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Highlights 本期聚焦

Distinguish Genuine Products with GS1 Hong Kong Solutions
香港貨品編碼協會方案 助分辨真假貨品

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GS1 HONG KONG SUMMIT 2016
Innovating for Digital Consumers Connection

About the Summit

With the growth in the diversification of on-line sales channels and platforms, e-commerce and omni-channel business become the hottest topics across the indsutries. The Summit aims to broaden its exposure through gathering expertises and insights from different industries on innovative ways to engage consumers, bridging them with physical and digital world, in which they can jump on the bandwagon of e-commerce and acquire more business opportunities.

Register Now

Date:	3 November 2016 (Thursday)
Time:	9:15am — 5:15pm
Venue:	HKCEC
Early bird ticket:	Register by 15 September to save up to 20%
Group registration:	Enjoy further 20% discount for a group of 4 or above

What's New

One of the highlights of this Summit will be our initial disclosure of GS1 Hong Kong's first CEO Pulse Report, which compiles the collective insights of more than 80 key CEOs and industry leaders across Hong Kong. The report reveals the key business challenges, opportunities and future business strategies they face in view of an uncertain global climate and declines in consumer sentiment, as well as the rise of e-commerce and omni-channel business models.

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Organised by:

GS1
Hong Kong

Distinguish Genuine Products with GS1 Hong Kong Solutions

香港貨品編碼協會方案　助分辨真假貨品

Fake products are flooding the global market from cosmetic and personal care, health supplement, medicine to packaged food. Not only are legitimate producers facing substantial losses but consumers also. The International Chamber of Commerce (ICC) estimates that counterfeiting accounts for between 5-7% of world trade, which worths an estimated $600 billion a year. By the look of things, the situation seems serious.

Nowadays consumers are increasingly relying on electronic devices, hence the flow of goods in the digital market has become as prevalent as that in the physical world, which leads to the transformation of consumer behaviours. Global market is flooded with product information while numerous counterfeits are emerging vigorously. In face of the severe challenges posed by both situations, brand owners and consumers have to find an effective way out, so as to sort out the fakes and safeguard the sales and purchases of genuine goods. And since smart phone has become a part of everyday life, if mobile device can distinguish the real goods from the fake ones, it will bring significant benefits to the businesses and consumers.

In view of this, GS1 has launched a series of solutions, including "REAL Barcode" Authentication Solution, "SmartQR" Product Authentication Solution and "Hong Kong Trusted Product" Programme. These solutions can help the brand owners and consumers to verify the authenticity of products as well as obtain product information, and even track the origins of the products, as well as identify trusted brands or merchants, ultimately achieving a win-win situation.

假貨充斥全球化妝品及個人護理、健康產品、成衣、傳統中藥甚至包裝食品市場，這不僅令正貨生產商蒙受巨大的損失，消費者亦有不知情買入假貨而蒙受損失之虞。按國際商會(ICC)估計，冒牌產品交易佔全球貿易總額約5-7%，每年交易總額更達約6,000億美元，可見情況嚴重。

隨著消費模式逐漸電子化，貨品由實體世界走進了數碼世界，消費者的購物行為亦有所改變。大量的產品資訊充斥環球市場，市面上的冒牌產品紛紛湧現，令正貨產品面臨嚴峻的挑戰。品牌商和消費者都需要準確而有效的方案去分辨貨品真偽。現時智能手機已成為日常生活中不可缺少的工具，如能透過手機分辨產品真假，對商戶及消費者均會帶來重大裨益。

有見及此，香港貨品編碼協會推出一系列解決方案，透過「真的碼」條碼驗證解決方案、「智慧QR碼」產品驗證方案及「香港信心產品」計劃，品牌商及消費者不僅能驗證產品真偽，亦能適時獲取產品資訊，甚至追蹤產品源頭，以及識別可信賴的品牌或商戶，最終達致雙贏局面。

REAL Barcode Authentication Solution
Combat counterfeiting and enhance brand loyalty
「真的碼」條碼驗證解決方案
打擊冒牌貨品　提升品牌形象

REAL Barcode
真 的 碼

GS1 Hong Kong "REAL Barcode" Authentication Solution provides advanced anti-counterfeit technology for the brand owners. GS1 Hong Kong "REAL Barcode" is an integrated barcode combining a mark of multiple layers of tamper resistant security features with a GS1 standard barcode. The mark consists of cutting-edge patented technologies providing high level of security which prevents replication. Through using the FREE trusted validation mobile app "REAL Barcode" provided by GS1 Hong Kong, consumers can simply scan the barcode and obtain authentication results within a few seconds. It is a proprietary security code that allows the brand protection investigator or end customer to carry out instant authentication before purchase.

香港貨品編碼協會最新推出「真的碼」條碼驗證解決方案，增加產品防偽特徵。「真的碼」是一個融合多層防修改保安塗層及GS1標準條碼的綜合條碼，嶄新的塗層專利技術，能有效防止條碼被複製。透過利用香港貨品編碼協會提供的免費流動裝置程式「真的碼」，消費者可以分辨真確的貨品包裝。這個專有的安全碼亦能讓最終顧客及品牌保護調查員對貨品包裝真偽作出即時驗證。

Features

- Based on GS1 global standard
- The most secured anti-counterfeit technology for product package
- Can be integrated into hangtags, stickers and different mainstream packaging materials
- Works with online smartphones (iOS / Android)
- Simple to use without affecting retail POS checkout
- No additional unit cost to retailers
- Easy to implement compared to other brand protection technologies in the market
- Serves as a reliable tool for consumers to validate teh product package authenticity before purchase
- Increases difficulty and cost for counterfeiters

「真的碼」的主要特徵

- 條碼採納GS1全球標準
- 最高保安的防偽特徵技術
- 可印於不同物料上，包括吊牌標籤、貼紙及主流包裝
- 有網絡連接的智能手機(iOS / Android)均可使用
- 操作簡單，不會影響零售點的收銀流程
- 零售商毋需支付額外的產品成本
- 比市場上其他品牌保護技術更容易採用
- 作為消費者及品牌持有人的可靠工具，有助在購物前驗證產品包裝的真偽
- 提高冒牌生產商仿製的難度及成本

Consumers can use their smart phones to scan the "REAL Barcode" printed on the products packaging by the manufactures to ascertain the genuine goods instantly, and at the same time use the apps to find information of genuine goods.

商戶只需把「真的碼」列印於產品包裝上，消費者購買時可即時使用智能手機的「真的碼」流動應用程核實產品包裝真偽，同時亦能透過應用程式查看正貨資訊。

Benefits to the brand owners

- Reduces revenue lost
- Creates better customer journey and enhances customer confidence and engagement to boost sales revenue
- Elevates brand image by providing protection to customers
- Prevents potential damage to brand reputation resulting from counterfeits
- Avoids legal issues raised by fake products

Benefits to the consumers

- Identifies if a product is real or fake before purchase with one simple scan using a smartphone (iOS /Android) and instantly obtains the result
- Retrieves trusted product information provided by brand owners through GS1 Hong Kong's BarcodePlus platform
- Reduces the risk in buying fraudulent goods unknowingly

對於品牌持有人的效益

- 減少收益上的損失
- 創造更佳的消費流程，並提升顧客的信心及互動以增加業績
- 透過保障顧客，提升品牌形象
- 杜絕冒牌貨品為品牌商譽帶來的不良影響
- 避免冒牌貨品所引致的法律問題

對於消費者的效益

- 只需於購買產品前利用智能手機 (iOS /Android) 一掃，便可即時取得驗證結果，辨別產品真偽
- 可從香港貨品編碼協會的BarcodePlus平台，取得由品牌持有人提供的可靠產品資料
- 減低不知情購入假貨的機會

SmartQR Building Brand Protection and Consumer Loyalty with Innovations
「智慧QR碼」保護品牌及建立客戶忠誠度

Consumers are now more digital-savvy and flooded with information about competitors' products, prices and promotions. The rise of e-commerce seems to have unveiled numerous opportunities for legitimate brands, but simultaneously, counterfeiters are also taking huge advantage of the online eco-system to expand their business.

GS1 Hong Kong has launched SmartQR, an innovative dual factor security brand protection and consumer loyalty solution, combining an authentication code printed on QR code label and validated by the trusted GS1HK mobile app, namely "Consumer Connect", with the integration of the ezTrack cloud-based traceability platform. It aims at enabling brand owners, distributors and retailers to protect their brand equity against counterfeits and parallel imports while enhancing customer loyalty.

互聯網及電子產品的廣泛應用令市場競爭日漸激烈，消費者常接收到來自競爭對手的產品、價格及推廣資訊。電子商貿的崛起似乎為企業創造了不少新商機，但盜版商人同樣深諳網上生態之道，藉此大張旗鼓。

香港貨品編碼協會所推出「智慧QR碼」，是一項同時提供品牌保障及建立客戶忠誠度解決方案的創新雙因素技術。利用結合「蹤橫網」雲端追溯平台的「物密嘟」流動應用程式，消費者只需掃瞄正貨標籤上QR碼就可認證產品。「智慧QR碼」旨在協助品牌持有人、批發商及零售商保障其品牌誠信，打擊盜版及水貨活動，同時增強客戶忠誠度。

Authenticating before purchase, Combating counterfeits to protect brand equity

Consumers will only know the counterfeits they bought after purchase. This will lead to the brand image loss. SmartQR allows customers to verify product authenticity — including sales status, location and whether it is authorised for sale in a particular market prior to purchase. They can do this by scanning the QR code with a smart phone. Such solution helps enlist consumers to become a brand's quality inspector and discourage them from purchasing counterfeits and parallel imports.

Strengthening customer loyalty

Through SmartQR, brand owners and retailers can connect with customers easily. By scanning the product's QR code, customers can obtain unique product features and creative content from the packaging. Some more functions can be equipped including activation of their product warranties, share of promotional offers, participation in lucky draws, redemption of free gifts and even receipt of e-coupons.

Additionally, the feature linking with social media, brand awareness will be proliferated in unpredictable viral effect among its peers. As a cost-effective tool for brand enhancement, these features can be customized to an individual company's marketing as well as promotional strategies.

Enhancing channel management via product route visibility

By implementing SmartQR, industry stakeholders can track the status of all their product items at any given location and time, throughout the supply chain. Participating companies will also be alerted to sales of their products in any unauthorised markets or outlets. With real time information provided to them accurately, they can detect parallel import activities and act promptly.

購物前驗證真偽 打擊盜版 保障品牌誠信

以往，消費者多於購物後經過多方檢測才認知自己購入假貨，並因此對品牌大打折扣，品牌商蒙受無妄之災。「智慧QR碼」讓消費者可在購物前驗證產品真偽 — 所提供的資料包括銷售狀態、位置，以及該產品是否已獲授權在特定市場出售。只需以智能手機掃瞄，所有資訊便可一目了然，令費者因此能避免購買盜版產品及水貨，減低對品牌的損害。

加強客戶忠誠度

品牌持有人及零售商均可透過「智慧QR碼」連繫消費者。後者藉掃瞄產品包裝上的QR碼後，即能了解該產品的特色及賣點。除此之外，「智慧QR碼」更具有其他額外功能，如啟動產品保養、享用推廣優惠、參加抽獎、換領贈品，甚至領取電子贈券等。

「智慧QR碼」可連結至社交網絡平台，藉同儕間廣傳訊息而提升品牌認知度，達到連鎖營銷效應，是極具成本效益的品牌推廣工具，相關功能更可按個別企業的需要改動，以配合企業的市場推廣及宣傳策略。

運送路線透明化，加強銷售渠道管理

業界持分者可透過「智慧QR碼」追蹤追溯其產品於供應鏈中的狀態，並在產品於任何未經授權的市場或商店中出售時，獲得通知。擁有準確的實時資訊，企業便能偵測水貨活動，迅速反應。

Max Choice Corporation Limited 大棧有限公司
Elevating the shopping experience with SmartQR
通過「智慧QR碼」產品認證方案增進購物體驗

Background 背景

Established in 2011, Max Choice Corporation Limited (Max Choice) now owns 22 outlets in HK, offering a lineup of wine and health food products.

大棧有限公司(大棧) 2011年開業,在香港有22間分店,提供一系列葡萄酒和健康食品。

> "We successfully differentiated our brand image with the competitors by using GS1 Hong Kong solutions. In fact, our staffs are able to learn the latest retail trend which helps the company in keeping pace with market competition, and offers them valuable knowledge for their own advancement."
>
> 「GS1 Hong Kong提供的方案有助我們於競爭激烈的市場中成功提升和突出品牌形象。 事實上,我們的員工亦因此了解到零售業最新的市場趨勢,不但自我增值,更令公司保持競爭優勢。」
>
> - Mr. Sam Ng, Managing Director, Max Choice
> 大棧董事總經理吳鴻森先生

Challenges 挑戰

Max Choice understands the concerns of consumers about the authenticity, origins and other details of the ingredients from these products. To address this challenge, the company has been in search of a solution allowing consumers to retrieve product information beyond the packaging labels and to verify the authentication of products before making purchase decisions. This would help consumers develop a stronger confidence towards the products and enhance their loyalty to the brands concerned.

大棧深明消費者關注這些產品的真偽、來源地和成分詳情,因此尋求方案,希望讓消費者能擷取產品招紙以外的資訊,並在購物前驗證產品真偽,從而提高消費者對有關產品的信心及品牌忠誠度。

Solutions 解決方案

To fulfill this commitment to its customers, Max Choice decided to adapt SmartQR Product Authentication Solution on the high value products. To enable consumers to track the product details, an item level serial number is assigned using the GS1 Serialized Global Trade Item Number (SGTIN). QR barcode format is also used to store the SGTIN which will direct the consumers to access the extended product information in a real-time basis. A two layers secured label is designed in which customers can use smart phone to scan the SmartQR on the outer package before purchase in order to acquire the product information and its availability. There is another hidden SmartQR label, which allows customers to scan and authenticate the product.

為履行顧客服務承諾,大棧決定為高級產品採納「智慧QR碼」產品驗證方案。為讓消費者追蹤產品詳情,大棧為每件產品編配一個GS1 國際貨品編碼序號,並以QR碼儲存該編號,消費者通過條碼將可實時擷取產品的延伸資訊。此外,大棧亦特製了兩層的保安標籤,只要在購買產品前用手機掃瞄包裝外的「智慧QR碼」,便可了解相關資訊和可供銷售的狀況。另有一層隱藏的「智慧QR碼」,在購買後藉掃瞄即可驗證單件產品是否正貨。

Benefits 效益

Max Choice 大棧有限公司

- Facilitates 'first-in, first-out' inventory management flexibility
  方便執行富操作彈性之「先入先出」倉存管理流程

- Captures product information from BarcodePlus with consumer information for loyalty campaigns analysis
  消費者經由BarcodePlus網站擷取產品資訊時會向網站提供相關資訊,以便公司進行品牌忠誠度推廣計劃之數據分析

Consumer 消費者

- Retrieves extended product information by scanning the barcode through mobile or smart kiosk
  經由流動電話或智能資訊站掃瞄條碼藉以檢索延伸性產品資訊

- Protects and gains confidence, and earns promotion offers by inputting product authentication verification code via BarcodePlus
  經由BarcodePlus網站輸入產品驗證碼,獲取購物優惠並增強購物信心析

E-commerce Goes Viral in China, "HK Trusted Product" Programme Helps You Grasp Limitless Opportunities in the Mainland Market with 300 Million Online Shoppers
網購熱潮席捲內地「香港信心產品」計劃助你開拓 3億內地網購用戶市場

"Hong Kong Trusted Product" programme is set up by GS1 Hong Kong to enhance consumer confidence towards shopping in Hong Kong or purchasing local registered products. With the "HK Trusted Products" logo, consumers can easily identify trusted brands or merchants.

Although there exists numerous online shopping platforms, almost 80% online consumers are concerned about product authenticity for online shopping. In response, "Hong Kong Trusted Products" from "ShopThruPost" determines to address the issue head on with the aim to foster consumer confidence towards online shopping.

「香港信心產品」計劃由香港貨品編碼協會所設立,旨在加強本地和外地顧客在香港購物的信心或提高消費者購買本地註冊品牌的意欲,以表彰香港的正版正貨產品。此計劃希望讓消費者可憑「香港信心產品」的標誌,識別出值得信賴及支持的品牌或商戶,從而安心購物及消費。

網購平台林林總總,根據調查報告指出,近8成消費者最關注的是網購平台上產品的真偽,而現時由香港郵政管理的網上購物坊—「樂滿郵」就可讓顧客們選購到「香港信心產品」。「樂滿郵」為你提供安全的網上購物途徑,以及可靠的派遞服務,讓你安坐家中享受購物樂。

Trusted Product Delivers Quality Assurance

The information source of "Hong Kong Trusted Product" is reliable, with every product information provided by brand owners or authorised distributors. Consumers can make use of GS1 barcode to obtain detailed product information conveniently through internet, mobile devices or smart kiosks.

Trusted Product Benefits Beyond Imagination

It will be an excellent opportunity for a company to promote its products as "HK Trusted Products" in a bid to enhance customer's confidence and brand image for purchase. Since HK Post has included "HK Trusted Products" on its "ShopThruPost" e-commerce platform, this will help the company to develop its business network and explore more business opportunities in Hong Kong or even worldwide.

"HK Trusted Products" will be promoted on various media channels including newspaper, website, GS1 Hong Kong's press releases and publications. Entitled companies can also use the logo of "HK Trusted Products" on their promotional materials and recognized products.

信心產品‧信心保證

「香港信心產品」的資訊來源可靠,當中每一件產品的資料均由獲註冊及授權的品牌持有人或批發商所提供,讓消費者可透過GS1 條碼,在互聯網、智能電話或智能資訊站內立即取得詳細的產品資訊。

網路行銷你我他／信心產品效益無限

透過參加「香港信心產品」計劃,企業將可獲得絕佳的推廣機會,與頂級企業攜手合作,推廣重視消費者權益的形象。這項榮譽可加強消費者對獲嘉許企業的旗下產品及服務質素的信心。加上「香港信心產品」會於香港郵政的「樂滿郵」電子商貿平台上銷售,有助公司開拓香港甚至全世界的業務網絡。

「香港信心產品」亦可獲得各種媒體推廣機會,包括報章、網頁,以及香港貨品編碼協會的新聞稿及出版刊物等。而獲嘉許企業將被授權於受認可公司或產品相關的市場推廣物品上使用「香港信心產品」標誌。

Partnership with ShopThruPost, Fueling your Logistics Chain

"ShopThruPost" is an online shopping mall administered by Hongkong Post, where you can find and purchase your ideal products. It provides you a secure online shopping channel with dependable delivery services so that you can enjoy the convenience of shopping from home. You can purchase different types of stamps and souvenirs, including Hongkong Post's own products and consigned goods given by merchants. It carries a great variety of merchandise, ranging from "Make My Card" personalized service, festive hampers, baby care products to green living & food items, and the catalogue is still growing.

Shortcut to Explore Mainland E-Commerce Business

"ShopThruPost" offers you a shortcut to explore e-Commerce business in Mainland China. Merchants do not need to set up any websites or e-shops, which helps to reduce the operating costs, so that you can develop your e-commerce business conveniently. "ShopThruPost" offers delivery services to more than 1900 cities in China, enabling merchants to explore the huge market in Mainland. China now boasts the world's largest e-Commerce market and the total transaction value of China online shopping market has reached 4 trillion yuan in 2015, showing the great potential of e-Commerce business.

Reliable Delivery Services Help your Business Grow and Prosper

"ShopThruPost" allows you to enjoy the reliable delivery service. All items ordered from "ShopThruPost" can be delivered by mail or collected at post offices.

攜手與香港郵政「樂滿郵」 打破物流業地域界限

「樂滿郵」屬於香港郵政(香港特別行政區政府的郵政部門)所管理的網上購物平台,具備銷售及信心保證。此網上購物坊售賣各式各樣的郵票和紀念品,包括香港郵政的自家產品及商戶寄銷品,由心意卡訂製、節日禮物籃、嬰兒護理產品以至綠色生活與食品等亦包羅其中。

拓展內地電子商貿的低門檻捷徑

「樂滿郵」是商戶打入電子商貿市場的低門檻捷徑。商戶毋須設立任何網站或電子商店,以助您節省成本,簡單快捷地開展電子商務,接觸更多網購顧客。「樂滿郵」更提供內地送遞服務,範圍覆蓋內地逾1900個城市,協助商戶拓展龐大的內地市場。內地的網購零售總額位列全球第一,去年的全年消費額更高達4萬億元,可見網購市場潛力無限。

可靠派遞服務助你業務一日千里

「樂滿郵」讓你體驗獨一無二的派遞服務,所有從「樂滿郵」訂購的商品可選擇透過郵遞服務派送、櫃位領件或上門派遞,同時亦支持海外派遞。

3 Steps to Validate "HK Trusted Products"
驗證「香港信心產品」3 步曲

1 Merchant registers in "ShopThruPost"
有興趣的商戶先於「樂滿郵」登記

2 Hongkong Post will send the application form to GS1 for checking and confirmation
香港郵政收妥申請表後會交予GS1確認

3 GS1 will validate the products from merchants by the barcode which must contain the company prefix "489"
GS1會跟據商戶產品的條碼作驗證（須為香港條碼字首「489」）

For detailed terms and conditions, please visit "Hong Kong Trusted Products" website.
有關服務條款及細則詳情,請參閱「香港信心產品」網頁。

GS1 HK and Retail Asia Expo Jointly Organise Top 10 eCommerce Website Award 2016
Promote Efficient Digital Portals or Websites to Improve User Experience
GS1 HK與亞洲零售博覽會攜手舉辦2016年十大電子平台商貿網站大獎
提倡電子平台或網站，提升用戶體驗

The presentation ceremony of the Top 10 eCommerce Website Awards 2016 (the "Awards"), jointly organised by GS1 Hong Kong and Retail Asia Expo, was successfully held during the opening ceremony on 13 June in Hong Kong. The prestigious event for Hong Kong's retail industry was attended by industry VIPs, Advisory Committee members and senior executives from the retail industry.

The Awards aimed at recognizing and rewarding shops, companies, web platforms and individuals from retail industry in Hong Kong for delivering exemplary and practicable standards in promoting eCommerce. It also serves as a platform for inspiring and motivating industry parties to collaborate and deliver the ultimate experience to customers, thus driving business sales and sustainability via digital platforms or websites.

Upon receiving entries from over 50 renowned companies, the selection of the final recipients of the Awards was undertaken by a judging panel convened by professionals from GS1 Hong Kong, Diversified Communications Hong Kong and The Best Practice of eCommerce.

There was a list of judging criteria of the Awards, namely, innovation, customer services, site effectiveness, user friendliness, human interaction efficiency, search engine effectiveness, branding differentiation, multi-device friendliness, social media integration, order process and omni-channel.

「2016年十大電子商貿網站大獎」頒獎典禮，由香港貨品編碼協會及亞洲零售博覽會共同主辦。得獎者於是次博覽會開幕典禮接受殊榮。展會備受零售界尊崇，當日聚集業界翹楚、博覽會諮詢委員及零售界高管，可謂盛況。

「十大電子商貿網站大獎」旨為嘉許不斷追求卓越，並力求改善電子平台或網站的用戶體驗，從而帶動企業的產品銷售及可持續發展。同時，獎項作為對零售商終年成就的一項肯定，鼓勵他們為銷售數額與質量努力營役，再創佳績。

本年有逾50家著名企業參賽。選拔最終得獎名單的評審委員分別來自香港貨品編碼協會、Diversified Communications Hong Kong和The Best Practice of eCommerce。

獎項的評審標準包括創意、客戶服務、網站效率、操作便利程度、互動性、搜尋引擎效率、品牌區別、能否配合多種裝置、社交媒體連繫性、訂購流程和全方位渠道。

For more details concerning each criterion, please refer to 詳情可瀏覽以下網址：

https://www.gs1hk.org/industry-recognition/top-10-ecommerce-website-award/winners

Winners of Top 10 eCommerce Website Awards 2016
「2016年十大電子商貿網站大獎」得獎企業

(Winning companies are listed below in alphabetical order by organisation name)
（得獎機構名字以英文字母次序排列）

- **3M eShop** 3MeShop.hk provides a one-stop portal shopping experience with effective display of content, clear categorisation of products and well-developed customer hotline. 3M eShop 的設計方便瀏覽，而且產品分類清晰，客戶服務熱線的運作亦非常成熟，為消費者提供一站式購物體驗。

- **Bonjour Cosmetic Wholesale Center Limited 卓悅化粧品批發中心有限公司** Bonjourhk.com provides consumers convenience with diverse secure payment methods. HK and Mainland customers can use their preferred channel for user-friendly purchase. 為便利消費者，卓悅化粧品官方網上商店 提供多種安全的付款辦法，香港及內地顧客均可選擇最合符自身需要的付款模式，購物過程方便。

- **Bossini Enterprises Limited 堡獅龍企業有限公司** bossini.com successively leads the retail apparel industry with distinctive promotional campaigns, efficient order process, world-wide delivery and after-sale caring service. 藉富有特色的推廣活動、高效率的訂購程序、全球送貨服務及貼心的售後服務，在成衣零售業表現卓越。

- **Chow Sang Sang Jewellery Co. Ltd. 周生生珠寶金行有限公司** hkeshop.chowsangsang.com promotes its prestigious brand with logo, label, website design and content. Multi-device friendliness facilitates operational efficiency and consumer convenience. 周生生網上商店從商標、標籤及網頁設計以至內容方面，打造享富盛名的品牌。網站運作流暢，兼容性高，方便消費者。

- **FingerShopping Limited 指點購物有限公司** fingershopping.com offers in-store support and omni-channel shopping experience with effective logistics and customer services, where customers can collect purchased items at Circle K stores. 指點旗下的網站為消費者提供店內支援服務及全方位購物體驗。藉優秀物流與顧客服務，消費者可於OK便利站取貨。

- **Lane Crawford (Hong Kong) Limited 連卡佛（香港）有限公司** LaneCrawford.com provides seamless shopping experience to customers with omni-channel retailing, which combines social media promotion campaigns, online and offline services. 成功結合社交媒體宣傳及線上線下服務。網上及實體商店為消費者提供暢通無阻的購物體驗，體現全方位零售的優勢。

- **mydress.com** myDress.com tailors customer preferences based on their viewed items to suggest related products. The comprehensive customer service includes allowing payment after product delivery, valid refund policy, and prompt service hotline. 參考顧客曾點閱的產品作出建議，以饗其好。網站的客戶服務全面，容許消費者取貨後再付款。退款政策合理有效，熱線電話亦能快捷地回覆顧客查詢。

- **Nike H.K. Ltd.** Nike.com creates customer shopping experience with smooth order process, fast and efficient delivery, and caring customer services. Remarketing campaigns enable precise suggestions of products that suit customer preferences. Nike的訂購流程運作順暢，送貨效率高，客戶服務貼心，為消費者打造一流的購物體驗。網站的二度營銷功能可因應消費者的個人喜好，建議合意的產品。

- **Samsonite Asia Limited** Samsonite.com offers user-friendly website features, including clear categorisation and search bar with suggestions, which promotes high search engine effectiveness. Samsonite為顧客提供簡易的網站功能體驗，包括清晰的分類及能篩選與推薦搜尋項目的搜尋器等，用途完善。

- **Zara Asia Limited** Zara.com updates customers with its latest and fast moving apparel items that are synchronised and available at both online shopping site and physical stores. Zara的網上商店及實體店舖一直同步更新，為消費者帶來最時尚的產品。

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BPS Global's automation team is a professional warehouse automation system integrator, providing turn-key solutions for analysis prior to automation selection, system design, development and management at all levels of implementation, evaluation and continuous improvement after automation go-live.

The scope of automation can vary from manual to semi-automatic or fully automated process implemented by phases. The basic principle is to meet the target warehouse development requirement and maximize Return on Investment (ROI).

5 STEPS TO BUILD UP CUSTOMIZED
WAREHOUSE AUTOMATION

1. Warehouse Profile Analysis
2. Equipment Evaluation and Selection
3. Phased Design and Implementation
4. Training and Operational Guidelines
5. Continuous Monitoring and Improvement

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Internet of Things Conference — Unleashing the Power of IoT for Smarter Business, Smarter Living
物聯網會議 — 物聯網科技引領智能商貿，智慧生活

The **4th Hong Kong Internet of Things (IoT) Conference 2016** ("the Conference") was successfully held on 21 June in the Hong Kong Convention and Exhibition Centre. Themed "Accelerating Business Decision with Internet of Things", the Conference gathered over 500 pioneering leaders and influencers in the industry. It focused on the new generation of IoT technology and application that have penetrated into our everyday life and is continually reinventing the business models and transforming the future business. It also elaborated on the need to understand the pattern of data and how to develop logical insights from it.

由香港貨品編碼協會主辦的**第四屆香港物聯網會議2016**（下稱"會議"）已於六月二十一日假香港會議展覽中心舉行。今年的會議主題為「物聯網引領高效商業決策」，聚集逾五百位業界領袖與先鋒。會議聚焦於新一代的物聯網技術和應用，探討其如何滲透於日常生活中，並不斷改變商業運作模式以及未來的商業世界。會議亦闡述了解數據模式的重要性，以洞悉市場的走勢。

Welcome Remark

Mr. **Robert Burton** - President, HK IoT Industry Advisory Council, said that strong connectivity with the Mainland China and the rest of the world, world-class universities, and robust intellectual property protection had been the foundation of HK's capacity to innovate. As a whole, he believed that the HK Government had strived to create a vibrant ecosystem with excellent software and hardware support for the stakeholders to collaborate on research, development and innovation activities, which was in line with the recognition of IoT by HK enterprises as a driver for achieving operational excellence in product quality, time to market, productivity and cost saving.

He also mentioned that data had become a crucial element for every sector of business as smart products or applications released information like never before. The discussions in the Conference could effectively "introduce some sparkling innovations on technology and applications and how to bring them on to the market, and most important, create business value, consumer trust as well as a smart city with its limitless innovations".

Opening Address Highlight

According to **Nicholas Yang**, JP, Secretary for Innovation and Technology, the Government has endeavored to set up a survey to present a blueprint for Hong Kong to become a smart city. As estimated, the number of WiFi spots in public areas will be doubled and a sum of HKD500 million will be provided to set up an Innovation and Technology Fund for Better Living.

歡迎辭

香港物聯網產業諮詢委員會主席**Robert Burton** 先生 - 提及香港與內地和世界各地區之間的緊密連繫、香港的世界級大學，以及對知識產權的良好保護，俱是香港創新能力的基礎。整體來説，香港特區政府一直致力創造優良的生態系統，提供最好的軟件及硬件支援，讓持份者能夠於各個研究、開發和創新項目中共同合作。同時，香港的企業亦視物聯網為助力，力臻在產品質素、其推出市場的時間、生產效率及節省成本四方面達到卓越營運。

另外，他提到由於智能產品或應用發放前所未有的資訊量，數據已經成為商業世界各個環節中的關鍵元素。討論中提及到創新所激發的技術和應用，以及如何將他們引進市場；而最重要的是如何透過創新所帶來的無限可能，製造商業價值，提升消費者的信心以及發展智慧城市。

開幕詞重點

香港創新及科技局局長**楊偉雄**指政府一直致力進行民意調查，希望成功展現一個打造香港作為智慧城市的藍圖。除公共場所的無線網絡熱點數量估計將以倍數增長外，政府亦會提供五億港元作為創新及科技基金以改善市民生活。

Keynote

According to **Chris Ip**, McKinsey Senior Partner, the Internet of Things (IoT) powers a whole ecosystem of use cases, for example, smart metering, smart appliances and enhanced surveillance. IoT is quickly becoming ubiquitous and would unlock tremendous value across industry verticals such as health care, retail and consumer goods. The estimated potential global economic impact will range from US$3.9 trillion to $11.1 trillion a year by 2025. IoT's value creation potential is based on its ability to solve traditionally hard business problems. Take condition-based monitoring as an example. IoT enables early detection to prioritize and optimize maintenance resources, thus reducing maintenance cost and downtime.

As described, there are three ways for a company to enter the IoT game. The first way is to ally with other companies within or beyond the industry in a coopetition[1] model to jointly build-up an IoT platform focusing on the respective products. Second, a company can initiate own IoT platform build-up by setting up minimal platform, first use cases, and ramp-up ecosystem by inviting partners and customers. Ultimately, it can join existing ecosystems by defining a clear value proposition to find a value-adding spot. He stressed that a lively ecosystem is essential as consumers do not care about platforms, but killer applications instead. Speed is also critical, as several players are currently building own IoT platforms and are creating a very dynamic environment. However, it would be wise not to expect cash before results. Rather, quite the reverse scenarios may occur.

(Photo showing GS1 Hong Kong CEO with honorable guests from left to right) Ms. Anna Lin, JP, Chief Executive of GS1 Hong Kong; Mr. Robert Burton, President of the Hong Kong IoT Industry Advisory Council and Executive Vice President of Li & Fung Trading Ltd.; Mr. Nicholas Yang, JP, Secretary for Innovation and Technology, HKSAR Government (Guest of Honour); Mr. Charles Mok, JP, Legislative Councilor (Information Technology); Mr. Allen Ma, CEO, Hong Kong Science and Technology Parks Corporation.

(圖片為香港貨品編碼協會總裁偕眾主禮嘉賓,由左至右) 香港貨品編碼協會總裁林潔貽女士太平紳士;香港物聯網產業諮詢委員會主席及利豐貿易供應商支援服務執行副總裁Robert Burton先生;香港創新及科技局局長楊偉雄先生太平紳士(主禮嘉賓);立法會議員(資訊科技界)莫乃光先生太平紳士;香港科技園公司行政總裁馬錦星先生。

主題演講

麥肯錫公司高級合夥人**Chris Ip**表示物聯網支援了包含各種使用案例的生態系統,例如智慧型計量器、智慧型家電及加強式監控。物聯網正在迅速普及化,並將解放如衛生保健、零售及消費品的各個獨立行業的巨大價值。預期至2025年,全球每年相關的潛在經濟利益將界乎3.9兆至11.1兆美元之間。物聯網的創造價值潛能建基於解決傳統商業難題的能力。以狀況監測為例,物聯網啟用早期檢測以區分維護資源的優先次序及作出相應優化,從而減省維護費及停機狀況。

Chris也描寫了公司加入物聯網局勢中的三種途徑。第一種方法是採用競合模式[1],與行業內外的公司結盟,共同建立集中於個別產品的平台。其次,公司可透過先建立小型平台,繼而豐富各種使用案例,最後成功擴展成一個生態系統,並藉邀請合作夥伴和客戶,開創自己的物聯網平台。最後,公司也可藉界定一個明確的價值主張,以找到增值點,從而加入現存生態系統。他強調建立一個明快生態系統的重要性,因為消費者比起著重平台,更關心能解決問題的應用程式。發展速度相當重要,因為不同的參與者都正著手建立自己的物聯網平台,將造成一個或會經常轉變的環境。不過,在足夠投資前,企業亦不宜有過分期望,反而要做好最壞打算。

❝ *In Hong Kong, we have an aging population. In 20 years time, 1/4 of the population will be 65 or above. So I think the Internet of Things (IoT) can certainly help us to promote better health. By making use of IoT to get information, such as drug information, the knowledge of disease management etc., our life can be made better and our health can improve. With the use of IoT, innovation and concepts, the safety, quality and efficiency of medication and pharmaceutical service could be enhanced so that despite the aging population, our citizens can also live healthy.*

*在香港,我們的人口持續老化。在20年,四分之一的人口將達65歲或以上。我認為物聯網能推廣健康生活。藉運用物聯網獲取各樣資訊,如藥物資訊、疾病管理知識等,我們的生活與健康將變得更好。通過物聯網、不斷的創新與概念的衍生,藥物和藥學服務的安全性、質量和效率可被提高,以至儘管人口老齡化依舊,市民仍然可以健康地生活。***❞**

Ms. **S C Chiang**
Director - The PPI Solutions (HK) Consulting Company Ltd.
蔣秀珠女士
創連服務(香港)顧問有限公司總監

[1] collaboration between business competitors, in the hope of mutually beneficial results.
包括與行業的競爭者合作,以期達到互惠互利的結果。

Winners of the first IoT Heroes Awards 2016
首屆物聯網英雄榜2016得獎名單

Launching the first time this year, the Awards is to recognise industry individuals who are at the forefront of IoT trends, and have devoted great efforts to spearhead IoT technology awareness as well as accelerate its adoption in the local community. Its presentation ceremony was held during the Conference.

There are altogether four judging criteria, namely IoT innovations leadership, market impact, creativity and also industry influence. The Heroes have all been subjected to a comprehensive vetting and assessment process. They have performed notable and outstanding achievements and actively involved in many initiatives during the past.

In light that "IoT Hero" is a prestigious title, as IoT evangelists, all Heroes will join the newly established IoT Heroes Club, which is led by the Hong Kong IoT Industry Advisory Council and GS1 Hong Kong to serve as a core catalyst in accelerating IoT adoption in the industry.

首屆物聯網英雄榜頒獎旨在表揚於香港推動物聯網創新有卓越成就、致力宣揚有關科技，以及加速本土應用情況的行業先鋒。頒獎典禮於會議當日舉行。

該獎項的評審標準是基於入圍人士於物聯網創新的領導力、市場影響力及創造力。各位「英雄」均經過嚴格的全面審查和評估程序，他們在過去的積極參與和卓越成就深受認可。

鑑於物聯網英雄的公信性與影響力，作為物聯網的宣傳大使，諸位「英雄」都會加入由香港物聯網產業諮詢委員會及香港貨品編碼協會新成立的「物聯網英雄匯」，有助促進物聯網在業界的應用。

Winners of the first IoT Heroes Awards 2016
首屆物聯網英雄榜2016得獎名單

(in alphabetical order by surname 以姓氏英文字母次序排列)

Mr. **Joey CHAM 覃紹禮**先生
CEO 行政總裁, Axon Labs Limited

Ms. **S C CHIANG 蔣秀珠**女士
Director, The PPI Solutions (HK) Consulting
Company Limited
創連服務(香港)顧問有限公司總監

Mr. **Shylesh KARUVATH**
Co-Founder & CEO, Cenique Infotainment Group Limited
怡能媒體有限公司共同創辦人兼行政總裁

Mr. **Kenneth LAU 劉小強**先生
Director 董事, Forida Limited

Dr. **Karl R.P.H. LEUNG 梁秉雄**博士工程師
Head, Department of Information Technology, Hong
Kong Institute of Vocational Education (Chai Wan)
香港專業教育學院（柴灣）資訊科技系系主任

Mr. **Kow PING 高平**先生
Director, Well Being Digital Limited
衛保數碼有限公司總監

Dr. **Jacky TING 丁兆麟**博士
Practice Leader, IoT & Digital Solutions,
PCCW Solutions Limited
電訊盈科企業方案物聯網及數碼解決方案領導

Ir Dr. **K F TSANG 曾劍鋒**博士
Associate Professor and Director of Wireless
Sustainability Center, Department of Electronic
Engineering, City University of Hong Kong
香港城市大學電子工程學系副教授及無線通信持續發展中心主任

A New Paradigm to Deliver Consumer Trust Through Food Chain Visibility
食安新動向：提升供應鏈可視化 加強消費者信心

GS1 Hong Kong Food Industry Forum 2016, jointly organised by GS1 Hong Kong and Global Food Safety Initiative China (GFSI), was held on 18 July. Themed with **"A New Paradigm to Deliver Consumer Trust Through Food Chain Visibility"** this year, the Forum provided a platform for 300 food safety experts and stakeholders in the food industry to exchange views on the regulatory policy implications, enhancing consumer trust by traceability and industry collaborations.

由香港貨品編碼協會(GS1 Hong Kong)及全球食品安全倡議(GFSI)共同籌辦的「2016年食品論壇」已於7月18日舉行。今年論壇的主題是**「食安新動向：提升供應鏈可視化 加強消費者信心」**，有三百名來自食品及餐飲業的專家及業內人士就食品監管政策的寓意、藉食品追溯增強消費者信心，以及強化持份者之間的合作交換看法及展開討論。

The Forum's Guest of Honor, Professor **Sophia Chan**, JP, Under Secretary for Food and Health, elaborated on the ongoing efforts made by the Hong Kong Government in safeguarding food safety and protecting the public health, and stressed the importance of cross-sectoral and multi-disciplinary cooperation in tackling food safety challenges ahead.

Anna Lin, JP, Chief Executive of GS1 Hong Kong, stressed that "food chain traceability should be completed via standards, practices and technology implementation. It not only helps fulfill regulations requirements, but could help react promptly on incidents efficiently, and also build consumer trust on the brands."

Keynote Speaker **Dr. Zhaoping Liu**, Assistant Director, China National Centre for Food Safety Risk Assessment described how risk assessment by the China Government with scientific support has achieved effective results in food safety standard levels.

Eric Soffer, Managing Director, Metro Food Sourcing Asia Pacific shared its quality practice that Metro leveraged the global traceability platform developed by GS1 Germany to log and share real-time information about the movement, history and status of the fish products as they travel through the B2B2C supply chain, achieving supply chain efficiency, meeting regulations requirements, and providing information to consumers.

論壇主禮嘉賓食物及衛生局副局長**陳肇始**教授太平紳士簡述了特區政府在提高食品安全及保障公　健康所採取的措施，她指出跨界別及跨專業的廣泛合作，在應對將來的食物安全挑戰十分重要。

香港貨品編碼協會總裁**林潔貽**太平紳士指出「食品追溯鏈的完善化，建基於標準、實踐與科技應用三方面。出色的追溯鏈不但能符合規例要求，還有助提高企業的應變效率，可鞏固消費者對品牌的信心。」

國家食品安全風險評估中心風險評估二部主任**劉兆平博士**為是次論壇的主講嘉賓，他講述中國政府如何善用科學依據推行風險評估，以達到食品安全標準並取得最大成效。

Metro Food Sourcing Asia Pacific的董事總經理**Eric Soffer**分享其公司實施質量標準的做法，利用由GS1德國分會開發的全球追溯平台，在產品流經商業對商業對顧客(B2B2C)供應鏈期間，分享魚類產品的實時資訊，包括其流向、歷史和狀態，以提高供應鏈效率、符合規例要求及向消費者提供清晰資訊。

Demonstration of Excellence in Food Traceability Practices

實踐食品可追溯性表現卓越

The GS1 Global Traceability Standard (GTS) has been applied in the "Quality Food Traceability Scheme". The Scheme was first launched in 2015, aims to recognize and reward local enterprises who demonstrate excellence in food traceability practices. Awards are presented to the recognised companies based on the assessment results. The 2016 award presentation ceremony was held at the Forum. Thirteen companies were honored as Gold Enterprise Winners and five companies as Silver Enterprise Winners this year.

"Joining the Scheme allows us to gain insights of traceability in our food management system. The assessment result not only has strengthened our faith to comply with the up-to-date international standards in food traceability, but also elevate the trust and confidence of customers towards our products," said Mr. Oliver Ho, Manager, Logistics, Aeon Stores (HK) Co., Ltd., one of the Gold Enterprise Winners for two consecutive years.

Special mention is made of Hop Hing Oils & Fats (Hong Kong) Limited not only receiving a Gold Enterprise Winner Award on their first attempt of joining the scheme but being the first edible oil company in Hong Kong to do so. The Café Deco Group having won a Silver Enterprise Winner Award last year achieved gold level this year demonstrating a significant improvement in traceability standards.

應用GS1可追溯性標準的「優質食品源頭追蹤計劃」於2015年開始推行,並藉此表彰在食品可追溯性實踐上表現卓越的本地企業。計劃會根據評估表現向參加企業頒發獎項。而「優質食品源頭追蹤計劃2016」的頒獎典禮於論壇上舉行,今年有十三家公司榮膺金獎企業,五家獲得銀獎企業。

連續兩年參予計劃並獲得金獎企業的永旺(香港)百貨有限公司物流部經理何嘉權先生表示:「計劃有助我們審視自己的食物管理系統。評估結果不但強化了我們團隊對繼續遵循食品監控方面達到最新的國際化標準的信念,也能進一步提升消費者對我們產品的信心。」

其中值得一提的是合興食油(香港)有限公司,他們不僅首次參加計劃即榮膺金獎,也是本地第一間食用油公司可獲得此項殊榮。另外,捷榮咖啡有限公司繼上屆獲得銀獎企業後再接再厲,顯著地提升了各項追蹤標準,故於今年獲頒金獎。

Gold Enterprise Winners 金企業獎

AEON · CAFE DECO GROUP · CITY OF DREAMS MACAU 新濠天地 · ALTIRA 新濠鋒 · 大昌行物流 DCH LOGISTICS

美國吉時兄弟(香港)有限公司 GETZ BROS. & CO. (HONG KONG) LIMITED · 獅球嘜 · 維記牛奶 THE KOWLOON DAIRY · 美心 Maxim's · Sims

鴻星集團 SUPER STAR GROUP · Coca-Cola SWIRE COCA-COLA HK · TWG · Wyeth Nutrition

Silver Enterprise Winners 銀企業獎

ATA · CP · Jo Green · HELLO KITTY · Ocean Three · 豆品

主辦機構 IFSA   執行機構 GS1 Hong Kong   「中小企業發展支援基金」撥款資助   工業貿易署 Trade and Industry Department

Successfully Completed Food SMEs Seminar Series

Aggregating Valuable Industry Intelligence
Building Platform for Professional Exchanges

2016「《食得有據》研討會」系列圓滿完成

匯聚業界寶貴智慧　成就專業交流平台

Organized by the International Food Safety Association (IFSA), executed by the GS1 Hong Kong, and funded by the SME Development Fund of the Trade and Industry Department, HKSAR Government, the project named Capability Building on Product Data Management for Food SMEs aims to provide the SMEs in the food and food related industry with case studies, guidelines and knowledge about food product data management. By introducing a series of seminars and an electronic implementation guidebook, the stakeholders in the food supply chain could acquire the knowledge about best industry practices as well as other alternative suggestions. Subsequently, they could strengthen the product data management, enhance food safety and quality, thus coping with market changes and demands.

由國際食品安全協會主辦、香港貨品編碼協會執行,並由香港特別行政區政府工業貿易署「中小企業發展支援基金」撥款資助,名為「《食得有據》食品業界產品資訊管理手冊」的項目,旨在為食品業的中小企提供食品產品資訊管理的最佳實踐案例、指引和知識,並透過一系列的研討會及一期電子版最佳實務特刊,為食品供應鏈持份者分享最佳的業界執行手法及提供可行建議,從而加強其產品資訊管理,提升食品安全及品質,並應付市場變動及需求。

Seminar 研討會	Date 日期	Theme 主題
1	1 April 2016 2016年4月1日	"Strategic Data Management on Food Safety" 「策略性食安資訊管理」
2	3 May 2016 2016年5月3日	Winning Strategies in Food Industry Marketing" 「食品資訊助營銷」
3	8 June 2016 2016年6月8日	"New Opportunities with Emerging Food Innovation" 「科技資訊新商機」
4	8 July 2016 2016年7月8日	"Track & Trace: from Farm to Fork" 「來源資訊追到底」

Four **Food SMEs Seminars** were hosted and supported by the industry practitioners and experts. All of them had been conducted successfully with about 400 participants in total. An electronic implementation guidebook will be published in October, which captures the ways or the means to achieve an effective product data management. Industry will be benefited by enhancing their capability on managing product data, be able to deliver visible and trustable food source to the market.

本計劃已舉行了一連四場**「《食得有據》研討會」**,廣泛邀得業界同儕及專家支持活動。四場研討會均圓滿謝幕,並約有400人次參加。電子版最佳實務特刊將於10月出版,當中將分享食品產品資訊管理的最佳實踐案例、指引和知識,從而增強食品業資訊管理的能力,為市場提供透明和值得信賴的食物來源。

Seminar Recap 研討會回顧

"New Opportunities with Emerging Food Innovation"
「科技資訊新商機」研討會

The Seminar invited Dr. Mak Chun Yin (Chemist) and Miss Chung Ho Yan (Scientific Officer) from the Centre for Food Safety, Food and Environmental Hygiene Department to share how to identify and retrieve data about pesticides within related food, to introduce the Pesticide Residues in Food Regulation, as well as pesticide residues testing and development. Followed by, Dr. Shum Kin Por Bobby, former Hong Kong Food Hygiene Administrators Association Chairman, shared with the participants how the current technology helps improving food safety, and pointed out that it would be wise for the industry to invest in food-related technology. "Despite the preliminary resources invested by the enterprises in enhancing food safety technology, such effort can lengthen the shelf life of food, and thus reduce relevant wastes or losses", he indicated.

研討會當日邀得食物環境衛生署食物安全中心麥春燕博士(化驗師)及鍾可欣女士(科學主任)分享如何識別及擷取有關食物內除害劑的資訊,並介紹有關《食物內除害劑殘餘規例》及除害劑殘餘的檢測技術與發展。接著,前香港食品衛生管理人員協會主席岑建波博士和與會者分享現時的科技如何幫助改善食品安全。岑博士指出業界值得投資於食品科技:「雖然企業一開始需要投放資源於提升食品安全的科技,但卻能令食品存放時間延長,從而減少浪費及損失。」

On the other hand, in his speech about how product labeling could help products stand out, Mr. Joseph Chiu, Certification Manager of CMATCL, said, "If product safety is the bottom line, quality indicates the advantages of the product and certification is the benchmark." He stressed that an enterprise must have certain track and trace system that is accessible by buyers and sellers but the success in enforcement would depend on anthropic factor. He believed that the industry should take quality as top priority in future. He suggested adding inspection and monitoring steps could further optimise the traceability process.

Lastly, Mr. Kenneth Law, Market Manager I (Promotion) and Mr. Chan Siu Lun, Production Consultant, both from the Vegetable Marketing Organization, shared on "New Information to Enhance Success in Growing Crop" in the Seminar, which inspired the participants.

而廠商會檢定中心認證經理趙家瑜先生則和在場人士分享產品標籤如何幫助產品突圍而出:「安全是產品的底線,品質是指產品的過人之處,而認證則是健康的基準。」他指出企業必須要有一定的追蹤追溯系統,讓買賣雙方都能據此追溯源頭,但至於執行上成功與否卻是取決於人為因素。他認為未來業界可以品質為首,在追溯的程序中加入檢測、監控等步驟,以進一步優化過程。

當日亦邀得了蔬菜統營處市場經理(推廣)羅家豪先生及生產顧問陳兆麟先生分享「新資訊來提升種植成效」,一眾參加者均感獲益良多。

"Track & Trace: from Farm to Fork"
「來源資訊追到底」研討會

The adoption of international standard and appropriate technology is the future trend of development in food and food-related industry. This Seminar focused on the latest regulations and overview of food market, and introduced the application of food traceability standards and practical strategies. The Seminar also analysed how enterprises could more efficiently track the supplying source and take prompt actions, when food incidents occur, through setting up an effective food management and monitoring system, with the ultimate goal to enhance food safety and strengthen consumer confidence.

採用國際標準和適當的技術是未來食品業的發展趨勢。是次研討會探討食品市場的最新法規及概況，並簡介全球食品追蹤標準應用及實踐策略；同時亦剖析如何透過設立一套有效的食品管理監控系統，協助企業在遇到食物事故時，能更有效追蹤供應來源並迅速採取行動，以提升食品安全，加強消費者信心。

There were representatives from food manufacturing industry and legal sector, namely, Mr. Jeff Law, Director, (Soy Milk) Sun Fat Heug Food Products Limited, Miss Winnie Chan, Quality Assurance Managvver of the Lee Kum Kee International Holdings Limited, and Ms. Melissa Pang, Vice President of The Law Society of Hong Kong. They interacted and exchanged views with the participants on the above topics. Receiving overwhelming response and full house participation, the Seminar was a proven success.

The electronic implementation guidebook will be published in October. Aside from concluding the highlights of the seminars, it will analyse the examples of how product data is managed in the industry, and introduce the relevant guidelines. This would be a blueprint worthwhile for industry reference.

來自食品生產業及法律界的講者包括：壹品豆漿董事長羅孟慶先生、李錦記（國際）控股有限公司助理品質保證經理陳詩穎小姐，以及香港律師會副會長彭韻僖律師，就以上議題和與會者互動交流。故是次研討會反應熱烈，坐無虛席，為本計劃畫上完美句號。

電子版最佳實務特刊將於10月出版，除了總結本計劃的各個研討會分享重點，亦會詳細分析業界管理產品資訊的例子及介紹相關指引，將會是業界值得參考的藍本。

Increase
Your Search Engine Ranking
in 3 weeks 星期提升搜尋排名

GS1 SmartSearch *Revolutionalises the Future of Retail*
革新未來零售模式

With the advent of economic globalisation, what we buy in the supermarket or online stores can come from everywhere around the world. People are adept at using Google to search product information, but how can we ensure product search results are accurate, detailed and far-reaching? GS1's recently launched SmartSearch standard is the best answer for retailers.

Whether it is an online store or a physical store, it is always important to make your products searchable by consumers. As many of the Unwire readers are trendsetters, they have very specific criteria with the products they choose. Their search criteria are more sophisticated, far beyond a simple brand name search, and as a consequence, even Google can lose its power. For example, when consumers enter "Nike" or "Adidas" in the search field, they can of course receive the specific brand's product information. However, when someone specifically searches for "purple sports shoes", can they get similar search results?

Today's consumers are more discerning than ever. When making a purchase decision, they also consider brand names, materials and places of origin as well as styles and colours, etc. If someone only wants to buy a pair of "purple sport shoes", they can only visit the shops on "sport shoes' street" in Mongkok. In Google search, it may be difficult to use the ambiguous keywords like "purple sport shoes" in a bid to obtain comprehensive product information from the search results.

Nevertheless, the future of retail will become information-driven. We can simply use the keywords "purple sport shoes" to find out different sport shoes brands, or use an app to scan the food in the supermarket and find out their best recipes. So, what are the technologies behind these?

自從經濟全球化，大家每天在超級市場、網上商品買到的商品，隨時來自全球各地。現代人善用Google搜尋商品資訊，但要怎樣才能確保搜索結果正確、仔細，甚至無遠弗屆？GS1最近推出的SmartSearch標準也許便是零售業最想找到的答案。

不管是網店還是實體店，如何讓消費者找到你永遠是重要議題。相信不少Unwire讀者都是潮流尖端，就算是到旺角買波鞋都有高要求。不過當選擇的細節比品牌本身還要高的時候，有時Google也會失靈。舉一個例，消費者輸入Nike、Adidsa當然能找到特定品牌的產品資訊，但如果輸入「紫色波鞋」又能不能得到相同效果？

今天的消費者比以前有更高要求，不僅重視商品是什麼品牌，產品的生產物料、來源地也很重視，更別提款式、顏色等因素。但如果只是想搵一對「紫色波鞋」，今天除了到旺角實際走一走之外，真的很難用如此模糊的關鍵字Google到全面的消費資訊。

不過，未來的零售模式將會更加資訊化，不單只可用「紫色波鞋」搜尋就搵到不同品牌波鞋，甚至用App嘟一下超級市場的罐頭，都可能會彈出食譜教你點煮先最好食。背後用了什麼技術？睇落去就會知。

GS1 - The Global Language of Business

GS1 is a not-for-profit global supply chain standards organisation. As the local chapter of GS1, GS1 Hong Kong aims todevelop and promotethe global supply chain standards for business. These standards set the foundation for the supply chain solutions and services across multiple sectors. The latest SmartSearch standard is designed for the future of e-commerce, enabling the product identification technology to be far-reaching and creating an innovative online shopping experience.

Dr. **Steven Bratt**, Chief Technology Officer and President, Standards Development and EPCglobal, Inc, told Unwire during an interview. "In order to improve supply and demand chain's efficiency and transparency, GS1 is dedicated to developing and promoting global standards and solutions across multiple sectors. GS1 integrated standard system is for identifying, capturing and sharing information. We like to use the term Global Language whereby using a product code number it is possible for companies to communicate worldwide with manufacturers, suppliers, logistics, distributors and not least of all consumers," he explained.

Ms. **Anna Lin**, Chief Executive of GS1 Hong Kong, added, "GS1 provides particular solutions to problems in the area of product traceability. Given the type of information available, it is possible to trace origin, lines of distribution, logistics and other basic data which is particularly important in the instances of product recall and consumer safety. Thanks to GS1 global standards, product traceability can be achieved with the use of a single barcode."

Barcode - More than Scan and Pay

Internet of Things (IoT) is a hot topic today and RFID (Radio Frequency Identification) is one of the important elements. Does it mean the barcode system which has been effective for years will become obsolete? The answer is absolutely "no". In fact, the barcodes in daily use are not only applied in scan and pay or the warehouse and logistics sector, but they can also be used as unique product identifiers to make every product searchable.

GS1 標準成為環球共通語言

GS1是非牟利的全球供應鏈標準組織,香港貨品編碼協會是屬會成員。GS1的宗旨是制定及推廣全球通用的供應鏈標準,並以此標準為基礎提供適用於不同行業的解決方案及服務。而最新推出的SmartSearch標準便是針對未來電子商貿需求而設計,讓產品識別科技能無遠弗屆,開拓嶄新網購體驗。

GS1全球資訊科技總監暨標準研發總裁**Steven Bratt**博士接受Unwire專訪時表示,GS1一直致力為全球不同行業設計及推行全球標準和解決方案,以提升供應鏈及需求鏈的效率和透明度。GS1綜合標準系統具備識別、擷取及分享資訊的全面功能,儼如『環球共通語言』一樣,企業通過條碼不但能與全球製造商、供應商、物流服務商和批發商互相溝通,更能連繫世界各地的消費者。

香港貨品編碼協會行政總裁**林潔貽**亦補充,GS1會針對產品追溯問題而制定解決方案,根據收集的資訊種類,GS1能追溯產品的來源地、分發路線、物流以及其他基本資訊,對產品回收及保障消費者安全等課題尤為重要,而這背後正有賴於GS1的全球標準,單用一個商品的條碼就能追蹤得到。

條碼豈只用於「嘟機」付款

今天大家都在講物聯網,其中RFID便是主角之一。但是否行之有效多年的條碼科技就沒用了呢?答案是「否」。其實大家每天在接觸的條碼並非只能用在付款時掃描或倉存物流的用途,條碼其實能作為產品獨有識別碼,使之能夠被搜尋。

將傳統條碼轉化為電子條碼後,甚至能改善網上產品搜索體驗。現時全球網上客戶最多的四大電貿商中,已有三家要求或支持在電子商貿中採用GS1識別標準。Google甚至已提交系列的專利,申請使用GS1條碼作為搜尋標準,而中國內地的搜尋引擎亦能識別GS1條碼,提升產品搜尋效果。

Converting traditional barcode to electronic barcode can also improve the experience of online product search. Among the top four e-commerce merchants in terms of the number of online customers globally, three of them already requested or supported the adoption of GS1 identification standard in their e-commerce. Google has even submitted a patent request for a series of GS1 barcodes as its search standards. A search engine in Mainland China has adopted GS1 barcode identification in order to improve its product search results.

A number of online shopping platforms such as Amazon, eBay and Tmall.com have requested all its products to be inserted with GS1 barcode to enable the traceability of the products' origin and other information more effectively and accurately. In the US, GS1 has carried out its first structured data testing programme in collaboration with 24 companies. The results showed that the group of products using GS1 SmartSearch has risen 29 places in Google search ranking within three weeks.

將傳統條碼轉化為電子條碼後，甚至能改善網上產品搜索體驗。現時全球網上客戶最多的四大電貿商中，已有三家要求或支持在電子商貿中採用GS1識別標準。Google甚至已提交系列的專利，申請使用GS1條碼作為搜尋標準，而中國內地的搜尋引擎亦能識別GS1條碼，提升產品搜尋效果。

多個網上購物平台如Amazon、eBay及天貓等，均已要求所有產品備有GS1條碼，確保能夠追蹤網上售賣產品全面而準確的源頭資訊。GS1在美國就與24家企業合作進行首個結構化數據試驗計劃，結果顯示使用GS1 SmartSearch的一組產品，只需三星期時間，其Google搜尋結果平均排名已較以往提升29位，成效顯著。

Competitions No Longer Exist in Retail Stores

A website's ranking in search engines can be improved by using search engine optimisation (SEO) methods. But how about products? To improve their search performance, websites should have an excellent information structure and precise keywords, which allows machine-learned search engines to "read" their activities. GS1 SmartSearch supports the digitalisation of real products and turns them into structured data, so that more relevant search results can be shown to the consumers.

This circumstance is a reminiscence of shopping in a physical store. And today, instead of shopping on "sport shoes streets", you can also find your favourite products using keywords. Consumers can define their requirements in the beginning, and hence, accelerate the shopping process. This also enables retailers to develop and execute their marketing strategies beyond the territory of their outlets. Their competitors may not even notice about this before they lose the business.

It is said that e-commerce is the retail model for the 21st century. Online search results are the "shelf space" today; the more eye-catching position it occupies, the more attractive it is to consumers. Apart from using AdWords, we can use GS1 SmartSearch to do SEO for products. As many of the product webpages are difficult for search engines to understand, using standardised and structured data can help the product communicate with search engines, and raise its ranking in search results.

商戰決勝早已不在門市之中

一個網站可以用SEO的方法提高自己在搜尋引擎裡的表現，如換作一件貨品呢？網站要提高搜尋排名，就要做好網站的資料結構，加上正確的關鍵字，讓作為機器的搜尋引擎「讀得懂」你的網站在幹什麼。而GS1 SmartSearch便是協助真實貨品在數碼化時，也能把資料結構化，那自然就更易正確被消費者找得到。

情況就像，以前消費者只能進入你的實體門店後，再搜尋心水的商品。而現在就算只是在「波鞋街」外，也可用關鍵字找到心水的商品，消費者能一早鎖定目標，不僅更快速完成購物，對商店而言也能在門市範圍外便已開始行銷，旁邊的同行競爭對手還未知道發生什麼事，就已經被人搶走了生意。

有說法是，電子商貿已是21世紀零售業的模式。在網路上的搜尋結果就是今天的貨架空間，愈搶眼的位置就愈有機會被消費者青睞。除了用AdWords關鍵字之外，善用GS1 SmartSearch其實也是替貨品作SEO，很多產品網頁對搜尋引擎來說都是難以理解的，標準化、結構化的資料就能與搜尋引擎溝通，達到優化商品排名的效果。

70% of Sales Influenced by Search Results

It is difficult for brands to succeed if they cannot manage brand communications well. Dr. Steven Bratt pointed out that many product webpages have been tested by Google's search tools, but still not much useful information can be found. This is due to inaccurate information and mis-use of a "language" that search engines can understand.

After all, search engines are not human beings. If a webpage does not display structured data that search engines can understand, then the search engines cannot comprehend its meaning accurately. GS1 SmartSearch makes it easier to keep information about products in search engines across the web, so that the products can be easily identified by search engines, meet their search objectives and increase sales opportunities.

"70% of all sales are influenced by information that consumers find on the web. Sales will be affected if products are not able to converse with search engines. With GS1 standards, we can easily keep product information across the web in search engines. With the addition of structured GS1 keys and attributes to product web pages, search engines can understand and display more relevant search results to consumers," said Dr. Bratt.

七成銷售受網上搜尋結果影響

假如未能有效管理向消費者展示品牌的方式,品牌便難言成功。Steven Bratt指出,很多產品網頁都曾經進行過Google的資料搜尋工具測試,結果找不到任何有用的資料,背後原因除了資訊不準確外,使用了錯誤的「語言」讓搜尋引擎讀不懂才是問題。

畢竟搜尋引擎不是人類,網頁不按照它能理解的方式去結構化資料,就沒法正確理解。而GS1 SmartSearch就提供一個標準給網站跟隨,只要跟隨這個標準去為商品網頁資訊作整理,就能更易被搜尋得到,自然也更能符合消費者搜尋的目的,提高商品銷售的機會。

Steven Bratt表示:「現時多達七成的銷售均受網上搜尋的資訊所影響,產品無法與搜尋引擎互動將直接影響銷量。有了此項GS1標準,我們可以更輕鬆地把產品資訊覆蓋整個網絡。產品描述在網頁加入結構化的GS1識別碼和屬性後,搜尋引擎便能理解及讀取網頁的產品資訊,繼而為消費者提供更準確的搜尋結果。」

Proper Management of Online Product Data for Better Opportunities
總結:妥善管理網上產品數據開拓商機

From business perspectives, there are many advantages using GS1 SmartSearch, but how about the consumers? Using mobile app and barcode scanning, consumers can find product information including its places of origins and ingredient, etc. When SmartSearch becomes more popular, barcode can also be used to tracebig data and even connect to social media for sharing.

從商家角度,加入GS1 SmartSearch標準的好處不少,但從消費者角度又如何?現時只要安裝手機應用,再掃瞄一下商品的條碼,消費者就能找到商品的資訊,包括產地來源、成份等資訊,而未來當SmartSearch更加普及,掃瞄條碼更能追蹤更多的大數據,甚至接通到社交媒體分享。

In future, consumers can use barcodes to find accurate product information, and connect products with social media to receive and share information such as users' comments, Facebook and Twitter posts, lists, maps and even recipes. For example, we can find the best cooking style for a food product by scanning its barcode and identify food ingredient that causes allergic reactions.

未來消費者用一個條碼就能找到更多準確的產品資訊,產品甚至能更易和社交媒體連繫起來,例如用後評價、Facebook和Twitter帖子、清單、地圖,以至食譜都可以找得到,用條碼一掃就能看到食品的最佳烹調方式,又或是了解有否引起食物敏感的致敏成份,只要想像得到就有可能做到。

According to Ms. Anna Lin, GS1's SmartSearch initiative has been working with schema.org community (at

W3C and Github), creating a web-based structured data vocabulary database to further develop schema.org to enrich product description, which is beneficial to different sectors in the long-run.

林潔貽表示,GS1就SmartSearch這個新標準正與全球資訊網協會(W3C)以及Github旗下的schema.org群體合作,全力建立結構化的網上數據語彙庫,以求拓展schema.org的功能,令產品資料描述更為詳盡,長遠對不同行業都有利。

A universal global standard can bring a multitude of benefits to business operations and satisfy customers' needs. Increased relevancy of a returned search item allows consumers who shop in an online store to find its desired products more easily. At the same time, when the click rate of a webpage is enhanced, consumers can get better information which in turn not only improves sales revenue but also lowers product return risks.

一個統一的全球標準,能為商業運作帶來許許多多的效益,從而滿足顧客需要。高相關度的搜尋結果,則讓點入產品網頁的消費者輕易地找到想要的商品,提升網頁點擊率的同時,消費者若能獲取更全面的資訊,不僅提高銷售額,甚至能降低因買錯產品而需要退貨的風險。

In conclusion, proper management of online product data not only brings convenience to consumers, but also creates new opportunities for businesses.

妥善管理網上產品數據不只是方便自己,更是開拓商機。

為自己的品牌定位，建立可靠形象
把握 最後機會，成為「貼心企業」

一個正面的品牌形象，可以增加消費者對品牌的認同。「**貼心企業**」嘉許計劃一直旨在表揚致力提升產品及服務水平的企業，並嘉許這些企業的卓越管理及關愛消費者精神。成為「**貼心企業**」除了是業界對你品牌的肯定，同時亦是消費者可靠之選！

本年度計劃將於8月31日截止，請即申請參加「**貼心企業**」嘉許計劃，宣揚傑出的企業精神！請掃描： 　　　　或致電：(852) 2863 9710

Consumer Caring Companies 貼心企業 2015:

About GS1 Hong Kong

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

GS1 Hong Kong's mission is to enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services. GS1 Hong Kong engages with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

Currently, GS1 Hong Kong has over 7,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. GS1 Hong Kong continually en hances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

關於香港貨品編碼協會

香港貨品編碼協會於1989年由香港總商會成立,是GS1®環球組織的香港分會,也是一間提供標準的非牟利機構,一直致力研發和推動方便採納的全球標準,讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾,擁有超過110個成員組織,遍及全球150個國家。

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務,為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度,並推動商業之間的連繫。透過採用及實施全球標準,香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係,助他們了解行業需要並作出回應。

香港貨品編碼協會目前有逾7,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。協會不斷提升及推出新的服務及解決方案,協助各企業會員抓緊新景象、新挑戰和新機遇。

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