

The Technologies that Create  
Your Home Sweet Home  
以科技打造夢想家居

Feeling Hopeful of Greater Bay Area  
Development

Tmall Helps Shape Hong Kong  
e-Commerce Ecosystem  
天貓香港看好大灣區發展勢頭 塑造電子商務生態

Unleash the Power of Smart Retail  
Engage Consumers with Smart Kiosk  
發揮智慧零售力量 以Smart Kiosk與消費者互動

Pearl Jubilee of GS1 Hong Kong  
GS1 HK迎接30周年 - 珍珠禧



Dr. Kelvin Leung

Vice Chairman, GS1 Hong Kong  
Chief Executive Officer,  
DHL Global Forwarding Asia Pacific

梁啟元博士

香港貨品編碼協會副主席  
DHL全球貨運物流亞太區行政總裁

Executive Connect 管理層專訪

Smooth Sailing Year of the Pig

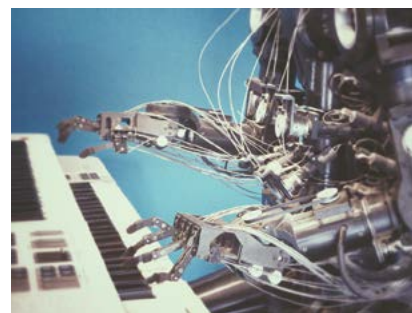
Growing Trade Between ASEAN and South Asia Expected

豬年平穩過渡 東盟南亞成貿易增長點



## EDITOR'S NOTE 編輯的話

### Same Technology, New Possibilities 同一科技下的新機遇



2019 is expected to be another big year for innovation in technology, which presents many opportunities ahead. Automation is one of the top trends ahead, which will automate most of the repetitive and time-consuming tasks. Besides the Go-store opened by Amazon last year in Seattle, the first checkout-free store has also opened in India. The automated store allows consumers to simply enter, pick the products then leave, and the bill is autogenerated and automatically deducted from the app.

At the same time, Artificial Intelligence (AI) will cross the chasm into the mainstream, solving problems for people in a wide variety across industries, such as logistics, e-commerce or even self-service retailing. In Las Vegas, a retail merchant launched a glassfront merchandiser empowered by AI, when consumers pick the products from shelf, the video screen above the door automatically plays content related to that particular product, and consumers may also ask questions and get answers about the products. GS1 Hong Kong also took the initiative in helping SMEs in Hong Kong to adopt self-service retail by launching Smart Kiosk solution.

Another trend to take note is Augmented Reality (AR). Retailers shall keep themselves forefront of harnessing the power of AR in creating a more interactive shopping experience and solving problems for their consumers. A sports brand has gone as far as to incorporate AR into the actual product, which helps to promote overall brand experience and build up a playful brand image. Consumers can hold their sneakers to the computer's webcam, and the webcam could read the embedded code on the tongue of the shoes. Then consumers will find themselves in a virtual world which they can navigate and play through with their sneaker as controller.

In this issue, leaders will talk about various kinds of trends and innovations. Dr. Kelvin Leung, Vice Chairman of GS1 Hong Kong and Chief Executive Officer of DHL Global Forwarding Asia Pacific, made predictions to the economy in the Year of Pig, and explained how DHL used automation and data analytics to enhance their logistics business. Mr. Derek Ng, CEO of Pricerite Stores demonstrated how technologies like AR / VR, big data analytics or e-commerce help their business to fit into the hectic lifestyle of people. Mr. CK Chan, Head of Hong Kong of Tmall World-Hong Kong is also enhancing their consumer experience with cross channel marketing and a better user interface.

2019年對創新科技來說是另一令人值得關注的一年，帶來多個不同的新機遇。然而，自動化技術是其中一項高據榜首的科技，省卻很多重複及費時的工作。除了亞馬遜去年在西雅圖開設的Go-Store外，首間自動化商店亦在印度面世。自動化商店讓顧客進店揀選貨品後直接離開，而貨品的帳單會自動出現於手機平台上，並自動扣除該款項。

與此同時，人工智能(AI)亦會跨越鴻溝，成為主流的科技，解決各個不同行業的困難，包括物流、電子商貿或自助服務零售點。在拉斯維加斯，有零售商推出了採用AI的自動售賣機。當顧客在貨架上揀選貨品後，於售賣機上的屏幕會播放關於該產品的片段及資訊，而顧客亦可向屏幕問問題及得到答覆。GS1 HK亦特別推出了全新的Smart Kiosk方案，讓香港的中小企能實行自助零售。

另一個值得關注的科技為擴增實境(AR)。各零售商的競技場在於如何發揮AR的潛力，為顧客帶來更多互動的購物體驗及為他們解決困難。有一運動品牌更將此科技發揮更多，將AR科技帶到真實產品上，以提升顧客的品牌體驗及建立充滿玩味的品牌形象。顧客如將運動鞋放在電腦鏡頭前，鏡頭就能讀取印於鞋舌內的一個條碼，然後就能進入擴增實境的虛擬世界內，並以運動鞋作搖控，控制屏幕中虛擬世界的影像。

在香港，亦不難看到各新科技的應用。GS1 HK副主席及DHL全球貨運物流亞太區行政總裁梁啟元博士對豬年經濟作出預測，並剖析DHL如何以自動化及大數據分析去優化他們的物流業務。實惠家居行政總裁吳獻昇先生亦展示了各種科技如擴增實境(AR)/虛擬實境(VR)、大數據分析及電子商貿如何幫助公司迎和現今忙碌都市人的生活習慣。天貓海外-香港香港區總經理陳子堅先生亦在以多渠道營銷策略及更好的用家介面去提升顧客體驗。

**GS1 Hong Kong**  
22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong  
T +852 2861 2819 E info@gs1hk.org  
[www.gs1hk.org](http://www.gs1hk.org)



# 2019 February 二月 Contents 目錄

Executive Connect 管理層專訪 Smooth Sailing Year of the Pig Growing Trade between ASEAN and South Asia Expected 豬年平穩過渡 東盟南亞成貿易增長點	3
Worldwide Scan 環球解碼 Unmanned Vehicles on the Road! 「無人送貨車」在路上	7
Corporate Dynamics 企業動態 The Technologies that Creates Your Home Sweet Home 以科技打造夢想家居	9
Corporate Dynamics 企業動態 Feeling Hopeful of Greater Bay Area Development Tmall Helps Shape Hong Kong e-Commerce Ecosystem 天貓香港看好大灣區發展勢頭 塑造電子商務生態	13
Solutions in Feature 嶄新方案 Unleash the Power of Smart Retail Engage Consumers with Smart Kiosk 發揮智慧零售力量 以Smart Kiosk與消費者互動	17
GS1 HK in Review 活動回顧 Exciting Digital Discussions @ GS1 HK Summit GS1 HK高峰會「論盡」數碼轉型	20
New Members 歡迎新會員	21
GS1 Next	25
Event Calendar 活動日誌	26



## 3 Executive Connect 管理層專訪

## 9 Corporate Dynamics - Pricerite Home 企業動態 - 實惠



## 13 Corporate Dynamics - Tmall 企業動態 - 天貓



## 17 Solutions in Feature 嶄新方案



## 20 GS1 in Review 活動回顧



### 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®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

Currently, GS1 Hong Kong has around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology.

香港貨品編碼協會於1989年由香港總商會成立，是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要信息。GS1總部位於比利時的首都布魯塞爾，擁有超過110個成員組織，遍及全球150個國家。

香港貨品編碼協會目前有近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。協會不斷提升及推出新的服務及解決方案，協助各企業會員抓緊新景象、新挑戰和新機遇。



## Smooth Sailing Year of the Pig Growing Trade Between ASEAN and South Asia Expected

### 豬年平穩過渡

### 東盟南亞成貿易增長點

#### Dr. Kelvin Leung

Vice-chairman, GS1 Hong Kong  
Chief Executive Officer, DHL Global Forwarding Asia Pacific

#### 梁啟元博士

香港貨品編碼協會副主席  
DHL 全球貨運物流亞太區行政總裁

The US-China trade tensions, Brexit, trade unilateralism, conservative consumer sentiment and tension faced by global enterprises all seem to point to a potential global economic downturn. Still, **Dr. Kelvin Leung, Chief Executive Officer, DHL Global Forwarding Asia Pacific**, remains optimistic about this year's economy, as he is seeing steady growth in the US, the world's biggest consumer market, as well as Mainland China and the ASEAN countries. He also hopes the US-China trade tensions will be resolved soon.

### Using Data Analytics to Predict Trade Growth in ASEAN and South Asia Countries

Besides the trade disputes, Dr. Leung considers that the factors giving rise to the migration of larger production lines from China to ASEAN/South Asia, are the increasing manpower and land costs in some Chinese provinces. Vietnam, Philippines, Malaysia, and South Asia countries like India, Sri Lanka, Cambodia, Myanmar and Bangladesh, are among the popular destinations which boast lower production cost. Yet, SMEs involved in the supply chain of the same product category, such as manufacturers of component products like computer monitors or computer chips, may not have the resources to move. This in turn facilitates trading between brands and component manufacturers in the territories, driving economic and trade growth in the Asia Pacific region.

全球企業及投資者都處於相當繃緊狀態：中美貿易糾紛、英國脫歐、貿易單邊主義抬頭、消費市場謹慎，顯示環球市況前景堪虞。本會董事會副主席、DHL全球貨運物流亞太區行政總裁梁啟元博士卻認為，今年基本因素不差，美國作為全球最大的消費市場仍平穩發展，而國內及東盟地區的消費都有增長，他期望中美貿易爭議能儘早解決。

### 用數據把脈 推算東盟南亞貿易增

除了中美貿易糾紛影響，他估計，國內某些省份的人工及土地等成本逐漸上揚，較大企業會遷移生產線至成本較低地區，如越南、菲律賓、馬來西亞、延伸至南亞國家如印度、斯里蘭卡、柬埔寨、緬甸、孟加拉等。然而，處於同類產品供應鏈的中小企，例如電腦屏幕或晶片等配件生產商，未必有資源遷移，這便會造就配件及零件與品牌裝嵌生產商在各地區之間的貿易，促進亞太地區內的經貿增長。

Dr. Leung believes the general Hong Kong population will stay ambivalent in the first two quarters of 2019. While the trade dispute will cause some market fluctuations, he trusts that the overall environmental factors will remain robust. He adds, unless a 'Black Swan' event like a financial crisis occurs, the economy should see some upside in the second half of 2019.

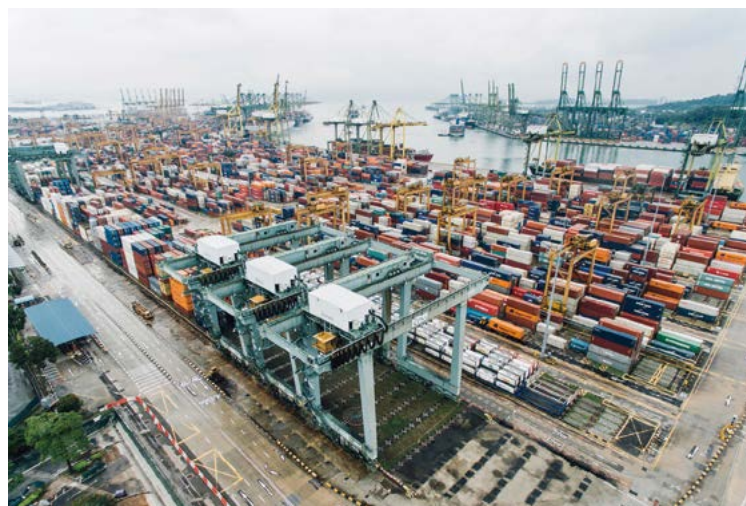
Part of his insights are based on the Global Trade Barometer published by DHL every quarter. "The DHL Global Trade Barometer aggregates market data from seven largest GDP countries, which accounts for approximately 75 percent of world trade. It is based on import and export data for a number of intermediate and early-cycle commodities that serve as the basis for further industrial production, and the data is evaluated with the use of artificial intelligence, big data analytics and predictive analysis to forecast the next quarterly trade trends," said Dr. Leung.

He points out that the Global Trade Barometer is vastly different from the business index compiled from questionnaires and opinion survey, which may be subjective and opinionated. The Barometer makes use of current big data for forecasting, and the formula has undergone validation and refinement, resulting in more accurate predictive power.

## The Magical Weapons in Logistics

Dr. Leung believes that technology like big data analytics is penetrating all business sectors, and DHL is one of the early adopters. Currently, DHL Global Forwarding is able to provide the latest delivery status to customers based on timestamps captured at each delivery milestone with a smart phone app connected to a mobile network, even in more remote and rural locations. The technology is simple and cost-effective, but contributes significantly to shipment visibility.

Also, DHL Global Forwarding introduced various automation systems in its warehouses, including the Robotic Process Automation (RPA), which automates data entry processes by reading and interpreting millions of words in documents or on the computer screen. The technology allows data to be processed 7x24, and minimizes human error from data entry.



至於香港，梁博士相信整體市場人士於頭兩季採取觀望態度，會令期間市場數據因貿易戰而升跌波幅遽增，但整體大環境因素平穩，除非出現黑天鵝、如金融風暴的意外情況，否則下半年會追回上半年的回落。

他的預測有部份是根據DHL每季度推出「全球貿易晴雨表」(Global Trade Barometer) 的數據而來。梁博士表示：「『全球貿易晴雨表』匯集了來自全球7大GDP經濟體、佔世界貿易大約75%的進出口貿易數據，評估了後續工業生產提供基礎的大宗商品量，推算未來成品生產後的貿易量，然後使用人工智能、大數據及預測分析，得出對未來貿易的季度性展望。」

他強調這有別於市場上一般利用問卷及意見調查統計而成的指數，因意見調查具有主觀性，而「DHL全球貿易晴雨表」則利用近期的大數據作估算，並經過反覆驗證，所以預測數據會更準確。

## 物流神器：自動化倉務員

梁博士表示大數據分析等科技應用在商界是勢在必行，DHL亦是箇中佼佼者。現時DHL全球貨運收貨和送貨的操作人員只要利用智能手機app及網絡，就算在多偏僻的地區如非洲，都可即時製作送貨時間記錄，將寄件貨品現況通知送/收貨者，操作簡便之餘成本亦極低，更大大提升透明度，一舉數得。

另外，DHL全球貨運不但在大型倉庫引進自動化機械系統，更利用RPA (Robotic Process Automation) 將許

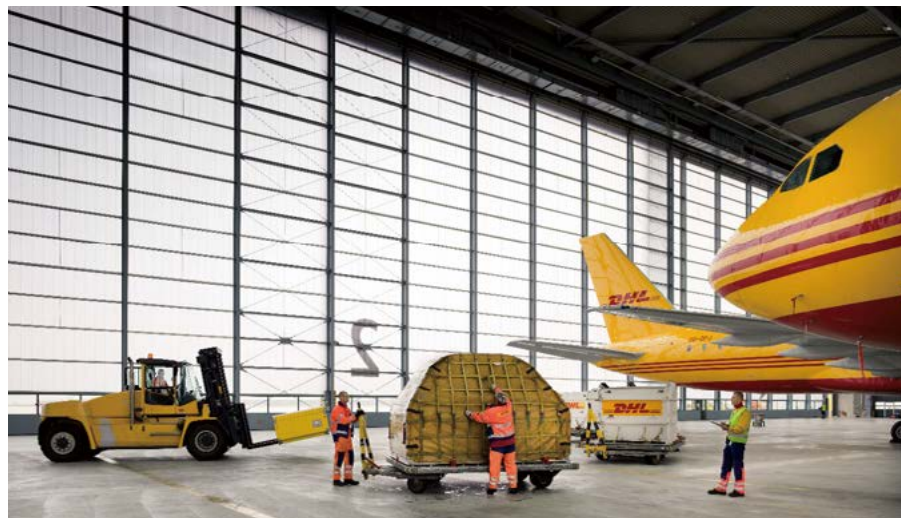
Automation has inevitably made certain functions comprising repetitive tasks redundant, but it has also created new job demands. “We need experienced software engineers who are familiar with machine operation to manage our warehouses, so that they can troubleshoot when problems occur. To optimize processes in the warehouses, we are re-evaluating the current organizational structure of tasks undertaken by different departments.”

## Multi-pronged Measures to Strengthen Hong Kong's Role as the Logistics Hub

Mega infrastructures in Hong Kong completed recently, like the Hong Kong-Zhuhai-Macau bridge, Express Rail Link, Liantang/Heung Yuen Wai Boundary Control Point and Third Runway, will solidify the foundation for Hong Kong's Role as the Logistics Hub economic pillars. Dr. Leung believes the Hong Kong-Zhuhai-Macau bridge will contribute significantly to exports in West Zhuhai.

To fully unleash the bridge's potential, the governments of Hong Kong and Macau will need to improve the current arrangement of cross-border trucks at the bridge and the supporting facilities in Macau. One example is the cargo handling capability at Macau International Airport. Dr. Leung looks forward to the seamless connectivity of cross-border trucking along the bridge resembling the current arrangement between Hong Kong and China, which allows products to be delivered directly to its destination after customs and inspection clearance.

Customs around the world like the US and the European Union will see changes in 2020, one of which is the use of X-ray equipment to inspect all cargos and travellers to ensure flight security. Dr. Leung recommends that the Hong Kong Government provides resources to help the industry assimilate with international standards, such as in the purchase of X-Ray scanning systems which can cost up to millions, as well as to train practitioners on how to manage the systems. “The Hong Kong Government should take the lead in initiating dialogues with foreign governments to agree on the safety inspection practices and standards, so as to facilitate logistics development.”



多數據輸入的工序自動化，利用機器去閱讀及翻譯數以百萬計的在屏幕或文件中的文字，達到全天候7x24的效率，並將出錯機會減到最低。

自動化難免會淘汰一些過度重複的舊工種，但亦會迎來新需求。「我們現在需要一個熟識機械運作及設定的軟件工程師去管理倉務，在機械發生問題時會處理和重置；並將執貨盤點的倉務人手計劃工種轉移。」



## 多管齊下 強化本港物流樞紐角色

本港各項大型基建正陸續落成，港珠澳大橋、高鐵、蓮塘／香園圍口岸、機場第三跑道等都正為本港經濟支柱 - 物流業鞏固基礎。梁博士認為港珠澳大橋對珠海西部的貨物出口將會有極大幫助，未來只要澳門及香港特區政府就跨境貨車的安排磋商妥當，以及完善其他配套設施、如澳門機場的貨運處理能力，便可以發揮大橋潛力。他期望未來大橋能實踐像現時中港跨境貨車般的安排，將貨物在海關檢驗檢疫後便可以直往內地省市。

全球海關部門包括美國及歐盟將於2020年進行改革，利用X光對所有貨品及旅客進行安檢，確保飛行安全。梁博士建議香港特區政府調撥資源，助香港全面配合其他國家X光安檢的安排，譬如購買百萬元計的X光掃描設備、以及培訓從業員謹慎操作相關器材裝備等。「特區政府亦牽頭與外國政府磋商，承認雙方安檢運作模式，才有助物流業拓展。」

## 5G Infrastructure: A Critical Element to Integrate into the Greater Bay Area

Dr. Leung believes that Hong Kong possesses excellent conditions to develop into a smart city. "Hong Kong is a densely populated city. Launching a trial test of any smart technology in one of the larger housing estates can benefit tens of thousands of people – this is cost effective and creates a high return on investment (ROI). Such conditions may not be present in other international cities. He strongly advocates the acceleration of 5G network development with narrowband IoT (NB-IoT), and believes innovative technologies will only be able to advance if Hong Kong can foster the establishment, auction, standardisation and frequency spectrum compatibility of the 5G network.

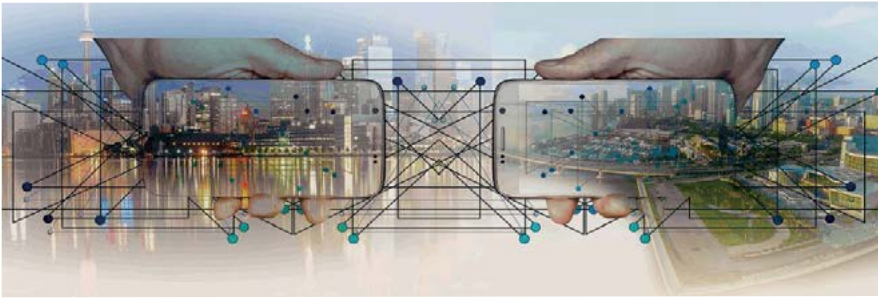
"This is one of the critical elements for Hong Kong in its integration into the Greater Bay Area: With both Shenzhen and Guangzhou adopting the 5G network, lagging behind in the adoption of the network would affect the connectivity of many smart devices and may compromise Hong Kong's seamless integration into the Greater Bay Area."



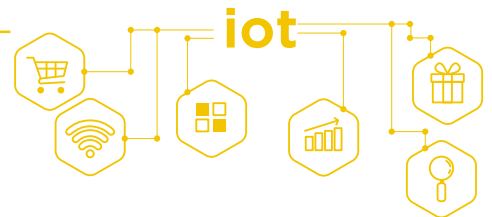
### 5G基建不可緩 融入大灣區發展條件

對於整體城市發展，他認為本港擁有優厚條件成為智慧城市。「香港人口擠擁，只要在某一個大型屋苑範圍試行智能科技，便可讓數萬人受惠，成本效益及回報率甚高，這與其他國際化城市大相逕庭。」他大力提倡NB-IoT(窄頻物聯網)5G網絡，認為香港必須加快推廣其頻譜建設、拍賣、標準設立、兼容機制等，才可讓創科持續萌芽。

「這亦是本港融合大灣區的要素：當深圳、廣州都使用5G網絡時，若香港發展滯後，很多智能設備便不能銜接，對融入大灣區有著深遠影響。」



## GS1 HK: The Steering Wheel of IoT GS1 HK 成物聯網的「方向盤」



As the Vice Chairman of GS1 Hong Kong, Dr. Leung expects GS1 HK to strengthen its service capabilities to increase business transparency and efficiency across logistics, retail and other industries. Meanwhile, GS1 is closely related to the IoT technologies and standards, so he hopes GS1 HK can take lead in the development of NB-IoT in Hong Kong and plan for the set of data standards, facilitating the integration with the Greater Bay Area. GS1 HK's international background helps to enhance efficiency across logistics and promotes the Greater Bay Area to become the role model for the world's 5G smart district.

作為香港貨品編碼協會的副主席，梁博士鼓勵GS1 HK積極強化服務能力，幫助包括物流、零售等各行業提升透明度及營運效率。同時，GS1與物聯網技術和標準息息相關，他期望未來香港在發展NB-IoT時，GS1 HK能擔當引導角色，設定數據標準，並將之與大灣區接軌，以GS1 HK國際化背景推動大灣區成為全球5G智能區域模範。

## Unmanned Vehicles on the Road! 「無人送貨車」在路上!

Be prepared to see driverless vehicles on the road! An US supermarket chain started using unmanned autonomous vehicles to deliver groceries in Scottsdale, Arizona. The unmanned vehicle involved is a custom unmanned vehicle only to transport goods. With fiercer competition in grocery delivery market, the supermarket wishes to angle for a bigger share of consumer spending with this method of delivery. Customers can choose from same-day or next day delivery, and the supermarket hopes such implementation can help create an ecosystem that offers their customers anything, anytime and anywhere.



隨著無人車越趨普及，在可見的將來無人送貨車可能如科幻片中情節般在路上滿街走！有美國連鎖超市龍頭於亞利桑那州斯科茨代爾市啟用無人車送貨服務。這架無人車是特製的無人駕駛配送車，只供運輸貨物。隨著美國超市配送競爭日漸激烈，超市希望以此吸引更多消費者。顧客可選擇當日或次日配送，而超市亦希望透過此舉，讓顧客能享受隨時隨地都能購買任何產品的體驗。

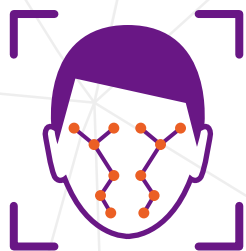


Source 新聞來源:

<https://www.forbes.com/sites/lanabandoim/2018/12/19/kroger-is-using-unmanned-autonomous-vehicles-to-deliver-groceries-in-arizona/#4e8e2d2e2f57>

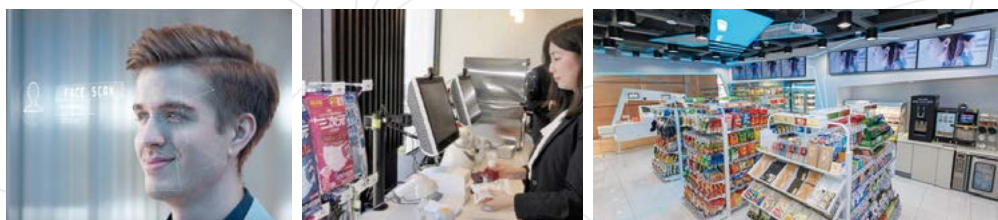


## Pay with Your Face at Unmanned Store in Tokyo 東京無人店 靠臉就可以付款



Your face may not speak a thousand words, but may pay a thousand dollars for you. A convenience store giant launched its world's first store using facial recognition payment system in Tokyo. The store is currently only available for employees housed in the office building. Customers can enter the store by passing their employee ID cards over the automatic door. After choosing their items and scanning the barcode through the self-checkout machine, customers can simply pay by facial recognition, and the system will automatically deduct the amount from their salaries.

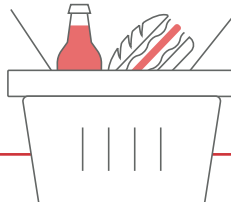
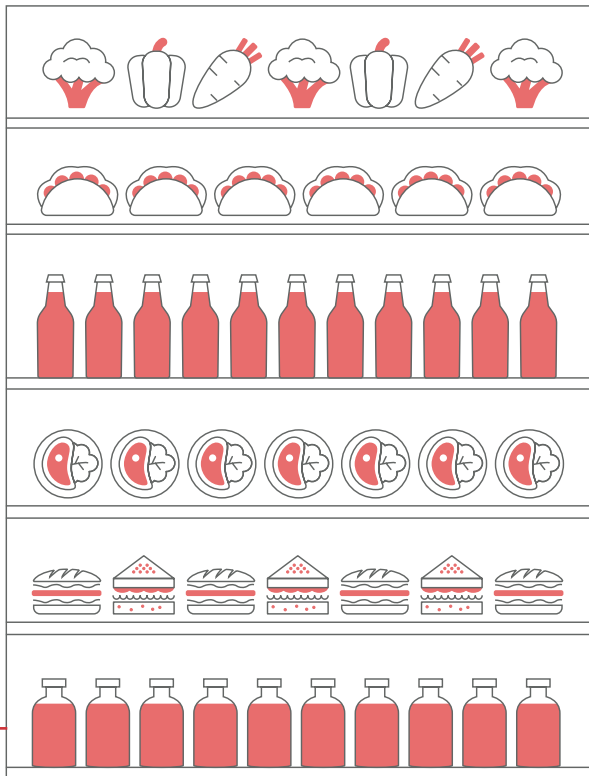
你的臉上的表情不但勝過千言萬語，還可幫你付款。日本有便利店巨頭於一座商業大廈內開設了品牌全球首間透過人臉識別付款的店舖。現階段店舖只供商業大廈內的員工使用，顧客只需以職員證拍卡便可進入商店。在店內選好了貨品及掃描貨品條碼後，便可透過人臉識別付款，而系統在認出樣子後便會自動在該員工的工資內扣除款項。



Source 新聞來源:

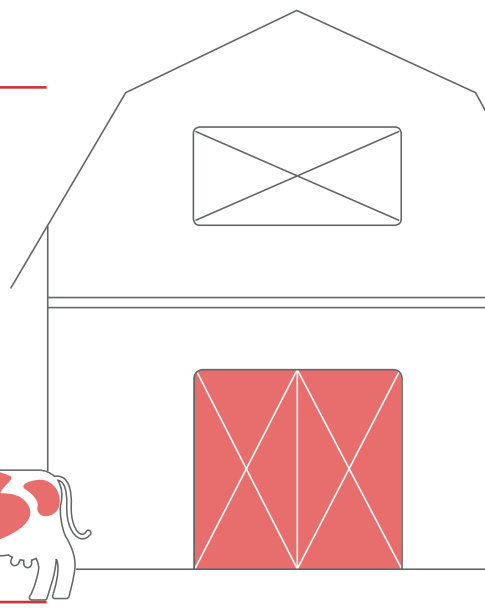
<https://mainichi.jp/english/articles/20181218/p2a/00m/0bu/016000c>





## One step further in food traceability

RFID technology connects physical products with a unique digital identity. This enables farmers, suppliers and retailers to provide the provenance of a product, increase efficiency, track authenticity, and guarantee quality across the entire supply chain, from source to consumer.



**Making Things Smarter**  
Discover how Intelligent Labels can benefit your business.  
Scan or visit [rfid.averydennison.com](http://rfid.averydennison.com)



# The Technologies that Creates Your Home Sweet Home 以科技打造夢想家居



**Mr. Derek Ng**  
CEO of Pricerite Home  
**吳獻昇先生**  
實惠家居行政總裁



A technology overhaul is never easy for a 3 decade-old business, it requires determination, persistence and comprehensive strategies. Observing the changes in consumer behavior, Derek Ng, CEO of Pricerite Home, realised technologies like AR / VR, big data analytics, e-commerce, are vital to help them stay relevant to today's people hectic lifestyle and millennials' purchasing habits, and he is resolved to see it through.

"Most people don't just go to store to buy furniture, they also do a lot of research across different channels and discuss with family or friends. And only after thorough examination would they place their orders, in the most convenient and bargain way available like in-app with promo code," Derek shared his insight of the customer behavior. "For millennials, they behave vastly different: they not only seek recommendations and reviews from KOLs or social media channels, but they also look for personalised experience, interaction and association with the brand."

對一間歷經三十載的公司來說，要進行科技改革並非易事，管理層必需擁有無比的決心與毅力，並且制定完善的策略。實惠家居行政總裁吳獻昇觀察到近年消費者行為正在改變，各種科技如擴增實境(AR)/虛擬實境(VR)、大數據分析、電子商貿等大行其道，這些科技都有助公司迎合現今忙碌都市人的生活習慣及千禧世代的購買習慣，有見及此，吳獻昇決意運用科技，帶動變革。

「很多人購買傢俬時通常不會只到店舖採購，他們亦會於不同平台搜集資料，以及與家人或朋友討論。消費者經過深思熟慮後才會選擇以最方便實惠的方式購買，例如在手機應用程式上輸入推廣條碼購買。」吳獻昇分享對消費者行為的看法，他續說：「至於千禧世代，他們的購物模式截然不同，除了在社交網絡平台上觀看網絡紅人和其他用家的意見及評論外，他們更會期望得到個人化體驗，以及與品牌互動和連繫的機會。」



## Housing Today Consumers' Needs

Those are part of the reasons why Pricerite Home is investing in technology to cater to the needs of today's consumers. To allow customers visualise how a piece of furniture fit in their own apartment, Pricerite Home developed an augmented reality/virtual reality app that present a virtual 3D furniture with 1:1 scale on smartphone screen against the real environment.

"We setup some typical types of show flat in store, some rectangular and some diamond-shaped, to show how our furniture pieces can facilitate the family to utilize their home space smarter, offering them more decorative ideas." Derek said. "And if the family members can't come together to our store to check out the furniture, they can still use our app to picture how it will look like at home."



## 順應現今消費者需要

實惠家居(下稱實惠)積極投資科技,就是為了迎合現今消費者的需求。為了讓消費者構想傢俬放置在家中的模樣,公司發展了AR/VR手機應用程式,讓顧客利用手機以3D模式及1:1比例模擬傢俬在真實環境的模樣。

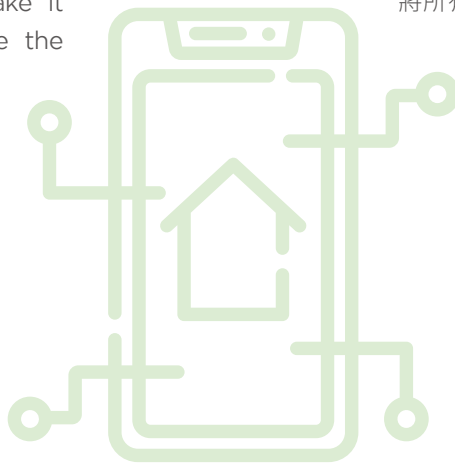
「我們於店鋪設置了多個如長方形或鑽石形的示範單位佈局,以展示我們的產品如何協助顧客善用家居空間,啟發更多佈置意念。對於未

能親身前來店鋪觀看傢俬的家庭成員,他們也可以利用手機應用程式看到傢俬模擬放在家中時的模樣。」

## Piecing Together the Data

The most challenging part of the digital transformation that Pricerite Home went through is not a fancy app, but its data system. Pricerite Home needs a single data platform that consolidates all the data including product, point-of-sales and customer data. "We need to standardise all our data to make it meaningful for business analysis: for example the product dimension, the legacy data might be in inches or centimetres, among other varying product attributes, so we need to have them all standardised so that we can offer more relevant, personalized promotion to our customers."

Pricerite Home also plans to tap on publicly available data, for instance the weather data by the Government, to make linkage with their own and customise promotion to different members. When the weather forecast shows certain districts in Hong Kong will be humid or with serious air-pollution, the system will send out pre-set marketing messages about their dehumidifiers or air purifiers to members whose address records show they are at the vicinity.



## 釐清數據 運籌帷幄

實惠在數碼轉型過程中所遇到的最大難題,並非在於建立繁複的應用程式,而是建立數據系統。實惠需要一個能整合所有數據於一體的數據平台,當中包括產品資訊,銷售點數據及顧客資料。「我們需要將所有數據標準化,才能得出有價值的

分析:舉例說,除了不同的產品特性外,舊式產品尺寸單位有些是寸,也有些是厘米,故此我們需要將所有數據標準化,才能為顧客提供更適切及個人化的推廣。」

實惠更計劃參照公共數據,為不同會員提供相關切身的產品優惠,政府的天氣預報便是一例。當天氣預報顯示香港某些地區將會出現潮濕或有嚴重空氣污染的

情況,系統便會發出預設的市場推廣訊息,向系統紀錄裡登記地址為受影響地區的會員推廣抽濕機或空氣清新機。

## Orchestrating Omni-channel Efforts

Derek believes omni-channel is no longer a "nice to have" element anymore, but an integral part to compete in market, and Pricerite Home is of no exception. With full-fledged e-commerce and mobile app developed, one daunting task for Pricerite Home is how to increase online sales without cannibalizing physical store sales.

## 用心策劃全渠道模式

吳獻昇相信,全渠道模式並非可有可無,而是面對市場競爭的必備條件,當然實惠亦不例外,必須採用有關模式。實惠發展了功能完備的電子商貿及手機應用程式後,接下來的艱鉅任務就是在增加網上銷售量的同時,避免實體店的銷售量減少。

“Our frontline staff earns a commission for every piece of furniture they sell, so they are motivated; but with online platform, they might want to close the deal when the customers visit the store instead of letting customer buy online. This contradicts the consumers’ behavior and our omni-channel business direction.” said Derek.

“Thus we devised a scheme to incentivise our staff to sell, no matter offline or online, by giving each staff a unique promo code that can be shared with customers, so that when customers buy online using the code, they will enjoy a small discount, while the staff can still reap the same commission equivalent to in-store sales.”

Derek believes the sales growth of online store will double this year. The company has already integrated the warehouse management to allow real-time availability of every furniture piece, for both online customer and offline staff. Once the online segment takes off, Derek plans to optimise some physical operations to become more an experience venue.

The company believes a happy customer is a repeat customer. Pricerite Home is accredited with GS1 HK’s Consumer Caring Scheme for 2 consecutive years, which mean it lives up to the standards in demonstrating excellence in consumer care through effective use of technology and consumer centric strategies, ultimately helping to lift up the industry’s overall capabilities in customer experience.



「我們的前線店員每售出一件傢俬，均會獲得佣金，以激勵他們賣力推廣產品。然而，網上平台出現後，他們卻不希望顧客於網上購買，而是傾向鼓勵顧客在店內完成交易。此舉與我們的全渠道策略背道而馳，亦與消費者行為有所違背。」

「故此我們設計了一套方案，給予每名員工一個獨特的推廣碼，讓他們與顧客分享，從而鼓勵他們同時進行線上及線下銷售。顧客以此推廣碼於網上購物即可享有折扣優惠，而同事藉此所獲得的銷售佣金亦與店內銷售佣金相同。」

吳獻昇相信今年網上平台的銷售額將會錄得雙倍增長。公司已提升了倉庫管理系統，讓網上顧客及店內員工都可以查看每件傢俬的即時貨量。吳獻昇計劃當網上平台上了軌道後，便會將一些實體店轉型成體驗店。

實惠相信能讓顧客感到開心滿足，他們必定會再度光顧，所以連續兩年參與「貼心企業嘉許計劃」均獲嘉許為「貼心企業」，證明公司通過科技及「以客為先」的策略所提供的顧客服務貼心出色，有助全面提升業界在顧客體驗方面的服務水平。



## Government Has a Role to Play

When asked about the major obstacle in current business, Derek whined about logistics. “Logistics has always been the bottleneck for us, it’s costly, difficult to arrange, and easily jeopardises our brand image.” Pricerite Home relies on 3rd party logistics partners to deliver most of the products, and lately introduced a dynamic scheduling timetable for customers to choose delivery time at their own convenience.

He hopes that the Government could play a role here, to drive down the logistics cost and strengthen its efficiency. This is crucial to the development of e-commerce, he believes, especially when many neighbouring markets have already achieved next day delivery. “The Government deserves our applause for introducing the Faster Payment System, which will bring substantial benefits to us as it is expected to bring some improvement in profit margin. I’m hopeful the Government will support us further on logistics, and to weather the recent economic uncertainty.”

## 政府的支援角色

被問及現時業務面臨的最大障礙時，吳獻昇即想到了物流。「我們往往在物流方面出現樽頸位，因其成本高、安排費力、稍有差池便會影響我們的品牌形象。」實惠現時依靠第三方物流供應商運送大部分貨品，最近亦增設了讓顧客可自選送貨時間的服務，方便顧客。

他希望政府能介入物流發展，協助減低物流成本並同時增加效率。這對電子商貿發展尤其重要，因鄰近市場已可以提供隔日送貨服務。「政府早前推出的『轉數快』快速支付系統值得表揚，這系統預期可改善我們的利潤幅度，為我們帶來實質好處。我希望政府能進一步在物流上為我們提供更多支援，以抵禦近期經濟動盪的影響。」



# No Queues, but only Smart Carts at Supermarket

## 毋須排隊的超市 智能購物車登場

Technology is revolutionizing grocery shopping with speed and convenience. Rather than installing an intelligent checkout system in the shop, everything can be done with the brand new AI-powered smart shopping carts. As shoppers pick an item from a shelf, cameras and built-in sensors on the cart will identify the product and add into the shopper's tally. The cart can also weigh items like vegetables to calculate the price. Even more, it may recommend additional ingredients if it thinks you're making a specific dish, and guide you to the ingredients inside the supermarket. Besides, the cart can point out nearby items that are on sale, which may increase consumers' buying intention. After shopping, consumers can simply pay and go.

科技為超市購物帶來革命性的改變，讓一切變得更快更方便。這個由外國公司推出的全新AI智能購物車並不需要在超市內安置大型智能收銀系統，所有購物過程均可以購物車處理。當顧客揀選貨品後，購物車的鏡頭及感應器能辨認出產品，並將產品加入購物車的清單上。智能購物車亦設有重量傳感器，可以量度重量，計算一些產品如蔬菜的價格。此外，購物車亦可根據你放在車上的材料去推算你要準備的菜式並提供其他所需材料建議，並以地圖標示為你帶路。在購物時，購物車亦可即時向你展示正在減價的貨品，增加顧客的購買意願。選好貨品後，顧客只需以購物車付款，便可離開。



1. The Smart Cart can recognize the products put into it. 智能購物車可辨認出放在車內的貨品。
2. The Smart Cart recommends you with nearby deals. 智能購物車會向顧客提議附近的優惠貨品。
3. Additional ingredients are recommended if it thinks you are making a specific dish. 它亦會推算顧客想製作的菜式，並建議所需的材料。
4. The cart can also guide you to the location of the ingredients. 購物車亦會以地圖為你帶路，讓你找到所需的材料。

Source 新聞來源:

<https://www.engadget.com/2019/01/11/caper-smart-shopping-cart/>

## Feeling Hopeful of Greater Bay Area Development

### Tmall Helps Shape Hong Kong's e-Commerce Ecosystem

天貓香港看好

**大灣區發展勢頭**

塑造電子商務生態

**Mr. CK Chan**  
Head of Hong Kong  
Tmall World

**陳子堅先生**  
天貓海外香港區總經理



China's State Council announced the new "Outline Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area" and identified Hong Kong, Macau, Shenzhen and Guangzhou as the four key cities and core engines for driving regional development. The blueprint also supports Jiangmen to cooperate with Hong Kong and Macau in developing into an integrated economic and business hub, especially in areas such as finance, tourism, e-commerce and so on.

Riding the waves of booming e-commerce in China, the e-commerce market in Hong Kong is expected to grow at a rapid pace. With payment system, logistics systems and after-sales services growing more mature, the e-commerce ecosystem is taking shape and has potential to drive retail growth in Hong Kong in the future.

CK Chan, Head of Hong Kong, Tmall World, feels confident of Hong Kong's e-commerce market and said "Data from the National Bureau of Statistics of China showed that e-commerce takes up over 23%<sup>1</sup> of the total retail sales in mainland China. In Hong Kong, only a relatively small percentage of e-commerce sales take up overall retail sales, so I think there is room for growth in local e-commerce."

"Hong Kong is the largest overseas market for Taobao and Tmall, and plays a major role in Alibaba's international business, because it is a stepping stone to expand our platform to other overseas markets," he continued.

國務院剛發表的《粵港澳大灣區發展規劃綱要》提及，將香港、澳門、廣州、深圳四大中心城市列為「區域發展核心引擎」，亦會支持江門與港澳合作建設大廣海灣經濟區，拓展在金融、旅遊、電子商務等領域合作。電子商務在內地發展蓬勃，在香港亦日漸騰飛，尤其是當支付、物流、售後客服等生態系統逐漸成形，有望成為本港零售業增長動力。

「根據國家統計局數據，2018年內地的電商滲透率，即網上零售額佔整體零售總額的比重超過23%<sup>1</sup>，而香港電商市場對比整體零售額仍有一段距離，所以我覺得本地電商絕對有發展潛力。」阿里巴巴旗下天貓海外香港區總經理陳子堅對香港市場充滿信心。

「香港是淘寶和天貓最大的海外市場，對於阿里巴巴集團拓展國際業務非常重要，讓我們更有信心將平台推到其他海外市場。」

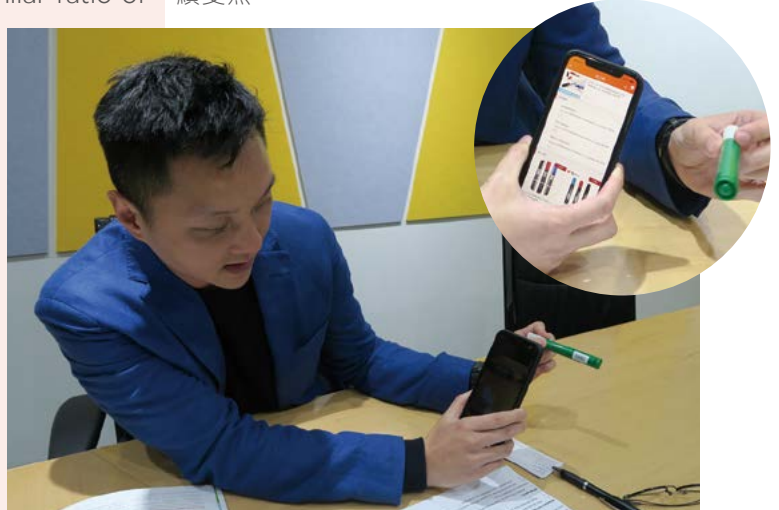
Alibaba Group's financial results in the second quarter of the fiscal year 2019 revealed that by September 2018, the yearly active consumers at Taobao and Tmall broke the 600 million record<sup>2</sup>, which is equivalent to 45% of the mainland Chinese population. The result in Hong Kong also triumphs, sharing a similar ratio of number of members-to-total population.

The most popular products for Hong Kong consumers on Taobao & Tmall include 3C products (computer, communication and consumer electronics), fashion and accessories, furniture, parental items and kids' toys. With billions of products on the platforms, it is not easy for consumers to search for what they want, so the company has deployed a series of measures and technologies to enhance their users' search experience. One of these enhancements has been to work with GS1 and adopt their international product barcode, which helps simplify the consumers' search process and facilitates merchants reaching their target customers.

"Many merchants, especially those aiming for global markets, list their products with GS1 barcodes on our platforms. Global users need only to simple scan a product barcode with a mobile phone, and the point of sales are listed out at once. Adopting technology with the international standards provides greater confidence to the consumers." CK explained.

CK asserted that the search capabilities on Taobao & Tmall are powerful. Beside barcodes, its image recognition and other technologies are sophisticated, achieving a much higher conversion rate than other channels. Based on customers' search or browser history, and coupled with machine intelligence, the platforms can customize and recommend the most relevant products to users, which usually gives a major boost to merchants' businesses.

根據阿里巴巴集團公佈2019財年第二季度財報，去年9月底止淘寶天貓的年度活躍消費者已突破6億里程碑<sup>2</sup>，相當於中國人口總數的45%，而香港會員人數在本地人口佔比與內地已相差無幾，成績斐然。



據了解，淘寶天貓上豐富的3C（電腦、通訊及消費電子產品）商品、服飾配飾、家居家具、母嬰及益智玩具等，備受香港消費者青睞。消費者面對淘寶天貓數以十億計的商品、要在茫茫產品海洋中尋寶，平台為此推出多項便利措施及技術方便用戶，並與GS1合作採納國際貨品編碼標準，方便用戶根據要求找到商家產品，助商家有效推廣產品至消費群。

「許多商家產品都擁有GS1的條碼，特別面向國際市場的產品，全球用戶只需利用平台中的掃描器掃產品條碼，便能即時出現該產品的銷售商戶。這技術與國際標準銜接，讓買家購物時帶來更大信心。」

陳子堅表示淘寶天貓的搜尋功能強大，除條碼外各類技術如圖像識別等都非常成熟，搜尋的成交轉化率比其他渠道成交明顯更高。平台的個性化服務亦會根據顧客搜尋或瀏覽過的商品，通過機器智能按照顧客的喜好而推薦相關產品，令商戶生意提升很多。集團同時為商戶開拓不同渠道和工具去推廣產品，如潮流推介、網紅直播、特賣場等，讓商家以更多元且溫和的營銷手法，針對不同消費者先建立品牌、後促銷。

陳子堅解釋，阿里巴巴集團始終希望賦能行業，發揮平台的基礎設施作用、發展和推動電商生態。「除了電商營銷服務外，我們更在與各業務部門協作，積極發展支付及物流等配套服務，讓電子商務在港全面發展。支付方面，集團旗下支付寶由起初只為淘寶用戶進行交易，到現在已陸續滲透全港線上線下各大零售點，成為超級支付平台，反過來為淘寶帶來流量；物流方面，通過集團



The Group has developed a variety of channels and tools to create different values for end customers, for example channels regarding the latest trends, live streaming to interact with KOLs (Key Opinion Leaders), flash sales pages and so on. These help merchants build their brands first and then boost sales and effectively engage with customers in multiple and non-intrusive ways.

CK described Alibaba Group's vision as business empowerment by leveraging the platform infrastructure and driving a local e-commerce ecosystem. "Beside marketing and promotion services, we work with different business units like payment and logistics services to enable e-commerce in Hong Kong to take off."

"At first, we built Alipay for Taobao only, but it has achieved much more than that. Now it penetrates into all major retail points of sales, both online and offline, bringing traffic and synergy back to Taobao. For logistics, we depend on one of our Group's subsidiaries, Cainiao Network, and its ecosystem partners. In mainland China, the economies of scale allows our merchants to provide free delivery, and same-day or next-day delivery in more than 1,600 locations in China."

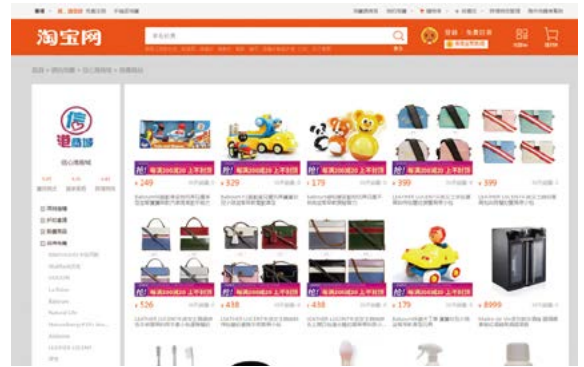


"We are constantly upgrading our delivery service quality in Hong Kong to offer consistently robust services like in China, in terms of delivery, self-pick-up, service charge and efficiency."

CK thinks there is room for development in logistics. "The narrow roads and traffic congestion make a unique environment in Hong Kong and hinders motorbike delivery. And if customers are not at home, the property management usually does not allow product delivery. That is why Cainiao works with partners to offer Hong Kong users a variety of delivery options, including over 1,000 self pick-up points or cabinets and counting."

He hopes that as the Greater Bay Area continues to develop, Hong Kong consumers will be able to enjoy better delivery options in the future with a perfect balance between fees and efficiency. "They can buy whenever they want, and enjoy a seamless, convenient shopping experience because of our extensive logistics network."

Hong Kong consumers demand high quality after-sales service, so Taobao & Tmall introduced local customer service and local product return service, empowering their merchant partners and bringing a distinct sales boost. CK also appreciates GS1 HK's e-Marketplace Programme because it addresses the needs of consumers. Due to the fact some shoppers lack confidence in online shopping, this Programme offers "triple trusted" credibility of trusted products, trusted merchants and trusted product information, giving consumers peace of mind and much confidence.



旗下菜鳥網絡的生態夥伴網絡，現時內地多地已做到包郵免運費，1,600多個區或縣能夠當日或次日送達。我們在港的目標是持續提升物流服務水平，包括在送貨或提貨方式、運費及效率上向內地看齊。」

陳子堅認為物流在香港有拓展空間。「香港環境獨特，車多路窄，未必方便電單車送貨，加上如果用戶不在家，大廈管理處一般不會讓物流送貨上門。所以集團旗下菜鳥網絡現時通過生態夥伴網絡，為香港用戶提供多種物流選擇，包括自提網絡，現有超過1,000個自提點或自提櫃可供消費者領取淘寶天貓的貨品，並正逐步增加。隨著大灣區發展及融合，我們希望未來香港消費者在平衡運費及物流效率後能有更好的選擇，任何時候想買便買，並能夠因為我們龐大物流網絡而得享快捷方便的購物體驗。」



香港人對售後服務要求高，所以淘寶天貓推出本地客服以及本地退貨服務，赋能合作商戶、為其生意帶來明顯提升。陳子堅亦認為GS1 HK推出的「信心港商城」計劃能夠切合消費者需要，因為有些消費者尚對網購缺乏信心，而這計劃是「正貨鐵三角」- 商戶、產品及商品資料的信心保證，能帶給這些消費者信心，讓消費者買得安心、用得放心。

1. National Bureau of Statistics of China 中國國家統計局: [http://www.stats.gov.cn/tjsj/zxfb/201901/t20190121\\_1645784.html](http://www.stats.gov.cn/tjsj/zxfb/201901/t20190121_1645784.html)  
2. Alibaba Group website 阿里巴巴集團官網: <https://www.alibabagroup.com/tc/news/article?news=p181102>



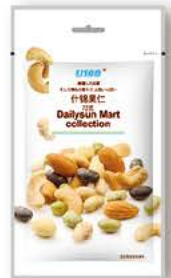
● 軟糖系列



● 梅片系列



● 堅果系列



● 果幹系列



# Unleash the Power of Smart Retail Engage Consumers with Smart Kiosk 發揮智慧零售力量 以Smart Kiosk與消費者互動

Retailers are actively embracing the latest digital technologies to engage consumers. GS1 HK has newly launched the Smart Kiosk – a smart retail solution integrated with latest technologies, such as video analytics, RFID, AI and machine learning, to capture and understand consumer buying behavior and enable targeted marketing. You can engage consumers anytime and anywhere with Smart Kiosk!

零售商紛紛在探討如何採用最新的數碼科技去增加與消費者的互動。GS1 HK正式推出全新的Smart Kiosk，一個融合多個嶄新科技於一身的智慧零售方案，包括影像分析、RFID、人工智能(AI)及機械學習，以擷取及了解顧客的購買行為及實踐目標行銷。透過Smart Kiosk，你可以隨時隨地與消費者互動！

## Benefits to Sellers/Brand Owners

- Flexible and portable method to outreach consumers and collect insights on product popularity
- Identify same visitors from kiosk at multi-store/ location
- Incentivize purchase for re-visiting individuals via digital coupon

## 對商家/品牌的好處

- 透過這具靈活性且可移動的方法去接觸客戶及收集數據分析，以了解產品的受歡迎程度
- 辨認出在不同店舖或地點多次到訪的人
- 透過電子優惠券，鼓勵再次到訪的人消費

## Benefits to Consumers

- Explore and understand the products thoroughly via videos, product description
- Faster method to purchase the product

## 對顧客的好處

- 透過影片及產品介紹，以及親身提驗去全面了解產品
- 更快購買產品



### Video Analytics 影像分析

Equipped with facial recognition to determine visitor's age, gender and emotion  
配備人面識別，去推算到訪者的年齡、性別及表情



### RFID Tray-Product Analytics 透過RFID進行產品分析

With RFID tracking, sellers can understand how long and how frequent their products are viewed  
透過RFID追蹤，商家可以了解貨品的觀看次數及時間



### Gain Consumer Insights 顧客行為分析

With data gained from RFID tracking and facial recognition, sellers can map consumer characteristics and their interest on different products  
結合RFID追蹤及人面識別所得的數據，商家可以瞭解不同特徵的顧客會對甚麼產品最感興趣



### Enable Multi-Store Targeted Marketing 讓商家在不同店舖內進行目標行銷

When visitors re-visit the Kiosk at different locations, they will be incentivized with digital coupon  
當人們在不同地方到訪Smart Kiosk時，會獲得電子優惠券以鼓勵消費

The Service is empowered by  
此服務方案應用了



Contact us now 立即聯絡我們: [services@gs1hk.org](mailto:services@gs1hk.org) Tel 電話: 2863 9755

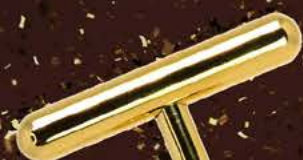
匠心獨金他他拉氏

H K G O L D E N B A R

# 24K 香港黃金棒

(附絲絨保護袋)

- 超厚純金面層(+50%)
- 醫療級不鏽鋼底材
- 抗腐蝕,防水
- 抗酸抗鹼防敏感
- 不含鎳,不含鉛
- 每分鐘 7000 次微震動



T型純金頭

緊致提升

亮白嫩膚

瘦臉形

抗衰再生

去皺除紋

淋巴排毒

主要功效



香港製造

三年保養

# Make Smart Retail & Smart City Happen 讓智慧零售及智慧城市發揮無限可能



GS1 Hong Kong participated in 2 of the core events of the Government's StartmeupHK Festival - "Retail's Cutting Edge" and "The Connected Cities Conference".

GS1 HK參與了政府全力支持的StartmeupHK創業節上的當中2項主要活動 - 「Retail's Cutting Edge」及「The Connected Cities Conference」。

## 23 Jan@ "Retail's Cutting Edge"

Technology is enabling dramatic changes in the retail industries, and such change is showcased at "Retail's Cutting Edge" event, an event gathering retailers, entrepreneurs, startups and suppliers. GS1 Hong Kong showcased its digital consumer journey in the event, featuring solutions like REAL Visibility for product authentication and building consumer trust, as well as digital services such as e-Marketplace and Wechat Connect which helps business expansion and consumer engagement.



科技正在為零售業帶來多樣化的改變，「Retail's Cutting Edge」活動上展示了這些改變，並匯聚了多個零售業代表、企業家、創新者、初創公司及供應商。於活動上，GS1 HK展示了各方案如何幫助提升顧客的數碼體驗，例如提供產品認證及提升顧客信心的REAL Visibility方案，以及各數碼零售方案如「信心港商城」及「微信連繫」，讓企業把握數碼時代商機，輕鬆擴展業務的同時提升顧客參與度。

Know more about our digital services

了解更多關於本會的數碼方案

<https://www.gs1hk.org/our-services/digital-services>



## 24 Jan@ "The Connected Cities Conference"

Digital technologies make smart cities more liveable, sustainable and prosperous. As the supporting partner for "The Connected Cities Conference", GS1 Hong Kong lined up prominent speaker Huang Feng, Director-General, Asia Pacific Model E-port Network Operational Center to join the Smart Cities Panel, dwelling on important topics like how smart technology can be applied in the cities. The noteworthy event gathered industry leaders, government representatives and entrepreneurs from around the world.

數碼科技讓智慧城市發展更適宜居住、可持續發展及繁榮。作為「The Connected Cities Conference」的支持機構，GS1 HK特別邀請了在業界舉足輕重的亞太示範電子口岸網路運營中心主任黃峰去參與智慧城市的對談，探討如何將創新科技應用於城市發展。這個備受業界關注的活動雲集了世界各地的業界領袖、政府代表及企業家。



# Expand Your E-commerce Business Globally with Smart Logistics

## 掌握電商熱潮 以智慧跨境物流將業務拓展到世界各地

The ever-changing landscape of e-commerce brings constant challenges to businesses, which cross-border logistics is one of the biggest pain point for e-commerce owners to expand to the globe. GS1 Hong Kong and SF Express co-hosted a seminar "Cross border Logistics for Smart Retailer" and received positive response. Speakers shared multiple intelligent ways to cross-border logistics and end-to-end solutions in smart retail.



GS1 Hong Kong also demonstrated how to enhance search engine ranking with GTIN.

電子商貿的多變環境為業務帶來各種挑戰，而跨境物流往往困擾著各電商企業，窒礙他們將業務拓展到世界各地。故此，GS1 HK與順豐速運合辦了「零售業跨境物流研討會」，反應熱烈。講者闡述各項解決跨境物流的方法，並探討了智慧零售的全方位方案措施。此外，GS1 HK亦於講座上向大家展示產品條碼提升搜尋結果排名的手段。



# Exciting Digital Discussion @ GS1 HK Summit

## GS1 HK高峰會「論盡」 數碼轉型

GS1 Hong Kong Summit 2018 had seen all hot topics debated. Over 600 industry leaders and practitioners joined the Summit themed “Digital Business Transformation: Connecting the Dots.” They shared and discussed cases and topics like unmanned stores, AI facial recognition, IoT etc. The summit saw the esteemed presence of Mr. Nicholas Yang, Secretary for Innovation and Technology of HKSAR, Legislative Councilors Mr. Charles Mok, Ms. Elizabeth Quat and Mr. Peter Shiu and other guests.



Industry shakers in retail and e-commerce also joined and shared their successful journey in digital transformation. Jason Archer, Managing Director, Asia Pacific of Under Armour, Kent Wong, Managing Director of Chow Tai Fook Jewellery Group Limited, Ricky Wong, Co-founder and Chairman of HKTV Mall and Ricky Szeto, General Manager and Executive Director of Hung Fook Tong Group Holdings Ltd and Ms. Margaret Lau, General Manager of DCH Food Mart all advocated that it is important for businesses to transform and to bridge their online and offline presence to offer a seamless consumer journey. Delegates also exchanged their insights in digital strategies to tap into the opportunities in this digital era.



action now  
globalization  
**innovate or die**  
digital transformation  
personalization



View what they shared  
觀看各嘉賓的分享片段

GS1 HK高峰會2018逐一探討了多個數碼轉型熱話。高峰會主題為「連繫業務重心 達致數碼轉型」，匯聚了超過600位行業領袖及從業員。他們分享及討論了各數碼轉型熱話如無人商店、AI人臉辨識、物聯網等。創新及科技局局長楊偉雄、立法會議員莫乃光、葛珮帆和邵家輝等多位重量級嘉賓亦親臨出席。

各零售及電商界龍頭亦親臨分享了他們企業數碼轉型成功之道。Under Armour亞太區董事總經理 Jason Archer、周大福珠寶集團董事總經理黃紹基、HKTV Mall聯合創辦人兼主席王維基、鴻福堂集團執行董事司徒永富、大昌食品總經理劉碧鳳等均出席及分享了他們對企業採用創新科技的獨到見解。他們都認為企業可以創新科技去改變傳統營運模式，將線上線下體驗融合，實踐環環相扣的顧客旅程。一眾嘉賓亦熱烈的討論及交流了他們的數碼化營銷的心得，以把握數碼化年代新機遇。



## 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. (A)WAKE HK LTD
2. AFL INTERNATIONAL LTD
3. ALAINA (CHINA) BIOTECHNOLOGY LTD  
阿萊娜(中國)生物科技有限公司
4. ALL-TASTE (HK) INTERNATIONAL GROUP CO LTD  
全味道(香港)國際集團有限公司
5. AMAZEJW INTERNATIONAL LTD  
星震國際有限公司
6. ANDEFIT LTD  
安達思科有限公司
7. AR70 INTERNATIONAL BUSINESS DEVELOPMENT LTD
8. AYURBALA BIOTECHNOLOGIES LTD
9. BEST ELITE INTERNATIONAL LTD  
保盈國際有限公司
10. BEST WINE LTD  
美酒軒酒業有限公司
11. BG TRENDS LTD
12. CHAN LI CHAI MEDICAL FTY (HK) LTD  
香港陳李濟藥廠有限公司
13. CHANGXIN INTERNATIONAL TRADE CO LTD  
長行國際貿易有限公司
14. CHINA (HK) PEARL TOBACCO CO LTD  
中國(香港)明珠煙草有限公司
15. CHINA BELL INTERNATIONAL HOLDINGS LTD  
聲立國際控股有限公司
16. CHINA FOOD GROUP (HK) CO LTD  
中食集團(香港)有限公司
17. CHINA KANGHUI INTERNATIONAL GROUP LTD  
中國康輝國際集團有限公司
18. CHINA PLAIN QUESTION DON LTD  
中國素問堂有限公司
19. CHINA WAN KWAI KO YUEN ORGANIC INGREDIENTS LTD  
中國雲貴高源有機食材有限公司
20. CHINA-AFRICA TOBACCO HOLDINGS CO LTD  
中非煙草集團股份有限公司
21. CHINAMINE TRADING LTD  
華系貿易有限公司
22. CK RETAIL 21 (HK) LTD
23. COOKIES QUARTET LTD  
曲奇四重奏有限公司
24. COTE&CIEL LTD
25. CUIJIA YOUZHI CO LTD  
崔家油脂股份有限公司
26. DA ZHONG HUA CIGARETTE LTD  
大中華煙草有限公司
27. DIALOGUES LTD
28. DIVINE TANGERINE GROUP LTD  
橘品天下集團有限公司
29. DK-ASIA.COM LTD  
帝紀亞洲有限公司
30. D'MIRAKEL DEVELOPMENT LTD  
德美高發展有限公司
31. DOTLT TRADING LOGISTICS CO LTD
32. DR COMMA ENTERPRISES LTD  
悅麗企業有限公司
33. E2 LTD  
田易有限公司
34. EFEINI COSMETICS CO LTD  
依妃妮化妝品有限公司
35. ENRICH CULTURE GROUP LTD  
天窗文化集團有限公司
36. ERA MYTH GROUP LTD  
時代神話集團有限公司
37. EVER STAR CORPORATE MANAGEMENT LTD  
永星企業管理有限公司
38. FORMULA-LAB LTD
39. FRANCE BELIMAY (HK) INTERNATIONAL GROUP LTD  
法國蓓麗美國國際集團(香港)有限公司
40. FRANCE BO LI YA HK LTD  
法國泊莉雅香港有限公司
41. FRANCE BORE SEPO WINERY CO LTD  
法國波爾聖堡酒莊有限公司
42. FRENCH CANNES GROUP CO LTD  
法國戛納集團有限公司
43. FRENCH DE LANSIE BIOTECHNOLOGY COSMETIC CO LTD  
法國蒂蘭茜生物科技化妝品有限公司
44. FRENCH ZHONGMAI HOLDINGS GROUP LTD  
法國中脈控股集團有限公司
45. FRUIT OF TASTE CO LTD  
果之味有限公司
46. FU NUO (HK) INDUSTRIAL CO LTD  
富諾(香港)實業有限公司
47. FULMINA LTD
48. FULUM FOOD (INT'L) LTD  
富臨食品(國際)有限公司
49. GERMANY BAVARIA TAUBERSCHOF PRIVATE BREWERY LTD  
德國巴伐利亞陶伯紹夫私人釀酒有限公司
50. GERMANY JIAOSHI BEER LTD  
德國教仕啤酒有限公司
51. GERMANY MUNICH RANDLE BREWERY LTD  
德國慕尼黑蘭德爾啤酒有限公司
52. GFT DEVELOPMENT LTD
53. GIVE-HAPPY FOOD (HK) LTD  
君和食品(香港)有限公司
54. GO TECHNOLOGY HOLDING LTD
55. GOOD MANPOWER PHARMACEUTICAL TECHNOLOGY LTD  
毅傑製藥科技有限公司
56. GRATICULE MANAGEMENT LTD  
華宥有限公司
57. GREATHEALER HEALTHCARE TECHNOLOGY CO LTD  
百益健康科技有限公司
58. H.K. RED BULL VITAMIN BEVERAGE LTD  
香港紅牛維他命飲料有限公司
59. HAER FOOD LTD  
哈兒食品有限公司
60. HAIYOU LUPIN (HK) HEALTH TECHNOLOGY LTD  
海優陸品(香港)健康科技有限公司
61. HANYU INTERNATIONAL (HK) BIOTECHNOLOGY LTD  
瀚宇國際(香港)生物科技有限公司
62. HILLFORT INTERNATIONAL LTD  
嶺峰國際有限公司
63. HK AKOKO FOOD&BEVERAGE MANAGEMENT CO LTD  
香港原品餐飲管理有限公司
64. HK DUOSHENG FOOD SHARES LTD  
港多勝食品股份有限公司
65. HK FIVE-POLE (GROUP) LTD  
香港五極(集團)有限公司
66. HK GANGTONG TRADE INT'L LTD  
香港港通貿易國際有限公司
67. HK HANOFU INTERNATIONAL FOOD TECHNOLOGY CO LTD  
香港翰歐福國際食品科技有限公司
68. HK KAKA NATURAL TRADING LTD  
香港卡卡天然貿易有限公司

69. HK LINDSEY BIOTECHNOLOGY CO LTD  
香港林夕生物科技有限公司
70. HK SHUNWEN COMMODITY CO LTD  
香港順雯日用品有限公司
71. HK TIANYE TOBACCO GROUP LTD  
香港天葉煙草集團股份有限公司
72. HK XIANGSHI TRADING CO LTD  
香港享食貿易有限公司
73. HK YUYANG TRADE LTD  
香港裕楊貿易有限公司
74. HOLISTIC COFFEE CO LTD
75. HONG DA INTERNATIONAL TOBACCO LTD  
弘達國際煙草有限公司
76. HONG KONG ANFULI BIOTECHNOLOGY LTD  
香港安膚麗生物科技有限公司
77. HONG KONG CHEUNG WO BIOTECHNOLOGY GROUP LTD  
香港翔和生物科技集團有限公司
78. HONG KONG FLAVOR FOOD CO LTD  
港良味食品有限公司
79. HONG KONG JIA DE SHENG TRADING LTD  
香港佳德盛貿易有限公司
80. HONG KONG JILI GROUP CO LTD  
香港吉鯉集團有限公司
81. HONG KONG LUJIAO LANE INDUSTRIAL LTD  
香港鹿角巷實業有限公司
82. HONG KONG MEIDO ROYAL FOOD GROUP LTD  
香港米多皇族食品集團有限公司
83. HONG KONG QIMEI YOUPIN (INT'L) FOOD CO LTD  
香港崎美優品(國際)食品有限公司
84. HONG KONG RONG SHANG INTERNATIONAL GROUP LTD  
香港融尚國際集團有限公司
85. HONG KONG SEA FEATHER INTERNATIONAL LTD  
香港海羽國際有限公司
86. HONG KONG SIFEI ERDE BIOLOGICAL TECHNOLOGY CO LTD  
香港斯菲爾德生物科技有限公司
87. HONG KONG SNOW WHITE LTD  
香港雪白有限公司
88. HONG KONG STAR PAI INTERNATIONAL GROUP LTD  
香港星派國際集團有限公司
89. HONG KONG TEA HOUSE HOLDINGS LTD  
香港茶館有限公司
90. HONG KONG TOMYWELL TRADING CO LTD  
香港湯米維爾商貿有限公司
91. HONG KONG YIBAINA TRADING LTD  
香港億百納貿易有限公司
92. HONG KONG YUEN HEI TONG LTD  
香港元氣堂有限公司
93. HONG KONG YUTING INTERNATIONAL GROUP CO LTD  
香港譽婷國際集團有限公司
94. HONG KONG ANNASU COSMETICS LTD  
香港安娜蘇化妝品有限公司
95. HONG KONG DIANCUI SHARES LTD  
香港點翠股份有限公司
96. HONG KONG ETOILE (GROUP) LTD  
香港鴻星(集團)有限公司
97. HONG KONG HUANER FOODS CO LTD  
香港歡爾食品有限公司
98. HONG KONG HUIHUIYOU INTERNATIONAL FOOD CO LTD  
香港匯薈優國際食品有限公司
99. HONG KONG NANDA COSMETICS GROUP CO LTD  
香港蘭達化妝品集團有限公司
100. HONG KONG QINGZHAO PENG INTERNATIONAL CO LTD  
香港清照鵬國際有限公司
101. HONG KONG YUWANG INVESTMENT MANAGEMENT CO LTD  
香港宇旺投資管理有限公司
102. HONGSHENG (HK) INTERNATIONAL INDUSTRY LTD  
鴻盛(香港)國際實業有限公司
103. HOPTAI MARINE PRODUCTS CO LTD  
合泰海產貿易有限公司
104. HST ENTERPRISE CO LTD  
康思堂企業有限公司
105. HUDA GUAO INTERNATIONAL HOLDINGS GROUP (HK) CO LTD  
湖大谷奧國際控股集團(香港)有限公司
106. HUGO INTERNATIONAL (HK) LTD  
耀高國際(香港)有限公司
107. IKONE DESIGN LTD  
千壹品牌形象設計有限公司
108. INTERNATIONAL YOUPIN (HK) COSMETICS LTD  
國際優品(香港)化妝品有限公司
109. ISRAEL LAITENISEN PRODUCTS FOR BABIES (CHINA) CO LTD  
以色列萊特尼森嬰幼兒用品(中國)有限公司
110. ITALY TONGXI INTERNATIONAL FOOD LTD  
意大利同喜國際食品有限公司
111. ITRONICS CO LTD  
愛創思有限公司
112. JAPAN 100 INTERNATIONAL ENTERPRISE CO LTD  
日本壹佰國際企業有限公司
113. JAPAN SENZHIYUAN JAPANIZATION CO LTD  
日本森之源日化株式會社有限公司
114. JEFE LTD
115. JINSIHOU INT'L TRADE FOOD (HK) LTD  
金絲猴國際貿易食品(香港)有限公司
116. JOHO INTERNATIONAL CO LTD  
龍之行國際有限公司
117. JUN RUI INTERNATIONAL CO LTD  
駿睿國際貿易有限公司
118. KAM KEE FOOD PROVISION CO LTD  
金記食品有限公司
119. KIN FUNG WEISEN-U CO LTD  
建豐胥仙一U有限公司
120. KING GLORY INVESTMENT DEVELOPMENT LTD  
景耀投資發展有限公司
121. KINZAN NIPPON LTD  
金山日本有限公司
122. KOREA GEER FOOD ZHU SHE ASSOCIATION LTD  
韓國格爾食品株式會社有限公司
123. LANZI TECHNOLOGIES LTD  
籃子科技有限公司
124. LARFF INC LTD  
萊弗有限公司
125. LEADWELL TECHNOLOGY DEVELOPMENT LTD  
領佳科技發展有限公司
126. LIE HO COSMETIC PRODUCT LTD  
莉豪化妝品有限公司
127. LIVE WELL PHARMACEUTICALS LTD
128. LOCAL LIFE LTD  
在地生活有限公司
129. L'UNICA INTERNATIONAL LTD  
丞香堂國際有限公司
130. LUUNA NATURALS LTD  
璐娜有限公司
131. M I C HOLDINGS LTD  
慧能和生(香港)控股有限公司
132. M TEA HERBAL SCIENCE AND TECHNOLOGY CO LTD  
本草科技有限公司
133. MALAYSIA XIN XI YAN BIOTECHNOLOGY INTERNATIONAL CO LTD  
馬來西亞歆熙妍生物科技國際有限公司
134. MALAYSIAN RSERIES LTD  
馬來西亞商科士威有限公司
135. MAMA KITCHEN LTD  
阿媽手作有限公司
136. MARVELOUS MIND LTD  
聯鉅有限公司

137. MEILIAN BIOTECHNOLOGY CO LTD  
美聯生物科技股份有限公司
138. MERLYN HEALTHCARE LTD  
美意年健康科技有限公司
139. METROPOLITAN CENTRAL KITCHEN LTD  
大都薈中央廚房有限公司
140. MEXICO CRAFT BEER GROUP CO LTD  
墨西哥精釀啤酒集團有限公司
141. MICRO-NMN BIO-TECHNOLOGY (HK) CO LTD  
原生宜康生物科技(香港)有限公司
142. MIDER INT'L GROUP (CHINA) LTD  
美諦國際集團(中國)有限公司
143. MINIU INDUSTRY (HK) CO LTD  
米牛實業(香港)有限公司
144. MOMMY PLANET (BEIJING) TECHNOLOGY CO LTD  
媽咪星球(北京)科技有限公司
145. N12H LIFESTYLE GLOBAL LTD
146. NATURE HOUSE COSMETICS CO LTD  
自然之家化妝品有限公司
147. NEMO POWER TOOLS LTD  
香港尼摩電動工具有限公司
148. NEVER WRONG TOYS & GAMES LTD
149. NEXTRONICS LTD  
亞美勝電子商務有限公司
150. NH BUSINESS DEVELOPMENT LTD  
寧港產業拓展有限公司
151. NIKKO TOYS LTD
152. NISOON INTERNATIONAL TRADING CO LTD  
日信國際食品有限公司
153. NOVATRADE INTERNATIONAL LTD  
諾華國貿有限公司
154. OASIS TOBACCO INTERNATIONAL LTD  
綠洲煙草國際有限公司
155. ORGANIC BLISS CO LTD  
有機磨坊有限公司
156. ORKA PRODUCTS LTD
157. OTSUKA PHARMACEUTICAL (HK) LTD  
香港大塚製藥有限公司
158. OWOH ONLINE LTD  
嚶噢在線有限公司
159. PAWSLAND CO LTD  
寵之嶺有限公司
160. PERFORMANCE SPORTS LTD
161. PLASTOFORM INDUSTRIES LTD  
捷永實業有限公司
162. ROSEN INTERNATIONAL TRADING LTD
163. RUN HUA INVESTMENTS GROUP CO LTD  
潤華投資(集團)有限公司
164. SENCE WIN TRADING LTD  
勝億貿易有限公司
165. SHINMEI ASIA LTD  
神明亞洲有限公司
166. SINOBAKE GROUP LTD
167. SKINVITA HOLDINGS LTD  
自研美肌集團有限公司
168. SMART INTERNATIONAL DISTRIBUTION LTD
169. SMARTWARE SOLUTIONS LTD
170. SPA MONKEYS LTD
171. SWEDISH ROYAL SCIENCES ACADEMY NATURAL  
BIOTECHNOLOGY CO LTD  
瑞典皇家科學院自然生物科技股份有限公司
172. TAI WAI BREWERY LTD  
大圍啤酒廠有限公司
173. TAIWAN YIBAOSHANZHANG INDUSTRIAL CO LTD  
臺灣逸寶山莊實業有限公司
174. TCL ENTERTAINMENT SOLUTIONS LTD
175. TEAM ONE INTERNATIONAL (HK) LTD  
添溫國際(香港)有限公司
176. THAILAND NUMBER8 INTERNATIONAL GROUP LTD  
泰國八號國際集團有限公司
177. THE MEAT LAB LTD
178. TOMEX METAL & PAPER PRODUCTS LTD  
濤美金屬紙品有限公司
179. TRINITY DEVELOPMENTS LTD
180. TRUKNOMI INTERNATIONAL COSMETIC CO LTD  
查思諾蜜國際化妝品有限公司
181. TSUI HEUNG FOOD FACTORY  
趣香食品製造廠
182. UK DUMBO GROUP (HK) LTD  
英國飛象集團(香港)有限公司
183. ULTRA SHEEN LTD
184. UNIVINSON TIME CO LTD  
維真時代有限公司
185. USA BEE COSMETICS LTD  
美國小蜜蜂化妝品有限公司
186. VETTER CO LTD
187. V-MODA LLC
188. WAH TAI GINSENG TRADING LTD  
華泰參茸貿易有限公司
189. WAI WAH COMMERCIAL DEVELOPMENT LTD  
偉華商品拓展有限公司
190. WAN SHI KANG (GROUP) CO LTD  
萬仕康(集團)有限公司
191. WANN BAO GER TEA CULTURE CENTRE  
萬寶閣茶藝中心
192. WEST COAST LTD
193. WING LOK OVERSEAS (HK) LTD  
香港永樂海外有限公司
194. WING TAT ELECTRIC MFG CO LTD
195. WINKO CO LTD  
宏高針織有限公司
196. WOCEAN INTERNATIONAL TRADING CO LTD  
禾洋國際貿易有限公司
197. XIANGCUN MOFANG (HK) LTD  
鄉村磨坊(香港)有限公司
198. XIANGYU INTERNATIONAL INDUSTRIAL (HK) CO LTD  
享譽國際實業(香港)有限公司
199. XUANBABI PERSONAL HEALTH CARE SHARE HK LTD  
萱芭比個人健康護理品股份(香港)有限公司
200. YANGXI BIOTECH (HK) LTD  
養汐生物技術(香港)有限公司
201. YEELONG LTD  
易隆有限公司
202. YEELONG LTD  
易隆有限公司
203. YUANHUI (HK) INTERNATIONAL TRADING LTD  
遠匯(香港)國際貿易有限公司
204. YWINQ TRADE (HK) CO LTD  
香港英尼貿易有限公司

Join Us  
成為我們的會員







## 30 YEARS of Success Pearl Jubilee of GS1 Hong Kong GS1 HK迎接30周年 — 珍珠禧

2019 is an extraordinary year for GS1 Hong Kong as it marks our 30th Anniversary in Hong Kong - the Pearl Jubilee. Throughout the years, our development closely ties with Hong Kong companies, constantly transforming the business landscape and looking for new business opportunities with innovative solutions and services based on our global standards.

We have planned a series of activities ahead to commemorate the special occasion. The first and foremost is a gala dinner on 12 March, 2019 in InterContinental Hong Kong, with Mr. Paul Chan, Financial Secretary of the HKSAR Government, to be our guest of honour. A gourmet dinner filled with fantastic entertainment and a grand lucky draw is guaranteed!

2019年對GS1 HK而言是別具意義的一年，本會正式邁進30周年紀念(珍珠禧)。多年來，本會一向緊貼本地營商環境的變遷而發展、推陳出新，助各行業會員以創新科技及以標準為本的解決方案蛻變轉型、把握新機遇。

為紀念這特別的時刻，GS1 HK將舉辦一連串的活動。首先是將於2019年3月12日在香港洲際酒店舉行的30周年晚宴，為整年的活動揭開序幕。香港特別行政區財政司司長陳茂波先生將親臨擔任主禮嘉賓。晚宴除為大家帶來各款佳餚外，還安排了精彩的節目如大抽獎！

## Quality Food Traceability Scheme 2019 Ushers into the 5th Edition 優質食品源頭追蹤計劃踏入五周年

With more complex supply chains, food safety has become a major concern for consumers, manufacturers and retailers. Food traceability and transparency are the essential elements. On 15 February, winners of Quality Food Traceability Scheme 2018 shared their best practices in optimizing food traceability with international standards and technology. Starting from 2019, the Scheme has added a new element – Efficient Consumer Response Index (ECR Index), which could help the companies to review their speed and capability to deal with incidents.

隨著供應鏈越趨複雜，食品安全已成為消費者、生產商及零售商的關注重點。於2月15日，優質食品源頭追蹤計劃2018的得獎者分享了他們的食物安全範例，展示如何以科技及全球標準改善食品追蹤追溯。計劃自2019年開始新增了一個元素 – 高效回應消費者指標，以提高企業處理事故的速度和能力。

QUALITY  
FOOD  
Traceability  
Scheme



To know more and join now  
了解更多及參加



## The Hong Kong ICT Awards: Smart Mobility Awards 香港資訊及通訊科技獎 – 智慧出行獎



GS1 Hong Kong is the lead organiser for The Smart Mobility Hong Kong Award 2019. We have received applications from award categories of Smart Transportation, Smart Logistics and Smart Tourism. Our Judging Panel consists of professionals of the ICT industry, as well as members from industry and professional associations, companies, educational institutes, and government bodies. After the adjudication processes in February, the winners will be announced at the Categories' Awards Presentation Ceremony and Award Presentation Ceremony to be held on 4th April, 2019. Stay tuned for the updates!

GS1 HK為「智慧出行獎」2019的籌辦機構。早前我們已收到多個與智慧交通、智慧物流和智慧旅遊應用的報名表格。我們的評審委員會由資訊、通訊及科技界專業人士擔任，成員來自各相關行業協會、公司、學界及政府機構。經過2月的一輪評審過程後，一眾得獎企業將會於2019年4月4日舉行的類別頒獎典禮及頒獎典禮上公佈。敬請密切留意！



View our judging panel  
觀看評審委員會陣容



12 MAR 2019

## GS1 Hong Kong 30th Anniversary Gala Dinner & Consumer Caring Scheme Award Presentation Ceremony GS1 HK 30周年晚宴及貼心企業嘉許計劃頒獎典禮

GS1 Hong Kong 30th Anniversary Gala Dinner is the first and foremost event to kick off the year round activity planned for our 30th Anniversary. The Gala dinner will see the esteemed presence of Mr. Paul Chan, Financial Secretary of the HKSAR Government and over 500 business leaders, industry professionals and executives. The award ceremony for Consumer Caring Scheme 2018 will also be held. GS1 HK 30周年晚宴為一連串30周年慶祝活動展開序幕。香港特別行政區財政司司長陳茂波先生將親臨擔任主禮嘉賓，晚宴將匯聚超過500位商界領袖、行業專家及管理層。同場將舉行貼心企業嘉許計劃2018頒獎典禮。

11 APR 2019

## GEL Club Luncheon 「GEL聚」

GS1 HK Executive Luncheon (GEL) is a platform for senior executives of members to mingle and get updates from GS1 HK. It is a great opportunity for cross industry members to interact, share experiences and co-create opportunities.

「GEL聚」的目的是讓GS1 HK與會員加強連繫和分享GS1 HK的最新動向。這是一個好機會讓跨行業會員相互交流及分享經驗，並締造合作機遇。



8 Mar 2019

FRI

09:30-17:00

The New Food Era Certification Course



12 Mar 2019

TUE

18:00-22:00

GS1 Hong Kong 30th Anniversary Gala Dinner & Consumer Caring Scheme Award Presentation Ceremony



15 Mar 2019

FRI

09:30-17:00

The New Food Era Certification Course

HKTVMall Tsing Yi Centre Visit - HK Food & Beverage Industry Advisory Board and ECR HK



20 Mar 2019

WED

15:00-17:00

Joint e-commerce Workshop with UDomain



22 Mar 2019

FRI

14:00-16:30

Advanced Barcode Workshop

HKTVMall Tsing Yi Centre Visit - SMEs Advisory Board



27 Mar 2019

WED

15:00-17:00

Retail Workshop



28 Mar 2019

THU

09:30-16:30

Basic Barcode Workshop



4 Apr 2019

THU

14:45-16:45

Smart Mobility Awards Presentation Ceremony



11 Apr 2019

TUE

12:15-14:15

GEL Club Luncheon

「GEL聚」

25 Apr 2019

THU

09:30-16:30

Basic Barcode Workshop



# REAL Visibility

## Protect Your Brand and Build Consumer Trust



### Empower Consumers with Instant Product Authentication & Trusted Product Information



- Patented anti-forgery micro printing technology
- Forgery copy can be easily detected by the REAL Barcode mobile app



Immediate results from **REAL Barcode** scanning help verify whether the product is real or counterfeit



**Trace** product origin & obtain trusted information



**Save consumers** from potential harm

### Empower Brand Owners with Consumer Visibility on Scan Activities



**Interact with consumers** by providing trusted information in real-time



**Get alerted and obtain location & identity** of counterfeit goods



Track distribution channels & identify **suspicious suppliers**



**Save business** from facing lawsuits, brand erosion & loss of revenue



Capture data for **big data analytics** to understand consumer behavior & gain insights

Download REAL Barcode App to get authentic Track & Trace information



**GS1 Hong Kong**

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

**T** +852 2863 9746

**E** info@gs1hk.org

**www.gs1hk.org**

To know more:

