

Business Casebook 2021
成功個案彙編 2021

Go Digital • Go Smart

Igniting a New Era of Change
開創變革新紀元



Forword 前言

GS1 Hong Kong's “**Go Digital** • **Go Smart**” strategy and solutions aim to supports companies’ digitalisation to enhance supply chain transparency and efficiency, ensure product authenticity, and facilitate online and offline commerce.

香港貨品編碼協會推出「**Go Digital** • **Go Smart**」策略及方案，有助企業數碼化，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。

Go Digital – Bridging the Physical and Digital Worlds 連繫線上線下

GS1 barcodes & solutions enable product accessible anytime, anywhere, helping business explore new omni-channel markets and increase their data visibility, connectivity, while getting products to market faster and enhancing O2O shopping journey.

GS1條碼及方案讓產品資料隨時輕鬆傳遞，助公司開拓全渠道營銷、提升數據透明度及聯通性，亦可更快將產品推出市場、並全面提升線上線下購物體驗。

Go Smart – Enable data intelligence that drives better business decisions 善用數據智能 作出更佳商業決策

With advanced technologies like IoT, AI, video analytics etc, GS1 HK smart solutions empower organizations to gain data-driven machine intelligence, through automating their operations, ensuring product authenticity, creating interactive experience and most importantly, getting insights for better business decisions and prediction.

GS1 HK的智慧方案助商戶利用物聯網、人工智能、影像分析等先進技術「Go Smart」，鼓勵更多以數據為基礎的營運決策，將業務營運自動化、確保產品真偽、締造互動體驗，更重要是讓管理層作出更佳商業決策和預測。

Go Digital • **Go Smart**





“ The Smart Barcode and Smart QR on product package can let consumers scan for more product information, watch and share video promotion, receive offers and bring in sales...

只要簡單將智慧條碼和智慧QR印在產品包裝上，消費者便可以手機掃碼去理解產品、觀看短片宣傳及分享、獲取優惠及帶來生意等...”

SYT Wellness
上醫堂

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“ With GS1 HK’s Smart QR, customers can increase interactions and chance of repeat purchase, meanwhile letting us assess the scan data and gain market insight. A simple and effective tool for SMEs indeed...

『智慧QR』能增加與品牌互動及重覆購物機會，又可讓公司查看掃描情況、分析市場，簡單又有效、最適合中小企...”

Hays Bio-Tech Company Limited
晞氏生物科技有限公司

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“GS1 HK has been standing side by side with us, from engaging e-shop builder, to providing counseling on content and function, applying D-Biz Fund from government...”

經典汽車得GS1 HK全程幫忙，助我們連繫網頁製作公司、建議網店內容及功能、申請政府D-Biz基金...”

Classic Motor Services Limited
經典汽車維修有限公司

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“With GS1 HK Smart Retail solution, we are enabled to present our latest product info, video and offers, bringing more connected shopping experiences and increasing possible transactions...”

GS1 HK智慧零售方案有助我們向顧客展示最新產品資訊、影片及優惠，帶來更佳的互動購物體驗，增加售出機會...”

Wah Hong Convenience Store Ltd
華康便利店有限公司

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“We find the HK Trusted Product programme aptly address our needs as we started in Mainland market, providing us professional customer service and operational support at a cost-effectively manner...

我們在內地市場剛起步，所以信港商城頗切合我們需要，既有專業的國內團隊提供客服營運支援，大大減少額外營運成本...”

One Health International Limited
同健有限公司

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“The company uses patented anti-forgery micro-printing technology-enabled ‘REAL QR’ solution to let customers verify product authenticity and register for warranty.....

公司利用REAL QR微印刷加密技術讓消費者辨識產品真偽之餘，亦可網上辦理保用計劃，一舉兩得...”

Healthcare & Wellness Tech Company
醫療裝置創科公司

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“ The ezTRADE Gateway solution helps Edgewell staff save 5 minutes to handle each piece of PO or invoice, enhancing much efficiency...

『通商易』增值方案有助公司員工在處理每份文件時減省5分鐘時間，效率大大提升...”

Edgewell Personal Care Hong Kong Ltd
伊潔維香港有限公司

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“ The processes were used to be done by staff manually, which was inefficient and sometimes produced inaccurate results, but has now improved significantly with more than 30% operational efficiency gain...

過往這工序需由員工人手處理，效率偏低之餘亦偶爾發生錯誤，而現時已大幅改善，整體操作效率提升高了30%以上...”

Sun Fat Heung Food Products Ltd.
新佛香食品有限公司(壹品豆品)

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“GS1 DataMatrix standard serves as an effective component for enhancing track and trace visibility on COVID-19 vaccines distribution, improving significantly both data accuracy and time saving comparing to traditional linear barcode... GS1 DataMatrix標準是提升新冠肺炎疫苗配送及追蹤能見度的關鍵元素，與傳統條碼相比，大大改善數據準確度和減省時間...”

DCH Auriga Hong Kong
奧利佳香港

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“Thanks to GS1 HK’s consultancy service, we are able to identify the existing shortfall against industry benchmark, boosting production output, improved traceability and efficiency, preparing us for the new normal... GS1 HK的顧問服務讓我們能根據行業標準、探查公司不足之處，讓我們不斷改善成品產量、可追溯性和效率，助我們在新常態中做好準備...”

International Gourmet Foods Ltd
環宇美食有限公司

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Acknowledgement 特別鳴謝

(in alphabetical order 以英文名字排序)



Classic Motor Services Limited
經典汽車維修有限公司



DCH Auriga Hong Kong
奧利佳香港



Edgewell Personal Care Hong Kong Ltd
伊潔維香港有限公司



Hays Bio-Tech Company Limited
晞氏生物科技有限公司



International Gourmet Foods Ltd
寰宇美食有限公司



One Health International Limited
同健有限公司



Sun Fat Heung Food Products Ltd.
新佛香食品有限公司 (壹品豆品)



SYT Wellness
上醫堂



Wah Hong Convenience Store Ltd
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