

Start now to grow your business

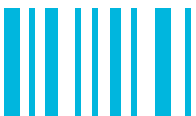
Beyond a Barcode

Innovate Your Business, Embrace the Digital Era



ONE CODE. ONE IDENTITY. INFINITE POSSIBILITIES.

123 456 789



Give every product a unique identity



Trade globally, major online & traditional retailers compliant



Use everywhere, from in-store point-of-sale to online selling

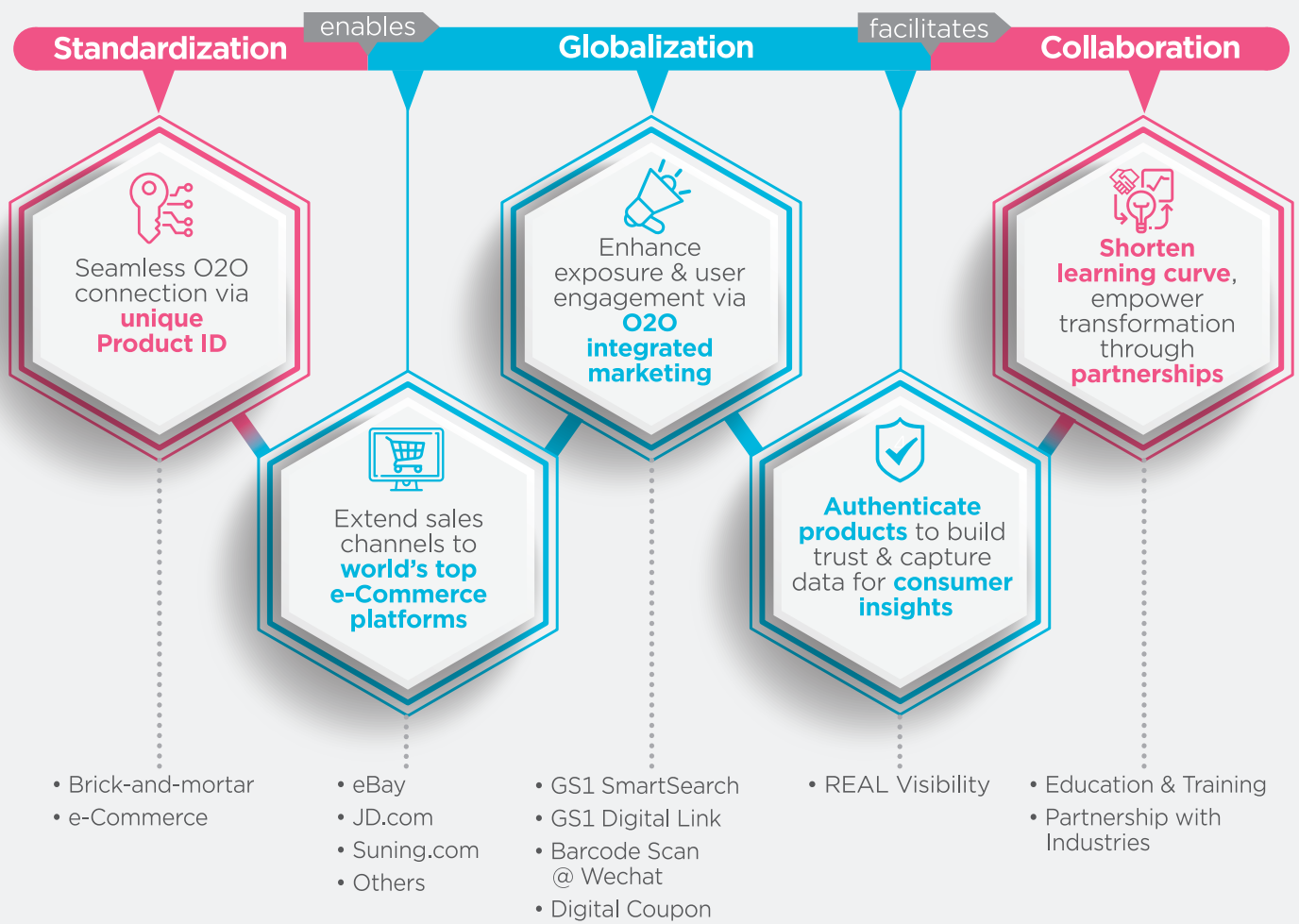


Connect to web and get your products discovered online



Connect and engage with consumers directly

Achieve New Retail Transformation with GS1 HK Integrated Services



Bridge Physical and Digital with **Unique Product Identity**



Carrefour
Tesco
Walmart
PARKnSHOP
Wellcome
Watsons
Mannings



- Define products sold on global markets
- Ensure consistent and accurate information across all channels
- Improve efficiency of store operation, product delivery and inventory management



Alibaba Group
Amazon
eBay
Google
Rakuten
Yihaodian



Extend Sales Channels to

World's Top e-Commerce Platforms

China



Enter mainland e-Commerce market easily through one-stop service of product listing, marketing and online customer service

Global



Apply GS1HK membership through SoldEazy to obtain GTIN, to speed up and ease listing of products on eBay

Join SoldEazy's Sourcing Platform, which matches suppliers and eBay's sellers efficiently, links member's products to global market at low cost.



Enhance Exposure & User Engagement via

O2O Integrated Marketing



GS1 SmartSearch

Use GS1 GTIN to enhance website ranking on major search engines such as Google, Bing, etc.



GS1 Digital Link

Web-enable product barcode with a URL to connect directly to brand-authorized content for enhanced consumer engagement and shopping experience



Barcode Scan @ Wechat

Connect & interact with over 1 billion WeChat users through one simple barcode scan



GS1HK WeChat Official Account

Leverage WeChat official account to promote brand stories & products, increase consumer stickiness

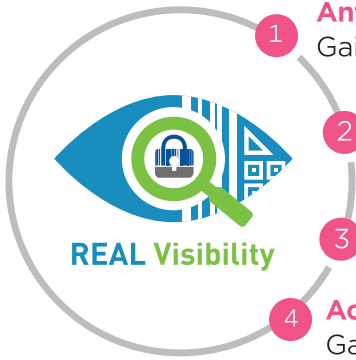


Digital Coupon Solution

Reduce human errors, save time & effort. Understand campaign effectiveness & consumer behavior through real time data



Build Consumer Trust with Product Authentication, Traceability & Consumer Insight



- 1 **Anti-Counterfeiting**
Gain consumer trust and detect fake items instantly
- 2 **Consumer Engagement**
Provide trusted product information and direct consumers to an owned-media engagement channel
- 3 **End-to-End Traceability**
Monitor and track products at real-time from the origin to the point of sale
- 4 **Actionable Insights**
Gain insights on consumer behavior and create future touch point



Shorten Learning Curve, Empower Transformation through Partnerships

Diversified Seminars, Workshops & Training Programs

Co-organize with industry experts such as Alibaba and eBay to help you grow quickly

Business & Solutions Partners Network

Gather experts from all aspects to help you accelerate digital transformation

Success Case Sharing & Featured Industry News

Stay on top of market pulse, latest trends and industry knowledge

What the 4 Digital Giants Say?

“ Unique product identifiers define the product that you’re selling in the global marketplace. They help match search queries with your offers. Providing a GTIN can help make your ads richer and easier for users to find.

Google

“ We verify the authenticity of product UPCs by checking the GS1 database. UPCs that don’t match the info provided by GS1 will be considered invalid. We recommend obtaining your UPCs directly from GS1.

Amazon

“ As a unique identifier for products, we recommend sellers to list your products with GTIN for more sales and marketing opportunities

Alibaba Group

“ For sellers, including these product identifiers not only increases your items’ visibility in eBay search results and navigation, it also improves your placement in search engines like Google and Bing, too.

eBay

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