

Bringing the World's Gourmet Experiences with  
Seasonal Food

舌尖遊世界 環球時令美食新體驗

The Journey of Metamorphosis Orchestrates a  
Symphony of Taste and Health

美麗蛻變 以心譜出健康味美交響樂

Driving the Development of Digital Economy and  
Industrial Internet in Greater Bay Area

全力推動大灣區數字經濟及工業互聯網發展

Traceability Requires Standards and Technology  
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Chan Wing On

Chairman and Executive Director  
Tai Hing Group

陳永安

太興集團主席兼執行董事

Executive Connect 管理層專訪

Reinventing Traditional Hong Kong  
Culinary Culture with **Smart Kitchens**

**智能廚房** 創出新一代港式餐飲文化



### How to Withstand the Test of Time? 企業如何經得起「時勢的考驗」

The economy in Hong Kong seems to be going south, impacted by the US-China trade tug-of-war, the rise of global unilateralism, the local turbulences... still the hopeful believes where there are challenges, there are opportunities. New disruptive technologies, the idea of experimental retail, the “phygital” customer experience, etc., are blossoming in the strong headwind. To stay competitive, businesses need to consider 3Cs - Creating, Connecting, Collaborating - and find out the secret of becoming the next generation of smart business.

This is the central idea of this year's GS1 Hong Kong Summit, where you can learn from the best about creating customer-centric experiences with innovations, connecting with existing and next-gen consumers, and collaborating to form an ecosystem that can weather the storm and thrive in the aftermath. Recent study found that 40% of the total spending will come from the Generation Z by 2020 so businesses around the globe are embracing experimental retail to connect the Gen Z.

Technology is the enabler for retailers to digitally transform and engage, but success lies in strategic planning and collaboration between businesses, partners, and industry stakeholders. There will be more insights and intelligence shared by our star-studded speakers at the celebrated forum.

In this issue, industry pioneers are reinventing and going strength to strength despite the uncertainties of times. Chan Wing On, Chairman of Tai Hing shared their DNA of innovation that transformed their traditional kitchens into smart kitchens, and grew into a large-scale corporation. Thomas Woo, President of City Super Group introduced their innovative “Buy & dine” one stop shopping and dining concept for gourmet lovers, and how they use the right technology at the right time. Charlene Tse, Co-Chairlady and Executive Director of Cookies Quartet shared her journey of metamorphosis, offering cookies with taste and health.



香港的企業目前面對著各種不明確因素，當中包括中美貿易戰拉鋸、全球多邊主義、以及本地的各種不明確因素等.....然而，當中有挑戰就有機遇，顛覆性創新科技、體驗式零售、實體數位化(phygital)的顧客體驗等正在逆風中茁壯發展。要在變化多端的環境下突圍而出，企業需要考慮「3C」，即創造、連繫及協作，發掘成就新世代智能商貿的秘訣。

這亦是本年度GS1 HK高峰會的討論重心，探討如何創造以創新科技顧客為主的體驗，連繫現有及新世代消費者及互相協作建立生態圈，以在多變的環境中迎難而上。有調查指出到2020年，Z世代的支出將佔全球支出的40%。故此，全球企業正著力於「體驗式零售」連繫及與Z世代互動。

科技可以讓零售界達致數碼轉型及與顧客互動，但當中的成功要訣在於企業、業務夥伴及行業持份者之間的協作。行業內舉足輕重的講者將於高峰會上分享更深的見解及行業智慧。

置身各種不明朗因素內，各行業領袖正重新定義其業務以增強優勢。今期有太興集團主席陳永安分享他們以創新為本的DNA，將傳統廚房演變成智能廚房，更由茶餐廳擴展成大型企業。city'super總裁鄔嘉華介紹了他們最新引入的「Buy & Dine」一站式餐飲購物概念，滿足所有「識飲識食」的顧客，以及他們如何審時度勢的應用不同科技。曲奇四重奏聯席主席兼執行董事謝寧亦分享了品牌美麗蛻變的里程，為顧客帶來美味健康的曲奇。

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### About GS1 Hong Kong 關於香港貨品編碼協會

GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets.

GS1 Hong Kong's mission is to empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. Our EPC standard lays the foundation for IoT, powering a range of IoT-based services and applications. We are helping industry to meet the challenges of omni-channel commerce and create a seamless customer experience. By engaging with communities of trading partners, industry organisations, government, and technology providers, we are fostering a collaborative ecosystem and aiming for "Smarter Business, Better Life".

For more information about GS1 Hong Kong, please visit [www.gs1hk.org](http://www.gs1hk.org)

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香港貨品編碼協會是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。

GS1 HK透過提供以全球標準為本的一系列平台、解決方案及服務，為不同行業的企業提升效率、安全性、真確性和可持續性，並推動商業之間的連繫。全球標準能確保數據可信、準確，讓業務夥伴易於分享、搜索該些數據，並連結到相關資訊。而本會的產品電子代碼(EPC)標準是物聯網的基礎，有助研發出一連串物聯網服務及應用。我們亦協助業界應付全渠道商貿帶來的挑戰，為其營造無縫的顧客體驗。GS1 HK與各貿易夥伴、行業機構、政府及資訊科技公司積極構建協作生態，實踐「智能商貿，優質生活」的願景。

如欲進一步了解香港貨品編碼協會，請瀏覽[www.gs1hk.org](http://www.gs1hk.org)

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# Reinventing Traditional Hong Kong Culinary Culture with **Smart Kitchens**

## 智能廚房 創出新一代 港式餐飲文化

**Chan Wing On**  
Chairman and Executive Director  
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太興集團主席兼執行董事



Staying ahead of the curve in many aspects, Tai Hing Group is arguably the “Apple company” of the catering industry. Whether it is the chilled milk tea first invented by them, their iconic “My Hero” advertising campaign, or the automated wok that came in the spotlight recently - all of these creations are well-applauded by its industry peers. Founded in 1989 as a typical “Siu Mei”, or Cantonese roasted meat restaurant in Sai Wan Ho, the company has come all the way in the past 30 years to become a large-scale corporation owning several renowned brands. What are the ingredients of its recipe for success?

### Lifelong Learning Builds the DNA of Innovation

“Lifelong learning is my motto. My pursuit for innovative breakthroughs drives me to dig deep to the root of a problem and makes me more sensitive to new ideas around.” said Chan Wing On, Chairman of Tai Hing Group. “That’s why our management team goes on a field trip every year to different parts of the world, scanning for the new technologies or practices that could possibly applied in our business.” Chan explained the source of inspiration that drove their continual innovation. Any sizable business operators in Europe, Japan, Thailand and mainland China can be knowledge acquisition sources of the company.

Tai Hing has obtained three patents for its automated food processing machines, including automated woks with synchronized voice prompt and smokeless ovens. Developed into their fourth generation, the automated woks not only can prepare fried rice and stir-fried noodles, but also can be programmed to prepare more than 300 Chinese stir-fry dishes. Beyond that, Tai Hing has also developed a handful of other automated kitchen

太興集團可說是餐飲業界的「蘋果公司」，於多個範疇上都走在最前。無論是當年自家首創的冰鎮奶茶、MyHero系列廣告、或是備受注目的自動炒鑊，均讓太興於飲食業界贏盡噓頭及口碑。由最初1989年在西灣河經營港式燒味快餐店，逐步發展成現今集多個品牌於一身的大型餐飲集團，30年來太興的增長「餐單」有什麼材料？

### 終身學習創新為本的DNA

「終身學習可說是我的座右銘，並以創新求變的精神不斷去考究原因以解決問題，亦特別留意新鮮事物。每年我們的管理團隊都會到世界各地考察學習，探索有否適合我們應用於業務的新科技或點子。」太興集團控股有限公司主席陳永安解釋集團創新的靈感之源。歐洲、日本、泰國、中國內地等當地具規模的營運商都是其取經對象。

太興現擁有3項自動食品加工機器的專利，當中包括同步語音提示的自動炒鑊及無煙焗爐。太興的自動炒鑊已發展至第四代，不但可以炒飯炒麵，還可配合預設程式，烹調超過300款中式小炒菜式。另外，太興已自行研發出更多自動化器

equipment, including chicken poaching machines, programmed barbecue pork sauce mixers, air drying oven, as well as poultry roasting oven. Knowing the extent to which Tai Hing's R&D capability goes, you won't be surprised why the brand associates its innovative genes with the fictional superhero and inventor - Iron Man.

材，包括雞肉烹調機、叉燒醬攪拌機、風乾爐、家禽燒烤爐等，難怪太興以類似Iron Man的發明家形象去媲美其品牌創新的DNA。

We modified the automation technology brought in from Switzerland and developed into the pork roasting ovens used in our siu mei department, as early as 20 years ago. Our production chains are now highly automated with standardised processes and standardisation is one of the elements that set us apart from the competition, ensuring consistency in food quality and adhering to stringent quality control.

太興早於20年前已從瑞士引入自動化設備並改良成燒豬爐，應用於燒味部，實現自動化。現時整個出品部營運既能達致生產標準化，確保菜式品質穩定一致，更能容易控制食物品質。這是我們能夠在市場獨當一面的原因之一。



He also added that automation has reduced common occupational diseases among kitchen staffs and become a secret sauce of success for Tai Hing to successfully develop into a large restaurant chain.

陳永安同時強調，自動化可減低廚房員工患上職業病的機會，亦是太興發展成大型連鎖飲食集團的秘訣之一。

## Millions of Machines in Operation to Reduce Occupational Disorders

Hugely popular among Hong Kongers, a cup of silky smooth Hong Kong style milk-tea heavily depends on the "force pouring" technique - the process of pouring the tea from a greater distance repeatedly. Such process can bring out the fragrance of the tea, but can also cause repetitive strain injury to staff performing the task every day. Tai Hing resolved the problem by developing and implementing an automated milk tea machine. Their staff can now produce the beverage with the same taste and scent in an easier way. Though tens of pots of milk tea are tediously produced daily, there are no complaints.

Automation has indeed brought a new ambient to Tai Hing's "siu mei" production unit. Chan explains, "By adopting the programmed poultry roasting ovens in our central kitchen, staff can

## 日理萬「機」減職業勞損

港人喜歡喝港式奶茶，而一杯香濃順滑的奶茶往往講究「撞茶」功夫，在倒茶時要盡量將壺與壺之間的距離拉開。然而，員工若每天以人手做同一拉奶茶動作，會很容易患上職業勞損。因此，太興研發了自動沖奶茶機解決這問題，讓員工更容易上手，輕易「拉」出茶香滑溜的奶茶，即使每天製作數十壺也不會有員工投訴。

自動化機器亦為太興的燒味部注入了新景象，陳永安稱：「太興的中央廚房採用了電腦控制的電子燒烤爐後，員工只需監控燒味的份量及質素就可製作



just focus on quality and quantity control to produce perfectly roasted meat. Workplace safety has been improved, as the job became less heavy lifting, reducing the chances of chronic injuries or accidents at work. What's more is that, you can now see female 'siu mei' chefs in the kitchen."

"Beyond improving operational efficiency and food quality, these automated kitchen equipment in our restaurants have made our kitchen staff more engaged at work, as they now work in a genuinely safe and healthy, clean and tidy environment. This is also a reason why Tai Hing's staff turnover rate has always remained at a low single digit percentage level." Chan said proudly. Indeed, automation in the kitchen has led to many other advantages - it makes the company less dependent on highly skilled and experienced staff, helps control cost more effectively, and attracts new talent to the industry.

The Group is now actively optimising management efforts in other areas. While enhancing supplier management and supply chain efficiency, they are also looking to further automate the Group's operational system for future growth.

## Whoever Has Talent Can Get Promoted

Employees are a company's greatest asset, and Tai Hing puts this into practice. The Group took reference from the best practices of other large corporations, and has launched various programmes which provide opportunities for employee promotions, including internal qualifications framework, staff referral programme, elite training, and management bonus scheme. As of today, close to 500 employees have received training. Employees can apply for tests for different grades at certain times of the year. If they pass the test, they will get promoted, setting out a clear career path for staff. Outstanding staff can even be promoted from waiter to territory manager, or from junior chef to head chef, which is a strong motivation for employees.

## Value-for-money Turns the Local "Cha Chaan Teng" Into a Multinational Corporation

When the Group conducts field trip in foreign countries, they not only bring new brands or ideas to Hong Kong, but also explore opportunities to expand its business to foreign market. Apart from traditional "Cha Chaan Teng" business, the Group is also expanding into different types of restaurants. Tai Hing ranked top in revenue in Hong Kong's self-operated casual dining restaurant market in 2017.

Newly opened in Hong Kong early this year, "Hot Pot Couple" is the first overseas branch of the 30-year-old Taipei restaurant. At the same time, Tai Hing also started promoting Hong Kong Cha Chaan Teng culture in Taipei by opening their first Tai Hing restaurant in the city in May this year. Its signature dishes - "Five-star Roast Pork", "Rice Noodles with Beef in Swiss Sauce", and "Chilled Milk Tea" are highly rated. The second Tai Hing restaurant in Taiwan is expected to open in the second half of the year.

出香濃的燒味，女師傅也能成為燒味大廚。此外，這亦有助減少員工職業勞損或發生意外，提升職安健水平。」

「餐廳廚房採用了各種自動化設備後，不僅提升了營運效率和確保菜式品質，亦為廚房員工營造更安全健康及整潔舒適的工作環境，自然提升了他們的工作投入感。這亦是太興的員工流失率一直維持在低單位數的原因。」陳永安對此非常自豪。他續稱，自動化廚房同時能減低對熟手廚師的依賴，有效控制成本，又可吸引新人入行，可謂一舉數得。

此外，集團亦積極優化各管理範疇，除了致力改善供應商管理及提升供應鏈效率外，還希望將集團營運變得更自動化，帶來更大增長。

## 唯才是用 侍應仔隨時上位

員工是公司最重要的資產，太興集團亦深明此理。集團參考其他大企業的做法，推出有公司內部特色的資歷架構、員工推薦計劃、拔尖計劃、管理人責任分紅制等，為員工提供更多晉升機會。現時已有逾500名員工接受培訓，而每層級都會有考試，每年定時便會開放讓員工自行報名，只要考到就更上一層樓，資歷階梯清清楚楚。有些表現突出的員工甚至由侍應或初級廚師，升級至分區經理以至總廚，所以員工工作動力非常強。

## 高性價比 港式茶記變跨國企業

集團在外地考察時，不但會在尋找新品牌或新構思帶來香港，同時會物色開拓海外市場的機會。除了傳統茶餐廳業務外，還會拓展不同種類的餐廳，現時太興於香港自營休閒餐飲餐廳市場份額排名第一。

此外，今年初本港開幕的夫妻沸片，亦是於台北逾30年歷史的首間海外分店。相





The Group has strategically entered the Mainland China market back in 2004. With over 14 years of experience, it is now operating over 60 restaurants in more than 10 cities, and has become the second largest self-operated casual dining restaurant group in Mainland China. Apart from Hong Kong, Mainland China, Macau, Taiwan and the Greater Bay Area, the Group is actively exploring more business opportunities in the Southeast Asia region.

Chan explains, "The reason why we are able to expand at a rate of 30 new restaurants per year, is because all our nine restaurant brands are value-for-money, the food comes at an affordable pricing and with a taste that is suitable for local market. We are actively developing a series of canned products, including canned Hong Kong-style milk tea and canned curry beef brisket, with the hope of promoting Hong Kong's food culture to all Chinese communities around the world."

## Strengthening Hong Kong's Food Paradise Reputation With Stringent Quality and Safety Control

Hong Kong is renowned as a food paradise, besides the high quality and diversity of cuisines offered in the city, Chan believes world-class food safety standards also have a role to play. The food and beverage industry in Hong Kong strictly adheres to a number of international standards, including HACCP, ISO, and food traceability systems.

In order to further enhance Hong Kong's overall food safety level and supply chain efficiency, the Group appointed Group Advisor Mr. Federick Sin to be a member of Hong Kong Food and Beverage Industry Advisory Board of GS1 HK. In addition, Chan also observes that the Quality Food Traceability Scheme organised by GS1 HK can help enhance the effectiveness of industry measures on food traceability, improve food companies' capability to deal with incidents, which in turn strengthen consumers' confidence towards their brands.

對地，太興亦在台灣推廣港式茶餐廳文化，首間太興今年5月進軍台北，招牌菜式「五星級燒肉」、「牛柳絲瑞士汁濕炒河」和「冰鎮奶茶」等都大獲好評，並計劃於今年下半年在台灣開設第二間新店。

至於中國內地市場，集團早於2004年已開始進駐，獨具慧眼紮根市場超過14年，在十多個城市擁有超過60間餐廳，為中國內地第二大自營休閒餐飲集團。現時除香港、中國內地、澳門、台灣，以至大灣區，集團亦在積極探索東南亞等地市場的商機。

「現時能夠以每年約30間店舖的速度急速增長，全因我們旗下九個品牌的菜式性價比極高，價錢大眾化又配合本地口味。」陳永安剖析原因及展望未來。「我們正積極發展一系列副線產品，如太興罐裝奶茶、罐裝咖喱牛腩等，希望推廣至全世界各地有華人的地方，將港式飲食文化發揚光大。」



## 品質安全嚴控 成就香港美食天堂

陳永安續稱香港是美食天堂，不單靠多元化及高質素的美食，安全水平亦屬世界前列，全因本港嚴格執行多項全球標準，如HACCP、ISO、食物追蹤追溯等。為協力提升本港食品安全、改善業界的供應鏈效率，集團亦委派了集團顧問冼偉洪擔任GS1 Hong Kong的香港食品及飲品行業諮詢委員會成員，推動行業發展。陳永安同時表示本會的優質食品源頭計劃可以提升業界於食品追蹤措施的效能，有助提高企業應變效率，鞏固消費者對品牌的信心。

## Try and Checkout Directly at Fitting Rooms

### 試身室內不只試身 還可直接結帳

An apparel brand in Tokyo is testing its self-checkout system inside the fitting rooms with automated systems that includes RFID sensors, credit card readers and the tablets, improving customer and worker experience by streamlined payment. The system can automatically scan clothings hung up inside the fitting room via RFID technology, then display the information on a tablet. Consumers can select the items to purchase and pay by credit card directly inside fitting rooms. The self-checkout eliminates waiting lines and staff can focus on customers instead of cash registers. Data is also collected not only on purchases, but also on the items tried but passed, which helps to drive future customer visits and online sales.

有東京服裝品牌正在測試其應用於試身室內的自助結帳系統，融合各科技如RFID(無線射頻識別)、信用卡讀取器及平板電腦，簡化付款程序及優化顧客和員工的體驗。顧客於試身室內掛起衣服時，試身室內的RFID讀取器可讀取該產品的RFID標籤，於平板電腦上展示產品資料。然後，顧客可以揀選需要購買的產品，直接於試身室內以信用卡付款。此自助結帳系統免卻排隊結帳的時間，讓員工可專注於顧客服務。與此同時，不論是購買了的貨品或是被試上身但沒購買的貨品數據都能被收集及擷取，幫助品牌擬定銷售策略以吸引顧客及作網上銷售。



News Source 新聞來源: Asian Review

<https://asia.nikkei.com/Business/Technology/Fitting-room-checkout-eases-retail-therapy-for-Japan-s-fashionistas>



## Robotic Pizza Chef Producing 300 Pizzas an Hour

### 機械人每小時做出300個披薩



A foreign caterer has newly launched a first-of-its-kind A.I. pizza maker in a restaurant located in a baseball stadium, which can make 300, 12-inch pizzas per hour, and a pizza can be ready in just 12 seconds. While preparation works like dough preparation, sauce making and baking are all done by humans, robots share the work of making the pizza of different kinds according to consumers' order. Once an order is received, it enters a digital queue and the robot starts making the pie as soon as the dough is put in place. Data is then sent back to the backend system through the internet so developers can help the robot to improve upon any errors made.

有外國食品公司最近推出首個製作披薩的機械人，在球場內的餐廳上應用。此機械人每小時能製作出300個12吋披薩，平均只需12秒便可做出一個。餐廳內的員工會進行大部分手工作業，例如是準備麵糰、製作醬料及烘烤等工序，而機器人則會根據顧客訂單製作出不同樣式的披薩。當系統收到訂單後，訂單就會進入系統排序，此時只需將麵糰放入適當位置，機械人就會開始製作該口味的披薩。過程當中的數據會連接到網絡並傳回系統，讓程式人員能作出調校，從錯誤中學習及改善。

News Source 新聞來源: Triblive

<https://triblive.com/business/technology/this-robot-can-make-300-pizzas-in-an-hour/>

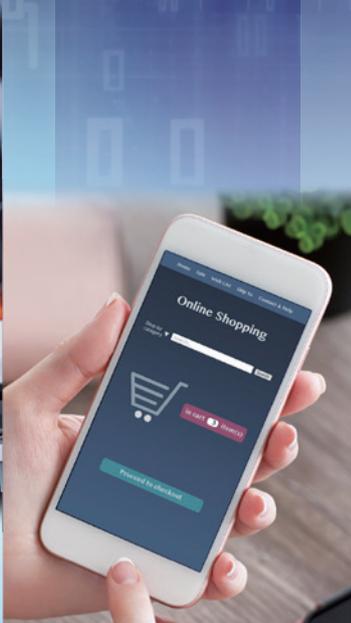
# No.1 Cloud ERP in China



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## Bringing the World's Gourmet Experiences with Seasonal Food

### 舌尖遊世界 環球時令美食新體驗

**Thomas Woo**

President

City Super Group

**鄔嘉華**

City Super 集團總裁



“October to February is the best season for Aomori Apples from Japan, but actually traditionally grown French Gala Apples that are exceptionally crispy and sweet are also in season during this period of time.” said Thomas Woo, President of City Super Group when touring around the company’s newly renovated store at Times Square, Causeway Bay and introducing their wide variety of fresh food and ingredients. He described the sophistication in Hong Kong food culture is shaping Hong Kongers to seek for culinary experiences the same way they do for art pieces. In view of this, the Group has recently introduced an innovative “Buy & Dine” one-stop shopping and dining concept for all gourmet lovers.

### Pursue the Ultimate Freshness and Deliciousness in Seasonal Foods

By incorporating the “Buy & Dine” concept, customers can purchase the premium ingredients at **city’super** food market, then enjoy the dishes prepared by gourmet specialist at the “Amazing Food Hall” using some of the ingredients. There are 13 zones in the “Amazing Food Hall”, namely “Seafood Kitchen”, “Oyster Bar”, “Butcher Factory”, “Super Green”, “Wine Town”, “Delicatessen & Cheese”, “Bellota Bellota” (Ibérico ham), “Le Gourmet” (caviar) and more.

“The concept was first tested at our store in Shatin, in which customers could savour fresh oysters and sashimi immediately after purchase. The trial was of great success and our revenue tripled. Therefore, we have expanded the concept to engage with a wider range of customers.” Thomas continued indicating that Japan Nagoya Cochin Chicken Wings, Korea Hoengseong Hanwoo Beef and



「日本青森蘋果在10至2月最當造，但不講不知，同期出產的法國加拿蘋果品質亦非常優質，因以傳統方法種植，特別爽甜。」City Super集團總裁鄔嘉華一邊帶領著參觀翻新後的**city’super**銅鑼灣時代廣場店，一邊如數家珍地將五花八門的食材逐一介紹。他形容現時港人飲食文化非常成熟，有如鑑賞藝術品般追求品味體驗，所以集團緊貼潮流，引入「Buy & Dine」一站式餐飲購物概念，務求滿足所有「識飲識食」的顧客。

### 不時不食 堅持新鮮上乘滋味

所謂「Buy & Dine」，就是顧客不但可在 **city’super** 超市內選購食材，部份食材更可在新增的美食佳釀專區「Amazing Food Hall」中，要求當場專員即場製作美食。「Amazing Food Hall」共設13個區域，包括「海鮮吧」、「生蠔吧」、「肉類專區」、「Super Green」、「醇酒窖」、「冷盤及芝士專區」、「Bellota Bellota」風乾火腿專區、「Le Gourmet」魚子醬專區等等。

「之前在**city’super**沙田店已作牛刀小試，推出生蠔及魚生等即食專區後大受歡迎，生意激增3倍，

所以今次擴大規模，期望滿足一眾食客。」鄔嘉華指出現場的名古屋雞翼、橫城韓牛、加拿大大西洋龍蝦等食材都可以即點即食或買回家烹調，任君選擇。「我們都叫這地方『Foodie Wonderland』，因為不管你喜歡與朋友大快朵頤、吃一頓海鮮放題，或是偏好輕食、健康至上的美食家，這裡都能如你所願。」

Canada Wild Atlantic Lobster are all premium ingredients that can be either cooked on site by chefs or brought home for cooking. “This is what we call ‘Foodie Wonderland’, because no matter you are enjoying a sumptuous seafood feast with friends, or just a light and healthy delicacy here, there are numerous options for you to choose from.”

## The Search for Finest Ingredients from Around the World

**city'super** is currently selling over 18,000 types of food items, ranging from fresh food, dairy, grocery to household goods, among which 400 items are self-owned brand. Thomas revealed the origins of **city'super's** food – 30% from Japan, 30% from Europe, and the rest from U.S., Mainland China, Taiwan, Southeast Asia, and even Africa. City Super Group has set up their own offices in Japan, France, Mainland China, and Taiwan, but also relies on other business partners for sourcing and purchasing in other countries. “Our suppliers range from big corporations, Japanese Shokunin (experts who invent and manufacture their own products), food bloggers, or even farmers. With our strong relationship developed with various brands, we are able to exclusively offer brands like **ROYCE'** Chocolate, RF1 SOZAI (Japanese leader in healthy salad) in our stores. All of these greatly relies on the sensitivity and experience of our purchasing team, so they can always search for the freshest and finest food around the world throughout the year, offering a great variety of food selection for our customers.” Thomas joked that many of his colleagues are “food cravers”, and this is probably the reason why they work in **city'super**.

A globalised supply chain is often huge and complicated, but **city'super** managed to operate the challenging supply chain with strong logistics support. “150 containers of food and goods arrived at Hong Kong from around the world every month, and technologies like cold chain and logistics adopted in between are empowered by GS1 GTIN Standards. We can even offer fruits freshly harvested in Japan in the morning by night-time in Hong Kong.”



## 走在潮流尖端 搜羅全球食材

**city'super**現時平均有18,000款食品及乾貨濕貨，逾400款更是**city'super**的自家品牌。鄔嘉華透露**city'super**的3成食材源自日本、3成來自歐洲各地，其餘為美國、中國內地、台灣、東南亞，甚至非洲都有。集團在日本、法國、中國內地、台灣等地均設辦事處，亦靠其他地區業務夥伴採購。「我們的供應商由大機構、日本職人、飲食blogger、農場農夫等都有，這些關係得來不易，才有許多獨家產品和品牌，例如**ROYCE'**巧克力、RF1 SOZAI等。這都有賴採購部同事的敏銳觸覺和經驗，一年四季在世界各地搜羅時令新鮮產品，提供顧客各樣選擇。」他笑稱，大部份同事都是「吃貨」才會在**city'super**工作。

要維持這樣龐大複雜的環球供應鏈，當然需要強大的物流支援。「每月我們有150個貨櫃的食材和貨品從世界各地運到香港，自然會應用到各種冷鏈及物流技術，當中包括GS1條碼識別技術。現時我們已可做到最快早上在日本採摘的生果，當晚便已抵達香港銷售，非常新鮮。」



## Using the Right Technology at the Right Time

Thomas agrees that technology penetrates into all businesses, and **city'super** is adopting it step-by-step but not falling head over heels for it. "We adopted enterprise resources planning system in the early age, which facilitated our communication and operation process across 30 departments. We are also exploring how to leverage artificial intelligence and machine learning to boost sales and efficiency. For consumers, we introduced food delivery services inside our food hall. After consumers placed their orders, they simply need to place the sensors given to them on the green sticker of their table, then their food will be delivered to them timely and accurately. In the meantime, we are considering to roll out mobile order and self-service ordering machine to seamlessly enhance consumers' dining experience."

Thomas would rather consider **city'super's** online store in Hong Kong as an extra option for consumers looking for convenience, instead of a channel for revenue growth, as the sales generated from online is far behind than physical stores. However, online channel is vital in Mainland China. As all of their 4 stores are located in Shanghai, online store is the only way for **city'super** to tap into the tremendous opportunities in China. "Started our first store in China 10 years ago, our plan has always focus on quality, not number of stores opened. As **ROYCE'** exclusive distributor in Mainland China, we targeted to offer delivery service to whole China. But before doing so, we need to ensure quality of product upon delivery. It took us 2 years to conduct the test run. Soon after the launch of **ROYCE'** store in Tmall, the online retail sales already surpassed sales in physical stores. Therefore, we are now planning to expand **city'super's** scale in online marketplaces, presenting ourselves with the first-class quality in the market."



## 科技應用需審時度勢

鄔嘉華認為科技是大勢所趨，集團會逐步採用但不會過份倚賴。「我們很早已採用企業資源管理系統助超過30個部門營運溝通，並在研究人工智能及機械學習等科技如何提升銷量和效率。而在消費者層面，我們已推出專人送餐服務，在點餐後只需將感應器放在專區內的桌上綠色標示位置，便可將食客定位送餐。同時我們正積極考慮手機點餐、自助點餐機等技術，讓消費者更方便。」

鄔嘉華承認**city'super**香港網店是讓消費者多一個方便購物的選擇，銷量相比實體店仍有距離。但在中國內地，**city'super**的4間分店都集中在上海，要捕捉中國內地的龐大商機，網上渠道不可或缺。「我們在國內發展已有10年，以『貴精不貴多』策略逐步開拓市場。作為**ROYCE'**在國內的獨家代理，經過兩年的全國配送、品質確認的測試後，在天貓商城開店後不久便發現全國網上銷量已超越上海實體店，所以我們正部署擴大**city'super**網店的規模，成為內地優質的品牌。」

## Nurturing Experimental Cuisine

With a database of 300,000 members in total, **city'super** analyses its customers' shopping records and offers personalised marketing and promotional to them. For example, when a Japanese sake manufacturer launches a limited edition of sake, the company will send promotional messages to members who have bought similar items before, and that particular sake will usually be sold out pretty quickly. **city'super**

has also introduced "**superlife culture club**", a programme that organises regular cookery classes and activities, "We will invite famous chefs to demonstrate how to make multinational cuisines, initiate discussions on cooking and food culture, or introduce knowledge of product ingredients. We are committed to promoting quality food culture and sharing knowledge with our members, hence encouraging them to enjoy good quality of food, beverages and life. The concept behind the 'Amazing Food Hall' is a testament to this mission."

## 飲食文化育成 體驗為上

**city'super**有近300,000會員，會根據顧客的購物記錄作個人化推廣，例如日本生產商推出限量清酒，公司便會發放訊息予相關記錄的顧客，往往便迅速售罄。**city'super**又成立**superlife culture club**，定期舉辦不同的廚藝班和活動：「我們會邀請星級廚師教導多國菜餚、討論煮食文化、講解及分享食材知識等。我們一直以推廣優質飲食文化和知識為己任，分享飲食樂趣，享受品味生活，美食佳釀專區正正是這理念的體現。」





## MAINETTI'S RFID EXPERIENCE CENTER

Experience for yourself today how the RFID system is implemented at store-level, at our brand new RFID Experience Center.

Located in Shenzhen, China, inside MAINETTI's largest manufacturing facility, the Center offers a hands-on environment for interacting with the latest end-to-end retail services available.

The Center is divided into 2 sections for demonstrating different aspects and capabilities of an RFID system; a warehouse for inventory control, and a storefront mockup for general retail operations.

When you enter the warehouse section equipped with our handheld smart device, you will experience the convenience and speed of an RFID-assisted stock-in and stock-out process. Reading gates are installed at all the exits, providing accurate hands-free inventory management. Dedicated barcode printers for self-service RFID label creation are also available on location to illustrate the mobility and accessibility of the latest RFID technology.

The storefront section simulates a fully modernized and equipped medium-sized retail store, by implementing a speedy checkout POS system integrated with RFID and EAS technology. It is possible to see with your own eyes how stock data is processed by the system in real-time.

RFID is the ultimate tool for ensuring efficient and accurate inventory control. A store-wide stock-take with RFID-tagged items can now be done in minutes. With faster turnaround inventory data available, management can reduce out-of-stock periods, which in turn boosts profits through higher on-shelf availability. Furthermore, the information collected enables a detailed trending analysis for product profiling and optimising product displays and placement in-store.

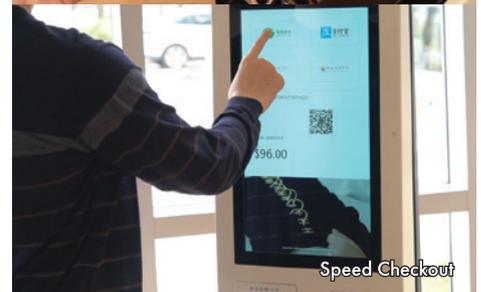
### DIGITAL RETAIL



Cycle Count



In Store Printing



Speed Checkout

# The Journey of Metamorphosis Orchestrates a Symphony of Taste and Health

## 美麗蛻變 以心譜出 健康味美交響樂

**Charlene Tse**

Co-Chairlady and Executive Director  
Cookies Quartet

**謝寧**

曲奇四重奏聯席主席兼執行董事



Specialised in hand-made cookies and palmier since 2008, Cookies Quartet has created over 50 flavours, offering seasonal flavours in accordance to different Chinese solar terms. Charlene Tse, one of the founders of the bakery brand, pays special attention to healthy eating tips that correspond with various nature's patterns, so they can bring out the best ingredients and provide the best care to consumers' health at different times of the year. "As we enter into Fall/Winter season, we will offer health cookies with ginger and red dates which will help warm the stomach and body. Earlier during Spring/Summer season, we had Sakura-flavoured cookies that brought a refreshing and delicious taste to consumers, immersing them into the atmosphere of Spring."

### The Symphony of Taste and Health

Apart from preparing healthy food at different seasons, Cookies Quartet also selects ingredients with the best quality. "Though margarine is a cheaper hence common choice for making cookies, we insist on using natural butter despite its higher cost, as this brings a richer aroma to our cookies and relatively a healthier choice." In addition, the brand also uses organic whole wheat flour from the US, with less sugar, so the cookies are less sweet and less greasy. Charlene says, "My mother-in-law is my biggest fan, she eats a pack of our palmier or cookies every day."

Healthy diet is moving up the consumer agenda, but actually Cookies Quartet has made cookies that are suitable for babies, infants or even diabetic patients in their early days of operation. "My mother was suffering from serious diabetes, therefore instead of white sugar, I used coconut flower sugar and trehalase which have lower glycemic index, so even diabetes patients like her can try my cookies." Charlene also pays huge attention to the quality of food production. As the production of palmier involves a lot of manual labour and workmanship, random check on samples are conducted regularly to ensure the quality.

曲奇四重奏自2008年開業至今一直專門製作手工曲奇和蝴蝶酥，目前鑽研出超過50款不同口味，因應不同天時節氣推出，因其品牌創辦人之一謝寧相信，這才能發揮食材最佳質素及配合身體狀態。「秋冬將至，我們將推出薑味、紅棗等養生曲奇，有助健胃驅寒、增添暖意。早前推出的櫻花曲奇不但配合春夏氣色，亦散發清新味道，提升賞味程度。」

### 美味與健康並重

除配合時節外，曲奇四重奏亦對優質原材料絕不吝嗇。「以往市面的曲奇主要使用成本較廉宜的人造牛油，但我們始終堅持採用天然牛油，雖然成本較貴，但製作出來的曲奇味道較香，亦相對較健康。」曲奇亦用上美國有機小麥粉並減少用糖，所以入口不太甜亦明顯少油膩。謝寧笑言：「我奶奶是品牌最忠實fans，幾乎每天都要吃上一包蝴蝶酥或曲奇呢。」

健康飲食近年成為風尚，其實品牌早於開業初期已推出適合嬰幼兒甚至糖尿病人食用的曲奇。「我媽媽患有嚴重糖尿病，便想到利用升糖指數較低的椰子花糖和海藻糖代替砂糖，讓糖尿病患者亦能品嚐。」謝寧表示她對食品製作品質亦非常嚴格，因為蝴蝶酥的製作過程需經過人手製作、工夫考究，所以不時會抽查產品，確保質量。



Cookies Quartet is named with the emphasis of the four elements - **“Color, Scent, Taste and Health”**, Charlene explains, “Everybody in my family plays piano, the symphony of the four elements can best represent my beliefs and experience.”

謝寧坦言曲奇四重奏這名字便是品牌對**「色、香、味、健康」**這四大原則的執著。  
「我一家人都會彈奏鋼琴，所以品牌名字揉合了我的信念和經歷。」

### “Taste Before you Buy” Composes the Splendid Quartet

At the time when they opened the first store in Kowloon City, they had already offered shoppers with free tasting, and they are still doing the same. “Our store is close to a lot of schools in the area, therefore a lot of parents and students would come visit and try out the new flavours. We are grateful to see their smiling faces, as this proved the success of our tactic. We were the first cookie company to offer free food tasting way back in 2008.”

As time goes by, Cookies Quartet now nurtures little chefs and storekeepers with cookies making classes, and offers membership scheme for loyal customers. The quality products and excellent consumer care offered by the company perfectly matches with the objective of GS1 Hong Kong’s “Consumer Caring Scheme” – a Scheme recognising local organisations that demonstrate excellence in consumer care by creating consumer value, with the ultimate goal of uplifting product and service quality of industries.

### 任意試食打響名堂

謝寧回憶起當年在九龍城首間店舖開幕時，便以隨意試食作招徠，一直維持迄今。「由於九龍城舖位處校區，當年許多家長與學生放學後都特意到店舖一遊、試食新產品，見到他們這麼開心我便覺得這樣做對了。當年我們算是第一間推行任試任食的曲奇店呢。」

時代轉變，曲奇四重奏亦開始透過曲奇製作班培養小廚師和小店員，及利用會員計劃吸引常客。品牌為消費者提供優質產品及貼心服務，正符合GS1 HK的「貼心企業」嘉許計劃的理念。計劃旨在表揚「以消費者為先」的本地企業，實踐與消費者價值相關策略，最終協助提升各行業的產品及服務水平。



## The Local Souvenir Goes Global

It usually takes long-term brand building and a great deal of rave reviews for a product to become a signature souvenir for travellers. With minimal marketing budget throughout the 10 years, Cookies Quartet has successfully built a market presence simply using media interviews and word-of-mouth referrals, attracting local connoisseur and tourists from Japan, Taiwan, Mainland China and Korea to purchase as souvenirs. The brand has also opened a store at the Hong Kong International Airport to meet such demand.

Cookies Quartet has garnered an even split between local and foreign customers in terms of sales volume, and has entered the Canada and Taiwan markets through distributors. Charlene learnt the importance of the globally recognised GS1 barcodes during her journey in expanding to overseas markets, as barcodes can help share real-time product information with overseas sellers. Noticing that her products are sold by third-party on the e-marketplaces in China, she is considering expansion to China online markets with the help of barcodes.

The brand is currently applying for Halal certification, so they can enter the Muslim market. The certification is very strict to assure products are in compliance to the procedure defined by Islamic Law - without pork and meat of carnivores, and has to be processed and cooked according to Islamic law.



## 本地手信衝出國際

產品成為一個地方的手信，通常都要經年累月的品牌建立和口碑傳播。曲奇四重奏10年來一直沒什麼市場推廣預算，只靠一些傳媒訪問及食客口碑，便已足夠吸引本地老饕以至海內外旅客趨之若鶩，從日本、台灣、中國內地、韓國等地前來購買作手信，難怪品牌會在香港國際機場開店以滿足需求。

現時品牌的本地及海外顧客各佔一半，並已透過代理商進駐加拿大及台灣市場。謝寧指出在開拓海外市場時始得悉需要申請全球通用的GS1條碼，將產品資訊即時與外地商家分享。她亦留意到產品在中國內地電商網站有售，正積極考慮應用條碼在國內網上發展。

現時品牌正申請認證為清真食品，期望打入穆斯林人口的市場。清真食品即符合伊斯蘭教教規的食品，除禁止豬肉、雜食性動物如食肉動物、猛禽外，其宰殺方式和煮食方法都須按教規處理，所以認證條件極為嚴謹。

## “ Treat Customers Like Family

Throughout the interview, Charlene shared a number of anecdotes about her family, which were in fact the reason why she set up her business. “We moved to a foreign country after getting married, but my family missed the food of Hong Kong so I started cooking for them using the freshest organic ingredients. After divorce, I used my cooking skills to set up my own business, together with my most original intention and principle ‘cooking for family.’” Staying true to herself, Charlene believes the brand will only thrive and become a legacy if she dedicates the time and effort in perfecting the one thing that she knows best.

### 對待顧客有如對待家人

在訪問過程中，謝寧一直提及家人的故事，原來這是她開設食品店的初心。「當年我結婚後搬到外國居住，但家人掛念香港的食物，便開始學習烹調並親自下廚。為家人預備飲食當然會盡量用最新鮮的有機食材，所以離婚後要創立事業，自然會利用本身最拿手的烹調技能，並堅持以『煮給家人吃』的理念來經營。」十年磨一劍，謝寧認為自己應用心花時間做好一件事，才會歷久不衰、成為經典。





# Achieving a Big Step Forward in Pharmaceutical Traceability @ 2<sup>nd</sup> African GS1 Healthcare Conference 第二屆非洲GS1醫療論壇 藥物追溯成功邁向新里程



The power of GS1 standards not only transforms the way we work and live, but also saves lives when used in healthcare. The 2<sup>nd</sup> African GS1 Healthcare Conference was held from 17-19 September, gathering 287 delegates from 34 African countries and 9 other countries around the globe. Representatives from 70 regulatory bodies and 12 humanitarian organisations, from Bill and Melinda Gates Foundation and UNICEF joined pharmaceutical companies and healthcare providers in this incredible event.

During the conference, a Call to Action was signed between 25 African regulatory authorities and 6 health financing and donor organisations, announcing their intention to pursue pharmaceutical traceability by adopting global supply chain standards.

In addition, UNICEF also announced the recent decision of GAVI, the Vaccine Alliance. Starting from October 2019, they will require the use of GS1 data and barcode standards on vaccine tenders issued by UNICEF and backed by GAVI financing.

The Global GS1 Healthcare Conference will be held from 5<sup>th</sup> to 7<sup>th</sup> November, 2019 in New Delhi, India this year, themed “Safer, more efficient care starts with a simple scan”.

GS1標準不但可以改善我們的工作和生活，若應用於醫療保健上，更有助拯救生命。第二屆非洲GS1醫療論壇於9月17至19日舉行，匯聚了來自34個非洲國家和其他9個國家的287名代表參加。此外，70個監管機構和12個人道主義組織，例如Bill and Melinda Gates基金會和聯合國兒童基金會(UNICEF)等代表也聯同各生產商和醫療保健供應商參與論壇。

於論壇上，25個非洲監管機構與6個醫療相關的籌資組織簽署了《行動呼籲》，堅決推動於藥物追溯上採納全球供應鏈標準。

此外，UNICEF亦於論壇上宣佈全球疫苗免疫聯盟(GAVI)將於2019年10月開始，要求所有由UNICEF提供及GAVI資助的疫苗均需採用GS1的數據及條碼標準。

GS1國際醫療論壇將於2019年11月5至7日於印新德里舉行，主題為「簡單一掃 掃出更安全、更有效率的醫療護理」。



# Driving the Development of Digital Economy and Industrial Internet in Greater Bay Area

## 全力推動大灣區數字經濟及工業互聯網發展

GS1 HK was invited to join the China Industrial Internet Conference cum GBA Digital Economy Conference held in Guangzhou on 27-28 Aug. With the support of OGCIO, GS1 HK spearheaded a delegation comprising of 10 local technology organisations to form a Hong Kong Pavilion at the Conference, showcasing a total of 16 solutions, including IoT application, factory application, big data analytics and network & security solutions. Mr. Chen Liangxian, Vice-Governor of People's Government from Guangdong Province and Mr. Wang Xinzhe, Chief Economist of the Ministry of Industry and Information Technology (MIIT) led a team of 10 leaders, together with Mr Nicholas Yang, GBS, JP, Secretary for Innovation and Technology Bureau to visit Hong Kong Pavilion in their first stop.

GS1 HK於8月27-28日獲邀參與並於「中國工業互聯網大會暨首屆粵港澳大灣區數字經濟大會」上主辦香港館。本會獲香港政府資訊科技總監辦公室贊助，帶領10間香港科技公司展出16個方案，包括物聯網應用、工廠應用、大數據分析、網絡及安全的方案。廣東省副省長陳良賢以及工業和資訊化部總經濟師王新哲率領一行十位領導以及香港創新及科技局局長楊偉雄巡館時，率先於第一站便到香港館參觀。

During the exhibition, the interoperability of GS1 Global Standard with Industrial Internet Identification caught the attention. Applied in HK-Mainland product import/export and traceability data along the supply chain, GS1 standard enables data transparency for all partners, facilitating trade and connecting China's Industrial Internet to the world.

於展覽上，備受注目的是GS1 HK展示了將GS1全球標準對接工業互聯網標識的技術方案，可以應用在中港供應鏈進出口產品和溯源資訊的互聯互通上，促進貿易便利化，使中國工業互聯網與世界接軌。

# 互联网标识解析合作签约仪式

限公司 | 白云电气集团有限公司 | 华润集团 | 用友



In China Industrial Internet Conference, MOUs were signed between Anna Lin, Chief Executive of GS1 Hong Kong, China Academy of Information and Communications Technology and other leading enterprises, witnessed by 9 Chinese officials.

於「工業互聯網大會」上，GS1 HK總裁林潔貽及中國資訊通信研究院與多間大型企業簽署「互聯網標識解析與GS1全球數據標準對接試點合作備忘錄」，由9位領導專程見證。



# Promoting Food Safety and Traceability @ Food Safety Forum 2019

## 食品安全論壇2019推廣食品安全及追溯

20 Companies Crowned at  
Quality Food Traceability Scheme  
優質食品源頭追蹤計劃嘉許20間企業

QUALITY  
FOOD  
Traceability  
Scheme



Over 300 food industry leaders and stakeholders gathered at the Food Safety Forum 2019 themed “Technology, Innovation and Food Safety” held on 23 August 2019, exchanging insights on how to capitalise on innovation and technology to improve traceability and enhance food safety. Vivian Lau, JP, Director of Food & Environmental Hygiene, The Government of HKSAR, joined as Guest-of-Honor. The awards ceremony for the 5<sup>th</sup> Quality Food Traceability Scheme was held on the same day, recognising the effort of 20 companies in upholding food supply chain transparency.

超過300位飲食界領袖及從業員出席了本年度主題為「科技、創新及食品安全」的食品安全論壇，相互分享及探討創新科技如何改善食品追溯及提升食品安全。食物環境衛生署署長劉利群女士親臨出席擔任主禮嘉賓。同場還舉辦了第五屆優質食品源頭追蹤計劃頒獎典禮，嘉許20間於提升食品供應鏈透明度表現傑出的企業。





## Award-Winning Enterprises 得獎企業



Diamond Enterprise Winners  
鑽石企業獎得主



Gold Enterprise Winners  
金企業獎得主



Silver Enterprise Winners  
銀企業獎得主



5 Consecutive Years' Award  
五年連續賞



"This is the first year for Nestlé HK Ltd to join GS1 HK's Quality Food Traceability Scheme, and we are honored to have won the Diamond Enterprise Award. After participating in the Scheme, we have undergone stringent internal assessments, aiming to optimize internal workflow, and at the same time, enhance our company image."

「很榮幸雀巢香港有限公司首次參加GS1 HK優質食品源頭追蹤計劃，就獲得鑽石企業獎。參加了這個計劃後，讓我們對內部系統的審核更加嚴謹，亦在努力進行內部優化，同時都提升了我們的公司形象。」

### May Chung 鍾美玲

General Manager of Nestlé HK Ltd. & Chairperson of Hong Kong Food & Beverage Industry Advisory Board of GS1 HK  
雀巢香港有限公司總經理及GS1 HK的香港食品及飲品行業諮詢委員會主席



"By participating in GS1 HK's Quality Food Traceability Scheme, the products distributed by Sims Trading are guaranteed with food safety and traceability. This is the first time for Sims Trading to be awarded as Diamond Enterprise Winner, which is a strong proof of our dedication on enhancing food safety and traceability, which helps us to build consumer trust and boost our market position. We have a total of 4 companies from our Group that joined the Scheme."

「參與了GS1 HK優質食品源頭追蹤計劃令我們代理的產品得到一個食品安全及追蹤之保證。慎昌公司今年首次取得鑽石企業獎，證明了我們在食品安全追蹤上，做得更多和更好，亦能令消費者對我們代理的產品更有信心，並鞏固我們在市場上的領導地位。我們集團總共有4間公司參與了計劃。」

### Betty Leung 梁佩貞

Chief Executive, Sims Trading Co. Ltd.  
慎昌有限公司總裁

## Words from the Food Industry 食品同業分享

"Food quality and safety are always top of Vitasoy's priorities. Our company has been awarded with the highest level of award - Diamond Enterprise Award for 3 consecutive years, recognising the outstanding performance of our food supply chain. The Scheme has newly added a new assessment index this year - 'Efficient Consumer Response Index (ECR)', which helps us to further enhance supply chain operational efficiency and maintain effective communication with consumers."



「維他奶對食品質素及安全的重視是始終如一。能夠連續3年獲得這計劃之最高級別嘉許 - 鑽石企業獎，絕對是對我們公司及團隊在優質食品供應鏈方面工作表現的肯定。今年計劃新增了「高效回應消費者指標(ECR)」的評審標準，推動我們進一步提升食品供應鏈中的執行效率及品牌與消費者之有效溝通。」

### Dorcas Lau 劉盛雪

Chief Executive Officer, Vitasoy International Holdings Ltd.  
維他奶香港行政總裁

For more details, please visit the following link:  
了解更多關於「優質食品源頭追蹤計劃」:

<http://bit.ly/2PmS5hY>



# Traceability Requires Standards and Technology with Global and Local Efforts

## 匯聚全球及本地行業力量 以標準及科技推動追蹤追溯

Questions as shown in the image are often asked by trading partners, consumers, or even regulatory authorities.

As food safety challenges intensify worldwide, global traceability is needed more than ever. Big data, artificial intelligence, block chain and other smart

technologies enable the industry to manage food for increased safety more efficiently and effectively.

Yet, technology alone will not solve the need for global traceability. Traceability systems must be interoperable and scalable, where supply chain stakeholders can easily collaborate and share information across the entire supply chain. This can be facilitated by the **open, global standards of GS1 - Global Traceability Standard (GTS)**.



當看到一件貨品時，各貿易夥伴、顧客、甚至是監管機構都可能問及圖中的問題。

隨著全球對食品安全問題日益重視，全球追蹤追溯亦越見重要。然而，各種新科技如大數據、人工智能、區塊鏈及各種智能

科技都能幫助行業更妥善的管理食品，更快及更有效的提升食品安全。

可是，只靠科技並不能達至完全透明的全球追蹤追溯。追溯系統不但要有相當的規模，還要能相互操作，讓供應鏈各持份者能輕易地相互協作及於供應鏈上分享訊息。以上這些都需要**GS1開放的全球追溯標準(GTS)**去促成。

### What is 甚麼是 GTS?



GS1 Global Traceability Standard is a business process standard providing the framework for the design of interoperable traceability systems that enables supply chain stakeholders to trace forward and backward along the supply chain.

GTS是一套商業流程標準，助企業建立一套基本框架，制訂出可相互操作的追溯系統，讓供應鏈上的各持份者能向前及向後追溯產品各階段的動向。



## GS1 Global Traceability Standard GS1全球追溯標準

Describes the creation of accurate records of transactions  
準確報告交易記錄

Provides fast data communication about the traceable item among partners  
合作夥伴之間可就所追蹤的產品進行快速數據通訊



An Effective Traceability Process  
是一個有效的追溯流程

Intention 目的

To create a generic framework that is expected to be used by any business, any industry sector, any organization, and by any country in order to develop specific implementation guidelines or additional requirements  
建立一個通用框架，任何業務、任何行業、任何組織和國家均可使用，從而研發指定的推行指引或附加規定

Developed since 2005, from 73 industry experts from 20 countries  
自2005年始，由來自20個國家共73名專家研發

Describes the traceability process independently from the choice of enabling technologies  
選擇利用相關應用技術，可獨立報告所進行的追溯流程

“ Therefore, industry calls for the use of GTS to enable traceability.

因此，行業正提倡GTS的應用以實踐追蹤追溯。

Scan to view the sharings from global industry experts on GTS!  
立即掃描及觀看全球各行業專家關於GTS的分享!

“There are already a lot of systems in place. What we need is not to replace those systems by only one. We need to make them speak together. We need to build an interconnection between them and to build a common language in order to make them work all together. It is definitely a role for GS1!

行業已應用了多個不同的系統，我們需要的並不是逐一將各系統取代，而是要讓它們能相互溝通。我們需要連繫各系統，並建立一個共同語言，讓不同的系統能相互操作。GS1於這方面擔當著重要的角色！”

- Veronique Discours-Buhot  
Director of GFSI (Global Food Safety Initiative)  
GFSI (全球食品安全倡議) 總監



“The consumer is asking for more and more transparency and I think this is where in the end the solution will go to and where GS1 will play a crucial role. 消費者對產品透明度的要求越來越高，而我們亦希望供應鏈的最終消費者亦能掌握追溯資訊。GS1能幫助我們達到這目標。”

- Anita Scholte op Reimer  
Vice President, Quality, Food Safety and Sustainability of AH Ahold/Delaize  
The Netherlands  
荷蘭Albert Heijn超市品質保證和產品可持續性副主席



“My vision of traceability is to connect the physical product with the digital history. So, to make information about the product—the history—available to our customers. And to do storytelling, about the production of the product and everything else.

對我而言，追蹤追溯是將產品的數碼歷程與實物連繫，讓顧客也能獲得產品的各樣資訊如資訊和歷程，使產品能說故事，展示產品的生產及各樣資訊。”

- Britta Gallus  
Director of SCM, Programs and Risk Assessment, Metro AG, Germany  
麥德龍(Metro AG)總裁



“The point is that we need to connect, and this is a huge challenge. GS1 has a big role because through the standards of GS1, every country, everywhere can connect each other.

我們面對著一個巨大的挑戰，就是將系統間相互連繫。GS1的全球標準可發揮重大的作用，因標準能連繫全球個國，讓行業內的系統相互連接。”

- Pierre de Ginestel  
Quality Director, Auchan, France  
歐尚企業品質總監



“Our vision is to really have complete visibility on the whole value chain, or really the value network in real time. We must also make it open to be able to use many different systems. There's a key word there: interoperability.

我們的理念是全面提升供應鏈的可視化，甚至是實時看到價值鏈網絡。故此，我們需要開放系統以應用於不同的系統上。互操作性是當中的關鍵元素。”

- Anthony Huggett  
Vice President, Head of Quality Management,  
Nestlé, Switzerland  
瑞士雀巢公司品質管制副總裁



“Traceability is a matter of sharing, of sharing data, of sharing processes, of sharing the best that people do to produce products at a reasonable cost.

一切與追蹤追溯有關的都是與『分享』有關，分享數據、分享程序、以及分享人們如何以低成本生產產品。”

- Emmanuel Delerm  
Director of Organisation and Methods,  
Carrefour, France  
法國零售商家樂福(Carrefour SA)區塊鏈項目經理



“Innovation advances. There are still many upstream farmers who need to equip themselves, in our distribution chains and stores too. We need to be able to bring in new technologies. We spoke of RFID 10, 20, 30 years ago. It will certainly go much faster than in these last 30 years. Certainly, but we need to do it!

創新科技正在進步，不單是供應鏈上游的農夫需要裝備自己，分銷鏈及店鋪內的員工亦需要。我們亦需要帶來更新的科技。於10至30年前，我們已提及了RFID(無線射頻識別)的應用，然而這科技未來會發展得更快，這亦是我們必須做的！”

- Olivier Touze  
Director of Quality and Sustainability  
Groupement des Mousquetaires, France  
des Mousquetaires集團品質與可持續發展總監



## “Salt/Sugar” Label Scheme for Prepackaged Food Products 預先包裝食品『鹽/糖』標籤計劃



### Something about salt and sugar 鹽糖小知識

Dietary salt (sodium) and sugar intakes are closely related to health. Excessive sodium intake may cause hypertension, fatal stroke and coronary heart disease. Excessive sugar intake may lead to obesity and dental caries, and increase the risk of hypertension, heart disease and diabetes.

The World Health Organization recommends that adults consume less than 5g of salt daily (i.e. slightly less than 1 level teaspoon of salt), and adults' and children's intake of free sugar should make up less than 10% of the total energy intake per day. For an adult having a 2000-Kcal diet per day, the daily free sugar intake should be less than 50g (i.e. about 10 sugar cubes).

鹽(鈉)和糖的攝入量與健康息息相關。攝入過量的鹽可以導致高血壓、致命性中風和冠心病，攝入過量的糖會引致肥胖和蛀牙，並增加患上高血壓、心臟病和糖尿病的風險。

世界衛生組織(世衛)建議成人每日攝取少於5克鹽(即略少於一平茶匙鹽)，成人和兒童攝入的游離糖應少於每日能量攝取量的10%。以一個每日攝取2000千卡能量的成年人為例，每日游離糖的攝入量應少於50克(即10粒方糖)。



### Trend for less salt and less sugar diet 少鹽少糖飲食趨勢

Hong Kong people are getting more and more concerned about healthy eating and are supportive of less-salt-and-sugar eating habit. Responsive to the trend, the market is making available a number of low salt/sugar or even no salt/sugar food products. To facilitate consumers to select “low salt”, “low sugar”, “no salt” or “no sugar” prepackaged food products, the Government has launched the “Salt/Sugar” Label Scheme for Prepackaged Food Products. We encourage the trade to actively participate in the Scheme.

香港人越來越注重健康飲食，紛紛響應少鹽少糖的飲食習慣。市場亦隨之而推出不少低鹽低糖，甚至無鹽無糖的食品。為讓消費者容易挑選這些「低鹽」、「低糖」、「無鹽」或「無糖」的預先包裝食品，政府推出了預先包裝食品『鹽/糖』標籤計劃，鼓勵食物業界踴躍參與。

## “Salt/Sugar” Label Scheme for Prepackaged Food Products 「預先包裝食品『鹽/糖』標籤計劃」

The launch of the “Salt/Sugar” Label Scheme for Prepackaged Food Products is to enable the public to identify easily prepackaged food products which meet the legal definition of “low salt”, “low sugar”, “no salt” or “no sugar”. Prepackaged food products meeting the following requirements can add the “low salt”, “low sugar”, “no salt” or “no sugar” labels to their packages so that they can be recognised by the consumers more easily.



推出預先包裝食品『鹽/糖』標籤計劃是為使消費者在購買預先包裝食品的時候，容易辨認符合法例「低鹽」、「低糖」、「無鹽」或「無糖」定義的食品。預先包裝食品如能符合以下要求，便可在包裝上加入「低鹽」、「低糖」、「無鹽」、「無糖」的標籤，令消費者更容易識別這些食品。

Nutrient 營養素	Description of claim 聲稱描述	Conditions 條件
Sodium (Salt) 鈉 (鹽)	<b>Low 低</b>	Food, solid or liquid, containing not more than 0.12g of sodium per 100g/mL of food. 該食物(不論是固體或液體)每100克或100毫升食物含不超過0.12克鈉。
	<b>No 無</b>	Food, solid or liquid, containing not more than 0.005g of sodium per 100g/mL of food. 該食物(不論是固體或液體)每100克或100毫升食物含不超過0.005克鈉。
Sugar 糖	<b>Low 低</b>	Solid food containing not more than 5g of sugars per 100g of food; or liquid food containing not more than 5g of sugars per 100mL of food. 該食物是固體食物，且每100克食物含不超過5克糖。或該食物是液體食物，且每100毫升食物含不超過5克糖。
	<b>No 無</b>	Solid food containing not more than 0.5g of sugars per 100g of food; or liquid food containing not more than 0.5g of sugars per 100mL of food. 該食物是固體食物，且每100克食物含不超過0.5克糖。或該食物是液體食物，且每100毫升食物含不超過0.5克糖。

Since the launch of the “Salt/Sugar” Label Scheme for Prepackaged Food Products, there are already near 200 prepackaged food products using the labels, including prepackaged food products in supermarkets and those from local manufacturers etc. The labels are presented in a set of four Chinese, English or bilingual editions and are available in colour and black-and-white versions.

預先包裝食品『鹽/糖』標籤計劃推出至今已近200款預先包裝食品使用標籤，包括超級市場和本地生產商生產的預先包裝食品等，標籤一套共四款，備有中文、英文、雙語，以及彩色和黑白版本。



Traders who wish to join the Scheme may simply complete and submit the “Notification Form of Implementation of the “Salt/Sugar” Label Scheme for Prepackaged Food Products” (FEHB277) available from the website of the Centre for Food Safety (CFS) of the Food and Environmental Hygiene Department. Upon receipt of the Notification Form, CFS will upload information of the prepackaged food product bearing the label(s) to the website for public’s browsing: 業界如欲參與計劃，只需於食物環境衛生署食物安全中心(食安中心)網頁填妥和遞交「推行預先包裝食品『鹽/糖』標籤計劃通知書」(FEHB277)，便可免費使用標籤。食安中心收到通知書後，會將附有標籤的預先包裝食品資料上載至以下網頁供市民瀏覽：

English: [https://www.cfs.gov.hk/english/programme/programme\\_rdss/programme\\_Salt\\_Sugar\\_Label\\_Scheme.html](https://www.cfs.gov.hk/english/programme/programme_rdss/programme_Salt_Sugar_Label_Scheme.html)

中文: [https://www.cfs.gov.hk/tc\\_chi/programme/programme\\_rdss/programme\\_Salt\\_Sugar\\_Label\\_Scheme.html](https://www.cfs.gov.hk/tc_chi/programme/programme_rdss/programme_Salt_Sugar_Label_Scheme.html)

To promote the Scheme, the Government has recently broadcast a TV Announcement in the Public Interest. This can also be viewed at the website below:

為推廣計劃，政府正播放預先包裝食品『鹽/糖』標籤計劃電視宣傳短片，大家可以到以下網頁觀看：

English: [https://www.fhb.gov.hk/en/press\\_and\\_publications/otherinfo/181000\\_ssr/tvapi.html](https://www.fhb.gov.hk/en/press_and_publications/otherinfo/181000_ssr/tvapi.html)

中文: [https://www.fhb.gov.hk/cn/press\\_and\\_publications/otherinfo/181000\\_ssr/tvapi.html](https://www.fhb.gov.hk/cn/press_and_publications/otherinfo/181000_ssr/tvapi.html)

You can also view it on YouTube channel. 亦可在YouTube 頻道瀏覽

We earnestly appeal to the trade to take part in the Scheme for the benefit of the consumers. To learn more, please visit CFS’ website.

為一眾消費者的福祉，我們熱切呼籲業界參與計劃。想知多一點，歡迎瀏覽食安中心網頁。

<https://www.cfs.gov.hk>



**Low Salt, Low Sugar. Your Health, Your Choice** 鹽糖要識減，健康有得揀

# Swire Coca Cola HK's "Tap, Return & Earn" Beverage Bottles Recycling Scheme Launched Supporting Sustainable Development with Barcodes

## 太古可口可樂香港推出 「啱一啱·樂意收」 膠樽回收現金回贈計劃



The potential of barcode not only lies in improving business efficiency, streamlining business processes and facilitating data exchange, it can also help in promoting sustainable initiatives.

Swire Coca Cola Hong Kong has recently launched the newly designed "smart" beverage bottles deposit machines under a redemption and education scheme that rewards every recycled plastic bottle with HK\$0.2 via e-payment platform Octopus, and GS1's barcode has a role to play to support the recycling process. Through barcode scanning, the machine can uniquely identify and capture the information on the recycled bottles.

條碼的發展潛力不僅於改善營運效率、簡化業務流程及推動數據交換，還可以幫助企業推動可持續發展項目。

太古可口可樂香港最新推出了智能膠樽收集機，市民每成功回收一個膠樽可透過八達通拍卡獲得港幣2毫的回贈。GS1的條碼可以幫助推動回收計劃，在投放膠樽後，機器會掃描回收膠樽上的條碼，獨有識別及擷取有關產品的資訊。



### Process of recycling 回收過程

1

Citizens tap their Octopus card on the "smart" bottle deposit machine and put the bottle into the machine  
市民在收集機上的八達通讀取器以八達通拍卡，然後投入膠樽

2

The machine will scan the barcode on the bottle for identification and data analysis  
機器會讀取膠樽上的條碼，以作識別，收集及分析資料數據

3

The bottle is compressed and deposited into the machine's receptacle for collection by authorized recyclers  
膠樽會在機器內進行壓縮處理，並由認可的回收商統一妥善回收處理

4

Citizens can tap their Octopus again to get HK\$0.2 reward  
再次拍卡後，港幣0.2元將存入八達通內作現金回贈

5

Bottles of any brand can be collected, and each Octopus card can be rewarded for up to 50 bottles a day  
任何品牌的膠樽均可作回收，每張八達通一日最多可回收50個膠樽



The sophisticated yet easy-to-use waste recovery technology helps drive community recycling, promote sustainable development and raise public awareness about municipal waste management.  
外觀時尚且簡單易用的回收機有助於社區推廣膠樽回收、培育市民可持續生活態度及提高公眾對有效管理都市廢棄物的認識。

“ As industry leader, we at Swire Coca-Cola HK are fully committed as always to contributing our knowledge, experience and resources towards the building of a long-term viable municipal waste management regime.”

香港太古可口可樂作為業界領導企業，素來十分重視環保工作，並時刻致力投放相關知識、經驗、資源，為建立一個長遠而言能夠有效處理本地都市廢棄物的制度而盡力。

Neil Waters 利偉達

Executive Director - Hong Kong & Taiwan of Swire Coca-Cola Limited  
太古可口可樂執行董事 - 香港及台灣



The company is driving the Bring-Your-Own-Bottle (BYOB) philosophy through its exciting series of “water stations”, offering consumers a whole new way to quench their thirst and stay hydrated.

公司亦致力推動「免『廢』暢飲」行動。市民只需自備水樽，就可於多個安裝了飲水機的地方添水，以嶄新方法助大家解渴。

According to research, over 60% of the public consume at least 1 plastic bottled beverages every week, but 72% of them put the consumed plastic bottles into garbage bins and less than 30% of them put consumed bottles into recycling bins.

Neil add, “Today, the behavior is not towards recycling, and we are trying to change that.” Swire is also developing a new PET recycling plant that is expected to open in Hong Kong in the second half of 2020, which can be ramped up to process all of Hong Kong’s PET plastic bottle.

The sustainability commitments of Swire Group are facilitated with GS1’s barcodes, and this is an example of [how GS1 can help our members in innovative ways](#).

根據調查，超過6成的市民每星期會飲用至少1支膠樽飲品，但72%的市民會把已用的膠樽放入垃圾桶，只有不足30%的市民會把膠樽放入回收桶。

利偉達認為現在市民並不熱衷於參與膠樽回收，而他們正努力改變市民的习惯。太古可樂亦正在興建先進的塑膠回收處理設施，並計劃於2020年下半年正式運作，計劃預期能夠處理全港所有家居廢棄飲品膠樽(PET)。

然而，GS1條碼幫助推動太古可口可樂的可持續發展承諾，這亦是[GS1如何以嶄新方式幫助會員的例子之一](#)。

The scheme’s 10 “smart” beverage bottle deposit machines are in operation at 10 locations in the city:

十部智能飲品膠樽收集機已在十個不同地點提供服務，當中包括：



- Citygate (Tung Chung)
- Discovery Bay Pier (Central)
- Festival Walk (Kowloon Tong)
- HKSKH Tung Chung Integrated Services (Tung Chung)
- Metro Plaza (Kwai Fong)
- Taikoo Place (Quarry Bay)
- The Chinese University of Hong Kong (Shatin)
- The Mills (Tsuen Wan)
- TKO Plaza (Tseung Kwan O)
- V City (Tuen Mun)



- 東涌東薈城
- 愉景灣碼頭 (中環)
- 九龍塘又一城
- 香港聖公會東涌綜合服務
- 葵芳新都會廣場
- 鰂魚涌太古坊
- 香港中文大學
- 荃灣南豐紗廠
- 將軍澳廣場
- 屯門V City

# Top 50 Innovative Retail Leaders in Hong Kong 2019 Revealed

## 香港50大創新零售領袖名單揭盅



Today's consumers want immersive experience, and innovation is one of the driving force behind. GS1 HK advocates the concept of smart retail, and our Chief Executive Anna Lin is one of the judges of the "Top 50 Innovative Retail Leaders in Hong Kong 2019 list" by Inside Retail. She also joined the launch event and conversed the latest retail innovations with numerous leaders.

Over 200 retail industry leaders joined the special occasion. Several tech startup founders are listed as Top 50 Innovative Retail Leaders in Hong Kong this year, recognising their effort in driving innovation in retail, online or offline.

現今消費者追求「體驗型」的購物體驗，而創新科技是優化購物體驗的其中一項重要元素。GS1 HK向來致力推動智慧零售發展，本會總裁林潔貽是Inside Retail本年度的「50大創新零售領袖名單」的評審之一。她還出席了早前舉辦的名單揭幕酒會，並與在場創新零售領袖交流最新零售策略及動向。

超過200位創新零售領袖均有出席酒會，多間創科初創公司亦被列入本年度的香港50大創新零售領袖，表揚他們於線上線下零售創新的努力。



“ Innovation takes courage. And sometimes trying new innovations does not work out. But for every retailer in today's fast-changing business and consumer climate, if you are not trying to innovate, you run a serious risk of falling behind your competitors. 創新需要勇氣，而且未必會成功。但在現今多變的營商環境及顧客需求下，若零售商不銳意創新，就會落後於其競爭對手。

Robert Stockdill  
Director of Content, Inside Retail Asia

Download the report here  
於此下載該報告





# Insightful Discussions@ GS1 HK Executive Luncheon 行業領袖相聚交流@GEL聚

The 8<sup>th</sup> GS1 HK Executive Luncheon (GEL) was held in late August, gathering over 40 executives from various industries to exchange insights and get updates from GS1 HK. Companies that joined the luncheon include Asia Grocery Distribution, Cross International Limited, Jebesen & Co Ltd, Pernod Richard Asia Duty Free Ltd, Opal International Trading Limited and Pacific Sun Limited, etc.

剛於8月尾舉行的第八次「GEL聚」匯聚了超過40位來自各行各業的企業高級行政人員，相互交流及分享行業的最新發展，並了解GS1 HK的最新動向。亞洲雜貨、盞記、捷成洋行、保樂力加、澳寶及PS Group等均參與了是次午餐聚會，熱鬧非常。



GS1 HK will arrange gatherings for executive members on regular basis, which serves as a good opportunity for industry leaders to exchange ideas, get updates from GS1 HK and connect with each other.

GS1 HK會定期為企業成員舉行聚會，讓各行業領袖能相互交流、獲得GS1 HK的最新動向，並互相連繫。



## 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. AURORA JEWELLERY CO LTD  
奧羅拉珠寶首飾有限公司
2. BADISINA (HK) INTERNATIONAL CO LTD  
芭迪斯娜(香港)國際有限公司
3. BAIRUN TRADING ASIA CO  
佰潤貿易亞洲公司
4. BBCOM TRADING CO LTD  
親子港貿易有限公司
5. BEST CONVERGENCE FOOD TRADING (HK) CO LTD  
百匯萊食品貿易(香港)有限公司
6. CAMERA FILM PHOTO LTD
7. CCAC LTD
8. CHAN MOON KEE (HK) INTERNATIONAL LTD  
陳滿記(香港)國際有限公司
9. CHINA HONGREN INTERNATIONAL LTD  
中國弘潤國際有限公司
10. CHINA IOT DIGITAL CURRENCY (INT'L) HOLDINGS LTD  
中國國際物聯網數字貨幣集團有限公司
11. CLAWSTEK LTD  
奇樂科技有限公司
12. CONNECTLAB LTD
13. CORUS SOURCING LTD
14. DECENT HANG (HK) CO LTD  
德心行(香港)有限公司
15. DHGQ (HK) INTERNATIONAL LTD  
稻禾谷奇(香港)國際有限公司
16. DIRUIFAN (HK) GROUP LTD  
帝芮梵(香港)集團有限公司
17. DISCOVERY INDUSTRY LTD  
發現實業有限公司
18. DOUDOUAI (HK) INDUSTRIAL LTD  
兜兜愛(香港)實業有限公司
19. DRAGONFLY HONG KONG LTD  
頌恩香港有限公司
20. DUOBA INDUSTRIAL (HK) INTERNATIONAL LTD  
多霸實業(香港)國際有限公司
21. EASTERN PROGRESS CO LTD  
晉東有限公司
22. FAME MASTER INTERNATIONAL LTD  
譽鋒玩具有限公司
23. FANOSIE (HK) INTERNATIONAL TRADE LTD  
番氏(香港)國際貿易有限公司
24. FAST VIEW INTERNATIONAL DEVELOPMENT LTD  
迅景國際發展有限公司
25. FONG BO TOYS PRODUCTS CO LTD  
方博玩具制品有限公司
26. FOREVER WINNING INTERNATIONAL LTD  
萬永國際有限公司
27. FRANCE PARIS DUONUO INTERNATIONAL DAILY  
CHEMICALS CO LTD  
法國巴黎朵諾國際日化有限公司
28. FUSION ACCESSORIES GROUP LTD  
暉揚國際集團有限公司
29. GA HEALTH CO LTD
30. GARMING MARINE PRODUCTS (INT'L) CO LTD  
嘉明海產(國際)有限公司
31. GERMANY DANNISHI (HK) INTERNATIONAL INVESTMENT CO LTD  
德國丹尼詩(香港)國際投資有限公司
32. GLOBAL DUKE INTERNATIONAL DEVELOPMENT LTD  
環球杜克國際發展有限公司
33. GREEN INTELLECT CO LTD  
綠盈環保有限公司
34. GREEN REGION FOOD (INT'L) DEVELOPMENT CO LTD  
綠色食品(國際)發展有限公司
35. GREEN WORLD PHARMACEUTICAL LTD  
美科世界藥業有限公司
36. H & S TRADING CO  
欣廷貿易公司
37. HK JIAYIN FOOD LTD  
香港佳飲食品有限公司
38. HK JINWU INTERNATIONAL LTD  
香港金屋國際有限公司
39. HK KOUSITING INT'L IMPORT & EXPORT TRADING LTD  
香港寇斯汀國際進出口貿易有限公司
40. HK NINE YUE NINE HEALTH CARE (INT'L) GROUP LTD  
香港玖粵玖健康護理(國際)集團有限公司
41. HOLLAND SHANE SCIENCE AND TECHNOLOGY SHARES CO LTD  
荷蘭尚恩科技股份有限公司
42. HOMEFA INDUSTRIAL CORPORATION LTD  
洸發實業有限公司
43. HOMETECH HOUSEWARE CO LTD  
梵高家居用品有限公司
44. HONEYBEE HARMONY INTERNATIONAL LTD
45. HONG KONG DREAM LISA COSMETICS CO LTD  
香港夢麗莎化妝品有限公司
46. HONG KONG GREEDY CAT GROUP CO LTD  
香港小饞貓集團有限公司
47. HONG KONG JINHUIHUANG HOLDING GROUP LTD  
香港金輝煌集團控股有限公司
48. HONG KONG KAMEILE INTERNATIONAL IMPORT AND  
EXPORT CO LTD  
香港卡美樂國際進出口有限公司
49. HONG KONG MIRA BEAR (GROUP) CO LTD  
香港米拉熊(集團)有限公司
50. HONG KONG NACHEL COSMETICS INTERNATIONAL CO LTD  
香港奈雪兒化妝品國際有限公司
51. HONG KONG PLOYWIN INVESTMENT (INT'L) LTD  
香港寶利盈投資(國際)有限公司
52. HONG KONG QIANWEI GROUP LTD  
香港仟味集團有限公司
53. HONG KONG SHANCHAOHUI INDUSTRIAL SHARES LTD  
香港善潮薈股份實業有限公司
54. HONG KONG SHANGKE FOOD CO LTD  
香港尚客食品有限公司
55. HONG KONG WECAN INTERNATIONAL LTD  
香港威康國際有限公司
56. HONG KONG YAHUI GROUP CO LTD  
香港雅惠集團有限公司
57. HONG KONG YIJIBANG RESPONSIBILITY LTD  
香港一級幫責任有限公司
58. HONGKONG GREATSTAR INTERNATIONAL CO LTD  
香港巨星國際有限公司
59. HONGKONG JOFOOD TRADE CO LTD  
香港喬福得食品貿易有限公司
60. HONGKONG LIANGSHI GROUP LTD  
香港俚拾集團有限公司

61. HONGKONG QUEEN INT'L GROUP CO LTD  
香港皇后國際集團有限公司
62. HONGKONG SIHAN INDUSTRIAL CO LTD  
香港思汗實業有限公司
63. HONGKONG WF INTERNATIONAL GROUP CO LTD  
香港萬豐國際集團有限公司
64. HONGKONG YUEFENG (INT'L) FOOD CO LTD  
香港粵豐(國際)食品有限公司
65. HUA XIN (HK) FOOD CO LTD  
華心(香港)食品有限公司
66. HUMIDOR HELPER LTD
67. ICON TRADE GROUP LTD
68. ITO YA JAPANESE CAKES & BAKERY GROUP LTD  
伊藤家餅業集團有限公司
69. JAS CONSULTANT LTD
70. JIAJIA HOLDINGS (HK) LTD  
家家實業控股(香港)有限公司
71. JIEHUA ELECTRONIC COMMERCE LTD  
捷華電子商務(香港)有限公司
72. KARSS DEVELOPMENT LTD  
浚楹發展有限公司
73. KWEICHOW MOUTAI STATE BANQUET SUPPLIES CO LTD  
貴州茅台國宴酒業股份有限公司
74. LCCS PRODUCTS LTD  
立達國際醫療有限公司
75. LEAD PROFITS LTD  
騰澤有限公司
76. LIFEREVERSAL INTERNATIONAL BIOTECHNOLOGY CO LTD  
萊芙瑞生生物科技國際有限公司
77. LINK SUN HOLDINGS LTD  
聯日集團有限公司
78. LIVING STYLE (SINGAPORE) PTE LTD
79. LS FUTURE LTD  
光新輝有限公司
80. LUCKY DUCK CONSULTANTS LTD  
德福顧問有限公司
81. LUCY CLOTHING CO LTD  
香港露西服飾有限公司
82. MASC METAL INDUSTRY GROUP LTD  
恒通工業集團有限公司
83. MAY FUNG PLASTIC FACTORY (HK) LTD  
美豐塑膠廠(香港)有限公司
84. NATURAL KIT CO
85. NORTHERN LAND FOOD (HK) HOLDINGS CO LTD  
北國食品(香港)控股有限公司
86. OCEANUS (HK) FOOD PRODUCTS LTD  
歐香麥(香港)食品有限公司
87. ODO7 GROUP LTD
88. PANDOMO LTD  
潘多夢有限公司
89. PINKO INDUSTRY LTD  
柏度實業有限公司
90. PRODUX LTD
91. REJUNBIO INTERNATIONAL CO LTD  
佰瑞健(國際)有限公司
92. S L DERMA INTERNATIONAL LTD  
賽斯領膚國際有限公司
93. SAGETEL (HK) CO LTD  
薩際通(香港)有限公司
94. SEA OF CHANGE LTD
95. SELVEL (HK) LTD
96. SENDA DEVELOPMENT CO LTD  
森達發展有限公司
97. SEVEN STARS FOODSTUFF (INT'L) CO LTD  
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109. TIANYA TRADING (INT'L) LTD  
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114. VOTTOV (USA) INTERNATIONAL COSMETIC GROUP LTD  
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117. WELL FIT GARMENT LTD  
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118. WILKINSON LTD  
衛信有限公司
119. WING WONG ASIA PACIFIC LTD  
永旺亞太有限公司
120. XIAMEN YOUXING TRADING CO LTD  
香港優興商貿有限公司
121. XING SHI JI (HK) GROUP LTD  
星食記(香港)集團有限公司
122. YD (HK) LTD  
源德(香港)貿易有限公司
123. YECUN (JINGDU) FOOD CO LTD  
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124. YING XIN COSMETICS INTERNATIONAL GROUP LTD  
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# Anniversary Prize Quiz

## 周年誌慶有獎問答



Simply answer the following question and you will have a chance to win 5 bottles of effervescent tablets (10 tablets each) from **VÖOST**. The combination of vitamins/ minerals will be allocated randomly.

VÖOST offers high quality and a wide range of vitamins and minerals effervescent made in Germany that helps to boost people's health and wellbeing. **VÖOST** is awarded as "Consumer Caring Company" in our Consumer Caring Scheme 2018.

請回答一條簡單問題，您將有機會獲得由**VÖOST**特別送出的維他命/礦物片5瓶(每瓶10片)，款式隨機。

VÖOST提供各款於德國製造的多功能維他命及礦物質水溶片，促進都市人健康。VÖOST於本會的「貼心企業嘉許計劃2018」獲頒發為「貼心企業」。



In which year was the 1<sup>st</sup> SCM Summit Hong Kong (Later named "GS1 HK Summit") launched in?  
第一屆供應鏈管理高峰會(現稱GS1 HK高峰會)於哪年舉辦?

- A. 2000    B. 2001    C. 2002    D. 2003

### [ Hint 提示 ]

Please refer to our 30<sup>th</sup> Anniversary Milestones and Eras  
請參閱本會30周年「創造時代標記」



Scan and Answer  
掃描及作答



(10 winners will be selected on first-come-first-served basis.  
得獎名額10位，先到先得)



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19-20 NOV 2019

### ALMC 2019 亞洲物流及航運會議2019

In the upcoming Asian Logistics and Maritime Conference (ALMC), GS1 Hong Kong will be the supporting organisation of the event and co-organise Supply Chain Management & Logistics Forum 1, sharing about **“Driving Supply Chain Innovation with Smart Logistics”**. The Forum will discuss the vital role of connectivity and innovation in supply chain to meet consumer needs, including topics “The digital ecosystem”, “The smart and innovative logistics planning”, “The emerging opportunities”.



Our Principal Consultant Heidi Ho will join and share in the opening speech, discussing how companies can reshape supply chain and logistics with technology and innovation for smarter business. Industry stakeholders from Kerry Logistics and S.F. Technology Co Ltd etc will also join and share their successful cases in technology innovation for smart supply chain management. GS1 Hong Kong will also showcase the latest solutions and services at the event.

亞洲物流及航運會議將於下月舉行，GS1 HK不但是支持機構，更是「供應鏈管理及物流論壇1」的合辦機構，將探討以**「智慧物流驅動供應鏈創新」**的議題。該論壇將聚焦供應鏈創新及互聯互通的重要性，以滿足顧客需求。論壇上亦會探討各議題如數碼生態圈、智慧及創新物流計劃及未來機遇等。



本會首席顧問何雅賢將於開幕辭上分享各企業如何以科技創新重塑供應鏈及物流，引領智能商貿。此外，各行業領袖及供應鏈主要持份者將於論壇上分享其成功創新例子，包括嘉里物流和順豐科技有限公司等。GS1 HK亦會展示最新的方案及服務。

<p><b>29-30 Oct 2019</b></p> <p>Joint Training with HKMA: Digital Supply Chain</p>	<p><b>31 Oct 2019</b> THU</p> <p>Basic Barcode Workshop</p>	<p><b>8 Nov 2019</b> FRI</p> <p>Joint Workshop with APIFS</p>	<p><b>11-12 Nov 2019</b></p> <p>Certified EPC v2.1 Professional Training Program</p>
<p><b>15 Nov 2019</b> FRI</p> <p>Joint Cold Chain Seminar with BSI Hong Kong and Castel Beidou</p>	<p><b>19-20 Nov 2019</b></p> <p>ALMC 2019* Hong Kong International Computer Conference 2019*</p>	<p><b>21-24 Nov 2019</b></p> <p>Gerontech and Innovation Expo cum Summit (GIES)*</p>	<p><b>21 Nov 2019</b> THU</p> <p>Basic Barcode Workshop</p>
<p><b>29 Nov 2019</b> FRI</p> <p>Joint SCM Seminar with BPI</p>	<p><b>4-5 Dec 2019</b></p> <p>Asian E-tailing Summit*</p>	<p><b>12 Dec 2019</b> THU</p> <p>Advanced Barcode Workshop</p>	<p><b>19 Dec 2019</b> THU</p> <p>Basic Barcode Workshop</p>

\* GS1 HK as supporting organisation

# Protect Your Brand Build Consumer Trust



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## REAL VISIBILITY

a **Product Authentication** & **Consumer Engagement Solution**

### CONNECT

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1

### ENGAGE

Enhance Visibility • Build Trust

2

### ANALYZE

Understand Customers • Gain Insight

3

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