

SupplyChain PLUS



The official newsletter issued by GS1 Hong Kong
香港貨品編碼協會會刊

**SCOR Professional Community
set up to lift industry awareness for
better supply chain efficiency**

SCOR專業委員會創立
提升業界對供應鏈效率的認知

**RFID and Smart Technologies
shine at Shanghai Expo 2010**

無線射頻識別與智能技術
照亮2010上海世博會



Keep cool
with brand new **cost-effective cold chain management solution**

嶄新冷凍鏈管理方案 時刻保持貨件最佳狀態

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(852) 2863 9733

Revitalizing your Supply Chain to Accelerate Growth

The 10th GS1 Hong Kong Supply Chain
Management Excellence Summit 2010
5 Nov, 2010 JW Marriott Hotel



What's New :

- **Distinguished speakers**
Speeches by respected business leaders,
and the Top 25 Supply Chain Companies for 2009 selected by AMR
- **Case sharing**
Revealing inside information on successful implementation projects,
including winning cases of the 3rd Hong Kong RFID Awards
- **Future vision**
Presentations on future-shaping technology concepts,
such as Traceability, Internet of Things and Green Supply Chain
- **Technology showcase**
The latest supply chain technological applications and
solutions on display
- **Networking**
A rare opportunity to mingle with different
supply chain user groups during evening cocktails

Special joint program (20-22 Oct 2010)

Participate in the Hong Kong Smart City + Forum
cum Study Tour at Shanghai World Expo

- Exclusive visits to companies' operation sites to experience best practices and see the business implementation of RFID and supply chain related enabling technologies
- Networking with Hong Kong SAR and Chinese senior government officials as well as the Chinese business community
- Priority group visit to certain pavilions



Finance Tech Forum 2010
Change and Innovation in the New Global Economy

What will happen when finance shakes hands with technology?

www.questexevents.net/ft

- Business opportunities as the West eyes the East to spur growth
- The rise of China's banking and finance
- The post-crisis era of risk and compliance
- Banking 2.0 – new operating models, embracing social media
- A vision of real-time business performance management
- Rethinking the infrastructure: the virtual and dynamic data center
- Security and business continuity

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Hong Kong - Taiwan Business Cooperation Committee established to help facilitate cross-strait trade



In a bid to facilitate economic and trade relationship between Hong Kong and Taiwan and foster closer cooperation in areas such as trade, investment and tourism, the Hong Kong SAR Government set up the Hong Kong-Taiwan Economic & Cultural Co-operation & Promotion Council (ECCPC) and the Hong Kong-Taiwan Business Co-operation Committee (BCC) on April 1, 2010.

Mr. David Lie, Executive Chairman of Newpower International (Holdings) Co Ltd is the BCC Chairman, and other committee members including Ms. Anna Lin, Chief Executive of GS1 Hong Kong, are from a variety of sectors including supply chain management, finance, investment, manufacturing, trading, law and tourism. All members are appointed for a two-year term which can be extended.

The newly formed committee will collaborate with its Taiwan counterpart, the Hong Kong-Taiwan Economic and Cultural Co-operation Council to further facilitate a closer cooperation between Hong Kong and Taiwan.

「香港－台灣商貿合作委員會」成立協助促進兩岸貿易

為促進香港與台灣之間的經濟及貿易關係，以及進一步加強兩地在貿易、投資及旅遊業領域方面的合作，香港特區政府於2010年4月1日成立了「港台經濟文化合作協進會」(ECCPC)及「香港－台灣商貿合作委員會」(BCC)。

「香港－台灣商貿合作委員會」的主席為新大中集團執行主席李大壯先生，其他委員會成員包括香港貨品編碼協會總監林潔貽女士，則來自各個行業，包括供應鏈管理、金融、投資、製造、貿易、法律及旅遊。各委員任期為兩年，並可續任。

新成立的香港區委員會將與「港台經濟文化合作協進會」的台灣要員共同合作，進一步促進香港與台灣的合作關係。

GS1 General Assembly

concluded with success in Malaysia

2010年GS1全球年會會議於馬來西亞圓滿結束



Hosted by GS1 Malaysia in Kuala Lumpur, Malaysia, from May 17-20, 2010, the GS1 General Assembly 2010 themed "From vision GS1 Standards in Action, GS1 united for new opportunities" brought together GS1 Board Members, and more than 170 General Assembly representatives from 68 countries.

The four-day assembly, aimed at providing a unique platform for Member Organizations (MOs) all over the world to share best practices, hear inspiring stories and learn new strategic initiatives and progress on the development and implementation of standards. The event also provided an opportunity for the GS1 community to meet with new Board Members.

To kick start the event, Mr. Miguel Lopera, President and Chief Executive Officer of GS1, delivered the opening address and gave an update on various breakthrough projects and initiatives of GS1 during 2009/2010. "Visibility and B2C constitute our next inflection point. We must be ready for change and strengthen our business profile and internet knowledge, accelerate our decision making process, as well as See One Vision, Speak with One Voice and Act as One Organization", Mr. Lopera said.



Mr. Miguel Lopera, President and Chief Executive Officer of GS1.
GS1主席及行政總裁 Miguel Lopera先生。

Best Practices Shared at the Plenary Sessions

The Assembly was divided into plenary sessions with principal discussion topics surrounding the development and delivery of breakthrough initiatives in GS1's core sectors including Healthcare, Transport & Logistics (T&L) and Retail.

Among the speakers at the Healthcare plenary was GS1 UK Chief Executive Mr. Gary Lynch, who chaired the session and shared the patient safety issues of the National Health Service in England. Other highlighted topics of the plenary included sharing on successfully managing a local Healthcare user group and maintaining relationships with governmental bodies, and the ways of supporting traceability in Healthcare.



GS1 UK Chief Executive Mr. Gary Lynch.
GS1英國分會的行政總裁 Gary Lynch先生。

由GS1馬來西亞分會於2010年5月17至20日在馬來西亞首都吉隆坡舉辦、以「從願景到行動，GS1攜手創新機」為主題的2010年GS1全球年會會議，雲集GS1理事會成員及來自全球68個國家，超過170個全球年會會議代表參與活動。

為期四天的會議，為來自全球的GS1成員組織提供了一個獨一無二的平台，一同分享最佳實務、聽取充滿啟發性的報導，以及獲取最新的策略性項目及全球標準發展與推行的進程。此外，GS1社群可藉著會議認識新的理事會成員並進行交流。

GS1主席及行政總裁Miguel Lopera先生為會議致開幕詞，並公佈GS1於2009/2010年度各項突破性計劃及項目的進程，他說：「(供應鏈)透明度及商業對消費者(B2C)將成為我們的下一個轉折點。大家必須為改變作好準備，加強我們的業務範疇、增強互聯網知識、加快決策過程，並建立共同視野、以同一種聲音及以統一的組織來付諸行動。」

主題論壇分享最佳實務

今屆的GS1全球年會會議以不同的主題論壇進行，內容圍繞GS1的核心業務發展領域，包括醫療護理、運輸及物流與零售業的重要討論議題，以及具突破性的發展項目和成果。

主持醫療護理主題論壇的GS1英國分會行政總裁Gary Lynch先生，跟與會者探討英國國家衛生事務局病人安全的議題。該環節的重點議題，還包括有效管理本地醫療護理用戶小組、與政府組織建立良好關係的成功之道，以及支援醫療供應鏈追溯的方法。



At the Transport & Logistics plenary, speaker from GS1 UK talked about where GS1 are in T&L globally whereas representative of GS1 Sweden shared successful examples of T&L standards implementation in Sweden.

Chaired by Ms. Anna Lin, Chief Executive, GS1 Hong Kong, the Retail plenary included five panels that gave a comprehensive perspective on:

- Traceability and Recall roles in supporting Food Safety
- EPC-enabled Anti-counterfeiting
- Food Service and Data Quality
- B2C MobileCom and GS1's role in Trusted Product Information
- Sustainability and its approach to Standards Development

"The five topics indicate GS1's role in enabling significant advances to businesses and individuals' daily lives is enormous as we move towards the vision of a Safe, Connected and Sustainable World. GS1 will stay relevant and to continue to add value to our business community and society," said Ms. Lin.

Vision for the Future

Mr. Joseph Phi, President and Executive Director of IDS Group and Chairman of GS1 Hong Kong, was invited to speak at the Afternoon Plenary – "From vision to action, GS1 united" on May 18. Mr. Phi shared his inspirational thoughts on the emerging trends in supply chain management and the role of GS1 within that. His visionary speech received an excellent response from the global community.

At the closing plenary – "GS1 Member Organization in Action" – GS1 MOs shared their success stories and examples of GS1 standards implementations in the Retail, Healthcare and Logistics industries which provided valuable references for sister organizations to serve their communities.

The Annual GS1 General Assembly was voted a great success by the GS1 Community that reflected the key values of inspirational leadership, collaboration and innovation in promoting the adoption of GS1 standards across the world.



Ms. Anna Lin, Chief Executive, GS1 Hong Kong.

香港貨品編碼協會總監林潔貽女士。

在運輸及物流的主題論壇上，來自GS1英國分會的講者闡釋GS1在全球運輸及物流業上所擔綱的角色，而GS1瑞典分會的代表則分享其瑞典運輸及物流業應用全球標準的成功例子。

由香港貨品編碼協會總監林潔貽女士主持，包括五個主題演講的零售論壇，深入探討以下各項議題：

- 追溯及回收在支援食品安全上所擔當的角色
- 以EPC為基礎的防偽技術
- 食品業及數據質量
- B2C流動通訊及GS1在可靠的產品資訊上所扮演的角色
- 可持續性及其在標準發展的方向

林潔貽女士稱：「這五個主題說明，我們正朝向締造一個安全、緊密連繫及可持續發展的世界之願景進發，GS1在促進商業發展及提升人們生活質素方面將所扮演重要角色。GS1將緊貼社群，為商界及社會繼續增值。」

未來視野

利和經銷集團總裁及執行董事暨香港貨品編碼協會主席彭焜耀先生獲邀出席在5月18日舉行的「從願景到行動，GS1攜手協作」主題論壇，並以供應鏈管理的新趨勢及GS1的角色為主題，發表具啟發性的演說，為在場的GS1全球組織帶來莫大啟迪。

在「GS1成員組織起動」為主題的閉幕環節上，GS1成員組織分享他們在零售、醫療護理及物流行業上實施GS1標準的成功經驗，並為其他成員組織在服務社群方面提供極具參考價值的範例。

GS1全球年會會議在GS1社群的熱烈掌聲中圓滿閉幕，體現GS1社群在推動GS1標準應用的卓越領導能力、合作精神與創意。



Mr. Joseph Phi, Chairman of GS1 Hong Kong.

香港貨品編碼協會主席彭焜耀先生。

SCOR PROFESSIONAL COMMUNITY

SET UP TO LIFT INDUSTRY AWARENESS FOR BETTER SUPPLY CHAIN EFFICIENCY



SCOR專業委員會創立 提升業界對供應鏈效率的認知

To further promote awareness and industry adoption of Supply Chain Operations Reference-model (SCOR) in Hong Kong and Southern China, SCOR Professional Community, a supply chain steering committee was set up in April 2010.

The main purposes of the Community are to:

- increase awareness of SCOR;
- raise the recognition of SCOR professionals in industry;
- enhance SCOR adoption and practice in organizations; and
- develop and share SCOR industry solutions and knowledge.

為進一步加強業界對供應鏈運作參考模式(SCOR)的認知及提升SCOR在香港及華南地區的普及應用，SCOR專業委員會於2010年4月創立，擔當督導業界在供應鏈範疇上的發展要職。

該協會創立的主要目的，包括：

- 提升業界對SCOR的認知；
- 加強業界對SCOR專業人士的認可；
- 加強SCOR在企業機構的應用和實踐；以及
- 開發和分享SCOR行業方案和知識。

The Community consists of representatives from various industry professionals and key stakeholders from green supply chain, food, consumer electronics and healthcare sectors. The SCOR Professional Community is chaired by supply chain veteran Mr. Michael Tung, Vice Chairman, Supply-Chain Council-Greater China Ltd. "I am delighted to see the establishment of SCOR Professional Community and it is my privilege to have been given the opportunity to chair the Community. The setup of the Community will enable us to further promote the SCOR-model to more industry sectors in Hong Kong and Southern China through collaborative efforts," he said.

SCOR is developed and endorsed by the Supply Chain Council (SCC) as the cross-industry standard for supply chain management. "There is a lack of platform for local supply chain practitioners and company employees to share their knowledge and experience in supply chain management. I hope that through the SCOR Professional Community, more and more companies in Hong Kong and Southern China will become aware of the benefits of SCOR, which provides a comprehensive analysis of a supply chain performance and greatly reduce cost of supply chain operations," Mr. Tung said.

In the next months, SCOR Professional Community will organize open seminars about SCOR for local businesses; collaborate with SCC on project funding opportunities as well as provide coaching to local companies on supply-chain improvement using SCOR.

該委員會的代表成員包括：各個行業的專業人士，以及綠色供應鏈、食品、消費電子及醫療行業的從業要員。SCOR專業委員會由供應鏈業界翹楚，現職為國際供應鏈協會大中華區副主席董柏成先生擔任為主席。他表示：「我很高興看到SCOR專業委員會的誕生，並深感榮幸能出任為委員會的主席。SCOR專業委員會的成立令我們能透過彼此合作，進一步將SCOR模式推廣至香港及華南地區更多的行業。」

SCOR是供應鏈管理的跨行業標準，同時受國際供應鏈協會制定和認可。董先生續稱：「本地的供應鏈實務從業者及公司員工缺乏一個能分享供應鏈管理知識和經驗的平台，我希望透過SCOR專業委員會，能讓更多香港和華南地區企業認識到SCOR的好處。SCOR對供應鏈效能提供全面分析，能顯著減輕供應鏈運作的成本。」

SCOR專業委員會將會在未來數月為本地企業舉辦SCOR公開研討會，並與國際供應鏈協會就項目集資展開合作，以及就如何利用SCOR加強供應鏈為本地公司提供指導。



Mr. Michael Tung is the Chairman of the newly established SCOR Professional Community.

董柏成先生為新成立的SCOR專業委員會主席。

Board Members of the SCOR Professional Community 2010/2011

Chairman:	Mr. Michael Tung, Vice Chairman, Supply-Chain Council-Greater China Ltd.
Vice Chairmen:	Mr. Wesley Chan, Head of Supply Chain & Technology, Tsit Wing Coffee Co., Ltd. Ms. Florence Mui
Secretary:	Mr. Lawrence Tse, Senior Business Development Manager, GS1 Hong Kong
Advisor:	Mr. Raymond Ng, Chief Operating Officer, GS1 Hong Kong
Founding Members:	Twelve key stakeholders from green supply chain, food, consumer electronics and healthcare industries

SCOR專業委員會2010/2011年度理事會成員

主席	國際供應鏈協會大中華區副主席董柏成先生
副主席：	捷樂咖啡有限公司供應鏈及科技總監陳彼信先生 梅淑婷小姐
秘書：	香港貨品編碼協會高級業務拓展經理謝漢忠先生
顧問：	香港貨品編碼協會營運總監吳展耀先生
創會成員：	包括來自綠色供應鏈、食品、消費電子及醫療保健行業的12名從業要員



Lining up: core members of the SCOR Professional Community.
SCOR專業委員會的主要成員並排而立。

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GS1 Hong Kong GDSN Data Pool V7.0 fully compliant with Certification Criteria

香港貨品編碼協會

**全球數據同步網絡數據池V7.0
完全符合認證標準**



The exchange of standard and proprietary information under the Global Data Synchronization Network (GDSN) can only be achieved if the GS1 Global Registry and all data pools conform to stringent certification standards where the network's reliability and security are assured.

With the aim of ensuring each Certified Data Pool is in compliance with the GDSN Data Pool Certification Criteria Policy, GDSN Board Certification Committee comprising representatives from the GDSN Certified and GDSN Interoperability Certified Data Pools conducted an annual Data Pool Audit in 2009. In order to successfully pass the audit and retain the GS1 GDSN Certification seal, a data pool must comply with the criteria outlined in the GDSN Certification Criteria policy, namely Technical Performance, Implementation Performance, Operational Performance, Security Performance and Legal Obligations Criteria.

In this audit, 70 GDSN-Certified Data Pools activate in more than 27 countries were certified compliance of which GS1 Hong Kong's Data Pool v7.0 was confirmed to be fully compliant with the Certification Criteria.

只有通過符合嚴格認證標準的GS1全球註冊資料庫及數據池，始能確保網絡的可信性及安全性，並實現全球數據同步網絡(GDSN)中標準及專利資料的互換。

為確保每個認可數據池均符合GDSN數據池認證標準的規定，由GDSN認可及GDSN互通認證數據池代表組成的GDSN認證委員會於2009年進行年度數據池審計。為成功通過審計和取得GS1 GDSN認證標籤，每個數據池必須符合「GDSN認證標準」的規定，並在技術、執行、操作、安全表現及法律義務各方面達標。

在這次審計中，超過27個國家共70個已啟動的GDSN數據池，包括香港貨品編碼協會的數據池v7.0，參與測試並被確定為完全符合全球認證標準。

RFID AND SMART TECHNOLOGIES SHINE AT SHANGHAI EXPO 2010

Announcement | 重要通告

無線射頻識別與智能技術 照亮2010上海世博會



The Hong Kong Pavilion has a sleek, contemporary design and is located in front of the China Pavilion.

香港館座落在中國館旁，外形優美並富有現代感。

Spanning 184 days from May 1 to October 31, 2010, the World Exposition 2010 Shanghai (Shanghai Expo) is a realization of a better world through the use of technology and innovation.

於2010年5月1日至10月31日舉行、為期184天的中國2010年上海世界博覽會(上海世博會)透過科技及創意，展示更美好世界。

With over 200 countries, cities and international organizations taking part in the exhibition and 70 million visitors from China and around the world expected, the Shanghai Expo looks set to be the largest World Expo ever held. Under the theme "Better City, Better Life", the Shanghai Expo focuses on urban living in the 21st century showcasing the very best of urban culture, innovation, science and technology.

全球逾200個國家、城市 and 國際組織於本屆上海世博會參展，預計來自中國及全球各地的遊客將達7千萬人，可望成為有史以來最大型的世博會。上海世博會圍繞「城市，讓生活更美好」為主體，聚焦二十一世紀的都市生活、展示最出色的城市文化、創新、科學和技術。

As one of the cities participating in the Shanghai Expo, Hong Kong is showcasing our city as a modern, vibrant and interconnected metropolis with high quality city life by participating in the Urban Best Practices Area (UBPA) exhibition.

作為上海世博會參展城市之一，香港透過參與「城市最佳實踐區」(實踐區)展覽，向公眾展現了一個高質素的大都會，擁有現代化、充滿動感和四通八達的城市生活。

Smart Card, Smart City, Smart Life


Themed "Smart Card, Smart City, Smart Life", Hong Kong's exhibition in the UBPA highlights how the extensive and innovative use of Radio Frequency Identification (RFID) and smart card technologies improves the quality and efficiency of life in Hong Kong.

智能卡、智能城市、智能生活

香港在實踐區的展覽以「智能卡、智能城市、智能生活」為主題，展示了如何廣泛和創新地使用無線射頻識別(RFID)及智能卡技術，提升香港的生活質素和效率。

Explaining why smart card and RFID technologies have been chosen as the core of Hong Kong's UBPA exhibition, Deputy Secretary for Commerce and Economic Development (Communications and Technology) Mr. Alan Siu said, "The objective of the UPBA is to provide a platform for countries, regions and international organizations to share their experience and best practices in sustainable city life by showcasing proven solutions which can help to improve the efficiency of people's everyday lives and their standard of living. Hong Kong's wide

在談到為何選擇智能卡和RFID技術作為香港實踐區的展覽內容時，商務及經濟發展局副秘書長(通訊及科技)蕭如彬先生表示：「城市最佳實踐區展覽的目的是為國家、地區和國際組織提供一個平台，以展示經實踐驗證、有助提升日常生活效率及生活水平的解決方案，讓市民分享在可持續發展城市生活方面的經驗和最佳實踐。在香港，RFID技術及其他智能卡系統的廣泛應用，為科技如何能改善日常生活提供絕佳的例子。」



Virtual hosts showcase the extensive use of smart card and RFID technologies in Hong Kong.
虛擬導賞員介紹在香港日常生活中廣泛使用的智能卡及無線射頻識別技術。

adoption of the RFID technology and other smart card systems are the perfect example of how technology can enhance daily life.”

“Hong Kong’s smart card systems have inspired similar applications around the world such as London’s Oyster Card, and its technology has been exported to the Netherlands and Dubai,” he added.

“Virtual Hosts” introduce visitors to innovative RFID applications

Mr. Siu describes Hong Kong UBPA exhibition as “innovative, participatory and forward looking”. One of the best examples of these qualities is a series of videos showing the many different faces of Hong Kong on a 360-degree circular screen that interacts with 14 vertical LED panels. On the other side of the 14 vertical display panels, visitors experience the way Hong Kong uses smart card and RFID technologies through “virtual hosts”. The innovative applications include existing smart cards such as Octopus cards, and Smart Identity cards, plus new and future RFID applications. These include Hong Kong International Airport’s integrated RFID baggage reconciliation and management system; the use of smart retail systems to enhance customer service; the use of smart cards in schools to improve administration and communications with parents and to enhance learning; an “intelligent” sushi bar; anti-counterfeit initiatives to ensure food safety and product quality; smart identity cards helping deliver healthcare vouchers for the elderly; and the use of smart cards to improve electronic medical record-keeping and patient care.

Besides taking part in the UBPA Exhibition, Hong Kong also operates a standalone Hong Kong Pavilion, and as part of the Expo Online project has constructed a “virtual” pavilion, and a “virtual” UBPA exhibition. An exciting range of events, cultural performances and forums will also promote Hong Kong throughout the Expo period.

他續說：「香港的智能卡系統啟發了全球其他城市推行類似的應用，例如倫敦的Oyster卡，另外有關技術更輸出至荷蘭和杜拜等地。」

「虛擬導賞員」向參觀者介紹創新的 RFID 應用

蕭先生以創新、參與性強及具前瞻性來形容香港在實踐區的展覽。其中一個例子是透過與14個垂直LED顯示屏的互動，在360度環迴銀幕上播放一系列視像影片，展示香港的不同面貌。在顯示屏的另一面，遊客可透過「虛擬導賞員」體驗在香港使用智能卡及RFID技術的模式。創新應用包括八達通卡及智能身份證等現有的智能卡，以及未來的RFID應用，其中包括：香港國際機場的整合式RFID行李確認及管理系統；使用智能零售系統提升客戶服務；在學校使用智能卡，以提升管理及加強與家長的通訊和加強學生學習；智能壽司吧；透過防偽技術確保食物安全及產品質素；利用智能身份證為長者提供醫療券；以及使用智能卡加強保存電子病歷及對病人的護理。

香港除參加實踐區展覽外，還興建了一個獨立的香港館，以及設立了一個虛擬實踐區展館，它是「網上世博」項目的一部分。另外，一系列推廣香港的活動、文化表演及論壇將貫穿整個上海世博會期間。



Mr. Alan Siu, Deputy Secretary for Commerce and Economic Development (Communications and Technology).
商務及經濟發展局副秘書長(通訊及科技)
蕭如彬先生。

Come and Join Hong Kong Week (Oct 18 – 22)

The highlight of Hong Kong's participation in the Shanghai Expo will be Hong Kong Week, which runs October 18 – 22. During the Hong Kong Week GS1 Hong Kong will partner with Hong Kong Public Key Infrastructure (PKI) Forum Limited to organize the Hong Kong Smart City Forum cum Study Tour at the Hong Kong Week from October 20 – 22.

The forum will gather a panel of early-adopters, professionals and experts in RFID and PKI technologies to present views on how these technologies realize the "Smart Card, Smart City, Smart Life" vision and how this will evolve in the future.

"GS1 Hong Kong is delighted to be a part of the Shanghai World Expo. Fully in line with our mission to facilitate the local adoption of global supply chain standards and enabling technologies, the UBPA and the Hong Kong Smart City Forum will help drive the adoption of RFID technology and promote the image of Hong Kong as a modern, vibrant and interconnected metropolis with high quality city life built on creativity and innovation," said Ms. Anna Lin, Chief Executive of GS1 Hong Kong.

More details about the forum and study tour will be announced later. For more details about Shanghai Expo, please visit www.hkexpo2010.gov.hk. You can also experience some of the RFID applications showcased at Shanghai Expo along with other examples of RFID applications, at the Hong Kong RFID Centre.

歡迎蒞臨香港週 (10月18至22日)

香港參與上海世博會的重頭戲將會是於10月18至22日期間舉行的「香港週」。在「香港週」期間，香港貨品編碼協會將與「香港PKI論壇」攜手籌辦「香港智能城市論壇暨上海世博會考察團」。

該論壇將薈萃RFID及「公匙基建」(PKI)技術的率先試用者、專業人士及專家，討論如何將這些技術體現「智能卡、智能城市、智能生活」的願景，以及介紹技術在未來的發展。

香港貨品編碼協會總監林潔貽女士表示：「香港貨品編碼協會感到非常欣喜能參與上海世博會。我們的使命是推動全球供應鏈標準和促成本地應用技術，與實踐區及『香港智能城市論壇』的目標完全一致，有助提升香港形象 - 建基於創造力和創新的優質城市生活，以及充滿現代化、動感及四通八達的都會。」

有關「香港智能城市論壇暨上海世博會考察團」詳情將稍後公佈。上海世博會詳情可瀏覽www.hkexpo2010.gov.hk。大家更可在「香港RFID中心」體驗在上海世博會展出的部分RFID應用，以及其他RFID應用範例。

Visit to Hong Kong RFID Centre, please contact
Ms. Grace Tsang of GS1 Hong Kong
at (852) 2863 9753 or
email to gracetsang@gs1hk.org for an appointment

如要預約參觀香港RFID中心，
請聯絡香港貨品編碼協會曾小姐
電話：(852) 2863 9753或
電郵：gracetsang@gs1hk.org

The pavilion's surface features interactive video graphics sensitive to the flow of visitors.

展覽結構的外觀會隨著參觀人數而轉變。



Keep Cool



with brand new, cost-effective cold chain management solution

嶄新冷凍鏈管理方案 時刻保持貨件最佳狀態

A new cold chain management solution backed by ezTRACK, a globalized traceability platform funded by the HKSAR Government between 2005-07, helps manufacturers, brand owners and logistics service providers ensure the quality and safety of perishable goods through real time track-and-trace for temperature monitoring.

In the hot and humid summer months, temperature sensitive products such as fresh food as well as pharmaceutical and biotechnology products are especially vulnerable to heat damage. In-transit temperature variations can have a dramatic impact on the quality and safety of products and can lead to monetary losses for all supply chain stakeholders. The ability to closely monitor and capture temperature changes along the supply chain in particular at point of transit is therefore crucial.

由香港特別行政區政府於2005至07年資助的全球追溯平台，以「縱橫網」(ezTRACK)作支援的嶄新冷凍鏈管理方案，有效協助製造商、品牌持有人及物流服務供應商透過實時追蹤及追溯貨況的溫度監控系統，確保容易腐壞貨品的質素與安全。

在炎熱和潮濕的夏季月份，一些對溫度敏感因而特別容易受高溫損害的貨品如新鮮食品、醫藥和生化技術產品，在運送的過程中，溫度變化可對貨品的質量及安全產生巨大的影響，從而令所有供應鏈的持份者蒙受金錢上的損失。因此，在整個供應鏈上進行密切監察及將溫度保持在適當的水平尤為重要。





Crystal clear traceability

Traditionally, temperature monitoring has been done manually and is usually done only for the whole truck or container, not for individual cases, pallets or items. It also takes a long time to perform data analysis and map locations using traditional temperature loggers.

Standard-based RFID is a proven technology that can provide real-time traceability and visibility of the movement of goods along the supply chain. In a bid to provide businesses operating temperature-sensitive supply chains with a cost-efficient and reliable traceability system for cold chain management, GS1 Hong Kong developed the Cold Chain Management Solution enabled by ezTRACK, a globalized track and trace platform based on EPC standards in partnership with Asia Pallet Pooling in 2009.

Benefits of GS1 Hong Kong's Cold Chain Management Solutions

This RFID-based Cold Chain Management Solution offers end-to-end supply chain visibility for perishable goods through a traceability platform that captures temperature data, time, and location data of the shipments along the supply chain with the following benefits:

1. LOWER cost compared with traditional temperature loggers
2. PRECISE temperature alerts during goods in transport
3. CLEAR chain of custody with comprehensive temperature history reporting
4. INEXPENSIVE "Cold Box" options available
5. OPEN-LOOP supply chains where stakeholders can communicate via a standardized platform and information portal
6. BETTER inventory management with more comprehensive product life span information enabled by the RFID temperature sensor tag.

準確追溯付運

傳統的溫度監控多由人手操作，亦只能對整部貨車或貨櫃進行監測，並不包括個別貨箱、貨盤或貨品。此外，利用傳統溫度記錄儀進行數據分析和估量運輸途程亦很費時。

以標準為本的無線射頻識別 (RFID) 技術證明可以在供應鏈的過程中對貨品提供實時追溯及提升點對點透明度。為對溫度敏感的供應鏈行業提供具成本效益及追溯功能的冷凍鏈管理方案，香港貨品編碼協會於2009年與泛亞棧板物流公司攜手合作，以「縱橫網」追蹤平台打造了以產品電子代碼 (EPC) 為基礎，可於全球進行追蹤及追溯的「冷凍鏈管理方案」。

香港貨品編碼協會冷凍鏈管理方案的優點

以RFID為基礎的冷凍鏈管理方案，透過追溯平台擷取容易腐壞的貨品在付運期間的溫度、時間及地點資料，大幅提升供應鏈的點對點透明度，並提供以下多個優點：

1. 較使用傳統溫度記錄儀的成本為低
2. 在貨品運送期間進行精確的溫度監測
3. 提供簡易清晰的保管序列紀錄與全面的溫度歷史報告
4. 多款低成本的「冷凍箱」可供選擇
5. 透過以標準為基礎的資訊平台，讓供應鏈持份者彼此交流
6. 採用RFID溫度感應標籤，掌握更全面的產品生命週期資訊，令貨存管理更具效率。





In a nutshell, the cold chain management solution with real-time alerts on temperature variations helps avoid product and food safety issues due to unsuitable temperature changes during transportation, and identify whether products have been spoiled during transportation. It also enhances logistics management by providing a clear chain of custody with comprehensive temperature history reporting for optimizing operations. The real time responses for both the shipper and receiver of the goods is another significant feature that contribute to time and cost saving.

總括而言，冷凍鏈管理方案透過實時預報溫度變化，避免在運輸過程因溫度產生變化而令食物及貨品變質，以及準確辨認貨品有否在運輸途中出現腐壞。此外，該方案透過全面優化的溫度變化監控報告，提供清晰的保管鏈以提高物流管理效率。此方案為運輸商及收貨人提供的貨品實時感應，有效節省時間，及減低成本。



GS1 Hong Kong Logistics Supply Chain Day attendees toured the Hong Kong RFID Center after the seminar. 出席「香港貨品編碼協會物流供應鏈管理日」的來賓在研討會完畢後前往香港RFID中心參觀。

Seminars demonstrating industry's benefits

Introducing the new Cold Chain Management Solution to the industry, GS1 Hong Kong organized three half-day seminars named "GS1 Hong Kong Logistics Supply Chain Day" on April 23 and 27 at the Hong Kong Science Park. Over 200 Hong Kong and Shenzhen companies from the food, pharmaceutical, logistics and retail sectors took part in the event.

RFID, as a first step towards the 'Internet of Things', is able to achieve real-time traceability of shipments and end-to-end visibility which can be interfaced with companies' software to achieve greater return on investment.

研討會向業界展示冷凍鏈管理方案優勢

為向業界介紹及推廣最新的「冷凍鏈管理方案」，香港貨品編碼協會在4月23及27日於香港科學園舉辦了名為「香港貨品編碼協會物流供應鏈管理日」，三個歷時半天的研討會，共吸引超過200間來自食品、製藥及零售行業的香港及深圳公司蒞臨現場參予。

RFID作為「物聯網」的第一步，不但可實時追溯貨物及提升點對點透明度，更可銜接各公司的軟件以實現更大的投資回報。



Mr. K.K. Suen, GS1 Hong Kong's Chief Architect and Principal Consultant told participants about some of the technology behind the Cold Chain Management Solution. "RFID tags containing temperature sensor monitor and communicate conditions inside isothermal transport boxes. The tracking process begins functioning when a warehouse management system notifies pickers which boxes require cold chain tracking through a portable device," he explained.

"Warehouse staff attach the sensor inside the box and seal it, then activate the tag using a handheld device. The tag begins recording temperature at pre-determined intervals. At the receiving end, the driver reads the box packing slip and uses a handheld reader to collect the temperature data, which is then transmitted to ezTRACK," he continued.



Mr. K.K. Suen, GS1 Hong Kong's Chief Architect and Principal Consultant.
香港貨品編碼協會總工程師及首席顧問孫國江先生。

香港貨品編碼協會總工程師及首席顧問孫國江先生向與會者講述有關冷凍鏈管理背後的技術，他解釋說：「RFID標籤包含了溫度感應監測器及內置等溫運輸箱的通訊儀器。當追蹤過程開始時，倉庫管理系統會通知哪一個裝箱需要透過可攜式設備進行冷藏追蹤。」

他續說：「倉庫工作人員會在裝箱內加上感應器並將它密封，然後利用手提式讀寫器啟動標籤，該標籤便會開始在預定的運輸途中紀錄溫度；在另一端的接收器中，司機可讀取從裝箱發出的簡報及利用手提式讀寫器來收集溫度數據，然後再傳送到『縱橫網』。」

Also, speaking at the event, Mr. Stanley Tseng, President of Asia Pallet Pooling who is GS1 Hong Kong's partner in cold chain solution emphasized the cost benefits of the Solution. "The ezTRACK enabled Cold Chain Management Solution is expected to cut 3 to 4% waste out of 30% plus of produce spoiled due to improper handling during transport in China. It is expected that the solution can save RMB 7.5 billion annually, take a minimum of 30,000,000 truck/trips off the road and reduce greenhouse gas emissions by 20,000,000 tons," noted Mr. Tseng.



Mr. Stanley Tseng, President of Asia Pallet Pooling.
泛亞棧板物流公司董事長曾鴻清先生。

在研討會中，香港貨品編碼協會「冷凍鏈管理方案」的合作夥伴泛亞棧板物流公司董事長曾鴻清先生強調該方案有效提升成本效益，並指出：「在中國，超過三成以上的貨品在運送途中因處理不當而變壞，透過『縱橫網』為追蹤平台的冷凍鏈管理方案，預計可減少當中3至4%的折損，這大概可節省75億元人民幣，減少至少3千萬次貨車運輸次數及減低溫室氣體排放量達2千萬噸。」

From pallet to pallet, temperatures within a shipping container can vary up to 35%, leading some industry sources to estimate that losses of up to 33% on perishable freight are common. "That is why building a smarter food supply chain is crucial," said Mr. Michael Ma, Senior Managing Consultant of IBM Greater China Group and the Supply Chain Leader of IBM China/Hong Kong Limited, sponsor of the event.



Mr. Michael Ma, Senior Managing Consultant of IBM Greater China Group and the Supply Chain Leader of IBM China/Hong Kong Limited.
萬國商業機器(IBM)大中華區高級管理顧問及IBM中國香港有限公司供應鏈管理主管馬家駒先生。

在裝箱及卸貨的過程中，集裝箱內的溫度可以有高達35%的落差，致使一些業內人士普遍會估計凡運送容易腐壞的貨品都會有高達33%的折損。活動贊助商萬國商業機器 (IBM) 大中華區高級管理顧問及IBM中國香港有限公司供應鏈管理主管馬家駒先生說：「這正說明建立一個更精明的食品供應鏈的重要性。」

A fresher approach

As RFID use continues to ramp up in the supply chain, it will give more and better visibility into assets, products and services that drive business success.

GS1 Hong Kong plays an important role in driving efficiency and visibility in the entire supply chain on a global scale, creating more actionable business intelligence that facilitates management decisions. Nowhere is this more critical than the fresh food and perishable goods supply chain, through solutions such as the Cold Chain Management Solution is helping businesses improve product quality and safety.

For more information about the ezTRACK enabled Cold Chain Management Solution, please visit http://www.epcglobal.org.hk/eztrack/coldchainflyer_E or contact Mr. Douglas Chan at douglaschan@gs1hk.org or Mr. K.K. Suen at kksuen@gs1hk.org.

全新方向

隨著RFID在供應鏈中的應用不斷上升，它將會在資產、產品及服務中提供更高及更佳的透明度，協助企業邁向成功。

香港貨品編碼協會在促進全球化供應鏈的效率及透明度方面扮演了重要角色，研發更多可行的商業智慧，以協助企業作出管理決策。在供應鏈的付運過程中，相信沒有比新鮮食品及容易腐壞的貨品更具關鍵性，而憑藉冷凍鏈管理方案，可協助公司提升貨品品質及安全。

查詢更多有關「縱橫網」冷凍鏈管理方案的資料，請瀏覽：http://www.epcglobal.org.hk/big5/eztrack/coldchainflyer_C 或聯絡陳志明先生(douglaschan@gs1hk.org)或孫國江先生(kksuen@gs1hk.org)。

ECR Asia Pacific Awards 2010

call for entries

ECR亞太區大獎2010

邀請企業參與競逐

Efficient Consumer Response (ECR) is a strategy that requires collaboration between trading partners to integrate their operations and eliminate barriers that impact their ability to satisfy consumers and drive out unnecessary cost. Over the past years, the ECR movement in Asia Pacific has gained tremendous momentum as suppliers, manufacturers, retailers, distributors and service providers seek to increase collaboration across the entire supply chain.

With the objective of recognizing the great efforts made in the ECR movement and to encourage cooperation and collaboration among trading partners in the Asia-Pacific region, the 12th ECR Asia Pacific Awards Presentation will be held during the ECR Asia Pacific Conference themed "Driving Sustainability for a Brighter Future" at the Crowne Plaza Mutiara, Kuala Lumpur, Malaysia from October 4 to 6, 2010.

Open to any companies nominated by the National ECR Boards who are affiliated to the ECR Asia Pacific, awards will be presented to three winning candidates to reward their outstanding achievements at the 12th ECR Asia Pacific Conference.

To be eligible for an award, the project must support the ECR Asia Pacific mission and objectives, and should be a "new initiative" or not yet presented before in ECR Asia Pacific Conferences. In addition, the project must involve collaboration and participation from both a retailer and supplier or logistics services provider in the pursuit of ECR best practices.

The winners will be judged by a panel established by ECR Malaysia and endorsed by ECR Asia Pacific Executive Council. To entry for the Awards applicants should submit a project and must be nominated and registered by the National ECR Board to ECR Malaysia on or before May 31, 2010. The submission of final presentations to ECR Malaysia will be on September 15, 2010.

「高效消費者回應」(ECR) 策略需要貿易夥伴之間互相合作，以整合彼此的運作、將影響其服務顧客的能力的障礙清除，以及避免不必要的開支。過去多年來，由於供應商、製造商、零售商、分銷商及服務供應商致力加強在整個供應鏈的合作，令ECR在亞太區取得了重大的進展。

在2010年10月4至6日在馬來西亞吉隆坡皇冠明珠酒店舉辦、主題為「加強可持續發展能力，創造光明未來」的ECR亞太區會議中，將舉行第十二屆「ECR亞太區頒獎禮」，以表彰業界在ECR活動上的努力及鼓勵亞太區貿易夥伴之間的緊密協作。

ECR亞太區大獎選舉接受ECR Asia Pacific屬下的「國家ECR委員會」提名的任何公司參加競逐，並將於第十二屆「ECR亞太區頒獎禮」向三名優勝者頒發獎項，藉此肯定他們的卓越成就。

要在競逐項目中脫穎而出，參賽項目必須支持ECR Asia Pacific的理念和目標，以及必須是一個全新的項目計劃，或未曾在ECR Asia Pacific會議中展出。此外，該項目在致力成為ECR的最佳典範過程中，必須有零售商及供應商或物流服務供應商之間的合作和參與。

獎項將由ECR Malaysia所組成的評審團選出，並須獲得ECR Asia Pacific執委會認可。競逐獎項的候選人除了要提交參賽項目外，還須由國家ECR委員會於2010年5月31日或之前向ECR Malaysia提名和進行登記。參賽者須於2010年9月15日或之前向ECR Malaysia 提交最後報告。

A.S. Watson Group Strengthens ties with China Suppliers through GS1 Hong Kong's EDI platform

屈臣氏集團採用香港貨品編碼協會EDI平台 加強中國供應商聯繫

Retail success is highly reliant on efficient supply chain operations and communicating quickly and effectively with multiple suppliers. With the establishment of electronic connections among trading partners, retailers can leverage real-time and structured data to process orders and invoices in a cost-efficient way. At A.S. Watson Group (ASW) ezTRADE – GS1 Hong Kong's B2B Electronic Data Interchange (EDI) platform - has been used extensively to optimize the order handling process with its suppliers in China.

PARKnSHOP is one of the first supermarkets in Hong Kong to use ezTRADE, a global-standards-conformant, community-based e-Commerce platform for buyers and sellers to conduct data exchange and paperless trading.

"Suppliers have always been our valuable long term business partners. Improving business relationship with suppliers is one of our key priorities," said Mr. Simon Tsoi, Senior Manager - Systems & Control, Retail Hong Kong, A.S.Watson Group. "We always look for fast and reliable methods of communication to enable our business partners to function more effectively and remove unnecessary costs from the supply chain. Therefore, ASW started using EDI invoicing in 2003."

Having used GS1 Hong Kong's ezTRADE in Hong Kong since 1997, given the proven benefits, ASW decided to extend the adoption of the EDI platform to PARKnSHOP and Watsons Your Personal Store in Mainland China in 2008.

To understand the specific requirements of our suppliers and internal staff, a pilot program was held with a selected group of suppliers in the same year. With reference to the pilot learnings, ASW began the rollout of the EDI platform to their China operation in 2009, resulting in around 540 trading partners of PARKnSHOP and 230 trading partners of Watsons joined the EDI program.

零售業的成功，很大程度上取決於高效的供應鏈操作，以及與多個供應商之間的快捷、有效通訊。零售商與貿易夥伴建立電子聯繫途徑，可透過低成本、高效益的途徑，利用即時、結構化的數據進行訂單和發票處理。屈臣氏集團透過廣泛使用香港貨品編碼協會「通商易」(ezTRADE)的商務對商務「電子數據交換」(EDI)平台，加強與中國供應商的訂單處理程序。

百佳超級市場是其中一間最早採用「通商易」的香港超級市場。「通商易」是一個符合全球標準、以社群為基礎的電子商貿平台，讓買家和賣家可藉此平台進行數據交換和無紙化貿易。

屈臣氏集團香港零售高級經理蔡俊光先生表示：「供應商向來都是我們重要的長期商業夥伴，而提升與供應商的業務關係正是我們的首要工作之一。我們一直尋求快捷、可靠的通訊途徑，以協助商業夥伴提升效率、減省供應鏈中不必要的開支。為此，屈臣氏集團早於2003年便開始使用EDI處理發票。」

屈臣氏集團自1997年起於香港採用香港貨品編碼協會的「ezTRADE」平台，有見平台所帶來的得益，集團於2008年決定將EDI平台的應用範圍進一步擴展至中國內地的百佳購物廣場及屈臣氏個人護理商店。

為了解供應商及內部員工的具體需要，我們於同年針對一組特選供應商開展了一個試點計劃。屈臣氏集團根據試點結果，於2009年著手在中國業務部推行EDI平台，並吸納了約540家百佳購物廣場貿易夥伴及230家屈臣氏貿易夥伴加入EDI計劃。



Mr. Simon Tsoi, Senior Manager - Systems & Control,
Retail Hong Kong, A.S. Watson Group.
屈臣氏集團香港零售高級經理蔡俊光先生。



“Suppliers who joined the EDI program have been benefited from the EDI program with improved communication. We had an overwhelming response from the suppliers. Now, 95% of Watsons and PARKnSHOP suppliers are using EDI Purchase Order (PO) and EDI invoicing for PO,” he said.

Knowledge transfer

“As the number of suppliers in China is more than that in Hong Kong with more diverse locations, it was expected that the initial stage of EDI implementation would be comparatively harder than in Hong Kong,” he said.

“EDI is a relatively new concept for the China market, so we have to spend more time on providing training to both our staff and suppliers. We have offered our staff in China a series of trainings, to ensure that they learn the fundamentals of the system and the concept of EDI and understand the advantages of using EDI.” The Group also organized a few large workshops about the EDI system for its China suppliers to ensure early success with EDI implementation.

Perfect matching

GS1 Hong Kong's ezTRADE service allows ASW's suppliers in China to send EDI invoice files to a messaging platform, where the invoicing data is automatically integrated into their back office systems. With the collaboration of GS1 Hong Kong, ezTRADE was soon handling all stock items for the Group in China with significant increase in efficiency. These include:

- a 60% reduction in workload due to the streamlined ordering process, improved data accuracy and reduction in manual data entry work.
- allowing suppliers to deliver goods without the need to arrange invoices in advance, which in turn helps shorten lead times and reduce delivery costs.

Moving forward, ASW is planning to expand the use of EDI to a wider community of its suppliers in China and implement EDI in other brands, and countries such as Malaysia, Singapore and Taiwan.

蔡先生說：「已加入EDI計劃的供應商因通訊能力提升而獲益，供應商的反應亦非常熱烈。迄今，已有95%屈臣氏和百佳購物廣場的供應商使用EDI處理訂單和發票。」

知識轉移

他補充說：「由於中國內地的供應商數量多於本港，地理位置亦較為分散，因此預計在EDI實施初期，難度會大於香港。」

「EDI在中國市場是較新的概念，因此我們要花多些時間培訓員工和供應商。我們已為中國員工提供了一系列培訓，以確保他們掌握系統的基礎及EDI的概念，從而了解使用EDI的優點。」集團還為中國供應商舉辦了多個有關EDI系統的大型講座，以此確保EDI在初期能順利實施。

完美配對

香港貨品編碼協會的「ezTRADE」服務讓屈臣氏集團在中國的供應商將EDI發票數據發送至一個訊息平台，並在該平台進行自動整合再送到後台辦公室系統。在香港貨品編碼協會的配合下，「ezTRADE」迅即處理集團在中國的所有存貨項目，從而大幅度提升效率。這包括：

- 透過系統化訂單處理、提升數據準確度及減少日常的手工數據輸入工作，將工作負荷減低60%。
- 供應商送貨時毋須事先安排發票，從而縮短了交付時間、亦減低了送貨成本。

展望未來，屈臣氏集團計劃將EDI的應用範圍拓展至更廣泛的中國供應商群體，並針對馬來西亞、新加坡及台灣等國家和地區及其他品牌推行EDI。

The Hospital Authority Hong and asset management 醫院管理局透過科技應用



Healthcare 醫療護理

The Hospital Authority Hong Kong enlisted GS1 Hong Kong's EDI platform, ezTRADE, to improve its procurement process and initiated a pilot study on the feasibility of RFID technology to enhance asset management.

醫院管理局引進香港貨品編碼協會以電子數據聯通(EDI)為標準的「通商易」(ezTRADE)平台以改善採購程序，同時進行一項利用無線射頻識別(RFID)技術改善資產管理的可行性研究。

In keeping with the mission to enhance patient safety through closer collaboration with the global healthcare sector, the Hospital Authority (HA) joined the global GS1 Healthcare user group, as a voting member in 2008. Aiming to deliver a win-win-win worldwide environment for consumers, providers and suppliers, it is beyond doubt that the global healthcare supply chains should work closely together to achieve optimal efficiency, increase necessary transparency and build traceability.

“With this goal in mind, we have set several key targets as part of its modernization plans for procurement and materials management. These targets include the establishment of an integrated supply chain data and information platform and the enhancement of risk management tools and processes. The vision is to establish a value-for-money seamless supply chain operation with maximum risk management.

Streamlining procurement process with B2B platform – ezTRADE

To maintain supply continuity and appropriate technology adoption at the frontline, HA has to secure a smooth supply of all the necessary medical consumables through bulk procurement from global suppliers. The procurement processes involve a large network of vendors, including pharmaceutical companies, medical consumables suppliers, as well as third-party equipment maintenance service providers.

Earlier on, in 1996, in a bid to modernize procurement and supplies management through the implementation of an e-procurement system, the HA had enlisted GS1 Hong Kong and adopted GS1 service by implementing ezTRADE – a business to business EDI platform using standard-based Interface for automatic identification and communication in the healthcare supply chain. As of December 2009, a total of 48 HA suppliers have joined ezTRADE with over 18,000 EDI Purchase Order transactions throughout the year.

ezTRADE facilitates information flow and increases operational efficiency

Traditional manual order processing involved a complicated workflow; and this process was compounded by non value-added tasks such as duplication of efforts on data entry and information dispatch subjected to slow modes of communication, i.e. sending orders through fax. Not only was it time consuming and manpower intensive, there was a high risk of human error in the communication process, which in turn incurred hidden administrative and operational costs.

ezTRADE – designed to allow businesses to conduct trading activities with full electronic data interchange (EDI) and extensible markup language (XML) support – provided the ideal standards-based platform for the HA and its suppliers to do business with greater efficiency. With this platform service, all product categories, prices and quantities are itemized in detail on each Purchase Order, allowing the buyers in HA and the suppliers to extract accurate and timely trade information using a common

為履行加強病人安全的使命，醫院管理局(醫管局)致力加強與全球醫療護理界的緊密合作，並在2008年成為GS1醫療護理用戶小組的常務成員。要為消費者、提供者及供應商締造三贏局面，毫無疑問，全球醫療供應鏈需要更緊密的聯繫以達至最理想的效率，同時需要提高必須的透明度及建立可追蹤機制。

為達成該目標，醫管局在採購及物料管理方面訂定多項重要的現代化計劃，包括建立一個綜合性供應系統數據庫、資訊平台和增加風險管理工具及流程方案，目的是要透過使用最大的風險管理模式，制定一個完善而合乎經濟效益的供應營運方法。

「通商易」電子商務平台助簡化採購程序

為保障醫療物資供應充足，以及為前線員工提供適當的技術支援，醫院局需要從其他國家的供應商採購大量的醫療消耗品，以確保藥物的穩定供應。這個採購程序涉及龐大的廠商網絡，包括製藥公司、醫學用消耗品供應商以及第三方儀器保養服務供應商。

為了通過推行電子採購系統以優化採購及供應管理，醫管局早於1996年，已與香港貨品編碼協會合作，引進協會以標準為基礎介面的企業對企業的電子數據聯通平台「通商易」，自動識別醫療供應鏈中上的物品及加強訊息交流。截至2009年12月，醫管局已有48間供應商採用「通商易」，全年透過此平台所進行的EDI電子訂單交易超過18,000宗。

「通商易」促進資訊交流及提高營運效率

傳統的人手訂單處理涉及複雜的工序，這些步驟往往過於煩瑣，而且不符合成本效益，例如數據輸入出現重疊情況，資料傳送速度受制於傳真發送訂單模式。這不僅耗費時間及人力資源，在溝通的過程中更出現高風險的人為錯誤機會，從而增加潛藏性的行政及營運成本。

「通商易」旨在讓企業透過全電子數據聯通平台及在可擴展標示語言(XML)系統的支援下進行貿易活動，「通商易」更為醫管局及其供應商提供理想的標準化格式平台，令營運更具效率。憑藉這個平台服務，所有產品的種類、價格及數量都會詳細列明在每張採購訂單上，這可讓醫管局的採購人員及其供應商在一個標準的電子格式下應用共同的商業語言，從而獲得準確、適時的貿易資訊。簡言之，所有數據傳輸可透過「通商易」網絡轉化為簡單而高效率的商業行徑，該系統亦會將付款過程自動化，並能在發現產品出現問題時協助回收流程。

Kong improves procurement process through the application of technology and GS1 standards 及GS1標準改善採購程序及資產管理



business language in a standardized electronic format. In short, all data transmission can be conducted over the ezTRADE network in a simple and efficient manner. The system also automated the payment process and could be used to facilitate management of recalls, in the case of a product defect.

ezTRADE assisted HA to improve the business transaction flow for medical consumables. The specific benefits included improved effectiveness of operation flow in the communication with suppliers; elimination of duplication of non-value-added work, especially in the administration processes, fewer human data entry errors and improved inventory management.

Harnessing RFID technology to achieve traceability for enhanced patient care

Apart from enhancing operational efficiency through ezTRADE, the HA also sought ways to further improve traceability of its medical assets. The rapid development of wireless technology (e.g. RFID) in enabling more effective asset management in hospitals is closely associated with the rising concern of enhancing healthcare quality and containing healthcare costs. Recognizing all these issues and challenges, the HA conducted a pilot study using RFID technology as a means to facilitate asset tracking and management of medical devices at the point of care, and ultimately, to improve patient safety and service quality.

In 2007, the RFID Asset Management Task Force was set up with GS1 Hong Kong to conduct a study involving the Prince of Wales Hospital and North District Hospital. The study was aimed at identifying the best way to streamline stocktaking processes and enable faster stocktaking of assets. It sought to compare whether the selected technology outperformed the bar code technology currently in use. It was also intended that a business case could be prepared to build a system that would enable real-time location tracking of medical assets and streamline the utilization data capture process for high-value medical equipment.

The use of active RFID technology for real-time asset tracking proved to be most helpful to the frontline nurses by eliminating the time spent in locating or counting the frequently-used devices and also enabling them to better utilize their time for enhancing patient care.

In this pilot study, 15 devices were tagged, including blood pressure monitors, electrocardiograms, syringe pumps, infusion pumps and bladder scanners. A nurse would only spend 12 seconds to locate a tagged medical device in the ward, as compared to a much longer duration ranging from half an hour to even several hours and days through searching the paper record system and the manual searching for the equipment. Active RFID was also preferred for its proven user-friendliness and tag capability.

The study provided conclusive proof that RFID asset tracking systems can address many key objectives of asset management, including maximizing the utilization of assets, reducing asset losses and improving asset maintenance.

「通商易」協助醫管局改善採購醫療消耗品的交易流程，具體的好處包括：有效改善與供應商在操作流程上的溝通、根除非增值性的重疊工序(尤其是在行政過程上)、減少數據輸入上的人為錯誤及改進貨存的管理工作。

運用無線射頻識別技術提升追溯能力加強病人護理

除了透過「通商易」加強營運效率，醫管局亦積極尋求進一步改善醫療資產的追蹤機制。無線技術的快速發展(如RFID)令醫院在資產管理方面更具效率，這與提升對醫療質素及成本控制的關注不無關係。針對這些問題及挑戰，醫管局利用無線射頻識別技術進行一項試點研究，以便追查物品來源及管理醫療設備，藉著這等關注，以改善病人安全及服務質素。

2007年，「無線射頻識別技術資產管理專責小組」正式成立，並於同年聯同香港貨品編碼協會在威爾斯親王醫院及北區醫院進行研究，其目的是要尋找最理想的方法精簡資產盤點的程序，藉此研究有關的技術在操作上是否優於現時使用的條碼技術及作出比較，該研究的目的還在於希望藉著這一項試點研究以建立一套系統，可即時追蹤醫療物品位置及簡化搜尋昂貴的醫療器材的數據流程。

目前，運用有源自動式無線射頻識別技術進行實時資產追蹤，已證實能協助前線護士管理醫療設備，有效減省她們用於搜尋及點算常用設備的時間，讓她們可投放更多時間在病人護理方面。

這個試點研究共挑選了15項儀器進行無線射頻識別標籤，其中包括血壓監察器、心電圖儀、注射儀器，輸液儀器和膀胱掃描器等。護士只需12秒便可從病房裡找出需要使用的醫療儀器，以往她們需要從文件搜索及以人手找尋相關設備，往往需要上半小時、數小時甚至數天的時間。另外，有源主動式無線射頻識別技術的使用已證實較其他識別技術方便及具較高的標籤能力。

該項研究還提供了決定性的論證，就是無線射頻識別物品追蹤系統能夠滿足多項關鍵性的資產管理目標，包括資產的充份使用、減少資產遺失及改善資產維修管理等。

The 3rd Hong Kong RFID Awards

set to celebrate excellence in technological innovations



第三屆

「香港無線射頻識別大獎」表彰卓越技術創新



Innovative and effective deployment of RFID technology is one of the most critical factors for business success in today's increasingly interconnected global business environment. To encourage industry players to introduce RFID technology into their business operations and unleash the full potential of this technology, the Hong Kong RFID Awards was set up in 2008 to bring recognition to the outstanding achievements of enterprises and individuals in their move towards excellence in the innovative use of RFID technology.

A briefing session for this year's Awards was organized on April 30, 2010 at GS1 Hong Kong's office. Representatives from winners of Hong Kong RFID Awards 2009, Hong Kong Disneyland Resort (Silver Award winner of "Best EPC/RFID Implementation" & "Most Innovative Use of EPC/RFID") and PCCW Solutions Limited (Silver Award winner of "Most Innovative EPC/RFID Products") also attended the briefing session to share their project implementation experience.

In a bid to support Hong Kong's participation in World Exposition 2010 Shanghai China and substantiate the theme of "Smart Card, Smart City, Smart Life" for Hong Kong's Urban Best Practice Area, this year's Hong Kong RFID Awards scheme will be housed under the umbrella of the Hong Kong Smart City + Awards 2010 themed "Hong Kong - Championing Smart Life". With an expanded theme and scale, this year's Awards will further accelerate the technological development with enhanced creativity and commercial values to uplift Hong Kong's overall competitiveness and sustainability as a Smart City.

The 3rd Hong Kong RFID Awards winners may have the chance to show their winning projects at the World Exposition 2010 Shanghai.

For more information about Hong Kong RFID Awards, please visit <http://epcglobal.org.hk/hkrfidawards/>

當今全球營商環境的連通性不斷加強，因此以創新和高效的方式部署無線射頻識別 (RFID) 技術是企業致勝的重要因素之一。為鼓勵業界在業務運作中引入RFID技術並充分發揮RFID的潛力，「香港無線射頻識別大獎」於2008年應運而生，藉此嘉許企業和個人在使用RFID技術方面所取得的卓越成就。

今年大獎的簡報會於2010年4月30日在香港貨品編碼協會的辦公室舉行。而剛於去年獲「香港無線射頻識別大獎2009」的代表，包括香港迪士尼樂園（「最佳EPC/RFID應用大獎」及「最具創意EPC/RFID應用大獎」銀獎得主）及電訊盈科企業方案有限公司（「最具創意EPC/RFID產品」銀獎得主）出席簡報會，並分享了他們的項目實施經驗。

Entering its third year, the Hong Kong RFID Awards 2010 will continue to offer the following three categories of business awards with objectives of acknowledging the business success of enterprises on embracing EPC/RFID and accelerating innovative EPC/RFID technology developments in Hong Kong:

- Best EPC/RFID implementation
- Most Innovative Use of EPC/RFID
- Most Innovative EPC/RFID Product.

2010年第三屆「香港無線射頻識別大獎」將繼續頒發三個類別的商業獎項，藉此嘉獎企業在使用EPC/RFID及促進香港EPC/RFID技術創新方面取得的成就：

- 最佳EPC/RFID應用大獎
- 最具創意EPC/RFID應用大獎
- 最具創意EPC/RFID產品

為支持香港參與「2010上海世博會」，以及實踐香港的城市最佳實踐區主題：「智能卡、智能城市、智能生活」，今年的「香港無線射頻識別大獎」將圍繞香港智能城市+2010大獎主題「香港－領導智能生活新潮流」。憑著延伸的主題和範圍，今年的大獎將以更強的創意和商業價值，進一步加速技術發展，提升香港作為智能城市的整體競爭力及可持續發展能力。

第三屆「香港無線射頻識別大獎」得主將有機會在「2010上海世博會」展示其優勝項目。

有關「香港無線射頻識別大獎」的詳情請瀏覽：

<http://epcglobal.org.hk/hkrfidawards/>

Welcome to the New EPC Partners Advisory Board Members



EPC夥伴 諮詢委員會 選出 新一屆成員



Dr. Hubert Chan is elected as the Chairman of the new EPC Partners Advisory Board.

陳重義博士獲選為新一屆EPC夥伴諮詢委員會主席。

Set up in 2004, EPC Partners Advisory Board is a group of enthusiastic technology professionals and solution providers committed to driving EPC/RFID technology development and implementation in Hong Kong. The election for the new term of Executive Members of the EPC Partners Advisory Board was held in May 2010, where a total of eight members were elected to serve for a term of two years.

After the election, Dr. Hubert Chan, the Chairman of the EPC Partners Advisory Board, outlined their mission for the coming year:

- create market awareness of EPC standards and EPC/RFID solutions
- foster the acceptance of EPC standards across all industries
- support solution partners in deploying EPC standards
- develop EPC/RFID implementation case studies as industry references
- act as a bridge between the HKSAR Government and industry to drive EPC/RFID usage

“With global economy continuing its recovery trend, Hong Kong is setting the pace with its use of RFID track-and-trace devices in business. It is proven that RFID can help enterprises improve operating efficiency and gain a competitive advantage. While the cost of RFID tags is getting lower and the technology is evolving rapidly, some local companies still have hesitation to adopt EPC-based RFID technology in their supply chain management. It's time for us to gear up, connect more industry players and promote RFID technologies and applications for the benefits of our business community.” said Dr. Chan.

The Board members identified the retail, healthcare and logistics industries as areas of focus for their term of service in 2010/2011, and aim to speed up the adoption of EPC/RFID technology in Hong Kong.

EPC夥伴諮詢委員會於2004年創立，該組織聯同一群熱心的技術專才及解決方案供應商組成，共同促進本港各界採納及實踐EPC/RFID技術。EPC夥伴諮詢委員會於2010年5月選出新一屆執行委員會成員，當中包括8位任期為兩年的成員。

在委員會選舉完結後，新一任的EPC夥伴諮詢委員會主席陳重義博士闡釋了委員會在來年的使命：

- 提升市場對EPC標準及EPC/RFID方案的認知
- 促進各行各業接納EPC標準
- 支援方案夥伴部署EPC標準
- 為業界提供參考，編撰EPC/RFID實施個案研究
- 擔當香港特區政府與業界的橋樑，以推動EPC/RFID的應用

陳博士表示：「隨著全球經濟持續復甦，香港在RFID追蹤與追溯商業設備上的應用愈見普及。RFID已被認為可協助企業提升運作效率及提升競爭優勢。雖然RFID標籤的成本不斷下降、技術迅速發展，但在以EPC為基礎的RFID技術應用於供應鏈管理方面，一些本地企業仍顯得猶豫不決。為此，我們應進一步加強與更多業界成員的聯繫，推進RFID技術和應用，為我們的商業社區謀福祉。」

委員會成員將2010/2011年年任期的重點領域鎖定在零售、醫療及物流等行業，並加速EPC/RFID技術在香港的應用。

The new Executive Members of EPC Partners Advisory Board

Chairman:

Dr. Hubert Chan, Chairman and CEO, Hong Kong Communications Co. Ltd.

Vice Chairman:

Mr. Johnson Yue, Director, Business Development, RFID Asia Pacific, Avery Dennison
Mr. Klaus Festl, Managing Director, Schmidt & Co, (Hong Kong) Ltd

Committee Members:

Mr. Kevin Choi, Sales & Marketing Director, ID-TECH (Hong Kong) Ltd
Mr. Matthew Man, Chief Executive Officer, Megasoft Ltd
Mr. Adam Kwan, Senior Manager, PCCW Solution
Ms. Angela Wong, Chief Executive Officer, RFID System & Suppliers Ltd
Mr. Sam Wong, Managing Director, Sedna Systems Ltd.

新一屆EPC夥伴諮詢委員會成員

主席：香港通訊業聯會主席陳重義博士

副主席：艾利丹尼森RFID業務發展總監(亞太區)余頌源先生
興華科儀有限公司執行董事費詩圖先生

委員會成員：ID-TECH (Hong Kong) Ltd銷售及市場推廣總裁蔡賜豪先生
萬信電子科技有限公司行政總裁文振聲先生
電訊盈科企業方案高級經理關志豪先生
射頻科技系統資源有限公司首席執行長黃婉華女士
思納系統有限公司執行董事王宗旺先生

EWL upgrades storage management systems

with standard-based RFID technology

盈匯倉庫以標準為本
無線射頻識別技術
提升儲存管理系統



The best way forward to increase warehouse efficiency is to improve real-time visibility and stock-in /-take/-out within the warehouse. For two decades, Earnward Warehouse Ltd. (EWL) has been providing warehousing services and logistics value-added services for Hong Kong companies. As a forward-looking company, to further improve its warehouse operations, EWL participated in a pilot project of EPC-based RFID enabling engine under the funding support of the Trade and Industry Department of HKSAR Government to improve supply chain visibility and warehouse efficiency and the company is now seeing the positive impact of this initiative.

A typical warehouse has to carry tens of thousands of goods from different manufacturers and suppliers, with different lead times. Despite the complexity of the products, logistics service providers are normally managing their warehouses and inventory manually without a holistic tracking process, leading to a high error rate in fulfilling store orders which in turn results in high costs being incurred due to mis-ships or delays.

To excel in today's competitive business environment, companies must constantly innovate and enhance their knowledge of best practice in supply chain management. Earnward Warehouse Ltd. recently took part in a pilot project of EPC-based RFID enabling engine to enhance its stock-in/-out and stock-take of assets. EWL now has enjoyed real-time traceability of warehouse items and therefore has achieved logistics visibility within their warehouses.

Sponsored by the Chamber of Hong Kong Logistics Industry Limited, the pilot project undertook by GS1 Hong Kong, pioneers the development of an RFID/EPC enabling engine as a ready-to-use tool :

- for local logistics solution providers to further develop various RFID/EPC applications ; and
- for logistics service providers to lower the barrier in adoption of RFID.

Connected to GS1 Hong Kong's ezTRACK, a globalized EPC-based RFID track and trace platform, the enabling engine enables logistics providers to gain visibility of goods movement and inventory in real-time.

As the first pilot user of the EPC-based RFID enabling engine project, EWL explained that the Company participated in the pilot program is due to growing market demand for RFID. "Since we began working with the standard-based RFID tracking system in January this year, the solution presented us with proof that RFID warehouse management systems can address many key challenges of warehouse management, which would further assist the logistics industry to evolve business solutions for 3PL," said Mr. Thomas Yau, IT Specialist, EWL.

EWL operates five warehouses in Hong Kong for storing a variety of products. Its facility at China Aviation Logistics Centre in Kwai Chung provides storage for more than 1,000 mattresses for a leading bedding company. EWL looked for the best way to streamline re-stocking processes and enable faster stocktaking of its clients' assets.

Mr. Yau said EWL chose to use the EPC-based RFID warehouse management system in this warehouse because the mattresses are of high value and the client needs accurate delivery. "Compared with the previous practice, the stock checking process that needed two days of work can now be accomplished within a half-day. In terms of labor costs, the same task that demanded four headcounts is now adjusted down to two. It can increase warehouse efficiency by reducing labor and saving the time spent on monitoring and identifying stock," he said.

"The use of standard-based RFID technology for real-time asset tracking is proving to be most helpful to our warehouse operation by facilitating faster stock tracking and eliminating human errors. As a result of process automation, EWL achieved 100 percent accuracy in shipments," he added.

EWL's RFID warehouse management system has been a truly successful project – mattress handling has speeded up drastically and become more accurate. All said, the pilot project has made a significant positive business impact on the company.

放眼現今物流業，提升倉庫效率的最佳方法，莫過於改善倉庫內貨物的實時能見度及加強貨物在入倉/盤點/出倉等各方面的處理。過去二十年，盈匯倉庫有限公司(「盈匯」)一直為香港的企業提供倉儲和物流增值服務。為進一步改善其倉庫運作，高瞻遠矚的盈匯早前參與了一個由香港工業貿易處資助的試點項目 - 一套採用以EPC為基礎的RFID技術，提升供應鏈透明度及倉庫效率的應用引擎。盈匯早前參與的試點計劃，現已見成效。

一般來說，倉庫內的貨物通常來自成千上萬不同的製造商和供應商，而貨物進出的時間又各不相同。然而，面對如斯複雜的業務，不少物流服務供應商仍墨守成規，以人手管理倉庫，缺乏全面的貨物追蹤程序。其結果是執行提存指示時錯漏百出，繼而為補救誤送、延誤等問題導致成本上升。

因此，企業要在當今競爭激烈的商業環境中脫穎而出，必須在供應鏈管理方面不斷推陳出新，並提升對業界典範做法的認識。盈匯近日參與一個試點項目，採用一套以EPC為基礎的RFID應用引擎，用以提升貨物的提存及盤點管理。該應用引擎為盈匯帶來實時追蹤倉儲貨物之便，令旗下倉庫的物流能見度大大提升。

上述的試點項目得香港物流商會資助、由香港貨品編碼協會執行，是開發RFID/EPC應用引擎的現成工具先驅，並為：

- 本地物流軟件供應商進一步開發以電子代碼/無線射頻識別技術為應用引擎的產品；及
- 物流服務供應商，減輕使用RFID技術所遇到的困難。

另外，該應用引擎可連接無線射頻識別技術中間件及香港貨品編碼協會的「縱橫網」。憑藉「縱橫網」這個以EPC為基礎的RFID技術的追蹤及追溯平台，物流服務供應商可實時獲悉貨物的流動狀況及庫存量。

作為以EPC為基礎的RFID應用引擎的首個試點用戶，盈匯表示參與此項目乃是因應市場對RFID技術的需求不斷上升。負責盈匯資訊科技項目的邱偉雄先生說：「自今年一月開始使用標準為本的RFID追蹤系統以來，我們發現應用RFID倉庫管理技術的貨物追蹤系統，確實能解決倉庫管理上的很多主要流弊。我們相信，有關技術能進一步為物流業發展在追蹤及追溯方面的第三方物流商業方案。」

盈匯在香港管理五個存放不同貨物的倉庫。其位於葵涌區的中國航空快遞物流中心，為香港一家主要床上用品公司提供可儲存逾千床墊的庫存空間。盈匯不斷精簡其儲存整理工序，為客戶提供更快捷的貨物盤點服務。

邱先生表示，床墊乃貴價貨物，而購買的消費者通常都要求準時送貨，盈匯因此在該倉庫採用了以EPC為基礎的RFID倉庫管理系統。「以往需時兩日的庫存查詢工序，現時只需半天。而人手方面，同樣的工作可從以往的四名員工減至兩名。這兩項減省提升了倉庫的效率。」他說。

「事實證明，利用標準為本的RFID技術作實時貨物追蹤，可令我們的倉庫運作更暢順，同時避免人為錯誤。打從這項工序自動化起，我們的送貨準繩度達到百分之一百。」邱先生補充說。

盈匯的RFID倉庫管理系統，無疑是一個先機早著的项目：處理床墊所需時間既大幅減少，準繩度又得以提高。總括而言，這項試點項目為盈匯倉庫帶來豐碩的商業成果。



GS1 Hong Kong Launched Barcode Certification Program

香港貨品編碼協會推出 條碼驗證計劃

SCM Best Practice | 供應鏈管理最佳實務

For more than two decades, GS1 Hong Kong has been committed to designing global standards that improve visibility and efficiency in the supply chain. Tens of thousands of local companies rely on GS1 standards to conduct business and meet consumers' expectations – well beyond its initial use on packaged goods in supermarkets.

Today, 100% reliable GS1 barcodes are a vital part of the supply chain. As a result, GS1 has a responsibility to do all it can to help ensure that its standards are being used in a consistent and systematic way.

Designed to establish a standard of performance for companies or individuals involved in the barcode industry, the GS1 Hong Kong Barcode Vendor Certification Program has two levels of certification: Company Level and Individual Level. The designation Certified Barcode Vendor or Certified Professional means a company or individual has satisfactorily passed the required examination(s), and met all certification requirements set by GS1 Hong Kong and is entitled to use the GS1 Hong Kong Certification Program Logo(s).

Once accredited, a GS1 Hong Kong Certification Program Logo and a certificate number will be provided by GS1 Hong Kong to indicate a partnership with GS1 Hong Kong and to demonstrate expertise in specific technical areas. Each certificate and logo has a unique identification number that links back to GS1 Hong Kong's database and allows third parties to verify the authenticity of a certificate.

Held on March this year at GS1 Hong Kong's office, the recent training session of the GS1 Hong Kong Barcode Vendor Certification Program was attended by six individuals of five vendor partners, with the passing rate of the examination was about 80%. The next training is scheduled to be commenced in end of July in 2010.

We are pleased to see that a number of GS1 Member Offices have already created and implemented various forms of certification and accreditation programs in their local markets. These excellent programs demonstrate both the need for quality and reliability, and the measurable value and numerous benefits they bring to companies who take advantage of them.

二十多年來，香港貨品編碼協會一直致力於設計國際標準，以提升供應鏈的透明度及效率。數以萬計的本地公司對應了GS1標準以開展其業務及滿足消費者的期望，GS1條碼的用途，已遠超出其原來用於超級市場包裝商品標注之用途。

今天，百份百可靠的GS1條碼成為供應鏈中一個不可或缺的部分。因此，GS1有責任盡一切所能，確保該套標準能在一致及系統性的情況下使用。

旨在為從事條碼行業的企業與人士建立一套表現標準，香港貨品編碼協會的「條碼供應商認證計劃」將認證層面分為兩個層次：公司層面和個人層面。成功獲取「條碼供應商認證」或「專業認證」證書的企業或人士，均已通過所須考試，並符合所有由香港貨品編碼協會編定的認證要求及獲授權使用香港貨品編碼協會商標。

香港貨品編碼協會將會配發「香港貨品編碼協會認證計劃商標」及證書編號予以各獲頒認證證書的機構，以表示有關機構與協會的合作夥伴關係，並對其在特定技術領域的專業知識予以肯定。每張證書和商標均有一個獨特的識別號碼連接香港貨品編碼協會的數據庫，以供第三者核實證書的真偽。

今年三月於香港貨品編碼協會的辦事處，舉辦了最新的「香港貨品編碼協會條碼供應商認證課程」，共有六位分別來自五個供應商的個別員工出席參與，考獲合格的人數比率約達80%，而下一個訓練課程將於2010年7月底展開。

我們很高興看到眾多GS1成員組織已經為當地的市場建立及推行不同形式的認證及評定計劃。此等計劃不同顯示出對質素及可靠性的需求，同時為參與機構帶來可衡量的價值及效益。



GS1 releases new Product Identification Standard

for medical products at every packaging level

GS1發表適用於各種包裝級別醫療產品的全新產品識別標準



As part of its continuing efforts to enhance patient safety and supply chain efficiencies, GS1 Healthcare published the GS1 standard for the Automatic Identification and Data Capture (AIDC) of medical products in 2010.

The global harmonization of standards is needed to effectively comply with various identification and traceability requirements around the world. Sector-wide implementation of AIDC systems can improve patient safety in a number of ways, which include reducing medication errors, fighting counterfeiting and enabling effective product recalls and adverse event reporting, as well as help remove inefficiencies throughout the healthcare supply chain, allowing stakeholders to improve and integrate their processes.

The new standard provides industry stakeholders with a common set of data and data carriers for medical products at every packaging level, including specific guidance on selection and use of appropriate product identification keys. There is also guidance on additional product and production data (lot numbers, expiration date, and/or serial numbers) and data carriers including linear bar codes, two-dimensional bar codes and Radio Frequency Identification (RFID) tags.

Implementation of the GS1 standard for AIDC will ensure that medical products can be unambiguously identified by anyone in the healthcare supply chain, bringing us one step closer to a Healthcare supply chain that is as efficient as other industries. More than 65 countries have already adopted GS1 Identification Keys for medical products.

為不斷加強保障病人的安全及提升供應鏈效率，GS1 醫療護理於2010年發表了醫療產品自動識別與數據採集(AIDC)的GS1標準。

全球各國必須加強標準調和化，以有效地遵守全球各種識別及追溯系統的要求。在業界實施AIDC系統，可透過不同途徑提高病人的安全保障，包括減少藥物治療錯誤、打擊偽冒、有效回收產品、加強醫療事故通報，以及除去整個醫療供應鏈中低效的工作，從而讓持份者提升和整合醫療程序。

新標準為業界各持份者提供不同包裝級別的醫療產品的共同數據和數據載體，包括選擇和使用合適產品識別碼的具體指引，並提供其他產品和生產數據(如批號、到期日、以及/或序號等)的指引，以及數據載體方面的指引，例如線性條形碼、二維條形碼及RFID標籤等。

在醫療供應鏈中實施GS1的AIDC標準，確保任何人士都能清楚識辨醫療產品，令醫療供應鏈的效率更貼近其他行業。迄今，全球有逾65個國家在醫療產品上採用GS1識別碼。



GS1 France and Germany

join forces to tackle counterfeiting

GS1法國及GS1德國分會
聯手打擊盜版活動



GS1 France and GS1 Germany have joined forces to develop an anti-counterfeiting service based on their experience gathered with their national projects. The standards developed by GS1 for logistics processes are an essential basis for building a general solution, while respecting the diversity of product authentication solutions and of company policies. Thanks to its unique keying system and online services, GS1 can play a unique role to facilitate the surveillance of the market.

When conducting the joint program, GS1 France and GS1 Germany intend to work closely with all the stakeholders in the anti-counterfeiting struggle: brand owners; providers of authentication and secure traceability solutions; customs and other enforcing authorities; and major e-commerce sites.

As an end-to-end solution to ease the verification of product authenticity, the anti-counterfeiting service will provide companies with easy access to fraud detection information, and enable the use of serial numbers to filter potential counterfeits in the case of large volumes or online marketplaces.

The cooperation between GS1 France and GS1 Germany started in April 2010 and operational pilots are expected to be ready in the second half of this year.

For more information on the GENUINE Product Authentication Service, please contact:
Mr. Raymond Wong at (852) 2863 9778 or email raymondwong@gs1hk.org, or
Ms. Cheryl Lam at (852) 2863 9776 or email cheryllam@gs1hk.org

GS1法國及德國分會透過以往處理國家項目所累積的經驗，聯手開發了一項防偽服務。GS1為物流流程所定立的標準在考慮到多元化的產品驗證方案及公司策略的同時，亦為建立綜合方案提供必需的基礎。憑藉其獨一無二的鑰匙系統和網上服務，GS1在市場監察方面擔當一個重要的角色。

在展開聯合計劃時，GS1法國及德國分會計劃與所有持份者緊密合作，其中包括品牌擁有者、貨品鑑定及安全追溯方案供應商、海關、執法當局及其他主要的電子商貿網站，以對抗偽冒活動。

作為驗證產品真偽的點對點方案，這項防偽服務可讓企業輕易地獲取欺詐偵測消息，在需要處理大量或網上市場訊息的情況下，只需利用該序號便可過濾出潛在的偽造物。

GS1法國及德國分會自2010年4月起合作，試點預期可在2010年下旬啟動。

查詢更多關於「正貨」驗證服務的資料，請聯絡：
黃先生 (852) 2863 9778 或電郵 raymondwong@gs1hk.org
林女士 (852) 2863 9776 或電郵 cheryllam@gs1hk.org

GENUINE product authentication service to combat counterfeiting

The continued influx of counterfeit products that batters confidence among consumers has driven further innovation in the anti-counterfeiting technology sector locally.

GS1 Hong Kong has recently launched the GENUINE Product Authentication Service to assist brand owners, distributors as well as retailers to increase brand awareness and integrity while bolstering consumer confidence.

The solution is designed to help consumers identify whether the products they bought are genuine, including health supplements, Chinese medicine and consumables. These efforts, will help companies build a trusted relationship with consumers, and in a long term enhance Hong Kong's reputation for providing authentic goods and strengthen the city's reputation as a "Shoppers' Paradise".

「正貨」驗證服務打擊冒牌貨品

隨著冒牌貨品不斷湧入市場，打擊消費者對品牌的信心，促使本地防偽技術上的創新發展。

香港貨品編碼協會最近推出的「正貨」驗證服務，協助品牌擁有者、分銷商和零售商提高品牌知名度及誠信度，同時促進消費者的信心。

「正貨」驗證服務，旨在幫助消費者識別他們購買的保健產品及中成藥產品是否正貨。藉著提供產品資訊的透明度，此方案將可協助企業與消費者建立互相信任的關係，長遠來說，將可鞏固香港正貨之都及「購物天堂」的美譽。

Events

GS1 Hong Kong supports Retail Asia Expo 2010

June 22 – 24, 2010

As a supporting organization of Retail Asia Expo 2010, GS1 Hong Kong demonstrated the latest retail supply chain solutions in the Innovation Showcase. Held from June 22 – 24, 2010 at the Hong Kong Convention & Exhibition Centre, Retail Asia Expo brought together suppliers, solutions providers and retailers throughout Asia Pacific to share ideas, inspiration and buying plans to help them flourish in the year ahead. Ms. Anna Lin, Chief Executive of GS1 Hong Kong was one of the officiating guests of the opening ceremony whereas Mr. Raymond Ng, Chief Operating Officer of GS1 Hong Kong featured "Connecting consumers to richer and authentic information for brand awareness and protection" at the Forum.

Cold Chain Logistics China 2010

June 2 – 4, 2010

A wide range of comprehensive facilities, equipment, technologies and services applied to the complete cold chain were showcased at Cold Chain Logistics China 2010 – the only event of this kind in China that specifically targets at the cold chain industry. Mr. K.K. Suen, Chief Architect & Principal Consultant of GS1 Hong Kong delivered a presentation on "Internet of things in action – enabling food traceability and safety with RFID cold chain monitoring" at the Conference. A study tour organized by GS1 Hong Kong themed "Guangzhou Express Railway Business Opportunities Exploration cum International Exhibition on Cold Chain Logistics" was held concurrently for industry to learn about the various technology development in Panyu and Guangzhou.

International ICT Expo 2010 showcased 3D technology and environmental solutions

April 13-16, 2010

Organized by the Hong Kong Trade Development Council, more than 570 exhibitors from 14 countries and regions took part in the International ICT Expo 2010, displaying the newest products and solutions in information and communications technology. GS1 Hong Kong was one of the exhibitors who showcased the Supply Chain Operations Reference-model (SCOR), aimed to help local enterprises improve their supply chain process and performance.

LSCM Annual Conference & Exhibition 2010 showed creative use of technology

March 26, 2010

Under the theme "Technology Innovation for Better Living", the Logistics & Supply Chain Management (LSCM) Annual Conference and Exhibition 2010, highlighted the latest creative logistics and supply chain management technologies helping to advance the industry's development and enhance quality of life. Participated in the event, GS1 Hong Kong showcased the cargo and logistics track-and-trace solution that enables product authentication, product recall alerts and product quality assurance backed by the standard-based globalized traceability platform, "ezTRACK".

GS1 Hong Kong addressed modern supply chain challenges at CWHK Supply Chain Management Forum 2010

March 24, 2010

Bringing together professionals in supply chain and technology, the ComputerWorld Hong Kong (CWHK) Supply Chain Management Forum 2010 highlighted the key challenges and issues facing supply chain managers today. Mr. Rocky Yu, Manager, Professional Services, GS1 Hong Kong, shed light on outlining ways to drive product innovation through new supply chain capabilities. The forum attracted an audience of more than 150 supply chain and IT professionals.

活動

香港貨品編碼協會支持亞洲零售博覽會2010

2010年6月22日至24日

作為亞洲零售博覽會2010的支持機構，香港貨品編碼協會在6月22至24日於香港會議展覽中心的創意展館內展示了最新的零售供應鏈解決方案。亞洲零售博覽會集合亞太區的供應商、解決方案供應商和零售商，讓業界人士彼此交流意見、靈感及採購計劃，令業務發展更上一層樓。香港貨品編碼協會總監林潔貽女士是其中一位開幕禮的主禮嘉賓，而香港貨品編碼協會營運總監吳展耀先生在論壇上發表有關「連繫消費者以獲得更多更可靠的品牌意識及保障資訊」的演說。

國際冷鏈物流展覽會2010

2010年6月2日至4日

在國際冷鏈物流展覽會2010上，參展商展出了一系列廣泛應用在完整冷凍鏈上的綜合設施、儀器、技術和服務，這是中國唯一專門針對中國冷凍鏈產業的展會。香港貨品編碼協會總工程師及首席顧問孫國江先生在會議上發表了「物聯網 - RFID冷凍鏈管理系統助提升食品追溯和安全」議題。香港貨品編碼協會亦同期舉辦了一個名為「廣州高速鐵路商業機會探索國際展覽會暨冷鏈物流」學習之旅，讓業界認識番禺及廣州各種工業技術的發展。

國際資訊科技博覽2010展示3D技術和環保解決方案

2010年4月13日至16日

由香港貿易發展局主辦、雲集超過570個來自14個國家和地區的參展商的國際資訊科技博覽2010，展示了最新訊息和通訊技術的產品和解決方案。作為是次博覽的參展商之一，香港貨品編碼協會展示了供應鏈運作參考模型(SCOR)，目的是協助本地企業改善供應鏈流程及表現。

2010年香港物流及供應鏈管理應用技術研發中心週年會議及展覽展示技術創意

2010年3月26日

2010年香港物流及供應鏈管理應用技術研發中心週年會議及展覽在「科技創新美好生活」的主題下，特別推介最新的創新物流與供應鏈管理技術，以幫助推動業界發展和提高生活質素。在眾多項目的參與者中，香港貨品編碼協會展示了貨物及物流追蹤及追溯解決方案，在得到以標準為基礎的全球追溯平台「縱橫網」的支援下，使產品在驗證、回收和品質各方面得到保證。

香港貨品編碼協會在CWHK供應鏈管理論壇2010上討論現代供應鏈挑戰議題

2010年3月24日

香港CWHK供應鏈管理論壇2010匯聚供應鏈和技術的專業人才，主題圍繞現今供應鏈管理者面對的主要挑戰和問題。香港貨品編碼協會專業服務部門經理余明輝先生概述了如何透過嶄新的供應鏈能力驅動創新產品。是次論壇吸引超過150位供應鏈和資訊科技專業人士參與。

Global GS1 Healthcare Conference in Brazil ended in success

March 16 -18, 2010

The 16th Global Healthcare conference themed "Raising the bar on patient safety and supply chain efficiency", took place from March 16 to 18, 2010 in São Paulo, Brazil, was a success. Among the participants were key stakeholders in the healthcare supply chain from around the world. This informative program provided delegates with new knowledge surrounding global supply chain and valuable insights into how to further improve patient safety and quality of care.

GS1 Hong Kong organized SCM workshop with HKRMA

March 11 and April 21, 2010

GS1 Hong Kong collaborated with the Hong Kong Retail Management Association to organize the Supply Chain Management Workshop on Supply Chain Operations Reference-model (SCOR) and Theory of Constraints (TOC). Mr. Rocky Yu, Manager, Professional Services, GS1 Hong Kong, delivered a presentation to the audiences on SCOR performance and benchmarking, while Mr. Henry Soo, Managing Director of DataDevelop Consulting Ltd., discussed how TOC enhances supply chain management by synchronizing its inventories with market demand. More than ten attendants from the consumer electronics, healthcare and packaging logistics sectors participated in the workshops

Information exchange and learning at GS1 Global Forum 2010

February 22-28, 2010

Over 505 delegates from GS1 member organizations' leadership from 81 countries gathered in Brussels for the GS1 Global Forum. Packed with opportunities for information exchange and learning activities under the theme "From vision to action, GS1 united for new opportunities", the five-day event focused on communicating the GS1 strategy, motivating our global community, and sharing progress made in implementing the new organization and our plans for further growth. Among the speakers at the one-week event was Mr. Raymond Ng of GS1 Hong Kong who shared with the participants the insights into how the EPCIS-enabled authentication solutions helps improve product trustworthiness whereas Ms. Conser Lee demonstrated how the one-stop B2B platform eTRADE enhances collaborations amongst trading partners in Hong Kong and the mainland China.

GS1全球醫療護理會議於巴西圓滿閉幕

2010年3月16日至18日

主題為「提升病人安全及供應鏈效率的標準」第16屆全球醫療護理會議，已於2010年3月16日至18日在巴西聖保羅順利舉行。與會人士來自全球各地的主要醫療供應鏈持份者，而這個資訊性的項目提供了環繞全球供應鏈的最新知識及具價值的見解，藉此進一步改善病人的安全和護理質素。

香港貨品編碼協會與香港零售管理協會協辦供應鏈管理工作坊

2010年3月11日和4月21日

香港貨品編碼協會聯同香港零售管理協會舉辦了有關供應鏈運作參考模型(SCOR)和制約理論(TOC)的供應鏈管理工作坊，香港貨品編碼協會專業服務部門經理余明輝先生向參加者發表了關於供應鏈運作參考模型的表現與基準評價言論，同時，DataDevelop Consulting有限公司總監蘇超良先生以限制理論討論如何在市場庫存的需求下同時加強供應鏈管理。是次工作坊共吸引逾十位來自電子消費、醫療及物流包裝行業的專業人士參與。

2010年GS1全球論壇增進知識及交流

2010年2月22日至28日

來自81個國家超過505名GS1成員組織的領導人齊集在布魯塞爾舉行的GS1全球論壇，並在「從願景到行動，GS1攜手創新機」的主題下，研討有關資訊交流機遇與學習活動。是次為期五天的活動集中討論GS1的發展策略、推動全球社區以及分享在執行新組織時的進展及了解我們未來的發展方針。在這個為期一週的活動上，香港貨品編碼協會吳展耀先生為其中一位發言人，與參加者分享了以EPCIS為基礎的防偽解決方案幫助提升產品的可信度；至於李惠芳女士則以「通商易」一站式企業與企業平台，示範如何在香港及中國大陸增強貿易夥伴之間的合作聯繫。

Upcoming Training Programs 即將舉行的培訓課程

GS1 Hong Kong Barcode Workshop

Date: July 15, 2010

Venue: Conference Room, GS1 Hong Kong Office

Contact Details

Tel: (852) 2863 9769

Email: info@gs1hk.org

香港貨品編碼協會條碼工作坊

日期：2010年7月15日

地點：香港貨品編碼協會香港辦事處會議室

聯絡方法

電話：(852) 2863 9769

電子郵件：info@gs1hk.org

SCOR Training

Date: Framework – July 14 to 15, 2010 and Aug 11 to 12, 2010

Project – July 28 to 29, 2010 and Aug 18 to 19, 2010

Venue: Conference Room, GS1 Hong Kong Office

Contact Details

Tel: Mr. Rocky Yu (852) 2863 9731 or

Ms. Tina Ho (852) 2863 9758

Email: rockkyu@gs1hk.org or tinaho@gs1hk.org

供應鏈運作參考模型(SCOR)培訓

日期：架構培訓 – 2010年7月14日至15日及2010年8月11至12日

項目培訓 – 2010年7月28日至29日及2010年8月18至19日

地點：香港貨品編碼協會香港辦事處會議室

聯絡方法

電話：余明輝先生 (852) 2863 9731或

何惠敏小姐 (852) 2863 9758

電子郵件：rockkyu@gs1hk.org 或 tinaho@gs1hk.org

GS1 welcomes the following companies as our new members

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