



The Global Language of Business  
Connecting Supply Chain with Innovations

Business Casebook 2016  
成功個案彙編 2016

# Building Consumer Trust and Commerce Connectivity with Innovations 以創新建立消費者信任和商業連繫



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## Welcome 前言

Welcome to the GS1 Hong Kong Business Casebook 2016. Embracing the theme “Building Consumer Trust and Commerce Connectivity with Innovations”, this year’s edition highlights the indispensable role GS1 global standards play in connecting businesses and consumers through enhancing supply chain visibility and efficiency.

We have compiled a series of successful stories to give you insights on how to effectively optimise operational efficiency, increase supply chain visibility and boost trust and connection with customers in today’s modern supply chain. These stories of industry players are from a diverse field spanning retail and FMCG, food and food services, transport and logistics. These are their stories of trials and jubilations.

Our gratitude is owed to all the case contributors who so generously shared their initiatives and industry best practices in striving for excellence in quality products and superior services.

With new ideas and innovations, they will also inspire you to move your business to higher horizons of efficiency, visibility, profitability, and consumer safety. Enjoy your reading and discover the excitement of potential value and benefits of GS1 Standards to your company.

歡迎閱讀《香港貨品編碼協會成功個案彙編2016》。本年度的主題訂為「以創新建立消費者信任和商業連繫」，突顯GS1全球標準透過提升供應鏈及效率以聯繫商業和消費者不可或缺的角色。

我們成功輯錄一系列成功個案，讓各界了解如何在現今的供應鏈上有效地優化業務運作，提高透明度及與客戶建立信任和連繫。是次結集了各企業的故事，涵蓋零售及快速消費品業、食品及餐飲業、運輸及物流業等多個行業，記錄了他們的奮鬥及成功點滴。

在此特別鳴謝各企業，慷慨分享其業務動向及業界最佳實踐，展示如何追求最優質的產品與服務。

結合新的想法及創新概念，這些個案冀能啟發您提升供應鏈營運效率及透明度，在改善企業盈利能力之餘，亦為消費者提供更周全的保障。希望您享受閱讀此彙編，發掘GS1標準能為您帶來的潛在價值及效益。



## GS1 Standards Enhancing Commerce Connectivity GS1 標準提升商業連繫

GS1 Standards is a universal but unique language in the business world to facilitate the communication between all parties along the supply chain, both locally and globally. It plays an important role in any modern workplace, transforming the way business functions and operates, providing a concrete foundation upon which executives and workforces are empowered to carry out business expansion effectively.

GS1 Hong Kong has been assisting various industries with the adoption of GS1 global standards and innovative technologies. Over 7,000 of our corporate members are now using GS1 solutions and platforms driving these enterprises forward with the competitive edge they need in business growth.

Our core values are the bedrock of today's business success: enhance traceability and visibility in the supply chain, facilitate omni-channel business, build consumer trust and ensure their safety.

For more information about GS1 Hong Kong's solutions and platforms, please refer to page 50 or contact our professional team at [info@gs1hk.org](mailto:info@gs1hk.org) or **(+852) 2861 2819**.

GS1標準是一套獨特的全球通用商業語言，促進本地及全球供應鏈持份者之間的溝通。GS1標準對所有現代的商業社會極為重要，除了刷新企業的運作模式，還為企業打下拓展業務的穩固基礎。

香港貨品編碼協會一直致力協助各行各業採用GS1全球標準以及創新科技。現時，本會服務超過7,000間企業會員，提供GS1解決方案和平台助各會員邁步向前，贏得擴展業務所需的競爭優勢。

本會的核心價值同時是現代企業的成功要素：提高供應鏈可追溯性及透明度、推動全渠道業務發展，同時建立消費者信心並保障其安全。

如欲詳細了解香港貨品編碼協會的解決方案及平台，請翻閱至第50頁。您亦可透過電郵[info@gs1hk.org](mailto:info@gs1hk.org)或電話**(+852) 2861 2819**聯絡本會的專業服務團隊。

# C&A

## Comprehensive Supplier Trainings to Realise Tagging at Source 全面供應商培訓 實現源頭標籤

“ The trainings have been well received by our suppliers. We are glad to partner with GS1 Hong Kong and the program has provided an ideal platform to spread knowledge of RFID and global standards to those manufacturers who have never been in touch with GS1 standards.

供應商對培訓的反應甚佳，很高興能與香港貨品編碼協會攜手合作，本培訓項目為從未接觸GS1標準的生產商提供了認識RFID及全球標準的理想平台。”

Joachim Wilkens, Head of Supply Chain Development  
C&A Buying GmbH & Co. KG.



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## **GS1 Standards used 應用的GS1標準**

Global Trade Item Number (GTIN)

全球貿易貨品編碼

Electronic Product Code (EPC)

產品電子代碼

## **Solution(s)/Service(s) applied 推行方案/服務**

RFID Item-level tagging (ILT) Supplier Support Programme

無線射頻識別(RFID)單品標籤系統供應商支援計劃

## Challenge

The rapid growth of omni-channel retailing has not only altered consumer behaviours, but is also constantly reshaping the business strategies. The benefits of RFID in retail marketing is hardly refutable, as it enables higher level security, a more accurate inventory tracking and the obtainment of analytic frontline data for better consumer research. More and more companies have turned to RFID Item Level Tagging (ILT). But in Asia, many apparel suppliers are still new to this technology. To leverage the power of RFID to fuel success to omni-channel retailing, C&A had to familiarize about 600 manufacturers with this technology.

Prior to its partnership with GS1, C&A did not adopt RFID in any of its product, making difficult to provide a standardised training for its suppliers stationed in various countries, speaking different languages. The proposed large-scale, aggressive rollout in a short period of time is the major challenge.

## Solution

In 2014, GS1 HK was appointed as the Program Manager in Asia Pacific Region to support the training for C & A's suppliers in the Asian region. A total of three supplier training sessions were conducted on behalf of the client in Hong Kong, Bangladesh and Shanghai. The training aims to introduce 80 representatives of C&A and its suppliers to the fundamental knowledge about EPC, RFID and specific tagging requirements.

After it tested RFID in a pilot scheme in 2014-15, C&A decided to proceed with roll-out preparation in November 2015. GS1 Hongkong and GS1 Germany have been asked to support C&A's supplier onboarding. By September 2016, around 240 stores in France and around 100 in Germany needed to be operative with RFID. More than 450 suppliers needed to be trained comprehensively by the end of February 2016.

GS1 developed EPC/RFID Tagging Guideline and standardised, tailor-made training materials, which are the foundation of onboarding. To cater for the suppliers across countries, materials are localised in several languages, including Chinese, Italian, French, English, Turkish and German.

Within 6 weeks, more than 250 suppliers have been trained, with 19 sessions held in 11 countries. More than 500 people have been trained by April 2016. GS1 HK covered hubs in Hong Kong, China and Bangladesh. Suppliers are also certified for RFID Level Tagging (Level 1) after they passed a test.

## 挑戰

全渠道零售的快速增長不僅改變了消費者行為，而且不斷重塑企業制定策略的方式。無線射頻識別(RFID)在零售營銷中的優勢效益毋庸置疑，因為它能夠實現更高水平的安全性、更準確的庫存追口，亦助零售商取得前線數據以進行更好的消費者研究。越來越多來自全球服裝行業的公司已經套用RFID單品標籤(ILT)。但在亞洲，許多服裝供應商仍然對這門技術十分陌生。要借助RFID的功能以打造成功的全渠道零售，C&A必須讓600家製造商熟悉這門科技。

在與GS1合作之前，C&A沒有在其任何產品中採用RFID。要為全球各地使用不同語言的供應商提供標準化培訓十分困難。而在短時間內大規模地推出這種方法更是難上加難，充滿挑戰。



## 解決方案

於2014年，GS1 HK獲任命為亞太地區的項目經理，以支持C&A亞洲地區的供應商培訓，並代表客戶在香港、孟加拉和上海舉辦了三次供應商培訓班。培訓班讓約80名C&A及其供應商代表獲得有關EPC、RFID和特定標籤要求的基本知識。

在2014-15年試驗過RFID後，C&A決定於2015年11月進行推出準備，並由GS1 HK和GS1 Germany支援C&A的供應商。在2016年9月之前，在法國約240家商店和德國約100家商店需要使用RFID操作。在2016年2月底之前，超過450家供應商需要接受全面的培訓。

GS1率先開發了EPC/RFID標籤指南，度身訂造標準化的培訓材料，這是入門的基礎。為了滿足不同國家供應商的需要，培訓材料已翻譯為多種語言，包括中文、意大利文、法文、英文、土耳其語和德文。

在六週內，超過250個供應商接受了培訓，並在11個國家舉行了19次會議。截至2016年4月，已有超過500人受訓。GS1 HK覆蓋香港、中國和孟加拉等中心。供應商通過測試後，還可獲得RFID級別標籤(一級)的認證。





## Benefits

The solutions and services provided by GS1 have brought a threefold win to C&A, the local suppliers, as well as the consumers.

### To C&A:

- GS1 onboarding sessions were able to educate a large number of suppliers in a very short period of time, and provided a solid basis of success to the RFID project.
- The implementation of RFID enabled C&A to catch up with the trend of omnichannel retailing by leveraging the power of RFID.

### To local suppliers and manufacturers:

- have got a quick overview of GS1 standards and understand of the advantages the standards bring to supply chain.
- As RFID are highly sought after all over the world, suppliers are powered with RFID knowledge and certified with item level tagging techniques, enable them to better serve customers meeting the supply chain visibility need.

### To consumers:

- As RFID enables faster and more accurate inventory and easier item search, information like item location and availability could be obtained fast and enjoy a more pleasant shopping experience.

## 效益

GS1提供的解決方案和服務為C&A、當地供應商和消費者帶來了三贏局面。

### 對C&A:

- GS1入門班能夠在短時間內為大量供應商提供培訓，並成功為RFID項目的實施打好穩固基礎。
- 採用RFID令C&A能夠借助它趕上全渠道零售的趨勢。

### 對於當地供應商和製造商:

- 快速了解GS1標準並了解標準對供應鏈帶來的優勢。
- 由於RFID在世界各地受到廣泛追捧，供應商全面掌握RFID的知識，並通過物品標籤技術認證，使他們能夠滿足客戶對供應鏈透明度的需要。

### 對於消費者:

- 由於RFID可以讓庫存管理更快、更準確，讓貨品搜索更容易，因此消費者也能夠快速地獲得貨品目地點及庫存資料，享受更愉快的購物體驗。

## About the company 公司簡介

Founded in 1841 in the Netherlands, C&A is a family-owned international Dutch chain of fashion retail clothing stores. With its European head offices in Vilvoorde, Belgium, and Düsseldorf, Germany, it now has 1575 stores across Europe and 35700 employees worldwide. Embracing the values 'acts responsibly in everything we do', C&A is committed to leading the industry toward greater accountability, lower costs, coupled with higher quality and a more sustainable approach. For generations, C&A has successfully led the way in offering more affordable clothes in the latest styles and fashion.

C&A於1841年在荷蘭成立，是一家家族式經營的荷蘭國際時裝連鎖店。其歐洲總部位於比利時菲爾福爾德及德國杜塞爾多夫，目前在歐洲擁有1,575家門店，在全球擁有35,700名員工。C&A的企業價值是「為我們所做的一切負責」，致力引領行業加強問責、採取更低成本、更高質素和可持續的方法。C&A世世代代成功引領潮流，提供最新款時尚的服飾。

# DCH Logistics Company Limited 大昌行物流有限公司

Globalised Tracking to Ensure Food Quality  
at its Best  
全球化追蹤 確保最佳食品質素

“ As a leading logistics service provider, food safety is always our top priority when we handle food products, especially temperature sensitive ones. We believe that food traceability and supply chain visibility are the keys to ensure food safety. Each step taken within the supply chain needs to be recorded clearly. The GS1 HK traceability platform enables us to track and trace every process along the supply chain. The visibility of cold chain management demonstrates our ability to deliver the best and safest food products, which enhances the consumers' confidence.

作為主要的綜合性貿易及分銷企業，食品安全一向是我們處理食品，尤其是對溫度變化敏感的食品時的最優先考慮。我們相信食品可追溯性和供應鏈透明度是確保食品安全的關鍵。供應鏈中的每個步驟都需要被清楚記錄。由GS1 HK提供的可追溯平台讓我們可以追蹤和追溯供應鏈中的每個過程。冷鏈管理的透明度亦證明我們有能力提供最好及最安全的食品，以增強消費者的信心。”

Mr. David Kuk, Managing Director 董事總經理 谷大衛先生



## GS1 Standards used 應用的GS1標準

Global Trade Item Number (GTIN)  
全球貿易貨品編碼

Global Location Number (GLN)  
全球位置編碼

GS1 Global Traceability Standard (GTS)  
GS1全球可追溯標準

Serial Shopping Container Code (SSCC)  
貨運容器序號

Electronic Product Code Information  
Services (EPCIS)  
產品電子代碼訊息服務

## Solution(s)/Service(s) applied 推行方案/服務

Cold Chain Solutions  
冷凍鏈管理系統

ezTRACK™  
蹤橫網™



## Challenge

An increasingly globalised food supply chain has brought a much wider choice of food to consumers in China. Yet, it poses an unprecedented challenge to food suppliers and distributors in their efforts to ensure food safety. DCH Logistics is one of the suppliers of a leading e-tailer company in China, and together they (DCH and the e-tailer) teamed up to introduce a traceable food supply chain from farm to fork with the goals to:

- 1 Be a pioneer and industry model in implementing a traceable food supply chain that will ensure food quality and promote brand confidence**
- 2 Boost sales volume by improving customer loyalty**
- 3 Increase process efficiency by enabling better product receiving and reducing administrative cost**
- 4 Enhance visibility along the entire food supply chain**

Both parties have been concerned about the risks associated with frozen food which is temperature sensitive. Although the mainland is now aggressively expanding cold-storage facilities and has plenty of large cold warehouses and transport equipment, irregularities in cooling operations are not uncommon. Without an effective modern management systems, the security and quality of goods are at risk, and ultimately damaging the reputation of the brands and consumer confidence.

## Solution

GS1 HK conducted a traceability project on cross-border shipment of grapefruit last year for DCH Logistics. DCH turned to GS1 HK to build up an integrated traceability solution for DCH to have traceable logistics services which live up to the requirements of its buyer, a leading e-tailer in China. DCH adopted GS1 Global Traceability Standards, GS1 ezTRACK™, an EPCIS standard-based globalised track and trace platform and RFID-based cold chain solution. Starting from January 2016, DCH started to implement a full traceability logistics services when managing frozen products from Argentina to Shanghai and to Shenzhen door-to-door services.

GS1 Hong Kong acts as a process consultancy and traceability platform provider to ensure GS1 Global Traceability Standards are strictly followed. DCH is responsible for sourcing overseas products, food

## 挑戰

日益全球化的食物供應鏈讓中國的消費者有更多食品選擇。可是，食品供應商和分銷商在確保食物安全方面，卻面對著前所未有的挑戰。大昌行物流是中國一家主要的電子零售公司的供應商之一，他們(大昌行和電子零售商)一起引入從農場到餐桌的可追溯食物供應鏈，目標是：

- 1 推行可追溯的食物供應鏈，成為確保食物質素和提升品牌信心的先驅和行業模範**
- 2 提高顧客忠誠度，從而提升銷售額**
- 3 藉著改善產品接收和減低行政開支，提高流程效率**
- 4 提升整個食物供應鏈的透明度**

由於冷凍食品對溫度變化極為敏感，不論大昌行和電子零售商都十分關心運送冷凍食品的潛在風險。雖然內地近年積極發展各種冷凍設備，也有很多大型的冷凍貨倉和運輸設備，但在冷凍操作方面的不當行為仍然相當普遍。欠缺有效的現代管理系統對貨物的安全和質素有一定影響，更可能破壞品牌的聲譽和損害消費者的信心。

## 解決方案

GS1 HK去年為大昌行進行跨境運送西柚的可追溯計劃，今年尋求GS1 HK的幫助，希望建立一個可追溯的物流服務，以達到買家的要求。而大昌行的買家為中國一間主要電子零售商。

大昌行採用GS1全球追溯標準，GS1的縱橫網™，一個以產品電子代碼資訊服務為本的全球追蹤和追溯平台，以及使用以無線射頻識別（RFID）為基礎的冷凍鏈管理系統。由2016年1月開始，大昌行開始在跨境運送冷凍產品上實行全面的可追溯物流服務，將冷凍產品由阿根廷運送到上海和深圳的門到門送貨服務。

GS1 HK提供顧問服務和追溯平台，確保GS1的全球追溯標準得到嚴格遵從。大昌行負責尋找海外食品，進行食品加工和提供物流服務，而該間電子零售商則冷凍產品分發到銷售點或直接送給顧客。透過採用全球追溯標準，各方都會把可追溯的資料輸入縱橫網™平台，亦得以隨時隨地檢索資料。資料包括產地來源證、訂單編號、最佳食用日期、溫度記錄、運送日期和時間等。

另外，計劃亦使用了一套用全球標準的物流標籤:貨運容器序號(SSCC)去辨別每個分發的物流單位和其內容。再加上QR碼的使用，消費者便能輕易透過於手機掃描所需的追溯資料。

成功完成是次聯合運輸後，大昌行和該主要電子零售商均表示有興趣將解決方案擴展到其他產品類別和其他地區。

processing and logistics services whereas the e-tailer is responsible for distributing frozen products to its outlets or consumers directly. Through adaptation of Global Traceability Standards, each party will share traceability information onto the ezTRACK™ platform in which the information can be retrieved anytime and anywhere. Information includes Certificate of origin (CO), Purchase Order (PO), best before date, temperature records, delivery time and date, etc.

Additionally, a logistics label using global standards - SSCC (Serial Shipping Container Code) is deployed to uniquely identify each distributed logistics unit and its content. Together with the adoption of the QR Code at the item level, consumers are able to retrieve quality traceability information through mobile scanning.

Upon the successful completion on the joint shipments, DCH and the leading e-tailer have expressed the interest to extend the solutions to other product types and regions.

## Benefits

With enhanced traceability achieved by ezTRACK™, DCH could readily monitor the entire food supply chain and food quality. Combined with the use of QR Code effectively providing consumer interface, DCH can now:

- 1 Ensure the product quality, and hence consumer safety, by closely monitoring the product temperature via cold chain management**
- 2 Record information in electronic forms and improve the reliability and efficiency of information exchange**
- 3 Connect various stakeholders along the supply chain seamlessly and enjoy a speedy communication with e-tailer**
- 4 Achieve full supply chain visibility from farm to fork and winning the confidence of both trading partners and consumers**

## 效益

藉著縱橫網™，供應鏈的追溯性得以提升。大昌行和其伙伴可以完全監控冷凍食品整個食物供應鏈和質素。而QR碼亦有效提供消費者介面。大昌行現在可以：

- 1 透過冷凍鏈管理緊密監察產品溫度，確保產品質素，確保消費者安全**
- 2 將資料記錄在電子表格上，改進資料交換的可靠性和效率**
- 3 無縫地連繫供應鏈中不同持份者，與電子零售商快速溝通**
- 4 建立由農場到餐桌具透明度的食物供應鏈，贏得貿易伙伴和消費者的信心**

## About the company 公司簡介

DCH Logistics provides one-stop professional logistics services to customers in the mainland and Southeast Asia, including transportation and shipping of general merchandise as well as cold-chain logistics in the delivery of various high-end frozen foods, cosmetics and other frozen products. DCH Logistics specializes in food and cold chain management and consultancy services, operating physical facilities including multi-temperature warehouses and delivery trucks with advanced refrigeration-monitoring technologies. Great importance is placed on employing modern cold-chain logistics management systems and operation processes to comply with the stringent requirements of multinationals to ensure food hygiene and safety.

大昌行物流為中國大陸和東南亞顧客提供一站式專業物流服務，包括運送和航運一般貨品，以及不同高檔冷凍食品、化妝品和其他冷凍產品的冷凍物流。它亦專門從事食物和冷凍鏈管理以及顧問服務，營辦實質設備，包括多溫度貨倉和運送貨車，有先進的冷藏控制技術。他們十分重視運用現代的冷凍物流管理系統和操作程序，應付多個國家的嚴格要求，以確保食物的衛生和安全。



# APEC GDS Pilots 2015

## 亞太經合組織全球數據標準先導計劃 2015

### Supply Chain Connectivity - Cornerstone to APEC's Trade Facilitation

### 供應鏈連接 - 促進亞太經合組織貿易基石

#### Project Overview

APEC (Asia Pacific Economic Cooperation) is looking to reduce transaction costs in trade facilitation and expand its work to cover other associated transport, communication and related constraints behind the border costs.

The APEC Supply-Chain Connectivity Framework reinforces the need for approaching supply chain connectivity and simplifying trade facilitation across APEC. In this context, improving trade logistics through enhanced supply chain connectivity has emerged as a significant factor contributing towards increased trade facilitation.

The Supply Chain Connectivity Framework has identified a number of chokepoints impeding the smooth flow of goods throughout the APEC region. It is anticipated that widespread use of Global Data Standard (GDS) in various supply chains in the APEC region will help overcome variations in cross-border standards and regulations for movement of goods.

#### 項目概覽

亞太經合組織正研究如何減少貿易便利化中涉及的交易成本，並且擴大其工作範圍，以涵蓋邊境費用背後的其他有關運輸、通訊及相關限制問題。

亞太經合組織供應鏈互通框架加強了整個亞太經合組織的供應鏈互通性及簡化貿易便利化的需要。在這方面，通過加強供應鏈互通性以改善貿易物流，已成為促進貿易便利化的重要因素。

供應鏈互通框架認定了一些窒礙了為亞太經合組織地區貨運流通的阻塞點。預料全球數據標準(GDS)在亞太經合組織地區中各個供應鏈的廣泛使用，將有助於克服變化多端的跨境標準及貨物移動規則。



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## GS1 Standards used 應用的GS1標準

Global Location Number (GLN)  
全球位置編碼

Global Trade Item Number (GTIN)  
全球貿易貨品編碼

Serial Shipping Container Code (SSCC)  
貨運容器序號

Global Individual Asset Identifier (GIAI)  
全球個體資產識別碼

Global Shipment Identification  
Number (GSIN)  
全球貨運識別碼

Electronic Product Code Information  
Services (EPCIS)  
產品電子代碼訊息服務

## Solution(s)/Service(s) applied 推行方案/服務

ezTRACK™  
蹤橫網™



## Challenge

Prior to the adoption of GDS, there was limited visibility in cross-border shipments and translocations with the following challenges:

- 1 A lack of transparency and awareness of regulatory issues** related to logistics, coupled with a lack of awareness and coordination among government agencies on related policies, as well as an absence of single contact point or champion agency on logistics matter
- 2 Inefficient clearance of goods at customs** and a lack of coordination among border agencies.
- 3 Cumbersome customs documentation and procedures** including those for preferential trade
- 4 Variations in cross-border standards and regulations** for the movement of goods, services and business travellers
- 5 A lack of regional cross-border customs-transit arrangements**

## Solution

Two pilot projects were conducted in the following routes:

- 1 Wine exported from Australia and imported to Hong Kong, China;** and
- 2 Boxed beef exported from Australia and imported to the USA**

### Wine

Commenced in October 2015 the product identification on wine pilot was utilized at the carton level, pallet level and finally to container level. Orders were received via email from the Hong Kong importer. The goods were transported through port of Adelaide, Australia to Hong Kong port via Singapore port.

In this pilot, the transport event messages were supplemented to the existing transactional data which enabled real time visibility to all stakeholders, using EPCIS integrated supply chain platform.

## 挑戰

在採用全球數據標準(GDS)之前，跨境運輸和搬移的透明度皆有限，面對的挑戰如下：

- 1 透明度和認知度不足：**主要就影響物流運作的監管程序而言。政府部門之間對於相關政策缺乏認知及協調外，亦沒有就物流事務設立單一聯絡點或主理部門
- 2 海關貨物清關效率低落，**邊境部門之間缺乏協調
- 3 海關文件及其他程序過於繁重：**包括實施優惠貿易的程序
- 4 跨境標準和法規未趨劃一：**窒礙貨品、服務及商務旅客的流動
- 5 欠缺區際跨境轉關的安排**



## 解決方案

亞太經合組織在以下兩條路線開展先導計劃：

- 1 從澳洲出口並進口到中國香港的葡萄酒；以及**
- 2 從澳洲出口並進口到美國的盒裝牛肉**

### 葡萄酒

於2015年10月開始，先導計劃將葡萄酒的產品辨識用於紙箱，再延伸到卡板和集裝箱。香港的入口商通過電郵接收訂單，貨物經澳洲阿德萊德港、新加坡港到達香港港口。

是次先導計劃中，運輸活動訊息補充了現有交易數據的資料，利用產品電子代碼訊息交融的供應鏈平台，令所有參與者都獲得實時的透明度。

第三方物流公司組織了所有貨物清關，包括與澳洲海關和邊境保護服務集成貨物系統的電子接口，以接收出口貨物獲批准的出口報關單號(EDN)。基於在新加坡港口進行船隻交換，計劃亦使用了全球貨運識別碼(GSIN)，以識別用於跟口和識別的集裝箱的裝運分組。



A 3<sup>rd</sup> party logistics (3PL) company organised all clearances for the shipment which included electronic interface with the Australian Customs and Border Protection Service Integrated Cargo System to receive a cleared Export Declaration Number (EDN) for the shipment. Due to the vessel swapping in Singapore port, GSIN was also added to identify the shipment grouping of the containers for tracking and identification.

### Boxed beef

The supply chain pilot involved product from the meat processor in Queensland, Australia, transported through the Port of Brisbane to the Port of Philadelphia, USA via the transshipment in New Zealand. Boxed beef was packed at the meat processing plant based on orders placed through EDI (Electronic Data Interchange) messaging. On arrival at the Port of Philadelphia, the importer liaised with the meat clearance centre and organised the transportation to 3PL cold storage facility in New Jersey for grading, USDA/FSIS inspection and storage prior to distribution.

### 盒裝牛肉

供應鏈試驗也包括來自澳洲昆士蘭的肉類處理商，並經過布里斯班港，經新西蘭轉運到美國費城港。根據電子數據交換(EDI)信息，肉類處理工廠會為盒裝牛肉進行包裝。到達費城港時，進口商會與肉類清關中心聯絡，並安排運輸到新澤西的第三方物流設施，於分銷前進行等級分類，美國農業部(USDA)/食品安全及檢驗局(FSIS)檢核及存儲。



## Benefits

- 1 Improved visibility**  
The supply chain visibility of wine and boxed beef were increased from 35% to 73% and from 43% to 93% respectively.
- 2 Enhanced efficiency**  
100% Delivered In-Full, On-time was achieved for wine project. The impact of missing or damaged ship marks was reduced for the boxed beef project.
- 3 Encouraged innovation**  
Supply chain information obtained from the visibility platform could facilitate government agencies to conduct risk management.
- 4 Promoted product integrity**  
Track and trace of products along the entire supply chain helped to guarantee product authenticity and manage product quality.

## 效益

- 1 改善透明度**  
葡萄酒及盒裝牛肉的供應鏈透明度分別由35%提升至73%及由43%提升至93%。
- 2 提升效率**  
葡萄酒計劃達成了100%的完全按時運送(DIFOT)。就盒裝牛肉計劃而言，亦減低了船舶標記丟失或損壞帶來的影響。
- 3 鼓勵革新**  
由追溯平台獲取的供應鏈資訊可促進政府機構進行風險管理。
- 4 推動產品完整性**  
整條供應鏈的追蹤追溯可幫助保障產品真確性和管理產品品質。

# APEC GDS Pilots 2016

## 亞太經合組織全球數據標準先導計劃 2016

Global Data Standards Strengthen Supply Chain  
Connectivity and Visibility  
全球數據標準 加強供應鏈連繫及透明度

“ We welcome the progress made on a suite of Global Data Standards (GDS) pilot projects which will demonstrate how GDS can enhance supply chain performance.

我們歡迎在全球數據標準(GDS)先導計劃上取得的進展，顯示GDS能夠如何提升供應鏈的表現。”

“ We encourage officials to explore next steps for the wider use of GDS in the APEC region.

我們鼓勵官員為GDS在亞太經合組織地區的廣泛應用探討下一步措施。”

APEC Ministers Statement on Trade Facilitation - 18 May 2016

亞太經合組織部長對貿易便利的聲明 - 2016年5月18日



## GS1 Standards used 應用的GS1標準

Global Location Number (GLN)  
全球位置編碼

Global Individual Asset Identifier (GIAI)  
全球個體資產識別碼

Global Trade Item Number (GTIN)  
全球貿易貨品編碼

Global Shipment Identification  
Number (GSIN)  
全球貨運識別碼

Serial Shipping Container Code (SSCC)  
貨運容器序號

Electronic Product Code Information  
Services (EPCIS)  
產品電子代碼訊息服務

## Solution(s)/Service(s) applied 推行方案/服務

ezTRACK™  
縱橫網™



## Project Overview

Trade facilitation holds a pivotal role in the Asia-Pacific region. It promotes free trade and investment among the regions, increases trade opportunities, and also helps businesses to save time and operation cost, hence improving the business environment.

APEC ministers welcomed the progress made on a suite of Global Data Standards (GDS) pilot projects effected in 2015. Thus, a new round of pilot projects (2016 GDS Pilots) has been set to make further investigation of GDS effectiveness on selected international supply chains.

## Challenge

APEC has identified an array of trade bottlenecks that continue to impede the smooth flow of goods, services and business travelers, including:

- 1 Lack of transparency and awareness** of the full scope of regulatory issues affecting logistics
- 2 Inefficient or inadequate transport infrastructure** due to lack of cross-border physical linkages
- 3 Lack of capacity of local/regional logistics sub-providers**
- 4 Inefficient clearance of goods at customs** and lack of coordination among border agencies
- 5 Cumbersome customs documentation and other procedures**
- 6 Variations in cross-border standards and regulations**

## Solution

GS1 HK is appointed as the project manager of the 2016 GDS Pilots, and is responsible for the overall coordination with 6 different GS1 local offices for the project implementation in 6 economies. The following international supply chains are being executed in 2016, including:

1. Fresh and frozen durian exported from Malaysia, and imported to Hong Kong and China;
2. Fresh asparagus exported from Peru, and imported to the United States;
3. Tequila exported from Mexico, and imported to the United States.

## 項目概覽

貿易便利化於亞太區扮演著非常重要的角色，不但有助促進亞太地區之間之自由貿易及投資，增加貿易機會，亦可協助企業節省時間及營運成本，從而改善營商環境。

亞太經合組織部長歡迎2015年實施的一套全球數據標準(GDS)先導計劃及所取得的進展，因此，已設置新一輪先導計劃(2016 GDS先導計劃)，以進一步調查一些特選國際供應鏈的GDS效率。

## 挑戰

亞太經合組織列出的部分窒礙貨品、服務及商務旅客的流動的瓶頸，當中包括：

- 1 透明度和認知度不足：**主要就影響物流運作的監管程序而言
- 2 運輸基建不足或效率欠佳：**缺乏實體跨境連繫
- 3 本地及本區的物流次供應商能力不足**
- 4 海關貨物清關效率低落，**邊境部門之間缺乏協調
- 5 海關文件及其他程序過於繁重**
- 6 跨境標準和法規未趨劃一**

## 解決方案

GS1 HK擔任2016 GDS先導計劃經理，負責全面協調六個GS1本地辦事處，以便在六個經濟體實施這些計劃。2016年，我們正協助以下國際供應鏈，進行計劃，當中包括：

1. 新鮮和冷凍的榴蓮從馬來西亞出口，然後進口到香港和中國；
2. 新鮮蘆筍從秘魯出口，然後進口到美國；
3. 龍舌蘭酒從墨西哥出口，然後進口到美國。

GS1 provides the following solutions and services to support the 2016 GDS Pilots:

### 1 Process Consultancy & Capacity building

- Analyse data visibility, examine the existing risk management practice, collect data attributes and perform process mapping.
- Support streamlining and enhancement of current operations for better use of GDS.
- Provide capacity building trainings or workshops and prepare the training materials.
- Provide input on the design and methodology of survey questionnaires, assist local office project team to conduct survey, analyse captured data and prepare reports.

### 2 Global Traceability Standards & Solutions

GS1 implemented its ISO compliant EPCIS-based ezTRACK™ platform and data capturing tools to support the GDS projects. Trading partners, authorised third parties and government agencies can access the information from ezTRACK™ platform to assist decision making.

### 3 Risk Management System Study

GS1 works with the involved economies to examine the current risk management systems adopted in the customs and border agencies and advise on how the risk management systems could be improved through the use of GDS.

GS1提供以下的解決方案及服務，支持2016GDS先導計劃：

### 1 過程諮詢和能力提升

- 分析數據透明度、審查現有風險管理做法、收集數據特質和實施流程圖。
- 支持持份者精簡和加強目前的操作或過程，以更好地運用GDS。
- 為持份者提供能力提升培訓或講座和及預備培訓材料。
- 向亞太經合組織提供有關問卷調查的設計和方法、協助當地辦事處的計劃團隊發放、完成和收集調查問卷、分析收集到的數據並準備相關報告。

### 2 全球可追溯性標準及解決方案

GS1實施了針對ISO的產品電子代碼訊息服務(EPCIS)的縱橫網™平台、數據收集工具，以支持GDS計劃。貿易夥伴、獲授權的第三方和政府機構可以獲取縱橫網™平台上的資料，以協助決策。

### 3 風險管理系統研究

GS1與相關經濟體合作，在參與計劃的海關和邊境機構的試驗地點，檢查他們採用的風險管理系統，並提出適當的建議，協助他們透過使用GDS改善風險管理系統。



## Targets and Benefits

Riding on the success of the 2015 GDS Pilots, it is expected that the 2016 GDS Pilots will enhance the supply chain efficiency and visibility, improve product integrity and create an innovative platform through 'smart' supply chain processes.

**1** Demonstrate how GDS will enhance supply chain performance, consumer safety and contribute to better compliance and risk management.

**2** Identify enablers, challenges, and mitigation policies through the pilot projects.

**3** Encourage wider adoption of interoperable GDS to facilitate trade and to assist economies to implement their commitments under the WCO & FTA.

## 目標及效益

隨口2015 GDS先導計劃的成功，2016 GDS先導計劃預期能夠提升供應鏈效率及透明度、改善產品完整性及透過「智能」供應鏈程序造就了創新的平台。

**1** 展示GDS將如何提升供應鏈表現，消費者安全及其對更佳監察和風險管理的貢獻。

**2** 透過先導計劃，辨認促成因素，挑戰和緩解政策。

**3** 鼓勵更廣泛採用可互操作的GDS，以促進貿易，並協助各經濟體履行其在世界海關組織和自由貿易協定下的承諾。

# Quality Food Traceability Scheme 2016

## 優質食品源頭追蹤計劃 2016

Enhancing Food Supply Chain Visibility - the Key to Success in Food Safety

提升食品供應鏈透明度 - 食品安全致勝關鍵



## About the Scheme 計劃簡介

The outbreaks of food incidents in recent years raised public concerns on food safety. End-to-end food traceability thus becomes an essential and pivotal element in food safety management. To encourage enterprises to optimize their food traceability practices, GS1 Hong Kong holds the “Quality Food Traceability Scheme” annually since 2015. Through performing a structural, standard-based audit, the Scheme aims to recognise local enterprises which demonstrate excellence in food traceability practices, including the effective adoption of international standards and technology for their food management systems to enable a high level of traceability with the ultimate goal of serving better and safer food to consumers.

Read what the winning enterprises from this year say about the Scheme and learn from their best industry practices.

近年的食物安全事故令市民大眾對食物安全日益關注，端到端的食物追溯規範成為食品安全管理不可或缺甚至關鍵的因素。為了致力推動企業實踐食品追溯，GS1 Hong Kong 由 2015 年開始均每年舉辦「優質食品源頭追蹤計劃」。計劃採用以GS1標準為基礎的結構性審計方式，旨為嘉許本地企業於食品追溯獲得卓越表現，包括透過有效地採用國際標準及監控食品管理系統技術，以達到食品追溯的要求和提供優質及安全食品予消費者的最終目標。

讓我們看看今年得獎企業的心得分享，向業界的最佳實務學習。

Scheme details and application  
計劃詳情及申請





# Voice from 2016 Winners

## 2016 得獎企業心得分享



## Gold Enterprises Winners

### 金企業獎得主

**AEON Stores (HK) Co. Ltd.**  
永旺(香港)百貨有限公司



“Joining the Scheme allows us to gain insights of traceability in our food management system. The assessment result not only has strengthened our faith to comply with the up-to-date international standards in food traceability, but also elevate the trust and confidence of customers towards our products.

連續兩年參與計劃並獲得金獎企業的永旺(香港)百貨有限公司物流部經理何嘉權先生表示：「計劃有助我們審視自己的食物管理系統。評估結果不但強化了我們團隊對繼續遵循食品監控方面達到國際化標準的信念，也能進一步提升消費者對我們產品的信心。」”

Mr. Oliver Ho, Manager, Logistics 物流部經理 何嘉權先生

**Café Deco Group**  
峰景餐廳集團

CAFE DECO GROUP



“It is encouraging to be awarded the Gold Enterprise recognition of the Quality Food Traceability Scheme as this proves that we have made a remarkable achievement in implementing a comprehensive food traceability system. As a leading restaurants and bars operator in Hong Kong, we not only aim to provide quality food, but also build a visible and traceable food supply chain. Participating in the scheme proves to our consumers we are fully committed to serving high-quality food and beverages from reliable sources.

能夠在「優質食品源頭追蹤計劃」中榮獲金獎企業使我們十分鼓舞，這證明我們在實踐一個全面可追溯的食品系統中的努力得到肯定。身為香港的餐廳和酒吧經營者，我們不但以提供有質素的食物為目標，更希望建立一個透明和可追溯的食品供應鏈。透過參與此計劃可以向消費者證明我們對食品品質和可靠來源的堅持及要求。”

Mr. Thomas Mak, Director of Business Development and Supply Chain 業務拓展及供應鏈總監 麥景祺先生



DCH Logistics Company Ltd.  
大昌行物流有限公司



“This traceability system makes our entire food supply chain and cold chain visible and traceable, which enhances our general management and brings benefits to our seamless cold chain management. This traceability system allows us to successfully trace every aspect in the cold chain management. Not only could the managers in every aspect realize their responsibility in keeping the cold chain intact, the management team could also easily trace every aspect, which would bring huge benefits.

這個追溯系統令我們整條食品供應鏈及冷鏈變得透明和可追溯，對我們的管理有很大的幫助，亦對我們能提供一個無縫的冷鏈管理有莫大的裨益。這個追溯系統令我們在冷鏈管理的每一個環節中都能成功追溯。這不單只使每個環節的管理者都知道自己有讓冷鏈完整無缺的責任，亦讓管理層可追溯每一個環節，所以幫助極大。”

Mr. David Kuk, Managing Director 董事總經理 谷大偉先生

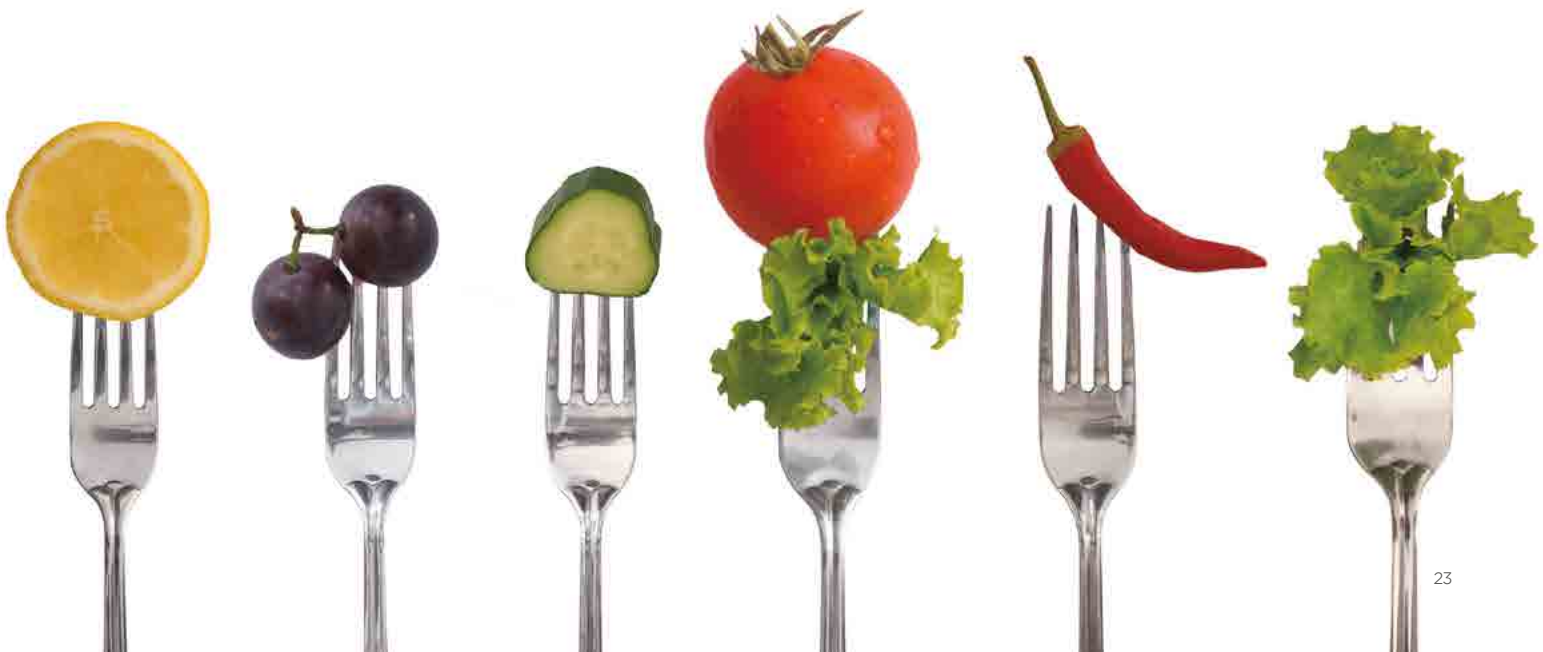
Getz Bros. & Co. (Hong Kong) Ltd.  
美國吉時兄弟(香港)有限公司



“Our company extremely encourages information of food safety traceability, because we know the food ultimately will be eaten by the customers, and thus there are strong needs to enhance monitoring. Not only can participation in this Scheme enhance the confidence of customers, it can also strengthen the awareness of our staff within the company that food safety needs strict enforcement. Since GS1 Hong Kong is a socially recognized organisation, after acquiring this authentication, we can explain with customers about it so as to enhance their confidence. As what I just said, we hope within the entire supply chain, both our frontline staff, colleagues for delivery, and those in warehouse and office would realise the importance of enhancing food safety. Ultimately, the frontline sales team would be more confident when promoting our products.

我們公司非常鼓勵食品安全追蹤方面的資訊，因為我們覺得食品始終會放入肚子口面，所以這方面極需加強監控。參加這個計劃既能提升客戶的信心，亦能加強員工在公司內的意識，知道食品安全需嚴格執行。香港貨品編碼協會是一個很受社會認可的機構，因此取得這個認證後，我們可以向客戶解釋，增強他們的信心。亦正如剛才所說，我們希望在整條供應鏈中，除了前線員工及派送同事外，在倉庫或辦公室的同事也會有意識去加強食品安全，令前線銷售團隊在推銷產品時更有信心。”

Mr. Frank Yau, Supply Chain - Business Partner 供應鏈業務夥伴 丘偉耀先生



**Hop Hing Oils & Fats (Hong Kong) Ltd.**  
**合興食油(香港)有限公司**



“The guiding principle of Hop Hing Oils & Fats (Hong Kong) Limited is “No compromise on quality” and strictly complying stringent, self-imposed quality and service standards, which is also our business target. We have been committed to the pursuit of a safer, more efficient and more transparent supply chain management, so as to reflect the optimization and value creation of our products. This Scheme helps our quality control in aspects like purchase of raw materials, manufacturing and logistics. It also encourages us to continue upholding the “No compromise on quality” principle. Besides, the primary requirement of customers is food safety. To meet customer requirements, a comprehensive, effective and more transparent product tracing system is necessary to build consumer confidence towards the brand products. Through the system, the customers could make a wise choice, and we could fulfill the target of strictly complying stringent, self-imposed quality and service standards.

合興食油的營商之道 — 油是食品，品質絕不妥協；質量為先，顧客為尊。這個亦是我們事業的目標。我們一直以來都致力追求一個更有效、更安全、更透明的供應鏈管理，以體現我們產品的優化及價值的創造。這個計劃有助我們在原材料採購、生產、物流這幾方面去進行品質控制，令我們繼續去秉持質量為先的方針。另外，顧客對食品的首要要求就是安全，所以要符合顧客的要求，一個完善、有效、更透明的產品追溯系統，是消費者對品牌產品的信心（所在）。我們藉著這個系統，給予消費者明智的決定，希望藉此更能體驗我們以顧客為尊的目標。”

Ms. Tammy Lam, Director and Chief Operating Officer 董事兼首席營運總監 林鳳明小姐

**Maxim's Caterers Ltd.**  
**美心食品有限公司**



“I am glad to participate in the GS1 Food Safety Forum 2016. Today, I have seen government, representatives from NGOs and industry experts sharing food safety guidance and exchanging insights on relevant technology, as well as discussing how to enhance food safety through synergies. Maxim has long been emphasising food safety and quality. We wish to keep the effort in the catering industry, by adopting the client-oriented approach and viewing quality as the foundation, in order that the customers could receive satisfactory service.

今日很高興參加GS1的食品安全論壇2016，今日見到政府、非牟利機構的代表及業界的專家一起分享食品安全的導向及技術交流，和如何藉協同效應提升食品安全。美心對食品安全和品質都一向很著重，希望我們在飲食界繼續努力，以客為先，以質為根，令顧客有一個稱心滿意的服務。”

Ms. Gail Chan, Head of Logistics & Quality Assurance 物流管理及品質監控總監 陳穎基小姐



**Melco Crown (City of Dreams) Hotels Ltd.  
and Altira Hotel Ltd.**  
新濠博亞(新濠天地)酒店及新濠鋒酒店有限公司



“After receiving the award last year, both our suppliers and the government contacted us more frequently to enquire what the Quality Food Traceability Scheme is. As a part of the Macau hotel, catering and tourism industry, we are glad to promote this Scheme. The accumulation of the understanding towards traceability of food and food related product by suppliers and other industry stakeholders could bring positive influence to the whole industry. It could also effectively and efficiently enhance the promotion of supply chain and traceability of product. The confidence of the customers visiting Melco Crown and its catering branches would thus be enhanced. After getting the HACCP certification, we have increased the product traceability outside our company horizontally and systematically, thus strengthening our securities as compared with other companies.

在去年得獎之後，無論是我們的供應商還是政府都與我們多了聯絡，了解這個計劃是怎樣的一回事。作為澳門酒店、餐飲及旅遊業界的一分子，我們很樂意去推廣這個計劃。供應商或業界對產品追溯的了解都多了，我相信從這些小小積累的了解，可以帶動整個業界；對於這個食物鏈的推廣及產品追溯來說，一定會有一個有效及快速的推動效果。而作為一個客人來到我們新濠天地或旗下的餐飲，信心一定會增加，因為隨著我們拿到HACCP認證後，我們增加了一些橫向及體系上能跳出公司以外的產品追溯，保障比起其他公司強化許多。”

Ms. Ruby O, Executive Director, Food Safety 食品安全行政總監 柯學明小姐

**Sims Trading Co. Ltd.**  
慎昌有限公司



“As a socially responsible distributor and part of a publicly listed company in Hong Kong, of course, consumer needs and safety is the priority in doing business. By participation in the Scheme, we can learn from each other in the industry, and then enhance and strengthen our relationship with our overseas principals, business stakeholders and customers. This Scheme reinforces our high standard in the quality control and food traceability in the entire supply chain, from the sourcing of overseas suppliers, to the delivery and storage to the customers. As a result, consumers are reassured of safety and reliability of the food products we distribute.

作為對社會有承擔的經銷商和香港的上市公司，消費者的需求和安全當然是我們營商的優先考慮。通過參與是次計劃，我們可以在這個行業相互學習，再提高和加強我們與海外負責人，企業持分者和消費者之間的關係。此計劃進一步鞏固了我們高標準的質量控制和整個供應鏈的食品可追溯性，由從海外供應商採購，到分發和儲存到客戶。這樣，消費者就可放心我們經銷食品的安全和可靠性。”

Ms. Betty Leung, Director, Hong Kong Operations 董事 梁佩貞小姐





“Food safety is receiving growing attention among the public and is essentially supported by a visible food supply chain. Joining the Scheme helps us to build an effective and complete system to track and trace our products, starting from sourcing the raw materials to serving the food on table. We are glad to have experts to perform audit on our current practice to let us understand our strengths and areas that we could do even better and achieve full food traceability in the long run.

食品安全受大眾日益關注，要做到食品安全就需要透明度高的食品生產鏈支持。由原材料至食品上餐桌，是次計劃有助我們建立更有效及完整的食品追口及追溯系統。計劃安排了專家為我們現時的做法進行審計，讓我們了解自己的強項及知道進一步改善的方案，有助全面及長遠地實踐食品追溯。”

Ms. Jessica Au, Senior Quality Assurance Manager 高級品質監控經理 區珮芝小姐



“As the largest non-alcoholic beverage manufacturers in Hong Kong, Swire Coca-Cola has always emphasized the importance of food safety. Food traceability is one of its major elements. By participating in the Quality Food Traceability Scheme offered by GS1 Hong Kong, we could thoroughly review our food traceability management system. On one hand, we could ensure excellent performance of the relevant system. On the other hand, we could further enhance the food safety standard of the company. Through continuous and effective application of the food management system adopting international standard and technical monitoring, our company aims to ensure the quality, safety and consistency of the product.

太古可口可樂（香港）作為本港最大規模的非酒精飲料製做商，一向都非常重視食品的安全，而食品的可追溯性正正是當中極為重要的一環，所以參加GS1 HK的優質食品源頭追蹤計劃，正好使我們能全面審視公司的食品追溯管理系統，一方面能確保有關的系統達到卓越的表現，亦同時能進一步提升公司的食品安全水平。我們公司會繼續透過有效地採用國際標準和技術監控的食品管理系統，確保產品的質素、安全及一致性，竭力為消費者提供更優質和安全的產品。”

Mr. Patrick Wu, Loading & Warehouse Manager 貨倉及起卸經理 鄔志衡先生



“The quality food traceability scheme has established a professional accreditation system to help us review the traceability in our food management system. The assessment result has encouraged us to have more faith in our food management system. We hope that more companies can participate in the quality food traceability scheme, in a way to enhance consumer confidence towards the local food industry.

這個優質食品源頭追蹤計劃正好確立了一個專業的評審制度，幫助我們在食品追蹤、追溯的範疇上作一個檢討，作出評估後，我們整個團隊都非常鼓舞，更加對食品監控充滿信心。我們希望有更多公司大力支持參與這個優質食品源頭追蹤計劃，能夠提升消費者對本地食品行業的信心。”

Mr. Chung Man Tim, Executive Director & CFO 執行董事兼財務總監 鍾文添先生

**Tsit Wing Coffee Co., Ltd.**  
捷榮咖啡有限公司



“Aspire to become a world-class integrated food and beverages services provider, not only we closely monitor the production process but also we strictly control the product quality. We are committed to ensuring full traceability across all levels of the food supply chain to safeguard the product quality is up to standard. We are glad to be awarded the Gold Enterprise in the Quality Food Traceability Scheme. Partnering with GS1 Hong Kong has further expanded our capability in traceability, improved the production efficiency and fulfilled customers' expectations. We believe that building a comprehensive traceability system is essential in diversifying our products and developing our business.

我們致力成為一個世界級的綜合食品和飲料服務提供商，我們不僅小心監控食品生產過程，同時嚴格控制食品品質，確保在整個食品供應鏈的各個層面全面可追溯性，保障產品質素達到標準。我們很高興在優質食品源頭追蹤計劃中榮獲金企業獎。與GS1 HK的合作，進一步擴大了我們在可追溯性的能力，提高生產效率和更能滿足客戶的期望。建立一個全面的可追溯系統是我們多元化拓展業務及產品不可或缺的元素。”

Ms. Anna Lam, QA Manager 品質保證經理 林小萍小姐

**Wyeth (Hong Kong) Holding Company Ltd.**  
惠氏(香港)控股有限公司



“Wyeth (Hong Kong) Holding Company Limited believes an implementation of system in providing excellent high-quality products needs sustainable effort. In the current basic, we try to do our best. Through this Scheme, we could learn more about the new trend and improve our present platform, thus providing more comprehensive protection to the consumers. The Scheme provides useful insights to both our internal and external management. Internally, our partner and we will place a high value on product tracking system. Such common effort would upgrade our system so that consumers could be fully protected. Externally, the Scheme could affirm the effort of our company and consolidate the consumer confidence.

惠氏營養品香港相信實行卓越、優質的產品系統需要持續的努力，在現行的基礎上我們會做到最好，而透過這個計劃，我們更加可以多了解新的趨勢，在（我們）現時的平台做得更好，為所有消費者帶來更全面的保障。這個計劃對我們內外都很有得著。在內部方面，我們和合作伙伴會更加重視產品追蹤系統，透過通力的合作，便能進一步提升我們的系統，令消費者有全面的保障。在外部方面，透過這個計劃，我們公司得到肯定，亦更加鞏固了消費者對我們的信心。”

Ms. May Chung, Country Business Manager 總經理 鍾美玲小姐





## Silver Enterprises Winners 銀企業獎得主

### Aquaculture Technologies Asia Ltd. 亞洲水產養殖科技有限公司



“The quality food traceability scheme has established a professional accreditation system to help us review the traceability in our food management system. The assessment result has encouraged us to have more faith in our food management system. We hope that more companies can participate in the quality food traceability scheme, in a way to enhance consumer confidence towards the local food industry.

現在世界的趨勢對於食物的認證及食物安全很重要，尤其是養魚或野生的魚，由捉魚到把它送到消費者的餐桌上，（那魚）是否都是同一條魚，在每一個步驟都有跟蹤chain of custody(產銷監管鏈)這個程序是十分重要的，而GS1 Hong Kong就幫助我們做到這樣。”

Mr. Mark Kwok, Director 董事 郭志一先生

### C.P. Merchandising Co., Ltd.



“We aim to provide fully traceable and high standard of safety products to our consumers and that is why we have to know exactly where our ingredients come from and their condition during the entire process. Joining the Scheme not only enables us to implement a comprehensive food traceability system, but also motivates us to continually improve ourselves so as to enhance consumers' confidence on our products.

我們希望可以為消費者提供全面可追溯及安全的產品，因此我們需要確切知道食材源頭和它們在整個過程中的狀況。參與計劃不但令我們可以實行全面的可追溯系統，亦促使我們繼續完善自己，以提升消費者對我們產品的信心。”

Mr. Sutha Dansermasuk, Assistant Vice President

### Go Green (HK) Ltd. 有機薈(香港)有限公司



“The reason why we participated in this Food Safety Scheme is because we want to establish well-known brand names from both inside and outside. Aside from tracing the origin of food, we believe it is necessary to have an appealing packaging, for the sake of attracting our customers. The current Scheme enables us to know more about how to record the source of information and how to source a good product. Thus, after winning the award, the customers would be more confident about our products, because GS1 not only came and reviewed our works, but they has also risen our awareness and eagerness in doing a better job in the Food Traceability Scheme. From our supplier into the cargo, the raw materials are transported to Hong Kong, to our warehouse, to our shop, and ultimately to the hands of the customers. Everything is traceable in the Scheme.

我們參與這個食品追蹤計劃的獎項的原因，是因為我們要建立內外兼備的知名品牌。除了要追蹤食品的源頭外，我們深信包裝也要夠亮麗，才可吸引顧客。現在的計劃讓我們更知道如何紀錄源頭的資料，以及如何找尋好的產品，從而在拿到這個獎項後，可以令顧客對我們的產品更有信心。因為GS1 HK會來我們這裡評審，促使我們更加著緊如何做好源頭追蹤計劃。從我們在供應商入貨，以至運送來香港，以至運入貨倉，繼而運上店面，最後到顧客的手上。這計劃的每一個環節都是可追溯的。”

Mr. Raymond Cheng, General Manager 總經理 鄭偉文先生

**Ocean Three Development Ltd.**  
邀信發展有限公司



“First of all, talking about food safety traceability, GS1 Hong Kong is an authority. We hope participation in this award could improve the potential problem in transport and storage in our company. Particularly, the government has recently strengthened monitoring license of online food sales. The reason for participating in this award is that we hope we can do a better job to enhance the consumer confidence. Second, we understand that GS1 has adopted a serious and professional attitude in response to media and award judgment. In fact, participation in this award helps us a lot, because GS1 will send its employees to our office and regarding the system and inventory control, provide positive feedbacks to us. Sometimes when we neglect certain parts, they will remind us how we can do a better job. I believe the customers would also expect excellence from us.

首先我覺得如果我們提到食品安全追蹤，GS1 Hong Kong是一個權威。我們希望透過這個獎項去改善我們公司在運輸及存放上可能存在的問題。特別是政府最近重新監管網上銷售食品的牌照，我們希望能做得更好，增加客戶的信心，因此參加這個獎項。第二，我們看到GS1在這個比賽中，無論是傳媒應對或是獎項篩選上，都非常嚴謹。其實參加這個獎項對我們相當有幫助，因為GS1會派員工到我們的辦公室，無論是系統，抑或是庫存控制方面，都能給予我們很多正面的評論。有時我們可能會忽視某些環節，他們都會提醒我們如何做得更好。我相信客戶也希望我們能做得更好。”

Mr. Hamish Ho, Founder 創辦人 何智聰先生

**Sun Fat Heung Food Products Ltd.**  
新佛香食品有限公司



“With more than 50 years of experience, by joining GS1 Hong Kong's Quality Food Traceability Scheme, it not only helps to optimize the entire traceability process, but also minimises employees' mistakes. Food quality and hygiene are of utmost importance to us. I hope everyone can actively participate and support this Scheme.

因為我們已經是五十幾年的食品廠，能夠參加GS1 HK優質食品源頭追蹤計劃，這個計劃不但幫助我們優化整個追蹤程序，而且減少人手出錯的機會，因為品質跟食品的衛生對於我們而言非常重要，希望大家都能夠踴躍參加及支持！”

Ms. Chan Wai Man, Senior Quality Assurance Manager 高級品質監控經理 陳慧敏小姐



# Café de Coral Group Limited

## 大家樂集團有限公司

### Supplier Management Enhancement via B2B Global Standards

透過商業對商業的全球標準 提升供應商管理效率

The ezTRADE is an efficient and proven B2B e-commerce platform that digitizes and automates business workflow procedures in Electronic Data Interchange (EDI) formats. It significantly optimizes workflow, reduces human errors, decreases overhead costs and increases collaboration with suppliers.

「通商易」是一個快捷有效的商業對商業電子商貿平台，支援「電子數據聯通」，令數據資料可於電腦系統自動處理和互通。這有助強化工作流程，減少人為出錯機率和營運成本，更可增強與供應商之間的合作。





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## GS1 Standards used 應用的GS1標準

Global Location Number (GLN)  
全球位置編碼

EANCOM

## Solution(s)/Service(s) applied 推行方案/服務

ezTRADE  
通商易



## Challenge

One of the major challenges faced by Café de Coral is the large number of procurement transactions conducted in traditional ways. The disadvantages of manual operations are evident. First, manual operations are extremely time-consuming. When changes or corrections are needed, often a manual transaction must be completely redone rather than just updated. Also, there is often room for errors - inconsistency in data entry and mismatch of information are common

Second, accuracy on information exchange during transactions is especially important in the food and food services industries as the purchase order is invariably quite urgent. The problem is compounded by the fact that with over 600 suppliers, Café de Coral has to handle up to 100,000 documents per month, including purchase orders (POs), delivery notes (DNs) and receipts.

## Solution

An information exchange platform that is ready-made, easy to deploy and reliable would go a long way to change and upgrade its current mode of communication with various suppliers.

Café de Coral, on advice of GS1 Hong Kong, decided to adopt the ezTRADE solution ezTRADE which is a B2B e-commerce platform based on the global GS1 EANCOM/ EDIFACT standards. The platform enables electronic information exchange between the company and its trading partners every step of the way along the supply chain.

Phase 1 of the implementation was launched in March 2016, with focus on shifting to paperless procurement process by means of electronic Purchase Orders. The suppliers could either gain access to ezTRADE platform through web application or a licensed software provided by GS1 Hong Kong. Powered by ezTRADE, Café de Coral could:

- 1 send electronic purchase orders to its suppliers;**
- 2 generate automatic email notifications to suppliers when POs are issued;**
- 3 receive automatic acknowledgments from suppliers to ensure the POs are well-received to avoid missed or unfulfilled orders.**

After a 6-month implementation, 120 suppliers are connected to Café de Coral on the GS1 ezTRADE platform. Moving forward, Café de Coral has kicked off phase 2 of the project to extend its platform to invoice module.

## 挑戰

大家樂面對的其中一項主要挑戰是有大量採購交易以傳統方式進行。人手操作的弊端顯而易見。首先，人手操作相當花時間，需要更改或糾正時，往往必須重新進行，不單只是更新資料。而人手操作常有出錯的可能，包括在輸入資料時不一致，或輸入錯誤。

其次，由於採購訂單往往頗為急迫，交易時準確交換資料對食品 and 食品服務業尤其重要。大家樂有超過600個供應商，每月需要處理文件多達十萬份，包括採購訂單(POs)、送貨單(DNs)和貨品收據等。



## 解決方案

一個現成、容易使用和可靠的資料交換平台，有助大家樂改善與不同供應商的溝通模式。

大家樂採用GS1 HK的建議使用「通商易」，一個建基於全球GS1 EANCOM/EDIFACT標準的商業對商業的(B2B)電子商貿平台。平台讓公司和它供應鏈中的貿易伙伴之間可以緊密進行電子資料交換。

計劃的第一期在2016年三月推出，聚焦於無紙化採購過程，以電子採購訂單進行採購。供應商可以透過網上應用程式或由GS1 HK提供的合法軟件進入「通商易」平台。藉使用「通商易」，大家樂可以：



- 1 發出電子採購訂單給供應商；**
- 2 自動發送電郵通知給供應商；**
- 3 收到供應商自動確認，確保供應商收到訂單，免卻遺漏。**

計劃推行六個月後，120個供應商在「通商易」平台上與大家樂連繫。大家樂將進行計劃第二期，將「通商易」的使用擴展到發票部分。

## Benefits

As all data is delivered in a standardised format to the suppliers, this enhances the data exchange accuracy and efficiency. ezTRADE has truly successfully helped Café de Coral to improve its operational efficiency, bringing immediate and evident benefits in the following :

- 1 Enhanced efficiency** - saving time and resources in procurement and reducing manual data entry work. The savings are more remarkable considering the volume of daily transactions.
- 2 Improved accuracy** - the incidence of loss of information, unfulfilled and mismatched orders is greatly reduced.
- 3 Better supplier management** - ezTRADE serves as an effective platform to manage suppliers.
- 4 Achieve environmental sustainability** - electronic information exchange significantly reduces paper consumption, thus helping to preserve the environment, achieving the group's sustainability objective (Café de Coral Holdings Limited Sustainability Report 2016).

## 效益

由於資料都以標準化的形式發送給所有供應商，資料交換的準確性和效率都提高了。「通商易」成功幫助大家樂進一步改善其營運效率，帶來即時及明顯的好處，包括：

- 1 提高效率** — 在採購時節省時間和資源，減少人手輸入資料的工作。由於每天都有大量交易，這些節省更為明顯。
- 2 增加準確性** — 流失資料、訂單沒有得到處理或錯配的情況大為減低。
- 3 更好的供應商管理** — 通商易是管理供應商的有效平台。
- 4 實現環境可持續性** — 電子資料交換可以大大減少紙張消耗，有助保護環境，實現集團可持續發展的目標（大家樂控股有限公司可持續報告2016）。

## About the company 公司簡介

Café de Coral Group, one of Asia's largest publicly listed restaurant and catering groups, is principally engaged in operating quick-service (QSR) and specialty restaurant chains. Established in 1986, it has transformed from a tiny, home-grown enterprise into a multi-national corporation with businesses in Hong Kong, Macau and mainland-China. The Group now has a team of 18,000 staff operating chain restaurants like Café de Coral, Oliver's Super Sandwiches, The Spaghetti House, Shanghai Lao Lao, etc.

Their corporate motto is "A Hundred Points of Excellence", reflecting a firm commitment to striving for excellence and staying ahead in today's rapidly changing world.



大家樂集團為亞洲最大的上市餐飲集團之一，主要從事快餐和特色連鎖餐廳業務。集團於1986年成立，由家庭式的食店發展成跨國集團，業務覆蓋香港、澳門、中國大陸等地。集團現有18,000名員工，經營連鎖餐廳如大家樂、利華超級三文治、意粉屋、上海姥姥等。

集團口號為「為你做足一百分」，反映他們致力追求卓越，並在今天瞬息萬變的世界中一直走在前沿。

# Royal Medic (Holdings) Limited 御藥堂(控股)有限公司

Triple Protection for TCM - Product Authentication,  
Secure Payment and Reliable Delivery  
傳統中藥三重保障 - 產品驗證、安全付款及可靠送遞

According to a survey by China Health Care Association, the annual sales of health supplements in China is around 200 billion RMB. Due to the lack of monitoring on health supplements, violations of policies are quite common, and this hampers the reputation of the health supplements brands. If Hong Kong enterprises could provide 'genuine and authentic products', they will have huge potential in developing in the China's health supplements market.

據中國保健協會的調查數據顯示，目前中國每年保健品的銷售額約2,000億元。由於中國現時對保健食品缺乏監管，保健食品違規情況頗為常見，以致保健食品品牌陷入信譽危機。香港的企業如果能提供「正品正貨」，在內地保健產品市場的發展潛力將會十分龐大。



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## GS1 Standards used 應用的GS1標準

Global Trade Item Number (GTIN)  
全球貿易貨品編碼

## Solution(s)/Service(s) applied 推行方案

Hong Kong Trusted Product  
Programme  
「香港信心產品」計劃



## Challenge

Traditional Chinese medicine (TCM) has received widespread recognition in recent years for its effectiveness in healing chronic diseases with minimal side effects and its role as health supplements. However, unscrupulous traders have taken advantage of TCM growing popularity to sell counterfeit medicine products to the unwary consumers. Counterfeit TCM exists almost everywhere in mainland China in the absence of a transparent system and stringent regulations. Recently, some Chinese medicine capsules were found to contain industrial gelatin. Such cases are not isolated incidents and a serious threat to the credibility of the entire industry. Legitimate producers are struggling to find ways to enable customers to differentiate their products from those produced by illegal traders.

Currently, Manning stores are Royal Medic's major product distribution channel; Mainland consumers could only purchase its products in physical stores in Hong Kong. To expand its outreach to shoppers in the Mainland and worldwide, Royal Medic began to plan to extend its business to e-commerce. However, the task ahead seems daunting. There is costly investment involved in starting the e-commerce operation. Furthermore, to protect its brand image in the face of rampant frauds of TCM, it is essential and imperative for Royal Medic to adopt a sales platform that is trusted by consumers and capable of delivering the products safely to different parts of the world.

## Solution

Royal Medic decided to join GS1 HK's Hong Kong Trusted Product Program, which aims to enhance consumer confidence in the purchase of locally registered products. All products endorsed under the Program are certified as sold through company that is licensed to operate business in Hong Kong and is an authorized distributor or reseller of the product.

Following verification by GS1 HK of the merchant identity, Royal Medic listed around 20 products on the ShopThruPost e-commerce platform. During shopping, consumers could locate the "HK Trusted Product" logo and easily identify Royal Medic as a trusted brand. They could also make use of GS1 barcode to obtain detailed product information.

The HK Post has included the HK Trusted Product Program on its ShopThruPost platform. It is an e-commerce platform that provides delivery services to Hong Kong as well as more than 1900 cities in mainland China and countries worldwide. It opens to Royal Medic the gateway to China.

## 挑戰

近年傳統中藥得到廣泛認可，因為它對治療頑性疾病十分有效，而且副作用少，又可以作為健康補充劑。不過，不法商人利用傳統中藥越來越受歡迎這事實，把假藥賣給消費者。在缺乏透明度的系統和嚴格法規下，冒牌中藥在中國大陸幾乎無處不在。近年，一些中藥膠囊被發現含有工業用明膠。這些個案並非個別事件，也嚴重威脅整個行業的信譽。合法的生產商致力解決，令潛在顧客可以分辨出他們的產品和不法商人的假貨中區分。

目前，御藥堂的產品主要透過萬寧銷售；中國大陸的消費者只能在香港的實體商店購買此品牌。為了接觸中國大陸和全球的顧客，御藥堂開始計劃將業務擴展到電子商貿。不過，這個任務似乎十分艱鉅。要開展電子商貿的運作，需要昂貴的投資。而且，面對猖獗的偽冒中藥問題，為了保障品牌形象，御藥堂必須採用一個獲消費者信任，又能夠將產品安全地送到世界不同角落的銷售平台。



## 解決方案

御藥堂決定加入GS1 HK的「香港信心產品」計劃。這計劃的目的是提高消費者在購買本地註冊產品時的信心。獲計劃認證的產品都在香港註冊營運的公司出售，這些公司是有關產品獲授權的分銷商或經銷商。

其商家身份經GS1 HK認證後，御藥堂在「樂滿郵」電子商貿平台中出售大約20種產品。在購物時，消費者可以找到「香港信心產品」的標誌，很容易分辨御藥堂是信任品牌。他們也可以利用GS1的條碼來取得產品的詳細資料。

香港郵政的「樂滿郵」平台中包括「香港信心產品」計劃。這是一個電子商貿平台，在香港和中國大陸及世界各國超過1900個城市提供送遞服務。它為御藥堂打開通往中國大陸的大門。



## Benefits

### To the retailers:

The solution provided by GS1 HK has enabled Royal Medic to pioneer its online sales channel on a low-cost platform. Going through a user-friendly product listing procedure, the time taken to list products on the e-commerce sales platform is greatly shortened.

It also allows Royal Medic to open up the China market more easily as it could:

- 1 Go through the postal channel and bypass the complicated custom formality issue to sell products directly to China.
- 2 Enhance its reputation and win the hearts and minds of consumers by listing its products on a neutral and trusted e-commerce platform in Hong Kong.

### To consumers:

Shopping on ShopThruPost not only gives customers more options to choose from, it also reassures customers that they are purchasing authentic TCM from Hong Kong registered brands using secure payment methods and getting reliable delivery services offered by HK Post.

## 效益

### 對零售商:

GS1 HK提供的解決方案，令御藥堂可以在一個低成本的平台開展它的網上銷售途徑。推行一個容易使用的產品列出程序，在電子商貿銷售平台列出產品所需的時間可以大為縮短。

這平台也容許御藥堂更容易開放中國市場，因為它可以：

- 1 經過郵遞途徑，繞過複雜的海關程序，將產品直接賣到中國。
- 2 在香港一個中立和得到信任的電子商貿平台列出產品，可以提高聲譽，贏得顧客的心，也贏得顧客的信任。

### 對消費者:

在「樂滿郵」購物，不單給顧客更多選擇，也保證顧客可以從香港註冊的品牌買到真正的傳統中藥，而且可以採用安全的付款方法，並得到由香港郵政提供的可靠送遞服務。

## About the company 公司簡介

Established in 2002, Royal Medic is dedicated to building a professional image of traditional Chinese medicine (TCM) products with the focus on professionalism, thoroughness and attention to detail. Through instilling new elements into traditional Chinese medicine, it continually improves its products by adoption of innovative scientific research technology. Royal Medic also sets high priority on consumers' health by strictly selecting all of its suppliers and testing all raw materials, as well as conducting safety tests on its end products in accredited laboratories.



御藥堂於2002年成立，致力建立傳統中藥產品的專業形像，著重專業精神、精密和注重細節。透過在傳統中藥注入新元素，公司藉著採用創新科研技術，不斷改善產品。御藥堂也十分重視消費者的健康，嚴格挑選供應商，並測試所有原材料，更在獲認證的實驗室為產品進行安全測試。

# MingCha Limited 明茶房有限公司

Elevating the Pleasure of Drinking Authentic Tea  
提升品嚐正宗茶葉的樂趣

“ Quality tea reflects the sophistication and details of Chinese tradition and culture. Our mission is to introduce the finest handcrafted teas of authentic origin in China to the world. Being recognised as one of the “HK Trusted Product” brands on ShopThruPost has further elevated our brand image and helped us reach tea novices and connoisseurs around the world.

高質素的茶可以反映中國傳統和文化的博大精深和細節。我們的任務將中國最優質，來自正宗產地的手工茶廣推至世界各地。於「樂滿郵」平台獲認證為「香港信心產品」品牌，進一步提升我們的品牌形象，亦幫助我們接觸世界各地的品茶新手和鑑賞家。 ”



Ms. Vivian Mak, Founder 創辦人 麥蕙蘭小姐





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## GS1 Standards used 應用的GS1標準

Global Trade Item Number (GTIN)  
全球貿易貨品編碼

## Solution(s)/Service(s) applied 推行方案

Hong Kong Trusted Product  
Programme  
「香港信心產品」計劃



## Challenge

For centuries, tea is known for its health benefits and is a symbol of good quality life. Across cultures, we could find people who are obsessed with tea and are willing to invest in good quality tea leaves. In China, it is common for consumers to check out the product information on tea packaging to make sure they are purchasing tea of authentic origins. This has led to unscrupulous traders printing “fake ID” on tea packaging to defraud consumers, and a subsequent decline in consumer confidence on tea.

The major distribution channels of MingCha are retail chain stores and hotels such as Taste, Market Place, Aeon Style, W Hotel and Conrad Hotel, etc. It also operates an online shop in its own website.

MingCha was set to establish an expanded online sales platform that is safe and trusted. According to survey, almost 80% of online shoppers are concerned about product authenticity in internet purchase. To compete with the numerous online shopping platforms nowadays, MingCha would need a platform that is well trusted and supported by consumers.

## Solution

Partnering with GS1 HK, MingCha was the first company to participate in Hong Kong Trusted Product Programme to list 8 of their products on ShopThruPost. The Program is ideally suited for local brands to kick start their e-commerce business through a low investment channel. It also fully utilizes the neutral status of GS1, which would verify the merchant identity before the products could be listed.

On ShopThruPost platform, consumers could verify with ease and convenience the merchant registration authenticity before purchase - by clicking onto the “HK Trusted Product” logo button, it will automatically navigate to the GS1 Hong Kong database, displaying on screen the brand owner information and other detailed product information such as the country of origin and GTIN, that serve to effectively identify a trusted brand.

Consumers could enjoy the reliable delivery services offered by the HK Post too. GS1 barcode also enables consumers to immediately verify the brand registration and product authenticity upon delivery of the products.

## 挑戰

多個世紀以來，茶對健康的益處廣為人知，也象徵生活質素。在不同文化中，我們都可以看到人們對茶著迷，樂意投資在優質茶葉上。在中國，消費者經常檢視茶包上的產品資料，確保他們購買的茶葉的真正來源。部分不法商人因而在茶葉包裝上印上「假證明」欺騙消費者，削弱他們對茶的信心。

明茶房現時主要分銷途徑包括零售連鎖店和酒店，如Market Place、Taste、永旺百貨、香港W酒店和香港港麗酒店等。它也有在自己的網頁經營網上商店。

明茶房希望擴展一個既安全又值得信賴的網上銷售平台。調查顯示，差不多百分之八十在網上購物的人士都關注產品真偽。為了與現時無數網上購物平台競爭，明茶房需要一個廣受消費者信賴和支持的平台。

## 解決方案

與GS1 HK合作，明茶房是第一間參與「香港信心產品」計劃的公司，在樂滿郵平台上出售八種產品。此計劃十分適合本地品牌，他們可以透過較低的投資渠道開展電子商貿業務。計劃也充分利用GS1的中立地位，而GS1在列出產品前會驗證商戶的身分。

在樂滿郵平台，消費者在購物前可以簡易和便利地驗證商人註冊的真偽，他們只需要點擊「香港信心產品」標識的按鈕，網頁便會自動載入GS1 HK的資料庫，在屏幕顯示品牌持有人的資訊及其他詳細的產品資料，如原產地，全球貿易貨品編碼等，讓他們有效地辨認信心品牌。

消費者也可以享用由香港郵政提供的可靠送遞服務。GS1的條碼也確保消費者可以在收到產品後立即驗證品牌註冊和產品真偽。



## Benefits

### To MingCha:

- 1 Develop business opportunities with confidence at a trusted e-commerce platform.
- 2 Enhance the company's image and reputation as a "HK Trusted Product" brand and attract more potential consumers.

### To consumers:

Shopping on ShopThruPost not only gives customers more options to choose from but also reassures customers that they are purchasing authentic tea products using secure payment methods and reliable delivery services offered by HK Post.



## 效益

### 對明茶房:

- 1 有信心在獲消費者信任的電子商貿平台上開拓商機。
- 2 作為「香港信心產品」，提升公司的形象和聲譽，吸引更多消費者。

### 對消費者:

「樂滿郵」購物不單給予顧客更多選擇，也保障他們購買的是正貨的茶類產品。消費者亦可使用安全的付款方式，並使用香港郵政提供可靠的送遞服務。



## About the company 公司簡介

Established in 1999, MingCha aims to bring to novices and connoisseurs alike a better understanding and pleasure of handcrafted tea of authentic origins in China. It works closely with small traditional farms in different parts of China where people are passionate about their crafts and strive to preserve the quality by adopting the traditional tea production methods. The founder pays visit directly to tea farms to source the best tea crop harvest every year and speak and share the same strong passion with the farmers. Their vision is that tea is a part of everyone's daily life and is meant to bring health, joy and happiness.

明茶房在1999年成立，致力令新手和行家都更了解和享受真正源自中國的手工茶。它與來自中國不同地方的細小傳統農場緊密合作。在這些地方，人們對自己的工藝充滿熱誠，藉著採用傳統的製茶方法，維持茶葉的質素。明茶房的創辦人每年均親身走訪不同農場，訂購收成最佳的茶葉，與農夫分享對茶的熱誠。他們希望令茶成為每個人日常生活的一部分，帶來健康、喜悅和快樂。

# GS1 Hong Kong's Platforms and Solutions

## 香港貨品編碼協會的平台及解決方案

### GS1 Global Standards 全球標準

GS1 standards create a common foundation for business by uniquely identifying, accurately capturing and automatically sharing vital information about products, locations, assets and more. Businesses can also combine different GS1 standards to improve operational efficiency and supply chain visibility.

透過獨有識別、準確擷取及自動分享有關產品、位置及資產等的重要資訊，GS1標準為商界創造共同的基礎。企業可以同時使用多種GS1標準，從而改善營運效率及供應鏈透明度。

#### Product information management 產品資料管理

#### Barcode 條碼

A barcode (technically called “GTIN” or “Global Trade Item Number”) is a number represented in vertical lines of varying widths printed on labels to uniquely identify items enabling the rapid and un-ambiguous identification of products, assets, documents to people using a scanner.

條碼（亦即GTIN或全球貿易貨品編碼）是一個由不同闊度的垂直線所代表，並印在標籤上用作識別貨件的編碼。透過掃描條碼，人們能夠迅速及準確地識別任何貨品、資產、文件和個人身份。



#### BarcodePlus

A one-stop solution for management practices including Product Data Management, Product Quality Certificate Management and Consumer Loyalty Programme Management, etc., allowing businesses to enhance product data visibility.

此一站式產品管理解決方案包括產品資料管理、產品品質認證管理、客戶忠誠計劃管理，助企業提高產品數據可視化。



#### Order-to-cash 從訂單到現金

#### ezTRADE via EDI 利用電子數據聯通的「通商易」

A global standard-based e-commerce platform facilitating paperless trading and helping enterprises achieve greater efficiency under GS1 Keys using Electronic Data Interchange (EDI) messaging formats.

這個以標準為基礎的電子商貿平台可促進無紙化貿易，及透過電子數據聯通的標準交換商業文件，提升營運效率。



#### Supply chain traceability 供應鏈追溯

#### EPCIS-based ezTRACK™

#### 以產品電子代碼訊息服務為基礎的「蹤橫網™」

An Electronic Product Code Information Services (EPCIS) standard-based, globalised track and trace platform that enables real-time visibility of goods and information from the production floor and warehouse via logistics to retail shops. Manufacturers, logistic providers and retailers are able to track and trace real-time information from manufacturing to the consumer.

這個以電子代碼訊息服務標準為基礎的全球化追蹤追溯平台，實時體現由廠房、倉庫、配送以至零售店舖的貨品及資訊。製造商、物流供應商和零售商可以追蹤和追溯從製造到消費者的產品實時信息。



## GS1 SmartSearch Standard GS1「智慧搜尋」標準

A new standard enables web developers to embed standardised and structured product information in web pages so that it is usable by search engines. It enhances the product visibility on the web and product ranking on the search engine and e-commerce platforms.

新的標準讓網頁開發者能夠在網頁裡結合標準化和結構化的產品資訊，令這些資訊更容易被搜尋引擎採用，從而提升產品於網上的可視性，以及於網上引擎和電子商貿平台的產品排名。

## Hong Kong Trusted Product Programme 香港信心產品計劃

“Hong Kong Trusted Product” programme is set up to enhance consumer confidence towards shopping in Hong Kong or purchasing local registered products. With the “HK Trusted Product” logo, consumers can easily identify trusted brands or merchants. The information source of “Hong Kong Trusted Product” is reliable, with every product information provided by brand owners or authorised distributors. Consumers can make use of GS1 barcode to obtain detailed product information conveniently through internet, mobile devices or smart kiosks.

「香港信心產品」計劃旨在加強本地和外地顧客在香港購物的信心或提高消費者購買本地註冊品牌的意欲，以表彰香港的正版正貨產品。他們可憑「香港信心產品」的標誌，輕易識別出值得信賴及支持的品牌或商戶，從而安心購物及消費。「香港信心產品」的資訊來源可靠，當中每一件產品的資料均由獲註冊及授權的品牌持有人或批發商所提供，讓消費者可透過GS1條碼，在互聯網、智能電話或智能資訊站內立即取得詳細的產品資訊。



## SmartQR Solution 「智慧QR碼」解決方案

GS1 Hong Kong has launched SmartQR, an innovative dual factor security brand protection and consumer loyalty solution, combining an authentication code printed on QR code label and validated by the trusted GS1HK mobile app, namely “Consumer Connect”, with the integration of the ezTrack cloud-based traceability platform. It aims at enabling brand owners, distributors and retailers to protect their brand equity against counterfeits and parallel imports while enhancing customer loyalty.

「智慧QR碼」為一項同時提供品牌保障及客戶忠誠度解決方案的創新雙因素技術。利用結合「縱橫網」雲端追溯平台的「物密啲」流動應用程式，消費者只需掃描正貨標籤上QR碼就可認證產品。「智慧QR碼」旨在協助品牌持有人、批發商及零售商保障其品牌誠信，打擊盜版及水貨活動，同時增強客戶忠誠度。



## REAL Barcode Authentication Solution

### 「真的碼」條碼驗證解決方案

An integrated barcode combining a mark of multiple layers of tamper resistant security features with a GS1 standard barcode to prevent replication. Through using the mobile app “REAL Barcode” developed by GS1 Hong Kong, consumers can simply scan the barcode and authenticate a product before purchase.

香港貨品編碼協會「真的碼」是一個融合多層防修改保安塗層及GS1標準條碼的綜合條碼，能有效防止條碼被複製。透過利用香港貨品編碼協會開發的流動應用程式「真的碼」，消費者只要一掃便可於購買前分辨正貨及假貨。



REAL Barcode  
真的碼

## Consumer Connect Mobile App 「物密啲」流動應用程式

This mobile app provides a cost effective tool to help companies promote their products and brand images by interacting with mobile consumers.

此流動應用程式是一個具成本效益的工具，協助企業同消費者互動，以宣傳產品、提升品牌形象。



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C&A

CAFE DECO GROUP



Café Deco Group  
峰景餐廳集團



Café de Coral Group Ltd.  
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C.P. Merchandising Co. Ltd.



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DCH Logistics Company Ltd.  
大昌行物流有限公司



美國吉時兄弟(香港)有限公司  
GETZ BROS. & CO. (HONG KONG) LIMITED

Getz Bros. & Co. (Hong Kong) Ltd.  
美國吉時兄弟(香港)有限公司



有機薈(香港)有限公司  
Go Green (Hong Kong) Ltd.

Go Green Hong Kong Ltd.  
有機薈(香港)有限公司



Hop Hing Oils & Fats (Hong Kong) Ltd.  
合興食油(香港)有限公司



Maxim's Caterers Ltd.  
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& Altira Hotel Ltd.  
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MingCha Ltd.  
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Ocean Three Development Ltd.  
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Royal Medic (Holdings) Ltd.  
御藥堂(控股)有限公司



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SuperStar Group  
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The Kowloon Dairy Ltd.  
九龍維記牛奶有限公司



Tsit Wing Coffee Co. Ltd.  
捷榮咖啡有限公司



Wyeth (Hong Kong) Holdings Co. Ltd.  
惠氏(香港)控股有限公司

## About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of easy-to-implement global standards for business to uniquely identify, accurately capture and automatically share vital information about products, locations and assets. Headquartered in Brussels, Belgium, GS1 has over 110 national chapters in 150 countries.

GS1 Hong Kong's mission is to enable Hong Kong enterprises to improve the efficiency, safety, and visibility of supply chains across multiple sectors and facilitates commerce connectivity through the provision of global standards and a full spectrum of standards-based solutions and services. GS1 Hong Kong engages with communities of trading partners, industry organisations, government, and technology providers to understand and respond to their business needs through the adoption and implementation of global standards.

Currently, GS1 Hong Kong has over 7,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. GS1 Hong Kong continually enhances and rolls out new services and solutions to help our corporate members to embrace new realities, new challenges, and new opportunities.

## 關於香港貨品編碼協會

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

香港貨品編碼協會憑藉全球供應鏈標準和以標準為本的解決方案及服務，為跨越多個行業的本地企業提升供應鏈的效率、安全性和透明度，並推動商業之間的連繫。透過採用及實施全球標準，香港貨品編碼協會與各貿易夥伴、行業機構、政府及資訊科技公司建立緊密的關係，助他們了解行業需要並作出回應。

香港貨品編碼協會目前有逾7,000名企業會員，涵蓋約20種行業，包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。協會不斷提升及推出新的服務及解決方案，協助各企業會員抓緊新景象、新挑戰和新機遇。

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