



The Global Language of Business  
Connecting Supply Chain with Innovations

GS1 HK Milestones  
香港貨品編碼協會里程碑

# Catalysing Business Transformation for More Than Three Decades

## 促進企業變革逾三十載



## One Code · Infinite Possibilities

For 30 years, GS1 Hong Kong (GS1 HK) has been bringing industries together to revolutionise the way they do business.

In 1989, industry leaders in Hong Kong came together to introduce a single standard for product identification — the barcode into the retail industry.

What started as a way to speed grocery store checkout has become the global language of business — a common way for trading partners around the world to identify, capture, and share information about products, locations, and more.

Today, as we embark on a new chapter, we are developing the breadth and depth of our range of services to help companies get products to market faster, open up new markets, build consumer trust and enhance experience and gain insights, strengthening their edge to seize new opportunities.

## 條碼在手 · 締造無限可能

在過去三十年，香港貨品編碼協會（GS1 HK）一直致力凝聚業界、努力改善營商環境。

1989年，香港一眾業界翹楚將產品識別的單一標準——條碼引進到香港本地零售行業。

條碼從一開始是店舖用來加快結帳速度，現已演變成為全球商貿的共同語言，讓全球貿易夥伴以統一方法去識別、擷取及分享有關貨品、位置等資訊。

時至今日，正當本會邁向新里程，我們繼續積極拓展更廣泛、更深入的服務領域，讓企業將產品更快推出市場、開闢新市場、鞏固消費者信任、優化消費體驗及獲取市場洞見，增強其競爭力以把握新機遇。



## Footprints of GS1

GS1 empowers digital transformation through enabling efficient and accurate data sharing, which turns to actionable insights. We support a wide range of industries, spanning from retail, healthcare, food and food services, ICT, logistics and more, helping them to unlock the power of data and let them thrive in the new era.

### GS1的時代標記

GS1為行業帶來高效且準確的數據共享，將市場洞見化為實際策略，有助實現數碼化轉型。我們支援零售到醫療保健、食品、餐飲服務以至物流等多個行業，促進企業釋放數據潛能，在新時代中脫穎而出。

## Hong Kong 香港



supporting  
支援 **8,000** corporate members  
名企業會員



**>3.5** billion  
annual barcode scans  
每年的條碼掃描次數>35億次



**~20** million  
annual EDI messages  
每年電子數據交易~2000萬個



**95%**  
of supermarkets adopt  
GS1 Standard  
超級市場使用GS1標準



**79%**  
of hospitals' drug supply  
chains are supported by  
GS1 Standards  
醫院藥物供應鏈由GS1標準支援



**70%**  
of Chinese fast food restaurants  
use GS1 system for purchase  
order processing  
中式快餐店使用GS1系統處理採購  
訂單



Consumer Caring Scheme  
recognising  
「貼心企業」嘉許計劃，  
自2011年起已嘉許了 **245** companies  
since 2011  
家企業



Quality Food Traceability Scheme  
awarding  
「優質食品源頭追蹤計劃」，  
自2015年起已嘉許了 **75** companies  
since 2015  
家企業

## Global Presence 國際影響力

**>110**

national chapters serving  
over 150 countries globally  
在全球超過150個國家擁有>110家分會

**>2** million

global registered companies  
adopt barcodes  
全球>2百萬家註冊企業使用條碼

**6** billion

barcode beeps every day  
每日條碼掃描次數60億次

**>100** million

products carry  
GS1 barcodes  
附有GS1條碼的產品數目1億

The Emergence  
of Unique  
Product ID,  
Barcode  
條碼標籤崛起，  
貨品的專屬識別碼



Era 1  
時代之一

GS1 Hong Kong introduced global barcode standards (GTIN) to Hong Kong in 1989. Today, annual barcode scan in Hong Kong reaches 3.5 billion times, influencing every aspect of lives.

香港貨品編碼協會(GS1 HK)於1989年將全球貿易編碼標準(GTIN)引入香港市場。時至今日，香港每年的條碼掃描次數高達35億次，為日常生活帶來深遠影響。

1989

GS1 Hong Kong (formerly named Hong Kong Article Numbering Association) was founded by the Hong Kong General Chamber of Commerce. 香港貨品編碼協會(GS1 HK)由香港總商會成立。



Transforming  
the Data  
Exchange  
System  
改革數據交換系統



Era 2  
時代之二

GS1 HK launched ezTRADE platform using standard-based interface for paperless communication between businesses. Presently, more than 2,000 companies in retail, consumer goods, healthcare and food service in Hong Kong and China are using ezTRADE, with more than 17 million EDI transactions being processed annually.

GS1 HK推出以標準為基礎的「通商易」平台，推動商界無紙化數據交換。現時逾2,000間於中港兩地、遍佈零售、消費品、醫療保健、餐飲服務行業的公司正採用「通商易」，處理每年逾1,700萬個電子數據交易訊息。

1995

Launched ezTRADE in retail sector to help businesses enhance their competitiveness through electronic trading. 在零售界推出「通商易」，協助業界通過電子貿易來加強競爭力。

Rejuvenating  
Supply Chain  
Management  
為供應鏈管理  
注入新動力



Era 3  
時代之三

GS1 HK has been investing significant resources to facilitate knowledge transfer across industries, aimed at promoting supply chain strategies, technologies and best practices among local businesses.

本會投入大量資源，積極向本地社群推廣供應鏈管理策略、科技及最佳實務的有關知識，讓專業知識在各行業傳承。

1996

Establishment of ECR Hong Kong (formerly known as SCM Advisory Board). ECR香港正式成立(前身為供應鏈諮詢委員會)。



Unlocking  
the Power of  
Global IoT /  
EPC Standard  
發揮全球物聯網/  
EPC標準的力量



Era 4  
時代之四

GS1 HK developed ezTRACK, an EPCIS standard-based data sharing platform designed to drive global product and logistics traceability. Today, the ezTRACK users' community is globally connected, playing a key role in facilitating product-based information flow.

GS1 HK研發出「縱橫網」，一個以電子代碼訊息服務標準為基礎的數據交流平台，推動全球化產品及物流的追蹤追溯能力。時至今日，「縱橫網」的用戶連繫全球，是推動產品資訊流通的主要動力。

1999

Launch of the Auto-ID Centre at the Massachusetts Institute of Technology in collaboration with GS1, leading to the development of EPC. 美國麻省理工學院與GS1成立自動識別中心，中心後來研發出產品電子代碼。



Propelling  
Seamless  
Omni-channel  
Commerce  
促進完善  
全方位商務



Era 5  
時代之五

With the boom of e-commerce and increasing importance of omni-channel retailing, barcodes continue to pave the way for the next retail revolution.

電子商務蓬勃，全方位零售變成業務重心，條碼將繼續為新一輪零售革命鋪路。

2015

Introduced GS1 Smart-Search standard to create structured data about a product which can then be used by search engines, smart-phone apps, etc. 引入GS1智慧搜尋標準，旨在於網上建立結構化的產品數據，方便網絡搜尋器或智能手機應用程式使用。



## 1991

7-11, Circle K, Mannings, PARKnSHOP, Wellcome, Wing On were among the first group of retailers to adopt the Code of Practice for barcode scanning in retail stores to protect consumers against pricing ambiguity.



首批零售用戶包括7-11、OK便利店、萬寧、百佳、惠康、永安等採納《零售商引進電子銷售系統操作守則》，以防消費者因產品價格不詳而招致損失。

## 2005

Officially renamed GS1 Hong Kong. 正式命名為GS1 Hong Kong。



## 1998

Launched a web-based version of ezTRADE for SMEs in Hong Kong. 為香港中小企推出「通商易」的網上版本。



## 1997

Definition of the SCM roadmap "Supply Chain Management in Global Trade" for Hong Kong's exports industries by KSA. 委託KSA為香港出口業制定供應鏈管理路線圖，主題為「全球貿易下的供應鏈管理」。 Recommendations for "ECR pallet standardization" were extended to Asia Pacific level. 「ECR貨盤標準化」倡議擴展至亞太地區。



## 1998

Opening of the SCM Resource Centre. 供應鏈管理資源中心開幕。



## 2003

Establishment of EPCglobal Inc. under GS1's auspices to steer the continuous development of standards in RFID/EPC technology. 在GS1的大力支持下，EPCglobal Inc正式成立，旨在管理無線射頻識別/產品電子代碼技術標準的持續發展。



## 2005

Launch of a two-year multi-pilot research project funded by Innovation and Technology Commission of the HKSAR Government to test and develop the EPCIS network infrastructure in Hong Kong. 獲香港特區政府創新科技署資助，啟動為期兩年的多重試點研發計劃，在港測試和開發產品電子代碼訊息服務網絡的基建。

## 2007

Establishment of the Supply Chain Innovation Centre (SCIC), later revamped and renamed Hong Kong RFID Centre in 2008, then Hong Kong Internet of Things Centre of Excellence in 2013. 成立供應鏈創科中心，並於2008年翻新及更名為香港RFID中心，其後2013年重新命名為香港物聯網科技應用中心。



## 2016

GS1 barcode standard (GTIN) was adopted by major online market platforms like Amazon, Alibaba, eBay, Google, Walmart, etc. to ensure product authenticity and improve searchability. GS1條碼標準GTIN獲得各大電商採用，如亞馬遜、亞里巴巴、eBay、Google、Walmart等，確保產品真偽及改善搜尋能力。



Amazon mandate that sellers use GS1 barcodes



By Chris Dawson June 29, 2016 - 8:07 am



Amazon.com have started to crack down on Product Identifiers. They have mandated that the only valid Universal Product codes (UPC) are those supplied by GS1, the global authority for issuing Global Trade Item Numbers (GTIN, the numbers behind the bar code).

## 2009

BarcodePlus platform launched as a cloud-based product and location information portal for B2B information exchange. 推出BarcodePlus產品及位置資訊的雲端平台，有利公司之間交流資訊。



## 2011

GS1 and Open Mobile Alliance (OMA) collaboratively enabled barcode scanning features to be built directly into mobile devices to allow users scan and access trusted content.

GS1與開放移動聯盟（OMA）合作，為流動裝置加設掃描條碼功能，用家可以掃描並讀取可靠的資訊。



## 2013

GS1 announced extension of GTIN to the semantic web.

GS1宣佈全球貿易貨品編碼（GTIN）拓展至語意網絡。



## 2008

Roll out of ezTRADE services to Mainland China, to facilitate electronic trading across the borders.

於中國內地推出「通商易」，便利內地與本地的跨境電子貿易。

## 2013

The Hospital Authority of Hong Kong adopted GS1 Barcodes and ezTRADE for its 42 hospitals with their major pharmaceutical suppliers.

香港醫院管理局旗下42所醫院以及其主要藥物供應商均採用GS1條碼和「通商易」。



## 2001

Launch of the 1st SCM Summit in Hong Kong (later named "GS1 HK Summit"). 第一屆供應鏈管理高峰會於香港舉辦（現稱GS1 HK高峰會）。



## 2005

Introduced Supply Chain Management Maturity Programme (SCMM) to help SMEs achieve SCM best practices.

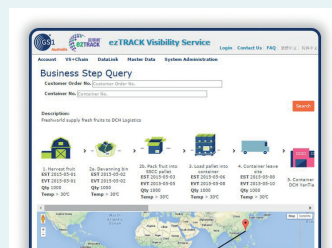
發佈供應鏈完善程度參考模型，助中小企達到供應鏈最佳實務。



## 2006

Global traceability standard launched to improve the ability to track movement of products along stages of the supply chain.

引進GS1全球追溯標準，提升在供應鏈上追蹤產品的能力。



## 2008

Launch of ezTRACK™, a globalized track-and-trace platform based on EPCIS standard, enabling enterprises to gain real-time visibility of goods and product information and extending their connectivity to trading partners from other countries.

推出「縱橫網」，一個以產品電子代碼訊息服務標準為基礎的追蹤追溯平台，讓企業實時獲取貨品和產品資訊，加強透明度，並把資訊網絡擴展至其他國家。



## 2013

Signing of MOU between GS1 HK and Guangdong RFID Technology Service Centre to foster a global product traceability platform.

GS1 HK與廣東無線射頻識別科技服務中心簽署諒解備忘錄，建立環球產品可追溯性平台。



## 2013

Formation of the HK IoT Industry Advisory Council and launch of the first Hong Kong IoT Conference.

設立香港物聯網產業諮詢委員會及籌辦首屆香港物聯網會議。



## 2016

Launched "WeChat Connect" to let consumers scan GS1 HK barcodes using WeChat to strengthen consumer engagement.

推出「微信連繫」，讓消費者以微信掃描GS1 HK產品條碼，增進與消費者連繫。



## 2017

Launched "REAL Visibility" solution to protect brand owners and build consumer trust by product authentication and anti-phishing capabilities, while identifying licensed goods to achieve better channel management.

推出REAL Visibility解決方案，通過產品認證及辨別釣魚網站以保障品牌商，並為消費者建立信心，同時用於識別授權商品，實踐更佳渠道管理。



## 2017

Ministry of Commerce and Ministry of Finance, PRC, jointly announced the adoption of GS1 Standards to increase the level of supply chain standardisation and digitalisation in China.

國家商務部及財政部共同宣佈採用GS1標準，提升國家供應鏈標準化及數碼化水平。



## 2018

Activated "GS1 Registry Platform" initiative to amass brand-verified product data, creating a global, cloud-based Platform of unique product identifiers and attributes.

啟動「GS1註冊平台」，收集大量經品牌商驗證的產品數據，創建一個獨一無二、包含產品標識和其屬性的全球雲平台。



## 2019

Unveiled "Verified by GS1" initiative to achieve higher data quality, more completeness and easier ways to share information used by retailers, marketplaces, brand owners, etc.

推出“Verified by GS1”計劃，讓零售商、商貿平台、品牌商等實踐更佳數據質量、更完整和更輕鬆的方式共享產品資訊。



## 2014

ezTRADE implementation in food services sector including Hong Kong Maxim's Group and Café de Coral.

「通商易」於食品服務業界推展，獲香港美心集團及大家樂等採用。



## 2015

Developed a mobile-ready ezTRADE interface for SMEs to conduct business anytime, anywhere.

推出手機版「通商易」介面，讓中小企隨時隨地處理業務。



## 2019

Offered LEI (Legal Entity Identifier) issuance service, helping to deliver transparency and security of entity identification among financial parties, enabling traceability of the transactions.

提供法律實體識別編碼簽發服務，有助識別不同金融機構單位時提供透明度及安全性，實現金融交易的可追溯性。



## 2011

Launch of Consumer Caring Scheme to honor companies that abide by ECR best practices.

推出「貼心企業嘉許計劃」，表揚達致ECR最佳實務守則的公司。



## 2012

Launch of the Synchronized Supply Chain Replenishment solution (SSCR), a best practice ondemand-driven inventory replenishment for consumer packaged goods sector.

介紹同步供應鏈補貨方案模式，助消費性用品業界管理供應鏈中需求預測與供應量的差異。

## 2019

Launch of Supply Chain 4.0 training & Retail Supply Chain & Big Data Analytics to coach on automation standardisation & big data in supply chain.

推出供應鏈4.0課程及零售供應鏈與大數據分析，講解供應鏈自動化、標準化的建議及大數據應用。



## 2015

Inauguration of Quality Food Traceability Scheme to recognise companies which demonstrated excellence in food traceability practices, as well as initiating the Food Safety Forum.

創辦優質食品源頭追蹤計劃，表彰在食品可追溯性實踐上表現卓越的本地企業，並籌辦食品安全論壇。



## 2015-17

APEC commissioned GS1 HK to carry out Global Data Standard (GDS) Projects, with the use of ezTRACK, to facilitate trade and enhance cross-border supply chain connectivity across 7 markets.

亞太經合組織委託GS1 HK進行全球數據標準先導計劃，利用「縱橫網」便利貿易及提升7個市場之間的跨境供應鏈連繫。



## 2018

Participated as technology enabler in the APMEN (Asia Pacific Model E-Port Network) Visualisation of Sea Freight Logistics Phase I project to improve the visibility, integrity and transparency of cross-border trade in the Asia-Pacific region.

以科技顧問身份參與亞太示範電子口岸網絡的海運物流能見度第一期項目，推動亞太地區跨境貿易的能見度、合規性和透明度。



## 2018

Unveiled GS1 HK Digital Coupon Solution, based on Global Coupon Number (GCN) standard, to enable businesses to distribute coupons via multiple channels quickly, analyze campaign success and optimize promotion effectiveness.

推出基於全球優惠券編碼（GCN）標準的GS1 HK電子優惠券方案，使企業能通過多種渠道分發優惠券，並能分析推廣活動的成效以優化促銷效果。



## 2019

Introduced Smart Touch@Store for retail business and extended the breadth and depth of our solutions & services to 5 major categories: Enterprise Trading Services, Smart Business Solutions, Omni-channel Commerce, Brand Protection, Professional Services. 為零售業推出Smart Touch@Store解決方案及拓展本會方案和服務的廣度和深度，主要分為5項類別：企業貿易服務、智慧商業營運方案、多渠道商貿、品牌保護措施及專業服務。





## Standard-based Solutions & Services 標準為本的解決方案及服務

As our roles are much richer and more complex after 30 years, we have evolved and enhanced the breadth and depth of our solutions and services, helping companies find new competitive edges and become more accessible to the global marketplace, in times of prosperity or crisis.

30多年來，隨著本會的角色變得更豐富、更多元化，所提供的方案和服務亦更深更廣，協助企業不論順境或逆境，都能加強競爭優勢，開拓全球市場。



To know more, please contact us  
欲知詳情，請聯絡我們

**Tel 電話：2861 2819**

**Email 電郵：services-web@gs1hk.org**

### GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

香港灣仔告士打道160號海外信託銀行大廈22樓

T +852 2861 2819 | E info@gs1hk.org | F +852 2861 2423 | www.gs1hk.org

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