

**Track & Trace Global Dairy Chain
From Grass to Glass**
全程追蹤「由一根草至一杯奶」環球供應鏈

**Staying True to Original Taste and
Aspiration for a Decade**
十年不忘初心 只為食品原味道

**Miguel Lopera Appointed Member of the
World Trade Board**
Miguel Lopera獲委任為World Trade Board委員

**First Step to Healthy Body
Support the Reduction of Salt & Sugar in Food**
踏出健康第一步 支持「全城減鹽減糖」

**30th Anniversary Prize Quiz
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參加30周年誌慶有獎問答 贏取禮品



Lo Tak Shing, Peter
Chief Executive Officer
Café de Coral Group
羅德承
大家樂集團首席執行官

Executive Connect 管理層專訪

**Trial and Learning Forges the Canteen of
Hong Kong People**

反覆試驗 穩中求勝 成就港人食堂



EDITOR'S NOTE 編輯的話

From Days to Seconds: Trace and Track with IoT and Blockchain Technologies 物聯網及區塊鏈的魔力 食品溯源只需數秒



There's a long-held myth of the five second rule about food safety – if food falls onto the floor and you pick it up within the golden frame of few seconds, then the food is still good to eat. When we talk about food safety, few seconds can make a difference, as it's the time required to trace the source of food when blockchain technology is adopted. By September 2019, all suppliers of leafy green vegetable of Walmart will be required to upload their data to blockchain. By doing so, time needed to trace the source of food will be shortened from 7 days to 2.2 seconds only.

Globalisation makes food safety more complex, as the food chain has become longer and more complicated. International organisations like World Trade Organisation (WTO) and World Health Organisation (WHO) have also urged the international cooperation to improve food safety, as foodborne diseases and food safety incidents not only cause an estimated 600 million people (almost 1 in 10 people in the world) every year to fall ill, but also hamper world economy and sustainable development.

Industry watchers once said, “2019 should be the year that IoT improves food safety”. IoT can enable the tracking of food throughout the supply chain, conduct real-time and humidity temperature monitoring, or even prevent food contamination in food handling processes. There's an IoT tool that can detect traces of pathogens on employees' hands after washing, and they will get immediate feedback if pathogen remains, so they will wash their hands again before processing food.

In Hong Kong, new technologies in food safety are emerging, a Hong Kong-based start-up developed a technology of using specially designed fish embryos with DNA structure similar to human to test for toxic substances in food, and more than 1000 toxins can be screened at a time.

In this issue, industry pioneers shared their commitment in adhering to high standards in food quality and service, delivering the best and safest food to their consumers every day. Peter Lo, Chief Executive Officer of Café de Coral Group shared how the group became the “canteen of Hong Kong people”, offering a wide spectrum of catering options to consumers with the same high quality. Helena He, Managing Director of FrieslandCampina (Hong Kong) Limited revealed the secret behind “the gift from god”, and how the company built consumer trust with safety and traceability. Theresa Yiu, Founder of Dashijie Co. Ltd emphasized her commitment towards uncompromising quality, and how she spread the “original taste” to the globe.

相信很多人都聽說過關於食物的「五秒定律」，就是跌了在地上的食物如果在幾秒內拾起，食物還是安全可食用的。數秒對食品安全來說的確非常重要，因在食品供應鏈上應用區塊鏈科技後，在食品事故發生時追溯食品源頭只需數秒。由2019年9月起，沃爾瑪會要求所有綠色蔬菜的供應商都將數據上傳至區塊鏈，將食品源頭追溯從7日縮短到只需2.2秒。

全球化讓食品安全變得更繁複，食品供應鏈亦變得更長更複雜。多個國際機構如世界貿易組織(WTO)及世界衛生組織(WHO)亦正在推動全球合作以改善食品安全，因食物傳播疾病及食品事故不但讓每年大約6億人(全球10人的1人)受影響生病，還會妨礙經濟及可持續發展。

有行業人士曾指出「2019將會是物聯網改變食品安全的一年」。物聯網應用可以達致食品供應鏈上的追蹤追溯、實時監測溫度濕度、甚至是在食品處理過程中防止食品受到感染。物聯網工具可用作探測處理食品員工手上的病原體，如果他們在洗手後手上還有病原體，就會獲得即時通知，確保沒有病原體才可處理食品。

在香港，食品行業新科技推陳出新。有香港的初創公司研發出一種新科技，以與人類基因相似的基因魚胚胎去檢測食品安全，探測食品中的毒性，在同一時間下可檢測超過1000種毒性。

今期有多位行業領袖分享了他們於高品質食品及服務上的承諾，為顧客每天提供最安全及最優質的食品。大家樂集團首席執行官羅德承分享集團如何為顧客帶來多元化且符合標準的食品，成就港人食堂。菲仕蘭(香港)有限公司董事總經理賀亞軍亦為大家揭示「上天的禮物」的背後理念，及公司如何以食品安全及追蹤追溯建立消費者信心。「大師姐」品牌創辦人姚麥麗敏道出自己多年對食品質量的執著，還分享了品牌如何拓展海外商機，將食品原味道帶到世界各地。

GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong
T +852 2861 2819 E info@gs1hk.org
www.gs1hk.org



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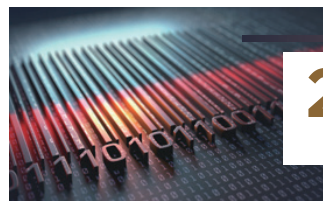
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About GS1 Hong Kong 關於香港貨品編碼協會

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.

GS1 Hong Kong's mission is to empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. Our EPC standard lays the foundation for IoT, powering a range of IoT-based services and applications. We are helping industry to meet the challenges of omni-channel commerce and create a seamless customer experience. By engaging with communities of trading partners, industry organisations, government, and technology providers, we are fostering a collaborative ecosystem and aiming for "Smarter Business, Better Life".

For more information about GS1 Hong Kong, please visit www.gs1hk.org

Editors: Corinna Fung, Will Ip, Cindy Chui
Advertising and editorial enquiries: Will Ip
Tel: 2863 9763 **Email:** willip@gs1hk.org

香港貨品編碼協會是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 HK透過提供以全球標準為本的一系列平台、解決方案及服務，為不同行業的企業提升效率、安全性、真確性和可持續性，並推動商業之間的連繫。全球標準能確保數據可信、準確，讓業務夥伴易於分享、搜索該些數據，並連結到相關資訊。而本會的產品電子代碼(EPC)標準是物聯網的基礎，有助研發出一連串物聯網服務及應用。我們亦協助業界應付全渠道商貿帶來的挑戰，為其營造無縫的顧客體驗。GS1 HK與各貿易夥伴、行業機構、政府及資訊科技公司積極構建協作生態，實踐「智能商貿，優質生活」的願景。

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編輯: 馮美珠, 葉永大, 徐子惠
廣告及編輯查詢: 葉永大
電話: 2863 9763 **電郵:** willip@gs1hk.org



Trial and Learning Forges the Canteen of Hong Kong People

反覆試驗 穩中求勝 成就港人食堂

Lo Tak Shing, Peter

Chief Executive Officer
Café de Coral Group

羅德承

大家樂集團首席執行官

“Fast, nice and value-for-money” has always been the major 3 reasons for Hongkongers to visit fast food restaurants for decades. But as time changes, fast food restaurants have to rejuvenate too to keep up with the dining habits of the new generation to sustain their competitiveness. As the largest Chinese fast food restaurant group in Hong Kong, Café de Coral continues to remain sensitive to market changes. Adhering to the high standards in food quality and service, the Group offered a wide spectrum of catering options to consumers, which eventually consolidate into the current diversified and cross-border business portfolio today.

Fast-Food vs Casual Dining: The Restaurant that Fits Everyone's Taste

According to Government statistics, the F&B (food and beverage) market in Hong Kong has grown from HKD50 billion by around 2000s, to about HKD120 billion in 2018. Peter Lo, Chief Executive Officer of the Café de Coral Group, revealed that the Group has initiated diversification strategy since the 90s with acquisition of Ah Yee Leng Tong, The Spaghetti House, etc. In addition to the acquisition, the Group has also made great strides into institutional catering business with the launch of Asia Pacific Catering (Hong Kong), and started Japanese fast food business. “Our multi-brand strategy offers consumers numerous dining options that addresses the food culture in the new age. This is the major reason our businesses maintain steady growth in the market. Despite there are gains and losses in between, the learning along the journey has been invaluable to us.”

光顧快餐店往往要求「快、靚、正」，過往至今如是。但隨著時代演變，快餐店亦需推陳出新，配合新一代的飲食習慣，才可維持競爭力。作為全港最大的中式連鎖快餐集團，大家樂一直保持敏銳觸覺，在恪守一貫對食物質素、服務水平等的嚴格標準同時，亦謹慎地嘗試不同款式的餐飲服務，始發展成今日多元化及多地域發展的企業。

速食 vs 休閒 各有所好

根據政府數據，本港的餐飲市場已從千禧年後約500億港元、增長至2018年約1,200億多港元。大家樂集團首席執行官羅德承表示，集團在90年代初已率先將品牌多元化，收購了意粉屋、阿二靚湯等、亦拓展泛亞機構飲食業務、並曾開闢日式快餐市場。「集團的多品牌策略正切合新一代飲食文化，滿足不同人的口味和需要，是我們市佔率穩步增長的重要原因。當中過程當然有成功有失敗，都是我們點滴經驗累積而成。」

Café de Coral Group currently runs more than 10 brands and offers a range of food choices such as fast food, western-style, Japanese and traditional Shanghai cuisines, each at a segmented average spending: around HKD40 for Café de Coral; around HKD50 for Mixian Sense; HKD70 for Oliver's Super Sandwiches; about HKD100 for Shanghai Lao Lao and HKD110 or above for The Spaghetti House.

大家樂現擁有10多個品牌，快餐、西式、日式、上海菜等，頗多元化，而各食肆價錢亦層次分明：大家樂人均消費約40元、米線陣約50元、Oliver's Super Sandwiches (利華超級三文治)在70元區間、以至上海姥姥約100元及意粉屋約110元。

羅德承解釋要標準化便要將食物製作工

“ Running a F&B business in Hong Kong is relatively easy, but serving over 500 meals per day in many stores, with similar food quality and standard across the stores like Café de Coral is definitely hard to run and copy. This is undoubtedly our distinctive feature and strong suit.

餐飲生意的入門門檻不高，但要像大家樂般每店每天做到超過500份餐的量，又要在不同地區都有統一標準，就絕不容易。這也正正是我們的特色和強項。



He further explained the key to standardised quality is turning food manufacturing processes into Standard Operating Procedure (SOP). These procedures will be divided and allocated to workers in various positions, enabling the Group to deliver the promise of “fast, nice and value-for-money” service.

序變成一套標準操作步驟(Standard Operating Procedure, SOP),並軟件」分配給不同崗位同事處理,便是達到「快、靚、正」祕方的其中一項材料。





The Secret Recipe to “Fast, Nice and Value-for-Money”

“Café de Coral’s Central Food Processing Centre would handle operations like food portioning and marinating, thus minimizing the food processing procedures handled at the branches.”

The diverse restaurant brands offer the Group more flexibility in procurement - from finest quality ingredients, to food produce that are affordable with normal standard. With the growing complexity of global food supply chain, consumers are increasingly demanding for better food safety. In addition to complying to the stringent food import regulations by Hong Kong Customs, Café de Coral also visited their global suppliers and examined food samples for quality assurance. Their central kitchen is certified with HACCP and ISO22000, and the Group is named the Diamond Enterprise Winner of “Quality Food Traceability Scheme” in 2018 by GS1 Hong Kong, showing continuous improvements in its food management system year by year as the assessment team suggested. The Food Scheme this year incorporated “Efficient Consumer Response” scoring to ensure company demonstrate full traceability capability from source to consumer, and Café de Coral exhibited high competency in upholding such traceability with the adoption of international standards and technology.

Café de Coral is also a regular patron to innovation. A few years ago the Group adopted ezTRADE, the B2B e-commerce platform by GS1 Hong Kong, enabling electronic commercial documents between the Group and its trading partners along the supply chain, like purchase orders, Advance Shipment Notice and payment instructions etc. The deployment has significantly reduced administrative works and increased supply chain efficiency.

Foodie-Centric Strategies

Peter hinted that self-service kiosk will be rolled out in the Group’s different outlets by phrases, helping to reducing customers’ waiting time and the workload of frontline staff. “We have already launched a mobile ordering app and collaborated with third-party vendors to offer food delivery service. We believe these platforms will only grow as time passes. We have been known for quality and safety for a long

「快、靚、正」的原材料

「大家樂擁有中央廚房，很多製作工序、如份量分配和醃製食材都會在當中進行，減少分店處理食品的工序。」

由於集團旗下餐廳種類廣泛，在採購上彈性較大，由精挑細選的貴價材料、到「高性价比」的食品都會搜羅。但現時全球食品供應鏈的複雜性與日俱增，市民對食品安全的要求亦逐步提升，所以大家樂除了要符合香港海關食品入口的嚴謹規定外，亦會親身到環球供應商的地方檢視食品樣本，確保品質。其中央廚房得到HACCP及ISO22000認證，其品牌亦獲GS1 HK頒發「2018優質食品源頭追蹤計劃鑽石企業獎」，評審團隊稱大家樂的食品管理系統每年均持續改善。該計劃今年引入「高效消費者響應」評分，確保機構具備完善的「從源頭到消費者」的追溯能力，而大家樂正運用國際標準及科技，展示出食品追溯的嚴謹要求。

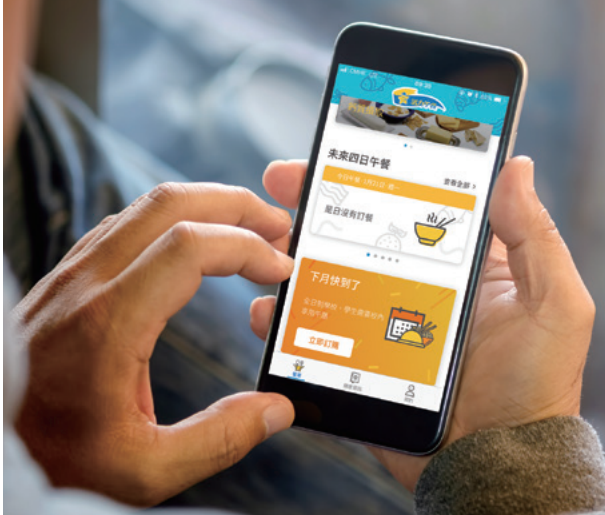
大家樂在創新上時有新猷，數年前便採用GS1 HK的B2B電子商貿平台ezTRADE，讓集團與其貿易夥伴以電子方式發送採購單及接收付運和付款通知等交易文件，大幅減省行政工作之餘，亦加快供應鏈的程序。



time, yet to compete in today's cut-throat market, I believe customer experience is the new battleground.”

A revamped customer loyalty programme was launched in 2018, attracting about 500,000 members today. It is offering more benefits to drive repeat purchase and better customer engagement to grow loyalty. The Group also collects limited customer data to support a more targeted market promotion, even though personalisation is not yet offered at this stage.

“I consider F&B business at its core is about “Customer Journey”, that's why one of our foci have been nurturing our talents, fostering their passion and engagement towards the works. This helps us succeed too.”



食客為本

羅德承表示，目前旗下品牌餐廳正分階段引入自助點餐機，縮短顧客等候時間、亦減輕前線人手負擔。其實我們早前已推出手機APP流動點餐功能，亦與第三方合作透過電子平台提供外賣和送餐服務，預料未來這些平台會日益重要。我們一向以高質可靠聞名，要在現今競爭激烈的餐飲市場突圍，提升顧客體驗便成為業界的新戰場。

大家樂快餐於2018年推出新的顧客忠誠計劃，現時會員數目約50萬，正推出優惠計劃鼓勵重覆消費，同時進一步與顧客互動和聯繫。集團亦會收集顧客大數據，縱使未能滿足個人化餐飲需要，仍可透視消費趨勢以作更準繩的市場推廣。「我認為餐飲業始終是以顧客體驗為本的生意，所以我們極度重視人才培訓，促進同事對工作的熱誠及投入感，這同樣是大家樂成功的因素之一。」

The Untapped Gourmet Market

Café de Coral China signed a strategic partnership with 8 property developers in Mainland China 2 weeks prior to the interview, aiming to accelerate its expansion in Mainland China, particularly in Guangzhou and Shenzhen. When asked about the importance of Greater Bay Area to the Group, Peter claimed, “We were the industry pioneer from Hong Kong when we opened our first restaurant in Mainland China in as early as 1992. For now, I feel that the Greater Bay Area is undergoing similar changes like Hong Kong in the old days, for example the rapid urbanization, the untapped breakfast and dinner eat-out markets, etc. Sure there will be great potential ahead.”

“The revenue for F&B industry in Guangdong amounts to RMB 400 billion, and the 9 cities in Greater Bay Area accounts for 80% of that market. Café de Coral is in a very unique position in the market, like our famous Hong Kong brand, our solid foundation, our strategic location close to train stations, the localised taste and more. I believe the Group will continue to be ‘the canteen of people’ for each and every city in the Greater Bay Area.”



美食藍海

訪問前兩週，大家樂旗下中國業務與內地八大地產商簽署合作協議，加快中國內地的開店計劃，特別是廣州和深圳兩個城市。被問及大灣區對集團的重要性時，羅德承稱：「我們早於1992年便已在深圳拓展分店，屬於香港同業先驅。我感覺現時大灣區正在經歷香港昔日演變：急速都市化、具發展空間的早餐和晚市市段等，潛力無限。」

「廣東餐飲收入以4,000億計，大灣區9個城市便坐擁8成市場，而大家樂憑著獨特的優勢，包括香港品牌、穩固根基、鐵路沿線店舖、本地化口味等，相信集團未來會繼續成為大灣區各城市大眾的『大食堂』。」



Miguel Lopera - appointed member of the World Trade Board 獲委任為World Trade Board委員 Improving People's Lives by Connecting Trade, Finance and Technology 連繫貿易、金融及科技，為人們帶來優質生活

Miguel Lopera, President & CEO of GS1 is now a World Trade Board member. Composed of global leaders, innovative thinkers, industry influencers and subject matter experts from different perspectives of trade, finance and commerce, the World Trade Board has a mission to “improve people's lives by connecting trade, finance and technology, enabling long-term growth and prosperity.”

GS1主席兼行政總裁Miguel Lopera成為了World Trade Board委員。World Trade Board由多位來自貿易、金融及科技界的全球領袖、創新思想家、行業代表及各專業範疇的專家組成，目的是「連繫貿易、金融及科技，以改善人們的生活及為世界帶來長遠發展及繁榮」。

Goals of the World Trade Board World Trade Board 的目標

- To define and deliver practical initiatives and recommendations across trade policy, finance and business technology
擬定及推動應用於貿易政策、財務及商貿科技上的實際舉措及建議
- Bring key stakeholders together to foster co-operation and drive innovative thinking
連繫各關鍵持份者，促進合作及啟發創新思維
- Create a platform for positive change to drive inclusive trade, global growth and prosperity – with the ultimate objective of improving people's lives.
成為促進發展的平台，推動包容性貿易、全球增長及繁榮，並以改善人們生活作最終目標



RFID Monitors the Freshness and Ripeness of Fresh Products

RFID監測新鮮食品的新鮮及成熟程度

People often find it difficult to distinguish whether the fruits are ripe when they consume, especially for premium fruits like avocado. The newly developed solution can help to obtain real-time information about the freshness and ripeness of fresh fruit with RFID tag integrated into the packaging, detecting certain dielectric variations in the fruit pulp associated with ripeness like turgidity, acidity, water and sugar content. Consumers can in turn obtain data regarding consumption, like “not yet ripe”, “ready to eat” etc. This in turn enhances their purchase experience and creates value in supply chain management.

人們往往難以判斷水果的成熟度，尤其是牛油果等水果。最新研發的智能方案在包裝上採用了無線射頻識別技術(RFID)，用以識別果肉中與成熟度相關的電介質，例如是混濁度、酸度、水分及糖份等，用以即時獲取關於新鮮水果的新鮮度及成熟程度等資訊。顧客從而獲得更多水果的食用資訊，如「未成熟」、「可食用」，以提升他們的購物體驗及為供應鏈管理創造價值。



News Source 新聞來源: Fruit Today

<https://fruittoday.com/en/smart-ripe-ilip-packaging-that-measures-the-ripeness-of-tropical-fruit/>



5G Enables Smarter In-store Robots

5G讓零售機械人變得更智能



A US company announced the partnership with a network provider to equip retail robots with 5G technology, helping robots to become “smarter”. 5G technology can eventually equip robots with both computing power and reduced latency to improve in-store experience and aid employees to better assist customers, ensuring retailers’ products are in stock and at the right place. The power of data is also demonstrated with increased revenue and consumer satisfaction.

有美國公司最近宣佈與一間網絡供應商合作，開發使用5G網絡的零售機械人，讓它們變得更有「智慧」。5G網絡賦予機械人更佳運算能力，減少延誤，從而改善店內體驗及讓店員更能協助顧客，並確保零售店內的貨架上存庫充足及擺放位置正確。此科技亦展示了大數據的功效，為零售店帶來增長的同時提升顧客滿意度。

News Source 新聞來源:

<https://www.retaildive.com/news/in-store-robots-could-get-smarter-with-5g-connectivity/559950/>

Track & Trace Global Dairy Chain From Grass to Glass 全程追蹤「由一根草至一杯奶」 環球供應鏈

Helena He
Managing Director
FrieslandCampina (Hong Kong) Ltd.
賀亞軍
菲仕蘭(香港)有限公司董事總經理



A common image of the Dutch countryside would likely consist of flat, green meadows filled with black-and-white cows and windmills. It is true, there were an impressive 1.6 million cows in the Netherlands in 2018, or roughly one-tenth of the country's human population. This is where Royal FrieslandCampina came from, one of the world's largest cooperative with roots dating back to 1871.

The Gift from God

Co-owned by 18,000 farmers, FrieslandCampina produced 10.7 billion kilograms of milk a year. In Hong Kong, FrieslandCampina owned a number of well-known dairy brands: FRISO, BLACK & WHITE, DUTCH LADY, Longevity and OPTIMEL, first three taking the no. 1 position in their own category, with the rich brand portfolio serving consumers across all ages.

“For over 140 years, FrieslandCampina focus only on one thing we know best – dairy products, that’s why we are a time-honoured cooperative that I believe will last another century.” explained Helena He, Managing Director of FrieslandCampina (Hong Kong) Ltd.

對於荷蘭郊區的印象普遍是一塊塊綠油油的廣闊平原，及大群在風車前閒步草原的黑白乳牛。事實上，荷蘭確實擁有1.6百萬頭乳牛(2018年數據)，約全國人口的十份之一，這亦是其中一個全球最大的合作社 - 荷蘭皇家菲仕蘭的發源地，其歷史可以追溯到1871年。

上天的禮物

菲仕蘭由超過18,000名奶農共同擁有，每年出產一百零七億公斤牛奶。在香港，菲仕蘭有多個知名品牌：荷蘭美素佳兒、黑白、子母、壽星公及康營樂，其中頭三個品牌都穩居其市場首位，全面涵蓋不同年齡的消費者。

菲仕蘭(香港)有限公司董事總經理賀亞軍表示：「菲仕蘭發展140多年迄今，一直專注我們最擅長的乳製品專業，我相信這家合作社的傳奇將會延續到下世紀。」

“ I still remembered the first day I joined FrieslandCampina Hong Kong, I was in the Netherlands joining the media tour as a celebration of the company's 80th anniversary of Hong Kong. I was deeply impressed by our dairy member farmers who were driven by the belief that 'Milk is the Gift from Nature', and they feel very proud to share this nutritional gift with the world to nourish the lives of millions of consumers every day.”

「我還記得加入菲仕蘭香港的第一天工作，就是在荷蘭接待香港的傳媒導覽團，這是香港子公司成立80週年的活動之一。當地自家農場的奶農讓我留下深刻印象，因他們深信牛奶是大自然的饋贈，對於每天都能與全球過百萬消費者分享這份營養價值極高的禮物、滋養人們健康生活引以為傲。」



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Shepherding the Premium Quality via Stringent Process

Motivated by a strong purpose, FrieslandCampina's operation is also guided by the comprehensive FOQUS food safety and quality management and monitoring system. "We maintain a robust system starting from the source. Every cow in our farms is tagged with a RFID ear tag and borne with smart collar / ankle bracelet, to record and keep track of their information, activity and health data. Every member dairy farmer is certified, while FrieslandCampina regularly conducts farm audits and cow health checks. Moreover, all professional milk truck drivers are trained and certified. They always check the temperature, odour and colour of milk prior collection to assure milk quality; they also take a milk sample, with GPS tracking system, for laboratory analysis. From grass the glass, every step of the full dairy chain is under strict surveillance to guarantee nothing goes wrong."

"We also make sure the milk is kept at 0-4°C and 70 km from farm to factory, so that every delivery has to be within 1.5 hours. That is one of the reasons why FrieslandCampina's milk always sustain a top-of-line nutritional value," Helena described the food chain safety and traceability practices in details.

Breeding Trust from Safety and Traceability

With such stringent measures, FrieslandCampina was crowned the Diamond Enterprise Winner in GS1 HK's Quality Food Traceability Scheme in 2017, the first year of their participation. As technology advances, the company is also digitalising the track-and-trace process by launching the new FRISO 'TrackEasy' initiative. Consumers can scan a QR code under FRISO formula products' tins, and view the full journey of the formula milk from their Holland own farms, going through stages of milk collection, packaging, key quality checks at different stages of production, till the in-market port arrival of the products. A 360-degree real life image of the farm, weather, air quality index, temperature, no. of cows etc. - can also be revealed in real-time for consumers.



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嚴謹流程 守護優良品質

菲仕蘭香港不但肩負強烈的使命感，亦堅守嚴格的標準和守則去指導其經營模式。「我們採用完善的FOQUS食品安全及品質管理及監察系統，從源頭開始監控整個環球供應鏈，以維持產品的高品質。農場裡的所有乳牛耳上都掛上RFID標籤，並會配帶電子頸圈或腳環，以記錄及追蹤其資料、活動及健康情況。每一名奶農成員都需經過認證，菲仕蘭亦會定期進行到農場進行審查，及安排獸醫進行乳牛健康檢查。運奶車司機也需要接受專業訓練及認證，每次收集牛奶前，他們都會仔細檢查牛奶的溫度、顏色和氣味，確保符合標準；並會採集牛奶獨立樣本，附上GPS（全球定位系統）再送到實驗室進行檢測，嚴格追溯『由一根草至一杯奶』每個步驟，確保萬無一失。」

「將新鮮牛奶由自家農場運送至製奶工房途中，我們更會確保鮮奶保持在攝氏0至4度，而農場與工房必須相距在70公里之內，令運送能在1.5小時內完成。這就是荷蘭皇家菲仕蘭成功保持牛奶營養價值的原因之一。」賀亞軍對公司的食品安全及追蹤追溯措施如數家珍。





Bullish Outlook of the Dairy Market

When asked about business opportunities, Helena believes Hong Kong is still a blue ocean. "Hong Kong is a strategic and sophisticated market for us. According to our survey, dairy intake of over 90% of HK parents and their children is lower than Department of Health's recommendation. We will continue to nourish the lives of Hong Kong people across all ages – pregnant mums, toddlers, kids, families, mass consumers, senior adults, with our diverse product portfolio."

To advocate the idea of "Drink. Move. Be Strong" – meaning balanced nutrition, sufficient dairy intake (1-2 glasses of milk a day), regular exercise (60-minute exercise a day), FrieslandCampina leverages its dairy and nutrition expertise to organize the 'Hong Kong World Milk Day' every year. Meanwhile, DUTCH LADY's Breakfast Campaign encourages parents to have breakfast together with their children every day, spending parent-child quality time.

To cater to the needs of the different consumers, the company launched FRISO PRESTIGE, an ultra-premium line. "With precious nutrients from the first layer of milk, the product preserves natural nutrients in milk. It's also a low-sugar formula which 93% of mums agree FRISO PRESTIGE taste light. It is a result of our listening to the customers."

以安全和可追溯性 孕育信任

憑藉嚴謹的標準和舉措，菲仕蘭香港於2017年首年參加GS1 HK的《優質食品源頭追蹤計劃》便即榮獲鑽石級企業的最高殊榮，成績斐然。隨著科技發展，公司將追蹤追溯過程數碼化，旗下品牌荷蘭美素佳兒推出全新「TrackEasy奶源追溯系統」。消費者只要掃描其配方奶粉產品罐底的二維碼(QR Code)，便可全程追蹤至奶粉生產源頭，包括荷蘭自家農場資訊、採奶、包裝入罐、檢測、出口等各個階段的日期和其他細節。消費者亦可實時掌握其荷蘭自家農場的360度全景視圖，就連天氣、空氣質素指數、溫度、乳牛數量等都能瞭如指掌。

乳製品市場的牛市展望

當被問及乳製品市場商機時，賀亞軍認為香港仍具備極大發展空間。「香港對我們來說是一個極具戰略意義和成熟的市場。根據我們調查，超過90%的香港家長及其子女奶類攝取量未達衛生署建議的標準。我們會繼續以多元的產品，為不同年齡人士提供優質及營養豐富的乳製品 - 懷孕媽媽、幼兒、兒童、家庭、大眾消費者及長者。」

菲仕蘭香港更運用其營養專業，舉辦「香港世界牛奶日」向本地兒童及家庭提倡「Drink. Move. Be Strong」推廣均衡營養、攝取足夠奶類(每天喝一至兩杯牛奶)，和恆常運動(每天進行60分鐘運動)的健康生活模式，以保持身體健康。另外，旗下品牌子母亦推出「朝朝飲子母·滿滿家庭樂」宣傳，鼓勵家長每日與子女一起享用早餐，享受優質親子時光。

為滿足市場上不同消費者的需求，公司於2017年推出皇家美素佳兒FRISO PRESTIGE尊貴系列。「產品萃取自『第一層奶源精華』，保留牛奶的純天然營養，不經人工轉化。配方更屬低糖，93%媽媽認同皇家美素佳兒味道清淡，這就是我們聆聽顧客要求的結果。」

“ Every drop marks the hardwork 「滴滴」皆辛苦

Running a dairy farm is a big commitment, our dairy farmers are usually supported by only 1-2 helper and need to wake up at 4-5am, to take care of the cows, the ryegrass, the milking process, the machines, etc. You will learn to appreciate their efforts when you know their lives, and their aspiration to preserving the mother nature," Helena showed much respect to the Dutch farmers. "The farmers would go so far to name their cow names, and treated them like their family, I believe that's why the milk has such high-quality, filled with sweetness and love.

「經營農場是一個重大承諾，自家農場的奶農通常只有1至2名助手，每天要清晨4至5點起床，以照料乳牛、種植及打理黑麥草地、打理機器、進行擠奶等。當你了解他們的生活，以及他們保護大自然的堅持，你自然會從心敬佩他們的努力。」賀亞軍對荷蘭奶農展現出崇高敬意。「奶農們甚至會為他們的乳牛改名，對它們猶如家人一般。我相信這就是高質牛奶的來源，充滿幸福甜蜜的秘方。」

Helena He 賀亞軍



SELF-BRAND FOOD PRODUCTS

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Staying True to Original Taste and Aspiration for a Decade 十年不忘初心 只為食品原味道

“Will you add food additives like colorings, preservatives and MSG when you cook for your family? The answer is definitely a ‘no’.” said Theresa Yiu, who is also known as “Dashijie” (a title that apprentices address their senior counterpart). Making and selling safe, quality food that can only be served on her family dinner table, is the principle and resolution that Dashijie never compromises, for the packaged food business of the same name titled “Dashijie” since its launch 10 years ago.

「你會否在家人吃的飯餸中加入色素、防腐劑、味精？肯定不會吧。」跟綽號「大師姐」的姚麥麗敏進行訪問時，最常聽到的是「原則」和「堅持」。她的宗旨是只會將能夠讓家人及自己吃的食物、品質最好最安全的，才會放在市場銷售。這初心在「大師姐」品牌成立十年來一直沒變。

Theresa Yiu
Founder of Dashijie Co. Ltd
姚麥麗敏
「大師姐」創辦人



Quality Guaranteed - Say No to Food Additives

“Despite the relatively high cost of one of the ingredients for our Shanghainese Imperial Rice Dumpling, the Yuan’s Royal soy sauce, I insisted using it because only it can enhance the taste of our dumpling. I’ve basically tried all the ingredients of the food that I sell, so all of our products have designated ingredient suppliers. I called one of the suppliers this morning, just to ensure the manufacturer has placed order for the ingredient I specified,” Theresa smiled with conviction, emphasising her commitment towards uncompromising quality.

Such kind of persistence have brought “Dashijie” rave reviews, highly recognised by the connoisseur for its genuine and superb ingredients. In order to fulfill the needs of consumers from around the world, the brand has attained trademarks in 10 overseas market already. “We will be selling mooncakes in Mainland China this year, and will expand to other markets soon.”

Expanding Domestic and Overseas Markets Driven by Barcode

Theresa also highlighted the importance of GS1 barcodes in “Dashijie’s” journey in expanding to the globe. “Product barcode has been a pre-requisite at the time we collaborated with our first retailer City’super. As there are tens of thousands of products inside a retail store, there is no doubt that a standard is required to identify the products and automatically input into the retailer’s system.” Having rich experience in information technology, Theresa used to help

堅守質量 拒絕添加

「早前推出嘉湖糰，我堅持用頤和園的醬油，即使醬油價格偏高，但只有這款才能提升糰的味道。我對每款食品都有指定的原材料供應商，因為那些供應商都是我親身試過的；我今天才打電話給其中一個，確保生產商有落貨。」大師姐將自己對質量的執著娓娓道來。

由於這樣的堅持，「大師姐」品牌在美食家的眼中，已是真材實料的保證。為滿足來自世界各地顧客的需求，品牌已在10個海外市場取得商標。今年我們將在國內銷售月餅，將來會開拓其他國家市場。

家喻戶曉 條碼助拓海內外商機

要在全球銷售，大師姐認同GS1的條碼不可或缺。「當初與第一間零售店City’super合作時，已經需要產品條碼方能上架，因為零售商有幾萬件貨品，必須要有一個標準去識別貨品及自動輸入零售商的系統，所以這是很理所當然的事。」擁有豐富資訊科技經驗的大師姐，原來曾經幫助大中小的供應商，運用包括條碼及



suppliers of all sizes to streamline their commerce connectivity, via the use of technologies like barcode and electronic data interchange.

“No matter if we wish to export our products overseas, or to sell online, barcodes are needed for product identification and get connected to global sellers.”

Theresa also noted the pivotal role of food traceability in food safety. She believes that ingredient suppliers, manufacturers, distributors and retailers need to collaborate and adopt a common set of standard to safeguard consumer safety. “For ‘Dashijie’, in addition to ensuring the safety of our food products, we also examine whether there are plasticisers in our plastic containers, or whether our factory is HACCP and ISO certified, and detect whether there is metal in our packaging etc. We ensure a first-class production process is in place.”

Adding Value to Food Transforming the Brand into a Classic

As a tech-savvy person, Theresa always welcomes innovation. She also insists adding her own values to the food that she sells before launching in market. “I aspire ‘Dashijie’ to be a long-standing brand and not an instant food culture. In August, we will launch some new products like Chicken Essence and Brown Sugar Bentong Ginger Tea, which are healthy and long-lasting products,”

“I’ll select Taiwanese cage-free chicken of more than 1 year old as ingredient. This range of chicken is one of the best, as they are low in fat and rich in protein because of their exercise and premium feed. As for Bentong ginger from Malaysia, they are selected because they have stronger ginger flavour, spicier, thinner than other gingers, also without residue.” Bentong ginger is said to contain richer nutrients than ordinary gingers in the market, because they are grown in mountainous area irrigated with natural water from the mountain and surrounded by un-polluted, pristine fresh air.

“My daughter used to live a hectic work life and fell ill easily, so I would buy a chicken, crushed its bones and steamed into chicken essence for her. Her recovery was quick and she became healthier after consumption. At the time she gave birth to her child, I also prepared the chicken essence for her for 60 days, unceasingly. So I hope to launch this chicken essence to help people to get recharged with abundant energy, because urban lives can be so stressful and overwhelming with heavy workload.” Staying true to her motto “making food that can only be served for your own family”, there is no wonder that “Dashijie” continues to grow via word-of-mouth and captivate worldwide customers for its uncompromising quality.



Electronic Data Interchange等科技與零售商簡化商貿溝通。

「現在我們的食品要出口海外、或在網上銷售，都需要條碼讓零售商容易辨識，才能與全球商家接軌。」

大師姐亦提到食品的追蹤溯源對食品安全非常重要，需要原料供應商、生產商、經銷商、零售商等齊心協力，用同一套標準，才能保障食客安全。「大師姐不但需確保食材安全，我們亦會檢查食品膠盒會否有塑化劑，生產工場是否有HACCP、ISO等認證、做包裝時探測是否有金屬等，所以我們製作的食品絕不兒嬉。」

食品增值 讓品牌沉殿成經典

作為科技人，大師姐對新產品絕不抗拒，但她亦堅持要在食品上「增值」(add-value)才會推出市面。「我希望『大師姐』品牌是細水長流，而非即食文化。八月推出的極純滴滴雞及黑糖文冬老薑茶等新產品，都是以經久耐吃為基礎。我會挑選飼養了最少一年的台灣走地雞作為材料，雞種是土雞，因其運動量夠，脂肪含量低，再配以優質飼料，令蛋白質含量特高。薑我會用馬來西亞的文冬薑，其薑粉特別重，比普通薑辣，而且皮薄、無渣絲。」據了解，文冬薑主要生長於無污染、氣候涼爽的高山上，以天然山水灌溉，營養價值非一般薑所能及。

「當年女兒工作繁忙易生病，我便會買雞將骨弄碎後拿去燉、製成燉雞汁，她喝後身體便很快復原，變得更健康。其後女兒生孩子時我也連續60天、每天給她燉雞汁。我覺得現在城市人工作多、壓力大，所以推出這極純滴滴雞，讓大家精力更充沛。」就是這份「只做家人能吃食品」的初心，令「大師姐」品牌一直口碑載道、遠近馳名。

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First Step to Healthy Body Support the Reduction of Salt & Sugar in Food

踏出健康第一步 支持「全城減鹽減糖」

Sugar and salts are both enemies to health. To promote less-salt-less-sugar healthy diet to the public, the Food and Health Bureau (FHB), the Committee on Reduction of Salt and Sugar in Food, the Centre for Food Safety (CFS) and the Hong Kong Trade Development Council have jointly organised four cooking demonstrations themed "Low-salt-low-sugar Beyond Your Imagination" in Food Expo 2019. Our Chief Executive Anna Lin and May Chung, chairperson of GS1 HK's F&B Industry Advisory Board and Corinna Fung, Head of GS1 HK Corporate Marketing had joined the cooking demonstration and tasted the less-salt-and-sugar gourmets prepared by renowned Japanese chef Takashi Tamura.



As excessive intake of salt from food may increase the risk of hypertension, stroke and heart diseases, and excessive intake of sugar may lead to obesity and dental caries. Through the joint efforts of the Government, trade and the public, "Hong Kong's Action on Salt and Sugar Reduction" campaign is launched to promote such idea.



**Know more about
Hong Kong's Action on
Salt and Sugar Reduction
了解更多關於「全城減鹽減糖」**



Another programme called "Less-salt-and-sugar Restaurants Scheme" was initiated by the Government in the beginning of 2019, and more than 300 restaurants have joined and designed tailor-made dishes with less salt and sugar to their patrons.

糖和鹽 兩者都是健康的敵人。為向市民大眾推廣減鹽減糖健康飲食的訊息，食物及衛生局(FHB)、降低食物中鹽和糖委員會和食物安全中心(CFS)與及香港貿易發展局於美食博覽2019上合辦了四場以「少鹽少糖創意無限」為題的烹飪示範。GS1 HK總裁林潔貽、食品及飲品行業諮詢委員會主席鍾美玲及GS1 HK企業營銷及傳訊總監馮美珠到訪了烹飪示範日，並品嚐了由日本名廚田村隆親身示範健康日式烹調。

由於從食物中吸取過多的鹽會增加患高血壓的機會，以及患上中風和心臟病的風險，而吸取過多的糖則會導致肥胖和蛀牙。通過政府、業界及市民三方的共同努力，「全城減鹽減糖」活動已經推展，宣傳低糖低鹽理念。

政府自今年初推出少鹽少糖食店計劃以來，至今已有超過300間食肆為客人提供一些精心設計的少鹽少糖菜式。

Global Thought Leaders & GS1 Asia Pacific Experts Shared Innovations and Technologies in Developing Global Trade

國際領袖及GS1亞太地區專家分享全球貿易創新及科技發展趨勢

The rapid development of digital technologies has the potential to transform international trade profoundly in the years to come. GS1 Asia Pacific actively participated in the Global Trade Development Week Conference China that took place in Shanghai and shared in various discussion sessions. The Conference also saw the presence of other thought leaders and senior officials from international associations like United Nations Conference on Trade and Development, World Economic Forum, Asia-Pacific Model E-Port Network (APMEN). GS1 HK has been playing an important role in facilitating trade in APEC economies. This year, GS1 HK partnered with GS1 Australia and GS1 China to undertake “APMEN Visualisation of Sea Freight Logistics” project, aiming to improve the visibility, integrity and transparency of cross-border trade in the Asia-Pacific by automating the exchange of Sea Freight data between APMEN members and using GS1 Global Data Standards.



Patrik Jonasson, Director, Public Policy Asia-Pacific, GS1 Global moderated the panel discussion about digital customs and smart borders and Jianhua Jia, Associate Director, GS1 China joined as panelist. GS1亞太地區公共政策主管Patrik Jonasson主持關於智慧海關及智能邊境科技的小組討論，GS1中國產品信息與追溯應用工作室副主任賈建華亦參與了該討論。



Marcel Sieira, Head of Customer Engagement & Business Development, GS1 Australia shared about technology and the future of cross border trade. GS1澳洲的客戶關係及業務拓展總監Marcel Sieira於論壇上分享了科技對未來跨境貿易的影響。



Dr. Stephen Lam, COO, GS1 Hong Kong joined the panel discussions on blockchain and anti-counterfeiting technologies. GS1 HK首席營運總監林漢強博士參與了關於區塊鏈及防偽科技的小組討論。

科技發展蓬勃，亦為未來國際貿易帶來更大的轉變。GS1亞太地區積極參與了於上海舉行的全球貿易發展週中國論壇，並於不同討論環節上分享。論壇上還有來自聯合國貿易和發展會議(UNCTAD)、世界經濟論壇(WEF)、亞太示範電子口岸網絡(APMEN)等國際組織和機構的領袖和高級官員出席。

GS1 HK亦致力於亞太經合地區經濟體系推動貿易便利化，本年曾與GS1澳洲及中國進行《海運物流可視化計劃》，運用GS1全球數據標準將APMEN會員間的航運數據交流自動化，改善了亞太地區跨境貿易的可見度、完整一致性及透明度。

Decoding 5G & IoT @ Hong Kong IoT Conference 香港物聯網會議解碼5G及IoT

The Hong Kong IoT Conference was concluded with flying color on 14 June, 2019. Themed “Connected World · Connected Business”, the event gathered 500 industry experts and thought leaders. Trending topics like data intelligence driving smarter business, smart healthcare, smart mobility, smart supply chain, consumer journey to cybersecurity were covered. Mr. Nicholas Yang, Secretary for Innovation and Technology and other distinguished guests inaugurated the event, igniting connectivity among stakeholders and unleashing the power of IoT.

香港物聯網會議已於2019年6月14日成功舉行，今年會議的主題為「世界互聯·企業互通」，匯聚500位行業專家及領袖，探討各項社會熱議的議題如智能數據推動智能商貿、智慧醫療、智慧出行、智慧供應鏈、顧客體驗以至是網絡安全。創新及科技局長楊偉雄及一眾重量級嘉賓主持開幕儀式，標誌著不同界別聯通，發揮物聯網的潛力。

View the speakers' sharing 觀看講者分享：
<https://hkiotconference.com/2019/speakerssharing/>





Exploring Smart Infrastructures to Optimise Airport Operations @ The Hong Kong International Airport

參觀香港國際機場 探討智能建設如何優化機場運作



作為全球首屈一指國際機場，香港國際機場向來在自動駕駛技術及其他創新科技應用上有著領先地位。GS1 HK早前特別安排了本會的香港物聯網產業諮詢委員會參觀香港國際機場，讓會員探討機場的創新科技應用。

各會員參觀了機場內的禁區，了解機場如何在停機坪應用自動駕駛技術作行李或貨物運送。此無人駕駛科技運用不同感測器作位置追蹤，以在停機坪上的選定路線運送行李或貨物，提升貨物處理的效率。此外，他們亦參觀了機場內的創新實驗室 (Innovation Lab)，分享及交流關於物聯網的個案分享、機場內的物聯網應用及未來的智能發展。

Ranked top five of the world's Best 100 Airports, The Hong Kong International Airport ("the Airport") is pioneering in the application of autonomous driving technology and other innovations. To help our members to explore the effective and innovative use of technology of Hong Kong Airport, GS1 Hong Kong specially arranged a visit to the Airport for members of Hong Kong Internet of Things Industry Advisory Council.

Members were ushered around in the restricted area of the Airport, examining the operation of AET (Autonomous Electric Tractor), a driverless electric tractor to deliver baggage on a selected route on the apron with sensors installed for location tracking, improving efficiency of cargo handling. In addition, members also visited the Innovation lab, in which IoT use cases, IoT applications in the Airport and future "smart" development of the airport were shared with ideas exchange.



IoT use cases and applications in the Airport were shared, and members exchanged insights.

會員們了解了在機場內的物聯網應用及個案，並相互交流分享。



Members had a first-hand experience of the innovative technology at the Airport. 會員們親身體驗機場內的創新科技。



Autonomous driving technology is adopted in baggage handling at the Airport.

機場內應用了自動駕駛技術作行李運送。

Realising the Potential of Automated Supply Chain & Warehouse Management @ Automated Logistics Warehouse

匯聚行業領袖 親身體驗自動化供應鏈及倉存管理的潛力



ECR HK Advisory Board members visited the Automated Logistics Warehouse.
本會ECR諮詢委員會參觀自動化物流倉庫。



Emerging trends in automation are shaping the supply chain in future, resolving the labor shortage issue as “robots don't mind the work”. To help our industry members realise the potentials, GS1 Hong Kong invited our industry advisory board members, including ECR HK and Hong Kong Food and Beverage Industry Advisory Board to tour around Automated Logistics Warehouse, where robots and turnkey logistics systems including warehouse management system (WMS) and artificial intelligence (A.I.) were used.

Dealing with more than 300,000 orders on a daily basis, the warehouse adopts Automated Guided Vehicle (AGV) robot in the Goods-to-Person order picking and replenishment processes, significantly increasing its operational efficiency.

近年自動化技術已成為未來供應鏈新趨勢，更是解決人手短缺問題的方案，因「機械人不會介意這份工作」。為讓本會各行業的會員了解當中的潛力，GS1 HK邀請了本會的各個諮詢委員會成員如 ECR HK 諮詢委員會和香港食品及飲品行業諮詢委員會的成員參觀自動化物流倉庫，體驗機械人及一站式承攬的物流系統，如倉庫管理系統及人工智能的能力。

該自動化倉庫每日處理300,000宗訂單，展示了自動導航車(Automated Guided Vehicle)進行「貨到人」(Goods-to-Person)的執貨及補貨程序，大大強化效率。

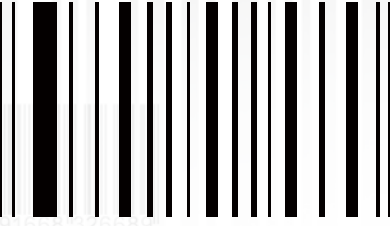


Hong Kong Food and Beverage Industry Advisory Board members toured around the Automated Logistics Warehouse.
香港食品及飲品行業諮詢委員會參觀自動化物流倉庫。

The Stripes in Black and White that Transformed Global Commerce Continue to Evolve

黑與白的條碼：改變世界商貿 繼續演變

Extracted from “Reinventing the Barcode: the picture that drives planetary-scale commerce” by Robot Tercek, special advisor to GS1 US, Jun 9, 2019
節錄及翻譯自GS1 US特別顧問Robert Tercek於2019年6月9日發佈的Reinventing the Barcode: the picture that drives planetary-scale commerce]



Barcodes don't look very impressive, with just a set of black and white stripes with corresponding numbers, the humble barcode has brought in remarkable innovations. Every day, over 6 billion scanning transactions take place around the world.

貨品條碼看似平凡，簡單的黑與白間條配上數字，其實多年來一直帶來多個標誌性的改變及創新。每天，全球有超過6億個條碼掃描。

The Beginning of Big Data in Retail Supply Chain 零售供應鏈大數據的起源



“ The advent of barcodes in a grocery store in Dayton Ohio in 1974 marks the beginning of Big Data in the retail supply chain.

1974年在美国俄亥俄州零售店內，條碼的出現帶來零售供應鏈大數據的源起。 ”

On June 26, 1974, the world's first barcoded product – a 10-pack Wrigley's Juicy Fruit gum was scanned at Troy's Marsh Supermarket in United States, which marked the beginning of big data in the retail supply chain. After the deployment of barcode, the checkout process was speeded up, saving time and money.

Prior to the debut of barcode, grocery stores were limited in size as shops can only handle a limited number of items. Equipped with barcode data and inventory management systems, retailers can optimise shelf space and maintain inventory without shortages as they can understand what's happening in each store: which items are selling fast, which are selling slowly, which merchandising techniques work best, which promotions are most successful etc. Price change of the products can also be updated at once. This enabled the neighborhood grocery stores to grow 100x larger into suburban superstores.

在1974年6月26日，美國馬許超市首先使用貨品條碼掃描，店內職員掃描了一包十條的黃箭口香糖，為零售供應鏈大數據展開序幕。使用貨品條碼後，零售店內的結帳過程變得更快，為企業節省了時間和金錢。

在條碼面世前，零售店的規模被人手操作所能應付的工作局限。配備了產品條碼和庫存管理系統後，零售商可更了解店內貨品的狀況，如哪件貨品賣得比較快或慢、哪項產品組合策略是最好、怎樣推廣才最成功等。貨品價格的更改亦能即時輸入系統內，這讓雜貨小店擴展100倍的規模，演變成大超市。

Shaping the Global Economy with Larger Global Commerce 拓展全球市場 引領全球經濟發展

“ Barcodes function like steroids for the global economy. They make it grow faster, stronger, better. 貨品條碼就像全球經濟的催化劑，令經濟發展得更快、更蓬勃及更完美。 ”

Globalisation was then enabled by barcode. Suppliers can supply items to stores located in other side of the planet, instead of simply supplying to domestic region. Besides advance development in logistics industry, the more important part to business community is the data-related progress.

Each box or pallet in a shipment packed by manufacturers is assigned a unique ID number (UID), which is scanned at various stages throughout the journey, providing retailers with early notice of an incoming delivery and also confirming receipt of the goods after delivery. The information is transmitted through Electronic Data Interchange (EDI) system, enabling manufacturer and the retailer share common knowledge about the merchandise. Later on, international retail chains emerged with barcode, leveraging data-driven insights at huge scale and establishing a global supply chain.

隨後，條碼帶動全球化發展，讓各供應商不只為本地商家供貨，甚至可將貨品供應至世界各地。除了物流行業大力發展，更重要是數據相關的進步。

在船運上，生產商的每個包裝箱或托盤均添上了獨特識別號碼(UID)，以便於運送過程中通過掃描讀取當中的訊息，讓零售商獲得預先發貨通知及匯出收貨單據以確定收貨。所有資料均是透過電子數據交換方式(EDI)傳輸，使生產商及零售商能同步獲得相同的產品資訊。隨後，條碼繼續將全球零售供應鏈演化，以大規模的數據分析，建立全球供應鏈。



Embracing Digital Technology with Barcode – Digital Link 數字鏈接一條碼投身數碼化年代



“ It is not an overstatement to say that the humble barcode is forty times more important than all advertising in terms of moving products. 如果說看似簡單的產品條碼，在帶動貨品銷售上比廣告重要40倍，其實一點也不誇張。 ”

Barcodes tell a story too. It favored organisations that embraced digital technology, and enabled them to scale.

Built upon the classic barcode, GS1's Digital Link adds a way to link the barcode to a variety of information – website, multimedia tutorial or Facebook page etc.

With Digital Link, the product itself can be a new marketing channel. Consumers just need to scan the Digital Link barcode, then all data associated can be automatically accessed, like multimedia about the product, the ingredients, how to use it, how to maintain it, where to get it repaired, recall information and access to updates. In e-commerce, GS1 Digital Link can ensure the accurate product description data from the manufacturer or retailer is associated with the online offer.

貨品條碼也能說故事，讓機構可以投身數碼科技及拓展業務。以傳統條碼為基礎GS1的數字鏈接(Digital Link)將條碼連接至一系列的資訊－網站、多媒體資訊或Facebook專頁等。

數字鏈接的推出，讓產品本身可成為一個新的傳銷渠道。顧客只需掃商品條碼，就可自動獲取多項關於產品的資訊，無論是產品的多媒體檔案、成份、使用方法、保存方法、維修地點、最新資訊、甚至是回收資訊都能一目了然。在電子商貿上，GS1數字鏈接可以確保消費者在網上看到的產品與生產商和零售商所提供的產品描述資料相符。

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. 868 SCIENCE AND TECHNOLOGY DEVELOPMENT CO LTD
香港八六八科技發展有限公司
2. AH YAT ABALONE PRINCESS (HK) LTD
阿一鮑魚公主(香港)有限公司
3. AIEN HEALTH CARE (HK) LTD
愛恩日用健護品(香港)有限公司
4. ALLIED TOP (HK) INDUSTRIAL LTD
滙昇(香港)實業有限公司
5. AND-JOY LTD
樂用有限公司
6. AUCTUS CHIP TECHNOLOGIES (HK) LTD
力同芯(香港)有限公司
7. AUSMAN (HK) INTERNATIONAL ENTERPRISE CO LTD
澳斯曼(香港)國際企業有限公司
8. BAO SHUN HONG LTD
寶順行有限公司
9. BELUN TECHNOLOGY CO LTD
倍靈科技有限公司
10. BIG ATHLEISURE CO LTD
太睿股份貿易有限公司
11. BIOMED TECHNOLOGY HOLDINGS LTD
生物醫學科技控股有限公司
12. BOSVILLE LTD
疊益有限公司
13. BRANDFREE (HK) CO LTD
無名極物(香港)有限公司
14. BRILLIANT BEST INVESTMENT LTD
必良投資有限公司
15. BUCKYOL LTD
百可悠有限公司
16. CHAMPBRIDGE ARTS & CRAFTS HONG KONG LTD
卓勤工藝品香港有限公司
17. CHAN8E GLOBAL CO LTD
18. CHANG XING DA INDUSTRIAL (HK) CO LTD
昌興達實業(香港)有限公司
19. CHINA GUOYOU YIPIN GROUP CO LTD
中華國譽一品集團有限公司
20. CHINA SATELLITE TECHNOLOGY APPLICATION LTD
中國衛星科技應用有限公司
21. CHUN WING INTIMATE FACTORY LTD
駿榮內衣有限公司
22. CITI SKY LTD
博天偉力有限公司
23. CONCEPT 4 LTD
24. CONTINENTAL (HK) DEVELOPMENT LTD
大陸馬(香港)發展有限公司
25. CREATIVE DESIGN LTD
創意興業有限公司
26. CRISTIANO TECHNOLOGY CO LTD
克里斯蒂亞諾科技有限公司
27. CUPID PRODUCTION INTERNATIONAL LTD
丘品創作有限公司
28. D Y INT'L TRADING LTD
大也國際貿易有限公司
29. DITTO DITTO LTD
桐林有限公司
30. DREAM TECH AGRICULTURE TECHNOLOGY CO LTD
弘創農業科技有限公司
31. DRTV LTD
32. E-ALLIANCE PLUS CO LTD
易盟國際有限公司
33. ENAGIC HK CO LTD
福壽源香港有限公司
34. EPISCIENCES HONG KONG LTD
35. EVERITE TRANSWORLD LTD
永正環球有限公司
36. FALERI INTERNATIONAL SHARE CO LTD
法傑麗國際股份有限公司
37. FASHION STYLE
時尚
38. FEATURING LTD
39. FEI TENG TRADING (HK) LTD
飛騰貿易(香港)有限公司
40. FLOWER MOON HEALTHY WORKSHOP
花月瑤花茶養生
41. FOOD RESEARCH MANAGEMENT LTD
聯合匯豐(亞太)食品研究管理有限公司
42. FRANCE JA'BLANC INTERNATIONAL CORP LTD
法國嬌蘭卡國際集團有限公司
43. FRANCE LANFEI INTERNATIONAL COSMETICS CO LTD
法國蘭菲國際化妝品有限公司
44. FRONTIERS HIGH QUALITY CO LTD
豐登鼎盛優品有限公司
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59. HIMALAYA LIVING
60. HK BABEILA COSMETIC LTD
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62. HK GANGJIE FOODS INTERBATIOBAL SHARE LTD
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SGS and Masyi Technologies Hong Kong Limited collaborated with Pakistan Consulate Hong Kong for marketing of Pakistan origin goods.

Masyi Technologies Hong Kong and SGS, with the support of Pakistan Consulate Hong Kong, promoted Pakistan origin goods in Hong Kong, Macau and China by ensuring quality, traceability and product certification.

- With the services offered by Masyi Technologies Hong Kong Limited, Pakistani origin goods will obtain GS1 barcodes, conduct related SGS inspection, verification, testing and certification services before launching at retail outlets.
- To enhance consumer trust, all product related information including quality certificates will be available by scanning SGS QR Codes.
- The transformed brand name "Pakistan Farm" will demonstrate consumer confidence and trust.
- Pakistan mango will be launched by beginning of September 2019 at retail outlets in Hong Kong, Macau and China.
- Other quality products like Pakistan Mandarin (Kinnow), Himalayan Pink Salt, and Basmati Rice will also be launched soon.



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30th Anniversary Celebration Finale - a Glamorous Week of Events 30周年誌慶連串精彩活動壓軸登場

Our year-long 30th Anniversary campaign will see a glamorous finale in late October, with a series of events to be held within the week.

本會30周年誌慶慶典將會於十月尾以一連串精彩活動作總結，為整年的活動作完美結幕。



22-24 ^{十月} October 2019

GS1 Asia Pacific Regional Forum 2019 GS1 亞太區論壇 2019

To kick start the week of celebration, the high-profiled GS1 Asia Pacific Regional Forum 2019 will be held in Hong Kong this year, gathering management teams from GS1 member organisations across the Asia Pacific region. Strategic initiatives and ways to help the region to better response to future challenges will be discussed. Industry visits, social events and networking dinner will be arranged, serving as a platform for delegates to network, to connect and to share their insights.

連串的精彩活動將以備受關注的GS1亞太區論壇2019展開序幕，今年論壇的選址為香港。論壇將匯聚GS1於亞太區各國的成員組織的行政人員，相互探討未來策略及如何迎接未來亞太區的挑戰。屆時將安排行業參觀、社交活動及交流晚宴，相互交流、連繫及分享彼此的見解。

25 ^{十月} October 2019

GS1 HK Summit 2019 GS1 HK 高峰會 2019



9:15am - 5:15pm
@ HKCEC

30th Anniversary Finale Cocktail 30 周年慶祝酒會



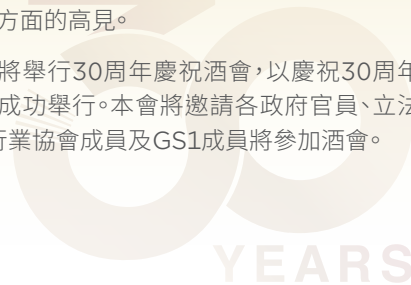
6:00pm - 8:00pm
@ The St. Regis Hong Kong

Following the GS1 Asia Pacific Regional Forum, the most influential industry event in Hong Kong - GS1 HK Summit will be held. Gathering over 600+ C-level executives and delegates, industry pioneers will share their collective wisdom on the integration of technologies, innovation and new business models that transformed their brands and created an enhanced consumer journey in the business environment.

The 30th Anniversary Finale Cocktail will be held after the GS1 HK Summit. Key Government officials, Legislative Councilors, industry associations and GS1 members will be invited to join the cocktail.

緊接GS1亞太區論壇的是行業最具影響力的活動GS1 HK高峰會。活動將雲集超過600位行政人員及與會者，各行業領袖將分享他們對創新科技應用、企業轉型下的新營運模式及如何提升顧客消費體驗等方面的高見。

隨後將舉行30周年慶祝酒會，以慶祝30周年連串活動成功舉行。本會將邀請各政府官員、立法會議員、行業協會成員及GS1成員將參加酒會。





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22-24 OCT 2019

GS1 Asia Pacific Forum 2019 GS1亞太區論壇2019

The Annual GS1 Asia Pacific Forum (AP Forum) will take place in Hong Kong this year, gathering CEOs and executives of GS1 chapters in Asia Pacific offices and Global Office to discuss and exchange insights about the latest economic development and ways to better respond to future changes in the region, as well as collaboration opportunities.

本年度的GS1亞太區論壇將於香港舉行，匯聚來自亞太地區國家分會及GS1總部的行政總裁及行政人員，相互討論及交流關於亞太區內的最新經濟發展及如何迎接未來的轉變，以及未來合作機會。



26 Aug 2019 MON Conference on Sensors and IoT (SloT) Standard for Smart City cum Inauguration of IEEE P2668 IoT Maturity Index (IDex)* 	27-28 Aug 2019 China Industrial Internet Conference cum 1 st Guangdong-HK-Macao GBA Digital Economy Summit and Exhibition* (GS1 HK champions HK Pavilion) 	29 Aug 2019 THU GEL Luncheon 	30 Aug 2019 FRI Joint Seminar with Clever Age: Advanced Product Data Management 
12 Sep 2019 THU Advanced Basic Barcode Workshop 	20 SEP 2019 FRI LSCM Logistics Summit 2019* 	26 SEP 2019 THU Basic Barcode Workshop 	16-19 OCT 2019 Asia Pacific Electronic Health Records Conference 2019* 
22-24 OCT 2019 GS1 Asia Pacific Regional Forum 2019 	24 OCT 2019 THU Basic Barcode Workshop 	25 OCT 2019 FRI GS1 HK Summit 2019 & 30 th Anniversary Finale Cocktail 	

* GS1 HK as supporting organisation

30 YEARS Anniversary Prize Quiz
周年誌慶有獎問答

Simply answer the following question and you will have a chance to win a special gift bag from New Life Psychiatric Rehabilitation Association - with 3 packets of floral tea (30g) & 1 box of fruit tea blend (5 packs of 8g@)
請回答一條簡單問題，您將有機會獲得由新生精神康復會特別準備的禮品包，內有花茶(3包30克)及一盒水果茶(8克x5包)。

Q In which year was GS1 HK's ezTRADE electronic data interchange (EDI) service launched?
GS1 HK的「通商易」電子數據交換服務是於哪一年推出市面的？

- A. 1999 B. 1995 C. 1996 D. 2000

Scan and Answer
掃描及作答

<http://bit.ly/2SQotsK>

(10 winners will be selected on first-come-first-served basis. 得獎名額10位，先到先得)



[Hint 提示]

Please refer to page 14 our 30th Anniversary Special Booklet
請參閱本會30周年特刊的第14頁





GS1 Hong Kong Summit 2019

Smart Business -
Creating, Connecting,
Collaborating

9:15am - 5:15pm

25 October | HKCEC

Themed **“Smart Business: Creating, Connecting, Collaborating”**, the Summit is an important occasion that will bring prominent brand owners, manufacturers, key distributors, e-commerce and logistics companies together, to share their collective wisdom on the integration of smart technologies, innovation and new business models that create an enhanced consumer journey in today’s competitive environment.

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Panelists:



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Celestial Asia Securities
Holdings Ltd



Mr. Kent Wong
Managing Director
Chow Tai Fook
Jewellery Group



Mr. William Shum
Founder and CEO
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