GS1 Hong Kong

SupplyChain PLUS

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Smarter Business, Better Life
智能商貿 美好生活

Leveraging Internet of Things to Make Smarter Business
實踐物聯網概念 締造智能商貿

Impact of EU Food Information Regulation on Food Manufacturers and Retailers
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The 13th GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit 2013

8 November 2013 Hong Kong Convention and Exhibition Centre

The Summit, features a rich mix of presentations, discussions and networking opportunities, is an annual premier executive forum, bringing together over 500 business, technology and supply chain leaders and professionals from around the world to share of the market landscape and provide insights, tools and practical advice on how to foster business success in an ever-changing global economy.

"Ride on Digital Tide to Optimize Supply Chain Value", this year's Summit will provide insights into global supply chain landscape and the strategies that drive business efficiencies and visibility in the digital world.

REGISTER NOW

Full Programme and Registration

www.gs1hk.org/files/mktg/edm/130627_Summit/

Programme Highlights:

➢ **Keynote and Plenary Session:**

- Empowering Digital Supply Chain for Global Connectivity
- Leadership Panel – Conjuring Up Service Excellence for Customer Value
- Mastering Supply Chain Proficiency with Digital Innovation for Value Chain Move Up
- Emerging Trends in Digital Consumer Insights
- Digital Innovation for Value Creation
- Smart Replenishment Business Process Improvement
- Technological Development – Hong Kong RFID Awards 2013

HK RFID Awards

➢ **Industry In Action Implementation Case Sharing:**

- Retail CPG/ Food/ Wine – Innovative Solutions for Uplifting Retail Value Chain
- Healthcare – Driving Standards Adoption for Healthcare Supply Chain Modernization
- Internet of Things (IoT) – Realizing Smarter Business, Better Life
- SMEs – Business Champion for SMEs

➢ **SCM Solution - An excellence opportunity to meet with potential partners and key stakeholders along the supply chain to facilitate collaboration**

➢ **Affiliated to Asian Logistics & Maritime Conference organized by the Hong Kong SAR Government and Hong Kong Trade Development Council**

Please contact Ms Anna Ng at (852) 2863 9722, or send an email to annang@gs1hk.org for obtaining the Summit's info.

DREAMSCALE LIMITED

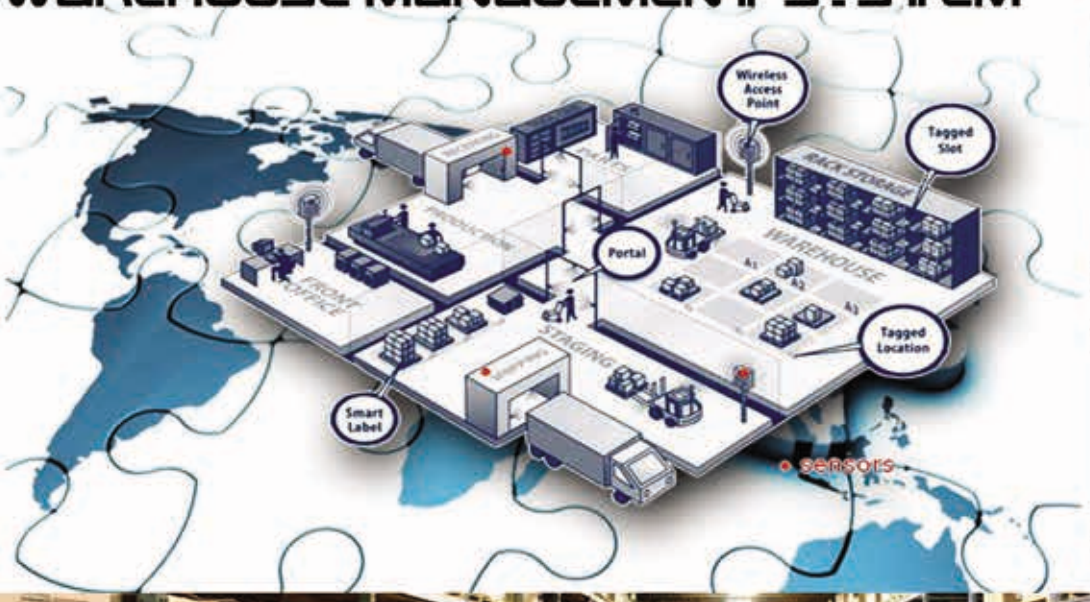
Established in 2003, Dreamscale is an energetic, dynamic, and professional I.T. consultant company. We are one of the pioneers in information business in Hong Kong and continuous to enhance the competitiveness of local companies by improving its information system. We provide wide range of services from domain parking, web hosting, dedicated server rental, web page design, advertising solution, and on-line application system to many other innovative services.

Dreamscale has a group of highly experienced IT professionals to support our customers. Doing e-business had never been so easy. Hosting your website in DreamScale today, and we will bring your services and products to the world.

With our specialized technologies and accumulated expertise, Dreamscale is creating value for our customers in the Internet age.

RFID & BARCODE ENABLE

LOGISTICS MANAGEMENT SYSTEM
WAREHOUSE MANAGEMENT SYSTEM



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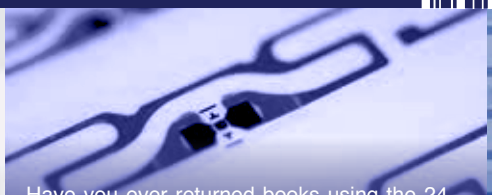


Have you ever returned books using the 24-hour Smart Return Station at the Hong Kong Public Library? When you return the book at the station yourself, your loan record will be instantly updated. Through the application of Radio Frequency Identification (RFID) technology, readers can now enjoy more user-friendly and efficient self-return services.

你有沒有用過香港公共圖書館的24小時智能還書站？當你在該站自行還書時，你的歸還紀錄會即時更新。透過無線射頻識別技術（RFID），讀者能享用這快捷便利的自助還書服務。

Internet of Things in Daily Life
生活中的物聯網

RFID is one of the smart interconnected technologies that enterprises adopt to identify the location and condition of products, assets, transactions, or even people. The ultimate goal is to enable them to drive more effective, timely business decisions, or to improve customer interactions leveraging enhanced visibility. This, in essence, is what Internet of Things (IoT) comprises. Thanks to information mobility and the maturing of tracking technologies like RFID, NFC, and QR codes, IoT is getting more popular.

Development of Internet of Things (IoT)

The Internet of Things (IoT) is a concept first suggested in 1999 by Kevin Ashton, the co-founder of Auto-ID Center at MIT. Subsequently, EPCglobal Inc. was formed under GS1 in 2003 to build on the set of EPC (Electronic Product Code) standards developed by the former Auto-ID Centre to realize IoT. The most significant breakthrough for IoT came in 2009 when Wen Jia-Bao, the previous Prime Minister of China, announced China's commitment to leverage on IoT technology to drive China's economic development under the government's 12th five-year plan.

According to Xie Quan, Vice Director of Service & Technology Department, Ministry of Industry and Information Technology (MIIT) China, the ministry has developed a roadmap to realize this vision. Xie said that the ministry published a document in February 2013 to define and set goals for the country's IoT industry development. The first planned project is the development of the Wuxi National Sensor Network Innovation Demonstration Zone. This demonstration zone is encouraging sensors developers, software developers, networking enterprises and manufacturers to develop the related technologies and applications of IoT. "The goal is to bring applications of IoT among major industries, like healthcare, manufacturing and logistics by 2015," said Xie. "On the same year, we are also expecting to have established a network of enterprises worth over RMB1 billion." *

The IoT Adoption Nowadays

A study conducted by Forrester Consulting on behalf of Zebra Technologies in June 2012 shows that over 70% of enterprises have "positive" or "extremely positive" perception of IoT, while 68% of enterprises have already implemented or plan to deploy IoT within two years.

Nowadays, the most taken-for-granted convenience brought about by IoT is the 12 million Octopus smart card transactions a day that touch almost everybody's daily life.

Source 資料來源：
"IoT development needs context and leadership". Computer World Hong Kong. April / May 2013.

RFID是其中一種智能互連技術，有助於企業識別產品、資產，交易、甚至人的位置和狀況，憑藉更佳透明度提升業務決策效率，改善與客戶的互動。這也是「物聯網」（IoT）的本質。有見今天RFID、NFC及QR碼等追蹤技術發展成熟，資訊流動性更是今非昔比，「物聯網」已蔚然成風。

物聯網之發展

1999年，美國麻省理工學院自動化識別中心（Auto-ID Center）創辦人之一Kevin Ashton率先提出「物聯網」（Internet of Things, IoT）的概念。隨後，GS1於2003年創立了EPCglobal公司，繼續發展由自動化識別中心開發的EPC（產品電子代碼）標準，以推動業界採納物聯網。2009年，物聯網出現顯著的突破，時任中國總理溫家寶於「十二五」規劃中，將物聯網和雲端運算列為重點發展技術，希望能藉以促進經濟發展。

中國工業和信息化部科技司代表謝全表示，工信部已制定藍圖，落實物聯網在中國的發展願景。謝先生指，部門早於2013年2月就中國物聯網產業發展定下明確目標，當中首個規劃項目為開發無錫國家傳感網創新示範區，鼓勵感應器研發商、軟件開發商、網絡產品企業及生產商研發物聯網的相關技術和應用。「我們的目標是在2015年前，在各大主要產業應用物聯網，例如醫療、製造業和物流等。」謝先生說。「我們期望屆時能建立物聯網的產業群，業界產值將超過10億元。」*

現今採納物聯網的情況

2012年6月，Forrester諮詢公司委託斑馬技術公司進行研究，發現超過70%的企業對物聯網的概念持「正面」或「非常積極」的態度，而68%的企業已計劃在兩年內推行物聯網。

我們每日都使用的「八達通」智能卡，每天的交易量高達一千二百萬次，是迄今最廣為人知的物聯網應用。

Hong Kong Internet of Things Centre of Excellence set up by GS1 Hong Kong at Hong Kong Science Park was launched at the Internet of Things (IoT) Symposium on April 17.

本會在香港科學園成立的香港物聯網科技應用中心，於4月17日舉行的物聯網論壇中宣佈正式啟用。

Hong Kong Internet of Things Centre of Excellence Champions Technology Adoption and Industry Best Practices

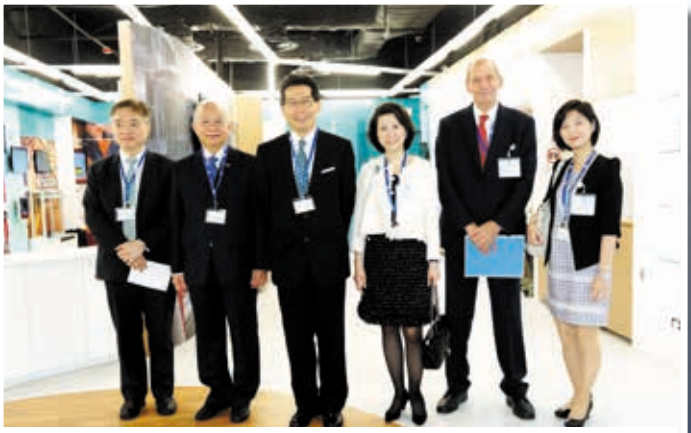
香港物聯網科技應用中心　推動物聯網科技及最佳實務

Hong Kong Internet of Things Centre of Excellence (hereafter "The Centre") set up by GS1 Hong Kong at Hong Kong Science Park, supported by the Innovation and Technology Commission of the HKSAR Government, was launched at the Internet of Things (IoT) Symposium on April 17. The Opening Ceremony of the Centre was officiated by an array of Government officials like Mr Gregory SO Kam-leung, GBS, JP, Secretary of Commerce and Economic Development, and some industry pioneers. Located at Hong Kong Science Park, one of its visions is to become an 'industry support platform' that enables Hong Kong's development of the Internet of Things (IoT) for industry's continuous development and increased competitiveness.

The Centre is an extension of the Supply Chain Innovation Centre and the Hong Kong RFID Centre. IoT, comprising smart interconnected devices (e.g. RFID, sensors, etc.), links people and devices with data and enables them to obtain information from specialized persons or data sources to drive effective business decisions or improve customer interactions. As such, the new Centre has boosted the scale of its coverage from RFID to a variety of Internet of Things related technologies.

在香港特區政府創新科技署支持下，本會在香港科學園成立香港物聯網科技應用中心（下稱「中心」），並於4月17日舉行的物聯網論壇中宣佈正式啟用。當日的主禮嘉賓包括政府官員，如商務及經濟發展局局長蘇錦樑先生GBS, JP，以及多位業界先驅。中心位於香港科學園，其中一個宗旨乃是成為業界支援平台，促進香港物聯網科技產業發展，提升本港競爭力。

中心的前身是供應鏈創科中心和香港無線射頻識別中心。物聯網由智能互聯設備組成，如無線射頻識別（RFID）、傳感器等，能夠以數據連繫人與智能設備，讓使用者從特定的人或數據源獲取資訊，以推動有效的業務決策或改善與客戶的關係。因此，新成立的物聯網中心擴大了展品的規模，不單有RFID，更有各種物聯網相關的技術。



An array of Government officials and some industry pioneers took photo in the Centre.

眾政府官員及業界先驅於中心合照。

Different Zones in the Centre 中心內不同的展區:

Barcodes enable the instant identification of products passing through supply chain to retail inventory and sales.
由供應鏈至零售庫存和產品銷售，條碼都一直有效支援即時產品識別。

Divided into five thematic zones – Manufacturing, Logistics, Healthcare, Retail and Smart City, the displays and applications demonstrated in the Centre showcases the versatility of IoT related technologies in that particular area, allowing visitors to experience on how IoT enhances the business operation, environment and improves the quality of people's lives.

"Barcodes have been a great success in enabling the instant identification of products passing through supply chain to retail inventory and sales," said the Chief Executive of GS1 Hong Kong, Ms Anna Lin, JP. "But now we believe there is a great opportunity to increase the amount of data that is attached to the scanned IDs by marrying this with state-of-art IoT-related technologies to realize 'Smarter Business, Better Life'."

GS1 Hong Kong would like to thank Li & Fung Ltd, Kerry Logistics, PCCW Solutions, Hong Kong Science and Technology Parks Corporation and Toll Global Forwarding for their unwavering support to the Centre.

該中心分為五個主題展區，包括製造、物流、醫療、零售和智能城市。在特定區域內，展品和應用方案展示出物聯網相關技術的多種功能，讓訪客體驗到物聯網如何提升業務運作、改善環境、提高市民的生活質素。

香港貨品編碼協會林潔貽太平紳士認為：「由供應鏈至零售庫存和產品銷售，條碼都一直有效支援即時產品識別。然而，當世界領先的物聯網科技結合了產品編碼掃瞄，數據量就得以大量倍升，能充分體現『智能商貿，美好生活』。」

本會感謝一眾機構的鼎力支持，包括利豐物流、嘉里物流、香港科技園公司、電訊盈科企業方案及拓領環球貨運。

Hong Kong Internet of Things Centre of Excellence 香港物聯網科技應用中心

Address :
Unit S043, Ground floor, Lakeside 2, Phase 2, Hong Kong Science Park, Sha Tin, New Territories, Hong Kong

Opening Hours :
Tue-Fri : 9:30am - 5:30pm;
Sat-Sun : 11:00am - 4:00pm;
Mon and Public Holidays closed. Entry by reservation.

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開放時間：
星期二至五: 上午9:30 至 下午5:30;
星期六至日: 上午11:00 至 下午4:00;
星期一及公眾假期休息。入場需要預約。

Scan and view the Centre's video
請掃描QR碼，瀏覽物聯網中心的短片

Our neighborhood is actively developing the Internet of Things (IoT) industry. To remain competitive, Hong Kong must make an effort in IoT development. In view of this, GS1 Hong Kong held Hong Kong IoT Forum on May 24 to enhance the industry's understanding of IoT technology and its commercial applications.

本港鄰近地區正積極發展物聯網產業，香港要保持競爭力，就必須在這方面下功夫。有見及此，香港貨物編碼協會於5月24日舉行論壇，冀增進業界對物聯網技術及其商業應用的認識。

Hong Kong Internet of Things Forum Paves Way for Smarter Business
香港物聯網高峰論壇　引領智能商貿發展

Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong took photo with Mr Zou Sheng, Vice Director of Guangdong Provincial Economical and Informatization Commission (right), as well as Mr Daniel Lai, BBS, JP, Government Chief Information Officer, OGCIO, HKSAR (left).

本會總裁林潔貽太平紳士與廣東省經濟和信息化委員會鄒生副主任(右)及香港特區政府資訊科技總監賴錫璋BBS太平紳士(左)合照留念。

The Internet of Things (IoT) is being built and operating today. It is estimated that 50 billion of things will be connected to the Internet by 2020. Getting things connected helps facilitate access to data associated with the things, which in turn enhances overall supply chain efficiency and ultimately optimizes business operations. Titled “From Myth to Making Smarter Business”, Hong Kong Internet of Things Forum was held in Hong Kong Convention and Exhibition Centre on May 24. Nearly 200 technology experts as well as industry practitioners spanning logistics, supply chain, manufacturing, distribution and retailing attended the Forum to share and discuss the strategic development and applications of IoT for optimizing business.

物聯網科技徐徐崛起。據估計，到2020年，互聯網將可連結起500億件事物，為營商環境帶來一場新革命。企業欲優化業務，就要掌握物聯網技術的發展和應用。本會於5月24日在香港會議展覽中心舉行「香港物聯網高峰論壇」，以「實踐物聯網概念．締造智能商貿」為主題，邀得約200名來自物流、供應鏈、製造業、批發、零售等界別的業內人士，以及不同的技術和解決方案專家，分享對物聯網科技的看法、剖析本港業界發展物聯網產業的策略性方向，以及講解物聯網如何優化業務表現。

Mr Daniel Lai, BBS, JP, Government Chief Information Officer, Office of the Government Chief Information Officer (OGCIO), HKSAR
香港特區政府資訊科技總監賴錫璋BBS太平紳士

“The Internet connection in Hong Kong is the fastest in the world. Our household broadband penetration rate is 86%. As of January 2013, we have over 16.5 million mobile service subscribers, representing a penetration rate of over 228%. These provide an ideal environment for all kinds of Internet-enabled devices to connect and interact with each other, hence allowing the Internet of Things to flourish in Hong Kong.”

「香港的互聯網連接速度是世界上最快的，香港家庭寬頻普及率為86%。截至2013年1月，香港有超過1650萬的移動服務用戶，普及率超過228%。這些互連接和互動的互聯網設備提供了一個理想的環境，使物聯網在香港蓬勃發展。」

Mr Daniel Lai, BBS, JP, Government Chief Information Officer, OGCIO, HKSAR and Mr Zou Sheng, Vice Director of Guangdong Provincial Economical and Informatization Commission were invited to deliver the Opening Address. Mr Lai elaborated on the high connectivity among the Internet-enabled devices which allows the Internet of Things to flourish in Hong Kong. Mr Zou reflected that the IoT-related assets in Guangdong Province reached more than RMB138 billion, jumped over 38% year-on-year. He pinpointed that the Provincial Government will strengthen the cooperation between Guangdong and Hong Kong to achieve regional competence through promoting RFID application in logistic supply chain management, food and pharmaceutical safety as well as customs, etc. They will also develop collaboration between Hong Kong, Macau and Taiwan to promote international exchange and cooperation. Following the Opening Address, Mr Daniel Yuen, Researcher Director of Gartner Asia Pacific, and Mr Craig Stevenson, Executive Director, Retail Industry, IBM Greater China Group presented on 'Top technology Trend' and 'Making Retailing Smarter' respectively. Their presentation were well-received among the delegates.

IoT industry pioneers shared their insight in the Executive Panel Discussion ‘Overcoming Obstacles & Making Internet of Things Work for Your Business’.

物聯網業界領袖於行政人員論壇「克服挑戰，締造智能商貿」分享慧見。

本會邀得香港特區政府資訊科技總監賴錫璋BBS太平紳士及廣東省經濟和信息化委員會鄒生副主任為論壇致開幕辭。賴錫璋BBS指出香港的互聯網設備具高效的互連接和互動能力，使物聯網在香港蓬勃發展。鄒生副主任於開幕辭指出，2012年廣東省物聯網相關產值達到人民幣1,380億元以上，每年增長超過38%。他表示，省政府會加強粵港澳合作，大力推進RFID在物流供應鏈管理、食品藥品安全和通關便利化等領域應用，形成區域優勢，同時開展港、澳、台等多地合作和國際交流合作。隨後，Gartner Asia Pacific研究總監源兆康及IBM大中華區集團零售行業總監Craig Stevenson分別於會中分享「熱門科技發展趨勢」和「智能零售」，與會者反應踴躍。

10 Best Practices for IoT Implementation 10項成功實施物聯網的範例

IoT helps optimize business operation. But what specific benefits does it offer to business? TechRepublic introduced the best practices of IoT applications in an online article entitled “10 ways to make the Internet of Things pay off”.

物聯網技術有助優化業務運作，但要應用得宜，箇中大有學問。TechRepublic網站今年初便曾以「成功實施物聯網技術的10種途徑」為題，介紹物聯網科技應用的最佳範例。

1 POS (point of sales) Systems 銷售點系統

Enterprises can study transaction data via the POS systems, such as where sales took place and which products were sold. Analyzing this input can help with the design of correct product mixes that are targeted to the buying patterns at particular locations.

有關系統不僅記錄了貨品或服務的交易紀錄，更詳細展示出交易細節，包括交易地點、產品等，讓企業可透過收集有關數據分析市場和業務。

2 Mechanical IoT Readings 物聯網讀取裝置

Some public utilities will adopt related devices to measure customer service or product usage. The data collected can be used for presenting online reports and suggestions for optimizing usage, which ultimately improves customer relationship management.

一些公用事業機構會採用相關裝置量度客戶對服務或產品的使用量。企業透過互聯網讀取裝置所收集得來的數據，然後向客戶提供網上報告和服務建議，從而作出有效的客戶關係管理。

3 Mechanical IoT Readings 網絡使用者情報

Third-party Web data aggregators use IoT automation to help enterprises better understand their customers by monitoring their activities in social media channels. It helps e-tailers better understand who their top customers are, what goods they prefer, and whether they influence others to buy.

透過第三方網絡數據收集者，協助企業了解顧客在社交媒體等的網上活動，從而掌握個別消費者的生活習慣和喜好。對於網上銷售商而言，這些數據尤為重要。

4 Remote IT Fixes 遙控修復

Secure IoT tunneling over Internet to remote devices allows IT to remotely fix many PC and mobile device problems for end users, thereby saving the time and expense of travel to remote sites.

安全的物聯網系統，可讓企業遙控修復種種電腦或流動裝置的問題，從而協助企業節省交通成本與時間。

5 Surveillance 保安監控

M2M hookups over Internet enable security alarm and camera integration with central IT systems. They can immediately notify IT on a potential security breach.

透過互聯網將不同地區的裝置連繫起來，加上警報器和鏡頭設備，有助即時識別保安漏洞。

6 Robotics 自動機械化

IoT now enables Internet to connect experts with distant situations in the field. A surgeon in Toronto performed a procedure on an individual in the Arctic by directing a robot at the remote location (via Internet) to perform the operation.

將物聯網科技結合自動機械化設施，便可透過互聯網遙距處理事物。曾有一名加拿大的外科醫生遙距控制機械人，為身在北極的病人完成手術。

7 Carbon mapping 碳排放圖譜

Researchers in Arizona are using street-level sensors connected over the Internet to map carbon emissions in cities – a capability that could identify the greatest sources of carbon emissions and help combat global warming.

美國亞尼桑那州的研究人員將路邊監測器，連繫至互聯網上的城市碳排放圖譜，藉此了解最大的碳排放源頭，以對抗氣候暖化問題。

8 Transportation effectiveness 監控運輸效益

The transportation industry is wiring delivery trucks with sensors that monitor driving distances and times, track truck locations, and even assess driving habits. Activity is collected over the Internet and then consolidated into reports that are used to optimize driver performance and routes.

物流運輸業可在運輸貨車裝上感應器，以監察各車輛的行車距離、時間和位置等。收集相關數據後，企業便可優化車隊和路綫。

9 Network traffic routing 網絡傳輸

Network router failures can be auto-detected by IoT for failover to keep the network up and running. Network traffic can also be auto-routed to other Internet channel to facilitate traffic flow.

個別網絡偶爾出現癱瘓情況。物聯網技術有助將相關網絡自動導引至其他互聯網平台，以保持網絡流通。

10 Global Positioning Systems 全球衛星定位系統（GPS）

Most smartphones have GPS installed, allowing auto-detection of a missing device and total shutdown which protects information assets.

現時大部分智能電話均裝有GPS，若用家不幸遺失電話，可透過有關系統追蹤下落，甚至保護內裏的資料。

Source 資料來源：Tech Republic.
http://www.techrepublic.com/blog/10-things/10-best-practices-for-successful-project-management/

Mr Johann C.Y. Wong, Deputy Commissioner for the Hong Kong SAR Government's Innovation & Technology Commission (third right), Chief Executive of GS1 Hong Kong, Anna Lin, JP. (fourth right), Anthony Tan, the Chief Executive Officer of the Hong Kong Science & Technology Parks Corporation (second right) and representatives of the Hong Kong Internet of Things Industry Advisory Council attended the opening ceremony for the Hong Kong IoT Week.

香港特區政府創新科技署副署長黃宗殷（右三），香港貨品編碼協會總裁林潔貽太平紳士（右四）、香港科技園公司行政總裁陳蔭楠（右二），以及香港物聯網諮詢委員會代表主持了香港物聯網週揭幕禮。

Hong Kong Internet of Things Week Empowers Robust IoT Development in Hong Kong

香港物聯網週　為本地物聯網發展注入澎湃動力

GS1 Hong Kong launched the new Hong Kong Internet of Things (IoT) Week on July 16, aimed at empowering the development of this key technology trend. The objectives of the three-day event were to provide industry practitioners and technology partners with a forum to exchange views and discuss ideas on innovative developments and applications of IoT technologies, and let SMEs understand how to unleash the full potential of the Internet of Things (IoT).

The Hong Kong IoT Week was officially opened by the Deputy Commissioner for the Hong Kong SAR Government's Innovation & Technology Commission, Mr Johann C.Y. Wong. Other officiating VIP guests included the Chief Executive of GS1 Hong Kong, Ms Anna Lin, JP., Mr Anthony Tan, the Chief Executive Officer of the Hong Kong Science & Technology Parks Corporation and representatives of the newly established Hong Kong Internet of Things Industry Advisory Council founded under the aegis of GS1 Hong Kong.

香港貨品編碼協會主辦的香港物聯網週於7月16日假香港科學園揭幕。這項為期三天的活動旨在為工商界及技術專家提供機會，透過論壇交流意見。讓中小企深入了解如何利用物聯網，發掘無窮潛力，共商物聯網技術的創新發展與應用。

香港物聯網週由香港特區政府創新科技署副署長黃宗殷主持揭幕禮，其他主禮嘉賓還包括香港貨品編碼協會總裁林潔貽太平紳士、香港科技園公司行政總裁陳蔭楠，以及香港貨品編碼協會剛成立的香港物聯網諮詢委員會之代表。

Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong
香港貨品編碼協會總裁林潔貽太平紳士

"Recent research has stated that by 2020, over 50 billion individual items will be connected via the Internet, effectively rendering the world borderless. Imagine a world where everything is uniquely identified and connected to the Internet and that one can actually access the thing's data. The inter-connections between data, things and human beings makes it easier for close and accurate monitoring of production and managing operations."

「近期有研究預期，到了2020年，全球將有逾五百億件物件會連接互聯網，世界就如再無疆界。」她說：「大家試想像未來全世界所有的物體都可識別為獨一無二的個體，而這些物件皆連接到互聯網，藉着數據、物件和人互通，使監控生產、管理營運變得更容易，更準確。」

"We can imagine what this will do to the business landscape, and how it will shape the way businesses operate in the years to come. These are precisely the questions that the Hong Kong IoT Week are designed to answer," Ms Lin said.

Mr Johann Wong remarked that Hong Kong possesses distinctive advantages in the development of IoT and that deployment of the technology should not be difficult for many enterprises. "According to the latest statistics, mobile penetration in Hong Kong has already reached 228%, which is amongst the highest in the world. People have more than two mobile phones, most of them are smartphones. The peak Internet connection speed is the world's fastest. Hong Kong has already established a robust cloud computing infrastructure. These are all solid foundations for developing Internet of Things (IoT)," said Mr Wong.

「大家亦可以想像『萬物相連 』將如何影響商業社會，改變企業的運作。我們希望企業能於香港物聯網週上一一為這些問題找到答案。」林潔貽續說。

黃宗殷副署長認為香港在拓展物聯網時擁有獨特優勢，企業要拓展相關技術並不困難。他指出：「香港擁有全球最高的流動電話滲透率，高達228%；換言之，平均每人有超過兩部手提電話，其中大部分更是智能手機。此外，香港繁忙時間的互聯網速度，是全球最快的。香港亦擁有強大的雲運算基建，這些都是香港拓展物聯網有力的基礎。」

With advances in technology and the ever-increasing popularity of mobile devices, the IoT concept is starting to benefit businesses as well as making an impact on people's daily lives. As Lin points out, some foresighted local companies have already embraced IoT. Examples include a retail company leveraged RFID jewellery tags and trays to ensure security. A wine cellar in Hong Kong which has also implemented RFID technology for better inventory and shipment visibility. Not to mention Consumer Connect, powered by GS1 Hong Kong, which allows consumer access to a brand owner-authorised and trusted source for product authentication through one scan of the barcode on the product.

"The Hong Kong IoT Week identify the business benefits and advantages of 'everything connected' for specific industries to further strengthen the capabilities and competitiveness of Hong Kong enterprises in the IoT era," said Ms Lin.

The event took place at the Hong Kong Science and Technology Park and the recently opened Hong Kong Internet of Things Centre of Excellence. It featured three full days of IoT specific seminars designed to unleash its potential in the apparel & fashion, logistics, retail, healthcare and the ICT industries. Participants were offered the opportunity to visit the new Hong Kong Internet of Things Centre of Excellence located in the Science & Technology Park. They will be able to touch and feel as well see how IoT can enable "Smarter Business · Better Life".

隨著科技進步，加上流動設備日益普及，物聯網開始為企業帶來裨益，亦影響到普羅大眾的日常生活。就如林潔貽所言，一些目光遠大的本地企業其實已經借助了物聯網的力量。例如有本地零售商店便利用了具備無線射頻識別（RFID）技術的珠寶標籤和首飾盤來提升保安。亦有香港的酒窖採用無線射頻識別技術，來加強監察存貨與貨運的情況。還有由香港貨品編碼協會提供的「物密嘟」平台，使消費者只須輕鬆掃描貨品上的標籤，便可以從品牌授權的可靠來源，取得貨品驗證資訊。

林潔貽表示：「香港物聯網週將展示各行各業如何利用『萬物相連』的概念所帶來的裨益與優勢，以進一步提升香港企業在物聯網時代的實力和競爭力。」

香港物聯網週的一連串活動已於香港科學園及新近啟用的香港物聯網科技應用中心舉行。為期三天的多場物聯網研討會，旨在展示物聯網在成衣與時裝、物流、零售、醫療、資訊及通訊科技行業方面的實質應用。與會者亦有機會參觀位於香港科學園內全新的香港物聯網技應用中心，親身體驗物聯網所帶來的「智能商貿．美好生活」。

(From left to right) Andrew Young, Vice President, Marketing and Sales of the Hong Kong Science and Technology Park Corporation, GS1 Hong Kong's Chief Executive, Anna Lin, and Chief Architect and Principal Consultant, KK Suen of GS1 Hong Kong welcome participants to visit the new Hong Kong Internet of Things Centre of Excellence located in the Hong Kong Science Park to experience how the IoT can enable "Smarter Business · Better Life".

（從左至右）香港科技園公司市場及銷售副總裁楊孟璋、香港貨品編碼協會總裁林潔貽太平紳士和該會總工程師及首席顧問孫國江，歡迎各界人士參觀位於香港科學園內的全新香港物聯網技應用中心，親身體驗「智能商貿．美好生活」。

Mr KK Suen is demonstrating how RFID technology enables efficient stocktaking of jewelry.

孫國江先生向參觀者展示RFID技術如何協助珠寶從業員有效盤點珠寶。

Japanese melon farmers also adopted "GENUINE Product Authentication Solution", developed by GS1 Hong Kong. Using a smartphone to scan the QR code on the product label, they can see the melon's sweetness level and the best time to eat the melon.

日本農戶的蜜瓜亦採用了由本會開發的「正貨驗證方案」，以手機掃描其產品標籤上的二維條碼，就可以看到其甜度和適宜食用時間。

The key spotlight of the event included three thematic seminars, entitled the "Internet of Things ICT Exchange: Hong Kong & PRD China", "IoT – Making A Smarter Hong Kong", and "Rocking Your Business and Achieving Goals with IoT". They provided insight into the latest IoT developments in Hong Kong and the Pearl River Delta, and how to embrace the tremendous opportunities there.

The Hong Kong Internet of Things Week is the latest in a string of successful activities that GS1 Hong Kong has created since the start of the year to promote the power of emerging technologies for business advantage and improving life in general. They include Hong Kong RFID Awards, which started in 2008 and will transform into the Hong Kong IoT Awards next year (2014).

"The Internet of Things is not an abstract or esoteric idea. Gartner has identified it as one of the Top 10 Strategic Technology Trends for enterprises in 2013. It is an area that companies need to understand so they can make deliberate decisions about how IoT fits in their future needs. The Hong Kong IoT Week is designed to showcase the potential of the technology and help businesses in the city to integrate it into their infrastructure," Ms Lin said.

香港物聯網週重點項目包括三場專題研討會，分別為「香港與珠三角在物聯網資訊科技產業交流」，「物聯網如何締造智慧香港」與「物聯網──行業案例分享」，以及從多方面剖析本港以至珠三角地區之物聯網發展，締造新商機。

香港物聯網週是香港貨品編碼協會的最新活動，以宣揚新興技術的龐大效能如何為企業帶來優勢，並改善大眾的生活。該會自今年年初便陸續舉辦多項相關活動，成效斐然，當中包括於2008年首次舉辦，更將於2014年轉型為**香港物聯網大獎**的香港無線射頻識別大獎。

林潔貽補充道：「物聯網絕不是一種抽象、深奧的概念。市場研究機構Gartner更指出它是2013年十大企業策略性技術趨勢之一。企業必須深入認識物聯網，方能作出明智決策，以配合公司未來的需要。香港物聯網週旨在為企業展示相關技術的潛能，以協助本地公司把這些技術融合到其營運基建中。」

Hong Kong RFID Implementation Site Visit
考察本港機構如何應用無線射頻識別技術

Hong Kong RFID User Group, a unique platform for RFID users or potential users to learn the latest RFID applications, implementation experiences and best practices, organised a visit to Yue Hwa Chinese Products on June 28. The company demonstrated their RFID Awards winning case and conducted experience sharing sessions with the group members.

Yue Hwa Chinese Products Emporium Limited has employed a hybrid distribution system, as implied by the project name "hybrID", using both Yue Hwa's existing barcode system and the new RFID technology. The system provides real-time visibility of distributed products through the whole logistics chain, enabling management to allocate resources more accurately. It also reduced manpower and human error.

This visit provided an opportunity for the participants to visit Yue Hwa to gain insights on how the project achieved the goal of efficiency gains with minimal change or disruption to existing operations.

香港無線射頻識別（RFID）用戶小組專為現有RFID用戶或潛在客戶而設，讓他們有機會接觸RFID應用的最新資訊、實踐案例和最佳實務。該小組於6月28日考察裕華國貨，認識該公司於RFID大獎獲嘉許之得獎項目，並聽取前線員工應用RFID的經驗分享。

裕華國產百貨有限公司應用綜合型配送系統「hybrID」，顧名思義，就是同時使用裕華現有的條碼系統和新建立的RFID技術。該系統具實時透明度，讓工作人員即時了解在整個物流鏈的產品配送狀況，有助管理層更精確地分配資源。與此同時，該系統亦減少了所需人手和人為錯誤。

這次裕華實地考察讓參加者了解到，該項目如何提高效率之餘，同時對現有運作的影響減至最低。

Using both Yue Hwa's existing barcode system and the new RFID technology created, "hybrID" provides real-time visibility of distributed products through the whole logistics chain, enabling management to allocate resources more accurately. It also reduced manpower needs and human error.

「hybrID」同時使用裕華現有的條碼系統和新建立的RFID技術，使該系統具實時透明度，讓工作人員即時了解在整個物流鏈的產品配送狀況，有助管理層更精確地分配資源。與此同時，該系統亦減少了所需人手和人為錯誤。

Build 'Consumer Caring' Brand to Differentiate from Competitors
建立「貼心」品牌　在市場脫穎而出

Since the inception of Consumer Caring Scheme in 2011, 56 enterprises from different industries, including famous international brands and SMEs, are endorsed as 'Consumer Caring Companies'. With the support of media and supporting organizations, the Scheme is gaining recognition among consumers and industry. The Scheme aims to pay tribute to these aforementioned enterprises on prioritizing consumers, so as to inspire peers and create a win-win situation for consumers and brands owners.

Customer satisfaction is a key performance indicator used by businesses worldwide to measure and manage the organization. It is often seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction ratings enable organizations to focus resources in fulfilling customers' expectations.

"The Consumer Caring Scheme is more than just having the privilege of putting the 'Consumer Caring' logo on a company's product or service. It is a testament to an organization's desire to put the customer first right across all aspects of the business operation from product development, delivery to execution; from frontline staff to senior management. "It demonstrates that customer satisfaction is a cornerstone of enduring business success," said the Chief Executive of GS1 Hong Kong, Ms Anna Lin, JP.

自2011年舉辦首屆「貼心企業」嘉許計劃至今，共有五十六間來自不同行業的機構獲得嘉許，當中包括多個國際知名品牌及本港中、小企業。透過媒體及合作夥伴的鼎力支持，本計劃已漸漸獲得消費者及業界的認同。成立「貼心企業」嘉許計劃的宗旨，乃是要表揚「以消費者為先」的貼心企業服務精神，促使同業砥礪互進，務求令消費者及品牌商均處於雙贏之地。

客戶是否稱心滿意，是世界各地企業用來衡量表現和管理績效的重要指標。而此方針也被視為企業能夠突圍而出的主要因素，對業務策略的重要性也日益備受重視。事實上，客戶滿意程度評核有助企業集中資源，以滿足客戶之期望。

本會總裁林潔貽太平紳士強調：「『貼心企業』嘉許計劃的意義，遠超過單單在企業產品或服務上加添『貼心企業』標誌。它證明了一家企業銳意把客戶放在首位，無論是產品開發、執行或交付，還是從前線人員至管理層，業務營運的各個範疇也貫徹以客為先的理念。它亦彰顯令客戶感到稱心滿意，是優良業務實踐的基石。」

Principles and Definitions　七項評審準則

- 全面關愛消費者 Caring for Consumers
- 心繫消費者 Being Sincere
- 實踐承諾 Keeping Promises
- 監控品質與安全 Ensuring Product Quality & Safety
- 專注服務質素 Focusing on Service Quality
- 用心聆聽 Listening to Consumers
- 關懷員工 Caring for Employees

Supporting Organizations　支持機構

香港工業總會 FHKI Federation of Hong Kong Industries
香港優質標誌局 Hong Kong Q-Mark Council
HKGCC
Hong Kong Coalition of Service Industries 香港服務業聯盟
香港中華總商會 The Chinese General Chamber of Commerce
香港中華廠商聯合會 The Chinese Manufacturers' Association of Hong Kong
HKBCA Hong Kong Brand Company Association
HKQAA 香港品質保證局
Hong Kong Retail Management Association 香港零售管理協會
HKTDC 香港貿發局

Web 網頁 : www.consumercaring.com
Fb fanpage 面書專頁 : www.facebook.com/ConsumerCaring
Email 電郵查詢 : consumercaring@gs1hk.org
Phone 查詢電話 : (852) 2863 9710

Held in Brussels from February 18 to 22, 2013, the GS1 Global Forum hosted by GS1 Global Office attracted over 625 participants from 92 countries. This year's agenda offered great opportunity to showcase successful examples of GS1 standards implementation around the world. The Forum aimed at sharing GS1 member organizations' innovation and implementation of best practices in the area of global commerce, food safety, healthcare, financial services and many more domains where GS1 can add tremendous value to our users' businesses.

GS1總部主辦的「全球論壇」於2013年2月18日至22日在比利時布魯塞爾舉行，吸引了來自92個國家、超過625個成員參加。今屆的論壇讓與會者了解到世界各地成功實施GS1標準的例子。該論壇旨在分享GS1成員組織的創新意念，以及GS1在全球貿易、食品安全、醫療護理、金融服務及其他領域的最佳實務，並如何為商業用戶創優增值。

Retail & Consumer Goods Plenary

Omni-channel retailing is also a true game-changer in today's retail value chain. GS1 and the Consumer Goods Forum partnered with Capgemini on a report that indicates the future of standards will focus on a back-to-basics approach to leverage existing standards and to improve data quality.

零售及消費品論壇

全方位零售是當今零售價值鏈的致勝關鍵。GS1及消費品論壇，聯同凱捷顧問公司（Capgemini）共同推出一份研究報告，報告反映未來標準的發展重點，應該為充分利用現有的標準，並要提高數據質量。

Capgemini Report 凱捷研究報告

- 100% of executives who participated in the study indicated that changes in consumer behavior will have the greatest impact on the industry's supply chain in the coming decade.
  100%參加研究的管理人員認為，消費者行為的變化，會對業界的供應鏈產生重大影響。
- 70% called for wider standards adoption across the value chain.
  70%受訪者呼籲業界在整條價值鏈更廣泛採用標準。
- 50% called on GS1 to take a global role to define implementation and selection adoption priorities.
  50%受訪者呼籲業界考慮GS1作為全球管理機構，以帶動業界實施標準和部署採納過程的優先次序。

The concept of Visibility in Retail was discussed in two cases, illustrating how better product visibility throughout the supply chain can lead to higher customer satisfaction. The audience was given an update on the deployment of the GS1 traceability solution and learned how the Institute of Food Scientists is working together with government, industry and GS1 to improve traceability in the supply chain in the US.

演講嘉賓在會中以兩個案例探討論零售業的透明度，帶出如何提升供應鏈的產品透明度以滿足顧客所需。此外，會中亦涵蓋GS1產品追溯解決方案，讓與會者進一步了解美國食品研究所的科學家，如何在改善供應鏈的產品追溯方面，與當地政府、業界及GS1合作。

Transport & Logistics Plenary

Transport & Logistics (T&L) is the glue that binds the global supply chain. The Plenary covered the great work done by MOs around the globe. Delegates heard from industry experts about the real case implementation of Stena Line and DSV Road in collaboration with the EU-funded eFreight project. In the Plenary, World Customs Organization also highlighted the important role Customs play in facilitating end-to-end visibility in the Supply Chain.

運輸及物流論壇

運輸及物流(T&L)是全球供應鏈的命脈。在論壇上，GS1成員組織介紹機構在世界各地的工作。業界專家在會中介紹歐盟資助的eFreight項目與Stena Line和DSV Road的協作措施。世界海關組織亦分享到供應鏈上的點到點透明度對海關的重要性。

CEO of GS1 Australia chaired the T&L PlenaryGS1.
澳洲總裁主持運輸及物流論壇。

World Customs Organization highlighted the importance of visibility in Customs.
世界海關組織分享到供應鏈上的點到點透明度對海關的重要性。

Healthcare Plenary

Responding to recent patient safety crises, the regulatory landscape is changing and new legislation is emerging across the world. For example, the work of International Medical Device Regulators Forum (IMDRF) and the proposed European regulation on Unique Device Identification (UDI) was presented by Laurent Selles of the European Commission.

醫療護理論壇

為應對病人的安全危機，監管機構正在改善機制，關於醫療的新例也陸續出現。歐盟委員會成員Laurent Selles在會中介紹國際醫療器材監管機構論壇（IMDRF）的工作，而關於獨有識別系統（UDI）的歐洲法規亦在擬訂中。

Financial Services Plenary

The global regulatory community looks to GS1 for its continued help and leadership in implementing the Global Legal Entity Identifier (GLEI) system, which gives rise to new developments like a financial products key, financial product traceability and other services. In the first panel, several GS1 member organizations discussed on GS1's role in Business Entity Identification. In the second panel, the guest speakers discussed the LEI Impact on the Financial Services Sector and Global Supply Chain. It focused on the challenges ahead for the global system, its implementation and the prospects for its adoption around the world.

金融服務論壇

全球監管機構尋求與GS1合作，以實施和推動全球法律實體識別（GLEI）系統，該系統促使了新的金融產品編碼、金融產品追溯和其他服務的發展。在首個小組論壇中，幾個GS1成員組織探討GS1在商業實體識別的角色。在第二個小組論壇，演講嘉賓討論到LEI對金融服務體系和全球供應鏈的影響。討論內容側重於該全球系統所面對的挑戰、如何落實及進一步獲世界各地採納等議題。

Thomas Ebel from McKinsey & Company highlighted the benefits of implementing one global standard in Healthcare.
麥肯錫公司的Thomas Ebel重點說明在醫療界實施單一全球標準的好處。

In Financial Services Plenary, GS1 Austria, GS1 Colombia, GS1 Hong Kong & GS1 India discussed the role in Business Entity Identification.
GS1奧地利、GS1哥倫比亞、GS1印度和香港貨品編碼協會在金融服務論壇中，討論GS1在商業實體識別的角色。

Industry Perspective Keynote

Mike McNamara, Chief Information Officer of Tesco, delivered a keynote speech on “Embracing the New Digital Language”. He highlighted that retail sector is being transformed by new technology and digital natives expect to buy products which are immediately available. At Tesco, embracing the new digital language is a strategic priority. He highlighted the following trends today which may shape the future:

The Cloud Knowledge
雲端運算知識

“Like” may be the most used word in the English language. Peer recommendations are now more important than ever.

“Like”可能是當今最常用的英文詞語，朋輩的推薦往往比起其他資訊更重要。

Being seamlessly connected to the digital world
隨時隨地與數碼世界接軌

People want to be able to search in different ways.

消費者期望用多重渠道搜尋資訊。

Personalization
個性化的消費資訊

Digital coupons and in-store check-in will become the reality.

電子優惠券，並在店內檢閱庫存將成為現實。

In the future, customers will continue to compare different brands based on price, range, quality and service. However, the way we purchase will change. Enterprises should try to capture more personalized information to tailor their products and services to consumers. Convenience and service quality also play an important role for success. Customers hope to access trusted source of information before purchase. Therefore, an entrusted organization like GS1 is most anticipated to get them connected closely with their customers.

行業主題演講

特易購（Tesco）的首席資訊官Mike McNamara，以「擁抱嶄新的數碼語言」為題發表主題演講。他坦言，零售科技正在改變，數碼世代期望能夠隨時隨地買到想買的產品。「擁抱嶄新的數碼語言」是Tesco的重點零售策略。他強調以下趨勢將會可能塑造零售業的未來：

在未來，消費者仍舊會根據零售價格、產品範疇、產品質量和服務質素比較不同品牌。然而，消費模式將會悄然改變。企業應該獲取更多個性化的消費資訊，以便為顧客提供所需之產品及服務。方便的購物模式和服務質素將會是致勝關鍵。顧客希望在購物前獲得可信的資訊。故此，業界更需要像GS1這類提供全球標準的機構，以助他們更緊密地連繫消費者。

Marketplace highlights

The Global Forum Market Place received a record number of visitors. Navigating the exhibits allowed visitors to have conversations with experts from around the world in standards implementation, best practices and solutions. At the GS1 Retail Experience Zone, Forum attendees were transported from a supermarket, to a clothing store and then back home. After experiencing the retail chain as a typical consumer, they had the chance to discuss today’s retail business challenges and solutions.

市場展覽概況

全球論壇的市場展覽區有不少參觀人士。透過參觀這些創新展品，訪客能夠與世界各地的專家就標準執行、最佳實務和解決方案交流。在GS1零售體驗區，論壇與會者從「超市」走到「服裝店」，然後「回家」。透過親身體驗零售鏈，訪客了解到當下零售業務的挑戰和解決方案。

GS1 Hong Kong demonstrated Häagen-Dazs™ at the Retail Experience Zone to show how track-and-trace capability enhances product safety.
香港貨品編碼協會在零售體驗區展示 Häagen-Dazs™，藉此帶出追蹤與追溯能力如何提升消費者安全。

GS1 Hong Kong staffs gathered at the Marketplace.
香港貨品編碼協會職員於市場展覽區合照。

Remarks 結語

Miguel, GS1 President and CEO, closed the Global Forum by recapturing some of the great achievements of GS1 and reiterating the importance of driving GS1 top priorities:

1. Continue strengthening our Core Competence: providing excellent service to our Core Strategic Sectors by driving the GS1 System
2. Become a key player in the digital world by: B2B2C, Data Quality and Visibility
3. Winning and engaging New Strategic Sectors
4. Uplift GS1 Brand Awareness
5. Continue developing a world-class, interdependent organization

GS1主席及總裁Miguel在全球論壇結束前，總括GS1部份重要成就，並且提出GS1 的五大目標：

1. 繼續強化核心業務：憑藉GS1系統為核心策略界別提供卓越服務
2. 透過B2B2C、數據質素和透明度成為數碼世代的關鍵成員
3. 拓展嶄新及具策略性之界別
4. 提升 GS1 品牌意識
5. 繼續努力成為世界級的互助組織

Unleashing the Power of Omni-Channel Retailing
策動全方位零售

Background 背景

Customers are shifting their buying behavior across multiple channels – from brick-to-mortar to online and mobile – which complement rather than compete with each other. For example, shoppers may research online before buying in-store, or browse a printed catalogue before ordering from the web site. Many of them are also using their smart phones to scan QR/barcodes, find out product availability and compare prices while in store.

顧客消費模式正循多面向發展：從傳統商店到網上以至手機平台，種種購物途徑並沒有形成競爭，反而相輔相成。比方說，顧客可能先在網上檢索產品資料，才到店舖選購；或是先瀏覽印刷版的產品目錄，再上網訂貨。許多顧客亦會在店舖購物時，利用智能手機掃描QR碼或是貨品條碼，查看存貨量並比較價格。

What is omni-channel retailing?

Modern retailing has evolved from single-channel to multi-channel and now, omni-channel models, where retailers are required to leverage simultaneously on customer touchpoints – kiosks, stores, apps, tablets, mobile phones and others – to create a seamless experience.

Such a trend has been labeled as omni-channel retailing, defined by the market intelligence organization Aberdeen Group as a "set of integrated processes and decisions that support a unified view of a brand from product purchase, return and exchange standpoint irrespective of the channel."

什麼是全方位零售？

現代零售業由起初的單向發展到多向零售，如今再演變成全方位零售。零售商必須同時利用所有的顧客接觸點──小賣亭、商店、應用程式、平板電腦、手機等等──方能為顧客帶來暢通無阻的購物體驗。

這個趨勢稱為「全方位零售」，市場資訊組織Aberdeen Group就此有以下定義：「一套綜合的流程和決策，確保品牌在售貨、退貨以至換貨上，都有統一的定位，不會因銷售途徑改變而有所不同。」

Omni-Channel Retailing Conference in Hong Kong

With the retail landscape radically altered by today's customer-centric digital world, the 2nd Omni-Channel Retailing Conference was held in the Hong Kong Convention and Exhibition Centre from 4 to 6 June, to help Asia's retailers meet this challenge head-on.

More than 50 international speakers, including industry thought leaders and influencers, were brought together to share strategies, discuss new technologies and set the future direction for retail in the region. Anna Lin, JP, Chief Executive of GS1 Hong Kong, was invited to deliver a presentation, titled "Increasing Supply Chain Efficiencies and Visibility for a Consistent Omni-channel Customer Experience."

香港全方位零售論壇

以顧客為中心的數碼世界，大幅改變了零售環境。今年6月4至6日，第二屆全方位零售論壇假香港會議及展覽中心舉行，協助亞洲零售商應對眼前挑戰。

是次會議雲集了世界各地超過50位講者，當中包括業界先鋒以及其他舉足輕重的人物，共同分享零售策略、探討新興科技，並定下亞洲零售業未來的發展路向。會上，香港貨品編碼協會總裁林潔貽太平紳士亦發表演說，講解如何藉著提高供應鏈的營運效率和資訊透明度，給顧客劃一的全方位購物體驗。

Anna Lin, JP, Chief Executive of GS1 Hong Kong, was invited to deliver a presentation at the Omni-channel Retailing Conference.
本會總裁林潔貽太平紳士獲邀於全方位零售論壇發表演說。講解如何藉著提高供應鏈的營運效率和資訊透明度，給顧客劃一的全方位購物體驗。

Current Challenges

Recent statistics show that global online sales have outpaced offline sales by three times (Source: Forrester Research, 2011). The same research also indicates that digital channels will influence, directly or indirectly, over 80% of the world's retail growth in the next four years.

Given the enormous sales potential unleashed by omni-channel retailing, how ready are the retailers to embrace the trend? The hurdles facing them can be summed up as follows:

當前挑戰

一項近期的統計顯示，全球網上銷售額增長比傳統銷售超出三倍（資料來源：Forrester Research，2011）。研究亦發現，數碼零售會直接或間接影響到未來四年全球零售業超過八成的增長。

全方位零售具備龐大的銷售潛力，但零售商準備好迎接這股潮流了嗎？零售商將要面對以下幾方面的挑戰：

Inconsistent product information 產品資訊出現誤差

If a shopper using a laptop sees a $25 price tag on a particular item, then discover that the same product sell for only $19 at the retail shelf, it is likely that customer confidence towards the brand will be affected.

比如顧客在網上見某件商品標價$25，後來卻發現店舖只賣$19，就很可能對品牌失去信心。

Untrustworthy and inadequate product information 產品資訊不盡不實

Nowadays, consumers demand more information – everything from the product origin to expiry date, label of contents, manufacturers and more – before making purchase decisions.

今天的顧客渴求更多產品資訊——從來源地到產品過期日、成分標籤、製造商等等，統統都要了解清楚，才決定是否購入。

Poor inventory management 存貨管理不當

Shoppers may be attracted by a product offer they see advertised online, only to find out that the stock has depleted in the store they visit, thus resulting in customer dissatisfaction and missed opportunities.

顧客可能看到網上廣告，對某件特價商品感興趣，去到店舖卻發現貨品售罄，那他就會因錯失良機而感到不滿。

Currently, the set-ups of many retail operations do not support the move towards omni-channel retailing. Their point-to-point, proprietary solutions are primarily focused on B to C, but fall short of the new reality that is B to B to C.

目前，許多零售商未能做到全方位零售，其點對點的營運方案基本上只針對「公司——顧客」的銷售模式，未能趕上全新的「公司——公司 —— 顧客」模式。

Bringing vision to reality – GSI standards

The need to provide a superior omni-channel customer experience has prompted retailers to leverage on GS1 standards, a scalable, repeatable and industry-wide solution for global partners.

Developed by GS1, a not-for-profit user-driven standards body, they link companies together by enabling them to identify, capture and share information about products, locations and more, across different channels, all using the same language.

The first benefit of using GS1 standards is that they help create **consistent product identification across all channels**. Through the use of Global Trade Item Numbers (GTINs), product data can be aggregated, stored and delivered in a consumer-friendly manner for online search and discovery. This means that retailers can be rest assured that accurate data of their products will show up consistently across different commerce platforms, including those accessible to customers.

Accurate, enhanced product data is another benefit associated with the use of GS1 standards. Customers have long demanded for information they can trust, but most of the digital data about products is incorrect. In fact, 74% percent of consumers consider trustworthy product information to be important.

Besides the key data related to pricing and product origins, modern-day customers also demand extended data such as nutrition contents, expiry dates, product authenticity, brand and manufacturer's background and details of discounts or special offers that support their purchase decisions.

GS1標準有助實現願景

為了帶給顧客優越的全方位購物體驗，不少零售商都採用了GS1標準。GS1標準可在業內廣泛而重複地應用，為世界各地的合作夥伴提供規模化的解決方案。

GS1是一所非牟利組織，針對用家需要制定標準。透過GS1標準，公司可互相連繫，在不同的平台上以相同語言標註、擷取以及分享劃一信息，包括產品資訊及位置等等。

應用GS1標準的首要好處，就是**所有銷售途徑都有劃一的產品識別資訊**。全球貿易商品編碼（GTIN）有助結集和儲存產品數據，資料傳送亦相當方便，顧客於網上搜尋產品資訊、發掘所需商品就更省事。換言之，零售商可確保不同的商貿平台（包括對顧客開放的平台）都展示了準確無誤的產品資訊。

使用GS1標準的另一好處，就是**令產品資訊更豐富準確**。顧客一直想得到可信的資料，然而，數碼平台上的產品資訊大多存在誤差。調查發現，74%的顧客重視產品資訊的可信度。

除了產品售價及來源地等主要資訊外，現今顧客亦希望了解營養成分、產品過期日、產品真偽、公司品牌和生產商背景，以及折扣優惠等額外資料，以助他們選購貨品。

GS1 standards can also help retailers achieve **better inventory management**. Putting the right inventory in the right channel at the right quantity is one of the keys to successful omni-channel retailing. In this respect, item-level tagging is still the best solution for inventory management, with up to 99% accuracy in inventory counts.

According to studies conducted by the **University of Arkansas RFID Research Center**, the adoption of EPC-enabled RFID technology for item-level tagging offers cost and time savings as well as efficiency in quantifiable terms.

GS1標準亦有助零售商**妥善管理存貨**。要成功實行全方位零售，關鍵之一就是在適合的銷售平台出售適合的商品，存貨數量亦要拿捏準確。針對這點，單件貨品標籤仍是管理存貨的最佳做法，盤點準確度達99%。

阿肯色大學無線射頻識別（RFID）研究中心的研究指出，於單件貨品標籤應用RFID 技術並配合產品電子代碼 (EPC)，可降低成本、節省時間，同時提高存貨管理效率。

The adoption of EPC-enabled RFID technology for item-level tagging offers cost and time savings as well as efficiency in quantifiable terms. These include an increase in inventory accuracy from 63% to 95%; reduction of inventory cycle counting time by 96%; increase in inventory count rate from 200 to 12,000+ items per hour; reduction in the time used for product location by 18%; reduction in out-of-stock (OOS) rate at retail up to 50% and increase in item availability at retail from 2% to 20% to boost sales.

於單件貨品標籤應用RFID技術並配合產品電子代碼（EPC），可降低成本、節省時間，同時提高存貨管理效率。研究數據顯示，盤點準確率由63%提升至95%；週期盤點時間節省96%；盤點速度由每小時200件貨品增至超過12000件；尋找貨品的時間節省18%；零售斷貨情況減少達 50%；而零售貨品供應亦由2%提升至20%，有助刺激銷售額。

Source 資料來源：University of Arkansas RFID Research Center
阿肯色大學無線射頻識別（RFID）研究中心

Such improvements can lead to enhanced customer service, and ultimately, satisfaction. A notable example is Lord & Taylor, a leading US, specialty department store chain, which has been able to achieve 75 % labour savings on shoe scan and improved customer service through item-level tagging.

上述改善可帶來更好的顧客服務，令顧客倍感滿意。Lord & Taylor便是實例。這家知名的美國連鎖百貨專門店，採用了單件貨品標籤，在掃描鞋履產品方面節省了75%人力，顧客服務亦有所改善。

End-to-end visibility enhanced

When done right, omni-channel retailing leads to greater visibility in more ways than one. Higher visibility allows retailers to manage and track their inventories better, achieve stock accuracy, avoid lost sales or surplus stocks and reduce shrink.

At another level, it provides sellers with greater visibility into customer behavior, allowing the retailer to understand and thereby influence the customer's journey across channels.

No less important is that omni-channel retailing, enabled by GS1 standards, will encourage customer perception of a brand as a single transparent system, rather than multiple channels with separate inventory, processing and delivery protocols.

加強點對點資訊透明度

妥善實行全方位零售亦有助多方面提升資訊透明度。隨著資訊透明度增加，零售商將更善於管理和追蹤存貨，能掌握準確的存貨資料，避免銷售損失和存貨過剩，以及減少存貨收縮。

另一方面，全方位零售可讓賣家更了解顧客的消費行為，藉此改良顧客在不同銷售平台上的購物體驗。

同樣不容忽視的是，全方位零售配合GS1標準，有助建立品牌形象。在顧客心目中，品牌將是透明度高的單一體系，而非各自為政的作業平台，割離地處理存貨、交易處理、送貨等幾方面各自為政的多項作業平台。

Supply Chain Visibility Tops List for Corporate Improvements

企業亟需改進供應鏈透明度

Independent research reveals dramatic rise in end-to-end standards / solutions demand

獨立研究報告：點對點標準/方案需求大增

Aberdeen Group's new research reveals 63% of 149 companies with predominant global supply chains have ranked Supply Chain Visibility as a high priority for improvement. The top 20% best-in-class companies claim to be compliant to GS1 Standards and are able to track supply chain visibility at the item level.

The "Supply Chain Visibility: A Critical Strategy to Optimize Cost and Service" research study by Bob Heaney, Senior Analyst, at Aberdeen Group details how increasing visibility is a critical strategy for enterprises - aimed at reducing costs and improving operational performance in the context of their increasingly complex and multi-tiered global supply-demand networks. Aberdeen reports an unprecedented increase in the use of Logistics Service Providers as supply chains become more globally connected.

Aberdeen Group Senior Analyst Bob Heaney says increasing visibility is a critical strategy for enterprises aiming to reduce costs and improve operational performance in complex and multi-tiered global supply-demand networks.

研究機構Aberdeen Group訪問了149家擁有強大全球供應鏈的公司，發現其中63%認為供應鏈透明度是亟需改進事項。同類公司中表現最好的20%亦表示，公司營運符合GS1標準，並會就單件貨品監察供應鏈透明度。

是項研究名為「供應鏈透明度：優化成本及服務的關鍵策略」，由 Aberdeen Group 高級分析員 Bob Heaney 負責。研究顯示，全球供需網絡日趨複雜和多樣化，企業要降低成本，同時提升營運表現，增加資訊透明度是關鍵策略。Aberdeen Group的報告亦指出，隨著供應鏈網絡全球化，使用物流服務供應商的數字也大幅增加。

Aberdeen Group高級分析員Bob Heaney表示，全球供需網絡複雜多樣，企業要降低成本，同時提升營運表現，增加資訊透明度是關鍵的策略。

"At their core, supply chain visibility solutions aim to improve an organisations' ability to connect transport and logistics activities, and put universal standards - like GS1 enabling technology - to their most productive use," Heaney says.

「供應鏈透明度的解決方案，正能讓機構進一步善用運輸物流服務，並充分利用如GS1應用技術等通用標準，達到最高的生產力。」Bob Heaney 解釋。

Key Findings 主要調查結果：

The report emphasizes the significance of GS1 Standards
報告顯示GS1標準極為重要

- The top 20% best-in-class companies claim to be compliant to GS1 Standards.
- 同業中表現最好的20%表示，公司營運符合 GS1 標準。
- Users who adhere to GS1 Standards are more than twice as likely as others to monitor transport and logistics activities at the unit and container level.
- 相比其他公司，採用 GS1 標準的公司在運輸物流的過程裡，監察單件貨品和貨櫃的次數高出逾兩倍。
- Shippers and Logistics Service Providers are tightly interconnected and need to speak the same language to enable end-to-end visibility.
- 物流服務供應商和貨主彼此關係密切，雙方需要一套劃一的編碼語言，才可確保點對點的資訊透明度。

The full report can be downloaded from 請在此網址下載整份研究報告:
http://www.gs1.org/docs/visibility/Supply_Chain_Visibility_Aberdeen_Report.pdf

"End to end supply chain visibility has never been more important for all involved parties to speak the same language," states Miguel Lopera, GS1 President & CEO. "As GS1 celebrates its 40th Anniversary, we can look back to all we have achieved to increase visibility in the global supply chain. And we are excited about the future as we work with our partners to reduce costs and improve operational performance within their organisations."

「能否達到點對點的供應鏈透明度，很視乎各商業伙伴是否使用劃一語言。」GS1主席兼行政總裁 Miguel Lopera 表示。「GS1踏入第40個年頭，回顧過去，我們在提高全球供應鏈透明度方面已有相當成績。我們亦殷切期待未來與其他機構合作，協助他們降低成本，同時提升營運表現。」

Discover how the GS1 System of standards provides true supply chain visibility and is delivering value to all transport and logistics processes, including:

GS1標準能夠提供真正的供應鏈透明度，為運輸和物流行業創造價值，範疇包括：

- Shipping & Receiving 發貨與收貨
- Transport Management 交通運輸管理
- Asset Management 資產管理
- Warehouse Management 倉庫管理
- Border Procedure Management (Customs) 邊境程序管理（海關）

Read "Achieving Visibility in Transport& Logistics" now
請在此網址下載《在運輸與物流業實現透明度》小冊子:
http://www.gs1hk.org/files/Publications/corporate_marketing/GS1_Achieving_Visibility_in_Transport_Logistics_2013.pdf

請掃描QR碼，觀看短片「GS1標準如何改善運輸管理」
Scan the QR code to watch the video "GS1 Standards in action in Transport Management"

STH Leads Hong Kong Logistics Development Council Delegation to Europe

運輸及房屋局局長率領香港物流發展局代表團訪歐

The Secretary for Transport and Housing (STH), Professor Anthony Cheung Bing-leung, GBS, BBS, JP, led a Hong Kong Logistics Development Council (LOGSCOUNCIL) delegation to Europe dated June 9 on a six-day visit to promote Hong Kong's logistics industry and to learn about the latest developments at European ports, air cargo facilities and logistics services. The delegation fostered and strengthened ties with the relevant authorities and key market players in Frankfurt, Brussels, Florence and Milan and sought to impress upon them Hong Kong's strengths in air cargo transfer and port facilities and services, as well as its unique status as the logistics gateway to Mainland China.

To promote Hong Kong as a regional logistics hub, the delegation held a seminar with the media in Brussels and two seminars with industry leaders in Florence and Milan, as well as hosting business luncheons in Brussels and Milan. They also visited leather goods, wine and fashion enterprises in Italy to introduce them to Hong Kong's quality logistics services. The delegation also met the transport and trade officials of the European Commission, regional government officials and business associations during the visit.

運輸及房屋局局長張炳良教授於六月九日率領香港物流發展局代表團前往歐洲作六天訪問，旨在推廣香港物流服務，以及了解當地的港口、空運設施及物流服務的最新發展。代表團與法蘭克福、布魯塞爾、佛羅倫斯及米蘭的有關機構和業內翹楚會面，向他們介紹香港空運及港口的優勢，以及香港作為中國物流門戶的角色。

為向當地商界推廣香港作為區域物流樞紐，代表團於布魯塞爾舉辦以傳媒為對象的研討會，於佛羅倫斯及米蘭舉辦商界研討會，於布魯塞爾及米蘭舉行商界午餐會，並到訪意大利的皮具、洋酒和時裝企業，向他們推介香港的優質物流服務。在訪問期間，代表團亦會見歐盟委員會的運輸及貿易官員、地方政府官員和多個商會。

The LOGSCOUNCIL delegation visited the DHL Cargo Facilities in Frankfurt.
物流發展局代表團在法蘭克福考察DHL航空貨運設施。

Castello di Oliveto
(a winery in Florence
位於佛羅倫斯的酒莊）

Ms Lin presented 'Hong Kong e-Logistics Excellence' in the seminar in Florence.
林女士在佛羅倫斯舉行的研討會，向與會者匯報「香港卓越的電子物流」。

In the seminar 'Hong Kong as Regional Logistics Hub – the Best Link in Your global Supply Chain', Prof Cheung delivered the Opening Address. Mr David Kuk, Managing Director, DCH Logistics Company Ltd., and Ms Anna Lin, JP, the Chief Executive of GS1 Hong Kong, then delivered Keynote Address. Titled 'Hong Kong e-Logistics Excellence', Ms Lin presented on leveraging the emergence of global visibility standards which helps Hong Kong take a pioneer role to establish a global traceability network to enable end-to-end supply chain visibility, which ultimately helps maintain Hong Kong's role as regional logistics hub.

Members of the LOGSCOUNCIL delegation include the Chairman and CEO of Orient Overseas (International) Limited, Mr Tung Chee-chen; Legislative Councillor for the transport functional constituency, Mr Frankie Yick; Chairman of the LOGSCOUNCIL Subcommittee on Industry Development, Ms Miriam Lau; Chief Executive of GS1 Hong Kong, Ms Anna Lin; Director of Project Development at the College of Humanities and Law of the School of Professional and Continuing Education, The University of Hong Kong, Mr Leung Kong-yui; and Managing Director of DCH Logistics Company Ltd, Mr David Kuk.

在「香港：亞太區物流樞紐──全球供應鏈的最佳連接」研討會，張教授於會中致開幕辭，大昌行物流有限公司董事總經理谷大偉及本會總裁林潔貽隨後發表主題演講。林女士以「香港卓越的電子物流」為題，向與會者介紹全球透明度標準如何幫助香港率先建立全球追溯網絡，達致供應鏈點到點透明度，鞏固香港作為亞太區物流樞紐的地位。

香港物流發展局代表團成員包括東方海外（國際）有限公司主席及行政總裁董建成、立法會航運交通界功能組別易志明議員、香港物流發展局業界發展小組主席劉健儀、本會總裁林潔貽、香港大學專業進修學院人文及法律學院項目發展總監梁剛銳及大昌行物流有限公司董事總經理谷大偉。

Source: HKSAR Press Release (June 9, 2013)
資料來源: 香港特區政府新聞公報 (2013年6月9日)
http://www.info.gov.hk/gia/general/201306/09/P201306070255.htm

Impact of EU Food Information Regulation on Food Manufacturers and Retailers
歐盟食品資訊條例對食品製造商及零售商之影響

In November 2011, the EU published a new regulation, European Union (EU) Food Information Regulation (FIR), which will come into force on December 13, 2014. If you do not have the correct food information, you will not be able to sell your packaged food products in online stores across Europe. The goal of this regulation is to ensure that consumers can make informed purchases having access to information about the product such as nutritional value, ingredients, country of origins and instructions for use. According to Clavis Technology, 67% of products were missing brand name, ingredients or nutrition information – All are vital for compliance with the regulation.

The regulation also sets out new requirements for information that should be provided to the consumer for food that is sold online. Since most food companies are members of GS1, we commissioned Mason, Hayes & Curran, a law firm with significant experience of the food and beverage sector and EU law, to assess the impact of the new regulation on food manufacturers and retailers providing packaged food.

2011年11月，歐盟發表了新的條例－食品資訊條例（下稱條例）。條例將於2014年12月13日生效，未能提供符合標準的食品訊息之包裝食物，就不能在歐洲於網上售賣。新例之目的是確保消費者，能知悉營養價值、材料成分、產地來源及食用方法等商品資訊，選購產品時能有所依據。根據 Clavis Technology 諮詢公司的數據顯示，市面上有67%產品未能提供產品資訊如品牌名稱、材料成分或營養資料。然而，這些都是歐盟所指定的必要資訊。

針對網上食品銷售，新條例亦要求賣家提供一系列訊息。由於大部分食品公司均為GS1會員，故我們主動委託Mason, Hayes & Curran律師事務所(MHC)評估條例，研究其為包裝食品製造商及零售商所造成的影響。

Do you know? 你知道嗎？

Clavis Technology analyzed 23,000 web pages and 500 brands encompassing more than 7,000 food products for sale in 10 leading online stores

Clavis Technology分析了23,000個網頁，並在10個領先的網上商店檢視來自500個品牌商共7,000件食品

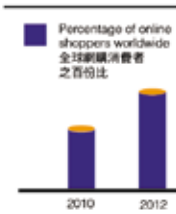
67% of products were missing brand name, ingredients or nutrition info

調查發現 67%產品沒有品牌名、材料或營養資料

27% of global shoppers buy food and beverages online

27%全球消費者會於網上購買食品與飲料

(2012 Nielsen Study)
(2012年尼爾森研究)



Online shopping increased 44% between 2010 and 2012
在2010至2012年期間，網上購物增加了44%

(Nielsen Study 尼爾森研究)

44% of adults intend to shop online for groceries in the next 5-10 years

44%的成年人打算在未來的5-10年在網上購買雜貨

(according to IDG Shopper Vista Research)
(根據 IDG 購物 Vista 的研究)

Mandatory Food Information 強制標示的食品資訊

Article 9 of the EU Regulation - List of mandatory particulars
歐盟條例第9條—必須標示項目列表

a) the name of the food
b) the list of ingredients
c) any ingredient or processing aid listed in Annex II or derived from a substance or produce listed in Annex II causing allergies or intolerances used in the manufacture or preparation of a food and still present in the finished product, even in an altered form
d) the quantity of certain ingredients or categories of ingredients
e) the net quantity of the food
f) the date of minimum durability or the "use by" date
g) any special storage conditions and/or conditions of use
h) the name or business name and address of the food business operator referred to in Article 8(1)1
i) the country of origin or place of provenance where provided for in article 262
j) instructions for use where it would be difficult to make appropriate use of the food in the absence of such instructions
k) with respect to beverages containing more than 1.2% by volume of alcohol, the actual alcoholic strength by volume
l) a nutrition declaration

a) 食品名稱
b) 材料成分表
c) 生產或預製食品時使用過的附錄II致敏原材料或加工劑（如材料接觸過曾處理附錄II致敏物質的機器和工場，製造商亦需作出說明；只要材料仍殘留於製成品，即使已換了另一個形式，也須標示。）
d) 材料類別及分量
e) 食品淨含量
f) 最佳食用日期
g) 特別的保存或食用方法（如有）
h) 條例8(1)1中所指的食品商名稱及地址
i) 條例262中所指的產地來源
j) 如果沒有食用說明就難以正確食用，那就須加上此等說明
k) 實際酒精含量（適用於酒精含量超過1.2%的飲料）
l) 營養聲明

The full EU Regulation is available at 在此下載歐盟條例完整版：
http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2011:304:0018:0063:EN:PDF.

Responsibility to provide Food Information 提供食品資訊的責任

The Regulation shall apply to all food business operators at all stages of the food chain, where their activities concern the provision of food information to consumers.

Article 8.1 of FIR states that the "food business operator responsible for the food information shall be the operator under whose name or business name the food is marketed..." It is clear that the company under whose brand a food product is sold (e.g. Kellogg's corn flakes) is responsible for placing the mandatory food particulars on the package. The brand owner must ensure the presence and accuracy of the food information in accordance with [EU and national] food information law. In addition, the wholesalers, retailers and others in the supply chain who are not involved in packaging or labelling food have the obligation not to supply foodstuffs that they know do not have the correct mandatory food information.

條例適用於所有食品供應商，不管公司處於食品鏈的任何階段，都要為消費者提供食品資訊。

條例8.1指出「食品商有責任為其旗下品牌的食品提供產品資訊」，故此食品商應為其品牌之食品包裝上列明各項強制標示的相關資料，例如家樂氏應該為其粟米片產品負責。品牌商必須依照歐盟及國家食品資訊法例的要求，提供資料，並確保其準確性。另外，批發商、零售商及其他供應商雖然不提供包裝及標籤服務，但亦有責任拒絕售賣不符合條例規定的貨品。

Finally, article 8.7 applies to other stages in the supply chain, including where packaged food (intended for the final consumer) is "marketed at a stage prior to sale the final consumer". At that stage in the supply chain, the supplier must ensure that the mandatory particulars appear on (i) the "prepackaging or (ii) on a label attached thereto, or (iii) on the commercial documents referring to the foods where it can be guaranteed that such documents either accompany the food to which they refer or were sent before or at the same time as delivery. While the exact scope of the article may need to be clarified, it appears to establish two principles:

最後，條例8.7亦適用於供應鏈上不同階段的食品公司，包括處於「在售賣予最終消費者前的營銷階段」的包裝食品（以最終消費者為目標）。在該個供應鏈階段，供應商必須確定強制標示的食品資訊，已列於(i)出售前之包裝、(ii)銷售包裝上之標籤或(iii)與該等食品相關的商業文件，而此等文件須保證附於食品上或於送貨前或送貨時同時附上。雖然條例的具體範圍或許仍須進一步釐清，但它大概包含以下兩項原則：

1. Food information needs to be made available by food business operators at stages in the supply chain prior to sale to the consumer.
在食品供應鏈不同的階段之營運商都應在銷售前提供食品資訊。

2. The food information will have to be in a format other than solely printed on the pack.
除了在包裝背面印上食品資訊，營運商亦應用其他方式傳遞訊息。

As the new Distance Sales Directive will apply to the majority of Internet sales by food retailers from 13 June 2014, the food retailer as trader will be obliged to provide consumer with necessary Distance Sales information, including the main characteristics of the goods.

自2014年6月13日起，新訂的遙程銷售指引將適用於大部分網上食品零售活動。零售商有義務為顧客提供所需之遙距銷售資料，如產品主要特色等。

How is information to be made available? 如何提供資料？

Retailers would be complying with the FIR if they make the mandatory food information available on their retail website, either beside each product which the consumer may select to purchase, or by way of a clear and prominent link from the product page to a Food Information page, provided there is no charge for accessing the food information and no technical difficulties in linking to the food information.

零售商可於零售網站列明商品資料，以遵守新條例。例如於銷售網站的商品頁面直接加上食品資訊，或提供清晰可見的超連結，連結到另設的說明頁面。根據條例規定，零售商必須確保資訊表達方式簡單而直接，而且不另收費用。

Whether it is the brand owner or the retailer who must provide the pre-purchase information for the consumer, it is clear that:

不論為顧客於銷售前提供資訊的是品牌商還是零售商，均須遵守以下各點：

- This information must be available to the consumer on the website (without charge) prior to purchase.
必須於網站在銷售前提供免費的食品資訊。
- If the pre-purchase information is not available, the packaged food cannot be sold on a website.
如未能在網站提供售前說明，就不能於網上出售包裝食品。
- If the brand owner does not make the relevant information available to the retailer in a website friendly format, it may be difficult for the retailer to sell the foodstuff on its website.
如品牌商未有提供便於瀏覽的資料頁面，零售商就很難在網站銷售產品。
- A system of co-operation between the brand owner and retailer will be required to ensure that accurate and complete mandatory food information is available to the consumer prior to purchase.
品牌商與零售商需有系統地合作，以確保顧客於購物前，能獲悉準確而完整的食品訊息。

The relevant provisions of the FIR will take effect in December 2014, which allows the food industry and those involved in the food supply chain to resolve how accurate mandatory food information will be made available to the consumer prior to an on-line sale being made.

條例之相關規定將於2014年12月開始生效，以確保食品業或食品供應商有時間做好準備，提供準確的強制標示食品資訊。

For more information about the regulation from a legal perspective,
contact Wendy Hederman, Mason, Hayes & Curran, Solicitors, via http://www.mhc.ie/.
如欲了解更多相關法律資訊，請瀏覽以下網址：http://www.mhc.ie/，與MHC事務律師行Wendy Hederman聯絡。

For more information on the impact on the food industry, contact Malcolm Bowden at malcolm.bowden@gs1.org.
如欲進一步了解條例對食品業的影響，請發電郵至 malcolm.bowden@gs1.org 與Malcolm Bowden聯絡。

Smartphone Scan Can Beat Wine Fraudsters
智能手機　杜絕假冒葡萄酒

Making sure a glass of wine is everything it promises on the label was once a relatively simple process - hold it against the light, tilt and observe the shade, swirl a little and give it a good sniff. But with the ever-increasing global consumption of wine now attracting the attention of fraudsters, wine drinkers are soon just as likely to be advised to whip out their smartphones. A quick scan can give the consumer a direct link to the supplier's website to verify the label, trace the wine's journey from vineyard to glass and provide information about the winery.

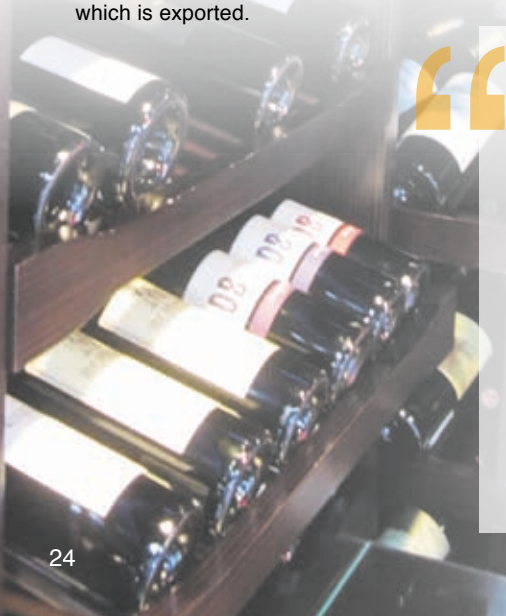
Fake wine and spirits can sour the drinks market, but new technology and international co-operation are now enabling producers to outsmart fraudsters. Castel, the largest producer of French wine, uses the technology on 13 million bottles for the Chinese market as well on exports to other emerging markets such as Vietnam, where counterfeiting is most prevalent. "The Chinese are asking for a lot of information and for reassurance regarding the origin of the product," said Franck Crouzet, a spokesman for Castel. But Chinese crooks are by no means the only perpetrators of wine scams.

"Chianti had some problems in the past in Russia. Our consortium spends €100,000 [HK$1 million] each year on registering and protecting our wines," said Silvia Fiorentini, spokeswoman for the Chianti Classico Consortium, which produces 35 million bottles annually, 80 per cent of which is exported.

要確保葡萄酒符合標籤所述，曾是一件簡單的事：向著燈光，觀察酒色，再輕搖酒杯，細聞酒香。但隨著全球葡萄酒消耗量持續增長，企圖仿冒牟利的騙徒也越來越多，幸而消費者將能使用智能手機來避免受騙。只要快速掃描一下，顧客便可直接連結到供應商網站，從而認證瓶上的標籤，甚至可追溯整個製酒過程，了解酒廠資訊。

仿冒的葡萄酒和烈酒會拖垮市場，但透過嶄新技術以及跨國合作，酒商也可以智勝騙徒。法國最大葡萄酒生產商卡斯特（Castel）因應中國市場需要，已將上述手機技術套用於1,300萬瓶出口內地的葡萄酒。針對越南等假酒盛行的新興市場，卡斯特亦善用這門新科技。卡斯特發言人Franck Crouzet表示：「中國顧客常作大量查詢，務求能確認原產地。」但假酒騙案不僅在中國發生。

古典奇揚地酒協會（Chianti Classico Consortium）每年生產3,500萬瓶葡萄酒，八成出口。其發言人 Silvia Fiorentini 表示：「奇揚地酒曾經在俄羅斯遇到問題。現在我們每年會花10萬歐元（100萬港元）來註冊和保障我們的產品。」



> "China is the most notorious, but the problem is worldwide," said Christophe Chateau, spokesman for the Bordeaux Wine Council. Even though many bottles are ugly reproductions easily spotted by a trained eye, others are quite clever. And although little harm befalls a consumer uncorking bulk Chilean red instead of estate-bottled Bordeaux, the consequences can be lethal when tainted drinks are sold.
>
> 波爾多葡萄酒酒業管理局發言人 Christophe Chateau 指出：「雖然中國假酒的情況最為嚴重，但這其實是個全球性問題。」縱然行家從粗製濫造的酒瓶可以輕易識別出假貨，但某些假酒仿冒得很巧妙。消費者若只是混淆了波爾多莊園和智利生產的葡萄酒，無疑傷害不大，但誤飲摻雜了有毒物質的葡萄酒卻足以致命。

"Last year, we had a case in the Czech Republic and at least 20 people died from drinking a counterfeit local spirit," said Pierre Georget, chief executive of GS1 France, the local chapter of GS1®, a Brussels-based not-for-profit organisation, which uses unique bar codes to thwart the conmen. GS1 guarantees that bar code numbers are never repeated worldwide, assuring traceability and authentication for everything from spare car parts and prams to Chianti.

GS1法國行政總裁 Pierre Georget 表示：「捷克在去年有一個案例，最少二十人因喝當地仿冒烈酒而中毒身亡。」GS1法國乃非牟利組織，總部設於布魯塞爾，致力推廣以獨特條碼來杜絕假冒產品。GS1保證每個條碼編號在全球都獨一無二，確保能追蹤產品來源和鑑定真偽。不論是汽車零部件、手推車，還是世界著名的奇揚地酒（Chianti），都可應用此技術。

In order for enthusiasts around the globe to feel confident they are drinking a bottle of wine originating in the hills of Tuscany, Fiorentini said Chianti Classico now carried a distinctive seal over the cap and neck of the bottle, marked with a unique number and code, as well as the appellation's trademark black rooster. Many wine regions are doing the same, and producers eager to learn more about fighting counterfeiters attended GS1's presentation at Vinexpo dated June 20, a major wine and spirits trade show held last week in Bordeaux.

為了讓全球葡萄酒愛好者安心飲用源自意大利托斯卡尼（Tuscany）一帶山脈出產的的葡萄酒，Silvia Fiorentini 表示已在酒瓶瓶頂及瓶頸採用特別封條。封條上附有一組獨特的數字編碼，當然還少不了代表品牌的黑色公雞商標。許多產酒區都已採用這些措施。為了解如何杜絕假酒，有酒商於6月20日更到波爾多，出席GS1在國際葡萄酒暨烈酒展覽會（Vinexpo）裡的匯報環節，了解這方面的最新進展。

Source:
"Smartphone Scan can Beat Wine Fraudsters", SCMP, July 26, 2013
http://www.scmp.com/news/world/article/1266827/smartphone-scan-can-beat-wine-fraudsters

More than 30 Global Healthcare Leaders Endorse GS1 Healthcare Standards

全球超過三十位醫療護理領袖認可GS1醫療護理標準

The Healthcare stakeholders expressed their strong support in a signed position paper endorsing the adoption of GS1 as the global standard best suited for their industry. They took this action after McKinsey & Company published a report stating that 'significant patient safety benefits and cost savings can be obtained by implementing and using a single global standard in Healthcare'. The stakeholders who are calling for that standard to be GS1 represent major manufacturers, distributors and hospitals around the world including the United States, Canada, Europe, Australia and Japan.

The companies that signed the position paper include some of the most recognised and respected companies in Healthcare. They include: 3M, Abbott, Canadian Generic Pharmaceutical Association, Johnson & Johnson, Pfizer, etc. Hospitals and Group Purchasing Organisations endorsing GS1 Healthcare Standards in the position paper include organisations in the United States, Novation and Premier; in Ireland, St. James Hospital; the Department of Health UK for all NHS hospitals; in Spain, Logaritme, Province of Catalonia; in France, Hospital Centre Robert Ballanger, Hospital Centre of Brive, Hospital Centre Rene Dubois, University Hospital of Strasbourg, University Hospital of Dijon and in Japan, NTT Medical Center Tokyo, etc.

麥肯錫公司（McKinsey & Company）出版了一本關於醫療護理的調查報告，表示「在醫護界推行和使用單一的全球標準，可以大大改善病人安全，也可以節省成本。」要求採納GS1標準的持份者包括主要的製造商、分銷商和世界各地的醫院，包括美國、加拿大、歐洲、澳洲和日本。隨後，醫療護理持份者亦簽署立場書，以大力支持和認可採用GS1作為最適合他們行業的全球標準。

簽署了立場書的公司包括一些醫療護理方面最獲認可和推崇的公司，例如：3M、雅培、加拿大通用藥業協會、強生、輝瑞等。在立場書中認可GS1醫療護理標準的醫院和集團採購組織，包括美國的 Novation 和 Premier ；愛爾蘭的聖詹姆斯醫院（St. James Hospital）；英國衛生部轄下所有國民醫療服務體系的醫院；西班牙加泰羅尼亞省的Logaritme；法國的Robert Ballanger中心醫院、Brive中心醫院、Rene Dubois中心醫院、史特拉斯堡大學、第戎大學醫院（University Hospital of Dijon）、和日本東京的NTT醫學中心等。

"As GS1 Standards for Healthcare were developed and became available over the last few years, Healthcare communities across the globe have embraced them and advanced their implementation," the Healthcare leaders state in the position paper. "GS1 Standards enable streamlined supply chain processes and improve visibility – from manufacturers to patients," the statement continues.

醫療護理領袖在立場書說：「過去幾年，隨著GS1建立了一套醫療護理標準供業界採用後，全球的醫療護理團體都欣然接受這套標準，並加以推行。」聲明繼續指出：「GS1的醫療護理標準令供應鏈的程序變得更流暢，也提高醫療護理供應鏈的透明度──包括由製造商到病人。」

"Global adoption of the GS1 Standards will clearly benefit patients and industry stakeholders worldwide," said Orlando Serani, Vice President, Global Business Services, Johnson & Johnson Health Care Systems Inc.

強生醫療護理系統集團全球業務服務副總裁沙林尼（Orlando Serani）說：「全球採用GS1的標準，明顯會令全世界的病人和業界持份者得益。」

"GS1 welcomes the endorsement of the GS1 System of Standards for Healthcare by so many leading stakeholders in the Global Healthcare industry," said GS1 CEO Miguel Lopera from the GS1 Global Office in Brussels. "All of the members of the GS1 Healthcare team have worked hard to ensure that GS1 Healthcare Standards maximise patient safety, optimise supply chain efficiency and minimise costs for all partners in the supply chain. We invite Healthcare stakeholders who are not yet using the GS1 System to look at the advantages that GS1's single global standard for Healthcare offers and to adopt the GS1 System for their operations."

Healthcare systems around the world are facing challenges that affect the entire supply chain, from manufacturers to wholesalers, distributors, group purchasing organisations and Healthcare providers. These challenges are related to, for example; counterfeiting, ineffective product recall and medication errors, and they affect the entire Healthcare supply chain. Stemming these soaring costs has become a major policy priority for Healthcare trading partners.

GS1行政總裁Miguel Lopera在GS1位布魯塞爾的GS1總部說：「GS1欣見全球醫療行業眾多領袖認可GS1的醫療護理標準系統。GS1醫療護理團隊的所有成員，都致力憑藉GS1醫療護理標準提高病人的安全和改善供應鏈效率，並將供應鏈中合作夥伴的成本減到最低。我們邀請仍未使用GS1醫療護理持份者，了解GS1為醫療護理設計的單一全球標準的好處，並採用GS1的編碼系統。」

全球的醫療系統現正面對醫療供應鏈的挑戰－無論是製造商、批發商、分銷商、集團採購組織或醫療服務供應商。這些挑戰與例如冒牌貨、效果欠佳的產品回收和醫藥錯誤用藥有關，它們影響著整條醫療供應鏈。削減這些不斷增加的成本，是醫療合作夥伴要優先處理的事情。

Implementing global standards across the entire healthcare supply chain could save 22,000-43,000 lives and avert 0.7 to 1.4 million patient disabilities, according to the McKinsey report. Called "Strength in unity: The promise of global standards in Healthcare", the report is based on interviews with 80 thought leaders in the Healthcare industry. The report also found that rolling out a single, global standards-based system will:

根據麥肯錫的報告，在整個醫療供應鏈中推行全球標準，可以拯救22,000到43,000條性命，並令70萬到140萬名病人避免傷殘。麥肯錫訪問了80位醫護界意見領袖，寫成「合一的力量：醫療護理全球標準的承諾」報告。報告發現，推出單一的全球標準系統可以：

• Keep tens of billions of dollars in counterfeit drugs out of the legitimate supply chain.	• 防止數百億元的假藥流入合法的供應鏈
• Enable substantial safety benefits that would reduce Healthcare costs by $40-100 billion.	• 帶來巨大的安全好處，將醫療護理開支減少400到1,000億美元
• Cost significantly less than two or more systems.	• 成本比兩個或更多系統低很多

Regulations also continue to evolve and will have a direct impact on the Healthcare supply chain, requiring stakeholders to implement automatic identification (AIDC) technologies to ensure traceability of Healthcare products. Studies have suggested bar coding and bedside scanning can reduce medication errors by as much as 40%.

監管條例也隨之陸續出現，這會直接影響醫療護理的供應鏈，要求持份者推行自動識別資料套取（AIDC）技術，確保醫療護理產品的可追溯性。研究顯示，條碼和床邊掃描可以減少醫療失誤達40%。

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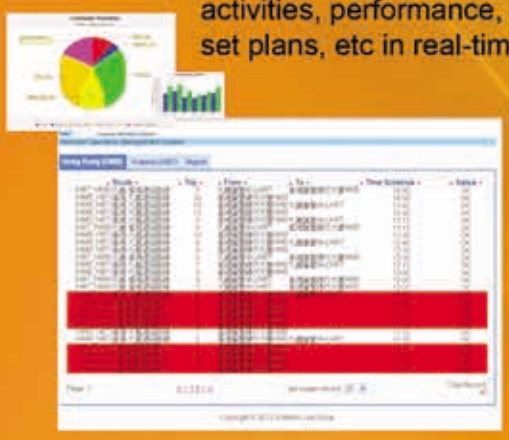

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WCO and GS1 Join Forces in the Fight against Counterfeiting and Launch the New Mobile IPM

世界海關組織與GS1攜手合作推出新手機介面打擊冒牌貨品

The World Customs Organization (WCO) attended the 7th Global Congress on Combating Counterfeiting and Piracy held in Istanbul, Turkey from April 24-26. On this occasion, both organisations introduced the new mobile version of IPM (Interface Public-Members), the WCO's online tool serves as an interface between front-line Customs officers and the private sector.

In an ongoing effort to tackle the illicit trade in counterfeit and pirated goods, the WCO and GS1 are committed to providing Customs with the best available technologies. IPM was first launched by the WCO in 2010 to foster cooperation between Customs and right holders by facilitating the exchange of information and strengthening Customs' capacity to better combat counterfeiting. Since then, over 50 countries have joined and around 3,000 Customs officers are now connected to IPM.

Following a cooperation agreement signed between the WCO and GS1 aimed at optimizing their fight against counterfeits, GS1 identification standards were introduced to IPM, enabling reliable and clear authentication of items thereby enhancing IPM's legitimacy as the only global tool in the fight against counterfeiting and piracy.

Building on IPM's initial success, the WCO and GS1 are pleased to present the new mobile version of IPM. This version offers new features such as the possibility to use mobile devices to scan industry standard GS1 barcodes found on millions of products, enabling to search the products database in a more time-efficient manner. The unique product identifier embedded in the GS1 bar code will facilitate access to multiple databases providing trusted sources of product information. Furthermore, scanning the barcodes will enable automatic connection to any authentication services linked to the product controlled. Customs officers will now have access to more detailed product information and additional right holders will be encouraged to join IPM.

GS1 and the WCO's continuing cooperation on Customs related issues, aims to provide concrete identification and traceability solutions to help Customs identify potential counterfeit merchandise.

第七屆打擊冒牌及侵權全球會議已於4月24至26日在土耳其伊斯坦堡舉行。與會期間，世界海關組織（下稱WCO）及GS1公佈了公共會員介面（IPM）的最新手機版本。WCO此網上介面，將有助前線海關人員與商界加強雙向溝通。

WCO及GS1一直致力打擊冒牌及侵權貨品的非法買賣，並以為海關提供最完善的科技支援為己任。WCO於2010年首次推出IPM，加強海關與版權持有人之間的訊息流通，促進雙方合作，從而提升海關打擊冒牌的成效。至今已有超過50國參與是項計劃，共約3,000名海關人員接駁了IPM系統。

隨著WCO與GS1簽署加強打擊冒牌的合作協議，IPM引進了GS1的識別標準，提供可靠清晰的驗證功能，自此IPM作為打擊環球冒牌及侵權貨品的首席工具的地位更是不可動搖。

有見IPM初步成效不俗，WCO與GS1再誠意推出IPM手機版本，提供多項新功能，例如可用手提裝置掃描數以百萬計的產品上符合產業標準的GS1條碼，以及於產品資料庫進行快速搜尋。GS1條碼內附有的統一產品識別碼，能方便用戶登入多重資料庫，獲取可靠的產品資訊。此外，只要掃描條碼，用戶的手提裝置便會自動連結至該產品的所有驗證服務。自此海關人員可藉IPM獲取更詳細的產品資訊，版權持有人亦會更鼎力支持IPM。

GS1與WCO持續在各個海關範疇攜手合作，務求為海關提供更有效的識別和追蹤方案，協助海關識別冒牌貨品。

世界海關組織秘書長禦廚邦雄
WCO Secretary General Mikuriya

IPM's usefulness is now globally recognized by our private sector partners. Our cooperation with GS1 has enabled us to further develop IPM's functionalities making it even more accessible and reliable. IPM is undoubtedly an essential tool to help Customs officers distinguish between genuine and fake products.

IPM的功效已廣獲世界各地的商界夥伴認可。我們與GS1合作，使IPM的功能更強大，變得更容易使用和可靠。IPM無疑是協助海關人員識別產品真偽的重要工具。

GS1主席及行政總裁 Miguel Lopera
GS1 President and CEO, Miguel Lopera

IPM's new mobile version integrating GS1 bar codes and authentication services, gives brand owners from all sectors the opportunity to work directly with Customs to protect both their brand and consumers alike.

IPM新推出的手機版本結合了GS1條碼及驗證服務，讓各產業的品牌持有人均可與海關直接合作，為品牌和消費者提供保障。

OECD Enhances Collaboration with GS1 to foster Consumer Safety

經濟合作與發展組織與GS1加強合作促進消費者安全

In the globalised economy, the safety of consumers requires innovative solutions that are global in scope to strengthen real-time information sharing across borders. The OECD is thus further enhancing collaboration with GS1 to provide consumers, businesses and governments with a single source of trusted information on product recalls.

The OECD launched its GlobalRecalls portal on 19 October 2012. It is the first online tool that contains regularly updated information on consumer product recalls issued by jurisdictions around the world. The portal has already been visited nearly 700,000 times.

With the adoption of GS1 standards for product identification (GTIN) and global product classifications (GPC), the search features and multi-lingual capability of the GlobalRecalls portal will be enhanced significantly. Using one global standard facilitates seamless data interoperability from jurisdictions into the GlobalRecalls portal and eliminates product ambiguities. Collaboration between experts from GS1 and OECD will also support the creation of an automated tool to gather information on recalled products from jurisdictions in real-time.

“The GlobalRecalls portal is very much in line with our commitment to develop better policies for better lives,” said OECD Deputy Secretary-General Rintaro Tamaki. “We are pleased to enhance our collaboration with the GS1 organisation in our mission to improve consumer safety globally. Other stakeholders, including business representatives, are encouraged to join the initiative.”

“GS1 congratulates the OECD on this very important and successful global consumer safety initiative,” said GS1 President and CEO Miguel Lopera. “GS1 standards for product identification, classification, traceability and multi-jurisdictional recall all play a vital role in ensuring brand protection and consumer safety. We look forward to further collaboration with the OECD.”

The organisations are also co-developing a global standards-based mobile application which would offer a user-friendly tool to identify unsafe products.

在全球化經濟下，消費者的安全需要創新的全球解決方案，以加強跨國實時資料分享。因此，經濟合作與發展組織（下稱OECD）進一步加強與GS1合作，為消費者、業界和政府就產品回收提供來自單一資訊源的可信賴資料。

OECD在2012年10月19推出GlobalRecalls（全球回收）平台。這是第一個關於消費者產品回收的網上工具，資料由世界各地的司法部門發出，而且定期更新。這個平台已經有差不多70萬人次瀏覽。

在採用了GS1產品識別碼（GTIN）和全球產品分類（GPC）標準後，GlobalRecalls的搜尋功能和多語言能力已大大增強。使用單一的全球標準，可以促進數據完整地在司法部門和GlobalRecalls之間共同操作，令產品資料更清楚地呈現。GS1和OECD的專家彼此合作，也有助建立一套自動化工具，從司法部門實時收集關於產品回收的資料。

副總幹事玉木林太郎說：「OECD一向致力優化政策，以追求更美好生活。GlobalRecalls平台十分配合我們的方針。我們很高興能夠加強與GS1的合作，共同改進全球消費者的安全。這舉動亦鼓勵到其他持份者（包括業界代表）加入這行列。」

GS1主席兼行政總裁 Miguel Lopera 表示：「GS1祝賀OECD能有效推行這個十分重要和成功的全球消費者安全項目。關於產品識別、分類、產品追溯和在多個司法部門回收等的GS1標準，在保衛品牌和保障消費者安全方面都扮演重要的角色。我們期望與OECD有進一步合作。」

這兩個機構現正共同發展以標準為基礎的全球流動手機應用程式，以便識別不安全的產品。

The OECD GlobalRecalls portal is accessible at
OECD的GlobalRecalls平台的網址是
http://globalrecalls.oecd.org

GS1 and Open Mobile Alliance Team Up to Bring Intelligent Barcode Scanning to Mobile Devices

GS1聯同開放移動聯盟 研發流動裝置智能條碼掃描技術

GS1 and Open Mobile Alliance (OMA) are collaborating to enable barcode scanning features built directly into mobile devices. This will make it easier for application developers to allow their apps to scan and link to trusted content.

"Mobile data is growing exponentially and barcode scanning is a key driver for consumers to access data and media owners to engage users. Today, the industry is working with a barcodes ecosystem that is fragmented by non-standard solutions. This specification will enable application developer innovation for the mCommerce and mobile advertising industry, allowing companies to develop interoperable and scalable applications", commented Bryan Sullivan, OMA Board of Directors Vice-chairman.

GS1 and OMA will develop a new specification leveraging existing GS1 and OMA standards. It will allow mobile device manufacturers and operators to build mobile devices with the following key barcode scanning capabilities:

- universal scanning of standardised barcodes
- built-in code scanning capability accessible to users manually through the device camera, and also to applications thanks to a Web API exposed on the device
- intelligent linking of bar codes with trusted content provided by the owners of the barcodes
- support for collection of user analytics including location on an opt-in basis

For application developers the specification will simplify and accelerate deployment of applications that use code scanning by providing:

- more flexible integration of code scanning into applications
- seamless and more consistent user experience
- reduced time to market: common standards and enablers will reduce both complexity and development costs

Ultimately consumers will benefit through a new generation of more intuitive applications.

"Our consumers are increasingly using mobile devices to research and purchase products. This new specification will allow more consumers to access accurate and trusted product information to help them with their daily lives", said John Phillips, Senior Vice President, Customer Supply Chain and Logistics at PepsiCo.

The two organisations aim to launch the new specification in 2014 and encourage companies to actively participate in the development process this year. The initial list of companies participating includes Fujitsu, NEC and AT&T. To participate in this activity, contact Cameron Green (cameron.green@gs1.org) or Kennie Kwong (kennie.kwong@att.com).

GS1正與開放移動聯盟(OMA)合作，協力為流動裝置加設條碼掃描功能，方便程式開發人員為其應用程式加上條碼掃描功能，以連結可信賴的內容。

「流動數據正急速發展，條碼掃描既是讓消費者獲取數據的重要途徑，亦是讓媒體接觸用戶的關鍵。現時業界所用的條碼掃描系統，集合了多個解決方案，未有統一的標準。全新的規格可鼓勵程式開發人員推陳出新，為流動商貿和流動廣告業界帶來創新的服務和產品，公司自此可研發能規模化以及跨平台作業的應用程式。」OMA董事會副主席Bryan Sullivan先生表示。

GS1將與OMA攜手制定一套新規格，該規格會以現行的GS1及OMA標準為基礎，今後生產商和營運商製造的流動裝置，可具備以下條碼掃描功能：

- 標準化並全球通用的條碼掃描系統
- 內建條碼掃描功能，用戶可自行透過裝置上的鏡頭，使用條碼掃碼功能；應用程式通過裝置上的網絡應用程式介面，亦可掃描條碼
- 配備智能條碼，能連結上由條碼持有人提供的可信資訊
- 收集用戶數據作分析用途，當中位置資訊屬自願提供性質

對程式開發員而言，基於以下好處，這套規格將可簡化和加快開發需掃描條碼的應用程式：

- 應用程式可更靈活結合條碼掃描功能
- 用戶體驗將更劃一和順暢，應用程式推出市場所需的時間亦會減少
- 通用的標準和應用技術能簡化開發工作，同時亦降低成本。

對消費者而言，新一代應用程式亦會更易上手。

「越來越多客戶透過流動裝置搜尋和購買產品。全新的規格有助更多消費者取得準確可信的產品資訊，日常生活更為得心應手。」百事公司客戶供應鏈及物流部高級副總裁John Phillips先生說。

GS1和OMA預計新的規格可在2014年推行，現正鼓勵各方企業積極參與今年的研發階段。參與的企業初步包括富士通、日本電器株式會社及AT&T等。企業如有興趣加入，請聯絡Cameron Green（cameron.green@gs1.org）或Kennie Kwong（kennie.kwong@att.com)。

Save the date! 請預留時間！

Workshop 工作坊	Date 日期	Time 時間	Fee / GS1 HK member 費用 / 會員	Fee / non-GS1 HK member 費用 / 非會員	Contact information 聯絡資料
Value Chain Management 價值鏈管理	8/8, 9/10 & 18/12	9:30am-5:00pm	$2,800	$3,200	Tel 電話 : 28612819 Email 電郵 : info@gs1hk.org
Principles of Managing Operations 管理營運之道	22/8	9:30am-5:00pm	$2,800	$3,200	Tel 電話 : 28612819 Email 電郵 : info@gs1hk.org
Basic Barcode Workshop 條碼基本概念工作坊	29/8, 26/9, 24/10, 21/11 & 19/12	2:00pm-6:00pm	FREE 免費	Members only 只限會員	Tel 電話 : 28639779/ 28612819 Email 電郵 : membership@gs1hk.org
Advanced Barcode Workshop 進階條碼工作坊	5/9 & 12/12	2:00pm-6:00pm	FREE 免費	Members only 只限會員	Tel 電話 : 28639776/ 28639714 Email 電郵 : membership@gs1hk.org
Customer-Driven Replenishment Workshop * 顧客為本的補貨策略 *	10-11/9	9:30am-5:00pm	$4,800 *	$4,800 *	Tel 電話 : 28612819 Email 電郵 : info@gs1hk.org
Customer-Focused Supply Chain Management 顧客為本的供應鏈管理	25/9 & 20/11	9:30am-5:00pm	$2,800	$3,200	Tel 電話 : 28612819 Email 電郵 : info@gs1hk.org
Principles of Operations Planning 營運規劃之道	17/10	9:30am-5:00pm	$2,800	$3,200	Tel 電話 : 28612819 Email 電郵 : info@gs1hk.org
Supply Chain Operations Reference (SCOR) Model * 供應鏈運作參考模式（SCOR）*	22-23/10	9:30am-5:00pm	$4,800 *	$4,800 *	Tel 電話 : 28612819 Email 電郵 : info@gs1hk.org

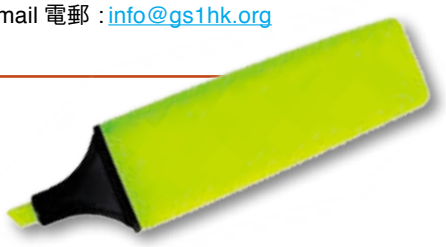
Venue地點: GS1 Hong Kong 香港貨品編碼協會

Remark 1: This tentative schedule is subject to change. Please visit http://gs1hk.org/en/knowledge_sharing/events_training.html to view our updated training schedule.

按 1: 以上時間表會因應實際情況而改變。請瀏覽 http://gs1hk.org/tc/knowledge_sharing/events_training.html 了解最新的培訓資訊。

Remark 2: Course* is approved by VTC's New Technology Training Scheme with up to $2,000 subsidy per head.

按 2: 課程* 獲職訓局的新科技培訓資助計劃認可，參加者每人最高可獲$2,000資助。



Value Operations Workshop

Supply Chain Management

RFID SOLUTION

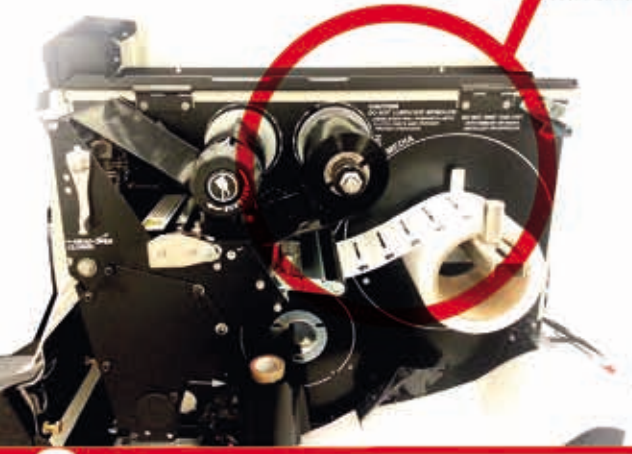
RFID Tag Printing & Encoding Solution

Industry Challenge

- Under the request by overseas retailers, traditional garment hang-tags need to be RFID enabled (a revolutionary challenge for hang-tag manufacturers)
- The know-how for manufacturing and encoding RFID tags which meet EPC standard is not readily available

Solution Benefits

- QBS provides consultancy in printing workflow design together with RFID Tag Printing and Encoding Monitoring System
- Helps manufacturers to perform production order management, production schedule monitoring, quality check, packaging and inventory control
- Enable mass production and quality control capability



RFID Warehouse Management Solution

Industry Challenge

A modern distribution center might extend from:

- Few hundred to thousand square meters
- Contain a hundred thousand SKUs
- Have numbers of operators working together
- Consolidate thousands of customer orders in time to meet daily shipping schedules

Benefits

- Efficiency is one of the critical success factors of a distribution center while the key enabler is to have an advanced system to link up all the physical flow with information flow.
- In order to better coordinate all these resources, QBS Warehouse Management System (WMS) helps manage inventory, storage locations and the workforce, to ensure customer orders are picked, packed, and shipped accurately and effectively.

Differentiation

- To further improve warehouse automation, the industry is adopting RFID technology to replace traditional Barcode technology.
- QBS WMS is equipped with RFID middleware, which supports capturing and analyzing large amount of RFID data triggered by cargo movements.

Scan this 2-D barcode to download the newsletter.
請掃描以下的二維條碼下載本刊。

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