

Centennial Japan Corporation Eyes
Borderless Market and Value Creation
to Grapple with Retail Gloom
百年日企看破市場邊界 堅守價值抗零售寒冬

World's First Carbon-Neutral Salad
by HK Start-up Found Untapped
Market
全球首款碳中和沙律 港初創拓藍海

Early 2D Barcode Adopters Gain
First-mover Advantages
本地商戶爭先採用二維碼

Digital Transformation Awards
Calls for Application
「數碼轉型獎」現正接受報名



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Executive Connect 管理層專訪

**Healthcare Group Banks on HK's Advantages
to Unlock New Opportunities in GBA**
藥企發揮港醫藥優勢 發掘大灣區新機遇



Unleashing the Infinite Power of Sustainability

可持續發展 機遇無限



TIME magazine has just announced the “World’s Most Sustainable Companies of 2024”[#], in which 5 companies are from Hong Kong and Mainland China, including New World Development in highest place at 43rd, and Sino Land at 153rd. Tencent, Yum China and WuXi AppTec also made the list.

Over 5,000 of the world’s largest and most influential companies are considered, then a rigorous 4-step methodology to identify the top 500 companies, evaluated on more than 20 key data points. Excluding non-sustainable businesses like fossil fuels or deforestation, the process was followed by assessment of companies based on external sustainability ratings, including key criteria like CDP (Carbon Disclosure Project) ratings; evaluation of the availability and quality of sustainability reports and its external assurance; the final step involved researching various ESG KPIs, e.g. proportion of renewable energy used, gender diversity in leadership, work safety, etc.

The France-based Schneider Electric tops the list, because it not only set ambitious targets to reduce its own emissions - carbon neutral by 2025 - 25 years ahead of UN net-zero goal, but also received a climate score of “A” from the CDP for 12 years in a row.

Large corps tend to have resources to practise ESG and make sustainability report, but how about SMEs? For GS1 HK members, the first and foremost must be the transition to QR code with GS1 standards to share info easily, like product / component origin, carbon footprint, recycling and reuse of packaging materials, which boost consumers’ right-to-know. 22 leaders from the world’s biggest companies, in fact, sign a global joint statement calling for the transition to QR Codes with GS1 standards to revolutionise the consumer experience. Details on P.7-8.

Zuellig Pharma, the cover story in this issue, has scored an “A-” rating on Climate Change from CDP, a leader in the industry. Its Managing Director in Hong Kong & Macao shared his strategies to realizing the net-zero goal, while spearheading in the paperless, digitalisation journey.

Kao launched refill pack since the 90s in Japan to reduce plastic waste at source leading to popular adoption today, and commits to recycling in Hong Kong. Future Salad, the world’s first carbon-neutral salad, boasts its minimal carbon footprint during production compared to the traditional ones, recognizing the importance of sustainable development in the very beginning.

Sustainability will be the common sense for companies of all sizes. We hope you get inspired reading our magazine.

《時代》雜誌剛公布全球500大可持續發展企業[#]，中港共5間企業上榜，當中新世界發展排名最高第43位；信和置業第153位；騰訊、百勝中國、藥明康德亦榜上有名。

雜誌從全球選出超過5,000間具規模與影響力的企業，以4大原則、20多項指標去確立頭500位：先篩走不可持續發展行業如伐木、石油業；審視企業對可持續發展的承諾與評級，如全球碳披露平台(CDP)評級等；資訊披露情況和透明度，如有否可持續發展報告等；以及整體ESG表現如可再生能源使用率、女性高層比例、工作安全等。

法國的施耐德電機(Schneider Electric)勇奪首位，除因自身訂立2025年淨零排放目標、比聯合國氣候大會協議早25年外，更連續12年獲CDP的A級認證等。

大企業資源充足，較易推行ESG措施、製作報告展示成果；中小企卻如何自處？對本會會員而言，最第一步莫過於採用加入GS1標準的QR碼，輕鬆披露訊息，包括產品/組件來源、碳足跡、回收或重用包裝方法等資訊，加強消費者知情權。事實上，22家跨國巨企領袖已共同簽署全球聯合聲明，呼籲全球商家採用加入GS1標準的QR碼，革新消費者體驗。詳情請閱雜誌7-8頁。

今期封面故事裕利醫藥亦獲CDP中氣候變化的A-級認證，是同行典範，其香港及澳門董事總經理亦致力在本地推行減碳節能項目，在數碼化、無紙化進程上位居前列。

花王早在90年代已在日本推出補充裝，旨在源頭減膠樽廢料，至今市面以補充裝佔多，同時在香港著力推動回收；而剛獲認證為全球首款碳中和沙律的Future Salad，其生產過程比傳統的碳排放更低，可說贏在可持續發展起跑線。

可持續發展將成為大中小企的日常，歡迎閱讀今期Business Connect，助讀者激發新思維、創新意念。

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《World’s Most Sustainable Companies of 2024》

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About GS1 Hong Kong 關於香港貨品編碼協會

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®. GS1 Hong Kong's mission is to empower businesses of their digital transformation, improve supply chain visibility and efficiency, ensure product authenticity, facilitate commerce connectivity and enable sustainable value chain through the provision of global supply chain standards (including GTIN & barcodes), and a full spectrum of platforms, solutions and services.

GS1 Hong Kong currently supports close to 8,000 corporate members from 20 sectors including retail & consumer packaged goods, food & beverage and food services, healthcare, apparel & footwear, logistics & ICT. By working closely with communities of trading partners, industry organizations, government, and technology providers, we can foster a collaborative ecosystem, paving the way for "Smarter Business, Better Life".

As a non-profit organization, GS1 develops and drives global adoption of supply chain standards. Headquartered in Brussels, Belgium, GS1 has over 115 national chapters in 150 countries.

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香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立,是GS1®環球組織的香港分會,提供全球供應鏈標準(包括產品編碼及條碼)及一系列相關平台、解決方案及服務,助企業數碼化,提升供應鏈透明度及效率、確保產品真確性、促進線上線下貿易及推動可持續價值鏈。

GS1 HK目前有近8,000名企業會員,涵蓋約20種行業,包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。本會與各貿易夥伴、業界組織、政府及資訊科技公司積極建立協作生態,實踐「智能商貿,優質生活」的願景。

GS1®是一家提供全球供應鏈標準的非牟利組織,總部位於比利時的首都布魯塞爾,擁有超過115個分會,遍及全球150個國家。

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Healthcare Group Banks on HK's Advantages to Unlock New Opportunities in GBA

藥企發揮港醫藥優勢 發掘大灣區新機遇

Christian Eberle

Managing Director, Hong Kong and Macao)
Zuellig Pharma

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董事總經理(香港及澳門)



27 August marks the 3rd anniversary of the Measures (Measures) of using HK registered drugs and medical devices used in HK public hospitals in Greater Bay Area (GBA). As of Mar 2024, 59 types of drugs and medical devices have been approved for urgent clinical use, supporting 19 designated hospitals that helped more than 5,000 patients*.

With the organisation's mission to make healthcare more accessible, Christian Eberle, Managing Director of Hong Kong & Macao, Zuellig Pharma, is optimistic about the in-depth integration of the GBA healthcare industry. Built on the company's end-to-end supply chain services, it plans to connect the GBA region's supply chain, while leading the industry in sustainable development by forging ahead with digitalisation, a green agenda, and corporate governance.

Go GBA

The Measures were promulgated by the Central Government in the Work Plan for Regulatory Innovation and Development of Pharmaceutical and Medical Device in the GBA, allowing designated healthcare institutions in the Mainland cities of the GBA to use Hong Kong-registered drugs and medical devices used in Hong Kong public hospitals with urgent clinical use.

As a leading healthcare solutions company in Asia, Zuellig Pharma has seized the opportunity to open the Zuellig Pharma Hong Kong Nansha Guangzhou Office and set up GBA HK & Macao Medical Products Information Centre with partners. "With our extensive network across Asia, we hope to become the preferred partner of Chinese pharmaceutical, medical device, and clinical research organisations," said Christian Eberle.

Besides "northbound flow", Zuellig Pharma welcomes the HKSAR Government's initiative named '1+' mechanism, a new drug approval mechanism to enhance and accelerate R&D and introduction of new drugs into Hong Kong. This is expected to drive the demand for more clinical trials from across the GBA, developing HK into a Health & Medical Innovation Hub by

*11 Apr, Guangdong Administration for Market Regulation 廣東省藥品監督管理局

實現大灣區港藥北上的「港澳藥械通」政策將於8月27日迎來三周年，截至2024年3月，政策累計批准指定醫療機構19家，已審批的臨床急需港澳藥品醫療器械59種，惠及5,000多名病人*。

裕利醫藥矢志實現「讓醫療服務更普及 (Making Healthcare More Accessible)」願景，其香港及澳門董事總經理艾伯樂 (Christian Eberle)亦看好大灣區醫藥產業深度融合的前景，冀透過其全面的醫藥供應鏈管理服務連通大灣區，並積極推動數碼化、環保、良好企業管治等，引領行業可持續發展。

大灣區發展

「港澳藥械通」政策是中央政府於2021年公布《粵港澳大灣區藥品醫療器械監管創新發展工作方案》中，容許在大灣區內地城市的指定醫療機構，使用臨床急需、已在本港上市的藥物及本港公立醫院已採購使用的醫療儀器。

作為亞洲領先的醫療服務供應商，裕利醫藥覷準機會，早前在南沙成立「裕利醫藥香港駐南沙辦公室」，並與業界夥伴設立「大灣區港澳藥械資訊交流中心」。艾





establishing a Drug Approval Authority based on “Primary Evaluation” in the long run.

Today, Zuellig Pharma works with over 50 multinational pharmaceutical companies and local manufacturers in Hong Kong & Macao, connecting them with over 56 hospitals and 6,100 clinics in the cities. The company distributes over 5,000 products, including prescription and OTC medication, vaccines and medical devices.

“Aside from distribution, we also work across the pharmaceutical supply chain and support clinical trials product supply, commercialisation, market access, patient care, technology and data analytics, and other value-added solutions that support the entire healthcare ecosystem.”



Innovation DNA

Zuellig Pharma has two distribution centres in Tuen Mun and Tsing Yi, spanning a total of 517,000 sqft. With its flagship distribution centre in Tuen Mun utilising the latest technologies like goods-to-man pick-and-pack system and cold chain storage with 24-hour monitoring, as well as an extensive delivery fleet equipped with air-conditioned storage, Zuellig Pharma has the ability to support end-to-end supply chain needs from the receiving, storage, and GMP repackaging, to the dispatching of essential medical products and equipment.

“We have embraced digitalization through and through – investing in a digitally-orchestrated supply chain with innovative features like mobile apps to support the delivery of healthcare products and a production-grade supply chain traceability solution for pharmaceutical companies – all for enhanced efficiency, traceability and medication safety, ultimately bringing extra protection to patients and healthcare institutions.”

Since 1996, Zuellig Pharma has been using GS1 HK’s ezTRADE, a B2B e-commerce community platform, to exchange tens of thousands of electronic POs and invoices with partners every month. Its senior executive **Mr. Andrew Wong has been a member of ezTRADE User Committee since 2008, a board that aims to improve ezTRADE service quality and bring enhancements to the community, promoting e-commerce in the local market.**

伯樂稱：「我們希望運用裕利醫藥亞太的強大網絡，成為國內藥械科研公司海外合作夥伴。」

除「港藥北上」，裕利醫藥亦歡迎特區政府推行「1+政策」，以優化及加速科研和創新藥物引進香港，促進香港及大灣區對臨床實驗項目的需求，有利香港發展成為醫療創新樞紐及建立「第一層審批」藥物註冊機構的遠景。

現時在港澳兩地，裕利醫藥與超過50家跨國及本地醫藥公司合作，為兩地56間醫院及6,100多間診所和藥房等、提供超過5,000款醫療用品，涵蓋處方及非處方藥、疫苗和醫療器械等。

「除了分銷配送外，我們更打通了醫療用品供應鏈的上下游服務，協助藥廠執行臨床實驗及研究、研發成果商品化、推進市場准入、病患護理、科技方案及數據分析，以及其他增值服務，支持締建完善醫療生態系統。」

創新DNA

集團位處屯門及青衣的物流中心共佔地517,000平方呎，最先進的屯門中心配備全自動「貨到人」(goods-to-man)揀貨及配送系統、全天候監察的冷凍倉庫等，亦擁有龐大的高規格冷凍車隊，提供收貨、倉儲、符合GMP標準的重新包裝及配送等一條龍的供應鏈管理服務。

「我們一直擁抱創新，如將供應鏈數碼化，推出支持藥品配送的手機app，讓醫藥公司追蹤產品即時動向的方案等，用以提升效率、可追溯性及用藥安全性，最終為病人及醫療機構帶來保障。」

裕利醫藥自1996年已應用GS1 HK的「通商易」B2B商貿社群平台，每月與業務夥伴來回傳送數以萬計的電子採購單及發票；而其管理層**黃志賢先生亦自2008年起已是GS1 HK電子商貿用戶委員會的委員。委員會旨在為「通商易」社群提升服務水平及帶來新功能，推動本地電子商貿發展。**

“ Digital solutions like **ezTRADE** are key to the future of the healthcare industry: not only to streamline documentation processes and improve data accuracy by reducing manual errors, but also to simplify our partners’ procurement and payment processes. We are able to introduce an auto-replenish feature where the system can automatically restock fast-moving drugs on a daily basis, ensuring that we remain agile and responsive to the evolving needs of patients.

像 **ezTRADE** 般的數碼方案對醫療保健行業發展至關重要，不單簡化文件處理工序，減少人手錯誤及提升數據準確度，同時加快夥伴的採購及付款流程；藉此我們更引入自動補貨功能，讓系統每天自動為快速銷售的藥品補貨，確保我們能靈活有效地應對病人不斷變化的需求。 ”

The company also adopted the GS1 DataMatrix standard to enable the tracking and tracing of medicines and healthcare products across the supply chain, and also aid shelf-life management up to and including the point of dispensation. “It helps our partners like hospitals, clinics, and pharmacies to capture important data such as GTIN, expiration date, and batch number automatically, eliminating any human error. At the same time, it manages their inventory efficiently, which is essential to their operational efficiency and patients’ medication safety.”

Digitalised Healthcare Barriers

For more than 25 years, Christian has been in various leadership roles in healthcare in Korea, Indonesia and the Philippines. He saw multiple challenges involved when it comes to embracing digital capabilities across the industry; for example, there is no one unified standard or technology established for the use of digital solutions, especially within the pharmaceutical supply chain, which could be difficult to ensure patient accessibility across the globe especially when organisations operate regionally or globally.

Data privacy and security are now also critical concerns in the sector. He notes that organisations should uphold the highest levels of ethics and compliance when implementing digital solutions, and adds that greater collaboration between the private and public sector will also be a key success factor to unleash the power of a digitally-enabled value chain.



公司還採用了GS1 DataMatrix標準，去實現供應鏈上的藥品及醫療保健產品追蹤追溯，並將產品保質期管理的功能延伸至產品應用地方。「此標準讓我們的合作夥伴如醫院、診所和藥房都能獲得產品關鍵數據如全球貿易貨品編碼(GTIN)、有效日期和批次編號等，減少人為錯誤的同時，更有效管理庫存，提升營運效率並保障病人用藥安全。」

醫療數碼化障礙

曾於韓國、印尼、菲律賓等地擔任醫療業領導層逾25年的艾伯樂認為，業界的數碼化進程存在著一定程度的難題，譬如在醫療供應鏈上並無統一的數碼化技術標準或科技，這尤其對跨國企業在不同地區營運時產生窒礙。另外數據私隱及安全性亦是業界必須關注重點。他相信各機構都需要遵從最高數據安全規範，同時指出公私營界別更緊密合作是推進數碼化的關鍵，方能充份發揮數碼化醫療供應鏈的力量。

Stationed in HK since 2 years ago, Christian observed that the local healthcare industry faces numerous challenges, such as an increasingly aging population, healthcare staff shortages, growing calls for a more sustainably-run industry, etc. Zuellig Pharma continues to invest in the quality and integrity of its supply chain to ensure products are distributed to its customers and partners in a timely manner, and in their intended condition, while keenly pursuing its sustainability goals.

Top 1% in Sustainable Development

For the third consecutive year, Zuellig Pharma has been ranked within the top 1% of organisations worldwide receiving an EcoVadis Platinum medal for their performance in environmental efforts, labour and human rights, ethics, and sustainable procurement. The company has reduced 38% of direct and indirect carbon emissions across operations, with more than 57% of energy generated from renewable sources.

Zuellig Pharma is also the first and only organisation in APAC in the industry group to receive an A- rating on Climate Change by the Carbon Disclosure Project (CDP), a global disclosure system and the gold standard of environmental reporting in the world.

來港2年多，艾伯樂已留意到香港醫療界別正面臨人口老化、醫護人手短缺、可持續發展要求日增等各項挑戰，而裕利醫藥亦不斷投入資源，改善供應鏈質量及完整性以準時、準確地將產品送到夥伴或顧客手上，並著力多方面推動可持續發展。

可持續發展的首1%

裕利醫藥連續第三年獲得永續評級機構 EcoVadis 授予白金級認證，並在所有受評估公司排名前1%，嘉許其在環保、勞工及人權、企業責任、永續採購等領域上的努力。

公司透過減低供應鏈碳排放的全方位行動，成功降低38%的溫室氣體排放量，並已在營運時採用逾57%可再生能源。裕利醫藥亦獲全球破披露平台全球環境資訊研究中心 (CDP) 在供應商參與度方面評為「A-」級，是亞洲同組別中首間及唯一一間獲此認證的公司。



“ Locally, we have achieved energy savings and better efficiency by installing smart lighting systems and upgrading our air-conditioners, deploying battery-operated vehicles and high-speed roll-up doors across our facilities. Besides paperless, digital trade, we have implemented water-saving initiatives and paper/cardboard recycling programmes, using reusable packaging for all our shipments between Hong Kong and Macao. These are all aimed at building a more sustainable, greener world for our future generations.

在香港，我們在辦事處及貨倉都已引入智能燈光及冷氣系統、部署電動車隊、安裝自動開關高速電閘等，以節約能源。除了數碼貿易減少用紙外，我們力行減省水資源、卡紙回收、於港澳運貨時採用可重用包裝物料等措施，冀為未來社會建設更永續、更綠色的環境。 ”



22 Leaders from the World's Biggest Companies Call for the Transition to QR Codes with GS1 standards

22跨國巨企領袖呼籲採用加入GS1標準的QR碼

26 Jun, 2024 marks the 50th anniversary of the first product barcode being scanned. On this day, 22 leaders from industry champions, signed a global joint statement calling for the transition to QR Codes with GS1 standards, unveiling the curtain of the 2nd barcode revolution. Together, they have a combined market value of over \$1.3 trillion USD, with operations in over 150 countries and reach billions of consumers worldwide – all aiming to advance global standards for efficiency, safety, and sustainability across the retail and consumer goods industries.

今年6月26日是全球首個產品條碼(GTIN)被掃描的50週年，22家跨國巨企領袖，共同簽署了全球聯合聲明，呼籲全球商家採用加入GS1標準的二維碼(QR碼)，標誌著第二次條碼革命的序幕。該批巨企的合併市值超過1.3萬億美元，偏佈超過150個國家和地區，每年接觸全球數十億消費者，目的為提升全球零售和消費品行業的效率、安全性和可持續性。

 <p>Gang Yu (Ruohai) Chief Technology Officer, Taobao & Tmall Group (Alibaba Group)</p>	 <p>Malina Ngai Group CEO, AS Watson Group</p>	 <p>Francesco Del Porto Global Chief Customer Officer & President Region Italy, Barilla Group</p>	 <p>Alexandre Bompard Chairman and CEO, Carrefour</p>
 <p>Prasit Mongkolkulsat Vice President, Purchasing, CP ALL Thailand</p>	 <p>Dr. Simon Papies Head of Logistics Division, Dr. Oetker</p>	 <p>John Ross, President & CEO, IGA Mark Batenic, Chairman, IGA</p>	 <p>Simon Han Vice President, JD.com Group; President, Department of Ecosystem Service, JD Retail</p>
 <p>Peter Fischer Member of the Board, Lidl International</p>	 <p>Nicolas Hieronimus CEO, L'Oréal</p>	 <p>Flint Cheng CIO, Tingyi (Cayman Islands) Holding Corp. (Master Kong)</p>	 <p>Pengcheng Li Executive President, Mengniu Group</p>
 <p>Bertrand Mothe CPO, Metro</p>	 <p>O. Ozgur Tort CEO, Migros Ticaret A.S.</p>	 <p>Silvia Bagliani Vice President & Managing Director Italy, Mondelēz International</p>	 <p>Béatrice Guillaume-Grabisch Executive Vice President, Group Human Resources & Business Services, Nestlé</p>
 <p>Jon R. Moeller Chairman of the Board, President & CEO, The Procter & Gamble Company</p>	 <p>Olivier Delaméa CEO, Savencia Fromage & Dairy</p>	 <p>Mark Smucker President, CEO & Chair of the Board, The J.M. Smucker Co.</p>	 <p>Shuiyuan Yun Vice President, Tsingtao Beer Group; President, Supply Chain, Tsingtao Beer</p>
 <p>Shaohua Meng Vice President, Henan Shuanghui Development Co. (WH Group)</p>	 <p>Zhanyou Yun Vice President, Yili Group</p>		



Revolutionising the Consumer Experience

顛覆消費體驗

QR Codes with GS1 standards can contain a wealth of product information that can be easily accessed via smartphones - from usage and recycling instructions, industry certifications, to carbon footprint and more - providing all the information consumers need for a better experience, while still being able to be scanned at checkout and warehousing that drive efficiencies along the supply chain.

建基於GS1標準的QR碼讓人以手機一掃即獲取大量資訊，例如使用方法、行業認證、碳足跡、回收說明等，提升消費者購物體驗之餘，同時仍能在結帳時、出入貨時被掃描以提升營運效率。

3 Major Benefits 3大效益



Show ESG Measures 展示ESG (環保、社會、管治) 措施

Present the origin of products and its components, carbon footprint, fair trade, recycling and ways to re-use packaging, etc.

展示產品和組件來源、碳足跡、公平貿易、回收或重用包裝的方法等訊息。



Uphold Food Safety 保障食品安全

Show if a product contains allergens, its production / organic certification, "best before" dates, etc., allowing expired foods to be rejected at checkout, and those close to expiry to be sold at reduced rates, thereby reducing food waste.

展示有否致敏原、生產或有機認證、過期日等，在結帳時避免出售過期食品，或促銷即將過期食品，減少食物浪費。



Boost Users' Experience 提升用戶體驗

Bring added-values to consumers, link to video instructions, treatment advice, styling tips, recipe suggestions and other product-related info.

為消費者帶來增值體驗，包括視頻教學、護理建議、造型建議、食譜推介或其他產品相關資訊。

Sunrise 2027 計劃

The signatories agreed to join forces to support QR Codes with GS1 standards to be widely adopted by the end of 2027, a project named "Sunrise 2027". To achieve this, a coordinated effort is necessary between manufacturers and retailers: manufacturers should start implementing QR Codes with GS1 standards on product packages, while retailers should ensure their point of sale (GS1) scanners are equipped to read the next generation barcodes.

The shift has already begun with the new technology being tested in 48 countries across the world, representing 88% of the world's GDP including Hong Kong and Mainland China.

是次全球聯合聲明其中一項是同意攜手推動「Sunrise 2027」計劃，目標是在2027年底時廣泛採用GS1標準的QR碼。為此，生產商應開始在產品包裝上應用GS1標準的QR碼，而零售商則應確保其GS1收銀系統能夠讀取2D條碼。

現時全球48個國家和地區、代表著全球88%GDP的經濟體都正在推進GS1標準的QR碼，包括中國內地和香港。

“As our customers have become increasingly digitally-savvy, adopting QR Codes with GS1 standards inside is important in providing a seamless O+O (Offline plus Online) customer experience. These QR Codes enable customers to easily access detailed product information with a simple smartphone scan, empowering them to make more informed purchasing decisions. At AS Watson, we are delighted to support this transition, and I'm confident that it will unleash a wealth of new opportunities ahead”

我們的顧客越來越精通數碼科技，利用加入GS1標準的QR碼對提供無縫的O+O線下及線上顧客服務至關重要。顧客能簡單以手機掃描此QR碼、輕鬆獲得產品詳情，有助他們作出更明智的購物決定。屈臣氏集團很高興能參與其中、支持變革，我深信這將激發更多新機遇。”

屈臣氏集團行政總裁倪文玲

Malina Ngai, Group CEO of AS Watson Group



Centennial Japan Corporation Eyes Borderless Market and Value Creation **to Grapple with Retail Gloom**

百年日企看破市場邊界 堅守價值抗零售寒冬

Miyashita Kazuya

President of Kao (Hong Kong)

宮下和也

花王(香港) 總裁



Kao, a brand that has entered Hong Kong market for more than 50 years, has been popular among the locals. During the pandemic, its household cleaning products were swept clean from the shelves, driving sales surge. However, rising northbound consumption soon after return to normalcy has greatly undermined the recovery of the retail and consumer goods. Mr. Miyashita Kazuya, President of Kao (Hong Kong), acknowledges the northbound trend brings novelty and much enjoyment to the locals, and believes the cross-border movement will continue to reshape consumption pattern, based on his keen understanding of the markets from various leadership roles in Kao Japan and Shanghai. Heeding to a “borderless” market strategy, he eyes Hong Kong as part of South China or even Greater China market and is committed to making life clean and beautiful for the communities.

New Products Surveyed to Fit for Market

Kao currently supplies more than 600 items across 20 different categories of products in Hong Kong, covering skin care and hair care, human health care and household cleaning. The extensive portfolio of products grows to become one of the most exhaustive product ranges in the Asia Pacific markets, offering Hongkongers loads of choices that take care of their daily personal and household needs.

“Consumers used to focus on the efficacy of disinfectant in our products during COVID, which now shift to prioritise the cleaning and deodorizing power, obviously because Hong Kong’s living space tends to be small and humid. For that we launched laundry detergents with new formula that are suitable for drying clothes indoor. To meet the needs of markets with the most suitable products, we have market research team here to study the local needs, and the results would be sent to the R&D and production unit in the headquarters for development.”

新冠疫情數年，植根香港50多年的花王品牌由於深入民心，其家居清潔用品經常被一掃而空、銷售成績斐然；卻沒想到復常不久，港人北上消費蔚然成風，對本地零售及消費品構成挑戰。花王(香港)總裁宮下和也(Miyashita Kazuya)坦言，北上消費確實為港人帶來新鮮感、舒適享受。曾於花王日本及上海任職管理層的經驗讓他洞悉到，中港人口流動將持續改變消費模式，所以他會把香港與整個華南市場、以至大中華市場整合來看，用Borderless(不分邊界)的視野去經營管理，實踐為消費者創造美好生活的承諾。

新品經調研 切合市場

花王現時於本港推出超過600款貨品供消費者選擇，涵蓋美容及頭髮護理、健康護理及家居清潔等超過20項產品類別，照顧港人日常個人護理及家居需要，香港亦是東南亞地區最多產品類別的市場之一。

「消費者在疫情期間會著重產品的殺菌功能，現時則較關注潔淨除臭功能，因香港居住空間狹小、潮濕，所以我們推出全新潔淨防『嘔』的配方，適合室內晾衣使用。我們在香港有市場研究團隊，負責進行市場調查，再將結果送往總部的生產和科研基地，繼而根據不同市場所需推出合適的產品。」





In the first half of 2024, Kao launched more than 20 new products providing new functions and improved features for consumers. The company has just launched a new mosquito repellent product with Japan's patented technology that can form a natural mosquito shield on human skin, to prevent mosquitoes from adhering to the skin. Mosquito Block is a product based on a completely different concept from conventional products that directly apply extremely powerful insecticidal ingredients; it can be used safely and also suitable for kids with delicate skin.

Technologies must Support Companies Inside Out

Endowed with over 130 years of reputation, Kao has been pursuing innovation and staying in the frontline along the years. The company had joined the major retailers in Hong Kong to automate supply chain operations with the use of barcode since GS1 HK's inception 35 years ago. It also adopted ezTRADE, a B2B e-commerce community platform, to digitalise trade processes with business partners every day, which now grows to processing about 1,800 purchasing orders and invoices monthly on average.

Mr. Miyashita insists that technology must be human-centric, "From barcode to ezTRADE, and to the latest AI technologies, they should be built around the purposes to either lessen the burden of employees in office, or add value to customers. The barcode and platforms by GS1 HK have not only helped us reduce the document processing time, but also ensure on-shelf availability that offers customers abundant choices as they need it. We see GS1 HK as our valuable partner."

單在2024上半年，花王已在本港推出20多個新品，不斷為消費者帶來創新及進階的產品。公司最近推出具備日本專利「防蚊立」技術的全新產品，標榜一抹形成天然防蚊保護膜，令蚊子無法站立於肌膚上。「防蚊立」技術有別於與傳統防蚊技術，不再以難聞化學氣味減少蚊子干擾，而且產品成份安全，適合兒童幼嫩肌膚使用。



科技需要有助企業內外兼修

有130多年歷史的花王一直以創新思維推陳出新，走在時代變革前沿：當年在GS1 HK成立首年便即以條碼驅動供應鏈管理自動化，與各大零售商同步；其後亦加入「通商易」B2B電商社群平台，與貿易夥伴每日進行接收訂單、開立發票等交易程序，現每月在平台上傳遞的採購單及發票各約有1,800張。

宮下先生認為再新的科技都必須以人為本：「由條碼至『通商易』，以至最新人工智能技術，都應符合部署原則：對內能減低員工的負擔，或者對外為顧客帶來附加價值。GS1 HK提供的條碼和技術，既能減省員工處理單據時間，亦有助確保貨架貨品充足、滿足消費者，是花王不可或缺的夥伴。」



35 Years On: Kao HK used HK\$100,000 to get lucky barcode prefix "8888" since 1989

同行三十五載：花王香港於1989年曾以港幣\$100,000投得「8888」幸運公司條碼，沿用至今

A more recent example of technology adoption, Kao's brand, Liese, launched an augmented reality (AR)-based simulation camera online, called "Virtual Try On". It enables users to conveniently preview hair coloring options, attracting large number of consumers to try out.

Driving Sustainability with "Kirei" Vision

Besides innovation, Kao is committed to engaging consumers to pursue "Kirei Lifestyle". Kirei is a Japanese term describing something that is clean, well-ordered and beautiful. For Kao, this concept of Kirei not only describes appearance, but also attitude - to seek to create beauty for oneself, and also for other people and for the nature.

Built on the success of the plastic bottle recycling programme with PNS, PARKnSHOP eCommerce platform last year, Kao reactivates the scheme this year. The 2 unique features of the scheme are: 1) Consumers can recycle their plastic bottles without leaving homes, because the deliveryman with online order can take those to recycle; 2) The bottles collected are upcycled and transformed into flower pot or other useful items, truly give new life to old plastic bottles.

Special programme aside, Mr. Miyashita emphasized that Kao rinse-off products are made free of microbeads and have been striving to substitute environmental unfriendly chemicals with sustainable materials. "Kao launched refill packs in Japan in the 90s, since then, 70-80% of our household products are refill packs in-store. Hong Kong has started refill business development late but we will strive harder to promote refill usage in future. I expect that with the government's active promotion and the continuous improvement of consumers' environmental awareness, this will help reduce the use of plastic at the source."



Mr. Miyashita advises local enterprises to broaden their market horizons, leverage their own strengths and stick to their core values. Kao deeply understands the needs of consumers, and through innovation and imagination, will continue to add value to consumers and create a more beautiful life.

宮下先生寄語本地企業應擴闊市場眼界，利用自身優勢，堅持核心價值經營下去。花王便是深入理解市民所需，透過不斷變革創新，為消費者持續增值，創造更美麗生活。



公司旗下品牌Liese亦曾利用擴增實境(AR)技術，推出網上髮色模擬相機Virtual Try On，讓用戶預覽染髮效果，吸引大量消費者試玩。

「Kirei」原則推動可持續發展

除創新外，花王銳意引領消費者共創「Kirei Lifestyle」。日語「Kirei」一詞用以形容兼具乾淨、整潔和美麗的事物，對於花王來說，「Kirei」的概念不僅描述外表，也描述態度：一種為自己、為他人以及為大自然創造美的渴望。

花王今年將會延續去年與百佳超級市場網上平台PNS網購的合作，再度推出其膠樽回收計劃。計劃2大特別之處在於市民毋須親自把膠樽交到回收站，而是由銷售配送隊伍到顧客家中收集；而回收得來的膠樽會被升級再造成花盤等用品，真正為舊膠樽賦予新生命。

宮下先生指除了特別企劃外，花王亦強調旗下所有沖洗型產品不含微膠珠，並積極以可持續原材料取代對環境不友善的化學物質。「花王在90年代已於日本推出補充裝產品，現時市面『家居清潔』類別7至8成產品都是補充裝；香港起步較遲，我們未來會加強推廣。我預期隨著政府積極推動，以及消費者的環保意識持續提升，都有助源頭減少塑膠使用。」



Early 2D Barcode Adopters Gain First-mover Advantages

早用早享受 本地商戶率先採用二維碼



Local merchants are using QR codes with GS1 Standards to enhance customer experience. Developed by GS1 HK, 1QR is a multi-purpose QR code built based on GS1 standards that allows business to enjoy numerous opportunities.

多家本地商戶已率先採用加入GS1標準的QR碼，為買家提供增值體驗。1QR由GS1 HK開發，加入GS1標準，能一碼多用，讓商戶佔盡優勢。

For Check-out & Customer Engagement 結帳用並與顧客互動

Nikuya-O, a food store specialises in Japanese Wagyu beef, launches new product packaging with highlights on its premier quality. Employing POS system with built-in QR code reader, the company uses 1QR for cashier check-out, customer engagement, inventory management, food expiry date management, with 1 single QR code.

日本和牛食材店肉屋王推出全新產品包裝，冀突出其牛肉頂級品質。公司安裝了具掃描二維碼功能的POS系統，選用1QR作收銀、顧客互動、存貨管理、食品過期日管理等用途。



Promote Tea Culture & Sales 弘揚茶文化 解鎖流量密碼

Va Luen International founded Elite Tea to promote Chinese tea culture, making use of tech and internet to target the young segment. The brand uses 1QR to let consumers scan with mobile for diversified product information, and leveraged digital coupon solution to create promotion campaign to boost interest, enhance consumer trust, interactions, and stimulate trial and re-purchase.

華聯國際創辦菁藝茗茶以推廣中國的茶文化，善用科技及網絡針對年輕客群宣傳。品牌以1QR讓消費者以手機掃描、查看產品資訊，再配合電子優惠券推廣促銷，達到加強消費者信心、增強互動和顧客好感，刺激新客消費、鼓勵舊客回購等成效。



Draw the New & Young, Reduce Dated Info 吸年青新客 減過時資訊

Originating from Taiwan, the 60-year-old Maruwa Japanese food trader aims to attract new customers and younger generations through new product packaging. The packaging incorporates "1QR" for consumers to play games to win products, access new products and latest offers, which strengthen consumer engagement and minimise outdated information on printed matters.

來自台灣、擁60年歷史的丸和日式食品欲透過全新產品包裝吸納新顧客與年輕客群，遂以1QR加強與買家互動，玩遊戲贏獎品及宣傳新品和新優惠，減少紙本宣傳品資訊過時問題。



World's First Carbon-Neutral Salad by HK Start-up Found Untapped Market

全球首款碳中和沙律 港初創拓藍海

Angus Au

Co-founder and CMO, AllKlear Health

歐曉峰

全清聯合創始人暨首席市場官



Recognising the poor intake of fruit and vegetables by urban populations, AllKlear, a food-tech start-up, developed a “drinkable”, powder-form salad that has the nutritional content of 6 bowls of salad in a sachet, by making use of aerospace-grade technology called Krystallos Sublimation Drying Technology. The product significantly reduces carbon emission by 98% required for storage space, transportation, etc. than the normal salads, earning it the merit as the world's first carbon-neutral salad. The company is hopeful to take lead in this brand-new generation of sustainable future health foods in the market.

Growing Different Customer Bases in 5 years

Angus Au, Co-founder and CMO of AllKlear Health, shared his start-up experience. “Future Salad was conceived by a doctor, one of our partners. What stands apart from traditional salads is its 2 years of shelf life, while ordinary vegetables are perishable, or simply costly to eat out, so the debut of Future Salad in 2020 immediately drew the attention from the health-conscious, 30 to 40-year-old buyers, who wished to boost immunity with more balanced diet. 1 year later, we saw a need of change to position our brand younger, more futuristic, and it has quickly become the 25 to 35-year-old's favourite for detox and losing weight.”

In some 4 years, Future Salad has expanded to Mainland China, Taiwan and Thailand with an annual production volume of 150 million units, partly because of its exceptional online marketing strategy. Knowing the importance of word-of-mouth reviews and comments online, Angus invited media, KOL, youtuber, etc. to try and share, effectively captivated many young consumers on social media.

都市人飲食缺少蔬菜水果，本地食品科技初創AllKlear針對此痛點，運用「太空食品級」冷凍乾燥技術製作即沖沙律飲品Future Salad，較傳統沙律營養成分高5倍、運輸及儲存的碳排量少98%，更獲全球首款「碳中和」沙律認證，公司冀以此開拓可持續健康食品的新藍海。

創業5年 多途徑增客源

AllKlear全清聯合創始人暨首席市場官歐曉峰(Angus)分享創業經歷：「產品由我們的醫生夥伴開發、能保質2年，相對新鮮蔬果易腐爛，而出外食菜較貴等因素，我們2020年甫推出已吸引大量注重健康的30-40歲用家，冀以均衡飲食增免疫力。產品面世1年後，我們將品牌定位年輕化、更前衛，隨即獲25-35歲客群追捧，變成排毒瘦身良方。」

Future Salad短短4年間迅速由香港拓展至中國內地、台灣、泰國，商品年產量逾150萬，部份歸功於其精準獨到的網絡營銷策略。Angus明白於網絡世界建立口碑的重要性，因此廣邀媒體、KOL、直播主試飲及分享意見，於社交媒體俘虜大量年輕消費者。





Snooping Around for Opportunities

“Some parents find it hard for their kids to eat dietary fibre foodstuffs like vegetables, and asked if Future Salad fit for children. For that we are going to introduce children formula with probiotic and fruitier flavour to meet their needs.”

After securing a foothold in Hong Kong, Future Salad ventured into Taiwan as a health food alternative and was immediately met with welcome arms, mainly because Taiwanese are keen to spend on their health due to a strong wellness culture. The market grows fast even the products price are 15% higher than in Hong Kong. To keep up the momentum, the company decided to further invest and set up local manufacturing facilities. Extensive promotional campaigns were rolled out across Taipei city, headlined by Taiwanese celebrity Ella Chen as spokesperson, who is expected to influence the Mainland Chinese consumers as well.

The Stumbling Blocks

“We have been developing China market in tandem, tried livestream shopping platforms like Xiaohongshu and Tmall, also online seeding, but the market takes a lot of time and resources to grow, so at the moment we focus on Taiwan and the new international market.”

Despite success in Taiwan, Future Salad faced a new problem: counterfeit products emerged made by the bogus manufacturers. The company thus enlisted the help of GS1 HK's Real QR to authenticate the products to ensure food safety. “Our CS staff once received a call that our product taste and texture had changed, that's how we found the counterfeits have been using our packaging to sell online. We tested the items in lab and found the ingredients were completely different, so we took immediate action to protect our consumers.”

The company plans to launch products with REAL QR labels in Taiwan this August. Consumers can simply scan the patented micro-printing encrypted QR code on the packaging with their mobile phones, the “Real QR” app or website will pop up that allows authentication of the products.

到處發掘機遇

「不少家長絞盡腦汁讓孩子多吸收蔬菜纖維，問我們產品是否適合小孩；有見及此，我們將推出兒童配方，果味較濃，並加入益生菌，適合小孩營養所需。」

Future Salad於香港站穩陣腳後，便以健康消費品姿態進軍台灣。台灣養生文化濃厚，肯花錢於健康，即使產品定價比香港高15%，營業額仍快速增長。公司便決定當地投資設廠，亦於台北市面鋪天蓋地作宣傳，包括邀請台灣藝人陳嘉樺(Ella)為品牌代言人，期望將宣傳效果輻射至中國內地。

發展不乏挑戰

「公司於同期發展中國內地市場，以小紅書、天貓等直播平台宣傳帶貨，或在網絡『種草』等，唯內地市場需投入更多資源和時間去增長，故暫時將重心放在台灣和即將開發的國際市場。」

Future Salad在台灣成績亮麗，惹來「山寨」廠覬覦推出假冒品；公司找來GS1 HK的Real QR協助驗證真品、保障食品安全。「有客服同事收到查詢，說產品口感有變，竟發現有假貨盜用我們包裝作網上銷售，經化驗後發覺成份根本不同，我們當然立即行動保障用家。」

公司預期於8月在台灣推出貼上Real QR的產品。消費者只需以手機掃描包裝上專利微印刷加密的二維碼，「真的碼」程式或網站隨即彈出，讓消費者即時得知產品真偽。



“ Food safety is always our no. 1 priority as a food company. The patented technology provided by GS1 HK helps us protect customers from counterfeits, bust the piracy, keep our reputation intact, and most importantly ensure consumers’ wellbeing and build trust, with just a mobile scan. It means a lot to us.

作為食品企業，食品安全至關重要。GS1 HK能提供專利技術防範顧客受誤導、打擊侵權行為、維護我們品牌聲譽，更重要是以簡單手機掃描便能保障消費者健康、鞏固信心，對我們可謂不可或缺。 ”



World's First Carbon-Neutral Salad

Compared to traditional salads, the manufacturing process of Future Salad produces less carbon emission - certified by SGS, an international audit organisation - the company has gone extra miles to buy the carbon credit provided by Verified Carbon Standard, a globally-recognised greenhouse gas crediting programme, from the Hong Kong Stock Exchange's Core Climate platform, and become the world's first carbon-neutral salad. It also plans to switch to electric-powered truck and use energy efficient lighting control system, etc. in the long-run, aimed to meet the net-zero goal.

Future Salad is expanding to the US through Amazon, where consumers are generally more sophisticated and look for higher sustainability standards in brands. “We are committed not only to boosting personal health but the health of the earth too. As a start-up, we need credible international organisations like GS1 and SGS to showcase our efforts and results.”

Angus believes there are many opportunities for local start-up, and urges fellow companies to join competition to raise profile, at the same time seize any funding option to keep evolve and grow at full scale.

Angus認為本地初創機遇無限，寄語同行可參加比賽揚名，提高知名度，並捕捉集資機會，方能擴大規模、充份發展。

全球首款碳中和沙律

Future Salad的生產過程比傳統沙律的碳排放更低，結果已獲國際認證機構SGS核實，公司並從香港聯交所的Core Climate平台購入具國際認可的核證碳標準 (Verified Carbon Standard) 的碳信用 (Carbon Credit) 成為全球首款「碳中和」沙律，長遠更計劃透過使用電動貨車、節能照明系統等實踐綠色營運，達成零碳目標。

Future Salad剛於亞馬遜上架，準備打入更成熟的美國市場，消費者對其可持續發展要求更嚴格。「為強化品牌價值，我們對消費者的承諾不只在個人健康，也在地球健康層面。而身為初創，我們需要依賴具公信力的國際機構如GS1和SGS等來展示我們的成果。」





數碼轉型獎



Get Exposure
增加曝光

Rise to Fame
揚威業界

Draw Businesses
招徠商機



Objective 目的

Recognise businesses that have successfully embraced and implemented digital transformation initiatives
表揚及推廣成功推行數碼改革及轉型的企業

Enter for FREE
免費參加



Eligibility 參加資格

Open to all GS1 HK members, co-application with vendors or solution providers accepted
只接受香港貨品編碼協會(GS1 HK)會員參加，並可聯同其他服務及方案供應商參賽

Application Deadline 截止日期

15 August 2024



Awards Categories 獎項類別



Award Presentation Ceremony

@GS1 HK Summit

頒獎典禮將於GS1 HK高峰會上舉行

For more information

詳情請瀏覽



1 Nov 2024 (Fri) | HKCEC | English

(some afternoon sessions in Cantonese)

IOT Data Hackathon Award Ceremony Concluded 首屆IOT Data Hackathon賽果出爐



The IOT Data Hackathon 2024, organised by GS1 Hong Kong in collaboration with Hong Kong Cyberport Management Company Limited and The Hong Kong Science and Technology Parks Corporation, concluded on a high note with the award ceremony held in the “Elite Innovators Forum” of Digital Economy Summit 2024. A total of 10 awards were presented to 8 winning teams, heralding their remarkable efforts.

Designed to bring together young innovators and data enthusiasts in Hong Kong to harness the power of IoT data for building impactful solutions and tackling real world business challenges, the programme tapped on 2 main themes – Smart City and Smart Supply Chain – and attracted over 80 teams of local tertiary students and business professionals, to explore the potential of IOT data in tackling real world challenges.

Over a span of nearly 3 months, 22 teams emerged as finalists as they collaborated to ideate, develop and pitch innovative solutions to address the challenges. A dedicated group of 22 mentors, consisting of industry professionals and subject matter experts, provided valuable guidance and mentorship to the shortlisted teams throughout their hackathon journey, in which 8 teams were selected after a rigorous evaluation process by the judging panel.

由GS1 HK主辦、香港數碼港管理有限公司和香港科技園公司協辦的首屆IOT Data Hackathon 2024於早前數字經濟峰會上舉行了頒獎典禮，8個團隊勇奪殊榮，獲頒發共10個獎項。

IOT Data Hackathon 2024旨在匯聚本地年輕創新菁英、數據人才等共同探索IoT數據的潛力，解決現實難題，發揮創新思維。活動提出「智慧城市」和「智慧供應鏈」兩個範疇的挑戰題目，吸引了超過80支本地專上學院學生和專業人士團隊踴躍參與。

歷時近三個月的賽程中，22隊晉級隊伍攜手合作、構思、開發並展示創新解決方案；而22位來自不同專業領域、經驗豐富的導師也有為各隊提供指導，最後由評審團選出8隊表現突出隊伍。

The winners of the IOT Data Hackathon 2024 得獎名單如下

Student Stream 學生組



Champion 冠軍



CHML - Renovation of In-Store Inventory System



First Runner Up 亞軍



Roomates - Smart Charge



Second Runner Up 季軍



TEAM CITYU - SparkLink



Professional Stream 專業組

- Champion 冠軍**
TriTerra Technology Limited
- Car Park Load Shifting Charging System
- First Runner Up 亞軍**
Reunion - Smart Plug
- Second Runner Up 季軍**
DevAdventurers
- All-In-One Monitoring & Predictive Manaintence Platform



Special Awards 特別獎

- Best ESG Achievement Award**
CECAS - CAIOT Lift & Escalator Maintenance System
- Innovator of Secure by Design**
RightPick Technology Limited - Cybersecurity Solution
- Smart IoT Solutions Award for EV Charging (Student Stream)**
TEAM CITYU - SparkLink
- Smart IoT Solutions Award for EV Charging (Professional Stream)**
Reunion - Smart Plug



For detailed information and updates about the IOT Data Hackathon 2024, please visit
有關IOT Data Hackathon 2024詳情, 請瀏覽 www.gs1hk.org/iotdatahackathon



Enhancing the “ESV” of Supply Chain

@Digital Economy Summit

供應鏈「效率、可見、永續」要訣 @數字經濟峰會

At Digital Economy Summit, our Chief Executive Anna Lin exchanged insights with Logistics and Supply Chain MultiTech R&D Centre, Port of Hamburg Marketing, Mitsui O.S.K. Lines Limited and China Merchants Port Group Co Ltd. on the ways to enhance supply chain “Efficiency”, “Visibility” & “Sustainability”, noting the importance of supply chain digitalisation and the adoption of global standards to ensure seamless data sharing for stakeholders to respond & react to changes in the supply chain.

於數字經濟峰會上, 本會總裁林潔貽與物流及供應鏈多元技術研發中心 (LSCM)、漢堡港、商船三井同招商局港口集團股份有限公司交流, 探討提升供應鏈效率、可視化及可持續發展要訣, 其中談及供應鏈數碼化的重要性, 並透過全球標準可確保數據互聯互通, 令持份者可以及時應對供應鏈上的變化。



Digital Identity in OpenBIM Builds Sustainable Future

於OpenBIM上應用數碼身份 構建可持續未來

@buildingSMART International – Asia Summit 2024

At the event, Dan O’Gorman, Engagement Consultant of Construction from GS1 Ireland and our Chief Executive Anna talked about how Digital Product Journey throughout the end-to-end lifecycle support smart cities development in a sustainable and safe way, under the theme “Building a Sustainable Future: Leveraging Interoperable Identification for OpenBIM”.

GS1 standards for identification and product data exchange enhance supply chain efficiency, enabling interoperability between stakeholders in BIM processes, laying the foundation for life cycle traceability of building materials, which supports the construction industry with better authentication, enhanced compliance and increased sustainability.



GS1愛爾蘭建築業界拓展顧問Dan O’Gorman和GS1 HK總裁Anna獲邀出席buildingSMART International – Asia Summit 2024,並就主題「建設可持續未來:利用互操作標識推動開放式BIM」進行分享,探討數碼產品生命週期如何支援可持續和安全的智慧城市發展。

GS1標準令數據互通(interoperability),不單符合DPP(數碼產品護照)對建築物料及資產的要求,亦提供穩妥架構,有助BIM流程中不同單位高效安全地傳遞訊息,以至聯通整個建築行業持份者。



GS1 General Assembly 2024 Concluded in Italy

GS1大會於意大利圓滿舉行

GS1 General Assembly 2024 had brought together the GS1 Management Board, leaders from GS1 Member Organisations worldwide and senior industry executives, to explore the future strategy of GS1 and share best practices under the theme of “The Art of Transforming Tomorrow”.

Ms May Chung and Mr Roy Ng, GS1 HK Chairman and Vice-chairman, together with Ms Anna Lin, our Chief Executive, attended the event. Ms Chung shared how GS1 HK put its “innovation DNA into action” to support members, building on pillars like technologies, data and global standards to fuel growth; whereas Anna talked about the progress and best practices of advancing 1D barcode to 2D, with highlights on Hong Kong’s research & innovation experience.



GS1大會(General Assembly 2024)匯聚GS1董事會成員、全球分會領導層及業界高層,在「The Art of Transforming Tomorrow」主題下探討GS1未來策略,為GS1提供發展方向。

本會主席鍾美玲女士、副主席伍俊達先生及總裁林潔貽女士都出席參與。會上,主席鍾美玲以「Innovation in Action」發表演講,提及GS1 HK如何以創新DNA,結合科技、數據及全球標準,推動GS1 HK會員創新及業務發展;而總裁林潔貽亦分享本會在推動1D條碼到2D的進程及創新突破經歷。



Defying Northbound Travel Wave with Service Excellence 抵禦北上潮 靠軟實力提升服務體驗



85 local companies had been recognised as “Consumer Caring Companies” at our 35th Anniversary Gala Dinner. Their customer-first commitments and actions are validated, showing on-going endeavours to improving products and services.

85家企業於本會35週年晚宴上獲頒「貼心企業嘉許」，經評估後認證其「以客為先」精神，並不斷改善產品及服務質素的努力。

10 Years+ Recognition 「十年+賞」



5 Years+ Recognition 「五年+賞」



5 Years+ & 5 Years Recognised Companies 「五年+賞」及五年賞得主



Recognised Companies of 2 Consecutive Years or Above & New Awardees 連續2年或以上的貼心企業得主及新入選企業



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Learn More & Join
了解更多及參加





GS1 HK's 35th Anniversary Gala Dinner 香港貨品編碼協會35週年晚宴



Close to 600 distinguished guests dressed in their dazzling outfits joined the event themed “Dazzling Hong Kong”, marking the debut of our 35th Anniversary celebration programmes. A range of entertainment including a LED flag show that showcased GS1 standard-based solutions and services in an innovative way; “GS1 HK Sing & Shine” session where executives across industries sang and performed, showcasing our long-standing connection with industry members & partners.

There were also Best Dress Awards, Award Presentation Ceremony of Consumer Caring Scheme, breathtaking performance by Eliza Chan, as well as Grand Lucky Draw, filling the party with cheers and joy.

近600名嘉賓華麗盛裝出席主題為「閃耀香港 Dazzling Hong Kong」的晚宴，揭開本會35週年慶祝活動的序幕。當晚節目豐富，包括LED旗幟表演，以創新方式展示本會各個以標準為基礎的平台及方案；「GS1 HK Sing & Shine (GS1 HK好聲音)」環節，由跨行業人士演唱，彰顯本會多年來一直聯繫業界。

另外還有最佳服裝獎、「貼心企業嘉許計劃」頒獎典禮、知名女歌手陳潔靈的勁歌熱舞表演及大抽獎等，嘉賓們都盡興而歸。







Tapping into New Opportunities

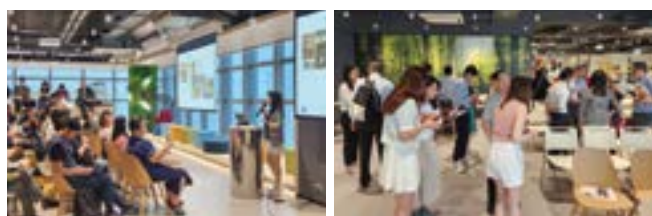
發掘行業新機遇

GS1 HK has been hosting a myriad of activities to help members seize new opportunities, expand business network and identify market trends.

GS1 HK一直為業界舉辦活動，助會員發掘商機、拓展人脈、掌握新趨勢。



Cross-border E-com Seminar 跨境電商研討會



A seminar was held at Asia Logistics Hub-SF Centre to learn how local merchants can take part in SF Staff Mall that covers massive China market. It also entailed a live commerce quarters visit and marketing tips, equipping visitors with cross-border e-commerce skills.

於順豐亞洲物流中心舉辦研討會，了解港商進駐順豐企業員工商城、賣到內地，參觀直播帶貨空間、學習營銷貼士，做好跨境電商。



Xiaohongshu Marketing Workshop 小紅書工作坊



Co-organised with The Hong Kong Health Food Association Limited and The Cosmetic & Perfumery Association of Hong Kong, experts shared the Xiaohongshu marketing strategies in building hot topics and sought-after products to unearth the extensive China market opportunities.

聯同香港保健食品協會、香港化粧品同業協會合辦「小紅書工作坊」，專家分享小紅書營銷策略，打造熱搜及話題產品，開發內地龐大市場。



HKTVMall Guided Tour HKTVMall總部導賞團



Over 80 industry members joined the tour visit to HKTVMall headquarter in Tseung Kwan O, checking out the automated logistics and distribution centre and the studio of HKTVMall live shopping channel to grasp the latest e-com logistics technology and marketing know-how.

逾80位會員到將軍澳參觀HKTVMall自動化物流配送中心及HKTVMall直播購物台Studio，了解最新電商物流科技應用及電商營銷貼士。





Cainiao Smart Gateway Visit 菜鳥智慧港考察團



A tour visit was arranged to the new 12-storey Cainiao Smart Gateway in HK International Airport, where industry partners get to experience the bin storage system (BSS), AGV intelligent sorting system and other smart facilities to understand how these address the explosive demands from cross-border e-commerce, connecting the Greater Bay Area and overseas markets.

與行業夥伴到訪新落成、於香港國際機場樓高12層的菜鳥智慧港，親身體驗散貨儲存系統、AGV智能分揀系統及其他智能科技，應對跨境電商暴增需求，連接大灣區及海外。



18th Guangdong-Hong Kong-Macau IoT Summit 第十八屆粵港澳物聯網高峰論壇



Steered by Department of Industry & Information Technology of Guangdong Province & OGCIO, the Summit was co-organised by GS1 Hong Kong, The Guangzhou Municipal Tianhe District Bureau of Science, Technology, Industry and Information Technology & Guangdong IoT and Internet + Industry Alliance, where experts shared their insights on data intelligence, IoT opportunities, etc.

The award presentation ceremony of the 13th Guangdong-HK-Macau IoT Competition was also held, in which “Hong Kong ICT Awards 2023 - Smart Mobility Award” winners, including Electrical and Mechanical Services Department (EMSD), Hong Kong Observatory, GP Electronics (HK) Limited / BPS Global Management Limited earned recognition.

由廣東省工信廳及政府資訊科技總監辦公室為指導單位，並由GS1 HK、廣州天河區科技工業和信息化局及廣東省物聯網及互聯網+產業聯盟主辦，專家分享數據智能、物聯網機遇等議題。

同場亦舉辦「第十三屆粵港澳物聯網大賽」頒獎典禮，香港得獎者為2023年HKICT Awards「智慧出行獎」得獎者機電工程署、香港天文台、金山電子(香港)有限公司/威裕環球管理有限公司的智慧方案。

GS1 Hong Kong welcomes the following new members 歡迎成為GS1香港會員

(in alphabetical order 以英文名字排列)

1. AIMU HEALTH TECHNOLOGY CO., LIMITED
愛慕健康科技有限公司
2. AMAZING LINKER INTERNATIONAL CO., LIMITED
瞬間鏈接國際有限公司
3. AMAZON COMMERCE LIMITED
亞馬遜商務有限公司
4. ANYMAKA LIMITED
5. ANYWAY ASIA LIMITED
6. AQUA SKY HONG KONG LIMITED
水天一色香港有限公司
7. ARCTICOLD FOOD LIMITED
宏亞食品有限公司
8. ASUIZO TECHNOLOGY LIMITED
9. ATI ELECTRONICS HONGKONG LIMITED
香港澳特愛電子有限公司
10. AWESOME G LIMITED
牛牛戈力有限公司
11. BAKKAVOR HONG KONG LIMITED
百卡弗香港有限公司
12. BAUHINIA JET (HONGKONG) COMPANY LIMITED
紫荊公務(香港)航空有限公司
13. BAYSON (HONGKONG) PHAR. CO., LIMITED
貝盛(香港)藥業有限公司
14. BEAUTY AND HEALTH INTERNATIONAL COMPANY LIMITED
康健麗美國際有限公司
15. BEIJING XIEHE MEDICAL RESEARCH ASSOCIATION CO., LIMITED
北京協和醫學研究聯合會有限公司
16. BIDI BEAR (HK) BRAND MANAGEMENT LIMITED
比迪熊(香港)品牌管理有限公司
17. BLUE GIANT TECHNOLOGIES LIMITED
藍巨人技術有限公司
18. BLUESTONE DENTAL LIMITED
19. BORN GLOBAL LIMITED
展設亞洲有限公司
20. BOSS INTERNATIONAL BIOPHARM (HONG KONG) LIMITED
博仕國際生物醫藥科技(香港)有限公司
21. BRIGHT FUTURE CHINESE MEDICINE COMPANY LIMITED
澳美製藥(中藥)有限公司
22. BRIGHT KING TRADING INTERNATIONAL LIMITED
金盛行國際有限公司
23. BRILLIANT RESOURCES GLOBAL LIMITED
臻源環球有限公司
24. BRILLIANT STANDARD LIMITED
25. C&T PRODUCTION LIMITED
斤兩食品有限公司
26. CASABEL LIMITED
27. CEYLON OLIVE (HONG KONG) AGRICULTURAL TECHNOLOGY CO., LIMITED
錫蘭橄欖(香港)農業科技有限公司
28. CHAI WO INTERNATIONAL PHARMACEUTICAL LIMITED
濟和國際藥業有限公司
29. CHAN YEE HING FOOD MANUFACTURING COMPANY LIMITED
陳儀興食品加工廠有限公司
30. CHIANG THAI COMPANY
31. CHILLAB BEAUTY HONG KONG LIMITED
宜境香水化妝品香港有限公司
32. CHINA FEIHE LIMITED
中國飛鶴有限公司
33. CHINA PHARMACEUTICAL INTERNATIONAL CO., LIMITED
美國中科藥業國際股份有限公司
34. CHINA RICH INTERNATIONAL LIMITED
耀華國際商業有限公司
35. CHINA TELECOM GLOBAL LIMITED
中國電信國際有限公司
36. CHUN YICK TRADING (INTERNATIONAL) LIMITED
進億貿易(國際)有限公司
37. COASTAL CRAVINGS LIMITED
小漁村有限公司
38. COLD STONE SECURITY TECHNOLOGY COMPANY LIMITED
庫神安全技術有限公司
39. CTBAT INTERNATIONAL CO. LIMITED
中煙英美煙草國際有限公司
40. D.Z.T (HK) GROUP LIMITED
鼎尊堂(香港)集團有限公司
41. DEALGADGETS LIMITED
億聯偉業有限公司
42. DESIGN CHICKEN LIMITED
設雞有限公司
43. DG BRANDS LIMITED
44. DILIGO (HONGKONG) BIOTECHNOLOGY CO., LIMITED
確成(香港)生物科技有限公司
45. DIOR GROUP (FRANCE) HONG KONG LIMITED
法國迪奧(集團)中國香港有限公司
46. DMS GROUP INTERNATIONAL CO., LIMITED
締美詩國際集團有限公司
47. DOCTOR NOELLE (CHINA) PHARMACEUTICAL MULTINATIONAL GROUP CO., LIMITED
諾艾爾博士(中國)醫藥跨國集團有限公司
48. DOLLY-CHINY COMPANY LIMITED
49. DPK DIAM PACK TRADE LIMITED
50. DRAGON LABEL LIMITED
誌龍有限公司
51. DYL INDUSTRY (HK) INTERNATIONAL LIMITED
大有利實業(香港)國際有限公司
52. ECHIZEN TRADING LIMITED
越前商事有限公司
53. EQUIPESSENCE LIMITED
54. FILA HONGKONG CO., LIMITED
55. FIYTA (HONG KONG) LIMITED
飛亞達(香港)有限公司
56. FLAGRANT SAUCE LIMITED
57. FLYBEAUTY BIOTECH CO., LIMITED
馥妍生物科技有限公司
58. FRANCE CHAMPAIGN COSMETICS INT'L LIMITED
法國原野化妝品國際有限公司
59. FRANCE SHANLEY EARL LIQUOR INTERNATIONAL CO., LIMITED
法國軒利伯爵酒業國際有限公司
60. FUNCTION (HONG KONG) BIOLOGICAL TECHNOLOGY CO., LIMITED
逢時(香港)生物科技有限公司
61. GEEKSHARE CULTURAL LIMITED
極想文化有限公司
62. GENTLEMAN INTERNATIONAL TRADING LIMITED
紳士國際貿易有限公司
63. GERMANY RHEINLAND SCIENTIFIC RESEARCH CENTER CO., LIMITED
德國萊茵研究中心有限公司
64. GERMANY ROSSACK BEER CO., LIMITED
德國羅薩克啤酒有限公司
65. GIFTEASY INTERNATIONAL
禮意國際
66. GLOBAL JULEE IMPORT & EXPORT COMPANY LIMITED
環球聚利進出口有限公司
67. GM LABS HONGKONG LIMITED
68. GMP PHARMACEUTICALS PTY LIMITED
瑪柯萊美製藥營養保健有限公司

69. GOODS JAPAN LIMITED
70. GRAND FAN LIMITED
71. GRANT TECHNOLOGY (HK) CO., LIMITED
泓展(香港)有限公司
72. GREEN CORE STORE HK
初心雜貨
73. GUOZHEN GROUP CO., LIMITED
國珍集團有限公司
74. HANGBEI (HK) GROUP COMPANY LIMITED
恆百(香港)集團有限公司
75. HEARTBEAT TECHNOLOGY LIMITED
心動科技有限公司
76. HENG LEE PEARL COMPANY LIMITED
恒利珍珠有限公司
77. HEROMEX WATCH COMPANY LIMITED
嘉泰鐘錶有限公司
78. HEUNG YAU HONG KONG LIMITED
香丘製香有限公司
79. HK 7-2 BRAND MANAGEMENT CO., LIMITED
香港賽文兔品牌管理有限公司
80. HK BA NI HEI CO., LIMITED
香港百二歲有限公司
81. HK CHANGNIU GROUP (INTERNATIONAL) TOBACCO LIMITED
香港長牛集團(國際)煙草有限公司
82. HK DA PHARMACY PHARMACEUTICAL HEALTH HOLDING LIMITED
香港大藥房醫藥健康控股有限公司
83. HK DAYAOFANG MEDICINE HEALTH SHARES LIMITED
香港大藥房醫藥健康股份有限公司
84. HK JIESHI (INTERNATIONAL) BRAND MANAGEMENT LIMITED
香港潔獅(國際)品牌管理有限公司
85. HK NANYANG XINGJIAPO PHARMACEUTICAL LIMITED
香港南洋星加坡藥業有限公司
86. HK PHARMACEUTICAL HOLDING GROUP CO LIMITED
香港大藥房醫藥控股集團有限公司
87. HK SINGAPORE PHARMACEUTICAL LIMITED
香港星加坡藥業股份有限公司
88. HK YUCHUAN INDUSTRIAL LIMITED
香港宇川實業有限公司
89. HL FOOD CO., LIMITED
鉅記食品有限公司
90. HLI INTERNATIONAL GROUP CO., LIMITED
華蓮國際集團有限公司
91. HONG KONG ANJI PHARMACY LIMITED
香港安吉大藥房有限公司
92. HONG KONG BAIKANG CHAIN PHARMACY GROUP CO., LIMITED
香港佰康連鎖藥房集團有限公司
93. HONG KONG BPPT LIMITED
香港大藥房藥業科技有限公司
94. HONG KONG CORNET INTERNATIONAL TRADING CO., LIMITED
香港康潤特國際貿易有限公司
95. HONG KONG DK TRADING CO., LIMITED
香港德坤生物科技有限公司
96. HONG KONG EAST STAR PHARMACY CO., LIMITED
香港東星大藥房有限公司
97. HONG KONG ETECH GROUPS LIMITED
香港以特克有限公司
98. HONG KONG FU NIAN TANG MEDICAL AND HEALTH CO., LIMITED
香港賦念堂醫藥健康股份有限公司
99. HONG KONG GING BAAK TONG PHARMACY LIMITED
香港京百堂大藥房有限公司
100. HONG KONG GRAND PHARMACY HEALTH RESEARCH INSTITUTE
香港大藥房健康研究院
101. HONG KONG GU SHEN TANG INTERNATIONAL BIOLOGY CO., LIMITED
香港古滲堂國際生物有限公司
102. HONG KONG HERBESDO LIMITED
香港赫貝迪歐有限公司
103. HONG KONG HUANGWA GROUP LIMITED
香港皇娃集團有限公司
104. HONG KONG INTERNATIONAL PHARMACY CO LIMITED
香港國際大藥房有限公司
105. HONG KONG KESAI BIOTECHNOLOGY CO., LIMITED
香港科賽生物科技有限公司
106. HONG KONG KOWLOON PHARMACY GROUP LIMITED
香港九龍大藥房集團有限公司
107. HONG KONG KUXIN TRADING CO., LIMITED
香港酷鑫貿易有限公司
108. HONG KONG LYCHEE ESTATE WINERY CO., LIMITED
香港荔枝莊園酒業有限公司
109. HONG KONG NO. 1 TELECOMMUNICATIONS LIMITED
香港一號電訊有限公司
110. HONG KONG PANKANG INDUSTRIAL CO., LIMITED
香港磐康實業有限公司
111. HONG KONG PEARL OF THE ORIENT ICE CREAM CO., LIMITED
香港東方之珠雪糕有限公司
112. HONG KONG PHARMACY HEALTH INTERNATIONAL LIMITED
香港大藥房健康國際有限公司
113. HONG KONG PHARMACY HOLDINGS INTERNATIONAL LIMITED
香港大藥房控股國際有限公司
114. HONG KONG RONG KUN FOOD CO., LIMITED
香港融坤食品有限公司
115. HONG KONG RONGCHUANG BRAND MARKETING CO., LIMITED
香港榮創品牌營銷有限公司
116. HONG KONG SHERINA INTERNATIONAL GROUP CO., LIMITED
香港雪希娜國際集團有限公司
117. HONG KONG SHIJETANG TRADING CO., LIMITED
香港拾階堂貿易有限公司
118. HONG KONG SHUN KANG LONG TRADING CO., LIMITED
香港順康隆貿易有限公司
119. HONG KONG SKYRAY TOBACCO CO., LIMITED
香港天瑞煙草有限公司
120. HONG KONG WAI CHEUNG MING PHARMACEUTICAL CO., LIMITED
香港偉祥銘製藥有限公司
121. HONG KONG XIASIFANG INTERNATIONAL LIMITED
香港呷四方國際有限公司
122. HONG KONG YANCENTENARY INTERNATIONAL LIMITED
香港延百年國際集團有限公司
123. HONG KONG YIP YUN FAT BRAND MANAGEMENT CO., LIMITED
香港葉潤發品牌管理有限公司
124. HONG KONG ZHIDAN GROUP LIMITED
香港智丹集團有限公司
125. HONG KONG ZHIXITANG PHARMACEUTICAL CO., LIMITED
香港志熙堂藥業有限公司
126. HONGKONG 5B TECHNOLOGY CO., LIMITED
香港快貝斯特科技有限公司
127. HONGKONG AMAMAZ GROUP LIMITED
香港艾馬仕集團有限公司
128. HONGKONG CUCCI (INT'L) COSMETICS LIMITED
香港古琦(國際)化妝品有限公司
129. HONGKONG DEJI PHARMACY LIMITED
香港德記大藥房有限公司
130. HONGKONG GANGWANG FOOD CO., LIMITED
香港港旺食品有限公司
131. HONGKONG JIANSHU TRADING CO., LIMITED
香港建樹貿易有限公司
132. HONGKONG LAN NUO ER JIA TECHNOLOGY CO., LIMITED
香港蘭諾兒佳科技有限公司
133. HONGKONG LONGXIN CHEMICAL INTERNATIONAL GROUP LIMITED
香港瓏欣日化國際集團有限公司
134. HONGKONG PISHON MEDICAL EQUIPMENT CO., LIMITED
香港比遜河醫療器材有限公司
135. HONGKONG PUSI FOOD CO., LIMITED
香港普思食品有限公司
136. HONGKONG SSDW GROUP CO., LIMITED
香港盛世鼎旺集團有限公司
137. HONGKONG UNICORN INTERNATIONAL BRAND MANAGEMENT CO., LIMITED
香港寶莉國際品牌管理有限公司

138. HONGKONG VOURCE INTERNATIONAL CO., LIMITED
香港沃茲國際貿易有限公司
139. HONGKONG XINGZHOU HAN-MEDICINE
(INTERNATIONAL) LIMITED
香港星洲漢藥(國際)有限公司
140. HONGYUAN HOLDING GROUP (HONG KONG) CO., LIMITED
泓元控股集團(香港)有限公司
141. HOPEORIGIN LIMITED
142. HORIZON DYNAMIC INTERNATIONAL CO., LIMITED
賀瑞國際有限公司
143. HUIXIN (HK) FOOD CO., LIMITED
匯鑫(香港)食品有限公司
144. HYDROX GROUP LIMITED
145. ICE MAKES LIMITED
冰點製作有限公司
146. ICTH MANAGE ASSOCIATION LIMITED
國際兒童青少年健康管理協會有限公司
147. INNOLINKS CORPORATION LIMITED
恩諾克斯(香港)股份有限公司
148. INTERNATIONAL REBIRTH MEDICINE CO., LIMITED
國際復興醫藥有限公司
149. ISQUARE INTERNATIONAL (HK) LIMITED
150. J&J SEASONAL CO., LIMITED
雙傑聖誕有限公司
151. JAPAN TOBACCO (HONG KONG) LIMITED
日本煙草(香港)有限公司
152. JAYHOO INTERNATIONAL PHARMACEUTICAL CO., LIMITED
佳洪國際製藥有限公司
153. JES GROUP LIMITED
154. JKH INDUSTRIAL LIMITED
155. JOYI INTERNATIONAL COMPANY LIMITED
鼎頤國際有限公司
156. JSS (HK) BIO-SCIENCE LIMITED
杰昇泰富(香港)生命科技有限公司
157. KALIPO (ITALY) FOOD CO., LIMITED
卡麗柏(意大利)食品股份有限公司
158. KANGRUIYUAN (HK) BIOTECHNOLOGY CO., LIMITED
康瑞源(香港)生物技術有限公司
159. KAROO SOUTH AFRICA (HK)PTY LIMITED
160. KELUNONG (SWITZERLAND) CELL BIOMEDICAL RESEARCH
CENTER CO., LIMITED
珂露儂(瑞士)細胞生物醫學研究中心有限公司
161. KING IN CORPORATION LIMITED
京言企業有限公司
162. KINGSUN INTERNATIONAL TRADE CO., LIMITED
金盛國際貿易(香港)有限公司
163. KONG CHUNG HING INDUSTRIAL LIMITED
港中興實業有限公司
164. KOOPMAN INTERNATIONAL HONG KONG LIMITED
165. KOREAN BAI LAI YI BIOTECH (HONG KONG) CO., LIMITED
韓國佰萊億生物科技(香港)有限公司
166. LANGSHUO (HONG KONG) TECHNOLOGY CO., LIMITED
朗燦(香港)科技有限公司
167. LED FUTURE LAMP CO., LIMITED
168. LG INTERNATIONAL LIMITED
艾基環球有限公司
169. LI JIA YI INDUSTRY (HONG KONG) GROUP CO., LIMITED
力加宜實業(香港)集團有限公司
170. LINKLIFE FUTURE TECHNOLOGY COMPANY
聯創未來科技公司
171. LIVING HOMEOPATHY LIMITED
卓越順勢療法有限公司
172. LIWAN FOOD TRADING CO., LIMITED
麗灣食品貿易有限公司
173. LOJIS LIMITED
洛記有限公司
174. LUGGSBERRY INTERNATIONAL LIMITED
樂氏比利國際有限公司
175. LUYE PHARMA HONG KONG LIMITED
176. M & J BUSINESS LIMITED
博譽發展集團有限公司
177. MANEX (H.K.) LIMITED
萬億(香港)有限公司
178. MEDISANA FAR EAST LIMITED
179. METABIO TECHNOLOGY LIMITED
生物波科技有限公司
180. MIAOYAN BRAND MANAGEMENT CO., LIMITED
妙言品牌管理有限公司
181. MOOYI INTERNATIONAL HOLDING LIMITED
182. MOUNTAIN&SEA (HK) HEALTH CO., LIMITED
山嶼海大健康(香港)有限公司
183. NASHA MEDICAL HEALTH CO., LIMITED
娜莎醫療健康有限公司
184. NATIONAL BRAINS RESEARCH INSTITUTE USA (HK) LIMITED
185. NATURE'S VITALITY CO., LIMITED
自然活力有限公司
186. NEAVE LIMITED
時生有限公司
187. NESTURE (GLOBAL) HK COMPANY LIMITED
白燕(集團)有限公司
188. NICE TECHNOLOGY INT'L LIMITED
奈斯科技國際有限公司
189. NORAH PEARLS LIMITED
190. NOVATEK (RUSSIAN FEDERATION) INTERNATIONAL
TRADE LIMITED
諾瓦泰克(俄羅斯聯邦)國際貿易有限公司
191. NUTEESE LIMITED
192. OCEAN VICTOR LIMITED
弘洋有限公司
193. OHANA COMMUNICATIONS LIMITED
194. OMNISOLUTIONS LABORATORY HOLDINGS LIMITED
195. OULF ROYAL HOLDINGS LIMITED
歐聯法皇家控股有限公司
196. OXFORD UNIVERSITY PRESS (CHINA) LIMITED
牛津大學出版社(中國)有限公司
197. P & J FOOD HK LIMITED
專業食材香港有限公司
198. PENGAMINC LIMITED
筆競寬有限公司
199. PERVINA PHARMACEUTICALS (HONG KONG)
BIOTECHNOLOGY CO., LIMITED
珀薇娜藥業(香港)生物科技股份有限公司
200. PETICO TRADING LIMITED
樞本貿易有限公司
201. PHYSIOSIGN HONG KONG MEDICAL LIMITED
菲士香港醫療有限公司
202. POLARCHAIN BIOTECHNOLOGY LIMITED
極之源生物科技股份有限公司
203. POPLIGHT DREAMS LIMITED
204. PRECISION ROBOTICS (HONG KONG) LIMITED
普銳醫療(香港)有限公司
205. PRINT INTERNATIONAL LIMITED
普潤特國際有限公司
206. PURCOTTON (HONG KONG) COMPANY LIMITED
全棉時代(香港)有限公司
207. PURE NMN BIOTECH LIMITED
恩麥恩生物科技股份有限公司
208. Q PLUS HOLDINGS LIMITED
209. QINGBAOTANG PHARMACEUTICAL FOOD PRODUCT
DEVELOPMENT RESEARCH INSTITUTE OF
TRADITIONAL CHINESE MEDICINE
慶葆堂藥食產品開發中醫研究院
210. REAL FORWARD COMPANY LIMITED
實駿貿易有限公司
211. RICE ONE BEAN INTERNATIONAL BEVERAGE CO., LIMITED
稻壹豆國際飲料有限公司

212. RICE ONE BEAN INTERNATIONAL BEVERAGE CO., LIMITED
稻壹豆國際飲料有限公司
213. RICH MASTER INTERNATIONAL TECHNOLOGY LIMITED
普豪國際科技有限公司
214. RISING TRADING INTERNATIONAL COMPANY LIMITED
恒昇貿易(國際)有限公司
215. RUISI TECHNOLOGY COSMETIC BIO-INDUSTRY INVESTMENT HOLDINGS (HONG KONG) CO., LIMITED
睿思科技化妝品生物產業投資控股(香港)有限公司
216. SACCATER TECHNOLOGIES COMPANY LIMITED
217. SATANLAND BIOPHARMACEUTICAL CO., LIMITED
陸地生物製藥有限公司
218. SCHK TRADING AND INVESTMENT (HONG KONG) CO., LIMITED
川港投資貿易促進會有限公司
219. SEA VENUS METICULOUS CHEMICAL CO., LIMITED
聖薇娜精細化工(香港)有限公司
220. SEMON GLOBAL TRADING CO., LIMITED
221. SHANXI XINGHUA VILLAGE FEN XING DISTILLERY GROUP CO., LIMITED
山西杏花村汾酒廠集團股份有限公司
222. SHANXI XINGHUA VILLAGE WINE GROUP CO., LIMITED
山西杏花村酒集團股份有限公司
223. SHANXI XINGHUA VILLAGE WINE INDUSTRY CO., LIMITED
山西杏花村酒業股份有限公司
224. SHENGKANGYAN INTERNATIONAL BIOLOGICAL LIMITED
聖康燕國際生物股份有限公司
225. SHING YIP DIECASTING FTY
成業機鑄實業公司
226. SKYTON INTERNATIONAL TRADING (HK) LIMITED
天言國際貿易(香港)有限公司
227. SMILE STUDIO
228. SPECIFIC MEDICINE SCIENCE (HONGKONG) CO., LIMITED
靈寶醫藥(香港)有限公司
229. SUBRES INDUSTRIAL (HONG KONG) CO., LIMITED
蘇伯雷實業(香港)有限公司
230. SUCCESS FINE LIMITED
髮各有限公司
231. SUIDEK TECHNOLOGY INTERNATIONAL LIMITED
瑞德科技國際有限公司
232. SUMMIT BRIGHT TECHNOLOGY (HK) LIMITED
日月達科技(香港)有限公司
233. SUNRISE GLOBAL COMMERCE DEVELOPMENT LIMITED
晨曦國際發展有限公司
234. SUPERVALLEY LIMITED
健康之谷有限公司
235. SUPREME STAR FOODS CO., LIMITED
香港江宇食品有限公司
236. SY'S GLOBAL LIMITED
237. TAI YAU PHARMACEUTICAL LIMITED
大有醫藥有限公司
238. TAIWAN KE ZHIYA CROP PROTECTION CO. LIMITED
臺灣珂芝雅作物保護有限公司
239. TARMAC MANAGEMENT LIMITED
天馬工作室有限公司
240. TASTE SOLUTION CORPORATION LIMITED
味純有限公司
241. TELFORD BEVERAGE BRANDS COMPANY LIMITED
匯泉飲料品牌有限公司
242. THE MAW LIMITED
花膠園有限公司
243. TIANYU (CHINA) INVESTMENT GROUP LIMITED
天予(中國)投資集團有限公司
244. TIME MEDICAL LIMITED
時代醫療有限公司
245. TIME MERCIER LIMITED
卓峰時計有限公司
246. TINY GALAXY CREATIONS LIMITED
247. TONG YI TANG MEDICAL LIMITED
同益堂製藥有限公司
248. TONGWEI BIOTECHNOLOGY CO., LIMITED
統衛生物科技有限公司
249. TRACKCIRCLE.COM LIMITED
金輪控股有限公司
250. TRIPLE ENTENTE TRADE DEVELOPMENT COMPANY LIMITED
三友貿易發展有限公司
251. UNITED PHARMA GROUP CO., LIMITED
聯合製藥集團有限公司
252. U-TREATS LIMITED
柏寶有限公司
253. UUKI INTERNATIONAL HONGKONG LIMITED
優客國際香港有限公司
254. VANTIVE HEALTHCARE LIMITED
萬益特醫療用品有限公司
255. VESITIN BIOTECHNOLOGY LIMITED
威斯汀生物技術有限公司
256. VITALITY TECH LIMITED
力拓科技有限公司
257. WAH HING TRADING COMPANY
華興貿易公司
258. WAI INTERNATIONAL LIMITED
威國際有限公司
259. WARM ROCK LIMITED
260. WONG CHUN LOONG HOLDING LIMITED
黃振龍集團有限公司
261. WOW COMPANY LIMITED
華歐企業有限公司
262. WUIMEI BIOTECHNOLOGY LIMITED
滙鏗生物科技有限公司
263. XIAO HAN ZHI YE BIOLOGICAL MEDICINE TECHNOLOGY CO., LIMITED
嘯瀚蛭業生物醫藥科技有限公司
264. YAN ZHE (HONG KONG) BIOTECHNOLOGY CO., LIMITED
顏哲(香港)生物科技有限公司
265. YHB SHOP INTERNATIONAL LIMITED
秀美利國際有限公司
266. YING SHING GROUP (HK) LIMITED
盈盛集團(香港)有限公司
267. YIP CHEONG FOOD COMPANY LIMITED
業昌食品有限公司
268. YIU MING LABEL COMPANY LIMITED
曜鳴商標有限公司
269. YIXUN LONGTRANS INTERNATIONAL (HONG KONG) CO., LIMITED
奕循聯創國際(香港)有限公司
270. YOBAY INTERNATIONAL FOOD CO., LIMITED
優貝國際食品有限公司
271. YOUCOOL PRODUCTION HOUSE LIMITED
雅皓制作有限公司
272. YSUPER (HONG KONG) TECHNOLOGY COMPANY LIMITED
優好維(香港)科技有限公司
273. YUANHUA ROBOTICS, PERCEPTION & AI TECHNOLOGIES (HK) LIMITED
元化智能科技(香港)有限公司
274. ZHIXIANGYUAN TRADING LIMITED
知香緣貿易有限公司
275. ZHONGREN SOUP INDUSTRY (INTERNATIONAL) CATERING MANAGEMENT COMPANY LIMITED
眾仁湯業(國際)餐飲管理有限公司

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2548 8895

GS1 HK Calendar

5 JUL

Smart Technology Applications in Ensuring Food Safety in the Cold Chain
智慧冷鏈技術：食品安全的革新應用

11 - 12 JUL

E-commerce & Supply Chain Management
電商及供應鏈管理工作坊

12 JUL

GS1 HK Book Launch Event
「從零到+01」新書發佈研討會

Business GOVirtual Conference & Expo 2024
BGOV會議及展覽
(本會為支持機構，本會首席顧問獲邀於7月12日進行分享)

23 JUL

【Healthcare Training】Unique Device Identification (UDI) for Medical Devices
【醫療護理培訓】醫療器械唯一標識

8 - 9 AUG

Supply Chain Certification Course:
SCM 5.0 A Green Supply Chain - Shifting from Digitalisation to Sustainability
供應鏈證書課程：SCM 5.0 綠色供應鏈 - 由數碼化到可持續發展

23 AUG

GS1 HK Food Safety Forum 2024
GS1 HK 食品安全論壇2024

28 AUG

Go Green Robotics Tour @Konica Minolta
參觀智能機械人@柯尼卡美能達

Upcoming Events
即將舉行的活動



GS1 Hong Kong | **GS1 HONG KONG SUMMIT**

The 23rd GS1 Hong Kong Summit

1 Nov 2024 (Fri) | HKCEC | English
(some afternoon sessions in Cantonese)

Transforming for Next Generation Commerce

Strong Speakers Line-up

Latest Retail Trends

1st GS1 HK Digital Transformation Awards

Industry Hot Topics like Sustainability, Next-gen Supply Chain, O2O, AI-created opportunities...

For more information
詳情請瀏覽

GS1 HK Food Safety Forum 2024

Rethinking our Future:

Where Food Safety and Sustainability Meet

 23 Aug 2024 (Fri) | 14:00 - 18:00

 Conference Hall, Hong Kong Productivity Council

 Free of Charge



300 delegates, including policy makers, industry experts and practitioners are expected to join the Forum, to explore how the food & foodservice sectors address challenges in food safety and sustainability requirements.

**Register
NOW**



4 reasons you need to join:



Knowledge Exchange



Networking



Solution Showcase



Latest Food Safety Trends

What last year participants said:

“My pleasure to join... to exchange insights on food safety with industry experts... Also serves as an opportunity to promote our holistic food safety regulations and systems.”

Mr. Henry Li, Chief Executive Officer (Retail),
Uni-China (Business) Management Ltd.

“Gained knowledge about food safety, traceability and latest market best practices. These insights greatly improve our entire food production process...”

Mr. Gary Lam, Deputy General Manager
Production & Logistics
Tai Hing Worldwide Development Ltd.



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