



[Consumer Connect 物密嘢 Helps Consumers Make Smart Choices 消費者的精明選擇]

Champion Business Success through Value Creation
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為消費者創優增值、締造企業優良業績
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GS1 Hong Kong Annual Member Dinner 2012 香港貨品編碼協會2012年度週年會員晚宴

GS1 Hong Kong Annual Member Dinner 2012 was successfully held on January 8, 2013 at The One.

香港貨品編碼協會2012年度週年會員晚宴於2013年1月8日假The One舉行。

With about 370 participants from sectors spanning government, industry, trade associations and members attending the dinner, the event began with welcoming remarks by Mr Glen Smith, Board of Director of GS1 Hong Kong. Subsequently, Miss Joey Lam, JP, Deputy Government Chief Information Officer (Policy and Customer Service) delivered a speech on Consumer Connect, (a mobile application under the OGCI's sponsorship) at the Launching Ceremony, which was followed by GS1 Hong Kong Board of Directors in toasting to celebrate the achievements and kick off the Dinner.

約370名嘉賓蒞臨是次晚宴，他們分別來自不同的政府部門及工商組織，以及本會會員。香港貨品編碼協會董事史密夫先生為晚宴致歡迎辭，隨後，副政府資訊科技總監（政策及客戶服務）林錦平太平紳士就本會研發的「物密啲」（獲政府資訊科技總監辦公室資助研發的手機應用程式）致辭，並與本會貴賓一起主持「物密啲」啟動儀式。為慶祝會務的發展和成就，本會董事局成員進行祝酒儀式，隨即開始當晚的宴會。

An array of entertainment included celebrity singing and acapella performances received great applause from the audience. The gathering provided the guests with an opportunity to socialize in a relaxing atmosphere. Luck draw brought the joyous atmosphere to the climax, with dozens of prizes given out to the winners. Having fruitful entertainment and laughter in a joyous atmosphere, the Annual Member Dinner came to an end.

是次晚宴節目豐富，包括歌星和清唱組合獻唱，贏得觀眾的熱烈掌聲。宴會嘉賓在輕鬆的氣氛下聚餐和交流業界心得。幸運大抽獎環節更送出多項豐富獎品，把愉快的氣氛帶到高峰。週年會員晚宴在既熱鬧又富娛樂性的氣氛下圓滿結束。





45 'Consumer Caring' Companies Recognized as Exemplars for Local Enterprises 45家「貼心企業」樹立行內典範

Forty-five Hong Kong companies have been named 'Consumer Caring Companies 2012', a scheme set up to recognize local companies that demonstrate distinguished consumer care. Of these, 27 of them have won the accolade for the second consecutive year, underlining their sustained efforts to provide top-notch customer service. In this year's Scheme, 18 companies have joined their ranks for the first time. Together, these companies set the standard for excellence in quality products and customer services.

"The Consumer Caring Scheme is more than just having the privilege of putting the 'Consumer Caring' logo on a company's product or service. It is a testament to an organization's desire to put the customer first right across all aspects of the business operation from product development, delivery to execution; from customer-facing staff all the way to senior management. It is recognition that satisfied customers are a cornerstone of enduring good business practice," said Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong.

To encourage and inspire more local enterprises to attain consumer care excellence, GS1 Hong Kong will organize the 3rd Consumer Caring Scheme. The application of the scheme will be started in March and companies are cordially invited to join this meaningful programme.

香港貨品編碼協會2012年「貼心企業」嘉許計劃選出45家本地企業，表揚它們關愛消費者。當中有27家企業是繼上屆之後再度成為「貼心企業」，彰顯這些企業能夠貫徹以消費者為先的企業精神。今年還有18家企業首次晉身「貼心企業」行列。這些企業全都憑藉優質產品及卓越的客戶服務，成為同業的榜樣。

協會總裁林潔貽太平紳士強調：「『貼心企業』嘉許計劃的意義，遠超過單單在企業產品或服務上加添「貼心企業」標誌。它證明了一家企業銳意把客戶放在首位，無論是產品開發、執行或交付，還是從前線人員至管理層，業務營運的各個範疇也貫徹以客為先的理念。它亦彰顯了滿足的客戶，是優良業務實踐的基石。」

為鼓勵和啟發更多本地企業關愛消費者，香港貨品編碼協會將會再接再厲，舉行第三屆「貼心企業」嘉許計劃，該計劃將於3月開始接受申請，冀各企業踴躍參與這有意義的計劃。





'Consumer Connect' Helps Consumers Make Smart Choices

物密啲 — 消費者的精明選擇

With smartphones getting more popular, consumers enjoy more autonomy as product information and promotional offers are at their fingertips. GS1 Hong Kong, with the Office of the Government Chief Information Officer (OGCIO)'s sponsorship, has embarked on an innovative mobile application 'Consumer Connect' which helps consumers to make smart choices in just one barcode scan.

The first campaign of 'Consumer Connect' is scheduled to celebrate the Chinese New Year. To help consumers make smart shopping choices, engaging activities like lucky draw, digital coupon download and promotional offers are introduced. Weekly promotional items, provided by various campaign partners, will be exclusively offered to 'Consumer Connect' users. The promotional offers of that campaign will end on February 25, 2013. Various 'Consumer Connect' festive campaigns will be launched. Please take note of our updated news from time to time.

隨著智能手機愈來愈普及，消費者就更容易獲得產品資訊和推廣優惠，購物更添便利。為迎合這個消費模式，香港貨品編碼協會得到政府資訊科技總監辦公室撥款支持，研發出嶄新的手機應用程式「物密啲」，消費者一「啲」就能作出精明的購物選擇。

為慶祝農曆新年，本會展開首個「物密啲」推廣活動，消費者可透過「物密啲」參加抽獎、下載優惠券和享用推廣優惠。更有不同的活動夥伴為「物密啲」用戶送上專享禮遇，優惠不時更新，讓用戶做個精明的消費者。首個推廣活動的優惠期至2013年2月25日止。我們將不時推出「物密啲」節日推廣活動，請密切留意本會最新消息。

Scan the QR code now to download the app from Apple App Store or Google Play for FREE.

立即用手機啲一啲QR code，免費在Apple App Store或Google Play下載「物密啲」手機應用程式。

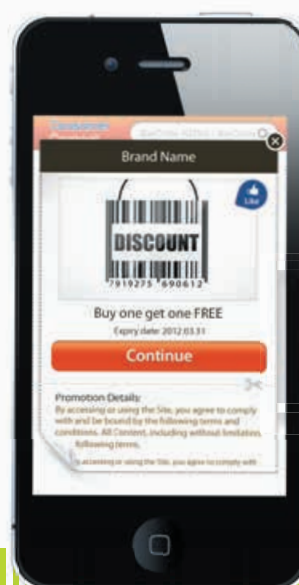


農曆新年推廣優惠 Chinese New Year promotional campaign



With 'Consumer Connect', Consumers can access to brand owner-authorized and trusted source for product authentication. In one scan, the "GENUINE Product Authentication" label will appear on 'Consumer Connect' if brand owners apply the solution enabled by Supply Chain e-Pedigree. Consumers can hence identify genuine products, preventing the loss from buying fake or parallel imported goods originated from various places worldwide.

In addition to consumers, brand owners and retailers can build up, manage and release promotional offers on this mobile platform to interact with customers anytime, anywhere. Let's ride on 'Consumer Connect' to create a new consumer experience.



消費者可以透過「物密啲」獲得品牌商授權的可信產品資訊。只要品牌商採用供應鏈電子譜系支援的「正貨驗證」方案，消費者一「啲」，手機屏幕就會顯示「正貨」標籤，讓消費者辨別手上產品是否正貨，以減低不慎購買來自各地之假貨或水貨的機會。

除了消費者外，品牌商和零售商亦可透過「物密啲」建立、管理和發布市場推廣計劃，與顧客保持緊密聯繫，不受時空限制，共同締造嶄新的消費模式。

At GS1 Hong Kong Annual Member Dinner on Jan 8, 2013, Consumer Connect launching ceremony was officiated by Miss Joey Lam, JP, Deputy Government Chief Information Officer (Policy and Customer Service). During the reception, many guests downloaded the mobile application and scanned product barcodes on the virtual shopping shelf to taste the brand new consumer experience.

2013年1月8日，副政府資訊科技總監（政策及客戶服務）林錦平太平紳士蒞臨本會週年會員晚宴主持「物密啲」啟動禮。在晚宴開始之前，眾與會者紛紛下載「物密啲」掃描互動購物架的產品條碼，體驗嶄新消費模式。



Details of Consumer Connect features can be accessed at <http://www.consumerconnect.hk>
欲進一步了解「物密啲」的功能，請瀏覽

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Champion Business Success through Value Creation 為消費者創優增值 締造企業優良業績

GS1 Hong Kong Supply Chain Management (SCM) Excellence Summit has evolved into a gala event that assists over 500 business, technology, supply chain leaders and e-commerce professionals to provide insights into global supply chain outlook and strategy to champion a more customers-focused supply chain with seamless service and quality product information that will ultimately create value and win the customers.

In the opening address, Mr Gregory So, GBS, JP, Secretary for Commerce and Economic Development of the Government of HKSAR, shared his view on the endeavors of GS1 Hong Kong in enhancing the productivity of SMEs using technological applications like RFID and mobile applications, which is important for maintaining Hong Kong's competitiveness as the world's leading trade and logistics hub. Mr Joseph Phi, Chairman of GS1 Hong Kong, stated the importance of visibility and traceability while delivering his welcoming speech.

香港貨品編碼協會供應鏈管理高峰會是業界之年度盛事，今屆峰會就行業趨勢、重要議題，及供應鏈持分者所面對的機遇分享真知灼見，以更佳服務和產品質素建立以客為先的供應鏈，為消費者創優增值。是次高峰會成功匯聚超過500位來自商界、技術行業及供應鏈業界領導及電子商貿專業人士。

特區政府商務及經濟發展局局長蘇錦樑GBS太平紳士於會中致開幕辭，就香港貨品編碼協會憑藉科技應用提升中小企生產力的貢獻予以肯定，例如無線射頻識別和手機應用程式。蘇局長認為此有助於香港維持其領先的世界貿易及物流樞紐之地位，有效提升競爭力。協會主席彭焜耀先生致歡迎辭時，指出供應鏈透明度和可追溯度之重要。



Mr Gregory So, GBS, JP, Secretary for Commerce and Economic Development of the Government of HKSAR
香港特別行政區商務及經濟發展局局長蘇錦樑GBS太平紳士

“Nowadays, globalization and rapid development of technology have crafted a new landscape for supply chain management, with more focus on value creation. We all face this challenge and hence today's theme, ‘Champion Business Success Through Value Creation’, is most timely.”

「時至今日，全球化和日新月異的科技造就了嶄新的供應鏈管理，而且愈來愈著重於創造價值。面對這個挑戰，我認為今日的主題『為消費者創優增值、締造企業優良業績』取得恰當。」

“Visibility and traceability are fundamental enablers to facilitate efficient and effective management of an ever changing supply chain. The adoption of the appropriate IT and supply chain analytics tools is essential in translating raw data into business intelligence, thus allowing timely decision making.”

「面對轉型中的供應鏈，透明度和可追溯度有助於業界達致高效管理。憑藉資訊科技和供應鏈分析工具，把基本資料轉化為商業智能，業界就能夠運籌帷幄。」



Mr. Joseph Phi, Chairman of GS1 Hong Kong
香港貨品編碼協會主席彭焜耀先生



Mr Michael Haire, General Manager eData Administration of Metcash Trading Limited
Metcash貿易有限公司電子數據管理總經理Michael Haire先生

“Brand owners nowadays provide Australian consumers with critical data like nutrition, allergen and ingredient information to win consumer confidence, leveraging mobile application “GS1 GoScan” which can decode GS1 barcodes.”

「澳洲品牌商利用能讀取GS1條碼的手機應用程式GS1 GoScan，為當地消費者提供產品營養、過敏原和成分等關鍵資料，以贏取消費者的信任。」

Consumers nowadays are more technologically enabled to make informed choices. To win in the digital economy, creating value for consumers through technological innovation helps business to gain competitive advantage as they make products and provide services that consumers find consistently useful, reliable and trustworthy. In the keynote presentation “Riding the Digital Wave to Deliver the Best Consumer Experience”, Mr Michael Haire elicited MIT’s discovery before introducing how Australian brand owners apply GS1 GoScan to win consumers’ confidence. “In the rapidly changing digital landscape, brand owners no longer have full control of the information and messaging that consumers rely on.”

隨著資訊科技愈來愈發達，現今的消費者能輕易作出精明的抉擇。要在數碼經濟模式下突圍而出，企業必須懂得運用創新科技，並且憑藉實用、可靠、值得信賴的產品與服務為消費者創造價值，方能穩佔競爭優勢。Michael Haire先生在其主題演講「迎向數碼浪潮，為客戶提供最佳的消費體驗」提出，美國麻省理工學院發現在現今發展急速的數碼時代，品牌商再不能全面掌握消費者經常瀏覽的產品資訊和推廣短訊，從而介紹澳洲品牌商如何應用手機程式GS1 GoScan 贏取消費者的信任。

Rising Above Challenges of the Globalized Value Chain

The key challenge facing businesses today is to tackle the growing pressure driven by growing concerns for product safety and sustainability, and to survive and prosper in an increasingly volatile market. In the Plenary Session, Mr Menipaz delivered a presentation “Enabling Everywhere Commerce” which was well-received among participants. “Technology-driven innovation is broadly reshaping global commerce and shifting consumer behavior,” he explained. “We need to remove the friction by using data, technology and the infrastructure to enable a better experience.” Other presenters in the session also brought in the perspectives of world leading companies on driving a safer, more sustainable and more efficient SCM strategies.

跨越全球價值鏈的挑戰

現今業界所面對的問題，主要是如何透過產品安全和具有可持續發展能力的供應鏈策略，以應對全球市場的嚴峻挑戰。eBay公司高級董事Menipaz於主題論壇環節中分享「隨時隨地支援商業方案」，深受參與者認同。他解釋：「科技創新正在塑造全球經濟脈絡，改革消費者行為。我們需要透過數據、科技和資訊架構去除影響業務的因素，讓消費者得到更佳體驗。」在該環節中，其他演講嘉賓亦提到，全球領先企業如何推動更安全、更可持續發展和更有效的供應鏈管理策略。



Mr Amit Menipaz, Senior Director of eBay Inc.
eBay公司高級董事Amit Menipaz先生

“eBay invests in its global commerce platform to enable the future of commerce for consumers and retailers. GTIN and trusted product data are the keys to exposure across the global platform.”

「eBay悉力發展其全球商業平台，為消費者和零售商創造更美好的將來。GTIN（全球貿易貨品編碼）和可信產品資訊就是這全球資訊平台的關鍵支援。」



Industry-specific Concurrent Sessions

Subsequent to the presentations in the Plenary Session, thematic case sharing on “Business Optimization for Enhancing Consumer Experience”, “Supply Chain Modernization for Patient Safety” and “RFID Enabling Smart Business, Services and Lives” were conducted in three concurrent sessions: Retail and Consumer Goods, Healthcare as well as Internet of Things (IoT). All the concurrent sessions share the same objective: to optimize collaboration, visibility and efficiency, innovation and security for helping industries to improve service quality, while delivering satisfaction and safety to customers cost-effectively.

The volatile global economy in 2012 has impacted the business community in more ways than one. To thrive during this period of uncertainty, global supply chains must adapt to changes in consumer buying pattern and behavior while building its capability to effective and efficiently manage an ever changing supply chain. As the bridge between Hong Kong enterprises and the global partners, the Summit brings all delegates insights on global supply chain outlook and strategies to advance their businesses with greater efficiency and connectivity, which ultimately optimize business and create value for consumers.

以行業為本的並行討論環節

緊接著以上的主題演講，是三個同步進行的討論環節，分別為零售業與消費產品、醫療護理和物聯網(IoT)，內容涵蓋「優化業務，提升消費者體驗」、「憑藉供應鏈現代化提升病人安全」和「以RFID引領智能商業、服務和生活」。以上討論環節皆有同一宗旨：改善合作、透明度與效率、創新與安全，以支援業界改善服務質素，同時以合乎成本效益的原則保障顧客、提升滿意度。

2012年的全球經濟面臨嚴峻挑戰，或多或少影響到每一家商業機構。要在不穩定的經濟中求存，全球供應鏈務要適應消費者多變的消費模式與行為，同時要以具成本效益的原則有效地管理轉型中的供應鏈。作為香港與國際合作夥伴的橋樑，是次供應鏈高峰會議讓參與者更深入認識全球供應鏈的現況與商業策略，以更佳效率和暢順的模式經營業務，幫助企業締造優良業績，為消費者創優增值。



The SCM Excellence Summit is an affiliated event of the Asian Logistics and Maritime Conference (ALMC) which brings together users of logistics and maritime services on a platform where prominent speakers shared their relevant experience and insights from an Asian perspective. This year's conference focused on the eastward shift of global logistics and its impact on logistics, supply chain management and shipping in the region.

供應鏈管理高峰會是「亞洲物流及航運會議」的聯盟活動，兩個活動同期舉行。「亞洲物流及航運會議」旨在為物流和航運服務供應商和使用者提供一個平台，探討環球物流、航運及供應鏈管理趨勢，並以亞洲區內相關趨勢為焦點，同時發掘中國以及亞洲各地的商機。在2012年，會議的焦點是全球物流重心東移及其對區內物流、供應鏈管理和航運的影響。



GS1 Hong Kong – Your Trusted Partner for Tapping into Mainland Domestic Sales Market

香港貨品編碼協會 – 助你拓展中國內銷市場的合作夥伴



To help Hong Kong enterprises capture the opportunities arising from the National 12th Five-Year Plan, the HKSAR Government set up a “Dedicated Fund on Branding, Upgrading and Domestic Sales” (the BUD Fund) of \$1 billion in June 2012. The Fund supports individual Hong Kong enterprises in undertaking related projects to enhance their competitiveness and facilitate their business development in the Mainland market. With a professional team offering consultation services, GS1 Hong Kong helped two members last year to apply for the Dedicated Fund and the applications entered final vetting stage.

為協助香港企業把握國家「十二·五」規劃的機遇，香港特別行政區政府於2012年6月推出一項總值10億元的「發展品牌、升級轉型及拓展內銷市場的專項基金」（簡稱「BUD專項基金」）。該基金資助個別香港企業推行有關項目，從而提升他們在內地市場的競爭力，促進他們在內地市場的發展。本會擁有專業服務團隊，曾以顧問身份協助兩位會員於去年申請「BUD專項基金」，並進入最後審批階段。

The BUD Fund comprises two programmes 「BUD專項基金」設有兩項計劃

Enterprise Support Programme 企業支援計劃

to provide funding support for individual enterprises. The Hong Kong Productivity Council acts as the Secretariat to assist in implementing the Programme

向個別企業提供資助，由香港生產力促進局擔任秘書處，協助推行計劃

Organization Support Programme 機構支援計劃

to provide funding support for non-profit distributing organizations. The Trade and Industry Department implements the Programme.

向非分配利潤組織提供資助，由工業貿易署負責推行。

Funded Projects 資助項目

Any projects that assist individual Hong Kong enterprises in exploring and developing the Mainland market through developing brands, upgrading and restructuring operations and promoting domestic sales in the Mainland are eligible. Some examples that fall within the scope of the BUD Fund are as follows:

任何有助個別香港企業透過發展品牌、升級轉型及/或拓展內銷以開拓及發展內地市場的項目均可申請資助。一些符合相關範疇的例子包括：

Area 範疇

Examples 例子

Branding 發展品牌

Brand Development Strategy and Planning, Brand Positioning and Image Design, Brand Assessment and Market Survey, and Brand Promotion, etc.
品牌發展策略與計劃釐訂、品牌定位及形象設計、品牌評審及市場研調、品牌推廣等

Upgrading & Restructuring 升級轉型

New Product Design, New Technology Adoption, Management System Upgrading, Manufacturing Automation, etc.
新產品設計、新技術引進、管理體系提升、生產自動化等

Promoting Domestic Sales 拓展內銷市場

Domestic Sales Market Survey, Domestic Sales Strategy and Plan Formulation, Domestic Sales Channel Building, Product/Service Promotion, etc.
內銷市場研究、內銷策略與計劃釐訂、內銷渠道建立、產品/服務推廣等

Enterprise Support Programme 企業支援計劃申請詳情

Eligibility 申請資格

- All non-listed enterprises registered in Hong Kong under the Business Registration Ordinance (Chapter 310) with substantive business operations in Hong Kong are eligible to apply, irrespective of whether they belong to the manufacturing or service sector or whether they already have any business operations in the Mainland. 所有按照《商業登記條例》(第310章)在香港登記,並在香港有實質業務運作的非上市企業,均符合資格申請資助。不論是從事製造或服務行業,或是否已在內地有業務運作,均符合資格申請資助。

Funding Amount 資助金額

- Funding will be provided on a matching basis with a cumulative funding cap of \$500,000, i.e. the Government will cover a maximum of 50% of the total approved project cost and the enterprise has to contribute the balance amount. 資助按對等原則提供,累積資助上限為50萬元,最多佔項開支的五成,餘款由企業承擔。
- Each enterprise may obtain funding for a maximum of three approved projects. All projects must be completed in five years. 企業可將資金一次過用於一個項目上,或者分拆為3個或以下小項目,在5年內逐步推行。

Vetting Procedure 審批流程

- All applications are vetted by a Programme Management Committee. If the application is successful, the enterprise will receive an initial payment, i.e. 25% of the total funding amount, after signing an agreement. 申請交由計劃管理委員會審批,若申請獲通過,企業會在簽署合約後得到第一期資助,首期金額是全數的25%。
- For projects with duration of over 18 months, a mid-term payment up to 25% of total funding will be provided during the course of project implementation. The balance will be paid upon project completion and submission of an audit report. 若項目為期多於18個月,將在項目中期批出另外25%,餘款將在完成項目,並遞交審計報告後批出。

Report Submission 報告要求

- A progress report is required every six months for projects with duration between 12 and 24 months. 為期12至24個月的項目,須每六個月提交一次進度報告。
- Submission of the progress report is not required for projects to be completed within one year. 一年內完成的項目毋須提交中間的報告。
- A final report and final audited accounts have to be submitted for all projects upon completion. 所有項目完成後,須提交最終完成報告及審計帳目報告。

Professional services on BUD Fund (Enterprise Support Programme) provided by GS1 Hong Kong 香港貨品編碼協會就BUD基金(企業支援計劃)提供的專業支援

- Provide Upgrading & Restructuring consultancy service on supply chain & logistics management, business and production process improvement 供應鏈及物流管理、商業和生產流程改善的升級轉型顧問服務
- Assist enterprises in preparing and completing BUD Fund (Enterprise Support Programme) application form 協助企業準備、完成填寫BUD(企業支援計劃)申請表格
- Assist enterprises in drafting "Overall Business Development Plan" 協助企業制定「全盤業務發展計劃」
- Provide "Project Coordination" and "Project Management" services 提供「項目統籌人」及「項目管理」服務
- Write "Project Interim Report" and "Project Final Report" 撰寫「項目中期報告」及「項目終期報告」

GS1 Hong Kong will organize 'BUD Application' Luncheon Talk on 10/4, 15/5 and 10/7. Please refer to P.32 for details. For BUD application enquiries, please contact Mr KW Ho (Senior Manager, Industry Engagement) at kwho@gs1hk.org.

本會將於10/4, 15/5 及10/7舉辦BUD基金申請暨午餐會,詳情請參閱本刊32頁。

關於申請BUD基金之事宜,請電郵至kwho@gs1hk.org,聯絡本會企業拓展高級經理何錦榮先生。



WARM YOUR HEART

WITH OUR **HOT SELECTIONS**



CHAI TEA LATTE

cinnamon, ginger, cloves
and cardamom with some
delightfully frothy milk





GS1 Standards have been Global Language for 40 Years

GS1標準已經通行世界40年

With a hand swipe on June 26, 1974 at Marsh Supermarket in Ohio, a pack of chewing gum became the first retail product sold using a scanner and the Universal Product Code (UPC).

Six decades ago, there was a mechanical-engineer-intern named N. Joseph Woodland on a beach. With that transformative stroke of his fingers — yielding a set of literal lines in the sand — Mr. Woodland and his classmate created a technology, based on a printed series of wide and narrow lines that encoded consumer-product information for optical scanning. Their idea, developed in the late 1940s and patented in 1952, ultimately gave rise to the UPC. On April 3, 1973, a number of industry leaders signed in for a single standard for product identification — GS1 BarCodes — leading to the establishment of GS1 which has great ambition: create, develop and spread the GS1 standards as the Global Language of Business worldwide.

Forty years later, over 5 billion products would be scanned every day. This makes the achievement of GS1 even more remarkable: to realize the advantages of electronic product labeling. Today, the Global Language is one that serves not only the industry, but each and every consumer around the world. From traceability to automatic restocking of store shelves through more efficient and intensive export and import, the GS1 standards made a hyper-efficient supply chain possible in the global market. Apart from efficiency and cost effectiveness, the traceability enabled by GS1 barcodes also enhances patient and food safety.

GS1 salutes Mr. Woodland for his innovative mind and contribution, and will stride towards another 40 years of excellence.

1974年6月26日，美國俄亥俄州Marsh超級市場出現了歷史性的一刻。第一個應用通用產品代碼(UPC)的零售產品——香口膠——在該超市經條碼讀取器掃描出售。

六十年前，一個名叫N. Joseph Woodland的機械工程師實習生在沙灘上踱步，他俯首抓一把沙，沙上出現一些垂直條紋，他靈機一觸，隨後與同學發明一種新技術——能藉著光學掃描讀取消費產品資訊的既闊又窄的線條。他們於1940年代後期繼續研發該技術，其發明於1952年獲得專利，更發展成UPC。1973年4月3日，不少業界翹楚聚首研究推出單一產品識別標準（GS1條碼），成立了一間有抱負的機構—GS1，冀產生、發展和推廣GS1標準作為全球商業共通語言。

40年後，每日都有50億件應用GS1標準的產品被掃描，反映電子產品標籤的好處與日俱增。時至今日，全球共通語言不但造福業界，更令全球每位消費者受惠。GS1標準支援更快和更大量的出入口貨物流量，優化產品追溯至自動貨架點貨，讓全球市場的供應鏈達至更高效率。除了效率和成本效益等好處，GS1標準支援的產品追溯更能提升病人安全和食品安全。

GS1向Mr. Woodland其創新思維和貢獻致敬，並會努力邁向另一個更卓越的40年。



Transformative scratch in sand
沙灘上歷史性的指痕





RFID Awards 2012 Builds Smarter Hong Kong 無線射頻識別大獎2012 締造智能香港

Entering its 5th Year Anniversary, Hong Kong RFID Awards has received more than 150 entries since its inception in 2008 and has been recognized as the HKSAR's premier RFID award. Hong Kong RFID Awards is an annual industry event designed to honor and recognize local companies that have demonstrated excellence in the innovation, development or implementation of RFID technology that creates value for business and enables a smarter city.

香港無線射頻識別大獎已經踏入五週年紀念，一直被公認為香港主要的RFID技術大獎，自2008年無線射頻識別大獎成立以來，本會已收到超過150份參賽作品。香港無線射頻識別大獎是一年一度的業界盛事，旨在表揚為商業活動和日常生活創優增值的業界先驅，推動創新、開發或推行RFID技術，締造智能生活。

The Hong Kong RFID Awards 2012 is presented in three categories:

- Best EPC/RFID Implementation
- Most Innovative Use of EPC/RFID
- Most Innovative EPC/RFID Products

香港無線射頻識別大獎2012共設有三個組別，分別為：

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

Best EPC / RFID Implementation 最佳EPC / RFID應用大獎



Gold Award 金獎



RFID PAPER ROLL TRACKING & INVENTORY SYSTEM (PRTIS)

無線射頻紙卷追蹤及庫存系統(PRTIS)

Singapore Press Holdings Limited & Hong Kong Communications Co., Ltd.

新加坡報業控股有限公司、香港通訊有限公司



Silver Award 銀獎

RFID-based Apparel Management Expert (RAME) System

無線射頻識別技術服裝管理專家系統 (RAME)

Affirm Heart Far East Ltd., B&S Equipment Development Ltd. & Institute of Textiles & Clothing, The Hong Kong Polytechnic University
現心遠東有限公司、保誠儀器拓展有限公司、香港理工大學紡織及製衣學系



Bronze Award 銅獎

RFID Traffic Control System (TCS) 車流管理系統(TCS)

Swire Coca-Cola HK & Changzhou DilinxRFID Technologies Company Limited

可口可樂香港有限公司、常州德一物聯網科技有限公司

Most Innovative Use of EPC / RFID 最具創意EPC / RFID應用大獎



Gold Award 金獎



RFID-BASED APPAREL MANAGEMENT EXPERT (RAME) SYSTEM

無線射頻識別技術服裝管理專家系統(RAME)

Affirm Heart Far East Ltd., B&S Equipment Development Ltd. & Institute of Textiles & Clothing, The Hong Kong Polytechnic University
現心遠東有限公司、保誠儀器拓展有限公司、香港理工大學紡織及製衣學系



Silver Award 銀獎

RFID Paper Roll Tracking & Inventory System (PRTIS)

無線射頻紙卷追蹤及庫存系統(PRTIS)

Singapore Press Holdings Limited & Hong Kong Communications Co., Ltd.
新加坡報業控股有限公司及香港通訊有限公司



Bronze Award 銅獎

RFID Traffic Control System (TCS)

車流管理系統(TCS)

Swire Coca-Cola HK & Changzhou DilinxRFID Technologies Company Limited
可口可樂香港、常州德一物聯網科技有限公司

Most Innovative EPC / RFID Products 最具創意EPC / RFID產品大獎



Gold Award 金獎

XERAFY METAL SKIN SERIES XERAFY METAL SKIN系列

Xerafy Limited



Silver Award 銀獎

META-RFID TAG META-RFID標籤

NeolD Limited



Bronze Award 銅獎

mTag

Megabyte Limited
萬誠電子科技有限公司



Hong Kong RFID Awards 2012 Prize Presentation Ceremony was successfully held at the Hong Kong Convention and Exhibition Centre on November 9, 2012. It was graced by Miss Janet Wong, JP, Commissioner for Innovation and Technology of HKSAR Government, as the officiating guest of honor. It is hoped that the annual event will continue to develop Hong Kong into a regional centre of RFID excellence, and further encourage the adoption of the EPC / RFID technology in Hong Kong and Pearl River Delta region.

香港無線射頻識別大獎2012頒獎典禮於2012年11月9日在香港會議展覽中心成功舉行，由香港特區政府創新科技署署長王榮珍太平紳士擔任主禮嘉賓。希望這年度盛事繼續把香港發展成為一個卓越的RFID區域中心，並進一步鼓勵香港和珠江三角洲地區採用EPC / RFID技術。



Lau Shiu Fung and Lo Ka Yee were presented 'Most Innovative Application of EPC / RFID' Gold Award, who developed 'RFID-assisted Learning and Computer Interface System for Disabled People' in U-21 RFID Awards.
劉肇豐和老家儀同學憑藉研發「輔助弱能人士學習的RFID電腦介面系統」，獲得U-21無線射頻識別大獎「最具創意EPC / RFID應用」金獎。

A Closer Look to Barcodes

條碼多面睇

August 1, 2012

Reducing 'Food Waste' by GS1 BarCodes

1. Retailers in Japan, Korea and US have been utilizing barcodes to reduce food waste at POS.
2. Use GS1 barcodes to automatically markdown food price and terminate sale transaction upon expiry date.
3. ROI reflected from GS1 Study:
 - Utilizing GS1 DataBar labels generates over US\$4.65 million annual operating savings for 100-store chain.
 - Retail chains with equipment upgrade experience ROI of over US\$4.2 million during the first year.

條碼多面睇

嚟走剩食



環境保護署的資料顯示，過去五年的食物浪費數量已上升兩倍，香港三個垃圾堆填區亦將在2013至2018年耗盡，而食物佔香港固體廢物的三分之一。為免浪費，有機構會把剩食捐給食物銀行。其實，更折衷的方法是在購物時已做到減少浪費食物。日本、韓國、美國、加拿大和荷蘭等國家的多家大型零售商，多年來都利用條碼在零售點銷售端（POS）「嚟走」剩食。

例如在日本，Bunkado和Beisia兩家主要零售商，會利用GS1條碼承載產品資訊，如批發號碼和到期日。當產品接近「到期日」，POS系統會自動識別該產品為減價貨及折扣價，毋須人手刪改價錢。當收銀員掃描產品上的條碼得知食物的賞味期限屆滿，系統便會拒絕出售產品，店方同時會提醒消費者以新鮮食品替代之。

GS1的研究顯示，若規模有100間連鎖店的零售商使用GS1 DataBar，可以每年節省新鮮食物及肉類的營運費合共超過465萬美元。零售商只需在首年更新器材以配合系統要求，就能比以往節省逾420萬美元。

亞太經合組織在今年五月俄羅斯的會議上，探討糧食安全的可持續性。香港食品業協會在會上建議，無論在國內或國際食品供應市場都可改善食品供應鏈，加強追溯和召回不安全食品，建立消費者對食品的信心。這建議得到許多官員的認同，並帶動成員國討論如何改善供應鏈以減少食物損失。香港人應從購買食物時減少浪費。外國超市憑藉條碼減少過期食物所做成的浪費，實在值得我們仿效。



香港食品業協會 www.gs1hk.org

August 29, 2012

Food Safety Information that GS1 BarCodes Carry

1. Common identification helps to trace the food incidents originated worldwide.
2. Centre of Food Safety applies GS1 barcodes in the rapid alert system form to help retailers identify and intercept the sale of unsafe products at POS more quickly and accurately.
3. GS1 global identification number and traceability standards help food manufacturers and retailers to comprehensively trace and prevent unsafe food from entering the market.

條碼多面睇

食物安全碼上知



香港近九成的糧食業內供應，其中經深圳口岸輸港的食品佔香港市場同類商品的八成以上。隨著中國食品安全問題頻生，深圳檢驗檢疫局高度重視供港食品農產品的質量安全和供應量。其中一個重要的質量控制技術，就是由追溯源頭管理做起，例如給活豬、雞等畜禽戴上「身份證」。香港亦於《食物安全條例草案》引入食物追蹤機制，可見資訊透明度對食物安全尤其重要。但市民面對貨架上來自世界各地的食物，如何及時知道哪些貨品已被禁售或回收？若缺乏有效的產品識別系統，要迅速回應問題食物實非易事。

食物安全中心於快速警報系統的表格內，除列明不安全產品名稱和產品召回原因之外，更加入GS1條碼，讓零售商能更快更準確地識別不安全產品，並把有關產品下架，有效減低人為錯誤。即使員工未能於通報後即時將產品下架，付款處的條碼系統仍能阻截問題食品出售，有效保障公眾安全。有外國零售商更會採用條碼阻截過期食物出售，有效保障顧客和品牌聲譽。

三聚氰胺奶和塑化劑食物等食物安全事故陸續出現，兩岸三地的政府部門皆立例加強食物監管。香港作為一個自由貿易區，產品均來自世界各地，故確保食品的安全及公眾健康尤為重要。GS1全球識別編碼及追溯源頭管理標準，可以協助食品製造商及零售商制定一個全面及全球性的推行方案，可追溯及預防問題食物流入市面，有助推動香港成為一個安全及優質的都市。



香港食品業協會 www.gs1hk.org

September 12, 2012

Quality Assurance Enabled by Wine Traceability

1. Wine consumption in Hong Kong has drastically increased for 77% since 2007. Close monitoring during shipment and storage is crucial for quality assurance.
2. With an EPC-enabled RFID tag attached on each wine bottle, industry players can track-and-trace the shipment and temperature of wine through eZTRACKTM.
3. Full visibility enabled by the wine traceability project guarantees authenticity and quality, which maintains Hong Kong's position as a world-class wine consumption and trade market.

條碼多面睇 電子譜系驗證至安心



香港素有「正貨之都」的美譽，假貨的出現，不僅令企業形象受損，更重要的是，這些假貨品質低劣，市民和旅客若誤購假貨或冒牌食品，不但損失金錢，更有可能危害健康。坊間有不少產品驗證標籤，但「看得見」的標籤容易仿造，如近期某牌子月餅的負責人說：「有史以來冒得最似！」

數年前，香港貨品編碼協會在政府資訊科技總監辦公室的資助下開發了「正貨驗證」服務，憑藉提高產品資訊透明度捍衛品牌商譽，增強消費者信心。現時已有中高檔次的電子產品、健康食品、鐘錶及美容用品採用供應鏈電子譜系作產品驗證，消費者只需安裝QR code掃描程式於智能手機，便能輕易讀取產品資訊和辨別真偽，即時追溯產品的送貨日期、狀況及其零售點，藉條碼追查無法仿製的產品生產流程等資料。此外，標籤上的獨有驗證碼由電腦系統隨機加密而成，消費者一「嘸」QR code就能識別上產品是否正貨，甚至即時了解該產品是否需要回收、不宜售賣等，有效保障消費者安全。

由供應鏈電子譜系支援的產品驗證技術，有助消費者及旅客放心購物，又能打擊假貨，鞏固香港作為「購物天堂」的形象。想進一步了解「正貨驗證」服務，請立即「嘸」一下本文的QR code。



香港貨品編碼協會 www.gs1hk.org

條碼多面睇 紅酒追溯有保證



香港自免除紅酒稅後，政府已銳意將香港打造成世界級紅酒消費及貿易市場。近年，香港已超越紐約、倫敦成為全球最大的紅酒拍賣中心。官方統計顯示，

香港的紅酒消耗量由2007年的2,200萬瓶，增加至2011年的3,900萬瓶，總共上升了77%，其中意大利酒更愈來愈受歡迎。香港紅酒業如要更上一層樓，就要嚴格控制紅酒運輸和儲存時的溫度和濕度，否則紅酒會變酸，就會「飲之變味，棄之可惜」。

有見及此，香港貨品編碼協會及GS1意大利分會推動了一系列的酒類追溯計劃，即時追蹤由意大利著名葡萄園及釀酒廠運送至香港知名酒窖的紅酒。紅酒的出貨、付運、收貨、入貨等整體供應鏈的資料均由內置GS1產品電子代碼的無線射頻識別標籤讀取，上載到產品電子代碼資訊服務網絡上，而且每個酒箱均附上溫度感應標籤。業界就可透過GS1的縱橫網™監控紅酒的付運流程，並即時了解紅酒的溫度，又能預防假酒混入所帶來的損失，從而保障酒莊及經銷商的商譽。

紅酒對溫度、濕度和光線很敏感，具透明度的付運和優質的貯存尤為重要。香港擁有優良的物流系統和具備溫度調節的紅酒倉庫，一站式紅酒追溯系統更能讓業界如虎添翼，憑藉由酒莊付運至目的地之透明度，即時了解紅酒在付運途中的溫度，甚至得知酒箱內是否「裝假酒」，以致消費者能品嚐優質佳釀，又能保持香港作為世界級紅酒消費及貿易市場的地位。



香港貨品編碼協會 www.gs1hk.org

September 26, 2012

e-Pedigree Authentication that Convinces Consumers

- Backed up by Supply Chain ePedigree, GENUINE Product Authentication Solution developed by GS1 HK will not be easily counterfeited.
- Scanning the QR code on PA label with smartphones, consumers can read product information and trace its delivery date, status and retail location.
- To enhance consumers' safety, the unique VerCode encrypted reveals whether the product is authentic, already registered, being recalled or not ready for sale.

條碼多面睇 沒有重複的身份証



GS1條碼通行世界近40年，是各地企業公認的產品識別標準，也是產品獨一無二的「身份証」。藉條碼識別產品，商戶一「嘸」就得，可以加快商品流通效率，大大縮短顧客等候付款的時間。條碼更可以應用於生產及整個供應鏈運作流程，在傳遞資訊和追蹤產品方面，為商業世界提供了一套共通的语言。

產品條碼讓零售標準執行出貨、銷售、結帳、退貨等流程，及準確盤點門市存貨。若遇商品效期太短而必須退貨，其退貨流程都要「嘸一嘸」，以對照入貨資料，同時避免帳目糾紛和減低人為錯誤。有了這「身份証」，零售商就可以提升營運效率，前線人員亦能集中精力服務顧客，提升客戶滿意度。

條碼是獨一無二的身份証，假若企業新手因誤用「他人的身份証」而需要重貼商品標籤，可能會延誤交貨期，導致產品無法及時推出市面，讓競爭對手搶得銷售先機而造成損失。另一方面，顧客會因無法查詢到未經授權用戶的產品資訊，使企業損失潛在商機，甚至影響一直以來所建立的品牌形象。

正確運用已授權的「身份証」識別產品，能保衛品牌商譽，優化業務運作，又能顧及消費者所需。再者，很多國家已立例打擊使用「非授權條碼」，違規之商戶有機會因此招來法律訴訟而導致嚴重的損失。如欲進一步了解如何正確運用GS1條碼，請聯絡香港貨品編碼協會。



香港貨品編碼協會 www.gs1hk.org

October 17, 2012

Unique "Identity Card"

- GS1 Barcodes are recognized as unique "identity card" for production identification that facilitate trade flows.
- Barcodes help streamline the logistic process and raise operational efficiency. Frontline staff can hence focus on enhancing customer satisfaction.
- "Misusing others' identity cards" will result in re-labeling products and delay of product launch, influencing revenue and brand image.
- Many countries have legislation to combat the use of "unauthorized barcodes", offenders may provoke lawsuits and cause serious losses.

ZEITGEIST Loft

**The American wine specialist provide more than just fine wines,
ZeitgeistLoft's mission to bring you the premier wine services.**

**美國葡萄酒專家ZeitgeistLoft 不單止為您帶來佳釀，
他們的使命是為您帶來頂級尊貴一站式服務。**

Zeitgeistloft is conceptually, a combination of intellectual and innovative wine boutique, specializing in the finest and rare California cult wines. We have been working with numerous US companies, media and some of the hottest brands in various events. Throughout these occasions, our founders Dr Tin Shing Liu and Mr. Chan Chiu were able to meet with many wine enthusiasts. So far, the support from our clients as well as the market have been far from our expectation.

With the opportunity collaborating with GS1, it further helps us promoting American wines to the local market. Moreover, Zeitgeistloft is planning to bring the finest American wines into the China market. Again, our purpose is to serve wine lovers in Hong Kong as well as in China with the best wines, yet with an affordable price tags.

Zeitgeistloft 自成立以來，一直致力於推動美國優質紅酒在香港的認知度。透過與不同文化單位以及美國著名工藝品牌的聯合活動，認識了許多美國紅酒的愛好者，當中不乏居美多年的中港台人士。客人的支持和市場熱烈的反應也讓Zeitgeistloft 的創辦人廖天誠博士和陳炤先生感到鼓舞。對於未來，我們有美好的憧憬以及完整的規劃。

我們期待與GS1的合作來提高美國紅酒在香港市場的發展。同時，也會把口感卓悅的美國紅酒推廣到內地市場。使大眾可以用實惠的價格，享受到品位高端而又不失生活化的紅酒。

ZeitgeistLoft is the Official Wine Supplier for Tesla Model S Launch Event
ZeitgeistLoft 為美國電動汽車品牌Tesla Motors 指定葡萄酒供應商。





Apparel Item Level Tagging – An Irresistible Tidal Wave that Brings Visibility and Efficiency 成衣單品標籤 – 帶動具透明度和高效率的勢頭

EPC (Electronic Product Code) enabled RFID tagging at item level which optimizes value of the garment supply chain is becoming widely accepted. Held on August 9, 2012 at Hong Kong Convention and Exhibition Center, all delegates of Apparel Item Level Tagging Forum 2012 had the first-hand experience of visibility and efficiency brought by RFID item level tagging (ILT). With RFID tag embedded name badge received upon arrival, delegates experienced the automatic registration when they walked past the guest attendance console.

Brands and garment manufacturers that have recognized the benefits of RFID tagging are rolling out their own RFID application programs step by step.

EPC(產品電子代碼)支援的單件RFID標籤能有效改善成衣供應鏈，其成效愈來愈受業界認同。於2012年8月9日舉行的成衣單品標籤論壇，參加者已親身體驗單品RFID標籤(ILT)帶來的透明度和效率。他們抵達會場時獲得RFID標籤名牌，當他們經過操作站，儀器就會自動讀取他們的出席紀錄。

部份品牌商及成衣生產商正視RFID標籤所帶來的成效，現正逐步推出RFID應用計劃。



Real-time record captured by guest attendance console
操作站讀取數據，實時更新出席紀錄



Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong
香港貨品編碼協會總裁林潔貽太平紳士

“For manufacturers, ILT enables inventory tracking accuracy, efficiency, lower return costs and better information flow; for retailers, the improved productivity contributes to sales lift and streamlined returns; for consumers, it brings in-stock availability and authentic product assurance.”

「對生產商而言，ILT有助追蹤存貨的準確度和效率，降低退貨成本，改善資訊流通；對零售商而言，提高生產力能帶動銷售和精簡退貨流程；對消費者而言，他們可享有足夠存貨和正貨保證的購物體驗。」



Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong, started the forum with her welcome address. Ms Lin mentioned that ILT is a key competitive differentiator in apparel retail supply chain that brings value to manufacturers, retailers and consumers.

Ms Anna Lin, JP, Chief Executive of GS1 Hong Kong, started the forum with her welcome address. Ms Lin mentioned that ILT is a key competitive differentiator in apparel retail supply chain that brings value to manufacturers, retailers and consumers.

香港貨品編碼協會總裁林潔貽太平紳士致歡迎辭時，提到ILT是成衣零售供應鏈競爭中脫穎而出的關鍵，能為生產商、零售商和消費者帶來價值。

Ms Ngai updated the audience the various initiatives at Macy's and the benefits enjoying like efficiency in inventory management using RFID. More important, she also announced the goal of Macy's in 2013 to execute replenishment cycle counts in all stores and Macy's would continue to work with vendors on RFID tagging.

倪乃勤女士向與會者介紹Macy's的動態，以及於存貨管理應用RFID所帶來的好處，例如高效率的倉存管理。她更介紹Macy's 2013年的目標－在所有店舖執行補貨週期盤點，Macy's會繼續與合作夥伴推動RFID單品標籤項目。

Do you know 你知道嗎？

A study carried out by the RFID Research Centre at the University of Arkansas has found that mass adoption of RFID tagging at item level is "unavoidable" in the garment supply chain due to its various benefits, notably enhancement of inventory accuracy of up to 95% for fashion retailers.

亞肯色大學RFID研究中心進行了一項研究，發現在成衣供應鏈大量採用RFID單品標籤，能大幅度提升時裝零售商的存貨準確度達95%，實屬「必要的技術」。



Mr. Lothair Ling, Director, Fook Wah Kun Kee Knitting Factory Limited
福華根記織造廠有限公司董事凌智勝先生

“Moving forward, Fook Wah would implement raw material tagging to better manage the inventory and enhanced accuracy.”

「未來，福華會推動原料標籤應用，以有效管理存貨和提高準確度。」

In Hong Kong, the swimwear and thermal-wear manufacturer Fook Wah Kun Kee Knitting Factory has made use of RFID tagging technology in its manufacturing process. Lothair Ling, the Director, sees the benefits of RFID in enhancing real-time checking of the quality of products and performance of workers though the cost of investment in the RFID system amounting is really huge for a small manufacturer like Fook Wah.

在香港，泳裝及保溫衣服製造商福華根記織造廠已經在生產過程採用RFID標籤技術。董事凌智勝認為，對一家規模小的生產商而言，要投資建立RFID系統實非少數目，但RFID達致的實時質量及員工表現檢查，有莫大裨益。



Mr. Sean Tan, Business Relationship Management, Global Business Technology, VF Asia Ltd
威富(亞洲區)有限公司全球商業科技商業關係管理陳仕賢先生

Mr. Sean Tan, Business Relationship Management, Global Business Technology, VF Asia Ltd, revealed to the audience from the perspective of a fashion brand to capture the ILT tidal wave while at the same time, leveraged the ILT investment to improve supply chain performance and operation efficiency to better serve its customers and to extend the RFID tagging program to its retail chain. VF Asia started RFID program in 2004. VF Asia expects to have 60 million EPC tags before the end of 2012 and 200 million tags by 2014.

威富(亞洲區)有限公司的陳仕賢先生娓娓道出時裝品牌為何要緊貼ILT趨勢，認為有需要投放資源於ILT，憑藉在零售供應鏈推行RFID單品標籤項目，改善供應鏈表現和營運效率，以致更有效回應顧客所需。威富(亞洲區)自2004年起推行RFID項目，計劃於2012年製造6000萬件產品電子代碼標籤(EPC tags)，並且在2014年增加至2億件。



Patrick Javick, the Vice President for Retail and General Merchandise of GS1 US
GS1美國分會零售及百貨副主席Patrick Javick

“The cost of tagging can be offset by reduced labor as well as negligible error rate. Garment industry leaders are now moving from slap-and-ship toward item-level tagging at the point of manufacturing.”

「減低員工成本和錯誤機會，能抵銷標籤的成本。成衣業翹楚現正邁向在生產點推行單品標籤。」



GS1 representatives delivered the presentation on leveraging global standards to maximize business benefits from EPC-enabled ILT from Source to Store. The GS1 key for every single piece of product identification is the key to commence ILT effectively. With the serialized keys, information can be retrieved and looked up along the value chain from different perspectives made possible by EPC Information Services (EPCIS) infrastructure. To obtain better and more accurate information along the value chain from the tremendous pool of ILT data captured at discrete checkpoints, scalable backend infrastructure will contribute to the success of the ILT information visibility and availability anytime, anywhere.

GS1代表在會中解釋全球標準如何由產源至零售點應用EPC來支援單品標籤，提升商業效益。用以識別單一產品的GS1編碼是有效開展ILT項目的關鍵。有了序列碼，業界就可以憑藉產品電子代碼訊息服務(EPCIS)，在價值鏈任何一點讀取或尋找資訊。可擴展的後端基礎設施，將有助業界隨時隨地讀取具透明度ILT數據，能在零散的監察點讀取價值鏈上大量的ILT數據，以提供更高質素和更準確的資訊。



Dr Jacky Ting, System Specialist of PCCW Solutions, is demonstrating the use of Smart Fitting Room leveraging item level RFID tagging technology.
電訊盈科企業方案系統專家丁兆麟博士，正在展示如何使用由ILT標籤技術支援的智能試衣間。

Organized by GS1 Hong Kong in partnership with GS1 US and the RFID Research Center of the University of Arkansas and held in August 2012 at the Hong Kong Convention & Exhibition Centre, the Apparel Item Level Tagging Forum reunited close to 140 delegates from 67 companies representing apparel manufacturing, sourcing offices, fashion retail stores, logistics firms, and supply chain and distribution specialists. Insightful presentations and an engaging panel discussion all contributed to supporting the forum's theme of "Winning the Apparel Value Chain from Source to Store".

成衣單品標籤論壇由香港貨品編碼協會，聯同GS1美國分會及亞肯色大學RFID研究中心合辦。論壇吸引來自67間公司逾140名參加者，多為成衣生產商、採購公司、時裝零售店、物流公司，以及供應鏈和分銷專家。論壇主題為「『由產源至零售』成衣業價值鏈致勝之道」，有專家討論環節和精彩演講，內容豐富。



Hong Kong Food & Wine Logistics Services Mission to New Zealand

香港食品及葡萄酒物流業新西蘭外訪團

The New Zealand Government launched the China Strategy in February 2012 to promote bilateral trade and facilitate partnership between the two countries. Hong Kong, as the regional distribution centre, takes a role in facilitating New Zealand food and wine imports to enter China. To help Hong Kong Food & Wine Logistics services providers tap the business opportunities by exploring partnership with New Zealand food and wine logistics companies and understanding the latest supply chain development there, Hong Kong Trade and Development Council (HKTDC) organized an outbound mission in late September, 2012. Ms Emma Chan, GS1 Hong Kong Industry and Product Marketing Manager, also participated in the mission.

新西蘭政府在2012年2月推出了「中國戰略」，旨在促進雙邊貿易，並促進兩國之間的合作夥伴關係。香港作為區域配送中心，有助於新西蘭的進口食品和葡萄酒打入中國大陸市場。為協助本港食品和葡萄酒物流業界把握商機，香港貿易發展局（貿發局）於2012年9月下旬舉辦了「香港食品及葡萄酒物流業新西蘭外訪團」，讓參與者有機會與當地食品及葡萄酒物流公司建立合作夥伴關係，並了解當地最新的供應鏈發展，本會企業及產品市場部經理陳敏儀小姐亦為其中一員。

The Hong Kong, China-New Zealand Closer Economic Partnership (CEP) Agreement was signed in 2010 and entered into force in 2011. The agreement covers liberalization measures in both trade in goods and services, as well as initiatives to strengthen the bilateral trade and economic ties on various fronts. From 2007 to 2011, the average annual growth rate in bilateral trade between Hong Kong and New Zealand was 4%. The bilateral trade increased by 11% in 2011. Over 90% of New Zealand's tariff lines become duty-free for Hong Kong's originating products. The estimated annual tariff saving is around HK\$7 million on the basis of average merchandise trade figures from 2006-08.

香港與新西蘭於2010年簽訂《中國香港與新西蘭緊密經貿合作協定》（《協定》）。《協定》於2011年生效，內容涵蓋貨物與服務貿易自由化的措施，以及加強兩個經濟體系之間雙邊貿易的計劃。由2007至2011年，香港與新西蘭的雙邊貿易年均增長幅度為4%，2011年度的增幅為11%。香港原產貨物出口往新西蘭，超過90%稅目的關稅可獲豁免。以2006至2008年的平均商品貿易數字為基礎，預計香港每年可節省約700萬港元的關稅開支。

Source 資料來源: HKSAR Trade and Industry Department 香港特區政府工業貿易署



The mission covered local food & beverage companies' and Government's briefing sessions, site visits, business matching and networking activities. Miss Chan was impressed by the innovativeness of the FoodBowl—a state of the art pilot plant available to innovative food & beverages companies, both New Zealand and overseas companies. It is funded by the Ministry of Economic Development and operated by the Food Innovation Auckland Ltd. The centre enables businesses a cost effective and low risk way to develop, test and prove their initiatives through commercial pre-production. The plant offers advanced high-tech processing and production systems with the capability to produce pilot scale commercial batch sizes for in-market testing.

The staff in FoodBowl is illustrating the high-processing and production systems. FoodBowl工作人員向參觀者介紹高科技食品加工和生產系統。



外訪團的主要活動有當地食品及飲料公司和政府部門的分享環節、實地考察、商貿配對和商務交流活動，當中經營理念創新的FoodBowl令陳小姐印象難忘。FoodBowl是一個設備先進的試點工廠，由新西蘭經濟發展局資助、奧克蘭創新食品有限公司經營，讓當地和海外的食品及飲料公司有機會以具成本效益和低風險的方法來開發食品，在食品投入大規模生產前測試和肯定其新產品計劃的可行性。工廠具備高科技食品加工和生產系統，能生產規模較小的食品批次，以測試市場的接受程度。

Senior Government Official from New Zealand Government shared on food safety, wine industry and sustainability research
新西蘭政府高級官員就食品安全、葡萄酒業和可持續發展研究作簡報分享



The organic dairy farm of Fonterra
恆天然的有機牛奶農場



Maori business exchange organized by Poutama Trust. Maori are 15% of New Zealand population who are interested in extending business to China.

透過Poutama基金會與毛利人作商業交流。毛利人佔新西蘭人口15%，一直有意把業務拓展至中國。

Visited Mainfreight, the largest logistics company in the country which focuses on wine and milk powder businesses.
考察新西蘭最大規模的物流公司Mainfreight，該公司主要的業務為葡萄酒和奶粉。



Visited Port of Tauranga (the largest port in the country in terms of total cargo)
考察Tauranga港口(當地貨運量最大的港口)



Date 日期	Itinerary 行程
2012-9-24	<ul style="list-style-type: none"> - Maori Business Exchange - 與毛利人作商業交流
2012-9-25	<ul style="list-style-type: none"> - New Zealand Government Briefing by Senior Government Official 新西蘭政府高級官員簡報分享 - Visited New Zealand Trade Centre and Local Company Presentation 考察新西蘭貿易中心及出席當地公司簡報分享 - Logistics Industry Dialogue with the Customs Brokers & Freight Forwarders Federation of New Zealand (CBAFF) 與當地物流業界Customs Brokers & Freight Forwarders Federation of New Zealand (CBAFF)交流
2012-9-26	<ul style="list-style-type: none"> - Visited Fonterra CANPAC plant, its Organic Dairy Farm and Port of Tauranga 考察恆天然CANPAC工廠及其有機牛奶農場，參觀Tauranga港口
2012-9-27	<ul style="list-style-type: none"> - Visited FoodBowl, Mainfreight & GVI Logistics, Olive Farm and Vineyard 考察FoodBowl、物流公司Mainfreight & GVI Logistics、橄欖農莊和葡萄園
2012-9-28	<ul style="list-style-type: none"> - Business Matching 商業配對



The Promise of Global Standards in Healthcare 應用全球標準 保障病人安全

“Implementing global standards across the entire healthcare supply chain could save 22,000-43,000 lives and avert 0.7 million to 1.4 million patient disabilities.”

「在醫療供應鏈應用全球標準，能拯救22,000至43,000個生命，同時避免70至140萬名病人因醫療失誤導致殘障。」

Source:
McKinsey report, “Strength in unity: The promise of global standards in healthcare”, October 2012

The McKinsey & Company report, voicing the view of 80 thought leaders in the healthcare industry, highlights the need to align on a single global standard to ensure patient safety and explains the urgency of driving adoption across all supply chain stakeholders.

The healthcare industry faces major challenges: counterfeiting, ineffective product recall, medication errors and lack of inventory visibility resulting in high inventory costs and supply chain inefficiencies. At the same time, Healthcare costs have been rising for several years and are still expected to grow fast and regulators are defining new supply chain requirements to protect patients. These challenges will affect the entire healthcare supply chain in the long run.

全球管理諮詢公司麥肯錫就80位醫護界思想領袖的意見發表報告，指出業界需要應用單一標準保障病人安全，並解釋所有醫療供應鏈持分者務要共同採納標準的迫切性。

醫護界正面臨多方挑戰，如假藥、低效藥品回收、錯誤用藥，以及因為低庫存透明度所帶來的高昂費用及低效供應鏈。醫療費用在過去數年持續上升，預料未來將快速增加，與此同時，監管機構為保障病人，正在訂明供應鏈的最新要求。以上種種挑戰會長遠影響整個醫療供應鏈。





“Implementing GS1 Standards was a very cost-effective way for us to improve safety and quality of care at the hospital.”

「實施GS1標準是我們改善醫院安全及服務質素的有效方法。」

Tim Rutledge, President & CEO, North York General Hospital, Toronto
多倫多North York General Hospital主席及行政總裁Tim Rutledge



Every Stakeholder will Benefit from Using GS1 Standards

As indicated in McKinsey Report, “rolling out such standards-based systems globally could prevent tens of millions of dollars’ worth of counterfeit drugs from entering the legitimate supply chain.” Through the collaboration of companies and organizations throughout the healthcare supply chain, GS1 is making it possible for real-time knowledge about the flow of products in its supply chain that could reduce obsolescence and inventory redundancy, which ultimately raises the bar on patients’ safety.

GS1 標準有助於業界持分者

麥肯錫報告中指出，應用全球標準系統能避免價值數百萬的假藥流入供應鏈。透過醫療供應鏈當中的公司及機構通力合作，GS1將提供產品流向的實時訊息，有效減低產品過期或冗餘的問題，提升病人安全水平。



“Today, the healthcare industry has half a trillion dollars tied up in inventory, but better collaboration enabled through global standards could reduce obsolescence and inventory redundancy. [We] estimate that the healthcare cost could be reduced by \$40 billion - \$100 billion globally from the implementation of global standards.”

「現時醫療行業的倉庫積存價值5,000億美元的貨物，若然各方共同推行全球標準，將有助減少過期及冗餘存貨問題。我們預料醫療成本因而節省400至1,000億美元。」



We are Ready to Help

Patients are in danger due to the rise in counterfeit medicines, product and medical devices. Medical incidents are soaring, putting patients at risk. GS1 is already working with healthcare thought leaders to adopt and use one single standard that help share data, promote accuracy and work more efficiently – to improve patient safety and reduce healthcare costs. “We believe the adoption of global standards will transform our ability to optimize healthcare in which standards are globally delivered. Only then will we ensure that every patient we serve will have the confidence in our medicines and treatments that they deserve,” said Kenneth C. Frazier, Chairman of the Board, President and CEO, Merck & Co., Inc.

我們已準備就緒

病人會隨時因假藥、假貨或問題醫療儀器而陷入健康危機。醫療事故持續上升，病人生命受威脅。為此，GS1已預備好跟行業領袖合作，共同應用單一標準共享數據，提高訊息準確度，維持有效率工作，以確保病人安全及減低醫療成本。Merck & Co., Inc董事局主席、會長及行政總裁Kenneth C. Frazier坦言：「我們相信全球標準能改善醫療供應鏈，只有這樣，病人才對我們的藥物和療程有信心」。

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- ☑ 美國配方
- ☑ GMP廠房
- ☑ 優質產品
- ☑ ISO認證

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Kunio Mikuriya, Secretary General of the World Customs Organization (WCO), and Miguel Lopera, President and Chief Executive Officer of GS1, signed a cooperation agreement on 4 September 2012 aimed at exploring ways to optimize the fight against counterfeiting and piracy.

世界海關組織(WCO)秘書長饒邦雄(Kunio Mikuriya)與GS1總裁Miguel Lopera於2012年9月4日簽署合作協議，旨在提升打擊假貨和盜版貨的能力。邦夫爾認為世界海關組織與GS1的合作，有助保障全球消費者的健康與安全。

Customs Capacity to Fight Counterfeits Strengthened by WCO/GS1 Cooperation Agreement

世界海關組織與GS1訂立協議，提升海關打擊假貨的能力

The WCO and GS1 have agreed to maintain a continuous working relationship on all Customs related matters, particularly by leveraging the use of WCO tools and GS1 identification standards, as part of international efforts to tackle the illicit trade in counterfeit and pirated goods. GS1 standards enable the unique and unambiguous identification of items which leads to reduced costs and increased security, both vital benefits for Customs and business in the 21st century international trading environment.

“Faced by the growing trade in counterfeit goods, the WCO and its Members are determined to work with GS1 and other concerned organizations to fight this menace in order to protect the health and safety of consumers across the globe,” said WCO Secretary General, Kunio Mikuriya. Secretary General Mikuriya added, “This cooperation agreement with GS1 not only enables the WCO to enhance Interface Public-Members (IPM), as well as continue strengthening Customs’ capacity, it is also proof of the usefulness of this WCO anti-counterfeiting.”

“With the GS1 System of Standards and our overall expertise in supply chain management, GS1 can help Customs agencies improve their capacity to detect counterfeit products,” said GS1 President and CEO, Miguel Lopera. President Lopera added, “By leveraging the GS1 Barcode, all brand owners, not only for luxury goods but also for consumer and healthcare products, will have the opportunity to work with Customs to protect their brand, consumers and patients alike.”

GS1 and the WCO have a long-standing relationship and have cooperated on a number of mutually beneficial Customs related issues, underpinned by the Memorandum of Understanding that was signed between the two organizations in November 2007.

世界海關組織與GS1達成協議，持續就與海關有關之事務共同協作（尤其是藉WCO技術及GS1識別標準打擊國際非法假貨及盜版貨之交易）。GS1標準具備獨特及明確的項目識別碼，能降低成本和提高安全性，有利於身處21世紀國際貿易環境的海關和企業。

世界海關組織秘書長饒邦雄說：「面對日益嚴重的假貨貿易，世界海關組織及其成員，將與GS1和其他有關組織合作打擊假貨，以保護全球消費者的健康和安全。饒邦雄補充：「這項與GS1的合作協議，不僅有助世界海關組織提升公共成員介面（IPM），以及繼續加強海關的能力，也證明了這個世界海關組織打擊假貨及盜版工具的成效。」

GS1主席兼總裁Miguel Lopera認為：「GS1標準系統和我們的供應鏈管理專業技術，可以幫助海關機構提高識別假貨的能力。」Miguel Lopera又說「通過GS1條碼，所有品牌商（不論是奢侈品、消費品，還是醫療護理產品），將有機會與海關合作，共同保護企業品牌，以及消費者和病人的安全。」

GS1和世界海關組織有長期的合作關係，在互利的原則下共同處理相關海關的問題。早於2007年11月，這兩個組織已經簽署諒解備忘錄。





Digital Coupons Standard Published 網上優惠券標準已經推出

One of GS1's key priorities for the year ahead is to help manufacturers, retailers and application providers engage with today's "connected" internet consumer. In light of that, we are pleased to announce the publication of a new GS1 standard for digital coupons.

GS1本年度的重點項目之一，是幫助生產商、零售商和手機應用程式供應商與互聯網用戶緊密連繫。為此，我們推出了專為電子優惠券而設的GS1標準。

Coupons for smartphones and tablets have been around for years. However, the lack of global neutral standards leads to companies' and shoppers' frustration. Therefore, GS1 launches a digital coupon standard to address this issue.

The 56 companies participating in the GS1 GSMP B2C Digital Coupons Mission-Specific Working Group (including retailers such as Best Buy, Carrefour, Metro, Moorfields, Target, Tesco, and Wegmans) set out to resolve these problems.

為智能手機和平板電腦而設的優惠券已推出多年，但礙於沒有全球中立的標準，企業和消費者無所適從。為此，我們推出了專為電子優惠券而設的GS1標準。

至今已有56家企業參與「GS1 GSMP (全球標準管理程序) B2C (商業對顧客)電子優惠券工作小組」(參與零售商包括Best Buy, Carrefour, Metro, Moorfields, Target, Tesco, and Wegmans)，以回應上述問題。

The new GS1 Standard was approved in May 2012. Three main elements are
該新設的GS1標準於2012年5月獲授權應用，一共有三個元素

- 1 The Global Coupon Number (GCN), a GS1 ID Key comprising an identifier of a coupon offer and an optional serial number to identify coupon instance
全球優惠券編碼(GCN)是GS1識別碼，內有優惠券識別碼，部份GCN會有驗證優惠券的序號(serial number)
- 2 A process standard for digital coupon management, which promotes the use of GTIN to identify products linked to coupons
電子優惠券管理的流程標準，能識別與產品有關的優惠券，以推動商戶使用全球貿易編碼(GTIN)
- 3 A standard data model to support B2B and B2C communication in the digital coupon management process
能在電子優惠券管理過程支援B2B(商業對商業)和B2C (商業對顧客)通訊的標準數據模型

Did you know?

47%

of adult internet users in the USA redeemed an online coupon or code in 2011, according to eMarketer

你知道嗎？

根據eMarketer,在2011年，
近半數美國成年人
下載優惠券或優惠碼

Download the Digital Coupon Management Standard
下載電子優惠券管理標準的網址：
www.gs1.org/gsmc/kc/b2c

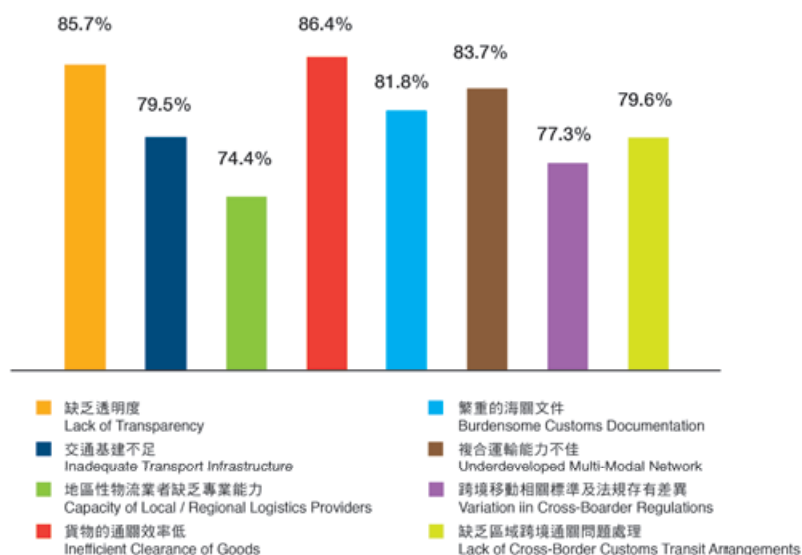
APEC Advocates Improving Supply Chain Connectivity through GS1 Standards

亞太經合組織倡議 透過GS1標準 改善供應鏈連結



哪個供應鏈阻塞點最影響業務運作？

Which supply chain chokepoint affects operation the most?



APEC Business Advisory Council (ABAC) encouraged the greater use of global data standards and supply chain infrastructure technologies to help enhance competitiveness in the region through easier, cheaper and faster conduct of trade in goods and services across borders. One of the concrete steps is the enhancement of supply chain connectivity. Through the APEC Supply Chain Connectivity Framework, all member economies strive to achieve a 10% improvement in supply chain performance by 2015. The framework identifies eight chokepoints that business rank as highly significant to the smooth flow of goods and services throughout the APEC region. It also provides action points to address such barriers.

Facing the eight chokepoints, APEC has agreed to establish an Implementation Task Force on global data standards led by public sector (APEC) and private sector (ABAC and GS1) under the APEC Supply Chain Connectivity Action Plan. The Task Force will request governments in APEC economies to work closely with GS1 Member Organizations to deploy global data standards and interoperable information systems.

Mr. John Keogh, Director of Product and Consumer Safety at the GS1 Global Office, gave a comprehensive presentation on how global data standards can provide transparency to supply chains during the ABAC III Meeting in Ho Chi Minh City. The adoption of these global standards can help address one of the pressing concerns of businesses in supply chain connectivity, and that is the lack of transparency. Mr. Tony Nowell of ABAC New Zealand recognized the need for such transparency and agreed that ABAC should formulate a proposal aimed at achieving comprehensive acceptance and implementation of global data standards in supply chains on a region-wide basis.

亞太經合組織工商諮詢理事會(ABAC)倡議廣泛採納全球標準和供應鏈基建技術，憑藉簡易、低成本和快捷的跨境產品及服務貿易提升競爭力。改善供應鏈連結是其中重要的一步。在APEC供應鏈連結架構下，所有經濟體成員將致力在2015年或之前改善供應鏈表現10%，該架構找出了8個業界公認對APEC區域的商品和服務影響深遠的阻塞點，同時提供應對貿易阻塞點的方案。

面對該8個阻塞點，APEC已同意成立由公共部門(APEC)和私營部門(ABAC和GS1)領導的全球數據標準執行工作小組。該工作小組將要求各APEC經濟體的政府GS1會員組織緊密合作，推動採納全球數據標準和互相操作的訊息系統。

GS1總部產品及消費者安全總監John Keogh，於越南胡志明市舉辦的第三次ABAC會議中匯報全球數據標準如何達至供應鏈透明度，以提升供應鏈連結。ABAC紐西蘭的Tony Nowell認為這種透明度有必要性，並認為ABAC應制訂一套方案，旨在經濟體區域內的供應鏈全面認可和實施全球數據標準。





UHF Tags 超高頻標籤

Identifying Piglets with EPC / RFID and Ear Tags 以產品電子代碼 / 無線射頻識別及 耳標分辨幼豬

In Denmark, the identification of pigs processes are getting improved in both daily operations and export. Since 2009, Håstrupgård, the Meat and Agriculture Council of Denmark and GS1 Denmark have worked together on finding and implementing the right EPC / RFID based solution for ear tagging of pigs. There is a global company prefix in the EPC / RFID tag, a reference to the type of animal and the animal's official number. Together this makes up the serialised EPC number (SGTIN).

"With 900 pigs born every week, there is a challenge in both the logistics and registration processes. Breeding pigs must be closely monitored and many events must be registered to enable both accurate indexing of the piglets (evaluating its worth) and also the welfare of the sow," stated Esben Graff Jensen, CEO of a farm producing breeding pigs.

At Håstrupgård, passive UHF is used to track each pig. The advantages of using UHF in this context include: long reading range (practical since piglets move a lot and quickly) plus the fact that UHF tags are physically smaller than LF tags. This allows piglets younger than 3 weeks to be ear tagged, since each pig must be closely monitored (e.g. amount of feed, weight gain and medication). It is this daily monitoring of around 35 parameters that decides if a pig will be categorized as a premium breeding pig, worth up to 27,000 Euros, or as a less valued asset as low as 100 Euros.

運用EPC / RFID解決方法的日常好處 Daily advantages with the EPC/RFID Solution

Håstrupgård has experienced both savings and data quality improvement. For example, it used to take 3-4 employees up to 2 hours to gather and count pigs for transport. Now it takes only 45 minutes for one employee. In addition, they have also gained improved data quality. For example in pre-EPC days error rates of up to 10% could be experienced, resulting in considerable problems at customs and border controls, not to mention upon delivery to the export customers. Now, with EPC/RFID data accuracy is 100%.

在丹麥，豬隻識別技術在日常運作及出口中日漸進步。自2009年開始，丹麥肉類及農業協會聯同GS1丹麥，於Håstrupgård共同推行適用於豬隻耳標的產品電子代碼/無線射頻識別(EPC/RFID)解決方案。EPC / RFID標籤內置全球公司前置碼，能識別動物種類和動物官方號碼，從而組成序列化的產品電子代碼（即全球貿易貨品編碼序號）。

一間豬隻養殖場的行政總裁Esben Graff Jensen表示，每週有900頭小豬出生，在物流及登記過程中存在困難。餵飼豬隻需要緊密監察，而每個工序需要個別登記以準確地將豬隻編入索引(以便估值)，同時能確保母豬的安康。

在Håstrupgård，職員以無源超高頻(UHF)RFID標籤追蹤豬隻。用UHF的好處是能夠遠距離感應豬隻(因為小豬經常快速地四處走動)，加上UHF耳標體積上比低頻(LF)標籤耳標小，連少於3週大的小豬都能繫上標籤，個別豬隻就能時刻被緊密監察(如飼料數量、體重增加及用藥)。每天監測35個參數，能決定豬隻是否被界定為上等豬隻，其估計價值可上至27,000歐羅或者少於100歐羅。

Håstrupgård自應用UHF以來，節省了不少開支，也改善了數據質素。以前，Håstrupgård的工作人員要聚集和點算需要運載的豬隻時，就要三至四名員工花兩小時才可完成，現時每名員工只需45分鐘就能完成工作。另外，收集數據的過程也改善了。在未有EPC的日子，數據誤差率可達10%，以至影響到海關及邊境管理，甚至是出口商。現在，EPC / RFID數據準確度已達100%。



BEING THE **E**EDGE IN THE MARKET

Concept

Comprehensive Service
Brand Establishment
Marketing Consultant

Our belief simply outlined the main idea, customer centric. You need to have something more than expected, and we try to make it at our best. Athena cares every aspect of concerns from yours. We grow an idea into a reality. Business diversification capitalizes our strength in doing business. We have experienced specialists in fields like Mass Media Productions, Event Management, etc. Through this vertical diversification and our business partners, we keep the quality good while your costs are kept very modest. We aimed at further expanding our depth in these areas, and in ultimate, your company would be leveraged by our platform.

深明白市場推廣策劃對客戶的重要性, 故我們為客戶度身訂造一系列適合您的市場策略及宣傳服務。由概念到實踐, 市場分析到宣傳策劃, 我們給客戶全面的建議。Athena主要提供一站式服務, 透過多元化的配套, 為客戶提高市場推廣效用, 締造商機。為達致您最佳的市場合作伙伴, 建立長遠的合作關係。我們致力統一、完善及有系統地實踐市場概念, 籌辦能減低當中不同單元所需要的配合時間, 提高整個市場計劃的管理效用及成本效益。目標是以最少的資源達到最高的宣傳效益。

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Address : Room 801, Stanhope House, 738 King's Road, Hong Kong

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Save the date! 請預留時間!



Workshop 工作坊	Date 日期	Time 時間	Fee / GS1 HK member 費用 / 會員	Fee / non-GS1 HK member 費用 / 非會員	Contact information 聯絡資料
Medical Devices Traceability Workshop 醫療器材追溯工作坊	6/3	TBC 待定	FREE 免費	FREE 免費	Tel電話: 28639764 Email電郵: kwho@gs1hk.org
Advanced Barcode Workshop 進階條碼工作坊	7/3, 13/6, 5/9 & 12/12	2:00-6:00pm	FREE 免費	Members only 只限會員	Tel電話: 28639776 / 28639714 Email電郵: membership@gs1hk.org
Digital Marketing Workshop 數碼營銷策略課程	8/3, 22/3, 12/4, 26/4 & 14/5	2:30-5:30pm	FREE 免費	FREE 免費	Tel電話: 28639769 / 28612819 Email電郵: media@gs1hk.org
Basic Barcode Workshop 條碼基本概念工作坊	20/3, 25/4, 23/5, 27/6, 25/7, 29/8, 26/9, 24/10, 21/11 & 19/12	2:00-6:00pm	FREE 免費	Members only 只限會員	Tel電話: 28639779 / 28612819 Email電郵: membership@gs1hk.org
Customer-Focused Supply Chain Management 顧客為本的供應鏈管理	21/3, 26/6, 25/9 & 20/11	9:30am-5:00pm	\$2,800	\$3,200	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
Principles of Distribution & Logistics 分銷與物流之道	3/4	9:30am-5:00pm	\$2,800	\$3,200	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
'BUD Fund Application' Luncheon Talk BUD基金申請分享暨午餐會	10/4, 15/5 & 10/7	11:30am-2:00pm	\$80 (lunch included 包括午餐)	\$80 (lunch included 包括午餐)	Tel電話: 28639764 Email電郵: kwho@gs1hk.org
Value Chain Management 價值鏈管理	16/4, 20/6, 8/8, 9/10 & 18/12	9:30am-5:00pm	\$2,800	\$3,200	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
Supply Chain Operations Reference (SCOR) Model * 供應鏈運作參考模式 (SCOR)*	23-24/4, 23-24/7 & 22-23/10	9:30am-5:00pm	\$4,800 *	\$4,800*	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
Principles of Manufacturing Management 生產管理之道	22/5	9:30am-5:00pm	\$2,800	\$3,200	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
Logistics Visibility and Traceability Workshop 物流透明度與追溯工作坊	12/6	TBC 待定	FREE 免費	FREE 免費	Tel電話: 28639764 Email電郵: kwho@gs1hk.org
Principles of Inventory Management 庫存管理之道	18/7	9:30am-5:00pm	\$2,800	\$3,200	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
Principles of Managing Operations 管理營運之道	22/8	9:30am-5:00pm	\$2,800	\$3,200	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
Customer-Driven Replenishment Workshop * 顧客為本的補貨策略 *	10-11/9	9:30am-5:00pm	\$4,800*	\$4,800*	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org
Principles of Operations Planning 營運規劃之道	17/10	9:30am-5:00pm	\$2,800	\$3,200	Tel電話: 28639798 Email電郵: lindalam@gs1hk.org

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Remark 1: This tentative schedule is subject to change. Please visit http://gs1hk.org/en/knowledge_sharing/events_training.html to view our updated training schedule.按 1: 以上時間表會因應實際情況而改變。請瀏覽http://gs1hk.org/tc/knowledge_sharing/events_training.html了解最新的培訓資訊。

Remark 2: Course* is approved by VTC's New Technology Training Scheme with up to \$2,000 subsidy per head.

按 2: 課程* 獲職訓局的新科技培訓資助計劃認可，參加者每人最高可獲\$2,000資助。



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