

Cover Story 封面故事

Wal-Mart Becomes SCIC Founding Member and Partners with GS1 Hong Kong and Foshan Government to Drive EPC/RFID Development in Hong Kong and the PRD Region

沃爾瑪加盟為「供應鏈創科中心」創辦成員
及與香港貨品編碼協會及佛山市政府合作
推動香港及珠三角發展EPC/RFID



- 08 Three Consumer-Focused Firms Take Centerstage at Hong Kong's First ECR Awards at Hong Kong's Prominent SCM Event
三家以客為本企業於供應鏈管理盛事中獲頒香港首屆「高效消費者響應獎」
- 13 First EPCglobal JAG Meeting in Hong Kong – a Global Platform that Accelerates EPC/RFID across Industries and Regions
EPCglobal聯合工作組會議首次在香港舉行 – 一個全球平台加快EPC/RFID跨行業及跨地域發展
- 17 GS1 Supports Key Initiatives to Enhance Global Healthcare Systems
GS1 全力推動全球醫療護理供應鏈的發展
- 21 Tsit Wing Coffee Leverages Global Best Practices to Support Business Expansion
捷榮咖啡運用全球最佳實務拓展業務

Schmidt RFID G-BOX

Schmidt RFID G-Box is an intelligent, all-in-one box, which includes powerful RFID reader, CPU, embedded middleware as well as application software. Fanless design with 4 UHF Antenna ports that meets most of the industrial requirements. G-Box reduces implementation cost and deployment time; improves reliability in harsh environments and enhances overall RFID system performance.

Benefits:

- Middleware Embedded
- Compact in Size
- Plug-n-Play
- WiFi-Embedded
- Fanless Design



SRS

Smart Retail System

Schmidt RFID SRS is an intelligent cross-selling and up-selling system that is specially designed for clothing and textile products in retail environment. Making use of the RFID technology, SRS System provides instant information to customers in helping them to come to their satisfactory choices, and hence, increase the sales volume.

Feature modules:

- Smart Fitting Room
- Smart Dressing Mirror
- VIP / e-catalogue
- Inventory Control
- Security Control
- Point of Sales (POS)
- Logistics End-to-End Visibility



LAMS

Logistics and Asset Management System

Schmidt RFID LAMS is not only a traditional asset tracking system. The sophisticated functions of real-time tracking, tracing, goods identification and mechanism control enable users to manage, control and maximize the utility of assets effectively. As a result, productivity is increased, visibility enhanced and ROI accelerated.

Feature modules:

- Asset Management
- Inventory Management
- Real Time Locator
- Laundry Services
- Fleet Management
- Customer Service



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Cover Story

封面故事

- P04 Wal-Mart Becomes SCIC Founding Member and Partners with GS1 Hong Kong and Foshan Government to Drive EPC/RFID Development in Hong Kong and the PRD Region
沃爾瑪加盟為「供應鏈創科中心」創辦成員及與香港貨品編碼協會及佛山市政府合作推動香港及珠三角發展EPC/RFID

Industry Watch

行業焦點

- P08 Three Consumer-Focused Firms Take Centerstage at Hong Kong's First ECR Awards at Hong Kong's Prominent SCM Event
三家以客為本企業於供應鏈管理盛事中獲頒香港首屆「高效消費者響應獎」

EPC In Action

EPC追蹤

- P13 First EPCglobal JAG Meeting in Hong Kong – a Global Platform that Accelerates EPC/RFID across Industries and Regions
EPCglobal聯合工作組會議首次在香港舉行 - 一個全球平台加快EPC/RFID跨行業及跨地域發展

Worldwide Trends

環球動態

- P17 GS1 Supports Key Initiatives to Enhance Global Healthcare Systems
GS1 全力推動全球醫療護理供應鏈的發展

SCM Best Practice

供應鏈管理最佳實務

- P21 Tsit Wing Coffee Leverages Global Best Practices to Support Business Expansion
捷榮咖啡運用全球最佳實務拓展業務

Events & Training Programs

活動及培訓課程

P24

Complimentary Member Listing

會員名錄

P27

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Wal-Mart Becomes SCIC Founding Member and Partners with GS1 Hong Kong and Foshan Government to Drive EPC/RFID Development in Hong Kong and the PRD Region

沃爾瑪加盟為「供應鏈創科中心」創辦成員 及與香港貨品編碼協會及佛山市政府合作 推動香港及珠三角發展EPC/RFID



The immeasurable benefits associated with the adoption of EPC/RFID worldwide has prompted global buyers and retailers to encourage their suppliers, including those in the Pearl River Delta (PRD) region, to implement EPC tagging. To cope up with this, GS1 Hong Kong is taking the lead to facilitate EPC/RFID in the region by partnering with key organizations in rolling out new initiatives in 2007 to accelerate the adoption among companies in Hong Kong and the PRD.

With a rapidly changing global business landscape where time-to-market is becoming a norm in most industries, the emergence of Electronic Product Code™/Radio Frequency Identification (EPC/RFID), a next-generation supply chain standard, allows both suppliers and their international trading partners to communicate seamlessly and efficiently, hence achieves information visibility in supply chains.

由世界各地實施EPC/RFID所帶來的營運效益，已促使環球買家及零售商紛紛鼓勵旗下以及位處珠三角的供應商，加快實施EPC電子標籤系統。為配合這發展趨勢，香港貨品編碼協會已率先於區內推動EPC/RFID發展，並於2007年與業界合作推出新計劃，加快香港及珠三角企業採納有關技術。

隨著全球商業環境迅速轉變，確保產品快速推出市場(Time-to-market)的策略早已成為大部分行業之規範。產品電子代碼/無線射頻識別 (Electronic Product Code™/Radio Frequency Identification, EPC/RFID) 是新一代供應鏈技術，讓供應商及其國際貿易夥伴可有效地進行實時數據傳遞，從而實現供應鏈資訊透明度。

The recent initiatives launched by GS1 Hong Kong to transfer relevant knowledge, skills and best practices of EPC/RFID adoption are aimed at providing assistance to the supply chain community in Hong Kong and the PRD. These initiatives will eventually help enhance overall end-to-end supply chain efficiency of the community with their global trading partners.

Accelerated adoption of EPC/RFID key to increasing global competitiveness of local and PRD companies

Today, there are close to 60,000 Hong Kong-based manufacturing plants in the PRD. These companies collaborate with global trading partners, supplying them with different types of finished goods that need to reach consumers at the right place and the right time.

The development of EPC/RFID is set to change the way business is done for Hong Kong manufacturers operating in the PRD region. It allows multiple supply chain stakeholders such as logistics providers and retailers to track physical goods movement end-to-end in real time globally.

In line with the objective of accelerating local companies to adopt EPC/RFID, GS1 Hong Kong in collaboration with the Hong Kong Science Technology Parks Corporation (HKSTP) as well as leading cross-industry organizations established the Supply Chain Innovation Centre (SCIC) in February last year. Occupying an area of over 3,000 square feet in Hong Kong Science Park, the SCIC showcases the latest EPC/RFID technology that can be applied at any point of the supply chain to enhance supply chain management efficiencies. Its three themed zones – manufacturing zone, logistics zone and retail zone demonstrate an extensive suite of EPC/RFID solutions applicable in different operational environments.

香港貨品編碼協會一直致力推動EPC/RFID，並不斷推出EPC/RFID發展項目以推動相關知識傳授、技術及最佳實務，藉以協助香港及珠三角之供應鏈業界提升營運效率，並最終協助他們與其國際貿易夥伴提升點對點的供應鏈效能。

加快實施EPC/RFID以提升本地及珠三角企業的國際競爭力

現時，珠三角約有60,000家以香港為基地的生產商。這些企業為其全球貿易夥伴提供各式各樣的製成品，讓零售商可確保貨品準時送到消費者手中。

EPC/RFID技術之發展，可讓各供應鏈合作夥伴，諸如物流服務供應商及零售商，能夠實時點對點追蹤全球貨運的流向，

這亦為位處於珠三角的香港生產商帶來新的營運模式。

為了進一步協助本地企業加快實施EPC/RFID，香港貨品編碼協會與香港科技園公司（香港科技園）以及一眾領先的跨行業代表機構攜手合作，於去年2月成立「供應鏈創科中心」。該中心座落於香港科學園內，佔地面積逾3,000平方呎，展示最新的EPC/RFID技術，以作提升

供應鏈管理效能。中心內劃分為三個主題區 - 生產區、物流區及零售區，每個主題區均展示一系列應用於不同作業環境之EPC/RFID解決方案。

Wal-Mart's implementation experience in using RFID to improve supply chain efficiency will help accelerate the local adoption of EPC/RFID as well as establish a solid knowledge base of RFID applications in Hong Kong and the PRD region.

沃爾瑪推行RFID以提升供應鏈效能之寶貴經驗，將有助加快本地企業採納EPC/RFID技術，並為香港及珠三角建立一個具體、以RFID技術應用為主之知識庫。





Wal-Mart shares EPC/RFID implementation experience as SCIC founding member

The SCIC, which was established to provide a platform for supply chain and logistics experts to transfer knowledge on global supply chain enabling technology in order to boost efficiency of Hong Kong and PRD enterprises, is a consortium of cross-industry experts for supply chain management. Founded by different companies representing the technology, logistics services and retail sectors, the Centre creates the synergy that provides professional advice on SCM and facilitates knowledge transfer through live demonstration and training programs.

Retail giant Wal-Mart is the newest addition to the list of prominent founding members, joining the SCIC in late 2007, which forms an important representation of the retail sector in the Centre. Wal-Mart has been operating more than 90 retail outlets in China and partners with over 20,000 suppliers in the mainland. The annual export volume by its third party suppliers in China is also estimated to reach over US\$9 billion.

The joining of Wal-Mart, also a leading global EPC/RFID user, helps expand knowledge of EPC/RFID for the manufacturing sector and encourage its adoption in the region. Wal-Mart's implementation experience in using RFID provides local enterprises valuable insights into the global trend of using RFID technology, helping local adoption for effective supply chain management as well as establishing a solid knowledge base of RFID in Hong Kong and the PRD region.

New partnership develops EPC/RFID adoption program

The promotion of EPC/RFID adoption in the PRD region took another positive turn as a result of the recent partnership

沃爾瑪加入「供應鏈創科中心」為創辦成員與業界分享EPC/RFID實施經驗

「供應鏈創科中心」由跨行業的供應鏈管理專家所組成，成立之目的是為業界提供一個知識轉移的平台，協助推動全球供應鏈應用技術，並且提升香港及珠三角企業的營運效率。由於中心匯聚不同供應鏈專才，因而產生協同效應，透過他們提供供應鏈管理專業意見、技術展示及培訓項目，從而促進知識轉移。

大型零售商沃爾瑪(Wal-Mart)於2007年年底加盟為「供應鏈創科中心」的創辦成員之一。沃爾瑪的參與，對中心的零售界別起了重要的作用。沃爾瑪在中國內地開設及經營超過90家零售店舖，並與當地逾20,000家供應商建立合作關係，該公司在中國經間接採購之全年出口總值估計超過90億美元。

沃爾瑪亦是主要的EPC/RFID標準技術用家。它的加入，有助加強製造業對EPC/RFID技術之認識，促進區內加快採納此技術的解決方案。沃爾瑪在實施RFID上之寶貴經驗，讓本地企業對應用RFID的全球趨勢有更深認識，更有效協助他們實施高效供應鏈管理，並為香港及珠三角洲建立一個具體的知識庫。

新夥伴合作開展EPC/RFID採用計劃

繼上述項目後，香港貨品編碼協會、沃爾瑪及中國佛山市禪城區經濟貿易局攜手合作推動另一項發展EPC/RFID的重要計劃 – EPC/RFID採用計劃，協助佛山發展EPC/RFID，其目的是透過嶄新科技優化生產及產品品質，藉推動當地實施EPC/RFID技術加強珠三角洲地區與環球市場間之貿易效益，從而加快在佛山營運的香港企業採用此技術，增強他們的全球貿易競爭力。

among Wal-Mart, GS1 Hong Kong, and the Economy and Trade Bureau of Chancheng District Foshan, China. The partnership creates an industry program to drive the adoption of EPC/RFID in Foshan, with aim of achieving manufacturing excellence and quality through technology innovation. The program will enhance efficiencies of import export activities between the PRD and the global market using EPC/RFID technologies, thus accelerating EPC/RFID adoption by Hong Kong-based enterprises operating in Foshan and increasing their competitiveness in the international trade.

Under the partnership, the three partners will play specific roles in expanding knowledge of EPC/RFID for the manufacturing sector and encouraging the adoption of EPC/RFID solutions in the PRD. Wal-Mart will share its RFID implementation experience with its suppliers in Foshan and provide support to their trading partners. It will help relevant stakeholders utilize EPC data in solving business challenges, assisting in marketing and promotion programs, and planning for effective launch of new products.

GS1 Hong Kong, on the other hand, will provide overall program management, technology know-how, and share best practices on EPC/RFID. The Foshan Government will create the necessary funding scheme, import and export trade policies and incentives to encourage RFID adoption.

The partnership will be valuable in developing a global standard-based implementation process that would be beneficial for both Hong Kong and PRD companies. The synergy created from this partnership also enables GS1 Hong Kong to use Foshan as a starting point for assisting local companies in the PRD, enhancing their supply chain efficiencies. To support the initiative, GS1 Hong Kong will facilitate knowledge transfer and share skill and best practices of EPC/RFID by showcasing cases from the Foshan adoption program in Hong Kong's SCIC. This will ultimately result in effectively helping foster knowledge transfer among local and PRD enterprises.

以上三方合作夥伴，將在加強製造業對EPC/RFID技術的認識，以及鼓勵珠三角採納有關技術解決方案上，負責不同的範疇。沃爾瑪將與其佛山的供應商分享實施RFID之經驗，並為他們的貿易夥伴提供支援使用EPC數據，來解決當前的商業挑戰、支援其市場推廣項目，以及規劃新產品快速推出市場。

香港貨品編碼協會將為這計劃提供項目管理、技術和知識及EPC/RFID最佳實務分享。佛山市政府則會制定所需的基金計劃、進出口貿易政策和提升採用EPC/RFID技術的意欲。

這項合作計劃將開發一套以全球標準為基礎之應用程序，對本港及珠三角企業皆有相當裨益。此外，香港貨品編碼協會更可藉此計劃所建立的協作關係，以佛山作為日後支援珠三角之香港企業加強供應鏈效能的起點。而我們將會在本港的「供應鏈創科中心」展示此計劃的個案，與本地業界分享EPC/RFID技術和最佳實務，展望此舉將進一步推動本港及珠三角企業之間進行知識傳授。



Three Consumer-Focused Firms Take Centerstage at Hong Kong's First ECR Awards at Hong Kong's Prominent SCM Event

三家以客為本企業於供應鏈管理盛事中獲頒香港首屆「高效消費者響應獎」



The first Efficient Consumer Response (ECR Hong Kong) Awards was jointly organized by GS1 Hong Kong and ECR Hong Kong. Three firms – a leading supermarket chain, a fashion merchandise retailer and a well-known bottling firm – clinched the awards and were given their respective awards during the well-attended GS1 Hong Kong Supply Chain Management (SCM) Excellence Conference held on 12 October 2007.

Prominent companies with the best implementation of ECR principles ran away with the awards recently. Leading supermarket chain PARKnSHOP (PNS) won the Supply Chain Operation Excellence Award for its Chinese Vegetable Traceability System. Italian style fashion brand mi-tu attained the Demand Creation Excellence Award for its interactive shopping system deployed in their Shatin and Admiralty shops. Coca-Cola Company's sole franchised bottler, Swire Coca-Cola HK (SCCHK) bagged two awards, the ECR Innovation Award and Best of the Best Award for its bottle recycling program – 'Every Bottle Counts'.

由香港貨品編碼協會及ECR香港聯合主辦的首屆「香港高效消費者響應獎」(Efficient Consumer Response (ECR Hong Kong) Awards)，獎項最終由三家企業，分別是本地大型連鎖式超級市場、服裝連鎖店及著名瓶裝飲料供應商獲得。有關獎項並已於2007年10月12日舉行之「香港貨品編碼協會2007年供應鏈管理高峰會」上同場頒發。

榮

獲首屆「香港高效消費者響應獎」的公司，皆於實施ECR作業概念上表現最出色之著名企業。超市連鎖店百佳超級市場的「蔬菜條碼標籤系統」，為該公司贏取「最佳供應鏈管理大獎」。意大利時裝品牌mi-tu則憑藉其於沙田及金鐘分店所採用之互動購物系統，獲得「最佳需求響應管理大獎」。而可口可樂公司於本港之特約監製商太古可口可樂香港有限公司，更以其「分分樽有賞」的飲品膠樽回收計劃囊括兩個獎項，分別是「創新高效消費者響應大獎」及「高效消費者響應優越大獎」。

More than 500 local and international delegates representing different industry sectors attended the GS1 Hong Kong SCM Excellence Conference 2007 and witnessed the First ECR Hong Kong Awards Presentation Ceremony. Mr. Stephen Mak, Deputy Government Chief Information Officer (Operation), Office of the Government Chief Information Officer, the Hong Kong Special Administrative Region and Mr. Keith Bartlett, Chairman of ECR Hong Kong were invited to present the Awards.

"We are proud to co-organize Hong Kong's first ECR Awards with GS1 Hong Kong and to recognize local companies' outstanding adoption of ECR strategies. We will continue to drive different initiatives that promote ECR concepts and give local enterprises industry recognition, and eventually increase ECR adoption in the local market," said Mr. Bartlett.

"We're pleased to have the support and participation of industry practitioners to the ECR Hong Kong Awards. By recognizing the efforts of the deserving enterprises, we hope it would further encourage closer collaborations between suppliers, distributors and retailers," said Ms Anna Lin, Chief Executive, GS1 Hong Kong.

Respective winners shared their winning ECR adoption strategy and the benefits they have achieved in implementing the concept. With the three winners spearheading the adoption of ECR in Hong Kong, it is expected that more local companies will follow the same route to bring Hong Kong's FMCG sector's global competitiveness to the next level.

The first ECR Hong Kong Awards recognized the efforts of the deserving enterprises for their best implementation of ECR principles.

首屆「香港高效消費者響應獎」表揚得獎企業於實施ECR概念上之卓越成就。

首屆「香港高效消費者響應獎」頒獎典禮於「香港貨品編碼協會2007年供應鏈管理高峰會」上同場舉行，由逾500位出席此會議的本地及國際業界專才共同見證。是次頒獎禮之主禮嘉賓是香港特區政府資訊科技總監辦公室副政府資訊科技總監(營運)麥鴻崧先生和ECR香港主席鮑卓祺先生 (Mr Keith Bartlett)。

鮑先生表示：「我們感到十分榮幸，ECR香港與香港貨品編碼協會共同舉辦香港首屆『高效消費者響應獎』，以嘉許採

納ECR管理策略並獲得卓越表現之本地企業。未來，我們會繼續推動不同新項目，向本地企業推廣ECR概念和肯定業界的成就，以提升本地市場對ECR之認知。」

香港貨品編碼協會總監林潔貽女士表示：「我們感謝業界的支持及參與首次舉辦的『香港高效消費者響應獎』。我

們表揚獲獎企業所付出之努力，目的是希望進一步鼓勵供應商、分銷商及零售商作更緊密的合作。」

各得獎企業的代表更在會上分享他們如何成功實施ECR策略，以及所獲取之營運裨益。隨著這三家獲獎企業在香港率先實施ECR策略，我們展望更多本地企業將緊隨此趨勢，從而進一步提升香港快速流轉消費品行業的全球競爭力。



PARKnSHOP wins Supply Chain Operation Excellence Award

PARKnSHOP (PNS) adopts a proactive approach in taking full control of its whole supply chain operations by using a proven Traceability System that ensures quality of products are maintained at the highest level. This earned the company the Supply Chain Operation Excellence Award at the First ECR Hong Kong Awards.

PNS works with various farms and production bases in China, which supply the store with more than 300 varieties of vegetables. Their Chinese Vegetable Traceability System ensures that they have full control of their whole supply chain operations from the production of the vegetables to processing until they reach PNS outlets and finally into the hands of the local consumers. Various tests are conducted along each stage of the supply chain, and through the Traceability System, PNS assures consumers that they can consume only fresh and safest vegetables.



百佳超級市場贏取「最佳供應鏈管理大獎」

百佳超級市場（“百佳”）積極實施有效之追溯系統，從而全面掌握及操控整個供應鏈的運作，確保產品品質維持在最高的水平，更藉此榮獲首屆「香港高效消費者響應獎」之「最佳供應鏈管理大獎」。

百佳與中國內地多個農場及生產基地合作，為旗下各超市店舖提供逾300種不同種類之蔬菜。實施「蔬菜條碼標籤系統」，能確保其工作人員能夠全面監控蔬菜由種

植經處理再運抵各店舖，直至最後銷售至顧客手中的整個供應鏈運作流程。百佳於供應鏈流程之每一階段皆進行各項測試，並透過此追溯系統，保證顧客購得新鮮及最安全的蔬菜。

mi-tu receives Demand Creation Excellence Award

The Italian fashion retail company has convincingly met the requirements set by ECR Hong Kong to bag the Demand Creation Excellence Award with its Smart Dressing Mirror and Smart Fitting Room, an interactive system that recommends different mix and match items for the garment in hand.

mi-tu's Smart Retail System (SRS), which is equipped with EPC standard RFID (Radio Frequency Identification) antennas and interrogators, collects data as to which tagged items have been tried on and which have been sold, enabling mi-tu to determine which are the fast selling merchandise in its stores.

The implementation of such interactive shopping system has resulted in increased sales in the stores by 30 percent. The RFID tags are also designed to help deter shoplifting.



mi-tu服裝連鎖店獲頒「最佳需求響應管理大獎」

意大利服裝連鎖店mi-tu所採用之互動系統，包括「智能試身鏡」及「智能試身室」，能就顧客所選擇的服飾顯示各種配搭建議，全面體現ECR香港所推廣之營運概念，讓該公司榮獲「最佳需求響應管理大獎」。

mi-tu的「智能試身系統」配備以EPC標準為基礎之無線射頻識別技術(Radio Frequency Identification, RFID)的天線及讀取器，以收集顧客對附有RFID標籤的貨品之喜好及銷售紀錄，讓mi-tu可識別店舖中最受顧客喜愛及銷量最高之貨品。

推行了該互動購物系統的mi-tu店舖，錄得達30%的銷售額增長，而應用RFID標籤更可有助防止店舖盜竊。

Swire Coca-Cola HK bags ECR Innovation and Best of the Best Awards

Swire Coca-Cola HK's (SCCHK) latest 'green' initiative called 'Every Bottle Counts' plastic beverage bottle recycling program earned the company two prestigious ECR recognitions – the ECR Innovation and the Best of the Best Awards.

SCCHK is a member company of GS1 Hong Kong and hence their beverage products are assigned a bar code with a unique product identification number under GS1 System. By scanning the bar code printed on different empty bottles, its reverse vending machine is able to identify SCCHK's post-consumed bottles, which are then compacted for recycling.

The unique program does not only create a more efficient supply chain system for recycling, but also demonstrate innovation that optimizes effective partner promotion. By partnering with Octopus, the scheme offers consumers reward points for every SCCHK bottle consumers return. SCCHK has demonstrated a high level of collaboration with various internal and external parties in launching the plastic beverage bottle recycling program – one of the key assessment criteria for the ECR Hong Kong Awards. Over 10,000 bottles have been recycled since the launch of the program.



太古可口可樂香港有限公司囊括「創新高效消費者響應大獎」及「高效消費者響應優越大獎」

太古可口可樂香港有限公司(“太古可樂”)新推出的一個環保項目，名為「分分樽有賞」的飲品膠樽回收計劃，為太古可樂贏取兩項高效消費者響應獎殊榮，分別為「創新高效消費者響應大獎」及「高效消費者響應優越大獎」。

太古可樂是香港貨品編碼協會的公司會員，其所生產的飲料產品均獲編配符合GS1標準的條碼。利用太古可樂研發的自助飲品膠樽回收機，掃描印在膠樽上的條碼，便可識別其品牌的飲用後膠樽，而被收集的膠樽會被壓縮，以待回收。

此項獨特的計劃不但為產品回收建立一套更具效率之供應鏈管理系統，並就促進商務夥伴合作及推廣上展示無限創意。

太古可樂與八達通合作，為退回飲品膠樽的消費者提供八達通日日賞績分。這種夥伴高度合作，正是「香港高效消費者響應獎」的主要評審標準之一。自有關計劃推出後，已回收超過10,000個飲品膠樽。

What is ECR?

ECR is a business concept aimed at better satisfying consumer needs through businesses and trading partners collaborating together. Recognized worldwide as a best practice, it brings benefits to retailers, distributors and manufacturers by cutting unnecessary supply chain costs as well as allowing them to be more responsive to consumer demands.

Established in 1996 with GS1 Hong Kong as the Secretariat, ECR Hong Kong is dedicated to facilitating the development of global ECR concepts in Hong Kong. It has been nurturing collaborative management along the supply chain to better serve customers of the fast moving consumer goods (FMCG) sector through ECR principles. Its membership comprises local retailers, distributors, traders and manufacturers and industry organizations.



何謂高效消費者響應？

高效消費者響應(ECR)是一項營商概念，藉著業務及貿易夥伴之間的合作，更有效地滿足消費者的需要。ECR已被世界各地公認為最佳實務，能協助零售商、分銷商及生產商削減供應鏈流程中不必要的成本，令各夥伴能迅速回應消費者需求，從而為企業帶來營運效益。

ECR香港於1996年成立，香港貨品編碼協會為該委員會的秘書處。ECR香港旨在推動全球ECR概念在香港的發展，並一直致力促進企業實施ECR概念以

加強供應鏈的協作管理，協助快速流轉消費品行業更有效地滿足顧客的需要。目前，其成員包括本地零售商、分銷商、貿易商、生產商及業界組織。

First EPCglobal JAG Meeting in Hong Kong – a Global Platform that Accelerates EPC/RFID across Industries and Regions

EPCglobal聯合工作組會議首次在香港舉行 - 一個全球平台加快EPC/RFID跨行業及跨地域發展



GS1 Hong Kong played host to the first-ever EPCglobal Joint Action Group (JAG) meeting in Asia, attracting more than 300 EPC/RFID experts worldwide to gather in Hong Kong to discuss EPC/RFID standards development across different sectors. EPCglobal Hong Kong members rub elbows and network with their counterparts to share technology perspectives and views.

香港貨品編碼協會全力協助EPCglobal主辦首次在亞洲舉行的聯合工作組 (Joint Action Group, JAG) 會議，超過300名來自世界各地的EPC/RFID專家匯聚香港出席該會議，共同討論EPC/RFID標準於不同行業之發展。香港的EPCglobal會員藉此良機與全球不同業界代表互相認識並加強聯繫，一起分享發展該技術的經驗和前景。

The fourth EPCglobal JAG meeting was successfully held in Hong Kong from 8 to 11 October 2007 – the first time that the meeting was held in Asia. Over 300 participants from about 18 countries comprising global EPC/RFID users and technology experts attended the 4-day event. Representing multiple industry working groups including retail supply chain, consumer electronics, apparel, fashion and footwear as well as transportation and logistics, the delegates discussed EPC global adoption and standards development. A record number of participants attended the meeting reflecting the importance of Asia, an emerging market for RFID adoption and development.

第四屆EPCglobal 聯合工作組會議於2007年10月8日至11日在香港成功舉行。這為期四天的會議首次在亞洲召開，共吸引超過300名來自18個國家的全球EPC/RFID用戶及技術專家匯聚本港出席。在會議上，代表不同行業的多個工作組，包括來自零售供應鏈、電子消費品、成衣、時裝和鞋類，以及運輸和物流業等的代表，分別就EPC的全球實施和該標準於個別行業發展等事項進行討論。而是次會議的出席人數更刷新紀錄，正好反映亞洲市場在應用和發展RFID技術方面的重要性。

EPC/RFID adoption key to sustain rapid economic growth in Asia

Asian economies continue to register significant growth over the years as a result of active manufacturing and trading activities in the region. The Asian Development Bank predicts economies of emerging East Asia to grow 8% in 2008¹.

The rapid economic growth is clear indication of more future business opportunities for suppliers in Asia and their global trading partners. For this to happen, enterprises on both sides are realizing the importance of continuing to drive supply chain efficiency, visibility and cost-effectiveness to keep up with global competition.

Being a member of EPCglobal is a business advantage in enhancing an organization's supply chain efficiency. As of September 2007, EPCglobal had 1,163 member companies spanning 38 countries worldwide. The Hong Kong chapter ranked 2nd with the highest membership in Asia, and 4th in the world. Members of EPCglobal are constantly informed of the latest development and implementation of EPCglobal standards in different industries across the globe. This also provides them a 'voice' in influencing the future development of EPC/RFID technology.

引進EPC/RFID乃維持亞洲快速經濟增長的關鍵

過去數年，由於亞洲區內的生產及貿易等經濟活動轉趨活躍，令該區持續錄得龐大的經濟增長率。亞洲開發銀行估計

東亞國家於2008的經濟增長率，將高達8%¹。

而這強勁的經濟增長，顯示區內的供應商與其全球貿易夥伴未來的商業活動，將更為頻繁。為配合這發展，雙方均明白須持續改善供應鏈效率、透明度及成本效益，以維繫彼此的全球競爭力。

成為EPCglobal會員的企業，能為提升其供應鏈效率帶來商業優勢。截至2007年9月，EPCglobal於全球38個國家擁有1,163家企業會員。而香港的EPCglobal會員數目增長迅速，分

別在亞洲區排名第二，在全球則排名第四。EPCglobal的會員除可時刻掌握EPCglobal標準在全球不同行業之最新進程及實施情況外，更可通過不同的渠道，對EPC/RFID技術之未來發展表達意見。

The 4-day JAG meeting was attended by 300 delegates, creating unique venue for key executives from EPCglobal Inc., global EPC/RFID end users and technical experts to discuss, exchange views and share knowledge on the dynamics of the EPC standards' evolution.

首次在亞洲舉行的EPCglobal聯合工作組會議為期四天，共吸引超過300名來自18個國家的全球EPC/RFID用戶及技術專家匯聚本港出席。



¹ Source: *Financial Times*, "Asian Economies Outlook", dated 13 December 2007. 摘自2007年12月13日 • *Financial Times* • "Asian Economies Outlook"。



Hong Kong industries enriched knowledge on EPC/RFID from the JAG meeting

The 4-day JAG meeting created unique venue among key executives of EPCglobal Inc., global EPC/RFID end users and technical experts to discuss, exchange views and share knowledge on the dynamics of the EPC standards' evolution. The delegates also presented their insights on the current status of the global RFID market and how they see the next RFID 'tidal wave' to impact international and regional markets. Local subscribers, by meeting with the global driving force of EPC/RFID, were provided with valuable insights on how to shorten the adoption path of the standard as well as help them effectively address the challenges they face in deploying the technology.

"By participating in the JAG meeting, we're given an excellent opportunity to meet global RFID experts and executives in the industry face to face to share implementation experiences," commented one of the delegates. "It's indeed a very worthy gathering of the best minds in the industry."

Holding the JAG meeting concurrently with the GS1 Hong Kong SCM Excellence Conference 2007, GS1 Hong Kong's landmark event in supply chain management that took place on 12 October 2007, also offered invaluable opportunities for Hong Kong supply chain practitioners to network with different RFID experts from around the world.

聯合工作組會議加強香港業界的EPC/RFID知識

是次為期四天的聯合工作組會議，為EPCglobal的主要管理人員、全球EPC/RFID終端用戶及技術專家提供平台，就EPC標準在不同範疇之發展進行討論、交流意見與及分享知識。此外，會議代表並就目前全球RFID市場的發展狀況，以及此技術對國際及區域市場的影響等課題上發表卓越見解。而香港的EPCglobal會員透過該會議，與推動全球EPC/RFID發展的先驅業界會面，從而汲取如何加快採納EPC/RFID及有效處理實施過程中所遇挑戰的寶貴經驗。

其中一名參與會議的香港代表表示：「藉著參與聯合工作組會議，讓我們獲得難能可貴之機會與全球RFID專家及行業中的高級行政人員會面，直接交流並分享推行該技術的經驗。」他並指出：「這次會議是匯集業內精英的重要聚會，集思廣益，令我們獲益良多。」

於10月12日舉行的「香港貨品編碼協會2007年供應鏈管理高峰會」，乃協會為本地業界舉辦的年度大型供應鏈管理盛事，我們特以高峰會與聯合工作組會議同期舉行，令匯聚本港出席工作組會議的全球RFID專家成為是次峰會的焦點，讓參與峰會的香港供應鏈管理從業員藉此良機，與這些業界翹楚交流經驗及加強聯繫。

Showcase of local RFID adoption to JAG delegates

The adoption of EPC/RFID in Hong Kong is progressing, with several companies taking the lead to implement it to enhance their supply chain. The delegates had an opportunity to witness this trend by visiting local sites using the technology. Among those they visited include the Hong Kong International Airport (HKIA), which has an RFID enabled baggage tagging/sorting system. After the HKIA tour, the delegates then proceeded to the Asia Airfreight Terminal to witness a demonstration of an RFID-enabled truck control system.

Another local company pioneering the adoption of the technology, the fashion retailer mi-tu, which uses an RFID-enabled Smart Dressing Mirror and Smart Fitting Room, was also visited by the delegates. They also had a chance to visit the Supply Chain Innovation Centre, Asia's most comprehensive and highly advanced supply chain enabling technologies centre jointly established by GS1 Hong Kong and Hong Kong Science and Technology Parks Corporation that showcases an extensive suite of EPC/RFID solution applicable to key industry sectors.

"We're impressed by the level of EPC/RFID adoption in Hong Kong," said one of the JAG meeting delegates. "The guided tours to various local companies gave us key insights on how EPC/RFID is being adopted in Hong Kong."

With the success of the fourth JAG meeting in Hong Kong, EPCglobal is now busily preparing for the next meeting which will be held in Las Vegas, USA this coming April.

展示本地RFID應用情況

香港在EPC/RFID的應用方面持續發展，多家本港企業已率先實施該技術提升供應鏈效率。是次來港出席會議的代表由大會安排參觀有關機構，見證了本港發展該技術的最新趨勢，當中包括參觀香港國際機場所採用的RFID行李標籤及分類系統，其後到訪亞洲空運中心，由該中心工作人員展示RFID貨車控制系統。

與會代表並造訪本地一家率先採用RFID技術的時裝連鎖店mi-tu，參觀其實施「智能試身鏡」及「智能試身室」的情況。此外，會議代表亦參觀供應鏈創科中心，該中心由香港貨品編碼協會及香港科技園公司攜手合作成立，堪稱亞洲最全面及先進的供應鏈科技中心，用以展示應用於主要行業的EPC/RFID解決方案。

其中一名聯合作業組會議代表表示：「香港在實施EPC/RFID的進展給我們留下深刻印象。大會為我們安排探訪本地的企業，讓我們明瞭並掌握香港實施EPC/RFID的最新情況。」

隨著第四屆聯合作業組會議在香港成功舉行，EPCglobal目前正忙於籌備將於本年四月在美國拉斯維加斯舉行的第五屆會議。

About the EPCglobal JAG Meeting

The EPCglobal Joint Action Group (JAG) meeting occurs three times annually in key parts of the world to define business and technical requirements for the EPCglobal Network™, which is developed by EPCglobal Inc., a subscriber-based body composing of industry leaders and organizations. JAG meetings serve as a platform to gather worldwide EPC/RFID end users and technical experts to discuss real world business challenges that can be solved using RFID technology, and establish business requirements and use cases across multiple industries to facilitate supply chain efficiency.



有關EPCglobal聯合作業組會議

EPCglobal 聯合作業組 (Joint Action Group, JAG) 會議每年在世界各地的主要城市舉辦三次，旨在制訂EPCglobal網絡 (EPCglobal Network™) 在運作上的商業及技術要求。

該網絡由 EPCglobal Inc. 所開發，EPCglobal Inc.

本身是一個由不同行業翹楚及機構所組成並

以會員為本的國際組織。EPCglobal聯合作業組會議為全球EPC/RFID終端用戶及技術提供一個平台，共同商討如何運用EPC/RFID解決實際商業環境中的挑戰，並共商制訂有關技術的應用要求與及跨行業的應用個案，從而提升供應鏈營運效率。

GS1 Supports Key Initiatives to Enhance Global Healthcare Systems

GS1 全力推動全球醫療護理供應鏈的發展



A worldwide initiative is now ongoing on how to effectively utilize the GS1 System of standards to improve patient safety and efficiencies in the global healthcare supply chains. Today, the GS1 System is now being piloted and tested by health organizations in their healthcare systems with very encouraging results.

GS1 is the leading global standards organization in the healthcare industry. It plays a significant role in promoting the effective utilization and development of global automatic identification standards that will improve patient safety and enhance the efficiency and integrity of the sector's supply chain.

Having an effective automatic identification system and establishing connection among patients, medical products, caregivers, and locations bring significant benefits for the healthcare sector. It helps reduce medication errors, ensuring that the right patient gets the right product at the right time, in the right dose, and using the right route. Tracking and tracing medical products is more effective, improving inventory management and minimizing wastage. It also decreases cases of counterfeiting and keeps the overall cost low as a result of efficient supply chain management.

世界各地的GS1成員組織，現正在不同地域推動如何有效運用GS1標準，以加強對病人的安全保障並改善全球醫療護理供應鏈的效率。現時，多個醫療機構已就GS1標準之推行，在其醫療系統內進行各項測試及試點計劃，並獲得令人鼓舞的進展。

GS1組織在推動醫療護理行業採納全球標準上，一直扮演重要的角色，致力促進世界各地業界發展並有效運用全球自動化識別標準，從而加強對病人的安全保障、提升該行業供應鏈的營運效率，以及改善資訊整合。

擁有一套有效的自動化識別標準，可以把病人、醫療物品、醫護人員及位置等各環節連繫起來，將為醫療護理行業帶來顯著得益，當中包括減少醫療失誤率，令醫護人員能更準確地為病人提供適當的醫療服務，確保病人於適當的時間獲得正確的藥物和劑量及服藥方式。此外，該標準能協助追蹤及追溯醫療產品的流向，從而改善倉存管理效率及減少浪費，並可協助打擊假藥和降低整體營運成本，令供應鏈管理更具效率。

GS1 Member Organizations launch collective effort to promote the GS1 System of standards

Several initiatives are now under way to explore the valuable adoption of GS1 standards in order to improve medical products' traceability, data integrity, and ultimately enhance patient safety and efficiencies in healthcare supply chains. GS1 Member Organizations worldwide have been working with local authorities to apply the GS1 System of standards in the healthcare sector and to provide the right guidance and support to the healthcare practitioners, wherein the latest initiatives in the Asia Pacific region are in good progress.

In Australia, in an effort to manage procurement of medical products, the National E-Health Transition Authority (NEHTA) has endorsed the adoption of GS1 standards - GS1 XML and Global Trade Item Number (GTIN) - as a major part of their health eProcurement strategy. GS1 XML, used with the National Product Catalogue (NPC), lays a robust global standard-based infrastructure for procurement in public health sector and hence creates significant opportunity for efficient gains and cost savings. NEHTA also endorsed the adoption of GS1 GTIN in the establishment of the Australian Catalogue of Medicines (ACOM), which provides a central repository of medicines data for pharmaceutical products including prescription and non-prescription medicines and complementary healthcare products available in Australia. By allocating a GTIN for every product in the ACOM, it helps ensure and maintain a high level of data integrity in the healthcare community.

GS1 plays a significant role in the healthcare industry in promoting the effective utilization and development of global automatic identification standards to improve patient safety and enhance healthcare supply chain efficiency.

GS1組織在推動醫療護理行業採納全球自動化識別標準上，一直扮演重要的角色，藉以加強對病人的安全保障，以及提升供應鏈的營運效率。

共同推動全球醫療護理行業採納GS1標準

不同地域的醫護業界現正進行各項計劃，以探討如何在其醫療護理供應鏈上採納GS1標準，從而改善藥物追蹤和加強數據整合，以致最終能提升對病人的安全保障和供應鏈效率。因此，遍佈世界各地的GS1成員組織，積極與當地有關當局合作，提供正確採用GS1標準的指引和支援。而亞太區其中數個項目，近期更獲得良好的進展。

澳洲的National E-Health Transition Authority (NEHTA) 為進一步妥善管理醫療物品的採購，已贊同採納GS1可擴展標

示語言 (GS1 XML) 和全球貿易貨品編碼 (GTIN)，作為其醫療物品的網上電子採購策略之重要部分。該項目會以 GS1 XML 配合其 National Product Catalogue (NPC) 一同使用，以為當地公共醫療行業建立一個符合國際標準的基礎設施，供採購藥物之用，並能為相關的使用者帶來增加利潤及削減經營成本等重要益處。NEHTA亦贊同採納 GS1 GTIN 以建立 Australian Catalogue of Medicines (ACOM)，該目錄為一個中央藥物資料庫，可儲存的數據包括獲澳洲當局認可供應的處方及非處方藥物，以及輔助性

醫療物品等的資料。為該目錄中的藥品編配GTIN作識別用途，能夠協助醫護業界獲取更完整的醫療數據。





The New Zealand Ministry of Health's Medication Safety Project is an initiative to use a standardized bar code point of care system to introduce bedside verification of medications in all public hospitals. In order for successful information verification to occur, hospital infrastructure and systems will have to be changed or introduced. These include the introduction of hospital pharmacy information systems, e-prescribing, e-medication charts or e-medication records, medical reconciliation system and repackage pharmaceuticals as unit doses with bar codes. These initiatives will contribute to the reduction of medication errors.

In China, there is an increasing concern regarding the safety of having implants. As such, a new regulation was issued in Shanghai in November 2006, requiring all implants to carry a mandatory GS1 GTIN-14 product code. The new law requires all manufacturers to establish a product tracking and tracing system effective since January 2007 and provide trading partners along the supply chain a unique product ID for managing their services of implants in Shanghai. Today, there are about 12,000 Chinese healthcare companies ready to adopt GTIN.

GS1 Hong Kong facilitates local awareness of GS1 System adoption

GS1 Hong Kong is committed to the local implementation of open global standards that will increase operational efficiencies and improve data integrity of the healthcare supply chain. Over the years, we have taken steps to educate local healthcare providers on the benefits of the GS1 System.

紐西蘭衛生部亦推出一項醫療安全計劃，建議在所有公立醫院引入一套標準化的條碼臨床護理系統，用以核實病人的臨床醫療紀錄。為實現這計劃，醫院將須更改或引入新的基礎設施和系統，當中包括新的配藥資訊系統、網上電子藥物處方、網上電子診治圖表、網上電子醫療記錄、藥物協調系統，及重新包裝藥物的劑量並貼上條碼。展望該計劃將有助減少醫療失誤。

在中國，由於植入性醫療器械的安全性漸受關注。有見及此，中國上海市於2006年11月頒布新法例，強制所有植入性醫療器械必須採用 GTIN。在新法例下，自2007年1月起，所有醫療產品生產商必須建立產品追蹤及追溯系統，並為其供應鏈之貿易夥伴提供獨一無二的產品識別碼來管理他們於上海所提供的植入性醫療服務。中國目前已約有12,000家醫療企業就全面採用GTIN 作好準備。

香港貨品編碼協會促進本地業界採納GS1標準

過去數年，香港貨品編碼協會致力推動本地醫療護理行業採納開放式的全球標準，以提升供應鏈的營運效率和改善資訊整合，並持續參與不同的項目，向本地醫療護理業界別推廣GS1標準的營運效益。

Last year, Hong Kong's Food and Health Bureau initiated an eHealth Record (eHR) Sharing infrastructure, with the aim of proposing work plan to further the development of this territory-wide infrastructure in both public and private sectors. To facilitate this initiative, the Bureau created three working groups – Institutional Arrangements; Legal, Private and Security Issues; and eHealth Record and Information Standards, each assigned with specific roles and tasks. As a member of the working group on eHealth Record and Information Standards, GS1 Hong Kong is assisting in addressing technical issues related to the development of eHR sharing infrastructure and supporting the work programs or pilot projects.

A safer global healthcare environment

The concerted efforts initiated by various public and private medical groups, organizations and institutions globally are clear indication to facilitate an efficient global healthcare supply chain. Through the deployment of the right IT infrastructure, introduction of new healthcare information systems and adherence to globalized standards, medical errors will be minimized that will bring patient safety to a higher level. An efficient global healthcare supply chain will also bring several benefits to the industry including effective track and trace, and a tool to fight against counterfeiting.

去年，食物及衛生局倡議電子健康記錄互通系統(eHealth Record (eHR) Sharing Infrastructure)項目，其目的是為公營及私營醫療業界就進一步發展全港電子健康記錄互通系統，提供工作進程的建議。為促進該項目之推行，該局成立三個工作組，以分別處理三個不同範疇的事項，包括Institutional Arrangements、Legal, Private and Security Issues，以及eHealth Record and Information Standards。香港貨品編碼協會作為該項目旗下 eHealth Record and Information Standards 工作組成員之一，現正就該系統之建立提供技術支援，並全力協助推動相關的工作方案或試點計劃。

共建更安全的全球醫療護理體系

從以上可見，世界各地不同的公私營醫療團體、組織和機構，為推動高效的全球醫療護理供應鏈所作的共同努力，其中包括設置正確的資訊科技基礎設施、引入新的醫療資訊系統，以及採納全球統一標準，能達致減少醫療失誤，進一步提升對病人的安全保障。而高效的全球醫療護理供應鏈更可為行業帶來不同裨益，包括有效追蹤及追溯藥物與及打擊假藥。



Tsit Wing Coffee Leverages Global Best Practices to Support Business Expansion

捷榮咖啡運用全球最佳實務拓展業務



Every forward-thinking enterprise is aware that improvements in supply chain operations can enhance productivity and cost efficiencies. However, most companies simply don't know where to begin and who they should approach for supply chain management (SCM) best practices. What are the new processes and technologies they can leverage to achieve internationally recognized SCM benchmarks?

高瞻遠矚的企業皆明瞭透過改善供應鏈運作，能為企業提高生產及成本效益。然而，並非所有企業懂得如何開始實施供應鏈管理最佳實務。究竟企業可以採取那些新流程和技術方可達致國際認可的供應鏈管理指標？

Hong Kong-based food and beverage supplier and service provider Tsit Wing was in the same situation a year ago. But through the able assistance and professional services of GS1 Hong Kong, the company rose to the challenge and adopted the Supply Chain Operations Reference-model (SCOR), a cross-industry standard diagnostic tool for SCM that helped Tsit Wing gain greater insights on the strengths and weaknesses of its supply chain. Adopting SCOR and working with GS1 Hong Kong brought Tsit Wing closer to its ultimate goal of becoming a world-class food and beverage service provider.

本港餐飲供應商捷榮年前亦面對上述問題，該公司其後透過香港貨品編碼協會提供的專業顧問服務，遂

By capitalizing GS1 Hong Kong's expertise in SCOR, Tsit Wing was able to re-examine every process involved in its operation, from procurement and production to warehousing and distribution.

透過香港貨品編碼協會提供實施SCOR之專業知識，捷榮重新檢討採購、生產、倉存至配送等每個環節的作業流程。

展開流程改善計劃並採納「供應鏈運作模型」(SCOR)。SCOR是一個跨行業的供應鏈管理基本評估工具，讓捷榮對其供應鏈之優勢和弱點有更深入的認識，而藉實施SCOR及再配合香港貨品編碼協會專業顧問提供的協助，它現正朝發展成為世界級餐飲供應商的目標邁進。

Poised for growth

Tsit Wing International Holdings Limited is one of Hong Kong's leading food and beverage suppliers. From a coffee, tea and grocery supplier to beverage and food service industry leader, it expanded its business scope to coffee shops, distribution of branded coffee and tea machines, and supply of instant beverage products to supermarkets.

To support its growth targets, Tsit Wing thought it was crucial to strengthen the different functions of its supply chain in order to drive operational excellence. The company understands that the first step to SCM improvement is to review its current processes and how closely they align with its expansion plan. By capitalizing GS1 Hong Kong's expertise in SCOR, Tsit Wing was able to re-examine every process involved in its operation, from procurement and production to warehousing and distribution.

"This is all part of our vision of becoming a world-class food and beverage supplier and service provider. We also want to achieve continuous growth while remaining committed to meeting our customers' evolving demands," said Peter Wong, Chairman and Chief Executive Officer, Tsit Wing International Holdings Limited.

Process re-engineering with SCOR

SCOR is a process reference model that provides a unique framework that links business processes, metrics, best practices and technology features. Together, they form a unified infrastructure to support communication among partners, improve effectiveness in all areas of supply chain management and identify where improvements must be made.

SCOR was developed by the US-based Supply-Chain Council (SCC), a global and not-for-profit trade association dedicated to improving supply chain efficiencies around the world. The SCC has over a thousand members worldwide, a majority of which are Fortune 500 companies representing consulting firms, computer systems and solutions providers and educational and non-profit institutions. Over the years, the SCOR model has been used by practitioners across a broad section of industries from manufacturing, services, distributors and retailers. While SCOR has been adopted by multinationals and large corporations, enterprise of any size can benefit from its principles, definitions and benchmarks.

蓄勢待發 拓展業務

捷榮國際控股有限公司為香港著名餐飲供應商。由從事咖啡、紅茶及雜貨貿易開始，捷榮的業務範圍已拓展至代理名牌咖啡及茶機、經營自家品牌的咖啡店，以及於超級市場售賣其品牌的即溶飲品。

該公司深明必須強化其供應鏈的各項功能，方可進一步拓展它的業務，而且明瞭改善供應鏈管理的首要步驟，是就現行的流程進行檢討，與及評估與業務拓展計劃的配合性。透過香港貨品編碼協會提供實施SCOR之專業知識，捷榮重新檢討採購、生產、倉存至配送等每個環節的作業流程。

捷榮國際控股有限公司主席兼行政總裁黃達堂先生表示：「改善供應鏈管理是捷榮朝向成為世界級餐飲供應商之重要一環。我們希望拓展業務，並同時滿足客戶不斷提升的要求。」

採納SCOR進行流程重整

SCOR是一項流程參考模式，提供一個獨一無二的框架，把商業流程、績效指標、最佳實務及技術特點等連繫成統一的基礎架構，以支援相關夥伴進行訊息傳輸、改善不同範疇供應鏈管理效能，以及辨識有待改善之處。

SCOR由以美國為基地的供應鏈管理委員會(Supply-Chain Council, SCC)所制定，該委員會乃非牟利國際貿易組織，旨在改善全球供應鏈的效益。SCC在全球擁有逾1,000家企業會員，大部分更是《財富》500強(Fortune 500)的公司，包括顧問公司、電腦系統及解決方案供應商、教育及非牟利機構。多年來SCOR已廣為製造業、服務業、供應商及零售業等不同業界採用。雖然採納SCOR的公司主要是大型或跨國的企業，然而SCOR所涵蓋的原則、定義及評估指標，均可讓任何規模的企業從中獲益。





Efficient adoption of global SCM processes in local setting

As the founding member of the Supply-Chain Council - Greater China (SCC-Greater China), GS1 Hong Kong is leading the way towards greater adoption of SCOR in the region. We leverage a worldwide network of expertise and combine global knowledge with local implementation experience, helping Hong Kong enterprises adopt best practices for supply chain management and robust solutions using GS1 standards. Bundling standards with services, we employ standardized infrastructure framework, optimizing available and emerging technologies to support evolving business process deployed by our professional services team.

GS1 Hong Kong assumes an overall project management and consulting role in the Tsit Wing Supply Chain Improvement Project, serving as catalyst of that important paradigm to shift the company to meet global supply chain benchmarks. The scope of engagement includes consultancy analysis, project management, execution and results measurements. Covering strategic supply chain planning, GS1 Hong Kong's professional services team is helping Tsit Wing re-examine its functional management of procurement, production, warehouse and distribution processes and information flow management.

"Tsit Wing is moving from specialization to diversification. With this project, we hope to upgrade the overall standard of our supply chain systems, adopt best practices and achieve internationally recognized benchmarks," Mr. Wong said.

Mr. Wong added they are expecting significant and encouraging improvement in the company's supply chain reliability, responsiveness, flexibility and cost management. The project, which began in March last year, will be completed in the second half of 2008 by phases.

本地企業引進高效全球供應鏈管理程序

香港貨品編碼協會作為供應鏈管理委員會(大中華區總會)的創會成員，一直在推動本地企業採納SCOR上扮演領導角色。我們的專業顧問憑藉環球專家網絡，及其深厚的全球知識及本地實踐經驗，能有效地協助本地企業採用GS1標準實施供應鏈管理最佳實務，以及最具效益的解決方案。我們的方案以標準化的基礎設施為本，再配合嶄新技術，為企業於不斷演變的商業流程提供支援服務。

香港貨品編碼協會於捷榮供應鏈改善計劃中負責項目管理及顧問，為該公司在實施這全球供應鏈指標上擔當重要催化角色。是次計劃所涵蓋的項目包括專業分析、項目管理和執行，以及效果評估。我們現正為該公司進行策略性供應鏈規劃，並且協助他們重整功能管理，包括採購、生產、倉存至配送等過程與及資訊流程管理。

黃先生表示：「捷榮正由專門化逐漸邁向多元化方向發展。透過這個計劃，我們希望能提升整體供應鏈系統的水平，採納最佳實務，以達到國際認可的指標。」

黃先生展望該計劃可為企業的供應鏈可靠性、回應速度、靈活程度及成本管理等各方面俱能帶來重大改善。有關項目已於去年三月展開，並將於2008年下半年分階段完成。

The GS1 Hong Kong SCM Excellence Conference 2007 香港貨品編碼協會2007年供應鏈管理高峰會

On 12 October 2007, GS1 Hong Kong successfully hosted the GS1 Hong Kong Supply Chain Management (SCM) Excellence Conference 2007 with a theme "Maximizing Supply Chain Management and EPC/RFID Power". The Conference provided a one-stop platform for supply chain leaders and practitioners across industries from manufacturing, retailing, wholesaling and distribution, logistics services, information technology, government and public utilities, to network and exchange global SCM trends as well as implementation cases of EPC/RFID. Over 30 local and international supply chain experts across multiple sectors presented at the conference. More than 500 delegates attended the premier SCM event supported by some 26 industry organizations.



香港貨品編碼協會於2007年10月12日成功舉辦「香港貨品編碼協會2007年供應鏈管理高峰會」，大會的主題是「全力發揮供應鏈管理及EPC/RFID最佳效益」。是次會議提供一站式平台，讓供應鏈管理專家及來自製造、零售、批發、配送、物流服務、資訊科技、政府及公共機構等不同行業的業界代表聚首一堂，互相交流和分享全球供應鏈管理趨勢，以及實施EPC/RFID之寶貴經驗。此次會議共邀請了逾30名來自不同界別的本地及國際供應鏈專家發表演說，超過500名業界代表出席，並獲26家業界機構的鼎力支持。

The Annual Members Dinner 2007 2007週年會員晚宴

About 300 members and business partners attended GS1 Hong Kong's Annual Members Dinner on 7 December 2007. The theme this year was "GS1 Keys – The Key to Winning in a Global Marketplace". The highlight of the event was the industry sharing session where videos were presented to provide participants updates on the focal events including the application of GS1 Keys, SME Ambassador Program 2008, ECR Hong Kong Awards 2007 and ground-breaking EPC/RFID projects. The gathering also provided a good opportunity to relax and socialize in a friendly atmosphere, with dinner and entertainment.



約300位會員及業務夥伴出席由香港貨品編碼協會於2007年12月7日舉辦的「2007週年會員晚宴」。是次晚宴的主題為「生意鑰匙GS1 Keys」。當晚的重點節目是「業界分享」環節，由協會播放主要活動的回顧及介紹來年的最新動向，

所分享的项目包括GS1全球識別碼(GS1 Keys)的應用、中小企大使計劃2008、香港高效消費者響應獎2007及突破性的EPC/RFID項目，讓參加者認識並掌握更多關於供應鏈管理的最新情況。是次晚宴為會員及業務夥伴提供一個聚首暢談的良好機會，讓大家在輕鬆的氣氛下共享美食及各項娛樂節目。

World SME Expo 中小企國際市場推廣日

GS1 Hong Kong supported the 7th World SME Expo organized by the Hong Kong Trade Development Council from 12 - 14 December 2007 at the Hong Kong Convention and Exhibition Centre. We showcased the latest global supply chain standards, best practices and know-how in the Expo. GS1 Hong Kong's representative also delivered a presentation titled "EPC/RFID – Making Supply Chain Visibility a Reality" at the SME Services Presentation session.



香港貨品編碼協會參與由香港貿易發展局於2007年12月12日至14日假香港會議展覽中心舉辦之「第七屆中小企國際市場推廣日」。協會於展覽會中展示最新的全球供應鏈標準、最佳實務及技術知識。我們的代表並於中小企服務介紹會的環節中發表主題為「EPC/RFID實現供應鏈訊息透明度」之演說。

Innovation Design Technology Expo 創新科技及設計博覽

In support of the Innovation Design Technology Expo organized by the Hong Kong Trade Development Council from 12 – 15 December 2007, Mr Ronald Heung, SCIC Centre Manager, GS1 Hong Kong, addressed the latest trend on the applications of supply chain management technology at the "Logistics Industry Symposium" held at the Expo.



香港貨品編碼協會支持由香港貿易發展局於2007年12月12日至15日舉辦之「創新科技及設計博覽」，協會的供應鏈創科中心經理香志剛先生於博覽會內舉行之「物流業交流會」發表演說，介紹供應鏈管理應用技術之最新趨勢。

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
HIMSS Asia Pacific Conference and Exhibition 2008	20 - 23/05/2008	Hong Kong Convention and Exhibition Centre 香港會議展覽中心	Tel 電話: (1) 312 915 9284 Email 電郵: spalmer@himss.org Organizer: HIMSS (Healthcare Information Management Systems Society)
International ICT Expo 國際資訊科技博覽	14 - 17/04/2008	Hong Kong Convention and Exhibition Centre 香港會議展覽中心	Tel 電話: (852) 1830668 Email 電郵: exhibitions@tdc.org.hk Website 網址: http://ictexpo.tdctrade.com Organizer: Hong Kong Trade Development Council 主辦機構: 香港貿易發展局

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
Barcode Workshops 條碼工作坊	27/02/2008 22/04/2008 27/05/2008	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9769/2861 2819 Email 電郵: info@gs1hk.org
VAP Seminars 供應商夥伴計劃講座	14/03/2008 23/05/2008	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9724 Email 電郵: florencelo@gs1hk.org
Supply Chain Management Workshop - Improving Supply Chain Performance with SCOR Model 供應鏈管理工作坊 – 採用SCOR提高供應鏈效率	28 - 29/02/2008	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9730 Email 電郵: juneheung@gs1hk.org

Remark: This proposed schedule is subject to change.

按: 以上時間表會因應實際情況而改變。



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 2007

BUSINESS/PROFESSIONAL SERVICES 商業/專業服務

EPCODE SYSTEMS LTD
MELODY CO LTD
NOVEX INDUSTRIES LTD
STAR ENTERTAINMENT LTD

IMPORTERS/EXPORTERS 出入口貿易

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A TOP FAR EAST LTD
ACCURIST (HK) LTD
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ADELTO LTD
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AMAZING TOYS LTD
AMORE LTD
APPLEBEE LTD
AQUART GROUP LTD
AVA GARMENTS LTD
AVATAR DIGITAL LTD
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BEL TRADE MEGA FOOD & DRINKS LTD
BENICA CO LTD
BONDWICH ENTERPRISES LTD
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CCF GROUP LTD
CENTRE GAIN INTERNATIONAL LTD
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DSIGN A/S
EKO ENTERPRISE LTD
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FRANCE MEIZHIAO GROUP (INT'L) LTD
FRANCE RED BOER INT'L WINERY GROUP LTD
FRANCE REMY MARTIN INTERNATIONAL GROUP (HK) HOLDING LTD
FU JIAN NINGDE YONGJIA TRADE CO LTD
FU SHENG TOBACCO INDUSTRY & COMMERCE LTD
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FULL MOON ABALONE LTD
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GENHOPE FURNITURE CO LTD
GERMAN POOL (HK) LTD
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HIT TOYS LTD
HK FUTURE TIMES INTERNATIONAL WINE LTD
HK LANDPEAK PHARMACY LTD
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JAPFA FOOD HK LTD
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JOYFUL TRENDZ LTD
KAM TIN FOOD LTD
KING SPARKLE (FE) LTD
K-ONE GLOBAL LTD
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KWOK WEI TRADING CO
LAB TIME LTD
LEE FUNG BRA-SETS GARMENT LTD
LI HUA SHARE (HK) COMMODITY LTD
LION SHARE INTERNATIONAL LTD
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