GS1 Hong Kong

Cissy Chan
Executive Director, Commerical
Hong Kong International Airport

GS1, IBM and Microsoft partnered to
introduce standards for blockchain
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The ICT awards season
資訊及通訊科技獎 2018

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掃「碼」有驚喜@香港美食巡禮 2017

GS1 HK Belt & Road Summit
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Executive Connect 管理層專訪

Triumph in the Skies:
HK Airport sees no limit to new retail
香港機場對新零售業務看俏
領乘客「衝上雲霄」

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Editor's Note 編輯的話

Mobile scanning: a fad or phenomenon?
手機掃描: 是風尚還是現象?

Chinese consumers are used to scan-to-【buy / pay / read / share / action】 now, but you think scanning code only happens in Mainland China? Think again. Mobile scanning can be used in so many ways that might surprise you, and delight your customers too.

With consumer heightened demand for product transparency, food giant Nestlé chose the UK for the global launch of its new digital scanning system. Simply by scanning QR codes, customers can access information via mobile about the nutritional profile and environmental and social impacts of its products.

In the U.S., Walmart will launch Mobile Express Returns that allows customers to return the products they bought online, simply by scanning the product QR code through Walmart app and hand over the product at the store to the employee, in 30 seconds. Walmart also wants to streamline returns for products sold by third-party retailers on its website.

Just late last month, Alipay rolled out its cashless transaction platform for hawkers at the Po Tat market in Kwun Tong district, Hong Kong. No more slippery coins and notes, all wet-market patrons need to do scan a barcode nearby the stalls to pay for the fish or meat or vegetables they buy.

Just as barcode technology transformed the efficiency of retail stores in the early 1980s, mobile scanning coupled with RFID identification technology and standards are going to take the business world by storm again. Product information management, product authentication, track-and-trace and digital marketing are just some of the functions that code scanning can do on the consumer front. There are so much more examples you can see in the business, food, transport and logistics, healthcare industries and the supply chain world.

Let's see how Hong Kong Airport constantly innovate itself using technology and customer-centric strategy that sustain its top five position in the Best Airport in the world.

Enjoy our revamped GS1 Hong Kong Magazine, Business Connect.

中國消費者習慣掃描條碼，進行各種包括購物、過數、閱讀、分享等行為。您認為掃描條碼只會在中國內地發生嗎？再細心一想，您就會發現手機掃描條碼的用法多不勝數，令人驚訝之餘亦能令您的顧客笑逐顏開。

隨著消費者對產品透明度需求上升，食品巨頭雀巢就在英國率先推出全新的電子掃描系統。透過掃描QR碼，顧客即可以在手機獲取產品的營養概況，及其對環境和社會影響等資訊。

在美國，Walmart即將推出「手機快速退貨服務」，顧客可以直接到店舖「快速」通過掃描QR碼，退還物品，不必排隊輪候，於30秒內退還從網上購買的貨品。沃爾瑪期望未來會簡化第三方零售商在其網站上銷售的產品的退貨程序。

就在上月底，支付寶在香港觀塘區的寶達商場街市推出無現金交易平台，讓街市的顧客終可告別「濕納納」的硬幣和紙幣。他們揀好鮮魚、肉類或蔬菜後，只需用手機掃描檔舖的條碼付款，即可完成購物。

正如條碼技術在1980年代初徹底改變零售商店的效率一樣，流動掃描加上無線射頻識別技術和標準，將再次顛覆商業世界。針對消費者，條碼掃描可提供產品資訊管理、產品驗證、追蹤追溯、數碼營銷等功能，而在商界、食品及餐飲、運輸物流、醫療護理界以至供應鏈領域等等的應用更是舉目皆是。

就讓我們看看香港國際機場如何利用創新科技以及以客戶為中心的策略，持續穩守全球最佳機場頭五位的排名。

請細閱革新版GS1 HK雜誌Business Connect。

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GS1 Hong Kong

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 easy-to-implement 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 enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services.

Currently, GS1 Hong Kong has over 7,000 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 about GS1 Hong Kong, please visit www.gs1hk.org.

關於香港貨品編碼協會

香港貨品編碼協會於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方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1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。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務，為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度，並推動商業之間的連繫。

香港貨品編碼協會目前有逾7,000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。如欲進一步了解香港貨品編碼協會，請瀏覽 www.gs1hk.org。

November 2017　2017年11月

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香港國際機場對新零售看俏 領乘客「衝上雲霄」

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> Cissy Chan, Executive Director of Commerce, Airport Authority Hong Kong
> 香港機場管理局商務執行總監陳正思

commented Cissy Chan, Executive Director of Commerce, Airport Authority Hong Kong, on the quickly changing retail scenario. "People can literally buy everything from online now, so we believe consumers are also looking beyond the products when they shop. They want the service, the professional help and support to be integrated in their shopping routine. I think there's a lot of mileage in utilising technology in retail business."

Innovation Fuels Exceptional Consumer Experience

Utilising VR / AR technology to engage with consumer is one of the ways that retailers in HKIA trying to enhance experience. One cosmetic retailer at the airport has set up an app that let consumers take a selfie and select a makeup, say "partygoer" look, then TA-DA, the consumer can see herself with glittery eyes, glowing lip, flushed cheeks, etc in her selfie.

RFID is also one of the technologies commonly deployed in retail industry. For instance in a fashion store equipped with EPC-standard RFID antennas and tags, when a shopper approaches the dressing mirror or enters the fitting room, the system will read data from RFID tags on the items carried by the shopper and respond with mix-and-match fashion tips on a nearby screen.

By capturing the preferences of individual customers, the system is able to provide personalised shopping recommendations to customers. It can up-sell other relevant products or offer special promotional discount based on their individual tastes.

Airport Digitalisation Journey to Delight Passengers

To constantly enhance passengers' experience, digitalisation has always been one of the key pillars to do the job. The more recent digital idea is an e-marketplace called HKairport Shop, launched a few months ago. Passengers can shop a wide range of packaged food like chocolate and cookies online and pick up the items at a designated collection counter at HKIA in three hours. Also available in "HKG My Flight" app, the e-platform reduces the time that passengers need to walk around and queue for payment, which is especially useful for those time-pressed passengers who need to bring home some souvenirs for colleagues or friends.

Since 2013, "HKG My Flight" app has provided users with a wide array of useful information including real-time flight information, flight status notification, airport indoor maps and public transport search.

With over 10,000 units of beacons installed all over the airport terminals, the app also provides way-finding function for passengers to navigate within the terminals, as well as push

購物時買的不單只是貨品，更是專業的服務及貼心周到的完美體驗。我預期零售業在運用科技方面將會有極大發展空間。」

創新增添動力 帶來非凡顧客體驗

機場零售商運用虛擬實境（VR）及擴增實境（AR）科技以豐富體驗，是其中一項增加顧客參與度的做法。其中一間機場的化粧品牌推出新APP，讓消費者即時看到不同妝容的自拍照，如純情和風系、派對閃亮系等。

射頻識別技術亦是零售商慣常採用的技術之一。例如在一所時裝店會配備以EPC作基礎的RFID智能零售系統，讓顧客拿著貼上RFID標籤的衣物進入智能試身室時，系統會識別該衣物，而附近的LCD屏幕隨即展示相關的服飾配搭。

智能零售系統透過知悉每位顧客的喜好提供建議，協助顧客作出選擇，或可即時提供優惠，增加顧客購物機會之餘亦提升店舖交叉銷售能力。
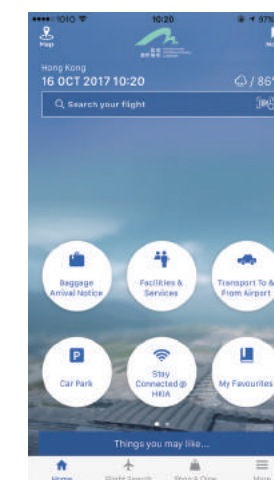
機場數碼化旅程 只為滿足旅客

要不時提升旅客體驗，數碼化扮演著重要角色。機場近日便率先推出名為HKairport Shop的網購店，讓乘客在網上訂購，然後最快3小時後在機場指定地點領取所購產品。旅客同時可在機場的流動應用程式「我的航班」中連結至網購店，減少因找尋店舖及排隊付款的時間，特別適合趕時間但又要買手信的旅客。

「我的航班」自2013年起已為香港國際機場旅客提供全面的機場資訊，包括實時航班資料、航班狀況提示、機場室內地圖，以及公共交通資訊等。

機場已在機場客運大樓內安裝逾10,000個信標，旅客透過「我的航班」應用程式，使用導航功能，以及接收附近商戶的優惠推送訊息。

香港國際機場在今年11月推出另一嶄新的

Imagine yourself being in the oldest wine cellar in a French Château, surrounded by the sweet and oaky scent of the wine barrels, while you are introduced to the century-old wine-making process in the historical chamber. Then, the next moment, you are flying in Paris upside down, and the landmark buildings are spinning around you that makes you feel like dancing from one to another. These are the kind of exciting and funny retail experience that Hong Kong International Airport (HKIA) likes to bring to visitors.

"Seldom will you see entertainment-based shopping experience in a typical shopping mall today, because they don't make a lot of money. But HKIA wants to introduce a different lifestyle, this is part of our airport city development, setting us apart from other retail malls,"

試想像您正身處法國一個極具歷史的酒莊莊園內，被濃郁甜膩的酒桶氣味包圍著，同時細味著源自上世紀的葡萄酒釀造過程。然後，您又會在巴黎上空中翻身翱翔，身邊許多建築地標有如在您周圍恣意狂舞。這就是香港國際機場（機場）期望為訪客創造的刺激、有趣購物體驗。

香港機場管理局商務執行總監陳正思對現時不斷轉變的零售環境有著新見解：「典型的商場通常少有以娛樂作基礎的購物體驗，因都不會很賺錢。香港國際機場正想創造一種有別於其他商場的模式，切合我們整體機場城市的發展。消費者現時在網上基本什麼都可買到，所以他們在實體店

notifications of promotional messages from the nearby shops and restaurants.

HKIA is launching another pioneering service called MyTAG in November this year. After matching the specially designed baggage tag with "HKG My Flight", inbound travellers will receive notification when their baggage is about to arrive at the baggage reclaim belt at HKIA.

The O2O Experience

Those are just some of the IT applications that marry the online and offline experience, transforming the retail and service industry and bringing more convenience, flexibility and enjoyment to the Hong Kong airport passenger.

"Perhaps the only thing that O2O technology cannot do is eating. People still need to consume the food physically," Cissy exalted half-jokingly of what technology can do today. "Still, we are striving to improve passengers' dining experience with technology, and at the same time, upgrade our quality and introduce more variety with the revamp of our food court, to be completed in 2018."

Having over 90 different food & beverage restaurants and stalls in the airport now, the entire food court in the East Hall will go through a makeover with new design and increased seating capability from 900 to

MyTAG「行李通」服務。抵港旅客只要在行李上掛上特別設計的行李牌，再用「我的航班」應用程式進行登記配對，便會在行李即將到達行李輸送帶時收到提示通知，無須在輸送帶旁邊等候。

線上線下體驗結合

資訊科技應用能揉合網上與實體體驗，為香港國際機場的旅客帶來便利、彈性及樂趣，改革了零售及服務行業。陳正思笑言：「或許只有飲食過程尚未有科技能取代，人類始終尚未能透過科技進食。但我們仍透過科技致力改善飲食體驗，並計劃在2018時翻新機場位於東大堂的美食廣場、引入更多各國佳餚，進一步提高餐飲質素。」

現時香港國際機場擁有逾90間餐飲店舖，整個東大堂美食廣場將重新設計及提升由900至1,200的座位數量。香港國際機場同時將改善其點餐流程，在「我的航班」應用程式內增添預訂餐飲功能。旅客將來只需於程式內揀選餐點，付款後該餐廳便會開始預備，並在準備好後便通知旅客，免卻旅客排隊輪候。

1200. HKIA is going to improve the food ordering procedure as well, by integrating the food pre-order function into "HKG My Flight" app. In future, passengers no longer need to queue in front of the restaurants, they just choose from the menu in the app and the kitchen will prepare the food and alert the passengers once ready.

No wonder HKIA was just named by airline travellers in the World Airport Awards as world's best for Airport Dining. With a multi-national customer base using the airport, there is something for everyone, including 12 Michelin star options.

To complete the circle of passengers' experience in Hong Kong airport is its free delivery service. Since 2 years ago, passengers no longer need to carry the shopping bags around in the airport, their purchase can be shipped to 12 countries and locations. There is also hybrid shopping experience, meaning passengers can enjoy both professional services and products in the airport, for example an optical store offering optometric services and their glasses will be forged and delivered to their location.

Piloting in the Competitive Landscape

By August 2017, the value of retail sales in HK recorded a 2.7% increase compared to same period last year. For HKIA, they are marking a high single digit growth year-to-date. "I'd say we perform better than the general retail market, and I think we will continue to be important in the region, because it's really about the connectivity," Cissy commented on the retail forecast and growth prospect. "With our capacity enhancement projects, such as the Three-runway System, the Inter-modal Transfer Terminal (ITT), the SKYCITY and the logistics facilities, we are going to be able to carry more passenger and more goods to different parts of the world. I think all these will enable HK to benefit more from various Mainland China initiatives including Belt and Road and Big Bay Area development."

Covering approximately 25 hectares of land, SKYCITY is expected to be one of the largest commercial projects in Hong Kong. Cissy envisioned it

難怪香港國際機場剛榮獲由全球旅客評選得出的全球最佳機場餐飲服務獎項。全球多國旅客出入香港國際機場，美食款式選擇豐富，當中包括了12間米芝蓮推介的本地餐廳。

為讓旅客體驗更完美，香港國際機場於兩年前推出免費託運服務。旅客於機場內購物後不再需要「一袋二袋」，他們的「戰利品」可以送往全球12個國家及地區。機場內亦提供融合口購物與專業服務的零售舖，如旅客在驗眼及配鏡片，待眼鏡造好後便可免費運送至旅客指定地點。

於競爭中振翅飛翔

在2017年8月，香港零售市道錄得同比2.7%增長，而香港國際機場的零售額則有高單位數升幅。陳正思就零售預測及增長前景作評估時稱：「我看到機場零售比香港整體零售表現更佳，而機場持續扮演著重要連繫角色，將延續我們優秀成績。」

陳正思續道：「隨著我們擴展工程計劃如火如荼，包括三跑道系統工程、多式聯運中轉客運大樓、SKYCITY航天城及物流設施，我們會運送更多旅客及貨物至世界各地。我認為這將協助香港掌握更多一帶一路及粵港澳大灣區等國家發展的機遇。」

SKYCITY航天城佔地約25公頃，預期會是全港最大型的商業項目之一。該計劃具備眾多娛樂體驗及一系列的購物、餐飲及住宿選擇，陳正思預料項目分階段落成時將會成為時尚生活中心，期望屆時的客戶群不單是旅客，更是成為本地居民的消閒娛樂大本營。

to be a lifestyle destination, with a range of experience-based entertainment and a wide array of shopping, dining and accommodation options, be ready in phases. She expects a wide client base than just airport passengers, but an entertainment terminal for local residents too.

The construction of an ITT will further differentiate HK airport from its competition. Currently for transit passengers, there is SkyPier fast ferry service that takes them easily from Hong Kong airports to 9 ports in the Pearl River Delta Region (and vice versa) including Macau, without having to enter Hong Kong boundaries. The future plan will include land-to-air option, where there will be bonded buses to take passengers to the airside of the airport leveraging on the commencement of Hong Kong-Zhuhai-Macao Bridge. Without going through the immigration procedures in Hong Kong, passengers can already take plane to destinations worldwide, speeding up their departure further.

Connectivity is the Key to Airport Development

HKIA records around 11% year-on-year growth in air cargo for the first nine months this year, and is plotting to set aside 5 hectares of land for building logistics facilities. The purpose is to support e-commerce related business and become the regional distribution centre that can also handle temperature-sensitive goods, in order to stimulate more air cargo flying through Hong Kong.

"We continue to be the busiest air cargo airport in the world. We have the highest air cargo throughput for 7 years now," Cissy remarked on the excellent air cargo performance in Hong Kong airport. "I believe it has something to do with e-commerce. You can imagine, there's only 7 million population in Hong Kong alone, it would not be able to support 4.5 million tonnes of air cargo. So it must be somewhere next door, from or to Mainland China."

"Hong Kong's air network is extensive, together with our road-based transportation going through Pearl River Delta, I'm confident our role in enhancing the connectivity will continue to be very important, especially when the Belt and Road initiatives continue to accelerate." said Cissy.

建設多式聯運中轉客運大樓將有助香港國際機場突圍而出。現時中轉旅客可透過機場的海天客運碼頭來回機場至珠三角內包括澳門等9個碼頭，而毋須出入香港口岸。未來計劃將包括利用港珠澳大橋開通的契機推出「陸空聯乘」選項，利用封閉行車橋及專用巴士運送中轉旅客過境香港，搭乘航班飛往全球各地，途中毋須辦理入境香港手續，更省時便利。

香港國際機場發展著重連繫世界

香港國際機場的貨運量在本年首九個月錄得約11%同比增長，並打算撥出5公頃土地作建設物流設施用途，主要處理電子商貿相關物流業務、溫控貨品及成為區內物流中心，吸引更多貨運機飛抵香港。

陳正思在提及香港國際機場的貨運業務時表現興奮：「我們是全球最繁忙的貨運機場，貨運量已連續第七年成為全球最高。我相信這與電子商務有關。你可以想像，香港只有7百萬人口，不可能需要每年450萬噸的空運貨物，所以當中一定包括出入口中國內地的貨品。」

陳正思續稱：「香港空運網絡超卓，結合我們與珠江三角洲的陸路交通網，我深信我們作為區內甚至世界連繫人的角色會隨著一帶一路的發展有增無減。」

Google Chrome now lets you scan barcodes and QR codes

Google Chrome on iOS has been able to scan barcodes and QR codes, users can find the shortcut on the keyboard (cirle in red)
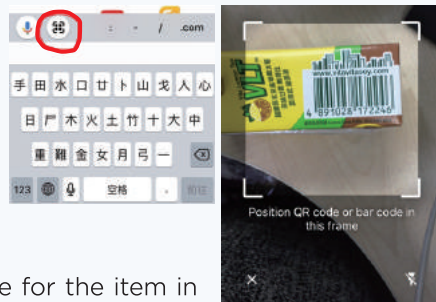
Doing so will take you to a Google Search results page for the item in question, where you can check prices, read reviews, and more.

Despite rumors to the contrary, QR codes have started to make a comeback thanks to the adoption by popular apps like Snapchat, Kik, and Messenger, as well as in food labeling. Even Amazon is putting QR codes on some of its packaging now, as with its Elements brand of baby products.

With scanning bundled into Chrome, you have a more functional barcode scanner without the need of a separate app. The update is out now on iPhone.

Google Chrome 增添產品條碼及二維碼掃描功能

iPhone手機用戶會發現Google Chrome鍵盤上新增了一個圖示，以掃描條碼及二維碼（紅圈示）

掃描後手機會載入該產品在Google搜尋結果的頁面，用戶便可看到價格、評論等資料。

可能你覺得二維碼不太普遍，但外國有些很流行的應用程式如Snapchat、Kik、Messager等都忽然熱衷地「掃」起來，而二維碼在食物標籤的應用也越來越普及，連網商Amazon亦在旗下Elements嬰兒用品品牌的包裝上亦用上二維碼。

iPhone用戶以後便不需要再使用獨立應用程式去掃描，連接功能更強。

Source 新聞來源: TechCrunch
https://techcrunch.com/2017/02/02/google-chrome-gets-its-own-qr-code-barcode-scanner/

Transparency at a scan – Food company using QR Traceability Solution

Today's consumers demand quality, natural products with transparency on products' information like certificates of origin and proof that the products are free from chemical or genetic modifications, etc.

Sun Fat Heung, a soybean products manufacturer of about 60 years, has adopted QR traceability solution by GS1 Hong Kong to increase visibility of their products and better engage with consumers.

Sun Fat Heung wants to let customers know they are using non-GMO and organic soybeans from Canada, made every day in Hong Kong, so they print QR codes on their product package to let consumers scan and view detailed information, including the supply chain traceability information and even links to social media or e-commerce website. It offers transparency and confidence to consumers. The codes are based on GS1 Hong Kong QR Traceability Solution, a unique digital solution founded on Global Traceability Standard and Global Information Sharing Standards.

食品公司利用QR追蹤追溯方案提升透明度

現今消費者都期望購買有質素、天然的產品，所以產品資訊的透明度非常重要，如原產地證明、產品不經化學或基因改造的證明等等。

壹品豆漿是家有六十年歷史的豆品類製造商，最近採納了香港貨品編碼協會的QR追蹤追溯方案，以提升產品透明度，加強與消費者的互動。

壹品豆漿希望讓顧客知道他們採用來自加拿大的非基因改造和有機大豆，並每天在香港新鮮製造。因而他們將QR碼印刷在產品包裝上，讓顧客可以透過掃描條碼取得詳細產品資訊，包括供應鏈追蹤資訊、甚至能夠連結到社交媒體或電子商貿網站。此舉為顧客提供透明度和信心。代碼是基於GS1HK的QR追蹤追溯方案，是一個基於全球追溯標準和全球信息共享標準的獨有數碼解決方案。

GS1, IBM and Microsoft partnered to introduce standards for blockchain-based supply chains

Data stored or referenced by blockchain networks can be structured for shared communications and interoperability through the use of GS1 standards.

IBM and Walmart have successfully used blockchain technology based on GS1 Standards in a pilot test to enhance the traceability of two food commodities in two different countries: mangoes in the U.S. and pork in China.

Using blockchain, Walmart is able to strengthen existing food system by improving traceability, tracking a product from retail shelf back through every stage of the supply chain, right to the farm gate, in seconds. Building blockchain traceability solutions on a common set of standards can help large enterprises to scale across their complex, multi-parties, global supply chain and build networks based on transparency and trust.

GS1, IBM和微軟合作推出適用於區塊鏈的標準

透過運用GS1標準，經區塊鏈網絡(blockchain networks)儲存或引用的數據變成具結構的體系，可用作共享通訊和相互操作。

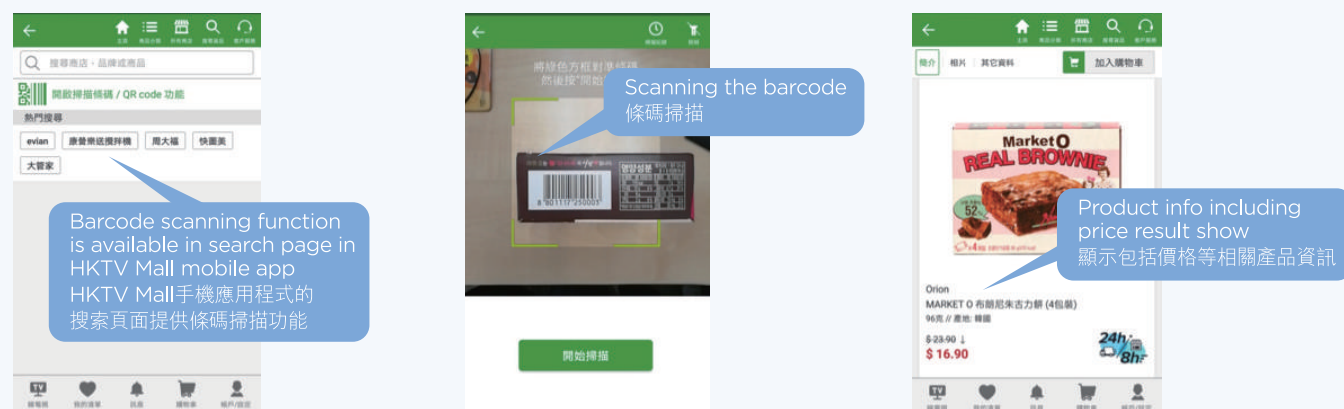IBM和沃爾瑪已成功利用以GS1標準為基礎的區塊鏈技術進行試點測試，以提高兩個不同國家的兩種食品的可追溯性，包括美國的芒果和中國的豬肉。

沃爾瑪利用區塊鏈去提高可追溯性，強化現時對食品系統的保障，能夠從零售貨架上的產品，追溯至供應鏈的每個階段，甚至直到農場，而需時只是幾秒鐘。在一系列的共同標準上，建構區塊鏈可追溯性解決方案，不但可以幫助沃爾瑪隨時拓展橫跨全球的複雜供應鏈，更能建立基於透明度和信任的網絡。

Implications for
- Food Safety
- Customs & Trade
- Ethical Sourcing
- Trafficking

Blockchains capture the flow of goods, information, and money

Blockchain is an open distributed ledger

Public Anonymous and open to all entities

Permissioned Identified entities, everyone agrees to rules

Private One entity controls all permissions

HKTV Mall uses barcode to compare prices

To add values to consumer, HKTV Mall introduced a new barcode scanning function in its mobile app, allowing consumers to scan the product barcode and immediately it will show the availability, price and other relevant information in the app.

HKTV Mall 運用條碼比較價格

為了讓消費者有更佳的購物體驗，HKTV Mall 在其流動應用程式中引入了嶄新的條碼掃描功能，讓消費者可以透過掃描產品上的條碼，即時在程式中獲取庫存、價格和其他相關信息。

Barcode scanning function is available in search page in HKTV Mall mobile app
HKTV Mall手機應用程式的搜索頁面提供條碼掃描功能

Scanning the barcode
條碼掃描

Product info including price result show
顯示包括價格等相關產品資訊

IDENTITY OF THINGS

AccessReal
The Power of Product Identity

Important Tips

Product Information

ID TECHNOLOGY

RFID NFC

DATA ANALYTICS PLATFORM

Awards Winning Solution
Protect Your Brand by Empowering Your Channels & Customers
The Next-Generation Anti-Counterfeiting, Track & Trace, Consumer Interactive solution

AccessReal offers product authentication via encrypted identification tagging form factors such as copy-proof barcode, QR code, NFC and RFID. Besides checking product authenticity, the solution can be used for traceability purpose to enhance supply chain visibility significantly. In the process, valuable market insights are generated that enterprises can analyze to aid in their business planning and direct communications with their customers.

Unique Identification Scheme with multiple Identification form factors

Security Server for Identity and Data Protection

Logistic Tracking and distribution network monitoring

Big Data Analytic capabilities or business insights

Easy Access Mobile Apps for Product Identification and Counterfeit Detection

Direct Communication between end consumers and manufacturers/ distributors to enable direct marketing

Contact us at enquiry@i-sprint.com for a demo!

CIO HONOUR AWARD

Info Security Products Guide 2017 GLOBAL EXCELLENCE AWARDS

Info Security Products Guide 2016 GLOBAL EXCELLENCE BRONZE

Cert of Merit 最具潛質 HONG KONG ICT AWARDS 2016 香港資訊及通訊科技獎

National Business Awards 2016

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accessreal.com

The ICT awards season is coming to town
一年容易又到頒獎季

GS1 Hong Kong is granted the organiser for Hong Kong ICT Awards 2018 – Smart Mobility Award (Award). The Award is divided into three streams, Smart Transport, Smart Logistics and Smart Tourism, all of which are the contributing factors for a smart city's success that were underlined in the Chief Executive's 2017 Policy Address.

A smart city should be connected and citizen-centric, which is accessible to visitors and residents, travelling and moving goods across the city trouble-free, bringing citizens and visitors more convenience, better quality of lives, more sustainable power usage, higher level of safety and city competitiveness. If you have any great technology ideas and solutions that can benefit the society in terms of transport, logistics and tourism industry, don't hesitate, apply now!

香港貨品編碼協會獲委任成為香港資訊及通訊科技獎2018 — 智慧出行獎的籌辦機構。該獎項有三個獎項組別，分別為智慧交通大獎、智慧物流大獎及智慧旅遊大獎。這三方面對成功建設智慧城市都起着重要作用，更在行政長官2017年的施政報告中重點敍述。

智慧城市應該四通八達，以市民的便利為依歸，讓訪客和居民都能輕鬆連接，人群和貨物的流動怡報行無阻。智慧運輸不但便利訪客和市民，還可以提升生活質素、提高能源的可持續性、交通安全和城市競爭力。如你有任何在交通、物流、旅遊等出色的科技概念及方案，能惠及市民大眾和社會，不要猶豫，立即參加香港資訊及通訊科技獎2018 —智慧出行獎！

Please visit 詳情請瀏覽: https://www.hkictawards.hk

Scan to win @2017 Hong Kong Food Fiesta
《掃〔碼〕有驚喜》@香港國際美食巡禮2017

The 2nd Hong Kong Food Fiesta will be held from 16 to 20 November 2017 at Fa Hui Park. As the supporting organisation, GS1 Hong Kong has partnered with about 30 exhibitors in Food Fiesta to launch Barcode Scan@WeChat campaign, giving out gifts, discounts or coupons for free to participants!

Visitors will receive a stamp card from organiser, then go to the exhibition booths carrying the Barcode Scan@WeChat logo and perform a scan, to acquire gift or discount and a stamp. What's more, participants can approach GS1 HK booth with 5 stamps collected to redeem extra gift!

Barcode Scan@WeChat is a function that allows users to scan the barcodes on products using WeChat scan, displaying not only trusted and reliable product information that the brand owners input, but also enables users to share information on social platform and buy at the e-marketplace.

「第2屆香港國際美食巡禮」將於今年11月16日至20日假花墟公園舉行。香港貨品編碼協會作為巡禮的支持機構，將於展期內推出《掃〔碼〕有驚喜》活動，聯同約30家參展商提供多份禮品、購物折扣及優惠，免費讓入場人士參與換領，並為他們帶來另類的購物樂趣。

活動玩法簡單，入場人士將獲大會派發一張蓋印卡，憑卡到印有《掃〔碼〕有驚喜》標識的參展攤位掃描條碼並獲蓋印，即可獲該參展商的禮品或優惠；集齊5個蓋印，再到 GS1 HK 攤位完成簡單步驟即可再獲獎賞，雙重禮遇，先到先得！

《掃〔碼〕有驚喜》活動讓參展商利用資訊科技的優勢宣傳產品，利用微信掃一掃功能掃描產品條碼為基礎，不但讓入場人士可獲取更多的產品資料，更可與朋友分享並連結至品牌網上銷售平台，即時購買。

List of Merchants Participating in Barcode Scan@WeChat Campaign
參與 "掃[碼] 有驚喜" 商戶

Visit the below merchants during the 2nd Hong Kong Food Fiesta (16 – 20 Nov) to scan and be rewarded! Then proceed to **GS1 HK booth no. A38** to get extra free gifts!

於香港國際美食巡禮期間(11月16-20日)，到以下商戶「掃一掃」即有獎賞！
再到香港貨品編碼協會的攤位A38再獲免費贈品！

Merchant 商戶	Booth 攤位
Botronics International 創歷國際有限公司	B06,08
Chuan Chiong 泉昌有限公司	A19
Edo Trading 江戶貿易公司	J11,12
Eugina 振超有限公司	K10
Fair Globe 公平地	H02
Fascinating Hong Kong 宏瀚國際（香港）有限公司	G08
GlobalMart Food Trading 天匯食品貿易有限公司	L03
GNA International	L10
Golden Phoenix Restaurant 金鳳大餐廳	F02
Green Farmer 綠色農夫	G03
Health Aims Organic Functional Food Specialty Shop 源生坊	H04
Hoi Tin Tong 海天堂	A21
Hop Hing Oil Group 合興食油(香港)有限公司	A24
In-Lee Development 盈立發展有限公司	D02
Kai's Gourmet 珍菌天下	E04

Merchant 商戶	Booth 攤位
Kam-Dor (Hong Kong) 金多(香港)有限公司	F07
Kui Fat Yuen 鉅發源有限公司	B01
Lam Soon Group 南順香港有限公司	A10,11
Lee Kum Kee (Hong Kong) Foods 李錦記(香港)有限公司	A33
Luen Kee Hoo 聯記號有限公司	A36
Maruwa Japanese Food 丸和日式食品有限公司	F08
Premier International Marketing 西進國際市務有限公司	A16
Prince Foods Manufactory 王子食品廠	FT2
Shiu Heung Yuen Bakery 鯉魚門·紹香園	A27
Sze Wo Chaan Gas 泗和棧石油工程有限公司	L04
The Best New Zealand Shop 紐西蘭專賣店	B11
Uncle Joe Enterprise 正品企業有限公司	F01
Wah Tai Seafood 華泰海產貿易有限公司	B10
Yuen Tai Trading 遠大貿易有限公司	A18,20

掃[碼] 有驚喜
驚喜賞不停!
開微信 掃條碼 攞著數!

GS1 Hong Kong welcomes
the following new members
歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

1. ABLE JOY INTERNATIONAL LTD
雅悅國際有限公司
2. ADT HONG KONG LTD
3. ARKTEK TECHNOLOGY CO LTD
方舟科技集團股份有限公司
4. ASIA ACTION LTD
雅莎活有限公司
5. AUSTER ENTERPRISES LTD
宏泰企業發展有限公司
6. BA CHUN SING GROUP LTD
百浚昇集團有限公司
7. BLOSSOM HERO LTD
櫻姿有限公司
8. BRASPORT HK LTD
9. CANADIAN LINK (ASIA-PACIFIC) LTD
加聯(亞太)有限公司
10. CARAVELLE INTERNATIONAL LTD
11. CENTURY WORLD INC LTD
百年達有限公司
12. DAOGUANG INTERNATIONAL FOODS GROUP LTD
道廣國際食品集團有限公司
13. DAVISAGE BEAUTY LTD
黛美莎美容有限公司
14. EARLY LIGHT INDUSTRIAL CO LTD
旭日實業有限公司
15. ENTER DEVELOPMENT LTD
毅達發展有限公司
16. EVELYN AND GILBERT GILBERT TRADING CO LTD
韋衡商行有限公司
17. FIREFLY WORLDWIDE LTD
18. FIVE STAR ENTERPRISES LTD
快富達企業有限公司
19. FORWARD INT CO LTD
日本前鋒國際有限公司
20. FRANCE GLAMOUR HEALTH & BEAUTY LTD
法國康亮化妝品有限公司
21. FRONT PROFIT LTD
冠富行有限公司
22. FUNTASTIC INTERNATIONAL LTD
23. GALDERMA HONG KONG LTD
高德美大藥廠(香港)有限公司
24. GENKI SUSHI CO LTD
元氣壽司株式會社
25. GERMAN BARON BEERS LTD
德國紳爵啤酒有限公司
26. GERMANY ESCASTLE CRAFT BEER GROUP CO LTD
德國艾斯城堡精釀啤酒集團有限公司
27. GLOBAL HEALTH COCONUT PRODUCTS LTD
28. GREATWILL SOURCING (HK) LTD
凌志(香港)有限公司
29. HARBOUR INTERNATIONAL PETROLEUM HOLDING (HK) LTD
美一孚霸國際石油集團(香港)有限公司
30. HHL TECHNOLOGY DEVELOPMENT LTD
漢斯克科技發展有限公司
31. HK CANDY INTERNATIONAL GROUP CO LTD
香港悅糖樹國際集團有限公司
32. HK DUKE MATERNAL AND CHILD PRODUCTS GROUP LTD
香港公爵母嬰用品集團有限公司
33. HK JIAN SHI TANG HIGH-TECH INT'L GROUP LTD
香港健世堂高科國際集團有限公司
34. HK LAMPANG INTERNATIONAL FOOD GROUP LTD
香港南邦國際食品集團有限公司
35. HK WANJIN (INT'L) NETWORK TECHNOLOGY LTD
香港萬金(國際)網絡科技有限公司
36. HK XIERMU INT'L HOLDING GROUP LTD
香港希爾木國際控股集團有限公司
37. HONG KONG DUOJI INTERNATIONAL TRADE CO LTD
香港多吉國際貿易有限公司

38. HONG KONG HING LOONG HONG CO LTD
香港興隆行有限公司
39. HONG KONG LAN MI INTERNATIONAL BIOLOGICAL TECHNOLOGY LTD
香港瀾蜜國際生物科技有限公司
40. HONG KONG TIAN RUN TOBACCO GROUP CO LTD
香港天潤煙草集團有限公司
41. HONGKONG HEEDAY INTERNATIONAL GROUP LTD
香港熙黛國際集團有限公司
42. HONGKONG HUAYOU PHOTOELECTRIC GROUP LTD
香港華優光電集團有限公司
43. HONGKONG IKEA GROUP LTD
香港宜家集團有限公司
44. HONGKONG MEIKA INT'L HOLDING GROUP LTD
香港美咖國際控股集團有限公司
45. HONGKONG SANHE FOOD LTD
香港三禾食品有限公司
46. HONGKONG UNIVERSAL HONG DA TRADE CO LTD
香港四海宏達貿易有限公司
47. HONGKONG WONDER (INT'L) PAPER PRODUCTS LTD
香港好奇(國際)紙品有限公司
48. HONGKONG XINMING INTERNATIONAL CROUP CO LTD
香港鑫銘國際集團有限公司
49. HONGKONG ZHENYOUWEI FOODS LTD
香港珍有味食品有限公司
50. HUNG FAT HO FOOD LIMITED
鴻發號糧油食品有限公司
51. INTEGRATED MARKET SERVICES ASIA LTD
滙昌市場拓展有限公司
52. J & L TRADING CO
黎明國際公司
53. J BLOOMING INTERNATIONAL LTD
54. JIESSIE INTERNATIONAL GROUP CO LTD
珈溪國際集團有限公司
55. JINBAILI (INT'L) NURSING SUPPLIES LTD
金佰利(國際)護理用品有限公司
56. JUMEI (HK) INDUSTRIAL CO LTD
聚美(香港)實業有限公司
57. KAN TSANG NEW TECHNOLOGY DEVELOPMENT LTD
勤增新科技發展有限公司
58. KELLEN INTERNATIONAL TRADING CO LTD
凱倫國際貿易有限公司
59. KUI FUNG HONG
鉅豐行
60. LAURELS JEWELS LTD
61. LITTLE BROWN CO LTD
小布朗有限公司
62. LORENCE & CO LTD
義生洋行有限公司
63. MANDARIN FAVORITE (HK) LTD
唐潮(香港)有限公司
64. MARUHA NICHIRO CORPORATION
マルハニチロ株式会社
65. MARVEL DIGITAL LTD
萬維數碼有限公司
66. MAVERICK CONCEPT LTD
67. MAX WORLD INTERNATIONAL HANDBAG CO LTD
緯盛手袋國際有限公司
68. MAXX MARKETING LTD
69. MEDU-SCIENTIFIC LTD
康智科學有限公司
70. MINDFULNESS TRADING CO LTD
正念貿易有限公司
71. NICHIREI FRESH HONG KONG LIMITED
日冷鮮貨香港有限公司
72. ORGANIC BEER HONG KONG LTD
73. OXFORD INNOVATIONS (HK) LTD
74. PDMC (HK) LTD
普登斯(香港)有限公司

75. PILLAR SPORTS LTD
76. RED EARTH TRADING LTD
77. RISING LOTUS LTD
78. SAK TECHNOLOGY CO LTD
79. SANG YICK FOODS CO LTD
生益食品有限公司
80. SCENIC LINE TRADING CO LTD
風景行商貿有限公司
81. SCOTT COLLECTIONS LTD
智嫩堡有限公司
82. SKYLINE GROUP HK LTD
83. SP INFINITE TECHNOLOGY LTD
84. SUTL CORPORATION (HK) LTD
新連(香港)有限公司
85. SWAN GERMANY SWAN BEER LTD
德國天鵝堡啤酒有限公司
86. SWISS ARMY KNIFE LTD
瑞士軍刀品牌授權管理有限公司
87. SYNERCO INTERNATIONAL CO LTD
信歷國際有限公司
88. TERRA FORMA LTD
89. THE ARK INTERNATIONAL TRADING LTD
90. TIAN TANG FOOD CO LTD
添堂食品有限公司
91. TIME ZONE INDUSTRIES LTD
92. TIN HUNG (HK) LTD
天鴻(香港)有限公司
93. TING FAT VEGETABLE LTD
定發蔬菜有限公司

94. UHOO LTD
優呼有限公司
95. UNEBELLEPEAU (HK) ENTERPRISE GROUP LTD
良瓜肌(香港)企業集團有限公司
96. USA KING TIN MEDICAL CO LTD
美國景天醫藥有限公司
97. VINCENT MEDICAL MANUFACTURING CO LTD
永勝醫療製品有限公司
98. WAI PO TRADING CO
惟寶貿易有限公司
99. WATER OASIS GROUP LTD
奧思集團有限公司
100. WING SHING MARINE PRODUCTS
永盛海味
101. XI YUE (HK) FOOD CO LTD
喜悅(香港)食品有限公司
102. YK LOTION INTERNATIONAL LTD
凝肌露國際有限公司
103. YUK LEE EGGS SHOP LTD
玉利蛋行有限公司
104. YU'S INT'L HK CO LTD
俞氏國際(香港)有限公司

Join Us
成為我們的會員

New Members' Sharing
新會員分享

Ten Mile Peach Blossom (HK) Trading Co. Ltd. imports snacks and drinks from Asian countries to Mainland China, the most popular items include Ivy drinking yoghurt, Chang soda water, Dutch Lady drinking yoghurt, Thai dried mango, Tai Wei Dao marinated duck wings and feet.

十里桃花（香港）貿易有限公司經營進口零食飲品，在國內深得大眾喜愛。暢銷產品包括IVY愛菲乳酸飲料、象牌梳打水、十里桃花泰國芒果干、泰味道老工藝泡鴨翅鴨掌等。

"We are committed to finding the affordable and delectable snacks for consumers. With our business expansion into the international markets, we consulted GS1 Hong Kong and get a Hong Kong product barcode to leverage their international standards that optimise our inventory management, at the same time with Hong Kong's quality and trusted reputation, we are able to strengthen confidence of Mainland consumers.

十里桃花一直在世界各地搜羅美味實惠的零食，隨著公司業務國際化，我們第一步便是與香港貨品編碼協會合作，取得香港條碼後便可在運用全球標準去管理貨品庫存及去向；而香港優質可靠的信譽，亦可為我們品牌在國內消費者中建立更強信心。"

Chen guorong, person in-charge of
Ten Mile Peach Blossom
十里桃花負責人陳國榮

Miaofang Jingyan launched its cosmetic beauty brand in 2006 and concentrates on the research of pimples and acnes treatment. As a hi-tech cosmetics and skincare enterprise, the company businesses encompass research, production, sales and service.

苗方淨顏於2006年創立苗坊淨顏品牌，從事青春痘、痤瘡等項目研究，是一家集研發、生產、銷售、服務於一身的高科技美容護膚企業。

網址 Website: http://www.xgmfjy.com/

"Miaofang Jingyan is striving to be the leader in dermatology by providing high quality skincare products and superior service to the needed. While our development in Mainland is flourishing, we are aiming to enter international markets. GS1 Hong Kong offers us just the perfect support to take the first step in the international market, with their barcode global standard and credibility, we are set to compete in the global dermatology market.

苗方淨顏致力發展成為祛痘行業的領導者，提供高品質的護膚品及優越服務予有需要人士，在國內發展如日中天之際，亦希望將這種出色的產品及治療推向國際。香港貨品編碼協會正提供我們在國際上立足的優秀條件，利用香港條碼為我們進軍國際市場舖路，我們預期未來會成為具有國際競爭力的祛痘美容強勢品牌。"

Teng yanzhu, person-in-charge of
Miaofang Jingyan
苗方淨顏負責人滕衍柱

Highlights 本月重點

14
Cold Chain Seminar - How well do you know cold chain?
British Standards Institution, WWF Hong Kong and GS1 Hong Kong will speak from different perspectives on cold chain knowledge, management and facility requirements.

「『冷』知識分享 - 冷鏈知識你知多少？」研討會
英國標準協會、世界自然基金會香港分會及香港貨品編碼協會就不同的食品冷鏈知識、管理和設備要求作出分享。

21
GS1 HK Belt and Road Forum
Heavy-weighted speaker line-up to share their experience and insights on Big Bay Area co-development, trade facilitation, logistics and fintech development in the Belt and Road showing local enterprises ways to capitalise on the opportunities.

GS1 HK 一帶一路高峰會
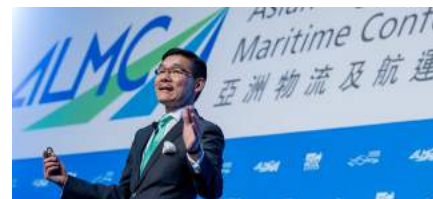重量級嘉賓就大灣區發展、貿易互聯互通、物流發展、金融科技發展等議題闡述他們在「一帶一路」的經驗及建議，如何為本地企業進軍「一帶一路」鋪路。

23
Asian Logistics and Maritime Conference
As supporting organisation, GS1 Hong Kong will host the Supply-chain Management & Logistics Forum 3 themed "Digital Supply Chains for F&B Logistics: Increasing Competitive Edge for E-commerce Highway" and a showcase at booth 3FG-21.

亞洲物流及航運會議
香港貨品編碼協會作為支持機構，將於供應鏈管理及物流論壇3環節，舉辦題為「數碼快速食品及飲料行業的供應鏈物流管理：在電子商務領域馳騁的先決優勢」的論壇，並在3FG-21攤位作展示。
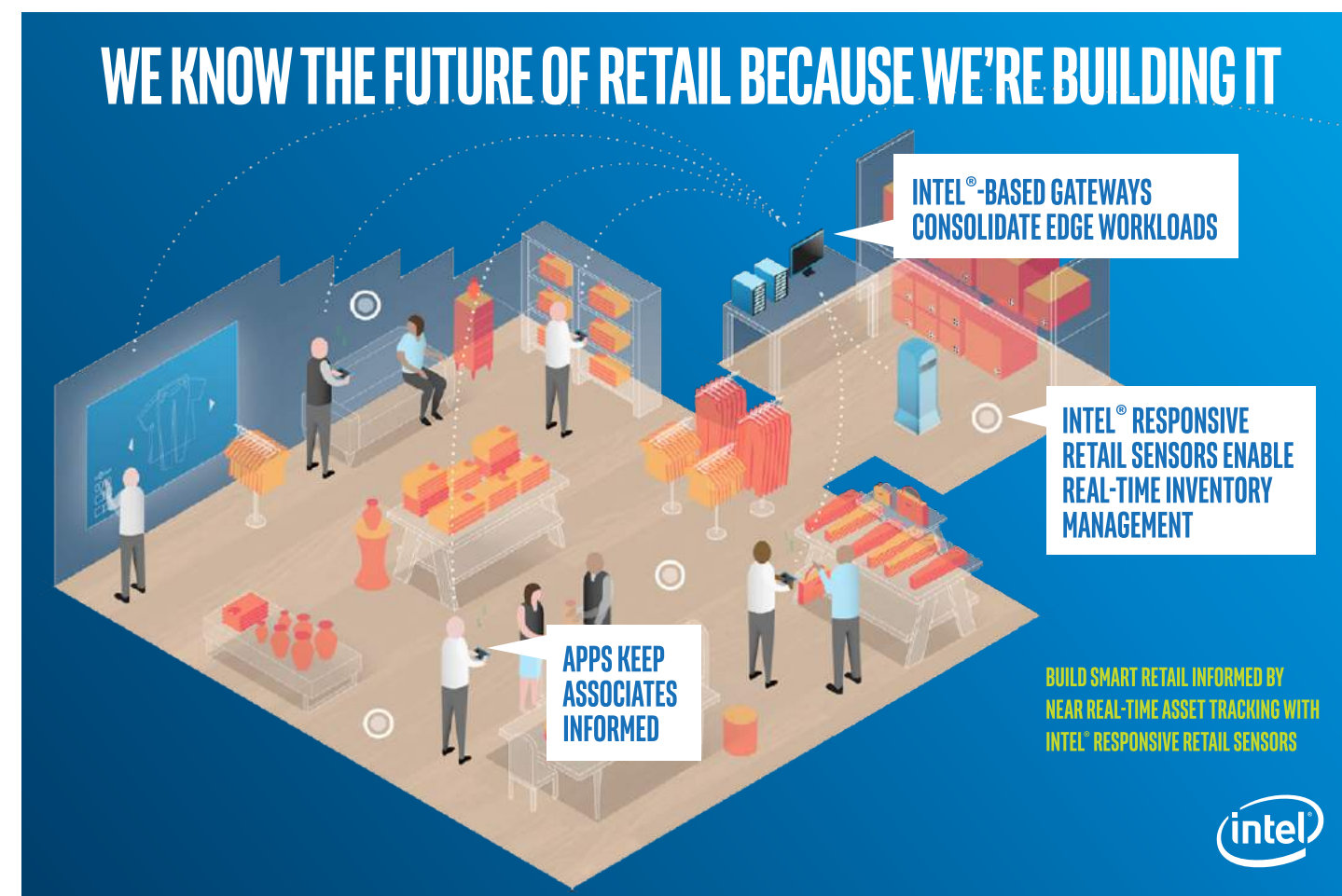
November 2017

14 TUE	**15** WED	**16** THU	**17** FRI
14:30-16:00 **Cold Chain Seminar – How well do you know cold chain?**		09:00-17:00 Basic Barcode Workshop 10:00-20:00 The 2nd Hong Kong Food Fiesta*	09:30-17:00 Global Food Traceability Training 10:00-20:00 The 2nd Hong Kong Food Fiesta
18 SAT	**19** SUN	**20** MON	**21** TUE
10:00-20:00 The 2nd Hong Kong Food Fiesta	10:00-20:00 The 2nd Hong Kong Food Fiesta	10:00-20:00 The 2nd Hong Kong Food Fiesta	09:15-12:35 **GS1 HK Belt and Road Forum**
22 WED	**23** THU	**24** FRI	Upcoming Events
09:30-17:00 Global Food Traceability Training	09:00-17:00 **Asian Logistics and Maritime Conference***	09:00-17:00 **Asian Logistics and Maritime Conference*** 14:30-16:00 Food Scheme Winners Sharing Seminar - How to do better in food traceability?	Dec 07 2017 Advanced Barcode Workshop Dec 15 2017 Basic Barcode Workshop

* GS1 Hong Kong as supporting organization
香港貨品編碼協會作為活動支持機構

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Hong Kong ICT Awards 2018 - Smart Mobility Award is now open for application!
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Interested parties shall fill in the application form which can be downloaded from the same website.

詳情及細則請參閱網站：**www.hkictawards.hk** 有意參加比賽的機構亦可於該網站下載參賽表格。

Deadline: 12 noon, 12 January 2018
截止日期：2018年1月12日中午12點前

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