

Building the largest trusted
source of data
最大規模的可靠產品數據庫即將建成

The Sparkling Annual Dinner 2018
閃閃璀璨 2018 週年晚宴

Brand New REAL Visibility Solution Launch
全新 REAL Visibility 方案推出

Consumer Caring Scheme 2017
「貼心企業嘉許計劃」2017

Joseph Phi,
GS1 HK Chairman
香港貨品編碼協會主席
彭焜耀

Executive Connect 管理層專訪

GS1 HK Chairman:
Discreet Optimism in the Year of Dog
香港貨品編碼協會主席：
對香港來年前景審慎樂觀



EDITOR'S NOTE 編輯的話

Retail Trends in 2018: The Evolution of the Omni-channel 2018零售趨勢：全方位渠道的演變

Retail had gone through a transformative 2017, and that's going to continue this year. Just in January, two convenience store giants from Taiwan, 7-eleven and Family Mart, just introduced their own versions of "smart retail" concepts: the former demonstrates a "Face in, Face pay, Face go" process using technologies like facial recognition, self-checkout counter, auto-replenish shelving and auto-payment service; while the latter features RFID and IoT technologies to provide temperature control on hot food, electronic price tag, stocks replenishment detection and AI coffee making machine. Whereas 7-eleven aims to minimize labor cost, Family Mart targets to provide better quality of service by lessening manpower hours.

The ability to personalize the customer's journey and offer a cohesive user experience at every touchpoint is vital for a merchant to remain competitive and increase consumer satisfaction. This is where omnichannel retail comes into play.

Omnichannel Retail is designed to unify the shopping experience - gathering, storing and leveraging consumer data to leverage it across all marketing, sales and service initiatives taken within a company. Whether it's desktop or mobile, or using technology with beacons to track shopper's behavior- there are more touchpoints than ever to engage with consumers, encourage purchases, make recommendations and sell to willing buyers.

So no matter what futuristic technology there will be for retailers, remaining laser-focus on customer needs is still the top focus.

Let's hear from Mr. Joseph Phi, Chairman of GS1 Hong Kong, on his perspectives and predictions of the business development in Hong Kong in 2018. Echoing his insights, Vitasoy is embracing digitalisation and transformation for more e-commerce opportunities. Want to know the secret recipe of our Chairman and Vitasoy for success, please read the Executive Connect and Corporate Dynamics sessions.



零售業在2017年經歷了翻天覆地的變化，預期今年會持續。在剛去的一月，兩間台灣便利店7-11和全家 (Family Mart) 便分別推出大異其趣的「智慧零售」概念店：前者以臉容識別技術創出「Face in、Face pay、Face go」的自助購物體驗，讓用戶能自助結賬、自動落單補貨及自動付費等服務；而後者則運用射頻識別及物聯網等科技，以監察及調控熱食溫度、電子價錢牌、貨品補充偵察及人工智能咖啡機等技術。7-11的無人零售店企圖為顧客帶來自助新體驗及減省人工成本，而全家則期望能減少員工在繁瑣倉務的時間，利用那些時間提供更佳更互動的顧客服務。

商戶要提升消費者滿意度及維持競爭力，需將顧客購物旅程個人化，並在每個顧客接觸層面都達到一致體驗。這便是全方位零售的關鍵。

全方位零售的出現便是要為顧客帶來統一的購物體驗，透過收集、儲存及運用消費者數據，在公司的市場推廣、銷售及服務等活動上應用。商戶不論透過桌面或手機，或利用信標位置科技以追蹤購物者行為，在不同的顧客接觸層面上其實都能與消費者互動、鼓勵購物、推薦產品給適合用家。

不論未來零售科技如何轉變，關注顧客的需要才是焦點。

香港貨品編碼協會主席彭焜耀先生在本期雜誌會分享他對2018香港經濟發展的見解及分析。作為本地首屈一指的飲料品牌，維他奶管理人員亦會剖析如何運用數碼化變革以捕捉更多電子商貿機遇。請細閱〈管理層專訪〉及〈企業動態〉，瞭解本會主席和維他奶的成功秘訣。

GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T +852 2861 2819 E info@gs1hk.org
www.gs1hk.org



GS1 is a registered trademark of GS1 AISBL.
All contents copyright©GS1 Hong Kong 2018

2018 February 二月 Contents 目錄

Executive Connect 管理層專訪 Discreet Optimism in the Year of the Dog 對香港來年前景審慎樂觀	3
GS1 HK Board of Director 2018 香港貨品編碼協會董事2018	7
Worldwide Scan 環球解碼 Building the largest trusted source of data 最大規模的可靠產品數據庫即將建成	8
Corporate Dynamics 企業動態 Capturing e-Commerce Opportunities in HK 把握香港電子商貿機遇	11
GS1 HK in Review 編碼回顧 GS1 HK's Annual Dinner 2018 2018週年晚宴 e-Marketplace Launch Ceremony 「信心港商城」平台啟動典禮 GS1 HK Summit 2017 高峰會2017 Belt & Road Forum 一帶一路論壇	13
New Solutions 編碼新方案 REAL Visibility Solution 全新REAL Visibility方案	18
New Members 歡迎新會員	19
Consumer Caring Scheme 「貼心企業嘉許計劃」	23
Event Calendar 活動日誌	26



3 Executive Connect 管理層專訪

8 Worldwide Scan 環球解碼



11 Corporate Dynamics 企業動態

13 GS1 HK in Review 編碼回顧



23 Consumer Caring Scheme 「貼心企業嘉許計劃」

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.

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.

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。



Discreet Optimism in the Year of the Dog

對香港來年前景 審慎樂觀

Mr. **Joseph Phi**

Executive Director, Li & Fung
President, LF Logistics
Director, GS1 Global Management Board
Chairman, GS1 Hong Kong

彭焜耀 先生

利豐集團執行董事
利豐物流總裁
GS1國際管理局董事
香港貨品編碼協會主席

A robust tailwind greeted Hong Kong as we welcomed the new year. According to the Trade Development Council, total export value in 2017 marked an 8% growth, amounting to US\$496.9 billion. After multiple years of decline, retail sales increased nearly 2% in 2017, reflecting growth in visitor arrival, upbeat consumption sentiment and favorable employment and income conditions. So, what will it be like for the rest of 2018?

Joseph Phi, Executive Director of Li & Fung, President of LF Logistics, Director of GS1 Global Management Board and Chairman of GS1 Hong Kong, is discreetly optimistic about the general economic outlook of Hong Kong. To sustain this growth momentum though, he believes Hong Kong must undertake the following three strategic initiatives:

- 1 Accelerate the rate of technological adoption and digitalization
- 2 Deepen the economic integration with China, with emphasis on Greater Bay Area and Belt & Road
- 3 Strike a healthy balance between social sciences and STEM (Science, Technology, Engineering and Mathematics) in secondary and tertiary education

在這一年的伊始，香港經濟發展已見蓬勃向上的走勢。貿發局公布的數據顯示，2017全年的總出口貨值錄得8%的升幅，達4969億美元。零售市場經歷多年下跌後，於2017年亦見2%升幅，反映出到訪遊客增加、高漲的消費情緒及穩健的就業和收入等利好因素。2018年展望及走向又會如何？

利豐集團執行董事、利豐物流總裁、GS1國際管理局董事及香港貨品編碼協會主席彭焜耀先生 (Joseph)，對香港的宏觀經濟環境表現感到審慎樂觀。他相信香港要維持這良好勢頭，必須積極拓展三方面優勢：

- 1 加快科技應用及數碼化的進程；
- 2 深化與中國大陸的融合，尤其在大灣區及一帶一路的發展；
- 3 讓社會科學及STEM（科學、科技、工程和數學）在中學及專上教育發展上取得健康平衡。

Moving Up the Value Chain by Adopting Technology

The general health of Hong Kong's economy is largely shaped by the vibrancy of the SMEs. For years, Hong Kong's SMEs have been plagued by surging rents and high manpower costs, stifling their ability to compete. To address this, the government and industry associations must work hand in hand with these companies to facilitate the adoption of technology and embrace digitalization.

"Technologies like IoT, data analytics or machine learning can help SMEs bring their value proposition to life, helping them translate business data into market insights. This will better equip them to develop the relevant products and services that appeal to the changing needs of their customers," Joseph said.

He added, "Hong Kong is strategically located at the heart of Asia, connected to the world and Mainland China by a world-class international airport, a container port renowned for its efficiency, and extensive land crossings. With these advantages, Hong Kong is an ideal business hub to many companies. As your target markets extend beyond Hong Kong, you start to create economy of scale and your investment in technology starts to pay back. The trend of technological and digital transformation is irreversible. Failure to adopt and adapt will put your business at risk."

Tapping the Potential of Greater Bay Area and Belt & Road

The progressive development of the Greater Bay Area and Belt & Road initiative presents a very distinct opportunity for Hong Kong businesses. It is essential for Hong Kong entrepreneurs to figure out what role to play and how to deliver value.

"Hong Kong must take a leadership position as the technology, financial, architectural, logistics, and knowledge hub among the 11 cities comprising the Greater Bay Area. We must apply the design thinking process to identify people's needs and market opportunities, and match them with innovative, human-centered and technologically feasible solutions."



採用新科技 登價值鏈高峰

香港經濟的穩健發展很大程度取決於本地中小企的強盛興旺。香港中小企多年來一直飽受高漲的租金及高昂的人力成本困擾，窒礙他們競爭能力。政府及各行業組織必須與這些公司攜手合作，推動科技應用及投入數碼化發展，助他們解決難題。

Joseph表示：「利用物聯網、數據分析及機器學習等科技能有助中小企展示他們的優勢，讓他們將商業數據變成有價值的市場洞見。這會有助他們持續發展可以迎合其顧客需求的產品及服務。」

他補充：「香港的地理位置優越、位處亞洲中心，以世界級的國際機場聯繫全球，並擁有以高效聞名的貨櫃港口及四通八達的陸路交通。香港因這些優勢而成為許多公司理想的業務樞紐。當你的目標市場跨越香港，你會開創出經濟效益，而你在科技上的投資亦會出現回報。科技化及數碼化變革的進程已是大勢所趨，若公司未能有效適應、及時部署，其業務亦將岌岌可危。」

發掘大灣區及一帶一路潛力

大灣區及一帶一路的不斷發展，為香港企業帶來獨特的機遇。香港企業家必須思考自己於其中的角色及如何展現價值。

Joseph分析：「香港作為大灣區內11個城市的重要一員，應在其長處如科技、金融、建築設計、物流和知識中心等領域上發揮領導角色。我們必須應用設計式思考過程去確定人們的需求及市場機遇，

並利用以人為本的創新科技解決方案作相應配合。」

“This then will allow us to gain a first mover advantage and naturally pave the way for Hong Kong to carve out a meaningful role in the Belt and Road Initiative. All enterprises need to understand that the development of the Greater Bay Area and Belt and Road initiative is much more than buss and hype. If we play our cards right, there is huge potential for HK enterprises, including SMEs to reap huge dividends spanning financial services, healthcare, construction, supply chain management, professional services, education, infrastructure building and trade development,” Joseph explained.

Developing Smart City and STEM talents

The Hong Kong Government unveiled a Smart City Blueprint late last year and underscored such development as top priority. The Blueprint includes a myriad of measures in six areas, namely “Smart Mobility”, “Smart Living”, “Smart Environment”, “Smart People”, “Smart Government” and “Smart Economy”. Joseph believes this is a good start as “Hong Kong covers only some 2,700 square kilometers, and is the perfect place to experiment with and implement a lot of smart city concepts. It will be extremely exciting to see those concepts built into the overall city design and planning process. As we gain experience and climb the learning curve, we may even export these concepts and solutions to China and other parts of Asia, and contribute to the greater good of the global community.”

The Blueprint also covers a fast-track IT talent admission scheme that will be launched in 2018 to lure more IT professionals, especially in biotechnology, data science, artificial intelligence, robotics and cybersecurity. “To realize this vision, we must be ready to nurture these talents, providing an environment for them to grow and reach their potential,” Joseph elaborated. “Educational reforms that encourage design thinking and development of STEM-related talents are essential, and will complement this fast track scheme.”

「這會有助我們獲得先行者優勢，描劃出我們在一帶一路倡議上的路向，建立我們有意義的角色。企業必須明白大灣區及一帶一路的發展並不是噱頭或炒作。若我們能適得其所、發揮所長，我相信香港企業包括中小企不論在金融服務、醫療保健、建築、供應鏈管理、專業服務、教育、基建、貿易發展等方面，都可從中獲得巨大裨益。」



發展智慧城市及培育STEM人才

香港特區政府去年公布香港智慧城市藍圖，強調其發展為首要工作。藍圖就「智慧出行」、「智慧生活」、「智慧環境」、「智慧市民」、「智慧政府」及「智慧經濟」等六個主要範疇提出多項建議。Joseph認為這是個好開始：「香港地域只有2,700多平方公里，是驗證和落實智慧城市概念的理想地方。若這些概念能納入整體城市設計及規劃過程，將會令人非常振奮。當我們實踐時所累積以來的學習及經驗，更可成為推廣到中國內地甚至整個亞洲的措施及方案，締造更優質的全球化社會。」

藍圖建議於2018年起推創科優秀人才特快入境計劃，吸引生物科技、數據科學、人工智能、機械人、網絡安全等範圍的科技專才。「要實踐智慧城市願景，我們必須準備好培育這類人才，為他們提供優越環境以發揮潛力。以鼓勵設計式思考及發展STEM相關人才的教育改革非常重要，亦能與入境計劃相輔相成。」



Future Development of Logistics and Retail

Hong Kong has long been the region's pre-eminent logistics hub and an international maritime center. And it is logistics - the power of linking economies, industries, people, products and services - that will help Hong Kong build the ecosystem to function and flourish in this era of connectivity and collaboration.

Echoing this sentiment, Joseph believes it is the best of times for the logistics industry. "A winning business model is one that curates a unique experience for customers in an omni-channel world. Over the last couple of years, we have witnessed the online retail sites trying to build brick-and-mortar presence, while the physical stores are establishing their digital footprints. Both require a strong logistics backbone."

In sharing his final advice, Joseph mentioned that for a city state like Hong Kong to thrive in an ever-changing world, we must shift our mindset to embrace change. This allows us to see the opportunity in every change process. In so doing, we are always an active participant as opposed to a poor victim of any market disruption.



未來物流及零售發展

香港長期以來一直是區內聞名的物流及國際航運樞紐。物流業是連繫著經濟、工商業、人才、產品及服務的命脈，會幫助香港在這個連繫和協作的時代，建立一個繁榮蓬勃的生態系統。

Joseph相信這是物流業發展的黃金時期。如果一家企業能夠在全方位渠道提供獨一無二的顧客體驗，那這種商業模式便能在現今市場脫穎而出。在過去幾年，我們見證著網絡零售商試圖建立實體業務，而實體商店則在設立他們的網上市場，而兩者都需要強力的物流基礎以作支援。

最後，Joseph也提出他的建議，香港要在瞬息萬變的全球市場競爭，必須改變思考模式，擁抱

變革。這會助我們在每個變革過程中覷準機會，成為市場改革時的開拓先鋒而非滯於人後。

GS1: Creating a level playing field

When talking about its role in 2018, Joseph sees GS1 Hong Kong as an equalizer and enabler. It must strengthen its ability to ensemble business enterprises especially SMEs to compete effectively within and outside of Hong Kong. For example, in terms of visibility, GS1 can create a cost-effective product track-and-trace platform that allows SMEs to possess similar capability as their bigger counterparts. Another example is the use of blockchain technology. The essence of blockchain lies in enabling all stakeholders to have an equal voice, regardless of size. "The role of GS1 is to create a level playing field that allows all businesses to have a fair chance of success.", he emphasized.



GS1為市場創造公平規則及標準

關於香港貨品編碼協會在2018年的角色，Joseph認為GS1 HK是促進市場公平競爭的推動者。協會必須加強能力，讓各類商業機構 — 尤其是中小企 — 能在香港以至跨境市場上具備公平競爭的機會。

例如協會可創建一個具成本效益的產品追蹤追溯平台，讓中小企亦有能力與大企業爭一日長短。另外區塊鏈技術應用亦是一例。區塊鏈的關鍵就在於讓所有持份者不論規模，都能具備相同影響力。他強調：「GS1的角色在於創建出一個公平的市場環境，讓所有公司都能擁有平等的成功機會。」

GS1 Hong Kong Board of Directors 2018 2018年度香港貨品編碼協會董事局

Chairman 主席



Mr Joseph Phi
Executive Director, Li & Fung &
President, LF Logistics

彭焜耀 先生
利豐集團執行董事及
利豐物流總裁

Vice Chairman 副主席



Dr Kelvin Leung
Chief Executive Officer, Asia Pacific,
DHL Global Forwarding (HK) Ltd.

梁啟元 博士
敦豪全球貨運物流(香港)有限公司
行政總裁 (亞太區)

Directors 董事



Mr Peter Lee
Chairman, Euroasia Group

李雨川 先生
華寶實業集團主席



Mr Steve Chuang
Chairman and CEO,
ProVista Group

莊子雄 先生
保力集團主席及行政總裁



Mr Glenn Smith
Managing Director,
Pivotal Advisors Limited

史密夫 先生
柏緯圖顧問公司董事總經理



Mr Neil Waters
Director & General Manager,
Swire Coca-Cola HK Ltd.

利偉達 先生
太古可口可樂香港有限公司
董事兼總經理



Mr Jackson Leung
Chief Executive Officer,
C&C Joint Printing Co (HK) Ltd.

梁兆賢 先生
中華商務聯合印刷(香港)有限公司
董事總經理



Dr Gordon Yen
Managing Partner,
Radiant Tech Ventures Limited

嚴震銘 博士
慧科科創投資有限公司執行合夥人



Mr Roy Ng
Chairman & CEO,
Star Lite (HK) Ltd.

伍俊達 先生
暉星(香港)有限公司
主席及行政總裁



Mr Thomas Cheng
President,
Walton Brown Group

鄭偉雄 先生
華證集團總裁



Ms Shirley Yuen
Chief Executive Officer, Hong Kong
General Chamber of Commerce

袁莎妮 女士
香港總商會總裁



Mr Choo Peng-chee
Regional Director,
North Asia - Food,
The Dairy Farm Group

朱秉志 先生
牛奶公司集團
北亞區地區董事 - 食品

Company Secretary 公司秘書



Mr Nicholas Horvath
Bodnar Horvath

鮑皓華 律師
鮑皓華律師行

Ex-Officio Member 當然委員



Ms Anna Lin
Chief Executive, GS1 Hong Kong

林潔貽 女士
香港貨品編碼協會總裁

News 1

Building the largest trusted source of data 最大規模的可靠產品數據庫 即將建成

To help e-tailers, retailers and brands to provide transparent and accurate product information, GS1 Global launched the “GS1 Cloud” platform. The single, open centralized global GS1 Cloud database will be the largest source of trusted product information in the world, which is intended to house more than 100 million Global Trade Item Numbers (GTINs), along with six additional core product attributes that will deliver trusted product information that consumers demand. The 7 core product attributes include:

- GTINs
- Brand
- Label description
- Medium resolution image URL
- Target market
- Company name
- Product classification

Consumers will be able to get the brand-sourced product data from retailers, e-tailers, marketplaces and apps, leading to increased consumer satisfaction and trust.

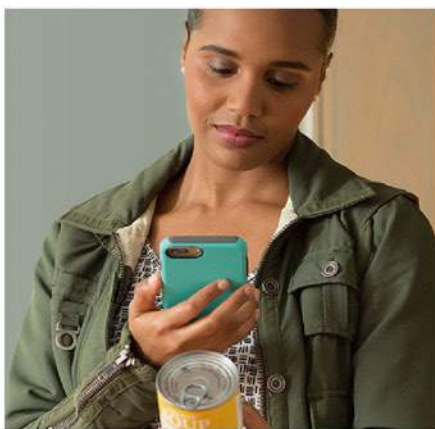
Companies across industries- including healthcare - will benefit as the distribution of trusted product data becomes more efficient and seamless.



為協助品牌商及網上和實體零售商提供高度透明的準確產品資訊，GS1推出GS1雲平台。這個獨立而開放的中央數據庫將成為全球最龐大的可靠產品資訊來源，預期儲存1億項以上的全球貿易貨品編碼(GTINs)，更額外包含6項主要產品基本資訊，滿足消費者對可靠產品訊息的要求。資訊包括：

- GTINs
- 品牌名稱
- 品牌描述
- 中等解像度
的圖片連結
- 目標市場
- 公司名稱
- 產品分類

消費者將獲得零售商、網上零售商、電子商貿平台和應用程式提供的產品數據，提升他們的滿意度及信任，而對公司或機構而言，它們在發佈產品資訊時便能更快捷有效。



See what GS1 has to say about GS1 Cloud & the Big Picture :
觀看GS1持份者對雲平台及「The Big Picture」計劃的意見：
<https://www.youtube.com/watch?v=Qcf2lThUByA>

News 2

Gearing up for the Technological Business Era

企業裝備員工迎來科技商業時代

Mainetti, a global provider of hangers and packaging solutions originated from Italy, sought professional opinion and trainings from GS1 HK to better prepare themselves for future. The trainings focused on retail / logistics technology like barcode, RFID principles and implementation, and covered 7 regional offices including Australia, South Korea, Hong Kong, Mainland China, India, Sri Lanka, Bangladesh and Vietnam.

The trainings equipped Mainetti employees with knowledge of barcode and RFID, which builds a solid foundation for the company's future development. They also created a life-long learning culture across the company, enhancing the employees to embrace future technology and changes.



香港貨品編碼協會向來自意大利的國際衣架及產品包裝供應商萬美，提供有關條碼和實踐無線射頻識別技術(RFID)等部署的專業意見和員工培訓以應對未來轉變，培訓範圍覆蓋澳洲、南韓、香港、中國、印度、斯里蘭卡、孟加拉及越南七個地區辦公室。

課程助萬美於各地的員工裝備了應用條碼及RFID的知識，為公司未來發展奠定了良好基礎，同時營造一個持續學習的文化，提升員工對未來變革的信心。



News 3

“Salt / Sugar” Label Scheme for Prepackaged Food Products

預先包裝食品「鹽／糖」標籤計劃

The Committee on Reduction of Salt and Sugar in Food, the Food and Health Bureau and the Centre for Food Safety of the Food Environment Hygiene Department jointly introduced a “Salt / Sugar” Label Scheme for Prepackaged Food Products (the Scheme) to help consumers identify low-salt-low-sugar products more easily and make informed choices. GS1 Hong Kong is the supporting organisation, and some of our members have already joined the league, like Shiu Heung Yuen and Coca-cola. Take your part now and let's make a more health-conscious Hong Kong together!

降低食物中鹽和糖委員會（委員會）、食物及衛生局以及食物環境衛生署食物安全中心攜手推出預先包裝食品「鹽／糖」標籤計劃（計劃），讓消費者容易辨認「低鹽低糖」的產品，從而作出有依據的決定。作為支持機構，本會會員紹香園及可口可樂等已加盟該計劃行列，請即參與，支持推動一個具更高健康意識的香港。

Website 網址：
<http://bit.ly/2nG1v8w>



Realize the power of Digital Transformation for more market share

HKT is here to help with innovative solutions,
unparalleled connectivity, and end-to-end services.

DATA ANALYTICS

CONNECTION

TRANSFORMATION

DIGITALIZATION



Find out more. Contact us today at retail_solutions@pccw.com

Capturing e-Commerce Opportunities in Hong Kong

把握港電子商貿機遇

Jointly conducted by GS1 Hong Kong and KPMG, the Hong Kong CEO Pulse Survey Report 2017 revealed that almost a third of CEOs say they plan to increase their investments in their e-commerce and online sales operations by more than 20 percent in the coming 12 months. Vitasoy, the renowned beverage brand for almost 80 years, is also gearing up for more e-commerce opportunities.

“We are committed to going after a thorough digitisation and transformation for Vitasoy operation in Hong Kong,” said Dorcas Lau, Chief Executive Officer of Vitasoy Hong Kong. “We are thinking beyond consumer communication engagement like advertising online, SEM or SEO. We are also looking at data analytic, how to improve the analysis of data, also exploring opportunities of applying IoT in operations and supply chain.”

Vitasoy has already enjoyed presence in practically everywhere: retail shops like Park’N’Shop, Wellcome, 7-11, OK; a few thousands vending machines; and offered in bakeries, coffee shops and other catering and food services areas. Even so, Vitasoy has appointed dedicated team to work on e-commerce and digital engagement with retailers.

“We are working with some pure online e-commerce players like HKTVMall and Ztore, also with our omni-channel retailers like Park’N’Shop and Wellcome, actively selling our products on their websites. Although the contribution from e-commerce is still limited, this is a force we can never underestimate.” Dorcas adds.

The rapidly changing market landscape nowadays, especially for FMCG industry, can be a challenge for most businesses. Yet Vitasoy has never ceased to lose relevance with the new generation of consumers. Keeping abreast of consumers' habit has been made easier for Vitasoy due to the advent in technologies, and Dorcas notes the purchasing behavior of online and offline customers can be quite different. Younger consumers who purchase online, for example, are more likely to buy larger quantities of premium products.

“We receive a lot of feedback from our consumers through social media, and it’s through such engagement that we’re able to

由香港貨品編碼協會及畢馬威中國攜手進行的香港電子商貿展望報告指，近三分之一CEO表示計劃未來12個月於電子商貿和網上銷售業務的投資，增加20%以上。在香港家喻戶曉、享譽近八十年的飲料品牌維他奶，亦全力準備迎來電子商貿機遇。

維他奶國際集團有限公司香港行政總裁劉盛雪女士表示：「我們將致力在維他奶香港的營運上進行全方位的數碼化及變革策略。我們不單會透過網絡廣告、搜尋引擎營銷及優化等與消費者溝通互動，亦會利用數據分析的技術改善資料分析結果，並探討在營運及供應鏈上應用物聯網的機會。」



維他奶 x Peppa Pig 系列
NEW 新登場
✓ 非基因改造大豆
✓ 含優質植物蛋白質
✓ 幼兒健康茶點
Last year, VITASOY Classic Soymilk mini-series launched Peppa Pig special packaging edition in major supermarket chains to attract young consumers.
去年，維他奶經典豆奶mini版推出Peppa Pig特別包裝，於各大超市連鎖店供應以吸引年輕消費者。

維他奶品牌產品幾乎無處不在，包括百佳、惠康、7-11、OK等零售店；全港數千部汽水機；在餅店、咖啡店及其他飲食供應商都有供應。即便如此，維他奶依然委派專責團隊與不同零售商在電子商貿及數碼參與合作。

劉女士表示：「我們正與HKTVMall及士多等電貿網站商戶合作，同時與百佳和惠康等全方位渠道零售商溝通，積極在他們的網站上銷售我們品牌產品。雖然現時電子商貿的收入佔比有限，但我們不會低估其潛力。」

現時市場情況瞬息萬變，對本地公司、尤其是快速消費品類行業的挑戰尤為明顯。然而維他奶多年來都一直是消費者的寵兒，從不與時代脫節。隨著科技發展，維他奶更能緊貼理解消費者習慣

，劉女士亦指出網上網下的顧客習慣大相逕庭，例如年輕消費者普遍會在網上購入較大批量的中高檔產品。

劉女士解釋：「我們從社交媒體獲得許多消費者的回應，這方法讓我們更理解他們的需要。」

understand their needs.” Dorcas explained.

The constant product innovation is one of the key recipes for Vitasoy. “Vitasoy has always been providing personalized products that fit the increasingly diversified needs and health trend in the market.” she adds.

Vitasoy also partnered with Pacific Coffee and launched a collection of Vitasoy-inspired coffee drinks and food, introducing a taste that is uniquely Hong Kong.

Dorcas believes e-commerce in Hong Kong has room to grow further. However, instead of a sudden, significant industry or technology disruption, it will likely be an evolving trend that changes the market and consumption pattern in a gradual manner. Vitasoy is preparing to capture the new opportunities ahead.



維他奶鈣思寶
高鈣健康飲品
高鈣 零毫克膽固醇 低糖
大豆以外健康選擇
89款 健康BBLike

To provide more plant-based beverage options to health-conscious consumers, VITASOY CALCI-PLUS has launched coconut milk and almond milk in addition to its soymilk series.
為了讓關注健康的消費者擁有更多植物類的飲料選擇，維他奶鈣思寶推出豆奶以外的杏仁及椰子口味健康飲品。

維他奶另一項的優勢是其對產品創新的專注。劉女士稱，維他奶一直關注和配合市場中的多元變化及健康需求而提供相應的個人化產品。

去年，維他奶推出鈣思寶高鈣健康飲品，有杏仁及椰子口味，為高鈣健康飲品提供更多選擇。該公司亦與 Pacific Coffee 攜手推出一系列以維他奶作材料的咖啡飲料及食品，推廣香港的獨特口味。

劉女士相信香港的電子商貿亦有更多發展空間，但不是急劇而巨大的行業或科技改革，而是逐步

改變市場及消費模式的平穩勢頭。維他奶已準備就緒，隨時捕捉新發展機遇。

Solid support for F&B industry – GS1 Hong Kong 香港貨品編碼協會對飲食業堅定支援

More than 30% of GS1 Hong Kong members are food and beverage companies. We offer an array of standards and solutions, enabling food and food services companies to raise business efficiency as well as ensure product quality and consumer safety, some of them includes Quality Food Traceability Scheme, Global Traceability Standard, Consultancy Services, QR Traceability Solution, WeChat Connect, Consumer Caring Scheme and more.

Vitasoy is one of the Diamond Award Winners in GS1 HK's Quality Food Traceability Scheme 2017. **“The Scheme encourages food manufacturers to strengthen the food traceability system so as to provide more quality and safer food to consumers. It also raises our staff's awareness in this aspect. The Scheme is greatly beneficial to participating companies, and therefore I highly recommend it.”** Dorcas said.

逾三成香港貨品編碼協會會員是飲食行業公司。我們提供多元化的標準及解決方案，讓食品及食品服務供應商能提升業務效能及確保產品質量和消費者安全。其中包括優質食品源頭追蹤計劃、全球追溯標準、顧問服務、QR Traceability方案、微信連繫、貼心企業嘉許計劃等等。

維他奶獲得本會頒發的優質食品源頭追蹤計劃2017鑽石獎的殊榮。劉女士表示 **“這計劃鼓勵食品生產商強化食品追溯系統，從而為消費者提供更優質、更安全的食品。而對企業而言，亦提升了員工這方面的意識，對參與企業有很大幫助，十分值得推薦。”**



Vitasoy received Quality Food Traceability Diamond Award 2017 from Mr. Eugene Fung, Deputy Secretary for Food and Health (Food) of Food and Health Bureau
維他奶從食物及衛生局副秘書長(食物)馮建業先生手上接受優質食品源頭追蹤計劃2017鑽石獎



2018.1.12 GS1 HK's Annual Dinner 2018

Over 400 guests dressed in glittering, "bling bling" costume and participated in the event. A series of entertainment including lucky draw, interactive games, karaoke, celebrity performance lighted up the audience with cheer and fun.

香港貨品編碼協會2018週年晚宴

逾400名賓客閃亮登場，出席本會晚宴盛會，寓意香港精神將繼續發光發熱。當晚節目豐富，大抽獎、頒獎典禮、有獎遊戲、卡拉OK、明星表演，全場每位嘉賓都盡興而歸。



1 Mr. Glenn Smith, Chairman of Annual Dinner Steering Committee & Senior Member of GS1 HK Board, kick-started the event with a warm welcome
週年晚宴籌委會主席及香港貨品編碼協會董事史密夫先生致歡迎辭

2 Mrs Cherry Tse, Permanent Secretary for Food and Health (Food) of the HKSAR Government graced the event as Guest of Honour and delivered an opening speech
食物及衛生局常任秘書長(食物)謝凌潔貞女士擔任主禮嘉賓並致開幕辭

3 Famous Artist Mimi Lo led the guests to sing and dance together, heating up the vibe
影視明星羅敏莊載歌載舞，與嘉賓打成一片

4 Over 400 guests gathered to celebrate the anniversary of GS1 HK
逾400賓客雲集歡慶香港貨品編碼協會週年紀念





2018. 1. 12

GS1 HK's e-Marketplace Launch Ceremony



香港貨品編碼協會「信心港商城」平台啟動典禮

Designed to help members tap into the huge China market opportunities, GS1 HK launched an e-Marketplace platform on Taobao and JD.com. Around 30 corporate members have participated and around 100 products are listed within one month since the soft-launch in Dec 2017.

The e-Marketplace platform differentiates itself by two major advantages, trusted products and reputation. GS1 HK requires all the listed products and their information to be provided by registered brand owners or authorized retailers, so that Mainland consumers can shop online worry-free as the product source is guaranteed authentic.

Simply search “信心港商城” on Taobao and JD.com, or check out the below.

為協助會員發掘中國龐大的消費市場，香港貨品編碼協會在淘寶及京東全球購建立「信心港商城」平台，在去年12月試業至今已差不多30間公司會員參與，上架產品約100款，反應熱烈。

GS1 HK「信心港商城」的優勢便在於商譽及信心，因為GS1 HK要求每件上架商品及其資料，均由註冊或授權的品牌持有人或零售商提供，以確保貨源真確，讓內地消費者買得安心。

只要到淘寶的店舖或京東全球購網站或應用程式時搜尋「信心港商城」，或鍵入以下網址，即可找到香港及外國品牌的正品正貨。

1. GS1 HK Chief Executive, Board Directors and e-Marketplace merchants attended the e-Marketplace launch Ceremony
香港貨品編碼協會總裁、董事局成員及「信心港商城」商戶出席平台啟動典禮
2. Merchants came and endorsed our platform
商戶向「信心港商城」投下信心一票
3. Postmaster General Mr. Gordon Leung (second left), GS1 HK Chief Executive and Board Directors attended the ceremony and showed support
香港郵政署長梁松泰先生(左2)香港貨品編碼協會總裁及董事局成員出席典禮以示支持
4. Merchants shared experience in listing on GS1 HK's e-Marketplace
商戶分享參加「信心港商城」體驗



淘寶

<https://shop335595585.world.taobao.com/>



京東全球購

<http://mall.jd.hk/index-726727.html>



2017. 11. 7

GS1 HK Summit 2017: Business Transformation for Customer Centricity

香港貨品編碼協會高峰會2017:「以客為本」的企業變革

Over 500 delegates from around Asia Pacific region attended the Summit. An unprecedented line-up of more than 30 speakers including representatives from DHL, JD.com, KPMG, Lazada, Pricerite, etc., shared their views on Customer Centricity and the future trend of omni-channel commerce. Jointly conducted by GS1 HK and KPMG, the "Outlook for e-Commerce in Hong Kong" 2017 Result was also revealed during the Summit that showed a wide range of opinions from the perspective of CEOs and consumers.

超過500位嘉賓從亞太各地出席這個區內首屈一指的高峰會。來自DHL、京東商城、畢馬威、Lazada、實惠等30多位企業高層代表深入探討以客為本的企業變革及全方案渠道商貿最新趨勢。香港貨品編碼協會與畢馬威合作進行的《2017年香港電子商貿的前景》報告亦於高峰會上揭曉，剖析CEO對線上/線下商貿前景及消費者對多渠道購物體驗的意見。



1. GS1 Hong Kong Summit 2017 Opening:

(From left to right) Mr. Charles Mok, Legislative Councilor (IT), Dr Kelvin LEUNG, Vice Chairman - GS1 HK Board / CEO, Asia Pacific - DHL Global Forwarding (HK) Ltd., Mr. Joseph Lai, Permanent Secretary for Transport and Housing (Transport), The Government of the Hong Kong Special Administrative Region, Mr. Frankie Yick, Legislative Councilor (Transport), Ms Anna Lin, Chief Executive, GS1 Hong Kong

香港貨品編碼協會2017開幕：

(由左至右) 立法會議員(資訊科技)莫乃光議員、敦豪全球貨運物流(香港)有限公司行政總裁(亞太區)梁啟元博士、運輸及房屋局常任秘書長(運輸)黎以德先生、立法會議員(航運交通)易志明議員、香港貨品編碼協會總裁林潔貽女士

2. Winston Cheng, President of JD.com International, speaks on the topic "Omni Business Ushers in the Forth Retail Revolution"

京東國際總裁鄭孝明先生就「全方位業務發展迎來第四次零售革命」發表主題演講

3. CEO Panel Discussion - Championing Omni Business Way Forward (from left to right)

CEO小組討論 - 全方位業務向前致勝方略(由左至右)

* Mr Anson Bailey, Head of Consumer Markets, KPMG

畢馬威中國消費品零售行業主管合夥人(亞太區)利安生先生

* Mr Derek Ng, CEO, Pricerite Home Limited
實惠家居行政總裁吳獻昇先生

* Ms. Lui Tong, COO, Strawberry.net
草莓網化妝品(中國)有限公司 - 首席營運官 湯雷女士

* Ms Cindy Chan, Head of Greater China, YouGov Asia-Pacific
YouGov大中華主管 陳詩迪女士

* Mr Kevin Orr, Group Vice President & Chief Investment Officer, Winner Medical Group
穩健醫療集團副總裁兼首席投資官 柯家洋先生

* Mr Cyril Drouin, Chief eCommerce Officer Greater China, Publicis Commerce
陽獅傳播大中華區首席電子商務執行官 Cyril Drouin 先生

* Dr Kelvin Leung, Vice Chairman - GS1 HK Board / CEO, Asia Pacific - DHL Global Forwarding (HK) Ltd.
香港貨品編碼協會副主席、敦豪全球貨運物流(香港)有限公司行政總裁(亞太區)梁啟元博士

2017. 11. 21

GS1 HK Belt & Road Forum: Digital Belt & Road Opportunities Unleashed - eTrading and eLogistics

香港貨品編碼協會一帶一路論壇： 掌握數碼一帶一路機遇 開拓電子商貿及物流勢頭

Featuring a total of 7 inspiring presentations and discussion covering a wide range of topics, the Belt & Road Forum held by GS1 HK attracted more than 100 audiences and expert speakers from the HKSAR Government, Economic and Information Commission of Guangdong Province, international associations and consultancy firms.

香港貨品編碼協會首度舉辦一帶一路論壇，邀得香港特區政府、廣東省經濟和信息化委員會及國際知名機構等代表，就多項議題發表7項發人深省的演說及討論，吸引逾百人到場參與。



1. How standardization plays in trade connectivity?

標準化如何推動貿易互聯互通

Ms. Anna Lin
Chief Executive, GS1 Hong Kong
林潔貽 女士
香港貨品編碼協會總裁

2. Facilitating regional trade on the digital Belt and Road - Global Data Standards Initiative

促進數碼「一帶一路」沿線區內貿易 - 全球數據標準倡議

Ms. Monica Chen
Assistant Director-General of Trade and Industry (Regional Cooperation), Trade and Industry Department, HKSAR Government
陳美嘉 女士
香港特區政府工業貿易署助理署長(區域合作組織部)

3. Fintech blends the 'Fin' and 'Tech' development - block chain redefines eTrade settlement and supply chain management, builds 'Trust' along Belt and Road

區塊鏈融合香港金融與科技發展 - 區塊鏈改寫「一帶一路」區內電子貿易結算進程及供應鏈管理以建立信心

Mr. Pindar Wong
Founding Chairman, Belt and Road Block Chain Consortium
黃平達 先生
一帶一路區塊鏈聯盟創會主席

4. Belt and Road & Big Bay Area sparkle renaissance of Hong Kong trade and logistics development

運用創新變革掌握「一帶一路」及大灣區機遇

Ms. Maggie Lee
Partner, Head of Capital Markets Development Group, KPMG
李令德 女士
畢馬威中國香港資本市場發展主管合夥人

5. Opening Address

Dr. Bernard Chan
Under Secretary for Commerce and Economic Development, Commerce & Economic Bureau, HKSAR Government
陳百里 博士
香港特區政府商務及經濟發展局副局長

6. Hong Kong & Guangdong joint cooperation for fostering Big Bay Development

粵港合作打通大灣區發展

Mr. Tung Jun
Information Center Director, Economic and Information Commission of Guangdong Province
董晉 先生
廣東省經濟和信息化委員會信息中心主任

7. Logistics development opportunities

物流發展機遇

Mr. Rem Tai
Chairman, Silk Road Development Association
戴景峰 先生
一帶一路發展聯會主席

8. Enhancing cross-border trade effectiveness

如何促進跨境貿易效率

Mr. Patrik Jonasson
Director, Public Policy International, Asia-Pacific, GS1 Global
Patrik Jonasson 先生
GS1亞太地區公共政策主管

REAL Visibility – Know Your Products, Know Your Customers

全新REAL Visibility方案 助瞭解你的產品及顧客

Today's consumers increasingly concern product authenticity and demand total visibility of product information from the very beginning of the source to the latest store condition. GS1 HK recently launched the REAL Visibility solution, allowing consumers to easily verify product authenticity by a simple mobile scan and to access up to the minute product information. On the other hand, brand owners can increase consumer trust on its products as well as engaging and understanding better their customer preferences.

REAL Visibility is developed from using several state-of-the-art solutions: REAL Barcode, a patented product authentication technology; ezTRACK™, a global traceability platform; and ezSIGHT, an intelligence product and consumer analytics and insight solution.

Connect, Engage and Insight – A relentless cycle allowing consumers verify product authenticity and product information, and enabling brand owners capturing and understanding consumer buying behaviors.

Consult us today and ensure your brand be safeguarded and trusted!

現今消費者越來越關心產品真偽，並期望知道由貨源到貨架、更透明的產品資訊。香港貨品編碼協會推出全新REAL Visibility方案，讓消費者以簡單的手機掃描，取得即時產品資訊，輕鬆認證產品真確性。另一方面，品牌持有人能提升消費者對產品信心，並更理解消費者的消費喜好。

REAL Visibility由多個創新方案發展而成：具專利的產品驗證技術「真的碼」、全球追蹤追溯平台「縱橫網™」及兼具消費者分析、市場情報及見解的 ezSIGHT方案。

連繫·互動·市場剖析 — 消費者能認證產品真偽及產品資訊，讓品牌持有人更理解消費者的購物行為特性。

要保障你的品牌並取得消費者信任，請即與我們聯絡！



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

(in alphabetical order 以英文名字排列)

1. 1COVERME LTD
2. 3 TEA LTD
茶文化傳播有限公司
3. A YEAH FOOD (HK) LTD
亞爺食品(香港)有限公司
4. ACESTAR CONCEPT LTD
益達興業有限公司
5. ACTIVE EFFECT INTERNATIONAL (HK) LTD
躍成國際(香港)有限公司
6. ACTYWELL DIGITAL LTD
安迪威數碼有限公司
7. AFP BIO-TECHNOLOGY LTD
富普生物科技股份有限公司
8. AL-KARAM TOWEL INDUSTRIES (PVT) LTD
9. ALWAYS HOME PROPERTIES LTD
10. AMAZING EARTH PRO-HEALTH LTD
原大地有限公司
11. AMBEROZIA LTD
琥珀思雅有限公司
12. ASIA ENTERPRISE CO
13. AUSTRALIA FASHI FOOD (INDUSTRY) CO LTD
澳洲方氏食品(實業)有限公司
14. AUSTRALIA SURPRISE (INT'L) GROUP CO LTD
澳大利亞驚喜(國際)集團有限公司
15. AUSTRALIAN INTERNATIONAL PET NATURAL FOOD LTD
澳大利亞國際寵物天然食品有限公司
16. AWANA LTD
17. BACHELORDOM LIANG GROUP (HK) CO LTD
單身糧集團(香港)有限公司
18. BAoyu (HK) PERSONAL HEALTH CARE PRODUCTS CO LTD
寶裕(香港)個人健康護理品有限公司
19. BELLEFILLE BIOTECHNOLOGY (HK) LTD
碧凝生物科技(香港)有限公司
20. BEYON (HK) HOLDINGS CO LTD
碧悠(香港)控股有限公司
21. BLAZIN' WHEELS CO LTD
安琪母嬰用品有限公司
22. BLOOMS INTERNATIONAL LTD
濠楓國際有限公司
23. BLUE OCEAN INTERNATIONAL DEVELOPMENT LTD
百匯國際海外發展有限公司
24. BRILLIANT WORLDWIDE HOLDINGS LTD
光耀全球國際控股有限公司
25. BRIMATE (HK) LTD
博瑞美科(香港)有限公司
26. CANART HEALTH BIOTECHNOLOGY GROUP (HK) CO LTD
品罐健康生物科技集團(香港)有限公司
27. CELLTRONIK ELECTRONICS HK LTD
先創電子香港有限公司
28. CHINESE ESSENCE MEDICAL GROUP LTD
德善醫療集團有限公司
29. CHORKA TEXTILE LTD
30. COMNCOPHILLIPS66 OIL CO LTD
美國康菲亞太石油有限公司
31. CONTINUUMS LTD
康行有限公司
32. CORTINA CHINA LTD
葛天那中國有限公司
33. DEERSHOP LTD
馴鹿有限公司
34. DILIN (HK) FOOD LTD
帝霖(香港)食品有限公司
35. DIZAIN LTD
36. DMQUEST LTD
37. DONG GUAN SHENG XI SHOES CO LTD
東莞市聖熙鞋業有限公司
38. DR FRUIT GROUP LTD
果夫子有限公司
39. DUOZHEN DAILY NECESSITIES (HK) LTD
多珍日用品(香港)有限公司
40. EASYHEAR CO LTD
41. ELECTROCHEMICAL BIOTECHNOLOGY (HK) LTD
電化生物科技(香港)有限公司
42. ERATO (HK) CORPORATION LTD
音來多有限公司
43. EVER BRIGHTON (HK) LTD
世輝(香港)有限公司
44. EVERYDAY GROUP LTD
45. EW LINK INTERNATIONAL LTD
東嶺國際有限公司
46. FANGZHENG SCIENCE AND TECHNOLOGY DISPLAY
EQUIPMENT GROUP LTD
方正科技顯示設備集團有限公司
47. FIO KOREA CO LTD
48. FLAWLESS TRADING HK CO LTD
49. FORMULA (HK) INDUSTRY DEVELOPING CO LTD
富達(香港)工業發展有限公司
50. FRANCE HR COSMETICS GROUP LTD
法國繪柔化妝品集團有限公司
51. FRANCE HUILANG GROUP LTD
法國惠朗集團有限公司
52. FRANCE ORILAYA JIA HUA TECHNOLOGY LTD
法國奧俐萊雅家化科技有限公司
53. FRANCE RAFI KING HOLDING LTD
54. FULL SUCCESS (HK) HOLDINGS LTD
富成香港集團有限公司
55. FUWIPE LTD
香港富昌環保工業集團有限公司
56. GAASTRA UN LTD
嘉仕堡聯合有限公司
57. GEOFF'S LTD
58. GERMANY ENSSU INTERNATIONAL LTD
德國櫻舒母嬰用品有限公司
59. GERMANY ROYAL 1255 BEER GROUP LTD
德國皇家1255啤酒集團有限公司
60. GERMANY SALONMAMA REGENERATIVE MEDICINE
TECHNOLOGY INTERNATIONAL LTD
德國莎隆媽媽再生醫學科技國際有限公司
61. GOLDRICH ENTERPRISE LTD
金發企業有限公司
62. GRANDELLA INDUSTRIES LTD
正大遮業有限公司
63. GREATERLINE LTD
經滙有限公司
64. GREEN FRUIT OF HONG KONG INTERNATIONAL TRADE CO LTD
香港綠果國際貿易有限公司
65. GREEN GREEN LTD
六保健有限公司
66. H INNOVATIONS CO LTD
三創有限公司
67. HAILAN INTERNATIONAL HOLDINGS (FRANCE) CO LTD
海藍國際控股(法國)有限公司
68. HAISHENG HOLDINGS GROUP LTD
海盛股份有限公司
69. HALE TEXTILE LTD
凱豪有限公司
70. HAPPNATURE INTERNATIONAL (HK) CO LTD
喜之然國際(香港)有限公司

71. HEALTH AND HAPPINESS (H&H) HONG KONG LTD
健合香港有限公司
72. HING WOO TONG TCM MEDICAL CENTRE LTD
馨禾堂中醫診所有限公司
73. HK ANAN ORAL CARE INTERNATIONAL LTD
香港安安口腔護理國際有限公司
74. HK BAISIDA INTERNATIONAL TRADING LTD
香港佰斯達國際貿易有限公司
75. HK COLOURS LTD
香港色彩有限公司
76. HK COUNTRYSIDE INDUSTRIAL DEVELOPMENT LTD
香港鄉野實業發展有限公司
77. HK DEMEI INTERNATIONAL BIOTECHNOLOGY LTD
香港德美國際生物科技股份有限公司
78. HK FUNNY FOOD CO LTD
香港樂食食品有限公司
79. HK HAOPYICHOU INTERNATIONAL LTD
香港好易抽國際有限公司
80. HK HTL PHARMACEUTICAL CO LTD
香港洪天力藥業有限公司
81. HK KANGFUHE LTD
香港康福和有限公司
82. HK LI HUA INTERNATIONAL GROUP TOBACCO SHARES LTD
香港利華國際集團煙草股份有限公司
83. HK MAIQIXIANG (GROUP) CO LTD
香港麥琪香(集團)有限公司
84. HK MEIJIA INDUSTRY LTD
香港美佳實業有限公司
85. HK QIAOQIANJIN BIOTECHNOLOGY LTD
香港俏千金生物科技股份有限公司
86. HK REACH INDUSTRIAL DEVELOPMENT CO LTD
香港瑞誠實業發展有限公司
87. HK RUN MIN HOLDING GROUP LTD
香港潤旻控股集團有限公司
88. HK TAIFEI BIOLOGICAL HEALTH TECHNOLOGY CO LTD
香港太妃生物保健科技有限公司
89. HK TIANYACHEN SHARE CO LTD
香港天雅辰股份有限公司
90. HK TIMSS MEDICAL HIGH-TECH CO LTD
香港天禧醫學高科技有限公司
91. HOMEFELT HOUSEWARE CO LTD
華鵬家庭用品有限公司
92. HONG KONG AGNES BIOTECHNOLOGY CO LTD
香港婕諾生物科技股份有限公司
93. HONG KONG AO LAN BIOLOGICAL TECHNOLOGY LTD
香港澳瀾生物科技股份有限公司
94. HONG KONG GAO YAN BIOLOGY SCIENCE
AND TECHNOLOGY LTD
香港高衍生物科技股份有限公司
95. HONG KONG INTERNATIONAL NATURAL HALL
COSMETICS CO LTD
香港國際自然堂化妝品有限公司
96. HONG KONG JIN LONG FOOD CO LTD
香港津隆食品有限公司
97. HONG KONG JING HOI (INT'L) BABY PRODUCT CO LTD
香港晶海國際嬰童用品有限公司
98. HONG KONG KEI FUNG INDUSTRIAL CO LTD
香港奇峰實業有限公司
99. HONG KONG KQBELLE INTERNATIONAL TRADE CO LTD
香港翹琦蓓麗國際貿易有限公司
100. HONG KONG KUNLUN INTERNATIONAL TRADE CO LTD
香港昆倫國際貿易有限公司
101. HONG KONG LE WEI FOOD CO LTD
香港樂味食品有限公司
102. HONG KONG MINEN COSMETICS LTD
香港敏恩化妝品有限公司
103. HONG KONG PACCO HEALTH FOOD CO
香港栢豪養生食品公司
104. HONG KONG QIAOJIAOREN INTERNATIONAL R&D CO LTD
香港俏嬌人國際研發有限公司
105. HONG KONG RELAXED BEAR SHARES CO LTD
香港輕鬆熊股份有限公司
106. HONG KONG RISHENG NON-WOVEN MATERIALS LTD
香港日勝環保新材料有限公司
107. HONG KONG SKY NATURAL HEALTH CARE PRODUCTS CO LTD
香港天自然保健品有限公司
108. HONG KONG SOU YAN PHARMACY WINES CO
香港壽胤製藥養生保健酒業公司
109. HONG KONG WEI WEI FOOD LTD
香港(微味)食品有限公司
110. HONG KONG WORLD RAINIGRACE DENDROBIUM
HUOSHANENSE NOURISHING HEART LTD
香港天下澤雨霍山石斛養心堂有限公司
111. HONG KONG XIN BLACK BEAUTY MAKEUP CO LTD
香港鑫黛美妝有限公司
112. HONG KONG XIN HAN LIU GIFT ACCESSORIES GROUP LTD
香港新韓流禮品飾品集團有限公司
113. HONG KONG YING SU COSMETICS CO LTD
香港英素化妝品有限公司
114. HONGKONG BABYSING INTERNATIONAL TRADING CO LT
香港童歌國際貿易有限公司
115. HONGKONG CEEREY BIOTECHNOLOGY CO LTD
香港洗莉生物科技股份有限公司
116. HONGKONG CHANGSHENG FOOD LTD
香港昌盛食品有限公司
117. HONGKONG CHAOFAN INTERNATIONAL CO LTD
香港超凡國際有限公司
118. HONGKONG DERSERTLIN INTERNATIONAL COSMETICS CO LTD
香港薇蜜莎國際化妝品有限公司
119. HONGKONG HUNG TU INTERNATIONAL CO LTD
香港鴻圖國際有限公司
120. HONGKONG JICAOTANG BIOTECHNOLOGY
INTERNATIONAL GROUP LTD
香港肌草堂生物科技(國際)集團有限公司
121. HONGKONG LIXIN LOGISTICS CO LTD
香港利信物流有限公司
122. HONGKONG LONGXING SHARE CO LTD
香港隆興股份有限公司
123. HONGKONG MAMAMIYA INT'L LTD
香港媽媽蜜芽國際有限公司
124. HONGKONG MI KOU INTERNATIONAL COSMETICS CO LTD
香港半越國際化妝品有限公司
125. HONGKONG NANXIN TECHNOLOGY DEVELOPMENT LTD
香港南馨科技發展有限公司
126. HONGKONG PANDUOLA HEALTH BEAUTY COSMETICS
INTERNATIONAL GROUP LTD
香港潘多拉養生美容化妝品國際集團有限公司
127. HONGKONG SSDW GROUP CO LTD
香港盛世鼎旺集團有限公司
128. HONGKONG TUANCHONGYUAN FOOD TECHNOLOGY LTD
香港團冲源食品科技有限公司
129. HONGKONG WEIEN FOOD LTD
香港韋恩食品有限公司
130. HT GLOBAL TRADING LTD
131. HUAN LE XI XI GROUP (HK) SHARE LTD
歡樂禧禧集團(香港)股份有限公司
132. HUGIN CO LTD
昇益有限公司
133. I SEE I SEE LTD
134. I. CARE ME BEAUTY CO LTD
愛加米美容護膚有限公司
135. IDEAT CO LTD
136. IF INTERACTIVE LTD
智能互動科技有限公司
137. INSPIRE DESIGNS LTD
138. INTERNATIONAL LIFE SCIENCES ASSOCIATION LTD
國際生命科技聯盟有限公司
139. JIANGSU ETEX TEXTILE CORP
江蘇怡天時紡織品有限公司

140. JIECHEN INTERNATIONAL GROUP INDUSTRY DEVELOPMENT LTD
傑辰國際集團實業發展有限公司
141. JINGANG RIHUA INTERNATIONAL HOLDINGS LTD
金港日化國際控股有限公司
142. JINHUA TIANHAI TRAVELWARE FACTORY
金華市天海旅行用品廠
143. JORDION IMP&EXP LTD
玖頓進出口貿易有限公司
144. JULIE MAY INTERNATIONAL LTD
聚力美國國際有限公司
145. K & C (HK) INDUSTRIAL CO LTD
港駿(香港)實業有限公司
146. K&C (HK) ENTERPRISE CO
堅禎(香港)企業公司
147. KADIELA GROUP (FRANCE) LTD
卡麥拉集團(法國)有限公司
148. KEEN WAH INDUSTRIAL INTERNATIONAL LTD
建華實業國際有限公司
149. KEIYUEN TRADING HONG KONG LTD
香港麒潤貿易有限公司
150. KMB DESIGN CO LTD
151. KWONG TAI MEDICINE CO LTD
光大參茸海味集團有限公司
152. L.A TRADING
新瑞美貿易
153. LAIFU (HK) YIYAO HOLDING LTD
萊芙(香港)醫藥控股有限公司
154. LAIKANG INTERNATIONAL (HK) CO LTD
萊康國際(香港)有限公司
155. LEO DESIGN & PACKAGING SOLUTION LTD
利奧包裝設計制作有限公司
156. LEXAR CO LTD
雷克沙有限公司
157. LONG YI XUAN FOOD CO LTD
龍逸軒食品有限公司
158. MALAYSIA BALI BALI FOOD INDUSTRY CO LTD
馬來西亞巴裏巴裏食品工業有限公司
159. MANIPROFIT ASIA INTERTRADE LTD
晉盈傑商亞太商貿有限公司
160. MC MOTO CO LTD
晴天動力有限公司
161. MELODY CO LTD
恒音有限公司
162. MIDORI ORGANIC COTTON LTD
美多莉有機棉有限公司
163. MILLENNIUM GIFTS LTD
千禧禮品有限公司
164. MING ZI KIN NATURAL HEALTH CARE CO LTD
明之健天然保健有限公司
165. MINTY HK BIOLOGICAL TECHNOLOGY CO LTD
明蒂香港生物科技股份有限公司
166. MOORTGAT BEER GROUP (ASIA) CO LTD
摩蓋特啤酒集團(亞洲)有限公司
167. MORAL LINKAGE LTD
168. MUSU (INT'L) COSMETICS LTD
畝素(國際)化妝品有限公司
169. NANOMATRIX INTERNATIONAL LTD
鳳凰納米技術有限公司
170. NEW LAIKA INDUSTRY CO LTD
新萊卡實業有限公司
171. NICK WANG TECHNOLOGY LTD
錦南科技有限公司
172. NICOLA (HK) INTERNATIONAL GROUP CO LTD
妮可拉香港國際集團有限公司
173. NIPPON TOYS LTD
174. ONE EXCELLENT COSMETICS INTERNATIONAL GROUP LTD
一秀化妝品國際集團有限公司
175. OPUS DEVELOPMENT LTD
力作發展有限公司
176. PARRIA INDUSTRIAL DEVELOPMENT (HK) LTD
貝麗雅實業發展(香港)有限公司
177. PEAK ALLIANCE LTD
香港合日有限公司
178. PEPPER JOBS LTD
179. PHENOM INTERNATIONAL LTD
昭英國際有限公司
180. PHOENIX DUTY-FREE LTD
鳳凰免稅品有限公司
181. PICA-GEAR LTD
182. POPSAND TECHNOLOGIES CO LTD
播閃科技有限公司
183. POWER TOBACCO GROUP LTD
寶華煙草集團有限公司
184. PRISM TECHNOLOGY LTD
光譜科技有限公司
185. PZERO TECHNOLOGY DEVELOPMENT
寶之路科技發展公司
186. REVOWIEW TELECOMMUNICATION TECHNOLOGIES CO LTD
銳偉通訊技術有限公司
187. ROYAL BABY SHARES (UK) CO LTD
貴族皇嬰股份(英國)有限公司
188. RUI HU INTERNATIONAL (HK) GROUP LTD
瑞虎國際(香港)集團有限公司
189. SADE (BELGIUM) BREWING WINE INDUSTRY LTD
薩德(比利時)精釀酒業有限公司
190. SAU
191. SHANGHAI EAST BEST FOREIGN TRADE CO LTD
上海東浩新貿易有限公司
192. SHENGHETANG HEALTH INDUSTRIES (HK) CO LTD
生和堂健康產業(香港)有限公司
193. SHI MAN (HK) INTERNATIONAL COSMETICS CO LTD
施蔓(香港)國際化妝品有限公司
194. SINCERE SILVER ASIA LTD
信銀亞洲有限公司
195. SING WONG GROUP LTD
星皇集團有限公司
196. SIXTY ASIA INVESTMENTS LTD
赫斯汀(亞太)投資有限公司
197. SK CONCEPTS LTD
198. SKY FAITHFUL TRADING LTD
天緣國際貿易有限公司
199. SL IBUDDIES HOLDING CO LTD
艾拔斯控股有限公司
200. SO ORGANIC BIOTECH ENTERPRISE LTD
有機生物科技股份有限公司
201. SONS & DAUGHTERS LTD
202. SOUTH ASIAN TRADING LTD
203. SOUTH WISDOM INTERNATIONAL DEVELOPMENT LTD
智成國際發展有限公司
204. SQUARESTREET LTD
205. STELLAR GEAR LTD
思得樂有限公司
206. SUM YUEN INTERNATIONAL CO
森源國際公司
207. SUPERIOR LEATHER LTD
寶業皮具有限公司
208. SWEDBRAND LTD
209. SWEET ZONE INTERNATIONAL TRADING LTD
一品街國際食品有限公司
210. SYA (HK) CMSMETICS CO LTD
昇洋(香港)化妝品有限公司
211. TAIDE FOOD (GUANGZHOU) CO LTD
台的食品(廣州)有限公司
212. TEXTURE TRADING INTERNATIONAL CO LTD
德昌貿易國際有限公司
213. THC INT'L TRADING LTD
德俊國際貿易有限公司

214. THE LAMPS FACTORY (HK) LTD
215. THREE HENG TRADING CO LTD
三恒貿易有限公司
216. TIAN TAO TRADING
天濤洋行
217. TOPONE (HK) INDUSTRY LTD
拓望(香港)實業有限公司
218. TRIANGLE MARKETING SERVICES CO LTD
世顯市場策劃有限公司
219. TRULY ORGANIC LTD
有機源有限公司
220. TSUN YUEN INTERNATIONAL (HK) CO LTD
臻元國際(香港)有限公司
221. TZENG SHYNG INDUSTRIES CORP
政鑫美耐血制品(河源)有限公司
222. UH. BEAUTIFUL LTD
223. UNISON ASIA GROUP LTD
合力亞洲集團有限公司
224. UNIVERSAL FIRST HEALTHCARE LTD
宇一保健有限公司
225. USA SUNSHINE BIOLOGICAL ENGINEERING
INTERNATIONAL CO LTD
美國陽光生物工程(國際)有限公司
226. VECTORING LTD
畫得靚有限公司
227. WAH KIN HOLDINGS LTD
華健控股有限公司
228. WEBSOURCING LTD
229. WELLON BETTER LIVING GROUP LTD
威龍優化生活集團有限公司
230. WORKSHOP 103 LTD
103工作坊有限公司
231. XINMING (HK) INDUSTRY GROUP LTD
香港鑫明實業集團有限公司
232. YAMAGA LTD
233. YEUNG'S CO LTD
兩發麵廠有限公司
234. YICK LEE GLOBAL HOLDING CO LTD
億利環球控股有限公司
235. YUHANG FOOD CO LTD
宇航食品有限公司
236. ZHIYUTANG (HK) COSMETIC CO LTD
致語堂(香港)化妝品有限公司
237. ZHONGZE INTERNATIONAL HONG KONG HOLDING CO LTD
中澤國際香港控股有限公司
238. ZRII HONG KONG LTD
思力國際香港有限公司
239. 宏亮控股投資有限公司
240. 香港唐氏實業有限公司

Join Us
成為我們的會員



New Members' Sharing 新會員分享



Happy Home (HK) International Ltd. focus on developing and selling "xin si" branded grocery and food necessity. The hot sales items include cleaning detergent, laundry detergent, washing powder, soap, paper towel, etc, and it is planning to extend the product line to beauty and personal care products.

開心到家(香港)國際有限公司研發及銷售自家品牌“馨絲”系列日用品，暢銷產品包括濃縮洗潔精、洗衣液、百潔劑、洗衣粉、洗衣皂、生活用紙，並計劃將產品擴展至美容護膚產品等。

“xin si' branded products target to be the quality lifestyle partner of the new generation, while we intend to enter the overseas market. GS1 HK helps us build a solid foundation in the international market that paves the way to champion in the standardized global markets.

馨絲系列產品致力發展為新新類人的時尚和高品質的生活伴侶，我們期望走向國際市場，而香港貨品編碼協會正為我們提供樹立高品質、在國內外市場立足的條件，助我們走向高度標準化的國際市場。”

Mr Ye Zhen Hou, CEO
馨絲品牌負責人葉鎮候



Founded in 1985, Spain Diet Esthetic Laboratories

Co. Ltd. is a holistic company that specialises in skincare and cosmetics research and development, production, sales and customer service. Currently, there are over 100 seasoned and experienced professionals in the R&D team.

始於1985年的西班牙迪依茜實驗室是一家集研發、生產、銷售、服務於一身的全面性護膚品公司，至今擁有30多年的化妝品行業經驗，目前產品研發團隊過百人，資歷優厚且經驗豐富。

“GS1 HK provides us a supply chain standard that meets the need of the global market, while allowing our users to use WeChat scan to quickly obtain product information and promote better understanding of our brand. These pave the way to internationalisation and standardisation.

香港貨品編碼協會是我們走向世界市場的一個供應鏈標準，同時讓我們用家通過微信掃一掃，快捷獲取產品資訊及更瞭解我們。這有助我們邁向國際化、標準化。”

Mr Li Bao Jun, CEO
迪依茜品牌負責人李寶俊



Care for Consumers 對消費者關懷



An expert once said “Your customer doesn’t care how much you know until they know how much you care.” 89 companies are branded “Consumer Caring Companies” 2017, a record-breaking number of awardees since 2011.

有專家曾表示：「你的顧客不會理會你對他們有多理解，除非你向他們表示關懷。」89間出色的本地企業便獲香港貨品編碼協會頒發「貼心企業」2017殊榮，是2011年有紀錄以來最多企業獲得嘉許。

Participating companies are assessed through on-site visits and consumer survey, in accordance to the internationally-acclaimed scorecard based on the Efficient Consumer Response (ECR). Judging is based on seven core consumer caring values, including consumer care, sincerity, commitment, product quality and safety assurance, service quality, understanding consumer behaviours and caring for employees.

The recognised companies are all role models of the industries in driving product and service quality enhancement, keep on the good works!

參加企業必須通過實地考察與消費者調查等評審程序，而本會亦按照了國際認可的有效消費者回應(Efficient Consumer Response，簡稱ECR)的實踐方法制定計分卡，進行嚴格評估及審核。本會依據全面關愛消費者、心繫消費者、承諾實踐、品質監控與安全、專注服務質素、用心聆聽和關懷員工共七項的核心價值，評核參與企業。

獲獎企業均是業界楷模，推動業界提升產品及服務質素。繼續努力！

BUSINESS CONNECT
貼心企業嘉許計劃



Mrs. Cherry Tse, Permanent Secretary for Food and Health (Food) of the HKSAR Government, and the representatives of Consumer Caring Companies

食物及衛生局常任秘書長食物謝凌潔貞女士與一眾「貼心企業」嘉賓代表



Ms. Sabrina Law, Principal Assistant Secretary, Commerce & Economic Development Bureau, The Government of HKSAR, and the representatives of Consumer Caring Companies

商務及經濟發展局首席助理秘書長羅中女士與一眾「貼心企業」嘉賓代表



Mr. Glenn Smith, Chairman of Annual Dinner Steering Committee & Senior Member of GS1 HK Board, and the representatives of Consumer Caring Companies

香港貨品編碼協會董事局資深成員及週年晚宴籌委會主席史密夫先生



Mr. Shiu Ka Fai, Legislative Council (Retail), and the representatives of Consumer Caring Companies.

立法會議員(批發及零售界)邵家輝先生



Dr Hon Elizabeth Quat, Legislative Council, and the representatives of Consumer Caring Companies

立法會議員葛珮帆博士與一眾「貼心企業」嘉賓代表



Mr. Charles Mok, Legislative Council (IT), and the representatives of Consumer Caring Companies

立法會議員(資訊科技界)莫乃光先生與一眾「貼心企業」嘉賓代表



Mr. Allen Yeung, the Government Chief Information Officer, and the representatives of Consumer Caring Companies

香港特別行政區政府資訊科技總監楊德斌先生與一眾「貼心企業」嘉賓代表

Award Winners in 2017
2017年度「貼心企業」
<http://bit.ly/2E1zrTP>





SLIMLINE RFID / AM SECURITY TAG WITH 2D BARCODE AND REMOVABLE LANYARD

Slimmest Hybrid Tag Available In The Market

This re-usable slimline tag incorporates RFID and EAS technology. It not only provides a Loss Prevention Solution, but also delivers item-level visibility and inventory management for retailers. It is particularly applicable for Footwear, but also across many types of Luxury Apparel, General Merchandise, Bags, Soft Goods and Accessories. It features a laser-engraved 2D Barcode that allows retailers to program item specific information directly onto the tag using compatible readers.

Specifications

- Color:** Grey, White, Black / Customisable
- Tag Dimension:** 55 x 19 x 4 mm
- Lanyard Length:** 155 mm
- Operating Frequency:** 860 – 960MHz
- Integrated Chip:** Monza R6-P
- RFID Read Range:** Up to 6m (Fixed Reader power - 27dbm)
- EAS Detection Range:** Up to 1m (Single antenna)
- Expected Read Cycles:** 100,000 cycles
- Data Retention:** 10 years Operating Temperature: -20°C – 60°C
- Operating Humidity:** 30% – 70%
- Storage Temperature:** -20°C – 60°C
- Storage Humidity:** 30% – 70%
- Detaching Mmechanism:** Magnetic

SUSTAINABLE



9 & 16

Digital Food Supply Chain and Traceability Training

Join us to strengthen your company's food monitoring and traceability system.

數碼化食品追溯培訓課程

要加強公司食品監控追溯系統，立即參加！



13

GEL Club Luncheon

GS1 HK Executive Luncheon (GEL) is a great way for senior executives of members to have cross-industry networking and explore opportunities together.

「GEL聚」

「GEL聚」是跨行業的管理層會員聯繫聚會，共同發掘新商機。



29

Smart Mobility Award Category Awards Presentation Ceremony

Stay tuned for all the innovative applications that you might see in the future in a smart city!

智慧出行獎頒獎典禮

一系列意想不到的創新應用將在頒獎禮上展示，成為智慧城市的動力。



2018

2 Mar FRI 09:30-17:00 Basic Barcode Workshop 	9 Mar FRI 09:30-17:00 Digital Food Supply Chain and Traceability Training 	13 Mar TUE 09:30-17:00 Advance Barcode Workshop 12:00-14:00 GEL Club Luncheon 
16 Mar FRI 09:30-17:00 Digital Food Supply Chain and Traceability Training 	28 Mar WED 09:30-17:00 Basic Barcode Workshop 	29 Mar THU 09:30-17:00 Smart Mobility Award Category Awards Presentation Ceremony 
4 Apr WED 09:30-17:00 HK ICT Awards Presentation Ceremony 2018* 	25 Apr WED 09:30-17:00 Basic Barcode Workshop 	24 May THU 09:30-17:00 Basic Barcode Workshop 

* GS1 Hong Kong as one of the leading organizations
香港貨品編碼協會為其中一項獎項主辦方

QUALITY
FOOD
Traceability
Scheme



食品追蹤 刻不容緩!

參加「優質食品源頭追蹤計劃」
成為優質飲食源頭的一份子

「優質食品源頭追蹤計劃」透過國際標準及監控食品管理系統技術作基礎，評審本地企業的食品追溯情況和提供優質安全食品予消費者的水平，予以相應嘉許及改善建議。

Through international standards and food management system best practices, the “Quality Food Traceability Scheme” assess local companies’ of their food supply chain traceability and their ability of offering consumers safe and quality food, and provide recognition and improvement advice.

計劃詳情請瀏覽
For details, please visit:
<http://bit.ly/2GsJ6Vn>



「優質食品源頭追蹤計劃2017」參與企業

Participating Enterprises in Quality Food Traceability Scheme 2017

鑽石企業Diamond Award Enterprise



金獎企業Gold Award Enterprise



銀獎企業Silver Award Enterprise



香港貨品編碼協會(GS1 Hong Kong)是一個中立及非牟利的國際組織，並獲ISO認可，一直致力設計及推行全球標準，務求讓供應鏈更加高效、透明及安全。根據研究機構 Aberdeen Group發表的《Aberdeen's Food Safety and Traceability Report》*，全球表現最佳的食物企業中，六成已經採用GS1標準。As a neutral, not-for-profit and ISO endorsed organisation, GS1 has dedicated ourselves to the design and implementation of global standards, for more efficient, visible and safer supply chains. Aberdeen's Food Safety and Traceability Report* states that 60% of the best performing food companies in the world have adopted GS1 standards.