，當中AI亦有關鍵作用。有美國零售店正透過AI結合不同數據如店鋪客流、消費者偏好、天氣等，優化店內產品擺放，將需求較高的產品放在更顯眼位置。

近年不少網店也在香港開設實體店，展示迎合消費者口味的產品，例如於店內設用人工智能(AI)技術，根據個人的興趣和購物歷史，提供個性化的產品推薦，找到最符合風格的家居品。

由此可見，融合線上線下體驗是企業未來一大重要策略。今期Business Connect封面故事百佳超級市場不但優化網購送貨、優惠體驗，還於超市內帶來「遊戲化體驗」(Gamification experience)；本地製造的「紅A」(星光實業)將「塑膠王國」延伸到盲盒上，為消費者帶來驚喜；老字號鏞記酒家不斷變革，但仍堅持為顧客提供科技不可取代的人性化服務。

歡迎閱覽。

GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T +852 2861 2819 E info@gs1hk.org
www.gs1hk.org

 GS1 Hong Kong | 

* Source 資料來源：Adobe

2025 Issue 3 | 第三期 Contents 目錄

Executive Connect 管理層專訪 Gamifying Retail: Supermarket Leader Unlocks New Shopping Experience 零售遊戲：超市龍頭解鎖遊戲「升呢」體驗	3
Go Digital Ubiquitous QR Codes - Powerful Features at a Glance 無處不在的二維碼 功能逐個數！	7
Corporate Dynamics 企業動態 Made in Hong Kong · Bold Innovation Going Beyond to Launch “Blind Box” 香港製造 · 大膽革新 踩過界推「盲盒」	9
Corporate Dynamics 企業動態 Inheriting Tradition, Innovating to Pioneer New Blue Oceans 傳承經典 創新出擊拓新藍海	13
Go Digital One solution: Anti-counterfeiting + Traceability + Interaction 一招防偽 + 追溯 + 互動	18
New Members 歡迎新會員	23

3 Executive Connect 管理層專訪 - PARKnSHOP



7 「Go Digital」 - Ubiquitous QR Codes - Powerful Features at a Glance

9 Corporate Dynamics 企業動態 - Star Industrial (Red A)



13 Corporate Dynamics 企業動態 - Yung Kee Restaurant

18 「Go Digital」 - One Solution: Anti-Counterfeiting + Traceability + Interaction



About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity, facilitate commerce connectivity and enable sustainable value chain through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

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 “Go Digital, Go Green”.

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has local Member Organisations in 120 countries.

Website : www.gs1hk.org

Editors: Corinna Fung, Cindy Chui

Advertising and editorial enquiries: Cindy Chui

Tel: 2863 9723 **Email:** cindychui@gs1hk.org

香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立，是GS1®環球組織的香港分會，提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務，助企業數碼化，提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易及推動可持續價值鏈。

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。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態，實踐「Go Digital, Go Green」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織，總部位於比利時的首都布魯塞爾，於全球120個國家擁有分會。

網址：www.gs1hk.org

編輯：馮美珠、徐子惠

廣告及編輯查詢：徐子惠

電話：2863 9723 **電郵：**cindychui@gs1hk.org

This document is provided “as is” with no warranties whatsoever, including any warranty of merchantability, noninfringement, fitness for particular purpose, or any warranty otherwise arising out of this document.

GS1 HK disclaims all liability for any damages arising from use or misuse of this document, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information or reliance upon this document. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

GS1 HK retains the right to make changes to this document at any time, without notice. GS1 HK makes no warranty for the use of this document and assumes no responsibility for any errors which may appear in the document, nor does it make a commitment to update the information contained herein.

本文件按「當時情況」展示，GS1 HK不會對內容的適銷性、非侵權性、適用於特定目的，或任何由本文件引起的性質作任何擔保。

GS1 HK不承擔由使用或濫用本文件而造成的任何損害和任何責任，無論是特殊、間接、嚴重後果或補償性的損害，包括由於使用信息或依賴本文件而導致的任何知識產權侵權的責任。儘管我們努力提供準確、及時的信息，但不能保證此類信息從收到之日起便是準確，或將來仍將會準確。任何人在沒有對特定情況進行徹底了解及適當的專業建議時，都不應對此文件內信息採取行動。

GS1 HK保留隨時對此文件進行更改的權利，恕不另行通知。GS1 HK對本文件的使用不作任何保證，也不會對文件中可能出現的任何錯誤和更新文件內容承擔任何責任。

Gamifying Retail: **Supermarket Leader Unlocks New Shopping Experience**

零售遊戲：超市龍頭解鎖 遊戲「升呢」體驗

Freda Ng

Managing Director of PARKnSHOP

吳逸群

百佳超級市場董事總經理



Facing the shift in consumer preferences, Hong Kong's retail sector is adopting diverse strategies: Apparel brands are introducing cafes that emphasize natural & simple aesthetics, while sports retailers organize yoga sessions and camping trips to reinforce their expertise. As the market pioneer, PARKnSHOP continues to lead the new retail landscape through innovative marketing and digital engagement strategies, including market segmentation for personalized services, gamified shopping experiences, and a strong commitment to promoting sustainability.

In May, PARKnSHOP unveiled FOOD PARC at Hopewell Mall, a 20,000-square-foot venue featuring six curated gourmet zones. Highlights include premium Japanese and Korean two-course meals, French pastries by Michelin-starred chefs, and an extensive selection of nearly 10,000 international specialty items. The space also debuts Hong Kong's first "TREAT VIP Lounge," offering MoneyBack VIP members an exclusive environment for an upscale lifestyle. Freda Ng, Managing Director of PARKnSHOP, noted that their stores offer cooking workshops, family play zones, and tasting events, etc, transforming routine shopping into a leisure and entertainment experience.

Freda said, "PARKnSHOP is committed to introducing eye-catching, cost-effective, and highly recommended products. Shopping at the supermarket is meant to bring joy to everyone, and the 'gamification experience' is an emerging industry trend. Whether online or offline, we aim to deliver a more enjoyable gamified experience."

Mascot Magic Charms the Masses

Gamification in retail is a key strategy to enhance brand awareness, customer loyalty, and drive sales. According to the Harvard Business Review, a 5% improvement in customer engagement can yield profit increases of 25% to

消費者習慣改變，本港零售業亦各施各法應對：有服裝品牌開設Café強調簡樸自然品味，也有運動品牌舉辦瑜珈班、露營團強化專業形象。百佳超級市場作為行業龍頭，正致力以創新營銷手段和數碼互動方式，例如將市場細分提供更個人化服務、引入遊戲化零售體驗，以及積極推動可持續發展等策略，繼續領導新零售時代。

百佳旗下品牌超市今年5月於合和酒店·商場開幕的FOOD PARC佔地逾20,000呎，除了設有6大美饌專區，如日韓高質兩餸飯、米芝蓮廚主理的法式甜點，及近萬款環球特色產品外，亦特設全港首間「TREAT 貴賓室」，讓「易賞錢」VIP會員感受優尚生活。百佳超級市場董事總經理吳逸群(Freda)指，分店設有廚藝班、親子樂園、試飲試食活動等，把購物提升為消閒娛樂體驗。





95%. PARKnSHOP has introduced its refreshed slogan, “BEST, EASY, VALUE.” alongside two mascots, “BEST GUY” and “EASY,” as new brand ambassadors. Complementing these are the lame jokes (named “笑通佳” in Chinese): riddle cards infused with supermarket-themed humour are placed on product shelves to engage consumers in a light-hearted way. Beyond expectations, the lame jokes has gained significant online traction, with some posts reaching over 100,000 views and becoming a hot topic among netizens.

Freda elaborates, “‘BEST GUY’ represents a smart and quality-conscious personality, while ‘EASY’ symbolizes dynamic curiosity and vibrancy. Together, they fully embody PARKnSHOP’s core values — continuous innovation and curated exclusive offerings, delivering customers the best, most convenient, and value-for-money shopping experience. Since their launch, the brand ambassadors warmly embraced by audiences, featuring not only in promotional materials and private-label product packaging, while also inspiring related merchandise, such as festive items like the “百便佳蛋燈籠 (Lanterns with BEST GUY & EASY).”



Tech-Driven Real-time Retail to Enhance Freshness

Contemporary consumers are adept at Offline & Online (O+O) shopping, and expect fast order fulfillment, personalized offers, and easy access to information. PARKnSHOP leverages digital technologies and intelligent infrastructure to ensure seamless experiences, including the “Express Delivery” (快趣送) service for one-hour online purchase delivery;

「百佳致力引入吸引眼球、性價比高的、被別人推薦的產品。超市購物就是給大家帶來快樂的地方，『遊戲化體驗』(Gamification experience) 正正是零售業的市場趨勢。不論是在線下還是在線上，我們都希望為顧客帶來更多的歡樂的遊戲化體驗。」

品牌吉祥物成功「圈粉」

零售遊戲化是提升品牌認知度、顧客忠誠度和刺激銷售的關鍵策略：《哈佛商業評論》指，顧客關注度提升5%可帶來25%至95%的利潤增長。百佳早前宣布新口號「百種方便，佳品超值」、推出品牌大使「佳蛋仔 BEST GUY」、「百便星 EASY」，及推出超市版冷笑话「笑通佳」猜謎活動等正，冀以輕鬆互動方式吸客。譬如「笑通佳」活動吸引大量網民激讚及轉載，部分帖文瀏覽量更達十萬人次，出其不意成網民熱話。

「『佳蛋仔』代表精明、要求高品質的個性，而『百便星』象徵對事物熱誠好奇、充滿活力，兩者充分展現百佳的核心價值 - 不斷創新、精選獨家正貨，為顧客帶來最優質、方便、超值體驗。吉祥物推出後大受歡迎，現時不但出現在宣傳品及自家品牌產品包裝上，更衍生出自家周邊商品、如『百便佳蛋燈籠』等應節。」





即時零售以科技「增鮮」

現今顧客不但熟習O+O（線下及線上）購物模式，更期望商戶快速送貨、提供個人專屬優惠、獲產品資訊等。百佳正透過數碼科技和智慧設施，讓顧客享受無縫購物樂趣，包括推出網購「快趣送」服務、落單後最快1小時送達；推出「易賞錢」會員限定優惠及「百加樂」換購優惠；在自家品牌產品應用GS1 HK的1QR二維碼、方便顧客查閱詳情等。

“MoneyBack”（易賞錢）exclusive member offers; and discount offer campaign named “百加樂” in Chinese. At the same time, the retail giant has implemented GS1 HK’s 1QR (QR codes with GS1 Standards) on private label products to make it easy for customers to access detailed information.

“To support the AS Watson’s O+O strategy and respond swiftly to customer demands, we established a 300,000-square-ft PNS Online Business Fulfilment Centre. We collaborated with partners such as GS1 HK to build a digital supply chain, including a Transportation Management System (TMS) for real-time monitoring. This simplifies logistics processes, ensures sufficient inventory, and enables clear and transparent delivery process - all critical to achieving our expedited delivery capability, which can be as fast as one hour.”

「為配合屈臣氏集團的O+O零售策略、更快更即時回應顧客需要，我們建成了30萬平方呎的PNS線上業務物流中心，並與GS1 HK等夥伴合作打造數碼化供應鏈，包括部署車隊運輸管理系統（TMS）作監控管理，簡化物流程序、確保庫存充足，讓貨物配送過程清晰透明。這正是集團能夠最快1小時送貨到戶的關鍵之一。」



“PARKnSHOP is committed to sourcing quality products and now offers nearly 2,000 organic or sustainable items, including over 120 vegan options and more than 50 sustainable seafood selections. 1QR supports us to showcase product sustainability information, consumers can simply scan the QR code on the product packaging with their phones to access details such as product origin and sustainability certifications, aligning with consumers’ behavior of searching for information online before purchase.”

「百佳致力搜羅優質的產品，現提供近2,000款有機或可持續的產品，包括超過120款純素產品，及逾50多款可持續的海鮮選擇。『1QR』有助我們展示產品的可持續發展資訊，消費者只需簡單以手機掃描產品包裝的二維碼，即可查閱產品來源、可持續認證等訊息，亦配合消費者上網搜尋資料的習慣。」

Eat. Share. Love.

As Hong Kongers increasingly embrace wellness and eco-conscious choices, PARKnSHOP, rooted in Hong Kong for over 50 years, stays ahead of the curve. With its long focus on environmental protection, human well-being, and product quality, the retailer has made concerted efforts in promoting food saving and waste reduction, elevating food safety, and enabling consumers & community to “shop confidently and consume with assurance”, embodying the social purpose of “Eat. Share. Love.”

“We have launched diverse and comprehensive sustainability initiatives, key efforts include a partnership with Food Angel, donating over 5,000 tons of food this year to produce more than 16 million meals for those in need. We have also introduced the ‘Return & Recreate: Plastics Recycle

「Fun享美食·分享愛」

有見港人對健康、可持續發展都日漸重視，紮根香港50多年的百佳當然掌握顧客需求，多年前已就3大方向，即生態環境、人類福祉及優質產品去推動惜食及減廢文化、不斷提升食品安全，讓顧客和社區「買得開心、食得放心」，一同實踐「Fun享美食·分享愛」的美好生活理念！

「我們推出的可持續發展計劃林林總總，包括與『惜食堂』合作回收食物、至今年已捐贈超過5千噸食物予『惜食堂』製作逾1,600萬個飯餐免費送予有需要人士；亦與



Programme' with Kao, where online shopping delivery teams collect plastic bottles directly from customers' doorsteps to recreate into products such as flower pots. In selected PARKnSHOP stores, "Nake Buy" options encourage customers to bring their own containers for personal care products or fresh fruits and vegetables to reduce plastic use."

"Additionally, we also pioneered "Farm Check" program in Hong Kong, which employs comprehensive monitoring to ensure vegetable traceability from farm to shelf, upholding stringent quality and safety protocols."

Global Outreach Forges Retail Future

Freda was recently nominated as a member of the GS1 Board and officially appointed at the GS1 Global Assembly. The event was joined by Chairmen from GS1 member organisations, CEOs and leaders from over 100 countries, who exchanged insights on "Building Bridges for a Better Tomorrow."



"I am grateful to join the GS1 Board of Directors, bringing the unique characteristics and challenges of the Hong Kong and Macau retail markets to the international stage, enabling other markets to better understand the regional

situation and promote cross-region exchange and collaboration. The Assembly highlighted global precedents showing how retail and supply chain transformations are accelerating worldwide. For example, the innovative application of artificial intelligence (AI) by India's largest retailer provided me with much inspiration and valuable lessons."

花王推出膠樽回收計劃、讓市民足不出戶即可透過網購送貨員回收膠樽、循環再造成花盤等用品；在約9成分店中提供『裸買』選項，鼓勵消費自攜容器購物、或以散裝出售新鮮蔬果產品『走塑』；更於香港率先創立「農場檢定」，綜合多項蔬菜種植過程之監控措施，確保從農場到店鋪的可追溯性，全面監控蔬菜質素、保障食安。」

零售「走出去」創未來

Freda早前獲提名為GS1董事局成員，並於GS1 Global Assembly上獲任命為新一屆董事局成員。當日Freda亦有親身參與題為「Building Bridges for a Better Tomorrow」的GS1 Global Assembly，與全球超過100個國家的GS1分會主席、總裁、行業領袖交流。

「很榮幸能加入GS1董事局，我希望能把港澳零售市場的特色與挑戰帶到國際平台，讓其他市場更了解區域現況，促進跨地域交流與合作。與會期間我亦看到不少國際先例，讓我體會到全球零售及供應鏈的轉型正加速進行，例如印度最大零售商就人工智能的嶄新應用，為我帶來許多啟發和借鑒。」

"As a long-term partner of GS1 HK, PARKnSHOP has continuously supported initiatives like the 2D Barcode Industry Task Force to drive digitalization and sustainability. By sharing the Group's practical experience in retail operations, I hope to enhance the local industry's understanding and adoption of new technologies and trends like 2D barcodes, helping them overcome challenges and achieve transformation."

「作為GS1 HK的長期夥伴，百佳一直支持並參與如2D條碼行業工作小組等項目，推動數碼化及可續發展；我期望透過分享集團在零售營運上的實際經驗，促進本地業界對2D條碼等新科技、新趨勢的認識和應用，引領市場度過現今困境、變革轉型。」



Ubiquitous QR Codes

- Powerful Features at a Glance

無處不在的二維碼 功能逐個數！



In the perception of most people, QR codes might only link to a single website, but QR codes with GS1 Standards are actually more powerful, and transforming the industry with presence on various products!

大家認識的二維碼，可能只是單一連結到網站功能，但其實符合GS1標準的二維碼更強大，並正為行業帶來變革，於不同產品上都開始有它的足跡！



What are QR codes with GS1 standards?

甚麼是符合GS1標準的二維碼？

QR codes powered by GS1 standard (GS1 Digital Link) can carry global identification standards such as barcodes, batch numbers, and expiration dates, delivering diversified product information to stakeholders (businesses, consumers).

符合GS1標準(GS1 Digital Link)的二維碼可載有全球識別標準如條碼、批次號和有效日期，為各持份者（商家、消費者）帶來多種類產品資訊。

3 Powerful Features at a Glance

三大效益一覽



Protect food safety & product authenticity
保障食品安全及產品真實性



Comply with sustainability regulations
符合可持續發展法規要求



Consumer engagement, expiry date management
消費者互動、到期日管理

Global Cases 全球應用實例

One fruit, two countries, full traceability

一果兩地 追蹤溯源 保障食安

With the surge in demand from China for fresh durians from Thailand, exporters need to prove that each exported fruit is genuine, certified, and safe to eat. A pilot project was recently conducted to achieve traceability from the source, promoting trade.

The project applied various GS1 standards:

- **Product identification standards (GTIN) and serial numbers:** Identify products
- **Location identification standards (GLN):** Identify Thai growers, distributors, and transporters
- **Traceability standards (EPCIS):** Captured and shared data on harvest, packing, transport, customs clearance and import

Data collected along the supply chain is embedded in **QR codes with GS1 Digital Link** attached to the durian stems, allowing stakeholders such as businesses and consumers to scan the QR code and view information including origin, grower, harvest and packaging dates, certificates, and more, thereby enhancing confidence.

隨著中國對泰國新鮮榴槿需求激增，出口商需證明每件出口水果為真貨、具認證、能安全食用。早前進行了試點項目，實現從源頭追溯，促進貿易。

項目應用了不同GS1標準：

- **產品識別標準(GTIN)及序號:** 識別產品
- **位置識別標準(GLN):** 識別泰國種植商、分銷商、運輸商
- **追蹤追溯標準(EPCIS):** 獲取及分享有關收割、包裝、運輸、清關及進口的數據

供應鏈上所獲得的數據都會載於加入 **GS1 Digital Link的二維碼**上，綁於榴槿果柄上，讓持份者如商家、消費者只需掃描該二維碼，就可以看到各樣資訊，包括產地、種植商、收割及包裝時間、證書等，提升信心。

To Know More
了解更多



Sustainable Socks Complying with EU Sustainability Regulations 符合歐盟可持續法規的永續襪子

The EU requires products sold in the market to disclose information about their lifecycle, including material composition, manufacturing process, carbon footprint, reparability, and recycling guidelines. Textiles are among the first product categories covered.

The world's largest sock brand, based in Pakistan, has launched certified biodegradable socks. The brand uses **location identification standards (GLN)** to identify suppliers from different locations (Pakistan, Indonesia, Japan) and embeds a **QR code powered by GS1 standards** on every pair of socks. Consumers can scan the QR code with their smart phones to access product lifecycle information, meeting the **EU's Digital Product Passport (DPP)** regulatory requirements.



歐盟要求未來在市場上銷售的產品揭露其生命週期的資訊，包括材料成分、製造過程、碳足跡、可維修性以及回收指南等，當中紡織品是首批產品之一。

以巴基斯坦為基地的全球最大的襪品品牌推出經認證可生物降解的襪產品。品牌以**位置識別標準 (GLN)**識別不同地方的供應商(巴基斯坦、印尼、日本)，並於每雙襪子上都織入了一個加入**GS1標準的QR碼**，消費者用智能手機掃描就可以獲得產品生命週期資訊，符合歐盟「**數碼產品護照 (DPP)**」的法規要求。

To Know More
了解更多



Consumer Engagement + Expiry Date Management 與消費者互動 + 過期日管理

Hong Kong brands have also started using QR codes powered by GS1 Standards, with GS1 HK providing the digital product information platform – **1QR for FREE to members for easy application.**

Products from ParknShop's private label, Eat East, Top Soya, Lok Yuen, and 2Plus3 (2+3) feature **GS1 HK's "1QR"**. Consumers can scan the QR with their phones to access multiple information, including promotions, sustainability and origin certifications, recycling methods and locations, and even link to online stores.

Among them, Eat East upgraded its POS system to enable payment through scanning the "1QR" and can also obtain product expiry date information during stocktaking, thereby identifying food that is about to expire or has expired.

香港品牌商也開始應用符合GS1標準的QR碼，**GS1 HK更免費為會員提供數碼產品資訊平台 1QR，方便應用。**

百佳自家品牌、波仔、壹品豆漿、樂園、怡加新(2+3)等已於產品上印上**GS1 HK的「1QR」**，消費者只需手機一掃即可查閱豐富資訊，包括：優惠推廣、可持續發展及來源認證、回收方法和回收地點，更可連到網店。

當中，波仔更將POS系統升級，做到掃描「1QR」收款，也可在點貨時獲得產品過期日資訊，發現即將或已過期的食品。



QR Codes can be seen everywhere in future, contact us to know more
二維碼將來隨處可見，立即聯絡我們了解更多



Made in Hong Kong • Bold Innovation Going Beyond to Launch “Blind Box”

香港製造 • 大膽革新 踩過界推「盲盒」

Jessica Leung
Business Development Director
Star Industrial Co., Ltd. (Red A)

梁馨蘭
業務拓展總監
星光實業有限公司 (紅A)



As Hong Kong's industrial landscape undergoes a seismic shift, with factories “heading north” in pursuit of cost efficiencies, the once-unique sight of “Made in Hong Kong” goods on every street corner has become a rare and nostalgic scene. Yet defying the trend, the long-established local brand endures: “Red A” (Star Industrial Co., Ltd), a 76-year-old local manufacturer with factory still standing at the industrial heart of San Po Kong, steadfastly adhering to the original spirit of Hong Kong manufacturing.

Starting with the production of toothbrushes, Red A has built a “plastic kingdom” of over 1,700 products over the years, all intricately woven into the everyday lives of Hongkongers – from the water buckets during the “water rationing” period, to the household items like plastic stools and grocery carts. The company later expanded into dining, healthcare and logistics realms – plastic baskets used by restaurants, teapots at dai-pai-dong, medicine bottles for hospitals, and crates used in logistics. Some might describe “there’s always a ‘Red A’ product right by your side”.

Despite having a solid business foundation, Jessica Leung, Business Development Director and the third-generation descendant of the company, would not settle for past successes. “Over a decade ago,

隨著香港工業轉型、「生產北上」成大勢，昔日街頭巷尾常見的香港製造產品，如今已越來越難得一見。本地老字號「紅A」（星光實業）扎根香港已有七十六年，堅守著香港製造的初心，廠房如今仍屹立於新蒲崗。

以製造牙刷起家的紅A多年來累積的「塑膠王國」超過1,700款產品，包括家傳戶曉日常用品，如「制水」時必備的水桶、膠凳、買餸車等，隨後擴展到飲食、醫療、物流行業，如餐廳使用的膠籃、大排檔的茶壺、醫院的藥水樽、物流載物膠箱等，可以說是「總有一件在你身邊」。

儘管有穩健的業務基礎，星光實業有限公司（紅A）的第三代傳人、業務拓展總監梁馨蘭（Jessica）不希望只靠「食老本」，她表示：「十多年前，我們開始大膽嘗試，包括開拓自家網店、代理品牌、進軍精品及禮品行列、推出一站式智能廚房解決方案等。未來會繼續不斷嘗試，推動產品多元化和年輕化、優化服務質素，擴大企業客戶群，同時謹守產品品質，發揮香港製造及品牌優勢。」





we began boldly experimenting, including the launch of our own online store, as distributor of brands, venturing into premiums, and unveiling a one-stop smart kitchen solution. Moving forward, we will continue diversifying and rejuvenating our products, improving service quality and expanding our corporate client base, while strictly upholding product quality rooted in Hong Kong's manufacturing and brand strengths."

Bold Attempts in Product Rejuvenation

15 years ago, before e-commerce took off, Red A took the bold step of launching its own online shop, and Jessica still remembered the team's excitement upon receiving the first order on e-shop. They plan to enhance the online store's functions by the end of 2025, such as allowing business clients to obtain quotations online to improve convenient procurement experience to companies.

The brand is also continuously making new attempts to attract the younger generation that they previously couldn't reach, including crossover with cartoon brands. Celebrating their 75th anniversary last year, they embarked on another new endeavour by entering the gifts and collectibles market.

"We never imagined premiums or souvenirs in our wheelhouse, but curiosity won out. In just six months, we debuted our blind box series, featuring mini stools, lamp shades, water buckets, etc, which were unexpectedly popular and sold out quickly. These petite wonders may look simple, but their meticulous details and craftsmanship are impeccable, a testament to our team's ingenuity and devotion."

Looking ahead, Red A eyes on stationery collection by using unused pattern designs from the past to further strengthen brand identity.

大膽嘗試 產品年輕化

紅A早於15年前，網購未盛行的年代已經「膽粗粗」嘗試開拓自家網店，Jessica憶述當初網店面世後收到第一張訂單時與團隊感到非常鼓舞，他們更計劃於今年(2025年)年尾加強網店功能，例如是讓客戶可以在網上獲取報價單等，提供更便捷的購買體驗。

品牌亦不斷作出新嘗試，去吸引以往未能接觸的年輕一代，包括聯乘卡通品牌，去年75周年再下一城，進軍禮品及精品行業。

Jessica說：「本以為禮品及精品業與我們不太相關，但亦想嘗試下，於是用了僅僅半年時間，推出盲盒，包括迷你圓凳、燈罩、水桶等，出乎意料地受歡迎，迅速售罄。這些精品小物雖然看似簡單，細節與工藝絕不馬虎，追求高真實度，展現匠心設計。」

展望未來，紅A計劃開拓文具系列，善用過往未使用的圖案設計，印製文具塑造品牌形象。



All Red A products carry the Hong Kong barcode "489" provided by GS1 HK. Jessica affirms, "GS1 HK is integral to our business. Whether products are shelved in local or overseas retail stores, barcodes are required to facilitate sales and inventory management. Food service companies also use ezTRADE platform, to send orders

to us digitally, which not only promotes sustainable development but also greatly improves transaction efficiency."

紅A於所有產品上都有印上由GS1 HK提供的香港條碼「489」。Jessica表示：「GS1 HK與我們業務息息相關，無論是產品於本地還是海外零售店上架，都需使用條碼，便利銷售及庫存管理；餐飲企業也會透過ezTRADE(通商易)，以電子方式傳送訂單給我們，不但推動可持續發展，也大大提升交易效率。」

Upholding 2 Core Values: Quality and Service

Despite commanding over 90% of catering market share in Hong Kong, challenges have been lurking underneath – like competitors' low-price strategies and the growing local production costs. Jessica acknowledged these are common issues faced by many businesses but emphasized that Red A remains committed to its brand values—safety, specifications, and quality, and never engages in the “price wars”. Even for the products they distribute, they insist on compliance with international safety standards.

She added, “We were merely manufacturer before, but now we put ‘service-first’ at the core, acting as a ‘problem solver’ to help our corporate clients resolve their challenges and providing comprehensive solutions that extend beyond our products.”

Red A has also been actively pursued sustainability in recent years: switching to more energy-efficient motors in production, repurposing leftover dyes from colouring processes onto non-food products to reduce, while always prioritizing product safety as the primary principle. The company is also exploring eco-friendly raw materials, like coffee grounds and potato scraps, hoping to launch new green products with carbon reduction at source in the future.

Witnessing Great Eras: Taking HK Brand Advantages Global

Red A products have journeyed alongside Hong Kong through pivotal moments: the water buckets that every household needs in the water-strapped 60s; the rush production of plastic chicken cages during the 1997 bird flu (avian influenza) outbreak; the garbage bins supplied for the makeshift hospitals during the recent pandemic – all marking the city's resilient history.

While Hong Kong and Macau remain as Red A's core markets, they also have presence overseas like Singapore. Jessica believes local brands are competitive, “Hong Kong people value efficiency and strict quality standards; even chefs operating restaurants in Vietnam still reaches for Red A products, because of the guaranteed quality.”

Renowned for durability, there's a saying about Red A's products - “paying 10 more dollars gets you 25 years of use”. Jessica chuckles at the irony: the product's exceptional durability can sometimes impact its business as customers buy less frequently. For the path ahead, Red A will continue its adventurer's spirit, taking market pulses and seizing every opportunity to pioneer into new sectors and new avenues. 雖然紅A的產品以品質耐用聞名，坊間流傳「貴10蚊可以用到25年」來形容其耐用度，但Jessica笑言，產品太耐用亦會影響生意，因為產品使用壽命太長可能會降低重複購買的頻率。對於未來發展，紅A會抱著勇敢嘗試的態度，抓緊市場潮流和機會，開拓新行業、新市場商機。



堅守2大核心：品質、服務

雖然目前紅A在香港餐飲業界擁有超過九成市場佔有率，但仍需潛在挑戰，例如競爭對手價格戰、香港製造成本高等。Jessica表示普遍生意人遇到的問題，他們都會遇到，但仍會謹守品牌價值 - 安全、規格、品質，不會與對手「鬥平」，即使是代理產品，也同樣要求符合國際安全標準。

她續說：「過去我們只是一家傳統的製造商，但現在我們以『服務行先』為核心，致力協助企業客戶解決各種難題。即使是產品以外的問題，我們也會盡力幫忙，提供全方位支援。」

近年，紅A亦積極研究推行可持續發展，於生產上轉用比較節能的電機，並研究將換色過程的殘留色料用於在非食品相關產品上，減少浪費，但始終以產品安全是大前提。同時，公司也正研究使用可持續發展原材料，例如是咖啡渣、薯仔等，從源頭減碳，希望未來能推出相關綠色產品。

見證大時代 香港品牌優勢走出去

紅A產品伴隨香港走過多個重要時刻：60年代家家戶戶需要的膠水桶、1997年禽流感爆發期間趕工生產塑膠雞籠，以及近年疫情時製作方艙醫院垃圾桶，見證大時代。

目前，香港、澳門是紅A主要市場，但其實亦有踏足海外市場如新加坡。Jessica認為香港品牌具競爭優勢：「香港人講求效率，亦對品質有嚴謹規範。即使在越南開餐廳的大廚，也會選用紅A產品，正因為有品質保障。」



「香港最佳中小企業銀行」

星展香港與企業
一同創新 一同成長

香港最佳中小企業銀行
歐洲貨幣, 2025

年度中小企業銀行 - 傑出大獎2025
彭博商業周刊, 2025

香港最佳中小企業銀行
環球金融雜誌, 2026



網上企業開戶

最快一個工作天成功開戶*

同日使用網上銀行進行交易*
兼享免費轉數快港幣付款^



網上開戶

* 須符合資格與條件

^ 優惠受條款及細則約束

Inheriting Tradition, Innovating to Pioneer New Blue Oceans

傳承經典 創新出擊拓新藍海

Carrel Kam
Director
Yung Kee Restaurant Group
甘連宏
鑄記酒家董事



Yung Kee Restaurant (Yung Kee) evokes memories of time-honored, authentic Cantonese cuisine – so iconic that it was named one of the world's top 15 restaurants by Fortune Magazine back in the 1960s. Yet, Yung Kee is far from resting on its laurels. Mr. Carrel Kam, Director of Yung Kee Restaurant Group, shares his vision, “We want to preserve our heritage and the essence of the Dai Pai Dong, while creating a nostalgic yet modern experience. This is reflected in our brand revamp, product quality, innovative offerings and new ventures.”

Classic Brand, New Look

Yung Kee has undergone major brand transformations since 2012, starting with a redesigned logo to shake off the long-held impression among everyone that Yung Kee is only famous for roasted goose, and to highlight that the restaurant actually offers many classic handmade Cantonese dishes. In 2020 amidst the pandemic, Yung Kee took a bold move by investing about HK\$60 million for a full renovation and ceased the entire operations temporarily for the first time, aiming to attract young people with a new, refreshed image.

The revamped restaurant blends East and West, modernity and tradition. Iconic elements are well-preserved, such as the grand “The Dragon and Phoenix Stage”, a rare structure in Hong Kong; marble calligraphy signboard inscribed by Lin Yutang: “Yung Kee is the number one in the world”; the Italian floor tiles from the 70s and the classic marble staircase.

Meanwhile, the refurbished kitchen preserved its traditional charcoal-fired ovens, underscoring Yung Kee's steadfast dedication to excellence. Carrel noted that only charcoal-fired ovens can deliver that unique flavor to the famous dish. Even the kitchen's ventilation system was thoroughly renewed to ensure both staff comfort and dish quality — a clear reflection of Yung Kee's meticulous standards.

提起鑄記酒家（鑄記），大家通常會聯想到「老字號」正宗粵菜，品牌早於六十年代獲《財富雜誌》（Fortune Magazine）選為世界十五大食府之一。事實上，鑄記近年積極變革，鑄記酒家董事甘連宏先生（Carrel）表示：「我們希望傳承傳統，保留大排檔初心的同時，帶來一個懷舊但不殘舊的感覺。這些都體現在我們的品牌重塑、產品品質、創新產品、新品牌上。」



傳統品牌 嶄新形象

鑄記酒家自2012年開始，進行了重大的品牌重塑，包括重新設計標誌。Carrel希望打破大家以往對鑄記只有燒鵝的印象，帶出鑄記其實有很多經典手工粵菜。於2020年疫情時，更把心一橫，斥資約6000萬，首次全面休業進行大翻新，以新形象吸引年輕人。

裝修後餐廳融入中西文化、現代化設計，但保留了店內經典擺設如具氣派、香港罕見的「龍鳳大禮堂」、由中國著名文學家林語堂揮毫的「鑄記天下第一」雲石雕、70年代的意大利地磚、經典雲石樓梯等。

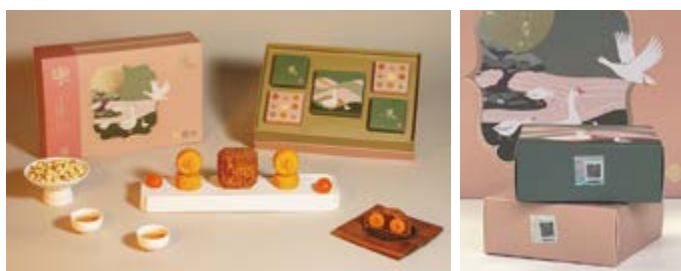


To reach the young diners, Yung Kee launched its first subsidiary, Yung's Bistro. Following its debut at K11 Musea, a new branch was recently opened in Taikoo Place, Quarry Bay a year ago – the only Chinese restaurant there with outdoor seating.

Quality First, No Pre-made

The local catering industry has been grappling with challenges like northbound cross-border dining trends, and the rise of pre-made dishes to cut costs, Yung Kee remains resolute in its quality-first ethos. “We do not serve pre-made dishes. Everything is made fresh in Hong Kong,” Carrel affirms. Local customers remain the cornerstone of their business, as loyal regulars, especially the elderly who do not or cannot often travel north for food. To cater to diverse needs, Yung Kee offers affordable options like takeaway lunch boxes and wonton noodles at its ground-floor, while other floors provide premium dining experiences.

Beyond the dining table, Yung Kee has expanded its offerings to include products like cured goose liver sausages, cured pork sausages, cured meat and XO sauce, as well as festive treats like mooncakes and Chinese New Year puddings. Made with premium ingredients like certified Canadian pork belly, the products are ensured of top-notch quality.



movement and identify potential markets. The company plans to expand REAL QR adoption to more products like cured meats and festive cakes. 為保障品牌，鑄記今年在月餅禮盒上應用了GS1 HK的防偽方案「真的碼」，不但可讓消費者掃一掃驗證產品真偽，鑄記也可以獲得掃描數據追蹤產品流向，了解潛在市場。他們計劃將標籤擴展應用至包裝臘味、賀年糕點等更多產品上。

Carrel is keen to explore the potential of GS1 HK's digital product information platform, “1QR,” which can be integrated with the product authentication function. With a simple scan of the QR code, consumers can verify product authenticity and access certifications, significantly enhancing consumer trust.

此外，雖然修葺大廚房，但保留了傳統炭爐。這與鑄記一直堅持品質攸關，因為只有炭爐才可烤出獨特口感，無可取代。Carrel提到在修葺時亦會考慮到廚房的環境，如通風系統不但影響員工工作舒適度，還會影響出品，足見鑄記於細節上的用心。

鑄記酒家還推出旗下首個年輕品牌「鑄鑄·藝嚐館」，於K11 Musea小牛試刀後，一年前於鰂魚涌太古坊開設分店，為太古坊唯一有戶外位置的粵菜館。

品質至上 0預製菜

餐飲業今年面對不同挑戰，包括北上消費、預製菜降低營運成本等，但鑄記仍然堅持初心，品質至上。Carrel表示：「我們完全沒有使用預製菜，堅持全部食物、產品在香港製造。」他續說吸引本地客是重心，因為只有本地客是回頭客，而且並不是每個人都會北上，尤其是老人家。餐廳不同樓層也會切合了不同客戶群需要，推出不同產品，豐儉由人，例如地廳有外賣飯盒、雲吞麵等。

除餐飲體驗外，鑄記還推出多種類產品，包括鵝肝腸、臘腸、五花臘肉、XO醬等，以及節日食品如中秋月餅、賀年糕點等，全部均採用優質食材如加拿大五花腩肉，有證書認證，確保品質。

To protect its brand, Yung Kee adopted GS1 HK's “Real QR” anti-counterfeiting solution on its mooncake boxset this year. Customers can scan to verify the product's authenticity, while Yung Kee can leverage scan data to track product



在得悉GS1 HK免費提供給會員的數碼產品資訊平台1QR可結合REAL QR產品驗證功能一同應用後，Carrel表示他們會考慮使用，讓消費者只需掃描一個QR碼，即可同時驗證真偽及查看食品所獲的證書認證，提升信心。

Pioneering Soft Meals

Yung Kee may be a bastion of tradition, yet it is far from outdated. In 2024, it spearheaded to launch a soft meal menu featuring 8 dishes, including roasted goose, stuffed crab shell, shrimp dumplings, siu mai, which compliant with the International Dysphagia Diet Standardisation Initiative (IDDSI) for those with chewing or swallowing difficulties.

“As the first Chinese restaurant to introduce a soft meal menu, we’re not just about serving delicious cuisine,” Carrel says. “We want to create warm, inclusive moments where everyone, including seniors, can enjoy dining with their families.”

Yung Kee believes human connection is irreplaceable in the catering sector, so the restaurant adopted technologies mainly on infrastructure and facilities improvement. 10 years ago, it installed an energy-efficient “Oil-free chillers” air conditioning and introduced Building Management System (BMS), cutting energy use by 30-40% that set standard for the industry.

Committed to reducing waste, plastic, carbon emission and adhering to sustainability, the restaurant recycles its tablecloths to make eco-friendly bags as souvenirs for customers, whereas the new Yung’s Bistro uses chairs made from 100% recycled ocean plastic fibers. Yung’s Bistro was also the first local Chinese restaurant to receive the highest “Three Leaf” in Taikoo Place’s “Green Kitchen” programme and is now pursuing BEAM Plus certification as well.



Safeguarding the Brand, Charting New Grounds

Yung Kee is eager to explore new markets, particularly the mainland China, but past experiences with counterfeiting made them cautious. Carrel commended, “With ‘Real QR’, we can protect our brand, develop new products and markets with renewed confidence. The traceable scan data also helps us uncover untapped opportunities.”

Despite the challenges faced by Hong Kong’s F&B industry, Carrel remains optimistic. “Tourism and hospitality are pillars of Hong Kong’s economy, and visitors deserve exceptional service and first-class gourmet. I believe the tougher it gets, the harder we need to work. In fact, the recent return of international MICE events to Hong Kong demonstrates the city’s unique strengths— flexibility and meticulous planning.”

縱然餐飲業面對多重衝擊，Carrel相信香港有優勢，有吸引力。他表示：「酒店及飲食業是香港的重點行業，有旅客來香港，就要給他們優質的服務及食品。希望業界不要放棄，越難搞越要努力。事實上，近年很多國際大型MICE活動重返香港舉行，因為香港有其獨特價值，比較彈性，安排又周到。」



領先同業 首推軟餐

雖然鑪記是傳統粵菜酒家，但如Carrel所言，一點也不「老」，於2024年領先同業，率先推出共8道菜的軟餐，有燒鵝、蟹蓋及點心如蝦餃、燒賣等，每款都按照國際吞嚥障礙飲食標準(IDDSI)要求。

Carrel表示：「我們是第一間推出軟餐的中菜，因為我們希望帶給客人不單是美味佳餚，更是家人共聚的溫馨感覺，推出軟菜可讓咀嚼或吞嚥困難的老人家，也能與家人用餐。」

他認為飲食業需要人性化服務，不是科技可以取代的，因此多年來只於設備上使用創新科技。大廈於10年前已引入「無油磁浮式製冷機」空調設備及樓宇管理系統(BMS)，實現節能達30-40%，可謂環保先鋒。

此外，餐廳亦致力減廢、減塑、減碳，例如會回收枱布，製成環保袋送給客人作紀念品，實現可持續發展。新品牌「鑪·藝嚐館」在座椅材質採用100%再生海洋塑料纖維編織而成，成為太古坊首家獲得「綠色廚房計劃」最高「三葉」級別認證的中餐企業，同時亦正在申請綠建環評(BEAM Plus)的認證。

保障品牌 拓新藍海

鑪記一直希望開拓新市場，尤其是國內市場。Carrel表示：「過往曾有被偽冒的不愉快經歷，所以未必夠膽去嘗試去發展新產品、新市場。『真的碼』保障我們的品牌，讓我們可以放膽去闖，我們也可以透過追蹤追溯數據，去了解潛在市場商機。」



Hong Kong

Invest Hong Kong supports your business set up and expansion in our city with free, confidential and customised services.

Get in touch now at
investhk.gov.hk



Three-pronged Approach to Help Enterprises “Go Global”

3管齊下 幫企業「出海」



Mainland Chinese companies often face challenges in expanding to overseas markets such as low brand awareness, lack of knowledge about sales channels and the local market regulations. Therefore, they often choose Hong Kong as their “first stop” for going abroad, leveraging Hong Kong’s strategic advantages and international platform to enhance their brand’s international competitiveness. Last year, there were as many as 2,620 Mainland-headquartered companies set up their bases in Hong Kong*.

Built on global standards, GS1 HK is now offering a one-stop ‘Go Global’ service and solution, to help enterprises overcome the challenges.

為地企業「走出去」海外市場往往遇到知名度不足、不諳銷售渠道、不熟悉當地市場法規等挑戰。因此他們會選擇以香港為「出海第一站」，利用香港的戰略優勢及國際平台，提升品牌國際競爭力，去年內地駐港境外母公司數目多達2,620間*。

GS1 HK提供「品牌出海綜合服務」，透過一站式、建基於國際標準的方案及服務，助企業解決出海難題。

* Source: TaKung.WenWei 資料來源: 大公文匯網

3 Key “Go Global” Services 3大「出海」服務一覽



Tell Your Product’s Story 說好產品故事

- Showcases HK’s **high-quality and credible testing certifications**, boosting consumer confidence
展示香港高質及具公信力檢測認證，提升信心
- Ensures product **traceability and authenticity**
確保產品的可追溯性、真確性
- Complies with global ESG regulatory requirements
符合全球ESG法規要求
- Meets global consumers’ expectations for transparency in product info
滿足全球消費者對產品資訊透明度期望



Build your Brand 建立品牌

- Flagship brand certification to promote consumer-first service and quality, building positive reputation
王牌品牌認證，宣揚貼心服務及品質，成就口碑
- Gain media exposure opportunities
獲得媒體曝光機會
- Professionally produced corporate award videos^
由專業團隊拍攝企業得獎視頻^
- Promotes customer-first values through TV and social media building brand image^
於電視、社交媒體宣揚以客為先理念^

^ Only for “Consumer Caring Scheme” Diamond Enterprises
需參加鑽石級「貼心企業嘉許計劃」



Business Matching to Expand Opportunities 商貿配對，拓展商機

- Invites major Hong Kong and regional retailers & e-com platforms to experience suppliers’ products and **engage in business matching**
邀請主要香港零售商及亞太區網購平台體驗供應商產品，進行商貿配對
- Shares insights on brand globalization experiences
品牌出海經驗分享
- Expands business networks
拓展人脈網絡

GS1 Hong Kong helps enterprises go global, creating infinite business opportunities!
GS1 HK助力企業出海 創造無限商機！



Counterfeiting Crisis!

One solution:

Anti-counterfeiting + Traceability + Interaction

假貨出沒注意！ 一招防偽 + 追溯 + 互動

Hong Kong Customs had cracked down 4 piracy cases in September this year alone, seizing tens of thousands of counterfeit goods valued at over HK\$18 million, including mooncakes, health supplements, medicines, clothing, and accessories.

To safeguard revenue, ensure consumers' trust and protect brand reputation, businesses must tackle the issue by adopting a dual strategy of fraud prevention with traceability.



香港海關單在今年9月已偵破4宗盜版案件，檢獲數萬件包括月餅、健康食品、藥品、衣服配飾等共值逾\$1,800萬的假貨。

要防止假貨影響營收、打擊顧客信任以至品牌形象，商家必須善用防偽、追蹤溯源的雙刃劍去防範問題。

GS1 Hong Kong's "REAL QR" solution not only provides anti-counterfeiting functionality but also offers scan data to help you discover potential market opportunities, or even enhance customer interaction:

GS1 HK的「REAL QR」(「真的碼」)不單止為您提供防偽功能，還可提供掃描數據，助你發掘潛在市場商機，甚至加強顧客互動：



Anti-counterfeit 防偽

Consumers use their mobile phones to scan the REAL QR on the product packaging to verify authenticity

消費者用手機掃描產品包裝上「REAL QR」二維碼，即可驗證真偽



Explore Opportunities 發掘商機

By analyzing scan data and tracking the product, helping to combat counterfeit goods while uncovering new market opportunities.

掌握掃描數據，追蹤產品，打擊假貨來源之餘，發現新市場商機



Consumer Engagement 吸納會員

After scanning and authentication, customers can be directed to the product's official website to register as members, thereby building customer relationships.

顧客掃碼驗證後，可連接到產品官網登記成為會員，建立顧客關係

Cases 案例

Meiriki Japan 日本命力

Adopted REAL QR code onto the 100-tablet package of "Reuteri Probiotic Chewable Tablet", facilitating product tracking and enhancing the management of different sales channels and price monitoring. 於「活得易益生菌咀嚼片(100粒裝)」應用「REAL QR」，追蹤產品，加強對不同銷售渠道的管理及價格監控。



View the Case
閱讀個案



Allklear 全清 (Future Salad)

A food-tech start-up used REAL QR on its "drinkable", powder-form salad to combat forgery and help devise future marketing strategy with the scan data collected. 本地食品科技初創Allklear於其即沖沙律飲品Future Salad應用REAL QR，打擊冒牌並透過掃描數據便利日後制定推廣策略。



View the Case
閱讀個案



30 Years of Powering Data Flow Across Industries

驅動各行業數據流通卅載

Hong Kong's role as an international business hub is fundamentally built on the seamless flow of data, goods, capital, and people. One of the crucial pillar supporting data flow is ezTRADE, an EDI-based B2B e-commerce platform that has facilitated paperless transactions and seamless data exchange of orders, invoices, and shipment notices since 1995.



香港作為國際貿易樞紐，實有賴數據、貨物、資金及人才的四流暢通。作為數據流動這一重要支柱的後盾，以電子數據交換(EDI)為基礎的B2B電子商貿平台ezTRADE正是推動數據流通的重要後盾，自1995年以來一直促進訂單、發票及出貨通知等無紙化交易和無縫數據交換。



Connecting 聯通

1,700+ companies 企業

across retail, FMCG, healthcare, cosmetics, food and food services, etc.
涵蓋零售、消費品、醫療護理、化粧品、食品及食品服務等行業



>24millions

Annual EDI transaction
每年電子數據交易>2400萬宗



7 of Top 10

Retail Companies
adopt ezTRADE
7間本地Top 10零售企業
使用ezTRADE



All 43

Public hospitals' drug
supply chains in HK are
supported by ezTRADE
全港43間公立醫院藥物供
應鏈由ezTRADE支援



2 of Top 3

Chinese fast food chains in
HK use GS1 system for
purchase order processing
2間本地Top 3中式快餐連鎖集
團使用GS1系統處理採購訂單

Retail Sector 零售界應用

Uni-China Group has leveraged ezTRADE to streamline its procurement processes and reduce 33% of time for manual processes and accelerated the procure-to-pay cycle, while ensuring data accuracy, adhering to compliance and supporting its sustainability agenda.

建華集團善用「通商易」平台精簡採購與財務流程，減省33%人手工序時間，加快採購付款週期，同時確保數據準確、符合法規要求，並支持其可持續發展目標。

Scan to
know how
掃描閱讀



Healthcare Sector 醫療護理界應用

CUHK Medical Centre has adopted various GS1 standards and ezTRADE which allows seamless electronic communication of purchase orders, delivery notices, and invoices between CUHKMC and its suppliers, thereby enabling proactive management and validation of product deliveries.

香港中文大學醫院在不同範疇引進GS1標準及「通商易」平台，讓中大醫院及其供應商之間能夠以電子採購訂單、送貨通知及發票等方式緊密聯繫，實現積極管理及驗證產品交付的過程。

Scan to
know how
掃描閱讀



AI Era: The Key to Maximizing Benefits

AI大時代 一要訣發揮最大效益



Artificial intelligence (AI) is disrupting the business environment in various industries and driving future development. In supply chains, AI processes massive amounts of data to analyze patterns and predict future trends, helping businesses enhance their procurement, sales and inventory management.

To unlock the full potential of AI, companies must prevent “Garbage In, Garbage Out,” meaning **they need a large amount of consistent, standardized, high-quality data** to deliver accurate and meaningful results.

人工智能(AI)正顛覆行業營商環境，帶動未來發展。在供應鏈上，AI透過處理海量數據，從而分析格局、演示未來趨勢，有助提升商戶「進、銷、存」(進貨、銷售、倉存)管理。

要發揮AI最大效益，企業必須預防「Garbage In, Garbage Out」，因此**要有大量一致、標準化的高質量數據(high-quality data)**，才會產生準確、有價值的結果。

“

GS1 global standards can uniquely identify products, locations, business entities, transactions and supply chain events, enabling businesses to monitor data and manage situations in real time. This helps enhance supply chain transparency and product lifecycle management a great deal.

GS1的全球標準能獨有識別產品、地點、商業實體(business entity)、各項交易及供應鏈事件，讓企業實時捕捉及掌握情況，這對於供應鏈透明度、產品生命周期管理都大有幫助。

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



”

AI Helps Businesses Save US\$300 Million and Cut 10% Waste

AI助企業省3億成本 降10%損耗

Global retailer Walmart has adopted an AI-powered replenishment system that analyzes over 1 billion consumer data points worldwide. The automated replenishment alert triggered by the system have reduced the out-of-stock rate from 8% to 2%, shortened inventory turnover days by 40%, and saved over US\$300 million inventory costs annually.

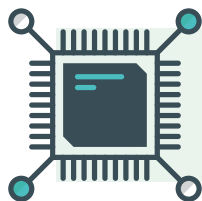
Same for SMEs, AI can enhance operational efficiency and strengthen compliance. Top Soya, for example, introduced “Smart Operations” solution that integrates sensors, AI and video analytics technologies to monitor production line data – such as checking the clarity of expiry date stamps on bottle caps and counting production quantities. This helps reduce product loss by 10%.



國際零售商Walmart便以AI智能補貨系統，分析全球超過10億個消費數據點，自動觸發的補貨指令使門市缺貨率從8%降至2%，周轉天數縮短40%，每年節省的庫存成本超過3億美元*。

對中小企而言，AI也可提升營運效率、加強合規管理：壹品豆品引入智慧營運應用，結合傳感裝置、AI、影像分析等科技，監測生產線數據，包括以影像分析及AI檢測瓶蓋上字體是否準確、計算生產數量等，將產品損耗率降低10%。

* Source 資料來源: hk01 column by Dr Simon Yuen, Senior Lecturer, BA in Business (Operations and Supply Chain Management), College of Professional and Continuing Education, The Hong Kong Polytechnic University



AI relies on data to deliver higher accuracy. Globally recognized identity enables AI systems to deliver the right information to the right consumers at the right time

人工智慧依賴數據，提供更高的準確性。全球認可的身份讓人工智慧系統能夠及時向目標消費者傳遞正確的資訊。

Contact us to learn more
聯絡我們了解更多

T:2863 9740
E:corpinfo@gs1hk.org



Digitalisation Reshaping the F&B Industry 數碼化重塑飲食業新格局



Themed “Digitalisation for Food Safety in the Green Era”, over 300 Government Officials, industry leaders, and senior executives came together at GS1 Hong Kong Food Safety Forum to explore how digitalisation is redefining the industry through 3 vital lenses: **food safety**, **sustainability**, and **digitalised supply chains**.

以「綠色新時代 食安數碼化」為主題的GS1 HK食品安全論壇早前舉行，匯聚超過300位政府官員、業界領袖與企業高管，探討數碼化如何推動「**食品安全**」、「**可持續發展**」、「**數字化應鏈**」三大主題。

“ Hong Kong’s rigorous food safety system, extensive international trade network, and privileged access to the mainland market under the CEPA framework, have endowed our city with outstanding potential to serve as the **region’s leading food trade centre**. Barcode technology, which is integral to the food supply chain, will take on an even more important role as a result.

香港憑藉嚴謹的食安制度、四通八達的國際貿易網絡，以及在CEPA框架下融通內地市場的優勢，絕對有潛力成為**區域的食品貿易中心**。屆時，一直支撐着食物供應鏈的條碼技術將發揮更大作用。”

Guest of Honour - Ms. Irene Yeung JP, Permanent Secretary for Environment and Ecology (Food) of HKSAR Government
主禮嘉賓 - 環境及生態局常任秘書長(食物) 楊碧筠太平紳士



“ Digital transformation in food safety is no longer a can-have but a must-have. By using innovative technologies like big data, IoT and artificial intelligence, we can reduce carbon emissions at the source, promote circular economy, and provide credible ‘green claims’ for products.

食品安全的數碼化轉型亦不再是「可有可無」，而是「勢在必行」。透過大數據、物聯網、人工智能等創新科技，我們可以從源頭減碳，實踐循環經濟，並為產品的「綠色聲明」提供可信證據。”

Ms. Betty Leung, GS1 HK Board Member and Vice-Chairlady of GS1 HK’s Food & Beverage Industry Advisory Board
GS1董事局董事暨香港食品及飲品行業諮詢委員會副主席梁佩貞女士

Senior Executives from **Café de Coral Group, DCH International Holdings, Lee Kum Kee International Holdings, Loscam (Greater China) Holdings, Maxim's Caterers, Million Group Hong Kong, Nestlé Hong Kong, and Sun Generation** shared practical insights on digitalization and sustainable development. Some of them also shared how they effectively leveraged QR codes with GS1 Standards to manage expiration dates and ensure food safety; as well as the 'ESG Supply Chain Community Platform' to manage Scope 3 carbon emissions that involved the upstream and downstream supply chain.

論壇上還有來自**大家樂集團、大昌行食品、李錦記、路凱(大中華)、美心食品、香港萬安集團、雀巢香港、陽光一代**的高層代表分享數碼化及可持續發展的見解及實踐案例。有企業更分享他們如何善用加入GS1標準的QR碼，做好到期日管理，確保食安；以及「ESG供應鏈企業社群方案」，管理好涉及供應鏈上下游的Scope 3碳排放。



「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.



36 Awards Presented at **Quality Food Scheme Series** **優質食品計劃** 頒發36個獎項

The “**Quality Food Scheme**” Award Presentation ceremony was also held at the Forum, where a total of 36 commendations were presented to 28 outstanding companies. Mr. Anthony Li, JP, Deputy Secretary for Environment and Ecology (Food); Hon. Peter Shiu, BBS, JP, Member, 14th CPPCC National Committee & Legislative Council; Dr. Christine Wong, JP, Controller of Centre for Food Safety ; and Ms. Betty Leung, GS1 HK Board Member and Vice-Chairlady of GS1 HK's Food & Beverage Industry Advisory Board were the award presenters.

“**Quality Food Scheme**” & “**Quality Food Scheme+**” aims to recognise companies that demonstrated outstanding performance in food safety management, control and traceability, whereas “**Quality Food Scheme ESG**” acknowledges businesses for putting extra efforts on ESG practices.

活動上也舉行了GS1 HK「**優質食品計劃**」頒獎典禮，由環境及生態局副秘書長(食物)李炳威先生，JP、立法會議員邵家輝，BBS，JP、食物環境衛生署食物安全中心食物安全專員黃宏醫生，JP、GS1 HK董事局董事暨香港食品及飲品行業諮詢委員會副主席梁佩貞女士擔任頒獎嘉賓，頒發了36個獎項予28間企業。

「**優質食品計劃**」及「**優質食品計劃+**」旨在表揚在食品追溯、安全表現出色的本地企業。「**優質食品計劃ESG**」鼓勵企業實踐環境、社會和企業管治，推動可持續發展。



Details of the Scheme
計劃詳情



Promoting **Port Community System** Development 共同推動「港口社區系統」發展

Witnessed by Ms Mable Chan, JP, Secretary for Transport and Logistics, Mr Roy Ng, GS1 HK Chairman, Ir Prof Alan LAM, JP, Chairman of the Board of Directors, LSCM, Mr Simon WONG, MH, FCILT, Chief Executive Officer, LSCM, **GS1 HK signed Memorandum of Understanding** with LSCM, promoting the use of Global Trade Item Numbers (i.e barcodes numbers) for trade declarations on Smart Port Platform, which in turn accelerates clearance efficiency and facilitates “One-Data-Multiple Declarations service”.

於早前的LSCM物流高峰會上，運輸及物流局局長陳美寶，JP、本會主席伍俊達先生、LSCM董事局主席林曉鋒教授工程師，JP、LSCM行政總裁黃廣揚先生，MH，FCILT見證GS1 HK與LSCM簽署合作備忘錄，推動於智慧港口平台上應用國際產品編碼(GTIN)報關，加快貨物通關效率，提升「一單多報」效率。



China Customs has already adopted GTIN for customs declarations, covering all cross-border e-commerce products and six categories of bulk goods imported into China. By entering GTIN in customs declarations, Customs can instantly obtain product details such as name, brand, category, origin, and specifications, improving clearance speed.

事實上，中國海關已經採用GTIN報關，涵蓋跨境電商產品及6類大貨產品。企業只需填上GTIN，海關就可以秒速獲得產品名稱、品牌、分類、原產地、規格等資訊。



“I think PCS really embraces all these three concepts, that is, platform, collaboration, and the need to work smart. This digital backbone is poised to significantly bolster trade and capital flows, directly enhancing Hong Kong’s competitiveness as an international trade, finance, and logistics hub.

「港口社區系統項目(PCS)」可以形容為「Platform, Collaboration, Smart」，是一個促進業界協作的智慧平台。PCS提供一個數碼化的基礎，促進貿易和資金流通，提升香港作為國際貿易、金融和物流中PCS的競爭力。”

Ms Mable Chan, JP, Secretary for Transport and Logistics
運輸及物流局局長陳美寶，JP



Contact us to learn more
聯絡我們了解詳情



Exploring ESG Opportunities at Rethink HK 聚首Rethink HK 探討ESG機遇

The 6th ReThink HK brought together over 300 exhibiting companies and 7,300 attendees. Ms Heidi Ho, Principal Consultant of GS1 HK contributed her insights in the panel discussion themed “An Innovation-centric Approach to ESG Practices to Create Business Value”. Besides Heidi, the panel discussion was joined by representatives from the Data and AI Literacy Association, Hong Kong Applied Science and Technology Research Institute, Sustainable Development Association, and Associate Professor from CUHK’s Department of Geography and Resource Management to explore how technologies like AI, IoT, and GS1 standards can advance future ESG strategies and sustainable development.

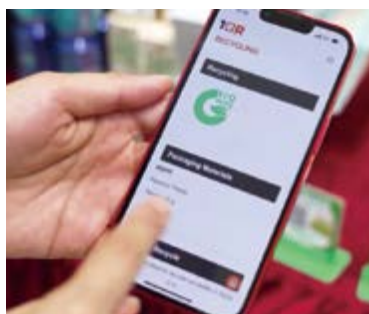


第六屆ReThink HK早前舉行，雲集約300家參展企業及超過7,300名與會者。GS1 HK首席顧問何雅賢女士於ESGDA主題論壇，與數據及人工智能素養協會、香港應用科技研究院、可持續發展協會、香港中文大學地理與資源管理學系副教授交流，探討如何善用科技(AI、物聯網)、創新方案、GS1標準應對未來ESG推動相關策略及可持續發展。

Promoting Sustainability to 1,000+ Participants at Community Roadshow 向超過1,000位市民 推廣可持續發展

As part of the Environmental and Conservation Fund’s “Product Packaging Recycling Program”, GS1 HK held a community roadshow in the New Territories & Kowloon to raise public awareness of sustainability and encourage active participation in daily recycling and zero-waste purchasing.

The roadshow received enthusiastic response from over 1,000 participants. The public brought their own empty containers to experience package-free shopping and recycle product packaging on-site.



作為環境及自然保育基金資助「產品包裝回收計劃」的其中一個活動，GS1 HK早前於新界及九龍區舉行社區推廣活動，提升市民對可持續發展認知，及鼓勵他們積極參與日常回收及裸買。

推廣活動反應踴躍，吸引了超過1000位市民參加。市民都自備空樽，到場體驗裸買，及即場回收產品包裝。

Mainland Enterprises Explore Overseas Opportunities

內地企業探討「出海」商機

GS1 Hong Kong recently organized and co-organised various activities to engage with Mainland enterprises on ways to address challenges, enhance their competitiveness and “go global”.

GS1 HK早前舉辦、合辦多項活動，與內地企業探討如何應對出海挑戰，提升競爭力，把握「出海」商機。



Co-organised Seminar with InvestHK & JD.com: Strategies to Seize Overseas Opportunities

與投資推廣署、京東 剖析進軍國際市場秘訣

Ms. Angelica Leung, Head of the Consumer Products of InvestHK, shared how Mainland enterprises can leverage Hong Kong's competitive advantage to accelerate their global expansion in her welcome remarks, followed by presentations from JD.com and GS1 HK on how Mainland enterprises can make use of diversified solutions, such as recognitions for brand building, business matching, etc to embark overseas expansion and seize new opportunities.



研討會由投資推廣署消費產品組總裁梁耀云女士致歡迎辭，分享內地企業如何善用香港的優勢，邁向全球；隨後由京東、GS1 HK闡述內地企業如何善用多元化方案，包括品牌認證建立形象、商業配對等，創出新機。

Sharing “Go Global” Strategies to 70+ Xinjiang Enterprises

向70+新疆企業分享出海策略

Co-organised a seminar on “globalization strategies” for Xinjiang enterprises with STC (Xinjiang) Co. Ltd., which aimed to discuss brand globalisation strategies and solutions in Hong Kong. The Market Supervision Administration, Commerce Department of the Xinjiang Uygur Autonomous Region Government were the guiding government units.



The Chairman and General Manager of STC (Xinjiang) was the event host. Mr Ji Benjun, Member of the Party Leadership Group and Deputy Director of the Market Supervision Administration delivered the keynote remarks. This was followed by presentations from the **Hong Kong Standards and Testing Centre (STC), GS1 HK, Maxim's Group, Hatcher Group Limited, and MLDD International Brand Association**, exploring bottlenecks faced by enterprises going overseas, how to meet international standards, and key strategies to enter into Hong Kong market.

GS1 HK聯同新疆標檢產品檢測認證有限公司舉行新疆企業出海解決方案研討會，探討品牌出海香港戰略佈局及方案。自治區市場監督管理局及自治區商務廳是活動的政府指導單位。

活動由新疆標檢公司黨委書記、董事長、總經理宋偉主持，自治區市場監督管理局黨組成員、副局長季本軍致辭。隨後由香港標準及檢定中心(STC)、GS1 HK、美心集團、香港亦辰集團以及MLDD國際品牌協會，拆解企業出海瓶頸、對接國際標準、「通關」香港等秘訣。

Mainland Delegation to Century-old Brand Lee Kam Kee 內地企業參觀百年醬料品牌李錦記

GS1 HK organized a “Hong Kong Enterprise Journey” event, where a DKSH representative shared insights about HK market and channel expansion with Mainland enterprise delegates. GS1 HK introduced solutions that help enhance brand competitiveness. They also visited the century-old seasoning brand Lee Kum Kee’s Hong Kong headquarters and Tai Po production plant.

GS1 HK安排了「香港企業之旅」活動，由大昌華嘉(DKSH)代表講述香港市場及拓展渠道要訣，還有GS1 HK品牌出海專員介紹內地企業出海方案，提升品牌競爭力；隨後，本會更帶領內地企業參觀百年醬料品牌李錦記的香港總部及大埔生產廠房。



Contact us to learn more
聯絡我們了解更多

T:2863 9740
E:corpinfo@gs1hk.org



Decoding the “3S” to MSc and Undergraduate Students 大學講堂：供應鏈必備3S

2 sharing sessions were held at The Hong Kong Polytechnic University, explaining to master and undergraduate students in the Department of Logistics and Maritime Studies the “3S” for supply chain management: **Standards, Sustainability, and Smart Technologies**.

The sessions revealed how the industry can leverage international QR codes to digitally display key product lifecycle information and ensure product compliance, like the future sustainability regulatory requirements in the EU market - Digital Product Passport (DPP), and cases were shared to demonstrate how barcodes combined with technologies like IoT and AI that help companies improve inventory management, logistics visibility, production and delivery efficiency.



GS1 HK為香港理工大學的物流及航運學系碩士生、學士生拆解供應鏈必備**3S - Standards (標準)、Sustainability (可持續發展)、Smart Technologies (智慧科技)**。

當中包括業界如何善用國際QR碼，以數碼化方式展示產品完整生命週期資訊，確保產品符合歐盟未來有關數碼產品護照(DPP)的法規；並以實例展示條碼如何配合物聯網、AI等科技去提升企業庫存管理、物流可視化、生產及送貨效率。

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. ABOUT HOME LIMITED | 36. EQBROSTRADING LIMITED
伊奎博貿易有限公司 |
| 2. ADDICTION COFFEE LIMITED
上癮咖啡有限公司 | 37. ERLANG TRADING CO LIMITED
銘倫貿易有限公司 |
| 3. ADVANCE FOOD SERVICE LIMITED
先進食品餐飲有限公司 | 38. FIRST CREATION INDUSTRIAL LIMITED
啟創實業有限公司 |
| 4. AGEBOX LIMITED
安基保國際有限公司 | 39. FLAVOR WORKS LIMITED |
| 5. AKU HAIR LIMITED | 40. FUJI LIFE CO., LIMITED
富士健康生活股份有限公司 |
| 6. AL LAB LIMITED
傲研有限公司 | 41. FUJI ONE HOLDINGS COMPANY LIMITED
富士一控股有限公司 |
| 7. AMBER SMITH TRADING LIMITED
一心國際貿易有限公司 | 42. FUNNY OASIS CATERING COMPANY LIMITED |
| 8. AMBROSIA UNIVERSAL TRADING LIMITED
寶斯環球貿易有限公司 | 43. FUZHONGTANG HEALTH TECHNOLOGY GROUP LIMITED
扶中堂健康科技集團有限公司 |
| 9. AMERICAN MEILE BIOTECHNOLOGY GROUP LIMITED
美國美樂生物科技集團有限公司 | 44. GABANGEL LIMITED
天使實業有限公司 |
| 10. APACHE INTERNATIONAL COMMERCE LIMITED
阿帕奇國際商業有限公司 | 45. GAIAXOE LIMITED
概思有限公司 |
| 11. APO (HONG KONG) LIMITED
三和(香港)有限公司 | 46. GIA PHU GROUP TRADING COMPANY LIMITED
家富集團貿易有限公司 |
| 12. AXIS SPINDLEON LIMITED | 47. GIANT CREATION LIMITED
創英有限公司 |
| 13. AZURE SEA COMPANY LIMITED
蔚洋有限公司 | 48. GLOWANDGROW LIMITED |
| 14. BARENEE LIMITED | 49. GOLDEN TODDY COMPANY LIMITED
金佗有限公司 |
| 15. BAYOU INTERNATIONAL GROUP LIMITED
漣環國際集團有限公司 | 50. GOOD CHARM TRADING HK LIMITED
駿佳貿易香港有限公司 |
| 16. BLUE ORIGIN (HONG KONG) BIOTECHNOLOGY LIMITED
藍色起源(香港)生物科技有限公司 | 51. HE YI YUN KANG INTERNATIONAL PHARMA LIMITED
合一雲康國際醫藥有限公司 |
| 17. BORQS TECHNOLOGIES (HK) LIMITED
播思微科技香港有限公司 | 52. HELICON INTERNATIONAL JEWEL LIMITED
赫麗可國際珠寶有限公司 |
| 18. BOSOM TRADING LIMITED
寶洛詩貿易有限公司 | 53. HENDERSON LIMITED
瀚辰有限公司 |
| 19. BU GROUP LIMITED | 54. HK (CHINA) XIANSHI BIO TECH LIMITED
香港(中國)仙施生物科技有限公司 |
| 20. CALEFACT LIMITED | 55. HK CHANGPU BIOMEDICAL TECHNOLOGY DEVELOPMENT CO., LIMITED
香港菖蒲生物醫藥技術開發有限公司 |
| 21. CAPITAL PERFECT LIMITED
京寶有限公司 | 56. HK DUTY FREE HEALTH AND BEAUTY LIMITED
香港免稅大藥妝有限公司 |
| 22. CHENXIAO DEVELOPMENT HK HEALTH TECHNOLOGY LIMITED
辰笑發展(香港)健康科技有限公司 | 57. HK ILLUSTRIOUS INVESTMENT HOLDINGS LIMITED
香港赫赫投資控股有限公司 |
| 23. CHHIVTIMEX GROUP CO., LIMITED
冠森國際集團有限公司 | 58. HK LAO YAO GINGER LIMITED
香港老瑤薑有限公司 |
| 24. CHINA PHARMACEUTICAL CORPORATION LIMITED
中國制藥股份有限公司 | 59. HKDF PHARMA GROUP LIMITED
香港免稅集團藥業有限公司 |
| 25. CIELORA ASIA PACIFIC GROUP LIMITED | 60. HOESLANDT (HK) DAIRY LIMITED
荷仕蘭(香港)乳業有限公司 |
| 26. CONPET INNOVATION LIMITED
翰果創新有限公司 | 61. HOHOTAM (HK) CO., LIMITED
好好談(香港)有限公司 |
| 27. CREJOYLAB LIMITED
創樂工作室有限公司 | 62. HOLYBABY HEALTH LIMITED
好立美健康科技有限公司 |
| 28. CRISPY REALM LIMITED
脆味園有限公司 | 63. HONG KONG APEXFORCE LIMITED |
| 29. CURL MASTER LIMITED | 64. HONG KONG BAIHIVE FOODS CO., LIMITED
香港百匯食品有限公司 |
| 30. DATE TECHNOLOGY CO., LIMITED
伊達科技(香港)有限公司 | 65. HONG KONG BERRYVITA LIMITED |
| 31. DAVID CHIU & COMPANY LIMITED
趙大偉有限公司 | 66. HONG KONG BIOEDEN NAVIGATOR TRADING CO., LIMITED
香港星溯領航者貿易有限公司 |
| 32. DAYLIGH BRIDGE LIMITED | 67. HONG KONG BONTAC BIOTECHNOLOGY CO., LIMITED
香港邦泰生物科技有限公司 |
| 33. DOTEYGOOD INTERNATIONAL HOLDING GROUP CO., LIMITED
益龍(國際)控股集團有限公司 | 68. HONG KONG CHECKPOINT CHARLIE LIMITED |
| 34. DR FOOD SERVICE LIMITED
傲誠餐飲服務有限公司 | |
| 35. EASY HOBBY LIMITED | |

69. HONG KONG CHOCOLATE STAR INTERNATIONAL INDUSTRIAL CO., LIMITED
香港巧克力星人國際實業股份有限公司
70. HONG KONG FOREAL INDUSTRIAL CO., LIMITED
香港福裕實業有限公司
71. HONG KONG GROSSELIXIR LIMITED
72. HONG KONG GUANGYUHUA PHARMACEUTICAL INTERNATIONAL CO., LIMITED
香港廣玉花藥業國際有限公司
73. HONG KONG HERMES BIOLOGICAL PRODUCTS CO., LIMITED
香港和潤滋生物製品有限公司
74. HONG KONG HUANA BIOTECHNOLOGY LIMITED
香港華納生物科技有限公司
75. HONG KONG HUOLUO OIL PHARMACEUTICAL CO., LIMITED
香港活絡油醫藥有限公司
76. HONG KONG INT'L YOUNG'S GROUP COMPANY LIMITED
香港陽樣國際集團有限公司
77. HONG KONG MINRONG ELECTRONIC TECHNOLOGY CO., LIMITED
香港閩融電子科技有限公司
78. HONG KONG MR. EGGS FRESH FOODS CO., LIMITED
香港蛋鮮生食品有限公司
79. HONG KONG NEW HIGH INTERNATIONAL BUSINESS CO., LIMITED
香港新高度國際商務有限公司
80. HONG KONG NEW KOWLOON PHARMACEUTICAL CO., LIMITED
81. HONG KONG NEW ZEALAND JIANKEIN INVESTMENT GROUP LIMITED
香港新西蘭箭肯投資集團有限公司
82. HONG KONG OBISCO PHARMACEUTICAL LIMITED
香港澳倍斯康制藥有限公司
83. HONG KONG OXYGEN WAREHOUSE INTERNATIONAL GROUP LIMITED
香港氧氣倉庫國際集團有限公司
84. HONG KONG TAI WUI LUNG INDUSTRIAL COMPANY LIMITED
香港泰匯隆實業有限公司
85. HONG KONG VANHE INTERNATIONAL TRADE COMPANY LIMITED
香港萬和國際貿易股份有限公司
86. HONG KONG WAH FUNG HEALTHY COMPANY LIMITED
香港華豐健康有限公司
87. HONG KONG WONG FEI HUNG CO., LIMITED
香港黃飛鴻股份有限公司
88. HONG KONG XIJIU BIOLOGY SCIENCE AND TECHNOLOGY CO., LIMITED
香港禧九生物科技有限公司
89. HONG KONG XILIAN TIAN BIOTECHNOLOGY CO., LIMITED
香港喜連天生物科技有限公司
90. HONG KONG ZHONGYING MEDICAL TECHNOLOGY CO., LIMITED
香港中贏醫療科技有限公司
91. HONGKONG CHANGXIAO TRADING CO., LIMITED
香港常笑貿易有限公司
92. HONGKONG JISUITANG CHINESE MEDICINE FACTORY LIMITED
香港濟歲堂中藥廠有限公司
93. HONGKONG PHARMACARE CO., LIMITED
香港法默凱醫藥有限公司
94. HONGKONG VALUE SUN INDUSTRIAL CO., LIMITED
香港萬申實業有限公司
95. HONNMONO INTERNATIONAL LIMITED
本物國際有限公司
96. HOPE BIOCHEMISTRY TECHNOLOGY CO., LIMITED
希望生物科技有限公司
97. IASUS CONCEPTS LIMITED
98. INLYCARE INTERNATIONAL (HONG KONG) LIMITED
英時利康(香港)有限公司
99. IPONDO (JAPAN) HEALTH TECHNOLOGY CO., LIMITED
一本道(日本)健康科技有限公司
100. JAMO HOLDING LIMITED
101. JAPAN FINO COSMETICS LIMITED
日本菲諾化妝品有限公司
102. JAPAN INNOVATION TECHNOLOGY LIMITED
103. JAPAN PI YA NUO CO., LIMITED
日本皮亞諾株式會社有限公司
104. JIHE CO., LIMITED
集禾有限公司
105. JOY INTERNATIONAL HEALTH CAPITAL LIMITED
悅怡國際健康資本有限公司
106. JOYSKY INTERNATIONAL DEVELOPMENT LIMITED
怡天國際發展有限公司
107. JU KANG TRADING CO., LIMITED
聚康貿易有限公司
108. JURAN WORLDWIDE LIMITED
巨燃國際有限公司
109. KAIZEN DYNAMIC LIMITED
110. KANAYA AI TECHNOLOGY LIMITED
金谷智能科技有限公司
111. KARVANNALL COSMETIC HONGKONG LIMITED
卡凡納化妝品香港有限公司
112. KINETIC ENERGY PRODUCT DEVELOPMENT COMPANY LIMITED
動能產業發展有限公司
113. KISSKY (HK) LIMITED
可絲(香港)有限公司
114. KOI GLOBAL LIMITED
開利環球有限公司
115. KONCI (1989) LIMITED
康馳國貿(1989)有限公司
116. KOREA PRETTY JANE GROUP CO., LIMITED
韓國珀蒂珍集團股份有限公司
117. LAIFE LONGEVITY LIMITED
118. LAOR COMPANY LIMITED
香港萊奧有限公司
119. LEHUO RUI SI (HONG KONG) LIMITED
樂活瑞思(香港)有限公司
120. LEMON SEED BUSINESS LIMITED
121. LEMONVITA LIMITED
122. LIVESMART TECH (HOLDINGS) LIMITED
智活科技(控股)有限公司
123. LOVE IN YT LIMITED
124. LUCENT BIOTECH GROUP LIMITED
煥時生物科技集團有限公司
125. LUMETRA ASSET MANAGEMENT LIMITED
路美創資產管理有限公司
126. LUNA BIANCA INTERNATIONAL LIMITED
皓月東方國際有限公司
127. LV SG LIMITED
128. MALAMEOW LIMITED
麻辣喵有限公司
129. MEYER FSMP HONG KONG LIMITED
美亞特醫食品香港有限公司
130. MISKAWAAN HEALTH GROUP LIMITED
密斯卡灣國際醫療集團有限公司
131. MIX GROUP TRADING CO
麥士集團貿易公司
132. MUKO CITY (HONG KONG) INTERNATIONAL TRADE CO., LIMITED
木城潤(香港)國際貿易有限公司
133. MULTY-DYNAMICS GLOBAL SEAFOOD TRADING LIMITED
美達環球海產貿易有限公司
134. N HONGCHI TRADING CO., LIMITED
泓篋貿易有限公司
135. NEW MAN KEE SAUCE AND FOOD PRODUCTS (HK) CO., LIMITED
香港新文記全味醬料食品有限公司
136. NICE EUROPE LIMITED
137. NOBEL (CHINA) LIMITED
超躍科技(中國)有限公司
138. NORDGATE LIMITED
極界香港有限公司
139. NUTRAORIGIN INTERNATIONAL LIMITED
140. NUTRINSIGHTS HONG KONG LIMITED
紐特茲香港有限公司
141. NUTRITION FAMILY COMPANY LIMITED
營養世家有限公司
142. ODDITY FRAGRANCE LIMITED
143. OOLEY CARE COMPANY LIMITED

- | | |
|---|--|
| 144. ORCHARD FARM COMPANY LIMITED
花果園花果茶有限公司 | 182. THE MIGHTIEST LIMITED
百年護您有限公司 |
| 145. ORIENTAL COLORS LIMITED
東方之色有限公司 | 183. TIN WUI TRADING
天匯貿易 |
| 146. P.MARKET INTERNATIONAL TRADING LIMITED
栢川國際貿易有限公司 | 184. TIPTOP THINGS LIMITED
頂尖事物有限公司 |
| 147. PALAMON CAPITAL PARTNERS LIMITED | 185. TOKYO SKIN RESEARCH INSTITUTE LIMITED
東京皮膚研究院有限公司 |
| 148. PDS NORTH AMERICA LIMITED | 186. TOMATO PIE CO., LIMITED
番茄派有限公司 |
| 149. PET CARE INT'L CO. LIMITED | 187. UK AILISE BIOTECHNOLOGY TRADE LIMITED |
| 150. PETHUB COMPANY LIMITED
第一寵物用品有限公司 | 188. USA NIRVANTA HEALTH INC. LIMITED
諾維特製藥(亞洲)有限公司 |
| 151. PHYTOPAW PET HEALTH LIMITED
植爪寵物健康有限公司 | 189. VICTORIA HKG LIMITED
維多利亞港有限公司 |
| 152. PIONEER INTERNATIONAL TOBACCO HONG KONG LIMITED
先鋒國際煙草香港有限公司 | 190. VIJIM LIMITED
唯跡有限公司 |
| 153. PLUS EYEWEAR LIMITED
派氏眼鏡有限公司 | 191. VITALIZE CO. LIMITED
贊生堂(國際)藥業有限公司 |
| 154. PROFIT CREST INVESTMENTS LIMITED
利峰投資有限公司 | 192. VOOMAX TECHNOLOGY LIMITED
維邁科技有限公司 |
| 155. PROFITS TECHNOLOGY CO., LIMITED
合益科技股份有限公司 | 193. WANYOU TECHNOLOGY (HK) LIMITED
萬有科技(香港)有限公司 |
| 156. PROJECT KONTEMP LIMITED | 194. WINELOT LIMITED
優樂食品(香港)有限公司 |
| 157. PRO-SAFE NUTRITIONALS CO., LIMITED
御安營養品製造有限公司 | 195. WISE PET |
| 158. RABBIT B INTERNATIONAL LIMITED
兔巴爸國際有限公司 | 196. WONDER HOUSEHOLD LIMITED
泓達行有限公司 |
| 159. RAC BEAUTY GROUP INTERNATIONAL DEVELOPMENT COMPANY LIMITED
詩悅國際發展有限公司 | 197. WORTH.IT |
| 160. REALMIND BIOTECH (HONGKONG) LIMITED
仁邁生物(香港)有限公司 | 198. WSQ COMPANY LIMITED |
| 161. ROX ZONE LIMITED | 199. XINGXINMAI INTERNATIONAL TRADE CO., LIMITED
興鑫麥國際貿易有限公司 |
| 162. RT HEALTHTECH CO. LIMITED
湯宏健康科技有限公司 | 200. Y&L COFFEE LIMITED |
| 163. RUN DA EVENTS LIMITED | 201. YAT CHAU VASNOM TECHNOLOGY MEDICAL INTERNATIONAL
GROUP LIMITED
一洲蜂皇科技醫藥國際集團有限公司 |
| 164. RYKY AROMATHERAPY LIMITED
蘊妍國際芳療有限公司 | 202. YIPINTANG (HONG KONG) HEALTH FOOD GROUP LIMITED
壹品堂(香港)健康食品集團有限公司 |
| 165. SAMSON INTERNATIONAL TRADE LIMITED
三姆森國際貿易有限公司 | 203. YIWULUXE (HONG KONG) INTERNATIONAL TRADE IMPORT
AND EXPORT CO., LIMITED
依吾良品(香港)國際貿易進出口有限公司 |
| 166. SANOTACT (HK) LIMITED
薩諾塔克(香港)有限公司 | 204. YOLAND GLOBAL HOLDING CO., LIMITED
優瀾國際控股有限公司 |
| 167. SANYE PROSTATECH BIOTECHNOLOGY CO., LIMITED
三也博一生物科技有限公司 | |
| 168. SCONFINATO LIMITED
凱聯企業有限公司 | |
| 169. SECURE CONNECTION LIMITED | |
| 170. SHANXI XINGHUA VILLAGE CO., LIMITED
山西杏花村股份有限公司 | |
| 171. SHOKZ HEALTH GLOBAL LIMITED
韶音健康環球有限公司 | |
| 172. SPEED YOUNG(HONG KONG)GREATER HEALTH CO., LIMITED
速美(香港)大健康有限公司 | |
| 173. STELLAR WELLNESS BIOLOGICAL LIMITED
天辰健康生物有限公司 | |
| 174. SUCCESS SIDE LIMITED | |
| 175. SUKEAN PHARMACEUTICAL (HK) CO., LIMITED
蘇可安藥業(香港)有限公司 | |
| 176. SUN PO WING TRADING LIMITED
新寶榮貿易有限公司 | |
| 177. SVEA (HK) LIMITED
斯維堡(香港)有限公司 | |
| 178. SWEETS & PASTRY MANAGEMENT COMPANY LIMITED
飴匠管理有限公司 | |
| 179. SYNERGY BIO WORLDWIDE PHARMACEUTICAL CO. LIMITED
信諾恩環球製藥有限公司 | |
| 180. TASKA TECHNOLOGY LIMITED
達攀科技有限公司 | |
| 181. TEA HK BIOTECH LIMITED
中國好茶科技有限公司 | |

Join Us
成為我們的會員



GS1 HK Calendar

5 & 7 NOV

Government-funded Programme
- PTSGLS: "The Present and Future of Smart and Green Logistics" Certificate Course
智慧及綠色物流專業培訓計劃
- 「智慧與綠色物流的現在與未來」證書課程

17 - 18 NOV

Asian Logistics, Maritime and Aviation Conference
(GS1 HK will co-organise SCM & Logistics Forum II with HKTDC on 18 Nov)
亞洲物流航運及空運會議
(GS1 HK將於11月18日與HKTDC合辦供應鏈管理及物流論壇II)

18 NOV

Joint Seminar co-organised with HKTLA: Navigating Towards Smart Logistics 4.0 - Innovating for Sustainable Shipping, Logistics & Supply Chain
與香港航運物流協會(HKTLA)聯合舉辦研討會
- 智慧物流4.0: 創新實現可持續航運、物流與供應鏈

21 NOV

The Hong Kong ICT Awards
- Awards Presentation Ceremony cum Dinner
(GS1 HK is the Leading Organiser of "Smart Mobility Award")
「香港資訊及通訊科技獎」頒獎典禮暨晚宴
(GS1 HK是「智慧出行獎」的籌辦機構)

28 NOV

Visit to Smart Office: Exploring Business Growth and ESG Strategies under the AI Wave
【參觀智能辦公室】探索AI浪潮下的業務增長及ESG策略

Upcoming Events
即將舉行的活動



Who will be the Winner of HKICT Awards 2025? 「香港資訊及通訊科技獎2025」花落誰家？

Organised by the Digital Policy Office, The Hong Kong ICT Awards 2025 have completed adjudication process, in which winners across the 8 award categories will be revealed soon! As the leading organiser of "Smart Mobility Award", GS1 HK will co-organise the award presentation ceremony of this category on 21 Nov, 2025.

The Awards Presentation Ceremony for **The Hong Kong ICT Awards** will also be held at the dinner on 21 Nov, 2025, announcing the "**Award of the Year**" selected from the 8 Grand Awards.

由數字政策辦公室策動的「香港資訊及通訊科技獎2025」評審工作已完成，8個獎項類別的得獎者即將誕生！GS1 HK是「智慧出行獎」的籌辦機構，將於11月21日舉行此獎項類別的頒獎典禮。

當晚亦會舉行「香港資訊及通訊科技獎」的頒獎典禮，由每個獎項類別的大獎中，隆重揭曉「**全年大獎**」！



Contact us to learn more
聯絡我們了解更多

Tel 電話 2863 9740
Email 電郵 corpinfo@gs1hk.org





貼心企業嘉許計劃

踏入**15周年** 以貼心成就口碑

4大貼心理念：



以消費者為中心



追求品質



信守承諾



關愛員工

參加計劃，可獲得：

- 媒體曝光機會，接觸80萬+潛在消費者
- 參加年度頒獎典禮，由政府官員、行業專家頒獎，並與商界聯誼
- 於業界平台(雜誌、每月快訊、電郵)宣揚正面形象...

及更多！

立即參加

