

SupplyChain PLUS

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By GS1 Hong Kong 香港貨品編碼協會

Ushers in Distinguished

Consumer Care Culture

引領卓越關愛消費者文化

**GS1 Barcodes Enable Unsafe
Product Prevention Solution for
Consumer Protection**

**GS1條碼防預不安全產品
加強消費者保障**

**GS1 Hong Kong All-in-One Solutions
Yield Greater Return
on Investment for Wine Industry**

香港貨品編碼協會一站式解決方案
為葡萄酒產業帶來更大的投資回報



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Publisher:

GS1 Hong Kong

22/F, OTB Building,
160 Gloucester Road,
Wanchai, Hong Kong
Tel: (852) 2861 2819
Fax: (852) 2861 2423
Email: info@gs1hk.org
Website: <http://www.gs1hk.org>

出版機構:

香港貨品編碼協會
香港灣仔告士打道160號
海外信託銀行大廈22樓
電話: (852) 2861 2819
傳真: (852) 2861 2423
電子郵件: info@gs1hk.org
網址: <http://www.gs1hk.org>

Dedicated Hotlines 專用熱線:

General Inquiries

總機
(852) 2861 2819

GS1 Keys and Barcode Services
GS1全球識別碼及條碼服務
(852) 2863 9788 / (852) 2863 9786

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Inaugural Consumer Ushers in Dist Care Culture

首屆「貼心企業」嘉許計劃



By GS1 Hong Kong 香港貨品編碼協會

Hong Kong is a renowned shopping paradise for quality service and variegated genuine and stylish goods. Amidst intensive market competition coupled with increasing consumer demand for value-added products and services, industries have to provide excellent products and services to customers in order to excel and win consumer trust.

To ensure and further enhance the competitiveness of local businesses, GS1 Hong Kong organizes the first Consumer Caring Scheme 2011 to honor and recognize industries that put in practice customer caring services. Successful organizations will become the prototypes to inspire peers to strive for excellence in product qualities and customer services.

香港是一個著名的購物天堂，提供優質的服務、多元化的正品正貨與時尚產品。在現今激烈的市場競爭下，加上消費者對增值產品和服務的要求日益提高，業界必須提供物超所值的產品和優質的服務，以贏取消費者的信賴。

為了提高本地企業的競爭力，香港貨品編碼協會舉辦首屆貼心企業嘉許計劃以表揚企業實踐顧客貼心服務。獲選的機構將成為同行的榜樣，鼓勵其它企業積極追求卓越的客戶服務。



Caring Scheme Distinguished Consumer

引領卓越關愛消費者文化

Fostering a culture of consumer care excellence

Ms. Anna Lin, Chief Executive of GS1 Hong Kong indicated that the organization has currently over 5,000 corporate members, a majority of which engage in retail or service industries, whose product innovation and services are tailored for consumers. "Some of them have been doing very well in terms of consumer care and product quality, and we want to provide a platform to recognize such initiatives."

The Consumer Caring Scheme recognizes companies that demonstrate excellence in consumer services through effective use of technologies and practices of consumer value-added strategies. "As the retail and service industries are the pillars of Hong Kong's economy, GS1 Hong Kong has been actively assisting local industry players to become more competitive and attain higher quality standards, through the provision of global supply chain standards, best practices and enabling technologies. We hope that the scheme can provide an incentive for companies to continuously improve in this area and motivate industries to make very possible effort and attempt to provide notable products and services to customers, which will ultimately boost the international standing of local branding products and Hong Kong as a desirable shopping destination," Ms. Lin added.

Open to all GS1 Hong Kong Members

The scheme is open to any company that is a member of GS1 Hong Kong, which has operational records dating from January 2011 or earlier. Through site visits, a performance evaluation by a committee member against the Scheme's scorecard criteria based on the Global Efficient Consumer Response (ECR) best practices, and a consumer survey, companies' customer care standards are assessed. Those that achieve a passing score will be named 'Consumer Caring Companies'.

'Efficient Consumer Response' (ECR) is a recognized business concept aimed at better satisfying consumer needs through collaboration between businesses and trading partners. ECR best

培育關顧消費者文化

香港貨品編碼協會總裁林潔貽女士表示，該組織現有超過五千名公司會員，其中大部分從事零售或服務行業，他們所研發或銷售的產品及提供的服務，可說是與消費者息息相關。「本會不少的公司會員，已在關懷消費者及產品質素方面有出色的表現，因此我們希望這項計劃可以成為一個表揚此等優秀企業的平台，並期望計劃能鼓勵這些企業繼續精益求精，為消費者帶來更佳的服务。」

「貼心企業」嘉許計劃旨在表揚積極應用資訊科技，實踐關愛消費者相關策略，展示出以「消費者為先」運作理念的企業。林潔貽說：「零售和服務業為香港經濟體系的主要支柱，香港貨品編碼協會一直透過提供全球供應鏈標準和最佳實務及應用技術，積極協助本地業者提升競爭力和提高產品及服務質素。我們希望鼓勵業界積極求進，不斷改進，為消費者提供更佳的產品和服務，最終全面提升本港企業與品牌在國際間地位，鞏固香港作為一個理想的購物天堂的地位。」

歡迎所有香港貨品編碼協會會員參加

該計劃歡迎所有最少持有2011年1月起的營運紀錄，兼為香港貨品編碼協會會員的企業參加。計劃的評審委員會的成員將實地採訪參加企業，並按照全球高效消費者回應(ECR)最佳實務來制定的計分卡，以及消費者調查，評估這些企業的關懷措施及表現。企業在評審卡及消費者調查的總和取得合格分數，便可贏得「貼心企業」的殊榮。

practices deliver business improvements by boosting operational efficiency and enhancing performance. By adopting ECR strategy, industry players can enhance product replenishment and facilitate inventory management within the supply chain along with maintaining a consumer-centered approach.

To ensure the fairness of the scheme, a steering committee composed of experts from academia and industry was set up to define the judging criteria and govern the process.

Among the committee include Mr. Derrick Chan, Executive Director, Supply Chain, Swire Beverages Ltd., Mr. Saunders Tam, Chief Executive Officer, Forewide Company (HK) Ltd., Mr. Simon Wong, Kampery Group/ Chairman of Hong Kong Food Council and Ms Anna Lin, Chief Executive, GS1 Hong Kong, with Dr. Raymond Chow, Assistant Professor of Marketing and Management, The Open University of Hong Kong and Prof. Oliver H M Yau, Chair Professor of Marketing, City University of Hong Kong acting as advisors.

全球高效消費者回應最佳實踐方法是國際認可的商業理念，旨在透過企業和貿易夥伴間的協作，滿足消費者的需求，提高營運效率，改善營運流程，以提升產品及服務水平。透過此策略，業界可有效提升補貨效率與倉庫物流管理，實踐以消費者為本的方針。

為了確保計劃的公平性，大會特別成立由學術界和業界的專家組成的「貼心企業」嘉許計劃督導委員會，制定評審標準，監察整個計劃的過程。

督導委員會的成員包括太古飲料有限公司執行董事(供應鏈)陳世傑先生、福揚行(香港)有限公司行政總裁譚澤生先生、金百加集團主席/香港食品委員會主席黃家和先生及香港貨品編碼協會總裁林潔貽女士，香港公開大學市場營銷及管理學助理教授鄒炳文博士及香港城市大學市場營銷學系講座教授游漢明教授則擔任學術顧問。

Judging criteria of Consumer Caring Scheme

Applications will be judged on their commitment to seven core consumer caring values:

「貼心企業」嘉許計劃評審標準

所有參加企業均按七大關愛消費者準則評審：

- 1. Caring for consumers:** Provide consumers with the best product/service level all the time and to exceed consumers' expectations whenever possible.
全面關愛消費者：為消費者提供最貼心細緻的產品/服務，整體質素遠超消費者所想。
- 2. Being sincere:** Interact with consumers with sincerity, giving them with the greatest confidence.
心繫消費者：由心出發，用心與消費者溝通，給予最大的信心。
- 3. Keeping promises:** Demonstrate continuous improvement in operation efficiency and fulfill commitment to delivering excellent services.
實踐承諾：持續改善營運流程，履行優質服務與質素承諾。
- 4. Ensuring product quality and safety:** Apply information technology and global standards to facilitate collaboration amongst supply chain stakeholders and enhance the overall product quality and safety standards.
監控品質與安全：引進資訊科技及應用國際標準，加強供應鏈協作，全面提升產品質量與安全。
- 5. Focusing on quality service:** Offer timely and flexible services to consumers.
專注服務質素：向消費者提供適時及具彈性的服務。
- 6. Listening to consumers:** Proactively solicit feedback from consumers to ensure a thorough understanding of their needs and provide them with the most relevant information and choices.
用心聆聽：透過不同渠道主動收集客戶的意見，了解消費者的需要，予以適當資訊和選擇。
- 7. Caring for employees:** Provide employees with a friendly, supportive working environment and a wide range of training programs to enhance the capabilities and competencies of the staff to keep pace with the technological advancement and changing business landscape.
關懷員工：為員工提供友善的工作環境、多元化的知識技術訓練，促進員工發展，與時並進。

Best Practi

Messages from Steering Committee members

Mr. Derrick Chan, Chairperson of the Scheme's steering committee and Executive Director, Supply Chain, Swire Beverages Ltd. suggests industries that distinguish themselves in customer service should seize the golden opportunity to participate in Consumer Caring Scheme to excel their abilities: they will receive industrial recognition and will be known for cherishing and persevering in service excellence.

Mr. Saunders Tam, Chief Executive Officer, Forewide Company (HK) Ltd., said that he is proud of the excellent product quality and customer services of local industries. "There has been an increase in mainland visitors travelling to Hong Kong. Primarily, these visitors are contended and happy as they enjoy excellent before and after sales services, and they don't need to worry about counterfeits."

Mr. Tam stresses that self-knowledge is the first step to improvement; learning from peers is vital to success. "Industries can learn the advanced technological applications and international standards through participating in the Scheme."

Corporate social responsibilities and excellent customer services have become the core operating principles of industries. "Food safety and hygiene is vital for food industry and companies have made a lot of investments in scrutinizing food quality in an attempt to enhance product qualities and hygiene standards for consumer health and protection," said Mr. Simon Wong, Kampary Group/Chairman of Hong Kong Food Council. "I encourage industries to actively participate in the Consumer Caring Scheme to win industrial recognition and endorsement of excellent services and render public confidence in the local food industry."

督導委員會呼籲參與

嘉許計劃督導委員會主席兼太古飲料有限公司執行董事(供應鏈)陳世傑先生鼓勵在關顧消費者等各方面表現突出的企業，應把握機會，盡展所長，透過爭取「貼心企業」嘉許計劃的認可，獲得業界嘉許，同時讓公眾清楚了解他們對優質服務的重視和支持。

福揚行(香港)有限公司行政總裁譚澤生先生指出，他對本港銷售的產品與服務質素一直維持於高水平而引以為傲。

「事實上、近年來港購物的內地自由行人士數目持續上升，究其原因，正是基於本港店舖的商譽昭著，一方面毋須擔心購入假貨，另一方面也可享有良好的售前售後服務，故對在港購物感到開心又安心所致。」

譚先生強調，「貼心企業」嘉許計劃為企業構建一個知己知彼的重要平台。「通過參與該計劃，業界可以吸收最新的應用技術、國際標準與業界資訊。」

金百加集團主席/香港食品委員會主席黃家和先生表示，企業的社會責任和優良的客戶服務已成為行業的核心經營原則。

「以食品行業為例，業界均明白食品安全與衛生是重要一環，因此願意投放大量資源，以加強對食品品質的監控，冀能進一步提升產品質素及衛生水平，保障消費者健康。我鼓勵同業積極參與『貼心企業』嘉許計劃，並以良好服務贏得業界和消費者的認同，讓本港的食品行業可給予公眾更大的信心。」

Apply now to become a shining example to industry 立即報名 成為業界的卓越榜樣

Applications for the scheme are open until August 31, 2011. Interest parties, please download the application form and send the completed form before the submission deadline.

For details of the scheme, please visit the website: www.consumercaresingapore.com.

「貼心企業」嘉許計劃報名日期由即日起至2011年8月31日。有興趣人士，請下載申請表格，並將截止報名日期前把填妥的報名表格郵寄/親身遞交香港貨品編碼協會。

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GS1 Hong Kong Unveils Revamped Website with New Look, New Content

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What's New?

GS1 Hong Kong is pleased to announce the launch of newly revamped corporate website (www.gs1hk.org). The site features a new look and feel with enhanced communications capabilities. Clear, direct communication and an improved user-friendly website interface make it easier for members and visitors to search for answers and review GS1 Hong Kong's unique strategies and services in supply chain and logistics management. Improved navigation enables users to quickly locate areas of interests, such as global supply chain standards and technologies, services and solutions information, industry-related resources, and more.

The new website incorporates the EPCglobal Hong Kong site into a single unified platform. It also has many streamlined features, from up-to-date news to tools and resources available for downloads.

The products and service section provides members and visitors with all the information they need about our full range of services and solutions, such as GS1 Barcoding Services, B2B e-commerce services - ezTRADE, one-stop product quality information portal - BarcodePlus, global traceability platform for goods and information flow, ezTRACK.

The industry engagement section contains information about retail, food, logistics and healthcare, to enable industry players to stay abreast of the latest development in supply chain management.

The website will soon be available in Traditional and Simplified Chinese. With the site's enriched features, latest information and the consolidation platform, the new website will provide members and visitors with a pleasant and fulfilling experience.

香港貨品編碼協會誠意推出革新網站(www.gs1hk.org), 革新後的企業網站除面貌煥然一新外, 還強化互動溝通能力。清晰、簡潔及改良的用戶界面, 方便會員和瀏覽者尋找他們需要的資料, 及搜索本會在供應鏈和物流管理方面的策略和服務。網站改良的瀏覽功能, 讓用戶更快捷輕易地搜尋資訊, 如全球供應鏈標準和技術、服務、解決方案及行業相關的資料等。

協會將以往獨立運作的EPCglobal香港網頁歸納於革新網站內, 成為一站式資訊平台。革新網站除了強化瀏覽及搜索功能外, 還具備豐富的資源, 諸如最新資訊、工具以供參考及下載。

新網站內的產品和服務欄目, 為會員及網站訪客提供協會各項服務與方案的詳盡資料, 包括GS1條碼服務、B2B電子商貿服務「通商易」、一站式產品品質資訊網站BarcodePlus, 以及全球貨品及資訊流追溯平台「縱橫網」等。

至於物流和醫療護理欄目則提供零售、食品、物流及醫療護理行業的重要資訊, 讓企業時刻掌握最新的行業發展動態。

此網站即將提供繁體和簡體中文版本。革新版本的網站具備強化的功能、最新資訊及綜合平台, 將為會員和訪客帶來更佳的網上瀏覽體驗。

GS1 Barcodes Enable Unsafe Product Prevention Solution for Consumer Protection



GS1條碼 防預不安全產品 加強消費者保障



Notorious cases of contaminated food products have sparked the awareness of and concern about food safety and consumer protection. Food safety is critically important to industries in the supply chain amidst stringent local and worldwide regulations on food safety. Companies beset by food safety problems might face colossal damage to its reputation. Time is ripe for companies to focus on the food safety program to ascertain its efficiency and effectiveness in consumer protection.

食物安全問題深受各界及市民關注。本港與其它國家已經制定日益嚴謹的食物安全、法例和指引，監察處理和運送食物製品在供應鏈中是否合乎安全。若企業生產的食品不符合安全標準，不但令公司聲譽受損，消費者健康也受到威脅。企業應該提高食品安全標準並且檢討食品安全計劃，以保障消費者。



As a pilot user of UPPP, A.S. Watson Group tried out the system at one of its "INTERNATIONAL by PARKnSHOP" food stores earlier this year.

作為防預不安全計劃的試點用戶，屈臣氏集團在早前率先於其旗下百佳 INTERNATIONAL 其中一間店舖內試行系統。

➤ Safeguarding consumer safety by launching UPPP

As an industry-led organization, GS1 Hong Kong plays an indispensable role and cooperates with various industries to enhance food safety and product quality in Hong Kong through the provision of global supply chain standards, technologies and best practices and standard-based solutions. With reference to Korea's success in retail automation and control program "Unsafe product screening system" (UPSS), GS1 Hong Kong initiated an unsafe product prevention program (UPPP) in September 2010 with an aim of enhancing food safety and consumer protection.

Leveraging the uniqueness of GS1 Keys, the barcode (unique identification numbers) attached on a product acts as a gatekeeper to avoid defective or insecure products from being sold in the market. Whenever there is a food safety concern, product safety information will be transmitted to the POS terminal to prevent the sale of unsafe products to consumers. With GS1 Barcode's globally unique ID numbers, consumers can access vital product information such as product authentication and product quality assurance.

➤ Pilot User appreciated the values of UPPP

As a pilot user of UPPP, A.S. Watson Group has tried out the system and appreciates the values of it which empowers the company to optimize product safety and consumer protection. On the "Food Safety Management and Traceability" Seminar organized by GS1 Hong Kong on May 12, Mr. Peter Johnston, General Manager, Quality, Food Safety & Regulatory Affairs, A.S. Watson Group (HK) Ltd shared his successful experience in implementing the system at the retail level with the participants came from the retail business.

The result of the pilot was encouraging and paves the way for full-scale implementation. "The benefits of this solution will successfully block the sale of unsafe products. This is a very clear benefit to our business and customers", said Mr. Johnston.

With the inception of UPPP at local retail stores since September 2010, significant progresses have been made in safeguarding consumer safety. The UPPP system complements the prevailing rapid alert and enables barcode registry for speedy retrieval of unsafe product information. Such electronic applications enable effective and efficient communication among various stakeholders that minimizes the possibilities of human errors and ensure the safety of product purchase. Whenever the barcode is scanned by POS at the checkout counter, an alarm will ring for unsafe products, and the POS monitor reads: 'Unsafe Product - Sale Blocked'.

➤ 保障消費者安全 推出防預不安全產品計劃

作為供應鏈行業領導的組織，香港貨品編碼協會一直與各行業緊密合作，通過提供全球供應鏈標準、應用技術、最佳實務與標準為基礎的解決方案，協助業界加強本地食品安全和提高產品質量。參考韓國分會在韓國推行自動阻隔系統的成功經驗，香港貨品編碼協會於2010年9月，推行防預不安全產品計劃，旨在加強食品安全和消費者保護。

憑藉條碼內載入的GS1全球識別碼，銷售商可透過印於產品上破損的條碼，阻截破損或不安全的產品流出市面。當問題食品經過零售點(POS)系統條碼掃描器時，系統便會發出「不安全產品」信息，以防止不安全的產品銷售予消費者。透過GS1條碼的全球獨一無二識別編碼，消費者更可查閱產品的重要資訊，如產品認證和產品質量保證。

➤ 試點用戶受惠於系統所帶來的好處

作為防預不安全產品計劃的試點用戶，屈臣氏集團率先啟動試點項目，並受惠於系統所帶來的好處，有效提升產品安全和加強消費者保障。香港貨品編碼協會在5月12日舉辦的「食品安全管理及追蹤研討會」上，屈臣氏集團(香港)有限公司品質、食品安全及規市務總經理Mr. Peter Johnston與零售業務參與者分享他們在零售層面實施該系統的成功經驗。

Mr. Johnston表示，試驗結果令人鼓舞，未來計劃在各分店全面實施。「這個解決方案的好處在於有效地阻止不安全產品的銷售。顯然地，此系統對我們的業務和客戶帶來莫大裨益。」

防預不安全產品計劃自2010年9月在本地零售商店推行以來，在維護消費者安全上的成效顯著。該系統配合快速預警，運用條碼資料庫迅速檢索不安全產品的信息，此電子應用有效加

各方的溝通，減少人為錯誤和確保產品安全。

只要POS系統條碼掃描器遇上不安全產品，便會即時發出「不安全的產品，阻止銷售」警報，阻截出售不安全產品。

Mr. Peter Johnston, General Manager, Quality, Food Safety & Regulatory Affairs, A.S. Watson Group (HK) Ltd.
屈臣氏集團(香港)有限公司品質、食品安全及規市務總經理Mr. Peter Johnston.





"GS1 Hong Kong has provided substantial assistance to us in rolling out the whole program. We have looked at all the issues, the costs, the practicality, the technical and IT issues in order to come up with a plan on how to implement this that would apply to our stores", Mr. Johnston added.

"I believe in the near future we will have UPPP implement in all of our stores and I hope this system can be applied all over Hong Kong", Mr. Johnston concluded.

Collaboration and concerted efforts are required to ensure a true success of the program. In this regard, GS1 Hong Kong strives to work closely with all stakeholders in the wholesale and retail industries to promote product quality and safety for the betterment of the populace.

Barcode information in Rapid Alert System for Prevention of Unsafe Products

In a bid to safeguard public safety and garner traders' prompt and appropriate response to proactively stop the sale of or recall unsafe food products, the Centre for Food Safety (CFS) introduced the Rapid Alert System (RAS) in 2008. Through this system, information on the RAS form such as name of affected products, reasons for recall and advice to trade is disseminated effectively to operators to alert them to food incidents with potential local impact.

To increase the effectiveness of the alert system, CFS enhanced the RAS form by adding a new element – GS1 Barcode, with effect from May 16, 2011. The universally recognized identification numbers allow traders to identify the potential affected products and take swift and proper actions.

Barcode registry of unsafe product information is vital and significant with versatile applications. Whereas barcodes in RAS inform businesses on the details of unsafe food products; barcodes in wholesale and retail products alert consumers and stop the sale of unsafe products at the checkout counter. Ultimately, by enhancing product safety, UPPP will help corporations maintain competitiveness in the global market.

Mr. Johnston表示：「香港貨品編碼協會協助我們推行防預不安全產品系統計劃。我們已經深入了解與系統相關的成本，實用性，技術問題和資訊科技等各項問題，以便制定一個全面的推行方案。我相信在不久的將來，我們將可在所有商店推行此計劃，期望這個系統可以應用於本港所有的零售商。」

防預不安全產品系統的成功，需要各方的協作和努力。在這方面，香港貨品編碼協會致力與所有利益相關方密切合作，在批發和零售產業，改善產品質量和安全標準。

快速警報系統上的條碼資訊有助阻截不安全產品

為保障公眾安全和提供迅速和適當的反應，主動停止銷售或召回不安全食品，食物安全中心(食安中心)於2008年推出快速警報系統(RAS)。通過這個系統，不安全產品會登記在快速警報系統，如受影響的產品名稱、產品召回的原因及業界建議等等，並將不安全食品的訊息傳遞給營運商，提醒他們潛在食物事故的影響。

為了提高警報系統的成效，食安中心加強快速警報系統表格的內容，自2011年5月16日起，表格已加入不安全產品上的條碼資料，以提升檢索效率。全球認可的識別碼，允許商戶更有效地找出潛在受影響的產品，並採取迅速和適當的行動。

條碼資料在查找、發放及阻截不安全產品的應用上起著關鍵的作用。快速警報系統表格上的產品條碼資料，協助企業取得不安全食品的資訊；在批發和零售層面上，條碼可在付款櫃檯阻截銷售不安全產品。透過提高產品的安全，防預不安全產品系統將幫助本地企業在全球市場保持競爭力。



Jiangyin Internet of Things (IoT) RFID



Co-developed by GS1 Hong Kong and the Committee of Jiangyin Economic Development Zone's Sensor Network Industrial Park, the establishment of the Jiangyin Internet of Things (IoT) RFID Demonstration Centre is in line with the goals of technological advancement and innovation outlined in the twelve Five-Year Plan and as part of the continuous and dedicated effort of GS1 Hong Kong to facilitate the industry adoption of RFID technology through cross-border collaboration.

The public will soon have the opportunity to experience the latest RFID technologies and how these technologies and applications enable smarter businesses and improve quality of life in the new Demonstration Centre in Jiangyin city, Jiangsu Province.

香港貨品編碼協會一直致力透過跨界合作，推動業界採納EPC/RFID技術。配合「十二五規劃」加快科技進步和增強創新能力的目標，由香港貨品編碼協會與無錫江陰高新科技創業園共同合作成立的江陰市物聯網(IoT)無線射頻識別技術(RFID)演示中心，將進一步推動業界採納以標準為基礎的RFID技術。

在不久將來，大眾將可在位於江蘇省江陰市的演示中心親身體驗最新的RFID技術，進一步了解RFID技術與應用如何提升業務效率及改善人們的生活質素。

Jiangyin Internet of Things RFID Demonstration Centre Establishes to Facilitate the Development of Internet of Things

The 4th RFID centre set up by GS1 Hong Kong in collaboration with Municipal Governments

江陰市物聯網無線射頻識別技術演示中心 促進物聯網發展

第四家由香港貨品編碼協會與市政府合辦的RFID中心成立



Demo Centre facilitates IoT/RFID development

Occupying an area of more than 2,200 square feet, the Centre aims to raise public's awareness and knowledge of RFID technology, inspire innovation of RFID technologies and applications, as well as facilitate the development and industry adoption of RFID technology in the Jiangsu Province for business growth and sustainability, which will be soft launched in July 2011.

Building on the successful experience in setting up the Guangdong Province RFID Industry (Foshan) Base Demonstration Centre, Shenzhen RFID Centre and Hong Kong RFID Centre, GS1 Hong Kong has put forth efforts to establish the RFID technology knowledge transfer platform in partnership with the committee of Jiangyin Industrial Development Hi-tech zone to push forward the development of the IoT industry.

Focusing on key industry verticals strategic to mainland China, the Centre will link the RFID community comprising product vendors, technology providers, academic organizations, government departments and potential end users to exploit the full potential of RFID.

Five zones featuring innovative RFID applications with best practices solutions

The Centre shows the latest RFID applications in the core industries, demonstrating an extensive suite of EPC/RFID solutions applicable to different operational and daily environments. The benefits of RFID technology are multifaceted.

Manufacturing and logistics zone for higher efficiency and visibility of supply chain management: The zone demonstrates the utilization of various applications and versatilities of

演示中心促進物聯網 / RFID技術發展

佔地2200餘平方呎的演示中心，旨在提高公眾對RFID技術的認識和了解，促進RFID發展並鼓勵更多RFID創新應用，推動江蘇省企業採納此先進技術以提升業務增長和持續性發展。該中心將於2011年7月試行運作。

秉承以往於粵港不同地方成立RFID演示中心的成功經驗，包括廣東省RFID產業(佛山)基地演示中心、深圳市RFID中心及香港RFID中心，香港貨品編碼協會與江陰經濟開發區新傳感網產業管委會合作，共同構建RFID技術知識轉移平台，推動物聯網產業發展。

以展示國內具策略性的產業範疇的RFID技術應用為重點，該中心將連繫RFID社群——產品供應商、技術供應商、學術機構、政府部門和潛在用戶，全面發揮RFID技術的潛能。

五大特色區 展示創新RFID應用與最佳實踐方案

該中心展示了RFID在多個核心產業上的最新應用，並介紹EPC/RFID在不同的操作和日常環境中廣泛的應用方案，展現RFID技術在商業領域及人們生活所帶來的多重好處。

生產物流區提升供應鏈管理效率：該示範區展示多種能提高物流管理效率和供應鏈透明度的RFID應用方案。與此同時，參觀者更可親身體驗和了解以EPC為基礎的全球化追蹤及追溯平台「縱橫網」如何有效地追蹤供應鏈上的貨物流向，協助企業實現點對點資訊透明度。



Jiangyin IoT RFID Centre will be soft launched in July 2011.
江陰市IoT RFID演示中心將於2011年7月試行運作。



RFID technology in boosting the efficiency and transparency of logistics management. Visitors shall learn how ezTRACK—a global track-and-trace EPC-based RFID platform helps enterprises achieve end-to-end visibility by effectively tracking the movements of their goods and shipment throughout the supply chain.

Retail zone demonstrates the future store and new shopping experience: It showcases a wide range of applications including smart fashion shop, RFID-enabled supermarket, jewelry store, gift shop, and sushi bar. Take the smart fashion shop as an example, a customer picks up a piece of RFID tag-embedded clothing and puts it in front of the RFID reader, the intelligent mirror will generate 'mix-and-match' options to help customers make the right choice. How to keep the sushi fresh and ensure food safety? RFID enables each sushi dishes to be tracked automatically via tag readers, ensuring that only the freshest ones are served to the customers.



Public Service zone for drug and patient safety: To provide patients with safe and quality treatment, RFID enables healthcare traceability and security through drug information, drug supply chain (cold chain), intelligent drug cabinet, patient and medical device location tracking. RFID technology helps to ensure the right person is given the right medication with the right dosage at the right time via the right route. The adoption of GS1 global standards and standard-based technology has improved medical products' traceability, data integrity, and ultimately enhance patient safety and efficiencies in healthcare supply chains.

Smart Home to experience the convenience from modern home: Home appliances tagged with RFID device enhance modern lifestyles. At the smart home, visitors can experience how RFID can make people's life easier and smarter. For example, when a resident searches for misplaced items like wallets or mobile phones, one only needs to activate the home RFID application and the lost item will be displayed on a display panel. It will also be easier to monitor the exact amount of items and their expiry dates inside a refrigerator equipped with RFID.

High-tech zone: The zone highlights the unique values of Cloud Computing which enables enterprises to start initiatives on the IoT with small investment and provides them the flexibility to grow along with business expansion. The zone also demonstrates the latest RFID technology and tags.

With more than 20 creative and interactive displays, the Centre also drives RFID adoption by building a knowledge base of RFID technology, solutions and successful implementation for sharing. To arouse public awareness of RFID benefits, the Centre will organize technology trainings, seminars, conferences and seminars.

零售區展示未來嶄新購物體驗：零售層面上的RFID應用多元化，在零售區內展示一系列創新應用，包括智能時裝店，結合RFID技術的超市、珠寶店、禮品店和壽司店等。以智能時裝店為例，當顧客手持附有RFID標籤的衣服並將之置於RFID閱讀器前，智能鏡子便會自動顯示各種衣飾配搭，以供客戶選擇。另外，如何才能保持壽司新鮮和確保食品安全？RFID技術則能自動追蹤每件壽司在壽司輸送帶上的停留時間，確保客戶時刻享用最新鮮的食品。

公共服務區保障病人安全：RFID的追蹤及追溯能力，能協助醫療護理界提升病人安全及改善醫療質量，透過在藥品供應鏈(冷凍鏈)、智能藥物櫃和病人及醫療設備上應用RFID技術，醫療護理人員可更有效地追蹤藥物及掌握醫療設備的流向。RFID技術更能確保正確的藥物及適當的劑量，能在準確的時間循合適的途徑給予正確的病人。採納GS1國際標準及以標準為基礎的技術，不但提高醫療產品的可追溯性，也加 數據的完整性，達至保障病人安全和提高供應鏈的效率的最終目的。

智能家居，體驗現代家居所帶來的便捷：附有RFID標籤的家用電器能提升人們生活的水平。置身在智能家居中，參觀者可以體驗RFID令人們生活變得更輕鬆、更聰明。假設在家中無法找到錢包或手機等物品時，只需 動RFID系統，放置錯誤的物件便會自動呈現在顯示屏上。配備了RFID技術的冰箱，也擁有監控食物品存放量及到期日的智能功能。

高科技區：該區凸顯雲端運算的獨特模式及價值，憑藉透過雲端運算平台，企業只需投放少量的資源，便可實現物聯網方案，令業務擴展更具靈活性。該區域還展示了最新RFID技術和標籤。

除了20多個創意和互動展示，中心還提供以RFID技術為基礎的解決方案和成功實例。為了加深公眾對RFID的認識及進一步了解RFID技術所帶來的裨益，該中心將籌辦技術培訓、研討會及會議，歡迎各界踴躍參與。

For more information about the Centre, please contact us at (852) 2861 2819.

如欲查詢更多有關該中心的資料，歡迎致電 (852) 2861 2819。



FIRST IoT CERTIFICATION PROGRAM

CO-LAUNCHED BY GS1 HONG KONG
AND GUANGDONG RFID
TECHNOLOGY SERVICE CENTER

香港貨品編碼協會與
廣東省RFID公共技術支援中心合辦
**國際物聯網及
RFID培訓及認證計劃**



The "Internet of Things"(IoT) has become one of the strategic industries supported and developed by the 12th Five-Year Plan for National Economic and Social Development. Undoubtedly, the emergence of the IoT is shaping our world with the rapid globalization of communications and technologies.

「物聯網」(IoT)是國民經濟和社會發展第十二個五年規劃中重點策略性新興產業之一。隨著全球化通訊及技術的迅速發展，物聯網將改變世界的面貌。

Equip IT practitioners with necessary skills and knowledge in IoT

GS1 Hong Kong, as a proponent of RFID technology and a local chapter of an international supply chain standards body, is collaborating with like-minded stakeholders to drive the adoption of global supply chain management standards and enabling technologies. With an aim to equip industry players with latest technologies and tools to excel in the globalized economy, GS1 Hong Kong joined hands with Guangdong RFID Technology Service Center (GDRC), introducing the Internet of Things (IoT) and RFID Certification Program in Guangdong Province in 2011.



助IT從業員掌握物聯網的專業技能和知識

香港貨品編碼協會作為一個倡議推動RFID技術的先驅與國際供應鏈標準組織的本地分會，一直致力與志同道合的夥伴合作，同推動全球供應鏈管理標準及應用技術。於2011年，香港貨品編碼協會與廣東省RFID公共技術支援中心(GDRC)攜手推出物聯網和RFID培訓及認證計劃，旨在協助業界在全球化經濟中，掌握最新的技術和工具。

Four types of certification courses are offered:

- > Certified IoT and RFID Application Engineer;
- > Certified IoT and RFID Architect;
- > International IoT and RFID Standards Public Service Platform Certification Program; and
- > International IoT and RFID Standards Certification Program.

國際物聯網及RFID培訓及認證計劃包括：

- > 國際物聯網及RFID應用工程師
- > 國際物聯網及RFID架構師
- > 國際物聯網及RFID標準公共服務平台認證
- > 國際物聯網及RFID標準認證

The Second Certified IoT and RFID Architect & Certified IoT and RFID Application Engineer Courses to be held in Guangzhou

Firstly launched in Guangzhou in April 2011, two certification courses, namely Certified IoT and RFID Application Engineer and Certified IoT and RFID Architect, were successfully conducted and well-attended by IT practitioners. The next Certification courses for Certified IoT and RFID Application Engineers, as well as IoT and RFID Architect will be held in July and August 2011 respectively.

Certified IoT and RFID Application Engineer on July 28 and 29 Certified IoT and RFID Application Engineer is a two-day course for RFID practitioners with the objectives of harnessing the talents of IoT and the application of RFID solution design and development knowledge, as well as IoT and RFID standards for public service platform integration technology.



第二期物聯網及RFID架構師及應用工程師專業課程將於廣州舉行

首屆物聯網及RFID應用工程師和物聯網及RFID架構培訓/認證課程，在2011年4月成功在廣州舉辦，並獲資訊科技從業人員的踴躍參予。承接第一期認證課程的成功，第二期的物聯網及RFID應用工程師和物聯網及RFID架構師將分別於2011年7月和8月舉行。

為期兩天、專門為RFID從業員而設的物聯網及RFID應用工程師專業課程將於7月28及29日舉行，旨在提升參加者在物聯網和RFID應用解決方案設計與發展部署，以及物聯網和RFID標準公共服務平台的整合技術方面的知識與技能。

The syllabus comprises:

- > Introduction of GS1 Standards and EPC/RFID technologies;
- > Background of IoT
- > EPC/RFID implementation examples and cases;
- > EPC standards and systems
- > Introduction of RFID standard public service platform and integration requirements

本課程包括：

- > GS1標準和EPC / RFID技術介紹
- > 物聯網的背景
- > EPC / RFID技術應用例子和案例
- > EPC標準和體系
- > RFID標準公共服務平台介紹和整合要求

Certified IoT and RFID Architect on August 4 and 5

Aiming to equip participants the knowledge of and expertise in IoT/RFID standards and system architecture, as well as internal systems and external service platform of IoT/system integration technology, the certification course for Certified IoT and RFID Architect covers the theoretical aspects of IoT and is intended for RFID solution developers and technical staff for system development who already have had at least two-year experience in the Computing/ IT industry.



物聯網和RFID架構師專業課程將於8月4和5日舉行

特別為有志於物聯網行業發展、並具備兩年或以上的RFID解決方案開發人員和系統開發技術人員而設，物聯網和RFID架構師證書課程內容，涵蓋物聯網的各種理論與應用，旨在提升參與者在物聯網/RFID標準與架構、企業內部系統和外部物聯網服務平台 / 體系的整合技術等方面的專業知識與能力。

The two-day course covers:

- > Background and development of IoT;
- > Introduction to technical framework of IoT;
- > EPC global Architecture Framework Technical description;
- > RFID middleware technology and applications; and
- > RFID technology and application of information sharing architecture

為期兩天的課程內容包括：

- > 物聯網背景和發展
- > 物聯網的技術架構介紹
- > EPC global技術架構框架介紹
- > RFID中間件技術和應用，以及
- > RFID信息分享架構技術技術和應用

The International IoT and RFID Standards Public Service Platform Certification Program, as well as the International IoT and RFID Standards Certification Program will be launched later this year.

國際物聯網及RFID標準公共服務平台認證，以及國際物聯網和RFID標準認證項目將於今年下旬推出。

For more information about the IoT Certification Program, please visit <http://www.gs1hk.org/en/home.html>, or contact Mr. George Lo at (852) 2861 2819 or email to Georgelo@gs1hk.org.

如欲獲得更多有關國際物聯網及RFID培訓及認證計劃的資料，請瀏覽<http://www.gs1hk.org/en/home.html>，或致電 (852) 2861 2819 / 電郵至 Georgelo@gs1hk.org 與本會的羅世榮先生聯絡。



GS1 HONG KONG ALL-IN-ONE SOLUTIONS YIELD GREATER RETURN ON INVESTMENT FOR WINE INDUSTRY

香港貨品編碼協會一站式解決方案
為葡萄酒產業帶來
更大的投資回報



Wine has become increasingly popular ever since the HKSAR government announced the exemption of wine duties in 2008. Together with the strong demand for wine in the mainland China and Hong Kong, Hong Kong is the world's largest wine auction centre, opening up new opportunities for wine industry players.

In a bid to help businesses to ride the wave of the booming wine market, GS1 Hong Kong offers a comprehensive range of products and solutions for wine industry. The all-in-one solutions integrate the proven GS1 applications with best practices, adding value to the wine supply chain, including logistics and warehouse management, product authentication, retail and distribution improvement, cold chain management and product data management solutions.

Logistics and warehouse management boosts efficiency

Logistics and warehouse management has been complicated by a lack of product or carton identification that leads to pick-pack inefficiency and inventory inaccuracy. GS1 Standard-based system facilitate supply chain visibility from point to point via automation, whereas the application of RFID auto-identification data capture applies to various levels of inventory control (warehouse, pallet, carton, picking, and product levels) enhance in-stock, out-stock, and stock take efficiency and profitability of warehouse.

自香港特區政府在2008年宣佈豁免葡萄酒稅後，葡萄酒越來越受大眾歡迎。加上近年中國大陸和香港葡萄酒的需求強勁，令香港成為世界上最大的葡萄酒拍賣中心，為葡萄酒業帶來大量商機。

為了協助企業有效抓緊葡萄酒市場快速增長的機遇，香港貨品編碼協會為葡萄酒業提供全方位的產品和解決方案。這個一站式解決方案結集最佳應用與實務，包括物流及倉庫管理、產品驗證、零售和分銷、冷凍鏈管理和產品數據管理解決方案等，為葡萄酒供應鏈創優增值。

物流及倉庫管理 提升效率

缺乏完善的產品或紙箱標識，往往導致包裝效率降低、庫存不準確，令物流及倉庫管理變得更形複雜。以GS1標準為基礎的系統，能透過系統自動化提升供應鏈點對點的透明度，而RFID(自動識別及數據擷取技術)在庫存管理各個環節中的應用，則能加強庫存管理，避免出現缺貨的情況，提高庫存效率和盈利。



Product authentication tool increases brand integrity

Product authentication solution powered by the EPCIS network enables supply chain e-pedigree visibility to guard against counterfeiting and prevents improper channel distribution. A secure label with unique identification number is encoded in product packaging to allow consumers verifying genuine products via the online website.

Smart tags installed in the wine corks include vital product information such as the bottle filling time, the grape variety, alcohol percentage, and other pertinent details. Such data facilitate efficient storage and distribution of wine. At the same time, wine distributors, retailers and consumers are able to learn the product details.

Optimize quality control with robust cold chain management solution

Likewise, retail and distribution is expedited with the application of EPCIS-standard traceability network allowing real-time visibility of goods and information flow from point of manufacturing to destination.

Visibility and traceability is especially important for temperature sensitive products like wine, which are especially vulnerable to in-transit temperature and humidity variations. To ensure product quality and inventory management, visibility is enhanced by cold chain management solution that registers precise temperature and humidity conditions. The EPCIS network captures real-time data on temperature, humidity, time and product locations in transit that facilitate inventory management but lower investment costs.

Product data management solution provides a portal "BarcodePlus" for business partners to access and share quality data with consumers via internet and mobile applications, which enhances brand awareness and product trustworthiness. To date, more than two million product records have been uploaded to the portal. By empowering our consumers and industry partners through online information exchange, GS1 Hong Kong will help local wine industry achieve sustainable business success and maintain competitiveness in the global market.

For more information about the all-in-one solutions for wine industry, please contact Heidi Ho at (852) 2863 9728 or via email heidiho@gs1hk.org.



SCM Best Practice | 供應鏈管理最佳實務 |

Wuliangye enhanced brand integrity through effective traceability and product authentication solutions

In an effort to counter the counterfeiters and enhance brand integrity, Wuliangye, a well-known liquor brand, has adopted the GS1's EPC/RFID based traceability system and product authentication technology since 2009.

Thanks to the application of RFID tags to each bottle of Wuliangye liquor, the unique identification numbers associated with RFID tags cannot be replicated by counterfeiters throughout the supply chain process. Moreover, the RFID track and trace system allows supply chain e-pedigree visibility for individual bottles from factories to warehouses and retail outlets. Such robust applications of RFID tags empower more efficient warehouse management, stamp out counterfeits, protect brand integrity, and lost of revenue to counterfeiting.

產品驗證方案 有助提升品牌信譽

以EPCIS網絡為基礎的產品驗證方案，透過電子履歷追蹤產品的流向，提高供應鏈透明度，以防止偽冒產品及避免產品經不正當的銷售渠道流出市面。附於每件產品包裝上的防偽條碼標籤，均配以獨一無二的識別碼，讓消費者可透過互網核實產品真偽。

而置於葡萄酒瓶軟木塞的智能標籤，則可載入產品的重要資訊，如入葡萄酒入瓶時間、葡萄品種、酒精含量。此等資料，將可提高葡萄酒儲存及分銷的效率及準確性，與此同時，更能讓葡萄酒分銷商、零售商和消費者更有效地掌握產品資料。

冷凍鏈管理解決方案 優化質量控制

同樣地，以EPCIS標準為基礎的追蹤及追溯網絡，能實現由生產地至目的地的實時貨品及產品資訊透明度，從而提升零售及分銷效率。

對於葡萄酒等對溫度敏感、易受運輸途中的溫差與濕度變化所影響的產品來說，供應鏈透明度和產品追蹤與追溯的能力尤為重要。冷凍鏈管理方案能準確記錄溫度和濕度變化的情況，確保產品質量和改善庫存管理。EPCIS網絡能擷取貨品在運送途中的溫度、濕度、時間和位置等實時資料數據，有效改善庫存管理及降低投資成本。

產品數據管理方案，為業界提供良好及有效的資訊發放與溝通解決方案，企業可透過一站式產品資訊平台BarcodePlus，與貿易夥伴及消費者分享產品資訊，讓各界可透過互聯網及手機隨時隨地瀏覽查閱產品質量資訊，從而提高品牌知名度和產品的誠信度。至目前為止，已有超過200萬個產品記錄經已上傳到BarcodePlus。通過促進消費者和貿易夥伴的資訊交流，香港貨品編碼協會將可協助本地葡萄酒業實現業務可持續增長及保持本地葡萄酒業在全球市場的競爭力。

如欲獲取更多有關一站式解決方案的資訊，
請致電 (852) 2863 9728
或電郵至heidiho@gs1hk.org
與本會何雅賢小姐聯絡。

防偽追溯和產品驗證方案 提升五糧液品牌信譽

為了打擊偽冒產品及加強品牌誠信，中國名酒品牌五糧液自2009開始採納GS1以EPC/RFID技術為基礎的防偽追溯及產品驗證技術。

每瓶五糧液酒均貼上以EPC標準為基礎的RFID標籤，標籤獨特的識別碼，令偽冒商難以在整個供應鏈過程中複製整套系統。此外，RFID追蹤和追溯系統所提供的電子履歷追蹤，可提升供應鏈透明度，讓業界能追蹤個別瓶子由生產廠房一直到倉庫和零售點的流向。此外，系統更能提高倉庫管理效率、杜絕偽冒產品、保護品牌信譽，以及減低偽品所引致的損失。





European Commission Endorsement

of New Industry Privacy Framework (RFID)

歐盟委員會認可
新的產業私隱
框架(RFID)

GS1 and Neelie Kroes, the Commission Vice-President in charge of the Digital Agenda, signed the new Privacy Impact Assessment (PIA) Framework for RFID applications at a ceremony in Brussels on April 6, 2011.

Signatories to the PIA Framework also include the main European associations representing the retail industry as well as some of the leading companies that will deploy RFID in Europe.

The new procedures have been drawn up to ensure the privacy of personal data because Radio Frequency Identification (RFID) becomes more commonplace. They were developed by commercial companies under the leadership of GS1.

The PIA process sets out the initial analysis and then the risk assessment which RFID operators should carry out to determine any potential privacy risks and the steps to take to eliminate them. It is expected that the use of the PIA framework will increase consumer trust in the technology, which will increase adoption of RFID technology in Europe.

The new PIA framework is in line with the European Commission RFID Recommendation of May 12, 2009. It was approved by the Article 29 Data Protection Working Party established by the Recommendation. GS1 work on the Framework builds on its Privacy Guidelines for Consumer Products developed in 2003 and adopted in 2005.



今年4月，GS1與主管數碼議程的歐盟委員會副主席Neelie Kroes於布魯塞爾簽署了新私隱影響評估下的無線射頻識別(RFID)技術應用框架(PIA)。簽署該框架的單位還包括代表歐洲零售行業的主要協會，以及一些計劃在歐洲市場應用RFID技術的領導企業。

鑑於RFID技術日漸普遍，作為開發與管理全球標準的國際組織，GS1領導各商業機構制定確保個人資料隱私的新程序。新的PIA程序羅列出RFID營運商應當執行的初步分析及風險評估的步驟，以確定和消除任何潛在的隱私風險。展望將來，新PIA的RFID應用框架將增加消費者對RFID技術的信任，並擴大RFID在歐洲的應用範圍及層面。

這項新PIA的RFID應用框架，與歐盟委員會於

2009年5月12日提出對RFID的建議一致，並獲第29條資料保護工作小組所批准。GS1運作的框架乃根據其在2003年研發及在2005年所採用的消費者產品的個人隱私準則。



New Traceability Implementation Guidance

for U.S. Seafood Supply Chain

為美國海鮮食品
供應鏈而設的
「追溯實施指南」

A new implementation guide for applying traceability standards in the U.S. seafood supply chain was recently announced by the National Fisheries Institute (NFI) and GS1 US.

Jointly developed by NFI, GS1 US, and U.S. seafood industry stakeholders, the document provides consistent, practical seafood-traceability guidance for voluntary industry-wide use. Organizations that contributed to the Traceability For Seafood: U.S. Implementation Guide also include: American Seafood, Bumble Bee Foods, Darden Restaurants, Glacier Fish, Gorton's, Handy International, Icelandic Seafoods, Inland Seafoods, North Carolina State University, Pacific Seafoods, Red Chamber, and Trace Register.

The Guide defines minimum requirements and best-practice recommendations for tracking seafood as it moves through the supply chain from farms to processors, suppliers, distributors, retailers, and foodservice operators. Based on the GS1 System, the guidelines apply to all types of seafood products for human consumption as well as all levels of product hierarchy – which may include shipping logistics unit information, lots, pallets, cases, consumer items with data elements, etc.



美國國家漁業協會和GS1美國分會發佈新的「追溯標準實施指南」，協助美國海鮮食品供應鏈持份者實施產品追溯。

該指南由美國國家漁業協會、GS1美國分會與美國海鮮食品行業持份者聯合草議，為整個海鮮食品行業提供一致、實用的指引，以實施海鮮追溯。參與此實施指南的機構還包括(American Seafood)、大黃蜂食品(Bumble Bee Foods)、達登餐館(Darden)、Glacier Fish、高頓公司(Gorton's)、Handy International、Icelandic Seafoods、Inland Seafoods、北卡羅萊納州立大學、太平洋海鮮和Red Chamber及Trace Register。

「追溯實施指南」界定追溯海鮮產品從供應鏈，即從魚場至加工商、供應商、分銷商、零售商和食品服務運營商各流程的最低要求和最佳實踐建議。該指南以GS1標準系統為基礎，可應用於所有食用海鮮，以及追溯海產處理流程的流向資料，包括航運物流資訊、批次、貨盤、貨箱和載有數據元素的消費品。

The guide is free and available for download at http://www.gs1us.org/sectors/fresh_foods/seafood or www.aboutseafood.com/about/usseafood-traceability-implementation-guide

該指南可於以下網址免費下載。
http://www.gs1us.org/sectors/fresh_foods/seafood
或www.aboutseafood.com/about/usseafood-traceability-implementation-guide

The Development and Best Practices of UHF RFID Technology Applications Conference

UHF RFID技術應用的發展與最佳實踐研討會

March 18 3月18日

GS1 Hong Kong co-organized "The Development and Best Practices of UHF RFID Technology Applications Conference" with the Higher Education Libraries on UHF RFID Application Working Group in Shenzhen, China. The conference included four main sessions: (i) The UHF RFID Technology, (ii) UHF RFID Library Data Model, (iii) Standardization Issues, and (iv) the Best Practices. Mr. KK Suen, Chief Architect and Principal Consultant of GS1 Hong Kong delivered a speech on RFID and Library Business.

由香港貨品編碼協會與高校圖書館超高頻(UHF)無線射頻識別(RFID)技術應用工作小組合辦的「UHF RFID技術應用的發展和最佳實踐」交流會，已在早前於深圳順利舉行。這次會議的主題包括：1.UHF RFID技術，2.UHF RFID圖書館數據模型，3.標準化問題，以及4.最佳實踐。在活動上，香港貨品編碼協會總工程師及首席顧問孫國江先生跟與會者分享RFID技術與圖書行業的應用。

GS1 Hong Kong Took Part in Caring Company Award Presentation Ceremony

香港貨品編碼協會參與「商界展關懷」頒獎典禮

April 19 4月19日

The Caring Company presentation ceremony organized by the Hong Kong Council of Social Services (HKCSS) was successfully held on April 19, 2011. GS1 Hong Kong, amongst other 2200 companies and organizations, was awarded the Caring Organization Logo 2010/11 for its effort in caring for the community and commitment to corporate citizenship.

由香港社會服務聯會(社聯)主辦的「商界展關懷」頒獎典禮已於2011年4月19日圓滿結束。今年，超過2,200多家企業和機構獲得嘉許，當中，香港貨品編碼協會獲社聯頒發2010/11年度「同心展關懷」標誌，代表著本會一直以來，關懷社群和實踐企業公民的承諾被肯定。

Hong Kong RFID Awards Winning Projects Sharing Program Briefing 2011

香港無線射頻識別大獎獲獎方案分享與簡報會2011

April 21 4月21日

Previous Hong Kong RFID Awards Winners (Sik Sik Yuen, PCCW solutions Limited, and Convergence Systems Limited, etc) were invited to share their winning cases to inspire innovations to develop and design RFID and related applications to tackle the business issues in the Hong Kong RFID Awards Program Briefing on April 21, 2011. Potential participants of industrial sectors also learned about the award categories, the entry requirements, the judging panel and track records.

在2011年4月21日舉行的香港無線射頻識別大獎簡報會，多名前得獎者(包括齋色園、電訊盈科企業方案有限公司及Convergence Systems有限公司)獲邀出席，跟與會者分享其獲獎項目及成功經驗，以啟發業界的創造力，開發和設計與RFID相關的應用，以解決業務問題及提升營運表現。透過是次簡報會，各有意參與今屆選舉的人士對各個獎項的細節、參選資格、評審委員及相關事項有更深入的了解。

Food Safety Management and Traceability Seminar

食品安全管理及追溯研討會

May 12 5月12日

In a bid to raise the industry awareness on the application of advanced technology in product and food safety, GS1 Hong Kong hosted a seminar titled "Food Safety Management and Traceability Seminar" in May, with representatives from major retailers including Vitasoy, Citysuper, Tsit Wing, Vanguard and others in attendance. Mr. John Keogh, Senior Vice President of GS1 Canada talked about the global initiatives on food safety and traceability, whereas Mr. Peter Johnston, A. S. Watsons commented on the application of Unsafe Product Prevention Program (UPPP) at the retail level.

為了讓業界進一步認識先進技術如何有效加強產品和食品安全，香港貨品編碼協會在五月舉辦主題為「食品安全管理及追蹤」的研討會。是次研討會獲業界及大型零售商的踴躍參與，出席者包括維他奶、Citysuper、捷榮、華潤萬家等機構的代表。會上，GS1加拿大分會高級副總裁John Keogh，跟參加者分享全球的食品安全和追溯項目的進程，另一位主講者屈臣氏集團(香港)有限公司品質、食品安全及規管市務總經理Mr. Peter Johnston，則講述在零售層面應用「防預不安全產品系統」的經驗。

How to Turn your Return-On-Investment (ROI) from Negative to Positive? A Day for Solution

行業研討會 探討如何把投資回報由負轉正

May 27 5月27日

GS1 Hong Kong organized the seminar on "How to Turn your Return-On-Investment (ROI) from Negative to Positive? A Day for Solution" in May 27. Ms. Heidi Ho, Manager, Industry Engagement, GS1 Hong Kong and Mr. Henry Soo, Managing Director, DataDevelop Consulting Ltd, offered advice on value chain management and practical skills to maximize return on investment with lower risk premium.

香港貨品編碼協會在5月27日舉辦主題為「如何把你的投資回報(ROI)由負轉正」的研討會。兩位主講者，香港貨品編碼協會企業拓展經理何雅賢小姐和DataDevelop Consulting Ltd董事總經理蘇超良先生(Henry Soo)，跟參加者分享價值鏈管理策略，以及有效提升投資回報減低風險的實務技巧。

Practical Tips for Sustaining in the Chinese Mainland Market Seminar

「在中國大陸經營酒業的竅門」研討會

June 2 6月2日

To enhance the understanding of wine chain business, distribution and channel management, GS1 Hong Kong and the Hong Kong Wine Merchants' Chamber of Commerce (HKWMCC) jointly organized a seminar on sustaining the wine industry in Mainland. At the event, Mr. Henry Ho, President of HKWMCC shared with participants on his business acumen, whereas Mr. Raymond Ho, Logistics Systems Consultant, Pro-Tech Systems Ltd talked about the strategies to sustain wine business in Mainland.

為了協助業界加深對葡萄酒連鎖業務、分銷和渠道管理的認識，香港貨品編碼協會聯同香港酒商會舉辦專為葡萄酒行業而設的研討會，討論在內地經營酒業的竅門。在活動中，香港葡萄酒商會創會會長何耀康先生，跟與會者分享其營商的經驗及看法。Pro-Tech Systems Ltd物流系統顧問何鍾泰先生，則跟在場人士分享在內地營運葡萄酒業的成功策略。

GS1 Hong Kong supports 2011 Retail Asia Expo

香港貨品編碼協會全力支持2011年亞洲零售業博覽會

June 14 – 16 6月14日至16日

GS1 Hong Kong presents the latest traceability solution in 2011 Retail Asia Expo with Ms Anna Lin, Chief Executive, GS1 Hong Kong attended the opening ceremony as one of the officiating guests. The 3-day Expo was held from June 14 to 16, 2011 in the Hong Kong Convention and Exhibition Centre, showcasing the latest products and services from over 250 leading multi-national companies and featuring a series of interactive educational seminars, workshops, and exhibitions.

香港貨品編碼協會於2011年亞洲零售業博覽會中展示最新的產品追溯方案。在博覽會的開幕日，本會總裁林潔貽女士獲邀為開幕典禮的主禮嘉賓之一，為活動揭開序幕。為期3天的博覽會，於2011年6月14日至16日在香港會議展覽中心舉行，參展的跨國企業超過250多間，展出最新的產品和服務。主辦單位更舉辦一連串互動教育講座、研討會和展覽，讓各界人士互相交流。

'Grabbing the Keys to Successful' RFID Implementation Seminar Series

「抓緊成功的鑰匙 RFID最佳實務」系列講座

June 17 6月17日

Representatives from enterprises implementing RFID technology and potential end users attended the seminar organized by GS1 Hong Kong to stay abreast of the latest development in tag sourcing to excel their operation and management efficiencies. Mr. KK Suen, GS1 Hong Kong and Mr. Jonson Yue, Director, RFID Business, Avery Dennison Asia Pacific commented on RFID tags market applications, standards and adoption updates.

旨在協助有意採納RFID技術的企業及用戶掌握最新的標籤採購資訊，以提供企業營運效益及管理效率，香港貨品編碼協會特別舉辦「抓緊成功的鑰匙—RFID最佳實務」系列講座。在活動上，香港貨品編碼協會總工程師孫國江先生和艾利丹尼森RFID亞洲業務發展總監余頌源先生詳細介紹RFID標籤的應用、標準及最新發展。

GS1 Hong Kong Training Programs

香港貨品編碼協會培訓課程

Barcode Workshop 條碼基本概念及應用範疇工作

Date 日期: 27/7/2011, 25/8/2011

Advanced Barcode Workshop 條碼進階課程工作坊

Date 日期: 8/9/2011**Venue** 地點: Conference Room, GS1 Hong Kong Office
香港貨品編碼協會會議室**Contact Details** 聯絡資料:

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GS1 Hong Kong 香港貨品編碼協會

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
香港灣仔告士打道160號海外信託銀行大廈22樓

Tel 電話 : (852) 2861 2819 Email 電郵 : info@gs1hk.org

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