GS1 Macau
澳門物品編碼協會

Forming a Trusted Source of Quality Product Information
建立可靠的優質產品資訊來源

![GS1 Macau logo]

About the Company 公司簡介

Established in in 2000, GS1 Macau is the local chapter of GS1®, a not-for-profit, global supply chain standards organisation headquartered in Brussels, Belgium, with over 110 national chapters in 150 countries. We aim to help local businesses ensure a fast, efficient and accurate flow of information with their trading partners all over the world.

GS1 Macau成立於2000年,是GS1®在澳門當地的分會。GS1®是非牟利的全球供應鏈標準組織,總會設於比利時布魯塞爾,並在150個國家擁有超過110家分會。我們致力協助本地企業,確保他們能與全球的貿易夥伴快捷、有效率及準確地互通資訊。

Background 背景

The tourism industry in Macau has experienced significant growth, lifting up the peripheral businesses in the wholesale, retail and trading sectors. GS1 Macau, the official barcode (GTIN) provider in Macau, is also witnessing a steady increase of the number of companies that needs the global standard for domestic and cross-border commerce.

GS1 Macau had been using paper forms for processing barcode applications, which was inefficient and prone to error. To enhance their productivity and the services to members, they decided to undergo a digital transformation by digitising the GTIN issuance and product information management process, and help their corporate members to expand their global footprint.

澳門的服務性行業在經歷顯著的增長後,亦帶動了周邊的批發、零售、貿易行業發展。作為澳門唯一的條碼(GTIN)官方供應機構,澳門物品編碼協會(GS1 Macau)留意到越來越多公司,都需要利用全球標準去推動其本地或跨境經貿業務。

以往GS1 Macau使用紙張表格來處理條碼服務的申請,這做法效率不高亦都容易出錯。為提升生產力及改善對會員的服務質素,GS1 Macau決定進行一次數碼轉型,將GTIN的簽發過程以及產品資訊管理過程數碼化,並且幫助其企業會員擴大他們的全球商貿足跡。

"GS1 Macau strives to embrace technology to better serve our growing number of members. With Macao Product Catalogue, our members will be able to create a globally-recognised product database in a single secure location, improving their efficiency greatly. GS1 Hong Kong has proved to be an indispensable partner who has carried out the project smoothly and easily, and we look forward to our future collaboration."

GS1 Macau致力透過科技為我們日益增長的會員提供更好的服務。憑藉「澳門產品目錄」,會員可在一個安全的地方設立具全球認受性的產品資料庫,大大提高營運效率。GS1 Hong Kong是我們不可或缺的夥伴,協助我們順利地落實整個計劃。我們期待將來雙方有更多合作機會。

Jack Chang,
CEO
執行理事
曾澤瑤

GS1 standards used or solution (s) / service (s) applied

• BarcodePlus Platform

應用的GS1標準或方案/服務

• BarcodePlus平台

Solutions

GS1 Macau asked GS1 Hong Kong team for assistance to develop a GTIN database. The project is divided into 2 phases, beginning with the setup of a product data repository and its homepage, based on GS1 Hong Kong BarcodePlus platform, with a suite of functions for administrators and users, like member account management, GTIN issuance and product information management, product search, etc.

The next step is to create interface with "Verified by GS1", a global cloud solution that will enable GS1 members to verify the identity of a product, as well as connection to WeChat and other platforms.

The portal, named Macau Product Catalogue for now, will empower GS1 Macau to provide its member companies and brand owners an effective B2B information exchange tool. This will keep their trading partners updated about new product information in an accurate and cost effective way. It will also forge a trusted source of product information that enhances product data visibility to consumers, reinforcing brand awareness and integrity.

The interface with WeChat will be particularly valuable to GS1 Macau members. It allows consumers to scan the product barcode using WeChat 'Scan QR Code' function to gain additional product information, and link to the designated e-marketplace, potentially boosting online sales for the merchants.

Working closely with GS1 Macau, the GS1 Hong Kong team delivers a one-stop service from installation and system setup, interface customization, training for its users, to system testing and go-live support. The project is expected to complete by end of 2019 and ready for use by GS1 Macau in early 2020.

Benefits

Two-pronged values will be realised upon completion of project:

For GS1 Macau
- Offer better service for members by providing product database, a possible new income stream
- Facilitate operational efficiency in GTIN issuance

For its members
- Maintain data integrity and protect brands knowing the product data is organised and secure at a single source
- Work more efficiently by sharing product data with trading partners
- Strengthen consumer trust by sharing product data with consumers
- Possibly increase sales and word-of-mouth via social media

解決方案

GS1 Macau已向GS1 Hong Kong團隊取經，建立一個GTIN數據庫。整個計劃分成兩個階段，首先以GS1 Hong Kong專利的BarcodePlus平台為基礎，建立一個產品數據庫及網頁，並設置一系列為管理員及用戶而設的功能，例如會員帳戶管理、簽發GTIN、產品資訊管理、以及產品搜尋等等。

下一步是以「GS1認證」建立介面。「GS1認證」是一個全球雲端方案，除了可以讓會員為產品驗明正身外，亦可以將有關資訊連接到微信或者其他平台。

平台現時暫稱為「澳門產品目錄」，GS1 Macau能以此為企業會員及品牌持有人提供一個有效的B2B資訊交流工具，讓他們與貿易夥伴之間以一個準確及具成本效益的方式即時取得產品資訊。這對顧客來說亦成為了一個可靠的產品資訊來源，提高了產品資料的透明度，從而加強品牌關注度及認受性。

與微信連接的介面對GS1 Macau會員來說將會是非常重要，因為消費者能夠以微信「掃一掃」的功能，在掃描產品條碼之後獲得更多產品資訊，並可鏈接到指定的網上商城，有機會推動商戶產品銷量。

GS1 Hong Kong與GS1 Macau緊密合作，香港團隊由系統安裝及設定、定制介面、用戶培訓、系統測試以至實際運作支援提供一站式服務。整個計劃預期會在2019年年底完成，並可於2020年初交予GS1澳門使用。

效益

計劃完成後將能帶來兩方面的效益：

對GS1 Macau
- 透過為會員提供產品資料庫，優化對會員的服務，甚至能帶來新的收益來源
- 加強在GTIN簽發方面的效率

對其會員
- 確保統一儲存的產品數據既井井有條亦穩妥安全，有助維持資料完整性及維護品牌價值
- 透過與貿易夥伴分享產品數據，提高營運效率
- 向消費者分享產品資料以增強消費者的信心
- 能透過社交媒體製造口碑及增加銷售量

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