GS1 Hong Kong

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Supply ChainPLUS

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

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This Year's "MUST ATTEND" Event

GS1 Hong Kong SUPPLY CHAIN MANAGEMENT EXCELLENCE CONFERENCE 2007

GS1 Hong Kong SCM Excellence Conference 2007 Concurrent with Asia's First EPCglobal Joint Action Group Meeting

Maximizing Supply Chain Management and EPC/RFID Power

Find all you need to know about the latest supply chain management practices, tools and technologies by presentations, informative discussions and networking opportunities.

Programme at a Glance

- **5 visionary keynote and plenary sessions including SCM Excellence, SCM Innovation, High Performance Supply Chain and Global Technology: EPC/RFID Development Update**
- **3 breakouts with inspiring local/global business cases sharing**
- **Industry networking across different industry sectors and exclusive exchange of EPC news with EPCglobal counterparts**
- **A world-class SCM and EPC/RFID solutions showcase**
- **ECR Hong Kong Awards presentation and executive panel**

Mark Your Diary and Make Your Reservation Now!

Date: October 12, 2007 (Friday) **Time: 9:00am to 5:00pm** **Venue: JW Marriott Hotel Hong Kong**

For full programme and registration, please contact the Event Manager at (852) 2891 0872, email us at enquiry@gs1hkconference07.com or visit http://www.gs1hkconference07.com

Efficient Consumer Response (ECR Hong Kong) Awards 2007

ECR Efficient Consumer Response ECR Hong Kong Awards 高效消費者響應獎(香港) 2007

Efficient Consumer Response (ECR) is a business concept aimed at better satisfying consumer needs, through businesses and trading partners working together. ECR Hong Kong is a member of ECR Asia facilitated by GS1 Hong Kong. The Awards is organized first-ever by ECR Hong Kong and GS1 Hong Kong as a milestone in recognition of various trading partners for attaining the superior business success by obliging efficient ECR in Hong Kong.

Winning Brand Recognition and Demonstrating Business Success!

Categories

- Supply Chain Operation Excellence Award
- ECR Innovation Award
- Demand Creation Excellence Award
- Outstanding Young SME of the Year Award

Eligibility

Applicants from the field of FMCG, whose registered and operating offices are based in Hong Kong, are eligible to be nominated by trading partners.

Submission Deadline: June 29, 2007

The presentation ceremony will be held at the GS1 Hong Kong SCM Excellence Conference on October 12, 2007.
Nomination forms can be downloaded at http://www.ecrhk.org

For further details of the awards, please contact Florrie Au Yeung at (852) 2863 9773, email us at florrieay@gs1hk.org or visit http://www.ecrhk.org

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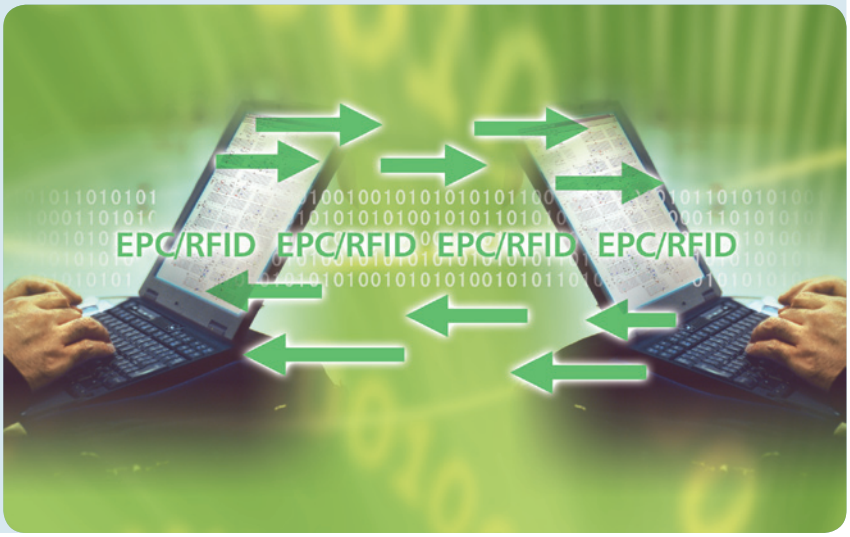
Hong Kong EPCnetwork Monitors Sea Shipments between Hong Kong and Japan
香港EPC網絡監測香港、日本兩地船運



The Hong Kong EPCnetwork provides an EPC/RFID infrastructure that helped monitor sea shipments in EPCglobal's largest global pilot. The global pilot aims to demonstrate the core level of interoperability between EPCglobal standard networks - using EPC Information Services (EPCIS) databases for data exchange among stakeholders, across countries and continents, and to define the elements necessary for transportation and logistics industry users to exchange data on different EPCglobal standard networks. Other RFID technologies including passive and active tags were also tested for future standards.

The Transportation and Logistics (TLS) Industry Action Group under EPCglobal launched in October 2006 a two-phase system pilot test to track shipment globally as they move from manufacturers to overseas distributors through ports and customs. The pilot was extensively supported by the Ministry of Economy, Trade and Industry (METI) of Japan. The interconnection of the EPCglobal standard networks between Hong Kong and Japan is phase one of the pilot project. The interoperability of the two EPCglobal standard networks was tested vigorously for seamless data exchange. As a result, the pilot addressed specific business needs of different partners, such as matching tagged products with purchase orders and shipment orders.

香港EPC網絡為EPCglobal最大規模的全球試點計劃提供EPC/RFID基礎設施。這個計劃的目的是測試不同地域的EPCglobal標準網絡之間的互運性 - 利用雙方的EPC訊息服務(EPCIS)的數據庫，讓不同的供應鏈合作夥伴可以跨國家及地域進行數據交換，並為運輸和物流供應商釐定日後於不同EPCglobal標準網絡上進行數據交換的元素，同時測試被動式及主動式標籤等其他的RFID技術，為將來訂立標準做好準備。

EPCglobal轄下的運輸及物流業界工作組，於2006年10月推出一項分兩個階段進行的全球系統試點計劃，利用EPC/RFID技術監測和追蹤由製造商運往外國分銷商，途經不同港口及海關的全球船運。試點計劃得到日本之經濟產業省(METI)大力支持。第一階段試點計劃是透過香港與日本的EPCglobal標準網絡的互連，以測試這兩個EPCglobal標準網絡的互運性。香港與日本之間EPCglobal標準網絡如何互運作無縫數據交換獲嚴謹測試，結果顯示，該試點計劃能夠解決不同行業夥伴之間的業務需要，譬如將貼上RFID標籤的產品與採購訂單及貨運訂單進行配對。

Efficient international cargo tracking

Completed this February, phase one of the pilot tracked shipments moving from the Pearl River Delta (PRD) via Hong Kong port to Japan by using Electronic Product Code™/Radio Frequency Identification (EPC/RFID) technology. EPCglobal Hong Kong is the project manager and overall project integrator on Hong Kong side, facilitating project development including defining the data and elements jointly used for information exchange on the Hong Kong EPCnetwork required by transport and logistics industry. Maersk Logistics China and NYK Line (HK) Ltd. were the logistics service providers that jointly adopted EPC/RFID technology to track goods at both carton and container levels. The goods were transported by cross border truck from the PRD to Maersk Logistics' warehouse at the Asia Terminal Logistics Centre (ATL) in Hong Kong. At the terminal, the cartons were slapped with passive RFID tags and further consolidated into containers affixed with active RFID tags and ready for the sea route to Japan. On arrival in Japan, Maersk Logistics Japan provided logistics services in Japan and handled delivery of the goods to the distributor's warehouse in Kawasaki.

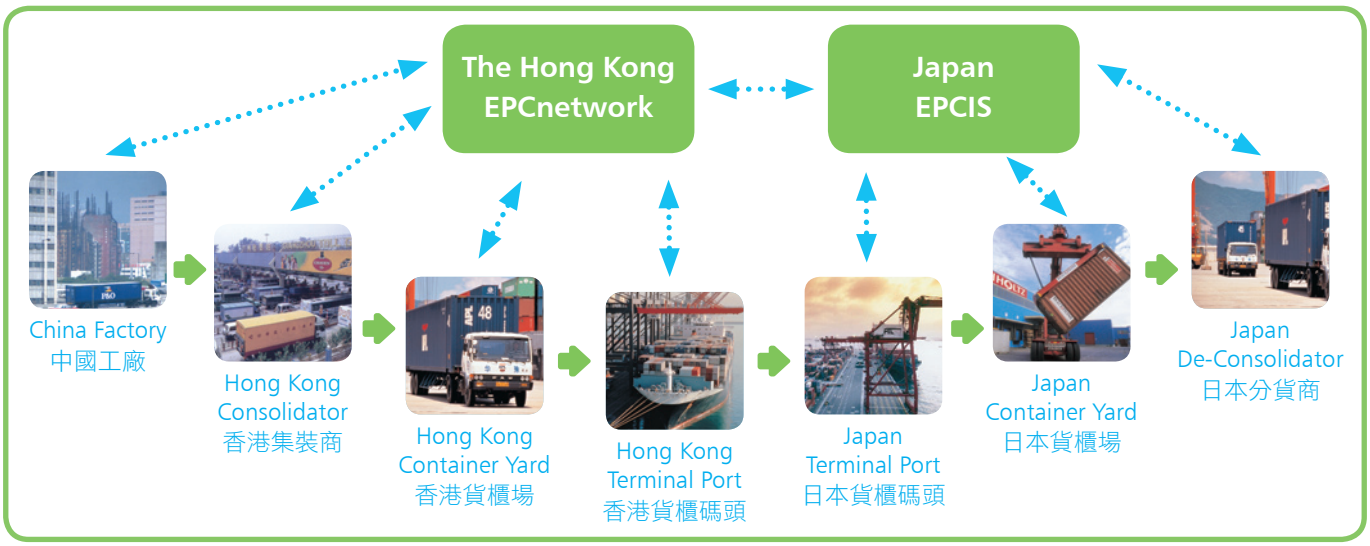
In order to capture the EPC data of the pilot shipment, 13 read points were set up along the trade route encompassing land, ports and seas to track the movement of the shipment from the PRD via Hong Kong port to Japan. The whole EPC/RFID event was captured at every read zone with the standardized codes embedded in passive and active tags uploaded to the Hong Kong EPCnetwork. As the database of the Hong Kong EPCnetwork was interconnected to that of the EPCglobal standard network in Japan, real-time information visibility at these critical junctions throughout the global supply chain was achieved. Multiple supply chain parties including the manufacturer, the logistics service providers both in Hong Kong and Japan, and the distributors in Japan were able to retrieve and exchange information in real-time.

> The interoperability of the two EPCglobal standard networks was tested vigorously for seamless data exchange between Hong Kong and Japan. Other RFID technologies including passive and active tags were also tested for future standards.
>
> 港、日之間EPCglobal標準網絡如何互運作無縫數據交換獲嚴謹測試。其他RFID技術測試包括被動式及主動式標籤，為將來訂立標準做好準備。

高效的全球貨物追蹤

第一階段試點計劃已於本年二月成功完成，利用EPC/RFID技術來追蹤從珠三角經香港港口運往日本的貨運。EPCglobal香港於這次計劃中負責香港方面的項目管理及整體協調工作，包括為運輸及物流業所需的共用數據及元素進行定義，使這些數據可用於香港EPC網絡上進行資訊交換。Maersk Logistics China 及 NYK Line (HK) Ltd 這兩家物流服務供應商，則一同採用EPC/RFID技術追蹤貨物所在的貨箱及貨櫃的位置。Maersk Logistics公司將需付運往日本的貨件，以跨境貨車從珠三角運往其在香港亞洲貨運站物流中心的倉庫。在貨運站內，已貼上被動式RFID標籤的貨箱被裝入貼上主動式RFID標籤的貨櫃內，待一切準備就緒之後便利用海運送往日本。當貨物被送抵日本後，由日本Maersk Logistics 提供物流服務，將貨物運往分銷商在川崎的倉庫。

整個運輸路線包括陸路、港口及海運路線上共設立13個訊息接收站點接收EPC數據，以便追蹤從珠三角經香港港口運往日本的貨物流向。當貨物經過各接收站，置於被動式標籤及主動式標籤內的數據便隨即被上傳至香港EPC網絡。透過香港EPC網絡與日本EPCglobal標準網絡的數據庫互連，展現全球供應鏈經該兩個網絡互連運作，從而取得實時資訊透明度的效益，更讓供應鏈上各方合作夥伴，包括製造商、香港及日本的物流服務供應商，以及日本的分銷商都可以即時取得數據及交換資訊。



Seamless communications between EPCglobal standard networks

One of the main objectives of this pilot is to test the interoperability between EPCglobal standard networks on a global scale. EPC Information Services (EPCIS) provided the network infrastructure, allowing different companies or trading partners participating in the pilot to store and have access of relevant shipment information securely via the internet. The EPCIS enables users to provide different levels of data access to various groups. The Hong Kong EPCnetwork's EPCIS was connected with EPCglobal standard network in Japan. Various network users were able to easily search and locate information about the tagged shipments associated with a unique EPC number on real time basis.

Different GS1 identification keys – GLN (Global Location Number), GRAI (Global Returnable Asset Identifier) and SSCC (Serial Shipping Container Code) were also used in the RFID tags to identify the trade items, logistic units, assets and location. Programmed with the numbering standard assigned by EPCglobal Hong Kong, the RFID tags with SSCC, GLN and GRAI codes were captured by EPC readers at designated read points and uploaded to the Hong Kong EPCnetwork, allowing different companies and partners to search for shipment information based on Shipment Order Number, Purchase Order Number, Carton Box Number, Container Number, and business location of consolidators, de-consolidators, terminal ports in both Hong Kong and Japan.

EPCglobal標準網絡之間的無縫溝通

這項試點計劃其中的主要目的，是測試全球EPCglobal標準網絡之間的互運性。藉著EPCIS提供的網絡基礎設備，參與試點計劃的各家公司或貿易夥伴能透過互聯網可靠地儲存及讀取相關的貨運資訊，各方的合作夥伴亦可透過EPCIS擷取不同層面的數據。通過香港EPC網絡的EPCIS連接至日本那方的EPCglobal標準網絡，各方網絡用戶均可輕易地即時搜尋已標籤了獨一無二EPC編碼的貨物的數據。

這次試點計劃所採用的RFID標籤，內含國際位置編碼(GLN)、全球可回收資產識別碼(GRAI)及貨運容器序碼(SSCC)等GS1識別碼，用作識別貿易貨品、物流單位、資產及位置。那些由EPCglobal香港所編配及程式化了的SSCC、GLN及GRAI代碼被編寫於RFID標籤內，經由不同訊息接收站點內的EPC閱讀器讀取數據後上傳至香港EPC網絡，各家公司及各方夥伴便能利用貨運訂單號碼、採購訂單號碼、貨箱號碼、貨櫃號碼，以及香港或日本的集裝商、分貨商、貨櫃碼頭的商業位置代號，以搜尋相關的貨運資訊。

Phase one pilot participants 試點計劃第一階段參加機構

Among the companies that participated in the pilot test were Monohakobi Technology Institute (MTI) and Nomura Research Institute (NRI) as project and co-project integrators in Japan side, together with GS1 Hong Kong, the project manager and integrator in Hong Kong side in-charge for project development and functionality in respective areas. International cargo and logistics firms lending support in the pilot include DHL, Maersk Logistics, Modern Terminal (MTL), NYK Tokyo Container Terminal (NYTT), NYK/TSK Line, Schenker Logistics and Schneider National. The IT companies that participated include Allumis, BEA, IBM, IIJ, NTT COMWARE, Oracle, Savi, SIO, Symbol, Toppan, VeriSign, and WhereNet.

試點計劃第一階段的參加機構包括作為負責日本方面項目策劃和協調工作的 Monohakobi Technology Institute (MTI) 及 Nomura Research Institute (NRI)，他們連同作為香港方面負責項目管理及協調工作的香港貨品編碼協會，共同負責管理整個計劃在各相關區域內的實行情況。為試點計劃提供支援的跨國貨運及物流企業包括 DHL、Maersk Logistics、Modern Terminal (MTL)、NYK Tokyo Container Terminal (NYTT)、NYK/TSK Line、Schenker Logistics及Schneider National。參與的資訊科技公司包括Allumis、BEA、IBM、IIJ、NTT COMWARE、Oracle、Savi、SIO、Symbol、Toppan、VeriSign及WhereNet。

A resounding success

An analysis of the read rates of data captured along all the supply chain points during the pilot test shows that EPCglobal's RFID application system, as well as the tags, sensors, and devices are proven to be effective, stable and ready for actual use. With read rate of data capture up to 99%, it proves that the global pilot Phase one is a resounding success. By showing the effectiveness of the two EPCglobal standard networks – in Hong Kong and Japan – in facilitating the sharing and use of information to track and trace cargo and container movement from China to Japan via Hong Kong, this pilot will pave the way for further interoperability of more networks as well as expanding the base of EPCglobal standard network users.

A second phase, scheduled for completion next year, is set to reinforce the EPCIS dimension. Information will be exchanged between potential end users, such as customs administrations for automatic customs clearance. The trade route to be used in this phase is Shanghai to Long Beach, California.

測試取得重大成功

根據供應鏈上各個訊息接收站所得的數據讀取率分析顯示，EPCglobal的RFID應用系統、標籤、感應器及相關設備皆證實有效、穩定且隨時可供使用。這次試點計劃的數據讀取率高達99%，由此證明這第一階段的全球試點計劃已取得重大成功，展示香港與日本兩個EPCglobal標準網絡之間能有效進行訊息分享，且利用該等數據追蹤從中國經香港運送到日本的貨物及貨櫃的流向。這次的成功測試，將促使日後更多網絡之間進行互運及協同，進一步擴大EPCglobal標準網絡的用戶群。

第二階段的試點計劃預期於明年完成，這階段將會集中擴闊EPCIS的覆蓋範疇，並且測試潛在用戶之數據交換，例如自動清關手續的作業程序。第二階段的供應鏈路線將由中國上海至美國加洲長堤。

Global Standards Help Track Recycled Products Efficiently

全球標準有效追蹤回收產品

Not many are aware that bar codes can play a key role in a local recycling program participated in by the consumers. The fact is that most consumers are not familiar with bar codes as well as suppliers and retailers are in the trading process. That is now changing with the novel initiative launched by Swire Coca-Cola HK (SCCHK) using bar codes to track recycled products.

Nowadays, it is a common practice for most soft drink makers to package their products using transparent plastic bottles because of its hygienic features. They can not only be easily re-closed, but also are very handy and can last for a long time. There is, however, a downside to all these conveniences – post consumed bottles are bulky to store and their complete degradation under natural conditions takes years to occur. If consumers do not dispose them properly, it will cause waste disposal problems in Hong Kong.

SCCHK is the sole authorized franchise bottler in Hong Kong for a wide variety of products of The Coca-Cola Company. The company thinks out of the box and takes advantage of GS1 System bar codes in identifying its post consumed bottles, hence automating the recycling process.

大概鮮為人知條碼原來可以在一個由消費者參與的本地回收計劃中擔當重要角色。事實上，在交易過程中，大部份消費者對條碼用途的認識均不如供應商和零售商。隨著太古可口可樂香港(下稱「太古可樂」)推行創新項目，利用條碼追蹤回收產品，上述情況正在改變。

現今，大部份汽水製造商均因應衛生理由而選用透明膠樽盛裝飲料產品。這些膠樽不單容易重覆開啟，且方便攜帶及耐用。然而，除卻上述一切便利外，使用膠樽亦有其弊處 – 飲用後的空樽需龐大的空間儲存，且需經長時間才能完全被分解。若消費者不妥善棄置膠樽，更會為香港帶來處理棄置廢物的問題。

太古可樂是可口可樂公司在香港的特約監製商，旗下產品種類繁多。太古可樂別具創意，利用GS1標準條碼辨認飲用後的飲品膠樽，令回收膠樽的程序更加方便和自動化。

Bar codes contribute to the bottler's green project

This February, SCCHK launched the 'Every Bottle Counts' plastic beverage bottle recycling program, which allows consumers to return used SCCHK plastic beverage bottles at specific reverse vending machines to earn Octopus Reward Dollars. The program aims to reduce wastes by encouraging consumers to adopt green approaches to waste disposal through a convenient and self-operated recycling system.

SCCHK began the program by converting their vending machines and equip them with a new function of collecting instead of merely vending plastic beverage bottles. This reverse vending machine concept has been in practice overseas for some time, but SCCHK is the world's first company to develop and incorporate contactless smart card technology with a reward scheme into the operation of reverse vending machine and has patented such development in Hong Kong.

SCCHK is a member company of GS1 Hong Kong. Its beverage products are bar-coded based on the Global Trade Item Number (GTIN) under GS1 System, the world's most widely recognized global supply chain standard system that provides the capacity to deliver unique identification. SCCHK's beverage bottles on the market can be easily identified by the specific GTIN assigned by GS1 Hong Kong. By scanning the empty beverage bottle's bar code symbols, the reverse vending machine will be able to identity SCCHK's post consumed bottles. The post consumed bottles accepted by the reverse vending machines will then be compacted and ready for collection for recycling.

> To take advantages of GS1 System bar codes in identifying post consumed bottles, hence automating the recycling process.
>
> 利用GS1標準條碼辨認飲用後的飲品膠樽，令回收膠樽的程序變得更加方便和自動化。

Currently there are 11 reverse vending machines installed in Ocean Park and various location including estates and schools. The program also incorporates a reward scheme to incentivise consumers to support green causes. Every time a consumer returns a post consumed bottle in the reverse vending machine kiosk, it records bonus reward points in the consumer's Octopus card, which they can later use to redeem attractive goods, premium or services. SCCHK also has plans to extend the program further to more locations in order to broaden its reach and facilitate the participation of the general public.

條碼貢獻飲品商的環保項目

太古可樂於本年2月推出名為「分分樽有賞」的飲品膠樽回收計劃，消費者飲用太古可樂生產的膠樽飲品後，只需將膠樽退回至指定的自助回收機，即可賺取八達通日日賞積分。是次計劃希望透過一個方便的自助回收機制，鼓勵消費者培養環保回收的習慣。

太古可樂以舊有自助飲品販賣機機身及舊款電腦研發了自助回收機，並加入可識別及收集太古可樂膠樽的新功能來進行膠樽回收計劃。自助回收機的概念於海外已實行多年，但太古可樂卻是全球首間公司研究將非接觸式智能卡技術應用於回收機上，並推出獎賞計劃。而太古可樂經已在香港取得有關開發技術的專利。

太古可樂是香港貨品編碼協會的公司會員，其生產的飲料產品均印有GS1標準條碼，這些條碼上所印製之國際貿易貨品編碼(Global Trade Item Number - GTIN)，是用作識別供應鏈上貨品之認可標準。太古可樂在市場上的樽裝飲品可輕易以本協會所簽發的特定GTIN以茲識別，而自助回收機亦能藉掃描飲品膠樽的條碼來識別太古可樂品牌的膠樽。回收機所收回的飲品膠樽將會被壓縮，以待回收。

目前，太古可樂共有11部自助回收機擺放於海洋公園、不同屋苑以及學校。此計劃所提供的獎賞旨在鼓勵消費者支持環保。每當消費者將飲用後的太古可樂飲品膠樽退回至自助回收機，便可賺取八達通日日賞積分，以便日後換取禮品、獎賞或服務。太古可樂亦計劃將該計劃進一步擴大，陸續擺放更多自助回收機於不同地點，便利市民參與這項環保活動。

How GTIN identifies products

GS1 System's GTIN is what makes the tracking possible. GTIN is a set of product identification numbers assigned uniquely for any trade item in the market. The numbers are the keys to identifying a unique commodity. Scanning bar-coded items encoded with GTINs can identify any trade item in the supply chain. SCCHK as a member of GS1 Hong Kong is assigned with GTINs uniquely for their trade items. The reverse vending machines have modules that allow them to identify post consumed bottles as well as recognizing the shape of these bottles. These modules are programmed to read the GTINs assigned to SCCHK's beverage products, allowing the reverse vending machine to accurately identify the bar-coded post consumed bottles. As such, the bottles can be traced in the back-end IT database, enabling the company to keep track of the post consumed bottles collected by the reverse vending machines and the recycling process starts.

GTIN如何識別產品

利用GS1標準編配的GTIN令追蹤回收膠樽變得輕而易舉。由GS1簽發的GTIN，是專為市場上每項貿易貨品而編配的獨一無二的國際貨品編碼，並以條碼方式應用在貿易貨品上，掃描附有GS1標準條碼的貨品，便能透過內裏的GTIN來識別供應鏈上任何貿易貨品。太古可樂作為香港貨品編碼協會的會員，該公司的飲料產品皆獲編配獨特的GTINs。太古可樂在研發自助回收機時，不單為回收機編製了能辨認太古可樂膠樽的程式，更於程式內加入可讀取膠樽的GTINs的功能，令自助回收機能準確地識別印有條碼的膠樽，而公司的數據庫亦能追蹤並記錄自助回收機所收集的膠樽資料，以便展開回收程序。

The use of GTIN is now being widely adopted by both large and small-to-medium enterprises in Hong Kong to improve order placement accuracy, similar to the operational benefits that SCCHK has been reaping. Unique product characteristics identified by GTIN include:

- The product name, product brand, and product description
- The trade item type and variety such as colour, volume, size, flavor
- The net quantity of trade item such as weight, volume or dimension impacting trade
- The grouping of trade items: the number of elementary items contained; sub-packaging units; nature of grouping such as carton, pallet, box-pallet

香港大型企業及中小企現時均廣泛採納GTIN，以提高倉存管理的準確性，亦正是太古可樂目前所享有的營運效益。GTIN功能識別的獨特產品特徵包括：

- 產品名稱、品牌及類型
- 貿易貨品類別及型號，例如顏色、數量、尺碼及味道
- 貿易貨品的淨數量，例如重量、容量或尺碼
- 貿易貨品的分類：基本貨品件數；再分類包裝貨品；分類性質，例如貨箱、貨盤、貨箱式貨盤

Supply Chain Innovation Centre Set to Accelerate EPC/RFID Development

供應鏈創科中心促進EPC/RFID發展

Asia's most comprehensive supply chain technology centre was launched in Hong Kong this February. Located at Hong Kong Science Park and jointly established by GS1 Hong Kong and Hong Kong Science and Technology Parks Corporation, the Supply Chain Innovation Centre is created to provide a hub for supply chain and logistics experts to transfer knowledge on global supply chain enabling technology in order to boost efficiency of Hong Kong and Pearl River Delta enterprises.

Occupying an area of more than 3,000 square feet, the Centre is of strategic importance to the development of global supply chain standards especially for Electronic Product Code™/Radio Frequency Identification (EPC/RFID) technology in Hong Kong. EPC/RFID is the next-generation supply chain technology set to change the way business is done for Hong Kong manufacturers operating in the Pearl River Delta (PRD) region. It also allows multiple supply chain stakeholders such as logistics providers and retailers to track goods and information movement end-to-end in real time globally.

The Supply Chain Innovation Centre aims to promote Hong Kong and the PRD region as a regional hub of gravity for the accelerated adoption of EPC/RFID technology and for supply chain management best practices. China is one of the world's most important manufacturing bases and is regarded as a critical part of the global trading network. In particular, the PRD region, where tens of thousands of Hong Kong manufacturers operate, is the sourcing centre for many global retailers. The PRD region is increasingly important in the global marketplace when different global retailers,

由香港貨品編碼協會及香港科技園公司攜手合作成立之供應鏈創科中心，已於今年二月開始揭幕。該中心位於香港科技園內，堪稱亞洲最全面的供應鏈科技中心，旨為供應鏈及物流專家提供一個知識轉移平台，推動全球供應鏈應用技術，提升香港及珠三角企業的營運效率。

供應鏈創科中心佔地3,000平方呎，對香港發展全球供應鏈標準極具策略性意義，尤其是發展建基於產品電子代碼標準的無線射頻識別（EPC/RFID）技術。EPC/RFID是新一代的供應鏈技術，不但有助位處珠三角區設廠的香港生產商改善業務運作模式，更可讓各供應鏈合作夥伴，如物流服務供應商及零售商能夠實時點對點追蹤全球貨物及資訊的流向。

成立供應鏈創科中心的目標，主要是推動香港及珠三角地區發展成為主要區域樞紐，加快採納EPC/RFID技術及實施供應鏈管理最佳實務。中國是全球其中一個重要生產基地，亦被視為全球貿易網絡的一個重要部份，尤其是珠三角地區，已吸引了數以萬計的香港企業在當地設廠，當地亦是眾多跨國零售商的採購中心，現正值全球零售商、物流商及供應商已陸續發展國際性的RFID計劃，以提高倉存及物流管理效率，珠三角地區在全球市場中的角色因此更為重要。供應鏈創科中心的成立，不但協助推廣發展RFID技術所需的知識，更可提升香港企業與全球零售商之合作，為客戶提供優良服務。

logistics providers and suppliers roll out their respective international RFID projects to facilitate effective inventory and logistics management. The Centre is established to facilitate the knowledge required to implement RFID technology, helping Hong Kong enterprises to collaborate with global retailers to provide better customer services.

> The Supply Chain Innovation Centre provides Hong Kong the necessary infrastructure and environment to nurture the rapid development of integrated EPC/RFID solutions.
> 供應鏈創科中心為香港企業提供重要平台及環境以加快發展EPC/RFID的整合解決方案。

Supply chain experts gather to help Hong Kong succeed

The Supply Chain Innovation Centre is a consortium of cross-industry experts for supply chain management. Founded by different companies representing the technology, logistics services and retail sectors, the Centre creates the synergy that provides professional advice on supply chain management and facilitates knowledge transfer through live demonstration and training programs. Ongoing industry activities through joint efforts will introduce opportunities associated with the development of supply chain standards to Hong Kong enterprises, accelerating integration between Hong Kong and the PRD region.

Founding members include Autotoll, Avery Dennison, BEA Systems, Cisco®, Maersk Logistics, METRO Group, PCCW Solutions, Schenker and Tyco ADT. By clustering the expertise and knowledge of the founding members in their specific supply chains, the Centre provides Hong Kong the necessary infrastructure and environment to nurture the rapid development of integrated EPC/RFID solutions.

Themed zones help transfer knowledge

The Supply Chain Innovation Centre showcases the latest EPC/RFID technology that can be applied at any point of the supply chain with the aim of achieving supply chain management excellence.

The Centre has three themed zones – manufacturing zone, logistics zone, and retail zone to demonstrate an extensive suite of EPC/RFID solutions applicable in different operational environments. These zones showcase world-class EPC/RFID devices including tags, readers, middleware and applications. The Hong Kong EPCnetwork also goes live to illustrate how different EPC components work together with the internet backbone to enable end-to-end global supply chain visibility in real-time. The demonstration allows enterprises in different sectors along the global supply chain to experience the benefits of end-to-end real-time tracking and information visibility by using the Hong Kong EPCnetwork.

匯聚供應鏈專家 提升香港企業競爭

中心由跨行業供應鏈管理專家所組成，創辦成員來自科技、物流服務及零售業內之不同企業，從而產生協同效應，透過他們提供供應鏈管理專業意見、技術展示及培訓項目，以促進供應鏈管理知識轉移。此外，透過持續合作舉辦各項行業活動，將可為香港企業帶來更多發展供應鏈標準的機會，加速香港及珠三角地區的整合發展。

創辦成員包括快易通(Autotoll)、Avery Dennison、BEA Systems、思科(Cisco®)、馬士基物流(Maersk Logistics)、 METRO Group、電訊盈科企業方案(PCCW Solutions)、Schenker以及Tyco ADT。中心結合了各創辦成員在不同範疇的供應鏈專業技術及知識，為香港企業提供重要平台及環境以加快發展EPC/RFID的整合解決方案。

主題區促進知識轉移

供應鏈創科中心主要展示應用於供應鏈上不同位置的最新EPC/RFID技術，以達成推動優質供應鏈管理的目標。

中心內劃分為三個主題區 – 生產區、物流區及零售區。每個主題區均展示一系列EPC/RFID解決方案於實際業務環境運作的情況，每一主題區更展覽最先進的世界級EPC/RFID設備，包括標籤、閱讀器、中介軟件及應用系統等。中心同時展演不同的EPC組合如何結合互聯骨幹 – 香港EPC網絡，以實現實時全球點對點供應鏈資訊透明度，讓不同行業的貿易夥伴親身體會利用香港EPC網絡進行點對點實時追蹤及獲取資訊透明度的效益。

Manufacturing Zone: Adopting emerging technology for global competitive edge

生產區：採用嶄新技術增強競爭優勢

The Manufacturing Zone illustrates how EPC/RPID technology works and applied to improve manufacturing processes. It demonstrates how manufacturers can achieve supply chain visibility by implementing EPC/RFID technology. It showcases real-life examples on how different EPC/RFID tags are applied to track goods in modern manufacturing environment, thereby streamlining production processes and increasing productivity.

生產區介紹如何應用EPC/RFID技術以改善生產流程，向製造商展示如何利用EPC/RFID技術加強供應鏈透明度，並列舉商業實例，說明不同的EPC/RFID標籤如何應用於現今的製造環境進行貨物追蹤，以達成優化生產程序及增加生產量。

Logistics Zone: Achieving an efficient warehouse system

物流區：有效改善倉庫管理系統

The Logistics Zone illustrates how an EPC/RFID model can benefit all supply chain stakeholders in logistics and warehouse management via a series of showcases that demonstrate real-time and automatic data and event capture for accurate inventory management. It shows how EPC/RFID technology facilitates intelligent goods storage and retrieval, optimizing resources utilization.

物流區展示如何利用EPC/RFID技術，提升供應鏈夥伴的物流及倉庫管理效率。透過一系列模擬，示範實時和自動擷取數據及事件資訊，以達至準確管理存貨，並展示EPC/RFID技術如何促進高效的貨物存取以及妥善的資源分配。

Retail Zone: Providing customers speedy and efficient shopping experience

零售區：為顧客提供快捷高效的購物體驗

The Retail Zone shows how EPC/RFID can be adopted on the retail shop floor to transform operations, making shopping more convenient than ever and ultimately increasing sales through satisfied customers. Combined with wireless technology, the zone demonstrates real-time shelf inventory alerts and control: timely and interactive product information to shoppers at the point of decision; speedy check-out that makes shopping faster and more comfortable; and enhancing customer experience.

零售區展示零售店鋪如何利用EPC/RFID技術改善營運模式，為顧客帶來前所未有的購物新體驗，增加顧客滿意度，從而增加銷量。透過EPC/RFID技術與無線技術結合，這主題區展示實時貨架存貨提示及監控：在顧客作出購買決定時提供即時和互動的產品資訊；快捷的付款程序令購物過程變得方便快捷；提升顧客購物體驗。

To visit the Supply Chain Innovation Centre or for more information, please contact us at (852) 2629 6648 or email us at florencelo@gs1hk.org to make an appointment.

如欲親臨參觀供應鏈創科中心或索取更多資料，可致電(852) 2629 6648 或電郵至florencelo@gs1hk.org 預約。

GDSN Enhanced Features Support Wider Coverage of Business Data

全球數據同步網絡新增功能 支援更多商業數據同步

The GS1 Global Data Synchronization Network™ (GDSN) now supports retailers' requirements for both standardized and non-standardized GS1 data helping them automate their processes to exchange all required data with their trading partners. Since January this year, all of the 24 GDSN-certified data pools worldwide are ready to synchronize non-standardized GS1 data.

The GDSN provides an efficient and effective method for ensuring that information vital to commercial transaction is identically exchanged among local, regional, and global trading partners, thereby increasing data accuracy and driving costs down out of the supply chain.

In today's highly competitive global business landscape, sending inaccurate data across the supply chains can result in product delivery errors and lost sales. The GDSN helps eliminate the costs associated with inaccurate trade item data by enabling trading partners to exchange supply chain data that is validated as compliant with global GS1 System standards. More than 5,000 retailers and suppliers worldwide are now reaping the full benefits of using GDSN as the cornerstone of their electronic business practice. Companies adopting GDSN achieve cost savings of up to US$25 million a year, according to a study conducted by leading global management consulting firm, A.T. Kearney.

GS1全球數據同步網絡(GDSN)現可支援零售商對GS1標準及非GS1標準數據的需求，與使他們與貿易夥伴交換所需數據的程序全面自動化。自本年一月開始，全球共24個 GDSN 認可數據池均已準備就緒，全面支援非標準GS1數據進行數據同步化程序。

GDSN能為供應鏈貿易夥伴提供一個有效及準確的方法，確保重要的商貿交易資訊在本地、區域及全球貿易夥伴之間，能完全一致地進行數據同步化交換，藉此增加數據的準確性，同時有助降低供應鏈的各項成本。

現今全球商業競爭激烈，在供應鏈中傳送不準確的數據可造成錯誤訂貨，甚至招致銷售損失。由於GDSN能讓貿易夥伴交換合符全球GS1系統標準的供應鏈數據，因此可減低購貨錯誤的成本損失。藉著採用GDSN作為電子營商方法，全球超過5,000家零售商及供應商現正受惠於採用此電子數據同步化的作業方式。根據全球著名管理顧問公司 A.T. Kearney 進行的一項研究顯示，廣泛應用GDSN的企業每年可節省高達二千五百萬美元的成本。

Understanding the needs of trading partners beyond GS1 standards

The GDSN, an Internet-based network connecting regional sources of supplier and retailer data, was designed to synchronize standardized GS1 data.

Business requirements of retailers and suppliers constantly change to meet customers' demand. Besides the standard trading partner attributes compliant with GS1 standards for retailers and suppliers to exchange via the GDSN, many retailers today also require other additional attributes related to sales, logistics and marketing to support their order-to-cash business processes. These non-standard attributes are specific to the retailer and often, do not meet or not compliant with GS1 standards.

To share non-standard proprietary information with their trading partners, many retailers have built their own data portals. With this set up, suppliers utilize these manual, web-based tools to provide their retailers with the additional information they require. Suppliers have to manually enter data, thus increasing the risk of data inaccuracy compared to machine-to-machine environment. Maintaining these portals also incurs additional investment costs for both retailers and suppliers, not to mention the costs associated with merging multiple data streams, which can be otherwise spent on category and promotional planning initiatives.

GS1 introduced the latest edition of business message standard for item synchronization early this year to facilitate the exchange of both standard and non-standard GS1 data via GDSN.

GS1總部於本年初引進最新版本的數據同步化商業信息標準，讓貿易夥伴從此可透過GDSN交換所有GS1標準及非GS1標準數據。

GDSN Extended Attribute Program geared for non-standard attributes

The GDSN community has been striving to find the best method that matches retailers' business needs in exchanging non-standard attributes with trading partners.

GS1 officially launched the GDSN Extended Attribute Program in December 2005. Since then, the GDSN has started supporting retailer-specific attributes (now known as Extended Attributes) sent as an extension to the GDSN Catalogue Item Notification (CIN) message, allowing Extended Attributes to be transported via the GDSN.

了解貿易夥伴對 GS1 標準以外的需要

GDSN是以互聯網為基礎的網絡系統，專為全球各個區域之供應商和零售商提供合符GS1標準的數據同步化服務。

零售商及供應商的商業需要經常不斷轉變以應付客戶的需求，他們除了透過GDSN交換合符GS1標準的貿易數據外，現今很多零售商還需要與貿易夥伴交換有關銷售、物流和營銷的數據，以進行涉及由訂購至現金交易的程序。這些數據通常只適用於個別零售商與供應商之間的交易，並不是GS1標準數據，所以不能利用GDSN進行數據同步化程序。

零售商為了與他們的貿易夥伴交換那些非GS1標準數據的業務資訊，很多時會自行建立不同的數據網絡站點。而供應商需使用這些由額外人手輸入數據的網絡工具，為零售商提供所需要的額外資訊，相對於GDSN之自動化交換數據方式，無疑增加了輸入錯誤數據的風險。此外，要維持這些數據網絡站點，亦為零售商及供應商增加額外投資成本，當中仍未計算合併各類數據所涉及的成本，白白浪費了這些本可投資在類別管理或推廣規劃等活動上的資源。

GDSN推出「擴展數據屬性計劃」

GDSN社群一直努力研究有效的方案，以配合零售商與貿易夥伴之間交換非GS1標準數據的商業需求。

自GS1總部於2005年12月正式推出GDSN「擴展數據屬性計劃」，GDSN便開始支援個別零售商採用非GS1標準數據(現稱為「擴展數據屬性」)進行數據同步化程序，用戶只需將非GS1標準數據轉成GDSN項目數據目錄(CIN)的擴展數據屬性，該等數據便可透過GDSN傳輸。

GS1 HK Data Pool among global data pools to support Extended Attributes

To ensure GDSN-certified data pools comply with global standards, GS1 introduced the latest edition of business message standard for item synchronization early this year. This will allow interoperability between data pools and the GS1 Global Registry™. In simpler terms, it will allow data pools to 'talk' with one another to facilitate the exchange of virtually any trading partner's attributes, both standard and non-standard, via the GDSN.

As one of 24 GDSN-certified data pools and launched last February by GS1 Hong Kong, the GS1 HK Data Pool has conformed to this standard. For more information about the GDSN and GS1 HK Data Pool, contact us at (852) 2863 9771 or email us at info@gs1hk.org.

GS1 HK 數據池晉身全球數據池行列支援擴展數據屬性

為確保所有GDSN認可數據池均符合全球標準，GS1總部於本年初引進最新版本的數據同步化商業信息標準。此舉將容許各個數據池與GS1全球註冊資料庫之間達成互運性。簡單來說，此舉將容許各個數據池互相「溝通」，讓貿易夥伴從此可透過GDSN交換所有GS1標準及非GS1標準數據。

香港貨品編碼協會於去年二月推出的 GS1 HK 數據池，為全球24個GDSN認可數據池的其中一員，亦已採納上述的最新標準。如需索取更多關於 GDSN 及 GS1 HK 數據池的資訊，請致電 (852) 2863 9771 或電郵至 info@gs1hk.org 與我們聯絡。

GS1 has developed a streamlined implementation process for Extended Attributes. We encourage retailers to submit the Extended Attributes they want to use with their trading partners on the Global Data Dictionary (GDD) website and to synchronize them within the GDSN. Here are simple steps to follow to implement retailer specific attributes:

Step 1:

Work with your certified GDSN data pool to review attribute needs and ensure they are not redundant with any attributes currently supported in the GDD.

Step 2:

Complete a spreadsheet that provides definition and business use of any Extended Attributes requested and other relevant information.

Step 3:

Forward data pool information to the Global Standards Management Process (GSMP) team.

Step 4:

GS1 reviews the submission and optimizes definitions and attribute values. GS1 publishes Extended Attributes on the GDD website and provides retailer link to the information.

Step 5:

Retailers inform suppliers they are ready to begin receiving attributes via the GDSN, provides them link to their Extended Attributes on the GDD.

GS1總部為應用擴展數據屬性而制定一套精簡的實施程序。我們鼓勵零售商提交他們計劃與貿易夥伴於全球數據字典(GDD)網站使用的有關屬性，及透過GDSN進行擴展數據屬性同步化程序。以下是該實施程序的步驟：

第一步：

向你的認可GDSN數據池申報所需的擴展數據屬性，並確保這些擴展數據屬性不與現時由GDD支援的任何擴展數據屬性重覆。

第二步：

完成一份試算表，提供任何所需擴展數據屬性的詮釋及商業用途，以及其他相關資料。

第三步：

把數據池資料提交全球標準管理程序（GSMP）工作組。

第四步：

由GS1總部審核所呈交的資料，確認詮釋定義及數據屬性值。經GS1於GDD網站內更新有關數據屬性，繼而提供零售商連結至有關資訊。

第五步：

零售商通知供應商可以透過GDSN接收新增的擴展數據屬性，並向他們提供連結至GDD網站上套取有關資料。

Category Management: A Win-Win Business Strategy to Delivering Consumer Value

類別管理：提高消費者價值締造雙贏業務策略

Can you relate to the frustration a customer feels when, after spending considerable travel time, he fails to find the promotion item he intends to buy on the shelves? A classic case of disconnect between suppliers and retailers results in wasted resources and customer disappointment with brand owners failing to get significant return from their promotion costs and retailers missing an opportunity to increase turnover. Category management closes this gap, helping retailers, suppliers and customers win in a big way.

假設我們的顧客長途跋涉到達商店，卻發現貨架上並無他期待已久的最新產品型號，必然感到萬分失望，而您是否亦會感同身受?這正是供應商與零售商之間缺乏合作與溝通的典型例子，結果只會浪費資源，不但令顧客對鍾愛的品牌感到失望，而品牌商的宣傳費亦付諸流水，無法獲取回報，零售商則錯過促銷營利的機會。「類別管理」正是解決上述問題的理想策略，為零售商、供應商和顧客帶來莫大裨益。

AC Nielsen conducted a study on grocery shopper behavior in Asia (excluding Japan) which indicated that grocery shoppers wanted more options as well as the ability to compare and select items based on their needs. This signals an imminent challenge for both suppliers and retailers in Hong Kong on how they can guarantee that the products the customer needs are at the right place, the right time and offered at suitable price points.

> Category Management is defined as retailers' and manufacturers' process of managing categories as strategic business units.
>
> 類別管理是指零售商與製造商將貨品類別作為具策略性的業務單位管理。

AC Nielsen 在亞洲（日本除外）進行了一項雜貨購買者的消費行為調查，結果顯示雜貨購買者希望在購物時能得到更多選擇，以及能夠因應本身的需要來比較及挑選不同貨品。這無疑已對香港供應商和零售商構成迫切挑戰，他們應意識到必須確保消費者能在適當的地方及適當的時間選購所需產品，並且以合適的價格發售。

Category Management best practice, an emerging method of managing the complex changes in consumer needs and shopping behavior, answers such challenges. As the standard body for Supply Chain Management (SCM) best practice, GS1 Hong Kong strives to facilitate the adoption of SCM best practices to optimize their business operations. In Hong Kong, the case of Wellcome and Kimberly-Clark (Hong Kong) Limited provides an excellent example of how well Category Management works.

Defining Category Management

Category Management is defined as retailers' and manufacturers' process of managing categories as strategic business units, producing enhanced business results by focusing on delivering consumer value. In managing consumer demands, both retailers and suppliers treat each category as an individual strategic undertaking, putting individual items into different category baskets and measuring each group's performance such that focus is re-directed towards genuine needs of customers.

Dissecting Core Value: Traditional vs Category Management

The core value of Category Management lies on collaborative efforts of suppliers and retailers in understanding consumer needs, influencing consumer demands through effective promotion strategies, and supporting the promotion campaigns with continuous product supply.

Compared to the traditional management concept where brand owners and retailers maintain a purely buyer-seller relationship, modern category management encourages greater cooperation between the two parties towards the achievement of their collective product promotion and revenue targets.

Traditionally, suppliers and retailers are focused on their own individual product management efforts. A supplier's commitment to the retailer ends when products are delivered and sold to the retailer. The supplier may, from time to time, facilitate goods return policy and conduct brand promotion, but that is where it ends. The retailer, on the other hand, may conduct his own in-store promotion without any knowledge or consideration of the suppliers' brand promotion campaign.

Modern Category Management encourages more involved partner relationship characterized by joint product positioning and management with the end goal of delivering greater customer value. One good example is retailers and suppliers creating a shared product promotion calendar and jointly identifying the best shelving space for a strategic product category.

類別管理最佳實務是針對消費者日趨複雜多變的需要及購物行為的新興管理策略，也是有效應付上述挑戰的方案。作為推動供應鏈管理最佳實務的標準機構，香港貨品編碼協會一直致力推動業界採納該等方案以優化其營運效益。在香港，惠康和金佰利（香港）有限公司已率先實施並體驗類別管理的效益。

類別管理的定義

類別管理是指零售商與製造商將貨品類別作為具策略性的業務單位管理，藉專注提高消費者的利益以改善營業回報。在處理消費者需求時，零售商及供應商將不同類別貨品劃分為個別的策略性業務，並量度各個貨品類別的表現，藉以重新專注於顧客的真正需要。

剖析核心價值：傳統與類別管理之比較

類別管理的核心價值是在於供應商及零售商雙方協作瞭解顧客需要，利用有效的宣傳策略刺激顧客購買意欲，並以連續不斷的貨品供應配合促銷。

傳統的管理概念，主要是品牌商與零售商維持買賣方的關係，而現代類別管理則鼓勵雙方加強合作，以達致協作式的貨品推廣及營利目標。

以往，供應商和零售商均專注於本身的個別貨品管理工作。當供應商將產品交付及售予零售商後，雙方的承諾便告完成。儘管供應商或會不時改善退貨政策及進行品牌推廣，但亦僅限於此。另一方面，零售商在展開本身的店內推廣促銷時，並不知道或不會考慮供應商的品牌推廣計劃。

現代類別管理鼓勵協同的貿易夥伴關係，透過共同為產品定位及管理，以達到提高客戶利益為最終目標。其中一個明顯例子是零售商與供應商共同制定產品推廣時間表，並為個別策略性貨品類別確定最合適的貨架擺設位置。

Win-win benefits for SCM stakeholders

Category management involves a variety of processes from defining categories, to setting up category infrastructure and optimizing product introduction and promotion and managing assortments.

SCM stakeholders can benefit from a successful implementation of Category Management in the demand supply chain. Consumers benefit from getting more value from their purchases while retailers and manufacturers reap revenue and brand building rewards from deleting non-essential lines, improving product assortment and driving more efficient product introduction and promotion.

Partners in success

Hong Kong's leading supermarket chain, Wellcome partnered with Kimberly-Clark (Hong Kong) Limited, a leading global health and hygiene company to create a three-year Category Management plan for bathroom tissue. The primary objective is to remove the emphasis from day-to-day operational issues and develop a long-term vision for the total category. By adopting the Category Management Business Process and aligning the practices with the companies' overall business strategies and focus, the partnership yielded the following results:

- Improved quality product within the premium segment
- Increase in the quality of price SKUs to improve customer acceptance
- Joint development of promotion calendar and winning promotional mix for the total category
- Recommendation on product mix, quality and packaging of private-label products
- Value added promotions to trade-up consumers.

The initial results were encouraging. Premium and value segment sales have increased their share within the category. The initiative allowed Wellcome and Kimberly-Clark (Hong Kong) Limited to have a clear focus and a roadmap to follow. The joint strategic planning process effectively broke barriers that traditionally existed between retailers and suppliers.

For more information about Category Management, contact us at (852) 2863 9766 or email us at info@gs1hk.org.

供應鏈管理夥伴雙贏局面

類別管理涉及多項營運程序，包括界定貨品類別、建立實施類別管理的基建設施、優化的產品推介與宣傳，以及管理不同類別的產品。

於需求供應鏈中成功實施類別管理，可為各供應鏈管理夥伴帶來莫大裨益。顧客因購買了超值貨品而受惠，零售商和製造商則透過簡化業務線、改善產品類別，及提高產品的推出與推廣效率而賺取收益及建立品牌。

成功合作夥伴

香港的大型超級市場惠康與著名全球健康及衛生產品企業金佰利(香港)有限公司，於年前合作就浴室衛生紙制定為期三年的類別管理計劃。雙方的主要目標是為貨品的整體類別制定長遠計劃，而非只專注於日常營運事務。透過實施類別管理業務程序及因應公司的整體業務策略及重點制定合作方案，這次協作達成以下成果：

- 改善重點推介貨品系列的質素
- 提高價格優惠的存貨單位的質素，提高顧客的接受程度
- 共同確定整體類別貨品的推廣時間表及致勝的推廣組合
- 共商建議產品組合、質素及包裝商號品牌產品
- 展開增值推廣活動，鼓勵消費者提高選購意欲。

是項計劃的初步合作成果令人鼓舞，在所屬類別內的重點推廣及實惠價格貨品的銷售均上升。有關計劃更為惠康及金佰利(香港)有限公司提供明確重點及藍圖。在是次共同進行策略性規劃的過程中，亦有效消除零售商與供應商之間的傳統隔膜。

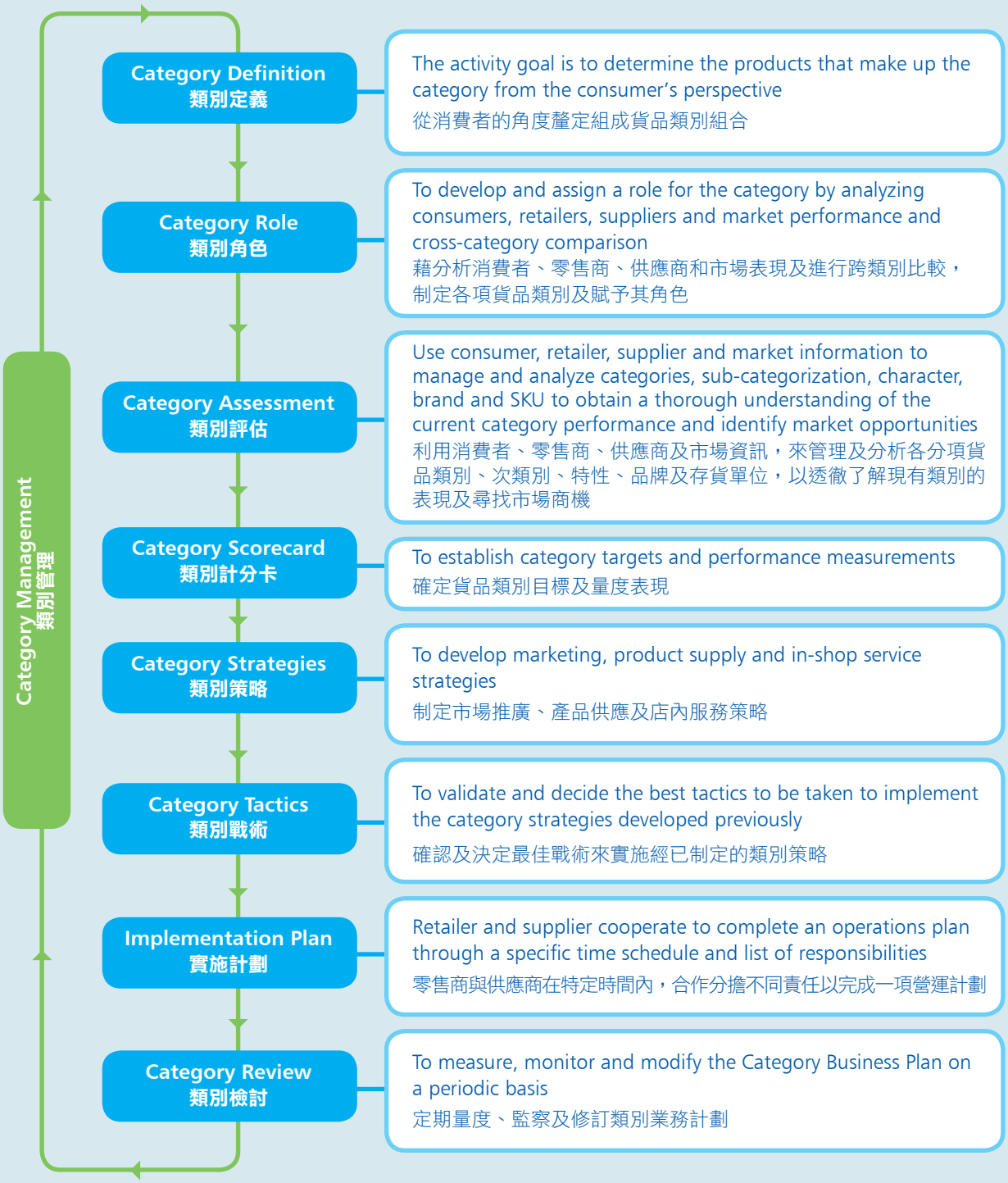
如欲索取類別管理的有關資料，可致電 (852) 2863 9766 或電郵至info@gs1hk.org，與我們聯絡。

8 Steps Implementation of Category Management to Success
成功實施類別管理的8個步驟

The success of Category Management implementation depends on how effectively the retailer and supplier can jointly undertake each of the following processes.

成功實施類別管理取決於零售商與供應商之間能否共同實施以下各程序。

The Category Management Business Process 類別管理業務程序:



Opening Ceremony of Supply Chain Innovation Centre
供應鏈創科中心開幕典禮

To mark the inauguration of the Supply Chain Innovation Centre, a joint initiative between GS1 Hong Kong and Hong Kong Science and Technology Parks Corporation (HKSTP), an opening ceremony was held on February 1, 2007 at Hong Kong Science Park. The special occasion was officiated by Mr. Francis Ho, Permanent Secretary for Commerce, Industry and Technology (Communications and Technology) of the Hong Kong SAR Government, as well as Ms. Anna Lin, Chief Executive of GS1 Hong Kong, Mr. Carlos Genardini, Chief Executive Officer of HKSTP and senior executives from the Centre's nine Founding Members - Autotoll, Avery Dennison, BEA Systems, Cisco®, Maersk Logistics, METRO Group, PCCW Solutions, Schenker, and Tyco ADT. Over 300 local and international supply chain business leaders and executives graced the event.

香港貨品編碼協會與香港科技園公司（香港科技園）攜手合作成立供應鏈創科中心，慶祝該中心正式落成的開幕典禮於2007年2月1日在香港科技園舉行。是次典禮邀請了香港特別行政區政府工商及科技局常任秘書長(通訊及科技)何宣威先生擔任主禮嘉賓，與香港貨品編碼協會總監林潔貽女士、香港科技園行政總裁鄭德年先生，以及供應鏈創科中心之九家創辦成員 – 快易通(Autotoll)、Avery Dennison、BEA Systems、思科(Cisco®)、馬士基物流(Maersk Logistics)、METRO Group、電訊盈科企業方案(PCCW Solutions)、Schenker及Tyco ADT的高級行政要員一起主持開幕儀式。超過300位本地及國際供應鏈公司的領導層及行政要員到賀支持這項盛事。

EPC/RFID Industry Implementation Forum
EPC/RFID 業界實踐論壇

The EPC/RFID Implementation Industry Forum, with a theme "Putting EPC/RFID to Work to Your Business", was held in conjunction with the Supply Chain Innovation Centre Opening Ceremony at Hong Kong Science Park on February 1 afternoon. At the forum, local and international EPC/RFID stakeholders shared with more than 200 delegates their real-life RFID implementation experience and how they benefited from real-time information visibility enabled by the Hong Kong EPCnetwork infrastructure.

EPC/RFID業界實踐論壇於2月1日舉行之供應鏈創科中心開幕典禮下午於香港科學園內舉行，論壇的主題為「如何利用EPC/RFID為您拓展公司業務」。出席論壇的本地及國際EPC/RFID貿易夥伴，與逾二百位與會者分享他們於商業流程中應用RFID的實際經驗，以及如何受惠於透過香港EPC網絡基建取得實時資訊透明度。

Hong Kong Logistics Technology Management Forum 2007
2007香港物流科技應用管理論壇

Ms. Anna Lin, Chief Executive of GS1 Hong Kong, spoke at the Hong Kong Logistics Technology Management Forum 2007 held on March 12, 2007. Ms. Lin participated in both of the panel discussion and supply chain visibility conference track sessions where she provided her insights into maintaining global competitiveness of Hong Kong Logistics Industry, how the emerging RFID technology is transforming the way of doing business, and what global commerce will be like in future.

香港貨品編碼協會總監林潔貽女士於2007年3月12日出席2007香港物流科技應用管理論壇，並擔任嘉賓講者。林女士在專家討論環節及供應鏈透明度會議分組研討會中，於如何維持香港物流業的全球化競爭力、新興的RFID科技如何改善營商模式，以及全球商務的前景等議題上，與其他與會代表分享其深刻見解。

International ICT Expo
國際資訊科技博覽

GS1 Hong Kong was one of the supporting organizations of the International ICT Expo organized by the Hong Kong Trade Development Council at the Hong Kong Convention and Exhibition Centre held from April 14 - 17, 2007. The latest global supply chain standards, best practices and know-how were showcased in the E-Logistics & Retail Technologies Theme Zone.

香港貨品編碼協會參與由香港貿易發展局於2007年4月14至17日，假香港會議展覽中心舉辦的國際資訊科技博覽，並且作為其中一間支持機構。我們的展覽攤位設於電子物流及零售科技展區，為與會參觀人士展示最新的全球供應鏈標準、最佳實務及應用技術。

GS1 Hong Kong Events 香港貨品編碼協會活動

Events 活動	Date 日期	Venue 地點	Contact Details 聯絡資料
Efficient Consumer Response (ECR Hong Kong) Awards 2007 高效消費者響應獎(香港)	29/06/2007 (Submission Deadline 截止報名)	ECR Hong Kong Secretariat ECR香港秘書處	Tel 電話: (852) 2863 9773 Email 電郵: florrieay@gs1hk.org Website 網址: http://www.ecrhk.org
GS1 Hong Kong SCM Excellence Conference 2007	12/10/2007	JW Marriott Hotel Hong Kong 香港萬豪酒店	Tel 電話: (852) 2891 0872 Email 電郵: enquiry@gs1hkconference07.com Website 網址: http://www,gs1hkconference07.com
Presentation Ceremony of Efficient Consumer Response (ECR Hong Kong) Awards 高效消費者響應獎(香港)頒獎典禮	12/10/2007	JW Marriott Hotel Hong Kong 香港萬豪酒店	Tel 電話: (852) 2891 0872 Email 電郵: enquiry@gs1conference07.com Website 網址: http://www.gs1hkconference07.com

GS1 Hong Kong Training Programs 香港貨品編碼協會培訓課程

Events 活動	Date 日期	Venue 地點	Contact Details 聯絡資料
Barcode Workshops 條碼工作坊	27/06/2007 16/08/2007	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9769 Email 電郵: info@gs1hk.org
VAP Seminars 供應商夥伴計劃講座	22/06/2007 19/07/2007 30/08/2007	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9724 Email 電郵: florencelo@gs1hk.org
Supply Chain Management Workshop - Improving Supply Chain Performance with SCOR Model 供應鏈管理工作坊 – 採用SCOR提高供應鏈效率	28 - 29/06/2007	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9766 Email 電郵: info@gs1hk.org

Remark: This proposed schedule is subject to change.
按: 以上時間表會因應實際情況而改變。

Complimentary Member Listing
會員名錄

GS1 Hong Kong welcomes the following companies as our new members
香港貨品編碼協會歡迎以下公司成為本會會員

Jan - Apr 2007

BUSINESS / PROFESSIONAL SERVICES 商業/專業服務
ANIMALIA CO LTD
CHECKPOINT SYSTEMS HONG KONG LTD
CYBER LINK HOLDINGS LTD
ETERNITY MUSIC MINISTRY
ID-TECH (HK) LTD
KODOMO COMMUNICATIONS LTD
MUSIC MAN PRODUCTIONS LTD
NOKIA (HK) LTD
VALUACCESS LTD
WOW MUSIC LTD

IMPORTERS/EXPORTERS 出入口貿易
3H & CO LTD
ACEWELL LTD
ADP PENTAGON PETS LTD
AHMAD TRADERS
AICP CO LTD
ANTHONG CO
APOLLO TRADING DEVELOPMENT LTD
A S WATSON (TRADING) MACAU COMMERCIAL OFFSHORE LTD
BAILEY TRADING CO LTD
BALYUN MARKETING SERVICES LTD
BENISSIMA HOLDINGS LTD
BEST WAY FOOD INTERNATIONAL TRADING LTD
BEYOND 360 CO LTD
BIGFIELD CORPORATION LTD
BLUW (HK) LTD
BROOKLINES GROUP LTD
BUYXPRESS INTERNATIONAL LTD
C & L PHARMACEUTICAL LTD
CALSON INVESTMENT LTD
CANDY MANUFACTURER INC
CENTURY GROUP (HK) LTD
CHARMING ENTERPRISES LTD
CHARMTECH INDUSTRIAL LTD
CHEUNG TAI HONG
CHINA HONG KONG (INT'L) TOBACCO LTD
CHING WAH METAL PRODUCTS LTD
CHIP KWONG ELECTRICAL MANUFACTORY LTD
CHUN FUNG FOOTWEAR CO LTD
CHUN HING BUSINESS DEVELOPMENT CO LTD
CIRCA LTD
COLOUR MIX LTD
COMBINE WILL INDUSTRIAL CO LTD
CONCORD COMPUTER TECHNOLOGIES CO
CONTINENTAL MEDICAL LTD
CONVOY PRODUCTS LTD
CULTURE HOMES (OUTLET STORES WHOLESALE CENTRE) LTD
CUSTOM MADE CO
DEVOTE CORPORATION LTD
DUKES IMPORT EXPORT LTD
EAGLE INTERNATIONAL LTD
ECOLAND HK
ELATE CO LTD
ETERNITY MARK LTD
EU3C CO LTD
EUROPE COMPUTER CO LTD
FAMILY CARE LTD
FAST GROUP TRADING LTD
FAT TAT LEE WATCH CO LTD
FEI FAH MEDIBALM (HK) CO
FFT INTERNATIONAL FASHION (HK) LTD
FIJI WATER HONG KONG LTD
FIRST WIN TRADING CO LTD
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