



The Global Language of Business
Connecting Supply Chain with Innovations

Business Casebook 2019
成功個案彙編2019

Driving Smarter Business with Data

數據驅動智能商貿



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Foreword

前言

This year's edition highlights how GS1 solutions and services, embedded with GS1 standards and enabled with latest technologies, help unlocking the power of data to propel companies' digital transformation, connect businesses and consumers locally and globally.

An impressive list of 18 case stories is compiled here that demonstrate how businesses can get products to market faster, open up new markets, strengthen consumer trust & enhance experience, build up knowledge & comply to standards and boost business efficiency, by capitalising on our standard-based services and solutions. These stories came from a diverse field of industry players, spanning across retail and FMCG, food and food services, technology and cross-border trade associations.

GS1 Hong Kong has been assisting around 8,000 of our corporate members from various industries to adopt GS1 global standards, innovative technologies, solutions and platforms that support their business growth.

Our gratitude is owed to all the case contributors who so generously shared their initiatives and industry best practices in striving for excellence in quality products and superior services. Enjoy your reading and discover the potential values and benefits of GS1 Standards to your company.

For more information about GS1 Hong Kong's solutions and platforms, please contact our professional team at info@gs1hk.org or (+852) 2861 2819.

突顯GS1建基於其標準及最新技術的解決方案和服務，幫助釋放數據的力量，從而推動企業數碼化轉型，連繫本地以至全球的企業和消費者。

彙編內輯錄了18個成功個案，展示商界如何善用以標準為基礎的服務及方案帶來各項效益，包括將貨品更快推出市場、開拓新市場、建立消費者信任及優化消費體驗、掌握新知識及遵循標準規範、以及提升業務效率。是次結集了各行各業的故事，涵蓋零售及快速消費品業、食品及餐飲業、科技等多個行業及跨境貿易組織。

香港貨品編碼協會一直致力協助各行業會員採用GS1全球標準及創新科技，現時服務約8,000間企業會員，讓他們贏得業務所需的競爭優勢。

在此特別鳴謝各企業，慷慨分享其業務動向及業界最佳實踐，展示如何追求最優質的產品與服務。希望您享受閱讀此彙編，發掘GS1標準能為您帶來的潛在價值及效益。

如欲詳細了解香港貨品編碼協會的解決方案及平台，請透過電郵info@gs1hk.org或電話 (+852) 2861 2819 聯絡本會的專業服務團隊。

GS1 Hong Kong Solutions and Services

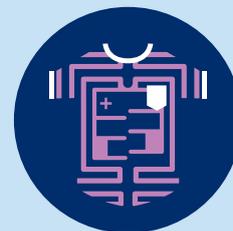
INDUSTRY 行業



Retail & CPG
零售及包裝消費品



Food & Food Services
食品及餐飲服務



Apparel & Footwear
成衣及鞋履

SOLUTIONS & SERVICES SCOPE 解決方案及 服務範疇

Omni-Channel Commerce 多渠道商貿



Consumer Engagement
與消費者互動交流



Digital Sales Channel
Expansion
數碼銷售渠道拓展



Online Presence
Enhancement
網上曝光提升

Smart Business Solutions 智慧商業營運方案



Smart Retail
智慧零售



Smart Operations
智慧營運



Smart Cold Chain
Management
智慧冷鏈管理



Smart Property
Management
智慧物業管理

DATA PLATFORMS & TECHNOLOGY ENABLERS 數據平台及支援技術

Product Data
產品數據



Transactional
Data
交易數據



Internet of
Things (IoT)
物聯網



Blockchain
區塊鏈



GS1 Standards

GS1 Hong Kong的解決方案及服務一覽



Healthcare
醫療護理



Transport & Logistics
運輸及物流



Information &
Communication Technology
資訊及通訊科技



Government
政府機構

Enterprise Trading Services 企業貿易服務



Trading Partner
Management
貿易夥伴管理



Order-to-Cash
從訂單到現金



Sustainable Operation
可持續性業務

Brand Protection 品牌保護措施



Product Authentication
產品驗證



Channel Management
渠道管理



Consumer Engagement
與消費者互動交流

Professional Services 專業服務



Business Process
Consultancy
業務諮詢



Professional Training
專業培訓



Partner Solutions
Certification
夥伴解決方案認證

Event Data
事件數據



Behavioral Data
行為數據



AI & Analytics
人工智能(AI)及大數據分析



GS1標準



Get Products to Market Faster

將產品更快 推出市場

In today's fast-changing world, time-to-market is essential for companies to meet market changes, consumer expectations and business partners' needs. The more streamlined and effective a company's supply chain process is, the better the company will be able to predict its profitability and inventory needs. It can also assist in making plans on how to roll-out the product at the right place and time.

GS1 standards, such as barcodes, enable businesses to respond to the challenges of a globalised supply chain by increasing their data visibility, connectivity and speed-to-market.

In this section, we introduce the cases which have adopted GS1 Hong Kong supply chain management professional services and product information management services to simplify supply chain and speed up their time to market.

在當今瞬息萬變的世界中，產品推出市場的時間非常重要，有助公司滿足市場變化、消費者期望和業務夥伴的需求。公司的供應鏈流程越簡化和有效率，便越能預測產品的盈利能力和庫存需求。掌握產品推出市場時間還可以幫助制定在正確的時間和地點推廣及銷售產品。

GS1條碼等標準使企業可以通過提高數據能見度、聯通性和產品推出市場的速度，來應對全球化供應鏈的挑戰。

本節將介紹採用GS1 Hong Kong供應鏈管理專業服務和產品信息管理服務的案例，以簡化供應鏈並加快產品推出市場時間。

BarcodePlus – A product and location information portal that provides brand owners and their trading partners with a B2B information exchange tool. It also enables businesses to enhance product data visibility to consumers for stronger brand awareness and integrity.

Digital Coupon Solution – Built on the Global Coupon Number (GCN) standard, it enables businesses to engage with consumers in a new way, distribute coupons via multiple channels quickly, analyse campaign success and optimise promotion effectiveness.

Supply Chain Management Professional Services – Leveraging GS1 standards and latest RFID/ IoT technologies to meet the evolving needs of companies' business processes, the service team offers customised training, process consultancy and technology implementation services for a myriad of industries.

BarcodePlus – 一個產品及位置資訊平台，是一套為企業、尤其是品牌持有人提供B2B資訊交流的工具。企業亦可利用平台提升消費者對提取產品訊息的透明度，以加強對品牌的認知及信心。

數碼優惠券方案 – 基於全球優惠券編號（GCN）標準，它使企業能夠以嶄新方式與消費者互動，通過多個渠道快速分發優惠券，分析營銷活動的成效並優化促銷效果。

供應鏈管理專業服務 – 利用GS1標準和最新的RFID/ IoT技術，來滿足公司業務流程的不斷發展的需求。團隊能為各行業提供個人化的培訓、流程諮詢和技術實施諮詢服務。



DCH Food Mart 大昌食品市場

Beefing Up the Food Supply Chain for the New Retail Landscape
改良食品供應鏈 迎接零售新景象

“ Standards are critical component for retail business to meet the ever-changing needs of customers. GS1 Hong Kong SCMPS team assisted us to redesign our entire product flows and shared with us a perspective on technology roadmap for modern retail. I'm particularly glad to see the achievement on business efficiency gain by 25% after the redesign.

Margaret Lau, General Manager

”

Background

Digitalisation penetrates every facet of business operations. From the warehouse and inventory management, to the omni-channel strategy implementation and customer fulfillment. DCH Food Mart, a retailer that offers thousands of food & beverage varieties from around the world, is also aware of the need of a digitalised and systematic process to improve its warehouse efficiency and inventory visibility, to enable them better respond to the dynamic retail market.

As today's consumers expect a more seamless and transparent shopping experience, the company also understands that to thrive, a new O2O retail model, enabled by technologies like automation and big data analytics, is required. DCH Food Mart is actively looking for ways to revamp its product flow process and technology infrastructure to stay ahead of disruptions while tapping into the buying potential of today's smart consumers.

Solutions

DCH Food Mart partnered with GS1 Supply Chain Management Professional Services (SCMPS) team to review the company's overall supply chain process. The SCMPS team had taken a source-to-consumer approach for evaluation with an emphasis on the customer journey. It was followed by a series of recommendations and customised technical solutions that covers stock efficiency, inventory accuracy, new sales channels, new fulfillment strategies, customer returns or other business processes.

The project had widened the adoption of GS1 Standards across DCH Food Mart operations and helped the company improve its data visibility, making the inventory, production and sales data more transparent and fostering better collaboration and connectivity between departments. The exercise also boosts inventory accuracy in warehouse and retail stores, tightening the control on raw materials and products batch.

DCH Food Mart has embraced the recommendation to integrate technology into the proposed supply chain and product flows, turning the manual operation into several Enterprise Resource Planning (ERP) system modules which greatly enhance efficiency. This paves the way for enhanced automation and omni-channel retail, allowing the company to modernize their work procedures and beef up its customer journey, further improving their online and offline shopping experience.

Benefits

DCH Food Mart is able to enjoy a number of benefits:

- 1 • Achieve a remarkable 25% improvement in business efficiency after digitalisation and streamlined product flow
- 2 • Enhance inventory accuracy by minimizing the inventory process flow
- 3 • Facilitate better customer fulfillment as product movements are transparent

GS1 standards used or solution(s)/ Service(s) applied

- Supply Chain Management Professional Services
- Global Trade Item Number (GTIN)

About the company

DCH Food Mart, established in 1985, is dedicated to providing quality products and best-in-class service to customers. Today, Food Mart has more than 50 stores in Hong Kong providing premium meat and seafood alongside fresh fruit and daily groceries as a one-stop shop for all your home cooking needs.

背景

數碼科技在商業運作中無孔不入。從倉庫與存貨管理，以至實施全方位零售策略及接單出貨，都見到數碼科技蹤影。為顧客搜羅數以千計環球食品及飲料的零售商—大昌食品市場亦不例外：公司明白有需要建立數碼化及更有系統的工作流程，改善倉庫管理效率及提升存貨透明度，以更迅速回應持續變化的零售市場。

現今消費者都期望能掌握所有產品資訊、享受緊密而統一的購物體驗，而大昌食品市場亦理解要突圍而出，便需藉由自動化及大數據分析等技術，推動一套嶄新的線上線下零售模式，滿足消費者需求。公司積極尋求革新產品流程及技術基建的方法，務求在顛覆性科技潮流中保持領先優勢，贏取現今智慧消費者的青睞。

解決方案

大昌食品市場夥拍GS1 Hong Kong的供應鏈管理專業服務（SCMPS）團隊，審視公司整體供應鏈流程。SCMPS團隊將重點放在顧客消費旅程，評估產品由源頭到顧客手中的完整過程。團隊隨後作出改善建議，為公司度身訂訂出一系列技術解決方案，涵蓋多個範疇，包括庫存盤點效率、庫存量準確度、全新銷售渠道、接單出貨模式、退貨及其他營運程序。

該項目擴大了大昌食品市場在日常營運中應用GS1標準的範圍，不但改善了公司庫存、生產及銷售數據的透明度，更促進部門之間的溝通連繫，加強合作關係。項目亦有助提高倉庫和零售店庫存量的準確度，令原材料和產品批次的控制更嚴謹。

大昌食品市場採納SCMPS團隊的建議，將各項技術融入供應鏈及產品流程之中，把人手操作部份轉化至多個企業資源規劃（ERP）系統的模組。此舉大幅提升了效率，同時為將來進一步實施自動化及全方位零售鋪路，讓公司的工作程序更趨現代化，進一步提升顧客線上線下消費體驗。



效益

大昌食品市場能獲享多重效益：

1. 精簡化的產品流程和數碼化程序讓商業效率錄得高達25%的顯著提升
2. 將庫存盤點流程減至最低，令庫存量更準確
3. 產品去向更透明，促進接單出貨的效率

應用的GS1標準或方案/服務

- 供應鏈管理專業服務
- 全球貿易貨品編碼（GTIN）



“標準對零售業務來說非常關鍵，有助應對不斷轉變的顧客需求。GS1 Hong Kong的SCMPS團隊協助我們重新設計整個產品流程，分享現今零售業的技術路線圖。對於是次重整讓公司的商業效率提升25%，我感到非常高興。

大昌食品市場總經理劉碧鳳

”

公司簡介

大昌食品市場於1985年成立，致力為客戶提供優質產品和卓越服務。今天，大昌食品市場已於香港開設50多家分店，提供優質肉類和海鮮，以及新鮮水果和日常食品，一站式照顧家居烹飪各環節。



GS1 Macau 澳門物品編碼協會

Forming a Trusted Source of Quality Product Information
建立可靠的優質產品資訊來源

“GS1 Macau strives to embrace technology to better serve our growing number of members. With Macau Product Catalogue, our members will be able to create a globally-recognised product database in a single secure location, improving their efficiency greatly. GS1 Hong Kong has proved to be an indispensable partner who has carried out the project smoothly and easily, and we look forward to our future collaboration.”

Jack Chang, CEO

Background

The service industry in Macau has experienced significant growth, lifting up the peripheral businesses in the wholesale, retail and trading sectors. GS1 Macau, the official barcode (GTIN) provider in Macau, is also witnessing a steady increase of the number of companies that needs the global standard for domestic and cross-border commerce.

GS1 Macau had been using paper forms for processing barcode applications, which was inefficient and prone to error. To enhance their productivity and the services to members, they decided to undergo a digital transformation by digitising the GTIN issuance and product information management process, and help their corporate members to expand their global footprint.

Solutions

GS1 Macau asked GS1 Hong Kong team for assistance to develop a GTIN database. The project is divided into 2 phases, beginning with the setup of a product data repository and its homepage, based on GS1 Hong Kong BarcodePlus platform, with a suite of functions for administrators and users, like member account management, GTIN issuance and product information management, product search, etc.

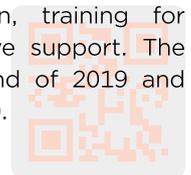
The next step is to create interface with “Verified by GS1”, a global cloud solution that will enable GS1 members to verify the identity of a product, as well as connection to WeChat and other platforms.

The portal, named Macau Product Catalogue for now, will empower GS1 Macau to provide its member companies and brand owners an effective B2B information exchange tool. This will keep their trading partners updated about new product information in an accurate and cost effective way. It will also forge a

trusted source of product information that enhances product data visibility to consumers, reinforcing brand awareness and integrity.

The interface with WeChat will be particularly valuable to GS1 Macau members. It allows consumers to scan the product barcode using WeChat ‘Scan QR Code’ function to gain additional product information, and link to the designated e-marketplace, potentially boosting online sales for the merchants.

Working closely with GS1 Macau, the GS1 Hong Kong team delivers a one-stop service from installation and system setup, interface customization, training for its users, to system testing and go-live support. The project is expected to complete by end of 2019 and ready for use by GS1 Macau in early 2020.



Benefits

Two-pronged values will be realised upon completion of project:

For GS1 Macau

- 1 • Offer better service for members by providing product database, a possible new income stream
- 2 • Facilitate operational efficiency in GTIN issuance

For its members

- 1 • Maintain data integrity and protect brands knowing the product data is organised and secure at a single source
- 2 • Work more efficiently by sharing product data with trading partners
- 3 • Strengthen consumer trust by sharing product data with consumers
- 4 • Possibly increase sales and word-of-mouth via social media

GS1 standards used or solution(s)/

Service(s) applied

- BarcodePlus Platform

About GS1 Macau

Established in 2000, GS1 Macau is the local chapter of GS1®, a not-for-profit, global supply chain standards organisation headquartered in Brussels, Belgium, with over 110 national chapters in 150 countries. We aim to help local businesses ensure a fast, efficient and accurate flow of information with their trading partners all over the world.

背景

澳門的服務性行業在經歷顯著的增長後，亦帶動了周邊的批發、零售、貿易行業發展。作為澳門唯一的條碼（GTIN）官方供應機構，澳門物品編碼協會（GS1 Macau）留意到越來越多公司，都需要利用全球標準去推動其本地或跨境經貿業務。

以往GS1 Macau使用紙張表格來處理條碼服務的申請，這做法效率不高亦都容易出錯。為提升生產力及改善對會員的服務質素，GS1 Macau決定進行一次數碼轉型，將GTIN的簽發過程以及產品資訊管理過程數碼化，並且幫助其企業會員擴大他們的全球商貿足跡。

解決方案

GS1 Macau已向GS1 Hong Kong團隊取經，建立一個GTIN數據庫。整個計劃分成兩個階段，首先以GS1 Hong Kong的BarcodePlus平台為基礎，建立一個產品數據庫及網頁，並設置一系列為管理員及用戶而設的功能，例如會員帳戶管理、簽發GTIN、產品資訊管理、以及產品搜尋等等。

下一步是以「GS1認證」建立介面。「GS1認證」是一個全球雲端方案，除了可以讓會員為產品驗明正身外，亦可以將有關資訊連接到微信或者其他平台。

平台現時暫稱為「澳門產品目錄」，GS1 Macau能以此為企業會員及品牌持有人提供一個有效的B2B資訊交流工具，讓他們與貿易夥伴之間以一個準確及具成本效益的方式即時取得產品資訊。這對顧客來說亦成為了一個可靠的產品資訊來源，提高了產品資料的透明度，從而加強品牌關注度及認受性。

與微信連接的介面對GS1 Macau會員來說非常重要，因為消費者能夠以微信「掃一掃」功能，在掃描產品條碼之後獲得更多產品資訊，並可鏈接到指定的網上商城，有機會推動商戶產品銷量。

GS1 Hong Kong與GS1 Macau緊密合作，香港團隊由系統安裝及設定、定制介面、用戶培訓、系統測試以至實際運作支援提供一站式服務。整個計劃預期會在2019年年底完成，並可於2020年初交予GS1 Macau使用。

效益

計劃完成後將能帶來兩方面的效益：

對GS1 Macau

1. 透過為會員提供產品資料庫，優化對會員的服務，甚至能帶來新的收益來源
2. 加強在GTIN簽發方面的效率

對其會員

1. 確保統一儲存的产品數據既井井有條亦穩妥安全，有助維持資料完整性及維護品牌價值
2. 透過與貿易夥伴分享產品數據，提高營運效率
3. 向消費者分享產品資料以增強消費者的信心
4. 能透過社交媒體製造口碑及增加銷售量

應用的GS1標準或方案/服務

- BarcodePlus平台



GS1 Macau致力透過科技為我們日益增長的會員提供更好的服務。憑藉「澳門產品目錄」，會員可在一個安全的地方設立具全球認受性的產品資料庫，大大提高營運效率。GS1 Hong Kong是我們不可或缺的夥伴，協助我們順利地落實整個計劃。我們期待將來雙方有更多合作機會。

執行理事曾澤瑤



公司簡介

GS1 Macau成立於2000年，是GS1®在澳門當地的分會。GS1®是非牟利的全球供應鏈標準組織，總會設於比利時布魯塞爾，並在150個國家擁有超過110家分會。我們致力協助本地企業，確保他們能與全球的貿易夥伴快捷、有效率及準確地互通資訊。



New Life Psychiatric Rehabilitation Association 新生精神康復會

Breathing a New Life into Social Enterprises with Innovation
創新為社企帶來新氣象

“GS1 Hong Kong created a perfect opportunity for us to scale up our promotion and business. By using the barcode, BarcodePlus, Digital Coupon and Smark Kiosk, the user-friendly interface could help to promote our self-branded products effectively. The CSV programme enables us to link up with the members’ network of GS1 Hong Kong to further promote our social enterprises and products.

Kris Wong, General Manager (Social Enterprise)



Background

New Life Psychiatric Rehabilitation Association (New Life) currently operates more than 70 service units/ projects, including the “Bright Buy” branded products produced or packaged by in-house service users. With the expansion of product range and variety, product identification and inventory management is becoming more essential for business development. To promote products and boost sales, it is also looking for new ways to arouse the interest of the tech-savvy younger generations.

The Association used to work with corporations on specific event through partnership, and call for donation through their own customer/ supporter database, hence it needs new approaches for better engagement.

Solutions

New Life and GS1 Hong Kong hit it off at the first meeting and collaborated extensively. New Life sheltered workshops and drinks factories are now using GS1 barcode and BarcodePlus platform to generate unique barcode for every product. Integrated with the shop’s POS system, the standards and systems increase the efficiency for both inventory and sales record management of the association.

Application of GS1 Hong Kong digital coupon solution enables its social enterprise “farmfresh330” to engage consumers in a different way. Digital coupons can be generated instantly and easily, helping to save time and cost while driving its environmental agenda with less printing and processing of coupons. To maximize the campaign effectiveness, the association can easily send

out the QR promotional codes via social media and email to encourage customers to shop at its physical stores to enjoy special discounts or free gifts.

To promote support for mental health and expand donation network, members of GS1 Hong Kong are encouraged to make use of their electronic coupon to make donation to New Life, rooting for its mission and deeds.

Benefits

- 1 • Faster and more efficient inventory management while reducing human error or procedural flaws with barcode
- 2 • Open up new market spaces easily via the interoperable barcode standards with most retailers’ systems
- 3 • Increase engagement and interaction with customers via digital coupon solution, aiding to shape a new image and value of its “Bright buy” branded products
- 4 • Effective donations approach through the members’ network of GS1 Hong Kong, facilitating also wider awareness of the importance of mental wellness

GS1 standards used or solution(s)/

Service(s) applied

- Global Trade Item Number (GTIN)
- BarcodePlus platform
- Digital Coupon Solution
- Smart Kiosk

About the organisation

New Life Psychiatric Rehabilitation Association is a non-governmental organization established in 1965, aiming at providing a comprehensive range of quality community-based rehabilitation services for people in recovery of mental illness. It currently operates more than 70 service units/ projects and over 20 social enterprises, serving more than 15,000 service users every year.

背景

新生精神康復會（新生會）屬下設有超過70個服務單位/項目，並發展了由康復者參與制作或包裝的自家品牌「慧顧惠群」產品。隨著業務發展，產品種類日漸增多，貨品識別及存貨管理日益重要。為推廣產品以增加銷售，社企正尋覓新方法吸引精通科技的新一代興趣。

新生會以往多與個別支持機構開展合作，並通常透過傳統途徑及既有的網絡鼓勵捐獻，但現在亦需要新手段去募捐，加強參與度。

解決方案

新生會與GS1 Hong Kong初次會面後一拍即合，全方位推進合作。新生會屬下庇護工場及飲品工場採納了GS1的條碼及BarcodePlus平台，為每款產品製作獨有識別條碼，再配合零售系統，有效管理產品庫存及銷售，提升效率。

新生會屬下社企「農社330」（farmfresh330）透過GS1 Hong Kong的電子優惠券方案，簡易快捷地製作二維碼進行促銷活動，節省打印和處理紙張優惠券的時間和金錢，省時又環保。該會更透過社交媒體及電郵推廣電子優惠券，以吸引消費者到實體店購物，客戶並享即時購物折扣優惠或免費禮品。

該會為推廣精神健康理念及擴大捐款網絡，更透過鼓勵GS1 Hong Kong的會員商戶於顧客使用電子優惠券時，捐款予新生會支持精神健康推廣。



效益

1. 條碼有助更快捷及有效率地管理存倉，減少人為錯誤
2. 條碼標準能對應大部份零售商系統，讓產品能輕易上架、拓展新市場
3. 透過電子優惠券方案促進與顧客互動，並有助營造「慧顧惠群」自家品牌創新形象及價值，增強顧客對產品的信心及品牌的商譽
4. 突破傳統的方式鼓勵捐款，能有效地透過GS1 Hong Kong會員網絡鼓勵不同企業一同參與，並讓更多人關注精神健康的重要

應用的GS1標準或方案/服務

- 全球貿易貨品編碼（GTIN）
- 電子優惠券方案
- BarcodePlus平台
- Smart Kiosk廣告機



“ GS1 Hong Kong能有效地協助我們提升推廣及業務規模。條碼、BarcodePlus、電子優惠券及Smart Kiosk等一系列方案既創新又易於使用，有助我們以有限資源更有效率地推廣社企與自家品牌產品。創造共享價值計劃更有助我們透過GS1 Hong Kong會員網絡推廣，讓更多公眾人士支持本會的產品和服務。

總經理（社會企業）黃素娟

”

機構簡介

新生精神康復會成立於1965年，是專注發展精神健康服務的非政府社會服務機構，每年服務人數超過15,000人。新生會屬下設有超過70個服務單位/項目及20多項社會企業。



Open Up New Markets 開闢新市場

Omni-channel commerce has become the new normal in the business space. By connecting digital channels to the brick-and-mortar, omni-channel helps companies explore new markets and improve customer retention. Consumers can enjoy a seamless shopping experience regardless of how they shop.

Apart from enforcing effective retail strategies, companies can also deploy global standard-based solutions to facilitate omni-channel retailing and marketing.

This section showcases how GS1 standard and our omni-channel commerce services, including GS1 barcode, SmartSearch and Barcode Scan@WeChat, enable companies to capture business opportunities effectively in the digital era.

全渠道商貿已成為商業領域中的新常態。通過將數碼渠道連接到實體店，全渠道可幫助公司並開拓新市場，提高顧客忠誠度。消費者不論用任何形式購物，都可以享受無縫的購物體驗。

除了執行有效的零售策略外，公司還可以部署基於全球標準的解決方案，促進全渠道零售和營銷。

本節展示了GS1條碼，SmartSearch和條碼「掃一掃」@微信等GS1標準及多渠道商業服務如何使公司有效地捕捉住數碼時代的商機。

Barcode – The carrier of Global Trade Item Number (GTIN), traditionally it is for point-of-sale data automation, now extends to aid merchants to list and sell a product on e-marketplaces like Amazon. It facilitates consumers to easily identify new or existing products in the online catalogue, and help online platforms to keep better directory.

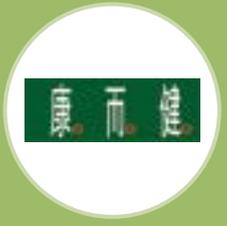
Barcode Scan@WeChat – By using WeChat scan function to scan barcodes issued by GS1 Hong Kong, consumers can instantly obtain product information, share the info with friends and directly purchase from the designated link of online shopping platform.

SmartSearch – By following GS1 SmartSearch standard and guideline, the solution creates structured data on web and helps to enhance product visibility and product ranking on search engines by generating more relevant search results, and providing more detailed and accurate product information to consumers.

條碼 – 全球貿易貨品編碼的載體，傳統上作為在銷售點將數據輸入自動化之用，現已擴展至幫助商家在亞馬遜等電商市場中羅列和銷售產品。條碼有助消費者可以輕鬆地在網上產品目錄中識別新產品或現有產品，並幫助網上平台保持更好的產品目錄。

條碼「掃一掃」@微信 – 透過使用微信掃描功能去掃GS1 Hong Kong的條碼，消費者即能獲得產品資料、在朋友圈分享、及連至指定的網上銷售平台。

智慧搜尋 – 透過GS1智慧搜尋標準和指南，方案令網上數據變得結構化，透過顯示更佳的搜索結果和更詳細、準確的產品資料，提高產品的可見度和在網絡搜尋器的搜尋排名。



Care and Health Limited 康而健有限公司

Unlocking the Chinese Online Market Using WeChat
以微信解鎖中國網上市場

“ Driven by our goal to promote healthy eating as a pragmatic healthcare solution, we offer customers a comprehensive product line, including our flagship Lingzhi Master series and supplements for symptoms of menopause and high cholesterol. GS1 HK's Barcode Scan@WeChat helps bring these products and their benefits to a wider group of online consumers in China, effectively raising our brand awareness.

Daniel Chan, Senior Manager

”

Background

Boasting over a decade of premium quality in natural and herbal food, Care & Health is looking to further capitalise the growing demand of health-conscious Chinese consumers.

Care & Health's flagship products, the Lingzhi Master series, are vastly available on the product shelves of health stores, pharmaceutical chains and several online platforms, mostly in Hong Kong. They aim to advertise the product series in the most cost-effective way to the mainland China market, and even create word-of-mouth publicity among those consumers.

Solutions

As a member of GS1 Hong Kong, Care & Health started exploring the suites of GS1 HK solutions that could help crack China's massive online market. GS1 HK's BarcodePlus platform and Barcode Scan@WeChat solution caught the company's attention, for the duo can support its strategy to increase awareness and generate sales, for free.

The company uses GS1 barcode and BarcodePlus, a cloud data portal, to upload its key products information and maintain their products data integrity. As the portal is connected to WeChat backend system, real-time product data are streamed to WeChat as the merchant makes updates into BarcodePlus.

With just a scan on the product barcode, consumers can be brought to the brand's product information page and e-shop to retrieve the description and pricing instantly, and as a result, connects them directly with the brand and stimulates repeat purchase. This has catered to the fact that Chinese customers habitually scan a product barcode using WeChat.

Care & Health is going to upgrade its official website, intending to transform it into a centralised customer engagement platform and direct sales channel. The company expects the Barcode Scan@WeChat solution will be a solid way to drive traffic - especially from China - to the site.

Care & Health can continue to educate the consumers on the efficacy and benefits of Chinese herbal supplement, allowing it to convert what used to be a one-off transaction into lasting online relationship and strengthen consumers' confidence on their products.

Benefits

GS1 HK's BarcodePlus and Barcode Scan@WeChat are free for members, benefiting the company in below ways:

BarcodePlus:

- 1 • Maintain an online product catalogue easily and effectively
- 2 • Ensure no duplication of barcodes on the secure cloud platform

Barcode Scan@WeChat:

- 1 • Enhances product exposure online as it is accessible by potential buyers and consumers globally for anyone using WeChat
- 2 • Generate potential sales by repeat purchase

GS1 standards used or solution(s)/

Service(s) applied

- Global Trade Item Number (GTIN)
- BarcodePlus platform
- Barcode Scan@WeChat

About the company

Care & Health Limited is a Hong Kong health and herbal food brand established in 2002, fully owned by Hanison Construction Holding Ltd listed on the Hong Kong Stock Exchange. The brand is dedicated to promoting healthy and herbal foods to its customers as sensible and practical healthcare solution.

背景

以優質天然及草本食品享負盛名超過十年的康而健，希望把握中國消費者關注健康的機遇，捕捉日益增長的市場需求。

康而健的旗艦產品—「學者靈芝」系列，已在香港大部份保健品專門店、藥品連鎖店及不少網上購物平台上架。康而健希望以最具成本效益的方法在中國內地市場推廣其產品，甚至透過在消費者間口耳相傳而提升商品的知名度。

解決方案

作為 GS1 Hong Kong 的成員，康而健在協會所提供的一系列服務中尋找有助於打入中國龐大網上市場的方案。GS1 Hong Kong 的BarcodePlus平台及條碼「掃一掃」@微信方案得到康而健的青睞，這兩者的結合能輔助公司提升產品關注度及帶動銷售，而且對會員來說費用全免。

康而健透過GS1條碼以及BarcodePlus雲端資訊平台，上載其關鍵產品資訊及維持產品資料完整性。由於這個平台與微信的後台連接，當商戶在BarcodePlus中作出更新，產品資料亦會實時串流到微信之中。

消費者只須「掃一掃」產品條碼，便會連上該品牌的產品資訊網頁及網店上，即時查閱產品詳情及價目。這讓品牌與消費者能直接連繫，促使消費者日後重複購買，亦迎合中國消費者用微信掃描產品條碼的普遍習慣。

康而健有計劃進行官方網頁升級，將其變成與消費者交流的主要平台及直銷渠道，而條碼「掃一掃」@微信將會是帶動網頁流量的有效途徑，尤其是中國消費者的流量。

康而健亦可持續教育消費者有關中式草本保健品的功效及益處，加強消費者對康而健產品的信心之餘，亦能將單次銷售轉化成具延續性的客戶關係。

效益

GS1 HK的會員可免費享用BarcodePlus和條碼「掃一掃」@微信並獲以下好處：

BarcodePlus平台：

1. 輕鬆有效地維護網上產品目錄
2. 確保條碼不會重複，安全地儲存在該雲平台

條碼「掃一掃」@微信：

1. 全球潛在商家和消費者都可通過微信閱覽產品，提高產品網上曝光率
2. 有機會因重複購買而提升銷量

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- 條碼「掃一掃」@微信
- BarcodePlus平台



“我們的宗旨是以實事求是的態度去經營健康食品，產品包括「學者靈芝」系列、以及專為改善更年期症狀和調節膽固醇的營養補充品。GS1 Hong Kong的條碼「掃一掃」@微信功能助我們與消費者加強互動，提升產品網上曝光率及品牌認知度。

高級經理陳劍英

”

公司簡介

康而健有限公司成立於2002年，乃興勝創建控股有限公司的全資附屬公司之一。興勝創建控股有限公司是一間於香港聯合交易所上市的公司，宗旨是以實事求是的態度去經營健康食品。



Scott UK Limited

Aiding The Domestic Appliances Go International 協助本地家電邁向國際市場

“ SCOTT’s products are sold in the global markets, so with GS1 global barcode standard, we can be uniquely identified as the one-and-only in the world without fear of counterfeit. From now on, we can stay focus to expand our global footprints and gain international recognition!

Tiffany Chan, Sales Manager



Background

With the prevalence of customers’ multi-channel shopping behavior, companies are broadening their offerings through an increasingly complex mix of online and offline means. SCOTT, a brand that specializes in beverage, food preparation and cooking appliances like coffee machine and cook blender, is also striving to offer goods and services seamlessly across O2O, via its own website, pop-up roadshows and counters in department stores.

SCOTT started in France since 2014. In 2017, SCOTT launched their product in Hong Kong by leveraging multiple e-marketplaces to expand its sales channels, aiming for global customers with specific regional markets like Hong Kong, UK and France. The brand believes their hero product, an ultra-slim, fully automated coffee machine needs more traction, so they turn to the e-retailer channels (such as Amazon), to raise their product profile, advocate quality and increase sales in the global market.

Solutions

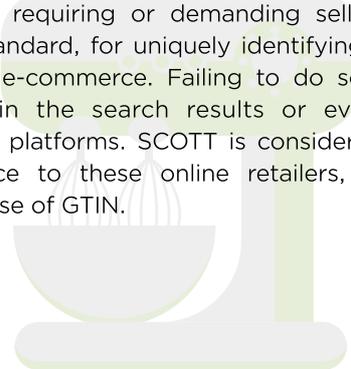
To sell products on Amazon, SCOTT was asked to add a product identifier, or GTIN, to uniquely identify the specific products listed on the site. By doing so, sellers like SCOTT can help to maintain the high quality shopping experience on Amazon. The global standard allows greater visibility of SCOTT’s products by better referenced on the e-marketplace when consumers conduct search, and increase sales by cross-selling opportunities, helping the brand achieve its objectives.

With GTIN, Amazon can have a standardised way to improve the quality of their product catalogue. They first verify the authenticity of product GTINs by checking the GS1 database, and then identify which

products are related so they can best group similar products together for buyers to compare and purchase, enhancing shopping experience.

Not only does the GTINs fulfil the need for the product listing on Amazon, but it also helps some of SCOTT’s retail partners who use the same global standard to maintain their inventory easily and speed up the check-out process in their physical outlets.

In fact, major online platforms like Alibaba, eBay, Google, Walmart are either requiring or demanding sellers to adopt GS1 GTIN standard, for uniquely identifying their products in global e-commerce. Failing to do so may lose visibility within the search results or even be disapproved by the platforms. SCOTT is considering to expand its presence to these online retailers, again capitalising on the use of GTIN.



Benefits

The GTIN usage in e-marketplaces boasts profound impacts for SCOTT:

- 1 • Made online, global listing convenient and easy as it can be used worldwide
- 2 • Gain visibility in Amazon through being better referenced on the marketplace
- 3 • Increase sales by receiving additional up-selling
- 4 • Help its partners to manage their supply chain more efficiently

GS1 standards used or solution(s)/ Service(s) applied

- Global Trade Item Number (GTIN)

About the company

Originally from France, SCOTT offers consumers a premium, high quality small domestic appliances, specialising in beverage, food preparation and cooking appliances. Their extensive knowledge allows them to deliver innovative, human-oriented products for consumers seeking a comfortable home lifestyle. SCOTT appliances are designed for functionality, style, convenience and ease of use, which are sold extensively in France, UK and Hong Kong.

背景

隨著客戶多渠道消費習慣日益普及，各品牌亦不斷利用千變萬化的複雜線上線下渠道，提供各式各樣產品。SCOTT是一個專門提供飲品及食品製作和煮食用具品牌，產品包括咖啡機及攪拌機等。該品牌正積極結合其網站、快閃式市集、百貨公司內的專櫃等，致力透過無縫的O2O渠道為顧客提供各類產品及服務。

來自法國的SCOTT創立自2014年，並於2017年利用多個網上平台擴展其國際銷售業務，目標客戶集中香港、英國和法國。公司希望品牌旗下的一個超迷你、全自動的皇牌咖啡機能夠得到更多市場關注，所以透過網上商店如Amazon等來宣傳它的產品認知及質量，藉此提高在國際市場中的銷售額。

解決方案

要在Amazon平台銷售產品，SCOTT需要為每件不同型號產品配上全球貿易貨品編碼（GTIN），作為產品獨一無二的標記。這個做法能確保所有Amazon的商家都提供高質購物體驗予消費者。GS1國際標準能讓消費者在網上搜尋商品時更容易找到SCOTT的產品，大幅增加其透明度及交叉銷售的機會，助品牌達到目標。

Amazon會以GTIN構建一個統一的方法來改善它們的產品目錄。首先，他們利用GS1的數據庫來確認產品的真確性，並找出該產品相關類別的產品並歸類，從而讓買家能更準確地比較不同產品及選購心水產品，提升購物體驗。

除了能夠符合Amazon的產品上架條件外，GTIN也有助公司與應用相同標準的零售夥伴管理庫存，並加快實體店的結帳速度。

現時多個主要網購平台，例如阿里巴巴、eBay、Google和Walmart等，均要求或規定賣家採用GS1 GTIN標準，讓全球網購平台都能輕易識別各類產品。沒有採用此標準的產品不單會令被搜尋到的機會大幅降低，甚至無法放到平台上銷售。SCOTT現正考慮進一步採用GTIN來擴展至其他網購平台。

效益

GTIN為SCOTT在網購平台上帶來正面影響：

1. 網上銷售的流程因國際標準而變得更方便快捷
2. 更容易成為Amazon的推薦商品，增加網上曝光率
3. 輕易獲得追加銷售的機會，提升銷量
4. 使其業務夥伴更有效地管理供應鏈

應用的GS1標準或方案/服務

- 全球貿易貨品編碼（GTIN）



“ SCOTT的產品在全球有售，所以有了GS1全球條碼標準，便可確保我們每件產品都是獨一無二，撇除假貨的疑慮。由現在起，我們可以專注拓展全球業務，致力贏取國際市場的認可！”

銷售經理 Tiffany Chan



公司簡介

SCOTT源自法國，為顧客帶來簡潔易用、功能超卓的家居產品，專注食品及飲料製作和煮食家電。SCOTT憑藉豐富經驗、創新及“以人為本”理念，堅持產品安全可靠、時尚實用，為消費者締造舒適家居生活。SCOTT品牌現已暢銷法國、英國及香港。



Strengthen Consumer Trust & Enhance Experience

鞏固消費者信任 優化消費體驗

The popularity of online marketplaces has not only fuelled cross-border trade and global business expansion, but also an increase in counterfeit products. Fraudulent products not only lead to loss of profit, or worse, jeopardise brand reputation and consumer trust.

It is important for genuine brand owners to protect their products by adopting innovative technologies and global standards. They can also leverage the technologies and standards to create interactive experience for consumers and gain insights for better decision making.

The following case studies detail how GS1 Hong Kong helped companies boost consumer trust while enhancing personalised experience by providing an array of smart business and brand protection solutions, including REAL Barcode and Smart Kiosk.

網上市場的普及不僅促進了跨境貿易和全球業務的擴展，還增加了假冒產品的個案。假冒產品不僅會導致利潤損失，甚至會損害品牌聲譽和消費者信心。

對於品牌持有人而言，採用創新技術和全球標準來保護其產品非常重要。他們還可以利用技術和標準為消費者創造互動體驗，並獲得深入的市場及消費者情報，以作出更精準的業務決策。

以下案例研究詳細介紹了GS1 Hong Kong如何通過提供一系列智能業務和品牌保護解決方案（包括真的碼和Smart Kiosk廣告機），幫助公司在增強消費者信心的同時，增強個人化體驗。

REAL Barcode - An integrated barcode that combines a mark of multiple layers of tamper resistant security features with a GS1 standard barcode to prevent replication. Through using the mobile app “REAL Barcode” developed by GS1 Hong Kong, consumers can simply scan the barcode to authenticate a product before purchase.

Smart Kiosk - Integrated with the latest IoT (RFID & video analytics) and AI (data analytics and predictive analysis) technologies, it captures and understands consumer buying behavior and creates a more personalised experience for consumers to promote sales.

「真的碼」 - 融合多層防修改保安塗層及GS1標準條碼的綜合條碼，能有效防止條碼被複製。透過利用本會開發的流動應用程式「真的碼」，消費者只要一掃便可於購買前分辨正貨及假貨。

Smart Kiosk廣告機 - 融合最新的IoT（RFID和視頻分析）和AI（數據分析和預測分析）技術，它能捕捉並了解了消費者的購買行為，並為消費者創造了更個人化的消費體驗，促進銷售。



Chow Tai Fook Jewellery Group

周大福珠寶集團

Keeping a Diamond Promise of Authenticity 「天然鑽石」承諾 信心保證

“As the jewellery industry evolves, we are always staying ahead of time by embracing the latest technology, so as to support the sustainable growth of the Group’s future business. We have brought in the REAL Barcode solution together with a range of other innovative technologies, with an aim to further enhance customers’ trust and confidence in the T MARK brand, and deliver a seamless brand experience.”

Cyrus Cheng, Deputy Head, Group Branding Center



Background

According to an industry report, China is now the world’s second largest diamond consumer. The market creates a sheer demand of roughly USD 10 billion worth of diamond jewellery, where 80 percent of the buyers are the “post-80s and 90s generations”¹. In 2016, Chow Tai Fook Jewellery Group had the business foresight to launch its proprietary T MARK diamond brand. The brand has quickly built trust among consumers thanks to its innovative “4Ts” concept, advanced technology including blockchain and other value-added services, which all help assure consumers that T MARK diamonds are genuinely natural with a verifiable origin.

The “4Ts” concepts of T MARK stand for Transparent, Thoughtful, Truthful and Traceable. It is a proprietary diamond brand that carries a set of unique serial numbers in the marking inscribed on each diamond. This enables consumer to trace the journey of each stone from sourcing to production to retail sales point. Chow Tai Fook further incorporates GS1 global standard and its relevant patented technology by adopting the REAL Barcode authentication solution in its T MARK brand. The solution not only supports product authentication, but it also registers a diamond owner’s information, making the piece of diamond even more distinctive.

Solutions

The REAL Barcode solution that Chow Tai Fook used on the T MARK jewellery ID card is equipped with patented digital printing encryption technology, reinforcing its anti-counterfeiting features. Customers can easily authenticate the product in real-time, helping to strengthen their confidence. Coupled with the T MARK mobile app², diamond owners can conveniently access the traceable history of the stone by scanning the REAL Barcode on the back of the

jewellery ID card. The app also enhances product experience by allowing owners to create personal stories and commemorate important moments within the app.

The serial number of each diamond can be uniquely matched with the REAL Barcode on the jewellery ID card, certifying the diamond’s individual identity. Customers can register their personal information in their own account as if making a personal mark on the diamond, truly living up to the promise of eternity.

With the patented multi-layer anti-counterfeit security coating technique, the REAL Barcode is like a door key that cannot be replicated unless with a distinct image file provided by GS1 to the Group. This helps protect the Group against counterfeit products. In case, a fake T MARK jewellery ID card is scanned using the app, the T MARK information center will be notified at once.

Benefits

The REAL Barcode solution provides T MARK with the following benefits:

- 1 • Personalizes the entire brand experience by virtually allowing customers to make a mark on their diamond(s)
- 2 • Provides customers a way to validate their diamonds’ authenticity themselves, enhancing customer’s trust and safeguarding brand reputation

GS1 standards used or solution(s)/ Service(s) applied

- Global Trade Item Number (GTIN)
- The REAL Barcode solution

About the company

Chow Tai Fook Jewellery Group Limited (the “Group”; SEHK stock code: 1929) listed on the Main Board of The Stock Exchange of Hong Kong in December 2011. The Group’s vision is to become the most trusted jewellery group in the world.

背景

有行業報告指，現時中國是全球第二大的鑽石消費市場，鑽石首飾需求約值100億美元，當中約80%的消費者為80、90後¹。周大福珠寶集團於2016年便洞悉先機，推出自家鑽石品牌T MARK，先後以「4Ts」概念、區塊鏈技術及其他創新技術和增值服務，確保T MARK產品天然唯真、來源可靠，提升品牌的吸引力。

T MARK的「4Ts」概念是指鑽石「可知、可頌、可信、可尋」，每顆T MARK鑽石均刻有一組獨特編號的印記作為保證，讓顧客可追溯鑽石從採購、生產至銷售的生命旅程。此外，周大福亦採用了以GS1全球標準及相關專利防偽技術組成的「真的碼」條碼驗證解決方案，除了讓消費者能辨識真偽，還可將鑽石與其買家配對，讓每顆鑽石更顯得獨一無二，譜寫個人專屬的鑽石歷程。

解決方案

周大福於T MARK品牌的珠寶鑒證卡上應用了「真的碼」方案，以專利的電子印刷加密科技，增強珠寶鑒證卡的防偽功能，既能讓顧客能即時驗證真偽，加強消費者的鑽石保證，亦能讓買家在獲得鑽石後透過T MARK手機應用程式²，掃描卡背上的「真的碼」，輕鬆閱覽鑽石的追溯記錄，還可以使用T MARK手機應用程式編製個人故事，紀念重要時刻，提升顧客體驗。

珠寶鑒證卡上的「真的碼」與每顆鑽石的序號配對相聯，等同該顆鑽石的身份證，而顧客加入個人資料後仿如為鑽石刻上個人印記，帶來堅守一生的真摯承諾。

「真的碼」方案融入了專利的多層防修改保安塗層，需要由GS1提供給產品供應商的專用圖像檔案方可做到防偽效果，令假冒商品難以複製，好比一條獨一無二的鑰匙。而當顧客在掃描時遇上仿冒T MARK珠寶鑒證卡，T MARK資訊中心會即時獲得匯報。

¹ 2019年7月8日，香港貿發局經貿研究：中國珠寶首飾市場概況
<https://hkmb.hktdc.com/tc/1X002MMK%E7%B6%93%E8%B2%BF%E7%A0%94%E7%A9%B6%E4%B8%AD%E5%9C%8B%E7%8F%A0%E5%AF%B6%E9%A6%96%E9%A3%BE%E5%B8%82%E5%A0%B4%E6%A6%82%E6%B3%81>

² 應用程式支援蘋果（iOS）、安卓手機系統和微信小程序平台。



效益

「真的碼」方案為T MARK品牌帶來以下優勢：

1. 讓顧客為鑽石刻上獨一無二的印記，提升個人化體驗
2. 顧客能辨識真偽，增加信心亦保障品牌聲譽

應用的GS1標準或方案/服務

- 全球貿易貨品編碼（GTIN）
- 「真的碼」條碼驗證解決方案



“ 現時珠寶零售業需要與時並進、引入創新科技，才能支持集團未來業務的可持續發展。我們引進「真的碼」及一系列的創新科技，進一步加強消費者對T MARK品牌及產品的信心，為顧客締造完美無縫的體驗。

集團品牌中心副總監鄭景熙

”

公司簡介

周大福珠寶集團有限公司（「集團」；香港聯交所股份代號：1929）於2011年12月在香港聯合交易所主板上市，以成為全球最值得信賴的珠寶集團為願景。



95 International Company Limited

95 國際有限公司

Firming up a Sleek and High-performing O2O Marketing Strategy 締造順滑全效的O2O推廣布局

“ GS1 Hong Kong’s Smart Kiosk brings our customers a whole new experience by connecting online and offline sales platforms and leveling up the customers journey we offer at physical stores. On top of that, it also works to help gauge market interest and provides insights into customers behavior. With these, we have joined the league of smart retailers and are embarking on a new phase of business growth.

Sonia Lam, Product Director



Background

La Raine Organic & Natural Skincare has been tapping into the lucrative Hong Kong market since 2016, as its Canadian made products started landing on the shelves of various local retail chain stores and online shops including Citistore, XPlus@LCX, HKTVMall, Big Big Shop.

At the moment, La Raine’s sales revenue are contributed one-third by online channels and the rest by physical stores. It gathers valuable customers’ data from its direct online stores, but is kept in the dark from data generated at the mortar-and-brick stores. 95 International, the parent company of La Raine, is keen on leveraging the latest retail technology to identify the customers group that are attracted to their products. Information such as customer profile, their preference and needs are crucial for drawing up better marketing strategy and enhancing the shopping experience.

Solutions

La Raine decided to adopt a new product display and data analytics solution - the Smart Kiosk - provided by GS1 Hong Kong for its first presence in the Eslite housed by Taikoo Shing shopping mall, in mid 2019. Whenever a customer picks up a product from the Smart Kiosk, its sensors will be triggered to display products details such as ingredients, discount offers etc., or even plays a promotional video instantaneously on its screen. Coming along with that, is a social media sharing function allowing customers to post on their social network, which in turn facilitates a more interactive shopping experience and stimulates sales.

Contents displayed on the Smart Kiosk can be customized and personalised, and also be automated to display recommended promotion to its target customer group to increase the chances of product

sale-through and also customer ticket size.

Other data collections tools, such as the digital camera installed to the Smart Kiosk help La Raine capture basic customer information including their gender and estimated age, whereas RFID labels on its products help collect information such as how frequent the product is being picked up. All of these are useful information for marketing and operation planning.

Smart Kiosk is comprised of latest technologies including IoT (e.g. RFID and video analytics) and AI (e.g. data analytics and predictive analysis) that gears up La Raine for integrating its online and offline services, bringing 95 International to the forefront of the smart retailers’ league with data-driven business strategies.

Benefits

- 1 • Expands online and offline sales channels to fulfil the needs of the new generation of customers
- 2 • Creates versatile and interactive shopping experience that projects an image of modern lifestyle associated with the company
- 3 • Builds up customers confidence by providing instant products information
- 4 • Empowers the company with better decision makings based on the general profile and behavioral patterns of its customer group

GS1 standards used or solution(s)/ Service(s) applied

- Global Trade Item Number (GTIN)
- Smart Kiosk

About the company

Established in 1996, 96 International Limited manages four retail stores, offering authentic, natural, organic and high-performance skincare products of Canadian origin. It aims to help its customer persevere beauty by rejuvenating, firming up and brightening up their skins.

背景

源自加拿大的La Raine Organic & Natural Skincare 獻準本地化粧及護膚品市場的商機，自2016年開始大展拳腳，在各大連鎖零售店與電商相繼登陸，如千色Citistore、XPlus@LCX、HKTV Mall、Big Big Shop等。

現時La Raine的實體店與網店收入比例分別為三分之二及三分之一，公司從自家網店的銷售獲得不少顧客數據，但在零售門店卻難以得悉消費者資料，所以95國際希望利用新零售科技辨識對La Raine產品感興趣的客戶群，了解他們的基本資料、偏好與需求，從而制定最佳的推廣策略，優化顧客購物體驗。

解決方案

由於業務擴充，La Raine在2019年年中進駐太古城的誠品生活。為吸引眼球及獲取顧客資料，La Raine採用了GS1 HK 嶄新推出的Smart Kiosk廣告機：當消費者從架上拿起某項產品時，Smart Kiosk便會自動感應，並在屏幕即時展示該項產品的資訊，例如產品詳細成份、最新優惠、相關產品等，並播放該產品的宣傳影片，同時讓購物者在社交平台分享該產品資訊，帶來豐富的互動購物體驗之餘亦有助銷售。

Smart Kiosk廣告機亦支援度身訂造及個人化宣傳，並能自動於屏幕展示推薦產品給目標客戶群，增加銷售機會及吸引顧客購買更多產品。此外，顧客還能獲得即時彈出優惠券，讓La Raine能在適當的時機向顧客展示相關優惠，刺激消費。

La Raine同時善用Smart Kiosk廣告機的數據收集功能，譬如平台上的攝像鏡頭，收集及擷取消費者最基本的數據，如性別、估算年齡等；以及利用產品RFID標籤採集被撿起次數等，分析後用以計劃未來的宣傳及業務運作。

Smart Kiosk配備物聯網科技（無線射頻識別及影像分析）及人工智能科技（大數據分析及預測分析），支援La Raine對線上線下服務深度融合，讓95國際投入智慧零售的前列，驅動更多由數據主導的業務策略。

效益

1. 擴展其線上與線下渠道以滿足新世代顧客的需求
2. 豐富互動體驗，塑造代表時尚生活方式的公司形象
3. 顧客在閱覽更多資訊後加強了信心
4. 掌握消費群背景及行為，讓公司施展更佳決策

應用的GS1標準或方案/服務

- 全球貿易貨品編碼（GTIN）
- Smart Kiosk廣告機



“ GS1 HK的Smart Kiosk打通了線上和線下渠道，不但為顧客帶來嶄新體驗，推動門店購物旅程升級，亦有助我們把握市場脈搏、洞悉消費行為，讓我們躋身新零售行列，踏出LaRaine發展新方向的第一步。

產品總監林素蓮

”

公司簡介

95國際有限公司成立於1996年，現有4間零售店，帶來源自加拿大、純正天然、有機和高效能的護膚品，目標讓顧客的皮膚變得美麗、緊緻、亮澤和年輕。



Quality Food Traceability Scheme 2019 Winners' Sharing 優質食品源頭追蹤計劃2019 得獎企業心得分享

To encourage enterprises to optimise their food traceability practices, GS1 Hong Kong (GS1 HK) holds the "Quality Food Traceability Scheme" annually since 2015. Through performing a structural, standard-based audit, the Scheme aims to recognise local enterprises which demonstrate excellence in food traceability practices, including the effective adoption of international standards and technology for their food management systems to enable a high level of traceability with the ultimate goal of serving better and safer food to consumers.

為了致力推動企業實踐食品追溯，香港貨品編碼協會由2015年開始均每年舉辦「優質食品源頭追蹤計劃」。計劃採用以GS1標準為基礎的結構性審計方式，旨在嘉許本地企業於食品追溯獲得卓越表現，包括透過有效地採用國際標準及監控食品管理系統技術，以達到食品追溯的要求和提供優質及安全食品予消費者的最終目標。



Diamond Enterprise Winners 鑽石企業獎得主



Café de Coral Holdings Ltd.
大家樂集團有限公司

We participate in the Scheme to ensure our supply chain are closely linked, increasing customers' confidence in our food. It is my sincere advice to the industry to uphold their commitment to food traceability. It is not easy because there are challenges, long-term commitment and time. I will certainly recommend this Scheme to the industry peers.

我們參加計劃，確保整個供應鏈環環緊扣，加強顧客對大家樂食品的信心。我建議業界堅守這個承諾，而要做到這個承諾並不簡單，因為會遇到很多難題及挑戰，也要很多付出和時間去達成。我當然會推薦這個計劃給其他行家。

Grace Yee, Assistant Director (Corporate Quality Assurance)
助理總監（集團品質監控）余惠娟



FrieslandCampina (HK) Limited
菲仕蘭（香港）有限公司

We are honoured to have scored high in the newly added ECR (Efficient Consumer Response) Index, receiving a 3-stars top rating. GS1 HK's professionalism and global recognition provided the industry with a comprehensive platform to assess their supply chain performance, therefore, we strongly support and recommend the industry to join the Scheme.

在計劃新增設的ECR Index（高效回應消費者指標）中，我們非常榮幸獲得了3星最高指標。GS1 HK透過計劃提供了一個全面且專業的平台，讓業界可以審核其供應鏈的表現，是非常值得支持及參與。

Gary Siu, Operations Director
營運總監蕭健揚

Hop Hing Oil Group has an internal food traceability system. GS1 HK has provided us with professional assessment criteria which help us review our food track-and-trace. Through the adoption of global food traceability standards, we are able to smoothen the whole process, improve our management ability, increase visibility of internal resources and enhance our confidence in food monitoring.

合興以往都有一套內部的食品追蹤系統。GS1 HK為我們提供專業審核，幫助我們在食品追蹤追溯的範疇上作出檢討，通過採用國際食品追溯標準，優化整個流程，加強我們的管理能力，將內部資源透明化，令我們對食品監控更添信心。

Tammy Lam, Chief Operating Officer
首席營運總監林鳳明



Hop Hing Oils & Fats (HK) Ltd.
合興食油（香港）有限公司

I think GS1 HK really gives us a lot of support in terms of the (food safety) system development, and offers a great deal of expertise in that regard. I think the biggest benefit is that we know much better about how to easily and accurately track-and-trace the root of issue using the company's traceability system in case an incident arises.

我認為GS1 HK在（食品安全）系統開發方面確實給了我們很多支持，也提出了很多專業知識。我認為最大的好處是我們知道更多資訊，當事故發生時候，我們可以利用公司追溯系統，比較輕鬆及準確地追溯到問題的根源。

Chen Zhong, Group Head of Quality Assurance
品質監控總監陳眾



Maxim's Caterers Ltd.
美心食品有限公司

This is the first year for Nestlé Co., 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，亦在努力優化內部程序，同時都提升了我們的公司形象。

May Chung, General Manager
總經理鍾美玲



Nestlé Hong Kong Limited
雀巢香港有限公司

By participating in the Scheme, Sims Trading's products are guaranteed of high level of food safety and traceability, which helps us build consumer trust. Food safety is one of consumers' top concerns, so the fact that Sims Trading is awarded as Diamond Enterprise Winner for the first time, is a substantial confirmation of our extra effort in enhancing food safety and traceability.

參加了計劃令我們代理的產品得到一個食品安全及追蹤之保證，讓消費者對我們代理的產品更有信心。食品安全是消費者最關注的一環，而慎昌今年更首次取得鑽石企業獎，證明了我們在食品安全和追蹤上，做得更多和更好。

Betty Leung, Chief Executive
行政總裁梁佩貞



Sims Trading Co. Ltd.
慎昌有限公司



Swire Coca-Cola HK Ltd.
太古可口可樂香港有限公司

We have participated in the Scheme for five consecutive years and devoted to the implementation of food traceability practices. We hope to ensure the effective adoption of international standards and technology for food management systems, with the ultimate goal of enhancing customers' confidence in our products. This Scheme can help us review the company's food traceability management system and find out room for improvement, so that we can continue to strive for excellence.

我們已經連續五年參與此計劃，全力實踐食品追溯，確保我們採用國際標準及監控食品管理系統技術，提升顧客對我們產品的信心。這項計劃能有效幫助我們審視公司的食品追溯管理系統，找出可持續改進的空間，繼續精益求精。

Alan Chau, Logistics Director
物流總監 Alan Chau



Tsit Wing International
Holdings Limited
捷榮國際控股有限公司

We have joined the Scheme for 5 years. Through this Scheme, we can continuously strengthen and improve the food supply chain of our company with detailed records, such as the country of origin, processing, packaging, and distribution. I believe that a higher standard of food safety is not only our primary goal, but also the ultimate objective of the food industry.

我們已經是第五年參與此計劃。通過此計劃，我們可以進一步將每一個細節記錄清楚，例如由生產地、加工、包裝、配送，從而令公司生產過程不斷改進及優化。我相信食品安全不單是公司的首要目標，亦是業界的一個共同目標。

Keith Wu, Executive Director and Group COO
執行董事及首席執行官 鄒錦安



Vitasoy International
Holdings Ltd.
維他奶國際集團有限公司

Being awarded with the highest level of award - Diamond Enterprise Award - for 3 consecutive years serves as a powerful credential for our outstanding performance of food supply chain. The Scheme has added a new assessment index this year - "Efficient Consumer Response Index (ECR)", which can help us further enhance our food supply chain operational efficiency and drive effective communication with consumers.

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ECR的評審標準，有效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, Chief Executive Officer
行政總裁 劉盛雪



Wyeth Nutrition Hong Kong
惠氏營養品香港

Wyeth Nutrition (HK) has always strived for improvement, so we keep reviewing and enhancing our food safety system. I think the industry needs a professional, credible and open platform to monitor food safety and traceability, so that the confidence for food safety would be increased. The Scheme meets that need by providing exactly such platform.

我們一向力求進步，所以會不斷去檢討和改進食品安全系統。我覺得業界有需要一個專業、有公信力和公開之平台去監察食品安全和追蹤，從而提升大眾對食品安全之信心，而這計劃正正提供了這樣一個平台。

Traci Chow, Business Executive Officer
香港總經理 Traci Chow

Gold Enterprise Winners 金企業獎得主



It has been five years since AEON joined the Scheme in 2015. The Scheme inspires us with new understanding of international standards and raises the awareness of our employees. The annual assessment can resolve unsatisfactory performance of the company and demonstrate the importance of the Scheme to our employees.

AEON已經在2015年開始參加此計劃，今年已經是第5年了。這計劃帶給我們公司對國際標準的新認知及提高員工的意識。而透過每年的評審可以評估公司的表現是否有下降或不足之處，從而可以展示給員工，公司是十分重視這個計劃的。

Alan Lee, Senior Manager, Business Support
業務支援部高級經理李文輝



AEON Stores (HK) Co. Ltd.
永旺(香港)百貨有限公司

Through the scheme, it helps us enhance communication of the team and establish a more effective traceability system. With the rapid technological development, traceability is important in the production process. As the food processing involves manual operation, by joining the scheme, we can continuously enhance our technological and hardware system.

參加此計劃有助建立更高效的團隊和追蹤體系。在現今科技發展當中，食品生產過程之中的可追蹤性非常重要。食品在加工時候由於涉及很多人為操作，透過參加這個計劃和合作，便可以不斷提升系統科技和硬件更新。

Margaret Lau, General Manager
總經理劉碧鳳



DCH Food Mart
大昌食品市場

We hope to cooperate with a credible organisation so as to assess on our current food handling and safety monitoring capacity. Logistics service is closely linked. Doing well in logistics tracking enables us to enhance the visibility of the entire supply chain and also improve food safety monitoring. We hope the scale of this Scheme can continue to grow, continuously enhancing the entire logistics tracking system.

我們希望透過與具認受性的組織合作，評核我們現時在食品處理和監管的能力。物流服務可謂一環扣一環，而做好物流追蹤，就能夠提高整個供應鏈的透明度，並加強食品監控。希望這計劃的規模越做越大，有助完善整個物流追蹤系統。

Johnson Kwong, Head of Logistics
物流總監鄺志聖



DCH Logistics Co. Ltd.
大昌行物流有限公司



Lorence & Co. Ltd.
義生洋行

As one of the stakeholders in the food industry, ensuring food safety is our responsibility and obligation. We are honored to receive the Gold Enterprise Winner again this year, which is a strong recognition from the industry and GS1 Hong Kong. We hope to take food safety to a higher level via strengthened efforts and share this message with industry experts and practitioners.

作為飲食界的一分子，我們有責任和使命去確保食品安全。很榮幸我們公司今年再次獲得金獎，是業界和GS1 HK對我們公司的認可。希望將來可以通過努力達到更高層次，令食品安全水平提升，未來會將這個訊息分享給業界及行家。

Steven Chan, Managing Director
總經理陳毅正



**Sun Fat Heung Food
Products Ltd. (Top Soyafood)**
新佛香食品有限公司 (壹品豆品)

We appreciate that GS1 HK awarded us the Gold Enterprise Award this year again, granting us an international recognition and global image. I feel that the Scheme can help raise the company's business and awareness, so every time I meet with industry peers, I would recommend the Scheme.

我們再次感謝GS1 HK頒發金企業獎給我們，獎項帶給我們一個國際認可和形象。參加這計劃，我覺得能幫助公司業務和知名度，所以每次我們和業內行家會面，都會推薦這個計劃。

Eris Law, Vice Managing Director
副董事總經理羅麗紅



Tai Luen Coffee Co. Ltd.
大聯咖啡有限公司

We have already obtained ISO and HACCP certification, still we hope to optimise our food traceability systems and procedures by joining the Scheme, realising our principle of "Quality Finds the Brand". The assessments of the Scheme helped to optimise our traceability system and monitor our production and sales processes on multiple levels.

我們已獲得ISO及HACCP的認證，仍希望通過參加計劃以優化食品追蹤來源系統和程序，達到公司本身理念「品質鑄造品牌」的效果。這個計劃的審核優化了公司內部系統的追蹤功能，以及展示在生產及銷售流程中也可以有不同程度之監控。

Keith Tsui, Supply Chain Manager
供應鏈經理崔曜錡



**Tong Shun Hing Poultry
(HK) Co. Ltd.**
唐順興家禽 (香港) 有限公司

As the main importer for chilled poultry in Hong Kong and Macau, we are glad to share the same business philosophy with GS1 HK and other outstanding companies in the F&B industry, which is our focus on food safety. The certification that issued by GS1 HK is a vote of confidence for consumer, serving as a gatekeeper for health and wellness of people and their family.

作為香港和澳門主要冰鮮家禽入口商，我們很高興和GS1 HK以及餐飲業界各優秀企業擁有相同經營理念，就是重視食品安全。由GS1 HK推出的認證，自然可帶給消費者一定的信心，為自己和家人的健康把關。

Patrick Tong, Deputy General Manager
副總經理Patrick Tong

Silver Enterprise Winners 銀企業獎得主



Our company has been established for 16 years, our stakeholders in different sectors all know the importance of our (well-maintained) supply chain, leading to food safety, traceability and sustainable development. GS1 HK has already established an (assessment) platform, so we want to make good use of it and let more companies and customers know (our remarkable supply chain performance).

公司成立已有16年，不同界別的持份者都知道（優質）供應鏈的重要，包括食品安全、可追溯性和可持續發展。既然GS1 HK已建立了一個（審核）平台，所以我們想好好善用它，讓更多企業和客戶知道（我們卓越的供應鏈表現）。

Felix Wai, Assistant General Manager
副總經理章智揚



**Aquaculture Technologies
Asia Ltd.**
亞洲水產養殖科技有限公司

This Scheme has a lot of positive impact on us, letting us know the operation of the food industry, the works on traceability, and the ways to systematically trace the food origin. We have learnt a lot from the Scheme, and it also validates the values of our substantial efforts. Of course it shows us there are rooms for improvement too.

這個計劃對我有許多正面影響，讓我們了解到食品行業內部是怎樣去操作、怎樣去追蹤、如何有系統地追蹤食品來源等。我們從計劃中領略到很多，也證明我們一直的付出和努力是有效，也有改善進步的空間。

Marco Wong, Co-Founder
創辦人王威



New Food Era Co. Ltd.
新食品時代有限公司

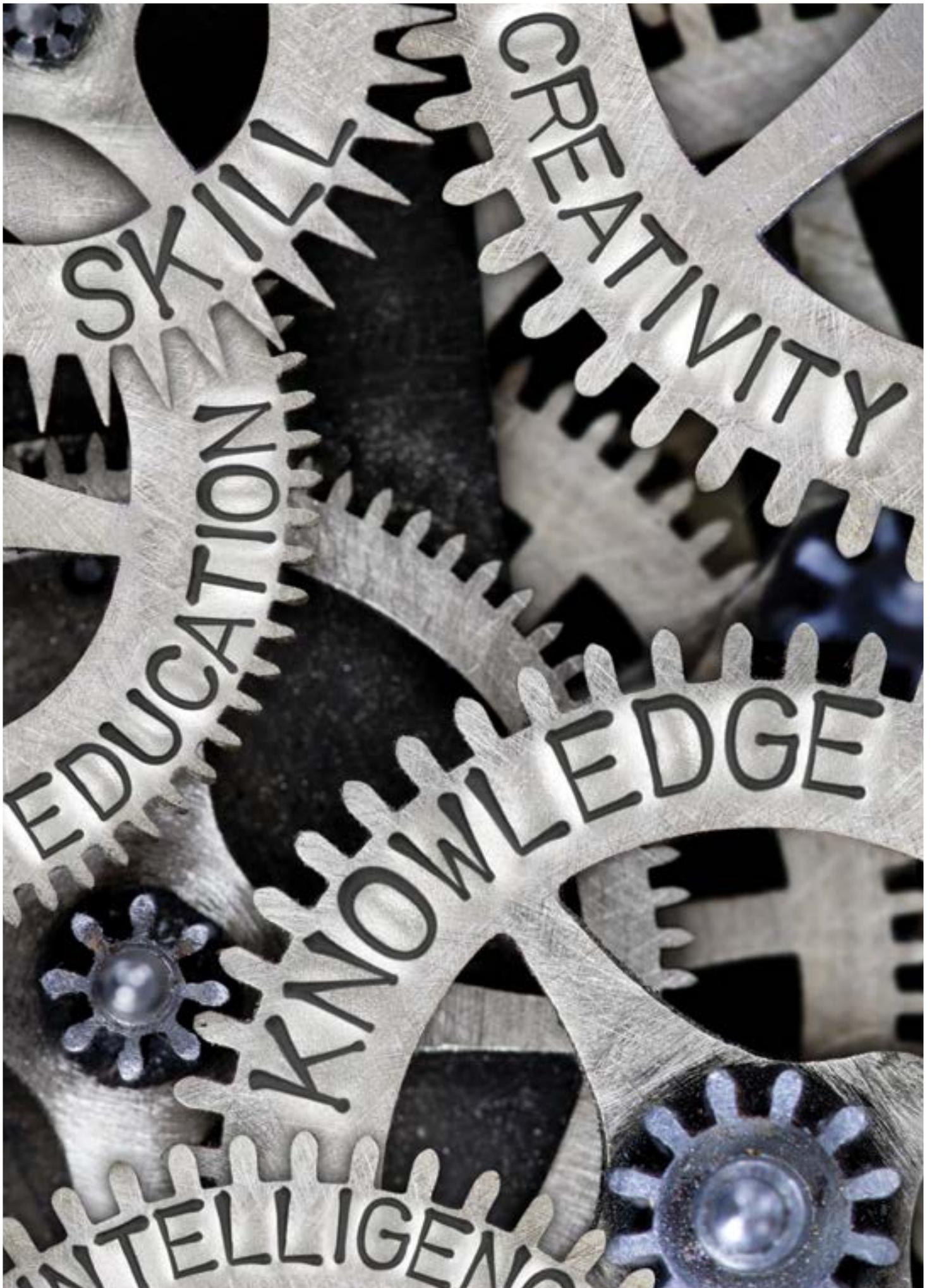
Internally, the Quality Food Traceability Scheme increases the sense of mission and responsibility of staff, and helps our business reach new levels. Externally, the Scheme can help uplift both consumers' and business partners' confidence on our products. We have joined the Scheme for 4 consecutive years, and will definitely recommend it to our partners.

對內部而言，計劃可以凝聚公司內部員工的使命感和責任感，從而推動公司更上一層樓。對外的影響就是為我們的合作伙伴和客戶帶來更大的信心，所以我們連續4年都參加了這個計劃，並會認真的把這個計劃推薦給夥伴。

K.C. Chang, Executive Vice President
行政副總裁鄭繼昌



**Rich Harvest Agricultural
Produce Limited**
豐泰農產品有限公司



Develop Knowledge & Comply to Standards

掌握新知識 遵循標準規範

Knowledge and experience sharing is critical for companies to improve their supply chain management, assess technology uptake and retain talents in order to stay forefront in the competition.

GS1 Hong Kong provides a wide range of training and certification services to facilitate knowledge transfer in supply chain management, IoT / RFID, traceability, smart retail, big data and the implementation of enabling technologies. Certified supply chain professionals of GS1 Hong Kong also offer consultancy services to help companies utilise best practices and solutions into their supply chain.

In this section, we introduce the cases which have joined GS1 Hong Kong's training, workshops and certification services to enhance their knowledge and hands-on experience on various topics.

知識和經驗共享對於公司改善供應鏈管理，評估技術進展和保留人才以在競爭中保持領先地位至關重要。

GS1 Hong Kong提供一系列培訓和認證服務，以促進供應鏈管理、IoT/ RFID、可追溯性、智能零售、大數據和支援技術實施等的知識傳授。協會具備獲全球認證的供應鏈專家提供諮詢服務，幫助公司在其供應鏈中善用最佳實踐和解決方案。

本節將介紹曾參加GS1 Hong Kong培訓、工作坊和認證服務的案例，展示如何增強他們在各個主題上的知識和實戰經驗。

Global Traceability Standard Training – A training workshop that provides industry stakeholders with a step-by-step guidance in implementing global traceability standards in food supply chain and operation management system.

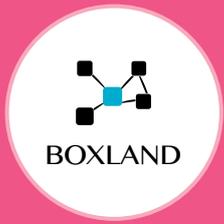
Smart Retail Supply Chain & Big Data Course – A CPFA certified citizen data scientist course which aims to help company apply big data analytic skills on its business, especially retail supply chain domain.

Solution Certification Programme – A standards-based compliance certification programme developed by the GS1 community, it provides a neutral and authoritative source for certifying software and hardware products in at least one of the four core standards: Barcodes, e-commerce, EPC or GDS. Solutions that are currently covered by the programme include asset management, automated goods receipt, master data management, scan and pack, etc, aiming to help vendors stand out in the market.

全球追溯標準培訓 – 培訓班為行業持份者提供了在食品供應鏈和營運管理系統中實施全球可追溯性標準的逐步指引。

智能零售供應鏈和大數據課程 – 是一個通過CPFA認證的公民數據科學家課程，旨在幫助公司在其業務（尤其是零售供應鏈領域）上應用大數據分析的技能。

解決方案認證計劃 – 由GS1開發的合規性認證計劃，建基於GS1四個核心標準至少其中一項打造而成，包括條碼、電子商務、EPC或GDS，為軟件和硬件產品提供了中立且權威性的認證基礎。該計劃目前涵蓋多項解決方案，如資產管理、自動收貨、數據管理、掃描及包裝等，有助商家在市場上脫穎而出。



Boxland Hong Kong Limited 電子盒香港有限公司

Local Startup Grows Bigger with Certified Solutions
本地初創公司方案獲專業認證 驅動業務發展

“ As a local startup, Boxland is dedicated to providing a wide variety of intelligent retail furniture for inventory monitoring and data-collection purpose using RFID technology. The industry-recognised certification reinforces our corporate image, and is a strong recognition of our intelligent retail furniture solution that complies with global standards.

Tafe Tsai, CIO

”

Background

A specialist of smart retail solutions, local startup Boxland developed the innovative iR-Furniture (Intelligent Retail Furniture) solution for retailers and exhibitors to facilitate stock and inventory management, as well as data collection for business analysis. Incorporated with RFID and cloud computing technologies, the solution helps users to monitor the status of their stocks displayed on shelves by RFID scanning. Product and business data can be captured and analysed conveniently and intelligently.

Boxland believes the solution is a technological breakthrough, so they are keen to obtain international recognition to add value and credibility to their solution, in order to raise their brand profile and grow businesses.

Solutions

The intelligent retail solution provider identified the Solution Certification Programme (SCP) offered by GS1 Hong Kong as a vote of confidence for its customers. The Certification Programme is developed based on GS1's global standards, where a GS1 expert would make thorough evaluation of a solution to ensure it is compliant with GS1 Standards and best practices.

Boxland's iR-Furniture solution is accredited with two industry-recognised Certifications - Stock Taking and Searching System and Smart Shelf System. During the assessment, the consultant looked into various aspects including the RFID technology used, the identification/ capturing standards and operation flow, which later confirmed to have met GS1 global standards with a test report issued as a testament. The startup can now proclaim its RFID-based stock

taking and searching solution with smart shelves meet with industry standard, which is expected to boost its customers' trust. Through adopting appropriate GS1 Standards and obtaining industry-recognised certification, Boxland is thinking to promote more to overseas clients who have better faith in international organisation, helping them to build up profile and expand faster their global footprint.

In addition to the above 2 accreditations, GS1 Hong Kong also offers Certification on Asset Management System, Warehouse Management System, Cold Chain Solution, IoT Device, Scan & Pack Solution, Item Level Tagging Commencement Solution and Point-of-Sales (POS) System. All solution partners under the SCP will be given a SCP solution ID for identification, and be listed on GS1 Hong Kong's SCP Certified Solution List, providing the business community an easy way to identify first-rate, recognized solutions.

Benefits

- 1 • Reinforce company image with industry-recognised certifications
- 2 • Increase brand exposure and possible business opportunities by being listed on GS1 HK's SCP Certified Solution List

GS1 standards used or solution(s)/ Service(s) applied

- Solution Certification Programme

About the company

Boxland Hong Kong Limited is dedicated to providing a wide variety of cloud computing iR-Furniture (Intelligent Retail Furniture) for data-collecting purpose. Jointly invented by the experienced IT experts and furniture manufacturers, Boxland has developed a wide range of smart furniture, including showcases, cabinets, fitting room etc.

背景

本地初創公司電子盒致力於拓展智慧零售方案，其創新的雲端智慧傢俬 (iR-Furniture) 有助各零售商及展覽商進行庫存管理，以及收集數據作分析之用。方案應用了無線射頻識別 (RFID) 及雲運算技術，讓用家透過方案及RFID掃描技術監察展櫃上產品的情況。同時，用家亦可輕易擷取產品及業務數據，進行分析。

電子盒認為此方案是一項大突破，因此希望能獲得國際認可，以提升方案的價值及信譽，助提高品牌知名度，為業務帶來增長。

解決方案

作為一個智慧零售方案供應商，電子盒認為GS1 HK的解決方案認證計劃 (SCP) 能為客戶帶來信心。此計劃建基於GS1全球標準，由GS1專家針對該解決方案作全面評估，確保方案符合GS1標準和最佳實務。

電子盒的方案現獲得兩項業界認可的認證，包括庫存盤點和搜尋系統以及智慧貨架系統認證。在評估過程中，專業顧問全方位審視該方案，包括其所採用的RFID技術、辨識及擷取數據標準及運作流程，最後向電子盒提供了評估報告，證明該方案符合全球標準。

公司現可對外宣稱其基於RFID技術的庫存盤點和搜尋系統及智慧貨架方案均符合行業標準，有望提高其客戶的信任度。通過採用合適的GS1標準並獲得業界認證，電子盒更積極向海外客戶推廣，因它們普遍對國際企業更有信心。此舉有助他們樹立知名度，加快全球市場擴張速度。

除上述2項認證外，GS1 HK的SCP認證還涵蓋其他範疇，如資產管理系統、倉庫管理系統、冷鏈管理方案、物聯網設備、包裝掃描方案、單品標籤管理方案及零售系統 (POS) 等認證。所有經SCP認證的解決方案將獲得一個獨特的編號以作識別，並列於SCP認證解決方案名單上，有助商界辨識一流的獲認證方案。

效益

1. 獲得全球及業界認可的認證，強化品牌專業形象
2. 被列於GS1 HK的SCP認證解決方案名單上，提高知名度及增加潛在商機

應用的GS1標準或方案/服務

- 解決方案認證計劃



“ 電子盒是一家本地初創，向來致力透過RFID技術為客戶提供一系列的智慧零售方案，以監察庫存及收集數據。獲得業界認證不但能強化品牌的專業形象，還能讓大眾得知我們的智慧零售方案符合全球標準，提升信譽。

資訊科技總監謝應龍

”

公司簡介

電子盒香港有限公司以科技結合傳統傢俬製作工藝，致力研發及生產一系列集RFID及雲技術於一身的智能傢俬，具備收集零售活動資料、監察運作等功能。產品包括陳列櫃、背櫃、試身室等。



Jebsen & Co. Ltd. 捷成洋行有限公司

Staying Ahead of the Knowledge Curve in Big Data
掌握大數據 讓企業贏在起跑線

“ Jebsen keeps pace with the rapidly changing business landscape and consumer lifestyles in Greater China where it has a long presence. The biggest challenge ahead is how to turn captured data into useful insights, and integrate with our specialised industry knowledge, enabling targeted and effective marketing that tap into the changing consumer behavior. The GS1 Hong Kong’s course meets with our agenda thoroughly in this regard.

Nancy Tang, Senior Manager, Group Project and Business Process,
Group Information Technology

”

Background

Jebsen & Co. Ltd. was founded in 1895 in Hong Kong, currently running businesses across 3 continents and 15 countries. The Group has six business lines including Beverage, Consumer, Industrial, Motors, Logistics and Jebsen Capital.

Supporting a wide ecosystem of wholesalers, retailers and consumers, Jebsen found the client/ consumer journey more complicated than ever, and their behaviours are changing frequently. To stay on top of the game, Jebsen has embraced omni-channel commerce to provide more touchpoints to customers, offering greater convenience to them.

With more touchpoints come more data. Jebsen hopes to enhance their knowledge in capturing and analysing the customer data from the complex ecosystem that help them make informed business decision, so they found GS1 Hong Kong’s latest course to enrich their knowledge on smart retail supply chain and big data.

Solutions

Senior executives from Jebsen joined the CPFA (Certified Professional for Apache projects) Certified Citizen Data Scientist course “Smart Retail Supply Chain & Big Data Analytics”, jointly organised by GS1 Hong Kong and EmblocSoft, the only official organization providing CPFA qualifications. Jebsen learnt how complex data can be standardised in their retail supply chain and how to assess the Group’s overall supply chain efficiency. They also identified certain easy-to-deploy solutions and technologies that can capture customer data under different touchpoints of the Group, converting them into business insight that help drive sales.

Designed to be practical, GS1 Hong Kong’s course enables Jebsen to harness the power of big data and gain a distinctive competitive advantage by becoming more responsive, demand-driven and customer-centric. It allows participants to quickly apply new skills to real world problems, with real dataset, and create real value through analytics.

Jebsen’s staff were inspired by the successful cases in the industry and had kept abreast of the latest industry development. With enhanced knowledge, they look forward to making more data-driven business decisions in future.



Benefits

The certified data analytics course benefited Jebsen with:

- 1 • Skills and knowledge acquirement on data standisation and big data analytics
- 2 • Gain special skills in data retrieval, data analysis and data visualisation
- 3 • Business tools and ideas for future business development

GS1 standards used or solution(s)/ Service(s) applied

- GS1 Hong Kong Academy: “Smart Retail Supply Chain & Big Data Analytics” course

About the company

Founded in 1895, Jebsen & Co. Ltd. is a privately-held marketing, distribution and investment organisation established in Greater China. It partners with leading brand companies to bring a wide array of quality products to Greater China while driving success for its people and business partners, protecting the environment and serving the communities in which it operates.

背景

捷成於1895年在香港創立，至今業務遍佈3大洲和15個國家。集團六大業務線包括飲料、消費品、工業、汽車、物流及捷成資本。

捷成肩負著龐大的供應鏈生態系統，涵蓋批發商、零售商及消費者。集團察覺到客戶及消費者的採購旅程變得越來越複雜，其購物習慣亦頻繁轉變。為了保持業內領先優勢，捷成著力推動全渠道業務發展，為顧客提供更多、更便利的銷售點。

當銷售點增加，銷售數據自然大增。捷成希望能增進相關知識，從繁複的生態系統中掌握及分析客戶數據，從而作出有根有據的商業決定。捷成尋得GS1 Hong Kong的最新課程，以豐富其智慧零售供應鏈及大數據方面的知識。

解決方案

捷成的高層人員參加了CPFA (Certified Professional for Apache projects) 認證的公民數據師課程「智慧零售供應鏈及大數據分析」。此課程由香港貨品編碼協會與唯一可頒授CPFA資格的官方機構EmbllocSoft共同開設。課程讓捷成的學員掌握如何將零售供應鏈中的繁複數據標準化，以及如何評估集團供應鏈的整體效率。他們亦找出一些易於實行的方案和技術，期望於集團旗下不同零售點收集客戶數據，轉化成營商洞見、幫助銷售。

GS1 Hong Kong的課程設計實用，助捷成駕馭大數據的力量，回應市場能力變得更迅速、更專注需求導向及以客為先。課程亦讓學員應用新技術、以真實數據去解決現實問題，從分析中獲得實際有用的價值。

捷成的員工不但受業界的成功個案啟發出新念頭，亦更緊貼行業最新發展。他們期望提升知識後，未來可以作出更多以數據主導的商業決定。

效益

數據分析認證課程為捷成帶來以下效益：

1. 獲取有關數據標準化及大數據分析的知識
2. 學會數據檢索、數據分析及數據可視化的獨特技巧
3. 激發適用於未來業務發展的商務工具及營商意念

應用的GS1標準或方案/服務

- GS1 HK學院：「智慧零售供應鏈及大數據分析」課程



“捷成多年來一直與大中華區瞬息萬變的營商環境與生活方式同步。憑藉我們對本地市場的深刻解讀及專業知識，我們致力將數據轉化成有價值的市場洞見，讓我們塑造更針對性及更有效的市場推廣，應對不斷轉變的消費者習慣。GS1 Hong Kong的大數據課程正好完全配合捷成的發展步伐。

資訊科技及高級項目與業務流程管理經理
鄧珮思

”

公司簡介

創立於1895年，捷成一家深耕大中華地區，專注市場營銷、分銷及投資的集團企業。集團與許多領先品牌合作，致力為大中華地區帶來多樣化的優質產品與服務，協助合作夥伴以及員工取得成功，同時注重環境保護，回饋捷成業務營運所在的社區。



Nestlé Hong Kong Limited 雀巢香港有限公司

Continually Enhancing Quality of Life with
Global Traceability Standard Training
以全球追溯標準培訓 持續提升生活品質

“ Food safety is a shared responsibility and it is important for all of us to understand the impact of technology applied on food traceability. Through GS1 Hong Kong’s training and practical workshops with real-life examples, we can further improve our overall business planning in supply chain management and product traceability practices, which helps our company to boost consumer confidence in locally manufactured food and pursue excellence.

May Chung, General Manager

”

Background

With over 2,000 brands worldwide, Nestlé is well known in Hong Kong with its diversified range of products including dairy products like ice-cream, popsicles, milk powder, yoghurt products, coffee, baby and toddler food etc. For more than 150 years, Nestlé Hong Kong has provided local consumers with safe, nutritious and the best tasting food and has been upholding the highest food safety standard.

Recognising product credibility as one of the top concerns by consumers from a survey conducted by GS1 Hong Kong, Nestlé Hong Kong seeks continuous improvements in their traceability practices and food safety control with reference to global best practices. They were recommended a 2-day tailor-made course by GS1 Hong Kong to receive training on Global Traceability Standards (GTS) – a business process standard aiming to improve the ability to trace the movement of products at every stage in the supply chain.

Solutions

The tailor-made GTS training focused on helping Nestlé Hong Kong identify the challenges on traceability, introducing ways to guarantee the accuracy and speed of the traceability system. The GS1 Global accredited auditor and qualified global traceability trainer had also elaborated a multitude of traceability standards, technologies and systems, like GTIN and SAP system, so as to ensure product information is accessible by every stakeholder on the supply chain using electronic platform to reduce use of paper and human error.

20 staff from Nestlé Hong Kong joined the training where the majority came from logistics and quality assurance departments, while others who involved in the supply chain like procurement, admin and IT were also engaged. Through theories, case studies and class work activities, Nestlé Hong Kong staff were able to grasp some complex concepts, know the latest trends and solutions to improve their efficiency and visibility of supply and demand chains. It has equipped staff with skills and capabilities to tackle the real-life issues at workplace.



Benefits

The company’s ever-learning attitude coupled with the tailor-made GTS training helped employees to:

- 1 • Understand the ways to improve efficiency and visibility of their supply and demand chains
- 2 • Resolve issues encountered at workplace using the knowledge on global standards and practices

GS1 standards used or solution(s)/

Service(s) applied

- GS1 HK Academy : Global Traceability Standard (GTS) Training

About the company

Established in Switzerland in 1866, Nestlé has been growing as a leading global company in promoting Nutrition, Health and Wellness. Nestlé’s purpose is enhancing quality of life and contributing to a healthier future. Today, Nestlé Hong Kong has more than 1,000 employees and its diversified businesses include dairy products, yoghurt products, breakfast cereal, baby and toddler food, coffee, confectionery, ice cream and chilled desserts, soya products, culinary, infant nutrition, pet food and healthcare nutrition products.

背景

雀巢於全球擁有2000多個品牌，在香港提供產品的種類包羅萬有，包括雪糕、雪條、乳酪產品、咖啡、嬰幼兒食品等最為人熟悉。在過去150多年，雀巢香港為本地消費者提供安全、營養和味道一流的食品，並一直堅持最高的食物安全標準。

GS1 Hong Kong的一項消費者調查指出，產品可信性是消費者最關注的議題之一，有見及此，雀巢香港繼續向全球最佳標準取經，尋求在產品的可追溯性及食品安全監控方面不斷作出改善。在此前提下，他們採納了GS1 Hong Kong的建議，參與了一項為期2天、專為雀巢香港而設的培訓。培訓內容圍繞「全球追溯標準」（GTS），這套業務流程標準旨在幫助公司改善追溯產品於供應鏈處不同階段的資訊。

解決方案

這項度身訂做的GTS培訓主要為雀巢香港員工識別出在追蹤產品時所遇到的挑戰，並推薦一些能確保追溯系統之準確性和速度的方法。具備GS1 Global「全球可追溯性方案」稽核員及訓練員資格的導師亦為雀巢香港員工詳細說明了多種有關可追溯性的標準、技術和系統，例如全球貿易貨品編碼（GTIN）和SAP系統，這些都能確保每一位持份者都可透過電子平台取得在供應鏈上的產品信息，並且減少紙張使用和人為錯誤。

20名參與培訓的雀巢香港員工當中，大部份來自物流部門和品質保證部門，而其他與供應鏈相關如採購、行政及科技資訊部門的員工亦有參與。透過理論學習、案例研究和課堂習作等活動，雀巢香港員工均掌握一些複雜的概念、知悉最新市場趨勢，並得知一些能提高供應與需求鏈的效率及可視性的方案。員工接受培訓後就有能力解決工作時所遇到的實際問題。



公司簡介

雀巢集團起源於1866年的瑞士，目前是全球領先的「營養、健康、幸福生活」企業。雀巢致力以提升生活質素及貢獻更健康的未來為目標。時至今日，雀巢香港已經擁有超過1,000名員工，其業務多元化，包括奶製品、乳酪食品、穀類早餐、嬰幼兒食品、咖啡飲品、糖果、雪糕、冷凍甜品、豆類製品、烹調食品、嬰兒營養食品、寵物食品及營養健康產品。

效益

雀巢香港持續學習的企業態度，加上這套量身訂製的GTS課程，都讓其員工：

1. 了解如何能提高供應與需求鏈的效率及可視性
2. 利用有關全球標準和實踐的知識，處理工作時所遇到的情況

應用的GS1標準或方案/服務

- GS1 HK學院：「全球追溯標準」培訓課程



“ 食品安全是共同的責任，重要的是我們有需要了解科技應用在食品可追溯性上所帶來的效果。透過GS1 Hong Kong培訓和結合現實例子的工作坊，我們可以進一步在供應鏈管理和實踐產品可追溯性方面改善整體業務規劃，從而加強消費者對本地製造食品的信心，精益求精。

總經理鍾美玲

”



TradeLink Technologies Limited 香港萃領科技有限公司

Gaining a Seal of Trust and Competitive Edge through Accreditation

業界認證 加強信任及提升競爭優勢

“ TradeLink has become a supply chain solution partner of global importers/ brands since late 1999. The industry-recognised certification supported us to better sell our scan-&-pack solution, which resulted in an increase of clients' packing efficiency by up to 30%, providing us an upper hand in the competitive market environment.

Daniel Entac, Managing Director

”

Background

Founded in 1999, TradeLink Technologies Ltd aims to help global importers and logistics companies connect electronically with their supply chain partners. Operating in over 70 countries with over 6,000 customers, the company's mission is to facilitate better shipment information communication and optimise supply chain information sharing for its customers.

In keeping with increasing shipment visibility, maximizing order fulfillment, and reducing supply chain costs, TradeLink launched a scan-&-pack solution that incorporates RFID technology. The company asserted that the solution is low-cost, fast, and help reducing labor packing costs by over 50% with zero mistake. They extend its use to areas in production, finishing and QC operation, and wish to obtain industry recognised certification for their much-acclaimed solution.

Solutions

Realising GS1 as a neutral, not-for-profit global organisation with expertise in supply chain, TradeLink joined GS1 Hong Kong's Solution Certification Programme (SCP) to ensure its solution complies with the globally-recognised GS1 Standards and international best practices, hoping to further strengthen their position as an enabler linking up suppliers globally.

TradeLink has now obtained certification from GS1 Hong Kong on its Scan and Pack Solution. There are 4 testing scopes for such certification, including identification, supplementary information, capture and operation flow. The scope of operation flow is comprised of 4 processes: scan and pack, Advance Shipment Notice (ASN) generation and submission,

ASN validation, shipment visibility and status, in which TradeLink has excelled. A test report was thus issued to the company, assuring its scan-&-pack solution complies with international standards.

Owing to the accreditation, they were able to upsell and convince customers like suppliers for Ralph Lauren to use the certified, upgraded version of the solution. Instead of traditional barcode-based solution, the GS1-endorsed RFID-based solution is now adopted. This not only helps TradeLink boast bigger business but also instill greater trust for customers in TradeLink and its solution. It is beginning to become a competitive advantage for the company to attract potential clients.



Benefits

- 1 • Increased confidence for customers, supporting sales in their business dealing process
- 2 • Boost company image and competitiveness with the opportunity to reach out to new clients

GS1 standards used or solution(s)/ Service(s) applied

- Solution Certification Programme (SCP)

About the company

TradeLink Technologies was created in late 1999 to help global importers and logistics companies connect electronically with their supply chain partners. The founders of the company went into business with the primary goals of facilitating better shipment information and maximizing supply chain information benefits for customers.

背景

香港萃領科技有限公司 (TradeLink) 於1999年成立，目標能幫助全球進口商和物流公司通過電子方式與其供應鏈合作夥伴建立聯繫。在全球超過70個國家營運並擁有6,000多位客戶，該公司致力促進更有效的貨運訊息傳遞，並為其客戶優化供應鏈信息共享。

為協助客戶提高貨運的能見度、盡力履行訂單及降低供應鏈成本，TradeLink推出了結合RFID技術的掃描及包裝解決方案。公司稱該解決方案成本低、速度快、零錯誤，有助將人工包裝成本降低50%以上。他們將其用途擴展到生產、加工和QC操作領域，並希望其廣受好評的解決方案獲得行業認證。

解決方案

TradeLink認為GS1在供應鏈專業上具備豐富知識和經驗，亦信任其中立及非牟利國際組織的角色，因此公司參加了GS1 Hong Kong的解決方案認證計劃 (SCP)，以確保他們的解決方案符合全球標準及最佳實務，期望強化公司在聯繫全球供應商的推動者角色。

TradeLink現已獲得GS1 Hong Kong的掃描和包裝解決方案認證。該認證在4個範疇去進行評估，當中包括識別、補充資訊、擷取及操作流程。操作流程範疇涵蓋4個步驟，包括掃描及包裝、建立及發出預先付運通知 (Advance Shipment Notice, ASN)、ASN驗證、物流狀態及資訊透明度。TradeLink在這幾項都表現卓越，而TradeLink亦獲得了該評估報告，證明其掃描及包裝解決方案符合國際標準。

TradeLink成功向其客戶如Ralph Lauren的供應商推薦該獲認證的解決方案，以RFID掃描及包裝解決方案取代了以條碼為基礎的系統，為客戶升級。這不但有助提升公司銷售額，亦讓客戶對公司及其方案更有信心。獲認證的解決方案有助TradeLink建立競爭優勢，吸引潛在客戶。

效益

1. 加強顧客信心，助銷售人員售賣推廣
2. 提高公司形象和競爭力，為接觸新客戶帶來更多機會

應用的GS1標準或方案/服務

- 解決方案認證計劃 (SCP)



“自1999年成立以來，TradeLink已成為全球進口商/品牌的供應鏈解決方案合作夥伴。業界認證能讓我們更有效推銷我們的掃描及包裝解決方案，從而使客戶提升包裝效率達30%，亦讓我們在競爭激烈的市場中佔盡上風。

董事總經理Daniel Entac

”

公司簡介

成立於1999年底的香港萃領科技，旨在幫助全球進口商和物流公司以電子方式，與其供應鏈合作夥伴建立聯繫。該公司的創始人最初的業務目標，是促進最佳的船運數據，為客戶從供應鏈數據獲取頂尖優勢。



Improve Business Efficiency

促進商業效率

Increasing business efficiency is a common goal of companies in many industries as it helps reduce costs, boost profits and level up customer satisfaction.

End-to-end visibility and traceability are essential along supply chain for ensuring supply chain efficiency. Enterprise data services based on GS1 standards enable different stakeholders in the supply chain to connect with each other as well as identify, capture and exchange transactional and event data easily.

The following case studies detail how GS1 Hong Kong's ezTRADE and ezTRACK™ connect trading partners together, and track and trace products and shipments respectively. As a result, companies achieve greater operational efficiency and ultimately business success.

提高業務效率是許多行業的共同目標，它有助於降低成本，提高利潤並提升客戶滿意度。

點對點的能見度和可追溯性對於確保整個供應鏈效率至關重要。基於GS1標準的企業數據服務使供應鏈中的持份者能夠相互聯繫，並輕鬆地識別，擷取和傳遞交易和事件數據。

以下案例研究詳細說明了GS1 Hong Kong的「通商易」和蹤橫網™如何將貿易夥伴連接在一起，以及分別追蹤追溯產品和出貨情況。最終公司都能實現更高的營運效率，達致成功。

ezTRADE – A standard-based e-commerce platform that supports the exchange of business transactions including purchase order, invoice and shipment notice using Electronic Data Interchange (EDI) to facilitate connection and paperless trading among trading partners along its supply chain.

ezTRACK™ – An end-to-end cloud-based visibility platform that allows enterprises to uniquely identify, capture, and share real-time data about movement of a particular product from source to destination, providing visibility of information along the supply chain.

「通商易」 – 以GS1標準為基礎的「通商易」電子商貿平台，貿易夥伴可利用電子數據聯通的標準在平台傳送電子訂單、發票及付運通知書，可促進無紙交易，無縫地連繫供應鏈中的各個貿易夥伴。

蹤橫網™ – 是個點對點的雲端追溯平台，可以完全清晰地呈現整條供應鏈的資訊，讓企業可以識別、擷取及分享特定產品的實時資訊及流向，由來源地至目的地的相關資訊都一應俱全。



Asia-Pacific Economic Cooperation (APEC) 亞太經濟合作組織

Guidelines and Best Practices for the Adoption of Global Data Standards (GDS) 應用全球數據標準 (GDS) 的指引及最佳案例

“ We welcome the conclusion of the study on Global Data Standards (GDS) and encourage officials to explore the wider use of interoperable GDS in the region. ”

APEC Joint Ministerial Statement

Background

In any international transaction of goods, a range of information needs to be exchanged between various parties as the goods move along global supply chains. Global Data Standards (GDS) is used to ensure that relevant information is provided in a common format which is easily understood and sharable by all parties. As transactions by governments and the private sector become increasingly electronic, it is more important and useful to ensure that systems used by stakeholders are interoperable.

A suite of pilot projects and the related study on application of GDS for APEC supply chain connectivity completed by the Policy Support Unit (PSU) of APEC in 2017 have demonstrated that GDS could serve as an effective trade facilitation tool to improve supply chain performance by enhancing efficiency, integrity, visibility and innovation. And GDS would also strengthen institutional connectivity by contributing to better compliance by supply chain stakeholders and enhanced risk management of customs and border agencies in the region. Yet, several challenges to GDS adoption remain, one of which is the lack of awareness of the possible uses and benefits of GDS.

Project Overview & Approach

To promote the wider use of GDS, a set of guidelines and best practices for the adoption of GDS, drawing from the study outcome of the pilot projects as well as the current state of GDS application among the APEC region, with the aim to assist relevant stakeholders to adopt and implement GDS, are to be developed.

The key objectives of this project are to encourage wider adoption of interoperable GDS to facilitate trade and to assist economies to implement their existing commitments under the WTO Agreement on Trade Facilitation (TFA); and enhance capacity of relevant stakeholders to better implement GDS to enhance supply chain performance and contribute to better compliance and risk management.

The proposed guidelines and best practices would serve as useful reference materials to assist member economies, government agencies (including customs agencies) and traders involved in supply chains (including exporters, logistics companies and importers) in their adoption and implementation of GDS for the purpose of enhancing the overall performance of supply chains and improving risk management.

Benefits

- 1 • Enhance capacity of member economies and stakeholders along the supply chains for the adoption of GDS to improve supply chain performance and risk management
- 2 • Facilitate mutual compatibility amongst data standards frameworks in the Asia-Pacific region
- 3 • Assist APEC member economies to implement their WTO Trade Facilitation Agreement (TFA) commitments by providing detailed information

GS1 standards used or solution(s)/ Service(s) applied

- GS1 Identification Keys e.g. GTIN, GLN, SCCS, GSIN
- GS1 Barcode and EPC/RFID
- GS1 EPCIS and Core Business Vocabulary (CBV)
- ezTRACK™

About APEC

Asia-Pacific Economic Cooperation (APEC) is an inter-governmental forum for 21 Pacific Rim member economies that promotes free trade throughout the Asia-Pacific region.

背景

在任何國際貨品交易中，隨著貨品在全球供應鏈流動時，各類資訊會在供應鏈各方之間傳遞。應用全球數據標準（GDS）便可確保相關資訊都以統一格式去傳播，讓各方易於理解和分享。政府和私營機構的交易日益數碼化，確保持份者系統之間的相互操作性亦變得更有用和重要。

亞太經濟合作組織（APEC）旗下政策支援組（PSU）在2017年完成了一系列試點項目，及有關GDS在APEC供應鏈聯通的應用研究。結果顯示，GDS能有效便利貿易，通過提高供應鏈的效率、完整性、能見度和創新，以改善供應鏈表現。

GDS同時加強了機構間互聯互通，促進了供應鏈持份者進一步遵守法規，並增強地區間海關和邊境機構的風險管理。然而，要有效應用GDS仍有多重難題，其中之一就是缺乏對GDS的潛在用途和效益的認知。

項目概覽及推行方法

為推動GDS更廣泛應用，一套應用GDS的指引及最佳案例文件將被制定出來。該指引文件是根據試點項目的研究結果以及APEC地區之間GDS的應用現況而擬定，旨在幫助相關持份者採用及實踐GDS項目。

該項目的主要目標是鼓勵廣泛採用具備相互操作性的GDS來促進貿易，並協助區內經濟體履行根據世界貿易組織（WTO）的《貿易便利化協定》（TFA）作出的現有承諾；並增強相關持份者的能力，更有效實施GDS來加強供應鏈表現，提升合規性和推動風險管理。

草擬中的指引和最佳案例將作為有用的參考材料，協助成員經濟體、政府機構（包括海關）和參與供應鏈的貿易商（包括進出口商及物流公司）應用和實現GDS，以增強供應鏈的整體表現、改善風險管理。

“ 我們歡迎全球資料標準研究的結果，並鼓勵官員繼續研究具互通性的GDS在區內廣泛應用。

亞太經合組織部長的聯合聲明

”

效益

1. 增強供應鏈中持份者在應用GDS的能力
2. 促進亞太地區數據標準框架之間的相互兼容性
3. 通過詳細信息，協助APEC成員經濟體履行其WTO TFA的承諾

應用的GS1標準或方案/服務

- GS1識別碼，例如GTIN，GLN，SCCS，GSIN
- GS1條碼和EPC / RFID
- GS1 EPCIS和核心商業詞彙標準（CBV）
- 蹤橫網™



關於APEC

亞太經濟合作組織（APEC）是一個涵蓋21個環太平洋成員國經濟體的政府論壇，旨在促進整個亞太地區的自由貿易。



Asia Pacific Model E-Port Network (APMEN)

亞太示範電子口岸網絡

APMEN Visualisation of Sea Freight Logistics 亞太示範電子口岸網絡的海運物流可視化計劃

“ It is suggested that the next step is to promote the model within APMEN members to improve the efficiency of data connectivity between other member ports in the future.

Wayne Q. Y. Gu, International Cooperation Manager, E&P International, Shanghai ePorts-Easipass ”

Background

Ports play an important role in the supply chain acting in the first place as a transportation hub, as well as an information hub. Shippers and logistics operators need to be able to share information documents with operators and administrators of other ports to achieve “end-to-end” visibility.

The APMEN Visualisation of Sea Freight Logistics Phase I project was commissioned, to improve the visibility, integrity and transparency of cross-border trade in the Asia-Pacific by automating the exchange of sea freight data between APMEN members and using GS1 Global Data Standards.

Project Overview & Approach

The project was undertaken by APMEN and its members (NSW Ports, Xiamen E-port and Shanghai E-port), DP World (Australian port operator), GS1 Australia, GS1 China, GS1 Hong Kong, and GS1 Global Office.

The initial step was to map and review the end-to-end processes for both imports and exports between participating ports. The mapping exercise identified critical, common processes called “events” which would trigger the exchange of sea freight data between participants for improved visibility.

For each critical event, data standards were developed to capture information about these events as the basis for the data exchange. Data attributes such as Container ID, Vessel ID, etc. were agreed and aligned to the GS1 EPCIS Standards.

GS1 EPCIS is a global data standard that enables physical supply chain and critical tracking events (e.g. a container being loaded on a vessel) to be defined, and for event data (e.g. what, where, when, why) to be captured and shared across enterprises.

It is necessary to achieve inter-port information connectivity to realise the ‘global e-port community vision’.

A single technical platform (ezTRACK™ - an EPCIS-Compliant cloud-based traceability solution) developed by GS1 Hong Kong was used. The platform was configured specifically to meet the process and data requirements, so that participants could record actual event data for each critical event onto ezTRACK™ which enabled data exchange and reporting.

Benefits

The exchange of critical sea freight data between ports can deliver benefits to participants, including

- 1 • Greater transparency in container movements
- 2 • Improved planning of port operations through increased visibility
- 3 • More efficient track and trace operations
- 4 • Better access to data for port management systems
- 5 • Better customer service support to port community stakeholders

The majority of participants provided insights into potential benefits, and particularly that the sharing of data and events would deliver:

- 1 • Implementation of early warning systems
- 2 • Visibility of vessel location and status
- 3 • Improved track-and-trace
- 4 • Strengthening regulatory and operational effectiveness

GS1 Standards used

- Global Location Number (GLN)
- Global Trade Item Number (GTIN)
- Serial Shipping Container Code (SSCC)
- Global Individual Asset Identifier (GIAI)
- Electronic Product Code Information Services (EPCIS)
- Global Shipment Identification Number (GSIN)

Solution(s)/Service(s) applied

- ezTRACK™

About APMEN

Asia-Pacific Model E-Port Network (APMEN) was launched at the 22nd APEC Economic Leaders Meeting (AELM) in November 2014, as a regional cooperation initiative to promote trade facilitation and supply chain connectivity. In August 2015, APMEN Operational Center (AOC) was set up in Shanghai. So far, APMEN has 19 members from 11 APEC economies.

Key ports events for sharing 關鍵口岸事件分享



The project implemented a basic process flow that enabled participants to capture four export and four import events and record these in the GS1 EPCIS Sandpit (ezTRACK™).

項目展示了基本的過程，讓參與者能在建基於GS1 EPCIS標準的縱橫網™內，記錄出口及入口各四項「事件」數據。

計劃背景

港口往往是運輸樞紐的第一站，亦是承載資訊的關鍵環節，在供應鏈上擔當著重要角色。航運及物流營運者需要與其他港口的業界同儕及監管機構分享資訊文件，方能達致端到端的透明度。

亞太示範電子口岸網絡（APMEN）的海運物流可視化首階段計劃於是展開，運用GS1全球數據標準將APMEN會員間的航運數據溝通自動化，目標是改善亞太地區跨境貿易的可見度、完整一致性及透明度。

項目概覽及推行方法

APMEN與其成員新南威爾斯口岸（NSW Ports）、廈門電子口岸及上海電子口岸，聯同DP World（澳洲港口營運商）、GS1澳洲、中國物品編碼中心、香港貨品編碼協會（GS1 HK）及GS1總部一同推行該項目。

項目初階段在於對接和審視參與口岸之間的出入口貨品、整個端到端的過程。在對接過程中，團隊確立了多項關鍵的恒常流程、統稱「事件」，該些「事件」會引發參與者交流航運數據，是提升可見度的關鍵。

團隊會就每一項重要「事件」發展出一套數據標準，方便擷取這些資料以作交流。團隊會運用GS1 EPCIS標準，協調不同數據如貨櫃號碼、船號碼等的屬性。

GS1 EPCIS是全球數據標準，能夠確立實際在供應鏈上發生的重要追蹤「事件」（如貨櫃運送上船）變成數據，讓該些數據（什麼物件、在什麼地方、什麼時候、為何）被收集及分享至不同企業。將口岸之間的資訊連結起來，是達致「全球電子口岸社群」願景的基礎。

建議下一步在APMEN成員間推廣項目，期望未來可改善成員口岸之間的數據聯通效率。

上海電子口岸億通國際合作經理顧勤毅



項目運用了GS1 HK開發的縱橫網™（ezTRACK™）技術平台（縱橫網™是符合EPCIS標準的追蹤追溯雲端解決方案）。平台根據項目的流程及數據要求而作出了調整，讓參與者能在縱橫網™中記錄真實的關鍵「事件」數據，方便數據互換及匯報。

GS1 HK參與擬定全面的全球數據標準工作，以支援各口岸及主要持份者的航運關鍵數據交換，當中涉及貨運代理人、貨主、運輸及物流服務供應商和政府部門等。GS1 HK團隊亦對縱橫網™作出了調整，以提供額外的物流查詢、顯示、匯報、集成功能及其他技術支援。

效益

口岸之間互換關鍵航運數據能為各參與者帶來效益，當中包括：

1. 提升貨櫃運輸過程的透明度
2. 透過提升可見度，改善口岸運作計劃
3. 更有效率地在營運中實踐追蹤追溯
4. 更易掌握口岸管理系統的數據
5. 為口岸社群的持份者提供更佳的顧客服務支援

大部份參與者都對項目的潛在效益提出見解，特別指出數據和事件的互換可有助：

1. 實踐預警系統
2. 船隻位置及狀態的可見度
3. 改善追蹤追溯
4. 強化規管及營運效率

應用的GS1標準

- 全球位置編碼（GLN）
- 全球貿易貨品編碼（GTIN）
- 貨運容器序號（SSCC）
- 產品電子代碼訊息服務（EPCIS）
- 全球個體資產識別碼（GIAI）
- 全球貨運識別碼（GSIN）

應用的解決方案/服務

- 縱橫網™

亞太示範電子口岸網絡簡介

2014年11月，亞太經合組織第22屆經濟領袖會議（AELM）成立亞太示範電子口岸網絡（APMEN），旨在促進貿易便利化和供應鏈聯通性的區域合作計劃。2015年8月，APMEN運營中心（AOC）在上海成立。至今APMEN有來自11個APEC經濟體的19個成員。



Sa Sa Cosmetic Co. Ltd 莎莎化粧品有限公司

The Beauty of a Digitised Supply Chain
數碼化供應鏈 傳承美麗

“ To streamline our supply chain, we are addressing the importance of enhancing efficiency and interactive communication with our business partners. We expect a long-term solution that enables us to achieve better performance through sustainable strategic business model with ezTRADE platform. I expect Sa Sa and our business partners will all enjoy cost reductions as well as improved operating efficiency.

Dr Guy Look, Chief Financial Officer and Executive Director

”

Background

Guided by its “Making Life Beautiful” vision, Sa Sa offers more than 700 international brands of skincare, fragrance, make-up, hair care and body care products, as well as health and beauty supplements in over 260 retail stores across Asia. Sa Sa’s product development and Finance & Accounting teams are busy working with hundreds of suppliers every month.

Buyers and suppliers used to conduct procurement transactions in traditional ways, such as manual data entry into company-owned separate systems, and information exchange via phone, fax or email. Once the orders were fulfilled, the Finance & Accounting team needed to process stacks of physical invoices for accuracy verification.

Sa Sa realised that revamp of the standard procedure was necessary because maintaining purchase orders (PO) and invoices were rather costly, inefficient and time-consuming. Furthermore, storage and delivery of these documents with no damage or loss through the whole procure-to-pay process were error-prone.

Solutions

Sa Sa decided to adopt ezTRADE to advance its procurement and invoicing system in mid-2018. The ezTRADE platform has enabled Sa Sa and its suppliers to automate a number of key supply chain functions: the generation of electronic and machine-readable purchase orders, transmission of PO via internet, integration of PO into suppliers’ backend system, issuance of invoices by suppliers and processing of supplier’s invoices.

With this platform, Sa Sa has eliminated numerous potential human errors via ezTRADE and has substantially saved labour and time in handling hardcopies. Moreover, the data delivered in a standard format to all suppliers has improved the accuracy and efficiency of data exchange.

Rolling out in phases, Sa Sa rallied with several suppliers in phase I implementation, providing them an experience to the ezTRADE platform and enhancing efficiency as a result. More suppliers will be involved in the phase II roadmap. All the participating suppliers will account for more than 100,000 pieces of invoice in a year, boosting operational efficiency in a big way.

Benefits

As the top 8 out of 12 Sa Sa suppliers are ezTRADE platform users, the onboarding plan has been smoothed and accelerated. Other immediate and obvious benefits are as follows:

- 1 • Improve data accuracy (both purchase order and invoice)
- 2 • Enhance efficiency for invoice validation
- 3 • Minimise argument with suppliers because all records of purchase order and invoice are traceable
- 4 • Shorten turnaround and response time, potentially lengthen supplier’s delivery lead-time and optimise Sa Sa just-in-time inventory
- 5 • Expedite invoice settlement process

GS1 standards used or solution(s)/ Service(s) applied

- Global Location Number (GLN)
- EANCOM
- ezTRADE

About the company

Established in 1978, Sa Sa is a leading cosmetics retailing group in Asia. Listed on the Main Board of The Stock Exchange of Hong Kong Limited in 1997, its business covers Hong Kong and Macau SARs, Mainland China, Singapore, and Malaysia. Sa Sa positions itself as one-stop cosmetics specialty stores with a business focus on “Beauty”. In line with the new retail era, Sa Sa is integrating its physical and e-commerce presence, striving to provide a refined and seamless O2O customer experience.



背景

莎莎一直以「締造美麗人生」為願景，在亞洲區設有逾260間零售店，銷售逾700個國際品牌，包括護膚品、香水、化粧品、護髮及身體護理產品，以及美容營養食品等。鑑於銷售品牌眾多，莎莎的產品發展與財務及會計部，每月必須應付數以百計的供應商，非常繁忙。

莎莎過往採用傳統方式處理供應商的採購訂單，例如人手輸入資料至企業內部獨立系統，並透過電話、傳真或電郵方式與供應商交換資訊。完成訂單後，財務及會計部更需要處理大量實體單據，以確保資料準確。

有見及此，莎莎意識到修改標準程序的需要，主要是人手處理採購訂單及單據是成本高、效率低和耗費時間的方法。此外，從採購至付款的過程中涉及多個工序，包括儲存及運送單據文件，損毀或遺失亦在所難免。



“為簡化供應鏈流程，我們積極與各業務夥伴提升效率並加強互動溝通。我們期望『通商易』作為長遠解決方案，將配合我們可持續發展的策略性業務模式，有助莎莎達致更佳表現。我預期莎莎和我們的業務夥伴均可進一步節省成本和提升營運效益。

首席財務總監及執行董事陸楷博士 ”

公司簡介

莎莎於1978年成立，為亞洲具領導地位的化粧品零售集團，並於1997年在香港聯合交易所有限公司主板上市，業務遍及香港及澳門特別行政區、中國內地、新加坡及馬來西亞。莎莎以「美」為業務重心，並以一站式化粧品專門店為定位。為配合新零售時代，莎莎正積極整合實體店及電子商貿業務，致力為顧客締造無縫的線上線下購物體驗。

解決方案

莎莎於2018年中採用了「通商易」(ezTRADE)，優化其採購及訂單系統。「通商易」平台讓莎莎及其供應商能夠自動處理供應鏈上各項主要程序：建立電子及電腦可讀的訂單、透過互聯網傳送訂單、訂單被自動送到供應商的後端系統、供應商發出付款通知單及處理供應商的發票。

「通商易」平台有助莎莎消除多項潛在的人為錯誤，以及節省處理實體文件所需的大量人手和時間。此外，所有數據均以標準模式傳輸予各供應商，有效改善數據互換的準確度及效率。

上述方案以分階段形式進行，莎莎於首階段聯同部份供應商採用「通商易」平台，讓他們體驗「通商易」並提升效率。莎莎於第二階段將涵蓋更多供應商。參與的供應商每年均處理逾100,000份單據，而採用「通商易」有效提升營運效率。

效益

在莎莎的12個供應商中，首8個均採用了「通商易」平台，使推行過程更快更順利，同時帶來以下顯著的效果：

1. 提升採購訂單及付款通知的數據準確性
2. 提高核對付款通知單的效率
3. 由於所有採購訂單和付款通知單均可追溯，避免與供應商爭拗
4. 縮短與供應商的往來和回應時間，讓供應商有充裕時間交貨，同時完善莎莎的庫存管理
5. 加快付款處理過程

應用的GS1標準或方案/服務

- 全球位置編碼 (GLN)
- 通商易
- EANCOM



Shiseido Hong Kong Limited 資生堂香港有限公司

Polishing up a Seamless Trading Ecosystem 創造緊密無縫的交易系統

“ Given the growing diversity of products and brands, it is important for the division to maintain a smooth day-to-day operation, while continually improving communication efficiency and creditability to strengthen ties with our trading partners. ezTRADE is very helpful to the division’s operation in this regard.

Phoebe Ng, Brand Director of Cosmetics and Personal Care Division



Background

As a Japanese pioneer of advanced technologies and innovations for beauty, Shiseido Hong Kong Limited (“Shiseido”) offers a variety of brands covering skincare, makeup, fragrance, professional hair and healthcare. In particular, the business of Cosmetics and Personal Care Division of Shiseido in Hong Kong has been growing in recent years, and has established partnerships with a wide range of chain stores in Hong Kong including Aeon, Mannings, Sa Sa, A.S. Watsons, etc. In the process of communicating with diverse trading partners, the division needs to process thousands of purchase orders (PO) and invoices every month. Among the massive number of transaction documents, part of them remained in hard copies and required the division to manually conduct data entry, data checking, paper invoices scanning and to create monthly payment statements in a silo web portal before processing the transaction with trading partners.

The drawbacks with manual operation are evident – it leads to potential human errors and extensive time spent on manual work, increasing the possibility of missing documents and files. Likewise, with the low efficiency of paper work, it delays the communication between the division and its trading partners.

Solutions

In 2018, Cosmetics and Personal Care Division of Shiseido found that a number of its major trading partners have been utilising the ezTRADE platform for electronic ordering, invoicing and shipment notices. The division then decided to join this largest B2B EDI (Electronic Data Interchange) community in Hong Kong, implementing the simple and efficient electronic information exchange steps as below:

1. Retailers (e.g. Sa Sa) send EDI PO to the division in Shiseido;
2. PO is integrated automatically into the system of the division;
3. ezTRADE supports auto data checking, and the division only needs to confirm the order and generate shipment notice via the platform;
4. The system of the division can automatically send EDI invoice once the shipment is completed.

Apart from providing an environmental friendly solution for trading documents, ezTRADE also increases operation efficiency by enhancing the creditability and accuracy in communications with business partners. This allows the division to provide more agile responses.

The business partners of the division are now using ezTRADE to ensure efficient and accurate transmission of the commercial documents, thus to improve the communication process with partners.

Benefits

With ezTRADE, Cosmetics and Personal Care Division of Shiseido enjoys the following benefits:

- 1 • Unified messaging format with greater data accuracy and efficiency;
- 2 • Reduced the man-hours in data entry, data checking and invoicing;
- 3 • Swift deployment with easy-to-use interface that minimises manual processing.

GS1 standards used or solution(s)/ Service(s) applied

- Global Trade Item Number (GTIN)
- ezTRADE

About the company

The Shiseido Company is a global organization with wholly-owned office in Hong Kong, overseeing businesses and operations in both Hong Kong and Macau. Established in 1962, Shiseido Hong Kong offers trusted brands with leading technology to meet the full complement of beauty needs, including brands from prestige, mass skincare, professional haircare and fragrance. Fiercely contemporary and innovative after over 145 years in business, Shiseido Company brands are now sold in over 120 countries and regions.

背景

資生堂香港有限公司（“資生堂香港”）作為日本美容界先進技術和創新的先驅，推出的品牌涵蓋護膚品、化妝品、香水、專業頭髮及健康護理產品。近年，資生堂香港的大眾化妝品及個人護理部門（Cosmetics and Personal Care Division）業務持續增長，與Aeon、萬寧、莎莎、屈臣氏等多家大型零售商拓展合作。龐大業務令該部門每月必須處理超過數千份商貿夥伴間的商業文件，包括採購訂單及發票等。這些文件當中，一部分仍以紙張形式出現，需要進行人手輸入、資料核對、掃描支付單據、以及在獨立運作的網絡平台上建立月結單等工序，才可成功進行交易。

人手處理容易涉及人為錯誤和大量處理文件的時間，亦有機會增加遺失文件及檔案的可能性。同時，由於人手處理文件的效率低，與合作夥伴之間溝通出現延誤。

解決方案

在2018年，資生堂香港的大眾化妝品及個人護理部門注意到多個主要貿易夥伴均採用「通商易」（ezTRADE）平台，以電子形式傳送訂單、發票及付運通知等文件。部門於是決定加入這個香港最大的B2B電子數據聯通平台，實踐簡易有效的電子數據交換，步驟如下：

1. 零售商（如莎莎）向該資生堂香港部門發出電子採購訂單；
2. 該訂單透過「通商易」自動輸入該部門的系統內；
3. 「通商易」自動核對資料，部門只需再次確認訂單，即可透過平台發出付運通知；
4. 零售商收到貨品後，部門的系統會自動發出電子支付單據。

「通商易」不但減少用紙、推動環保，更在運作上透過改善與貿易夥伴之間的溝通程序，確保訊息更準確、可信，提升效率。部門還可利用平台核對單據及處理當中差異，提供迅速的回應。

資生堂香港的大眾化妝品及個人護理部門及其貿易夥伴均以「通商易」進行有效準確的商業文件傳輸，將過往貿易上的溝通程序大大改善。



“ 隨著產品及品牌的多樣化，暢順的日常運作對部門是很重要的，同時繼續改善溝通效率和信譽以加強和貿易夥伴的連繫。「通商易」在這些方面對部門的運作有很大幫助。

大眾化妝品及個人護理部品牌總監吳敏頤 ”

效益

資生堂香港的大眾化妝品及個人護理部門使用「通商易」後獲得以下好處：

1. 統一的訊息格式大大提升資料準確性和效率
2. 大量節省人手輸入、資料核對及發出單據的時間
3. 簡單易用的介面讓公司及員工迅速應用平台，而不影響平日運作

應用的GS1標準或方案/服務

- 全球貿易貨品編碼（GTIN）
- 通商易



公司簡介

資生堂集團是國際化妝品企業，在香港設立的獨資公司主要負責在香港、澳門地區的化妝品銷售業務。於1962年踏足香港，資生堂香港有限公司提供值得信賴且技術先進的品牌，涵蓋高端化妝品、大眾化妝品、專業美髮及香水，以滿足多元的美容需求。資生堂集團經過145年的不斷創新，業務迄今覆蓋全球120多個國家及地區。



Sun Fat Heung Food Products Ltd (Top Soyafood) 新佛香食品有限公司 (壹品豆品)

Undertaking a Digital “Fermentation” Process of Supply Chain
展開供應鏈數碼化的「發酵」過程

“ GS1 Hong Kong brought us global perspectives and assisted us to modernise our relatively traditional business model. Product traceability and inventory turnover in the supply chain is critical for us to ensure we serve fresh products to our consumers every day. With the support from GS1 Hong Kong, we can focus on our core competency, realise savings from digitalisation and speed up our expansion plan.

Jeff Law, Director

”

Background

As Sun Fat Heung goes from strength to strength with product diversification and strong marketing efforts, a more complex web of supply chain involving suppliers, wholesalers and retailers arises. The traditional ways of manual operation and paper filing system across the production lines no longer meet the growing volume of businesses. The soy food manufacturer acknowledges the need to transform, in terms of production, logistics as well as the entire company structure.

In particular, enhanced efficiency in its supply chain to record the movement and storage of food and beverages are crucial to meet its business growth. Equally important is the need for a modernised system to facilitate internal communication between the purchasing, warehouse and production team.

Solutions

Sun Fat Heung enlisted the support from GS1 Hong Kong's Supply Chain Management Professional Service (SCMPS) team to assess the company's supply chain. The team benchmarked it with global standard practices, and found the paper-based communication procedure being one of the major pain points that caused inefficiency and inaccuracy.

After a thorough review, from raw materials receiving, warehouse management, production, all the way down to order receiving, transportation, invoicing and product return, the SCMPS team designed a more sophisticated supply chain model for Sun Fat Heung to support its transformation needs. That includes the use of global standards like barcode, product/batch scanning at each stage, deployment of ERP system and other technologies.

Digitalisation and process re-engineering had brought about a more efficient supply chain, which helps the company improve its inventory turnover by a staggering 25%, while responding faster to business partners. The savings in administrative cost due to reduced human operation has achieved a remarkable 20%, because of higher accuracy between electronic orders and invoices whereas better traceability of its products is observed.

The company realises the importance of unique identification of products and digitalization as the foundation of effective operation, traceability, warehouse management and data analysis, and expects to further streamline its processes by accelerating the adoption of technologies and global standards.

Benefits

An end-to-end standardised and digitalised system is key to its success:

- 1 • Improve Inventory turnover by 25% by knowing the real-time movements of goods
- 2 • Lower administrative cost by 20% owing to less manual operation
- 3 • Enhanced visibility and traceability of all products and deliveries, uplifting trading partners' confidence

GS1 standards used or solution(s)/ Service(s) applied

- Global Trade Item Number (GTIN)
- Supply Chain Management Professional Service

About the company

Founded in 1958, Sun Fat Heung Food Products Ltd has been focusing on the soy industry in Hong Kong for more than 60 years. Running the market brand Top Soya, the company is committed to producing high quality soy products and insists on local daily production to ensure fresh products for consumers every day.

背景

隨著新佛香的產品越來越多、市場營銷日益增強，業務隨之不斷壯大，因此由供應商、批發商、零售商所組成的供應鏈網絡亦變得更龐大而複雜。這間豆製品廠意識到，以人手操作及紙本文件存檔等傳統方式來運作的生產線，已經追不上業務發展步伐，需要在生產、物流以及整個公司架構方面作出轉變。

公司認為提升供應鏈的運作效率，特別是要方便人員記錄食品和飲品的運送及存放，對業務增長非常重要。同樣，公司需要一套能加強採購部門、倉庫、生產部門之間內部溝通的現代化系統。

解決方案

新佛香向GS1 Hong Kong的供應鏈管理專業服務 (SCMPS) 團隊尋求支援，以評估公司的供應鏈。SCMPS團隊將新佛香與全球標準實踐作對比，發現以紙本文件為主的通訊方式是影響效率及準確性的主要痛點之一。

經過深入檢討，SCMPS團隊由原料入貨、倉庫管理、生產工序，以至接受訂單、貨運流程、產品退貨，重新設計了一個更精密的供應鏈運作模式，以配合新佛香升級轉型。其中包括利用全球標準——例如使用條碼、在不同階段掃描的產品或生產批次、引入企業資源規劃 (ERP) 系統及其他技術。

在數碼化及重新規劃程序後，供應鏈的運作效率得到提升，使公司的存貨周轉率顯著地提高了25%，亦令公司能更快地有效地回應商業夥伴的不同要求。另一方面，由於利用電子訂單及發票而減少人手處理工序後，產品可追溯性大大提高，因此整體行政開支亦大幅節省了20%。

新佛香瞭解到產品的獨有識別及流程數碼化，都讓公司營運、產品可追溯性、倉庫管理及數據分析都變得更為有效，是業務運作的基石，因此亦打算在加快對科技及全球標準應用的速度，以進一步精簡營運流程、提升效率。



效益

一套點對點的標準化及數碼化系統是新佛香成功的關鍵：

1. 實時了解貨物的運送情況，存貨周轉率提高了25%
2. 減少人手處理工序後，整體行政開支減省20%
3. 增強產品及送貨服務的透明度及可追溯性，提升貿易夥伴的信心

應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- 供應鏈管理專業服務



“ GS1 Hong Kong帶給我們一套全球視野，並助我們將傳統的營運模式現代化。產品可追溯性及庫存周轉對我們來說極其重要，我們就是依靠它們來每日為顧客提供新鮮的產品。獲得GS1 Hong Kong的支援後，我們可以更專注自身核心優勢，同時利用數碼科技降低成本，加快我們的擴充計劃。

董事總經理羅孟慶

”

公司簡介

新佛香食品有限公司成立於1958年，60年來在香港專注豆製品事業，經營自家的市場品牌「壹品豆品」，致力生產優質的豆製品，堅持每日香港新鮮製造，令消費者每天都能享用新鮮的產品。

Acknowledgement 特別鳴謝

LaRaine

SuperFoods for Skin

95 International
Company Limited
95 國際有限公司



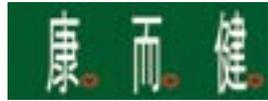
Café de Coral Holdings Ltd.
大家樂集團有限公司



GS1 Macau
澳門物品編碼協會



AEON Stores (HK) Co. Ltd.
永旺 (香港) 百貨有限公司



Care and Health Limited
康而健有限公司



Hop Hing Oils & Fats (HK) Ltd.
合興食油 (香港) 有限公司



Asia-Pacific Economic
Cooperation
亞太經濟合作組織



Chow Tai Fook Jewellery Group
周大福珠寶集團



Jebsen & Co. Ltd.
捷成洋行有限公司



Asia-Pacific Model E-port Network
(APMEN)
亞太示範電子口岸網絡營運中心



DCH Food Mart
大昌食品市場



Lorence & Co. Ltd.
義生洋行



Aquaculture
Technologies Asia Ltd.
亞洲水產養殖科技有限公司



DCH Logistics Co. Ltd.
大昌行物流有限公司



Maxim's Caterers Ltd.
美心食品有限公司



BOXLAND

Boxland Hong Kong Limited
電子盒香港有限公司



FrieslandCampina (HK) Ltd.
菲仕蘭 (香港) 有限公司



Nestlé Hong Kong Limited
雀巢香港有限公司

以公司/機構英文名稱排序 in alphabetical order



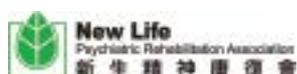
New Food Era Co. Ltd.
新食品時代有限公司



Sims Trading Co. Ltd.
慎昌有限公司



Tsit Wing International
Holdings Limited
捷榮國際控股有限公司



New Life Psychiatric
Rehabilitation Association
新生精神康復會



Sun Fat Heung
Food Products Ltd (Top Soyafood)
新佛香食品有限公司 (壹品豆品)



Vitasoy International
Holdings Ltd.
維他奶國際集團有限公司



Rich Harvest Agricultural
Produce Limited
豐泰農產品有限公司



Swire Coca-Cola HK Ltd.
太古可口可樂香港有限公司



Wyeth Nutrition Hong Kong
惠氏營養品香港



Sa Sa Cosmetic Co. Ltd
莎莎化粧品有限公司



Tai Luen Coffee Co. Ltd.
大聯咖啡有限公司



Scott (UK) Limited



Tong Shun Hing
Poultry (HK) Co. Ltd.
唐順興家禽 (香港) 有限公司



Shiseido Hong Kong Limited
資生堂香港有限公司



TradeLink Technologies Limited
香港萃領科技有限公司

About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

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".

Currently, GS1 Hong Kong has around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology.

For more information, please visit www.gs1hk.org.

關於香港貨品編碼協會

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，也是一間提供標準的非牟利機構，一直致力研發和推動全球標準，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總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

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。

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。

如欲進一步了解本會，請瀏覽 www.gs1hk.org。

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