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GS1 Hong Kong SCM Excellence Conference 2007 – the Most Comprehensive SCM Event – Gathers Global SCM and EPC/RFID Experts in Hong Kong

「香港貨品編碼協會供應鏈管理年會2007」 - 香港最具規模之供應鏈會議 - 全球供應鏈管理翹楚及EPC/RFID專家滙聚香港



Top executives from various industries worldwide will assemble in Hong Kong's landmark event in Supply Chain Management on 12 October. GS1 Hong Kong Supply Chain Management (SCM) Excellence Conference 2007 is set to be a one-stop conference for supply chain leaders and RFID experts.

For more than half a decade, GS1 Hong Kong has been in the forefront of organizing and hosting different annual supply chain management conferences, attracting some of the biggest names in the industry and top level decision-makers of some of the largest and small and medium enterprises from various regions and countries worldwide.

Time and again, GS1 Hong Kong's Supply Chain Management CEO Summit and EPCglobal Hong Kong RFID Conference series, which have been running since 2001, have proven to be the premier platform for CEOs, decision-makers, senior executives and managers to obtain the latest information and developments about supply chain management through thought-provoking presentations of SCM gurus and experts, and case studies and testimonials of companies that successfully implemented SCM.

來自全球多個行業的高級行政人員將於10月12日出席在港舉辦的供應鏈管理業界盛事。「香港貨品編碼協會供應鏈管理年會2007」雲集供應鏈管理翹楚及無線射頻識別(RFID)技術專家，提供一站式會議平台。

過去六年，香港貨品編碼協會一直是組織及主辦不同供應鏈管理年會的先驅，這些會議歷年吸引為數相當的業界翹楚及全球各地及不同國家的大中小型企業的高層決策人員參加。

香港貨品編碼協會自2001年開始，每年均分別舉辦「供應鏈管理行政總裁高峰會議」及「EPCglobal香港RFID高峰論壇」等一系列年度會議，藉著一眾國際貿易領袖及供應鏈管理專家來港現身說法，行政總裁、企業決策者、高級行政人員及經理級等人員，可從中獲取最新的供應鏈管理資訊及了解供應鏈發展趨勢。

Each year, hundreds of delegates from multiple sectors including retail, manufacturing, logistics, apparel & textile, healthcare, banking and finance, government bodies, and professional services gathered to meet distinguished speakers worldwide on each special occasion. Among the well-known speakers that presented in last year's Summit include executives from AC Nielsen (China) Ltd, A.S. Watson Group (Hong Kong), DKSH Hong Kong, Getz Bros & Co (Hong Kong), Health Purchasing Victoria, Australia, The Hospital Authority, Loscam Hong Kong Ltd, Patty Company and PricewaterhouseCoopers.

Converging two conferences as one single platform

With the emerging consensus of standards in global supply chains, the GS1 Hong Kong SCM Excellence Conference is the result of the convergence of the two former SCM/RFID events. The Conference is a one-stop platform where supply chain leaders and think tanks across industries can network and discuss global implementation cases of EPC/RFID and SCM trends.

On 12 October 2007, GS1 Hong Kong is proud to present the *GS1 Hong Kong SCM Excellence Conference 2007*, with a timely theme of "Maximizing Supply Chain Management and EPC/RFID Power". The Conference will gather the world's best SCM experts to discuss and share their SCM insights and new developments in EPC/RFID. It will serve as a tactical and practical gateway to SCM, and will enable Hong Kong businesses to get the keys to supply chain efficiency and visibility.

Packed one-day agenda awaits attendees at premier SCM event

The *GS1 Hong Kong SCM Excellence Conference 2007* gathers supply chain experts, gurus and leaders from various industries for a whole day of high-level networking and intelligent discussions and sharing of their experiences and insights on SCM and how their businesses benefit from it.

High-profile and distinguished speakers - Dr. Gerd Wolfram, Managing Director of MGI METRO Group Information Technology GmbH, Mr. Simon D. Langford, Managing Director, RFID Strategy & Transportation Systems, Wal-Mart, Dr. Samson Tam, Chairman, Group Sense (International) Ltd. as well as a senior government official from the Economy and Trade Bureau of Chancheng District, Foshan - will deliver keynote speeches.

Three plenary sessions with an excellent line up of panelists will be held as well. In the first session billed as *Industry in Action*, attendees will be able to hear how local companies implemented Efficient Consumer Response (ECR) in their operations.

來自零售、製造、物流、服裝及紡織、健康護理、銀行及金融行業、政府機關及專業服務界等多個界別的數百名代表每年亦透過出席上述各會議，與世界各地遠道而來的傑出講者會面。去年在峰會上發表演說的知名講者，包括來自AC尼爾森(中國)有限公司、屈臣氏集團(香港)、大昌華嘉香港、Getz Bros & Co (Hong Kong)、澳洲的 Health Purchasing Victoria、醫院管理局、Loscam Hong Kong Ltd、Patty Company 及羅兵咸永道的行政人員。

兩項會議合併為單一供應鏈管理會議平台

隨著全球供應鏈的新興標準逐漸邁向統一，今年「香港貨品編碼協會供應鏈管理年會2007」正是上述兩項會議合二為一的盛事，以提供一個更全面之一站式供應鏈管理會議平台，讓一眾供應鏈領袖與各行業的智囊得以滙聚一起，互相結交並加強

聯繫，並共同分享全球各地實施EPC/RFID的不同個案及交流供應鏈管理最新趨勢。

2007年10月12日所舉辦之「香港貨品編碼協會供應鏈管理年會2007」，以「全力發揮供應鏈管理及EPC/RFID最佳效益」為適時主題。屆時，全球最優秀的供應鏈管理專家將會聚首一堂，共同討論及分享對供應鏈管理的真知灼見及剖析EPC/RFID的最新發展。會議將為與會者提供推行供應鏈管理所需的策略及實際入門要訣，從而協助香港企業改善供應鏈效率及透明度。

GS1 Hong Kong SCM Excellence Conference 2007 gathers supply chain experts, gurus and leaders from various industries worldwide for a whole day of high-level networking and intelligent discussions.

來自多個行業的供應鏈專家、業界翹楚及領袖將雲集「香港貨品編碼協會供應鏈管理年會2007」，進行高度交流及研討，啟發智慧。

各界期待之供應鏈管理盛事

來自多個行業的供應鏈專家、業界翹楚及領袖將雲集「香港貨品編碼協會供應鏈管理年會2007」，於當天進行高度交流及研討，啟發智慧，並分享對供應鏈管理的卓識遠見以及所累積的寶貴經驗，向與會人士闡述本身的業務如何受惠於卓越的供應鏈管理。

於會議當天發表專題演說的傑出講者包括：Managing Director, MGI METRO Group Information Technology GmbH, Gerd Wolfram 博士；Managing Director, RFID Strategy & Transportation Systems, Wal-Mart, Simon D. Langford 先生；權智(國際)有限公司主席譚偉豪博士；以及佛山市禪城區經濟貿易局的高級政府官員等。

此外，大會的議程亦包括由一眾優秀專題講者所組成的三個全體會議。首個全體會議以追蹤業界個案為題，讓與會人士具體了解本地企業如何在業務營運中實施「高效消費者響應」。

第二個全體會議為啟發科技發展之主題會議，來自麥德龍、沃爾瑪、香港機場管理局、惠普及Impinj Inc. 的管理層將探索最新之EPC/RFID技術發展及其成功關鍵，滙聚真知灼見。

The second plenary session will focus more on *Technology Insights* where SCM experts and business executives of MGI METRO Group Information Technology GmbH, Wal-Mart, Airport Authority of Hong Kong, Hewlett-Packard and Impinj Inc. will share their thoughts and views on the adoption of EPC/RFID in today's global supply chain.

The third plenary session titled "*High Performance Supply Chain*" is another panel discussion on the latest developments and applications of SCM enabling tools, reference models such as SCOR, best practices and collaboration. Composing the panel are executives from Tsit Wing Coffee Co. Ltd. and more.

The day will be capped by a series of break-out track sessions covering three industry specific areas: Manufacturing, Logistics Services and Supply Chain Technologies, each promising to provide delegates in-depth information about SCM and EPC/RFID know-how in respective sectors, as well as opportunities to network with one another.

SCM Conference coincides with two important industry firsts in Hong Kong

Two industry firsts will take place in conjunction with the *GS1 Hong Kong SCM Excellence Conference 2007*.

Asia's first EPCglobal Joint Action Group (JAG) meeting will be held in Hong Kong from 8 - 11 October 2007 to discuss among others, the adoption of EPCglobal standards development that will impact key industry sectors. The participants of JAG will join the Conference, which will be an invaluable opportunity for the Conference delegates to network with different RFID experts from around the world.

The first *ECR Hong Kong Awards 2007* co-organized by GS1 Hong Kong and ECR Hong Kong will also be presented at the Conference. This special event honors outstanding local companies who have successfully implemented the SCM/ECR strategies. Winners for this event will be spotlighted, and the senior executives will share their winning strategies in the Executive Panel of the Conference.

A "Must Attend" SCM event of the year

The *GS1 Hong Kong SCM Excellence Conference 2007* is the SCM event of the year that no CEOs, decision makers, senior executives, supply chain managers, business managers, logistics managers, practitioners and technologists should miss. Interested companies and SCM practitioners can register online at <http://www.gs1hkconference07.com/registration.asp>

For group registration, please contact our Conference Manager at (852) 2891 0872 or email us at enquiry@gs1hkconference07.com

第三個全體會議將以「卓越供應鏈」為題，是另一項環繞供應鏈管理驅動工具如SCOR參考模型及最佳實務之會議，討論如何應用最佳實務來加強企業協作。演說成員包括捷榮咖啡有限公司等行政人員。

此外，大會亦於當天安排三個分組會議，分別覆蓋製造業、物流服務業及供應鏈應用技術，出席講者之公司均是業內極具代表性之機構，是業內的專家，令與會者可更深入透切了解個別行業之供應鏈管理學問。

「香港貨品編碼協會供應鏈管理年會2007」與香港兩項首次業界活動同期舉行

「香港貨品編碼協會供應鏈管理年會2007」將與香港兩項業界首次舉辦的活動同期舉行。

當中包括首次在亞洲舉行的EPCglobal Joint Action Group (JAG) 聯合作小組會議，該小組會議將於2007年10月8日至11日在香港舉行，會議的內容主要討論EPCglobal標準的實施與發展對一些主要行業的影響。蒞臨香港參與JAG聯合作小組會議的代表並獲邀請出席「香港貨品編碼協會供應鏈管理年會2007」，屆時，參與會議的本地業界可藉著此寶貴機會與全球各地的RFID專家互相認識及加強彼此的聯繫。

由香港貨品編碼協會及ECR香港合辦的首屆「香港高效消費者響應獎2007」，將於會議同場舉行頒獎典禮。為了彰顯一眾香港企業在供應鏈管理及高效消費者響應概念之應用及佳績，得獎機構將會成為大會的焦點所在，其高級行政人員亦將在大會的行政人員專題小組會議中分享成功策略。

本年度「不容錯過」的供應鏈管理業界盛事

「香港貨品編碼協會供應鏈管理年會2007」是行政總裁、決策者、高級行政人員、供應鏈經理、業務經理、物流經理、從業員及技術人員在本年度不容錯過的供應鏈管理業界盛事。有興趣參加的公司及供應鏈管理從業員可在網上登記，網址為 <http://www.gs1hkconference07.com/registration.asp>

有關團體參加登記，請致電(852)28910872或電郵至enquiry@gs1hkconference07.com，與會議經理聯絡。



AppTex – the Global Way to Express Apparel and Textiles Standards

「成衣及紡織業物料標準化計劃」(AppTex) - 奠定全球成衣及紡織標準基礎



GS1 Hong Kong has developed a set of coding and classification standards known as Apparel & Textiles Express (AppTex) in partnership with over 30 major apparel and textile companies, technology solution providers, industry bodies and educational institutes in Asia Pacific. The standards have been adopted by the US-based organization that sets voluntary guidelines for the retail industry, Voluntary Interindustry Commerce Solutions Association (VICS), as the basis for defining apparel material standards.

AppTex defines the specifications and identification coding of seven commonly used apparel raw materials including button, interlining, knit fabric, label and tag, thread, woven fabric and yarn. The set of standards provides a common business language for a faster and more efficient information business processes and information exchange within the apparel and textile value chain.

In early 2005, GS1 Hong Kong met with VICS members and shared with retailers, manufacturers, solution providers and standards organizations in the US the need for a business case and the importance of improving the apparel planning cycle, from product conception through to production.

Subsequently, VICS and GS1 Hong Kong launched a Collaborative Product Development (CPD) initiative to examine the AppTex specifications developed by the consortium of suppliers in Hong Kong and determine if there is a need for the creation of a Collaborative Product Development Committee under the VICS umbrella.

香港貨品編碼協會聯同亞太區30多家主要成衣及紡織公司、技術方案供應商、業界組織及教育機構合作開發了一套名為「成衣及紡織業物料標準化計劃」(AppTex)的編碼通用標準，將紡織物物料分類、規範及識別。AppTex標準亦已獲產業共同商務標準協會(VICS)採納為釐定成衣物料標準的基礎。VICS的總部設於美國，是一家致力制訂自願性零售業指引的國際組織。

AppTex為七種最常用的成衣物料 – 包括鈕扣、襯裡、針織布料、標籤及掛咭、縫紉線、梭織布料及紗線釐定規格及識別編碼，為成衣及紡織價值鏈提供共通的商業語言，以改善合作夥伴之間資訊業務程序及訊息交流的速度及效率。

香港貨品編碼協會早於2005年初與VICS的會員在美國會面，同時向零售商、製造商、方案供應商及標準組織解說為何業界需要建立AppTex商業個案，及改善由產品概念至投入生產的成衣規劃週期的重要性。

其後，VICS與香港貨品編碼協會攜手推行「協同產品開發」(CPD)計劃，該計劃旨在研究由香港供應商共同開發的AppTex規格作為紡織物料標準的基礎，並討論於VICS轄下成立協同產品開發委員會的可行性，以促進這標準的發展。

Significance of AppTex to local and international apparel supply chains

Product life cycle management in the apparel industry has significantly changed in recent years, as emphasis on global sourcing increases. According to VICS, these changes impact VICS' members particularly those involved in the general merchandise and apparel industry since they source materials overseas and are affected by off-shore supply chain issues. Today, local raw material suppliers are spending considerable time on manual processes to guarantee accuracy of specifications based on customer requirements. So crucial were these specifications that sourcing and development of raw materials in the upstream supply chain alone may account for about 70% of supply chain interaction time.

Hong Kong and China are among the world's largest exporters of clothing, representing nearly 30% of global garment exports prior to China's accession to the WTO. Hong Kong is acknowledged as global apparel sourcing hub boasting of well-established network of offshore raw material sources and garment manufacturing bases in China and Asia Pacific. However, the lack of raw material standards prevents local manufacturers and exporters from creating a more streamlined product development and sourcing processes with global buyers.

It is for this reason that GS1 Hong Kong is committed to the standardization of raw materials, creating a common global business language for describing such materials and improving communications within the global apparel supply chain. The establishment of AppTex would enable more streamlined and cost effective communications among raw materials suppliers and garment manufacturers. AppTex also serves as foundation standards for collaborative business processes among global supply chain partners.

AppTex developed by GSI Hong Kong together with a consortium of suppliers in Hong Kong is set to redesign the global product development and sourcing process for buyers and suppliers in the global apparel supply chain.

由香港貨品編碼協會與香港供應商共同開發的AppTex，旨在為全球成衣供應鏈上的買家及供應商重新設計全球產品開發及採購的程序。

AppTex對本地及國際成衣供應鏈的重要性

近年，由於業界日益着重全球採購，令成衣業的產品週期管理產生巨變。據VICS指出，有關轉變經已對VICS旗下會員造成影響，特別是那些需要從事海外採購的一般商品及成衣業的會員，因此而較易受到境外供應鏈事宜所影響。目前，本地物料

供應商仍投放相當時間利用人手操作工序，以確保物料能準確地符合客戶要求的規格。這些供應鏈對採購過程十分重要，單是上游採購部份，已可能佔供應鏈整個互相合作過程的時間約70%。

香港及中國均屬全球最大服裝出口地之一，早在中國加入世界貿易組織之前，兩地的成衣出口約佔全球成衣出口市場的

30%市場佔有率。而香港更被譽為全球成衣採購中心，並在中國及亞太區擁有完善的境外物料供應網絡及成衣製造基地。然而，由於香港製造商及出口商一直欠缺一套共通的物料標準，故此難以與全球買家進行更精簡的產品開發及採購程序。

因此，香港貨品編碼協會一直致力推動成衣及紡織業物料標準化，為該些物料制訂通用的全球商務語言，從而改善全球成衣供應鏈的資訊傳遞。透過AppTex，可望簡化物料供應商與成衣製造商之間的資訊傳遞程序，增加成本效益。此外，AppTex亦可作為全球供應鏈夥伴進行協同業務程序的基礎標準。

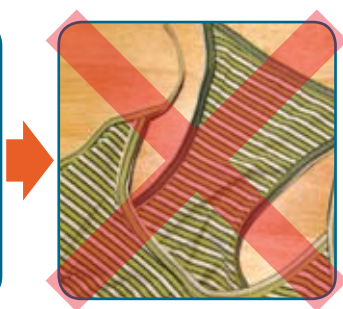
香港貨品編碼協會促進全球供應鏈資訊傳遞

香港貨品編碼協會於2005年12月在香港舉行的CPD圓桌會議中，向香港成衣業界闡述發展CPD計劃的目的。

Confusion over Jersey 平針織物的混淆



When Buyer thinks Jersey
買家欲訂購的平針織物



Supplier may interpret it as this
供應商所理解的平針織物

Confusion over Mesh 網眼物料的混淆



When Buyer thinks Mesh
買家欲訂購的網眼物料



Supplier may interpret it as this
供應商所理解的網眼物料

GS1 Hong Kong bridges communications along the global supply chain

In a CPD Roundtable held in Hong Kong in December 2005, GS1 Hong Kong presented to the local apparel industry the CPD vision.

To promote the initiative, the CPD group that consists of local manufacturers, global retailers, solution providers and representatives from GS1 US and GS1 Hong Kong also held regular meetings and collaborated on the proof of concept model for CPD.

At the VICS Board Meeting early this year, AppTex was taken to the next level when it was proposed that the standards be incorporated in the CPD roadmap.

AppTex reaches out to a wider apparel community

In June, GS1 Hong Kong together with Hong Kong fabric supplier Fountain Set (Holdings) Ltd., attended the U Connect 2007, an annual supply chain event organized by GS1 US in Orlando, Florida. The event provided networking opportunities to supply chain professionals across various industries, encouraging different industries to build better supply chains through global standards.

At the conference, representatives from Fountain Set, Kurt Salmon Associates, Federated Department Stores, Liz Claiborne and Parametric Technology Corporation participated in a panel discussion and shared the CPD vision in a session entitled Collaborative Product Development for Apparel, which offered them to reach out to a wider group of apparel audiences.

Following the conference, a series of web casts were held between June and August, attracting participation of large apparel industry players, brand owners and retailers including AAAS Hangers, Gerson & Gerson, NIKE, TCS, VF, Wal-Mart, and Brooks Brothers, whom showed interests in the CPD initiative.

Moving forward, the CPD group plans to set up a steering committee and three sub-committees to handle the various aspects of the CPD project including priorities, timing and roadmap etc.

與此同時，由本地製造商、全球零售商、方案供應商及GS1 美國與香港貨品編碼協會等的代表所組成的CPD工作小組，亦為推動CPD計劃定期舉行會議，共同協商為CPD計劃建立概念驗證模式。

在本年初所召開的VICS董事會議上，AppTex標準被建議納入CPD的發展藍圖之中，此舉令AppTex發展邁向新一步。

拓展AppTex與業界廣泛接觸

香港貨品編碼協會與香港紡織企業福田實業（集團）有限公司（Fountain Set (Holdings) Ltd.）於六月一起出席U Connect 2007會議。由GS1 美國舉辦的U Connect會議，是一年一度大型供應鏈盛事，是次會議在佛羅里達州奧蘭多舉行。這年度會議為不同行業的供應鏈專才提供互相交流機會，並鼓勵業界透過全球標準的應用，以建立更卓越的供應鏈。

在會議舉行期間，來自福田實業（Fountain Set）、嘉思明諮詢公司（Kurt Salmon Associates）、美國聯邦百貨（Federated Department Stores）、麗詩卡邦（Liz Claiborne）及參數科技股份有限公司（Parametric Technology Corporation）等公司的代表參與專題討論會議，並在一個以成衣業的協同產品開發為題的討論環節中，與更廣泛的成衣業界共同分享CPD計劃的發展目標。

這次會議後，一連串的網上會議亦於六月至八月間相繼透過互聯網舉行，並吸引更多對CPD計劃感興趣的大型成衣企業、品牌持有商及零售商的參與，當中包括全美服裝配飾公司（AAAS Hangers）、Gerson & Gerson、NIKE、TCS、VF、沃爾瑪（Wal-Mart）及布克兄弟（Brooks Brothers）等。

展望未來，CPD工作小組計劃成立一個程序委員會及三個小組委員會，以處理CPD計劃下的不同事項，包括執行各項目的先後次序、時間表及藍圖等。

The Apparel & Textile Supply Chain 成衣及紡織品供應鏈



EPCglobal Hong Kong Completes Multi-pilot RFID Project

Setting Reference for Future Implementation

EPCglobal香港完成多項RFID試點計劃

為日後實施RFID技術提供參考個案



EPCglobal Hong Kong completed a two-year, multi-industry pilot test this March. Companies representing different industry sectors participated in four pilot programs include Wal-Mart, VTech Telecommunications Ltd. (VTech), Maersk Logistics, Cheong Tai International Holdings Limited, Esquel Group, and Group Sense (International) Ltd. (GSL).

EPCglobal Hong Kong started an EPC network project in 2005. The major scope of the project covers the technical development of an EPCglobal standard infrastructure system - The Hong Kong EPCnetwork and four case studies.

The Hong Kong EPCnetwork that enables seamless flow of supply chain data could serve as a conduit for information exchange between Hong Kong and the Pearl River Delta (PRD) region with global markets. The ultimate goal of the project is to demonstrate end-to-end supply chain information visibility from China through to the world from Hong Kong. Hong Kong enterprises would command a more competitive position in doing global trade with supply chain standardization and improved information flow, reinforcing Hong Kong's leading role as a regional information and logistics hub.

The pilot users including VTech, Maersk Logistics, Esquel Group, and GSL put into use the technical infrastructure of the Hong Kong EPCnetwork, which allows different supply chain stakeholders - from manufacturers to logistics providers and retailers - to access real-time, accurate data about their goods, not only internally but throughout the global supply chain.

EPCglobal香港在本年3月為多個行業完成了為期兩年的試點計劃。試點計劃由不同行業的公司參與，包括沃爾瑪、偉易達通訊設備有限公司(偉易達)、馬士基物流、昌泰國際集團有限公司、溢達集團和權智(國際)有限公司參與了四項試點計劃。

EPCglobal香港在2005年開展一項興建EPC網絡計劃。該計劃主要是研發一個基於EPCglobal標準的基礎設施，此項設施名為「香港EPC網絡」，另外包括提供四項個案研究。

「香港EPC網絡」令供應鏈訊息可以無縫交換，是香港和珠三角地區與全球市場之間進行資訊交換的管道。該計劃的最終目的是驗證由中國經香港至全球各地市場的點對點供應鏈資訊透明度。隨著供應鏈標準化和資訊流改善，香港企業在經營全球貿易時將更具競爭優勢，進一步鞏固香港作為地區資訊和物流樞紐的領導地位。

偉易達、馬士基物流、溢達集團及權智(國際)等試點用戶均於計劃中試用「香港EPC網絡」的基礎技術，該網絡讓不同的供應鏈夥伴 - 從製造商以至物流供應商和零售商 - 不僅在公司內部，甚至在整個全球供應鏈中亦可掌握有關其產品的實時準確資訊。

Technical issues studied to providing network solutions

Technically, the project team of GS1 Hong Kong together with VTech, Maersk Logistics, Esquel Group, and GSL tested the critical path of real-time data exchange via the EPC Information Services (EPCIS) in each case. EPCIS is a major component of the Hong Kong EPCnetwork that helps companies securely exchange RFID and related product data with business partners in real time. The suite of EPC software and hardware including EPC UHF (Ultra High Frequency) Gen 2 tags was also vigorously tested in the project.

The pilot project analyzed the different business requirements and investigated into the unique logistics process for each company. In order to develop an applicable industry EPC/RFID solution to enhancing the operational efficiency and improving customer services for the pilots, a study on overall information systems design and functionality was carried out, evaluating their impact on the development of the Hong Kong EPCnetwork.

"The valuable findings and the actual experience gained from the four pilot implementations will be very useful in our future deployment of EPC/RFID technology with other companies in Hong Kong and the Pearl River Delta," said Mr. Ronald Heung, Project Director, GS1 Hong Kong.

Pilots demonstrate effective industry benefits

The supply chains piloted EPC/RFID technology consisted of two clusters: China / Hong Kong track and trace and global track and trace. Critical points of each supply chain were checked and evaluated how different users in their industry, if equipped with EPC/RFID track and trace capability, could benefit from EPC/RFID deployment. The project explored the value propositions of the technology to their specific business needs and established four industry case studies.

RFID tags, interrogators and systems-integration services have been examined in the four pilot programs to help them gain more experience and technical knowledge in using RFID to effectively improve their processes. These learnings will be good references for manufacturing companies operating in the PRD and logistics service providers who consolidate cargos in the PRD and Hong Kong for shipment to overseas markets.



研究技術提供網絡解決方案

香港貨品編碼協會的項目工作組在每個試點計劃中，分別與偉易達、馬士基物流、溢達集團及權智（國際）測試「EPC訊息服務」（EPCIS）用來交換實時數據的關鍵點。EPCIS是「香港EPC網絡」的主要元件，能協助企業與其業務夥伴安全地進行

實時RFID數據和相關產品資料的交換。整套EPC軟硬件，包括EPC超高頻第二代標籤（UHF Gen 2 tags）亦在這試點計劃中接受嚴格測試。

整個試點計劃為每家試點公司分析其不同的業務需要及獨特的物流程序。為了發展應用於行業的EPC/RFID技術標準解決方案，以便各試點用戶提高營運效率和改善客戶服務，我們的項目小組進行

了整體資訊系統設計及功能的研究，並評估該系統對「香港EPC網絡」發展的影響。

這計劃的項目總監香志剛先生指出：「我們從這四項試點計劃汲取了寶貴試驗結果及實際經驗，這些經驗將對我們日後與其他香港及珠三角的公司合作實施EPC/RFID技術有莫大的裨益。」

試點計劃驗證業界如何受惠

試點計劃供應鏈所測試的EPC/RFID技術包括兩類別：中國 / 香港追蹤及追溯，另一類別是全球追蹤及追溯。我們亦審核及評估供應鏈的各關鍵點，從而了解不同行業的用戶在裝置EPC/RFID追蹤及追溯功能後，將如何受惠於此項標準技術。此外，亦探討此技術對個別行業需要的價值提議，並完成了四項行業個案研究。

為了協助試點用戶獲取更多有關實施RFID的經驗及技術知識，RFID標籤、讀取器及系統整合服務在該四項試點計劃中亦被驗證其效能，以改善試點公司的營運程序。對於在珠三角經營的生產商，以及在珠三角和香港為出口海外市場貨物提供整合貨運服務的物流供應商來說，從這四項試點計劃中所學習的知識和經驗，將可作為日後的寶貴借鑒。

Maersk Logistics

The Maersk Logistics pilot tracked in real-time the location of cargo from China's Pearl River Delta (PRD) to the USA via the Hong Kong port. Through the Hong Kong EPCnetwork, the company was able to exchange real-time information with PRD-based manufacturer Cheong Tai International Holdings Limited and a global retailer in the US, thereby creating an end-to-end visibility at critical points of its international supply chain.

"Accurate and real-time data sharing is of strategic importance to logistics providers. Standard-based RFID creates in-transit information visibility on a global basis, which will help logistics players make faster decisions and respond to customers around the world more quickly. The pilot was a good learning process that prepared us and helped equip us with the skill sets needed for this worldwide transformation," said Mr. Steffen Schiottz-Christensen, Managing Director, Maersk Logistics (China) Co. "Maersk Logistics will continue to help its customers address supply chain challenges by applying technology to increase operational efficiency and supply chain visibility, and consequently contribute to the logistics industry development in the region."



馬士基物流

馬士基物流的試點計劃，實時追蹤由中國珠江三角洲經香港港口運至美國的貨運流向。透過「香港EPC網絡」，該公司能夠與以珠三角為生產基地的製造商昌泰國際集團有限公司和美國一家全球零售商交換實時資料，因而在其全球供應鏈的關鍵點上獲取點對點資訊透明度。

馬士基物流(中國)有限公司董事總經理史可升先生表示：「準確及實時的資訊對物流服務供應商來說，具有非常重要的策略性意義。以EPC為標準的RFID將全球供應鏈的透明度大大提高，協助分秒必爭的物流企業作出更快的決定，縮短回覆全球客戶的時間。試點計劃可謂一個有效的學習過程，協助我們為針對全球日益萬變的環境而作好裝備。馬士基物流將繼續為客戶提供相關技術，提升營運效率及供應鏈透明度，從而應付供應鏈的各項挑戰，為區內物流業發展作出貢獻。」



VTech Telecommunications Ltd.

As one of the top tier suppliers of Wal-mart, VTech aimed to improve upstream operational efficiency and production planning in the PRD region, as well as facilitated Wal-Mart to reduce out-of-stock and improve replenishment in the U.S.

"EPCglobal Hong Kong's EPC/RFID solution delivers integrated and intelligent capabilities that connect us with Wal-Mart's Inventory Management System via RFID technology on a global basis to improve out-of-stock and inventory fill rate. The Hong Kong EPCnetwork provides all the partners along the global supply chain with better product movement visibility and we can testify from our experience that customer relationships were enhanced through the project," said Alex Kwan, Senior Supply Chain and Logistics Manager, VTech Telecommunications Ltd.



偉易達通訊設備有限公司

作為沃爾瑪的主要供應商之一，偉易達旨在改善其於珠三角區內的上游營運效率及生產計劃，從而協助改善沃爾瑪在美國的缺貨情況及貨物補充週期。

偉易達通訊設備有限公司供應鏈及物流高級經理關仕華先生表示：「EPCglobal香港所提供的EPC/RFID方案具整合及智能功用，讓我們成功透過RFID技術，跟沃爾瑪的全球庫存管理系統接軌，從而改善缺貨情況及貨物補充週期。全球供應鏈夥伴可利用香港EPC網絡掌握更準確的貨運資訊，讓我們進一步加強與客戶之間的關係。」



Group Sense (International) Ltd.

Known for its INSTANT-DICT™, GSL tracked in real-time the movement of individual electronic dictionaries from GSL's production floor in Dongguan, China through to its Hong Kong warehouse in Kowloon Bay and then to retail chains in Hong Kong.

"As a reputable consumer electronic manufacturer, it is imperative to answer customers' needs efficiently. Therefore, we are promoting better information visibility in our inventory and supply chain. Real-time inventory visibility helps us with precise decision making, and ensuring customer satisfaction. In the future, real-time records will help trace production batch information, allowing immediate and accurate implementation in the event of product recall or maintenance. The results of the pilot were encouraging, and we will use it as a reference case for expansion of EPC/RFID use," said Dr. Samson Tam, Chairman, Group Sense (International) Ltd.



權智（國際）有限公司

權智以生產「快譯通」電子辭典而著名，透過此項試點計劃，權智實時追蹤每部電子辭典由權智於中國東莞廠房運往香港九龍灣貨倉，再轉送至香港各零售商戶點之貨運狀況。

權智（國際）有限公司主席譚偉豪博士表示：「權智作為一家信譽良好的消費電子產品製造商，必須迅速及有效回應顧客需要。我們認為即時的倉存數據可讓權智作出更準確的判斷，提升顧客滿意度。因此，我們積極提升倉存及供應鏈資訊的透明度。我們相信將來更可利用實時的紀錄追蹤生產批量資料，有利我們即時及準確地進行產品回收或維修程序。是次試點計劃的效果十分理想，並可用作參考對EPC/RFID技術的進一步應用。」

Esquel Group

Esquel Group, one of the world's leading apparel groups, operates a highly integrated vertical supply chain on its global network of production facilities and servicing key markets worldwide. The pilot program demonstrates the value of a global standard based network to Hong Kong garment manufacturers who run plants in the PRD and implement outward processing arrangements (OPA).

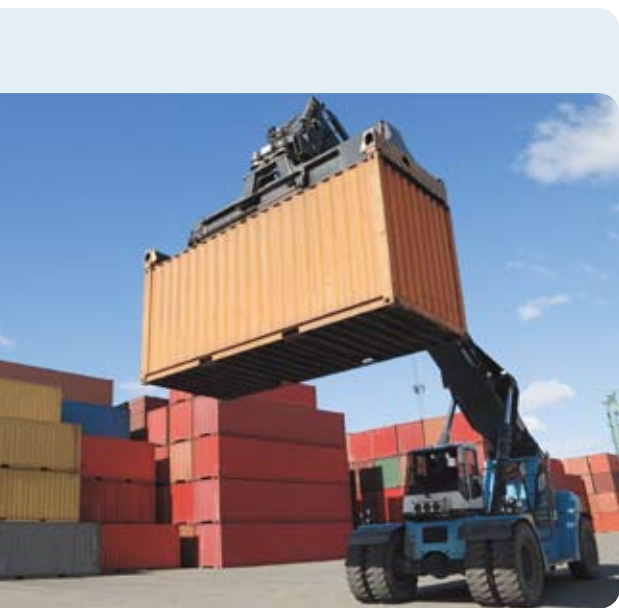
"The clarity of every production step is vital for us to ensure speed-to-market for our customers around the world. In our operating model, OPA further complicates the production process. A real-time network for information sharing can help us to track work in progress," said Raymond Yip, Director of Corporate Technical Engineering Department, Esquel Enterprise Ltd. "The trial use of the Hong Kong EPCnetwork yielded immediate benefits for our operation. We were able to locate the work in progress from one factory to another with improved accuracy, given the data visibility available on the network, and therefore better work schedule planning was done," Yip added.



溢達集團

溢達集團是全球領先的服裝集團之一，早已運用一套完整的垂直供應鏈體系作業，生產設施及主要銷售市場遍佈全球。此項試點計劃主要讓於珠江三角洲設廠、並需實施外地加工措施 (Outward Processing Arrangements, 簡稱OPA) 之香港製衣廠商體驗採用全球標準的網絡所帶來之價值。

溢達集團技術工程部總監葉文雄表示：「我們為確保全球顧客的產品能夠迅速上市，每個生產步驟的透明度是不容忽略的。就我們的營運模式而言，外地加工措施的運作令整個生產過程更為繁複，因此一套實時的數據交換網絡能讓我們有效地追蹤工作進度；而香港EPC網絡的應用測試確實為我們的營運帶來即時效益，我們能透過該網絡更準確地追蹤兩地廠房有關加工裁片的進度現況，提高數據透明度，從而更有效地編配工作時間表。」



World Customs Organization Pilot Tests GS1 Standards to Track and Audit Goods Movement in International Supply Chains

世界海關組織測試GS1標準 追查及審核國際供應鏈貨物流



A project that tests the concept on how GS1's Serial Shipping Container Code (SSCC) can be used as the Unique Consignment Reference (UCR) number for the global shipment of wine and spirits between the United Kingdom and Australia was successfully completed in June 2007. The project proves that SSCC identification keys can provide Customs with information at the earliest time in the supply chain, resulting in improved post-transaction audit and cargo reconciliation process.

A typical global trade chain may have as many as 20-25 parties involved – buyers, sellers, inland transporters on both sides of the ocean, ocean and other water carriers, middlemen, government and others – and will generate 30-40 documents and some 200 different elements. This complicated supply chain flow could become a thing of the past as the World Customs Organization (WCO) started working with GS1 Inc. in launching the SSCC-UCR Pilot Project wherein Customs in Australia and the United Kingdom used the GS1 SSCC as a UCR number for audit, consignment tracking, information consolidation and reconciliation in cross-border transactions.

UCR – uniquely identifies cross-border goods movement

The globalization of international trade and production is driving the consistent growth of cross-border transactions. With more companies globalizing their operations to expand market reach, there is a need to ensure the smooth flow and exchange of accurate information, which involves documentation and electronic data exchange among multiple supply chain participants, to prevent any delays in delivering goods to consumers.

In line with this, the WCO has introduced UCR number system three years ago, to facilitate international trade and provide Customs with a means for effective risk assessment and audit-

一項旨在驗證以GS1貨運容器序號(Serial Shipping Container Code - SSCC)作為英國和澳洲之間運送酒類商品之單一貨運編號(Unique Consignment Reference - UCR)之試點計劃，已於2007年6月成功完成。該計劃證明SSCC條碼能於供應鏈運作的最早階段為海關提供資料，改善後期交易的審核和貨箱檢查程序。

以一項典型的國際貿易鏈為例，參與的夥伴可以多達20至25家，當中包括買賣雙方、陸路及水路運輸公司、中介人機構、政府部門及其他夥伴等。而整個過程可涉及多達30至40份文件以及約200個不同的項目。隨著世界海關組織(World Customs Organization - WCO)與GS1合作進行SSCC-UCR試點計劃，之前所述的繁複流程可望成為歷史。在是次試點計劃中，澳洲及英國的海關採用GS1之SSCC作為單一貨運編號以簡化跨境交易中審核、追蹤貨運、整合資料及貨箱檢查等程序。

單一貨運編號 (UCR) - 獨有識別跨境貨物流

國際貿易和生產邁向全球化，推動跨境交易持續增長。為增加市場滲透率，很多企業現正把公司營運拓展至全球各地，促使供應鏈的一眾合作夥伴更加需要確保資訊傳遞無誤及順暢，當中包括文件和電子數據交換，以避免貨品在付運過程中出現延誤。

世界海關組織遂因應需要而在三年前推出單一貨運編號(UCR)系統，以促進國際貿易，並為海關程序提供有效方案以評估風險及作出審核和監控。UCR在國家及國際層面上皆屬獨一無二的編碼，於供應鏈運作的最初階段被編發，以供海關於該編碼所屬的貨物被送抵目的地後進行貨品核實並完成清關程序。全球供應鏈上的眾多參與者，亦可同時利用該UCR作為統一編號以交換訊息。

based control. UCR numbers are unique at both national and international levels and are issued during the early stage of supply chain and used by Customs to validate and provide clearance for goods arriving in their areas. These numbers are also used by multiple participants along the global supply chain as the same reference in their information exchange.

GS1's SSCC tested in UCR Pilot Project

GS1 Inc. assists enterprises in adopting UCR for international trade. The WCO stipulates that a UCR must align with the requirements of ISO/IEC 15459 standard, and to maximize utilization of current supplier, customer and transport references.

GS1 is an acknowledged issuing organization compliant to the ISO standard. The GS1 SSCC is a subset of the ISO/IEC 15459 that identifies items of any composition established for transport, storage or distribution managed throughout the supply chain. The SSCC is an important GS1 Identification Key for logistics units, which uniquely identifies transport unit for the entire life cycle, and can be used for pallets, crates, and containers.

Today, GS1 identification systems are being part of the daily operations of more than 1.2 million companies doing business across 145 countries. To determine the effectiveness of SSCC, GS1 joined forces with WCO, together with strong support from Customs administrations, leading wine and spirits industry players and logistic providers, and initiated a high level proof of concept pilot on using SSCC as a UCR in the wine and spirits supply chain between the UK and Australia. This UCR pilot project, which begun in March last year until June 2007, was aimed to address the post-transaction (import and export) assurance of the UCR, and to prove the benefits of the SSCC as the UCR used by other participants in the supply chain.

Two leading global wine and spirits companies currently using the GS1 SSCC in their manufacturing and distribution processes, Constellation Europe and Diageo, participated in the UCR Pilot Test. They extended the use of SSCC to international transactions to include commercial ordering, shipping documentation and the legally mandated declarations to the Customs authorities of the UK and Australia.

SSCC - UCR Pilot Project shows initial success

Throughout the course of the pilot, the SSCC was seen by both trade and Customs as an electronic staple that allows all parties involved in the supply chain to talk about the same reference number, hence improving post transaction and cargo reconciliation by Customs.

The SSCC - UCR Pilot Project was a high level proof of concept pilot that tests the effectiveness of SSCC for international traceability and customs use in cross-border transactions.

SSCC-UCR乃一項概念驗證的試點計劃，測試SSCC於跨境交易中應用於全球貨運追蹤及海關程序之效率。

試點計劃測試GS1之SSCC作為單一貨運編號

GS1 Inc. 一直積極協助企業於進行國際貿易時採用UCR系統。世界海關組織規定UCR必須符合ISO/IEC 15459標準的要求，並且盡量利用供應商、客戶及運輸業界現正採用的參考編號來配合使用。

GS1是認可簽發牌照並符合ISO標準的機構，而GS1之SSCC是ISO/IEC 15459的子集，作為識別供應鏈流程上用作管理運輸、儲存或配送程序的任何項目，SSCC是用於物流作業的重要GS1識別碼，獨一無二地識別整個物流過程中的運輸單位，並可應用在卡板、包裝箱及貨櫃上。

目前，GS1識別系統已成為逾120萬家企業日常營運之重要一環，他們的業務遍佈全球145個國家。為了驗證SSCC作為UCR的效能，GS1早前與世界海關組織攜手合作，並獲得各海關行政部門、具規模的洋酒業界代表及物流供應商全力支持，展開了一項概念驗證的試點計劃。該計劃以SSCC作為UCR，於英國和澳洲之間酒類商品的供應鏈上應用，計劃於去年三月展開，本年六月完成，旨在驗證以SSCC作為UCR應用於後期交易如入口和出口保證、以及其對供應鏈上其他參與者所帶來的益處。

參與試點計劃的兩家具規模之國際洋酒公司Constellation Europe及Diageo，他們早已在生產和配送過程中採用SSCC。透過是次試點計劃，他們將SSCC的應用範疇擴展至國際貿易層面上，包括以之處理訂貨、運輸文件、以及英國和澳洲海關的報關資料等。



The report on the project issued in July 2007 concluded that the SSCC-UCR pilot project met most of its stated objectives. Among the major findings included in the report was that participating companies had successfully proven that SSCC could be used as a UCR number and a single reference in the international supply chains, and by using SSCC, it links transport and commercial information that allows companies to enhance tracking and tracing of goods. Once SSCC or other form of UCR becomes a global standard and used by multiple parties in the international supply chain as the same reference number, it will provide them benefits in terms of predicting information, enhancing security, and reducing compliance costs. And there is no need to change any existing internal or proprietary systems to use SSCC/UCR.

The successful completion of the project, according to the report, serves as a preliminary phase that could be used as a basis to extend the trial covering additional stakeholders and complexity as necessary such as applying SSCC to split loads.

For details of the SSCC-UCR Pilot, visit http://www.gs1.org/sectors/transportlogistics/sscc_ucr/index.html

SSCC - UCR試點計劃展開成功一步

在這試點計劃過程中，各有關貿易夥伴及海關均視SSCC為統一的電子編號。而由於供應鏈的所有參與者皆採用同一編號，此舉大大提升海關在清關及貨箱檢查的效率。

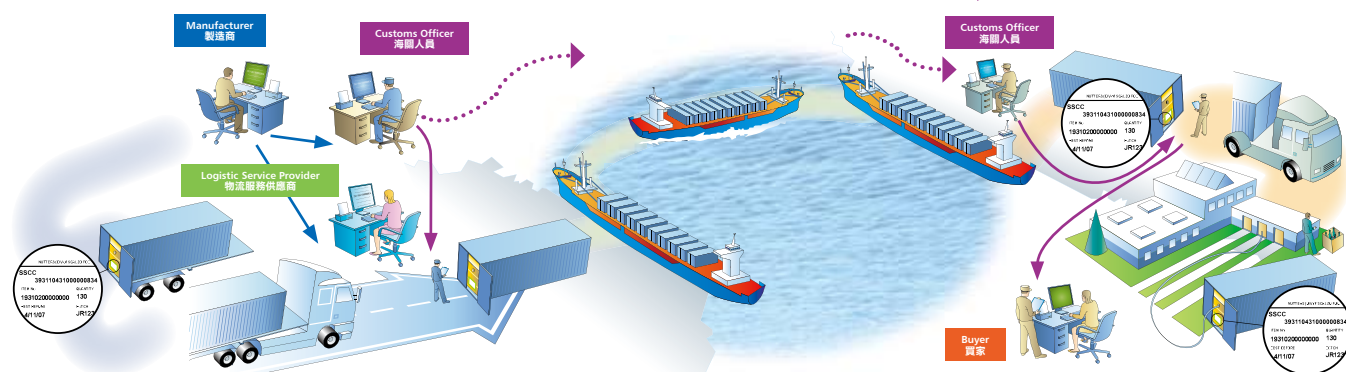
於2007年6月所發表的試點計劃報告，總結大部分測試項目均已達標。主要的報告結果顯示眾多參與者皆成功驗證SSCC可用作UCR，作為國際供應鏈上的單一參考編號以串連運輸及商業資料，讓企業可更快速追蹤及追溯貨物流向。當SSCC或其他形式的UCR成為全球標準，並被廣泛採用時，此舉將可為各供應鏈參與者帶來相當裨益，包括讓他們可更準確地評估資料、提升安全度及降低物流成本，且毋須改變內部現行系統即可與SSCC或UCR兼容應用。

根據報告，是次試點計劃的成功，為日後於更廣泛的層面測試SSCC奠下良好的基礎，日後的測試範圍將可覆蓋更多參與者及伸展至更複雜的物流程序，例如在散貨付運時採用SSCC。

有關SSCC-UCR試點計劃詳情，請瀏覽http://www.gs1.org/sectors/transportlogistics/sscc_ucr/index.html

How does the SSCC work in the pilot project?

SSCC如在試點計劃中運作?



In the SSCC-UCR Pilot test, there were two physical flows of goods: the transportation of bulk wine from Hardy Wine Company, Australia, to Constellation Europe, UK; and the transportation of cased spirits from Diageo Scotland to Diageo Australia. During the pilot, the SSCC is assigned by the exporter at the early stage of the supply chain and is effectively applied in the different points of the supply chain, from the time the products leave the manufacturing site, through to logistics providers, Export Customs, Import Customs until they reach their final international destination. The pilot had also demonstrated the application of the SSCC-UCR information flow in two levels: for the cross-border information transfer between the Export Customs to the Import Customs; and for the in-country information transfer among manufacturers, logistics providers and buyers.

這項SSCC-UCR試點計劃包括了兩方貨物流：一方是由澳洲的Hardy Wine Company運送桶裝洋酒至英國的Constellation Europe；另一方是由英國蘇格蘭的Diageo運送樽裝洋酒至澳洲的Diageo。測試期間，出口商在供應鏈運作初期為貨品編發SSCC，而由貨品離開生產基地，經由物流供應商處理付運，再經兩地海關處理出口及進口事宜，直至貨品抵達目的地為止等沿途不同站點，SSCC均被廣泛採用。試點計劃亦展示SSCC-UCR的資訊流可應用在兩大層面：一是出口及進口海關利用SSCC交換跨境資訊；另一層面是生產商、物流供應商及買家以SSCC作資訊交流的平台。

First ECR Hong Kong Awards Recognizes Local Enterprises for Adopting Efficient Consumer Response Business Concept

首屆「香港高效消費者響應獎2007」 表揚供應鏈管理表現卓越之企業



GS1 Hong Kong and ECR Hong Kong co-organize the first-ever Efficient Consumer Response Hong Kong Awards 2007 (ECR Hong Kong Awards 2007) to recognize local enterprises for successful implementation of ECR strategies in their businesses. The Awards presentation will take place during the GS1 Hong Kong SCM Excellence Conference 2007 on 12 October 2007.

香港貨品編碼協會與ECR香港合辦首屆「香港高效消費者響應獎2007」(ECR Hong Kong Awards 2007)，以表揚在業務營運中成功實踐高效消費者響應(ECR)策略的香港企業。頒獎典禮將於2007年10月12日舉行的「香港貨品編碼協會供應鏈管理年會2007」中同場進行。

For the first time ever in Hong Kong, companies that have adopted ECR best practices and worked closely with their trading partners to better satisfy customer needs will be feted with honors at the ECR Hong Kong Awards 2007. Aiming to foster increased collaborations among trading partners and stimulate sharing of best practices, the Awards are given to companies who have successfully implemented ECR/SCM strategies, and eventually to promote seamless development of ECR/SCM initiatives in Hong Kong.

ECR is a way of doing business that involves trading partners working together to meet customer demands, faster and at less cost.

ECR是一種營商方式，旨在透過貿易夥伴之間的合作，以更快及成本更低的方法滿足顧客需求。

成功實踐「高效消費者響應」最佳實務，加強與貿易夥伴合作而有效滿足消費者需要的香港企業，將於首屆「香港高效消費者響應獎2007」中獲嘉許。這些獎項旨在鼓勵貿易夥伴之間加強合作及促進彼此分享供應鏈管理最佳實務的應用，並表揚成功實踐高效消費者響應／供應鏈管理（ECR/SCM）策略的香港企業，最終目標為推動卓越ECR/SCM概念在香港持續發展。

Global concept benefiting local consumer industry

ECR was initially adopted in the US to address market conditions such as low growth, high costs, stiff competition, increasing pressure and meeting consumer demands. It is a business concept aimed at better satisfying consumer needs through businesses and trading partners collaborating together. ECR best practices are a set of techniques that helps enterprises to remove unnecessary costs from the supply chain and make the sector, as a whole, more responsive to consumer demand.

Today, customers are more intelligent and demand for their money's worth with high quality products. As such, retailers are under pressure to enhance efficiency of their supply chain to satisfy consumer demands – deliver goods at the right time, at the right place, in the highest quality. ECR plays a key role in helping local fast moving consumer goods (FMCG) industry to increase business efficiency and customer services via ECR/SCM best practices and enabling technologies for better management of demand and supply chains.

Three outstanding ECR Awards categories

Depending on their business environment, ECR can be applied in different areas in local FMCG companies. To recognize the success, the ECR Hong Kong Awards 2007 will be presented in three major categories:

- Supply Chain Operational Excellence Award – for enterprises that demonstrate proven excellence in all areas of supply chain operations, including the delivery of products and services, and the business results that are achieved
- Demand Creation Excellence Award – for organizations that exhibit good track record and excellence in executing business strategies to maximize the value extended to customers
- ECR Innovation Award – for pro-active firms that developed innovation based on ECR practices and enablers that resulted in having a more responsive and efficient supply chain

Opportunities for the Award winners

Winners of the ECR Hong Kong Awards will be entitled to display the Award logo in their marketing collaterals. Hence, it further enhances their corporate reputation, and eventually it helps boost target stakeholders' trust in their products and services.

What is more significant is that all the winners will be invited to share their success with more than 500 local and overseas delegates at the presentation ceremony held at the GS1 Hong Kong SCM Excellence Conference on 12 October 2007.

For more information about the Awards, contact us at (852) 2891 0872 or email enquiry@gs1hkconference07.com

全球概念令本地消費行業受惠

高效消費者響應 (Efficient Consumer Response, ECR) 概念源於美國，主要為應付業者在市場上遇到的各種問題，例如低增長、高成本、劇烈競爭、與日俱增壓力及迎合消費者需求而設。ECR是一項營商概念，藉著業務與貿易夥伴之間的合作，從而更有效地滿足消費者需要。ECR是一套供應鏈管理最佳實務，能協助企業消除在供應鏈運作流程中非必要的成本，令各夥伴整體作出更迅速的回應，以應付瞬息萬變消費需要。

現今的消費者日益精明，要求貨品物有所值及質素卓越。由於零售商正為此承受著相當壓力，因此零售商必須提升供應鏈效率，以滿足顧客的需要 – 這便是在適當的時間及地點，把最優質的貨品送到消費者手中。故此，ECR在本地快速流轉消費品 (FMCG) 行業中擔當重要角色，協助業界透過實施 ECR/SCM 最佳實務及各種驅動技術，更有效管理需求及供應鏈，以提高營運效率及改善客戶服務。

三大傑出「香港高效消費者響應獎2007」類別

快速流轉消費品 (FMCG) 企業可因應本身的業務環境，在不同範疇應用 ECR。旨在表揚卓越供應鏈管理的「香港高效消費者響應獎2007」共設三大類別：

- 最佳供應鏈管理大獎 – 頒給在各個供應鏈營運範疇，包括產品及服務於付運及經營業績上表現出色的企業
- 最佳需求響應管理大獎 – 頒給往績卓著及成功執行業務策略，成功為顧客增值的機構
- 創新高效消費者響應大獎 – 頒給致力實施高效消費者響應最佳實務及驅動技術，成功創新以及建立更迅速回應和更高效率供應鏈的創新企業

提升企業形象之最佳機會

「香港高效消費者響應獎2007」之獲獎公司將可獲授權在其市場推廣刊物中使用大獎標誌，從而進一步提升企業商譽，最終加強其目標夥伴對該公司產品及服務的信賴。

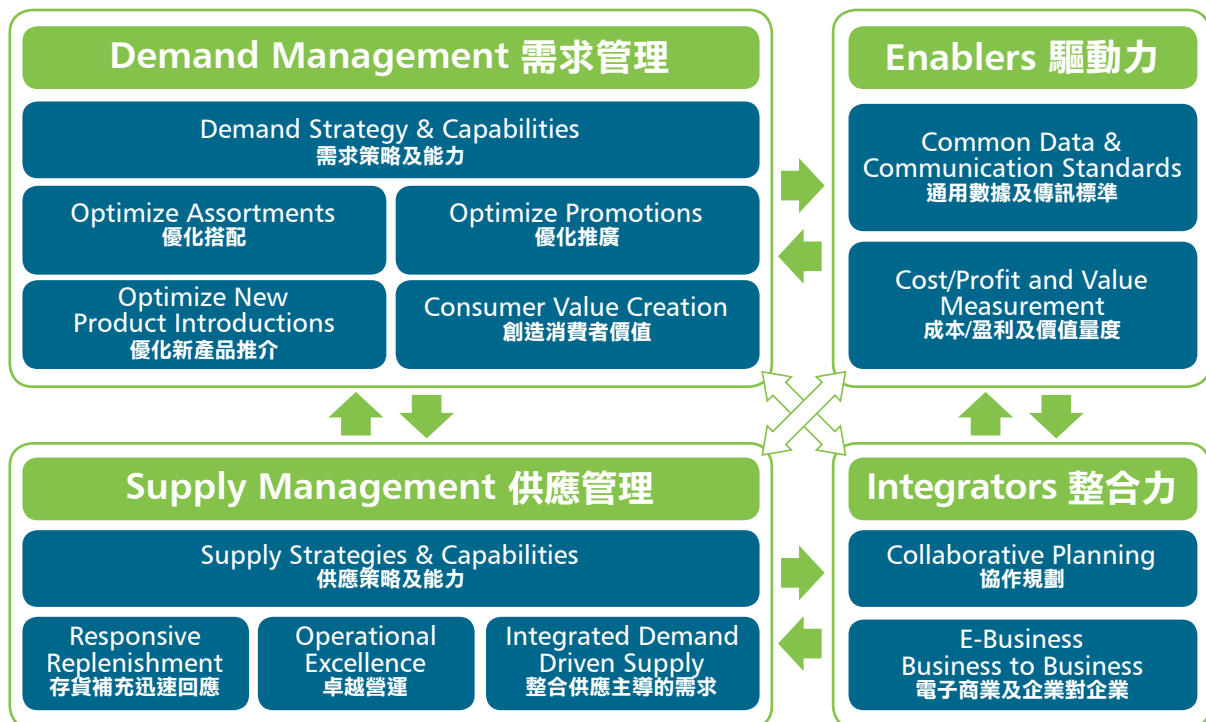
更重要的是，所有得獎公司將獲邀在2007年10月12日舉行的

「香港貨品編碼協會供應鏈管理年會2007」上之頒獎典禮，與逾500名本地及海外代表分享其成功之道。

有關獎項的其他詳情，致電 (852) 2891 0872 或電郵 enquiry@gs1hkconference07.com 與我們聯絡。



Guide to ECR concepts ECR 概念指引



What ECR really means to your business ECR對閣下業務的實際意義

It's pretty simple business sense – you don't want your customer to go to your competitor because of inefficient demand anticipation. That is the main issue that the ECR concept is addressing in today's electronic era. You satisfy your customer's needs, and you get repeat orders and loyal clientele. And this can be done if both businesses and trading partners collaborate to ensure there are no flaws along the supply chain.

ECR is a 'whole of demand chain' business activity represented by 13 core improvement concepts. These concepts are classified under four major sections namely:

- **Demand Management** – pertains to all the considerations associated with understanding and managing the demand for products and services
- **Supply Management** – focused on an integrated set of four improvement concepts, each of which addresses a different aspect of the need for rapid and efficient replenishment of products in the overall supply chain.
- **Enablers** – enable product identification, data management and processing capabilities that allow accurate and timely communication and registration of goods flow between trading partners
- **Integrators** – have two concepts: Collaborative Planning Forecasting and Replenishment which refers to the ultimate Responsive Replenishment facilitator starting with specific partners, and E-Business or the B2B concept of exploring new ways of doing business using public standard-based networks

這是一簡單的營商邏輯 – 閣下定必不欲看見顧客因您未能滿足其預期需求而轉投您的競爭對手。這正是ECR概念在當今的電子年代所擔當的重要角色。只要您能滿足客戶需要，客戶便會再次訂貨並成為您的忠實客戶。要實現上述目標，有賴業務與貿易夥伴之間由衷合作，以確保供應鏈毫無缺失。

ECR是關於需求鏈業務的活動，由13項核心改善概念代表組合而成。這些概念分為以下四大類，分別是：

- **需求管理** – 與了解及管理產品及服務需求相關的所有考慮因素
- **供應管理** – 專注於一套整合四項改善概念的方案，每項概念針對改善在整條供應鏈不同範疇處理快速及有效補充貨品的需要
- **驅動力** – 提高產品識別、資料管理及處理程序能力，以便準確及適時傳達及登記貿易夥伴之間的貨物流向
- **整合力** – 由兩個概念組成：協作規劃預測及存貨補充，意指由個別貿易夥伴協作推動而最終達成迅速回應補充存貨，以及電子商業或企業對企業電子商務概念，即利用以公開標準為本的網絡開拓嶄新營商方式

Guangdong RFID Study Tour 廣東無線射頻識別(RFID)考察團

GS1 Hong Kong was one of the organizers of the Guangdong RFID Study Tour, which was a 3-day study mission consisting of five major activities: trade exhibitions namely "SCAN & RFID CHINA 2007" and the Supply Chain Summit Forum 2007; the 3rd Scan China Guangzhou Networking Dinner; and site visits to Guangzhou RFID Technology Service Centre and Nansha Information Technology Park. A delegation of more than 30 senior executives from Hong Kong logistics industry joined the tour from 19 – 21 June 2007. The latest supply chain standards, technology and best practices were showcased at SCAN & RFID CHINA 2007. Mr. Suen Kwok Kong, Chief Architect & Principal Consultant of GS1 Hong Kong also presented the topic "Improve End-to-End Supply Chain Vision Using International Standards" at the Forum.



香港貨品編碼協會是廣東 RFID 考察團的合辦機構之一。考察團為期三天，於 2007 年 6 月 19 日至 21 日舉行，主要包括五項活動：2007 中國（廣州）國際自動識別暨 RFID 展覽會、2007 供應鏈管理高峰論壇、聯誼晚宴、以及廣東省 RFID 公共技術支持中心和南沙資

訊科技園的實地參觀。協會於 2007 中國（廣州）國際自動識別暨 RFID 展覽會中展示最新的供應鏈標準、應用技術及最佳實務守則，而協會的總工程師兼首席顧問孫國江先生更應邀於 2007 供應鏈管理高峰論壇上發表關於「利用世界性標準提高點對點的供應鏈的可視性」演說。逾 30 名香港物流業高級行政人員參加了這次考察活動。

“Traders Meet for the Logistics Industry” 物流業「商」聚一「會」

As part of our mission to promote adoption of SCM across industry segments, GS1 Hong Kong was one of the supporting organizations of the “Traders Meet for the Logistics Industry” organized by the Hong Kong Trade Development Council held at the Hong Kong Convention & Exhibition Centre on 8 June 2007. Attended by about 160 delegates, the event featured a roundtable discussion and a seminar along with a product display zone, bringing industry peers together for experience sharing, exchange of views and networking.



香港貨品編碼協會一向致力推動各行各業實施供應鏈管理，今年是物流業「商」聚一「會」的支持機構之一。該活動由香港貿易發展局所主辦，於 2007 年 6 月 8 日在香港會議展覽中心舉行，內容包括圓桌會議及研討環節，會場並設置產品展覽區，讓同業可一起分享經驗、互相

結交以加強聯繫。約 160 名業界代表出席了此活動。

Guangdong-Hong Kong RFID Industry Cooperation Memorandum Signing Ceremony 《粵港RFID產業合作備忘錄》簽署典禮

GS1 Hong Kong signed the Guangdong-Hong Kong RFID (Radio Frequency Identification) Industry Cooperation Memorandum with the Foshan Chancheng Investment Service and Promotion Center under the Chancheng People's Government of Foshan City, Guangdong on 17 June 2007. The cooperation ushers a new juncture in accelerating the adoption of RFID technology between Guangdong and Hong Kong, making the Chancheng district in Foshan among the most important RFID industry bases in China.



香港貨品編碼協會與佛山市禪城區人民政府之佛山禪城區投資服務促進中心，於2007年6月17日簽訂《粵港RFID產業合作備忘錄》。合作目的為推動及加快粵港兩地採用無線射頻識別技術(Radio Frequency Identification, RFID)，使佛山成為中國最重要的RFID產業基地。

Launch of "Hong Kong's Legendary Brands" Website and Hong Kong's Legendary Brands Campaign Gala Dinner

「香港老牌子·老商號」網頁啟動儀式暨「香港老品牌·條碼新世界」晚宴

Acknowledging the contribution and success of Hong Kong's Legendary Brands, GS1 Hong Kong and the Committee of Hong Kong's Legendary Brands Campaign co-hosted the "Hong Kong's Legendary Brands" Website Launch Ceremony and a gala dinner for Hong Kong's Legendary Brands Campaign at the City Hall Maxim's Palace Restaurant on 7 September 2007. About 300 guests and industry practitioners attended the event to share successful stories of these legendary brands and discuss ways of increasing Hong Kong brands' competitiveness through the adoption of GS1 article numbering and bar coding services.



香港貨品編碼協會聯同香港老牌子宣傳事務籌委會於2007年9月7日，假中環大會堂美心皇宮酒樓舉辦「香港老牌子·老商號」網頁啟動儀式暨「香港老品牌·條碼新世界」晚宴，以表揚本港老牌子及老商號的貢獻及成就。約

300名嘉賓及業界代表出席了當晚的活動，一起分享這些老字號的成功故事，並探討如何運用GS1貨品編碼及條碼服務，增強香港品牌的競爭力。

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
GS1 Hong Kong SCM Excellence Conference 2007 香港貨品編碼協會供應鏈管理年會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@gs1conference07.com Website 網址: http://gs1hkconference07.com
Presentation Ceremony of Efficient Consumer Response Hong Kong Awards 2007 香港高效消費者響應獎2007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://gs1hkconference07.com
Hong Kong Optical Fair – Retail & Shop Design, Equipment and Technology Section 香港眼鏡展 - 零售及店舖設計、陳列設備及技術專區	06 - 08/11/2007	Hong Kong Convention and Exhibition Centre 香港會議展覽中心	Tel 電話: 183 0668 Email 電郵: hktdc@tdc.org.hk Website 網址: http://hkopticalfair.tdctrade.com/index.htm Organizer: Hong Kong Trade Development Council 主辦機構: 香港貿易發展局
Annual Members Gathering 2007 2007週年會員晚宴	07/12/2007	Renaissance Harbour View Hotel Hong Kong 香港萬麗海景酒店	Tel 電話: (852) 2863 9786 Email 電郵: hyddechan@gs1hk.org
2007 World SME Expo, Hong Kong 中小企國際市場推廣日	12 - 14/12/2007	Hong Kong Convention and Exhibition Centre 香港會議展覽中心	Tel 電話: 183 0668 Email 電郵: hktdc@tdc.org.hk Website 網址: http://worldsmeexpo.tdctrade.com/ Organizer: Hong Kong Trade Development Council 主辦機構: 香港貿易發展局
Innovation Design Technology Expo, Hong Kong 創新科技及設計博覽會	12 - 14/12/2007	Hong Kong Convention and Exhibition Centre 香港會議展覽中心	Tel 電話: 183 0668 Email 電郵: hktdc@tdc.org.hk Website 網址: http://innodesigntechexpo.tdctrade.com/ Organizer: Hong Kong Trade Development Council 主辦機構: 香港貿易發展局

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	04/10/2007 20/11/2007 09/01/2008	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	16/11/2007 18/01/2008	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	27 - 28/11/2007	GS1 Hong Kong Office 香港貨品編碼協會辦公室	Tel 電話: (852) 2863 9730 Email 電郵: juneheung@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

May - Aug 2007

BUSINESS / PROFESSIONAL SERVICES 商業/專業服務

ALPHASOFT DESIGN LTD
CHINESE FOR KIDS LTD
DEO MUSIC
EXCELLENCE PRINTING CO
GENTLE ENTERPRISES LTD
HANG TAT INTERNATIONAL TRADING CO
HING LIN INTERNATIONAL PRINTING CO LTD
INQGEN TECHNOLOGY LTD
SIUBO EDUCATION LTD
SOLVENTOSOF TECHNOLOGY (HK) LTD
TIMES PUBLISHING LTD

IMPORTERS/EXPORTERS 出入口貿易

939 LTD
A POWER LTD
ABBA INDUSTRIAL LTD
ACCUTONE TECHNOLOGIES LTD
ACE TECHNOLOGY LTD
ADR HONG KONG LTD
A-FONTANE LINGERIE (INT'L) LTD
AIRLAND BEDDING CO LTD
ALDWICK TEXTILE CO LTD
ALECTRONIC LTD
ALGO LTD
ALITY LTD
ALL-IN INVESTMENT & DEVELOPMENT (GROUP) CO LTD
ALTERRA TOOLS LTD
A-MAX TECHNOLOGY CO LTD
AMERICAN ORIENTAL BIOENGINEERING (HK) LTD
ANDO CHINA LTD
APO INTERNATIONAL (HK) CO LTD
ARDSON INTERNATIONAL DEVELOPMENT (HK) LTD
ARGEAL DIECASTING & PLASTIC FTY LTD
ASIA ADVANCE LTD
ASIA AMIGOS CO LTD
ASIA FOOD & SAUCE TRADING CO
ASIA LUXURY SOCIETY & CO LTD
ASIAN VIEW GROUP LTD
ASPIRE MANUFACTURING CO LTD
AUSTRALIA LOK TIN INTERNATIONAL LTD
AUSTRALIAN MEDIC-CARE CO LTD
AXIMED HK LTD
B&W GROUP ASIA LTD
BASECONNECT INTERNATIONAL LTD
BAUSCH & LOMB (HK) LTD
BBK (HK) CORPORATION LTD
BE MY BABY LTD
BEE-HEALTH AUSTRALIA (HK) LTD
BENETTON ASIA PACIFIC LTD
BILL PACHINO CO LTD
BIOGEM SCIENCE TECHNOLOGY LTD
BIO-TECH CHINESE MEDICINE LABORATORY LTD
BLUEONE TOYS LTD
BOHEMIAN (HK) LTD
BON BON DEVELOPMENT LTD
CADBURY FOUR SEAS CO LTD
CADBURY HONG KONG LTD
CAMMAX INTERNATIONAL (ASIA) LTD
CECITO CORPORATION LTD
CENTRAL PARK SHOES HK LTD
CHEE WAH (CHINA) TOYS LTD
CHEER BELLE GROUP LTD
CHINA BEACH (HK) LTD
CHINA EXPRESS CORPORATION LTD
CHINA LAND (FE) LTD
CHINA SHINWAY PHARMACEUTICAL (HK) LTD
CHINAKEY (HK) LTD
CHONGQING ELECTRONICS LTD
CHUNG KONG LUEN LIVESTOCK CO LTD
CHUNG YUEN FOOD CO LTD
CIMA TECHNOLOGY (HK) LTD
CK INDUSTRIES CO
CMS LIFE TECHNOLOGY LTD
COASTLINES ASIA LTD
COHESION PRODUCTS LTD
COOEE BRANDS (HK) LTD
CREATIVE ART ENTERPRISES LTD
CRISTIX HEALTHCARE INTERNATIONAL PTE LTD
CYBER ACTION TECHNOLOGY LTD
D & A ELECTRONICS CO LTD
D&M SALES AND MARKETING (HK) LTD
DA DI BIOLOGICAL TECHNIQUE TRADING CO
DAIRY FRESH MEAT & FOOD CO LTD
DEHAMS LTD
DING SHEUNG INT'L (FRANCE) LTD
DOGGIE HOUSE LTD
DONG WOO INDUSTRIAL CO LTD
DONGNAN LTD
DW MOBILE INTERNATIONAL LTD
DYNFIELD CO LTD
EAST VENTURE INDUSTRIES (HK) LTD
EG INTERNATIONAL (HK) LTD
ELEMENT INDUSTRIAL CO LTD
ELFA HONG KONG LTD
ERGUM LTD
ESTHETICS INTERNATIONAL (HK) LTD
ETERNAL BLOOM INTERNATIONAL TRADING CO LTD
EUROBUBBLES ASIA LTD
EUROPACO (HP) LTD
EVER TAKE LTD
EXCELLENT FOOD TRADING CO LTD
EXODUS INTERNATIONAL CO LTD
EXPEDITE MEDIA CO
FAR EAST SUNCARE LTD
FASHION FOCUS MANUFACTURING (CHINA) LTD
FAVOUR LIGHT ENTERPRISES LTD
FISHER-CURIE PHARMACEUTICALS LTD
FRANCE LAFEI LIQUOR VILLAGE (CHINA) CO LTD
FRANCE LOUIS GASPARD INT'L TRADING CO
FRANCE NORMAND INTERNATIONAL WINERY LTD
FRANCE REMY MARTIN INTERNATIONAL (HK) LTD
FREE-TECH TELECOM CO LTD
FUJI FOOD PRODUCTS LTD
FURRIOR LTD
GAIN FAME TRADING LTD
GALDERMA HONG KONG LTD
GE TOP INTERNATIONAL TRADING LTD
GENERAL APPLIANCE (HK) LTD
GENTLE VIEW ENTERPRISES LTD
GLOBAL VIEW (HK) CO LTD
GOLD MEDAL TRADING LTD
GOLDEN CROWN HEAD-WEARS FACTORY LTD
GOLDEN EDGE GROUP LTD
GOOD HEALTH PRODUCTS (NEW ZEALAND) LTD
GRAND & WELL ENTERPRISES LTD
GRAND HORIZON LTD
GRAND RISE FOOD CO LTD
GREEN PARADISE HEALTH PRODUCTS INTERNATIONAL LTD
GREEN PHARMACIES (HK) LTD
HANG HEUNG BATH & BEAUTY MFG LTD
HARVEST WELL LTD
HEALTHCARELINE LTD
HEALTHY DELIGHT
HEALTHY FRIEND LTD
HELPEEZ (HK) LTD
HERBS GENERATION INTERNATIONAL LTD
HERBS N SENSES HEALTH PRODUCTS LTD
HEXON ENTERPRISES LTD
HIGHER GROUND LTD
HING FAT PLASTIC MANUFACTURING CO LTD
HIP WING CO LTD
HK OLDBROTHER INT'L GROUP LTD
HL DISPLAY HONG KONG LTD
HOI LEUN CO
HOME LIVING LTD
HON WORLD GARMENTS LTD
HONG FUK TONG (HK) CO LTD
HONG KONG BEST GINSENG & TONIC FOOD LTD
HONG KONG GREEN LIVES GROUP LTD
HONG KONG KEY BIOTECH LTD
HONG KONG RIELOWES CO
HPC TECHNOLOGY INTERNATIONAL LTD
HUNDRED MASTER LTD
HUNG HON INDUSTRIAL CO LTD
HUNG KWONG TRADING & MANUFACTURING CO LTD
HYGEIA LAND INTERNATIONAL LTD
HYSAN TRADING MEDICINE LTD
I G A LTD
ICEVILLE LTD
I-MODE TECHNOLOGY
INSTITUTE FOR THE ADVANCEMENT OF CHINESE MEDICINE
INTERNATIONAL FOOTNOTES (HK) LTD
INTERNATIONAL PERFUMERY DISTRIBUTOR HK LTD
J & E SELECTIONS LTD
J & K CHEMICAL (HK) LTD
J HOMAN LTD
JACKFORT (INT'L) CO
JANECLEARE HEALTHMART LTD
JB INTERNATIONAL SOURCING LTD
JETWELL INTERNATIONAL LTD
JF HOLDINGS LTD
JFK HOLDING CO LTD
JH FAR EAST LTD
JOY STAR CREATION LTD
JS VISION LTD
J-TEX (HK) CO LTD
JUNTECH AIR CONDITIONING EQUIPMENT CO
JUST MED LTD
KADO INDUSTRIAL CO LTD
KAME TOYS CO
KAOSTEA INTERNATIONAL LTD
KARLWAY DEVELOPMENT LTD
KIND TREASURE LTD
KINGS TOYS LTD
KINGSKY TECHNOLOGY LTD

KINGWORLD MEDICINE (HK) CO LTD
KL PLUS LTD
KONAMI DIGITAL ENTERTAINMENT LTD
KOREA CHERISH INTERNATIONAL GROUP (HK) LTD
KOREA LANEIGE INT'L BIOLOGY TECHNOLOGY GROUP LTD
KS LIVING LTD
KUDOS KNITTING (HK) CO LTD
KWAN HONG YUEN TRADING CO LTD
KWONG FAI CO
KWONG TAI AGENCY CO LTD
LAIKOK PHOTOGRAPHIC PRODUCTS (HK) LTD
LAKON INTERNATIONAL LTD
LANDIS BROTHERS & CO LTD
LAURO GAME ENTERTAINMENT LTD
LE COMPAS TRADING CO
LEAP INVESTMENT LTD
LED HOUSE LTD
LEEPHARM ENTERPRISES LTD
LIANN INTERNATIONAL LTD
LIFE IMPACT ENERGY LTD
LIFE SCIENCE ORGANIZATION NEW ZEALAND LTD
LIKO INTERNATIONAL FOODS CO LTD
LILY GROUP INTERNATIONAL (HK) LTD
MANLI TECHNOLOGY CO LTD
MARIGOLD ENTERPRISES LTD
MASTERLINE TRADING CO
MAX POWER CORPORATION LTD
MERRY INTERNATIONAL HOLDINGS LTD
METADESIGN LTD
MIDEA ELECTRIC (HK) LTD
MJC LTD
MODERN CREATION LTD
MULTI M CO LTD
MUSE DIGITAL LTD
NAN MEI DECORATIVE RIBBONS CO LTD
NELSON LTD
NEW ARTS CO
NEW GLOBE INTERNATIONAL GROUP LTD
NEW ZEALAND PRODUCTS ENTERPRISE LTD
NG FUNG FROZEN MEATS & AQUATIC PRODUCTS CO LTD
NXS AUDIO LTD
OFFICE SYSTEMS LTD
OLYMPIA CHINA LTD
ORGANIC LAND CO LTD
ORIENTAL INT'L HEALTH PRODUCTS CO LTD
OXO ELECTRONICS LTD
PA FAR EAST LTD
PACHAORGANIC FOOD LTD
PANASHIBA LTD
PEGA HK
PERFECT GIFTS & LIGHTS CO LTD
PERFECT HAIR & SKIN LTD
PERFECT SKIN MEDICAL LTD
PILOT ELECTRONIC (HK) LTD
PIXEL MAGIC SYSTEMS LTD
PODERA LTD
POLYBAG.COM.HK LTD
PRATA (FOOD) LTD
PROFILIA OF WEST GERMANY (FE) LTD
PROSPACE ASIA LTD
PSE ELECTRICAL MANUFACTURING CO LTD
REGINA MIRACLE INTERNATIONAL ENTERPRISES LTD
RELIABLE PARTNER CO LTD
RELISUCO LTD
RONGSHENG INT'L (HK) INDUSTRY CO LTD
ROYSON ENTERPRISES LTD
S & C WOOD PRODUCT MANUFACTURER
SAN YIE INTERNATIONAL HOLDINGS LTD
SEMA ELECTRONICS (HK) CO LTD
SENSE GRATIFY INTERNATIONAL FOOD CO
SERENITY TEAHOUSE (HK) LTD
SEWCO TOYS & NOVELTY LTD
SHING KEE FOOD CO LTD
SILVER STAR INTERNATIONAL LTD
SIMPSONS ENTERPRISE LTD
SKYCORP SOURCING LTD
SOJITZ (HK) LTD
SOUTH CHINA HOUSE OF TECHNOLOGY CONSULTANTS LTD
SPARK PRODUCT CO
START CHEER (HK) LTD
STD (FE) LTD
STRATECOM CO LTD
SUCCESS WORLD (HK) LTD
SUN BIO-SCI & TECH (HK) LTD
SUN MING MEDICINE CO LTD
SUNNY RISE ENTERPRISES LTD
SUPER MIRACLE LTD
SUPER ORGANIC CO LTD
SUPERWAY INTERNATIONAL LTD
SUPREME (ASIA PACIFIC) LTD
SUREWIT PROFITS LTD
SUTHERLAND CO LTD
SWISS-HITECH ASIA LTD

SYNERGY TECHNOLOGIES (ASIA) LTD
SYNO SYSTEM LTD
T & G (HK) HOLDING LTD
T & W DEVELOPMENT LTD
TACK FAT SWIMWEAR MANUFACTURING LTD
TCL OVERSEAS MARKETING LTD
TEAMWORK MARKETING LTD
TEENI ENTERPRISES (HK) LTD
THE CARTOON FACTORY HK LTD
THE HONG KONG SAR ZHONG-YI-YUAN LTD
THE LAND PHARMACEUTICAL CO LTD
TIME ZONE INDUSTRIES LTD
TIN YONG (HK) INDUSTRY LTD
TRADE-MART DEVELOPMENT LTD
TRANSWORLD LTD
TRIDENT FOOD CO
TSUEN LEE METALS & PLASTIC TOYS CO LTD
TWM GLOBAL LTD
UNICONCEPT ASIA LTD
UNION MEDICAL CO
UNIROSS BATTERIES (HK) LTD
UNITECH HOME APPLIANCES LTD
UNITED FRUIT CO LTD
UNIVERSAL EXPORTS TRADE LTD
V-8 FOOD DEVELOPMENT LTD
VENTURE GLOBAL LTD
VERATEX LTD
VERBATIM (HK) LTD
WAI BONG ELECTRICAL TRADING CO LTD
WAI FAT PHARMACEUTICAL CO LTD
WATTLY INTERNATIONAL GROUP LTD
WAVE NEW TECH PRODUCTS (HK) LTD
WHEALTH PRODUCTS CO LTD
WHOLE SUN LTD
WHOLESOME LIVING LTD
WILLIAM'S INTERNATIONAL SUPPLIES LTD
WILLTECH INDUSTRIAL LTD
WING KEUNG MEDICINE CO LTD
WING TAT HABERDASHERY CO LTD
WISDOM WELL TECHNOLOGY LTD
WORLD ESSENCE HOLDINGS LTD
WORLD HAIR COSMETICS (ASIA) LTD
WORLD-TECH (HK) CO LTD
XO INTERNATIONAL LTD
YAZA ASIA
YING FUNG INTERNATIONAL TRADING CO
YOUNG BEST INTERNATIONAL LTD
YU JIA RAINWEAR GARMENT LTD
YUMMY HOUSE INTERNATIONAL LTD
YUTRON TECH (HK) LTD
ZESTRA ASIA LTD
ZOOM INDUSTRIAL CO LTD

MANUFACTURER 製造業

AMERICAN UNICORN LABORATORIES LTD
ANJI FOODSTUFF (HK) CO LTD
BAYERN GOURMET FOOD CO LTD
BEIJING TONG REN TANG CHINESE MEDICINE CO LTD
CHAN CHAK MING FATHER & SONS INT'L CHINESE DELICIA LTD
EASTWARD FOODS & CO
FU WING WA FOOD HOLDINGS LTD
FU WING WA FOOD HOLDINGS LTD
HAN SHENG TANG HERBAL TECHNOLOGIES CO LTD
HIN LEE PLASTIC & SCREEN PRINTING LTD
HONG KONG MAY MEI CO LTD
KAM WAH HONG (INT'L) CO LTD
KEYSTAR THERAPEUTICS LTD
MANI TROMPP FOOD LTD
MARCHING PHARMACEUTICAL TRADING LTD
MATRIX PRINTING & PRODUCTION CO
MIRACLE CO
NIN JIOM MEDICINE MANUFACTORY (HK) LTD
ORIGINAL TASTE WORKSHOP LTD
PACIFIC TEXTILES LTD
RICH CHINA INDUSTRIES HOLDINGS LTD
SHUN HING TECHNOLOGY CO LTD
T C FOOD SERVICES
TAI PO CHUN HING LTD
TAK THAI TONG CHINESE MEDICINE FACTORY LTD
TIN KEE NOODLE PRODUCTS (HK) LTD
TOP PROFIT INTERNATIONAL INDUSTRIAL LTD
VIDA LABORATORIES LTD
WAH CHOW HERBS MANUFACTURING LTD
WINCO PAPER PRODUCTS CO LTD

RETAILER 零售業

A S WATSON GUZELLIK VE BAKIM URUNLERI A S
TOM LEE MUSIC CO LTD

WHOLESALE 批發業

GREEN SCIENCE INTERNATIONAL LTD
ISAWORKSHOP (HK) LTD
KORTEX INTERNATIONAL LTD

To contact GS1 Hong Kong members, please visit the "GS1 Global Membership Directory" on our website at www.gs1hk.org

欲聯絡本會會員，請登入本會網站 www.gs1hk.org 之「GS1全球會員名錄」



Hong Kong

GS1 Hong Kong 香港貨品編碼協會

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