GS1 Hong Kong

The Global Language of Business
Connecting Supply Chain with Innovations

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Supply Chain Plus
供應鏈新動向

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GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit 2015 provides a unique and premier business platform, bringing over **500** industry leaders and influencers together to share their insights on supply chain strategies and innovations in engaging the millennial consumers in the new connected world, as well as exchange best practices in collaborative management, gearing towards the evolving e-commerce market.

Why Attend

- **Get inspired** by the world's supply chain and e-commerce leaders who will share insightful and creative perspectives on global e-commerce landscape and impact across supply chain, as well as how to win the loyalty of new consumers
- **Interact and network** with industry stakeholders on how to overcome the supply chain challenges and reposition your business to lead the evolving bricks-and-clicks market
- **Explore** new supply chain solutions and technologies for potential collaboration, enabling supply chain efficiency and visibility

Who You'll Meet

- **20+** global thought leaders and influencers
- **500+** senior executives and top industry practitioners in e-commerce, retail, supply chain and other related sectors
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GS1 HK and Retail Asia Expo Announce Top 10 eCommerce Websites Winners
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GS1 Hong Kong and Retail Asia Expo announced the winners of the Top 10 eCommerce Websites Awards 2015. The winners were honored at the Retail Asia Expo 2015 Gala Dinner, which was held on 9th June 2015, joined by industry VIPs, Advisory Committee members and senior executives from the retail industry.

GS1 Hong Kong 與亞洲零售博覽會公佈「2015 年十大電子商貿網站大獎」得獎名單，而得獎者已於亞洲零售博覽會 2015 晚宴接受殊榮。晚宴於 2015 年 6 月 9 日盛大舉行，業界翹楚、博覽會諮詢委員及零售界高管共聚一堂，冠蓋雲集。

Jointly organised by GS1 Hong Kong and Retail Asia Expo, the Top 10 eCommerce Website Awards reward stores, companies and web portals for maintaining consistent and exemplary standards in improving user experience and promoting retail sales via digital portals or websites. This prestigious annual award for Hong Kong's retail industry recognises online retailers' achievements across the year, showing how eCommerce innovation is revolutionising the retail market and our daily lives.

This year's Awards received entries from over 30 renowned companies. The selection of the final recipients of the Awards was undertaken by a Judging Panel convened by five senior professionals from GS1 Hong Kong, Diversified Communications Hong Kong and KPMG China.

「十大電子商貿網站大獎」由 GS1 Hong Kong 與亞洲零售博覽會共同籌辦，得獎商店、企業和入門網站均力求改善電子平台或網站的用戶體驗，從而帶動銷售。它們持續追求卓越，堪稱業界楷模。此項備受尊崇的香港零售界年度大獎，是對零售商終年成就的一項肯定，並展示了電子商貿對零售市場以至日常生活的革新。

本年度共有超過 30 家著名企業參賽。五名分別來自 GS1 Hong Kong、Diversified Communications Hong Kong 和畢馬威中國的評審委員決選最終得獎名單。

Scan to learn more about the Award
掃瞄 QR 碼了解獎項的相關資料

The winners have successfully demonstrated excellence in various areas such as innovation, customer services, site effectiveness, user friendliness, human interaction efficiency, search engine effectiveness, branding differentiation, multi-device friendliness, social media integration, order process and omni-channel:
這些得獎者在創意、客戶服務、網站效率、操作便利程度、互動性、搜尋引擎效率、品牌區別、設備共融性、社交媒體廣泛性、訂購流程和全方位渠道等範疇表現卓越：

"Delighting you always by a customer-centric platform that offers the best imaging products & services.
我們傾力建造以客為本的平台，提供最優質的影像產品及服務，讓顧客喜出望外。"

Mr. Ernest Ng, Manager of Online Sales Dept., Canon Hong Kong Co. Ltd.
佳能香港有限公司影像信息消費產品顧客市場部經理吳廷萬先生

"Our omni-channel strategy is built upon customer centricity: we put the customer at the centre and designed our business accordingly. We built the right platform to manage inventory, logistics and payment methods, but this was just the first step. It takes plenty of synchronized processes throughout the whole supply chain and strong teamwork to achieve operational excellence for an e-commerce website.
我們所訂立的全渠道零售策略以客為本：以顧客為中心，並據此設計業務。而建立合適的平台管理庫存、物流及付款方式只是我們的第一步。要同步整個供應鏈流程，並配合我們強大的團隊，才能令電商網站線上店鋪的營運更臻完善。"

Mr. Andrew Keith, President of Lane Crawford and Joyce Group
連卡佛載思集團總裁 Andrew Keith 先生

- **Bossini Enterprises Limited 堡獅龍有限公司** (www.bossini.com) - Bossini has developed an advanced social media platform, generating outstanding branding differentiation and enhanced consumer engagement and interaction.
  堡獅龍建立了先進的社交媒體平台，有效達到品牌區別，促進了顧客參與和互動。
- **e-print** (www.e-print.com.hk) - e-print's powerful online self-service platform together with superior printing services has enabled it to achieve remarkable business successes in past years. e-print 強大的網上自助平台以及優質的列印服務，帶動其近年業務發展蒸蒸日上。
- **Lingsik King Limited 香港零食大王有限公司** (www.lingsik.com) - Lingsik King offers a cost effective branding differentiation which is reinforced by the consistency of logo branding, viral digital marketing, utilisation of email and chat, and community fora.
  零食大王採用深具成本效益的品牌區別策略，並輔以水準平穩的品牌標誌、病毒式數碼營銷、電郵和聊天功能以及社交論壇，務求盡善盡美。
- **PARKnSHOP (HK) Limited 百佳超級市場（香港）有限公司** (www.parknshop.com) - PARKnSHOP has successfully harmonized shopping experiences via various digital portals, creating extra consistency and reliability in terms of consumer perception.
  百佳超級市場成功統一不同數碼門戶的購物體驗，增強服務的連貫性和可靠度，獲得消費者好評。
- **Sony Corporation of Hong Kong Limited 索尼香港有限公司** (www.sony.com.hk/store) - Sony's innovative online shopping site for the electronics has integrated effective digital marketing channels such as search engine and social media platform, an organic combination enhancing Sony's leading role.
  索尼創新的電子產品購物網站結合了有效的數碼營銷渠道，例如搜尋引擎和社交媒體平台，這種有機結合鞏固了索尼的領導地位。
- **Canon Hong Kong Company Limited 佳能香港有限公司** (store.canon.com.hk) - Canon makes an exceptional record of search engine effectiveness, social media integration, and seamless order process via its efficient omni-channel.
  佳能的搜尋引擎效率和社交媒體廣泛性均傲視同儕，其效率超著的全方位渠道確保訂購流程暢通無阻。
- **Lane Crawford (Hong Kong) Limited 連卡佛（香港）有限公司** (www.lanecrawford.com) Lane Crawford's e-business has shown tremendous traction with customers globally, experiencing high triple digit growth year-on-year in sales and number of orders.
  連卡佛的電子商務牽引著全球的客戶，其銷售和訂單數目以高達三位數按年增長。
- **Nike Hong Kong Limited Nike 香港有限公司** (www.nikestore.com.hk) - Nike's peerless digital marketing, search engine effectiveness and social media integration highlighting its simple order process make it stand out from its competitors.
  Nike 無與倫比的數碼營銷、搜尋器效率和社交媒體廣泛性，以至簡單易用的訂購流程，均助它從芸芸對手中脫穎而出。
- **Pricerite Group Limited 實惠集團有限公司** (pricerite.com.hk) - Pricerite's simplified online order process and efficient consumer services have gained the company a competitive edge against other online stores.
  實惠集團簡化的網上訂購流程和有效率的客戶服務，為公司建立了網上世界的競爭優勢。
- **ZUJI** (www.zuji.com.hk) - ZUJI's diversified products and services has managed to cater different tastes among millions of Hong Kong travelers. Offering matchless deals makes it extremely appealing to potential customers.
  Zuji 多元化的產品和服務，迎合了香港百萬計的出遊人士的各種口味。其優質套餐對潛在顧客異常吸引。

A Critical Moment to Boost Cross-border Supply Chain Visibility
提升跨境供應鏈透明化刻不容緩

Chief Executive released Policy Address on 14 January, 2015. In terms of value-added maritime services, it pointed out that "Hong Kong is well positioned to serve as a springboard for Mainland maritime companies looking to 'go global', as well as a platform for international maritime companies to tap the Mainland market. Hong Kong has what it takes to become an important international maritime services hub for China and the Asia-Pacific region."

今年 1 月 14 日，行政長官發表了《施政報告》，在高增值航運服務方面，施政報告指出：「香港既是內地航運公司『走出去』的最佳跳板，也是國際航運公司進入中國內地市場的平台。香港完全有條件成為中國以至亞太區重要的國際航運服務樞紐。」

In this regard, sponsored by the Hong Kong Logistics Development Council, GS1 Hong Kong and Asian Institute of Supply Chains & Logistics of the Chinese University of Hong Kong conducted the "Feasibility Study on Cross Border Supply Chain Visibility Across Guangdong, Hong Kong and Asia" in 2014. The study report reveals that the key to Hong Kong retaining its position as an Asian logistics hub lies in improving cross-border Supply Chain Visibility (SCV).

Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong points out, "Hong Kong has long been an entrepot and a regional logistics hub with geographical advantage and close ties to Mainland China. With Mainland China being Hong Kong's largest trading partner, most cargo passes through Hong Kong as transshipments. However, the trading landscape has evolved significantly as Mainland China has entered into free trade agreements with Association of Southeast Asian Nations (ASEAN) countries. Free trade has induced the need for transparent information and connectivity across borders. To retain its competitiveness amidst the dynamic business landscape, Hong Kong's top priority is to secure SCV or risk losing out."

APEC has long advocated the improvement of supply chain performance and pledged to eliminate the eight choke points including that of transparency, and reduce transactions cost by 10% across the APEC region by 2015. According to the 2014 APEC

香港要保持其亞洲物流樞紐地位，必須積極提升跨境供應鏈透明化。2014 年，由香港物流發展局贊助，GS1 Hong Kong 與香港中文大學亞洲供應鏈及物流研究所進行了「廣東、香港及亞洲間跨境供應鏈可視化之可行性研究」，研究報告指出了供應鏈透明化的重要性。

GS1 Hong Kong 總裁林潔貽太平紳士說：「香港一直是重要的轉口港及地區性物流樞紐，由於內地是香港的最大貿易貿伴，絕大部分途經香港的貨櫃都屬中轉貨櫃。然而隨著內地與東南亞國家聯盟（東盟）國家達成自由貿易協議，亞洲區的貿易形勢大變。自由貿易觸發市場對跨境透明資訊聯通的需求。故此，香港必須盡快推行供應鏈透明化，否則將會落後於人。」

Economic Leaders' Declaration, "the APEC should translate the Free Trade Area of the Asia-Pacific (FTAAP) from a vision to reality", and the leaders reaffirm their commitment to the eventual FTAAP as a major instrument to further APEC's regional economic integration agenda.

"Following this Declaration, the agenda to further strengthen the connectivity between our markets and develop supportive infrastructure to form a 'single window' – through which we can improve supply chain visibility – will be crucial for Hong Kong to move in lock-step with the rapidly evolving e-commerce landscape and remain competitive," says **Mr Chee-chen Tung, SBS, JP, Chairman of Sub-committee on Infrastructural Support, LOGSCOUNCIL and Chairman, President & CEO, Orient Overseas (International) Ltd.**

In addition, APEC leaders have recognised that the use of standardised codes will enable information about traded goods to be easily understood and shared by all parties, and thus they will encourage APEC economies to work with the private sector to promote further cooperation on global data standards and their wider use by developing pilot projects.

Ms Lin also explains, "The two main values of supply chain visibility are abilities to provide advance cargo information, and to monitor cargo movement status and security. Our report suggests that establishing a framework for information connectivity by using data standards and data visibility platforms can help provide interconnectivity to public-private stakeholders along the entire supply chain. At the recent 2014 APEC Leaders Declaration, it was concluded that the adoption of Global Data Standards (GDS) is essential as standardised codes are the key enablers to facilitate cross-border interoperability. The release of this study came at the best moment as it echoed APEC's initiative to improve cross-border supply chain connectivity."

She continues, "GS1 Hong Kong has been fostering the adoption of the international supply chain standards and solutions to enhance supply chain visiblity. To follow the trend of regional and global economic integration, we will keep taking the opportunities from the policies and measures to help businesses thrive."

亞太經濟合作組織亦主張改善供應鏈的運作效率，並致力在 2015 年如期按供應鏈聯通框架行動計劃消除包括透明度在內的八大瓶頸，並同時在亞太經濟合作組織成員國之間減少 10% 的交易成本。去年 11 月的《亞太經合組織第二十二次領導人非正式會議宣言》提出，亞太經合組織要把亞太自貿區從願景變為現實，並且重申關於亞太自貿區是亞太經合組織推動區域經濟一體化主要手段的承諾」。

香港物流發展局基建支援小組主席暨東方海外（國際）有限公司總裁兼行政總監董建成太平紳士指出：「根據這一宣言，進一步加強我們各個市場之間的聯通並發展支援基建以建立『單一窗口』，藉以提升供應鏈透明化的舉措刻不容緩。這將對香港能否緊貼急速演變的電子商貿形勢和保持競爭力起著關鍵的作用。」

此外，亞太經合組織的領導人認識到使用標準化編碼將使各方更好理解和分享貨物貿易信息；因此，他們將鼓勵亞太經合組織經濟體與私營部門合作，通過推進試點項目，加強在全球數據標準領域的合作，並推動其更廣泛應用。

林潔貽亦補充：「供應鏈透視化的兩大價值在於能夠預先提供貨櫃資訊，以及監察貨櫃的去向和安全；我們的研究報告建議，利用數據標準和數據透視化平臺，建立資訊聯通框架，將有助整條供應鏈的公私營機構相關人士得以互通互聯資訊。2014 年東盟領袖宣言提出採納全球數據標準（GDS）作為標準編碼，對促進跨境協作舉足輕重。我們這項研究報告呼應了東盟改進跨境供應鏈連繫的倡議，還為業界人士帶來具價值的洞悉，有助他們適應變化萬千的商業環境，並克服報告重點提出的挑戰。」

她續說：「GS1 多年來致力推動各行業採納國際性的供應鏈標準和解決方案。我們將順應區域和全球經濟一體化的趨勢，積極利用新政策帶來的機會，協助企業提高優勢及競爭力。」

The full report is available at
完整報告請見：

bit.ly/SCVreport

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OUT-OF-STOCK REALITY

20% OF SHOPPING TIME IS WASTED WAITING FOR A RESOLUTION TO AN OUT-OF-STOCK SITUATION

AVERAGE RETAIL INVENTORY ACCURACY IS ONLY **60-65%**

RFID REALITY

WITH RFID

INVENTORY ACCURACY TYPICALLY INCREASES FROM 60-65% TO **95-99%**

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Big Data Ushers the Retail Industry into a New Era
大數據帶領零售業邁進智能商貿世代

As Internet of Things (IoT) has become a mega-trend in the development of information technology, it is expected to deliver us a whole new life experience if the data of every "thing" can be retrieved from the Internet.

「物聯網」是現今科技發展的一大趨勢。若未來能夠透過互聯網存取全球所有物件的資訊及數據，這將會為我們帶來全新的智慧生活體驗。

IoT technologies not only provide retailers a diversity of solutions to improving operation efficiency, but also bring higher quality of products and services to the consumers. Nowadays, retailers can collect data when their customers check out, and simultaneously, conduct data analysis. With these kinds of IoT technologies, the interaction between retailers and consumers will be totally revolutionised. "RFID technology enables product identification, accelerates stock taking process and helps monitor sales status. Meanwhile, it provides retailers an early insight into the shopping patterns and preferences of their customers to ensure on-shelf availability to meet omni-channel market needs," said **Mr. Dean Frew, President of SML Intelligent Inventory Solutions (SML IIS) under SML Group**.

Through a mix of connected devices, brick-and-mortar stores will also be able to obtain real-time customer information, same as online stores, for analysis purpose. Using the data, retailers can develop better marketing strategies to expand their businesses.

In addition to making a smoother delivery process, IoT technologies also allow online retailers to track customers' search history and past shopping patterns. Using the structured data, retailers can provide their customers with better shopping experience through promoting them their favorite products.

物聯網科技提供予零售商更多提升營運效率的方案，以帶給消費者優質的產品和服務。現在，我們已經可以於銷售產品的同時，取得數據並進行即時分析，這正是物聯網科技改變零售商與消費者之間互動的開始。RFID 整體解決方案供應商**SML 集團旗下的 SML IIS 行政總裁 Dean Frew 先生**指：「RFID 技術能識別每件產品，使零售商進行盤點時更快捷，亦方便監測銷售情況。同時，零售商可及早洞悉顧客的購物模式及喜好，確保貨品的數量足以應付市場需要，配合全渠道銷售的商業模式。」

透過混合採用互連設備，實體商店將可以跟網上零售商一樣，取得即時的顧客資訊作分析用途，以訂立更佳的銷售策略、擴展業務。

除了令運送過程更流暢之外，從零售商的角度來看，創新的科技亦讓網上零售商店可以追蹤顧客的網上搜尋紀錄和過去的購物模式，搜集分析數據，以向他們推銷喜愛的產品，提供前所未有的貼身消費體驗。

"In fact, RFID tags are affixed to the products at source in order to automatically record data throughout the entire transport process. When the products are delivered to the warehouse or retail outlets, the process of counting would be more simple and accurate," added Mr. Frew.

Dean Frew 先生亦表示：「其實產品於生產源頭已經貼上 RFID 標籤，以自動記錄整個運送過程的數據。當貨物送抵倉庫或零售店舖時，點算貨物的數量及批次的工作便可以更簡單準確。」

Various ways to improve business performance
多方面協助改善企業表現

Big data analytics refers to the practice of gathering market and consumption data through different channels, then using the information for quick analysis and forecasting purpose, with the aid of technology. The objective is to collect information, market trends and opportunities of strategic value and help businesses acquire early insights into market needs so they could respond to them swiftly. Presently, big data application is undertaken in the retail sector for business and operational improvements in the following areas:

所謂大數據分析，是指從不同渠道中收集市場及消費數據，通過技術進行快速分析及預測，尋找出有價值的資訊、市場趨勢及商機。現時大數據於零售市場的應用，可以改善以下多個層面的管理及運作：

Optimising market strategy
優化市場策略

Through real-time monitoring, retailers can obtain information at each point of sales to deepen their insights into the sales generated for each product type and the spending patterns of customers. This can enable the retailers to grasp market conditions and predict future needs with greater accuracy, so as to avoid out-of-stock and excess inventory situations.
透過實時監測銷售情況，零售商可取得每個銷售點的數據，得知每件產品的銷售量及顧客的消費模式，以了解市場狀況和預測未來需求，從而避免缺貨或貨存過剩的情況。

Analysing the effectiveness of promotional activities
推廣活動成效分析

Through data analytics, it has become possible for companies to determine when and where their product promotional campaigns should be conducted to obtain maximum results. Based on such knowledge, they can also improve their pricing strategy for a positive impact on sales and optimise the best employee-customer ratio at the right time and place, to achieve greater cost savings.
透過數據分析，企業可找出產品推廣活動在何時何地能得到最佳成效，改善價格設定的策略以提升銷量；另外亦可計算出不同時間或地點的最佳員工與顧客比例，節省成本。

Identifying targeted customer groups
鎖定目標顧客群

Big data can be broken down by different customer groups. This allows retailers to formulate unique sales methods, products or services customised to each group and uplift operational efficiencies. Based on the data of various consumer groups, retailers can conduct market analytics from multiple perspectives and understand their customers better. The insights gained can also help retailers attract new customers, increase customer loyalty, reduce the rates of customer attrition and boost consumer spending.
大數據可以細分不同的顧客群，讓企業可因應不同顧客群精確制訂獨特的營銷方式、產品或服務，從而提升營運效率。亦可根據顧客群，從不同角度分析及了解顧客，以增加新顧客、提高顧客忠誠度、降低流失率、提高消費額等。

Predicting product trends
預測產品潮流

Through the collection of market information and customer feedback, big data can be generated to facilitate product improvements and predictive analytics for emerging products. As a result, more effective production and market strategies can be formulated at an early stage.
透過收集市場訊息及顧客反饋，大數據可協助改良產品及預測新興產品，從而令企業預早制訂生產及市場策略。

Shining Brighter with Technology
科技促進珠寶行業更璀燦發展

Jewellery seems to have nothing to do with technology. However, Chow Tai Fook Jewellery Group Limited has long been successful in employing innovative technologies and applications in its business development. In recent years, it has also closely followed the trend of Internet of Things (IoT) and adopted RFID technology to enhance the efficiency of daily operations and help management devise business strategies.

珠寶與科技，看似風馬牛不相及，然而，周大福珠寶集團有限公司早已成功引用各種創新科技及技術應用發展業務，近年更緊貼物聯網發展趨勢，採用無線射頻識別（RFID）技術提升日常業務的營運效率及協助管理層制定業務策略。

Chow Tai Fook, widely known for its "Sincerity・Eternity", is the largest jewellery company listed in Hong Kong as well as one of the world's largest by market capitalisation. It also excels as the number one for sales in the world. Its diversified products, which are known for being authentic and trustworthy, are sold through its extensive retail network comprising over 2,250 Chow Tai Fook and Hearts On Fire points of sale spanning nearly 500 cities in Greater China, Singapore, Malaysia, South Korea and the United States, as well as a strong and fast growing e-tail network.

Retailers of different industries are facing various challenges as the global retail market has been evolving quickly due to technological advancement and changing consumer behavior. Chow Tai Fook is of no exception. **Managing Director Kent Wong** said, "We need to spend a lot of time to do stock-taking tasks attentively and accurately. Frontline sales staff are always distracted from performing sale duties and providing customer service. Besides, a lot of our products are in transit frequently, not only making it no easy to track them, but also putting pressure on logistics management due to the high product value. It is also difficult in the past to collect big data on consumer preferences and shopping behaviours during the sales process."

以「真誠・永恒」深入民心的周大福是本港最大的上市珠寶公司，以市值計算更是全球數一數二。周大福產品貨真價實多元化，銷售額高踞世界第一位，透過龐大的零售網絡銷售，包括2,250 多家周大福和 Hearts On Fire 零售點，覆蓋大中華、新加坡、馬來西亞、南韓和美國近 500 個城市，以及正在迅速擴展的電子零售網絡。

全球零售市場因科技的發展與消費者行為的轉變而迅速演變，各行各業的零售商均面臨各種挑戰，珠寶行業也不例外。**周大福董事總經理黃紹基**指出：「我們需要大量時間執行非常仔細及準確的點貨工作，令前線銷售同事無法將全副精神投入銷售工作和提供顧客服務。此外，我們亦經常有大批產品要運送，追蹤產品殊不容易，加上產品價值高昂，令物流管理增添壓力。同時，以往在銷售過程中亦難以收集顧客喜好和購物行為等大數據。」

To cope with these challenges, Chow Tai Fook has successfully developed the 'ICS RFID-technology Deployment' project by integrating RFID and IoT technologies with its self-developed Inventory Control System (ICS). It is designed as a real-time, web-based and generic item level cloud system to use with four tailored-made RFID-enabled smart tools - price tag, Logistic Tray, mHand and Smart Tray. "This award-winning innovative technology application 'ICS RFID-technology Deployment' is the first of its kind that provides comprehensive and viable solutions for the three significant aspects of retailing – logistics management, retail stock-taking and sales operations," Kent Wong continued.

Using RFID-enabled price tag is the basic requirement of the 'ICS RFID-technology Deployment' project. Each product has to carry a RFID-enabled price tag which contains a unique product ID with respective detailed product information allowing product tracking in all stages of the operation flow. The RFID-and-IoT-integrated ICS system also needs to be linked with the Logistic Tray, mHand and Smart Tray. The Smart Tray can display a handful of product information essential for providing professional sales service on the one hand and collecting big data for business analysis on the other; the Logistics Tray can read product codes in lots of tens when the products are placed on it, facilitating higher efficiency than the old method of shooting barcode one by one; the portable handheld device mHand serves as a scanner to read the codes of the products that are displayed inside the glass counters and showcases saving both time and manpower without the hassle of taking out and putting back each and every piece of them.

The ICS RFID-technology Deployment project has won Chow Tai Fook four awards in the IoT and ICT categories, including the Gold Awards of "RFID Implementation Excellence" and "RFID Application Innovation" at the HK IoT Awards 2014, the "Retail and Supply Chain Management Winner Award" of the Asia Pacific ICT Alliance Awards, as well as the "IOT Application Excellence Award" of the IOT GD-HK Awards co-organised by Guangdong RFID Technology Services Center, Guangdong Internet of Things Alliance and GS1 Hong Kong. Kent Wong said, "It is our honor to garner these professional awards. Chow Tai Fook has long attached great importance to innovative technology development and application, and in recent years closely followed the trend of IoT to enhance our productivity and efficiency and support management in big data analysis. In the future, we will keep exploring new technologies to further enhance the efficiency of our overall operation and retail business with more smart applications."

"The 'ICS RFID-technology Deployment' project is proven effective. It has greatly reduced stock taking time and helped understand customer preferences and shopping behaviours. Moreover, our leadership stature and corporate image as a forerunner in innovative technology are enhanced." Kent Wong remarked.

黃紹基表示：「ICS RFID 技術應用項目已見效益，現在點貨時間得以大幅縮減，又有助了解顧客的喜好和購物行為，更提升了我們作為珠寶業創新科技先鋒的領導地位和企業形象。」

為迎接這些挑戰，周大福利用 RFID 和物聯網技術與自家研發的存貨控制系統 (ICS) 結合，成功研發 ICS RFID 技術應用項目，這是一套以互聯網為基礎能實時追蹤至單品層面的雲端系統，與經度身改良的 RFID 產品售價標籤、電子物流盤、手提電子盤點器和智能奉客盤四個智能工具配合使用。黃紹基續指：「這套獲獎無數的『ICS RFID 技術應用項目』屬行內首創，能為零售業務的三大層面 — 物流管理、零售盤點和銷售運作 – 提供全面而可行的解決方案。」

配備 RFID 產品售價標籤是 ICS RFID 技術應用項目最基本的要求，每件產品均須配有一個附上獨一無二的產品識別碼的 RFID 售價標籤，內置該產品的詳細資料，可以在運作流程的各個階段進行全面的產品追蹤；同時，結合了 RFID 和物聯網技術的 ICS 系統，也與電子物流盤、手提電子盤點器和智能奉客盤連接起來，智能奉客盤一方面能顯示相關產品料，助銷售服務員提供專業的銷售服務，另一方面亦可收集大數據作業務分析之用；電子物流盤能一次過讀取同時放在盤上數十件產品的條碼，比以往逐件掃描快捷得多；而手提電子盤點器能讀取玻璃飾櫃內的產品條碼，無須逐件取出掃描後再放回，節省時間及人力。

ICS RFID 技術應用項目榮獲四項物聯網及資訊通訊科技大獎，包括香港物聯網大獎 2014 的「卓越無線射頻識別技術運用」及「創意無線射頻識別技術應用」兩個金獎、亞太資訊及通訊科技聯盟大獎的「零售及供應鏈管理組別大獎」，以及廣東省公共 RFID 技術服務中心、廣東省物聯網協會及香港貨品編碼協會聯合舉辦粵港物聯網大獎賽的「最佳物聯網應用獎」。黃紹基稱：「我們十分榮幸獲頒發專業獎項，周大福一向注重創新科技研發與應用，近年更緊貼物聯網的發展趨勢，提升我們的生產力和工作效率，以及協助管理層進行大數據分析。未來我們會繼續探索新的科技，助公司整體運作和前線零售業務更高效更智能化。」

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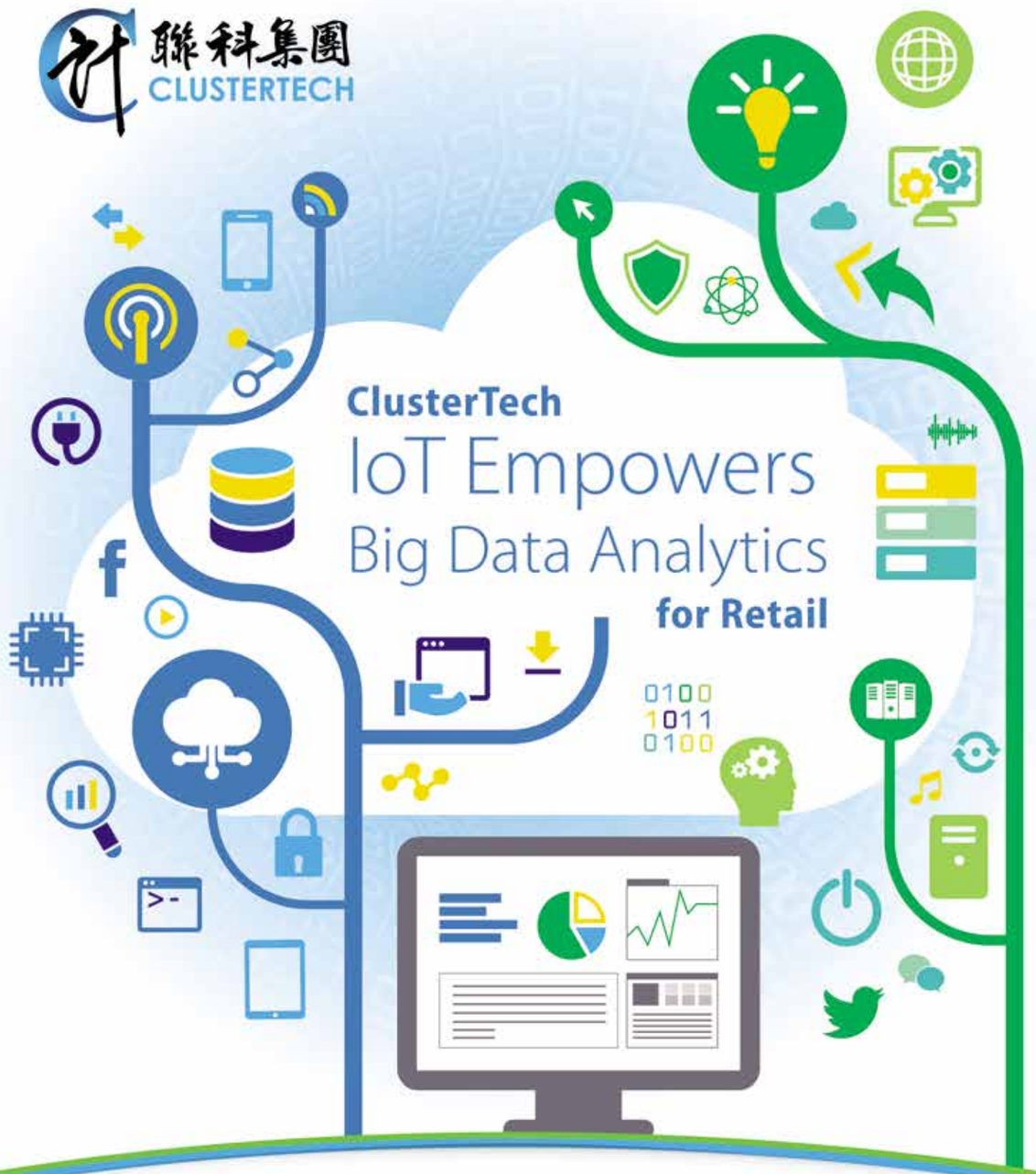
ClusterTech
IoT Empowers
Big Data Analytics
for Retail

About ClusterTech

Founded in 2000, ClusterTech has delivered solutions to a diverse range of business challenges. With expertise in Big Data Analytics and Cloud Infrastructure, ClusterTech can analyze massive amounts of data from IoT Technologies / Devices and other non-traditional data sources, including Wearable, Beacon, Sensor, Social WIFI, Social Media and Email sources. We enable enterprises to gain deeper insight into their business.

Over the past 15 years, ClusterTech has accumulated numerous technology achievement awards, intellectual property and patents. ClusterTech has provided modern computing products and services to more than 100 international and national organizations and companies in China. Our branches and offices in Hong Kong, Beijing, Shanghai, Shenzhen, Guangzhou, Wuhan, Xi'an, and Sydney (Australia) provide local support to our clients.

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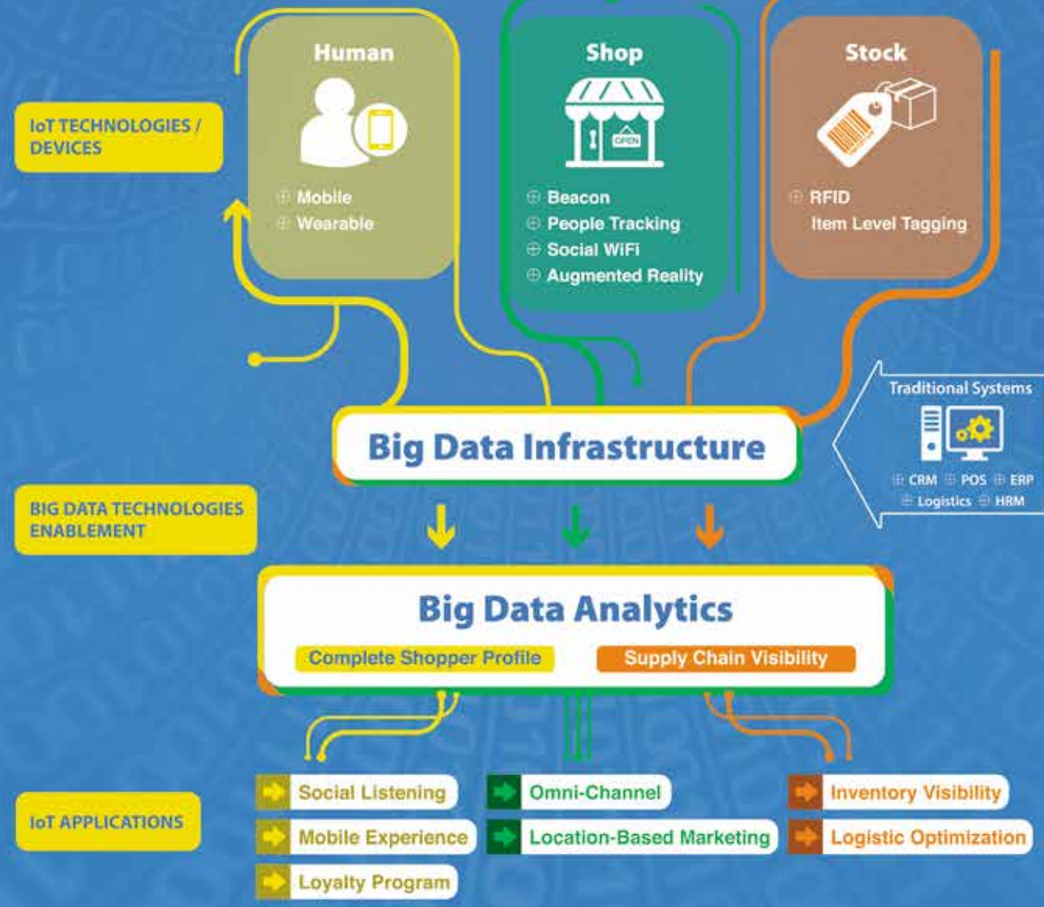
Integrate multiple data sources from IoT devices to form a single shopper profile



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Boosting Supply Chain Efficiency with Internet of Things Technologies
採納物聯網科技 提升供應鏈效率

The rapid growth of e-commerce and the omni-channel retailing are not only transforming the retail business but also the logistics landscape as the complexity of the product mix, same day delivery and best customer experience all create challenges.
電子商貿與全方位零售的迅速增長不只刷新零售業面貌，也為物流業帶來改革。複雜的產品組合、同日配送和優質顧客體驗等要求，帶來種種新挑戰，企業不得不求變。

To cope with the new changes in retail, Kerry Logistics integrates cloud-based warehouse and distribution applications with robots to uplift the efficiency of order fulfillment while big data analytics of orders and sales trend to compute the location of the mobile racks in real-time to ensure fast moving items are close to the pick stations.

The Kerry Omni Channel Fulfilment application, which is a one-stop order implementation solution, received a Certificate of Merit of the Internet of Things Application category under the Best Smart Hong Kong Award 2015. It serves as a reference to the local logistics industry on how to achieve higher space utilisation, improve efficiency with automation and enabling technologies to sustain Hong Kong as the leading Asia logistics hub.

The application unites Kerrier Warehouse Management System (KerrierWMS), Kerrier Electronic Proof of Delivery System (KerrierEPOD) and Robot to provide a comprehensive solution for warehouse automation, order management and order tracking.

KerrierWMS and Robot minimise the error rate of picking a product as the correct item is automatically transported to the picker. Warehouse staff only need to pick and confirm the item by a scanner instead of wasting time selecting items manually.

KerrierEPOD is an android mobile application used by delivery staff to browse assigned order details and report delivery status with GPS location and photos of the package. Control Centre staff can monitor order status and provide instant follow for any incident.

為迎合零售業的新轉變，嘉里物流把建基於雲架構的倉庫、配送系統與機械人結合，以提升履行訂單的效率。其中對訂單和銷售趨勢進行大數據分析，能自動並即時排出流動貨架的位置，確保快速流轉的產品最貼近取貨站。

嘉里全方位物流管理方案是一站式的解決方案，嘉里物流亦憑該方案於 2015 年最佳智慧香港獎的物聯網應用類別中取得優異證書。這個獲獎項目極具參考價值，讓本地物流界可提高空間使用率，並通過自動化和應用技術來改善效率，鞏固香港作為頂級亞洲物流中心的地位。

方案結合嘉里倉庫管理系統 (KerrierWMS)、嘉里電子交付系統 (KerrierEPOD) 和機器人系統，提供自動化倉儲、訂單管理及訂單追蹤服務。

結合嘉里倉庫管理和機器人系統，機器人會自動將貨品運送到包裝區，倉儲員工的工作，只需要挑選並掃描條碼確認，大大減少了在倉庫步行的時間及選貨時的錯誤率。

而嘉里電子交付系統是一個以安卓執行的手機應用程序，送貨員可以通過手機瀏覽訂單的詳細信息，並通過上載 GPS 位置、包裹照片及交貨狀態從而令控制中心員工監控訂單狀態，在事故發生時提供即時的跟進。

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2015 年最佳智慧香港獎獲獎項目

Product Authentication Solution to Bolster Consumer Confidence
產品驗證方案 給予顧客消費信心

As counterfeit and parallel goods flooding the market, consumers are becoming easier to fall into traps when they make purchases. To brand owners, counterfeits and parallel imports do not only affect their sales performance, but also reduce consumer confidence in the product quality and damage their brand reputation. At the same time, a serious threat will even be posed to the health of consumers. To combat these issues, many brand owners are starting to adopt product authentication solutions to protect their brands.

Apart from concerning the product authenticity, over 70 per cent of consumers pay greater attention to the credibility of such information provided, a market research revealed. Except product price and origin, they also want to obtain information such as nutrient content, expiry date, brand, background of manufacturer, discount offers, etc. Through leveraging Internet of Things technologies, consumers can now access trusted information uploaded by suppliers and authenticate products before they make purchase decisions. The “Consumer Connect” mobile app developed by GS1 Hong Kong allows consumers to scan the product barcode and view additional information. By scanning the QR code on the product authentication label, consumers can even authenticate the product, trace the origin, take advantage of discounts and other promotional offers, conduct product warranty registration instantly, etc.

To ensure brand reputation is not affected by adulteration in the market, many retailers can now affix product authentication labels on their products. This enables consumers to distinguish genuine products from counterfeits in order to boost consumer trust and increase customer loyalty.

市面上的假貨及水貨多不勝數，令消費者很容易就會掉入騙徒的陷井。對於品牌商而言，假貨除了會影響銷售額，同時亦會大減消費者對品牌及其質素的信心。而對消費者來說，假貨甚至會對他們的健康構成嚴重威脅。為此，不少零售品牌商都開始採納產品驗證方案，打擊假貨以保護品牌。

除了確保產品是否正貨外，有市場調查顯示，超過七成消費者重視產品資訊的可信性，除了產品售價及來源地等主要資訊外，亦希望了解產品的營養成分、過期日、公司品牌和生產商背景，以及折扣優惠等額外資料。透過利用物聯網科技，消費者現在就可於購買產品前查看由供應商上載的可靠資訊，並認明正貨。由 GS1 Hong Kong 開發的手機應用程式 Consumer Connect+，讓消費者可以掃描產品上的條碼，獲取包裝以外的資訊。而掃描產品驗證標籤上的 QR 碼，甚至可作產品認證、追溯來源、取得促銷優惠資訊和即時進行維修保養登記等。

為確保企業信譽不受流入市場的假貨影響，品牌商現可於產品上採用驗證標籤，讓消費者能夠分別哪些是有信心保證的正貨，放心使用他們的產品，以建立更高的顧客忠誠度。

New participating enterprises of product authentication solution:
產品驗證方案新參與商戶：

- Clean Air Hong Kong Ltd.
- Harmonic Health Pharmaceutical Company Ltd.
  康和堂藥業有限公司
- Life Science Organization New Zealand Ltd.
  新西蘭生命科技
- Unicorn International Trading Ltd.
  麒麟藥廠

Watch video online and learn how to authenticate a product.
觀看短片了解如何驗證產品。

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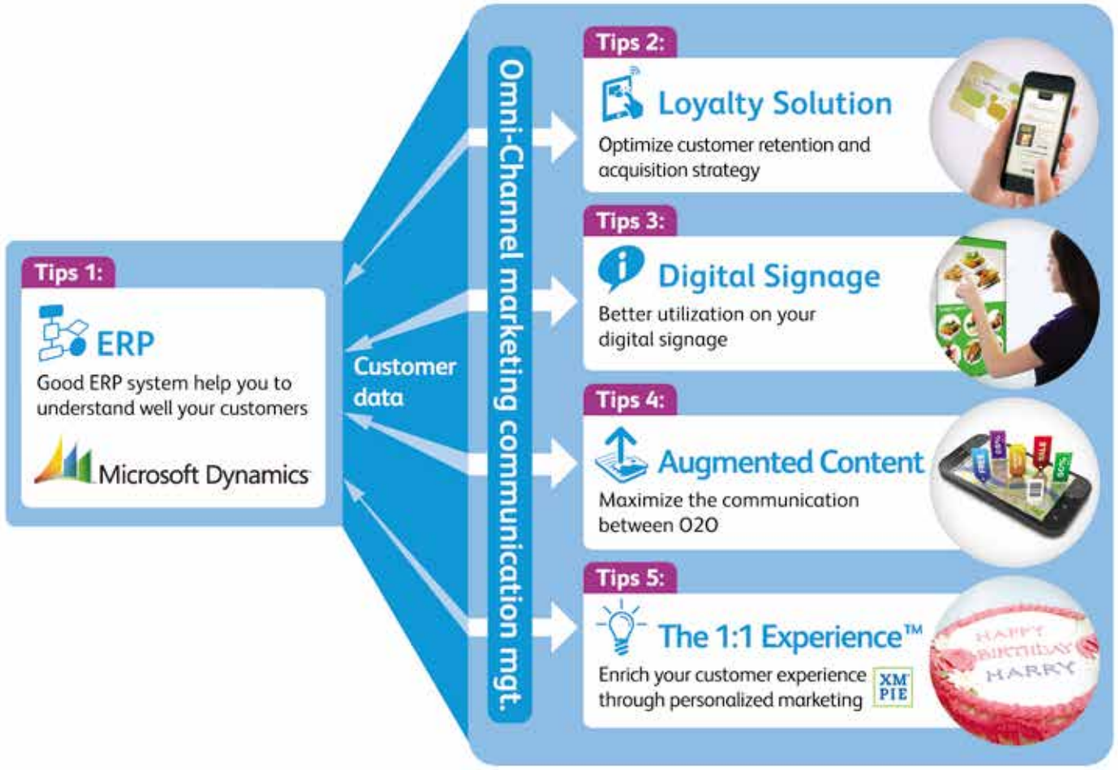
Winning Tips on Omni-Channel marketing to maximize your ROI

Nowadays, consumers increasingly embrace digital technologies and mobile devices in purchase. Retail is a fiercely competitive industry, retailers who implement the integration of Online To Offline (O2O) by omni-channel marketing communication strategy to creating blue oceans, with goal of enhancing customer experience. Fuji Xerox (Hong Kong) retail solutions help retailers maximize return on investments and deepen target markets.



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ECR Asia Pacific Conference – Drive Efficiency through Collaboration
高效消費者響應亞太會議 – 攜手推動營運效率

The 14th Efficient Consumer Response (ECR) Asia Pacific Conference (the "Conference") , organised by the ECR Asia Pacific Council, GS1 Hong Kong and ECR Hong Kong and co-organised by The Consumer Goods Forum, was successfully held on 24 – 25 March in Hong Kong, with Mr Gregory So, Secretary for Commerce and Economic Development of Hong Kong as Guest-of-Honor.

第 14 屆高效消費者響應（ECR）亞太會議，由 ECR 亞太區協會、GS1 Hong Kong 及 ECR 香港主辦，並由零售商品論壇協辦。會議於 3 月 24 至 25 日圓滿舉行，並邀請到香港商務及經濟發展局局長蘇錦樑先生擔任主禮嘉賓。

With the theme "Collaborating for a Better Future", this year's Conference brought a line-up of over 40 thought leaders and senior executives from leading enterprises in the industry. Over 500 participants from retail and consumer goods industry in Asia Pacific gathered to discuss their views on the status quo and trends of regional retailing.

In his opening address, Mr So said that it was an excellent platform for forerunners and leading practitioners in manufacturing, distribution, wholesaling and retailing to collaborate and share insights on the evolving trends of retailing and customer demands, and elaborated HKSAR Government's support to retail industry in improving customer response .

以「同創美好未來」為主題，本年會議陣容鼎盛，共邀請了逾 40 位業界先鋒和著名企業高管，並有超過 500 位來自亞太零售及消費品業的參與者聚首一堂，討論亞太零售業的現況和趨勢。

蘇錦樑在致開幕詞時說，是次會議是聚集製造業、分銷、批發和零售業的先驅，共同探討如何應對不斷變化的零售業趨勢和消費者需求的絕佳機會；此外，他還介紹了香港特區政府支持零售業提高消費者反應的舉措。

ECR Recognition Awards
ECR 認可大獎

It is a new award scheme to recognise the prominent elite of the supply chain for their demonstrated excellence in their particular areas of expertise. There are six categories under the Award, with each emphasising on different focuses. This issue of *Supply Chain Plus* has invited some winners to share their thoughts.

ECR 認可大獎是新設獎項，嘉許在各專業領域卓有成效的供應鏈精英。大獎分為六個組別，各有焦點。本期的《供應鏈新動向》邀請了部分得獎者暢談心得。

Category: **Sustainability**
類別： **可持續性**

Winner: **Mr. Tng Ah Yam**, Deputy CEO, NTUC FairPrice Co-operative Ltd
得獎者： **唐亞炎**
副總裁，新加坡（商品促銷），NTUC FairPrice Co-operative Ltd

NTUC FairPrice is honoured to be the recipient of the ECR AP Recognition Awards (Sustainability Category) and recognised for our CSR efforts.

Sustainability is a core value at NTUC FairPrice, and we work towards the vision to be Singapore's world-class retailer with a heart. As one of Singapore's largest retailers, we recognise the importance of minimising our environmental footprint across our extensive network to maintain a sustainable environment. Not only do we manage resources as carefully and as responsibly as possible, we also work closely with our partners, staff and customers to adopt environmentally friendly practices. To conserve energy and to reduce our carbon footprint, FairPrice continues to install eco-friendly features in its stores, which include switching to energy-saving equipment and lighting in our stores.

We also launched a Food Waste Framework to track efforts to reduce food waste and to reduce food wastage on 3 fronts – reviewing our processes, working with partners and public education. One of the initiatives under this framework is known as "Great Taste Less Waste Selection" where fruits with slight blemishes and cut vegetables will be sold at a lower price, to encourage customers to continue to choose fruits and vegetables. We also partner with a local charity food bank to donate food which is in turn collected by various charities.

職總平價合作社有幸榮獲 ECR 認可大獎（可持續性組別），是對我們的企業社會責任行動的一項肯定。

可持續性是職總平價合作社的核心價值之一，我們時刻以成為新加坡世界級零售商為念，為此努力不懈。作為新加坡最大型的零售商，職總力求在我們的廣大網絡裡儘量減少環境足印，維持環境的可持續性。我們不僅以最謹慎和最負責任的態度管理資源，還與鮮貨夥伴緊密合作，實踐優質的務農作業。此外，我們亦鼓勵夥伴、員工和顧客養成各種環保的習慣。為節省能源，減少碳足印，職總一直積極在旗下商店推出各種環保措施，並轉用節能設備和照明系統。

我們推出了「廚餘指數」，監察各種減少食物浪費的方案，以處理廚餘問題。第一項措施稱為「Great Taste Less Waste Selection」，把部分有少許瑕疵的水果和已切的蔬菜割價銷售，從而鼓勵顧客選購這些外表可能有損但同樣美味和適合食用的蔬果。我們亦與 Food from the Heart 合作，把食物轉贈不同的慈善機構。

Categories: **ECR Women Leader of the Year**
Supply Chain
類別： **ECR 年度女性領袖**
供應鏈

Winner: **Ms. Lesley Smith**, SVP, Supply Chain, Walmart China
得獎者： **史蓮莉**
沃爾瑪中國供應鏈高級副總裁

I am extremely proud of being named ECR Woman Leader. I have been blessed to belong to an organisation that believes strongly in the development of advancement for women. In 2009, the President's Council of Women Leaders was established with a corporate mission to make Walmart the best place to work for women at all levels. I was thrilled to accept this honor on behalf of the great work of Walmart in this area.

I have been offered many great opportunities during my 20-year experience with Walmart, but I also know that this is not about me. I have the responsibility to reach back into the organisation and help develop the next generation of women leaders. The forum we have created for Women in Logistics called Steel Roses works to provide an avenue to connect women from across the organisation at all levels within Supply Chain.

We also provide the opportunity to match up mentors and mentees, so that the women can stay connected throughout the year and have the opportunity to have support and development year round. As the women in our forum gain confidence and develop, we encourage them to continue this by reaching out and mentoring others. It is really very exciting to see these women leaders gain confidence and grow. They are really making a big difference to the organisation and our results.

I feel very proud and humbled to be honored with these awards. It has been my great privilege to work with the Walmart team in China as we have embarked on a 3 year journey of significant investment in our Supply Chain network and capabilities in China. The honors truly belongs to my team who have worked tirelessly over the past 3 years to turn the plan into reality. Their efforts have made a significant difference as we are now operating 9 distribution centers and 11 fresh products distribution centers across China providing all our stores with a highly centralised service for all product and temperature requirements.

我很榮幸獲選為 ECR 年度女性領袖。我有幸加入了一個非常重視女性發展和前景的一個組織。2009 年，公司成立了 President's Council of Women Leaders，以履行在各個職級成為最佳女性場所的企業使命。是次獲獎證明了沃爾瑪在重視女性方面的非凡成就，能代表獲獎，我深感興奮。

在投身沃爾瑪的 20 年裡，我曾獲得無數機會，但我知道那不只是為了造就我。我還有責任回饋公司，並培育下一代的女性領袖。我們為物流女性設立了論壇，稱為鋼鐵玫瑰（Steel Roses），它連結了機構的供應鏈裡各個層面的女同事。

我們亦找機會配對導師和學員，女學員能在全年裡都與導師保持聯繫，並得到支援和發展。隨著論壇的女性成長並建立自信，我們鼓勵她們再進一步，成為別人的導師，承傳這項寶貴的使命。能看到公司裡的女性領袖逐漸成長，自信日增，實在令人鼓舞。她們的確大大改變了公司，帶動了它的業績。

對於獲獎，我深感榮幸。我非常幸運有機會與沃爾瑪中國的團隊共事，展開了投資中國供應鏈網絡和設施的三年大計。獎項毫無疑問應歸功我的團隊，他們過去三年不辭勞苦，令這項計劃成真，並換來豐碩成果。我們現正營運中國九個分銷中心和 11 個鮮品分銷中心，以高度中央化的系統服務遍佈全國的門店，能按各種所需溫度提供所有產品。

Walmart believes that we must always start from the point of view of the customer. This also applies to Supply Chain initiatives. Whether we are driven to reduce our overall cost, or we are focused on initiatives that provide better service for our stores and ensuring our on shelf availability is better, it is all about our customer. In Walmart, we have a large worldwide network to leverage. It is likely there is a resource somewhere within Walmart that can provide support and insights for almost any challenge we encounter.

沃爾瑪深信公司必須從消費者的角度出發，這種信念同樣適用於供應鏈措施。不論是為了降低整體成本，還是為了給門店提供更佳服務，又或是確保架上貨品充足，出發點都是為了消費者。在沃爾瑪，我們背靠強大的環球網絡，而在這個網絡裡，總能找到所需資源和知識，迎接我們面臨的任何挑戰。

Category: Digital
類別： 數碼

Winner: **Ms. Malina Ngai, JP,** Chief Operating Officer, A.S. Watson Group
得獎者： **倪文玲太平紳士**
屈臣氏集團首席營運總監

"We are glad to receive such an important recognition in the digital category, and it certainly reinforces the importance of A.S. Watson's strategy of building Customer 360, a multi-channel experience from physical stores to online touch points. We are determined to make digital an integral part of our businesses across the globe because this is what customers expect, and customer experience is always our priority.

At A. S. Watson, we have invested USD60 million since 2012 in a multi-year technology project to build a single and much more powerful digital and CRM platform in our 24 markets. We keep integrating online and offline stores. For example, we have started to offer click-and-collect option for e-commerce shoppers. In addition, we have built analytics models to capture and understand customer behaviours, so as to better serve our customers."

我們十分高興獲得此項殊榮，同時亦肯定了屈臣氏集團的全方位顧客體驗策略（Customer 360）的重要性。無論是實體店舖還是網上商店，屈臣氏集團也十分重視顧客體驗，並以發展數碼平台為全球業務的重心，以滿足顧客期望。

自 2012 年起，屈臣氏集團已累計投資 6,000 萬美元發展科網項目，目標是為集團營運的 24 個市場建立統一而強大的數碼和顧客關係管理平台。我們不斷把網上和實體商店整合，為電子商貿顧客提供『網上選購、門市取貨』的服務正是其中一個例子。我們亦不斷開發並改良數據分析系統，掌握顧客行為及喜好，為他們帶來更貼心的服務。

Winning Cases of ECR AP Award 2015
ECR 亞太區大獎 2015 獲獎案例分享

This award is to recognise the spirit of collaboration to drive the FMCG industry forward. Here is a brief introduction of this year's three winning cases.
本獎項嘉許能驅動快速流轉消費品業向前發展的協作精神。以下簡介本年度三個獲獎案例。

Case 1: Pxmart (PX) & Unilever Taiwan (UL) Collaborating for a Better Future by Pxmart (PX) and Unilever Taiwan Limited

Unilever (UL) cooperates with its largest retailer customer- PXMart Co. Ltd. (PX), to approach and to realise Cooperate Social Responsibility (CSR) under the guideline of Unilever Sustainability Living Plan (USLP). The project consists of three major key deliverables, which are Vendor management inventory (VMI) and direct shipment, Redesign reverse logistic model and "What's for dinner tonight?" consumer engagement program.

案例一：全聯（PX）和聯合利華台灣（UL）為更好未來協作 由全聯（PX）和聯合利華台灣有限公司策劃

聯合利華（UL）與它最大的零售商客戶－全聯福利中心合作。全聯遵從聯合利華永續生活計劃（USLP）的指引，履行企業社會責任。項目包含三大要素，分別是供應商管理存貨（VMI）及直接付運、重新設計逆向物流模型及「今天晚餐吃甚麼？」顧客參與計劃。

Case 2 : WuMart-P&G Golden Event Collaborative Forecast and Planning

by Procter & Gamble China Limited (Beijing) and WuMart WuMart and P&G have co-developed C.R.H. (Collaborative, Reliable and High Speed) E2E Golden Supply Chain Innovation Platform since late 2012. The platform enables a collaborative, reliable and high speed supply chain through end-to-end collaboration. C.R.H. supply chain consists of three key building blocks – Joint Forecast, X-Dock Distribution to Shelf, and Intelligent Event Monitoring & Reaction. With this collaborative platform, C.R.H. is able to drive excellent event performance with high efficient information flow and product supply with the great improvement in sales volume, customer satisfaction, lowering significantly residual stocks and out-of-stock levels.

案例二：物美 - 寶潔金牌事件協作預測和規劃 由寶潔中國有限公司（北京）及物美策劃

物美與寶潔自 2012 年底共同開發 C.R.H.（協作、可靠和高速）的 E2E 金牌供應鏈創新平台。平台通過點對點協作，得以實現協作型、可靠和高速的供應鏈。C.R.H. 供應鏈包含三個主要組成元素 – 聯合預測、X-Dock 分銷上架以及智能事件監察和反應。憑藉這個協作平台，C.R.H. 能提升資訊流和產品供應的效率，改善事件發生時的表現，並大幅提升銷售量和顧客滿意度，同時降低存貨過剩和缺貨水平。

Case 3: "Environmental Friendly Safety Distribution Service (EFSDS)" for Green Consumers by GS1 Korea, Hyundai Greenfood, National Agricultural Products Quality Management Service (NAQS)

Collaborating with GS1 Korea, NAQS and designated agricultural supplier Hyundai Greenfood (HGF) have installed the environmental friendly safety distribution service for green consumers. Through the construction of the safety distribution service system – a 3-step checking system of producer delivering, distribution center checking and on-shelf displaying, Hyundai Greenfood has raised its credibility to a higher level among consumers.

案例三：為綠色消費者而設的「環保安全分銷服務 (EFSDS)」，由 GS1 韓國、 Hyundai Greenfood、全國農產品質量管理服務 (NAQS) 策劃

NAQS 及指定農品供應商 Hyundai Greenfood (HGF) 與 GS1 合作，為綠色消費者設立了環保安全分銷服務。這項服務系統對作物運輸、分銷中心和架上陳列進行三步檢查，Hyundai Greenfood 並藉此提升了在高端消費者心目中的信譽。

Building Trust and Confidence in Today's Food System
建立食品系統信任和信心

GS1 Hong Kong Food Industry Forum 2015, organised by GS1 Hong Kong, took place on 18 June at the Hong Kong Convention and Exhibition Centre. The Forum provided an open floor for over 100 stakeholders from food authorities, food industry and related industries to exchange views on food safety related topics and share best practices of tracing and tracking food.

由 GS1 Hong Kong 主辦的「2015 年食品業論壇」於 6 月 18 日在香港會議展覽中心舉行，為來自食品相關的政府機構、食品和其他相關行業的逾百名與會代表提供了一個平台，針對食品安全的相關問題交換看法，並分享食品追蹤追溯的最佳實務。

The Forum's Guest of Honor Professor Sophia Chan, JP, Under Secretary for Food and Health, elaborated on the efforts conducted by the Hong Kong Government in enhancing food safety and cultivating healthy dietary pattern in the community. Broad cooperation between stakeholders was regarded as a critical factor in building a successful food traceability system in Hong Kong.

Echoing Professor Chan's message on cooperation, **Anna Lin, JP, Chief Executive of GS1 Hong Kong**, stressed in her welcome speech that increasing consumer confidence in food safety is a collaborative effort among businesses, trade associations, industry groups and regulatory agencies.

論壇主禮嘉賓食物及衛生局副局長陳肇始教授太平紳士詳述了香港政府在提高食品安全、改善全社會飲食結構方面的努力，指出各方的廣泛合作是在香港成功建立食品追溯系統的關鍵。

GS1 Hong Kong 總裁林潔貽太平紳士在歡迎辭中表示，增加消費者對食品安全的信心需要企業、行業協會、行業組織和監管機構的共同努力。

Ms. Lin further pointed out that "an effective prevention of food safety related incidents depends on three major enablers - first, an effective sharing of best practices across industry, like the event we are having now; second, the training that can help enhance the ability to replicate and broadcast relevant knowledge, for example, Food Traceability Training; third, an effective food value chain traceability platform to enhance full visibility."

On key observation at the Forum is that today's tight economic connections between markets have made food safety more a horizontal priority across the region than merely a local focus. In particular for Hong Kong where 95% of the total food supply in Hong Kong is imported food , establishing a global network monitoring food supply chain plays a decisive role in protecting local consumers.

A modern food traceability system shall be able to track and trace food products at various points along the global supply chain. Yet global economy integration fueled by the booming global trade has made global supply chains increasingly complex and fragmented. Hence adopting globally recognised standard is the key to success.

The GS1 Global Traceability Standard (GTS) was referred to as a recommended guide as it enables maximum interoperability between traceability systems across the whole supply chain whilst accommodating specific commercial and legislative requirements in different jurisdictions.

The GS1 GTS has been applied in "Quality Food Traceability Scheme", a scheme launched by GS1 Hong Kong in 2015to recognize and reward local enterprises who demonstrate excellence in food traceability practices. The award presentation ceremony was held at the Forum. Ten companies were honored as Gold Enterprise Winners and four companies as Silver Enterprise Winners this year.

"We are honored to be the only winner from Macau under this important food traceability scheme. This award is the result of collaborative teamwork from all of our staff, who work tirelessly to deliver the highest quality dining experience to our guests, and signifies our achievement in implementing internationally-recognised food management and traceability systems at City of Dreams. We hope we can set an example for the local hospitality industry and that this scheme will encourage them to join us in pursuing excellence in food safety practices," **Mr. Kristoffer Luczak, Senior Vice President of Food and Beverage, Melco Crown Entertainment Ltd.,** one of the Gold Enterprise Winners.

林潔貽女士進一步指出：「積極致力於以下三個領域的工作是預防食品安全事故的關鍵：第一，有效分享整個行業的最佳實務，例如我們今天舉行的論壇；第二，提供有助於提升學習和傳播相關的知識能力的培訓，例如食品追溯培訓；第三，建立有效的食品價值鏈溯源平台以加強供應鏈的可見性。」

論壇的重點之一是，當今不同市場之間的經濟聯繫日益緊密，令食品安全成為區域內的當務之急。鑒於香港 95% 的食品供應為進口，建立一個監測食品供應鏈的全球系統對保護本地消費者來說至關重要。

一個現代的食品追溯系統可監測食品在全球供應鏈上的即時信息。急速增長的全球貿易促進全球經濟日益整合，全球供應鏈也日益複雜和分化。故此，應用全球認可的標準是成功的關鍵。

GS1 可追溯性標準有助供應鏈內不同追溯系統之間最大程度的互認，同時亦能適應不同國家和地區的商業和立法要求。

GS1 Hong Kong 今年啟動了應用 GS1 可追溯性標準的「優質食品源頭追蹤計劃 2015」，旨在表彰在食品可追溯性實踐上表現卓越的本地企業。該計劃的頒獎典禮於論壇上舉行。今年，有十家公司榮膺金獎企業，四家獲得銀獎企業。

金獎企業之一的**新濠博亞娛樂餐飲部高級副總裁 Kristoffer Luczak 先生**表示：「我們非常榮幸能夠成為本澳唯一獲得食品追溯計劃嘉許的企業，當中有賴我們團隊的通力合作，致力為顧客提供最高質素及符合國際標準的餐饗體驗。此項國際殊榮進一步印證了新濠天地認真建立及執行國際認可食品管理及源頭追溯制度的努力成果。盼望我們能夠成為業界榜樣，鼓勵推動卓越的食品安全標準。」

GS1HK Food Scheme

"Quality Food Traceability Scheme 2016" application is now open.
「優質食品源頭追蹤計劃 2016」現已接受申請！

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As a leading home furnishing provider in Hong Kong, Pricerite, with the concept of "Small Space· Big Universe"，develops and provides one-stop solutions of flexible and versatile products for local families to turn their small space into big universe.

實惠家居是本港最具規模的家居用品供應商之一，秉持「小小空間．大大宇宙」的理念，致力為本地家庭提供一站式家居解決方案，善用多變多樣的家具，使小小空間蛻變為大大宇宙。

The growing popularity of eCommerce has a profound effect not just limit to online shopping but also on consumer behaviors. With advanced technology and high penetration of mobile devices, many customers get access to multiple channels throughout the shopping process, bringing the brave new world of omni-channel retailing.

Seeing these fundamental changes, Pricerite has been revamping the supply chain management process to cater for customers' needs.

In addition to PC and mobile interfaces, channels such as instant-messaging, social media and sales hotline all enable Pricerite to provide real-time product details to potential customers. All of these services are backed by a comprehensive product information system to ensure consistent and instant data flow across multiple channels.

The flow of physical goods is enhanced among Pricerite warehouse and stores to facilitate the order fulfillment operations. Upon purchase at Pricerite's online store, customers can either pick up merchandises at any store in the network on the same day the earliest, or choose delivery services. Moreover, electronic order delivery scheduling and order track-and-trace systems would be deployed this year to further automate and streamline the supply chain management and provide service transparency.

The omni-channel retailing model at Pricerite rides on a customer-centric concept. Services are designed to better reflect customer's shopping patterns and needs. Such initiatives also create synergistic effect at all touch points to provide consumers with outstanding experience and ultimate convenience when shopping at Pricerite.

電子商貿漸趨流行，網上購物模式因此煥然一新，而消費者行為也同時深受影響。隨著科技進步，手提裝置的滲透率日漸提升，消費者接觸到的購物方式也越來越多，正式展開全方位零售的嶄新紀元。

為配合市場的深層次變化，照顧消費者的需要，實惠不斷革新其供應鏈的管理模式。

經改革後，實惠網店不單支援電腦及手提裝置介面，還新增即時通訊功能、社交媒體平台和銷售熱線，為潛在客戶實時提供詳細的產品資訊。這些服務由全面的產品資訊系統提供統一支援，確保各平台可順利地即時交換訊息，維持資料一致。

與此同時，為使交貨程序更為順暢，實惠致力提升倉庫和分店之間運送實體貨品的效率。顧客在實惠的網上商店訂購貨品後，最早可以即日前往網絡中的任何分店取貨，又可以選擇享用送貨服務。今年之內，消費者還可以電子方式選擇送貨時間及追蹤貨品動向。推出這些新服務後，實惠的供應鏈管理模式越趨精簡及自動化，服務透明度亦較以往更勝一籌。

實惠的全方位零售系統以「顧客為本」作為核心理念，其服務是為迎合顧客的購物形式及需要而精心設計，還可以在所有接觸點之間產生協同效應，為實惠的顧客帶來優質的購物體驗和極致的生活便利。

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Having developed our offices in Hong Kong and Shanghai, QBS System Limited is one of the recognized IT companies in Hong Kong with mature auto-ID technology adopted by corporations, enterprises and government sectors in Asia Pacific area and experience of more than two decades.

With a clear focus on combining business and sensing related technologies, we aspire to providing customized Radio-frequency Identification (RFID) solutions for maximizing our client's operational efficiency and accuracy in manufacturing workflow, warehouse management, as well as inventory auditing and control to best use clients' capital. Apart from RFID, our offers include but are not limited total solutions utilizing BluetoothLow-energy (BLE/ Bluetooth 4.0), Location-Based Service (LBS) and their associated technologies for retail industries.

STOCK IN AND OUT

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Star Industrial Company Limited 星光實業有限公司

Established in 1949, Star Industrial Company Limited is the largest manufacturer of plastic products in Hong Kong. The "Red A" brand name is highly recognised in the plastic industry both locally and internationally. Over 600 different products have been produced in their lines that include houseware, kitchenware, catering & restaurant supply, office products, heavy-duty containers, component parts, medical containers, and more.

星光實業有限公司創立於 1949 年，是全香港最大的塑膠製品生產商。「紅 A」的品牌一直以來都是大眾優質產品及信心的標記，所生產的產品超過 600 款，包括家庭用品、廚房用品、餐飲業用品、文具、工業容器、配件及藥用器皿等等。

Since online shopping became popular in Hong Kong a few years ago, many retailers have set up online stores in order to expand their customer base and provide a one-stop service for consumers for an enjoyable online shopping experience anytime, anywhere.

Due to the current high rental costs associated with physical stores and shelf space, Red A, which always aims to provide quality products at the best value, seized the opportunity a few years ago to add an online sales channel. The aim was to expand their market while at the same time providing a more convenient platform for their customers. Customers can now place orders 24 hours a day, with product selections being clearly displayed online. **Jessica Leung, Director of Business Development at Star Industrial Company Limited**, said, "We have our own fleet of vehicles, warehouse space, and a comprehensive supply chain management system, so we are able to handle a large number of shipments and can fully meet the need of the entire online shopping channel."

Although plastic houseware retail shops can be seen everywhere in Hong Kong, which increases the difficulty of expanding the market online, the Red A Online Shop, which was opened five years ago, has shown a significant increase of turnover already. Jessica Leung also mentioned that, "After launching our online shopping platform, Red A has adopted different strategies for promotion, including collaborating with a well-known illustrator to design a series of limited edition merchandise, regularly launching trendy new products in addition to the classic ones, and so on, to attract more customers to shop online."

自從網購在數年前開始在香港盛行，不少零售商都開設網上店舖，以接觸更多的顧客，並提供一站式服務，讓網上顧客隨時隨地享受購物的樂趣。

由於現時的舖位和貨架的租金高昂，一直以價廉物美為宗旨的紅 A，於數年前便看準時機，增設網上銷售渠道，擴大市場的同時，亦提供一個更便利的平台，讓客戶群可 24 小時進行訂購，在挑選產品時一目瞭然。**業務拓展總監梁馨蘭**表示：「我們擁有自己的車隊、倉庫及完善的供應鏈管理系統，因此能夠支援平日大量出貨之餘，亦可全面配合整個網購渠道的需求。」

雖然在香港，售賣塑膠製家品的零售店舖隨處可見，大大增加了擴展網上市場的難度，但紅 A 的網店從 5 年前開始營運至今，營業額已經有大幅增長。梁女士亦指：「紅 A 自構建網上平台後，便訂立不同的推廣策略宣傳，包括與著名插畫師設計一系列的限量商品、定期推出更年輕化的新產品和為人熟悉的懷舊產品等等，以吸引更多顧客於網店購物。」

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About RFID System & Supplies Limited

We specialize in design and manufacture standard/custom RFID tags and labels, and also a provider of RFID hardware, systems and solutions. We possess a European state-of-the-art RFID label converting machine in Hong Kong and servicing network in China.

Our Services

- Design and develop customized RFID tag/label, and tag printing application for integrators
- Consultation service on RFID tag and hardware selection for different applications
- Provide professional RFID total solution and technical support to assist in RFID deployment on various industries

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RFID SYSTEM & SUPPLIES

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Cluster Technology Limited
聯科集團

ConsoAdvisor

Clustertech aims at developing business intelligent, and utilizing big data to bring value to customers. For retail industry, there is large volume of data accumulated in retailers' daily business, such as membership records, sales and inventory records. We apply professional data mining technology to provide business intelligent systems that can solve retailers' business challenge and increase supply chain efficiency. For example, our **Clustertech Conso Advisor** solution, which is a BI system to facilitate and automate the stock rebalancing process for retailers, helps redistribute the stock to prevent out-of-stock, reduce inventory management manpower, and increase inventory turnover distinctly.

As social media plays an increasingly important role in everybody's daily life, Social Media Analytics is a significant trend in the IT industry. For retailers, it is vital to understand its existing and potential customers' needs, and master competitors' marketing strategies. To bring further business value to retailers, we now focus on developing Weibo Analytics and Facebook Analytics, by providing a proprietary analytical engine that collects, segments, refines, analyzes and interprets data. Clustertech Social Media Analytics Solution would provide customers a clearer marketing insight and help retailers better applying marketing strategies.

聯科集團致力於發展商業智能，並利用大數據分析為客戶帶來價值。對於零售行業，零售商日常的業務會積累大量的數據，如會員檔案，銷售和庫存記錄。我們運用專業的數據挖掘技術，提供商業智能系統，幫助零售商解決商業挑戰、提高供應鏈效率。例如，我們的**聯科智能調貨系統**能夠幫助零售商自動優化庫存，提供倉庫與店鋪、店鋪與店鋪之間的自動調貨方案，以合理分配庫存以預防缺貨、斷碼狀況，節約庫存管理的人力并提高庫存周轉率。

隨著社交媒體在人們日常生活中扮演著越來越重要的角色，社交媒體分析是 IT 行業的一個重要趨勢。對於零售商來說，了解現有和潛在客戶的需求、掌握競爭者的營銷策略是至關重要的。為了能夠給零售商帶來更多的商業價值，我們現在重點發展微博分析和臉書分析，通過提供專有的分析引擎來收集、分類、提取、分析和解釋數據。聯科智能社交媒體分析方案將為客戶提供更清晰的市場洞察力，幫助零售商更好的運用營銷策略。

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Schmidt & Co., (Hong Kong) Limited is one of the leading system integrators and proprietary product providers in Asia. We offer innovative yet competent Automatic Identification & Data Capture (AIDC), Mobile as well as Information Management solutions based on a variety of technology platforms such as Barcode, RFID, Voice Recognition, Biometrics Technologies, Mobile Computing and Wireless Communications to optimize business processes and simplify people's lives in all kinds of ways.

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SecurePro Group
安寶集團

As the only strategic partner of GS1 for product authentication and RFID Item Level Tagging, SecurePro shares the same mission to optimise retail business through creating a more efficient and secure environment. Focusing on improving overall performance of an enterprise instead of tackling single issue, we take the whole supply chain into account and process “targeted therapy” hitting critical workflow hindrances at one time. Hence, the benefits of our supply chain solutions lie from manufacturers to end users.

安寶是 GS1 進行產品認證及 RFID 單品標籤化的唯一戰略伙伴，與 GS1 肩負同樣的使命，宗旨是創造更高效、安全的零售市場，改善零售業的服務水平。我們不只處理單一問題，而是着重提升企業的整體水平，掌握供應鏈全貌，然後執行「靶向治療」，把阻礙供應鏈有效運作的關鍵問題逐一擊破。因此，我們的供應鏈解決方案對象遍及生產商以至產品用家。

To optimise warehouse capacity and stock handling efficiency in order to save time and manpower, we provide our clients the Warehouse Management System. The system allows speedy data capturing and item identification as well as provides real-time stock states for immediate decision making. At the same time, the workflow can be simplified through process automation, for instances, inventory level alert, purchase reminder, etc.

For fleet management, we also provide solution for track and trace of fleet to increase transparency of logistics. The solution provides important information for front line staff for resources allocation planning.

In the foreseeable future, IoT and RFID applications are imperative to boost retail performance and profitability. SecurePro will be fully utilizing our experience and specialty to build solutions which hit the bull’s-eye of challenges facing by our clients.

我們為客戶提供「倉庫管理系統」服務，協助客戶善用倉庫容量並有效管理存貨，從而節省時間及人手。系統可以讓客戶迅速地擷取數據及識別產品，還可提供實時存貨狀態資訊，方便管理層進行即時決策。與此同時，透過存貨水平警報和採購提示等自動化程式，客戶的供應鏈運作流程亦得以簡化。

車隊管理方面，我們亦提供專門的解決方案，以便客戶追蹤及追溯車隊動向，從而提升物流程序的透明度。此解決方案為前線員工提供重要資訊，協助他們制定資源分配計劃。

在可見將來，物聯網和 RFID 應用對提升零售商業績及盈利能力都非常重要。安寶將運用其豐富經驗和專業知識，協助客戶直擊問題核心，訂立最適合的解決方案。

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About GS1 Hong Kong 關於 GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, global supply chain standards organisation headquartered in Brussels, Belgium, with over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to have more efficient, visible and safer supply chains through the provision of global standards and a full spectrum of standards-based solutions and services, thus making possible business optimisation and value creation. It engages with communities of trading partners, industry organisations, governments, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

GS1 Hong Kong currently has more than 7,000 corporate members from about 20 industries including retail consumer goods, food, wine, healthcare, apparel, consumer electronics, logistics and information technology.

GS1 Hong Kong於1989年由香港總商會成立，是GS1社群的成員組織之一，也是一間積極開發和實施全球供應鏈標準的非牟利機構。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

GS1 Hong Kong憑藉全球供應鏈標準和以標準為本的解決方案及服務，讓香港企業享用更有效率、更高透明度和更安全的供應鏈，以優化業務及創優增值。透過採用全球供應鏈標準，GS1 Hong Kong與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。

GS1 Hong Kong目前有逾7,000名企業會員，涵蓋約20種行業，包括零售消費品、食品、葡萄酒、醫療護理、成衣、消費電子產品及物流。

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