

**Tsit Wing: Cultivating the Coffee
and Tea Culture at Greater Bay Area**
茶啡同走大灣區 捷榮著力營造茶啡文化

**The Rebirth of Hundred Years Inheritance
- Yan Chim Kee Turns a New Leaf**
百年品牌浴火重生 甄沾記耳目一新

**Inauguration of Hong Kong Food
and Beverage Industry Advisory Board**
香港食品及飲品行業諮詢委員會成立

Create Savings with Warehousing Innovations
創新倉儲管理法 減省成本

Grace Ho
General Manager
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雀巢香港有限公司總經理
何潤儀

Executive Connect 管理層專訪

The Nourishment of Life:

Nestlé Pledges to Quality, Taste and Nutrient

堅守品質健康信念 雀巢滋味經「營」



The Disruptive FoodTech Landscape 食品科技揭開行業新篇章

Technology infiltrates into all industries, including food supply chain and food safety. From food hygiene, quality and traceability, to 3D printed food and GMO food, all have been under the city close scrutiny, as they are closely associated with citizen's health and wellness.

A US food company lately spent 5 years to research and developed a faux-meat made of whole grain like soybean, wheat, potato. The meat-like taste and reddish colour comes from the heme of plants. FDA has granted its safety approval. It certainly sounds like Christmas to vegetarian, but public cast doubts on its safety and whether any genetic engineered technique used.

With all the food safety concerns, some food companies advocated using blockchain technology to allow food suppliers to upload product information, and let consumers to scan and trace the food source. Food origin, logistics record, visit record, quality certification, etc, can all be shown by a simple mobile scan. Despite the convenience and transparency, blockchain can still carry fake data if someone intends to falsify records, and the technology can be expensive.

The Centre for Food Safety (CFS) also adopted IT to safeguard the public safety. Since 2011, CFS introduced GTIN into the Rapid Alert System (RAS). Through the system, food incident and relevant information are disseminated effectively to operators to alert them to food incidents with potential local impact. It helps prevent unsafe food sold in the markets.

Food industries are proactively addressing food safety and adopting technologies. Ms. Grace Ho, General Manager of Nestlé Hong Kong Limited, explained how the company infuses innovations into its products and businesses, offering consumers nutritious food and a healthy lifestyle. Mr. Keith Wu, Executive Director of Tsit Wing International Holdings Limited, demonstrated the company's commitment to shaping the coffee and tea culture in the Greater Bay Area, whereas Yan Chim Kee owner Ms Yan Yin-yin, told the story about how GS1 HK barcode helps its century-old legacy to expand in the worldwide e-commerce market.



科技滲透各行各業，食品供應鏈運作和安全都無可避免地融合了各類型科技。從食品衛生及品質、追蹤追溯，以至3D食品打印、基因改造食品等，全都備受社會關注。無他，只因食品與人身健康有莫大關係。

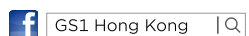
近日有美國食品公司花了5年時間研發人造肉漢堡，實際是由大豆、小麥、馬鈴薯等穀物做成，血色外表和近似牛肉口感來自植物血紅素。這款漢堡剛獲得美國食品和藥物管理局(FDA)的安全性認證。這自然是素食者福音，但亦會引起是否有基因改造成份等疑問。

面對層出不窮的食品安全關注，有食品商倡議運用區塊鏈技術，讓供應商上載產品資料及產地，讓消費者只需以手機App掃描便能追蹤食物來源，如食品出產地、運輸紀錄、曾訪問記錄，品質驗證證明。雖然如此，區塊鏈亦有其限制，如供應商必須自律，輸入真確紀錄，以及現時技術成本相對仍高昂等。

香港食物安全中心亦有運用科技去確保市民安全。自2011年起，中心在食物安全的快速警報系統中採用國際貨品編碼。通過該系統，不安全食品會被紀錄，並將訊息傳給營運商，提醒他們潛在食物事故的影響，助商戶採取迅速行動，防止有害食品流出市面。

業界亦積極應對食品安全和善用科技。雀巢香港有限公司總經理何潤儀女士，在本期雜誌便會闡述公司如何在產品和業務中融合創新，為市民提供有營養的食品及健康生活理念。捷榮執行董事兼首席營運官鄺錦安先生，展示公司致力在大灣區締造茶啡文化的願景和魄力，而甄沾記第三代掌舵人甄賢賢亦會講解GS1 HK條碼如何為其百年品牌，開拓世界電子市場。

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About GS1 Hong Kong 關於香港貨品編碼協會

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.

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

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The Nourishment of Life:

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堅守品質健康信念 雀巢滋味經「營」

Ms **Grace Ho**
General Manager, Nestlé Hong Kong Limited

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With over 2,000 brands worldwide, Nestlé is most commonly known to Hong Kong people for its dairy products like ice-cream, popsicles, milk powder, while some would commend its coffee, confectionary or baby foods. More than this, Nestlé is the leading company in promoting nutrition, health and wellness, providing citizens with nutritious, tasty food is only part of its mission, the company is also inspiring people to live a better, healthier life.

Advocating Healthy Eating Standards

Consumers are increasingly concerned about their own wellness and nutrients intake, so products bearing various kinds of low-sugar, low-sodium and low-fat labels come spawning into market. Grace Ho, General Manager of Nestlé Hong Kong Limited, shared her insight of recent health trend, "By 2025, over 25% of Hong Kong population, that is 1 in 4 persons, will be aged 60 or above, which is a clear indication of an aging society. This is how we understand and anticipate the need of consumers. To Nestlé, food nutrients and quality are not propaganda, but the governing principals of our business strategy and operations."

"Take Nestlé's yoghurt products for example, we started to improve the ingredient formula 2 years ago and successfully reduced the sugar content by 20% the most, which successfully fulfills the EU pledge and also suitable for children as healthy snack.*"

如要問全球擁有2,000多個品牌的雀巢公司經營什麼業務，許多港人應會答雪糕、雪條、奶粉等奶類製品，亦會提及咖啡、糖果或嬰幼兒食品，但雀巢其實是全球領先的「營養、健康、幸福生活」企業，為市民提供健康、有營養的美味食品和飲品的同時，亦透過其產品向消費者推廣健康生活。

籲同儕響應健康飲食標準

消費者對健康和營養概念日益重視，市面上標示著低糖、低鹽、低脂的產品比比皆是。作為雀巢香港有限公司總經理，何潤儀女士對健康飲食理念甚有體會：「到2025年，超過60歲的人口將會佔全港人口超過25%，即四人中有一人是60歲或以上，社會趨向老齡化。我們理解消費者需求，所以雀巢對食品營養和品質的宣傳並不是口號，而是融入我們業務策略的一項原則。」

「譬如雀巢的乳酪產品，兩年前開始改良食品配方，能有效降低食品中糖的含量、最高減去兩成糖份，符合歐盟規定之餘亦適合小朋友食用*。」剛成為GS1HK的香港食品及飲品行業諮詢委員會主席的何潤儀，希望政府與業界能緊

Newly selected as the Chairman of Hong Kong Food and Beverage Industry Council of GS1 HK, Grace hopes that the Government and the food industry can work closer to enhance the industry environment, "Nowadays, Hong Kong consumers can buy any food online easily from all over the world. However, different products vary in their labeling system because of their disparate definition of low-sugar and low-sodium, so I hope we, as part of the industry, can form closer ties with the Government to enrich consumers' knowledge on nutrients composition in food and healthy lifestyle."

With Great Power Comes Great Responsibility

Grace believed that all peers in food industry should consider the sustainability factor, "Information is everywhere, consumers can now track and trace all food product information with a simple barcode scan or online search. The information can include everything from place of origin to retail availability, and food safety and quality certification. As consumers become more demanding, they consider not only food quality, but also on brand's vision, environmental protection practices, policies for sustainability, etc., before they make purchase decision. It is important for business owners to consider integrating sustainable elements in their business decisions."

"For example Nespresso, a Nestlé subsidiary, is collaborating with different partners to turn the used coffee grounds into compost, recycled the aluminum capsule into souvenirs such as Swiss knife and fountain pen." Grace added. "We have added in recyclable materials to the packaging design, making our production process more environmental-friendly. We hope to contribute to the society by reducing waste, and to advocate sustainable development in both the industry and community."

Pursuing the Best Quality

Nestlé Hong Kong has a long history in Hong Kong, and the company introduced various well-known brands and products in the market over the years, it also surprises and delights consumers with new products that cater for their ever changing taste.

Few examples include the newly launched limited edition of NESCAFÉ® Latte Ice Cream, even in pet food market there are several premium positioning products to meet different market needs.

Social responsibility and product quality are closely linked, not only in terms of food industry development, but it also lies in Nestlé's business motto. "Nestlé has very stringent policies on food quality, which are in strict compliance with local laws and regulations, and some are even



密合作，推動行業發展：「現時香港消費者能足不出戶便買到全球食品，但不同產品的標示五花八門，對營養分類，如低糖低鹽的定義不一，所以作為業界一分子，我期望業界與政府能進一步合作，提升消費者對食品營養和健康的知識。」

食品行業 有種責任

何潤儀認為本港食品行業同時必須思考如何可持續發展：「現今資訊幾乎完全透明，消費者只要掃描條碼或上網搜尋，便能知道食品的『前世今生』，從源頭到零售、以至食品安全及認證等。消費者要求越來越高，不單考慮食品質量，更要知悉品牌理念、環保原則、可持續性措施等，才作出購買決定，所以營運者必需考量如何在業務決策中融入可持續發展理念。」

何潤儀舉例解釋：「雀巢旗下品牌 Nespresso於香港與不同伙伴合作，為用完的咖啡渣賦予新生命如變為肥料等，而其錫紙包裝亦回收再造，製成瑞士軍刀及鋼筆等物件。我們在包裝設計時已加入了可回收物料，令整個生產過程更環保，希望在社會源頭減廢略盡綿力，推動業界可持續性發展。」

質量要求沒有最好 只有更好

雀巢香港品牌歷史悠久，歷年來推出多個家傳戶曉的品牌和產品，亦隨著香港人的口味變化不斷推陳出新，不同系列的產品都推出多樣化的口味，務求為消費者帶來驚喜。如剛剛推出的期間限定 NESCAFÉ®牛奶咖啡雪糕，甚至是在寵物食品方面亦推出了高級定位的產品迎合市場上的不同需要。

然而，社會責任與產品品質要求必須相輔相成，這不單是食品行業的路向，亦是雀巢的一貫取態。



more rigorous than the laws.” Grace emphasised with a confident smile. “There are production lines of dairy products like ice-cream and yoghurts in Hong Kong, where 25 staffs, about 10% of our total factory works, work in the quality control department. Our commitment to and perseverance in product quality control, I believe, is one of the reasons we stand out in the market.”

When searching for food suppliers around the world, Nestlé will contact the local quality control team to conduct independent assessments and audit to ensure the quality meets the safety standards and local regulations. When the food products import to Hong Kong, Nestlé Hong Kong is able to check all the information through SAP system, from the expiry date, quantity, nutrient labels etc, that guarantee a comprehensive food traceability system is in place.

When it comes to local food products, Grace stated that Nestlé conduct sample testing throughout the entire supply chain, from raw materials, production, packaging to delivery. Especially for chilled products, Nestlé ensures the storage condition of the goods meet the food safety requirements, as well as strict requirement and temperature control during our transportation process.

Nestlé Hong Kong Limited has obtained ISO14000, OHSA 18000, ISO9001 and FSSC22000 certifications, successfully meeting various international standards for corporate environment management, quality management system, and food safety management system, in which the FSSC 22000 certification already included the requirement on HACCP and food traceability.

New Retail and New Technology

Product and business innovations facilitate the direct communication between Nestlé Hong Kong and its consumers. The Nespresso store in IFC mall, Central was transformed into a stylish experience store like Apple Store, a pioneer in the portioned coffee market. Consumers with adventurous spirit can try over 24 different coffee flavors at Nespresso boutiques, and listen to the coffee baristas explaining the characteristics of each flavor, loyal customers can purchase directly using iPad with the help from onsite staff, which can be conveniently completed in only 1-2 minutes.

Grace recognises that the future food industry requires new technology and bold steps to build up a stronger base of loyal customers. One of Nestlé Hong Kong business units applied the coffee machine concept to baby formula and launched BabyNes, a capsules machine for infant

「雀巢對食品品質的嚴謹規定，不但符合香港法例，有些比法例更嚴謹。現時雀巢香港有雪糕乳酪等奶類製品的生產廠房，品質監控部同事共25人、佔廠房整體員工1成。我們對新產品的追求、品質的執著及嚴謹監控，正是我們在市場中突圍而出的關鍵原因之一。」何潤儀充滿自信地回應。

雀巢香港從世界各地搜羅食品供應商時，會聯絡當地雀巢公司內部的品質監控人員進行獨立評估，確保源頭來貨時品

質符合法規及標準。外國食品抵港時雀巢香港會利用SAP系統得知批次食用時限、數量、營養含量等資料，做好食品追蹤追溯的機制。

對於本地產品，何潤儀稱雀巢的生產過程中每一步都有樣板測試，從原材料、生產到包裝及物流，都需要測試後才出貨，尤其對於冷藏食品，雀巢會確保冰櫃溫度達標，每輛運送冷藏食品的貨車都有溫度紀錄，時刻監控產品品質。

雀巢香港有限公司已獲ISO14000, OHSA 18000, ISO9001及FSSC22000認證，在企業環境管理、品質管理系統、食品安全管理系統等方面都達到國際級標準，而當中FSSC22000已包括HACCP和食品追溯等的要求。

新零售 新科技

產品和業務創新讓雀巢香港與消費者更能直接溝通。雀巢將中環IFC的Nespresso商店打造成有如Apple Store般型格的體驗店，創定量咖啡粉囊市場先河。花心的顧客可以即場試飲Nespresso過24款咖啡，聆聽在場咖啡師講解各款口味；而忠實的咖啡常客則可透過在場服務員的iPad即時選購，一兩分鐘便可完成購物過程，方便快捷。

何潤儀理解食品行業需大膽突破，應用創新科技，才能建立忠誠顧客。例如，其中一個業務單位推出BabyNes智能沖調機及配方奶粉，讓父母輕鬆調配出分



formula that can create a single serving at precisely the right dosage and temperature with a push of a button. The machine can be connected to parents' phone that keeps track of the child's feeding time and intake amount, ensuring the child has been fed on time.

No wonder the company earned Consumer Caring Scheme granted by GS1 HK for more than 5 consecutive years, signifying their excellence in consumer care through effective use of technology and practice of consumer value-related strategies.

Championing the Future of Food Industry with the Use of Technology

Grace commended that the food quality control and food safety in Hong Kong are in good position, and this is a result of close collaboration between the Government, industry and citizens. When asked about the growth of industry, she observed an increasing number of consumers purchasing food online nowadays and generates massive amount of digital footprints. She believes the food industry should make good use of the big data analysis to personalise for different consumers. The industry will also be enabled to interact more with consumers using technology, and to adjust their production and sales strategy from time to time to satisfy the needs of different consumers at different times.

Grace also shared her insight on the industry development in China, “The rapid development of Guangdong-Hong Kong-Macao Greater Bay Area has assimilated people's shopping habits in the South China Area, it has become a norm for many Mainland China visitors to purchase daily necessities like our products from Hong Kong. We also partnered with JD.com and Taobao on their platforms to ensure our premium products are readily available for foreign customers.”

“Consumers tend to trust the Hong Kong edition of Nestlé products because of our quality guarantee. The counterfeit situation in China still prevails in some 2nd-tier cities, so we will continue to educate the customers to identify authentic goods, making food safety and health a common sense for all people.”

量和溫度都適中、且不結塊的配方奶。沖調機可與手機聯繫，讓父母知道每次沖調時間，確保嬰幼兒定時進食。

難怪雀巢超過連續五屆獲得GS1 HK頒發的「貼心企業」嘉許，表揚其「以消費者為先」的方針，通過應用資訊科技，實踐與消費者價值相關策略。

善用科技 掌握食品行業未來

何潤儀認為現時香港食品質量和安全都有優勢，是政府、業界和市民一起合作的結果。至於行業增長，她表示越來越多消費者會網購食品，留下許多數碼足跡，讓食品業界能積極利用大數據，為不同顧客度身訂造不同食品。透過科技，業界亦可與顧客更多互動，隨時改變生產或銷售策略，滿足消費者在不同時候需要。


問及中國內地業務發展，何潤儀表示：「華南地區群體的消費因大灣區發展逐步拉近，許多內地旅客過境購買日常用品已是理所當然，我們亦有與中國巨頭京東和天貓等國內電商展開跨地域性的合作，務求將我們的優質食品帶到境外顧客手上。雀巢的港版產品有品質保證，讓消費者有信心；但國內偽冒產品在二三線城市仍猖獗，所以我們會繼續教育顧客，確保他們認清正品正貨，讓食品安全和健康成為市民的基本保障。」



About Nestlé 雀巢香港小資訊

 The first registered trademark in Hong Kong was “NESTLÉ® EAGLE® BRAND” condensed milk granted in 1874 第一個在香港獲註冊的商標是1874年的「雀巢®鷹嘜®煉奶」

 Nestlé owns 60 brands in Hong Kong and sells 580,000 products everyday** 雀巢在香港市場有60個品牌，每日售出產品五十八萬件**

 Nestlé ranks no.1 in ice-cream sales in Hong Kong with over 40% of market share 雀巢的雪糕產品市佔率超過4成，全港第一

 Nestlé Hong Kong has approximately 1,000 employees 雀巢香港現時僱用約1,000名員工

* Nestlé Dairy Farm high calcium, low fat yogurt - Strawberry, blueberry, mango, original yogurt flavour 雀巢®牛奶公司™高鈣低脂乳酪- 士多啤梨、藍莓、芒果、甜味純乳酪口味

** According to sales data in July, 2018 根據2018年7月銷售業績



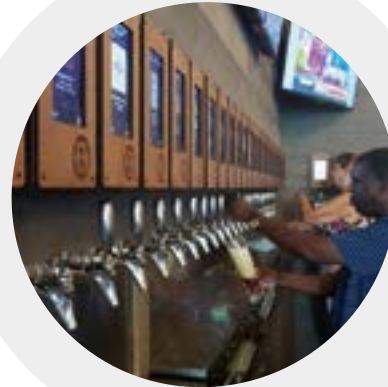
Probably the Smartest Beer in the World 可能係世上最智能啤酒

Oak & Stone, a restaurant in Florida, US, deployed technology in its beer offering. After patrons provided driver's license and credit card, the restaurant worker scans the license's bar code and his/her credit card, and then provides a wristband that comes with a built-in RFID tag, which already recorded the patron's demographics including gender, age, residential area. The customer can next proceed to the beer wall, which features a row of nearly 60 taps, each of which dispenses rotating American brews.

The RFID deployment not only enhance customer experience by letting them try an ounce at a time, but also allow owner to customise and offer the best-selling beer, effectively increasing the beer-to-overall-revenue to 25%, making a way higher earnings than other restaurants.

在美國一間叫Oak & Stone的餐廳，待應接過顧客的駕駛執照和信用卡，掃描後便為顧客提供一個RFID手帶，手帶即時記錄顧客年性別、年齡和居住區域，客人便可以自助形式於60個出酒口倒出不同口味的手工啤酒。

餐廳主人稱該技術不但讓顧客能淺嚐各款口味啤酒，提升品酒體驗，更讓老闆瞭解不同顧客口味，供應最受歡迎啤酒，令啤酒佔生意總額四分之一，比其他餐廳利潤更高。



Source 新聞來源：RFID journal
<http://www.rfidjournal.com/articles/view?17700>

The Invisible Barcode on Steak 牛肉上的隱藏條碼

Pricewaterhouse Coopers (PWC) is developing an edible signature with an agent used in spices and powdered milk to create an "invisible barcode", to be sprayed on joints of meat and scanned by consumers using a smartphone. It will help thwart future food fraud, scientists claimed.

The procedure begins at the abattoir, where meat is sprayed with fine particles of silicon dioxide. This can create a distinctive pattern which is capable of being recognised by a hyper-spectrum gun, which shines a light onto the microparticles and reads back a unique wavelength.

Food fraud is estimated to cost the the UK food and drink industry up to £11 billion a year, and this will enable full transparency of the product's provenance. PWC is trialing the system with an Australian beef producer and is planning to roll it out next year.

PWC正在研發一款以香料及牛奶粉製成的可食用製劑，能噴灑在牛肉上並讓消費者用手機掃描。科研人員稱這可避免未來食品詐騙事故。

肉類在屠房時可噴灑上二氧化矽微粒，產生成特殊紋理，在超高頻譜槍下能反映出獨特波長及顯現該紋理圖案。

報導指食品詐騙事故對英國餐飲業預期造成一年11億英鎊的損失，這技術能有助產品源頭透明化。PWC正與一家澳洲生肉生產商試驗該技術，計劃下年推出。

Source 新聞來源：The Telegraph
<https://www.telegraph.co.uk/science/2018/08/13/fake-steaks-exposed-invisible-barcode-scannable-smartphones/>

Inauguration of Hong Kong Food and Beverage Industry Advisory Board 香港食品及飲品行業諮詢委員會成立

Board Members of Hong Kong Food and Beverage Industry Advisory Board 香港食品及飲品行業諮詢委員會陣容

Chairman 主席

Ms. Grace Ho 何潤儀 女士
General Manager of Nestlé Hong Kong Limited
雀巢香港有限公司總經理

Vice Chairman 副主席

Mr. Keith Wu 鄺錦安 先生
Executive Group Director and COO of Tsit Wing Group
捷榮集團執行董事及首席執行官

Members 委員

Mr. Ivan Ng 吳子超 先生
General Manager - Supply Chain of Cafe de Coral Holdings Limited
大家樂集團有限公司供應鏈總經理

Ms. Margaret Lau 劉碧鳳 女士
General Manager of DCH Food Mart
大昌食品總經理

Mr. Brian Lo 羅家聰 先生
General Manager of Deliveroo Hong Kong
Deliveroo 香港總經理

Ms. Helena He 賀亞軍 女士
Managing Director of FrieslandCampina (HK)
皇家菲仕蘭(香港)有限公司執行董事

Ms. Anna Lin 林潔貽 女士
Chief Executive of GS1 HK
香港貨品編碼協會總裁

Mr. Kenneth Chan 陳峰 先生
CEO of Rich Harvest Agricultural Product Limited
豐泰農產品有限公司總裁

Mr. Neil Waters 利偉達 先生
Director and General Manager of Swire Coca Cola HK Limited
太古可口可樂香港有限公司董事兼總經理

Dr. Terence Lau 劉樂庭 博士
Director of Innovation and Technology Development
The Hong Kong Polytechnic University
香港理工大學創新及科技發展總監

Mr. Kenneth Chan 陳建年 先生
Chairman of The Hong Kong Food Council
香港食品委員會主席

Ms. Dorcas Lau 劉盛雲 女士
CEO of Vitasoy International Holdings Limited
維他奶國際集團有限公司香港行政總裁

Mr. Andy Heung 向秉中 先生
Deputy Managing Director of Yamato Logistics (HK) Limited
雅瑪多運輸(香港)有限公司副總裁

Mr. Danny Shum 岑迪贊 先生
CEO & Co-founder of Ztore
Ztore 創辦人及首席執行官

Bringing together like-minded companies under the auspices of GS1 Hong Kong, the Hong Kong Food and Beverage Industry Advisory Board was inaugurated on 2 August and aims to drive the industry development.

香港食品及飲品行業諮詢委員會剛於8月2日正式成立，在香港貨品編碼協會的支持下，聚集多家志同道合的食品行業高層及業界領袖，推動本地食品行業發展。



The mission and objectives of the Board include:

委員會的使命及目標如下：

- ① To promote the importance of traceability & transparency in F&B supply chain to enhance F&B safety management & consumer trust.
宣揚食品源頭追蹤和食品供應鏈透明度的重要性，加強食安管理及消費者信心。
- ② To promote the momentousness of the F&B traceability scheme to raise consumer confidence and brand recognition.
推動食品源頭追溯計劃，提升消費者信心及品牌知名度。
- ③ To promote effective online and offline (O2O) channels that facilitate trade.
推廣有效的線上線下渠道以便利貿易。
- ④ To strengthen the F&B industry supply chain ecosystem by advocating the adoption of global standards and driving innovation and technology development, thus enhancing supply chain efficiencies, visibilities, authentication and facilitating trade.
透過鼓勵採納全球標準及創新科技，強化食品行業供應鏈生態，提高供應鏈效率、可見度、真實性及便利貿易。



Tsit Wing: Cultivating the Coffee and Tea Culture at Greater Bay Area

茶啡同走大灣區 捷榮著力營造茶啡文化

According to the United States Department of Agriculture, around 170 million bags of coffee (1 bag equivalent to 60 kg) are produced in a year, which is very close to the worldwide consumption of over 160 million bags of coffee beans. **Keith Wu**, Executive Director of Tsit Wing International Holdings Limited, the leading B2B coffee and tea trading company in Hong Kong, predicted the future growth of coffee will be mainly from China. The coffee consumption in China has doubled up in the recent 5-6 years while the growth of international coffee markets remained below 5%, affirming the China market potential.

Strengthen the Market Position at Greater Bay Area in South China and Target at East China

Tsit Wing recorded about 25% of total revenue from Mainland China market last year. Keith believes Tsit Wing has the innate advantages because some of its clients from Hong Kong has already established their chain presence in the China market. Keith sees this as a good opportunity to collaborate further with its clients and at the same time establish connections with the food and beverage brands in Mainland.

"The coffee culture at the Greater Bay Area and South China area is brewing hot, so our sales team has to change according to the market dynamics. In the past, the team was divided by Hong Kong,

據美國農業部數據，全球咖啡生產量一年大約1億7千萬包(一包等於60公斤)，而全球消耗量是1億6千多萬包，即生產與消耗數量差不多。捷榮作為本港B2B咖啡紅茶貿易的本地龍頭企業，其執行董事兼首席營運官**鄒錦安**預期，未來增長動力將以中國內地為首，因為全球咖啡消耗在過去5到6年的升幅都在5%以下，反而中國內地於同期已升近一倍，可見當地潛力巨大。

鞏固大灣區華南市場 北望華東

捷榮於去年來自內地市場總收入約25%，鄒錦安指，捷榮具備先天優勢，因部份香港客戶已成功進駐內地市場，在深化合作之時便可順理成章進入內地，同時在內地餐飲品牌逐步建立知名度和專業名聲。



Kowloon and New Territories districts, but in future, we will possibly form a Greater Bay Area team divided by the cities within." Keith revealed the future team transformation. "Coffee drinking is more prevalent in East China and South China areas, cities like Beijing, Shanghai, Guangzhou, Shenzhen are the most prominent. The South China area has been highly influenced by Hong Kong culture and habits, so you can see greater demand on coffee and Hong Kong style milk tea. Therefore Tsit Wing decided to focus on the development in these two areas."

Tsit Wing has its production line in Hong Kong and Dongguan City. With Dongguan's one-hour intercity commuting circle reaching out to places like Guangzhou and Shenzhen, Dongguan is a perfect location to set up production line. Keith hopes the factories in the 2 places can create a complementary effect.

Leading Pioneer of One Belt One Road

When talking about the "One Belt One Road" initiative, Keith said Tsit Wing is the fore runner in the race, "We have started development in many of the economic corridors years ago, especially in South Asia area: we are the largest importer of ceylon black tea from Sri Lanka in Hong Kong. Our plans now are not only to search for raw materials locally, but also to unearth the market potential in the areas. Take Singapore for example, the rise of Chinese restaurants and egg tart shops in the Chinese community has created tremendous opportunities."

Keith thinks some of the challenges of cross-border food trading business lies in the logistics and traceability, as this affects the quality of the products at the customers' touchpoints. A few years ago, in order to support further transformation and global growth, Tsit Wing sought the professional advice from GS1 HK and used the diagnostic tool SCOR to examine their supply chain process. GS1 HK provided services like consultancy, analysis, project management, execution and measurement of effectiveness, which strengthened the supply chain reliability, responsiveness, flexibility and cost management. The project successfully improved the



「過往捷榮銷售團隊會以香港、九龍、新界劃分，但隨著大灣區和華南地區的咖啡文化發展，我們團隊在思維及架構上都逐漸變成大灣區團隊。」鄒錦安對集團業務變革雄心壯志。「暫時內地咖啡消耗集中在華東和華南兩個地區，即『北上廣深』等城市，而華南區尤其受香港文化影響，對咖啡和港式奶茶的需求殷切，所以捷榮會以兩個地域作重點發展。」

捷榮目前於香港及東莞均設有生產線。集團揀選東莞的原因，是因為其1小時的交通網絡圈能覆蓋廣深多地，鄒錦安期望兩地廠房能發揮互補效應。



一帶一路先鋒

對於一帶一路倡議，鄒錦安笑言捷榮是其中開荒牛：「我們於多年前已經在一帶一路倡議中的多條經濟走廊發展，尤其南亞一段，捷榮是斯里蘭卡錫蘭紅茶全港最大的進口商。過去在當地主要搜羅原材料，未來會研究東南亞市場，例如新加坡便有許多茶餐廳、蛋撻店在華人社區冒起，潛力優厚。」

鄒錦安指，跨境食品貿易其中一項重大挑戰是物流及追蹤性，因為這會影響到貨品到客戶手上的質量。數年前，捷榮為配合業務擴張及海外發展，遂在GS1 HK的支援下，透過供應鏈運作參考(SCOR)模型審視其供應鏈管理流程。GS1 HK提供包括顧問、分析、項目管理、執行及成效測量等服務，加強了捷榮供應鏈的可靠性、反應速度、靈活性及成本管理工作。項目亦成功改善從採購到渠道銷售管理等各層面的營運效率，讓捷榮將更能滿足客戶的需要。

除了供應鏈及流程的效率，捷榮也非常着重食品飲品的質量。公司自2015年起便獲得由GS1 HK舉辦的「優質食品源頭追蹤計劃」的金獎殊榮，近兩年更獲得高一等的鑽石獎，表現出捷榮對餐飲品質和供應鏈透明度持之以恆的態度和積極進步的信念。

operational efficiency from procurement to warehousing and distribution. Tsit Wing can in turn further fulfill the needs of customers.

In addition to supply chain process and efficiency, Tsit Wing also commits to the quality of food and beverages. The company has been awarded the Gold Enterprise Winner in the “Quality Food Traceability Scheme” by GS1 HK since 2015, and in recent two years, the Diamond Enterprise Winner. This recognition shows the company’s commitment to food quality, persistence on transparency of supply chain and its proactive attitude.

In-depth Cultural Tour on Coffee and Tea

“There are a lot of coffee lovers in Hong Kong, however, little do they know about the source of coffee, quality and technology.” Keith emphasised on the importance of nurturing people about coffee and tea culture. “In addition to traceability across the supply chain, we also encourage tracing the origin and pursuing coffee and tea-related knowledge, to bring about more informed, sensible consumers.”

Tsit Wing collaborated with travel agents to deliver a brand new coffee culture tour for consumers. The tour will include activities like coffee tasting, coffee and food pairing, explore the origin and selection process. Working with a subsidiary of VTC, the company offers foundation certificate in professional coffee theory and sensory, making coffee lovers to become connoisseur. “Through experiencing the process from coffee selection, blending and production, this will build consumer’s trust on our products, and even the whole industry. We hope to turn them into coffee ambassadors, broadening the value chain of the industry. I believe this will be the future development of the coffee and tea industry.”



精緻咖啡文化深度游

「香港咖啡消費者眾多，但對咖啡的來源、質量、技術又知多少？」鄺錦安認為擴大咖啡文化的價值鏈非常重要。「我們在追蹤產品供應鏈之餘亦主張追求產品知識，所以致力深化消費者對咖啡文化的學問。」

捷榮與旅行社合作舉辦意大利品味咖啡團，尋味精品咖啡、發掘美味佳餚，為消費者構建全新咖啡文化體驗。捷榮亦與職業訓練局旗下機構定期籌劃專業咖啡知識及品鑑基礎證書課程，讓咖啡文化成為如紅酒般的一套學問。「當愛好者親歷咖啡挑選、拼配及製作等工序，便對產品以至整個行業更有信心，成為咖啡文化大使，將行業價值鏈加深拉闊，我認為這是咖啡行業的未來方向。」



“

Keith continued, “We have plans on sustainable development as well, for example, to recycle used coffee grounds into natural dyeing material, in turn giving back to the society.” He believes as an enterprise rooted in Hong Kong for century, there are three values that the company must uphold: economic, sustainability, environment, so that the company will continue to thrive for another centuries.

鄺錦安續道：「我們正計劃多個可持續發展項目，例如回收咖啡變成天然染料，回饋社會。」他相信，捷榮作為百年企業除了維持經濟價值，亦必須在環境及社會創造價值，才能延續百年輝煌。

”

The 2nd Free e-Learn Lesson How to Make Savings with Warehousing Innovations?

免費網上課程第二擊

創新倉儲管理法 減省成本



2



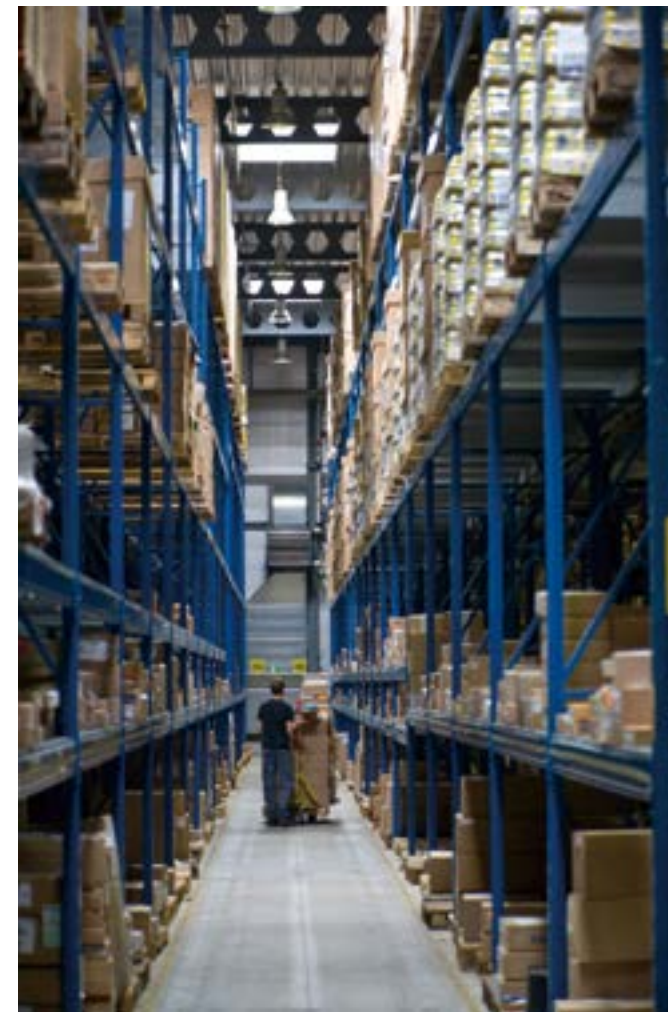
The growth in e-commerce fulfillment has created a paradigm shift. Customers have become accustomed to having their online goods delivered within a day or two. Companies are finding that in order to compete, they must invest in automation for e-Commerce fulfillment solutions, which means integrating technologies into their warehouse operations.

GS1 HK Academy has launched the 2nd e-Learn course titled “SAVE with Innovations: Supply Chain Management” for free to help members become a leader in modern supply chain.

Featuring Ms. Heidi Ho, our Principal Consultant of Supply Chain Management Professional Services (SCMPS) team, the video lesson will discuss the best practices in Hong Kong warehousing and how some simple, affordable technologies can transform your supply chain operation.

電子商貿崛起，電商倉儲配送服務成為新戰場。顧客越來越習慣網購後一兩天便收到貨，商家為搶佔市場，都將電商倉儲配送服務自動化，在倉儲運作上應用科技。

GS1 HK學院推出「創新供應鏈管理省成本」為題的第二個免費網上課程，助會員成為現代供應鏈的掌舵人。教材由GS1 HK供應鏈管理專業顧問服務 (SCMPS)團隊的首席顧問何雅賢女士精心製作及主講，介紹在香港倉儲管理的最佳示範，以及如何利用一些簡單、成本相宜的技術去提升倉儲效率。



Please visit the below website or scan QR code
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<https://www.gs1hk.org/academy-course/e-learning/scmp-lesson>

The Rebirth of Hundred Years Inheritance – Yan Chim Kee Turns a New Leaf

百年品牌浴火重生 甄沾記耳目一新

The coconut tree on Yan Chim Kee (YCK) trademark has lasted for more than 100 years. Founded in 1915, Yan Chim Kee had withered on the vine once, until its third generation leader Ms Yan Yin-yin tried to restore its old glory. YCK's products are now available on Amazon for worldwide customers, so how did the company preserve its legacy and evolve into the new era?

十年樹木，但甄沾記商標的椰子樹便歷經百年。甄沾記於1915年創立，期間雖遭逢失敗，但第三代掌舵人甄賢賢重整旗鼓，更將產品在Amazon網站上銷售至全世界，甄沾記如何秉承優良傳統之餘，一步一腳印地重新發展？



Striking a Balancing between Tradition and Innovation

Coconut products are at the core of YCK, so the quality of coconut is of paramount importance. "Malaysia, Vietnam and the Philippines all supply coconuts, but it's Malaysian coconut quality that tops the chart. It has been a custom to use coconuts from Malaysia to produce candy and other treats since my grandfather generation," Ms Yan Yin-yin revealed her family recipe.

Considering the soaring wage and rent in Hong Kong, the manufacturing process of YCK products – including coconut opening, milk extracting, production, packaging – has been moved to Malaysia with the help of automatic or semi-automatic machineries. To bring back the old flavour, Ms Yan sought help from the old staff to monitor and ensure the time-honoured quality.

YCK re-launched their products in Hong Kong Brands and Products Expo 2011, where the brand received much welcome from the nostalgic customers. Ms Yan felt something wrong at once, "The brands bring back fond memories for older patronages, yet it cannot connect with younger customers. There was a need to rejuvenate the brand and our product portfolio to make it more appealing to mass consumers, or we might risk fading out in the market."

To attract different consumer segments, YCK cleverly recreated and repackaged a variety of coconut products. In addition to the classic hard and soft coconut candy, there are also sea salt and ginger flavour available for the health-conscious consumers. "We have introduced a variety of coconut products so far, for example crispy coconut chips, juicy coco, eggroll, and other seasonal treats like rice cake, coconut mango ice cream etc. We are also rolling out coconut

傳統與創新可兼得

甄沾記主打椰子產品，原材料椰子的選擇自然最重要。「椰子在馬來西亞、越南和菲律賓都有，但始終以馬來西亞椰子品質肉地最優質新鮮，當年由祖父年代開始已是用馬來西亞椰子製造椰子糖及其他產品。」甄賢賢將甄沾記的傳統娓娓道來。由於香港高人工和租金，現時開椰子、搾椰汁、生產、包裝等工序都在馬來西亞以全自動或半自動化機械進行，但甄賢賢仍找回合作多年的舊伙記，幫忙監管控制品質，務求讓「古早」味道重現。

甄沾記在2011年於工展會重新上路，很多老顧客心存懷緬幫襯，但甄賢賢即時發覺不妥「老顧客很多，但難以吸引新一代，消費者有斷層，我感到需要將品牌和產品年輕化，要做到普及化才能屹立市場。」

甄沾記現時除了基本軟硬兩款椰子糖，亦加入海鹽味、薑味椰子糖，讓著重健康的消費者亦有選



flavour ice bar, our signature product." Ms Yan shared YCK's latest product development with excitement. "These products were once available in the old days, we now need to revamp the packaging and marketing to make them popular again."

擇。「我們其後陸續推出許多椰子產品，如脆脆椰、仙椰汁飲料、蛋卷、時令食品年糕、椰子芒果雪糕等，現更會推出經典產品椰子味雪條，其實這些產品以前都有，但在包裝和推廣上會以新鮮形式推出，讓更多人知道。」

Using Product Identity for Business Expansion

Back in the 1950s, YCK's products were used to be popular among the overseas Chinese markets like the US and Canada, Ms Yan now wants the brand to rebuild its former splendor. "Many overseas Chinese would buy our products in parallel goods stores, whereas quite some Mainland Chinese tourists would come to Hong Kong to buy our products as well," Ms Yan observed. "That is why we setup retail sales spots not only in city'super or SOGO, but also in HK International Airport and e-marketplace like Amazon and Ztore to facilitate purchase from around the world."

As GS1 HK long time member, YCK's product barcode (or Global Trade Item Number, GTIN) is not only its product identity but also a "visa-free passport". When YCK wanted to expand its business to



Amazon platform, it was found Amazon requested all listed products to have a GS1 HK barcode to put for sale online. Despite YCK reclaimed GS1 HK barcode, the barcode was misappropriated by other company, so YCK contacted GS1 HK for help and obtained its certification, which was then verified by Amazon and ultimately, their products could get listed.

People from around the world can now indulge in the unique, hundred-year-old coconut flavour from YCK, when its products are available on the global market platform. "To us, GS1 HK barcode is a token that not only expand our online commerce, but also a testimony to our legacy in Hong Kong. When consumers see the barcode and know the source of origin, they would put more faith into us."

When asked about Mainland China market business plan, Ms Yan indicated her wish to strengthen YCK's reputation and sales volume in Hong Kong first, meanwhile taking time to understand better the food regulation, logistics and certification process in Mainland China. She realised it is only through baby steps, not by leap of faith, that make it possible to resume YCK's former glory.

以產品身份證擴大版圖

甄沾記在50年代已將產品外銷到美加，在海外的華人市場都很受歡迎，所以甄賢賢希望品牌能在這些市場重振聲威。「很多海外華僑會在進口店買我們的產品，而內地旅客都會聽過甄沾記這個老品牌而慕名而至，所以我們不但在city'super或崇光等銷售點推廣，更已進駐機場和Amazon、Ztore等網購平台，方便世界各地顧客。」

作為GS1 HK的長期會員，甄沾記產品的條碼（或國際貨品編碼）不單是「身份證」亦是「免簽護照」。當甄沾記想開拓Amazon平台作網上銷售時，便發現Amazon要求每件上架產品都需要有GS1 HK的條碼，成為電子商貿的通行証。在甄沾記重新取得條碼將產品上架時，卻發現有其他公司挪用該條碼，甄沾記便立即聯絡GS1 HK協助，取得GS1 HK的會員證書後瞬即獲Amazon確認，最終成功上架。甄沾記現在便能名正言順地在全球各地銷售，讓人們品嚐這個香港百年的椰香風味。「GS1 HK條碼對於我們來說不單是電商通行証，更是一項保障，是對甄沾記立足香港多年的證明，消費者看到條碼便知來源地，對我們更有信心。」



對於是否打入中國內地市場，甄賢賢表示希望再強化香港根基，鞏固各種產品銷售量，然後要花時間去理解及配合內地的食品條例、物流、認證制度等運作，以一步一腳印的形式讓這個百年品牌重拾昔日輝煌。

Standards Connect Everything

@Smart City Summit cum

Smart City Awards 2018

標準 - 連繫智慧城市的要素

@香港智慧城市峰會及

智慧城市獎2018

As the strategic partner, our Chief Executive Anna Lin was invited to be the advisory board member for “The Smart City Summit cum Smart City Awards 2018” by ETNet, and delivered a presentation on “Standards Connect Everything”, stressing the importance of connectivity in building a smart city, and how standards form the foundation for connectivity in the city. She also indicated that barcode standard connects business between physical and digital world, empowering smart business and smart consumer.

GS1 HK's Principal Consultant Ms. Heidi Ho, Ms. Kara Cheung from WeMedia and Mr. Jeff Law from Sun Fat Heung were also invited to share their insights on the topic of “Smart Supply Chain Management to Connect Smart Consumers”.



本會總裁林潔貽獲邀成為「香港智慧城市峰會及智慧城市獎2018」的諮詢委員會成員，作為策略夥伴，並以「標準-連繫智慧城市的要素」為題在峰會上發表演講，強調connectivity在建設智慧城市中的重要性，闡述標準是構成智慧城市連繫的基礎。她還表示，條碼標準能打通現實和數碼世界的聯繫，推動智慧商業和智慧消費者(smart consumer)發展。

本會舉薦了首席顧問何雅賢小姐、懂事兒首席供應官張敏怡女士和新佛香食品有限公司董事總經理羅孟慶先生，分享他們對「智慧供應鏈如何造就智慧消費者」主題的見解。



Strategic Innovative Logistics Technology

Alliance at Bay Area

大灣區創新物流科技策略聯盟

A strategic alliance agreement on Guangdong-HongKong-Macao Bay Area was signed between GS1 HK and The Chamber of Hong Kong Logistics Industry (CHKLI), where both parties agreed to collaborate and adopt new logistics innovations and technologies, that helps local logistics industry to gain competitive edge over the integration of Bay Area development to revitalise the industry.

To address the economic blow brought by the Chinese-US trade war, companies are accelerating their development plan for the 60+ markets in Bay Area and Belt & Road region. Mr. Chung, Chairman of CHKLI, anticipated that by adopting new logistics technologies, the industry can reduce time and cost while increasing efficiency and competitiveness, providing cushion for the heavy blow resulting from Chinese-American trade dispute.

GS1 HK believes that information flow is crucial for trade and logistics industry, to foster a seamless supply chain and strong cross-border trade. To facilitate trade across cities, regions and borders, the industry needs to adopt a standardised product information system, so that administrations in their respective areas like customs or quarantine and inspection departments can connect seamlessly. This will ensure information connectivity and an efficient custom clearance and inspection process.

To know more about GS1 HK suggestion on Bay Area, please visit 更多有關本會對大灣區的建議，請瀏覽 <https://bit.ly/2nJyDwk>

香港貨品編碼協會(GS1 HK)與香港物流商會於2018年7月10日簽署戰略合作協議，同意雙方合作，率先採用物流創科技術，為香港物流業界融入大灣區發展戰略，提升優勢，為物流業注入生機。

許多企業為了應對中美貿易戰帶來的衝擊，正加速拓展大灣區與「一帶一路」沿線60多個國家或地區的市場。香港物流商會主席鍾鴻興表示，希



望藉物流科技做到「2+2+」的目標，分別是減少時間及成本，和增加效益及競爭力，幫助物流界緩和中美貿易糾紛的衝擊。

GS1 HK相信現時貿易及物流都需要信息流的配合，才可打造無縫的供應鏈以推進跨境貿易。要令跨市、跨區、跨境貿易更便利，各地區應共同應用一套互相認可的產品信息系統，讓各地區行政機關如海關、檢驗檢疫部門等能夠無縫對接，實現信息流互聯互通、達致快速通關及檢驗。



Inauguration of RFID General Chamber of Commerce 射頻識別總商會成立



In the inauguration ceremony of RFID General Chamber of Commerce on 12 July, 2018, hundreds of guests from the industry attended its grand kick-off and Mr. Calvin Ip being crowned the 1st term of Chairman. As the Honorary Advisor of the Chamber, our CE Ms Anna Lin introduced the relationship of GS1 and RFID technology.

射頻識別總商會於2018年7月12日隆重成立，葉長春擔任首屆主席，逾百名業界人士出席見證其開幕。作為商會的榮譽顧問，本會總裁林潔貽在就職典禮介紹射頻識別技術(RFID)與GS1的淵源。



In 1999, GS1 and MIT Auto-ID Centre collaborated to combine RFID and the Internet that give birth to the concept of IoT. GS1 later established EPCglobal and formally launched the global EPC standard that shaped the framework of IoT technologies.

The application of RFID based on EPC standard is very common. Take Hong Kong International Airport for example, the world's first airport that adopt UHF Gen2 RFID tag, it can handle over 110,000 pieces of luggage daily in peak season at departure gate, where accurate identification rate is increased to 97%.

Chow Tai Fook, another example, also equips its jeweleries with UHF Gen2 RFID tag, together with Smart Tray, RFID devices and cloud system, the company can manage efficiently its sales, stock-take, theft prevention, logistics operation, and even perform big data analytics for business decision making.

GS1 HK believes RFID's future is full of potentials and concurs to the vision of the Chamber, and looks forward to collaborating with the Chamber to drive the growth of IoT development and help achieve Hong Kong's smart city vision.

在1999年，GS1總部和MIT（麻省理工學院）Auto-ID Centre合作，把RFID和互聯網結合產生物聯網的概念。GS1其後成立EPCglobal，正式推出全球EPC標準，確立IoT的框架。

現時，基於EPC標準的RFID在全球的應用十分廣泛，例如香港國際機場 - 世界上第一個使用UHF Gen2 RFID標籤的機場 - 使能夠高效地處理行李。機場高峰期每日處理超過11萬件離境行李，準確率亦提升到97%。

另一例子，周大福每件產品均配有UHF Gen2 RFID標籤，再配合Smart Tray，RFID裝置和雲端系統去管理銷售、盤點、防盜和物流運作，並能以大數據分析作商業決策。

GS1 HK認為RFID未來發展前景可觀，亦十分認同總商會的願景，冀能攜手合作，進一步促進物聯網發展，助推動香港智慧城市邁步向前。



The New Retail and Smart Consumers @Retail Asia Expo 2018 新零售與智慧消費者 @亞洲零售博覽會

As the supporting organisation for the 10th Retail Asia Expo, GS1 HK not only showcased our latest REAL VISIBILITY solution in the exhibition floor, our Chief Executive Anna Lin was also invited to deliver a speech on "Engaging the Future Consumers", elaborating the rise of new retail and highlighting the importance and application of barcode standard in consumer engagement.

GS1 HK also announced the Top 10 eCommerce Websites Winners 2018 co-located during the Conference.

GS1 HK作為今年第10屆亞洲零售業博覽會的支持機構，不單在展覽中示範本會最新REAL VISIBILITY解決方案，總裁林潔貽也應邀發表了與未來消費者聯繫互動的演講，闡述了新零售時代的崛起，並強調條碼標準在連繫消費者上的重要角色和應用。

本會同時於會上宣佈「2018年十大電子商貿網站大獎」得獎者。

For the list of 2018 winners, please visit
Top 10 e-Commerce Website Awards 2018:
欲知2018年獲獎者名單，請瀏覽2018年十大電子商貿網站大獎：
<https://bit.ly/2LfOGvo>



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

(in alphabetical order 以英文名字排列)

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|---|--|
| 1. A-CREATIVE ENTERPRISE LTD
創騰企業有限公司 | 35. EDISON INTERNATIONAL GROUP (CHINA) CO LTD
愛迪生國際集團(中國)有限公司 |
| 2. AFU INTERNATIONAL CO LTD
君悅數碼科技有限公司 | 36. EFFIRE UNIVERSAL LTD |
| 3. AIMING CHEN GROUP (HK) CO LTD
名宸集團(香港)有限公司 | 37. FANFANBANG TRADING LTD
飯飯邦貿易有限公司 |
| 4. APSU LTD | 38. FANGSHI LIHE LTD
方十立合有限公司 |
| 5. AROMADALE (HK) SCIENTIFIC RESEARCH CO LTD
如蘭如蕙(香港)科研有限公司 | 39. FINE FOOD EXPRESS LTD
美食易有限公司 |
| 6. AURABEAT TECHNOLOGY LTD
雅弦科技有限公司 | 40. FLUIDWRITING LTD |
| 7. BAUHINIAS CO LTD
寶軒利有限公司 | 41. FORTUNE TEXTILES HOLDINGS LTD
富邦紡織股份有限公司 |
| 8. BEST FOR LOVE (HK) INDUSTRIAL CO LTD
因愛至上(香港)實業有限公司 | 42. FRANCE DIOR (GROUP) CHINA LTD
法國迪奧(集團)中國有限公司 |
| 9. BIO-OIL (SWITZERLAND) MEDICAL SCIENCE GROUP CO LTD
百洛(瑞士)醫學美容集團控股有限公司 | 43. FRANCE FANALIKE GROUP LTD
法國法娜利克集團有限公司 |
| 10. BLACKMAN (INT'L) ORAL CARE LTD
黑人(國際)口腔護理有限公司 | 44. FRANCE FULUONA BIOTECHNOLOGY CO LTD
法國佛咯娜生物科技控股集團有限公司 |
| 11. BONDA CONSTRUCTION ENGINEERING CO LTD
邦達建築工程有限公司 | 45. FRANCE WOKALI COSMETICS INTERNATIONAL CO LTD
法國沃卡麗化妝品國際有限公司 |
| 12. BOSONIC LIGHTING CO LTD
寶順力照明燈飾有限公司 | 46. FRIEND OF AQUARIUM TRADING CO LTD
水族之友貿易有限公司 |
| 13. BUSINESS FAITH INTERNATIONAL LTD
業暉國際有限公司 | 47. FROGSWELL LTD
科維創新有限公司 |
| 14. CARE N LOVE DEVELOPMENT LTD
心意發展有限公司 | 48. FUCHSIA LTD
香港芙珈化妝品有限公司 |
| 15. CCOBATO LTD
科巴特有限公司 | 49. FUKIEN SUN FAT TRADING LTD
福建新發貿易有限公司 |
| 16. C'EST BON TONG LTD
尚品堂有限公司 | 50. FULINMEN FOOD GROUP (HK) LTD
香港福臨門食品集團有限公司 |
| 17. CHINA HUI SHENG YUAN FOOD INTERNATIONAL GROUP LTD
中國薈晟源食品國際集團有限公司 | 51. FUSUN ELECTRIC CO LTD
富尚電氣有限公司 |
| 18. CHINA TELECOM GLOBAL LTD
中國電信國際有限公司 | 52. GAIN SURE LTD
確潤有限公司 |
| 19. CHINA XIONGAN XIONGPI BEER LTD
中國雄安雄啤啤酒有限公司 | 53. GALASTAR LTD
佳樂事達有限公司 |
| 20. CHINESE GREAT BURDOCK HEALTH BEER CO LTD
中國牛蒡養生啤酒有限公司 | 54. GAO FU DEVELOPMENT LTD
高夫發展有限公司 |
| 21. CHUN HSIEN INDUSTRIES LTD
駿賢實業有限公司 | 55. GERMAN DINGELL CRAFT BEER CO LTD
德國奧丁格爾精釀啤酒有限公司 |
| 22. CINATIC TECHNOLOGY LTD
施那特科技有限公司 | 56. GERMANY AININUO (INT'L HOLDINGS) TECHNOLOGY MATERNAL & CHILD PRODUCTS LTD
德國愛尼諾(國際控股)科技母嬰用品有限公司 |
| 23. COMER HOLDINGS (ASIA) LTD
金盟集團(亞洲)有限公司 | 57. GERMANY DINGMU BEER BREWING (GROUP) LTD
德國丁姆啤酒釀造(集團)有限公司 |
| 24. COMET INNOVATION LTD
高美創意科技有限公司 | 58. GOLD LEAVES GLOBAL LTD
金葉環球有限公司 |
| 25. CONSON INDUSTRIAL & TRADING CO LTD
名信(李氏)洋行有限公司 | 59. GOLDEN BEST LOGISTICS HOLDINGS LTD
金海港供應鏈集團有限公司 |
| 26. CRAFTSMAN CUSTOM LTD
工匠師訂造有限公司 | 60. GOLDEN FOREST CORPORATION LTD
鑫森食品有限公司 |
| 27. CRAFTSTROM LTD | 61. GOOD BUSINESS HOLDINGS LTD
鴻興集團有限公司 |
| 28. CREATION DEVELOPMENT (HK) CORP LTD
創成發展(香港)有限公司 | 62. GOOD POINT FOOD CO LTD
好棧食品有限公司 |
| 29. DAI KEE FOOD CO LTD
大記食品有限公司 | 63. GRACE SUCCESS ASIA LTD
采成亞洲有限公司 |
| 30. DANNY BEAR COOKIES
丹尼精靈小熊曲奇 | 64. GRANVILLE OIL & CHEMICALS CO LTD
格蘭威爾石油化工有限公司 |
| 31. DEQINGYUAN (HK) LTD
德青源(香港)有限公司 | 65. GREEN BREEZE LTD
真毅環境科技有限公司 |
| 32. DUOLI HOLDINGS CO LTD | 66. H.F. INTERNATIONAL INDUSTRIES LTD
鴻飛國際實業有限公司 |
| 33. DYMAG GROUP (HK) TECHNOLOGY CO LTD
迪美集團(香港)科技有限公司 | 67. HAN MEI CHI (HK) SHARES LTD
漢美馳(香港)股份有限公司 |
| 34. EATS365 HONG KONG LTD | |

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| 68. HANGZHOU FEITENG KNITTING & TEXTILE MANUFACTORY CO LTD
杭州飛騰針紡有限公司 | 103. HONG KONG ZHENHAO FOOD CO LTD
香港臻皓食品有限公司 |
| 69. HEART GINSENG LTD
心連參有限公司 | 104. HONGKONG ALL BLUE TRADE CO LTD
香港藍海貿易有限公司 |
| 70. HEHE CHUANGMEI GROUP (HK) CO LTD
和合創美集團(香港)有限公司 | 105. HONGKONG AZHI INTERNATIONAL COSMETICS CO LTD
香港阿芝國際化妝品有限公司 |
| 71. HK AILAIYA COSMETICS LTD
香港愛萊雅化妝品有限公司 | 106. HONGKONG BAOLEDI FOOD CO LTD
香港寶樂迪食品有限公司 |
| 72. HK BAOYUAN FOODS CO LTD
香港寶源食品有限公司 | 107. HONGKONG BIKALE FOOD LTD
香港比咭樂食品有限公司 |
| 73. HK BOCARLIN INT'L COSMETICS LTD
香港柏卡琳國際化妝品有限公司 | 108. HONGKONG BOSHENG TRADE LTD
香港博聖貿易有限公司 |
| 74. HK FALEZI FOOD GROUP CO LTD
香港法樂茲食品集團有限公司 | 109. HONGKONG COSBEAUTY BIOTECHNOLOGY CO LTD
香港科絲美生物科技有限公司 |
| 75. HK FSH INTERNATIONAL CO LTD
香港福生慧國際有限公司 | 110. HONGKONG DEFENDER (INT'L) GROUP CO LTD
香港捍衛者(國際)集團有限公司 |
| 76. HK HSU FU CHI (INT'L) TRADE CO LTD
香港徐福記(國際)貿易有限公司 | 111. HONGKONG DESHENG FOODS LTD
香港得勝食品有限公司 |
| 77. HK KAFU FOODS STOCK LTD
香港卡富食品股份有限公司 | 112. HONGKONG DEYUANTANG FOOD CO LTD
香港德元堂食品有限公司 |
| 78. HK LEDOUWA FOOD CO LTD
香港樂門娃食品有限公司 | 113. HONGKONG EASETHING TECHNOLOGY CO LTD
香港易新科技有限公司 |
| 79. HK ROYAL TELANGMINGSHI BRAND MANAGEMENT LTD
香港皇家特朗名仕品牌管理有限公司 | 114. HONGKONG HENG RUI BIOLOGICAL TECHNOLOGY CO LTD
香港恒瑞生物科技有限公司 |
| 80. HK SHUIZHILING INT'L GROUP LTD
香港水之鈴國際集團有限公司 | 115. HONGKONG HEXI INDUSTRIAL LTD
香港禾璽實業有限公司 |
| 81. HK STAR INT'L BIOTECHNOLOGY LTD
香港星星國際生物科技有限公司 | 116. HONGKONG JINDALAI FOOD LTD
香港金達萊食品有限公司 |
| 82. HK SUGAR VILLAGE FOOD HOLDING LTD
香港糖村食品股份有限公司 | 117. HONGKONG KIT LEUNG INTERNATIONAL TRADING LTD
香港潔亮國際貿易有限公司 |
| 83. HK TIANCHENG INT'L GROUP TECHNOLOGY LTD
香港天成國際集團科技有限公司 | 118. HONGKONG MUSI COSMETICS LTD
香港慕斯化妝品有限公司 |
| 84. HK YIMENG FOOD CO LTD
香港益盟食品有限公司 | 119. HONGKONG PANGHAIER GROUP CO LTD
香港胖孩兒集團有限公司 |
| 85. HK YOUZHIJIAPIN (CHINA) FOODS LTD
香港優之佳品(中國)食品有限公司 | 120. HONGKONG PINJIAN LONGTANG FOOD CO LTD
香港品健龍堂食品有限公司 |
| 86. HK YUXUANFEI DRESS GROUP LTD
香港玉軒菲服飾集團有限公司 | 121. HONGKONG PIONEER E-COMMERCE CO LTD
香港領闖者電子商務有限公司 |
| 87. HKNY INVESTMENT HOLDING LTD
集中美投資集團有限公司 | 122. HONGKONG ROCCA INTERNATIONAL TRADE LTD
香港樂家國際貿易有限公司 |
| 88. HKZT INTERNATIONAL DEVELOPMENT LTD
香港中泰國際發展有限公司 | 123. HONGKONG SLIVER WEALTHY TECHNOLOGY CO LTD
香港銀盛科技有限公司 |
| 89. HOMZ PRODUCTS CO LTD | 124. HONGKONG THS FOOD LTD
香港泰豪斯食品有限公司 |
| 90. HONG KONG BRAND CORP LTD
香港品牌股份有限公司 | 125. HONGKONG WENRUCHU BIOTECHNOLOGY LTD
香港溫如初生物科技有限公司 |
| 91. HONG KONG DANGDANGDANG IMPORT & EXPORT TRADE CO LTD
香港當當當進出口貿易有限公司 | 126. HONGKONG XINJIA TRADE DEVE LOPMENT CO LTD
香港新佳貿易發展有限公司 |
| 92. HONG KONG DEXIN YANGHANG TRADE CO LTD
香港德馨洋行貿易有限公司 | 127. HONGKONG XINXIN MEI INTERNATIONAL BIOLOGY CO LTD
香港鑫欣美國際生物有限公司 |
| 93. HONG KONG FU CHEONG ENVIRONMENTAL PRODUCTS LTD
香港富昌環保產品有限公司 | 128. HONGKONG XM CLASSMATE FOOD (GROUP) CO LTD
香港小茗同學食品(集團)股份有限公司 |
| 94. HONG KONG HONGHAO INTERNATIONAL BUSINESS CO LTD
香港鴻浩國際商業有限公司 | 129. HONGKONG YIDA COMMERCE CO LTD
香港懿龔貿易有限公司 |
| 95. HONG KONG MASHI HOLDING CO LTD
香港瑪氏控股有限公司 | 130. HONGKONG ZHUODA BRAND HOLDINGS CO LTD
香港卓達品牌控股有限公司 |
| 96. HONG KONG NABITI FOOD CO LTD
香港納賓帝食品有限公司 | 131. HOSTFULL TOYS MANUFACTURING LTD
鴻業玩具製品廠有限公司 |
| 97. HONG KONG QBJ INTERNATIONAL LTD
香港千百佳國際有限公司 | 132. ICA HYGIENE (HK) LTD |
| 98. HONG KONG RONGXIN FOOD CO LTD
香港榮心食品股份有限公司 | 133. IMPERIAL FOOD LTD
皇玥食品製造有限公司 |
| 99. HONG KONG RUNMAO FOOD LTD
香港潤貓食品有限公司 | 134. INGUIS BEAUTY LTD |
| 100. HONG KONG SHUN XING LONG TRADING CO LTD
香港順興隆貿易有限公司 | 135. IRIAN ASIAN BEVERAGE GROUP LTD
伊里安國際(亞洲)飲料集團有限公司 |
| 101. HONG KONG SIKIBACK FASHION INTERNATIONAL CO LTD
香港茜琪佰怪快時尚國際有限公司 | 136. JAPAN YAHUI INTERNATIONAL INVESTMENT CO LTD
日本雅惠國際投資有限公司 |
| 102. HONG KONG YU YING INDUSTRIAL INVESTMENT LTD
香港鈺澄實業投資有限公司 | 137. JENCY PET FOOD LTD
加氏寵物食品有限公司 |
| | 138. JIANENGKE GROUP LTD
嘉能可集團有限公司 |

139. JIANG YI INDUSTRIAL CO LTD
江藝實業有限公司
140. JINGZHAOYIN (HK) FOOD LTD
京兆尹(香港)食品有限公司
141. KAPSEA LTD
142. KAZA GROUP LTD
143. KING SURPRISE CO LTD
京工國際有限公司
144. KINGSFORD FINE FOODS TRADING CO LTD
景峰優質食材貿易有限公司
145. KONG HANG ENTERPRISE INTERNATIONAL CO
港亨國際企業公司
146. KONG LOON WATERPROOFING CO LTD
港龍防水工程有限公司
147. LADY CREAM INTERNATIONAL LTD
148. LADYCARE COSMETICS INTERNATIONAL LTD
利迪嘉化妝品國際有限公司
149. LANDBASE (HK) LTD
香港域亦實業發展有限公司
150. LANSHENG ALI INVESTMENT (HK) CO LTD
攬盛阿里投資(香港)有限公司
151. LARGE GROUP TRADE LTD
152. LEON HK GROUP LTD
利安香港集團有限公司
153. LEUNG CHA SEE PHARMACEUTICAL LTD
梁濟時藥業有限公司
154. LICHUAN TRADE LTD
利川貿易有限公司
155. LIFESPANS LTD
156. LIFTED PRODUCTIONS (HK) LTD
昇洪實業有限公司
157. LOCAL FOOD PRODUCTION LTD
本地食品製作有限公司
158. LONG WEI - REVOE ASIA LTD
龍偉-威和亞洲有限公司
159. LONGMAX INDUSTRIAL LTD
朗茂實業有限公司
160. LOVE BABY'S WORKSHOP LTD
愛嬰坊(香港)有限公司
161. LZD INTERNATIONAL LTD
利是得國際有限公司
162. MALAYSIA SANBASS FOODS CO LTD
馬來西亞聖巴斯食品有限公司
163. MANGATA LTD
164. MARINA APPARELS LTD
165. MATAI HONG KONG INT'L LTD
馬太香港國際有限公司
166. MAYFAIR BRANDS LTD
167. MEGA YIELD ENTERPRISE LTD
駿高企業有限公司
168. MEIQI FOOD (HK) LTD
美琦食品(香港)有限公司
169. MEIRUI INDUSTRY HK INVESTMENT LTD
美瑞實業香港投資有限公司
170. MENG SANG TONG HEALTH PRODUCTS LTD
萬生堂保健有限公司
171. MICHEL OF HK LTD
香港美商洋行有限公司
172. MINDANAO GREEN FOOD CO LTD
南島綠色食品有限公司
173. MIRAXO LTD
174. MIS (ASIA) LTD
175. MODEL 1 CO LTD
176. MOGUMOGU INT'L GROUP CO LTD
摩咕摩咕國際集團有限公司
177. MSM INTERNATIONAL GROUP LTD
178. MUXIAN INTERNATIONAL TRADING CO LTD
慕鮮國際貿易有限公司
179. NANO ENVIRON LTD
納米環保有限公司
180. NATURAL PURE PRODUCTS LTD
天然優品有限公司
181. NEW ACCESS CORPORATION LTD
享新有限公司
182. NEW BAUHINIA LTD
新康實業發展有限公司
183. NEW FURANO CO LTD
新富良野有限公司
184. NICK INTERNATIONAL (HK) LTD
尼克國際(香港)有限公司
185. NINE ORIENS LTD
186. NORWAY N66 GROUP LTD
187. NUMB APPAREL CO LTD
南尊服裝有限公司
188. Ooba LTD
189. ORIENTAL GOLD HOLDINGS LTD
190. ORSON PACK INDUSTRY LTD
沃森包裝工業有限公司
191. PACIFIC EAST INTERNATIONAL CO
太平洋國際公司
192. PARA WATER INDUSTRIAL CO
平行健康水實業公司
193. PET-INNO PRODUCTS LTD
寵物創意有限公司
194. PHILIPPINES SUNFLOWER FOOD LTD
菲律賓向日葵食品有限公司
195. POWELL INTERNATIONAL TRADING LTD
保威國際貿易有限公司
196. POWERFUL CLEANING HOLDINGS (UK) CO LTD
潔力威控股(英國)有限公司
197. PRIMAL CHEMICAL CO LTD
198. PRINTERRY CO LTD
199. PRODUCT INFINITY INTERNATIONAL LTD
寶特易國際有限公司
200. QINJING INTERNATIONAL (HK) LTD
親勁國際(香港)有限公司
201. ROCOCO NUTRITION AND HEALTH PRODUCTS
綠可可養生坊
202. RUBBER DUCK GROUP HONGKONG LTD
大黃鴨集團(香港)有限公司
203. SINOMAX HEALTH & HOUSEHOLD PRODUCTS LTD
聖諾盟健康家居用品有限公司
204. SKY COFFEE CO LTD
天際咖啡有限公司
205. SOYA HE (HK) NUTRITION FOOD CO LTD
何姝雅(香港)營養食品有限公司
206. STONECORE LTD
正石有限公司
207. SUNNYGIFTS.COM LTD
日光禮品有限公司
208. SUYANG (HK) GROUP CO LTD
香港素仰集團有限公司
209. SWITZERLAND BOLS GROUP LTD
瑞士葆羅匙集團有限公司
210. TAIWAN JINHAOMAI FOOD INTERNATIONAL HOLDING CO LTD
台灣金好麥食品國際控股有限公司
211. TAKE THINGS HOME CO LTD
212. TALENT SMART TRADING LTD
駿傑貿易有限公司
213. TASTEJOY CO LTD
味道樂有限公司
214. TEA SEVENTH INVESTMENT & DEVELOPMENT CO LTD
茶老七投資發展有限公司
215. TECTRONICS GLOBAL LTD
創聲環球有限公司
216. THE ONE HOLDINGS INTERNATIONAL LTD
香港舜航控股國際有限公司

217. TIME SKIN INTERNATIONAL LTD
時肌國際美容護膚批發有限公司
218. TOMMY&TIM INDUSTRIAL (HK) CO LTD
糖田米田實業(香港)有限公司
219. TOPPA TECHNOLOGY INTERNATIONAL CO LTD
通柏科技國際有限公司
220. TOYEKI LTD
玩具站有限公司
221. TREASURE GLORY APPAREL LTD
華寶服裝有限公司
222. TRIANGLE TECHNOLOGY (HK) CO LTD
三角形科技(香港)有限公司
223. TUNG SHING STATIONERY MANUFACTURING LTD
同盛文儀製品廠有限公司
224. UK JIZHI BIOLOGICAL TECHNOLOGY (INT'L) CO LTD
英國極致生物科技(國際)有限公司
225. UNIKU INTERNATIONAL LTD
優尼酷國際有限公司
226. UNITED CASTLE INTERNATIONAL CO LTD
統一聯邦國際有限公司
227. UNITED HARVEST INTERNATIONAL CO LTD
聯收食品國際有限公司
228. UPPER EAST CORPORATION LTD
229. URSWEET FOODS (HK) CO LTD
香港恒優食品有限公司
230. VINTRONS TECHNOLOGY CO LTD
領昇科技有限公司
231. VITALITY HEALTH INTERNATIONAL CO LTD
232. WORLD WIDE DAILY HOLDINGS CO LTD
國際美活集團有限公司
233. WORLD MART INTERNATIONAL LTD
惠美國際有限公司
234. X&Y INTERNATIONAL (HK) LTD
譽予國際(香港)有限公司
235. XINRUI INTERNATIONAL GROUP (HK) LTD
鑫瑞國際集團(香港)有限公司
236. XIONGFA GROUP HOLDING (HK) LTD
雄發集團控股(香港)有限公司
237. YAU HING FOOD PROCESSING CO LTD
祐興粉麵廠有限公司
238. YILAIEN (HK) INT'L FOOD CO LTD
伊萊恩(香港)國際食品有限公司
239. YILE NOODLES (HK) FOODS CO LTD
一樂拉麵(香港)食品有限公司
240. YIU XI TRADING LTD
耀熹貿易有限公司
241. YUNDUAN TECHNOLOGY CO LTD
雲端科技(香港)有限公司
242. ZEWOO TECHNOLOGY CO LTD
哲沃科技有限公司
243. ZHONGZHITANG BIOLOGY TECHNOLOGY LTD
中植堂生物科技有限公司

Join Us
成為我們的會員



New Members' Sharing
新會員分享



Tommy & Tim runs a food business selling preserved fruit, confectionary, cocoa butter replacer and the likes. Focusing on China market since 2012, the company operation spans across product development, production and sales. 糖田米田專營蜜餞、糖果，可可油代替品等休閒食品，自2012年開始致力專注於中國市場，是一家集生產、研發、銷售於一身的專業公司。

“Through GS1 HK barcode, the company expects to elevate the corporate image and value, and by planning to invest and operate a factory in Hong Kong, we hope it can be a stepping stone for us to go into the international markets.

公司通過申請香港條碼，提高公司價值和形象，同時準備在香港投資開工廠，讓品牌趨向國際化。”

Mr. Se Gui-qiang
Manager of Tommy & Tim Industrial (HK) Co. Ltd.
糖田米田實業(香港)有限公司經理余桂強先生



Yu Ying runs a personal care business with the sales of products like shampoo, hair conditioning, shower gel, etc. The company started its business in China market in 2013, incorporating product R&D, manufacturing, sales and other business functions. 香港鈺滢實業自2013年起經營洗髮水，頭髮護理品，沐浴露等產品業務，一直專注於中國市場。公司集合生產、研發、銷售等業務。

“GS1 HK provides us a supply chain standard that meets the need of the global market, raising our brand image and paving our way to internationalisation and standardisation.

香港貨品編碼協會是我們走向國際市場的一個供應鏈標準，能提升公司品牌形象，有助我們邁向國際化、標準化。”

Mr. Liang Mo-ye, General Manager of Hong Kong
Yu Ying Industrial Investment Ltd.
香港鈺滢實業投資有限公司總經理梁模業先生

Introducing GS1 HK Supplier Portal GS1 HK供應商管理系統

GS1 HK Supplier Portal is a web-based supply chain collaboration solution used to manage supplier communication, transaction and processes. It streamlines the buying activity by managing the information interchange between supplier and internal ERP system while preserving the data integrity and ensuring the compliance requirements.

From our and client's data, the Supplier Portal can help a single business unit save 2,000 man-hours/year! Maxim, Fortress, Watsons and Park'N'Shop are using the Portal and are enabled to reduce manpower and optimise data management in a significant way.

There are numerous benefits with Supplier Portal, which include multiple user roles from internal to external parties, single/batch upload of product information, user-friendly interface that indicate approval flow and status, capability to integrate with legacy ERP system, etc.

Contact us today to know more!

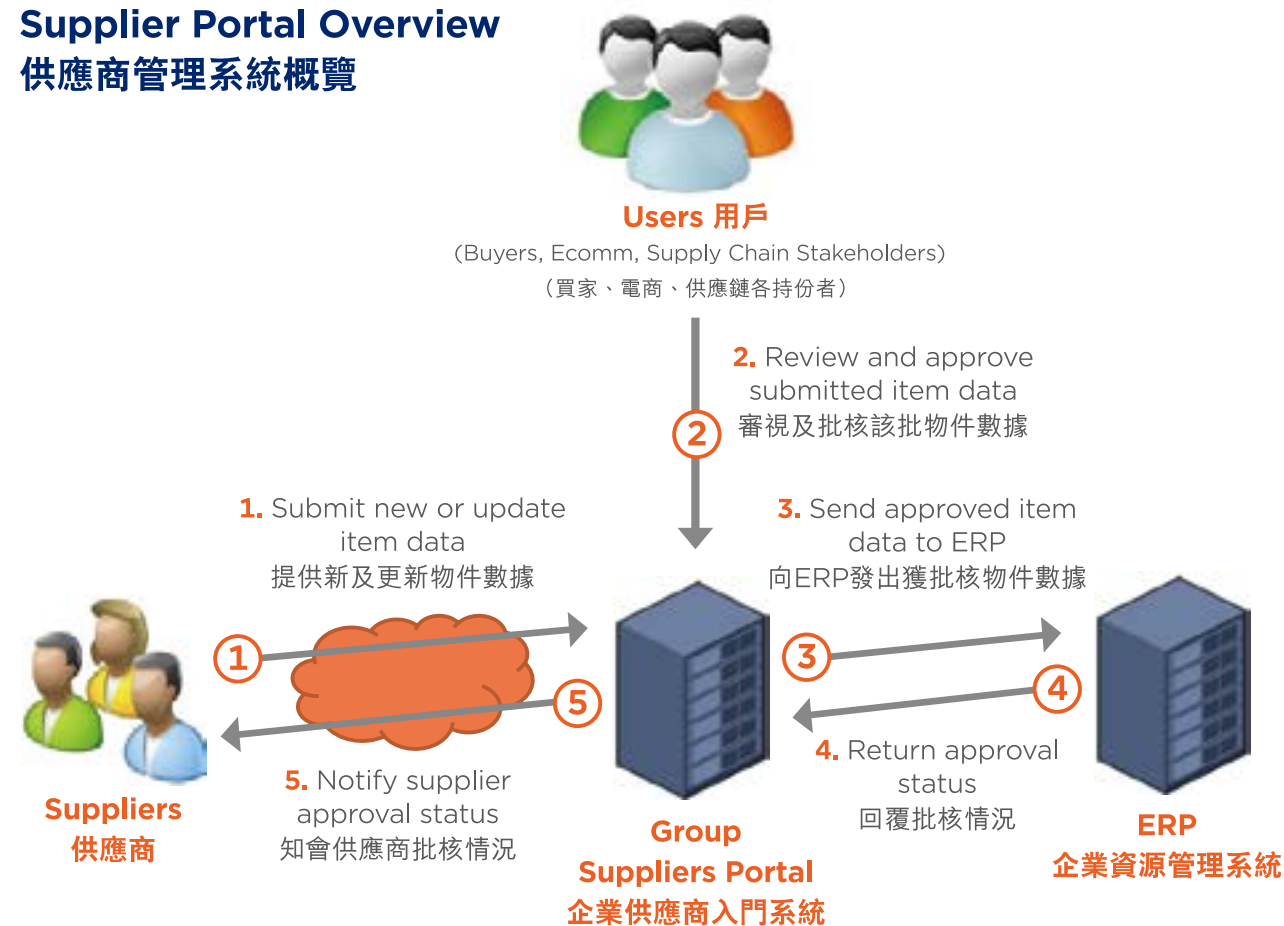
「GS1 HK供應商管理系統」(Supplier Portal, SP)是一個有效連繫供應商的解決方案。它利用網頁作介面，協助管理與供應商溝通、交易和互動的過程。它能簡化採購程序，優化供應商與內部企業資源管理系統(ERP)的資訊交換過程，同時確保數據完整性及合規性要求。

根據本會估算及客戶數據，「GS1HK供應商管理系統」能每年在一個業務單位已能節省2,000小時的人手成本！現時美心、豐澤、屈臣氏及百佳都在使用該系統，大幅減省人力及優化數據管理程序。

「GS1 HK供應商入門系統」的功能繁多，能讓公司內部至外部持份者的多用戶操作、可單一或整批上載產品資料、簡單易用的介面隨時顯示批核流程，並能與舊式ERP系統進行數據傳輸等。

欲知詳情，請即與我們聯絡！

Supplier Portal Overview 供應商管理系統概覽



Hundreds join in WeChat Connect Street Promotion

「掃碼有驚喜」街頭推廣 吸數百人參與

GS1 HK organised a street promotion in Causeway Bay and Shatin in July and August to promote our WeChat Connect feature and our WeChat Official Account (OA). WeChat Connect allows users to scan product barcode using WeChat, obtaining not only product info but perform online shopping, presenting a breezy, convenient "scan - share - shop" experience for consumers. GS1 HK WeChat OA is an excellent interactive platform for local companies connecting with Mainland consumers, offering e-commerce shops (JD.com), hot sales items, trusted brands and many more functions.

Free premiums from our selected members were given out each time during the promotion. Like our Facebook and scan the QR code below, stay tuned to our next roadshow!

本會在7月尾及8月初在銅鑼灣及沙田舉辦「掃碼有驚喜」街頭活動，推廣GS1 HK「微信連繫」功能及在微信的公眾號。「微信連繫」功能讓市民利用微信掃描產品條碼，獲取產品資訊之餘更可連結至商城進行網購，實行「掃描、分享、網購」一條龍。GS1 HK的微信公眾號有官方商城(京東)、熱銷商品專場、信心品牌故事等，是本港企業與內地龐大消費者互動的極佳平台。

活動每次均有本會會員精品免費贈送，吸引數百人參與，請Like本會Facebook及掃描以下二維碼，緊貼未來活動日期！



23.11.2018

上午8時30分至下午1時 08:30-13:00

香港尖沙咀彌敦道50號金域假日酒店
3樓地庫麗晶殿宴會廳
Ballroom A, Level B3, Holiday Inn Golden Mile
50 Nathan Road, Tsim Sha Tsui, Kowloon

BELT AND ROAD FORUM

一帶一路論壇

香港貨品編碼協會一帶一路論壇

從願景到實踐：由大灣區至一帶一路的物流及貿易便利化

GS1 HK's Belt and Road Forum

Vision to Action: Logistics and Trade Facilitation from Bay Area to Belt & Road

一帶一路倡議與大灣區發展越趨強勁，而中美貿易糾紛的影響已逐步浮現，本地企業如何開展大灣區與一帶一路市場，以應對外國逐步收緊的貿易壁壘？現時區內有何貿易相關的商機？

今年一帶一路論壇會以「從願景到實踐：由大灣區至一帶一路的物流及貿易便利化」為題，與本地大中小企業一起探討一帶一路的營商機遇，特別聚焦在供應鏈聯通性、跨境貿易便利化及應用創新科技以達致跨境物流、支付與貿易合作等議題。

• 部份演講嘉賓 •



中央人民政府駐香港特別行政區
聯絡辦公室經濟貿易處
經濟部副部長、貿易處負責人
劉亞軍先生



廣東省經濟和信息化
委員會副巡視員
神志雄先生



亞太示範電子口岸
網絡運營中心主任
黃峰先生



廣東省物流行業協會會長
廣東省南方物流研究設計院院長
馬仁洪先生

請密切留意本會網站活動更新：www.gs1hk.org/events

BUSINESS CONNECT
GS1 HK Calendar

Highlights 重點活動

30 OCT - 1 NOV

Global GS1 Healthcare Conference 2018

Key healthcare influencer across the world to meet to advance the development and adoption of global standards in improving patient safety while enhancing healthcare supply chain efficiency

全球GS1醫療大會2018

全球舉足輕重的醫療保健界人士雲集，探討採納全球標準以改善病人安全及推進醫療供應鏈效率



23 NOV

GS1 Hong Kong Belt and Road Forum 2018

Discussion to realise business opportunities for Hong Kong corporate and SMEs in Belt & Road and Bay Area

香港貨品編碼協會一帶一路論壇2018

與本地大中小企業一起探討一帶一路及大灣區的營商機遇



29 NOV

GS1 Hong Kong Summit 2018

One of the largest B2B summits to share the latest omni-channel commerce trends and strategies

香港貨品編碼協會高峰會2018

全港最大的B2B高峰會之一，分享最新多渠道商貿趨勢及策略



2018

4 Sep TUE 15:00-17:00 "Searching business opportunities from online to offline" 	12 Sep WED 12:00-14:00 GEL Club Luncheon 	13 Sep THU 14:00-16:30 Advance Barcode Workshop 	14 Sep FRI 09:30-17:00 Digital Food Supply Chain and Traceability Training
20 Sep THU 09:30-17:00 Basic Barcode Workshop 	21 Sep FRI 09:30-17:00 Digital Food Supply Chain and Traceability Training 	18 Oct THU 09:30-17:00 Basic Barcode Workshop 	30 Oct - 1 Nov 09:30-17:00 Global GS1 Healthcare Conference 2018 - HK Delegation
15 Nov THU 09:30-17:00 Basic Barcode Workshop 	20-21 Nov 09:00-18:00 ALMC 2018* 	22-25 Nov 09:00-18:00 Gerontech and Innovation Expo cum Summit* 	23 Nov FRI 08:30-13:00 GS1 Hong Kong Belt and Road Forum 2018
29 Nov THU 09:30-17:00 GS1 Hong Kong Summit 2018 	* GS1 Hong Kong as supporting organisation 香港貨品編碼協會為支持機構		



GS1 Hong Kong Summit 2018

Digital Business Transformation : Connecting the Dots

29 November | 9:15am - 5:15pm | S200 Series, HKCEC

Industry 4.0, the new retail, smart logistics, blockchain, is your business well equipped for the next generation of technology / data-driven business strategy? How do you shield your business from the Chinese-US trade disputes?

工業化4.0、新零售、智慧物流、區塊鏈，你現時的業務是否已裝備好，應付下一代科技和數據推動的業務變革？你又如何應對中美貿易糾紛？



Register now to enjoy early bird offers!

立即報名更可享費用優惠！

www.gs1hksummit.com



(852) 2863 9736



summit@gs1hk.org

GS1 Hong Kong Summit 2018 will invite industry leaders to examine the fundamental changes in business operations and the new customer experience when companies integrate digital technologies in all areas of their businesses.

香港貨品編碼協會將會舉辦GS1 HK高峰會2018，邀請各行業領袖，探討公司在不同業務版塊融合創新科技時，在營運和開啟全新顧客體驗上的轉變。

Presentation



20+ Speakers

Insightful Sharing



CEO Panel/Keynotes/
Plenaries/Concurrent Tracks

Networking



600+ Delegates/
Potential Customers

Interaction



10+ Solution Showcase/
Information Exchange

