

The Homegrown Chocolate Master in HK:  
50 Years of Craftsmanship and Uniqueness  
本土朱古力獎門人 50年匠心獨運

Traditional HK Snack  
Transcends the Local Market  
本地零食衝出香港

35 Years Ago, a Monumental Shift  
Reshaped the Retail Landscape  
35年前，香港零售業發生了巨變...

The Budget 24-25: Measures Assisting  
SMEs in Digital Transformation  
24-25財政預算案：多項措施 助中小企  
把握數碼化機遇



Simon Wong, BBS, JP  
Chairman of Kampery Group

黃家和, BBS, JP  
金百加集團主席

Executive Connect 管理層專訪

Riding the Storm: 4 Key Takeaways from a  
Food Industry Veteran

餐飲業化危為機 前輩分享四大經驗



### 35 Years Along, Infinite Opportunities Ahead 延續三十五載情 共創無限新里程

This year marks our 35<sup>th</sup> Anniversary. Since introducing barcodes to Hong Kong 35 years ago, we have remained committed to supporting our members throughout their business journey. We not only revolutionized the retail sector & economy, but also supported companies in undergoing digital transformation and enhancing supply chain efficiency, etc. Our standard-based solutions have also evolved with the changing times, enabling businesses to capitalize on key trends, for example, to adapt to new consumer behaviors, enable digital trade and promote sustainable development.

In the digital era, consumers tend to search for more product information before making a purchase. With the use of 2D barcodes powered by GS1 standards, brands can provide consumers with diverse information. Companies around the world have also embraced the use of 2D barcodes powered by GS1 Standards to enhance consumer engagement, for example, PepsiCo's brand "Starry" leveraged 2D barcodes provide information such as nutrition value, ingredients, sustainability, and membership rewards; British brand Branston provides consumers with recipes, company information, and links to social media platforms, etc.

As mentioned by WTO (World Trade Organisation), digital trade encompasses all international trade transactions that are digitally ordered and/or digitally delivered. It has emerged as a dynamic and fast-growing area of the global economy. After the introduction of barcodes, we also facilitated digital trade by digitalising B2B commerce process, purchase orders and invoices through Electronic Data Interchange (EDI). SMEs can even use the trusted data for digital trade finance application and turn data into capital.

Sustainable development has become a future trend. According to survey, 71% of consumers believe that technology and digitization are key drivers for promoting a more sustainable living, and over half (53%) of online shoppers prioritize purchasing sustainable products. Businesses can start from their operations, utilizing technologies like IoT sensors to monitor production data and identify areas for carbon reduction and efficiency improvement.

In this issue of Business Connect, industry veteran Simon Wong, shared insights on the ups and downs of the F&B industry, and tips to achieve balanced development and seize future opportunities. We also interviewed with two companies who have applied for barcodes and become GS1 HK member since our inception 35 years ago - Lucullous Alliance Group and Wah Yuen, read to learn how they diversified their products, transformed their business and digitised their operations to evolve with time.

Enjoy reading.



本會於今年踏入35週年誌慶。自35年前將條碼引進香港開始，本會一直都與會員同行，為香港零售及經濟帶來革新、支援企業數碼轉型、提升供應鏈效率等。各方案配合全球標準隨時代演變，助企業把握各個大趨勢，應對新消費模式、實現數碼貿易及推動可持續發展。

數碼時代下，消費者購物前傾向先搜尋更多產品資訊，加入GS1標準的2D條碼讓品牌可以為消費者提供多元化資訊。世界各地品牌也應用了加入GS1標準的2D條碼，提升與消費者互動 - 百事公司(PepsiCo)品牌Starry透過2D條碼，為消費者提供產品營養價值、成份、可持續發展資訊、會員獎賞等；英國品牌Branston就為消費者提供食譜、公司資訊、社交平台連結等。

如WTO(World Trade Organisation)提到，數碼貿易為所有透過數碼化方式訂購及送達的全球商貿交易，亦被視為快速增長地影響全球經濟的領域。本會在推出條碼後，亦令採購、發送訂單、發票等流程透過電子數據交換(EDI)數碼化，促成數碼貿易。中小企現在更可以善用該些可靠數據，作數碼貿易融資之用，將數據轉化為資金。

可持續發展已發展成未來不可忽視的大趨勢。有機構調查指出，71%的消費者認為科技和數碼化是促進更可持續生活方式的關鍵，過半數(53%)網購消費者表示會優先購買可持續產品。企業可以從營運著手，透過科技如物聯網傳感器等監測營運中的生產數據，從而探討可以減碳及提升效能的地方。

今期的Business Connect除有餐飲業界前輩黃家和分享業界的興衰更迭、平衡發展和把握未來機遇的秘訣外，還有自35年前本會成立之初已申請條碼成為會員的2間企業 - 龍島聯合(集團)及華園，拆解他們如何將產品變得多元化、推行企業轉型及將營運數碼化，讓業務能與時並進。

歡迎大家細閱今期Business Connect。

**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)



# 2024 March 三月 Contents 目錄

Executive Connect 管理層專訪 Riding the Storm: 4 Key Takeaways form a Food Industry Veteran 餐飲業化險為機 前輩分享四大經驗	3
Go Digital 35 Years Ago, a Monumental Shift Reshaped the Retail Landscape 35年前,香港零售業發生了巨變...	7
Corporate Dynamics 企業動態 The Homegrown Chocolate Master in Hong Kong: 50 Years of Craftsmanship and Uniqueness 本土朱古力獎門人 50年匠心獨運	9
Corporate Dynamics 企業動態 Traditional HK Snack Transcends the Local Market 本地零食衝出香港	13
Go Green Digitalising Supply Chain to Track ESG-related Data 供應鏈數碼化 以追蹤ESG相關數據	17
New Members 歡迎新會員	23

## 3 Executive Connect 管理層專訪 - Kampery Group



## 7 「Go Digital」 - 35 Years Ago, a Monumental Shift Reshaped the Retail Landscape

## 9 Corporate Dynamics 企業動態 - Lucullus



## 13 Corporate Dynamics 企業動態 - Wah Yuen

## 17 「Go Green」 - Digitalising Supply Chain to Track ESG-related Data



## About GS1 Hong Kong 關於香港貨品編碼協會

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

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

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

Website : [www.gs1hk.org](http://www.gs1hk.org)

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

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

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

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網址:[www.gs1hk.org](http://www.gs1hk.org)

**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](mailto:willip@gs1hk.org)

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# Riding the Storm: 4 Key Takeaways from a Food Industry Veteran

## 餐飲業化危為機 前輩分享四大經驗

**Simon Wong, BBS, JP**  
Chairman of Kampery Group

**黃家和, BBS, JP**  
金百加集團主席



Increasingly more companies are tapping into the organic health food market as the trend prevails. Simon Wong, Chairman of Kampery Group, had the foresight more than 20 years ago to develop a health product business line on the foundation of his food and beverage production. Through its Organic Garden farm in Sheung Shui back in the days and global sourcing team, the Group supplies fresh vegetables and an array of organic foods for over 20 years, championing its leadership position in the market.

With first-hand experience of the evolution, ups and downs in the F&B sector, the veteran alludes the industry to a ripped, sweet orange, and soon turning dry and bland with status quo. While keeping Hong Kong's first-of-class heritage, Simon advised the next generation to evolve and embrace balanced development, see beyond the domestic, make good use of technology, and be innovative to discover their own blue ocean.

### Don't Put all Eggs in One Basket

The organic brand "Greendotdot" found by the group in 2000 is famous for its range of health foods. After the SARS outbreak in 2003, its sales quickly doubled, with revenue, profit and reputation rising steadily. The group's Organic Garden farm was then Hong Kong's largest organic farm, providing 25% of local organic vegetables and serving as a local supply source for Greendotdot. It ceased operations due to the North East New Territories New Development, yet the brand did not suffer much impact because besides the local produces, the company had an abundant source of global organic suppliers.

The brand runs an inventory of over 600 product items, ranging from rice and grains, healthy snacks, to drinking powders targeting specific body functions. Simon knew by then the virtue of "don't put all your eggs in one basket". "I once invested heavily in running restaurants, but the SARS outbreak cost me a fortune. I was lucky that Greendotdot retail income can cover majority of the losses from restaurant closure."

健康有機食品蔚然成風，商家都想在市場分一杯羹。金百加集團主席黃家和 (Simon) 在20多年已覷準先機，在食品飲品生產的基礎上開發「健康線」，當年透過上水有機農場「慈康農圃」供應新鮮時蔬，亦在全球搜羅有機食品供港，20年間成就有機食品龍頭地位。

作為本港餐飲業界前輩，他親身體會業界的興衰更迭，形容業界像個橙，現在已成熟香甜，但放久仍會變乾、變淡；籲新一代既要保存香港固有卓越品質更要升華，以平衡發展、放眼世界、擁抱科技，及創新思維去發掘自己的藍海。

### 分散風險 平衡發展

集團於2000年創立的有機品牌「點點綠」標榜健康形象，至2003年SARS爆發後銷量迅速翻倍，營業額、利潤和名氣也節節攀升。集團當時經營的慈康農圃是全港最大的有機農場，佔本地25%有機菜供應，是「點點綠」的本地貨源，卻因新界東北發展計劃而被迫結束營運，幸好「點





點綠」的貨品除了來自有機農場外，更大部份靠海外進口食材，因此並未受太大影響。

Simon稱品牌旗下現有超過600款產品，由五穀雜糧、健康零食，以至針對身體某些機能的沖調劑等應有盡有。他當時已了解「雞蛋勿放同一籃」的道理：「曾試過投入大部份資金經營餐廳，卻因一場疫症導致損手爛腳，幸虧當時有經營「點點綠」品牌，才能彌補餐廳結業造成的損失。」

## A Global Market Perspective

With his honesty and openness, Simon effortlessly built up an extensive business and personal network. Besides working with local organic farmers, he also collaborates with local fish farmers and the Agriculture, Fisheries and Conservation Department to promote local seafood and facilitate entrance into the Mainland China market through CEPA, the free trade agreement, setting sight on the larger market potentials.

Kampery Group has never limited its market solely in Hong Kong, and has built itself into an integrated enterprise in Mainland China that covers manufacturing, wholesaling, retailing, import/export and more, with business footprints in the US, Australia, Canada, France and around the globe.

Simon believes the Greater Bay Area (GBA) is filled with business opportunities that local merchants should look into. He advised the HK government could take the lead in promoting cross-border integration and deepening ties, in fields like trade and customs clearance. The government could consider setting up funds or insurance specifically for HK businesses entering into the GBA, to lower risks and boost confidence, he suggested.

## Staying Ahead with Innovative Ideas & Tech

To tackle the labor shortage issue in the catering industry, Simon, as Chairman of the Hong Kong Coffee & Tea Association (ACTK), led the collaboration with the Hong Kong Productivity Council to develop Hong Kong's first artificial intelligence HK-style milk tea making robot "KamChAI", unveiled in 2018. This robot replicates all of the complicated

## 擴闊視野 商業世界觀

Simon憑著爽直敦厚的性格建立起龐大商貿和人際網絡，除了與本地有機農夫合作外，亦與漁農和漁護署聯手，積極推動本地漁獲透過CEPA自由貿易協議進軍內地，放眼更大市場。

集團很早已不困囿於香港市場，除了在內地建成集生產、批發、零售、有機產品、代理等多項業務於一身的多元化企業，更將業務拓展到全球，美、澳、加、法等地都有其足跡。

他相信大灣區發展潛力龐大，值得港商去探尋商機，但他亦建議港府應牽頭推動大灣區融合，在經貿通關等領域上深化合作，例如考慮設立針對港商到大灣區營商的基金或保險，減低港商到內地投資的風險並提振信心。

## 創新意念+科技 快人一步

面對餐飲業人手不足的問題，作為香港咖啡紅茶協會主席的Simon聯同香港生產力促進局，於2018年研發出首部人工智能奶茶沖製機械人「金仔KamChAI」，冀以人工智能AI代為沖製港式奶茶，包括沖





traditional techniques to produce the milk tea, from brewing and stewing to pouring. By entering data, it can fill up the hard-to-find staff with consistent quality while retaining uniqueness of different brewing masters.

Previously served in GS1 HK's Board of Director, Simon had steered and guided GS1 HK's direction that promoted digital transformation across food & beverage, retail and many other industries.

"Business in the past was relatively simple, focusing on profit and efficiency. The business environment today has become much more complex. For F&B sector, the basic requirements are of course food safety and traceability, but we must also address the public concerns on environmental protection, food waste recycling, fair trade, sustainable supply chains, etc."

He urges wider adoption of digital technologies to meet the needs for green and sustainable development, and draws on GS1 HK's 1QR as a case in point, to provide consumers with diverse product information that helps bolster confidence and build loyalty.

茶、焗茶及撞茶的步驟。透過輸入數據，「金仔」可模擬出不同的沖製手法，除有助解決人手問題外，亦可令水準更穩定，同時保持不同師傅的獨特性。

Simon曾在GS1 HK擔任董事局成員，為本會提綱挈領，推動餐飲、零售等各行業數碼化發展。

「當年做生意相對簡單，主要講求盈利和效率；現今營商環境變得非常複雜，以餐飲業為例，食品安全和追蹤溯源都是基本，環保、廚餘回收、公平貿易、可持續的原材料供應鏈等都不能忽視。」

他鼓勵企業更廣泛應用數碼科技來應對綠色、永續發展等議題，例如用GS1 HK的1QR為消費者提供多元化資訊，增加對產品信心和建立忠誠度。

“Over the years, GS1 HK has facilitated business efficiency, offered better online and offline engagement, and created efficient, transparent supply chain for cross-industry, through the provision of global data standards, digital and smart technologies. I believe this vital role will continue into the next 35 years and beyond.

GS1 HK多年來一直以全球數據標準、數碼和智能科技幫各行各業促進商貿效率，連通線上線下，塑造高效、高透明度供應鏈，我相信這個重要角色將延續到下一個35年。”

## Advocate for HK Intangible Cultural Heritage

The craft of HK-style milk tea was named as one of Hong Kong's intangible cultural heritage inventory, thanks largely to Simon's spectacular efforts. To promote Hong Kong's unique milk tea culture, ACTK started the "KamCha Competition" in 2009, deepening the heritage of HK-style milk tea making technique. "The KamCha Competition has now expanded to the Greater Bay Area and Mainland China, nurturing talented individuals for the catering industry in both regions and promoting industry development." Simon is very proud as the keen supporter of this traditional craftsmanship.

## 非物質文化遺產推手

港式奶茶製作技藝成為香港非物質文化遺產項目之一，Simon實在功不可沒。為推廣香港獨有的奶茶文化，Simon所屬協會於2009年開始舉辦「金茶王大賽」，令港式奶茶文化得以傳承。「現在金茶王大賽已融入大灣區及全國，為兩地餐飲業帶來更多優秀人才，推動兩地餐飲業發展。」Simon對於能夠將這門手藝發揚光大亦深感自豪。



Kampery believes in “taken from the community, giving back to society”. He leads by example in promoting local culture, and has also set up dedicated department to guide the staff leverage their expertise to give back to society. “We have participated in the ‘ESG+ Charter’ programme, continuously promoting green production and consumption models. Eco-friendly packaging, renewable energy for operations where possible, recycling coffee grounds into new products, are just a few examples that we strive to reduce, recycle, and reuse to support the circular economy.”

金百加相信「取之社會，用之社會」，所以 Simon 以身作則致力推廣本地文化，亦特設專責部門，帶領員工發揮專業去回饋社會。「我們已參與了『ESG+約章』計劃，著力推動綠色生產和綠色消費，例如我們會用環保包裝物料，儘量利用可再生能源為營運供電，回收咖啡渣再做成新品等等，努力減省、節約、重用，促進循環經濟。」



## First Hong Konger's French Vineyard Claims Top Honour in France

Simon owns two wineries in France producing more than 120,000 bottles of red wine annually. His 17th century Chateau Le Cleret produced a red wine in 2022 that won the prestigious Medaille D'OR Paris 2023 Gold Award. “The competition is hosted by the French Ministry of Agriculture for 150 years. About 20,000 wines from 3,000 French Vineyard are submitted at every edition, reviewed by 6,000 assessors. I believe we're the first non-French winery to receive this top accolade.” Excited about the laurel, Simon designed four wine labels to share the joy.

Simon was on business trip during the interview. Despite his global operations, he remains attached and concerned about Hong Kong's F&B industry.

## 首個港人法國酒莊奪法國頂級殊榮

Simon 在法國擁有 2 個酒莊，年產逾 12 萬瓶紅酒，其建於 17 世紀的嘉禧酒莊 (Chateau Le Cleret) 於 2022 年出產的紅酒，更於去年勇奪法國巴黎葡萄酒大賽金獎 Medaille D'OR Paris 2023。「比賽是由法國農業部舉辦、已有 150 年歷史，每年大概 20,000 瓶葡萄酒從 3,000 多個法國酒莊參賽，由 6,000 名專業評審員去審核。我相信我們是首家非法國人酒莊獲此高級榮譽。」他對獲獎表示興奮，所以親手設計 4 款酒標分享其喜悅。

訪問當天他正在外地出差，即使業務遍及全球，他仍心繫香港餐飲業界。

“

The Northbound spending fever, weak consumption sentiment, labour shortages are all posing challenges to Hong Kong catering industry, which are clear indications for us to transform and adapt. I think one good example is, young people are opening smaller casual eateries, which not only reduce rental burden, but also enable a takeaway business model. This is a smart way to mitigate risk going. Harnessing the power of technology can also help address various challenges. The government has a role to play as well, like expediting approval to bring in low-skilled labor for staffing needs, or funding local business to expand into the Greater Bay Area.

受北上消費潮、消費力疲弱、人手短缺等問題影響，餐飲業界有必要重新定位。現在年輕人開輕食小店便是其中一個趨勢，減輕租金負擔之餘亦可以外賣式經營，守攻兼備；善用科技也有助應對各項挑戰。政府對此亦責無旁貸，可透過加快審批引入低技術勞工解決人手不足，亦可資助商家於大灣區拓展等。

”





# 35 Years Ago, a Monumental Shift Reshaped the Retail Landscape

## 35年前，香港零售業發生了巨變...



2024 not only celebrates the 35<sup>th</sup> Anniversary of GS1 HK, but also commemorates the 35<sup>th</sup> Anniversary of barcode introduction in Hong Kong. According to research report\*, barcodes can help supermarkets, retailers & manufacturers save up to approximately 30 billion annually. We often take the presence of barcodes for granted, can you imagine the retail landscape before the introduction of barcodes?

今年是GS1 HK成立35週年，同時也是條碼引入香港35週年。有研究統計\*顯示，條碼每年為超市、零售商和製造商等節省約300億美元。條碼現在已被視為理所當然的存在，大家又有否想過條碼出現前，零售店是如何運作的？

### Before the introduction of barcodes... 條碼出現前...



- Products labeled with price tags.  
產品需要貼上價錢牌
- Sales clerk had to manually type in the prices of each item, which is prone to errors and less efficient  
售貨員需要逐件貨品計算價錢，不但速度慢，也有機會出錯
- Sales data can only be obtained after conducting inventory checks  
需要庫存盤點去掌握銷售數據

### After the introduction of barcodes 條碼出現然後



- Complete retail checkout with a simple beep 啱一啱，即可完成結賬
- Retailers can instantly access information on product sales and inventory  
零售商更可即時了解產品銷售情況及庫存

**and more!  
及更多!**



### Barcodes brought revolutionary changes to the global and Hong Kong retail industry 條碼普及後，為全球及香港零售業帶來革命性的轉變

- In 1991, **over 90% of products** in supermarket from suppliers was printed with barcodes. At the same time, major supermarkets began implementing scanning technology
- The number of corporate members in GS1 HK has grown from zero to **over 8,000** today
- **Over 3.5 billion barcode scans** in Hong Kong annually
- 1991年，超級市場出售的貨品中，由供應商印上條碼的貨品比率已攀升至**90%以上**。同時，兩大超級市場亦推行掃描科技
- GS1 HK的企業會員數目亦從零開始，增長到現在的**8,000多名**
- 在香港，每年條碼掃描次數**達35億次**



### Barcodes also play an instrumental role in the world of e-commerce 條碼也在電商世界有著關鍵角色

- Major retailers and online stores, including Amazon, eBay, and Google Shopping, require/recommend the use of GS1 barcodes as product identifiers when listing products.
- Google and e-commerce platforms rely on Global Trade Item Numbers (GTINs) to accurately identify products and provide consumers with more relevant search results.
- 各大零售商及網上商店，包括亞馬遜，eBay，Google Shopping要求/建議貨品上架時，加入GS1條碼作產品識別碼。
- Google和電商平台都需要全球貿易貨品編碼(GTINs)去準確識別產品，為消費者帶來更相關的搜尋結果。





## Unlocking Infinite Opportunities of Next Generation Barcodes

### 新一代條碼 創造無限可能

Today's consumers often search for more product information and have higher expectations for product sustainability before purchase. Therefore, the traditional GS1 barcodes have also evolved into 2D barcodes, offering infinite possibilities ahead.

現今消費者購物前，往往會搜尋更多產品資訊，對產品的可持續發展期望也比以前更高。因此，傳統的GS1條碼也逐漸演變成2D條碼，帶來無限新機遇。



“ These beeps started a revolution in commerce & supply chain. The same ‘beep’ is likely to generate another revolution with the next generation barcode, promising to be even more transformative to industry than before. 條碼的嗶一聲為商界和供應鏈帶來革命。相同的嗶一聲很有可能隨著新一代條碼的出現，為業界帶來更大的轉型和變革。 ”

Renaud de Barbuat, President & CEO GS1 | GS1 總裁兼CEO shared at GS1 Global Forum 2024

By incorporating the GS1 Digital Link standard into 2D barcodes (such as QR codes), products can acquire a unique “digital identity” and web address. The US retail industry has set a target date for accepting 2D barcodes at point-of-sale (POS), known as Sunrise 2027. These 2D barcodes can fulfill multiple functions - facilitating retail checkout with a beep, empowering inventory management, and providing consumers with the information they require.

GS1的2D條碼(QR碼)加入GS1 Digital Link標準，URL(網址)結構上載有產品識別碼GTIN(全球貿易貨品編碼)或其他標準，讓產品擁有獨一無二的『數碼身份』。美國零售業希望2027年，所有零售結賬系統都可以讀取到及處理GS1 2D條碼，做到一碼多用 - 做到零售結賬、倉存管理，又能讓消費者獲取產品資料。



GS1 HK offers a 2D barcode, “1QR”, built based on this standard, which is FREE for members to use. **Simply by scanning 1QR, consumers can access diversified information, including product details, promotions & discounts, certifications, traceability and product authentication etc.**

基於此標準，GS1 HK有提供給會員免費使用的2D條碼 - 1QR。消費者掃一掃1QR，即可一次過盡覽多元化資訊，包括產品資料、優惠、認證、追蹤追溯、防偽驗證等。

“ 2D barcodes with GS1 standards inside have the power to provide all the information consumers need and desire, improve traceability through the supply chain, and scans at checkout. 基於GS1標準的2D條碼，讓業界透過單一條碼向消費者提供他們所需及期望獲得的資訊，改善供應鏈追蹤追溯，甚至於結賬時被掃描。 ”

Jon R. Moeller, Chairman of the Board, President and Chief Executive Officer Procter & Gamble P&G董事會主席、總裁兼行政總裁



What were the challenges when introducing barcodes in Hong Kong? Are barcodes only in black & white? How did GS1 HK start from a humble barcode in 35 years ago, then to develop into different milestones, bringing impact to the industry? What major trends to look out for in the future?

Buy our 35<sup>th</sup> Anniversary commemorative book **"From Zero to +01"** to read more (Price: HKD98)

想知道條碼在香港推出時的困難、條碼是否只能是黑配白？GS1 HK又如何於過去35年從一個小條碼開始，發展出各個里程碑，為業界帶來各個重大影響？未來又有什麼大趨勢要留意？

立即購買本會35周年紀念書冊「從零到+01」閱讀這段珍貴歷史 (定價: HKD98)



# The Homegrown Chocolate Master in Hong Kong: **50 years of Craftsmanship and Uniqueness** 本土朱古力獎門人 **50年匠心獨運**



**Christopher Lai**

Executive Director  
Lucullus Alliance Group Limited

**黎祖榮**

龍島聯合(集團)有限公司執行董事

When it comes to chocolate, the first thing that pops up in mind are always the classical European brands from Belgium and France. However, more attention should be given to Lucullus, a homegrown chocolate mastery brand with a half-century of history. Christopher Lai (Chris), Executive Director of Lucullus Alliance Group Limited, commented that Hong Kong chocolatiers are no less superior than their foreign counterparts, and are better at understanding local consumer tastes. That is why Lucullus regularly introduces new products, such as the “Lucky Dragon Chocolate Mahjong” launched for the Year of the Dragon and the “Tramway Chocolate Signage” created in collaboration with the Hong Kong Tramways. The aim is to bring pleasant surprises to the discerning customers, showcase local excellence, and promote baking craftsmanship while nurturing new talents for the industry.

## Grasping Market Pulse: The Makeover of a Traditional Bakery

The confectionery market is flourishing, and more customers have learnt to appreciate the charms of fine chocolates. Chris believes this actually helps Lucullus stand out from the crowded market. “Import chocolate makers typically don’t craft their recipes for regional markets. In contrast, we craft our chocolates to cater local market. For example, we provide low sugar dark chocolates, as well as vegan chocolate options. Lucullus source finest ingredients from suppliers in proximity and tailored products for consumers in Hong Kong and China.”

While preserving the Hong Kong heritage behind the 50-year-old brand, Chris understands that it is equally important to innovate and inject new vitality into the brand. To rejuvenate its image, Lucullus underwent a series of rebranding activities in 2020, which included store renovations to add more exquisiteness and modern brand

提起朱古力，多數會想到來自比利時、法國等歐洲品牌，其實香港也有一家約半世紀歷史的朱古力商號 - 龍島。龍島聯合(集團)有限公司執行董事的黎祖榮(Chris)稱，香港朱古力師傅可媲美外國，亦較了解本地人口味，所以龍島會定期推出新品，例如龍年推出「行運一條龍麻雀朱古力」、或與「叮叮」聯乘的電車站牌朱古力，務求為「識食」顧客帶來驚喜之餘，亦展現本地卓越品質，同時推動烘焙工藝、培育新血助行業發展。

## 掌市場脈搏 老牌餅店大變身

甜品市場百花齊放，顧客對朱古力的鑑賞能力及知識亦大為提高。面對競爭，Chris稱反而更能突顯龍島出品的優勢：「外國工廠生產不會因特定市場改變配方，我們則會特別調配適合本地口味，例如提供少糖、較健康的黑朱古力或素朱古力，選配就近新鮮的原材料手工精製予中港兩地市場。」







elements. They also launched the Lucullus Cacao Chocolate cafes, expanded into the bakery market, and developed a full range of “3C” bakery products (Chocolate, Cookie, Cake) to retain existing customers and attract younger ones.

“We also introduced a membership program, and to date, we have accumulated nearly 100,000 active members. Our members can accumulate loyalty points using the Lucullus app and enjoy special discounts during festive seasons. Data shows that 60% of our customers are women aged between 30 to 40. Moving forward, we hoped to expand our customer base to include the Gen Z (those around 20 years old) to allow a wider range of consumers to enjoy Lucullus’s craftsmanship and its rich local culture.”

## From Pioneer to Tenacity From Standardisation to Digitalisation

Lucullus’s history can be traced back to 1976 when it began as the central kitchen of the Peninsula Hotel. The following year, it spun off to develop independently, then the business took off as it became a supplier of pastries, desserts, red wine, and meat to retail, hotels, airlines, and caterers across Hong Kong.



The group has been a digital pioneer since 35 years ago, being one of the first companies to use barcodes and electronic means to identify and obtain product information. With the popularity of the internet and smart devices, the group continues to enhance its online shopping experience using barcodes, providing convenience for users to search for their products and tapping into consumer trends more easily through data analysis.

集團於35年前已是數碼先鋒，是首批應用條碼以電子方式去識別和獲取產品資訊的公司。其後互聯網及智能裝置普及，集團亦以條碼提升網購體驗，助用戶更易搜尋其產品，並以數據洞悉消費趨勢。

Dragon Island, the gourmet food factory based in the mainland, was established by the Lucullus Alliance Group in 1995 and has been using the ezTRADE electronic commerce platform for paperless transactions with major supermarkets such as PARKnSHOP and Jusco in Hong Kong all the way until now. The EDI system had significantly reduced manual data input and improved order and data accuracy during the initial years of implementation, while

作為50年品牌，Chris深明除了宣傳港式情懷外，更要不斷創新，為品牌注入活力新氣象，所以集團於2020年進行品牌革新，將形象年輕化：例如翻新門店、增添精緻時尚形象；推Lucullus Cacao朱古力cafe、開拓烘焙市場；同時更全面發展「3C」烘焙產品(Chocolate, Cookie, Cake)，吸引過往擁躉和年輕新客選購。

「我們亦推出會員計劃，至今已累積近100,000名活躍會員；他們會用龍島app儲積分，節日時享受更多優惠。數據顯示我們顧客6成是女士，年齡分佈約30-40歲，未來我期望能拓展至Gen Z客群（約20歲），讓更多消費者享受龍島的匠心工藝及濃郁本地文化。」

## 早著標準化先機 延續數碼化優勢

龍島的濃厚歷史可追溯到1976年，前身是半島酒店的中央廚房，翌年因業務急速增長便分拆成龍島作獨立發展，向全港酒店、航空公司及餐飲機構等供應糕點甜品、紅酒肉類等美食。

集團旗下另一業務龍堡食品於1995在國內自設廠房，當年為本港八佰伴、吉之島等大型超市供應美食，並採用了同年推出的「通商易」(ezTRADE)電子商貿交易平台去進行無紙化交易。當年該EDI系統讓集團減省大量人手輸入工作，提升訂單及數據準確度。時移勢易，龍島仍靠著「通商易」與中港兩地買家通商往來、合作無間。

ezTRADE has allowed Lucullus to maintain smooth trading activities with buyers from both China and Hong Kong for all these years.

The Lucullus retail stores have also adopted GS1 Hong Kong's Digital Coupons in recent years. The results are multifaceted, including saving printing time and costs, allowing for the distribution of promotions through social networks and email, enhancing the effectiveness of promotional activities and enabling the measurement of marketing activity results.

## Diversifying and Assuming Social Responsibility

Lucullus's "3C" products have attracted more corporate clients to place customized orders for company anniversaries and festive corporate gifts. Chris mentioned that besides retail, wholesale, and corporate businesses, the group also provides production consultancy, cold chain, and brand management services. "The group has a total of about 500 employees working in the mainland factories, offices, and 23 Hong Kong retail stores. I am proud to say, we have undergone a profound transformation from central kitchen to multi-sector company."

In 2021, the group acquired a 35-acre land parcel in Heshan, Jiangmen, and invested HK\$200 million to establish the Lucullus Food Industrial Park (Lucullus Park), significantly increasing its production capacity in mainland China. The group also developed the Lucullus Park into a tourist attraction and invited domestic and international businesses for site visits to better understand the chocolate production process.

"The Lucullus Park is equipped with solar plant and advanced sewage treatment systems to support sustainable development. It is also designed and inspected regularly by professional to ensure production lines are operated to maintain best practices in energy-saving and carbon reduction. Many businesses expressed interest in collaborating with Lucullus Park at the end of the tour, brought us unforeseen business opportunities." Chris aspires to develop Lucullus Park into industrial tourism based in the Greater Bay Area.

As an industry leader, Lucullus Park actively collaborates with educational institutions in Guangdong and Hong Kong to promote baking culture and nurture industry talents, empowering the younger generation to pursue their dreams of becoming professional bakers. Chris believes that this is Lucullus' corporate social responsibility, in which they not only contribute to industry advancement, but also help the company go further.

作為業界龍頭之一，產業園積極與粵港兩地教育機構合作，推動烘焙文化、培育行業人才，吸引年輕一代追夢。Chris相信這是企業社會責任，既有助行業進步、同時幫公司走得更遠。



為方便顧客及減少用紙，龍島近年採用了GS1 HK的電子優惠券，既節省印刷時間及成本，亦能以社交網絡、電郵等發放優惠，加大促銷活動成效，更能分析活動數據、掌握成效，一舉數得。

## 發展多元化 承擔社會責任

龍島的「3C」類產品吸引了許多企業客戶在週年紀念、節慶送禮時專門訂製。Chris指集團除了零售、批發、企業客外，亦提供食品生產、冷鏈服務、餐飲品牌管理項目等。「集團在國內工廠、辦事處及本港23間門市共聘有約500人，可說已由中央廚房成功轉型為一家大型綜合性食品產業機構。」



集團於2021年在江門鶴山拿下35畝用地，投入港幣2億建成龍島食品產業園 (Lucullus Park)，大幅增加國內生產規模之餘，亦把產業園發展成工業旅遊項目，讓國內外商家參觀，了解朱古力生產過程。

「園區設有光伏太陽能供電、先進污水處理系統等，並有專家規劃和定期視察生產流程，在確保頂尖食品品質之餘，亦示範節能減碳的成效。不少企業在親臨考察後，便直接與我們洽談進駐園區合作、帶來龐大商機呢。」Chris期望，園區未來能發展成為大灣區的食品生產基地。





## 3 Business Trends Impacting the Industry

### 影響行業的3個商業趨勢



The latest Trend Research Report published by GS1 highlighted key trends impacting the future of the industries under a world of **“continued disruption”** and **“uncertainty”**.

GS1發佈的最新趨勢研究報告指出了在「持續顛覆」和「充滿不確定」環境下影響行業未來的關鍵趨勢。

Top business trends increasing in importance as follow:

以下是越來越重要的4大趨勢::



#### 1 Sustainability & Circular Economy

Consumers have high interest on social and environmental sustainability, whereas circular economy concepts have taken centre stage in focusing action and regulation.

#### 可持續發展與循環經濟

消費者對社會和環境可持續發展期望越來越高，循環經濟概念更成為監管行動及措施的重心。



Next generation 2D barcodes powered by GS1 (e.g. GS1 DataMatrix and QR Codes with GS1 Digital Link syntax) act as catalysts for connecting physical products with online information, empowering consumers to make greener decisions.

由GS1推動的新一代2D條碼(如GS1 DataMatrix和加入GS1 Digital Link的QR碼)可連繫實體產品與數碼資訊，讓消費者能作出更環保的決策。



#### 2 Supply Chain Digitalisation

Businesses have been working to improve supply chain visibility through increased investment in digital transformation, e.g. the adoption of analytics and machine learning tools to optimise and increase their supply chain resilience and flexibility.

#### 供應鏈數碼化

企業積極推行數碼轉型，提升供應鏈透明度，例如是應用數據分析和機器學習工具去提高供應鏈彈性和靈活性。



GS1 identifiers (which identify products, locations, parties, assets and things) licensed around the world in a global set of interoperable registries (the Verified by GS1 service) is an essential enabler for the digitalisation of supply chains.

全球通用的GS1識別標準(用於識別產品、位置、地點及物件)配合可相互操作的平台(Verified by GS1服務)為推動供應鏈數碼化的關鍵元素。



#### 3 Traceability

While traceability continues to be a topic of high interest for many industries and sectors, implementation is primarily driven by regulatory demands.

#### 追蹤追溯

儘管追蹤追溯仍然是行業高度關注的議題，但真正實行的動力往往是需要符合監管要求。



The food safety & traceability initiative in the Zhejiang Province of China has driven 140 million QR codes powered by GS1 adopted on 189,000 products in 2023.

浙江的食品安全追溯閉環管理系統“浙食鏈”成功推動加入GS1標準的QR碼應用。於2023年就有18.9萬件貨品應用了1.4億個加入GS1標準的QR碼。

Contact us to learn how to tap into the above 3 trends  
聯絡我們了解如何把握以上3大趨勢



T: 2863 9740

E: [corpinfo@gs1hk.org](mailto:corpinfo@gs1hk.org)



**Brian But**  
Director  
Wah Yuen  
**畢世奇**  
華園總監

## Traditional HK Snack Transcends the Local Market 本土零食衝出香港



**Kade But**  
Director, Greater China  
Wah Yuen  
華園大中華區總監

The competition in the Hong Kong snack food market has become increasingly fierce in the past decade. With an array of products imported from Japan, Korea, Taiwan, Thailand, and other parts of the world, consumers are spoiled for choice.

Wah Yuen, a local snack brand famous for its flavourful and crispy vegan goose, has stood still in the market for 66 years. Apart from its classic signature products, Wah Yuen owes its success to the dedications of the second and third-generation family members who not only uphold the traditions passed down by their predecessors but also constantly bring in new ideas. They have diversified the product line, engaged in cross-industry collaborations, and expanded into new markets with vertically integrated production and sales channels, keeping the brand both timeless and fresh.

### Blending Tradition with a Modern Twist

The eye-catching red, yellow and purple diagonal lined packaging of Wah Yuen's traditional crispy vegan goose snack was actually designed by a Japanese designer in the 1970s. Brian But, a 3<sup>rd</sup> generation director of Wah Yuen said, although their snacks evoke cherished childhood memories and a sense of nostalgia to many Hong Kong locals, the company is not confined to the past. Instead, they consistently innovate with new flavours and snack ideas. Wah Yuen now produces and offers over a hundred product items, including not only additional flavours like black pepper and wasabi for the traditional crispy vegan goose, but also beef jerky, pork jerky, fish skin, egg rolls, and dried fruits. Wah Yuen also sources products from Southeast Asia, Taiwan, and other overseas market. Brian gave an example, "We were so impressed after trying a famous hand cooked black truffle potato chips at an exhibition in Dubai and have subsequently introduced them to Hong Kong. Later on, a friend in Hong Kong told me he failed to buy that very product from abroad, I couldn't help but laugh and told him that there was no need to fuss because it is actually available locally in Hong Kong."

香港零食市場近10多年競爭越趨激烈，來自日韓台泰等地的零食紛沓攻港，消費者自然「朝三暮四」。

本地零食老字號華園在66年後卻仍能在市場獨當一面，靠的除了是其極具風味、咸香爽脆的齋燒鵝等經典零食，也因為第二、三代家族傳人在承襲父輩傳統之餘，亦不斷推陳出新，既增加產品多元性，亦積極推動跨界聯乘，並以生產銷售一條龍的經營模式去拓展新市場，令品牌歷久卻「嚟」新。

### 經典設計配新花款

華園齋燒鵝的雙色斜線、「黃撞紫」包裝醒目搶眼、款式毫不過時，原來是70年代日本設計師的手筆。華園第三代傳人、公司總監Brian稱，旗下零食雖是許多港人的童年回憶、懷舊香港味道，但絕不會故步自封、經常推新花樣，至今自家生產種類已過百款：除加入黑椒、芥辣等齋燒鵝外，亦有牛、豬肉片、魚皮、蛋卷、涼果類小食，亦從東南亞、台灣等地搜羅各式零食。「有次去中東杜拜參與展覽，嘗過當地熱銷的手製松露薯片後一試難忘，便決定引進





Wah Yuen has also been involved in pet snack manufacturing for over a decade, providing OEM production services to American pet food brands. This has laid a strong foundation for the company to further expand and capitalise on the fast-growing pet economy by launching its own pet snack brand to be sold on e-commerce platforms such as Ali Express, TEMU and Amazon.

## Keeping Pace with the Times for 35 Years

Wah Yuen has been a member of GS1 Hong Kong since 1989 - the year GS1 Hong Kong was founded. The barcode technology enabled faster point-of-sale checkout and also improved production and warehouse management, resulting in significant gains in work efficiency and reduced manpower.



35年至今，我們仍依靠GS1 HK條碼去將產品分銷到全球各地，以至便利電商賣貨和網購。For the past 35 years, we have relied on GS1 Hong Kong's barcode standard to distribute our products globally, including selling through e-commerce platforms and other online channels.

Brian is pleased to learn that barcode has progressed with times and can now display more types of information to consumers through QR codes, such as nutrition labels, certifications, and promotional offers, aligning with the modern habit of using smartphones to scan codes and access information.

## Swift Market Entry of New Products

During the 1990s, the company moved on from its first production facility in Sham Shui Po to adopting a “front store, back factory” model, with operations spanning both Henan and Hong Kong. Today, they have a total of three centralized production lines, including one in Laos, supplying to local markets in China, Hong Kong, Southeast Asia and overseas. Both the Hong Kong and mainland factories have dedicated test kitchens for product development and customization to suit local tastes.

“The Sichuan fish soup with pickled mustard greens have become infectiously popular in mainland China, so we launched a new product edition to incorporate the flavour catering to the market demand. We also crossover with other brands, celebrities, and key opinion leaders (KOLs) from time to time for limited product editions. For example, we partnered with the ‘Chef Nic’ brand to co-create a popcorn with our signature crispy vegan goose-flavor, which has received enthusiastic response,” said Kade, the 3<sup>rd</sup> generation director who is responsible for the Greater China business. Wah Yuen covers the China market through both listing on physical stores, third party e-commerce platforms and its own online stores. Listing products on e-commerce platforms involves lower costs compared to physical stores, but provides a wider customer reach, and facilitates faster capital turnover. It is now a strategic direction to devote more

香港；有本地朋友向我說在外國買不到，我笑稱其實不用代購，香港也有售呢。」

公司最近正密鑼緊鼓，籌劃推出華園自家寵物零食品牌，利用現有跨境電商如速賣通、TEMU、亞馬遜等平台推售，捕捉毛孩經濟商機。其實公司早於10多年前已為歐美品牌代工生產寵物食品，無意間卻為現時龐大的寵物市場打好了拓展基礎。

## 35載與時並進

公司在1989年，GS1 HK成立首年便已成為會員，全因當年產品在多家超市和便利店上架、有效加快結帳；同時有助生產和倉儲管理，出貨入貨時「啲一啲」就能幫員工提高運作效率。

Brian很高興得知條碼亦與時並進，能以二維碼向消費者展示更多元化資訊，包括營養價值、認證、發放優惠等，配合現代用家手機掃碼、上網查看資料的習慣。



## 新品迅速上市

公司當年在深水埗自設廠房生產，但自90年代起已改由當年的粵港兩地「前店後廠」模式經營，現時更擴展了老撾廠房共三條生產線，供應中港、東南亞和其他海外市場。本地及內地工場均設實驗廚房，用以調製及改良適合當地口味的產品。

「內地酸菜魚盛行，我們也隨即推出香酸辣魚柳；另外也與其他品牌、明星、KOL合作推出聯乘產品，例如與「鋒味同萌」品牌合作推出齋燒鵝爆谷，銷情不俗呢。」負責大中華市場的董事Kade（華園第三代）稱，公司在國內主要透過實體店、電商或自家網店銷售，電商營運費較實體店低，顧客接觸面更廣，而且資金流轉更快，所以會投放更多資源去發展，例如於電商平台打造自家直播間，邀請KOL直播帶貨。

resources to develop its online business in China, such as creating their own live streaming e-commerce platforms and inviting KOLs to host product broadcast sessions.

“For each direct online sales order, it takes just 10 to 20 days for us to complete production and then deliver the products to the buyer’s door. Therefore we don’t need to keep large stockpiles, which in turn saves warehouse rent and reduces inventory waste.”

Such a vertically integrated production and sales model is effective in meeting consumers’ fast-changing tastes. The R&D team in China can develop new flavors, complete production and launch it to test the market response within as short as one or two weeks, before deciding on the production scale based on their popularity.

## Food Safety

Wah Yuen’s China production facilities are located in Henan Province, a major agricultural hub in the mainland, where raw materials can be sourced directly from the local suppliers, streamlining the procurement process, and enhancing cost control, resulting in more competitive pricing of Wah Yuen products.

Every step in the food processing strictly adheres to food safety protocols. The raw materials are screened by dedicated personnel during procurement, while the finished products must pass a series of quality checks for moisture content, bacterial levels, and food appearance, etc, and go through daily random taste tests. The entire production process is closely monitored to maintain the highest standards of food safety. Kade states, “Whenever there is a customer complaint, we take it seriously and investigate the root cause to avoid any food safety risks.”

## Balancing Profits & ESG

Just as consumers place higher emphasis on corporate social value, Wah Yuen has supported various charitable projects over the years, such as donating food to elderly homes and sponsoring local cultural activities in music and the arts. Regarding environmental protection, Brian acknowledges the current challenge in further reducing food packaging waste in its production and sales process - while most recyclable materials are still in research to attain bacterial levels low enough for food packaging, others are too costly to procure. They will nevertheless keep a close eye on the latest development in food sustainability, and strive to strike a balance environmental protection, food safety, and attaining economical cost structure.

As the bearer of a family legacy spanning over 60 years, the new generation of the business are aiming for Wah Yuen to become a “century-old enterprise”. Both Brian and Kade agree that digitisation and green initiatives are the future direction of the company’s development to ensure that Wah Yuen’s iconic brand continues to shine brightly.

「現時網上直銷的訂單，由顧客下單、工場生產、送到買家手上只需10到20天，公司毋須囤大量貨，慳倉租並減省積貨浪費。」

公司以垂直生產銷售一條龍模式營運，滿足消費者「貪新鮮」的需求。現時國內的研發團隊可在短至1至2星期內開發新口味、迅速批量生產，測試市場反應，若受歡迎便加推、銷情不佳便下架，可謂進可攻退可守。



## 食品安全

華園生產線設於國內農產品生產重地河南省，方便向位處附近的原材料生產商採購，簡化採購流程，加強成本控制，使產品定價更具競爭力。

生產線的每一個食品加工流程均嚴格依循既定標準，在採購時已有專人篩查原材料，完成品亦要通過一系列包括水份、含菌量、以及食物外觀等的品質檢查，更有專員每日抽查試食，生產監控流程環環相扣，保持最高食品安全標準。Kade指：「每次有顧客投訴我們都會開『file』嚴肅正視、追查至問題根源，避免構成任何食品安全風險。」

## 平衡發展 逐步ESG

消費者越來越看重企業的社會價值，華園多年來支持許多慈善項目，如捐贈食品予老人院、支持本地文化活動等。在環保方面，Brian承認食品在生產及銷售過程中，會產生包裝廢料，但現時環保包裝物料技術在降低含菌量方面還未達標，或成本太高昂，所以要在環保、食品安全、成本等各方面取得平衡，未來會繼續關注如何達致食品永續。

肩負60多年的家族傳承，新一代經營者以成為「百年企業」為目標，Brian和Kade都認同數碼化、綠色化是未來企業發展大方向，讓華園的金漆招牌繼續發光發亮。



# HK Budget 2024-2025: Measures Assisting SMEs in Digital Transformation

2024至25財政年度  
政府財政預算案

## 2024-2025財政預算案：多項措施 助中企業把握數碼化機遇

Digital transformation has become a prevailing trend for business. When undergoing digital transformation, SMEs not only need to leverage technology & global standards for unique identification, but also take note of several measures announced in the Budget 2024 in accelerating transformation, tapping into new markets and tackling with capital-flow problems:

企業數碼轉型已是大勢所趨，在推行數碼轉型時，除了科技配合用作獨有識別的全球標準，中小企還可多加留意《財政預算案2024》上多項支援中小企加速升級轉型、開拓市場、資金周轉的措施：



### 1 Supporting Food & Beverage and Retail Industries in Digital Transformation 資助餐飲業及零售業數碼轉型

SMEs in the food & beverage industry and the retail industry will be invited to select suitable options among ready-to-use basic digital solutions and apply for subsidies on a matching basis under the Digital Transformation Support Pilot Programme. The solutions will focus on 3 areas: digital payment and shopfront sales, online promotion and customer-management solutions. It is expected that at least 8000 eligible SMEs will benefit from the pilot programme.

「數碼轉型支援先導計劃」陸續邀請餐飲業及零售業的中小企，在現成基礎數碼方案中，挑選合適方案及申請配對資助。方案將集中在電子支付及店面銷售、線上推廣及客戶管理系統，預計最少8000合資格中小企受惠。



### 2 Launch of “e-Commerce Easy” 增設「電商易」

There have been continuous enhancements to the Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund), which include injecting \$500 million more into the fund to help SMEs boost their competitiveness and tap into Mainland and overseas markets. “E-commerce Easy” will also be launched under the fund, providing support of up to \$1 million per enterprise for implementing e-commerce projects in the Mainland.

「發展品牌、升級轉型及拓展內銷市場的專項基金」將持續優化，包括增加每家企業的累計資助上限及簡化申請手續，建議向基金進一步注資5億元，協助提升競爭力和開拓內地及海外市場，包括在基金下增設「電商易」，讓每家企業可獲資助最多100萬元，在內地推行電商項目。



### 3 Assisting SMEs to Tackle with Cash Flow Problems 協助中小企應對資金流問題

The application period for the 80% and 90% Guarantee Products under the SME Financing Guarantee Scheme will be extended for two years to the end of March 2026. The total guaranteed commitment under the Scheme will increase further by \$10 billion.

「中小企融資擔保計劃」下八成及九成擔保產品的申請期延長兩年，至2026年3月底，計劃下的總信貸保證承擔額將額外增加100億元。



# Digitalising Supply Chain to Track ESG-related Data

## 供應鏈數碼化 以追蹤ESG相關數據



ADB is undertaking a pilot initiative with GS1 to track climate, carbon, and ESG-related data in supply chains.

亞洲開發銀行(ADB)正與GS1合作推行一個試點計劃,以追蹤供應鏈上的氣候、碳排放和ESG相關數據。

They will explore ways to digitalize the supply chain data collection processes, in which a new system will be developed by ADB, IFRS, and GS1 that allow unprecedented transparency in global supply chains and unify how we report on carbon emissions and environmental and social impact.

This ultimately improves supply chain data traceability and helps companies easily report on IFRS Sustainability Disclosure Standards.

他們將探討供應鏈流程數碼化,而ADB、國際財務報導準則(IFRS)及GS1將共同開發一個新系統,實現前所未有的全球供應鏈透明度的同時,統一碳排放、環境、社會及管治的報告方式。

此舉不但改善供應鏈數據的可追溯性,更能幫助企業更容易達至IFRS的可持續性披露標準。

“

We would facilitate digital access to exchange trusted ESG certificates, and we would gain engaged leadership of the key industries required to support implementation.

我們將促進透過數碼方式連接至ESG證書,並會尋求主要行業持份者的指導,以推動其應用。

Patrick Jonasson, Global Head of the Retail Sector at GS1

”

## GS1 Standards Empower Sustainability with Information Transparency

### GS1標準提升資訊透明度 推動可持續發展



In the “EU Policy Discussion Series: Toward a more circular economy - Can we achieve green food and textile?” organised by InvestHK, our Chief Marketing Officer Mignone Cheng shared how GS1 standards and solutions give every product a unique identity, empowering business partners and consumers to track a product’s lifecycle simply with a QR code scan, i.e. source of materials, carbon emission, certifications, recycling information etc. This in turn supports companies to comply with regulations in EU and the world.

於早前InvestHK主辦的「歐盟政策研討會:向循環經濟邁進一步 – 我們能實現綠色食品和紡織品嗎?」上,本會市場推廣總監Mignone分享了GS1標準及技術如何透過為每件產品配上獨有身份證,讓業務夥伴及消費者通過掃描產品上的二維碼,去追蹤、瞭解產品的整個生命週期,包括原材料來源、碳排放、認證、回收處理等,符合歐盟以至世界各地法規。

Contact us to learn more  
聯絡我們了解更多

T:2863 9740  
E:corpinfo@gs1hk.org





## GS1 HK IOT Data Hackathon Debuted **Unleashing the Power of IoT**

### 首屆GS1 HK IOT Data Hackathon**發揮物聯網力量**



GS1 HK is rolling out the first-ever IOT Data Hackathon (the Hackathon), which serves as a platform to bring together young innovators, problem solvers and data enthusiasts in Hong Kong to harness the power of IoT data for building impactful solutions and tackling real world business challenges. Industry experts including Dr. Toa Charm, Founding Chairman of Data Literacy Association, joined the kick-off event and shared their experiences.

Few pre-hackathon workshops were held in January to February, where industry experts shared insights about IoT knowledge and application. The preliminary rounds and final rounds will take place at the end of March, and the award presentation ceremony will be held at the “Digital Economy Summit 2024” event.

本會今年舉行首屆「IOT Data Hackathon」，旨在匯聚本地年輕創新菁英、解難高手和數據人才，善用物聯網數據的力量，開發出具影響力的方案。啓動禮由行業專家如數據素養學會創會會長湛家揚博士等分享經驗。

隨後於1-2月期間舉行了數場相關的工作坊，由行業專家向參加者分享物聯網科技及應用。初賽日及決賽日將於3月尾舉行，頒獎典禮於「數字經濟峰會Digital Economy Summit 2024」活動內舉行。

## Exchanging Insights with the **Office of the Government Chief Information Officer (OGCIO)**

### 與**政府資訊科技總監辦公室**交流



Mr. Tony Wong, Government Chief Information Officer and his team visited GS1 HK's Smart Business Innovation Centre. We exchanged insights about ways to leverage data platforms to maximise benefits for business and the society.

早前政府資訊科技總監黃志光先生及團隊到訪本會的「智慧科技創新中心」，雙方探討如何善用數據平台，為社會及經濟發揮最大效益。

GS1 HK's “Smart Business Innovation Centre” showcased a variety of IoT solutions & best practices in 6 thematic zones. Register to visit.

本會的「智慧科技創新中心」展示「物聯網」科技於6個主題區的應用及最佳範例，歡迎預約參觀。



# 600+ Industry Professionals Delved into 5 Trending Topics at GS1 HK Summit

## 600+跨行業人士探討5大行業熱話 @GS1 HK Summit

Themed “Driving Digitalisation and Sustainability for Tomorrow”, GS1 HK Summit 2023 was held in fully physical format for the first time after the pandemic. Over 600 industry professionals & practitioners gathered at the Summit to explore 5 trending industry topics: **Business Transformation, Digitalisation, Sustainability, Generative AI & Smart Business**, etc!

Mr. Paul Chan, the Financial Secretary of the HKSAR Government, offered a written congratulatory message for the event. Mr. Lam Sai Hung, Secretary for Transport & Logistics delivered the opening address. The opening ceremony was also joined by Government Officials, Legislative Council Members and business pioneers.

“GS1 HK Summit brings a consortium of movers and shakers to connect, brainstorm and incubate ideas that will empower businesses to grow and improve for the benefit of the end-users harnessing the advancement of information & technology (I&T).

GS1 HK高峰會匯聚各行各業的創新精英和變革領袖，集思廣益並啟發新意念，有利扶助企業善用創新科技成長發展，最終惠及普羅大眾。”

Congratulatory Message from **The Hon Paul Chan**, GBM, GBS, MH, JP, the Financial Secretary of the HKSAR Government. 香港特別行政區財政司司長陳茂波先生，大紫荊勳賢，GBS, MH, JP為GS1 HK Summit贈辭

早前舉行的GS1 HK高峰會2023以「締造數碼化的可持續未來」為主題，是疫情後首度以全實體形式進行。當日匯聚了超過600位跨行業人士共同探討5大行業熱議議題：**企業轉型、數碼化、可持續性、生成式人工智能(Gen AI)、數據智能**等！

活動獲財政司司長陳茂波贈辭、運輸及物流局局長林世雄先生致開幕辭。政府官員、立法會議員、商界領袖等揭開序幕。



“For businesses to stay ahead of the curve, they must weave sustainability into their business processes and align digital transformation strategies with sustainable and ethical practices.

企業要保持競爭優勢，就需要將可持續發展融入業務流程上，並確保數碼轉型策略與可持續發展及道德理念一致。”

Opening Address by **Mr Lam Sai Hung**, Secretary for Transport & Logistics 運輸及物流局局長林世雄先生開幕辭







View the event highlights  
瀏覽活動回顧





## Experts Revealed Opportunities of 3D Supply Chain 專家拆解3D供應鏈機遇

**ALMAC** Asian Logistics, Maritime and Aviation Conference  
亞洲物流航運及空運會議  
21 - 22 November 2023



At Asian Logistics and Maritime Conference (ALMAC 2023), GS1 HK co-organised “SCM & Logistics Forum II” and initiated discussions with industry experts from Jardine Restaurant Group, Swire Coca-Cola, as well as TAHUHU about 3D supply chain - Decarbonization, Digitalization, and Decentralization.

They also shared how an additional “D” - Diversification can bring opportunities to businesses. In addition, GS1 HK also showcased our “Go Digital • Go Green” solutions, which not only support businesses to enhance business efficiency, but also sustainability.

於亞洲物流航運及空運會議(ALMAC 2023)，GS1 HK協辦了「供應鏈管理及物流論壇II」，與怡和餐飲集團、香港太古可口可樂、TAHUHU的行業專家探討企業如何做好3D供應鏈 - 減碳(Decarbonisation)、數碼化(Digitalisation)、去中心化(Decentralisation)。

他們更指企業也可以兼顧“D”(多元化Diversification)，帶來更多商機。GS1 HK還展示了本會的各個「Go Digital • Go Green」方案，助企業提升效率的同時實現可持續發展。

## 3 Future Directions Shared at HK Maritime Week 於香港海運週揭示3個未來大方向



As one of the activities at HK Maritime Week, GS1 HK co-organised “Navigating towards Smart Port and Logistics 2.0” Forum with The Hong Kong Shippers’ Council & Hong Kong Sea Transport and Logistics Association. Supply chain & logistics experts reviewed the container port & logistics performance in 2022/23, potential of digitalisation, air cargo ecosystem, Trade Single Window development etc.

作為香港海運週活動之一，GS1 HK聯同香港航運物流協會及香港付貨人委員會舉辦「邁向智慧港口與物流2.0」論壇，匯聚供應鏈同物流界專家共同探討2022/23年港口及物流業表現、數碼化潛力、空運業生態圈、貿易單一窗口發展等。



“The future development of smart ports and logistics will be centred around three directions - Digitalization, Connectivity, and Sustainability. 未來智慧港口與物流的發展大致歸納為3個方向 - 數碼化(Digitalisation)、互通性(Connectivity)及可持續發展理念(Sustainability)。”

Anna Lin • GS1 HK Chief Executive | 林潔貽 • 香港貨品編碼協會總裁

# 85 Local Companies Awarded as “Consumer Caring Companies”

## 85間本地企業獲「貼心企業」殊榮



Experts offered a cautiously optimistic outlook for the retail industry – a year-on-year increase of 5.2% in total sales. Enhancing consumer experience with “consumer-first” strategies are crucial for brands to attract consumers and encourage repeat purchases. 85 local companies committed to consumer centricity were recognised as “Consumer Caring Company” by the 13<sup>th</sup> Consumer Caring Scheme, which not only reinforced their positive brand image, but also enhanced consumer trust.

有專家對香港零售業前景表示謹慎樂觀，預計零售業總銷貨價值按年增長5.2%。品牌要持續吸引消費者並刺激重複消費，便需要為消費者帶來更佳的購物體驗。「以客為先」是當中不可或缺的元素，有85間本地企業於過去一年堅守以客為先，獲「第十三屆貼心企業嘉許計劃」嘉許為貼心企業，建立正面品牌形象，提升消費者信心。

### 85 Awarded Companies at a Glance 一覽85間獲嘉許的企業

(arranged in alphabetical order 按公司名稱英文字母排序)

#### 10 Years+ Recognition 「十年+賞」



#### 10 Years Recognition 「十年賞」



#### 5 Years+ Recognition 「五年+賞」



#### 5 Years Recognition 「五年賞」



#### 2 Consecutive Years or Above 連續兩年或以上的貼心企業



#### New Awardees 新入選企業



Contact us to learn more  
歡迎聯絡我們了解更多  
電話 Tel : 2863 9740  
電郵 Email : corpinfo@gs1hk.org



## 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. AARON ADAM LIMITED  
亞倫亞當有限公司
2. ABSOLUTE PURE ENVIROSCI LIMITED
3. ACOUSTIC ARC TECHNOLOGY LIMITED  
聲海科技有限公司
4. ADVANCED QUALITYFOOD CERTIFICATION CENTER LIMITED
5. AIRSOFT GOGO COMPANY LIMITED  
軍攻模型有限公司
6. ALI-OLI BAKERY
7. ALPZ GLOBAL LIMITED
8. ALTRAC TECHNOLOGY CO., LIMITED  
阿爾特克科技有限公司
9. ANTODA TECHNOLOGY LIMITED  
安拓達科技有限公司
10. AT-VIBE TECHNOLOGY LIMITED  
知榆科技有限公司
11. AUTHENTIC SPORTS BRAND LIMITED
12. AUTILI (HONG KONG) CO., LIMITED  
澳特力(香港)有限公司
13. BAKER & PATISSIER LIMITED
14. BARN HOLDING LIMITED  
巴恩控股有限公司
15. BEITONG TECHNOLOGY CO., LIMITED  
北通科技有限公司
16. BETA BIOTECHNOLOGY (HONG KONG) LIMITED  
貝塔生物技術(香港)有限公司
17. BINWEI ANKANG LIMITED  
彬維安康有限公司
18. BLISS PLANET LIMITED
19. BLUETAG LIMITED
20. BORIC GROUP (ASIA) LIMITED
21. BOSSIFLY INTERNATIONAL LIMITED
22. BOUNTIFUL TRADING COMPANY  
得豐貿易公司
23. BOX SISTER GROUP LIMITED  
盒姐集團有限公司
24. BRAND SAINT (HOLDINGS) INTERNATIONAL LIMITED  
品聖(控股)國際有限公司
25. CATTALE GLOBAL LIMITED  
樂印環球有限公司
26. CHAI SENG HONG LIMITED  
濟生行有限公司
27. CHINA LONGEVITY GROUP GRAIN AND OIL SHARE LIMITED  
中國長壽集團糧油食品股份有限公司
28. CHINA SHANXI XINGHUACUN DISTILLERY LIMITED  
中國山西杏花村酒廠股份有限公司
29. CHL INDUSTRIES CO., LIMITED  
誠可立實業有限公司
30. CHUNGHWA ACADEMY OF MEDICAL NUTRITION CO., LIMITED  
中華醫學營養學會有限公司
31. CITI CONCEPT INVESTMENT LIMITED  
啟城投資有限公司
32. CITYWARD GLOVES LIMITED  
衛城手套有限公司
33. COGITO TECH COMPANY LIMITED
34. COOKIES QUARTET LIMITED  
曲奇四重奏有限公司
35. CORWNNUT GROUP (HONGKONG) HOLDINGS LIMITED  
科洛恩集團(香港)控股有限公司
36. CULTURE LINKAGE LIMITED  
巽風文化有限公司
37. CYNICE INDUSTRIAL CO.  
成輝實業公司
38. DACHSER HONG KONG LIMITED  
德莎國際貨運(香港)有限公司
39. DANDELION PHARMACEUTICAL CO., LIMITED
40. DASHING JOYS LIMITED
41. DINGDIND (HONG KONG) PHARMACEUTICAL HOLDINGS CO., LIMITED  
叮叮(香港)藥業控股有限公司
42. DM INTERNATIONAL TOBACCO (HONGKONG) GROUP CO., LIMITED  
東盟國際煙草(香港)集團有限公司
43. DOBOO (HONG KONG) NEW MATERIAL TECHNOLOGY CO., LIMITED  
多保(香港)新材料科技有限公司
44. DRAGON FOOD INTERNATIONAL COMPANY LIMITED  
龍棧御品國際有限公司
45. DZO TECHNOLOGY HONG KONG CO., LIMITED  
東正光學技術(香港)有限公司
46. EBOOM NUTRITION (HK) LIMITED  
怡埠營養品(香港)有限公司
47. ENAN COMMERCE LIMITED  
億楠貿易有限公司
48. EUROPEAN AUTSEL & LOXIN (HK) CO., LIMITED
49. FIELD SOILS (HK) COMPANY LIMITED  
弄土成田(香港)有限公司
50. FRANCINE CHICARD LIMITED  
百年芳香有限公司
51. FRONTMED HEALTH INDUSTRY CO. LIMITED  
華源健康產業有限公司
52. FULANXIN GROUP (HONG KONG) LIMITED  
馥蘭馨集團(香港)有限公司
53. FUSEN PHARMACEUTICAL COMPANY LIMITED  
福森藥業有限公司
54. F GAMEPOCH CO., LIMITED  
香港星遊紀有限公司
55. GERMAN POOL O2O LIMITED  
德國寶電商貿易有限公司
56. GERMAN TAITONG LIQUOR GROUP CO., LIMITED  
德國泰通酒業集團有限公司
57. GERMANY LIEBE GROUP HOLDING CO., LIMITED  
德國利貝集團股份有限公司
58. GERMANY MUNICH BEER (HONGKONG) CO., LIMITED  
德國慕尼黑啤酒(香港)有限公司
59. GERMANY MUNICH RANDLE BREWERY LIMITED  
德國慕尼黑蘭德爾啤酒有限公司
60. GLOBAL DUTY FREE INTERNATIONAL TRADING LIMITED  
環球免稅國際商貿有限公司
61. GOLDEN MALT LIMITED  
金麥芽實業有限公司
62. GRAND BEST INTERNATIONAL LIMITED  
盛佳國際有限公司
63. GREAT FUN LIMITED
64. GROUP GOODS LIMITED  
有貨控股有限公司
65. GROWN-UP LICENSES LIMITED  
植華授權品牌有限公司
66. HABITUDE CATERING MANAGEMENT LIMITED  
小宴席餐飲管理有限公司
67. HACIENDA INTERNATIONAL CORPORATION LIMITED  
希斯達國際有限公司
68. HITRONS INTELLIGENCE LIMITED  
海創智能科技有限公司
69. HK CHNAGSHUN TECHNOLOGY LIMITED  
香港昌順科技有限公司
70. HK GUQILE (INTERNATIONAL) DEVELOPMENT LIMITED  
香港古琦勒(國際)發展有限公司
71. HK HUNG FUNG FOOD TECHNOLOGY LIMITED  
香港恆旺食品科技有限公司
72. HK JINJIANGYUE (GROUP) FOOD CO., LIMITED  
香港金江月(集團)食品有限公司
73. HK JIULONG PHARMACY LIMITED  
香港九龍大藥房有限公司
74. HK MEIYIDA TRADING CO., LIMITED  
香港美易達貿易有限公司
75. HK SIMAI BIOLOGY SCIENCE AND TECHNOLOGY CO., LIMITED  
香港思邁生物科技股份有限公司
76. HK SIQINGE INDUSTRIAL CO., LIMITED  
香港思琴閣實業有限公司
77. HKCL INTERNATIONAL TRADE LIMITED  
香港辰亮國際貿易有限公司



78. HOME CREATIONS GROUP LIMITED
79. HOMEFA INDUSTRIAL CORPORATION LIMITED  
泓發實業有限公司
80. HONG KONG CHINA FLOWER GROUP CO., LIMITED  
香港中花集團有限公司
81. HONG KONG DEENTROPY TECHNOLOGY CO., LIMITED  
香港焯減美增科技有限公司
82. HONG KONG GIFT DANCE CO., LIMITED  
香港禮物跳動品牌管理有限公司
83. HONG KONG GLEEMAN ENTERPRISES COMPANY LIMITED  
優吳企業發展有限公司
84. HONG KONG GUAN YI INDUSTRIAL CO., LIMITED  
香港貫一實業有限公司
85. HONG KONG GUHE TRADING CO., LIMITED  
香港古禾貿易有限公司
86. HONG KONG HUIKANG PHARMACEUTICAL LIMITED  
香港匯康製藥有限公司
87. HONG KONG JANODEL TRADING CO., LIMITED  
香港嘉諾德爾貿易有限公司
88. HONG KONG JIA DE SHENG TRADING LIMITED  
香港佳德盛貿易有限公司
89. HONG KONG JINHUA TOBACCO LIMITED  
香港金華煙草有限公司
90. HONG KONG JINQIAN ANMO SUPPLY CHAIN CO., LIMITED  
香港錦阡安陌供應鏈有限公司
91. HONG KONG LUCKY STAR HEALTH MANAGEMENT GROUP CO., LIMITED  
香港幸運星健康管理集團有限公司
92. HONG KONG LUJIAO LANE INDUSTRIAL LIMITED  
香港鹿角巷實業有限公司
93. HONG KONG NEVEROFF TECHNOLOGY CORPORATION LIMITED  
香港無盡科技有限公司
94. HONG KONG OLD HARBOUR STREET TRADING CO., LIMITED  
香港老港街商貿有限公司
95. HONG KONG ORIGINAL INTERNATIONAL MEDICAL TECHNOLOGY CO., LIMITED  
香港原始國際醫藥科技有限公司
96. HONG KONG PHARMACY HOLDINGS GROUP LIMITED  
香港大藥房控股集團有限公司
97. HONG KONG SENTIENT TANG LIMITED  
香港眾生堂有限公司
98. HONG KONG VAST DISTANCE GROUP COMPANY LIMITED  
香港浩遠集團有限公司
99. HONG KONG WANNING PHARMACY CO., LIMITED  
香港萬寧大藥房有限公司
100. HONG KONG WEST AFRICAN FOOD RESEARCH INSTITUTE LIMITED  
香港西非食品研究院有限公司
101. HONG KONG XINGLONGZHAN TRADING CO., LIMITED  
香港興隆棧貿易有限公司
102. HONG KONG YEPPER TRADING CO., LIMITED  
香港宜品貿易有限公司
103. HONG KONG YIJIA BIOTECHNOLOGY CO., LIMITED  
香港益佳生物科技股份有限公司
104. HONG KONG YOULE TOWN BRAND MANAGEMENT CO., LIMITED  
香港有樂町品牌管理有限公司
105. HONG KONG YUNYING INTERNATIONAL LIMITED  
香港允影國際股份有限公司
106. HONG KONG ZHICHENG BOYANG TECHNOLOGY CO., LIMITED  
香港智誠博揚科技有限公司
107. HONGKONG ALFA BIOLOGICAL SCIENCE AND TECHNOLOGY LIMITED  
香港阿爾法生物科技股份有限公司
108. HONGKONG AQM INDUSTRY CO., LIMITED
109. HONGKONG BANGLE GROUP LIMITED  
香港邦樂集團有限公司
110. HONGKONG E-ORIGINBENEFIT NUTRITION TECHNOLOGY LIMITED  
香港益力信營養科技有限公司
111. HONGKONG HEALTHY LIFE LIMITED  
香港健生堂有限公司
112. HONGKONG HUANGPUHEJI (INT'L) GROUP CO., LIMITED  
香港黃浦和記(國際)集團有限公司
113. HONGKONG JINXUAN BIOTECHNOLOGY CO., LIMITED  
香港錦軒生物科技股份有限公司
114. HONGKONG LOHAS TRADE LIMITED  
香港悅活貿易有限公司
115. HONGKONG ROSEMATE LIMITED  
香港玫瑰之約品牌管理有限公司
116. HONGKONG SENWELL BRAND MANAGEMENT CO., LIMITED  
香港森惟品牌管理有限公司
117. HONGKONG TIANXI PHARMACEUTICAL GROUP CO., LIMITED  
香港天禧醫藥集團有限公司
118. HONGKONG UNI-INNOVATION CO., LIMITED  
香港聯合創新有限公司
119. HONGKONG YRM (INTERNATIONAL) BIOLOGY TECHNOLOGY DEVELOPMENT LIMITED  
香港伊爾美(國際)生物科技發展有限公司
120. HUALIANG LIGHT EDGE BIOTECHNOLOGY CO., LIMITED  
香港華量輕緣生物科技股份有限公司
121. HUAPIN GROUP (HONG KONG) LIMITED  
華品集團(香港)有限公司
122. HUMBLE AND KIND HEALTH PRODUCTS LIMITED  
文明健康產品有限公司
123. HUNG HING TOYS COMPANY LIMITED  
鴻興玩具有限公司
124. HYBK TRADING LIMITED  
海佑百康貿易有限公司
125. IMPERIAL OLIVE LIMITED
126. IN2 GIFT STORE LIMITED
127. INFINITY (HONG KONG) BIOTECHNOLOGIES LIMITED  
逸維恆越(香港)生物科技股份有限公司
128. INTERACT TECH LIMITED  
萬聯互動有限公司
129. INTERNATIONAL BRIGHT INC LIMITED  
國際耀揚有限公司
130. IN-WELL LIMITED  
御殿堂有限公司
131. IVFBB LIMITED  
寶貝佳有限公司
132. IZSEL LIMITED
133. JAPAN XIUSHENTANG INT'L SUSHEN MEITI LINK TOGETHER HEADQUARTERS (CHINA) LIMITED  
日本秀身堂國際塑身美體連鎖總部(中國)有限公司
134. JDE TRADE LIMITED  
建德貿易有限公司
135. JIANG NAN INTERNATIONAL TOBACCO COMPANY LIMITED  
江南國際煙草有限公司
136. JIN FANG TECHNOLOGY (HONG KONG) LIMITED  
勁方科技(香港)有限公司
137. JINHANSEN INTERNATIONAL TRADE (HK) CO., LIMITED  
香港金漢森國際貿易有限公司
138. KAFUYOUPIN (INTERNATIONAL) CO., LIMITED  
卡芙優品(國際)有限公司
139. KALOS BLOCKS COMPANY LIMITED  
佳樂專有限公司
140. KAM KWONG MEDICINE TRADING LIMITED  
錦光醫藥貿易有限公司
141. KWUN KEE LEATHER WATCH STRAPS MANUFACTORY LIMITED  
坤記皮錶帶廠有限公司
142. KYUBI LIMITED
143. LEADER INDUSTRIES BUSINESS LIMITED  
利德實業貿易有限公司
144. LEE & MAN TISSUE TRADING LIMITED  
理文衛生紙貿易有限公司
145. LONO HK LIMITED  
琦樹有限公司
146. LORENIA BIOTECHNOLOGY CO., LIMITED
147. LOT OF FUN TECHNOLOGY LIMITED
148. LOYAL SCAFFOLDING LIMITED  
耐勞棚架有限公司
149. LUEN TAI HONG MARINE PRODUCT (FATHER & SON) LIMITED  
聯泰行海產(父子)有限公司
150. MALIHOM LIMITED
151. MAPINNO LIMITED  
圖創有限公司
152. MASTERY INNOVATIONS CO., LIMITED  
領馭創新有限公司
153. MEN OCEAN TRADING LIMITED  
泛沔貿易有限公司
154. MERCURY MARINER LIMITED  
水星水手有限公司
155. MI CIELO COMPANY LIMITED  
天空之源有限公司
156. MICRO DYNAMIC LIFE TECHNOLOGY LIMITED  
微動生命科技有限公司

157. MICRO-NMN BIO-TECHNOLOGY (HK) CO., LIMITED  
原生宜康生物科技(香港)有限公司
158. MING CHEN INTERNATIONAL GROUP LIMITED  
銘辰國際集團有限公司
159. MINISO DEVELOPMENT HONG KONG LIMITED
160. MOHIDICK CO., LIMITED  
無比滴(香港)生物有限公司
161. MOUNTSCENERY INVESTMENT LIMITED
162. MR & MRS ITALY (HK) LIMITED
163. MRORGANIC LIMITED
164. MULTI LINK STAR TRADING LIMITED
165. NANO & MEGA LIMITED  
納麥嘉有限公司
166. NANO BIOLOGY LIMITED  
納米生物有限公司
167. NATBIOTH HK LIMITED  
奈拜爾非香港有限公司
168. NATURAL LINK INTERNATIONAL LIMITED  
源和貿易有限公司
169. NEW TONGYI FASHION COMPANY LIMITED  
新同益時尚有限公司
170. NIIN LIMITED
171. OAKTONE, LIMITED
172. OCEANIC TRADING COMPANY  
雙洋貿易公司
173. OLIVIO (HONGKONG) LIMITED  
奧里維安(香港)有限公司
174. ONE ERA (HK) LIMITED  
壹時(香港)有限公司
175. ONEZONE ELEMENTS LIMITED  
壹動元素有限公司
176. PANG SAU TONG (HONG KONG) COMPANY LIMITED  
彭壽堂(香港)有限公司
177. PARTYLOOK LIMITED
178. PAXTON INTERNATIONAL HOLDINGS LIMITED  
百穀國際控股有限公司
179. PETUJUN (HONG KONG) LIFE TECHNOLOGY CO., LIMITED  
倍特優健(香港)生命科技有限公司
180. PLANT YOUR HEALTH LIMITED
181. PURE INTERNATIONAL DEVELOPMENT LIMITED  
清純國際發展有限公司
182. R&C BIOENGINEERING GROUP (HK) COMPANY LIMITED  
蘭蒂·科恩生物工程集團(香港)有限公司
183. RACONTEUSE SKINCARE LIMITED
184. REDCOMB THECOCK (HONG KONG) DAILY NECESSITIES GROUP CO., LIMITED  
瑞德考克(香港)日用品集團有限公司
185. REGAL CITY DEVELOPMENT LIMITED  
港達發展有限公司
186. REGAL SILVER LIMITED  
銀雄有限公司
187. REPERTOIRE CULINAIRE HONG KONG LIMITED
188. RICH BRIGHTEN (HONG KONG) CORPORATION LIMITED  
富明行(香港)有限公司
189. ROBO MONKEY LIMITED  
晉泰豐科技有限公司
190. RUSSIAN FEDERATION LEVVIKTOR (ASIA-PACIFIC) IMPORT AND EXPORT TRADE CO., LIMITED  
俄羅斯聯邦列夫維克多(亞太)進出口貿易有限公司
191. S.R.M. ENTERTAINMENT LIMITED
192. SCADDOODLE LIMITED
193. SINOWELL PRODUCTS LIMITED  
漢威實業股份有限公司
194. SMITH (HONG KONG) FOOD COMPANY LIMITED  
史蜜夫(香港)食品有限公司
195. SMOORE (HONGKONG) LIMITED  
思摩爾(香港)有限公司
196. SOFT LANDING COMPANY LIMITED  
軟著陸有限公司
197. ST GLOBAL SOURCING HK LIMITED
198. STYLELINE STUDIOS INTERNATIONAL LIMITED
199. SUN CHEUNG SHING METAL MANUFACTORY COMPANY LIMITED  
新長盛金屬製品廠有限公司
200. SUPERMASTER TECHNOLOGY LIMITED  
天王科技有限公司
201. SUPPER DEER LIMITED  
小鹿媽媽有限公司
202. SY INTERNATIONAL CULTURAL COMMUNICATION (HK) LIMITED  
星渝國際文化傳播(香港)有限公司
203. TAK MOON FOOD SUPPLIES LIMITED  
得滿食品有限公司
204. TALENT RISE CORPORATION LIMITED  
晉才有限公司
205. TAT KONG FOOD (HK) LIMITED  
達江食品(香港)有限公司
206. TEEIND BIOTECHNOLOGY (HONG KONG) CO., LIMITED
207. TELOMERASE GREAT HEALTH PHARMACY (HK) LIMITED  
端粒酶大健康藥業(香港)有限公司
208. TENCENT MUSIC ENTERTAINMENT HONG KONG LIMITED  
騰訊音樂娛樂香港有限公司
209. THAILAND XIN' HERONS (HONG KONG INTERNATIONAL) FOODSTUFF LIMITED  
泰國鑫鷺(香港國際)食品有限公司
210. THE SOURCE FAR EAST CO., LIMITED  
特索思遠東有限公司
211. THREE ONE PRODUCTS LIMITED
212. TIGER MODEL LIMITED
213. TONGREN MEDICAL RESEARCH CENTRE (HK) LIMITED  
同仁醫學研究中心(香港)有限公司
214. TRAXON TECHNOLOGIES LIMITED  
卓新科技有限公司
215. U JIN INTERNATIONAL CO., LIMITED  
筱錦成國際有限公司
216. VENTURO AQUA LIMITED
217. VIBRANT TECH (HK) LIMITED  
唯朗特科技(香港)有限公司
218. VITA PHARMACEUTICALS COMPANY LIMITED  
晉良藥材有限公司
219. WAIMIN LIMITED
220. WAYCREATOR INTERNATIONAL LIMITED  
香港維珂特國際有限公司
221. WEALTHY INTERNATIONAL HOLDINGS LIMITED  
天富國際控股有限公司
222. WEVAC TECHNOLOGY CO., LIMITED  
微客科技有限公司
223. WONDERLAB TECHNOLOGY LIMITED  
玩的來科技有限公司
224. WORLD UNION INTERNATIONAL INVESTMENT INDUSTRY CO., LIMITED  
世聯行國際投資實業有限公司
225. WUZZ LIMITED
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231. ZGAR INTERNATIONAL (HK) CO., LIMITED  
真格國際(香港)有限公司
232. ZHENXUAN ECOLOGICAL TECHNOLOGY CO., LIMITED  
臻選生態科技有限公司
233. ZHONGKE SUN TAOTANG BIOTECHNOLOGY CO., LIMITED  
中科孫濟堂生物科技有限公司
234. ZOINKS LIMITED
235. 香港笛夢產品有限公司
236. 香港維他啤酒有限公司

Join Us  
成為我們的會員



## GS1 HK Calendar

### 21 MAR

Barcode & Digital Service Workshop  
條碼及數碼工作坊

### 22 MAR

【Buyer Connect】Expanding Opportunities  
for Pet Product Sales Channels  
【買家採購會】擴大寵物產品銷售渠道機會

The 18<sup>th</sup> Guangdong-HK IoT Summit &  
HarmonyOS Ecosystem Development  
Conference (GS1 HK is co-organiser and  
one of the speakers)  
第十八屆粵港澳物聯網大會暨鴻蒙生態發展大會  
(GS1 HK協辦, 並為講者之一)

### 23 - 24 MAR

IOT Data Hackathon - Hackathon Day & Final  
Pitch Day  
IOT Data Hackathon - 初賽及決賽日

### 12 - 13 APR

Digital Economy Summit (DES) 2024  
- GS1 HK Chief Executive Anna Lin will join as  
speaker on 12 Apr  
- IOT Data Hackathon Award Presentation will  
be held on 13 Apr  
數字經濟峰會2024  
- 本會總裁林潔貽會於4月12日進行分享  
- IOT Data Hackathon頒獎典禮將於4月13日舉行

### 25 APR

【Seminar】Harnessing the Power of  
Gamification Marketing to Turn Players  
into Loyal Customers  
【研討會】發揮遊戲化行銷力量 讓玩家成為忠實客戶

Upcoming Events  
即將舉行的活動



**GS1 Hong Kong**  
**35<sup>th</sup> Anniversary Celebration Activities**  
**GS1 Hong Kong 35週年慶祝活動**

GS1 Hong Kong is turning over a new leaf as we approach our 35<sup>th</sup> anniversary milestone. The 35<sup>th</sup> Anniversary Gala Dinner on 15 March, 2024 serves as a special occasion to inaugurate the year-long celebration as follow:  
本會今年踏入35週年誌慶, 2024年3月15日舉行的35週年晚宴將為連串慶祝活動揭開序幕。即將舉行的35週年慶祝活動如下:

<b>IOT Data Hackathon</b> 23-24 March, 2024 2024年3月23-24日	<b>GS1 Asia Pacific Forum</b> <b>GS1亞太區論壇</b> 29-31 October, 2024 2024年10月29-31日	<b>GS1 HK Summit</b> <b>GS1 HK高峰會</b> 1 November, 2024 2024年11月1日
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Please support us to celebrate our shared journey of **"35 Years Along, Infinite Opportunities Ahead!"**  
誠邀大家踴躍支持, 與我們一起**「延續三十五載情, 共創無限新里程」!**

Contact us to learn more  
聯絡我們了解更多

Tel 電話 2863 9740  
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及更多...

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