

[Use Consumer **Connect** to Deliver Your Product Value in Just ONE Scan!]

使用 **物密啱**，**啱一次**
就能帶出你的**產品價值!**

HK RFID Awards has Entered its Fifth Year Anniversary
Championing the Innovative Use of RFID
香港無線射頻識別大獎踏入五週年
致力推廣RFID的創新應用

Efficient Consumer Response Hong Kong Retail Forum
– Smarter Retail for Optimizing Consumer Experience
高效消費者回應零售論壇
憑藉高端零售優化消費體驗

Asia Food Safety and Product Quality Forum Calls for
Knowledge Exchange and Industry Collaboration
亞洲食品安全及產品質量論壇
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The 12th GS1 Hong Kong Supply Chain Management Excellence Summit 2012

Champion Business Success Through Value Creation

9 November 2012 Hong Kong Convention and Exhibition Centre

The Summit is an annual executive forum, bringing together over 500 business, technology and supply chain leaders and professionals from around the world to share and discuss the industry trends, issues, challenges and opportunities facing all stakeholders along the supply chain

Call for Registration

A unique opportunity for you to grow business and network

Don't miss the **EARLY-BIRD** discount before 21 Sept

Programme Highlights:

◆ Keynote and Plenary Session:

- Riding the Digital Wave to Deliver the Best Consumer Experience
- Going Digital - Building Trust
- Making Global Responsibility Count – Putting Sustainability as a SCM Priority
- Ensuring Consumer Confidence through Quality Management and Consumer Safety
- Leveraging eCommerce to Stay with Consumer Pulse
- Optimizing Supply Chain to Address the Critical Market Needs

◆ Industry Case Sharing:

- Retail and Consumer Goods – Digitalization for Future Retailing
- Healthcare – Supply Chain Modernization for Patient Safety
- Apparel – Supply Chain Visibility from Source to Store

◆ SCM Solutions / HKRFID Awards 2012 Winning Projects Showcase with Network Opportunities

Register to Business Excellence Week 2012

- An Affiliated Event to Asian Logistics & Maritime Conference, 8 November

The 5th Hong Kong RFID Awards 2012



- Presentation Ceremony
- Winning Case Sharing





Demonstrate Your Distinguished Consumer Care - Let's Support Consumer Caring Scheme 2012! 展示卓越關愛消費者文化 齊支持2012「貼心企業」嘉許計劃！

Providing quality products and caring service is the key to win consumers' trust. To ensure and further enhance the competitiveness of local businesses, GS1 Hong Kong organized Consumer Caring Scheme to honor and recognize companies that demonstrate excellence in consumer care. In 2011, the Scheme recognized 38 companies as 'Caring Companies' for their excellence in consumer, which also served as an exemplar for their peers to strive for excellence in product qualities and customer services.

提供優質產品和貼心服務是贏取消費者信心的關鍵。為了提高本地企業的競爭力，香港貨品編碼協會舉辦首屆「貼心企業」嘉許計劃，以表揚企業實踐顧客貼心服務。計劃於2011年嘉許38間機構成為「貼心企業」，藉此表揚企業以消費者為先的企業精神，並鼓勵企業精益求精，作同業典範。



Promoting the Values of Consumer Care Excellence

As the retail and service industries are the pillars of Hong Kong's economy, GS1 Hong Kong has been actively assisting local industry players to become more competitive and attain higher quality standards, through the provision of global supply chain standards, best practices and enabling technologies. GS1 Hong Kong hopes that the Scheme can provide an incentive for companies to continuously improve in this area and motivate industries to make every possible effort and attempt to provide notable products and services to customers, which will ultimately boost the international standing of local branding products and Hong Kong as a desirable shopping destination.

ECR Strategies that Help Products and Services to be Consumer-Centered

'Efficient Consumer Response' (ECR) is a recognized business concept aimed at better satisfying consumer needs through collaboration between businesses and trading partners. ECR best practices, a consumer-centered approach, deliver business improvements by boosting operational efficiency and enhancing performance. By adopting ECR strategy, industry players can improve product replenishment and facilitate inventory management within the supply chain to enhance consumers' enjoyment during the shopping journey.

Consumer Caring Scheme is open to any company demonstrating consumer care in their business models, services and productions. Through site visits, a performance evaluation by a committee member against the Scheme's scorecard criteria based on the global 'Efficient Consumer Response' (ECR) best practices, and an online consumer survey, companies' customer care standards are assessed. Those that achieve a passing score will be named 'Consumer Caring Companies'.

推廣關愛消費者文化

零售和服務業為香港經濟體系的主要支柱，香港貨品編碼協會一直透過提供全球供應鏈標準和最佳實務及應用技術，積極協助本地業者提升競爭力和提高產品及服務質素。協會希望該計劃能鼓勵業界積極求進，盡力為消費者提供更佳的产品和服務，最終全面提升本港企業與品牌在國際間地位，鞏固香港作為一個理想的購物天堂的地位。

ECR策略讓產品和服務 更緊貼消費者需要

「高效消費者回應」(ECR)是國際認可的商業理念，其最佳實務以消費者的需要為本，旨在透過企業和貿易夥伴之間的協作滿足消費者的需求、提高營運效率、改善營運流程，以提升產品及服務水平。透過此策略，業界可有效提升補貨效率與供應鏈中的倉庫物流管理，讓消費者更享受購物樂趣。

「貼心企業」嘉許計劃歡迎所有企業參與。企業必須在營運模式、服務或生產等範疇表現出以消費者為先的理念。該計劃的評審委員會的成員將實地考察參加企業，並按照全球「高效消費者回應」(ECR)最佳實務來制定的計分卡，以及網上消費者問卷調查，評估這些企業的關懷消費者措施及表現。企業在評審卡及消費者調查的總和取得合格分數，方可贏得「貼心企業」的殊榮。



All Applications will be Judged against the Following Seven Criteria
所有參加者均按以下七大準則評審

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

The Coming 'Consumer Caring' Companies will Enjoy the Following Media Exposure
下屆「貼心企業」可享以下傳媒報導

- | | |
|--|------------------------|
| • Supplement of Media Partners | • 合作媒體特刊 |
| • Press Release | • 新聞稿 |
| • Announcement to GS1 Hong Kong Members through Email | • 香港貨品編碼協會之會員通告 |
| • Supply Chain PLUS – the Official Newsletter of GS1 Hong Kong | • 香港貨品編碼協會會刊 |
| • Consumer Caring Scheme Website | • 「貼心企業」嘉許計劃網頁 |
| • Promotional Materials for Consumer Caring Scheme 2013 | • 2013年度「貼心企業」嘉許計劃宣傳刊物 |
| • Caring for Employees | • 關懷員工 |

Let's Become an Exemplar to Inspire Peers!
齊來成為同業的榜樣！

For details, please visit the Consumer Caring Scheme Website
 欲知詳情，請瀏覽「貼心企業」嘉許計劃網頁

Or scan the QR Code to visit the website
 或掃描QR碼以瀏覽計劃網頁

www.consumercaring.com



Please contact Ms Ashley Chan at **2863 9777** for enquires about the Scheme
 如查詢本計劃，請致電 **2863 9777** 聯絡陳卓盈小姐。



Driving Momentum Together – GS1 Global Forum 2012 2012 GS1全球論壇 – 與你並駕齊驅

Held in Brussels from February 13 to 17, 2012, the GS1 Global Forum hosted by GS1 Global Office attracted over 550 participants coming from 90 countries.

由GS1總部舉辦的GS1全球論壇於2012年2月13至17日在布魯塞爾舉行，吸引來自超過90個國家逾550名參加者。

Themed 'Driving Momentum Together', the Forum reflects GS1's key vision and priorities:

- Strengthen our core, by continuing to provide excellent service to our users
- Become a key player in the online world by entering in the B2C landscape and championing visibility enabled processes
- Engage new strategic sectors worldwide
- Increase GS1 brand awareness
- Continue to work together to develop a world-class, interdependent organization

是次論壇以「並駕齊驅」為題，反映出GS1的核心理念和優先次序。

- 憑藉為用戶提供卓越服務，強化核心理念
- 透過商業對顧客(B2C)的領域和推動增加透明度的流程，成為網上世界的關鍵組織
- 引入全球策略性的界別領域
- 提高GS1的品牌意識
- 繼續共同努力建立世界級的互助組織



The five-day Forum kicked off with a welcome address by Mr Miguel Lopera.
Miguel Lopera 先生以歡迎辭展開這個為期五天的論壇。

The five-day Forum kicked off with a welcome address by Mr Miguel Lopera, President and CEO of GS1, followed by a series of informative plenary sessions conducted by senior executives of GS1 Global office and member organizations (MO) regarding GS1 Systems of Standard and developments on various industry sectors.

In Transport and Logistics plenary session, Ms Anna Lin, Chief Executive of GS1 Hong Kong expressed the value of visibility by illustrating the Global Wine Supply Chain Visibility Pilot enabled by GS1 EPC Information Service (EPCIS). She further reported on the cross border supply chain visibility pilot projects done among Hong Kong Customs, Guangdong Customs and Asia Customs.

GS1主席兼總裁 Miguel Lopera 先生以歡迎辭展開這個為期五天的論壇，隨後有GS1總部和成員機構的高級行政人員在內容豐富的主題論壇，分享GS1系統在不同行業的標準和發展。

在「交通與物流」主題論壇，香港貨品編碼協會副總裁林潔貽女士詳述由GS1產品電子代碼訊息服務(EPCIS)支援的全球葡萄酒供應鏈透明度試點項目，以解釋透明度的價值。她亦匯報與香港海關、廣東海關和亞洲海關合辦的跨鏡供應鏈透明度試點項目。



Ms Anna Lin is explaining the Cross Border Supply Chain Visibility pilot projects.
林潔怡女士正在解釋跨境供應鏈透明度試點項目。



Mr Raymond Ng shared his insight with other MOs in the Retail Plenary session.
吳展耀先生在零售業主題論壇與其他成員協會分享真知灼見。

Following Ms Lin's presentation on Global Wine Supply Chain Visibility Pilot, Mr Raymond Ng, the Chief Operation Officer of GS1 Hong Kong, presented at the Retail and Consumer Goods Plenary and shared the advantage of enhanced supply chain visibility enabled by real-time monitoring with EPCIS in optimizing wine distribution.

緊接著林女士就全球葡萄酒供應鏈透明度試點項目的演講，香港貨品編碼協會營運總監吳展耀先生在「零售與消費品」主題論壇分享憑藉EPCIS實時監察所達致的供應鏈透明度，如何優化配送葡萄酒的流程。

Held on February 13, 2012, the innovative Market Place Exhibition aimed at providing MOs with the opportunity to share knowledge. GS1 Hong Kong and GS1 Italy jointly showcased the first global wine supply chain visibility project, demonstrating how EPC/RFID tagging could ensure 100% product delivery commitment and guarantee quality customer service. This project is built on the consolidated experience of GS1 Hong Kong and GS1 Italy on the globalized EPCIS-standard traceability network of GS1 Hong Kong's ezTRACK™ and technical expertise (EPC/RFID) and complete knowledge of the wine market of GS1 Italy.

創新市場展覽在2012年2月13日舉辦，旨在為成員機構提供分享專業知識的機會。香港貨品編碼協會聯同GS1意大利展示全球第一個葡萄酒透明度項目，示範產品電子代碼/無線射頻識別(EPC/RFID)標籤如何履行100%貨品運送承諾及保證優質顧客服務。本項目建基於香港貨品編碼協會和GS1意大利的實戰經驗，即香港貨品編碼協會以全球性EPCIS為標準的追溯網絡縱橫網™，以及GS1意大利對葡萄酒市場的全面認識。



GS1 Hong Kong and GS1 Italy jointly showcased the first global wine supply chain visibility project, and their excellent performance was recognized.
香港貨品編碼協會聯同GS1意大利展示全球第一個葡萄酒透明度項目，其優秀表現獲大會嘉許。

Eight MOs sharing sessions were held in the Forum for the exchange of experiences in management and development of GS1 Standards such as Anti-Counterfeit, GS1 Traceability, Data Quality and data synchronization, as well as the use of online innovations to attract and retain members. GS1 also provided a chance for the participants to learn practical knowledge and skills through various industry specific plenary sessions, trainings and interest groups.

論壇另有八個不同成員機構的分享環節，旨在交流管理和發展GS1標準的經驗，例如打擊假貨、GS1追溯能力、數據質量、數據同步，並透過網上的創新應用吸引和留住會員。GS1也讓參加者有機會透過各類以業界為本的主題論壇、訓練和關注小組，學習實務的知識和技巧。



Consumer Connect = Deliver Your Product Value in just ONE Scan 物密啲 - 啲一次就能帶出你的產品價值

Consumers nowadays are more mobile and technology-enabled than ever before. Brand owners and retailers who can develop effective communications to interact with consumers through the preferred channels and technologies can better deliver strong product values and brand image in the marketplace.

To be launched in mid-August, Consumer Connect developed by GS1 Hong Kong can help brand owners and retailers to deliver their product and brand values in just one scan, leading to a new way of consumer engagement and interaction.

現今消費者的流動性及科技產品的使用都比過往大大提高。品牌商和零售商若能透過消費者喜歡的渠道和科技，開發有效通訊方法，就能跟消費者緊密地互動，在市場上建立強勢的產品價值和品牌形象。

由香港貨品編碼協會研發的物密啲是一個手機應用程式，將於八月中推出。只需啲一次產品條碼，就能讓品牌商和零售商帶出產品和品牌价值，藉此與消費者共同建立溝通互動的新模式。

Direct Mobile Communications Platform to Interact with Consumers 24/7

Consumer Connect can be used by iPhone 4 or above versions and by smartphones with Android 2.2 or above versions. This is equipped with a powerful barcode scanner which can decode a variety of 1D or 2D barcodes in a quick and efficient way, leading to different results such as games and hyperlinks that surprise your consumers.

為您的產品提供直接的流動通訊平台 與消費者隨時隨地互動

物密啲可用於 iPhone 4 或以上及 Android 2.2 或以上版本之智能手機。物密啲配備設計精密的條碼掃描器，可以迅速有效地讀取不同種類的一維及二維條碼，並出現如遊戲、超連結和業務夥伴聯絡等吸引消費者的結果。零售商帶出產品和品牌形象，藉此與消費者共同建立溝通互動的新模式。



How Does Consumer Connect Work? 物密啲如何運作?



Product with GS1 BarCode contains GS1 Identification Keys (i.e. GTIN)

Using Consumer Connect to scan GS1 BarCode and access product values provided by the brand

Information is retrieved from GS1 BarcodePLUS which contains authorized, validated data provided by brand owners

Connect Consumer with product values and recognized awards

具GS1條碼的產品，包含GS1識別碼（即全球貿易貨品編碼）

以物密啲掃描GS1條碼，就可體驗品牌商提供的產品價值

GS1 BarcodePLUS 有品牌商授權和驗證的數據，讓消費者讀取產品資訊

物密啲帶出你的品牌價值和產品獲獎資訊

Consumers are willing to receive information from brands when they perceive that it is valuable to them. Consumer Connect enables brand owners and retailers to grab consumers' attention via:

Multimedia Content 多媒體資訊

- Latest product promotional offers
- Extended product information from trusted source and consumer oriented winning awards
- Trusted, brand-owner-authorized source for product authentication
- GENUINE Product Authentication service to combat counterfeiting and diversion
- Interaction with consumers by providing interesting multimedia content
- Digital coupons for consumers to enjoy promotional offers anytime
- On-line and off-line marketing campaigns for greater consumer engagement
- New excitements offered on consumers' shopping journey



Digital Coupons 電子優惠券

消費者意識到品牌所傳遞的產品資訊是對他們有價值時，往往願意進一步了解有關資訊。物密啲透過以下方式讓品牌持有人和零售商抓住消費者的注意力：

- 最新產品優惠
- 讀取包裝以外的產品資訊及有趣的多媒體內容
- 以可靠和獲品牌持有人授權的來源資訊作產品驗證
- 透過產品驗證服務打擊假貨和水貨
- 以有趣的多媒體資訊吸引消費者參與互動
- 提供電子優惠券讓消費者隨時隨地享用推廣優惠
- 融合在線和離線營銷推廣活動，以吸引更多消費者參與
- 為消費者的購物旅程帶來新體驗

Consumer Connect Provides Amazing Values to Marketers:

- A FREE ready-to-go mobile promotional platform to feature your product values, greatly enhance the time-to-market and connection with consumers
- Using the existing barcodes as a hassle-free promotional channel to connect with consumers
- Linking with social media for content sharing on consumers' Facebook pages to reach out to a broader base of consumers
- Over a million product information and creative content gathered from brand owners, attracting more consumers to revisit the platform
- Cloud-based content management system for you to deliver fresh content anytime
- "Top 10" hot-scanned items readily reflect the market trends at a glance
- A "Pull" marketing strategy for consumers to get the required product values in just one scan of the barcode



Top Scan
熱賣產品情報

物密嘞 為市場推廣者提供：

- 一個免費及隨時可供使用的流動推廣平台，讓您輕而易舉突出產品價值，加快產品上市及促進消費者連繫
- 應用現有的產品條碼於所有推廣途徑，您無須額外增設任何條碼便可與消費者連繫，因此更能善用資源
- 連接社交網，讓消費者在Facebook上分享您的產品內容，擴闊客戶群之餘亦促進互動性
- 集合超過百萬件產品內容及各品牌持有人的創意內容，鼓勵消費者再度瀏覽
- 雲端內容管理平台讓您隨時更新產品內容及推廣活動，令消費者獲取最新營銷活動資訊
- 首10項掃描次數最高的城中熱賣產品情報
- 以「拉銷」為產品行銷策略，讓消費者只須掃描貨品條碼一次便能讀取所需的產品資訊

Mobile Barcodes: An Irresistible Trend in the Digital Marketing Age

Major brands and advertising agencies are rapidly incorporating mobile barcodes into their marketing efforts, utilizing this technology to create new consumer experience. For instance, adding a mobile barcode to a static print advertisement to create a new interactive opportunity for the brandowner or retailer to engage their target consumers whenever they are. Brandowners who can develop an effective way to communicate with their consumers in this digital decade will definitely win the marketplace and build consumer loyalty toward their brands.

According to one study, 30% to 40% of smartphone users have downloaded a barcode scanning applications, with usage rate of these apps jumping 1,600% in 2010¹. Grocery, health and beauty, and personal care were the top product categories scanned using mobile applications. An MGH survey found that nearly half of U.S. consumers have seen a mobile barcode and opted in via scan to engage – in particular, to access a discount or coupon, learn more about a product or service². The result has shown that the age of digital marketing has come.



Smartphone users are accustomed to using barcode scanners to access product information.
智能手機用戶已慣了掃描條碼以獲取產品資訊。

流動條碼：數碼推廣時代的大趨勢

各大品牌和廣告機構正迅速把流動條碼納入自己的營銷策略，利用這種技術來創造新的消費經驗。例如，在一個靜態的平面廣告加上流動條碼，就能讓品牌持有人或零售商隨時自己的目標消費者互動。品牌商如果可以建立一個有效的方式與消費者溝通，就會在這個數碼世代穩佔市場，並建立消費者對品牌的忠誠度。

一項研究顯示，30%至40%的智能手機用戶已經下載條碼掃描應用程式。在2010年，該應用程式的用量躍升了1600%¹。最多人使用流動應用程式掃描的產品包括：食品雜貨業、醫療護理及美容業，以及個人護理業。一項MGH調查亦顯示近半美國消費者會透過流動條碼獲取資訊，尤其是折扣和優惠券，並且為了解產品或服務²。以上結果顯示數碼推廣時代已經來臨。

1. 'ScanLife: Mobile Barcode Trend Report'. Scanbuy, December 2010.

2. 'MGH's QR Code Usage and Interest Survey'. MGH, February 2011. <http://www.mgh.com>



The participants are learning about the concept of mobile barcodes.
參加者正在學習流動條碼的概念。

The Digital Marketing Workshop Held by GS1 Hong Kong

Since digital media has revolutionized consumer behavior and influenced many companies' marketing strategies, GS1 Hong Kong has organized a Digital Marketing Workshop, with the support of Hong Kong Institute of Marketing (HKIM) and Hong Kong Retail Technology Industry Association Ltd (RTIA). The Workshop is fully sponsored by Office of the Government Chief Information Officer (OGCIO) under 2011/12 Sector-specific program for the Wholesale / Retail sector. The attendees can learn about cost effective digital marketing and use Consumer Connect to experience barcode marketing.

香港貨品編碼協會 舉辦數碼營銷課程

正因數碼媒體革新了顧客的消費行為，並影響眾多企業的推廣策略，香港貨品編碼協會在香港市務學會 (HKIM) 和香港零售科技商會 (RTIA) 的支持下，舉辦數碼營銷策略課程，並得到政府資訊科技總監辦公室 (OGCIO) 旗下 2011/12 年度「電子商務推廣計劃」專注批發 / 零售業的資助，讓參加者學習具成本效益的數碼營銷策略，並透過物密啲體驗條碼推廣。

Download Consumer Connect to Gain Competitive Advantage

Facing the keen competition nowadays and the new consumer behavior driven by the rise of smartphones, it is vital that we ensure ongoing consumer participation to increase sales. Thus, let's download Consumer Connect NOW to hold the competitive edge.

下載 物密啲，穩佔競爭優勢

面對現今的劇烈競爭和智能手機帶來的嶄新消費模式，我們務必確保消費者穩定參與互動，並藉此增加銷售。機不可失，請立即下載物密啲，穩佔競爭優勢。

For applications about the Digital Marketing Workshop and enquiries about **Consumer Connect**, please contact us via:
如欲報名數碼營銷課程或查詢 **物密啲**，可用以下方式聯絡我們：

Miss Cheng 鄭小姐

Tel 電話: 28639766

Email 電郵: nicolecheng@gs1hk.org

Mr Lau 劉先生

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Please visit the Consumer Connect website www.consumerconnect.hk for details.

欲知詳情，請瀏覽物密啲網頁 www.consumerconnect.hk



Corporate website accessed through PC
電腦版本的機構網站



Mobile version of the corporate website
手機版機構網站

The Mobile Version of GS1 Hong Kong Corporate Website is Unveiled

香港貨品編碼協會手機版網站已經面世

GS1 Hong Kong proudly announces the launch of the mobile version of the corporate website, from which online users can access our corporate information using smartphones anytime, anywhere. Apart from English, the mobile version website is also available in Traditional and Simplified Chinese. The mobile website is also incorporated with social media which allows you to stay connected with GS1 Hong Kong's community with instant access at your fingertips.

香港貨品編碼協會誠意推出手機版機構網站，瀏覽者可以隨時隨地讀取機構資訊。本手機版網站除了提供英文版本，亦有繁體和簡體中文版本。本手機版網站具有連接社交網站的功能，讓瀏覽者一按手機螢幕，就能立即接觸香港貨品編碼協會的資訊、與本會緊密聯繫。



Product and Services
產品與服務



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Industry Engagement
行業解決方案



MAKING IT POSSIBLE TO DO BUSINESS BETTER.

VISIBLY, EFFICIENTLY, SAFELY, AND COLLABORATIVELY:

In an ever-changing global economy, every industry faces unique challenges. GS1 US™ is committed to forging long-term industry relationships through meaningful and strategic collaboration, increasing visibility, efficiency, and safety.

RFID Tagging Drives Accuracy, Efficiency and Collaboration in the Source-to-Store Retail Supply Chain

在「從源頭至商店」的零售供應鏈應用RFID標籤帶動更佳準確度、效率和合作

The National Retail Federation (NRF) 101st Annual Convention & EXPO was successfully held on January 15 - 18, 2012 at the Javits Center in Manhattan. In a session entitled "The Source-to Store Retail Supply Chain: Moving Beyond Technology and Standards", Ms Anna Lin, CEO of GS1 Hong Kong, was joined by an international panel of speakers delivering an update on the state of RFID and its prospects for playing a major role in supply chain management in the coming years. The panel was moderated by Gay Whitney, SVP of GS1 US; participants were Anna Lin; Bob Carpenter, President and CEO of GS1 US; Tommy Lui, EVP and Head of Asia, Li & Fung Logistics, Li & Fung Limited; and Tom Cole, Chief Administrative Officer of Macy's, Inc.

美國零售聯會第101屆週年會議暨展覽於2012年1月15日至18日在美國曼哈頓賈維茨中心舉行。在「從源頭至商店的零售供應鏈：逐漸超越技術與標準」為題的環節，香港貨品編碼協會總裁林潔貽女士聯同國際演講嘉賓，分享無線射頻識別 (RFID) 的最新行情及 RFID作為來年供應鏈管理的主要角色。該小組會議由GS1美國高級副總裁 Gay Whitney 主持，參與嘉賓包括林潔貽女士、GS1美國主席及總裁 Bob Carpenter、利豐物流及利豐有限公司行政副總裁及亞洲區總監雷瑞強先生，以及梅西百貨 (Macy's Inc.) 首席行政總裁 Tom Cole。

Lui discussed how Electronic Product Code (EPC)-based RFID can be applied from the very beginning of the manufacturing process – from raw materials, assembly, and logistics and transportation to retailers. This capability is based on a visibility platform that helps upstream supply-chain stakeholders achieve savings. A test study

雷瑞強探討如何從生產過程的起點 — 即由原材料、裝配、最後經物流及運輸把貨物送抵零售商 — 應用產品電子代碼(EPC)所支援的RFID。藉著具透明度的平台，這項技術能幫助供應鏈持分者節省成本。香港中文大學的研究員做了一項測試，證實準確和實時的



done by researchers of The Chinese University of Hong Kong proved that an accurate, real-time inventory count would double the capacity of the fabric warehouse. "The RFID technology would provide a 94% inventory management time savings to the garment factory, 83% time savings to the garment warehouse and 94% time savings to the retail store," said Lui.¹

倉儲盤點可以讓布料倉庫的儲存量增加一倍。雷瑞強說：「RFID 科技能為製衣廠節省94%倉庫管理時間、83%倉存時間，以及94%零售店時間。」¹

Cole discussed the progress Macy's and Bloomingdale's department stores. RFID is used to track replenishment of goods, which are automatically restocked when they are sold. Cole is convinced of its effectiveness and said "RFID will allow us to count item-level inventory with precision more frequently, so our inventory is readily accessible." In September 2011 the company announced it would adopt RFID to manage item-level merchandise inventories more precisely and by the third quarter of 2012, the company expects to begin using RFID in all stores nationwide to count size-intensive 'replenishment goods.'

Cole 討論 Macy's 和 Bloomingdale 百貨公司的單件項目運用 EPC 所支援的 RFID 之進展。RFID 可用作追蹤補充存貨的進度，貨品一出售就會自動補充新貨。Cole 深信 RFID 的效用，並說：「RFID 讓我們更頻密和準確地盤點單件項目的存貨量，所以我們的存貨亦更容易存取。」其公司在2011年九月公佈將更有效地採用 RFID 管理單件貨品存貨，到2012年第3季時，公司預料在全美所有商店應用 RFID 以全面盤點補充存貨的進度。

Bob Carpenter, Anna Lin, and Gay Whitney described how their organizations and GS1 Standards supported the industry. The EPC, heir to the U.P.C. barcode, is one of the GS1 Standards playing a pivotal role as Macy's, Li & Fung and other apparel companies seek to track and gain greater visibility of their products' movement from the point of manufacture to the point of sale.



Bob Carpenter said RFID adoption was no longer confined to the internal logistical operations of individual companies.

Bob Carpenter 說 RFID 的應用不再限於個別公司內部的物流運作。

Bob Carpenter、林潔貽女士及Gay Whitney描述GS1及其標準如何支援業界。EPC承傳了通用產品代碼(U.P.C.)條碼，是重要的GS1標準之一，尤其當Macy's、利豐及其他成衣業公司也追蹤產品由生產商至銷售點的位置，以達更高的透明度。

Carpenter 說：「這些公司正在引領成衣業踏入新階段，而GS1標準是他們邁向成功的基石。我們全都一同努力，這個環節將會展示我們的進程如何幫助每個供應鏈的持分者營商，包括消費者。」

"These companies are helping to usher in the next transformative technology phase for the apparel industry," said Carpenter. "And GS1 Standards are at the foundation of what they're trying to accomplish. We're all working together, and this session will demonstrate how our progress offers one way to do business for each stakeholder in the supply chain, including consumers."

The crucial stage of RFID tagging early in the existence of products was covered by Lin, whose organization focused on facilitating commerce in the manufacturing hub of China and Hong Kong. She shared on Hong Kong's key role in world apparel industry and how EPC item-level tagging helps the industry to achieve inventory visibility, better customer satisfaction and brand protection. "We offer standard-based global supply chain connectivity and visibility infrastructure through ezTRACK™," said Lin while explaining how GS1 facilitates EPC implementation from the source to the store.



Anna Lin shared on the benefits brought by EPC item-level tagging.

林潔貽女士分享 EPC 單件項目標籤所帶來的優點。

林女士講述 RFID 標籤應用在生產前期的重要性。香港貨品編碼協會專注於促進中港兩地建立製造業樞紐。她分享香港在世界成衣業的重要角色，以及EPC單件項目標籤如何幫助業界達致倉儲透明度、更高的顧客滿足感和品牌保護。她解釋GS1如何促進由源頭至商店推行EPC之時說：「我們憑藉縱橫網™提供以標準為本的全體供應鏈連結和透明度基礎建設。」

有了成衣業零售商業夥伴分享EPC支援的RFID技術改善營商流程，聽眾就可以從實際的例子獲得真知灼見，更了解源頭標籤藉供應鏈透明度帶給零售商、供應商、以至消費者的價值。

With the retail apparel trading partners sharing the use of EPC-enabled RFID technology to improve business processes, the audience gained valuable insights from the real-world examples on the value that supply chain visibility via source tagging brings to retailers, suppliers and ultimately, consumers.

National Retail Federation's Annual Convention & EXPO, nicknamed "Retail's BIG Show" many years ago, is NRF's flagship industry event held annually in New York City. The Retail's BIG Show has attracted more than 25,500 people from 78 countries, a 13% increase in attendance from 2011. The four-day event offers unparalleled education, collegial networking, and an EXPO Hall full of technologies and solutions.

美國零售聯會的年度會議和展覽（於多年前稱為「零售業的盛會」），是該聯會每年在紐約市舉辦的業界旗艦活動。這個零售業的盛會吸引了來自78個國家逾25,500參加者，比2011更有13%的增長。這為期四天的活動為參加者提供了無與倫比的教育、建立共同商議網絡、並提供全面技術和解決方案的博覽會展館。

1. "RFID Redux", Convention Daily, January 16, 2012



Efficient Consumer Response Hong Kong Retail Forum 2012 Smarter Retail for Optimizing Consumer Experience

高效消費者回應零售論壇 - 憑藉高端零售優化消費體驗

Co-organized by GS1 Hong Kong, ECR Hong Kong and Hong Kong Retail Management Association, Efficient Consumer Response Hong Kong Retail Forum titled "Smarter Retail for Optimizing Consumer Experience" was held on June 1, 2012 in the Mira Hotel, attracting more than 160 participants from Retail, Food & Beverages, Logistics & Transport as well as Healthcare Sectors.

The Forum aims to provide a unique platform for industry stakeholders to keep abreast of the latest technologies and efficient consumer response practices to enhance supply chain efficiency and to satisfy changing consumer demand in nowadays retail world.

In her Welcome Speech, Ms Anna Lin, Chief Executive of GS1 Hong Kong, spelt out the GS1 2020 vision – Visibility, Data Quality and Business-to-Consumer and gave an overview on how GS1 Hong Kong provided solutions to retailers for higher operation efficiency and better consumer experience.

In the keynote speech 'Smarter Retail for Optimizing Consumer Experience', Mr Lance Wright, Chair of ECR Hong Kong and General Manager of Swire Coca-Cola HK, introduced to delegates the meaning of Efficient Consumer Response (ECR) and called for collaborative efforts among industry professionals to build a more efficient and responsive strategy to win consumers.



Ms Anna Lin gave an overview on GS1 Hong Kong's services for the retail industry in her welcoming speech titled 'Enabling Business for Better Consumer Experience & Trust'.

林潔貽女士在其歡迎辭「支援業界優化消費者經驗和信任」概述香港貨品編碼協會給零售業界的服務。



Mr Lance Wright elaborated the four "E" strategies for ECR Hong Kong that drive supply chain management excellence, Efficient Replenishment, Efficient Promotion, Efficient Product information and Efficient Product Assortment.

衛能智先生詳述ECR香港引領優秀供應鏈管理的「四E策略」：有效補貨、有效推廣、有效產品分類。

消費者回應零售論壇於2012年6月1日假香港美麗華酒店舉行，由香港貨品編碼協會、ECR香港及香港零售管理協會合辦，主題定為「憑藉高端零售優化消費體驗」，吸引逾160名來自零售、食品及飲品、物流與交通，以及醫療等業界的參加者。

該論壇旨在讓業界持分者在這獨有的平台緊貼最新科技和認識高效消費者回應實務，以提高供應鏈效率和滿足現今零售世界多變的消費者所需。

香港貨品編碼協會總裁林潔貽女士在其歡迎辭說明GS1 2020願景——透明度、數據質量及商業對顧客——能讓與會者獲裨益。她並概述香港貨品編碼協會的服務如何幫助業界優化消費者經驗和信任。

ECR香港主席和太古可口可樂香港有限公司總經理衛能智先生在主題演講「憑藉高端零售優化消費體驗」向業界代表解釋高效消費者回應(ECR)的意思，並且呼籲業界專業人士協力建立更有效和易於回應的策略，以吸納消費者。



The speakers in Plenary 1 shared on 'Driving Business Excellence in Modern Retail'.
論壇一的講者分享「帶動現代零售業的卓越表現」。

Mr Oliver Rust, Managing Director of Nielsen Hong Kong, delivered a speech on 'Retail Market Up-to-date' in which he expressed the rising consumer confidence in Hong Kong and China despite the global economic downturn and reported on consumers' new digital consumption pattern, in particular, they are more receptive to location based advertising.

Mr Rajeevan Raguneethan, Director of Retail & Distribution of Microsoft Corporation, Asia, presented on the dynamic landscape of retailers and consumers. He illustrated the four groundswell technologies, smartphones, cloud computing, social media and pervasive video, empower nowadays customers and accelerate eCommerce.

In 'A More Efficient and Sustainable Retail Environment for Now and Future', Mr Leo Yeung, Solution Consulting Director (Asia Pacific) of GXI International, Inc, introduced the advantages of e-Messages enabled by B2B Portals such as improving data accuracy and improving the efficiency of supplier collaboration processes. He further updated the benefits brought by ezTRADE™ such as strengthening the relationship with customers through faster response and accelerating business processes from ordering to invoicing.

In the afternoon plenary session 'Innovative Strategies to Create Consumer Value', several leading industry players shared on how innovation and efficiency drive businesses. The Associate Director of Group Marketing of Tse Sui Luen Jewellery, Mr Anthony Jim illustrated on how the company leverages on digital marketing and innovative ideas to revitalize the brand.

Mr Gavin Luk, Vice President of Sales and Organization of VModa, spelt the reasons of anticounterfeits that help strengthen consumer trust. Mr Raymond Chan, Solution Director of Compass Business Solutions Limited, presented on how retail solutions enable sales projection and replenishment of products.

The Training Manager of DSC Holdings Limited Mr Danny Leung shared on how innovative operation strategies help to efficiently respond to consumers.



Mr. Rust, Mr Wright, Mr Luk and Mr Raguneethan reiterated the importance of brand building and riding on the latest retail technologies to drive business.
樂是德先生、衛能曾先生、陸先生和Raguneethan先生重申建立品牌，以及藉新零售科技改善業務的重要性。



The speakers in Plenary 2 shared with delegates the 'Innovative Strategies to Create Consumer Value'.
論壇二的講者跟業界代表分享「藉創新策略建立消費者價值」。

Nielson Hong Kong 的執行董事樂是德先生指出，香港和中國的消費者在全球經濟低迷時期的消費信心指數反而提高。他指出消費者對零售商的期望和嶄新的數碼消費模式，並說消費者愈來愈接受以位置為基礎的廣告。

亞洲微軟公司的零售及分銷部董事 Rajeevan Raguneethan 先生分享零售商和消費者的最新動態，他說明四類發展迅速的科技（智能手機、雲端運算、社交網絡和普及的短片）如何幫助現今的顧客以及加快電子商務發展。

GXI亞太區方案顧問及業務拓展總監楊偉亮先生介紹由商業對商業(B2B)平台支援的電子訊息所帶來的好處，例如改善數據準確度和改善供應商協作流程的效率。他又說明通商易™的優點，例如透過加快回應並由訂購至開發票的流程，改善與顧客的關係。

在下午的主題論壇環節「以創新策略創造消費者價值」，幾位領先的業界翹楚分享創新和效率如何改善業績。謝瑞麟珠寶集團市場副董事詹文天先生解釋集團如何應用數碼營銷和創新意念重振品牌。

VModa銷售與集團副總裁陸正則先生闡述為何打擊假貨可以建立消費者的信任。Compass Business Solutions Limited 解決方案總監陳偉明先生匯報零售解決方案如何支援銷售預測和產品補貨。

德爾斯培訓經理梁沛霖先生分享創新營運策略如何幫助公司有效回應消費者。



The interactive shelf of Consumer Connect was well received among participants.
物密鄰互動貨架深受參加者歡迎。

Following industry players' presentations, Mr Rust moderated the panel discussion 'A Winning Recipe for the Next Retail Era', with Mr Wright, Mr Luk and Mr Raguneethan participated as the panelists. They reiterated the importance of brand building and riding on the latest retail technologies to drive business.

ECR Hong Kong has the mission to assist the Fast Moving Consumer Goods (FMCG) sector in enhancing their domestic and global competitiveness by eliminating irrelevant supply chain cost and increasing consumer responsiveness by adopting ECR techniques. With the leading retail professionals shared their valuable experiences, knowledge and insights, the delegates acquire an overview of Hong Kong retail market with the latest consumer insights, market intelligence and retail mode to build a more sustainable retail environment for future.

緊接著業界翹楚的分享，樂是德先生主持以「下一個零售世紀的致勝策略」為題的小組討論環節，參與討論的講者有衛能智先生、陸先生和Raguneethan先生。他們重申建立品牌，以及憑藉嶄新零售科技改善業務的重要性。

ECR香港的使命是協助快速消費品 (FMCG) 行業提升本地及全球競爭力，透過採納ECR技術免除不必要的供應鏈成本和增加消費者回應。有了領先的零售業界翹楚分享其寶貴的經驗、知識和慧見，業界代表就能夠深入了解當今香港零售市場的消費者、獲得營銷智慧和最新零售模式，為將來建立一個更可持續的零售環境。

Efficient Consumer Response Asia Pacific Conference and Exhibition 2014 2014 亞太區高效消費者回應會議及展覽



GS1 Hong Kong will be the next host of ECR Asia Pacific in 2014 to continue the spirit of ECR.

香港貨品編碼協會將於2014成為下一屆亞太區高效消費者回應會議及展覽的主辦單位，並會繼續推廣ECR精神。

Themed "Touching Lives, Improving Value", the 13th ECR Asia Pacific Conference & Exhibition was held on May 15-17, 2012 in Singapore. GS1 Hong Kong will be the next host of ECR Asia Pacific in 2014 to continue the spirit of ECR – to improve customers' satisfaction and services while reducing total costs, inventories, physical assets and environmental impact in Asia Pacific.

第十三屆亞太區高效消費者回應會議及展覽於2012年5月15至17日在新加坡舉行，以「接觸生活，改善價值」為大會主題。香港貨品編碼協會將於2014成為下一屆亞太區高效消費者回應會議及展覽的主辦單位，並會繼續推廣ECR精神一藉減低亞太區總成本、倉儲、有形資產和環境影響，改善顧客滿意度和服務。

2012 Retail Asia Expo 2012 亞洲零售博覽會

Retail Asia Expo 2012, organized by Diversified Events Hong Kong, LLC and supported by GS1 Hong Kong, is the gathering of many world largest retail operators and decision makers in Asia-Pacific. Themed "multi-channel retailing" this year, the show helped retailers with all of their design and technology solutions to meet the ever increasing demand of consumers. The event was held at Hong Kong Convention and Exhibition Center on June 12-14, 2012.

2012 亞洲零售博覽會由 Diversified Events Hong Kong, LLC 主辦、香港貨品編碼協會擔任支持機構，是亞太地區最大零售業決策者的聚會。本年的主題定為「零售的多元渠道」，是次聚會能幫助零售商藉設計與科技方案，滿足消費者日益增加的要求。該活動於2012年6月12至14日假香港會議展覽中心舉行。



The Staff of GS1 Hong Kong are introducing to the visitors Consumer Caring Scheme and Consumer Connect mobile application.

香港貨品編碼協會職員正在向參觀者介紹「貼心企業」嘉許計劃和物密膠手機應用程式。



Asia Food Safety and Product Quality Forum 2012

— Calls for Knowledge Exchange and Collaboration among Industry Players

2012 亞洲食品安全及產品質量論壇

— 呼籲業界交流專業知識，共同協作

Asia Food Safety and Product Quality Forum was successfully held in Holiday Inn Golden Mile Hotel on March 6, 2012. The Forum, organized by GS1 Hong Kong, brought together over 200 food safety specialists from over 9 countries in Asia to exchange knowledge and best practices, as well as collaboration to manage food safety and product quality. It ultimately aims at better consumer safety and building a stronger brand.

亞洲食品安全及產品質量論壇已於2012年3月6日在金城假日酒店舉行。該論壇由香港貨品編碼協會主辦，吸引來自亞洲超過9個國家逾200位食品安全專家交流專業知識和最佳實務，並且就食品安全和產品質量議題共同協作，以達致改善消費者安全和建立強勢品牌。



Ms Lin called for knowledge exchange and collaboration among industry players in her welcoming speech. 林女士在致歡迎辭時呼籲各界交流專業知識，共同協作。

Ms Anna Lin, the Chief Executive of GS1 Hong Kong, welcomed the audience to the first ever Asia Food Safety and Product Quality Forum and stated the objective of the Forum as facilitating stakeholder collaborations to pave the roadmap for food safety practices and the global supply chain standards in the future.

"The participation from World Health Organization (WHO), Asian regulators, Hong Kong-APEC Trade Policy Group, leading food industry representatives and GS1 member organizations revealed the ambition of all parties in protecting people's health and safety around the world," she added.

Dr Peter K. Ben Embarek, the Scientist of Department of Food Safety and Zoonoses at WHO, delivered a keynote address on the importance of collaboration and rapid exchange of information to reduce food safety issues. He stated that the rapid growth of food production especially in South-east Asia, and globalization of food trade has increased the potential for cross-country collaboration. "WHO works closely with Member States as well as media, private sector, NGOs, social networks, etc. to monitor all food issues and respond in 24 hours," said Dr Embarek.

香港貨品編碼協會總裁林潔怡女士歡迎參加者蒞臨首屆亞洲食品安全及產品質量論壇，並且帶出論壇目的乃促進業界持分者為食品安全之最佳實務及未來全球供應鏈標準共同鋪路。她說：「世界衛生組織(世衛)、亞洲政府官員及監察部門、香港亞太經合組織貿易政策小組、領先的食品業界代表，以及GS1會員機構的參與，均反映出所有持分者對保障全球消費者健康及安全的決心。」

世衛食品安全及人畜共患病部科學家 Peter K. Ben Embarek 博士發表主題演講時，說明協作和快速訊息交換對減輕食品安全事故的重要性，並坦言東南亞食品生產的增長尤其快速，而食品貿易全球化增加了跨國協作的機會。他說：「世衛與成員國、傳媒、私營機構、非政府組織、社交網絡等緊密合作，共同監察所有食品安全事宜，並會在24小時內作出回應。」



Dr Embarek called for collaboration and sharing of food safety data among professional entities and industry players to manage international food safety in his keynote address "Reducing the Impact of Food Safety Event."

Embarek 博士在主題演講「減輕食品安全事故的影響」呼籲專業組織及業界齊心協力，共享食品安全數據及共同處理國際食品安全事宜。

Mr Keogh presented on GS1 product recall service and added that consumers may check the product safety alert via barcode scanning from a mobile device in the future.

Mr Keogh 先生就 GS1 產品回收服務作演說，又說消費者將來可以藉智能手機掃描條碼，查閱產品安全通報。



Mr Ma gave a speech on the cooperation between AQSIQ and GS1 China in uplifting the food quality and safety in China.

馬先生在演說中講述，AQSIQ 與中國貨品編碼協會合作提高中國食品質素和安全。

John Keogh, Senior Advisor of GS1, presented the role and position of GS1 in food safety landscape as well as how the standards make effective product recall. In face of the complicated recall system caused by the rapid expansion of international trading, he highlighted that GS1 Standards assist industry stakeholders with traceability and recall. "GS1 product recall service speeds up the notification process between B2B and B2G that ultimately reduces risk of harm to consumers and reduces the overall economic impact with more targeted recall. Using global standards, data for both traceability and recall can be displayed on digital maps with better visualization," Keogh explained.

GS1 的高級顧問 John Keogh 就 GS1 在食品安全領域的角色和位置，以及標準如何達致高效的產品回收發表演說。面對國際貿易快速增長所帶來的複雜回收系統，他強調 GS1 標準可以幫助業界持分者追溯和回收產品。Keogh 解釋：「GS1 產品回收服務能加快商業對商業 (B2B) 和商業對政府 (B2G) 之間的通報程序，其更集中的回收可以最終減低對消費者的危害和對整體經濟的影響。透過全球標準，追溯和回收產品的數據可以顯示於數碼地圖上，以達致更佳視覺效果。」

Regulatory Development for Safer Food in Asia

Ma Chunliang, Deputy Director General of Department of Supervision on Food Production of General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), gave a speech on China's food safety laws and regulations. "Since 2008, China rolled out several traceability system projects on agricultural product, meat, vegetable, milk and drug, in order to trace the sources of origin or entire supply chain," said Ma. In addition, GS1 China explores the practical application of traceability technology and global standards and has developed a National Food Safety Traceability Platform and the China Commerce Information Service Platform, achieving traceability of more than 9-million.

亞洲食品安全的食品監察發展

國家品質監督檢驗檢疫總局 (AQSIQ) 食品生產監管司副司長馬純良先生就中國食品安全法規及監察發表演說。他說：「自從2008年，中國推出了幾個關於農業產品、肉類、蔬菜、牛奶和藥品的追溯系統，以追溯來源地或整個供應鏈。」另外，中國貨品編碼協會發展追溯系統科技和全球標準的實際應用，並建立了國家食品安全追溯平台及中國商業訊息服務平台，成功追溯逾九百萬件產品。

Dr Miranda Lee is the Assistant Director of Food Surveillance and Control Division, and she shared on the strategies in managing food safety and recent development of food laws in Hong Kong. "Since Hong Kong imports over 90% of its food, food safety control is crucial to secure public's health," she said. She complemented that Hong Kong has several food laws to enhance food traceability and uplift food safety level. "CFS sets up a risk analysis framework to manage food safety control," said Lee, "risk management includes import control on high risk foods, proactive food surveillance and alerts, as well as managing food incidents."

食物安全中心 (食安中心) 食物監察及管制部助理署長李小苑醫生在論壇中分享管理食品安全和香港食物法律的最新發展。她認為香港九成以上的食品都是進口的，食品安全監控對保障公眾健康尤其重要，並補充道：「香港已經有幾項提高食品追溯能力和改善食品安全的食物法律。」她說：「食安中心建立了一套風險分析架構以監控食品安全，風險管理措施包括對高風險食品作入口管制、積極進行食品監察和通報，以及處理食品事故。」

"National Food Safety Information Service (NFSI) plays an important role in Korea food safety management structure and its information system monitors, collects and analyzes food safety information from 48 countries, which can share the latest news to public without time constraint," said Dr Eunsook Moon, President of NFSI. She introduced NFSI's Food Traceability System which enables consumers to obtain food information, including picture, ingredients, origin, manufacturer, expiry date and quality easily from online.

韓國食品安全訊息中心 (NFSI) 總幹事 Eunsook Moon 博士說：「韓國食品安全訊息中心肩起韓國食品安全管理架構之重任，其資訊系統會監察、收集和分析來自48個國家的食品安全資訊，能夠隨時向公眾分享最新消息。」隨後，她介紹 NFSI 的食品追溯系統，可供消費者輕易地在網上收集食品資訊，包括圖片、材料、來源地、生產商、到期日和食品質量。

Dr Lee presented on the strategies in managing food safety and recent development of food laws in Hong Kong. 李醫生分享管理食品安全和香港食物法律的最新發展。



Dr Moon explained that NFSI's Food Traceability System which collects food information along the supply chain from farm, process, packing, distribution, retailers to consumers.

Moon 博士解釋，NFSI 食品追溯系統可以收集整條供應鏈的食品資訊，包括由農田、生產過程、包裝、分銷、零售至消費者的資訊。



Mr Bain said Fonterra has been working with the local dairy industry and developing a high quality dairy supply chain in China to gain consumer trust.

Bain 先生說，Fonterra 一直與本地奶類產品企業合作，共同在中國發展高質素的奶類產品供應鏈，以獲得消費者的信任。

Mr Chambers stated the importance of ensuring quality and security across the entire supply chain to build consumer trust, with the collaboration among multiple stakeholders.

Chambers 先生說明，與不同的持分者合力確保整條供應鏈的質素和安全，能建立消費者的信任。

Ms Uhlig reported Global G.A.P. has been providing farm product quality assurance with GGN number, a 13 digit GLN number authorized by GS1, so that market participants can monitor their producers.

Uhlig 女士指出，Global G.A.P. 一直沿用 GGN 編號（即由 GS1 授權，由13個數位組成的 GLN 編號）幫助全球大眾監察生產者，以確保農產品的質素。

Best Practice Sharing

After the regulators from different countries shared on food traceability and risk management, several leading industry specialists namely Fonterra, Swire Beverages Limited and GlobalG.A.P. shared their best practices in protecting brand integrity through protecting consumer safety.

APEC Initiative

Mr David Dodwell, Executive Director of the APEC Trade Policy Group, spoke on the APEC Initiative regarding the 'Practical Steps towards Food Security'. He pinpointed that food security cannot be achieved if food trade is not reliable. In response to the food vulnerability to new consumer patterns, he suggested four measures: farm-level chilling, developing and using Cold Chain Traceability systems, tight oversight of 3rd Party Logistics companies as well as food quality monitoring and temperature controlled fleet operation done by supermarkets and retailers.

In his concluding remarks, Mr Keogh reiterated the role of GS1 as a trusted trading partner which continuously helps leading food producers improve traceability on a global scale, ensuring a safer food supply chain. The Forum offers participants a unique opportunity to gain valuable insights through knowledge exchange which paves a way for them to collaborate for better food safety in future.

最佳實務分享

來自不同國家的監察部門就食品追溯和風險管理分享過後，幾個領先的業界專家包括Fonterra、太古飲料有限公司和GlobalG.A.P.，就如何保障消費者安全以捍衛品質誠信分享最佳實務。

亞太經合組織計劃

亞太經合組織貿易政策小組執行董事 David Dodwell 以「糧食安全的實際步驟」為題，分享亞太經合組織的措施。他指出，如果食品貿易不可靠，就不能達致食品安全。為應對新消費模式所帶來的食品安全漏洞，他有四項建議：農業層面的冷凍法、發展及應用冷凍鏈追溯系統、緊密監察第三方物流公司，以及超級市場和零售商安排其食品運輸團隊進行食品質素監控和溫度控制。

最後，Keogh先生在總結時重申GS1其作為可信商業夥伴的角色，能持續幫助領先的食品製造商改善產品的全球追溯能力，以確保食品供應鏈更安全。該論壇讓參加者有難得的機會，藉交流專業知識獲得真知灼見，為他們將來協力改善食品安全鋪路。



Mr Dodwell shared on the 'Practical Steps towards Food Security'. Dodwell 先生分享「糧食安全的實際步驟」。

Dr Embarek, Dr. Moon, Mr Bain, Mr Dodwell and Ms Uhlig shared valuable insights on tackling challenges in food safety issues.

Embarek博士、Moon博士、Bain先生、Dodwell 先生和 Uhlig 女士就處理食品安全事故的挑戰發表真知灼見。



Global Healthcare Stakeholders Collaborate to Raise the Bar on Patient Safety

全球醫療持分者協力提升病人安全水平

More than 330 Healthcare supply chain stakeholders from 33 countries gathered at the 21st Global GS1 Healthcare Conference in Sydney from March 20 to 22, 2012. It was aimed to advance the development and the implementation of global supply chain standards, which ultimately raise the bar on patient safety.

第21屆全球GS1醫療會議已於2012年3月20至22日舉行，讓來自33個國家逾330位醫療供應鏈持分者眾首悉尼，共同促進全球供應鏈標準的發展及其實踐，以提升病人安全水平。

The Conference was hosted by GS1 Australia in conjunction with the GS1 Global Office from Brussels, with the National E-Health Transition Authority (NEHTA) as the Industry Partner. The topics of discussion centered upon how GS1 Standards improve the healthcare supply chain through traceability, medical device identification, electronic messaging, electronic product catalogues and global data synchronization. GS1 identifiers and barcodes are currently used on 95% of dispensed medicines in Australia.

該會議由 GS1 澳洲與布魯塞爾的 GS1 總部主辦，聯同 National E-Health Transition Authority (NEHTA) 作業界夥伴。討論的主題涵蓋 GS1 標準如何藉追溯、醫療儀器識別、電子訊息、電子產品目錄和全球數據同步改善醫療供應鏈。現時，在澳洲95%的處方藥物正在使用GS1識別碼和條碼。



Maria Palazzolo, the CEO of GS1 Australia, greeted all the participants in her Opening Speech.
GS1 澳洲總裁 Maria Palazzolo 在開幕辭歡迎所有參與者。



Peter Fleming, NEHTA's CEO, highlighted the efficiency of using National Product Catalogue (NPC).
NEHTA 總裁 Peter Fleming 強調國家產品目錄 (NPC) 的效用。



Ms Chiang from Hospital Authority shared on how GS1 Standards benefit pharmaceutical procurement and inventory management.
醫管局的蔣女士分享GS1標準如何優化藥物採購和倉儲管理。



Jay Crowley explained the unique device identification system.
Jay Crowley 講解醫療器材獨有識別系統。

Highlighted on the agenda was Australia's world-leading National Product Catalogue (NPC), which is a core strategy to improve the speed and accuracy of procuring medical products. The system is among the first in the world to focus exclusively on the needs of the healthcare industry. Aligned with the Global Data Synchronization Network (GDSN) standards, the NPC uses the Global Trade Item Number (GTIN) as the globally unique primary product identifier for every NPC record. The number of NPC users has grown by more than 30% in the past nine months, which currently houses more than 230,000 GTINs for over 370 healthcare suppliers.

議程的焦點放在澳洲領先的國家產品目錄 (National Product Catalogue, NPC) NPC 是改善藥物採購速度和準確度的核心策略，是全球首先顧及醫療業界需要的系統之一。系統以全球數據同步網絡 (GDSN) 標準為本，每個NPC紀錄均以全球貿易貨品編碼 (GTIN) 作全球唯一的基本產品識別碼。NPC用戶的數量在過去九個月已急速增加逾30%，為逾 370 間醫療供應商提供超過 230,000 個 GTIN。

Speaking from a regulator perspective, Ms S C Chiang from Hospital Authority (HA), Hong Kong, introduced how GS1 Standards optimize quality, safety and efficiency in pharmaceutical distribution and medication use. The HA has used GS1 Hong Kong's ezTRADE™ since 1996 to optimize efficiency in order processing. To further improve the quality and safety of public healthcare services, the HA traces the pharmaceutical products down to the batch level. The adoption of Advance Shipping Notices (ASNs) through ezTRADE™, along with GTIN and Serial Shipping Container Code (SSCC), enhances order delivery accuracy in the product flow process and hence the quality of patient safety.

香港醫院管理局 (醫管局) 的蔣秀珠女士從監察者的角度介紹 GS1 標準如何優化藥品分發和配藥應用的品質、安全和效率。醫管局自 1996 起就應用香港貨品編碼協會的通商易™ (ezTRADE™)，以改善訂貨流程。為更有效改善公共醫療服務的品質和安全，醫管局追溯藥物至產品批次層面，透過通商易™ 應用預先發貨通知單 (ASNs)，藉 GTIN 及貨運容器序號 (SSCC) 提高產品流程的藥物配送準確度，從而提升病人安全質素。

"Thanks to GS1 Standards, the HA and its distributors and pharmaceutical principals can harness supply chain visibility at the batch level to save time in receiving logistics units and better manage inventory," said Ms Chiang. She expected that the HA would increase the number of vendors to comply with the requirements on system support using GTIN and barcodes from 2012 to 2014. The supply chain would gradually realize a more comprehensive tracking from manufacturers/ suppliers to pharmacy stores. Chiang's presentation on the supply chain modernization of pharmaceutical products in the HA was well-received among the delegates at the Conference.

蔣女士坦言：「在GS1標準的支援下，醫管局、藥物分銷商和製藥廠都可以藉著藥品批號層面的供應鏈透明度，節省接收貨品的時間，讓倉庫管理更有效。」她預料醫管局將於 2012 至 2014 年期間，增加能夠配合系統支援、GTIN和條碼的合作夥伴。因此，供應鏈能從生產商/供應商至藥房層面體現更全面的藥品追蹤能力。蔣女士關於醫管局藥物供應鏈現代化的演講，獲得與會者一致讚揚。



Grant Courtney elaborated on the implementation of pharmaceutical track and trace enabled by GS1 Standards.
Grant Courtney 解釋如何在追蹤與追溯的流程應用GS1標準。



Mike Rose spelt out why Johnson & Johnson adopted GS1 Standards for identification and product marking across their product range.
Mike Rose 闡述 Johnson & Johnson 為何在其產品系列採用GS1標準，作識別和標記產品之用。



The staff at CH2 explained the use of GTIN and barcodes on the different levels of pack.
CH2職員解釋如何在不同的包裝層面應用GTIN和條碼。



The representatives of GS1 Hong Kong and the Hospital Authority took part in Global GS1 Healthcare Conference.
香港貨品編碼協會和醫管局的代表參與全球GS1醫療護理會議。

On the global stage, Grant Courtney from GlaxoSmithKline (GSK) explored the topic of traceability from a supplier's perspective. For instance, European Federation of Pharmaceutical Industries and Associations (EFPIA) proposes DataMatrix coding using GS1 Standards for pack verification to reduce the risk of counterfeit products being dispensed. Jay Crowley, Senior Advisor for Patient Safety at the US Food and Drugs Administration (FDA), elaborated on how Unique Device Identification (UDI) leverages GS1 Standards to support medical device recalls, reduction of medical errors as well as tracking and tracing. Mike Rose, Vice President of Supply Chain Visibility, Johnson & Johnson, shared the business case behind the company's decision to adopt the GS1 Standards for identification and product marking across their product range.

On the final day, participants attended a presentation from NSW Health about the operational application of NPC data within its organization, then visited Clifford Hallam Healthcare (CH2) in Sydney to see how the latest enabling technologies streamline the pharmaceutical procurement process to raise efficiency and visibility in the healthcare supply chain.

The Global GS1 Healthcare Conference has successfully provided a platform for participants to share these success stories with international healthcare professionals who are looking to improve their supply chain efficiency and patient safety. "It plays an important role in continuing this momentum in Australia too, by bringing together healthcare supply chain leaders from Australia and the world to share their experiences and develop long-lasting, collaborative relationships that will support them as they implement supply chain reform," said Maria Palazzolo.

環顧全球趨勢，來自GlaxoSmithKline (GSK) 的Grant Courtney從供應商的角度探討藥品追溯能力。例如，歐洲製藥業協會聯盟 (EFPIA) 建議用以GS1標準為本的二維數據矩陣條碼 (DataMatrix) 作包裝驗證，以減低處方假藥的風險。美國食品與藥物管理局病人安全部高級顧問 Jay Crowley 解釋醫療器材獨有識別系統 (Unique Device Identification) 如何應用GS1標準作醫療器材回收、減少醫療程序錯誤，以及追蹤與追溯之用。Johnson & Johnson 的供應鏈透明度部門副主席 Mike Rose 分享公司的商業運作模式，解釋為何在其產品系列採用GS1標準作識別和標記產品之用。

在會議的最後一天，參加者出席 NSW Health 的演講，內容為該機構如何應用 NPC 數據於運作流程；隨後參觀悉尼 Clifford Hallam Healthcare (CH2)，了解最新的科技應用如何簡化藥物採購流程，以提升醫療供應鏈的效率和透明度。

是次全球GS1醫療會議成功為參加者提供交流平台，讓來自不同國家的醫療專業人士分享成功個案，以改善供應鏈效率和病人安全。Maria Palazzolo說：「這個會議匯聚了來自全球各地和澳洲的醫療供應鏈翹楚，讓他們分享專業經驗，並在改革醫療護理供應鏈之時建立互相支援的長遠協作關係，讓澳洲可以繼續推動這個優化供應鏈的勢頭。」

Global GS1 Healthcare Conference Autumn 2012 2012 秋季全球 GS1 醫療會議

Date : October 23 - 25, 2012

Venue : Marriott Lisboa, Av. Dos Combatentes 45, P-1600-042 Lisboa, Portugal

The global Healthcare user group convenes two times per year in a 'GS1 Healthcare Conference', bringing together all healthcare supply chain stakeholders. This year, conference will be organized in Portugal on October 23 - 25, 2012. Regulators and experts from worldwide will share their insights on the upcoming Unique Device Identification (UDI) regulations, while hospitals and manufacturers will share their UDI implementation use cases. Participants can join the expert's working sessions on bedside scanning and unit dose marking, standards development, patient identification. The Healthcare Providers Advisory Council session will provide a unique opportunity for hospital representatives to share and obtain information on implementation of GS1 Standards in hospitals.

For details, please refer to:
http://www.gs1.org/healthcare/news_events/231012

日期：2012年10月23-25日

地點：Marriott Lisboa, Av. Dos Combatentes 45, P-1600-042 Lisboa, Portugal

全球醫療用戶小組每年舉辦兩次GS1醫療會議，集結所有醫療供應鏈持分者。本年的會議將於2012年10月23至25日在葡萄牙舉行。全球監察者和專家將會就醫療器材獨有識別系統 (UDI) 的監察分享真知灼見，而醫院和製造商則分享推行UDI的案例。參加者可以出席專家工作會議，了解臨床掃描、單位劑量標記、標準發展和病人識別。醫療供應商諮詢委員會會議亦於活動上進行，這將會是醫院代表認識如何在醫院推行GS1標準的難得機會。

欲知詳情，請瀏覽：
http://www.gs1.org/healthcare/news_events/231012



HK RFID Awards has Entered its Fifth Year Anniversary Championing the Innovative Use of RFID 香港無線射頻識別大獎踏入五週年， 致力推廣RFID的創新應用

HK RFID Awards will celebrate its Fifth Year Anniversary this year. Since the Awards' launch in 2008, it has been recognizing local enterprises and individuals that have demonstrated excellence in harnessing the power of RFID technology to maximize efficiency of supply chains and logistics. The awards champion the use of EPC-standards-compliant-RFID technology in supply chain operations by Hong Kong industry players, and have awarded more than 100 recipients.

香港無線射頻識別大獎踏入五週年，該獎項在2008年首次推出，一直表揚本地企業和個別人士在供應鏈和物流項目有效應用RFID技術的卓越表現。香港無線射頻識別大獎旨在推動業界用家於供應鏈運作善用產品電子代碼（EPC）標準支援的RFID技術，至今已嘉許逾一百個得獎單位。

Gold, Silver and Bronze Hong Kong RFID Awards are given for three main categories:

「香港無線射頻識別大獎」有三個主要競賽組別，每個組別均設有金、銀和銅三個獎項。三個組別分別是：

Best EPC/RFID Implementation
「最佳EPC / RFID應用大獎」

Most Innovative Use of EPC/RFID
「最具創意EPC / RFID應用大獎」

Most Innovative EPC/RFID Product
「最具創意EPC / RFID產品」

Hong Kong U-21 RFID Awards are given to students and tertiary education institutions for the following categories :

香港U-21 RFID大獎是專為專上學生及院校而設的，獎項分別為下組別：

Best EPC/RFID Concept
「最佳EPC / RFID概念」

Most Innovative EPC/RFID Application
「最具創意EPC / RFID應用」

The Awards Recipients over the Past Four Years 過去四年的得獎單位：





Hong Kong U-21 RFID Awards Mentorship Program Kick-off Meeting 香港U-21 RFID大獎師友計劃揭幕會

The objective of this program is to invite RFID technology experts and pioneers in the industry with distinguished accomplishments in their fields and professionals to be mentors of the student participants of the Hong Kong U-21 RFID Awards program 2012. It is hoped that through informal contacts and group activities, mentors will share their experience, insights and to give advice and comments to their project development or ideas generation.

本計劃旨在邀請於業界和專業範疇享負盛名的RFID技術專家和先驅，擔任2012香港U-21 RFID大獎學生參加者的導師，盼望導師透過日常聯繫和小組活動，分享專業經驗、真知灼見，並且為參加者的參賽項目給予建議、評價或新構思。

To attain the goals, the matching of mentor and mentee has been done with the best of effort possible based on the project topics proposed by students. Several meetings would be held between the mentor and mentees during the U-21 RFID Award 2012 campaign period from March to the deadline for full project paper submission in July 2012.



The mentor is sharing valuable insights with the mentees on their proposed topics.
導師正在與學生分享改進其參賽作品的真知灼見。

為達到以上目標，本會盡力按學生所提出的參賽題目作師友配對。師友可於2012 U-21 RFID大獎比賽期間，即本年三月起至七月遞交完整的項目建議書之時，自行舉辦幾次師友活動。

The Mentorship Program Kick-off was successfully held on April 20, 2012, and was well-received among mentees. They learnt about taking a proactive role in exploring the innovative use of RFID and gained valuable insights from their mentors on their proposed topics.

師友計劃揭幕會於2012年4月20日順利進行，學員反應甚佳。他們皆了解到自己需要主動探索RFID的創新應用，並從導師身上獲得改進其參賽作品的真知灼見。



Jiangyin Internet of Things RFID Demonstration Center Pushing the Boundary of Cross-border Collaboration in RFID Technology Adoption

江陰市物聯網無線射頻識別演示中心 推動澄港協作採納無線射頻識別技術

In a bid to expand the adoption of Internet of Things (IOT) technologies and tap the opportunities in East China, GS1 Hong Kong launched the Jiangyin IOT RFID Demonstration Center at the Jiangyin Hi-tech Park on March 29, 2012. Jointly organized by GS1 Hong Kong and the Management Committee of the Jiangyin Hi-tech Park, the Center is aimed to provide a new engine to inspire and promote the innovative adoption of RFID technologies in different operational and daily life, as well as to facilitate collaboration between Hong Kong and the East China region.

為推動業界採納物聯網(IOT)以及把握華東的機遇，香港貨品編碼協會聯同江陰高新技術創業園委員會，於2012年3月29日在江陰高新技術創業園成立江陰市物聯網無線射頻識別演示中心，旨在引領大眾在不同的業務運作和日常生活中，採納創新的無線射頻識別(RFID)技術，以及促進香港和華東地區更深入的協作。



Five Zones Featuring Innovative RFID Applications with Best Practices Solutions

Occupying an area of more than 2,200 square feet, the Center shows the latest RFID applications in the core industries, demonstrating an extensive suite of EPC/RFID solutions applicable to different operational and daily environments.

五大主題區展示創新RFID應用與最佳實踐方案

演示中心佔地2200餘平方呎，向公眾展示最新的RFID在核心業務的應用，包括完備的電子產品代碼(EPC)/RFID的解決方案，適用於不同的業務運作和日常生活。

Manufacturing and Logistics Zone

Increases Visibility of Supply Chain Management for Higher Efficiency:

The zone demonstrates the utilization of various applications and versatility of RFID technology in boosting the efficiency and transparency of logistics management. Visitors will learn how ezTRACK™, a global track-and-track EPC-enabled RFID platform, helps enterprises achieve end-to-end visibility by effectively tracking the movements of their goods and shipment throughout the supply chain. In a vineyard showcase, there are wine boxes with case-level tag and cold chain tag. Once the tags on ship-out carton box are scanned by a handheld reader, the data will be shown on ezTRACK™.

生產物流區

增加供應鏈管理的透明度為提升效率：

該示範區展示多種能提高物流管理效率和供應鏈透明度的RFID應用方案。與此同時，參觀者更可親身體驗和了解以EPC為基礎的全球化追蹤及追溯平台縱橫網™如何有效地追蹤供應鏈上的貨物流向，協助企業實現點對點資訊透明度。在葡萄園展示區，參觀者會看見葡萄酒箱上的箱用標籤和冷凍鏈標籤。只要手持閱讀器掃描該船運貨箱上的標籤，數據就會顯示於縱橫網™。



RFID technology boosts the efficiency and transparency of logistics management.
RFID 科技能夠提高物流管理效率和供應鏈透明度。

Retail Zone

Demonstrates the Future Store and New Shopping Experience:

It showcases a wide range of applications including smart fashion shop, RFID-enabled supermarket, jewelry store, gift shop, and sushi bar. Take the smart fashion shop as an example, a customer picks up a piece of RFID tag-embedded clothing and puts it in front of the RFID reader, the intelligent mirror will generate 'mix-and-match' options to help customers make the right choice and hence enhance their shopping experience. While customers are trying different clothes embedded with RFID, the salesperson can capture the data to know the fashion styles with the highest 'try-out' rate to analyze demand forecast for long term business growth.

零售區

展示未來嶄新購物體驗：

零售區展示了一系列創新應用，包括智能時裝店、結合RFID技術的超市、珠寶店、禮品店和壽司店等。以智能時裝店為例，當顧客手持帶有RFID標籤的衣服並將之置於RFID閱讀器前，智能鏡子便會自動顯示各種衣飾配搭，以供客戶選擇。另外，當顧客試穿內置RFID的衣服，售貨員就可以讀取相關數據，了解哪一款風格的衣飾有最高的「試穿率」，以作需求預測分析，有助長遠的業務增長。



Clothes with RFID tags in the smart fashion shop, etc.
智能時裝店內扣上RFID標籤的衣飾。



The RFID-enabled library
結合RFID技術的圖書館

Public Service zone for Optimizing Community Life:

RFID brings convenience to public service and RFID-enabled library is one example. With such a high-end technology, librarians can do stocktaking, track and locate target library materials on shelves, identify the items with the highest usage and/or stagnant collection. Such fully automating operations help to avoid library materials being stolen and increase the efficiency of library management, which will ultimately optimize the service standard.

公共服務區 優化社區生活：

RFID可以帶來方便的公共服務，而結合RFID技術的圖書館就是其中一個例子。有了此高端科技，圖書管理員就能盤點、追蹤並找尋架上圖書的位置、找出最多借出和/或滯留書架的圖書。這個自動化的運作可以防止圖書失竊和增加圖書館管理效率，能最終優化服務質素。

Smart Home

to Experience Easier and Smarter Life:

At the smart home, visitors can experience how smart home devices make people's life easier and smarter. Visitor can experience smart lives with a RFID smart card embedded with a unique identification key to identify other visitors, tracking his or her visiting location and the associated activities conducted riding on the RFID sensor network operating in the Center.

智能家居

體驗現代家居所帶來的便捷和智能生活：

置身在智能家居中，參觀者可以體驗智能家居設備如何令生活變得更輕鬆、更聰明。他們可憑藉內置獨有識別碼的RFID智能卡識別其他參觀者，透過中心內的RFID感應網絡追蹤其所在位置和相關活動。



Smart Home
智能家居

High-tech Zone

Demonstrates How ezTRACK™ Enabled by Cloud Computing Realizes Supply Chain Information Sharing Network:

The zone highlights the unique values of ezTRACK™ platform, an Electronic Product Code Information Services (EPCIS) standard-based traceability network enabling real-time visibility of goods and information flow from point of manufacturing to point of destination, riding on Cloud Computing technology. This technology enables enterprises to start initiatives on the IoT with small investment and provides them the flexibility to grow along with business expansion.

高科技區

展示雲端運算為基礎的縱橫網™如何體現供應鏈資訊分享網絡：

該區突顯縱橫網™平台的獨特價值，此平台是以產品電子代碼訊息服務 (EPCIS) 為基礎的追溯網絡，憑藉雲端運算科技的優點，支援實時貨品與資訊由生產地至目的地的透明度。透過此科技，企業只需投放少量的資源，便可實現物聯網方案，令業務擴展更具靈活性。



Cloud enabled High-tech Zone
以雲端運算為基礎的高科技區



The Jiangyin-Hong Kong Internet of Things Application Forum & Jiangyin Internet of Things Application Association was successfully founded. 江陰 - 香港物聯網應用技術論壇暨江陰市物聯網應用協會成功創立。

Hong Kong IoT Center Plans to Extend Best Practices of Former HK RFID Center in Q3 香港物聯網科技應用中心 將於本年第三季度再現 前香港無線射頻識別中心的最佳實務

GS1 Hong Kong plans to launch the Hong Kong Internet of Things Center of Excellence (HK IoT Center) in Q3 this year, which will be located in Hong Kong Science Park. Building on the success of the Hong Kong RFID Center (2008-2010), the HK IoT Center will further extend the best practices by nurturing the prosperous development of the local technology industry, promoting Hong Kong and Pearl River Delta Region as a regional center of gravity for accelerated EPC/ RFID technologies adoption, as well as providing a one-stop knowledge transfer and RFID/IoT applications demonstrations platform for the business community and the public.

香港貨品編碼協會計劃於2012年第三季度在香港科技園成立香港物聯網中心。繼前香港無線射頻識別中心(2008-2010)的成功，香港物聯網中心將會推動本地科技界的利好發展以延續最佳實務，繼續引領香港和珠江三角洲作為主要採納產品電子代碼 (EPC)/無線射頻識別 (RFID) 科技的地區中心，以及為業界和公眾提供一站式知識傳遞和RFID/IoT應用的展示平台。

Apart from the grand launch of the Center, the Jiangyin-Hong Kong Internet of Things Application Forum & Jiangyin Internet of Things Application Association was successfully founded on March 29, 2012. Ms Anna Lin, the CE of GS1 Hong Kong, is the chairlady of the Association. GS1 Hong Kong has been striving to realize the goals of technological advancement and innovation outlined in the twelfth Five-Year Plan. Building on the successful experience in setting up the Hong Kong RFID Center, Guangdong Province RFID Industry (Foshan) Base Demonstration Center and Shenzhen RFID Center, GS1 Hong Kong will continue its efforts to cooperate with the Jiangyin government to facilitate the IOT development and industry adoption of RFID in the Jiangsu Province.

繼演示中心隆重面世，江陰 - 香港物聯網應用技術論壇暨江陰市物聯網應用協會成立大會在2012年3月29日舉行，香港貨品編碼協會總裁林潔怡女士獲邀為該協會的會長。香港貨品編碼協會一直支持國家十二五規劃所倡議的「技術改進和革新」。秉承以往成立香港RFID中心、廣東省RFID產業(佛山)基地演示中心和深圳市RFID中心的成功經驗，本會將繼續與江陰政府合作，致力推動江蘇省的物聯網產業發展，並鼓勵業界採納RFID。



Site Visit to MTR Project Laboratory — “Construction Materials Testing” Using RFID Technology

參觀地鐵項目實驗室， 了解「建築物料測試」如何應用無線射頻識別技術

Hong Kong RFID User Group has been striving to provide a unique platform for RFID users or potential users to learn the latest RFID applications, implementation experiences and best practices. The User Group organized RFID implementation site visit on May 18, 2012 to experience MTR Corporation's RFID Awards winning case, Material Testing System (MTS). This system won a certificate of merit in Hong Kong RFID Awards 2010.

香港無線射頻識別(RFID)用戶小組一直致力提供獨有的平台，讓RFID用戶和有意使用RFID人士認識最新的RFID應用、實踐經驗和最佳實務。該用戶小組在2012年5月18日舉行了推行RFID的實地考察，展示港鐵公司名為物料測試系統(MTS)的香港RFID大獎得獎作品，該系統在2010香港無線射頻識別大獎中獲得優異獎。

This laboratory visit provides the participants with an opportunity to gain insights on how the laboratory has revamped its testing and reporting process using RFID technology. The innovative RFID solution, MTS, is an environmentally sustainable solution which streamlines the operation of materials testing and eliminates all manual recording paperwork.

此實驗室考察活動，讓參加者有難得的機會深入了解該實驗室如何藉RFID科技更新物料測試和報告流程。該創新RFID方案MTS是一項環境可持續的解決方案，能簡化物料測試的運作流程，並可免除所有人手的文書工作，省卻紙張。

Advanced information technologies help enhance quality control of materials used for construction of railway extension projects. The Projects Division of the MTR Corporation is currently managing the design and construction of five new railway extension projects. It is estimated that a great amount of concrete and steel reinforcement will be used for constructing these projects over eight years. These materials are to be sampled and tested at MTR Project Laboratory to monitor their quality. Fast, accurate and reliable test results achieved by RFID implementation are crucial to ensure these projects can be completed on time and of high quality.



先進的資訊科技有助提升鐵路拓展項目的工程物料質量監控。該港鐵公司工程部門現正管理五項新的鐵路拓展項目之設計和工程，預計此八年的工程須用大量混凝土和鋼筋。那些物料在港鐵實驗室進行樣本採集和測試。應用RFID可達快速、準確和可靠的測試結果，讓這些項目可以準時和優質地完成。

Visitors are learning about how RFID is applied in Construction Materials Testing.
參觀者正在學習如何在工程物料測試應用RFID。



Aberdeen Group
A Harte-Hanks Company

The Latest Aberdeen's Food Safety and Traceability Report Highlights the Importance of GS1 Standards

Aberdeen最新的食品安全及追溯報告帶出GS1標準的重要性



Aberdeen, a well-known research institute, has published their well-recognized Food Safety & Traceability Report which is based on 104 food and beverage companies, and focuses on general traceability capabilities and performance in the industry.

Aberdeen 是一所知名的研究所，就104家食品及飲品公司的通用追溯能力和表現進行調查，並公佈了具公信力的食品安全及追溯報告。

Two pressures driving the surveyed companies to implement a good traceability system are: (1) product quality and customer satisfaction (62%) and (2) compliance with regulatory requirements (57%). The top 20% companies score well are considered "Best-in-Class" in terms of traceability capabilities and performance.

有兩大推動力促使接受調查的公司實踐優良的追溯系統—(1)產品質量及顧客的滿意度(62%)，(2)能否遵循監察部門的要求(57%)。首20%在通用追溯能力和表現得分優良的企業會評為「最佳組別」。

The Best-in-Class companies significantly outperform in many key performance criteria, such as: 20% more products produced in compliance, 34% more complete and on-time shipments, 43% higher Overall Equipment Efficiency (OEE) and 37 hours quicker track and trace response time.

「最佳組別」的企業在多項主要評分準則表現卓越，例如比其他企業多20%按規定生產的產品、多34%完整和準時的船運、比整體配備效能(OEE)高43%，以及快37小時的追蹤與追溯回應。

Firms enjoying Best-in-Class performance shared several common characteristics, including having traceability compliance built into their system, having visibility and clearly defined responsibility in case of a quality or recall event, as well as automating the collection of traceability data.

「最佳組別」的企業有幾項共同特質，包括按規定把追溯功能內置於系統中、在質量與產品回收事件中具有透明度和企業責任，以及追溯數據自動化。

64% of Best-in-Class companies have business process in place to support the use of industry standards and tools like those offered by GS1, versus 20% for the average company.

64%「最佳組別」的企業以GS1的業界標準和解決方案支援業務運作，而其他屬普通水平的企業僅20%有該商業應用。

To improve their traceability capabilities, Aberdeen recommends that companies establish clear areas of responsibility to handle adverse events, perform mock recalls to prepare their organization and automate the collection of traceability data. Aberdeen goes on to recommend companies to take advantage of industry standards for traceability such as GS1. If they already have done so, then accelerate the adoption of traceability standards. "Driving standards like GS1 into the organization and ecosystem will allow better traceability outside the four walls", the report concludes.

為改善追溯能力，Aberdeen建議企業建立清晰的問責機制以應對事故，並且嘗試回收演習，助機構推行搜集追溯數據自動化。Aberdeen另建議企業善用如GS1的業界標準，若企業已推行該標準，則加快全面採納追溯標準。該報告總結：「在機構和業界推行像GS1這樣的標準，將更有效達致全方位追溯。」



Nine Million Items in Global Registry 在全球註冊資料庫中已有九百萬個項目

The GS1 Global Registry now contains more than nine million registered items which is a milestone figure. The GS1 Global Registry is the GDSN's (Global Data Synchronization Network) network facilitator and information directory, ensuring secure and continuous synchronization of accurate data. The more items in the GS1 Global Registry, the more information can be exchanged fluidly between companies.

GS1全球註冊資料庫現已註冊逾九百萬個項目，是一個重要的里程碑。該資料庫能為GDSN(全球數據同步)拓展網絡和提供資訊名錄，確保安全及持續的數據同步。GS1全球註冊資料庫的項目愈多，企業之間的資訊交換就愈順暢。

With GDSN, trading partners always have the latest information in their systems, and any changes made to one company's database are automatically and immediately provided to all of the other companies who do business with them. When a supplier and a customer know they are looking at the same accurate and up-to-date data, it is smoother, quicker and less expensive for them to do business together. Therefore, GDSN provides a single point of truth for product information.

有了GDSN，貿易夥伴的系統就能擁有最新的資訊，其數據庫有任何更新，都可以自動即時向有商業合作關係的企業通報。當供應商和顧客都能獲得最新和最準的數據，其合作就更順暢、快捷和具成本效益。故此，GDSN 能提供一站式正確產品資訊。

To have globally accessible and shareable data is efficient and cost-effective. Many GDSN users reported that GS1 GDSN has helped their company to reduce errors, eliminate unnecessary costs, and enhance their work with their partners across the supply chain. Having the ability to publish data just once and then share it as many times as needed brings a range of significant impact and benefits. GS1 considers reaching the milestone figure of nine million registered items as just one more testimonial of the value of the GDSN, and will continue its pursuit in data synchronization excellence.

擁有全球可讀取和可分享的數據，既有效又具成本效益。很多GDSN用戶都反映GS1 GDSN能夠幫助其公司減少錯誤、去除非必要成本，並改善其貿易夥伴在供應鏈上的商業協作。能夠即時公佈及無限次分享數據，就能穩佔重要商機。GS1視九百萬個已註冊項目這個里程碑為GDSN其中一個重要價值，並會繼續追求卓越的數據同步。



GS1 Hong Kong Calls for APEC Region-wide Collaboration on Global Supply Chain Standards

香港貨品編碼協會呼籲亞太經合組織地區就全球供應鏈標準共同協作

Asia Pacific Economic Cooperation (APEC) member economies and private stakeholders met at the Second Senior Officials' Meeting on May 20 - June 5, 2012 in Kazan Russia. GS1 Hong Kong was invited to join the APEC Policy Partnership Meeting on Food Security (PPFS) Meeting on May 28 - 29 as Ms Anna Lin had been nominated by the APEC Business Advisory Council (ABAC) of Hong Kong as a representative at the PPFS, which provided a forum for APEC experts to address food security, one of APEC's priorities for 2012. Mr KW Ho, Senior Manager of Industry Engagement, GS1 Hong Kong, also made a presentation on the **Global Wine Supply Chain Visibility Project** at the Supply Chain Visibility Workshop coordinated by Ministry of Economy (METI) of Japan on May 21. This project is one of the best practices of Cargo Status Information Network for enhancing Supply Chain Visibility among APEC region.

Calling for region-wide collaboration on application of global standards to create more efficient, safer and sustainable value chains, Mr John G. Keogh, Director of Product and Consumer Safety, GS1 Global Office delivered a presentation entitled **"An Overview of Global Standards in the Food Chain"** on behalf of Ms Anna Lin. The presentation was well-received at the meeting and it was regarded as a practical business-based proposal that offers huge value in food safety and food security to all member economies – improving food supply-chain visibility both in domestic markets and for internationally traded food, enhancing traceability and recall of unsafe foods, reducing costs and driving supply chain efficiency, building consumer confidence in food products, and contributing to strong economic growth.

APEC is the primary vehicle for promoting sustainable economic growth and prosperity in the Asia-Pacific region. In 2012, it aims to achieve four objectives, namely, trade and investment liberalization, facilitating business, intensifying regional economic integration, and ensuring personal security. Supply Chain Connectivity is a high priority initiative for APEC/ABAC, both at the working and policy levels. GS1 Hong Kong will continue to work with ABAC to add value for APEC economies through infrastructure improvement and raising the standard of food supply chain. The organization's participation in the APEC Policy Partnership on Food Security (PPFS) Meeting was reported in Ming Pao on June 2, 2012.

亞太經合組織 (APEC) 會員經濟體系和私營機構持分者於2012年5月20日至6月5日於俄羅斯喀山舉行第二次高級官員會議。香港貨品編碼協會總裁林潔貽女士獲APEC企業諮詢委員會(ABAC)一香港區委任為代表出席APEC糧食安全策略伙伴關係 (Policy Partnership on Food Security, PPFS) 會議，該會議是一個讓APEC專家商議糧食安全的平台。香港貨品編碼協會企業拓展高級經理何錦榮先生，在日本經濟部於5月21日舉辦的供應鏈透明度工作坊匯報「**全球葡萄酒供應鏈透明度項目**」，該項目是貨運資訊網絡的最佳實務之一，旨在提高現今APEC區域的供應鏈透明度。

為呼籲不同的地區協力應用全球標準共創更有效、更安全和可持續的價值鏈，GS1總部產品及消費者安全總監John G. Keogh先生代表林潔貽女士在會議中匯報「**在食品供應鏈採納全球標準綱要**」。該匯報在會議中備受肯定，並且視為一項實際、商業為本的建議，能為會員經濟體系的食品和糧食安全提供重大價值改善本地市場和國際貿易食品的供應鏈透明度、提升追溯能力和不安全食品回收、減低成本，以及增加供應鏈效率、建立消費者對食品的信心和帶動強勢經濟增長。

APEC是推動亞太區持續經濟增長和繁榮的原動力。在2012年，APEC尋求達成論壇四個目標，包括貿易和投資自由化、促進商業活動、深化地區經濟融合，以及落實人身安全。「**供應鏈連接**」是APEC/ABAC在運作和政策層面首要關注項目之一。香港貨品編碼協會繼續與ABAC協作，憑藉改善食品供應鏈和基建，為APEC經濟體系創優增值。協會參與APEC糧食安全策略伙伴關係(PPFS)會議一事於2012年6月2日刊登於明報。



Food Safety Boosts the Needs of Global Traceability Seminar 2012 2012「食品安全議題促大眾關注全球追溯能力」研討會

March 1, 2012
2012年3月1日

GS1 Hong Kong and SGS Hong Kong joined hands to hold the Seminar to highlight the importance of traceability as an effective management tool providing a mechanism for prompt reaction to a crisis in the food supply chain. The representatives from SGS Hong Kong and GS1 Hong Kong delivered presentations covering 'How DNA – Detection Tests Help Food Traceability', 'Introduction of Food Traceability System ISO 22005', 'Food Tracing and Tracking' as well as professional experience sharing. The Seminar was well-received by Food Industry professionals.

是次研討會由香港貨品編碼協會與香港通用公證行 (SGS Hong Kong) 合辦，帶出有效運用追溯能力為管理工具的重要性，以在食品供應鏈事故中盡快作出回應。SGS Hong Kong 香港貨品編碼協會的代表在會中作演講，主題涵蓋「如何藉DNA測試優化食品追溯能力」、「介紹食品追溯系統ISO 22005」、「食品追蹤與追溯」，以及專家經驗分享。該研討會獲食品專業人士好評。

Synchronized Supply Chain Workshop 供應鏈同步配銷工作坊

March 22-23, June 21-22 & September 27-28, 2012
2012年3月22-23日，6月21-22日和9月27-28日

Titled 'Improving Supply Chain Profitability', the two-day Synchronized Supply Chain Workshop was held to equip participants with knowledge of Synchronized Supply Chain Replenishment (SSCR), which is a supply chain practice assisting companies to diagnose the existing inventory status to eliminate all inefficiency in supply chain, which will ultimately maximize sales performance. It perfectly fits for Fast Moving Consumer Goods industry that has multiple sales channels and a wide product range. The Workshop was organized by GS1 Hong Kong and supported by DataDevelop, with Mr Henry Soo conducting the workshop.

為期兩天的供應鏈同步配銷工作坊以「改善供應鏈盈利」為題，旨在培訓參加者運用「同步供應鏈補貨(SSCR)模式」一種藉分析企業存貨狀況達致有供應鏈的管理方案，最終增加盈利表現。此方法尤其適合具多項銷售渠道和產品項目眾多的快速流動消費品行業。是次工作坊由香港貨品編碼協會主辦，並獲DataDevelop支持，蘇超良先生為該工作坊講師。

SMEs Promoting Domestic Sales Workshop 中小企開拓內銷工作坊

March 30, 2012
2012年3月30日

To assist Hong Kong enterprises, especially SMEs, to develop brands, upgrade and restructure business operations, and promote sales in the Mainland market, GS1 Hong Kong cooperated with Hong Kong Brand China Market Association (HKBCMA) to organize the SMEs Promoting Domestic Sales Workshop. The Workshop was conducted by Mr Lee Chi Hung, the Chairman of HKBCMA, and Ms Ng Kwok Ting, the Senior Corporate Consultant of Hong Kong Productivity Council, focusing on low-cost domestic sales promotion and utilizing barcodes to promote sales and manage operations.

為協助香港企業(特別是中小企)發展品牌、升級轉型和開展內地內銷市場，香港貨品編碼協會與香港品牌內銷協會(HKBCMA)合辦中小企開拓內銷工作坊。該工作坊由HKBCMA會長李志雄先生和香港生產力促進局企業管理高級顧問吳國丁小姐擔任講者，內容主要關於具成本效益的內銷推廣和善用條碼作提高盈利和改善營運。

Lean Supply Chain Solutions for Profits Seminars 改善盈利的精益供應鏈解決方案研討會

March 31, April 2 & 21, 2012
2012年3月31日，4月2及21日

GS1 Hong Kong cooperated with The International Supply Chain Education Alliance (ISCEA) to organize the captioned seminar series to share the insights of lean supply chain. In 'Go beyond Material Requirements Planning (MRP) – Experimental Seminar' held on April 2, 2012, Ms Carol Ptak, author of *Orlicky's Material Requirements Planning* published by McGraw-Hill in 2011 shared the critical success factors on driving a breakthrough beyond MRP. Success cases were shared by Certified Lean Masters.

香港貨品編碼協會與國際供應鏈教育聯盟(ISCEA)合辦一系列改善盈利的解決方案研討會，讓與會者深入認識精益供應鏈(Lean Supply Chain)。在2012年4月2日舉辦的「超越物料需求規劃層面(MRP)－體驗式研討會」，McGraw-Hill於2011年出版的*Orlicky's Material Requirements Planning* 作者Carol Ptak小姐，在會中分享在MRP層面以外尋求突破的致勝關鍵。屆時另有通過認證的精益師(Certified Lean Masters)分享成功案例。

Conference on "Mobile Retail: Business Drivers and Technology Enablers" 「零售業之移動科技新應用」論壇

April 13, 2012
2012年4月13日

Organized by Hong Kong Trade Development Council (HKTDC) and Hong Kong Retail Technology Industry Association (RTIA), the Conference was held at Hong Kong Convention and Exhibition Center focusing the discussions on how emerging technologies can enable retailers or brand owners to better communicate and transact with their customers either in-store or at a remote location. Ms Grace Cheung, Head of Marketing & Communications, from GS1 Hong Kong was invited to deliver a speech on "Deliver Your Product Value & Brand Value in Just One Scan" to introduce Consumer Connect, a mobile app developed GS1 Hong Kong for brandowners and retailers to promote their products via innovative media.

該論壇由香港貿易發展局(HKTDC)和香港零售科技商會(RTIA)主辦，於香港會議展覽中心舉行，內容主要為最新科技如何幫助零售商或品牌商與客戶在商店或遠方作有效溝通和交易。香港貨品編碼協會市場及傳訊部總監張綺嫦小姐獲邀分享「哪一次就能帶出你的產品及品牌價值」以介紹「物密鄰 - 一個由香港貨品編碼協會開發的手機程式」，旨在為品牌商及零售商提供創新的宣傳渠道。

eHealth Free Seminar Series 2012 2012 電子醫療免費講座系列

April 19, 2012
2012年4月19日

Mr K.K. Suen, the Chief Architect and Principal Consultant of GS1 Hong Kong, was invited to present on 'Global Standards for Traceability in Healthcare Sector' in eHealth Free Seminar Series 2012 organized by eHealth Consortium. Mr Suen explained the definition of traceability and elaborated the role of GS1 standards in optimizing Healthcare Supply Chain Processes from the manufacturer to waste management. The four essential principles explained are Unique Identification, Data Capture and Recording, Links Management and Data Communication.

2012電子醫療免費講座系列由電子健康聯盟主辦，香港貨品編碼協會總工程師及首席顧問孫國江先生獲邀在會中分享「在醫療業界憑藉全球標準改善追溯能力」。孫先生解釋追溯能力的定義，並詳述GS1標準如何優化醫療供應鏈由供應商至廢物處理的流程。他所解釋的四項主要原則分別為獨有識別功能、數據讀取和紀錄、連接管理和數據通訊。

GS1 Global Traceability Training GS1 全球追溯訓練

April 23-27, 2012
2012年4月23-27日

The five-day GS1 Global Traceability (GTC) Training held at GS1 Hong Kong is provided for GS1 Member Organizations' staff, local collaboration partners and/or solution providers responsible for auditing or identifying traceability opportunities and providing high level traceability technical advice. The Training provided attendees with all the skills necessary to operate as a GTC auditor in assessing companies to improve their traceability, gave an essential perspective to GS1 professionals responsible for the planning and implementation of traceability assessments and taught how a professional auditor works with audit findings.

為期五天的GS1全球追溯訓練(GTC)在香港貨品編碼協會舉行，旨在訓練負責核對或識別追溯機會，以及提供高端追溯技術指導的GS1成員機構職員、本地合作夥伴及/或解決方案供應商。該訓練教授作為GTC稽核員為改善追溯能力而評核企業的所需技巧、向負責規劃和推行追溯能力評核的GS1專業人員傳授專業知識，並且教授專業的稽核員如何跟進稽核結果。

'SME Dedicated Fund' Seminar 「中小企專項基金」研討會

June 5, 2012
2012年6月5日

The 'SME Dedicated Fund' seminar was organized by Hong Kong Brand China Market Association (HKBCMA) and supported by ET Press, aiming at equipping SMEs with the know-how to build own branding to grasp the opportunity of domestic sales. The seminar was conducted by Mr Lee Chi Hung, Chairman of HKBCMA, and Mr Jacquard Lau, Business Development Manager of GS1 Hong Kong, focusing on the experience of Hong Kong companies setting up business in Mainland China and leveraging barcodes to protect the brand reputation.

「中小企專項基金」研討會由香港品牌內銷協會主辦、經濟日報出版社協辦，旨在教導中小企建立自有品牌的戰門，抓緊機遇拓展內銷市場。該研討會由香港品牌內銷協會會長李志雄先生和香港貨品編碼協會業務發展經理劉家豪先生擔任講者，內容主要關於香港企業拓展內銷市場的經驗，以及藉條碼捍衛品牌商譽。



GS1 Hong Kong Training Programs

Barcode Workshop 條碼基本概念及應用範圍工作坊

Date日期 : 19/7/2012, 16/8/2012, 20/9/2012, 18/10/2012,
15/11/2012, 20/12/2012

Advanced Barcode Workshop 條碼進階課程工作坊

Date日期 : 13/9/2012, 6/12/2012

For enquiries, please visit http://gs1hk.org/en/knowledge_sharing/events_training.html or contact GS1 Hong Kong staff at 2863 9776 / 28639714.

如有查詢，請瀏覽網址http://gs1hk.org/en/knowledge_sharing/events_training.html或致電2863 9776或2863 9714聯絡香港貨品編碼協會職員。



WINNING THE APPAREL VALUE CHAIN FROM SOURCE TO STORE

APPAREL ITEM LEVEL TAGGING (ILT) FORUM



9 AUGUST 2012
HONG KONG CONVENTION & EXHIBITION CENTER

Venue : Room N201 Hong Kong Convention & Exhibition Center, Wan Chai

Time : 9:15am-5:00pm

Admission : HKD 1,500

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Today EPC-enabled RFID Item Level Tagging (ILT) continues to gather momentum worldwide and is nearing chain-wide rollouts in multiple categories of major fashion brand owners and retailers. Together with the challenges of multiple sources of supplies and dynamic retail landscape, apparel supply chain stakeholders are required to have agile responses to win and enjoy the business benefits delivered by the underlying RFID technology from Source to Store.

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- Grab first-hand ILT initiative information from trading partners on site
- Examine the collective efforts required to win ILT from Source to Store

Implementation Journeys Sharing

- Listen to the collective voice from upstream value chain on practicing ILT
- Practical experience sharing from manufacturers, brand owners & retailers who practice EPC-enabled RFID item level tagging
- Learn the business efficiency gained from improved inventory visibility, risk mitigation to reduced chargebacks achieved by ILT pioneers

Innovations to WIN

- Explore the innovative applications available to commence ILT from tagging to data collection and robust information exchange at the Marketplace

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- Logistics Services Providers
- Fashion Retailers
- Apparel Manufacturers
- Solution Partners

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