

Supply ChainPLUS

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將促進無線射頻識別技術發展及提升公眾認知



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Wanchai, Hong Kong.
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Email : info@gs1hk.org
Website : http://www.gs1hk.org

出版人:

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Welcome to GS1 Hong Kong New Chairman and Board Members 歡迎香港貨品編碼協會新一屆主席及董事局成員



With the onset of 2009 which is another milestone year for GS1 Hong Kong as it celebrates its 20th Anniversary, we are pleased to announce that Mr. Joseph Chua PHI has been nominated as the new Chairman of GS1 Hong Kong for the fiscal year 2009-2010.

On behalf of GS1 Hong Kong, we would like to extend our deepest gratitude to Mr. Philippe Giard for his dedicated and productive contribution in the past two years. As a successor of Mr. Giard, Mr. Phi has been an active GS1 Hong Kong Board member and ECR Hong Kong Advisory Board member for the past few years. Mr. Phi is the President and Executive Director of IDS Group, a leading Hong Kong-listed Integrated-Distribution services company specializing in distribution, logistics and manufacturing and providing a comprehensive menu of services along the value chain. He is also the convener of the Li & Fung China Advisory Council, which aims to coordinate the Company-wide China effort to produce the maximum impact and exposure for the Li & Fung Group.

As the new Chairman of GS1 Hong Kong, Mr. Phi brings with him a valuable and extensive experience in the manufacturing and logistics services businesses to lead GS1 Hong Kong in championing supply chain excellence for Hong Kong enterprises. Taking into account the professional approach of the new Chairman and board members, we can be sure that GS1 Hong Kong continues its role and mission which is to lead the creation and implementation of harmonized, user-driven GS1 solutions for improving the supply and demand chain of businesses in Hong Kong and the PRD region.

In addition, we are also pleased to announce that Ms. Caroline Mak representing Hong Kong Retail Management Association and Mr. Simon Wong of the Chinese Manufacturers' Association of Hong Kong have joined the GS1 Hong Kong board of directors.

2009年是香港貨品編碼協會邁進20週年的大日子，它標誌著本協會的發展邁向另一新的里程碑。在此，我們很高興宣佈彭焜耀先生獲提名為香港貨品編碼協會2009至2010財政年度的新任主席。

我們謹代表香港貨品編碼協會，對簡力宏先生在過去兩年為本協會投入的努力及所作出的重要貢獻致以懇切的感謝。作為簡先生的繼任人，彭焜耀先生在過去數年一直活躍於本協會董事局及ECR香港諮詢委員會的事務。彭先生目前是利和經銷集團總裁及執行董事；該集團在香港上市，主要提供綜合分銷服務，專營分銷、物流、製造以及提供一系列針對價值鏈上各範疇的服務。彭先生並為利豐中國諮詢委員會 (Li & Fung China Advisory Council) 會議召集人，該委員會旨在統籌整個集團在中國發展的力量，以增強利豐集團在內地的影響力。

作為香港貨品編碼協會新一屆的主席，彭焜耀先生將憑藉他在製造業及物流服務行業寶貴及廣泛的經驗，帶領本協會為本港企業追求卓越的供應鏈管理。我們深信，在新一屆主席及董事局成員專業的領導下，香港貨品編碼協會將會繼續履行它的任務及使命，帶領創造及實踐以使用者為主導的GS1解決方案，藉以完善香港和珠三角地區企業的需求鏈和供應鏈管理。

與此同時，我們很高興宣佈香港零售管理協會的代表麥瑞琮小姐，及香港中華廠商聯合會的代表黃家和先生加入成為香港貨品編碼協會董事局的成員。



A photo of our Board Members after the Annual General Meeting 2008: (right to left back row) Mr. Augustine Tsang (Treasurer), Mr. Roy Ng, Mr. Glenn Smith, Mr. Alex Tay, Mr. Thomas Burkhalter, Mr. Sandroff Ma, Dr. David Hui, and Mr. Saunders Tam; (right to left front row) Mr. K.C. Tsui, Ms. Laura Xiong, Mr. Nicholas Horvath, Mr. Joseph Phi, Mr. Philippe Giard, Ms. Anna Lin, Mr. Peter Lee, and Ms. B.Y. Lau.

董事局成員於2008年度週年大會的大合照：(後排由右至左) 曾志祥先生 (司庫)、伍俊達先生、史密夫先生、鄭朝豐先生、傅多瑪先生、馬智駒先生、許章榮榮譽博士及譚澤生先生；(前排由右至左) 徐國才先生、熊青雲小姐、鮑皓華律師、彭焜耀先生、簡力宏先生、林潔貽女士、李雨川先生及劉冰瑩女士。

New Hong Kong RFID Centre Further Accelerates the Development of RFID While Enhancing Public Knowledge

香港 RFID 中心 (供應鏈創科中心) 落成啟用 將促進無線射頻識別技術發展及提升公眾認知



Mrs. Rita Lau, JP, Secretary for Commerce and Economic Development of the HKSAR Government, Mr. Eddy Chan, JP, Commissioner for Innovation and Technology of the HKSAR Government, Mr. E. Anthony Tan, Chief Executive Officer of Hong Kong Science and Technology Parks Corporation, Mr. Philippe Giard, former Chairman of GS1 Hong Kong, Ms. Anna Lin, Chief Executive, GS1 Hong Kong and other guests joined hands to officiate the opening ceremony of Hong Kong RFID Centre.

香港特區政府商務及經濟發展局局長劉吳惠蘭太平紳士、香港特區政府創新科技署署長陳育德太平紳士、香港科技園公司行政總裁陳蔭楠先生、香港貨品編碼協會前主席簡力宏先生、香港貨品編碼協會總監林潔貽女士及一眾嘉賓，一同主持香港RFID中心啟動儀式。

The level of understanding on how Electronic Product Code™/Radio Frequency Identification (EPC/RFID) technology can bring tremendous business benefits to a roster of industry sectors including manufacturing, logistics and retail industries has been further intensified within the Hong Kong community since the inception of Supply Chain Innovation Centre (SCIC) in 2007 - a joint project of GS1 Hong Kong and the Hong Kong Science and Technology Parks Corporation (HKSTP). The SCIC has facilitated the transfer of knowledge and best practices of EPC/RFID technology in supply chain management for greater operating efficiency of enterprises in Hong Kong and the Pearl River Delta (PRD) region.

The overwhelming success of SCIC prompted the two organizations to take the initiative to a new level. In October 2008, GS1 Hong Kong in collaboration with Innovation and Technology Commission of the HKSAR Government and HKSTP redeveloped the SCIC into Hong Kong's first RFID Centre which now occupies an area of

香港貨品編碼協會及香港科技園有限公司在2007年攜手創立的供應鏈創科中心，令本地各界對產品電子代碼/無線射頻識別 (EPC / RFID) 技術為製造業、物流業及零售等行業所帶來的重
要商業效益有更深入的認識，中心透過促進 EPC / RFID的知識轉移及推廣供應鏈管理最佳實務，提升香港及珠三角地區企業的營運效率。

供應鏈創科中心的卓越表現及成效，為香港貨品編碼協會及香港科技園有限公司帶來更大的動力，共同將項目推展至一個新里程，與香港特別行政區政府創新科技署合作，把供應鏈創科中心擴展成全新的香港RFID中心，並於2008年10月正式啟用。中心位於香港科學園二期，面積達4,500平方呎。

4,500 square feet in the new phase of the Hong Kong Science Park.

Hong Kong RFID Centre (SCIC) plays a key role in accelerating RFID development to help businesses achieve success

Over the years, it has been proven that RFID solutions and applications tailored to specific industry sector are essential tools to achieve end-to-end visibility in their supply chain operations, allowing trading partners around the world to timely share relevant data with related parties along the global supply chain. GS1 Hong Kong has been playing a significant part in the provision of global supply chain standards, best practices and enabling technologies.

The establishment of the Hong Kong RFID Centre (SCIC) is part of GS1 Hong Kong's mission of facilitating EPC/RFID technology knowledge transfer, aimed at ultimately enabling enterprises in Hong Kong and the PRD region to boost operational efficiencies, while bolstering overall economic competitiveness in the global marketplace.

The new Centre with a theme 'Making Lives Better' not only serves as an impetus to encourage innovation and implementation of the technology by demonstrating its applications and values, but is also expected to enhance the awareness and understanding of the general public on advanced RFID technology and its significance to the future and the social development of Hong Kong.

Consumer zone demonstrates benefits of RFID in experiencing modern lifestyle

The revitalized Hong Kong RFID Centre (SCIC) is taking another step in raising the general public's awareness and understanding on the benefits of EPC/RFID technology and how it can possibly make our lives easier and more comfortable. Besides the two sectors – manufacturing and logistics industries – originally part of the thematic zones in SCIC, the Centre has added the Consumer Zone to showcase the true benefits of RFID for the local community at large.

The new **Consumer Zone** focuses on demonstrating RFID applications in four main areas – Clothing, Dining, Living and Commuting. It showcases a wide range of applications including smart retail solutions, RFID-enabled library solutions, RFID tag-embedded sushi bar and digital home that demonstrate the real values and benefits of the technology, including real-time tracking and location monitoring.

香港RFID中心肩負重要任務 促進RFID技術發展 協助企業踏上成功路

多年以來，為不同行業度身訂造的RFID解決方案及應用指引，已被認為有助企業獲取供應鏈運作點對點資訊透明度不可或缺的要素，RFID技術有效讓世界各地的貿易夥伴適時地與相關的合作機構分享全球供應鏈上的數據。香港貨品編碼協會在提供全球供應鏈標準、最佳實務及應用技術方面，一直擔任著重要的角色。

The Hong Kong RFID Centre serves to raise public's knowledge of RFID technology and provides the right infrastructure and environment to nurture the development of RFID technology in Hong Kong and the PRD region.

香港RFID中心的目的，是要提升市民對於RFID的認識，為香港及珠三角地區提供有利RFID技術發展的基礎設施及環境。

香港貨品編碼協會其中一個重要使命，乃促進EPC/RFID的知識技術轉移，香港RFID中心成立的目標，就是建基於這個理念。中心的宗旨，是協助香港及珠三角地區企業提升營運效率，以及加強該地區在全球市場上的整體經濟競爭力。

新近落成的香港RFID中心以「創造更美好生活」為主題，除了透過展示有關技術的應用及價值，以鼓勵各界作出

更多創新及技術採納之外，也有助加強市民對先進的RFID技術及其對香港未來發展的意義之認識及了解。

消費者區展示RFID為現代生活帶來的好處

香港RFID中心致力提高市民對EPC/RFID技術的效益及其對改善人類生活的認識及了解。除了供應鏈創科中心原有的生產區及物流區外，擴充後的RFID中心加設了消費者區，展示RFID對社區帶來的好處。

新增的**消費者區**環繞RFID在衣、食、住、行四個主要領域的應用，展示的项目包括智能零售業解決方案、應用RFID技術的圖書館、配備RFID標籤的壽司店和數碼家居等。這些展品顯示了RFID技術的價值及所帶來的效益，包括實時追蹤和定位監測的功能。

智能時裝店 —— 提供獨一無二的購物體驗

香港享有購物天堂的美譽，而RFID技術將為消費者帶來更獨特的購物體驗；他們只須踏進配備RFID智能零售系統的時裝店便能感受得到。當顧客拿著貼上RFID標籤的衣物進入智能試身室時，附近的LCD屏幕隨即展示相關的服飾配搭，協助顧客作出選擇，提升店鋪交叉銷售的機會。

Smart Fashion Stores – offering unique shopping experience

Hong Kong is known to be a shopping haven and with RFID, consumers will have another unique shopping experience when they visit Smart Fashion Stores equipped with RFID-enabled smart retail systems. As a shopper enters the store's smart dressing room and approaches the mirror with the item with RFID tag, a nearby LCD display will generate 'mix-and-match' options to help customers make the right choice, thus enhancing cross-selling for the store.

RFID-enabled Sushi Bar – ensuring food safety

Through the RFID-enabled Sushi Bar, food safety can be enhanced. RFID technology enables each sushi dish to be tracked automatically via tag readers, ensuring that only the freshest ones are served to the customers. A dish that has been on the conveyor belt for too long can be identified and automatically removed and replaced by a new one. It also allows service staff to easily count stack of dishes consumed by customers using scanners for quick billing.

Digital Home – living in style and comfort

Home appliances tagged with RFID devices help enhance modern lifestyles. When a resident searches for misplaced items such as wallets or mobile phones, he/she only needs to activate the home RFID application and the lost item will be displayed on a TV/display panel. It will also be easier to monitor the exact amount of items and their expiry dates inside a refrigerator equipped with RFID; hence stocks can be replenished accordingly.

RFID-enabled Bus Stops – significantly reducing travel time

Bus stops equipped with RFID-enabled displays would help save time by allowing commuters to exactly determine what time the bus that will bring them to their destination will arrive, including the current passenger capacity of the same bus.

Enhancing business environment for manufacturing and logistics industry

The Hong Kong RFID Centre's two other thematic zones, the Manufacturing Zone and Logistics Zone, demonstrate various applications and versatility of RFID technology that could help these industries increase their efficiency and visibility through the adoption of standard-based EPC network as well as a suite of EPC/RFID integrated solutions.

The **Manufacturing Zone** illustrates how EPC-based RFID technology works and how it can be applied to improve



配備RFID技術的壽司店 —— 確保食物安全

配備RFID技術的壽司店能夠有效加強食物安全。RFID標籤閱讀器能夠自動追蹤壽司迴轉帶上每一款食品，以保證供應給顧客的都是最新鮮的選擇。假如其中一款食品在迴轉帶上停留的時間過長，它會自動被替換。此技術亦能協助員工透過掃描器準確點算顧客的消費量，加速結帳程序。

智能家居 —— 盡享時尚與舒適的生活

附有RFID裝置的家居用品能夠助你提升現代時尚生活的水平。當你在家中無法找到錢包或手機等物品時，只需啟動家居RFID系統，失物便會被展示在電視或顯示屏上。此外，配備了RFID技術的雪櫃也擁有監控物品的存放數量及到期日的功能，以便戶主適時補充存貨。

配備RFID的巴士站 —— 大大減少旅程時間

配備RFID顯示屏的巴士站，可讓乘客準確掌握巴士到達的時間，以及該巴士班次的乘客量，有助乘客為旅程作出適當安排以便節省時間。

為生產及物流行業締造更佳營商環境

香港RFID中心另外兩個主題區——生產區及物流區，分別展示出RFID技術如何透過採納以標準為基礎的EPC網絡、及一系列EPC/RFID綜合解決方案以協助這兩個行業提升效率及透明度的不同應用方法及多用途功能。

生產區展示以EPC為基礎的RFID技術之運作模式，以及如何應用該技術改善點對點的生產程序。在這區，參觀者將可親睹以EPC/RFID為基礎的全球化追蹤及追溯平台「**蹤橫網**」如何透過有效追蹤供應鏈上的貨物流向，成功協助企業達至點對點資訊透明度。

end-to-end manufacturing process. Specifically, visitors at Hong Kong RFID Centre (SCIC) will witness at this zone how **ezTRACK** – a global track-and-trace EPC-based RFID platform could help enterprises achieve end-to-end visibility by effectively tracking the movements of their goods and shipment along the supply chain.

At the **Logistics Zone**, visitors will be able to learn how emerging EPC/RFID technology can be beneficial to all supply chain stakeholders in logistics and warehouse management via a series of showcases that demonstrate real-time and automatic data and event capture for accurate inventory management. The exhibits also show how EPC/RFID technology facilitates intelligent goods storage and retrieval and optimizes resources utilization.

Hong Kong RFID Centre – raising general public's awareness of RFID benefits

With the growing deployment of RFID in key industry sectors in Hong Kong and the PRD region, it is vital for the general public to fully understand the real benefits of the technology that could potentially improve the way we live in the coming years. This is the mission of setting up the Hong Kong RFID Centre - to raise public's knowledge of EPC/RFID with the ultimate goal of providing the right infrastructure and environment to nurture the development of RFID technology in Hong Kong and the PRD region. Eventually, this will help promote Hong Kong and the PRD region as a regional centre of gravity for accelerated adoption of EPC/RFID technology and for supply chain management best practices.

The Centre is open to the public every Tuesday to Friday from 10am to 5pm and every Saturday and Sunday from 11am to 4pm. Everyone is welcome to visit the Centre to experience new RFID innovations and applications. Please make an appointment by email to info@scic.org or contact us at (852) 6162 6004.

參觀**物流區**的訪客可以了解到嶄新的EPC/RFID技術如何透過實時及自動數據、事件擷取功能，協助物流及庫存管理的供應鏈持份者執行準確的倉存管理程序。該區同時展示出EPC/RFID技

術如何藉著促進貨物貯存及檢索智能化的發展，優化各企業在資源上的運用。

香港 RFID 中心有效提升市民對於 RFID 效益的認識

隨著香港及珠三角地區愈來愈多主要行業使用RFID技術以助營運，市民有必要對該技術的真正效益及其如何改善人類未來的生活有充分的了解。創建香港RFID中心的目的，正是要提升市民對於EPC/RFID的認識，為香港

及珠三角地區提供有利RFID技術發展的基礎設施及環境，期望最終有助推動香港及珠三角地區成為促進各界採納EPC/RFID技術及實施供應鏈管理最佳實務的區域性樞紐。

香港RFID中心開放時間：逢星期二至五上午10時至下午5時；逢星期六、日上午11時至下午4時。歡迎任何人士蒞臨參觀，親身體驗RFID的創意及應用實況。市民可以透過電郵info@scic.org或致電 (852) 6162 6004 預約參觀。



Opening of Hong Kong RFID Centre attracted over 150 delegates worldwide

On 9 October 2008, over 150 delegates from different sectors including government officials, legislators, founding members, RFID technology pioneers, retailers, logistics service providers, solution partners and professional bodies from Hong Kong, Mainland China, Asia, Germany and the U.S. gathered together at the Hong Kong Science Park to witness the memorable opening of the Hong Kong RFID Centre. The guests also gained first-hand experience on what to expect at the Hong Kong RFID Centre through guided tours to the 'live' demonstration of different RFID applications.

來自各地逾150名代表見證香港RFID中心開幕

2008年10月9日，來自香港、中國內地、亞洲各區、德國及美國政府官員、立法機關人員、創辦成員、領先的無線射頻識別技術公司、零售商、物流服務供應商、解決方案夥伴及專業團體等150名業界代表，雲集香港科學園，一同見證香港RFID中心的開幕。嘉賓透過導賞團的介紹，參觀了RFID技術多項應用的現場展示，率先體驗到RFID在未來的發展。

Local Healthcare Sector Enhances Patient Safety and Quality of Care by Optimizing Supply Chain Efficiency and Collaboration

本地醫療護理界藉增強供應鏈效率和協作進一步保障病人安全及提高醫護質素



Global standards for automatic identification, traceability and electronic data exchange significantly contribute to the improvement of patient safety, as well as making the healthcare supply chain more efficient and accurate. Today, local and global initiatives are underway with key healthcare organizations spearheading the drive.

The healthcare sector is an extremely complex environment in which pharmaceutical products and medical devices need to be permanently traced to ensure that the right medicine and treatment are administered to the right patient, at the right time, in the right dosage, by the right route. In order to improve medical products' traceability, data integrity, and ultimately enhance patient safety and efficiencies in healthcare supply chains, pharmaceutical and medical devices manufacturers, wholesalers and distributors, hospitals, pharmacies, governmental and regulatory bodies, and associations worldwide have been striving to explore the valuable adoption of global standards and technology.

GS1 Healthcare User Group, a voluntary user community comprising of healthcare stakeholders who collaborate to lead the development and implementation of global standards to enhance supply chain efficiency, has been working with local authorities around the world to apply

自動識別系統、追溯解決方案與電子數據交換的全球標準，大大提升了對病人的安全保障，以及醫療護理供應鏈的效率和準確性。目前，本地及全球的主要醫療機構及有關的組織，已率先在世界各地推動醫療護理供應鏈項目的發展。

醫療護理界的操作環境極其繁複，其中藥物和醫療設備須作長期追蹤，以確保病人能在適當的程序下獲得適當的治療、及在適當的時間服用劑量正確及適當的藥物。為了改善藥物追溯能力和加強數據整合，藉以提升對病人的安全保障和供應鏈效率，藥物及醫療設備製造商、批發商和分銷商、醫院、藥房、政府和監管機構，以及世界各地的有關組織，均積極探討如何在其醫療護理供應鏈上採納全球標準及技術。

GS1醫療護理用戶小組是一個自願性的用戶社群，由醫療護理供應鏈上的持份者組成，其目標是帶領醫護界發展及推行全球標準，以提升供應鏈效率。該小組一直與世界各地的醫療機構合作，推廣應用GS1標準，並為醫護界的從業員提供支援及正確的指引。藉著採納GS1標準，醫療機構可減少醫療失誤、有效防止偽造藥物、為產品回收流程做好準備，從而提高營運效率、成本效益及準確性。

the GS1 System of standards in the healthcare sector and to provide the right guidance and support to healthcare practitioners. By adopting GS1 System of standards, healthcare organizations are able to minimize medication errors, prevent counterfeiting, enable product recall and thus improve operational cost efficiency and accuracy.

In Hong Kong, governmental bodies and industry leading players are continuously developing community-oriented service models, finding ways to enhance organizational performance and implementing cost effectiveness measures to improve the healthcare services of the local community. We are pleased to have invited the Hong Kong Hospital Authority (HA) and the Hong Kong Medical and Healthcare Device Industries Association (HKMHDA) – to share with us how they push efforts in modernizing supply chain management, adopting global standards and collaborating with related organizations.

Hong Kong Hospital Authority modernizes supply chain management

Established in 1990 as a statutory body, HA is responsible in managing all public hospitals in Hong Kong. As part of its mission to uphold patient safety through driving closer collaboration with the global healthcare sector, HA joined GS1 Healthcare User Group as a voting member in 2008.

Improving procurement and material management and streamlining data exchange with suppliers on a common platform

In line with its aim of improving the hospital environment to boost patient safety, HA has set key targets as part of its modernization plan including the establishment of an integrated data and information platform, enhancement of risk management tools and processes.

“Our vision is to establish value-for-money and seamless supply chain operation with maximal risk management,” said Mr. Raymond Wong, Chief Manager, Business Support Services, Hong Kong Hospital Authority.

Since 2002, HA has been developing and centralizing their procurement and materials management system by implementing the Vendor Managed Inventory (VMI) and Electronic Data Interchange (EDI) for their supply chain communications and to ensure visibility of the inventory of medical consumables procured by bulk contracts. It

Regulatory bodies and related stakeholders worldwide are now exploring the valuable adoption of GS1 standards to improve medical products' traceability, data integrity, and enhance patient safety and efficiencies in healthcare supply chains.

為了改善醫療產品追溯能力和加強數據整合，藉以提升對病人的安全保障和供應鏈效率，政府和監管機構及有關的持份者正積極探討如何在其醫療護理供應鏈上採納GS1全球標準。

在香港，政府機構及領先的醫護界組織一直致力發展以社區為本的醫療服務模式，努力尋求提升機構績效及有效實踐具有成本效益的措施，以改善社區醫療服務的質素。本協會很榮幸邀請到香港醫院管理局（醫管局）及香港醫療及保健器材行業協會

(HKMHDA) 與大家分享於供應鏈管理現代化、採納全球標準，以及與相關機構進行協作等層面上所作出的努力。

香港醫院管理局致力於供應鏈管理現代化

醫管局成立於1990年，是一個法定機構，負責管理香港所有公立醫院。醫管局的宗旨之一是透過與海外醫療界別的成員建立更緊密的協作關係，以保障病人的安全，因此，該局於2008年加入成為GS1醫療護理用戶小組的常務會員 (Voting Member)。

透過共同平台改善採購和物料管理及精簡與供應商的數據交換流程

為了實踐改善醫院環境以保障病人安全的目標，醫管局為其供應鏈管理現代化計劃訂下主要目標，包括創建綜合數據及訊息平台，以及優化危機管理的工具與程序。

醫院管理局總行政經理（業務支援及發展）王紹強先生表示：「我們的願景是建立一套物有所值、具備最高級別危機管理、無間斷的供應鏈運作模式。」

自2002年起，醫管局已開發和集中統籌其採購及物料管理系統，透過

推行供應商管理庫存計劃 (Vendor Managed Inventory, VMI) 及電子數據聯通 (EDI)，促進供應鏈訊息的流通，及保證能就大宗採購合約所選購的醫療耗材項目提供存貨量的透明度。該局更開發產品追蹤及追溯系統 (Product Tracking and Tracing System, PTNT)；該系統能與倉存控制系統全面整合，讓該局可以準確地讀取達至病人層面的產品資料，有助提高產品追溯能力，為產品回收提供必要的資訊。



has also developed the Product Tracking and Tracing System (PTNT), which is fully integrated with its Inventory Control System enabling HA to accurately capture product information down to patient level, help improving product traceability in case of product recall.

Adopting PTNT for enhancing data capturing and risk management

HA has implemented 1-D barcode including the Health Industry Bar Code (HIBC) and Europe Article Numbering (EAN) which was provided by GS1 Hong Kong in 2004 in PTNT for automating data capturing and enhancing risk management within the area of inventory management.

Medical consumables with barcodes contain information like lot number, expiry dates, brand and model, enabling HA to achieve full visibility of medical product information along their supply chain. Stock level, stock position as well as historical consumption of the items can be tracked and traced down to patient level. Moreover, consumption of various items is automatically consolidated in the form of purchase requisitions and subsequently converted to purchase orders and transmitted to the vendors through EDI. The PTNT also made it easier for HA to provide all users with a consolidated view of particular products consumed by every patient. Information on existing consignment stock in stores and affected patients are retrievable upon product recall.

Besides, HA has adopted 2-D barcode for patient identification in the blood transfusion process and planned to extend the applications to patient identification in operating theatres, and for other blood and laboratory tests as the way forward, with an ultimate goal to bring patient safety to a new level.

PCC Model improves Health Authority's risk management and product traceability

To improve risk management through enhancing product traceability HA has looked into implementing ERP system. To this end, HA must review its current product codification and classification (PCC) system and define the future model for both pharmaceutical and non-pharmaceutical products

GS1 Hong Kong developed a HA-Centric Product Codification and Classification (PCC) Model to facilitate the implementation of the system for HA in 2006. With international standards-based codification model, HA is able to establish the product identification structure and the primary and unique key used to identify products throughout the processes in the business operations. On the other hand, the classification model helps facilitate product data management. This efficient tracking and tracing system enables HA to save time and cost and ensure higher product safety within the area of supply management, all done in a secured environment.

採納 PTNT 以加強數據讀取及風險管理

醫管局於2004年開始採納1-D條碼，包括醫療保健業條碼 (Health Industry Bar Code，HIBC) 及由香港貨品編碼協會提供的歐洲國際貨品編碼(EAN)，讓醫管局可在倉存管理上推行自動數據讀取，並提升其風險管理。

醫療耗材項目的條碼記錄了批號、有效日期、品牌及型號，讓醫管局可在醫療產品的供應鏈上達至全面的透明度。此外，該局亦可藉此追蹤及追溯個別產品單位的存貨量和存貨地點，以及對該產品單位過往的消耗數據進行追蹤及追溯，準確度達至病人層面。而透過電子數據聯通，各類型醫療物品的補給程序可經採購申請表格合併處理，該表格會被自動印製成購買單，經網絡傳送給供應商。PTNT系統更可讓醫管局為所有使用者提供有關個別病人使用指定醫療產品的總體情況。如要進行產品回收，該局可藉該系統有效取得指定產品單位及受影響病人的資料。

此外，醫管局在輸血流程中已採用 2-D 條碼以識別病人身份，並計劃將其應用擴展到核實手術室病人的身份，以及在其其他的血液和實驗室測試中使用，務求把病人的安全提升至更高水平。

PCC 模型有效完善醫管局風險管理及產品追溯能力

為著加強產品追溯能力，以改善風險管理，醫管局已著手研究推行企業資源規劃(ERP)系統，為此，醫管局必須重新檢討現行的產品編碼及分類系統 (Product Codification and Classification, PCC)，並為藥物和非藥物產品制訂未來的編碼及分類模式。

香港貨品編碼協會於2006年替醫管局開發了一套切合該局需要的中央產品編碼及分類模型，以促進該局推行 ERP 系統。藉著這套以國際標準為基礎的編碼模型，醫管局制訂產品識別架構，以及於業務運作流程上用作識別產品的最基本和獨一無二的識別碼。該分類模型更可協助產品數據管理。總括而言，這套具高效率的追蹤和追溯系統，有效協助醫管局減省時間和成本，同時能在供應鏈管理的領域內及保密的環境下提升產品的安全性。

醫管局試點計劃測試 RFID 資產追蹤系統

醫管局在香港貨品編碼協會的協助下，於2008年8月就無線技術如何改善資產管理的運作成功進行試點計劃，藉以評估提升追溯能力的應用技術如無線射頻識別技術 (RFID) 在減輕前線員工搜尋和點算醫療設備的工作量之實際成效。

HA pilot tested RFID asset tracking system

In August 2008, HA with the support of GS1 Hong Kong conducted a pilot test on wireless technology for its asset management operations aiming at assessing how enabling technologies for traceability like RFID could relieve frontline staff of their workload on frequent devices searching and counting.

The pilot involving users from different departments in the head office as well as Prince of Wales Hospital and North District Hospital aimed at facilitating efficient tracking of high-value, high mobility and portable assets like infusion pumps, ventilators and other portable devices which are crucial to the operations of healthcare organizations.

Safety measures such as EMI assurance testing were performed and it was found that there is no interference generated on active RFID tags. The study showed that the application of RFID technology for asset tracking would help frontline nurses to track medical devices with little effort and save their precious time in patient care.

With the use of barcodes, EDI, technology and centralizing policy in improving its procurement process, inventory management and patient identification, HA is able to increase its operational efficiency, save costs and minimize wastage hence improving quality of care and patient safety. For now, HA is going to evaluate the use of global data directories such as Global Data Synchronization Network (GDSN) in view of the global drive on data synchronization in healthcare supply chain for better communication and collaboration with key stakeholders.

Over the years, GS1 Member Organizations worldwide have been working with local authorities to apply the GS1 System of standards in the healthcare sector and provide the right guidance and support to healthcare practitioners.

過去數年，GS1在世界各地的成員組織一直與當地機構合作，在醫護界推廣應用GS1標準，並為醫護人員提供支援及正確的指引。

試點計劃所涉及的使用者除來自醫管局總部的不同部門外，更來自威爾斯親王醫院和北區醫院；該計劃旨在提升對高價值、高流動性和可攜帶的醫療器材如輸液泵、通風機，以及其他對醫療機構的運作具相當重要性的手持式設備的追蹤能力。

安全措施如電磁干擾（EMI）保證測試結果顯示，主動式RFID標籤對其他電磁波並無造成干擾。研究報告指出，採用RFID技術進行資產追蹤，能協助前線護士有效追蹤醫療設備，以投入更多時間為病人提供護理服務。

透過運用條碼、電子數據聯通及其他相關技術，以及施行中央政策以改善採購程序、倉存管理，及病人識別等效能，醫管局已成功提升組織的營運效率、有效節省成本、減少浪費，及提高

醫護質素和對病人安全的保障。目前，醫療護理供應鏈上主要的持份者為要與合作夥伴達至最佳的溝通和協作，正全力推動全球數據同步處理，有見及此，醫管局現正評估應用全球註冊資料庫如全球數據同步網絡(GDSN)的效能。



Hong Kong Medical and Healthcare Device Industries Association (HKMHDA) – fulfilling a public healthcare mission

The Hong Kong Medical and Healthcare Device Industries Association (HKMHDA) is a NGO formed six years ago with some 100 members representing the medical and healthcare device manufacturers, importers and distributors. As the only organization of this kind in Hong Kong, it plays a key role in promoting industrial growth and protecting the community with safe health products.

Professor John Chai, Chairman of HKMHDA said, “There is an urgent need to have a common platform for industry

香港醫療及保健器材行業協會——履行保障公眾健康的使命

香港醫療及保健器材行業協會（HKMHDA）於2003年成立，是一家非政府組織，現擁有約100個企業會員，包括醫療及保健器材生產商、進口商和分銷商。作為香港唯一代表本港醫療及保健器材製造行業之團體，該會於推動行業發展及為公眾維持醫療設備的安全上擔當主要的角色。

HKMHDA主席查逸超教授表示：「我們迫切需要創建一個共同平台，讓業界可以就未來科技的發展及創新的方向展開討論及

players to discuss and share ideas and direction for future technology development and innovation. For its part, the Association has been providing assistance to its members and the industry as a whole to obtain up-to-date information on market and technology trends and regulatory development.”

In the past few years, HKMHDIA proactively facilitated collaboration among the medical and healthcare device industries by spearheading initiatives related to knowledge exchange, technology transfer, business matching, government sponsors, quality and regulatory advice for the mutual benefit of the industry and community.

Of which, risk management is particularly important and vital to medical device manufacturing and the related quality requirement. It is also a critical step in business management when dealing with compliance and in the process of product design. To this end, the Association organized medical device risk management workshop to address the above issues, as well as various trainings and seminars for members to facilitate knowledge transfer on quality and regulatory compliance, medical materials considerations and applications etc.

According to Professor Chai, HKMHDIA will continue to strive for helping the industry in developing its competitiveness both for the local and global markets, as well as setting professional and industrial standards and giving advice on medical device policies. It also aims to drive collaboration with local and international stakeholders to uphold the safety and effectiveness of medical devices.

GS1 Hong Kong plays a pivotal role in improving healthcare industry's efficiency

Over the years, GS1 Hong Kong has been dedicated to facilitating the development and adoption of global supply chain standards, and proactively collaborating with the local healthcare community to advocate better supply chain practices to improve safety for users of pharmaceutical and other healthcare products.

On the other hand, the prominent results achieved by public and private organizations local and worldwide have proven that there is growing global momentum behind supply chain management in the healthcare sector. With the development of healthcare and related industries, GS1 Hong Kong will continue to be proactive in initiating projects and ideas to nurture the environment and infrastructure for bettering the health condition of our community.

Remarks: Any opinions and conclusions expressed by Mr. Raymond Wong in this story do not reflect the views of Hong Kong Hospital Authority.



交流意見。本會一直為其會員和整個行業就市場、科技發展趨勢及法規的發展提供最新資訊。」

過往多年，HKMHDIA就知識交流、技術轉移、商業配對、政府資助、質量和法規諮詢等各個範疇展開各類型項目，藉此積極推動醫療及保健器材行業間的協作，為業界及公眾創造雙贏局面。

值得注意的是，風險管理對醫療設備的生產起著關鍵的作用，特別是在面對質量要求及在產品設計的過程以至在業務管理上，它都是重要的一環。有見及此，HKMHDIA遂舉辦醫療設備風險管理工作坊以及各類型培訓和研討會，讓會員就質量和法規上的要求、以及醫療設備物料選用的問題等作出知識及經驗的交流。

查教授更表示，HKMHDIA將繼續協助業界增強在本地及國際市場上的競爭力，並幫助業界制訂有關專業及工業的標準，更會就醫療設備的相關政策提供建議。此外，該會亦致力促進本地及海外持份者的協作，以提高醫療設備的安全性和有效性。

香港貨品編碼協會於改善醫護行業的效率上擔當重要角色

過去數年，香港貨品編碼協會竭力推動全球供應鏈標準的發展和應用，並積極地與本地醫護界合作推廣供應鏈最佳實務，以改善藥物和其他醫療產品使用者的安全。

另一方面，本地及海外的公營及私營醫療機構在供應鏈管理上所取得的佳績，足證醫療護理供應鏈在全球發展的動力日益提升。為了配合醫護界及相關行業的發展，香港貨品編碼協會將繼續開展新的項目並創新思維，為社會大眾的健康創造及建構更佳的发展環境與基礎設施。

備註：王紹強先生在本文所發表的意見及言論並不代表香港醫院管理局的立場。

Hong Kong's First-ever RFID Awards Establish Practical Reference Models for the Industry

首屆「香港無線射頻識別大獎」 為業界建立實際參考模式



Innovation and technology are two essential elements to improving business efficiency and productivity. Pioneering companies in Hong Kong have taken the lead in adopting RFID technology to enhance global market competitiveness.

In today's digital age where the world is becoming interconnected due to the availability of advanced communication technologies that allow global trading partners to do business online, there is a need for companies to have an end-to-end supply chain visibility to achieve operational efficiency in order to sustain business growth and competitiveness in the global marketplace.

Enterprises adopting modern Supply Chain Management practices and technologies, particularly those pioneering the implementation of Radio Frequency Identification (RFID) technology in their global operations are gaining first-mover advantage and retaining their competitive edge over rivals. Indeed, RFID is gradually transforming global economic activities and the way we will live in the future.

As a local chapter of a global supply chain standard body, GS1 Hong Kong is spearheading Electronic Product Code (EPC) standard-based RFID adoption and is committed to helping local enterprises meet their business challenges in the global marketplace by exploiting the power of this technology.

Why enterprises chose to adopt RFID as part of their SCM best practices

International firm ABI Research revealed in a recent study that the global RFID market in 2008 is expected to surpass \$5.3 billion. The report also showed that there were new emerging applications for RFID including item-level tracking in supply chains to prevent counterfeiting of apparel and pharmaceuticals, real-time location systems in healthcare and transportation industries, cargo tracking and security, case level tracking, etc.

Against this backdrop, enterprises became more reliant

創新及科技是改善企業效率及生產力的兩大重要元素。領先的香港企業，率先採用無線射頻識別 (RFID) 技術，以增強在全球市場的競爭力。

在

現今的數碼時代，先進的通訊技術令世界互相聯繫，讓全球貿易夥伴能透過網絡進行交易；為此，企業必須憑藉供應鏈的點對點透明度成功提升營運效率，以維持它們在全球市場中的持續增長及競爭力。

採納現代供應鏈管理實務及技術的企業之中，尤其是那些率先將RFID技術應用於其全球業務運作的公司，已獲得先行者優勢，並在同業間保持最佳的競爭優勢。實際上，RFID已逐漸改變全球經濟活動以及我們未來的生活模式。

作為一個國際供應鏈標準組織的香港分會，香港貨品編碼協會率先推廣各界採納RFID技術，致力協助本地企業透過這種技術面對其在全球市場上所遇到的商業挑戰。

為何企業要選擇採納RFID 作為供應鏈管理最佳實務之一

國際市場調查機構ABI Research最近的一項調查報告顯示，預期2008年全球RFID市場總額將超過53億美元。該報告同時指出，目前已有一些新的RFID應用方案，包括在成衣及藥物供應鏈上提供防偽功能的單一物品追蹤、針對醫療護理及運輸行業的實時定位系統、貨櫃追蹤與保安系統及貨箱追蹤等。

在這種市場狀況下，為了取得關鍵任務的運作數據，企業之間愈來愈互相依賴，而在合作的業務上更有賴實時的資訊透明度才可有效地維持業務運作。

on one another for mission critical operational data and require real-time visibility of their combined operations to sustain business efficiently.

Main objectives of first-ever HK RFID Awards

Undoubtedly, an increasing number of companies are now adopting RFID, tailoring it to their respective needs in order to tackle specific operational problems. The urgent task now is to raise industry awareness on the real benefits of applying emerging RFID technologies among local enterprises. To this end, GS1 Hong Kong introduced the first Hong Kong RFID Awards to acknowledge forward-looking, pioneering companies in their real-life application of RFID technology. By giving the prestigious Awards, GS1 Hong Kong aims to:

- Bring recognition to pioneering enterprises that have successfully brought EPC/RFID technology into their business operations
- Encourage the adoption of EPC/RFID technology by businesses in Hong Kong and the Pearl River Delta region
- Foster the development of new EPC/RFID products and services

Three categories of RFID Awards

A respected panel of judges from both government and private sector carefully selected deserving winners in three categories: The Best EPC/RFID Implementation, The Most Innovative Use of EPC/RFID and The Most Innovative EPC/RFID Products. Each entry per category was evaluated using a set of criteria based on the degree of innovation and creativity as well as their business value. The entries came from various industry segments including public utilities, logistics, apparel, to electronics and retail sectors.

"We hope that the winners of the first-ever Hong Kong RFID Awards will continue to be an invaluable business reference for the industry. We believe their success stories will further help accelerate the development and adoption of RFID applications in Hong Kong," commented Anna Lin, Chief Executive, GS1 Hong Kong.

Among the winners include:

Best EPC/RFID Implementation Award:

- **Gold Award – Asia Airfreight Terminal Company Limited** for its RFID Truck Control System that manages truck activities, allocates truck docks and captures data on cargo delivery/collection service standard in AAT terminal for timely management decision
- **Silver Award – CLP Power Hong Kong Limited** for its RFID Fleet Management System which uses RFID technology and a web-based application to keep track of CLP's fleet of pool cars

舉辦首屆「香港無線射頻識別大獎」的主要目的

毫無疑問，愈來愈多公司按其個別的業務需要採納RFID技術，以解決運作上的特定問題。當務之急，是要讓業界進一步了解應用嶄新RFID技術帶來的真正好處。為此，香港貨品編碼協會

主辦首屆「香港無線射頻識別大獎」，表揚具遠見的領先企業在實際商業環境中應用RFID的卓越成績。香港貨品編碼協會旨在透過頒發這個獎項，達到以下的目的：

The first-ever Hong Kong RFID Awards is the first significant step that helps raise the awareness among enterprises on the true benefits of adopting EPC/RFID technology.

首屆「香港無線射頻識別大獎」在協助業界了解採納EPC/RFID技術的真正好處上邁出重要的第一步。

- 為那些成功將EPC / RFID技術應用在業務運作上的領先企業予以肯定
- 鼓勵香港及珠三角地區的企業採納EPC / RFID技術
- 孕育嶄新EPC / RFID產品及服務的發展

「香港無線射頻識別大獎」三個組別的獎項

由政府及業界人士組成的評判團，從參賽單位仔細選出被分為三個組別的獎項得主，包括：最佳 EPC / RFID 應用大獎、最具創意 EPC / RFID 應用大獎、最具創意 EPC / RFID 產品大獎。評審準則以參賽作品的創新性、創意及商業價值為本。參賽作品來自公用事業、物流、成衣、電子及零售行業。

香港貨品編碼協會總監林潔貽女士說：「我們希望首屆『香港無線射頻識別大獎』的得主能夠繼續成為業界的最佳典範。我們相信這些企業的成功例子有助 RFID 在香港的進一步發展及應用。」

各個獎項的優勝者包括：

最佳EPC/RFID應用大獎

金獎—亞洲空運中心：RFID貨車控制系統，用於管理貨車活動的控制系統，有助分配貨車及泊位，同時擷取亞洲空運中心內貨櫃運輸/收集服務的標準數據，讓管理人員作出即時決策

銀獎—中華電力：RFID共用車管理系統，結合RFID技術和網絡應用的系統，有助中電追蹤共用車輛的使用情況

銅獎—溢達集團：RFID生產監控，以RFID技術相結合的系統，有助追蹤批量流數據及其他製衣生產資料

- **Bronze Award – Esquel Group** for its RFID Production Tracking & Monitoring System that keeps track of bundle flow data and other garment production information

Most Innovative Use of EPC/ RFID Award

- **Gold Award – Airport Authority Hong Kong** for its Integrated RFID Baggage Reconciliation and Management System, an end-to-end RFID baggage handling system operating at Hong Kong International Airport
- **Silver Award – mi-tu** for its Smart Retail System which helps the retail company improve its overall services and customers' satisfaction
- **Bronze Award – Asia Airfreight Terminal Company Limited** for its RFID Truck Control System that manages truck activities, allocates truck docks and captures data on cargo delivery/collection service standard in AAT terminal for timely management decision

Most Innovative EPC / RFID Products Award

- **Gold Award - Convergence Systems Limited** for its RFID Handheld Reader which provides high read-range and read-rate performance and enables ultra fast inventory of cases on pallet, warehouse shelves, moving vehicles, and other tagged items in business processes
- **Silver Award - NEC Hong Kong Limited** for its Truck Control System that manages truck activities, allocates truck docks and captures data on cargo delivery/collection service standards
- **Bronze Award - Schmidt & Co. (Hong Kong) Limited** for its Schmidt RFID G-Box, a low cost, space saving, all-in-one RFID reader ideal for faster application development at lower cost and improving overall efficiency of the RFID system

Several organizations receive Certificate of Merits

The following companies were awarded Certificate of Merits for their respective RFID systems and solutions:

- Carry Wealth Holdings Limited – RFID Production Monitoring
- Run Run Shaw Library & Wireless Communications Research Centre, City University of Hong Kong – RFID EasyCheck Library System
- Wireless Communications Research Centre, City University of Hong Kong – Mini-reading Corner System
- Hong Kong Communications Equipment Company Limited - LIBRA™ System, Library RFID Automation System
- NEC Hong Kong Limited - RFID Laundry System
- Schmidt & Co., (Hong Kong) Limited - RFRegalia System



最具創意EPC/RFID應用大獎

金獎—香港機場管理局：整合式RFID行李確認及管理系統，用於香港國際機場的點對點RFID行李處理系統

銀獎—mi-tu服裝連鎖店：智能零售系統，以RFID為基礎的智能零售系統，協助該公司改善整體服務、客戶滿意度及貫通後勤運作

銅獎—亞洲空運中心：RFID貨車控制系統，用於管理貨車活動的控制系統，有助分配貨車及泊位，同時擷取亞洲空運中心內貨櫃運輸/收集服務的標準數據，讓管理人員作出及時決策

最具創意EPC/RFID產品大獎

金獎—Convergence Systems有限公司：RFID手持式閱讀器，支援長閱讀距離及高閱讀率的手持式閱讀器，能極速清點存放於集裝架、貨倉架、行駛車輛的貨箱，並可處理業務流程中其他帶標籤的物品

銀獎—NEC香港有限公司：貨車控制系統，用於管理貨車活動的控制系統，有助分配貨車及泊位，同時擷取貨櫃運輸/收集服務的標準數據

銅獎—興華科儀有限公司：興華RFID G-Box，一應俱全、低成本並有助節省空間的RFID閱讀器，特別適合研發較低成本及能改善整體效率的RFID系統應用

獲頒優異證書的機構

以下企業獲頒優異證書，以表揚它們的RFID系統及解決方案

- 恒富控股有限公司—RFID生產監控
- 香港城市大學邵逸夫圖書館及無線通訊研究中心—RFID EasyCheck圖書館系統
- 香港城市大學無線通訊研究中心—小型閱讀區系統
- 香港通訊器材有限公司—LIBRA™系統，圖書館RFID自動化系統

- Sedna Systems Limited - Dataplex
- SML Group Limited - Mobile Intelligent Mirror & RFID Warehouse Management System
- Department of Computer Science & Engineering, The Hong Kong University of Science & Technology - α Gate Portal

Awards presentation ceremony

The winners were presented with their respective awards during a presentation ceremony held in conjunction with the GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit on 10 October 2008. The winners were given the opportunity to share their strategic yet pragmatic approaches in implementing EPC/RFID innovations in the presence of over 500 delegates.

The culmination of the first-ever Hong Kong RFID Awards is the first significant step that helps raise the awareness among enterprises on the true benefits of adopting EPC/RFID technology. It is expected to stimulate thought and further innovation and implementations. The winners have shown how to implement RFID applications in real life business scenarios – a proof that the technology works and is indeed a vital business tool to stay competitive in the global marketplace.

- NEC香港有限公司—RFID洗衣系統
- 興華科儀有限公司—RFRegalia系統
- 思納系統有限公司—Dataplex
- SML Group—Mobile Intelligent Mirror及RFID倉儲管理系統
- 香港科技大學計算機科學及工程學系— α Gate Portal

「香港無線射頻識別大獎」頒獎典禮

「無線射頻識別大獎」的頒獎典禮於2008年10月10日與「香港貨品編碼協會供應鏈管理高峰會」同場舉行，各個獎項的得主與在場逾500名代表分享他們在採納EPC/RFID技術上既具戰略及實用性的方法。

首屆「香港無線射頻識別大獎」在協助業界了解採用EPC/RFID技術的真正好處上邁出重要的第一步，有望刺激業界思維及進一步的創新及實踐。勝出者成功展示了如何在現實的商業環境中使用RFID技術—充分證明該技術乃切實可行，也是企業在全球市場維持競爭力的重要業務工具。

Sam's Club, a membership warehouse subsidiary of Wal-Mart, completed first RFID tag verification using GS1 Hong Kong's ezTRACK

Global players have realized the real business benefits of EPC/RFID technology in enhancing business efficiencies. Early last year, US retail giant Wal-Mart had extended its EPC rollout plan to Asia suppliers of its subsidiary, Sam's Club, and appointed GS1 Hong Kong in March 2008 as the program manager of the project helping the Asia suppliers meet EPC/RFID compliance standards. GS1 Hong Kong was tasked to conduct EPC/RFID briefing sessions, provided a list of qualified service providers, and offered a low-cost and subscription based ezTRACK service for tag data verification.

In October 2008, GS1 Hong Kong completed the first RFID tag verification for the suppliers of Sam's Club, using its community-based track-and-trace platform service ezTRACK. Through ezTRACK's DataLink service, Sam's Club's suppliers can ensure that encodings of RFID tags are accurate before shipment, and therefore help achieve a 100% read rate when the products arrive at Sam's Club distribution centre in the US.

"EPC-standard based RFID technology enables a global supply chain to provide visibility from top to bottom, and from the manufacturer to the sales floor. It gives analysis of inadequacies about the supply chain, enables an organization to address related problems at the root, provides near real-time visibility and promotes the use of exception management." said Krissy Sample, director of Sam's Club's enterprise process management office.

With the EPC adoption program, Sam's Club is able to enjoy a reduction in out-of-stock items, fewer out-of-date products, lower prices and greater satisfaction for its members and customers.

沃爾瑪旗下的會員制批發場供應商「山姆會員商店」利用香港貨品編碼協會的「縱橫網」服務完成首項RFID標籤確認

全球商業競爭者都了解到EPC/RFID技術在增強業務效率方面的效益。2008年初，美國零售業巨擘沃爾瑪把EPC計劃推展至山姆會員商店亞洲會員，並於2008年3月委任香港貨品編碼協會為項目經理，致力協助亞洲區內的山姆會員商店供應商配合EPC/RFID的標準。為此，香港貨品編碼協會舉行了多個EPC/RFID簡報會，並為各商戶提供了一眾合資格的解決方案服務供應商以供參考；同時以租用形式向他們提供低成本的「縱橫網」服務，以便進行標籤數據確認。

2008年10月，香港貨品編碼協會利用以社群為基礎的追蹤及追溯平台「縱橫網」，為山姆會員商店供應商完成首項RFID標籤確認。透過「縱橫網」數據鏈接服務，山姆會員商店供應商可以在貨品付運前確保RFID標籤編碼的準確性，有助貨品送抵山姆會員商店美國分銷中心時能夠達致100%閱讀率。

山姆會員商店企業流程管理處主管Krissy Sample說：「以EPC標準為基礎的RFID技術可以為全球供應鏈提供由上至下、從生產商到零售區的透明度；它也能就供應鏈的不足之處提供分析，讓企業可以針對問題的根源就有關的狀況找尋解決方案，這項技術更可提供接近實時的透明度，及推動管理突發狀況的方案。」

憑著EPC採納計劃，山姆會員商店可以減低缺貨及貨品逾期的情況，並讓其會員及顧客享受更低的價格，提高客戶滿意度。

Global Commerce Initiative (GCI) Discloses Key Findings of 'Outlook for 2018 Value Chain' Industry Report

全球商業計劃(GCI)總結「2018——價值鏈前瞻」研究結果



Today's social and economic challenges coupled with mounting pressure from global competition require companies to be more responsive to market conditions. Yet, based on the GCI survey findings, opportunities still abound that will allow enterprises to continue to grow to the benefit of the customers.

Global collaborative commerce is gaining significant strategic importance today across industries and within enterprises of all sizes in the face of ever-changing business environment. GS1 Hong Kong has been consistently supporting various global initiatives to facilitate global collaborative commerce, an objective also espoused by Global Commerce Initiative (GCI), a worldwide voluntary industry body comprising over 45 leading global manufacturers and retailers aimed at spearheading global value chain collaboration by identifying business needs and implementation of best practices and standards to serve consumers better, faster and at less cost.

社會及經濟環境愈趨嚴峻，加上環球競爭所帶來的沉重壓力，迫使企業要以更快的速度回應市場的轉變及需求。儘管如此，全球商業計劃的調查顯示全球市場依然商機處處，企業仍可藉此維持業務持續增長，並讓消費者受惠。

由於現今的商業環境瞬息萬變，全球商貿協作對各行各業及不同規模的企業均佔有重要的策略性價值。香港貨品編碼協會一直全力支持各項全球計劃，以促進全球商貿協作。而全球商業計劃(GCI)的目標正好與香港貨品編碼協會不謀而合；GCI是由來自超過45家全球領先的資深製造商和零售商代表所組成的自願機構，其目標是透過識別企業所需，促進全球價值鏈協作，以及推廣最佳實務和標準，從而為消費者帶來更佳、更快捷及更廉價的產品和服務。

GCI survey via workshop tour in Asia: Succeeding in a Volatile Market – 2018

GCI initiated an industry study in 2006 entitled '2016 Future Value Chain' exploring a comprehensive view of industry trends and identifying key areas where companies could collaborate in order to manage the value chain by 2016. GCI took a step further last year by embarking on another study to thoroughly analyze major trends that might impact global value chain until 2018.

In order to get the pulse of industry professionals, a series of workshops for senior business leaders in various major cities including Hong Kong, India, Japan and the Netherlands were organized from June to September 2008. Executives from major stakeholders including Amoy Food, Colgate Palmolive, Dairy Farm, Metro Group, Tsit Wing and GS1 Hong Kong participated in the session held in Hong Kong.

Eight major trends in value chain

The comprehensive survey was initiated and published by GCI together with leading industry organizations and IT vendors examining how the changing market dynamics and trends will impact the whole industry in the coming decade. The forward-looking survey report contains insights from more than 130 industry leading figures from Europe, North America, China, Japan and across Asia, as well as presents major findings on how businesses can continue to meet customer needs globally in spite of difficult market conditions.

Majority of the executives that took part in global workshop sessions agreed that despite today's social, economic and environmental challenges, there were still many business opportunities for sectors like retail and manufacturing to continue to grow and meet customer demands. Overall, eight global trends in the value chain affecting global commerce collaboration in the years leading to 2018 were identified.

- **Declining economy** – the credit crisis around the globe is expected to restrict consumer spending and reduce the availability of funds for company expansion;
- **Changing society** - social structures will significantly change, examples are the emerging middle-class consumers in Asia and growing urbanization and ageing population;
- **Rising cost and scarcity of raw materials** – this phenomenon is expected to disrupt organizations' supply chain, hence will create significant impact on consumers;

GCI亞洲巡迴工作坊研究報告： 2018年—動盪市場中求勝

在2006年，GCI 籌組了一項名為「2016—未來價值鏈」的行業研究，目標是探索未來的行業趨勢，以及釐訂企業必須協作的範疇，為有效地管理2016的價值鏈定出藍圖。在2008年GCI再把研究推前一步，深入探討全球主要趨勢對當前到2018年的全球價值鏈所造成的影響。

為了掌握專業人士的意見，GCI於2008年6月至9月期間在多個主要城市包括香港、印度、日本和荷蘭舉辦了一系列工作坊，邀請來自不同國家領先的商業領袖參加。參與在香港舉行的工作坊的行政人員均來自主要的持份者，其中包括淘大食品、高露潔公司、牛奶公司、麥德龍集團、捷榮咖啡及香港貨品編碼協會。

價值鏈八大主要趨勢

由GCI夥同領先的行業組織及資訊科技供應商共同籌組及發佈的這項研究，探討了市場的轉變動力與發展趨勢在未來十年對整個行業所造成的影響。這份具前瞻性的調查報告包羅了來自歐洲、北美、中國、日本及其他亞洲國家逾130名行業領袖的真知灼見；報告更探討了在嚴峻的市場環境下，企業如何持續回

應全球消費者的需求。

參與上述工作坊的大部分商界領袖均認為，儘管企業面對來自社會、經濟及環境等種種挑戰，但對於零售及製造業來說，市場上仍

然存在商機，足以讓這些行業享有持續性的增長，得以繼續滿足客戶的需求。總括來說，根據報告所指，由未來數年一直至2018年，影響全球商貿協作的價值鏈八大全球趨勢包括：

- **經濟衰退**—預期全球信貸危機將導致消費者支出減少，另外，企業擴張所需的可用資金同樣受到壓抑；
- **社會變遷**—社會結構將面臨重大轉變，例如亞洲區內中產消費層的湧現、加劇的都市化及人口老化狀況；
- **原材料匱乏及成本上漲**—此情況將擾亂企業的供應鏈運作，並對消費者構成重大影響；
- **加深對持續發展的認知，關注行動升級**—消費者及企業對可持續發展這個課題日益關注，而企業亦就此作出回應，開始部署針對內部運作及消費市場的計劃；
- **消費者運用科技的機會日益增加**—消費者科技日益普及，因而改變了消費者之間、及消費者與為他們提供服務的公司溝通模式；

GS1 Hong Kong has been consistently supporting various global initiatives to facilitate global collaborative commerce.

香港貨品編碼協會一直全力支持各項全球計劃，以促進全球商貿協作。

- **Increasing awareness and action on sustainability** - consumer and corporate awareness of sustainability is growing, with companies responding with both internal and consumer programs;
- **Growing consumer access to technology** - mass adoption of consumer technologies will change the way consumers communicate with each other and the companies that serve them;
- **Changing business models** - emergence of hybrid models (including convenience and security) particularly in Asia;
- **Growing opportunity to share information across the supply chain** - information in the supply chain will be crucial as supply chains will be increasingly driven by collaborative information;
- **Increasing concern on product safety** - this will put pressure on the industry to secure supply chain.

The key findings of the survey were presented by Dr. Gerd Wolfram, Managing Director of MGI METRO Group Information Technology GmbH at the GS1 Hong Kong Supply Chain Management Excellence Summit in October last year.

Implications of Asian trend to the global market

Despite considerable diversity across the Asian region, many of the trends that will impact Asian retailers and manufacturers are similar to those faced by the rest of the global industry. It translates that the opportunity in sharing best practices and projects globally will benefit consumers and the industry.

The report reviewed that greater collaboration between trading partners, sharing of leading practices, better use of information, standards and technology must be adopted during these challenging times in order to prepare and stay competitive by 2018. Manufacturers and retailers have to cooperate on product development and customization to keep costs low and provide new product portfolios that suit low-income households without compromising on quality or service. Likewise, better logistics solutions and new retail models can ensure that products reach these households in the most efficient and sustainable way.

During these challenging times, greater collaboration between trading partners, sharing of leading practices, better use of information, standards and technology must be adopted in order to prepare for 2018.

面對目前嚴峻的環境，企業必須加強貿易夥伴之間的協作、分享最佳實務，善用資訊、標準和科技，才可以保持競爭力並為2018年的來臨作好準備。

- **商業模式改變**—混合商業模式(便捷與安全兼備)湧現，這種情況在亞洲區域特別普遍；
- **分享供應鏈資訊的機會日增**—隨著商貿協作日增，其對供應鏈的推動力亦大大增加，供應鏈的資訊分享因而更形重要；
- **產品安全備受關注**—這種情況將促使各行業努力維持供應鏈的安全性。

上述的研究結果已於2008年10月舉辦的「香港貨品編碼協會供應鏈管理高峰會」中，由麥德龍集團信息科技董事總經理 Gerd Wolfram博士發佈。

亞洲發展趨勢對全球市場的啟示

雖然亞洲各國存在一定程度的差異，但大部分影響到亞洲區

零售商及製造商的趨勢，與其他國家的企業所面對的挑戰與困難相類似。因此，全球企業均可分享這次研究所提供的最佳實務，讓各行業及消費者共同受惠。

這份報告同時指出，面對目前嚴峻的環境，企業必須加強貿易夥伴之間的協作、分享最佳實務，善用資訊、標準和科技，才

可以保持競爭力並為2018年的來臨作好準備。此外，製造商及零售商必須在產品開發和訂製上謀求合作，以降低生產成本；並在保持產品質量和服務水平的前提下，為低收入家庭提供新產品系列；再配合妥善的物流方案和嶄新的零售模式，確保產品能以最具效率和可持續發展的方式到達消費者手上。





GS1 Hong Kong facilitates collaborative eCommerce with global standards & solutions

In spite of the current volatile market situation, companies and their trading partners should continue to collaborate in the global market. In this respect, GS1 Hong Kong has continued to help local enterprises enhance operational efficiency to meet growing business challenges through the provision of global supply chain standards, best practices and enabling technologies.

Tailored to specific needs of companies in the retail, manufacturing and other industry sectors, GS1 System of standards allows them to improve the efficiency and visibility of supply and demand chains globally.

These tools include:

- GS1 BarCodes – which allow companies for rapid and accurate identification of items
- GS1 eCom – enables organizations to achieve just-in-time ordering and delivery through effective business data exchange
- GS1 Global Data Synchronization Network® (GDSN) – allows trading partners to acquire standardized, up-to-date and reliable data for effective business transaction
- GS1 EPCglobal®: Standards for RFID-based identification – help achieve more accurate, immediate and visibility of information ultimately leading to more cost-efficient and streamlined supply chain operation

Over the years, GS1 Hong Kong has been providing robust solutions and technologies in key industries. Besides, it consistently spearheads initiatives to define standards and build the infrastructure for mobile commerce to support emerging trends like mobile technology which has evolved as an important channel for communication and interaction between businesses and consumers and a major trend in facilitating business transactions.

For more information and related news regarding GS1 products and solutions, please visit <http://www.gs1.org/productssolutions/>

香港貨品編碼協會透過全球標準及解決方案促進電子商貿協作

儘管現今的市場較為動盪，企業和其貿易夥伴在全球市場上仍須保持商貿協作。為此，香港貨品編碼協會仍然貫徹始終，繼續透過提供全球供應鏈標準、最佳實務及應用技術，協助本地企業提升營運效率，以面對愈見嚴峻的商業挑戰。

GS1標準可針對零售業、製造業及其他行業的特定需要，有效協助各行業的公司加強全球供應鏈及需求鏈的效率和透明度。

GS1標準的工具包括：

- GS1條碼—讓企業可快速及準確地識別貨品
- GS1電子商貿—讓企業藉著有效的數據交換適時發出訂單及付運
- GS1全球數據同步網絡—讓貿易夥伴可以透過擷取標準化、最新及可靠的數據達至具效率的商業交易
- GS1產品電子代碼：以無線射頻識別技術為基礎的貨品識別標準—讓企業可以獲得更準確及即時的資訊透明度，以達至更具成本效益及精簡的供應鏈運作

過去數年，香港貨品編碼協會一直為主要行業提供具實效的解決方案和技術。與此同時，本協會亦為流動商貿率先展開各項計劃，包括釐定標準和建立基礎設施，以促進流動通訊科技的發展。目前，流動通訊科技已發展成為企業與消費者的主要溝通及互動渠道，並成為促進商業交易的主要商業趨勢之一。

如欲查詢GS1產品及解決方案的詳情和有關的新聞資訊，請瀏覽以下網址<http://www.gs1.org/productssolutions/>

Supply-Chain Council and GS1 Hong Kong Co-organize SCOR Workshop to Help Enterprises Optimize their Supply Chain Cost Efficiency

供應鏈管理委員會與香港貨品編碼協會攜手舉辦 「供應鏈運作參考模型」工作坊 協助企業增強供應鏈成本效益



Supply Chain Operations Reference Model (SCOR) is an operational efficiency model developed by reputable Supply-Chain Council of the United States which serves most of the Fortune 500 brand names and manufacturers. In today's challenging times, companies with a pool of SCOR-Certified Professionals can raise their proficiency in supply chain improvement. GS1 Hong Kong with the support of Supply-Chain Council (SCC) is now assisting enterprises to reach this goal.

To succeed in today's intensely competitive business environment, companies must act swiftly and be flexible to adapt and continuously improve their supply chain performance and overall operations by enhancing their knowledge and know-how in Supply Chain Management (SCM). Foresighted companies are now adopting the Supply Chain Operations Reference (SCOR) model, the widely recognized global standard methodology for enhancing an organization's supply chain efficiency. Developed and maintained by SCC, a global non-profit consortium whose methodology, performance metrics, and benchmarking tools help nearly a thousand organizations make dramatic and rapid improvements in supply chain processes, the SCOR model enables users to address, improve, and communicate supply chain management practices within and among all interested parties.

由著名的美國供應鏈管理委員會開發的供應鏈運作參考模型(SCOR)，是一套營運效率模型，廣為財富500強之品牌和製造商所採納。在這個充滿挑戰的時代，企業擁有一隊具有SCOR認可資格的专业人才，在完善供應鏈管理上的能力將獲得提升。香港貨品編碼協會在供應鏈管理委員會 (SCC) 的支援下，正在協助企業達到上述目標。

要 在目前競爭異常劇烈的商業環境中爭取成功，企業必須透過強化供應鏈管理的知識和技術，以加快其對市場的應變能力；企業更須持續改善供應鏈的表現和整體的運作。現今具前瞻性的企業，正採納廣受認可及證實有效提升供應鏈營運效率之全球標準方案——供應鏈運作參考模型(SCOR)。SCOR由全球性非牟利組織——供應鏈管理委員會開發及管理。由SCC所開發的SCOR方案、績效指標以及基準工具，已成功協助近千家機構迅速改善其供應鏈流程，成績斐然。SCOR模型有助企業探討及改善供應鏈管理實務，並就這方面的運作與合作夥伴進行交流。

Challenges faced by local businesses in improving supply chain management

Due to intense global sourcing, cross-border delivery and increased outsourcing activities in the global marketplace, supply chain operations are becoming more complex, urging companies to constantly ensure that they are cost-effective, efficient and responsive. Most organizations are faced with challenges in this regard because there is a lack of effective tools to evaluate and implement supply chain improvement projects, making it difficult for practitioners to commence a project. Besides, it is hard to select the most appropriate supply chain practice to implement from a pool of confusing and evolving management concepts.

Enterprises can optimize business processes using SCOR model

To tackle these business challenges, supply chain manager has to grasp the total SCM knowledge and to decide what business processes to improve and how to improve them.

Designed to enhance users' efficiency and productivity, the SCOR model is a proven tool to benefit companies that use it to identify supply chain problems.

The model provides a structured approach and practical methodology, combined with the latest concepts today such as business process reengineering, process configuration, operation modeling and performance measurement, enabling companies to jump start supply chain initiatives and effectively execute supply chain improvement projects. SCOR also provides a common language that companies can use in order to share operational views, and communicate changes or definitions of processes in a multi-party environment in developing supply chain management. It also has a set of common, easy to understand terminology, process building blocks with definitions and performance metrics, which enable performance measurement. On top of all these, SCOR offers companies insights and suggestions on best practices to build a project portfolio for improvement.



GS1 Hong Kong offers SCOR workshop to bring enterprises to the next level

As an international supply chain management standard body, GS1 Hong Kong has been assisting local enterprise in becoming more efficient and profitable by optimizing their supply chain. Besides providing neutral and credible guidance on the adoption of supply chain standards, technology and best practices, this year we take a step further by offering companies SCOR workshop to harness their knowledge in supply chain operation.

本地企業在改善供應鏈管理時所面對的挑戰

在全球市場上，跨境運輸、全球採購及工序外判等商業活動與日俱增，導致供應鏈的運作日趨繁複，因此，企業必須時刻保證其供應鏈運作具有成本效益、效率及迅速回應市場需求的能力。對許多機構來說，要實現上述的目標十分困難，由於企業缺乏有效的工具以評估及推行供應鏈完善項目，導致有關人員難以開展計劃。此外，不斷推陳出新的管理概念難免令人眼花撩亂，企業要在眾多管理概念中，揀選最合適的供應鏈管理實務絕非易事。

企業採納SCOR模型有助優化業務流程

要解決上述的商業難題，供應鏈管理經理必須全面掌握有關供應鏈管理的所有知識，並就哪些業務流程需要進行改善以及如何改善等作出決定。SCOR模型是經過驗證的管理工具，有效提昇企業的效率及生產力，及協助它們找出供應鏈管理的問題所在。

該模型為企業提供結構性的方法及實用方案，並與目前最新的管理概念如業務流程重整、流程配置、流程建模及績效評估等相結合，讓企業能迅速展開供應鏈管理計劃，以及有效推行供應鏈完善項目。SCOR包含了一套共同語言，讓它們可以在牽涉多個合作夥伴的商業環境中，就公司的

營運方式、業務流程的定義及改動，與有關的合作夥伴進行交流及溝通，以強化其供應鏈的運作。SCOR提供一套通用及易於理解的專門用語，定義清晰的流程建構模塊，以及藉以量度表現水平的績效指標。此外，SCOR亦能為企業就最佳實務提供分析和建議，協助企業建構出完善供應鏈管理的項目組合。

香港貨品編碼協會舉辦SCOR工作坊帶領企業邁向更高水平

作為國際性的供應鏈管理標準組織，香港貨品編碼協會一直協助本地企業提升供應鏈效能，以增強營運效率及盈利能力。除了就供應鏈標準、技術和最佳實務的應用提供不偏不倚及可靠的指引外，本協會於今年更在服務上作出提升，為企業提供SCOR工作坊，藉以增強他們在供應鏈運作上的知識。

Thanks to the support of SCC who has granted the certification of our consultants, the SCOR workshop offered by GS1 Hong Kong is conducted by qualified and certified SCOR instructors who are among the only 30 authorized trainers globally, hence companies are assured to get the appropriate training.

Real improvements in supply chain operations begin with the understanding of the framework of SCOR model and the methodology to implement SCOR in real life situations. This is the premise of what GS1 Hong Kong offers companies availing of its SCOR workshop which incorporates theory and practice through two modules: the SCOR Framework and SCOR Implementation.

- SCOR 9.0 Framework which enables participants to get a clearer picture of SCOR framework and understand the major process components of the framework – Plan, Make, Source, Deliver, Return – from a supply chain perspective and how to use them to construct supply chains.
- SCOR 9.0 implementation which allows participants to better understand how to organize and apply the framework to specific problems through training and real case-sharing.

SCOR Professional Certification provides de-facto qualification in supply chain management

Adding to the value of the SCOR model is the Certification Program (SCOR-P) launched by SCC. In the past, the absence of a SCOR Certification program created missed opportunities for practitioners whose knowledge and capabilities could not be verified. But now participants who have completed both SCOR framework and SCOR Implementation training workshops based on the most current SCOR version (SCOR 9.0) are eligible to take the examination for certification. SCOR Certification provides a global standard for ensuring competency in SCOR application.

The SCOR workshop is targeted to a cluster of professionals responsible in enhancing the improvement of their organizations' supply chain operations. These includes ERP & CRM system integrators and consultants, supply chain managers, and BPR (Business Process Re-engineering) consultants.

Foresighted companies are now adopting the Supply Chain Operations Reference (SCOR) model, the widely recognized global standard methodology for enhancing an organization's supply chain efficiency.

現今具前瞻性的企業，正採納廣受認可及證實有效提升供應鏈營運效率之全球標準方案 - 供應鏈運作參考模型 (SCOR model)。

透過SCC的支援及協助，香港貨品編碼協會的專業顧問已獲

SCC的專業認可，讓全球SCOR培訓導師的總數增至30名。故此，本協會提供的SCOR工作坊，均由合資格及具認可資歷的SCOR導師教授，保證參加的企業能獲得適當的培訓。

要在供應鏈的運作上取得實質的改善，企業必須首先理解SCOR模型的框架，以及掌握在現實商業

環境裡實踐SCOR的方法。在上述的前提下，香港貨品編碼協會為企業提供的SCOR工作坊同時涵蓋理論與實踐；整個工作坊分為兩大單元：SCOR框架及SCOR實踐模式。

- SCOR 9.0框架課程：讓學員對SCOR的框架有更清晰的概念，並從供應鏈管理的角度清楚掌握框架的五項主要流程，包括規劃、製造、採購、付運及退貨，以及如何運用這些流程建構企業的供應鏈。
- SCOR 9.0實踐模式：透過培訓及個案分享，讓學員進一步掌握如何組織和運用 SCOR框架以解決個別問題。

SCOR專業認證乃供應鏈管理的認可資格

除了開發SCOR模型之外，SCC更為業界提供SCOR認證計劃 (SCOR-P)，令SCOR模型的價值獲得進一步提升。以往，擁有SCOR的知識及有關能力的業界人士，因為未能獲得專業的認可而失去發揮所長的機會；如今，學員只須完成以SCOR 最新版本9.0為基礎的SCOR框架及SCOR 實踐模式培訓工作坊，便可以參加認證考試。SCOR認證計劃為學員提供一套全球標準，確保他們可以掌握應用SCOR的能力。

SCOR工作坊的對象為專責提升企業供應鏈運作之專業人士，當中包括ERP及CRM系統整合人員及顧問、供應鏈管理經理，以及商業流程重整顧問。

香港貨品編碼協會致力協助企業透過具效率的方法制訂改善供應鏈運作的藍圖，而SCOR項目正好是有效協助企業在目前嚴峻的經濟環境下，能夠輕易地整合業務運作，藉以實踐供應鏈管理最佳實務，以達至更高的營運效率及減低運作成本的最佳商業策略。

GS1 Hong Kong is committed to assisting companies to obtain effective ways to design their roadmap to improving their supply chain operations. The SCOR program is the right business strategies that can help companies easily integrate business operations to fully implement SCM best practices and drive towards greater operational efficiency and lower operating cost in today's challenging economy.

For companies or professionals interested to avail of the GS1 Hong Kong's SCOR workshop, please contact Rocky Yu at 2863 9731 or Tina Ho at 2863 9758 or email at rockyyu@gs1hk.org or tinaho@gs1hk.org

如企業或專才欲查詢香港貨品編碼協會SCOR工作坊的詳情，請致電2863 9731聯絡Rocky Yu或致電2863 9758聯絡Tina Ho，亦可電郵至rockyyu@gs1hk.org 或 tinaho@gs1hk.org查詢。



SCOR Certification Program (SCOR-P)- a de-facto standard in SCM

SCOR-P demonstrates the value of SCOR and document individual skill competency and proficiency in understanding and implementation of the SCOR Model. As a nationally recognized distinction within the supply chain field, SCOR-P makes it easier for global employers to identify people with the most desirable skills. SCOR-P can:

- provide a means for organization to; assess the skills and competencies of their personnel and recruits, and evaluate the effectiveness of the SCOR model workshop;
- offer a way for companies to identify professionals who possess the right set of supply-chain skills based on real-world techniques in managing a global supply chain, rather than on concepts;
- ensure the quality and consistency in the implementation of SCOR model globally.

SCOR 認證計劃 —— 供應鏈管理認可標準資格

SCOR認證計劃成功地展示出SCOR的價值；這個計劃有效就有關人員在理解和實踐SCOR模型的能力及技巧上作出認證。在供應鏈管理的領域中，SCOR-P已成為國際認可的專業資格，它有助世界各地的招聘者物色具有相關技能的專才。這個計劃：

- 能為企業提供評估員工及應聘者技術和能力、及評估 SCOR模型培訓工作坊效益的方法；
- 能為企業提供物色具有卓越供應鏈管理技能、及能在現實商業環境中管理全球供應鏈運作，而非依賴理論或概念行事的專門人才的方法；
- 能保證全球企業在實踐SCOR模型時可以維持質量及一致性。

GS1 Hong Kong Events 香港貨品編碼協會活動

Events 活動	Date 日期	Venue 地點	Contact Details 聯絡資料
Survive and Grow with Practical RFID and Smart ERP Solution Workshop	20/3/2009	Conference Room, GS1 Hong Kong Office 香港貨品編碼協會會議室	Tel 電話: (852) 3607 8288 Email 電郵: lawrencetse@hkcompass.com
Prime Source Forum 2009 2009 國際服裝業高峰論壇	31/3/2009 (Workshop) 1-2/4/2009 (Forum)	Hong Kong Convention & Exhibition Centre 香港會議展覽中心	Tel 電話: (852) 2827 6211 Email 電郵: josephineching@cmpasia.com Website 網址: http://www.primesourceforum.com Organizer 主辦機構: APLF Ltd 亞太區皮革展有限公司 An introduction speech by Mr. Raymond Ng, COO, GS1 Hong Kong, in the technology workshop (31/3/2009, 2:30pm-6:00pm).

GS1 Hong Kong Training Programs 香港貨品編碼協會培訓課程

Events 活動	Date 日期	Venue 地點	Contact Details 聯絡資料
Optimizing Supply Chain Cost Efficiency with the Widely-recognized SCOR Model	3-4/3/2009, 12-13/3/2009, 25-26/3/2009, 31/3/2009 & 1/4/2009	Conference Room, GS1 Hong Kong Office 香港貨品編碼協會會議室	Tel 電話: Rocky Yu at (852) 2863 9731 Steve Tse at (852) 2863 9737 Email 電郵: rockyyu@gs1hk.org stevetse@gs1hk.org
Barcode Workshops 條碼工作坊	8/4/2009	Conference Room, GS1 Hong Kong Office 香港貨品編碼協會會議室	Tel 電話: (852) 2863 9769 / 2861 2819 Email 電郵: info@gs1hk.org

Remark: This proposed schedule is subject to change. 註: 以上時間表會因應實際情況而改變。

Opening Ceremony of Hong Kong RFID Centre (SCIC)

On 9 October 2008, more than 150 guests and delegates graced the official opening of Hong Kong RFID Centre (SCIC), another pioneering project jointly established by the Innovation and Technology Commission (ITC) of the HKSAR Government, Hong Kong Science and Technology Parks Corporation and GS1 Hong Kong, located at the Hong Kong Science Park. As an extension of Supply Chain Innovation Centre (SCIC) set up in February 2007, the Hong Kong RFID Centre has been created to enhance the awareness and understanding of the general public on advanced RFID technology. To achieve this goal, the centre has been divided into three thematic zones namely: Consumer, Manufacturing, and Logistics zones, showcasing RFID technology applications that can help businesses achieve success and enhance people's quality of life.

The 8th GS1 Hong Kong Supply Chain Management Excellence Summit

Now on its eight consecutive years of success, the 8th GS1 Hong Kong Supply Chain Management Excellence Summit was held on 10 October 2008 at the JW Marriott Hotel, Hong Kong. It was a privilege to have Mr. Duncan Pescod, JP, Permanent Secretary for Commerce and Economic Development (Communications & Technology) of the HKSAR Government to deliver the opening remarks. With a timely theme of 'Achieving Business Sustainability', more than 500 local and international delegates attended the summit with some 70 participants representing enterprises in the PRD Region looking for additional information and solution that could help them enhance competitiveness along the global supply chain. One of the highlights of the event was the inaugural and first-ever Hong Kong RFID Awards presentation ceremony, marking another milestone for GS1 Hong Kong's efforts in driving the wide adoption of RFID technology in Hong Kong and the PRD region.

GS1 Asia Pacific Regional Forum 2008

The 3-day 2008 Asia Pacific Regional Forum held in Melbourne, Australia from 20 to 22 October 2008 provided a great opportunity for GS1 Global Office leadership team and all member organizations in the region to get together and discuss issues, develop roadmaps and share best practices. Participating member organizations came from 17 territories and regions including Australia, China, Hong Kong, India, Indonesia, Iran, Japan, Korea, Malaysia, New Zealand, Pakistan, Russia, Singapore, Taiwan, Thailand, Vietnam, etc.

With a theme 'United by a Common Vision for Success', the forum focused on how GS1 could increase its responsiveness to address changes in the global marketplace through effective communication and more collaboration.

GRIFS/CASAGRAS Workshop

More than 40 local and foreign delegates representing government bodies, institutions, technology companies and professional bodies attended the GRIFS / CASAGRAS Workshop jointly organized by GS1 and GS1 Hong Kong held in Excelsior Hotel Hong Kong on 4 December 2008. Funded by the European Commission, the Global RFID Interoperability Forum for Standards (GRIFS) aims to help improve international collaboration and make best use of global interoperability of RFID standards.

Mr. Stephane Pique, EPC/RFID European Director of the GRIFS project, kicked start the workshop with a welcome address. Mr. Gordon Leung, Deputy Commissioner for Innovation & Technology of HKSAR Government and Ir. Paul W.K. Wu, Senior Manager - Electrical, Mechanical & Electronic, Airport Authority Hong Kong, also shared their views on Hong Kong's RFID adoption and presented how RFID standards helped in successfully facilitating the implementation of Integrated RFID Baggage Reconciliation and Management System at the Hong Kong International Airport.

GS1 Hong Kong Annual Members Dinner

The Annual Members Dinner 2008 held at Sheraton Hotel on 11 December 2008 was attended by a record-breaking number of over 330 members and guests representing major government bodies, academia and solution providers from various industry sectors.

Mr. Philippe Giard, former Chairman of GS1 Hong Kong gave an opening speech for the event that has a theme, 'Beyond GS1 Keys-Supply Chain Intelligence with Amusement'. It was an evening of fun and interactive games, fabulous table prizes, and a grand lucky draw.

One of the highlights of the event was the industry sharing session. The members were captivated when a guest speaker from A.S. Watson Group shared how the company benefited by adopting EZ*Trade over the past 13 years. A representative from Delicron (HK) Ltd also shared how their company achieved significant improvements in inventory management with the assistance from GS1 Hong Kong's professional services & solutions team.



Complimentary Member Listing

會員名錄

GS1 Hong Kong welcomes the following companies as our new members

香港貨品編碼協會歡迎以下公司成為本會會員

September – December 2008

BUSINESS / PROFESSIONAL SERVICES 商業 / 專業服務

BRIGHT AGGREGATION TECHNOLOGY LTD
DIGI-ADVANCE TECHNOLOGY LTD
GALAXY MICROSYSTEMS LTD
GEAR CROWN ENTERPRISE CO LTD
PACIFIC DIRECT (HK) LTD
PET KEEPER CO LTD
VTECH TELECOMMUNICATIONS LTD
ZOO RECORDS

IMPORTERS / EXPORTERS 出入口貿易

10B INTERNATIONAL (MACAO) LTD
3 KINGS HOLDING LTD
ABSOLUTE BLACK LTD
ALL MELLOW INTL GROUP (HK) LTD
ATLAN ELECTRONIC APPLIANCE CO LTD
AUDIO VIDEO SPECIALISTS LTD
B & L TRADING CO
BEST REGARDS STUDIO
BEST SERVE TRADING LTD
BEWATCH LTD
BIO-GENE HEALTHCARE LTD
BIO-INTELLIGENT MEDICARE ASIA-PACIFIC LTD
C P DESIGNS ASIA LTD
CHEF'S GARDEN LTD
CHIBA GARDEN
CHIN FUNG HOLDINGS LTD
CHOICE INTERNATIONAL CO
CHUN LAN TOBACCO INTERNATIONAL GROUP (HK) LTD
CHUNG KEE HONG FOOD ENTERPRISE CO LTD
CHUNG TAI FOODS & BEVERAGE CO
CJM CO LTD
COMFORT HOME CO LTD
COMPASS HEALTH CARE DEVELOPMENT LTD
CREATIVE DESIGN LTD
CROWN MAX INDUSTRIAL LTD
DATAPIPE ASIA LTD
DENMARK EVENTRYR SKOV INTERNATIONAL GROUP LTD
DESIGN W SOUND
DIAMOND ASIA LTD
DIRECT DESIGNS LTD
EARNWELL INDUSTRIAL LTD
EASY CLEAN (HK) LTD
EASY ELECTRONIC HOLDING LTD
ELO FAR EAST LTD
E-RESOURCES LTD
ETTASON (HK) LTD
FATO LTD
FUJI WATER HONG KONG LTD
FIRST DEGREE FITNESS LTD
FLASHING TRADING LTD
FORDLEY (GROUP) LTD
FORTUNE EAST GROUP LTD
FORTUNE TRADING (HERBAL TEA) LTD
FRANCE AOLANG LUOSI FINERY INTL LTD
FRANCE CUSTER BROTHERS WINE CO LTD
FRANCE HENNESSY GROUP (HK) CO LTD
FU YAN TANG (HK) FOOD CO LTD
FUNSOURCES CO
FURNCO INTERNATIONAL (HK) CO LTD
GAME MEDIA LTD
GLEN DEVERON DRINK (INTL) LTD
GLOBAL CITY TRADING CO LTD
GLOBAL GLORY INDUSTRIAL LTD
GLOBAL-LINK INDUSTRY LTD
GLOBE DRAGON TECHNOLOGY DEVELOPMENT LTD
GOLD BEST LTD
GOLDENWELL ELECTRICAL APPLIANCE LTD
GP ENTERPRISE LTD
GRAB INDUSTRIES (HK) LTD
GRAMY BEAUTY & HAIR PRODUCT CO
GRANDEUR SOURCES INTERNATIONAL LTD
GREAT GOURMET LTD
GUSTO GROUP LTD
HALOLUX LTD
HANFORD INTERNATIONAL HOLDINGS LTD
HARMONIC INTERNATIONAL LTD
HELLOLULU LIVING SOLUTIONS LTD

HK HUNG MOON GROUP 520 FOOD CO LTD
HK MUMING FOOD GROUP CO LTD
HONG KONG JAMES FOND CATER PLANNING CO LTD
HONG KONG JINXUANBAO (INTL) FOOD CO
HONG KONG YONGHUA INDUSTRIAL DEVELOPMENT LTD
HONGKONG MUYUAN FOODS CO LTD
HONGKONG MYSHOWS BIOTECHNOLOGY CO LTD
HONGKONG NATURE INDUSTRIAL LTD
HONGKONG UNITE RISE CO LTD
HONGKONG YIYANG TRADING LTD
HOP LEE AGRICULTURE ENTERPRISES LTD
HUGGER GEAR MANUFACTURING LTD
HUNG THAI CROCODILE MEAT WHOLESALE CO
HYPERION HK LTD
IMPERIAL BATHROOM PRODUCTS HONG KONG LTD
INSPIRATION KITCHEN KNIFE LTD
INTERNATIONAL DESIGN SOURCE LTD
IQ3D LTD
JALARAM ENTERPRISES LTD
JIA INC LTD
JOINTS MARKETING LTD
KANG HE TANG NATURAL HEALTH FOODS CO LTD
KING LEADER (HK) TRADING & DEVELOPMENT INDUSTRIAL CO LTD
KOTUR LTD
KUBE LTD
KUDOS CROWNS LTD
KWANG SUNG AMERICA INC
L & Y INTERNATIONAL (HOLDINGS) LTD
LAMMI TRADING CO
LANDUNL INTERNATIONAL WINERY (SCOTLAND) CO LTD
LANGUAGE HOUSE PUBLISHING CO
LEADER FORTUNE LTD
LEADER STATIONERY & GIFTS MANUFACTURING CO LTD
LEADWIN UNDERWEAR (TRADING) CO LTD
LEO INNOTECH LTD
LO YAU KEE MARINE PRODUCT TRADING
LOEWIE LTD
LUBUDS ASIA LTD
MACER LTD
MAGIC SKY LTD
MAN LONG INDUSTRIAL CO
MAN SHING INTERNATIONAL (HK) LTD
MANICON TECHNOLOGY LTD
MANLEY TOYS LTD
MANON (HK) INTERNATIONAL LTD
MAX INDUSTRIES LTD
MEIJIAOXIN TOYS CO LTD
MERIT HERO LTD
MOBILESUITZ
MOBINNOVA HONG KONG LTD
MRX CHINA LTD
NANTONG SNAPDRAGON GARDEN HANDICRAFT CO LTD
NELSON ELECTRONICS LTD
NEWAY STAR MUSIC LTD
NICE CONNECTION LTD
NIB MERZ LTD
OCEANIC INTIMATE LTD
OKKON INDUSTRIES INCORPORATED LTD
OTOS CO LTD
P CREATIONS LTD
PACIFIC GLOBAL ENTERPRISES LTD
PACIFIC MAGIC LTD
PALAMI ASIA LTD
PARKFORD INTERNATIONAL LTD
PARTYDRAGON LTD
PE LIFESTYLE (HK) LTD
PEAK MILLION LTD
PEAKTOP LTD
PINECONE DESIGN LTD
POLYFOOD FOOD SERVICE CO LTD
POON GOOR SOE
POTTERY CRAFT ASIA CO LTD
PRIMINTER (HK) LTD
PURE NATURE BIO-TECH LTD
Q INDUSTRIES LTD
RAVE TV INC LTD
REALLY INTERNATIONAL GROUP CO LTD
REGAL PROSTHESIS LTD
REGAL TEA (HK) CO LTD
ROSSLARE ENTERPRISES LTD
ROYAL PHARM LTD

SAME GROW (HK) FOOD CO
SAMWAY ENTERPRISE CO LTD
SANDFORD INTERNATIONAL CO LTD
SEIKO HONG KONG LTD
SENSES GROUP LTD
SHANGHAI FOOD LTD
SHIN CREST PTE LTD
SILION CO LTD
SILROC INTERNATIONAL (HK) LTD
SIMPLE APPROACH LTD
SINOWEST TRADING LTD
SOLAR TIME LTD
SOLARIS CHILDREN CARE CO LTD
SOURCING SOLUTIONS INTERNATIONAL LTD
SPARSA INTERNATIONAL LTD
SPORTS CONNECTION LTD
STATE CORPORATION DEVELOPMENT LTD
STEPHEN JAMES LUXURY ORGANICS LTD
STRONG PACIFIC LTD
SUNNY & LIVING HOME PRODUCTS CO LTD
SURE BRILLIANT INDUSTRIAL LTD
T&N (HK) LTD
T&S GROUP (HK) INDUSTRY LTD
TANYEE CO LTD
TEA PROFESSOR LTD
TOKYO TIANMEI INTL GROUP LTD
TOMMYCA HONG KONG LTD
TOPTECH CO LTD
TOY ELEMENT CO LTD
TV PRODUCTS (HK) LTD
TWIN FISH LTD
UCF INTERNATIONAL CO LTD
VENTE COSMETICS CO LTD
VIGOR PRECISION LTD
VITALITY INTERNATIONAL (GROUP) CO LTD
WAIBO LEATHER CO LTD
WHOLE BILLION ENTERPRISES LTD
WINTON DEVELOPMENT & TRADING CO LTD
WONG LO KAT TRADE DEVELOPMENT CO
WOVEN DESIGN CO LTD
YING KEE TEA CO LTD
YOUTOP LTD

MANUFACTURERS 製造業

DRAGON CONTIGUOUS CO LTD
EGE INTERNATIONAL CO LTD
FAMOUS LTD
J&C INDUSTRIES ENTERPRISES LTD
LARIN CORPORATION
PAN GROUP (ASIA) CO LTD
WAN (CORPORATE SERVICES) LTD

WHOLESALESALES 分銷商

BARBAROSSA HOLDINGS LTD
KINGSTAR INTL ENTERPRISE LTD
SEASONS 4 ASIA
THE TANK LTD

To contact GS1 Hong Kong members, please visit the "GS1 Global Membership Directory" on our website at www.gs1hk.org

欲聯絡本會會員，請登入本會網站 www.gs1hk.org 之「GS1全球會員名錄」



Hong Kong

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