



The Global Language of Business
Connecting Supply Chain with Innovations

Business Casebook 2017
成功個案彙編 2017

Unlock the Power of Data • Enhance Commerce Connectivity

釋放數據潛能 • 促進商業聯繫



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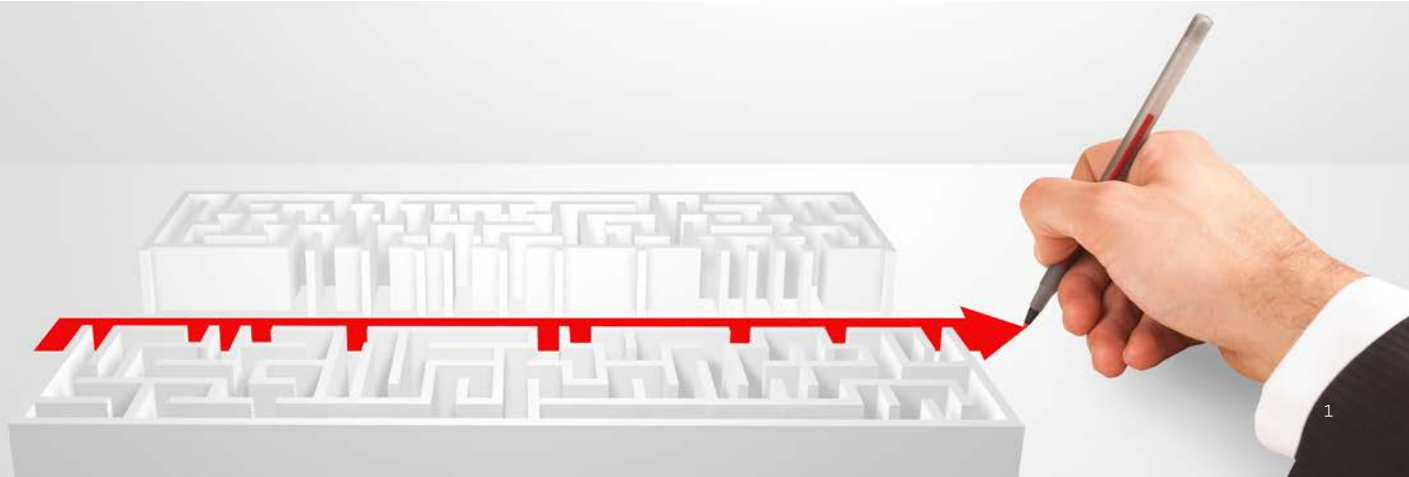
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Foreword

前言

Welcome to the GS1 Hong Kong Business Casebook 2017. Themed “Unlock the Power of Data · Enhance Commerce Connectivity”, this year’s edition underscores the pivotal role GS1 global standards play in connecting businesses and consumers through transforming their supply chain visibility and efficiency.

15 case stories are compiled here that demonstrate how businesses enhanced business efficiency, improved traceability, boosted consumer trust and enhanced digital engagement, by unleashing the potential of standards. These stories of industry players are from a diverse field spanning retail and FMCG, food and food services, transport and logistics.

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.

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2017》。本年度的主題訂為「釋放數據潛能·促進商業聯繫」，突顯GS1全球標準透過改革供應鏈及提升效率，以聯繫商業和消費者不可或缺的角色。

彙編內輯錄了15個成功個案，展示商界如何利用標準締造業務優勢，包括促進商業效率、改善可追溯性、增強消費者信心及提升數碼參與度。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。

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。

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 Enhance 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 for any industries, transforming the way businesses function and operate, providing a concrete foundation upon which enterprises are empowered to carry out business expansion effectively.

GS1 Hong Kong has been assisting over 7,000 of our corporate members from various industries to adopt GS1 global standards, innovative technologies, solutions and platforms that support their business growth.

Our core values to the industries are the bedrock of today's business success: strengthen efficiency, enhance traceability and visibility in the supply chain, ensure product authenticity, protect brand equity, facilitate omni-channel business, carry out analytics that predict consumer behavior and ensure sustainability.

For more information about GS1 Hong Kong's solutions and platforms, please contact our professional team at 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標準對所有行業都極為重要，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。

本會對行業的核心價值同時是現代企業的成功要素：加強效率、提高供應鏈可追溯性及透明度、確保產品真確性、維護品牌價值、推動全渠道業務發展、利用數據分析預測消費者行為及確保持續性。

如欲詳細了解香港貨品編碼協會的解決方案及平台，請透過電郵info@gs1hk.org或電話**(+852) 2861 2819**聯絡本會的專業服務團隊。

GS1 Global Standards

Unlock the power of DATA

4 891668 326689

Connecting Physical & Digital

Benefits to Industry

- Efficiency
- Traceability and visibility
- Product authentication
- Brand equity
- Omni-channel commerce
- Analytics
- Sustainability

The most widely used supply chain standards system in the world

- International Standards
- Global Presence Local Coverage
- Solid Foundation & Infrastructure
- Neutral & Not-for-profit
- Inclusive & Collaborative

GS1 HK Solutions and Services



Omni-channel and E-commerce
全渠道零售及電子商貿



Retail and Apparel
零售及成衣



Healthcare
醫療護理

Solutions 解決方案

Omni-channel & E-commerce 全渠道及電子商貿

WeChat Connect
微信連繫

Hong Kong Trusted Product
香港信心產品

e-Marketplace
網購平台

SmartSearch
智慧搜尋

Supply Chain Efficiency 供應鏈效率

Order-to-Cash
從訂單到現金

Product Data Management
產品數據管理

Cold Chain Management
冷凍鏈管理

Solutions Enabling Platforms 解決方案支援平台

Barcode Plus



ezTRADE 通商易



IDENTIFY 識別
GS1 Standards for Identification
GS1 識別碼



CAPTURE 擷取
GS1 Standards for Barcode & EPC/RFID
GS1 條碼及 EPC/RFID 標準

GS1 Global Standards

香港貨品編碼協會解決方案與服務



Food and Food Services
食品及餐飲



Transport and Logistics
運輸及物流



ICT
資訊及通訊科技

Consultancy & Training 諮詢及培訓

1. Solutions Consulting
解決方案顧問
2. Supply Chain Management
Professional Service
供應鏈管理專業服務
3. Technology Advisory Service
技術諮詢服務
4. Food Traceability Training
食物追溯培訓
5. RFID / IoT Training
無線射頻識別 / 物聯網培訓
6. Quality Food Traceability Scheme
優質食品源頭追蹤計劃

Product Authentication & Traceability 產品驗證&可追溯性

REAL Barcode
真的碼

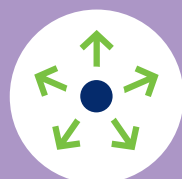
Smart QR
智慧QR碼

Batch Tracker
批次追蹤器

Track & Trace
追蹤追溯



ezTRACK™ 縱橫網™



SHARE 分享
GS1 Standards for Data Exchange
GS1 數據交換標準



USE 應用
Streamlining Business Processes
簡化營運流程

GS1 全球標準



Enhance Business Efficiency 促進商業效率

Inefficiencies cost many organisations as much as 20 to 30% of their revenue each year, according to market research firm IDC.

GS1 Hong Kong helps to drive and optimise business efficiency and performance of Hong Kong companies through the provision of world-class supply chain standards, technologies and knowledge.

To ensure supply chain efficiency, it is crucial for different parties on the supply chain to communicate effectively. GS1 Standards can uniquely identify trade items and locations and enable business partners to exchange information about products and locations in consistent ways.

Global Trade Item Number (GTIN) represents a product item, and corresponds to its product information in the database, and can be read and shared by all parties along the supply chain. Global Location Number (GLN) can be used to identify any location, virtual or physical and can identify something as specific as a particular shelf in a store. Trading on an Electronic Data Interchange (EDI) platform like ezTRADE, parties on the supply chain can include GTIN and GLN in the purchase order or delivery note. By using a common language to communicate, they are well informed of the product information as well as the delivery location and achieve greater efficiency.

In this section, we are going to introduce the cases which have adopted identification standard data that helps them easily exchange that data in a standardised way.

Barcode - The carrier of Global Trade Item Number (GTIN) which can be scanned at Point-of-Sale and distribution centers anywhere to enable data input automation and enhance information accuracy, thus streamlining business procedures and enhancing supply chain efficiency.

RFID - An acronym for “radio-frequency identification”, RFID is the use of radio waves to capture information stored on a tag attached to an object. Much like GTIN, EPC is a unique number stored on RFID tag for automatic identification of products in the supply chain. The EPC-enabled RFID tag can store much more information than conventional barcode label and provides visibility of goods along supply chain, serving as a foundation for companies to improve their business processes.

ezTRADE - A standard-based e-commerce platform that supports the exchange of business transactions including purchase order, invoice and shipment notice using Electronic Data Interchange (EDI) to facilitate connection and paperless trading among trading partners along the supply chain.



根據市場研究公司IDC的調查顯示，不少機構每年因為業務效率欠佳，而導致收益減少20-30%。

GS1 HK通過提供世界級的供應鏈標準、技術和知識，推動和優化香港企業的業務效率和業績。

要確保供應鏈有效率地運作，持分者在供應鏈上需要有良好的溝通。GS1的標準能夠獨有識別產品和位置，讓業務夥伴以一致的方式傳送產品信息和其位置。

其中，全球貿易貨品編碼(GTIN)代表著單一產品，並對應至數據庫中的商品資料，供應鏈的各持分者皆可讀取、流通共用。而全球位置編碼(GLN)則能識別任何虛擬或實體位置，甚至是商店中指定的貨架。在電子數據聯通的平台如「通商易」上進行交易，買家和賣家可以在訂單或送貨單上加入GTIN和GLN，透過使用共同的語言溝通，他們可以輕易知道貨品的資料和派送位置，提升營運效率。

我們會在這個章節為您呈上採用數據識別標準的案例，展現方案如何助公司以標準化數據便利溝通。

條碼 – 全球貿易貨品編碼的載體，可在各銷售點和發貨中心隨時隨地掃描，令數據輸入得以自動化、提升信息準確度，以精簡業務流程，提升供應鏈效益。

無線射頻識別 – 無線射頻識別（英文簡稱RFID）意指以無線電波擷取儲存在商品標籤上的信息。EPC則是儲存在RFID標籤的獨有編碼，和GTIN極為相似，可用於自動識別供應鏈中的產品。由EPC支持的RFID標籤比傳統條碼可以儲存更多信息，增加了供應鏈中的產品透明度，是改善企業業務流程的重要基礎。

「通商易」 – 以GS1標準為基礎的「通商易」電子商貿平台，貿易夥伴可利用電子數據聯通的標準在平台傳送電子訂單、發票及付運通知書，可促進無紙交易，無縫地連繫供應鏈中的各個貿易夥伴。

Alestian Corporation Limited 萊格有限公司

Original Local Leather Brand Enhancing Inventory Management
本地原創皮革品牌 提升倉存管理



With the help of GS1 HK, our supply chain efficiency has been greatly enhanced. Listing our products on e-Marketplace also provides us with an additional online sales channel to explore the immense opportunities in China as a trusted Hong Kong brand.

Ms. Betty Ye, Founder & CEO of LEATHER LUCENT



About the company

Leather Lucent is a fashion bag brand established in 2016 under Alestian Corporation. Within one year, Leather Lucent has transformed from a high-street brand to a designer brand with the launch of its original designs in 2017. The brand is positioned to provide affordable, high-quality and original leather bags to fashion-conscious youngsters around the world.

Challenges

Inventory management is a vexing problem for many brands, affecting operational efficiency, customer satisfaction and revenue. As an emerging brand with growing scale, Leather Lucent is no exception. The increasing number of stock keeping units (SKUs) is creating difficulty in stock management, which might increase costs while lowering operation efficiency. The company needs a consistent set of tracking codes to streamline its product management, internal operation, product listing on different e-commerce platforms as well as logistics process.

Leather Lucent is also looking to enter the mainland market. However, as a start-up, it is difficult to quickly expand sales channels to top e-commerce platforms in Mainland China such as T-Mall and JD.com.

Solutions

Leather Lucent discovered that GS1 system is an ideal solution for their inventory management issue. Therefore, earlier this year, they became a member of GS1 Hong Kong and applied for Global Trade Item Number (GTIN) and Global Location Number (GLN) systems of standards, which can uniquely identify all of its fashion bag items, and its legal entity, physical location, function and digital location. The standards were used in products management and tracking both internally and externally, where designer bags can be individually tracked and managed, hence strengthening the company's supply chain efficiency and enabling business owner to analyse sales pattern with ease.

To unearth the vast market potentials in mainland China, Leather Lucent participated in the GS1 Hong Kong e-Marketplace programme, an initiative by GS1 Hong Kong building e-commerce platforms on JD.com,

Taobao and Tmall.com for members' products to sell to mainland market. The programme not only offers additional sales channel at a competitive price, but also the reputation of trusted Hong Kong brands for Mainland Chinese consumers. Besides, GS1 Hong Kong can take care of the daily operation including logistics, advertising and customer services support for Leather Lucent, hence greatly reducing their pressure on manpower, operation and resource.



Benefits for Leather Lucent with GTINs and GLNs

Leather Lucent's supply chain processes are largely improved with GS1 Hong Kong standardised codes, enhancing the tracking and tracing of different products in shipping, sourcing and warehousing. In addition, the standards also brings:

- 1 • Accurate identification of products from point-of-origin to point-of-sales and point-of-care
- 2 • More efficient payment and reporting process
- 3 • Credibility to the brand, enhancing brand value and consumer confidence

e-Marketplace Programme

- 1 • Build up new major e-commerce opportunities in China
- 2 • Operate new sales channel with minimal efforts and the most economical way
- 3 • Associate Leather Lucent with trusted Hong Kong product reputation



公司簡介

Leather Lucent於2016年成立，為萊格有限公司旗下的時尚袋款品牌。Leather Lucent不斷尋求突破，在2017年推出其原創設計，僅於一年間就從大眾品牌轉型為設計師品牌。品牌定位明確，是為世界各地對潮流獨具慧眼的年輕人提供價錢合理的優質原創皮袋。

挑戰

倉存管理是困擾眾多品牌的問題之一，影響營運效率、顧客滿意度及收益。Leather Lucent作為一個規模不斷擴大的新興品牌，亦不能獨善其身。隨著庫存單位(SKUs)日益增加，倉存管理就變得越加困難，同時亦會令到成本及資源增加，營運效率降低。因此，Leather Lucent需要一套統一的追蹤編碼，以精簡庫存管理、簡化內部運作、妥善管理電子商貿平台上的產品，及改善物流管理。

再者，Leather Lucent亦希望進軍內地市場。但品牌剛成立，難以迅速擴展銷售渠道，佔據中國內地電子商貿平台，例如天貓及京東商城。

解決方案

Leather Lucent發現GS1系統能為倉存管理問題提供一個理想的解決方案。所以，它遂於今年成為香港貨品編碼協會的會員，並申請選用GS1標準的兩項服務：全球貿易貨品編碼(GTIN)和全球位置編碼(GLN)。透過這兩個編碼，公司能迅速及準確地識別任何時尚袋款、其法定單位、實體位置、功能和虛擬位置。GS1標準對外及對內均應用於倉存管理和貨品追蹤，有助公司追蹤和管理個別設計師袋款，提升品牌供應鏈的效率，分析銷售模式亦因此變得輕而易舉。

適逢本會在京東商城、淘寶及天貓建立各個電子商貿平台，幫助會員將貨品打進內地市場，Leather Lucent亦銳意發掘中國內地龐大的市場商機，故參與了本會的電子商貿市場計劃。會員不僅可以透過此計劃獲得優惠的價格，以得到額外的銷售渠道，亦能藉此建立品牌信譽，獲取中國內地消費者的信賴及認同。此外，此計劃亦可助Leather Lucent一臂之力，幫忙應付其日常營運，包括物流、宣傳和客戶支援服務，大幅減低人手、營運及資源方面的壓力。



在GS1 HK的協助下，我們的供應鏈效率得以大大提升。將我們的產品列入e-Marketplace平台上，讓我們可以透過一個額外的網上銷售渠道，以獲信賴的香港品牌身份，探索中國市場的龐大商機。

LEATHER LUCENT 創始人及總裁 葉佳小姐



全球貿易貨品編碼(GTIN)和全球位置編碼(GLN)為Leather Lucent帶來的效益

採用香港貨品編碼協會標準的編碼後，Leather Lucent更能掌握供應鏈內每一個流程，貨品由採購、運輸至入倉，動向皆能追溯和追蹤，資訊一目了然。再者，這項標準亦能：

1. 準確識別產品的來源地、銷售點和維修站
2. 讓付款及通報程序變得更方便快捷
3. 提高品牌信譽，增強品牌價值和消費者信心

電子商貿市場計劃

1. 於中國創造嶄新的電子商貿模式，帶來重重機遇
2. 以最經濟實惠的方式，輕易拓展新的銷售渠道
3. 提高Leather Lucent的聲譽，使其產品於香港獲得信賴

Cafe Deco Group

峰景餐廳集團



Supply Chain Optimisation and Better Dining Experience Through Barcodes

條碼在手 優化供應鏈及餐飲體驗



With foresight, the Group has recognised the imperative of strengthening the supply chain and logistics in order to support and accommodate our continuous business growth. Both the existing supply chain and ordering systems needs to be streamlined and strengthened. To this end, we have been shopping around for a solution that will provide us the strategy and course of action for the way forward.

Mr. Thomas Mak, Director of Business Development and Supply Chain



About the company

Cafe Deco Group is one of Hong Kong's leading and most successful bar and restaurant groups. To create the utmost and complete dining experience, its success recipe lies in its consistently high quality of food, wide variety of cuisines, friendly and efficient service, as well as appealing ambience of its outlets for any occasion, business or pleasure.

Challenges

Since Cafe Deco Group announced its merger with Chevalier Pacific Holdings Limited in 2011, the Group grew in scale with over 30 outlets in Hong Kong, Macau and Sydney. To strengthen the supply chain and logistics that support the continuous business growth, the Group was looking to improve its supply chain efficiency and visibility by better tracking and tracing its food product movement. A modernised order system was also needed to facilitate internal communications between the restaurants and warehouse.

Solutions

The process consultation services provided by GS1 Hong Kong exactly suited the Group's most pressing need. The professional team assessed its current business operations and found that the previous ordering process took a relatively long lead time and the inventory amount was not too accurate as the product flow could not be tracked comprehensively.

Taking the advice from GS1 Hong Kong, the Group decided to adopt GS1 global barcode system on its diversified kinds of food items, which fulfills the multiple objectives of improving product traceability, stock visibility and inventory management in a cost-effective way. With barcodes, the Group is now able to use automated data to track and trace food usage, streamline procedures and connect all parties along the supply chain.

The use of barcodes also eliminates human errors arise from manual operation.

Moving forward, the Group will extend the use of barcode to its warehouse to improve inventory accuracy.



Benefits

With the introduction of barcode, the Group has now adopted a paperless and instant ordering process which helps to:

- 1 • Save 70% of order processing time**
- 2 • Ensure higher invoice accuracy and supplier service level**
- 3 • Improve product traceability and visibility as well as accuracy in food ingredients purchase orders**



公司簡介

峰景餐廳集團是香港最優秀的餐飲集團之一。成功之道在於其全面的餐飲體驗，當中包括優質的食物、多樣化的菜式、友善且富效率的服務、以及愉快氛圍，適合各種商務或休閒場合。

挑戰

峰景餐廳集團於2011年宣布與其士泛亞控股有限公司合併，並在香港、澳門及悉尼以超過30間分店的規模擴展。為配合持續的業務增長，集團致力完善其供應鏈及物流系統，並透過優化追蹤食品流動過程，提升供應鏈運作效率及透明度。此外，現代化的訂單系統亦可促進餐廳與倉庫之間的內部溝通。

解決方案

香港貨品編碼協會所提供的流程改善諮詢服務正迎合集團的迫切需要。在專業團隊評估其業務運作現況後，發現集團先前的訂購程序處理時間較長，亦未能全面追蹤產品流動降低倉存量的準確性。

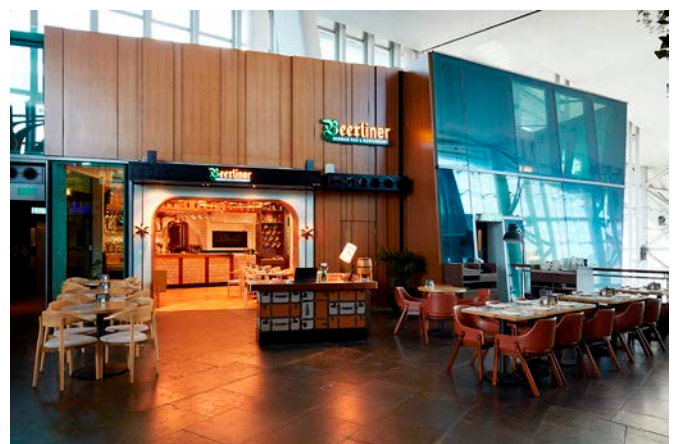
集團聽取了本會的建議，決定採用GS1 環球條碼系統，管理多元化的食品項目，並符合多項目標：包括提升產品可追溯性、存貨透明度以及倉存管理的成本效益。在條碼系統的協助下，集團現可使用自動化數據追蹤食品用途，精簡程序，並加強供應鏈上的各個持份者的聯繫。此外，善用條碼亦能消除人手操作衍生的人為錯誤。

集團積極邁步向前，將會把條碼系統的使用範疇進一步擴大至貨倉，以增加倉存準確度。



展望未來，集團意識到加強供應鏈和物流系統的重要性，那將能支援和迎合我們持續的業務增長。現有的供應鏈和訂單系統都需要精簡和增強。為此，我們正積極搜羅一套能引領我們往前發展的策略和執行方案。

業務拓展及供應鏈總監 麥景祺先生



效益

在引入條碼系統後，集團現採用無紙及即時訂購程序，並

- 1 • 將訂單處理時間縮短 70%
- 2 • 提升訂單準確度及供應商服務水平
- 3 • 增強產品可追溯性和透明度，同時亦加強食材訂單的準確度

Café de Coral Group Limited 大家樂集團有限公司



Multi-national Catering Group Realising Paperless Trading
跨國餐飲集團 實現無紙化交易

“

Managing our supply chain can be challenging from time to time due to the massive number of suppliers and orders we receive daily. The adoption of ezTRADE has greatly improved our operation efficiency and helped us provide better customer service to uphold our corporate motto.

Mr. Ivan Ng, General Manager, Supply Chain

”

About the company

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 now has businesses in Hong Kong, Macau and mainland-China with a team of 18,000 staff operating chain restaurants like Café de Coral, Oliver's Super Sandwiches, The Spaghetti House, Shanghai Lao Lao, etc.

Challenges

As one of the largest publicly listed restaurant and catering groups, Café de Coral has to deal with a massive number of paper delivery notes, payment and invoices every day. However, inputting supplier invoice number manually might not be the wisest choice as it is bound to human errors. It is also difficult to match monthly invoice summary with individual goods receipt data. This is especially true for catch-weight items - food items that may vary in weight specified by suppliers and the actual delivered products - in case of discrepancy, it will be extremely difficult to check invoice content against purchase orders and goods receipt data to locate the exact deviation.

Solutions

In 2016, Café de Coral started to adopt ezTRADE, a B2B e-commerce platform based on GS1 EANCOM/EDIFACT standard. The platform enabled electronic information exchange between the company and its trading partners every step along the supply chain. It has greatly enhanced efficiency, accuracy and supplier management.

Implementation of electronic Advance Shipment Notice (ASN) and invoice from suppliers before and after

goods delivery was launched in Sep 2017. ASN is a document that provides detailed information about a pending delivery.

Upon implementation, ASN can notify Café de Coral when an order is shipped, which items are being shipped, how many of each is being shipped and what the characteristics about the shipment are, so Café de Coral can be fully prepared to accept delivery.

And Electronic Invoice can let Café de Coral validate the invoice quantity and amount automatically and advise suppliers the validation result in a timely and precise manner, so Café de Coral and suppliers can take remedial actions swiftly to address any deviation.



Benefits

After adopting ezTRADE, Café De Coral is able to enjoy:

- 1 • Enhanced efficiency and accuracy in terms of good receipts and invoice data and their references
- 2 • Faster spotting of problematic invoice and handling of suppliers' individual invoice
- 3 • Increased visibility of invoice handling status to reduce uncertainty
- 4 • Swift remedial actions can be taken in case of invoice discrepancy



公司簡介

大家樂集團是亞洲最大上市餐飲集團之一，主要經營連鎖速食餐飲及特色餐飲業務。集團於1986年成立，現時已遍及香港、澳門及中國內地。集團現有18,000名員工，負責營運集團旗下多個連鎖食肆，包括大家樂、利華超級三文治、意粉屋、上海婆婆等。

挑戰

作為其中一個最大上市餐飲集團，大家樂需要處理數目龐大的紙本送貨單、付款交易及發票。但是，靠人手輸入發票號碼容易出現人為錯誤，亦難以核算每月發票的總金額及貨品收據的數據，依賴人手操作實在並非明智之舉。而且，在處理「實際稱重」的產品方面，這種人手操作所存在的缺陷就更加顯而易見——由於供應商所提供之食品重量有可能與產品的實際重量有所出入。需要核對發票資料、訂單和貨品收據等資料，並準確找出當中的差異，這處理方式有著極大難度。

解決方案

2016年，大家樂開始採用「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夥伴可以緊密進行電子資料交換。這大大提高了企業效率、準確度及供應商管理。

2017年第四季開始，「通商易」已拓展服務範圍，供應商可以在送貨前後分別傳送電子「出貨通知單」(ASN)及發票。由於此出貨通知單能提供正待付運貨品的詳細資料，故大家樂可以在收到出貨通知單後，得悉貨品運送的時間、運送中的物品及其數量，和托運特點。藉此服務，大家樂得以妥善安排，隨時接收貨品。

電子發票可以讓大家樂自動驗證發票數量和金額，並及時和準確地向供應商提供驗證結果，因此，大家樂和供應商可以迅速採取補救措施來解決任何偏差。

“

由於我們擁有大量供應商，每天收到大量訂單，管理供應鏈頗具挑戰性。採用通商易大大提高了我們的營運效率，並幫助我們提供更好的客戶服務，堅守我們企業的座右銘。

總經理 供應鏈 吳子超先生

”



效益

採用「通商易」後，大家樂可以：

1. 於處理貨品收據、發票及其數據方面，提高效率及準確度
2. 更快找到有問題的發票及處理供應商的個別發票
3. 增加處理發票的透明度，免生疑問
4. 於發票出現差異時，能迅速採取補救措施

Mainetti (HK) Limited 香港萬美有限公司



Fully Gearing Up for the Technological Business Era
全面裝備企業 迎戰技術商業新時代

“

Mainetti strives to embrace the latest technology to enrich our product portfolio. The training provided by GS1 HK equipped our people with essential knowledge about barcode and RFID implementation, which builds a solid foundation for our future development.

Mr. Paul Tai, Regional Director

”

About the company

Mainetti was established in 1961 in Italy by the Mainetti Brothers. Quickly establishing a reputation for innovation and quality, the company quickly expanded beyond Italy to the rest of the world. Today, Mainetti is a global provider of hangers and packaging solutions, with more than 5,000 employees in over 40 countries and is the supplier of choice for fashion retailers, brands owners and consumers worldwide.

Challenges

The retail pattern has been transforming from traditional brick and mortar business to O2O model. Consequently, consumer demands have evolved. It is critical for brands to react promptly to the rapidly-changing demands to offer an excellent closed loop consumer experience. How can retailers “close the loop”? Adoption of advanced technology is the key, as it improves consumer experience by enabling quick and efficient restocking of merchandise.

Mainetti foresees the emergent needs of the customers and is committed to offering the right solution. By embracing scalable learning, Mainetti had decided to add innovative solutions to their existing product portfolio, by launching the RAMIE sub-brand that targets the B2B market and further digitalising its processes to streamline the entire supply chain.

Solutions

In view of this, Mainetti turned to GS1 HK to seek their advice to adopt a common language in retail logistics, such as barcode, RFID, EPC etc.

The trainings successfully enabled the employees to gain basic knowledge of barcode and RFID. Employees also broadened their horizons through learning about RFID application in real business environment for inventory management and check-out function.

Through scalable learning, all key staff were able to grasp the new technology introduced during the training in a short period of time. The training ensured the staff are equipped with the fundamental knowledge required to support a sustainable business growth.



Benefits

The RFID training enabled the staff of Mainetti to learn the common language for new technology. This builds a solid foundation for the future adoption of RFID in the company. The training successfully:

- 1 • Equipped the staff with fundamental knowledge to implement barcode and RFID
- 2 • Created a continuous learning culture across the company
- 3 • Enhanced the confidence of the team to embrace new technology



公司簡介

萬美源於意大利，由萬美兄弟於1961年創立。公司憑著創新思維和卓越品質，業務迅速從意大利拓展至世界各地。時至今日，萬美已經成為衣架及產品包裝的全球供應商，擁有超過5000名員工，遍及40多個國家，而來自五湖四海的時裝零售商、品牌持有人及顧客更指定萬美為首選供應商。

挑戰

今日的零售模式已經截然不同，由以往透過傳統實體商店作買賣演變為以O2O模式營商，而顧客的需要亦因應轉變而增加。品牌必須即時配合這些日新月異的改變，採用閉環物流，為顧客優質體驗。但零售商可以怎樣「封閉循環」？關鍵正是取決於使用先進科技了，因為它能夠有效令重新入貨的程序變得快捷方便，從而改善顧客的體驗。

萬美預料到顧客的迫切需要，並竭力為他們提供最佳的解決方面。額外汲取新知識後，萬美決定於現有的產品組合上新增創新的方案，即推出針對B2B市場的副線品牌—RAMIE，及於更多流程上實現電子化操作，以精簡供應鏈流程。

解決方案

有見及此，萬美特意向香港貨品編碼協會尋求專業意見，期望能於零售物流上應用通用語言，例如：條碼、無線射頻識別、EPC等，滿足市場需要。

公司整個遠東管理團隊均積極參與本會於三個地點舉辦的條碼及無線射頻識別入門課程。課程有助員工快速汲取現時最新的方案及科技，讓他們了解世界各地成功的零售商及供應商的商之道。

是次課程幫助員工掌握條碼和無線射頻識別的基本知識及擴闊其視野。員工在學習的過程中獲益良多，亦得以了解RFID如何應用於真實的商業環境，有助公司完善其倉存管理及付款功能。

參與延伸學習後，所有重點員工都能於短時間內迅速掌握創新科技。課程確保員工能充分掌握所需的基礎知識，以配合業務的持續增長。



萬美致力採用最新的技術，使我們的產品組合更為豐富。GS1 HK的培訓為我們的員工提供有關條碼和實踐無線射頻識別的基礎知識，為我們未來發展奠定了穩健的基礎。

區域總監 戴麟先生



效益

無線射頻識別課程協助萬美的員工熟識新科技的通用語言，並為公司未來應用RFID奠定穩健的基礎。此課程成功：

1. 為員工裝備應用條碼及無線射頻識別的基礎知識
2. 於公司營造一個持續學習的文化
3. 提升團隊信心，有助他們接納新科技

Sun Fat Heung Food Products Limited 新佛香食品有限公司



Reshaping Supply Chain for Digital Business Transformation
有效重塑供應鏈 實現數碼轉型



We understand that effective management and planning is the key for a company to expand the business and overcome challenges. Through the consultancy services of GS1, we successfully identified current operation challenges and redesigned our supply chain with world class model. We have now completed the process reengineering part and we are looking forward to the tailor-made ERP system based on the process blueprint.

Mr. Jeff Law, Chief Executive



About the company

Established in 1958, Sun Fat Heung specialises in soybean products for almost 60 years. They are committed to supplying fresh, high-quality soybean products to consumers and business partners, with the use of non-GMO and organic soybeans from Canada, made every day in Hong Kong.

Challenges

Sun Fat Heung has a long history, a considerable pool of loyal customers and rich experiences in food production. To sustain the momentum and take the business further, modernisation and digital transformation are the key. Previously, Sun Fat Heung relied heavily on manual operation and paper filing system. The lack of a cross-functional and comprehensive system to monitor the entire supply chain was hindering the business expansion and scale of production. Limited traceability of its products also created inaccuracy between orders and invoices.

While Sun Fat Heung had considered adopting a ready-made system to replace the manual operation, there were requirements specific to the company, like first-in-first-out rule and temperature controlled storage, that needed thorough appraisal before implementing change. As such, Sun Fat Heung joined GS1 Hong Kong Quality Food Traceability Scheme to seek help.

Solutions

By participating in the Scheme, GS1 Hong Kong's Supply Chain Management Professional Service (SCMPS) team

assessed Sun Fat Heung's current system to understand its strengths and area of improvements in the current supply chain. It was followed up with a thorough process consultancy project and a series of customised solutions were designed to modernise their ways of work.

Based on the global best practices - Supply Chain Operations Reference Model and GS1 Global Traceability Standards - the SCMPS team identified the major pain point as a lack of Standard Operating Procedures (SOP). The team designed several optimised processes and models for their end-to-end supply chain operation, from raw materials receiving, warehouse management, manufacturing, all the way to order receiving, transportation, invoicing and product return.

The tailor-made supply chain design will be turned into several Enterprise Resource Planning (EPR) system modules, transforming Sun Fat Heung's manual operation to an electronic one. GS1 Hong Kong also advised the company on vendor sourcing on the development of ERP system, and specifically where to apply barcodes or Serial Shipping Container Code (SSCC) labels throughout the supply chain.

Benefits

Sun Fat Heung understood the need of digital transformation in order to support future business growth. By partnering with GS1 HK's team, the company enjoys the following benefits:

- 1 • Enhanced visibility and traceability of all product items that ensure better inventory management and improved customer tracing service
- 2 • Saved cost and manpower with streamlined supply chain and operation process, while complying with global standard
- 3 • Increased productivity and reduced manpower required to perform paper work
- 4 • Uplifted customers' and business partners' confidence on food products
- 5 • More accurate and traceable product delivery services



公司簡介

新佛香食品有限公司於1958年成立，一直研精竭慮發展豆品逾60年。他們致力為消費者和商業伙伴提供新鮮優質的豆品，故堅持選用加拿大非基因改造大豆，並每日於香港新鮮製造，務求送上豆味濃郁的產品。

挑戰

於食品生產方面，新佛香可謂歷史悠久，憑藉豐富的經驗，一直都口碑載道。為秉承這優良傳統並進一步拓展業務，現代化及數碼化轉型就是關鍵。以往，新佛香相當依賴人手操作和紙本輸入。鑑於缺少一個跨功能及全面的系統，企業難以有效監察整條供應鏈，業務及生產規模的擴充亦因而受阻。另外，產品僅具有有限的可追溯性，令訂單及發票的資料有機會出錯。

有見及此，新佛香曾考慮採用其他現存的系統取代人手操作。不過由於企業有特定的要求，例如：以「先入先出」的原則處理食品及倉儲的溫度控制準則，故新佛香需先作評估才能落實改變措施。就此，新佛香向香港貨品編碼協會尋求幫助，並參與了「優質食品源頭追蹤計劃」。

解決方案

參與計劃後，本會的供應鏈管理專業服務(SCMPS)團隊評估了新佛香現有系統，了解其優點及現行供應鏈的改善空間。團隊隨後亦提供專業顧問服務，配合新佛香的需要，設計一系列完善的解決方案，幫助企業實行現代化的管理方式。

SCMPS團隊參照全球最佳實務方案，即供應鏈營運參考模型及GS1全球可追溯性標準，經評估後指出新佛香的最大問題為缺乏一個標準操作程序。故此，團隊特意為其點對點供應鏈管理設計了多個優化工序及模型，由原料入貨、倉庫管理、生產工序，以

至接受訂單、貨運流程及退貨服務等都一應俱全。

所有供應鏈設計方案均為度身訂造，並會應用於數個企業資源規劃(ERP)系統模式，將新佛香的管理模式由人手操作轉為數碼化操作。在發展ERP系統方面，香港貨品編碼協會積極協助企業運用ERP系統，以提升供應商採購的效率，並向其指引條碼或貨運容器序號標籤在整條生產鏈應用的確實位置。

“

我們深明有效的管理和規劃是公司拓展業務和克服挑戰的關鍵，透過GS1的諮詢服務，我們成功地認清了當前的營運挑戰，基於世界級的供應鏈模型重新設計供應鏈。我們現已完成流程再造部分，並期待著基於流程藍圖的量身定制的ERP系統。

行政總裁 羅孟慶先生

”

效益

新佛香深明唯有開拓創新，實施數碼轉型才能有利業務未來的發展。與本會團隊合作後，企業的供應鏈獲得重大的改善，包括：

1. 增強產品的透明度及可追溯性，加強倉庫管理的效率，讓顧客享受更優質的追溯服務
2. 精簡供應鏈及運作流程，節省成本和人手，符合全球標準
3. 提升生產力，縮減處理紙本文件的人手
4. 增加消費者及商業夥伴對食品的信心
5. 提供更準確及可追溯的產品送貨服務

Swire Coca-Cola HK 太古可口可樂香港



Significantly Uplifting Efficiency through RFID
通過無線射頻識別 顯著提高效率

“

By adopting GS1 RFID standard and supporting services, the TCS system achieved a positive outcome, in particular with the increased number of trucks to be loaded per working day and reduced average loading time and queuing time. Furthermore real time data can be collected so that management can react instantly in terms of decision making.

Swire Coca-Cola HK

”

About the company

Swire Coca-Cola HK is a wholly owned subsidiary of Swire Beverages Limited. As the leading soft drink manufacturer in Hong Kong, it employs nearly 1,200 staff, operates 16 production lines, and produces more than 64 million unit cases annually.

Project Background

Since 2012, Swire Coca-Cola HK has started to implement RFID on trucks and parking areas to improve the efficiency of its distribution operations and to optimise the use of its existing vehicle fleet and loading facilities. GS1 Hong Kong was appointed the Project Advisor / Manager to manage and audit the project implementation, and to liaise and coordinate with vendors.

Upon the completion of 2012's implementation, the company noticed that the average number of trucks loaded per working day and loading bay utilisation has increased by 8-10%, while average loading time and queuing time decreased by 13-14%. In 2016, Swire Coca-Cola HK would like to extend the RFID usage to other areas and enhance its application to expedite the truck traffic flow.

Solutions

Hence, GS1 Hong Kong was appointed the Project Manager for RFID Traffic Control System and RFID Queuing System to implement RFID on waiting areas and was responsible for the entire project management. Our role includes:

- Managed and audited the project implementation and coordinated with vendors

- Conducted all necessary quality assurance procedures on all deliverables
- Participated in and assessed all processes and solutions during consultation phases
- Assisted application for training subsidy from the Government

Swire Coca-Cola HK acquired international best practices recommendations including a structured approach and practical methodology for project implementation. The supply chain standards successfully offered the company insights and suggestions on the best practices to build a project portfolio for improvement.



Benefits

With the help of GS1 HK, the extended usage of RFID in the supply chain helped Swire Coca-Cola HK achieve the following benefits:

- 1 • Increased operation efficiency by improving distribution efficiency, speed and minimising waiting time
- 2 • Further improved truck and loading utilisation
- 3 • Enhanced trucker management and queuing experience



公司簡介

太古可口可樂香港有限公司為太古飲料有限公司旗下全資附屬公司，是本港主要的汽水生產商。公司旗下有近1,200名員工負責運作16條生產線，而每年標箱飲料的生產量皆超越6400萬。

項目背景

自2012年起，太古可口可樂香港開始應用「無線射頻識別」(RFID) 技術於貨車及停車場系統，以提升運輸配送的效率及改善現存的貨物運輸和裝卸設施。香港貨品編碼協會獲委託為項目顧問及經理，肩起重任，負責管理和審查項目的實行情況，並與供應商磋商和協調。

完成2012年度的項目後，公司每個工作天平均上貨的貨車數目及上落客貨區的使用率增加了8-10%，貨物平均裝卸時間及排隊輪候時間則減少了13-14%，成績有目共睹。太古可口可樂香港於2016年希望乘勢而上，延伸RFID的應用至其他範圍，增強服務以加快貨車交通流量。

解決方案

香港貨品編碼協會獲委託為項目經理，為輪候區域配置RFID車流管理系統及RFID排隊輪候系統，充分運用該技術。香港貨品編碼協會負責管理全盤計劃，擔當監督要職，包括：

- 管理和審查項目的實行情況，與供應商協調
- 於所有運輸流程上，執行所有必需的質素保證程序
- 參與諮詢及評估所有會上提出的建議及解決方案
- 協助申領政府提供的培訓資助

太古可口可樂香港從而獲得了國際性的最佳實務建議，包括結構清晰的方針及執行項目的實際方法。基於最佳方案建議，供應鏈標準及成功提供獨特見解，為公司建立優化業務的項目組合。

“

通過採用GS1的無線射頻識別標準和配套服務，我們的TCS系統取得了正面成果，尤其是每個工作日的裝載卡車數量有所增加，而平均裝載時間和輪候時間亦得以縮減。此外，我們亦可收集實時數據，以便管理層能夠適時作出決策。

太古可口可樂香港

”



效益

透過GS1 HK的協助，太古可口可樂香港得以廣泛應用RFID技術，並為企業帶來以下效益：

1. 增加配送效率和速度，並減少輪候時間，提升營運效率
2. 進一步提高貨車及上落貨區的使用率
3. 完善貨車管理及改善排隊輪候情況

Ztore 士多



The Nostalgic Online Grocery Store with
Digitalised Supply Chain Management
懷舊網上超市 實現供應鏈電子化

“ **GS1 Standards enable us to improve operation efficiency and support data analytics when there are standardised ways to identify the right product at the right time.** ”

Mr. Danny Shum, Chief Executive Officer

Ztore.com background

Ztore.com is an online supermarket with same-day delivery, selling quality groceries and home essentials. Partnering with local nostalgic brands, Ztore.com is expanding to include international variety to the mix, allowing busy Hongkongers to shop grocery online anywhere, anytime through a safe payment gateway.

Challenges

Before Ztore and HKTV Mall appeared, online grocery shopping had not been actively pursued by retail players in Hong Kong because of shopping convenience. Ztore started by partnering themselves with some local vintage brand owners like SMITH candies, MAMEE snacks noodles. The company covers somewhere between 6,000 and 7,000 product variety from over 200 suppliers, in which about 60% of them do not have a digitalised inventory management system.

As its scale continues to grow, it puts pressure on Ztore's warehouse rental and storage cost if the stocks can only be manually managed, so it is of absolute need for them to continue to perfect their supply chain management. Ztore requires extra manpower to tag labels, manage inventory in and out of warehouse and sometimes even jeopardise the same-day delivery promise to customers.

Solutions

Ztore became GS1 HK members and encouraged its suppliers to digitalise their inventory with a simple barcode, or GTIN (Global Trade Item Number). Since then, Ztore witnessed drastic improvement in their warehouse operation when the manager needed only a scan to identify the product details, easily following the “first-in-first-out” rule for the packaged food

items. It is easier for them to know the out-of-stock items and make purchasing order as needed, helping to efficiently coordinate with the increasing growing number of suppliers.

One of the major edges of Ztore is their same-day delivery service commitment, with more efficient warehouse management, they achieved close to 100% service level.



Benefits

The adoption of GS1 GTIN and barcode standard brings a win-win situation between Ztore and its suppliers, helping them:

- 1 • Reduce the workload at warehouse and the tension of warehouse storage space
- 2 • Easily identify the product in the warehouse
- 3 • Better control inventory, including replenishment of products at the right time when stock is low
- 4 • Guarantee the service level commitment to their customers



背景

Ztore.com 是一間網上超級市場，專售優質的糧油雜貨及生活用品，並提供即日送貨服務。除了與本地老字號合作外，Ztore.com 更搜羅世界各地的產品，讓忙碌的香港人可以在網上隨時隨地購買心儀產品，並透過安全的付款平台結帳。

挑戰

在士多與 HKTVMall 面世前，零售商基於香港購物的便利在並不熱衷推廣網上超市。不過，士多仍努力不懈，逆流而上，於開業時引入傳統香港老字號品牌，例如：史蜜夫糖果和媽咪麵。士多從超過 200 個供應商入貨，產品種類多達 6,000 至 7,000 款，但當中 60% 的供應商並不具備電子化倉存管理系統。

隨着業務規模不斷擴張，倘若貨物只能由人手管理，士多的倉庫租金和存放開支就將會成為負擔，故其當務之急就是要不斷完善其供應鏈管理。以往，士多需要額外人手貼上標籤、管理多個倉庫，控制貨品的入貨和出貨，稍有差池，更有機會無法向顧客兌現服務承諾，不能於指定時間內送貨。

解決方案

加入香港貨品條碼協會後，士多鼓勵供應商使用簡單的條碼，或全球貿易貨品編碼 (GTIN)，令倉存管理得以數碼化。自此，士多的倉存管理獲得重大的改善，經理只需透過掃描條碼，就能識別產品詳情，而根據「先入先出」原則來管理包裝食品亦變得輕鬆簡單。現時，他們能輕易掌握產品缺貨情況，並在有需要時重新採購產品，及有效率地與日益增加的供應商協調。

士多的其中一項優勢在於其即日送貨服務，再加上更有效的倉存管理，他們的服務就能更臻完善，服務水平接近 100% 之高。



“

GS1 標準使我們能夠透過標準化的方式，在正確的
時間識別正確的產品，提高營運效率並支持數據分析。

行政總裁 岑迪贊先生

”

效益

GS1 全球貿易貨品編碼及條碼標準為士多及其供應商創造雙贏局面，有助他們：

1. 減輕士多倉庫的工作量，及緩解倉庫儲存空間的壓力
2. 輕易識別倉庫內的存貨
3. 更有效管理倉存，存貨數量低時可及時補貨
4. 竭誠向顧客兌現服務承諾



Improve Traceability 改善可追溯性

Today's consumers are increasingly sophisticated. They demand quality products with total transparency of the product information as it directly impacts their safety. At the same time, various worldwide government regulations are demanding more track and trace information of products or even their ingredients to protect consumers.

Traceability enables products to be made visible across the supply chain, building the fundamental blocks within quality, risk management and other types of systems. Traceability is especially important to the food service supply chain, which is known to be complex, dynamic, and consumer driven.

GS1 Global Traceability Standard (GTS) describes the traceability process independent from the choice of enabling technologies. It defines minimum requirements for all stakeholders, organisations, industry sectors and countries and corresponding GS1 Standards to be used in combination with information management tools. The intention is to create a generic framework to be used by any business, industry sector, organisation, large or small, and or country in order to develop specific implementation guidelines or additional requirements.

GTS is a building block for developing traceability systems that are interoperable and scalable, traceability assessments and auditing tools, industry or country specific traceability implementation guidelines, and extensions of traceability requirements for specific industries, countries or business needs.

The following section will showcase how GS1 standards, solutions/services and schemes in Hong Kong, namely ezTRACK™, Global Data Standard and Quality Food Traceability help businesses achieve comprehensive traceability.

ezTRACK™ – An end-to-end cloud-based traceability platform that allows enterprises to uniquely identify, capture, and share real-time data about movement of a particular product from source to destination, providing visibility of information along supply chain.

Global Data Standard – A common consistent language to identify, capture and share supply chain data – ensuring important information is accessible, accurate and easy to understand. Asia Pacific Economic Cooperation (APEC) Ministers have recognised that Global Data Standards (GDS) can enhance supply chain connectivity performance and instructed officials to advance work on GDS by developing pilot projects, conducting a study and establishing a set of policy-based principles or recommendations for future APEC GDS to move towards compatibility across the region.

Quality Food Traceability Scheme – A scheme that helps local food brands to identify their current strengths and weaknesses of food traceability practices and systems for further improvement through performing structural and professional audits in accordance with GTS.



時下消費者變得越來越精明，要求產品須具備卓越的質素及完全透明的資訊，因為有關產品的一切會直接影響他們的安全。同時，世界各地政府都分別制定不同規例，明文規定業界建立更多有關產品資訊，甚至其原料的追溯及追蹤系統，以保障消費者。

可追溯性除了能夠確保產品於整條供應鏈內清晰可見，亦能夠為品質系統、危機管理系統及其他類別的系統打下穩健的基礎，使各個系統得以順暢運作。另外，由於餐飲服務供應鏈相當複雜、變化多端及受制於消費者的需求，故此可追溯性於這個領域就更顯得格外重要。

GS1全球追溯標準 (GTS) 是一套描述產品追溯過程的流程標準，不受企業選用的支援技術影響。這套標準為所有持分者、團體、行業及國家立下最低的追溯要求，並列出可與資訊管理工具一併使用的相應GS1標準。GTS 旨在建立一套基本框架，讓任何大小企業、團體、行業及國家均可以此為基礎，制訂更仔細的追溯系統實施指引或額外要求。

GTS的角色不可或缺，它有助建立可以相融及可擴展的追溯系統、追溯評估、審查工具，不但適用於個別行業或國家的特定追溯系統實施指引，而且亦能為特定行業、國家或業務需要而制定的額外追溯要求。

以下章節將會展現企業如何透過活用香港的GS1標準、解決方案、服務及計劃，即「縱橫網™」、「全球數據標準」及「優質食品源頭追蹤計劃」，以達致全面的追溯力。

縱橫網™ – 是個點對點的雲端追溯平台，可以完全清晰地呈現整條供應鏈的資訊，讓企業可以識別、擷取及分享特定產品的實時資訊及流向，由來源地至目的地的相關資訊都一應俱全。

全球數據標準(GDS) – 是一套專屬商貿的共同語言，有助識別、擷取及分享供應鏈數據，確保重要資訊準確無誤，而且便於存取及易於理解。亞太經合組織的部長廣泛認同全球數據標準的功用，認為它能提升供應鏈連接表現。更令人樂見喜聞的是，一眾部長更指示官員以各種舉措進一步推動GDS，包括實施先導計劃、進行調查及建立一套以政策為基礎的原則或建議方案，這有助促進全球數據標準框架之間的兼容性，令GDS於未來能在亞太經合組織有長足的發展。

優質食品源頭追蹤計劃 – 由專業審計人員以全球追溯標準 (GTS)為基礎，進行結構性審計，評估本地食品品牌的食品追溯方案及系統，識別當中的優勝及不足之處，有助品牌再作進一步改善。

APEC GDS Pilots 2016 - 17

亞太經合組織全球數據標準先導計劃 2016-17

Strengthen Supply Chain Connectivity through GDS
靈活使用全球數據標準 加強供應鏈連繫

“

We recognise that the ongoing work programme to minimise differences in standards and conformance. We look forward to further progress in the development and promotion of standards and conformance to facilitate trade and support the digital economy, including those in ICT and emerging technologies.

APEC Ministers Statement on Trade Facilitation - 20 May 2017

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Project Overview

Following the successful implementation of Global Data Standards (GDS) in two trade routes in 2015, a new round of pilot projects - 2016 GDS Pilots was set to further examine how the application of GDS can improve the visibility and efficiency of the supply chain.

Project Scope

The 2016 GDS Pilots were conducted to explore the benefits and costs of applying GDS at the product level, specifically:

1. Fresh asparagus from Peru to the US
2. Fresh and frozen durian from Malaysia to China and Hong Kong, China
3. Tequila from Mexico to the US

Solution

Three tasks were carried out to identify the impact of GDS on each supply chain, which included:

- To conduct baseline surveys to identify the existing extent of supply chain visibility stakeholders have
- To determine key performance indicators (KPIs) associated with each measure of efficiency, visibility/traceability, risk management/integrity, responsiveness, collaboration, and innovation
- To identify and evaluate the impact of GDS on each supply chain based on the submitted reports from GS1 offices

The three pilot projects utilised GDS at several levels including Serial Global Trade Item Number (SGTIN) to each single product item, Serial Shipping Container Code (SSCC) at the carton level, Global Shipment Identification Number (GSIN) carrying the information on the entire shipment, Global Location Number (GLN), etc.



Benefits

The 2016 GDS Pilots showed how GDS can improve supply chain visibility on three different trade routes and their respective tangible benefits are as follows:

- 1 • Better tracking and sharing of relevant information to public and private stakeholders**
 - Asparagus pilot: benefit of **USD 16,500** yearly as a result of less time and resources used by exporter for searching and consolidating information from shipping processes and temperature measurement
 - Decrease in costs for all parties involved
- 2 • Less time required for regulatory compliance due to faster and more accurate capturing of products information**
 - Asparagus pilot: reduction in truck reception time by **20%** and assembly time for air dispatch by **50%**.
 - Tequila pilot: adoption of RFID had increased efficiency in reading speed of products contained in a pallet and reduced operating time by **30%**
- 3 • Prevented detention of products and improved exceptions management**
 - Time spent at customs clearance due to incomplete documentation resulting in detention. Overall, less time and effort were needed on checking product related information
- 4 • Improved in supply chain integrity**
 - Every scanned barcode including SGTIN were captured onto the EPCIS platform, providing specific information on every scanned item. The chance of fraud and counterfeit can possibly be lowered .



計劃概覽

2015年，全球數據標準(GDS)先導計劃成功於兩條貿易路線開展。而新一輪2016 GDS先導計劃將繼往開來，順勢而為，進一步觀察GDS如何提升供應鏈的透明度及效率。

計劃範圍

2016 GDS先導計劃旨在探索從產品層面上應用GDS所帶來的效益，分別為：

1. 從秘魯出口到美國的新鮮蘆筍
2. 從馬來西亞出口到香港和中國之新鮮和冷凍的榴槤
3. 從墨西哥出口到美國的龍舌蘭酒

解決方案

計劃開展了三項工作，以審視GDS於每個供應鏈的成效，工作包括：

- 進行基線調查，研究現存供應鏈的透明度及各持份者的了解程度
- 採用表現指標 (KPIs)，監察每個步驟的效率、透明度/可追溯性、危機管理/完整性、反應、協調情況及創新程度
- 根據GS1各辦事處所提交的報告，辨識及評估GDS於每個供應鏈的成效

三個先導計劃均於不同層面上採用GDS，當中：全球貿易貨品編碼序號 (SGTIN) 應用於單件貨品辨識；貨運容器序號 (SSCC) 應用於卡板辨識；全球貨運識別碼 (GSIN) 提供整個付運狀況的資料；還有全球位置編碼 (GLN) 等均有助促進貿易便利化。



“

我們認同此持續性的工作項目有效將不同的標準和合規性差異程度減至最低，並期待在制定和推廣標準及合規性方面能夠取得進一步進展，促進貿易和支持電子經濟，包括資訊及通訊科技和新興技術。

亞太經合組織部長對貿易便利聲明 - 2017年5月20日

”

效益

2016 GDS先導計劃提升了三條貿易路線的供應鏈效率，而它們各自的實際成效為：

- 1 • **更有效追蹤相關資料，提升資料分享予公眾及個人持份者的成效**
 - 蘆筍先導計劃：每年節省**16,500美元**，主要由於貨運流程至溫度控制，出口商得以減省當中搜尋和整合資料的時間及資源
 - 節省所有參與者的成本
- 2 • **更快更準確地擷取產品資訊，縮短遵從法規所花的時間**
 - 蘆筍先導計劃：減少**20%**貨車輪候時間，爭分奪秒，讓空運時間得以增加**50%**之多
 - 龍舌蘭酒先導計劃：採用RFID能增加效率，有助更快讀取卡板內的產品資料，同時亦減少**30%**的運作時間
- 3 • **防範產品滯留及改善例外管理**
 - 提供文件不足，會引致海關報關程序變得冗長，令產品因而滯留。不過，整個先導計劃實行以後，審查產品資料即變得更快捷，當中的工作量亦得以省卻不少
- 4 • **推動產品完整性**
 - EPCIS平台會記錄所有經掃描的條碼—包括SGTIN，並提供經掃描產品的特定資訊。由於驗證產品資料變得越加容易，假貨和冒牌貨就更難以威脅正品商家

Quality Food Traceability Scheme 2017 Winners' Voices

優質食品源頭追蹤計劃2017得獎企業心得分享



To encourage enterprises to optimise 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.

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，旨在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。



Diamond Enterprise Winners 鑽石企業獎得主



Hop Hing Oil Factory Limited
合興食油(香港)有限公司

“ Hop Hing Group has an internal food traceability system. GS1 has provided us with professional assessment criteria which help us review on food track-and-trace. Through the adoption of global food traceability standards, we are able to smoothen the whole process, improve our management ability, increase visibility of internal resources and enhance our confidence in food monitoring. We have demonstrated our ability in product track-and-trace ability and enhanced consumer confidence.

合興以往都有一套內部的食品追蹤系統。GS1為我們提供專業的審核，幫助我們在食品追蹤追溯的範疇上作出檢討，通過採用國際食品追溯標準，優化整個流程，加強我們的管理能力，增加內部資源透明化，令我們對食品的監控更添信心。計劃成功助我們展示產品追蹤追溯的能力，令消費者更有信心。 ”

Ms. Tammy Lam, Chief Operating Officer
首席營運總監 林鳳明女士



Maxim's Caterers Limited
美心食品有限公司

“ Joining this Scheme really helps the entire industry to improve and ensure food safety. Educating our frontline staff and internal stakeholders in terms of food safety management is crucial. I certainly recommend the Scheme as GS1 has provided us with a lot of insights on food track-and-trace. The Scheme has helped us to improve our food traceability system and contributes to food safety in Hong Kong.

加入這項計劃，有助整個行業一同進步，並確保食物安全。教育我們的前線員工和內部持分者在食品安全管理方面至關重要。我們樂意推薦這個計劃，因為GS1為我們提供了很多關於如何改善食品追蹤追溯的見解。該計劃亦助我們提升食物追溯系統，並為香港的食物安全作出貢獻。 ”

Mr. Norbert Tan, General Manager, Supply Chain & Quality Assurance
供應鏈管理及品質監控總經理 曾廣堅先生



Swire Coca-Cola HK Limited
太古可口可樂香港有限公司

“ Participating in the Scheme enables us to comprehensively review our food traceability management system and ensures the system continues to maintain excellent performance. The Scheme enables us to locate the areas of continuous improvements and ensures we can comply with international standards so as to enhance consumer confidence. I am sure industry fellow will be interested in the Scheme and can benefit from it.

參加GS1的優質食品源頭追蹤計劃，正好讓我們可以全面審視公司的食品追溯管理系統，確保系統有持續卓越的表現。計劃亦能夠有效幫助我們找到一些可以持續改進的空間，確保我們可以符合國際標準，以及提升顧客對我們的信心。我相信其他同業亦會對此感到興趣，而且能夠從中獲益。 ”

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



Tsit Wing Coffee Co. Limited
捷榮咖啡有限公司

“ GS1 is an international organisation and is very important to food tracking and quality. This matches with Tsit Wing's pursuit on quality food. Through this opportunity, we can learn about tracking from farm to fork, which enables us to provide the products of best quality to our clients. The Scheme allows us to understand the requirements on food traceability around the globe so as to apply them in our production.

GS1是一個國際的組織，對於食品的追蹤和品質至關重要，正好和捷榮集團追求具優質食品要求一樣，所以藉著這機會，我們可以學習到由農場至餐桌的追蹤情況，讓我們能夠提供最優質的產品給客戶。是次計劃讓我們明白世界各地的食品追溯要求，並將之應用於我們的生產上。 ”

Mr. Wesley Chan, Risk Management & Operation Control Director
風險管理及營運管控總監 陳彼信先生



Vitasoy International
Holdings Limited
維他奶國際集團有限公司

“ We aim to step up on our work on food supply chain through an international food traceability system standard to enhance our competitiveness and to increase consumer confidence on our product. The Scheme encourages food manufacturers to strengthen the food traceability system so as to provide more quality and safer food to consumers. It also raises our staff's awareness in this aspect. The Scheme is greatly beneficial to participating companies, and therefore I highly recommend it.

我們是希望透過一個國際性食品追溯系統標準，進一步提升食品供應鏈表現，從而增強競爭力，亦希望消費者對我們的產品有更大信心。這計劃鼓勵食品生產商強化食品追溯系統，從而為消費者提供更優質、更安全的食品。而對企業而言，亦提升了員工這方面的意識，對參與企業有很大幫助，十分值得推薦。 ”

Ms. Dorcas Lau, Chief Executive Officer Hong Kong
行政總裁 香港 劉盛雪女士



QUALITY
FOOD
Traceability
Scheme
Gold 2017



Gold Enterprise Winners 金企業獎得主



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

“ As a leading retailer in Hong Kong, consumer needs and safety is always the top priority of our business. Joining the Scheme allows us to strengthen the food management system based on global standards. This can help to enhance consumer's confidence on our brand as we are always able to trace the source of the product.

作為香港主要的零售商，消費者的需求和安全始終是我們的優先考慮。參加計劃可以加強基於全球標準的食品管理體系，有助於提升消費者對我們品牌的信心，因為我們能夠追蹤產品的來源。 ”

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

CAFE DECO GROUP



Cafe Deco Group
峰景餐廳集團

“ Our company is committed to providing food products with consistently high quality, not only fresh and nutritious, but also traceable and reliable. Participating in the Scheme and being assessed by global traceability standard proves to our customers that the quality and safety of our food and beverages is guaranteed, as it can be tracked and traced from farm to fork. It is encouraging to be one of the gold enterprises winners again and we will continue to demonstrate our commitment in securing food safety.

我們致力提供一貫高品質、新鮮、有營養、而且追溯可靠的食品。參與計劃並通過全球可追溯性標準進行評估，向顧客證明我們食品和飲料的質量和安全均得到保證，因為它可以從農場到餐桌追蹤。再次成為金獎企業得主使我們十分鼓舞，繼續推動我們致力履行確保食品安全的承諾。 ”

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



Café De Coral Group Limited
大家樂集團有限公司

“ As the undisputed market leader in Hong Kong's fast-food and catering industries, we have always prided ourselves on our uncompromising standards when it comes to product quality and safety. Through the Scheme assessment, we can continue to advance our food traceability system with international standards in order to provide trustable and reliable cuisines to our customers.

作為香港快餐及飲食行業的市場領導者，在產品質量和安全方面，我們一向以永不妥協的標準為榮。通過計劃評估，我們可以繼續推進符合國際標準的食品追溯體系，為顧客提供可信和可靠的食品。 ”

Mr. Ivan Ng, General Manager, Supply Chain
總經理 供應鏈 吳子超先生



DCH FOODS Deluxe
大昌食品

“ Although we have obtained ISO and HACCP recognition, joining the Scheme can motivate our whole team to strive for even better performance and help our company food safety reach international standard. The Scheme also strengthens our pursuit on food safety and enhances our confidence. Frozen food product is our core product category. During the process, we need to strictly control factors like the temperature and humidity. Food traceability enhancement ensures consumers consume our products with confidence.

雖然我們已經取得ISO和HACCP認可，但透過參加計劃令整個團隊追求更加卓越的表現，而且助公司食品安全達至國際標準。計劃加強了我們一直以來對食品安全的追求，鞏固我們的信心。急凍食品是我們的核心品類，在加工過程，需要嚴格控制溫度和濕度等。提升食品追溯，就可以令市民進食時更加安心。 ”

Ms. Margaret B.F. Lau, General Manager
總經理 劉碧鳳女士



大昌行物流
DCH LOGISTICS

DCH Logistics Co. Limited
大昌行物流有限公司

“ We hope to cooperate with an organisation that is recognised so as to assess on our current handling and monitoring capacity on food safety. Logistics service is closely linked. Doing well in logistics tracking enables us to enhance the visibility of the entire supply chain and also improve food monitoring. We hope that the scale of this Scheme can continue to grow as this will be greatly beneficial to enhancing the entire logistics tracking system.

我們希望透過與具認可性的組織合作，評核我們現時在食品處理和監管的能力。物流服務可謂一環扣一環，而做好物流追蹤，就能夠提高整個供應鏈的透明度，並加強食品監控。我們希望這計劃的規模能夠愈來愈大，對完善整個物流追蹤系統定必有很大幫助。 ”

Mr. Johnson Kwong, Head of Logistics
物流總監 鄭志聖先生



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

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

“ What the Scheme promotes is very similar to our company's philosophy. It is very important to supply the best products to the market and swiftly recall products when problems arise. Participating in the Scheme allows our staff to attend GS1's trainings, which enables them to have heightening awareness on the concept of food traceability. Ultimately, this helps to protect consumer right and boost consumer trust.

優質食品源頭追蹤計劃和我們的企業理念非常相近。將最好的產品供應給市場是很重要的，在有問題時亦要盡快回收產品。參與計劃讓我們的員工參加GS1的培訓，令他們對食品追溯這概念的認識都顯著提升，並更加明瞭其重要性。最終，這有助於保護消費者的權益，並提升消費者的信心。 ”

Mr. Philip Ho, Deputy Managing Director
副董事總經理 何文錦先生



Lorence & Company Limited
義生洋行有限公司

“ We hope to obtain an additional recognition and to enhance our professional standard. GS1 has given us a lot of help and advice which helps us to enhance many processes. The Scheme has notably increased our product quality and the confidence on different aspects. I certainly recommend this Scheme to our counterparts and we hope that our food management quality in different aspects can be greatly enhanced.

參與這計劃，我們希望獲得一個額外的認證，亦希望提升專業水平，GS1提供許多協助和建議，令我們不少流程都得以改善。是次計劃大幅提升我們的產品質素以及對各方面的信心，我們會將計劃推薦給其他行家。希望更多同業參加這計劃，令業內的食物管理質素進一步提升。 ”

Mr. Steven Chan, General Manager
總經理 陳毅正先生



New Hung On Vegetables
Trading Co. Limited
新鴻安蔬菜貿易有限公司

“ Our corporate motto is to supply quality, fresh and safe vegetables to Hong Kong clients everyday. The Scheme has helped our company improve the food traceability standard and ensured that we can meet the ISO22000 food safety system standards. Participating in this Scheme, we can enhance our brand image as the competitive is quite intense among Hong Kong vegetables suppliers. We hope to consolidate our brand and this Scheme certainly helped us a lot.

我們的企業理念，就是每一天為香港客戶提供優質、新鮮和安全的蔬菜。這個計劃有助我們提升食品源頭追溯標準，亦確保我們能夠達到ISO22000食品安全系統的標準。參與這個計劃亦能夠提升公司品牌形象，因為蔬菜供應的競爭在香港頗為激烈。我們想鞏固品牌，而這計劃對我們幫助很大。 ”

Ms. Yolanda Chow, Director, Quality Management & Business Development
品質管理及業務發展總監 周婉雯女士



Gold Enterprises Winners 金企業獎得主



Sims Trading Co. Limited
慎昌有限公司

“ We are honored to participate in the Scheme for 3 consecutive years and win the Gold award. The Scheme can encourage the industry to pledge for the food safety more effectively and systematically, and bring greater confidence to our clients. This Scheme can drive the industry forward and optimise the company's business. I believe that the Scheme can contribute to sustainable development to the food industry and enables consumers to have more confidence on food safety.

我們很榮幸可以連續三年參加計劃，並且獲得金獎。這個計劃可以推動及鼓勵業界更加有效和有系統地作出安全保證，為我們的客戶帶來更大的信心。這個計劃可以推動業界向前，優化公司業務。我相信這計劃可以為食品業帶來持續發展，令消費者對食品安全有更大信心。 ”

Ms. Betty Leung, Chief Executive
總裁 梁佩貞女士



Sun Fat Heung Food
Products Limited
新佛香食品有限公司

“ Our brand focuses on soya products for the consumer market, that is why we think food safety is very important. We implemented the ERP system this year to make tracing the root more systematic. The Scheme not only helps us to implement the system operation thoroughly but also helps to reduce cost and enables us to gain recognition after winning the award. We therefore will recommend it to food manufacturers, suppliers and clients.

我們品牌多年來都專注為消費市場提供豆品類產品，因此我們尤其著重食品安全。我們今年落實ERP系統，藉此令源頭追溯更有系統。計劃除了有效幫我們貫徹系統的運作，更加可以減低成本，在獲獎後亦令我們獲得認同，所以我們會將此計劃推介給食品商、供應商和客戶。 ”

Mr. Jeff Law, Chief Executive
行政總裁 羅孟慶先生



The Kowloon Dairy Limited
九龍維記牛奶有限公司

“ We highly value food safety and understand its importance. The Scheme enables us to reflect upon our food track-and-trace aspect and helps us to continuously improve our tracking system, which increases our team's confidence on food safety. We are very satisfied with the Scheme and will continue to support it. We also hope more companies will join us to further enhance consumer confidence on local food industry.

我們十分重視食品安全，亦深深體會到其重要性。計劃正好讓我們在食品追蹤追溯方面進行檢討，亦幫助我們不斷優化追蹤系統，令到整個團隊對食品安全更加充滿信心。我們十分滿意這個計劃，亦會繼續支持計劃，我們亦希望更多公司加入，進一步提升消費者對本地食品行業的信心。 ”

Mr. Roy Cheung, Factory Manager
廠長 張志華先生



Wyeth (Hong Kong) Holding
Company Limited
惠氏（香港）控股有限公司

“ We have participated in the Scheme for three years. The industry needs a professional and transparent platform to assess food safety and traceability, hence to increase consumer confidence in food safety. And this Scheme is built on a professional judging standard. We continue to strive for improvement and often examine and improve our internal system, as well as optimising product monitoring and traceability. Being recognised by the Scheme shows our effort gained public recognition and it also enhances consumer confidence on our products.

我們已經第三年參與計劃。業界需要一個專業、具透明度的平台去評估食品安全及追蹤，以加強廣大市民對食品安全的信心，而此計劃正正建立了一個專業的評審制度。我們一向都力求進步，對內部系統作出檢討及改進，優化產品監控及追蹤。獲獎除了證明我們的努力獲得外界肯定，亦加強消費者對我們產品的信心。 ”

Ms. May Chung, Business Executive Officer
總經理 鍾美玲女士

QUALITY
FOOD
Traceability
Scheme
Silver 2017



Aquaculture Technologies
Asia Limited
亞洲水產養殖科技有限公司

Silver Enterprise Winners 銀企業獎得主

“ To ensure the supply of quality and safe fish, the most important thing is to know exactly what the supply of fish is, such as the source, what it has eaten, when it is shipped to Hong Kong and whether it has been under pressure. The more information you know and the more detailed they are enables you to better track the food. The Scheme enables us to further enhance our ability to trace fish. This not only helps us to improve continuously, but also enhances customer confidence. 要確保能夠供應優質、安全的魚類，最重要是清楚知道所供應的魚類詳細情況，如來源地、牠曾進食什麼、何時運到香港和有否曾經受壓等。掌握的資訊愈多、愈詳細，就能夠更好地進行食品追蹤。是次計劃能夠進一步提升我們追溯魚類的能力，不但助我們持續作出改善，更提升了顧客的信心。 ”

Mr. Mark Kwok, Director
董事 郭志一先生



Fai Shing Grocery & Frozen
Meat Limited
輝盛雜貨凍肉有限公司

“ We hope we can optimise our traceability system and improve visibility through GS1 Quality Food Traceability Scheme, hence to increase consumer confidence in our brand. Through the Scheme, we have to clearly record every detail, including country of origin, processing, packaging and delivery, so to improve and optimise the production process continuously. We believe food safety is not only the first priority of our company, but also a common goal in the industry. ”

我們希望可以藉GS1的計劃，將公司原有的追溯系統更優化及提高透明度，從而令消費者對公司品牌更有信心。通過這個計劃，我們必須將每一個細節記錄清楚，例如產地、加工、包裝、配送等，從而令到公司生產過程不斷改進及優化。我們相信食品安全不單是公司的首要目標，更是業界的共同目標。 ”

Mr. Teddy Choi, Chief Executive Officer
總裁 蔡俊民先生



HeHa Digital Health Limited
爽樂健康科技有限公司

“ We highly regard the quality monitoring of our products. Every step is extremely important, from Chinese herbal medicine raw materials, to production, processing and transportation. The audit of the Scheme takes reference to a number of international food safety standards, and this precisely matches with our long-term development. The entire source tracking is very important to food safety. Being the first pet food company to be recognised by the Scheme is a very reliable guarantee for our customers. ”

我們十分注重產品的品質監控。由中草藥原料、到生產、加工和運輸，每一個步驟都非常重要。這計劃參考多個國際食品安全標準進行審核，正正符合我們企業的長遠發展。源頭追蹤對於食品安全至關重要，而作為首間獲得計劃認可的寵物食品公司，對我們的顧客是非常可靠的信心保證。 ”

Mr. Raymond Li, Co-Founder & COO
創辦人及首席營運官 李兆安先生



Rich Harvest Agricultural
Produce Limited
豐泰農產品有限公司

“ This Scheme enables us to set food safety as our corporate culture, which means all our staff understands that the Scheme enables us to provide more visible and safe information to customers. The Scheme has made our internal operation more efficient and has enhanced consumer confidence on our products externally. We will recommend this Scheme to other counterparts so they will value food safety more, which can protect and benefit our citizens. ”

這計劃讓將食品安全變成我們的企業文化，即公司上下的員工都明白這計劃可以提供更加透明和安全的資訊給客人。計劃使我們內部營運更有效率。對外而言，可以令客人對我們的產品增強信心，我們會將這個計劃推薦給其他行家。希望他們更加重視食品安全，令市民得以受保障並從中得益。 ”

Mr. Kenneth Chan, CEO
總裁 陳峰先生

WeMedia Shopping Network Technology Co. Limited 微自媒科技有限公司



Product Information Visibility – The Key to Every
Business Opportunity
資訊透明 盡享商機

“

As an e-commerce platform, maintaining consumer confidence is of utmost important. ezTRACK™ not only enhances the visibility of the entire supply chain and becomes an important part of the supply chain through enabling consumers to obtain logistics from supplier to last mile data through mobile app , but also enhances their confidence on our product.

Ms. Kara Cheung, Chief Supply Chain Officer/ Consultant, Wemeshops

”

About the company

WeMedia is an innovative company committed to providing a new online shopping experience to consumers. Their dynamic and experienced team believes that the best shopping experience comes from genuine sharing and sincere recommendation. WeMedia also set up WEMESHOPS, an online shopping platform.

Challenge/ Background

WeMedia business is mainly on the imports and resell of overseas products to China. Given the rampant counterfeiting problem in China, WeMedia is most concerned with the quality of the products they sell, and are committed to uphold the corporate motto of supplying 100% authentic products. However, how can they assure their consumers of their commitment? The best way is to prove product authenticity in a consumer-friendly way.

Mainland consumers are known for having the habit of ‘scanning’ an item whenever they make a purchase as they are usually curious about every little detail of the product, including the place of origin, producer, product components etc. That is also to make sure of the product authenticity.

WeMedia would like to provide instant accessibility of the product details to their consumers, to boost consumer trust and loyalty and uphold their corporate motto.

Solutions

Upon the advice of GS1 HK, WeMedia adopted ezTRACK™ – a highly reliable solution that can effectively track and trace the flow of goods along the entire supply chain through a robust Electronic Product

Code (EPC) standard-based platform. The solution enables them to gather and retrieve real-time product information and monitor the movement of goods anytime and anywhere, along the entire production process.

The adoption of ezTRACK™ also enables consumers to instantly obtain product details and logistics information of the product. After consumers scan the QR code on the product package, they will be automatically directed to the consumer interface of ezTRACK™, where they can find the logistics tracking information by shipment level. Even for the same product, the QR code of every batch and shipment is unique.



Benefits

ezTRACK™ benefits both the brand and the consumers by providing real-time information visibility information along the entire supply chain. WeMedia can now:

- 1 • Address global customers’ increasing demand to have critical product information at their fingertips
- 2 • Establish a reliable global supply chain to ensure production and distribution of quality products and services
- 3 • Enhance customers’ satisfaction by responding to their needs and purchase habit
- 4 • Boost consumer trust by proving product authenticity and combating counterfeit



公司簡介

微自媒(WeMedia)是一間創新科技公司，致力為顧客提供嶄新的網上購物體驗。公司擁有一支朝氣蓬勃及富有經驗的卓越團隊，他們相信最佳的購物體驗來自真實可靠的資訊。另外，WeMedia亦成立了一個網上購物平台 — WEMESHOPS (懂事兒)。

挑戰/背景

WeMedia的業務主要為從海外進口產品，並轉銷中國。由於中國假貨情況猖獗，WeMedia尤其重視公司產品質素，恪守企業理念，務求為顧客提供100% 真貨。那麼，他們是如何履行對顧客的承諾呢？最佳方法必然是讓顧客可以驗證產品的真偽了。

內地顧客一般都頗為關心產品的每個細節，包括：原產地、生產商、產品組件等，每當要付款購物時，他們都總會先掃描產品，以驗證產品的真偽，保障自己。

WeMedia希望顧客可以迅速取得產品的詳細資料，因為這除了能增加顧客的信任外，同時亦能彰顯其企業理念。

解決方案

獲取香港貨品條碼協會的意見後，WeMedia隨即採用了一項高度可靠的方案—縱橫網™。縱橫網™透過以EPC標準為本的平台，於整條供應鏈上有效追蹤和追溯貨品和產品資料。此項方案有助WeMedia監控整個生產過程，隨時隨地即可擷取產品的實時資訊及監察產品的流向。

此外，顧客亦可從縱橫網™即時獲取產品的詳情及物流資料。掃描產品包裝上的QR碼後，顧客將自動獲轉換至縱橫網™的客戶界面，並於此追蹤貨品付運時的物流資訊。即使是同一款貨品，每一批貨品於付運時都載有獨一無二的 QR碼。

“

作為電商平台，維護客戶信心至關重要，縱橫網™不但提升了整條供應鏈的透明度，成為整個供應鏈的重要一環讓消費者能夠透過手機程式讀取由供應商至最後一公里之間的物流數據，亦提升了他們對我們產品的信心。

懂事兒 首席供應官/顧問 張敏怡女士

”



ELIZAVECCA 小黑豬碳酸氣泡面膜
088971369427 [W5N2D170500002 ©-1]



比利山羊奶蜂蜜手工皂100g
09339932000293 [W5N2D170500001-41-1]

效益

縱橫網™提供整條生產線的實時資訊，同時惠及品牌和顧客。WeMedia現時可以：

1. 配合全球客戶日益增加的需求，讓讀取關鍵產品資料變得輕而易舉
2. 建立可靠的全球供應鏈，確保能生產和配送優質的產品和服務
3. 迎合顧客的需要及購買習慣，提升其滿意度
4. 提供產品認證，防範假貨，以增加顧客的信心



Boost Consumer Trust 增強消費者信心

Economic Impacts of Counterfeiting and Piracy report indicates that the global economic value of counterfeiting and piracy could reach US\$2.3 trillion by 2022.

83% of customers who trust a brand will recommend the brand to others and **82%** will continue to use that brand frequently, according to a Concerto Marketing Group and Research Now survey 2015.

Consumers expect safe, genuine products and trusted product information. Trust disappears when a consumer is duped into purchasing an inauthentic, inferior, or even worse, unsafe product. As the saying goes, “trust is hard won and easily lost”.

The rampant product counterfeiting impacts consumer perception, depletes goodwill, undermines loyalty, all of which jeopardise future sales. Trust is foundational to protecting brands and capturing future sales.

In today’s retail marketplace where consumers can buy a product through a host of different channels, it’s more important than ever for brands to protect product authenticity by implementing proactive anti-counterfeit strategies.

GS1 standards help reduce proliferation of counterfeit goods by identifying and tracking products, making it easy for your consumers to verify product authenticity. The following case studies detail how GS1 Hong Kong helped businesses to boost consumer trust by providing an array of solutions, including SmartQR, REAL Barcode and Hong Kong Trusted Product Programme.

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 GS1 Hong Kong 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.

REAL Barcode – An integrated barcode that combines a mark of multiple layers of tamper resistant security featured 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 to authenticate a product before purchase.

HK Trusted Product Programme – A programme to enhance consumer confidence towards purchasing registered products online and in physical stores by identifying the “HK Trusted Product” logo, consumers can easily identify trusted brands or merchants. All trusted product information source is provided by brand owners or authorised distributors, thus is highly reliable. Consumers can scan the GS1 barcode to obtain detailed product information conveniently.



根據《假冒和盜版對經濟影響報告》，預計到2022年，假冒和盜版商品對全球經濟價值的損失將達至2.3萬億美元。

另外，市場調查公司Concerto Marketing Group及Research Now於2015年進行了一項問卷調查，結果顯示當信賴某個品牌後，**83%**的消費者會推薦該品牌予他人，而**82%**的消費者會繼續頻繁使用該品牌產品。

作為消費者，他們當然期望得到安全可靠及貨真價實的產品，同時亦希望獲取備受認證的產品資訊。俗語有云：「千里之堤，潰於蟻穴」，要取得信任極為困難，但要摧毀一切就相當容易。一旦消費者遭受欺騙，誤買假冒、質素參差，甚至是劣質、不安全的產品，他們對品牌的信賴就會於彈指間化為烏有。

可惜的是，假冒和盜版商品仍然於市面上大行其道，情況猖獗，影響消費者的觀感、損害商譽及破壞忠誠度，凡此種種均有損品牌的銷量。換言之，得到消費者的信任就成為關鍵因素，因為這有助保障品牌及確保產品的銷量。

於今時今日的零售市場，消費者可以透過不同的渠道購買產品。品牌要比以往擔當更重要的角色，積極推行各種打擊盜版的方案。

GS1標準可用於識別及追蹤產品，讓您的顧客能輕易認證產品的真偽，同時助您抑制盜版蔓延的風氣。為幫助企業增加消費者信心，香港貨品編碼協會提供了一系列的解決方案，包括：「智慧QR碼」、「真的碼」及「香港信心產品計劃」。下文將會以各個成功個案作詳細說明，印證當中的成效。

「智慧QR碼」 – 一項同時提供品牌保障及客戶忠誠度雙重優勢的解決方案。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。方案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。

「真的碼」 – 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。透過利用本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。

「香港信心產品計劃」 – 計劃旨在提高消費者購買本地註冊品牌的意欲，消費者可憑在網上及實體店購物時辨認「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。「香港信心產品」資料均由獲註冊及授權的品牌持有人或批發商所提供，因而十分可靠。同時消費者亦可透過掃描GS1條碼，立即取得詳細的產品資訊。

Chun Au Knitting Factory Limited 震歐線衫廠有限公司



HongKongers' Trusted Underwear Brand
Sending you Warmth Online
香港人的信心內衣品牌 為您網上送暖

“

Upholding the brand motto of “bringing hugs to everyone”, Chicks aspires to be a caring underwear brand. We treat our consumers as part of the family and strive to provide the best quality and comfort to them. GS1 HK’s Hong Kong Trusted Product Programme matches with our brand philosophy, and can enhance consumer confidence on our product and service quality.

Ms. Alicia Tam, Business Development Manager

”

About the company

Chun Au Knitting Factory Limited launched 'Chicks' in 1953, and it quickly became a huge family favourite over the following decades. As an iconic innerwear brand, Chicks is known for its enduring quality, comfortable garment and timeless style which help people to stay cool in summer and warm in winter. The brand has always lived up to a simple promise - to bring comfort, warmth and happiness to customers and their family and to foster the relationship between people through Chicks products.

Challenges

Although Chicks is already a well-known brand among Hongkongers, it is necessary to establish digital presence to keep abreast of consumers' changing behavior. As such, Chicks officially launched its online shop in 2016. Easy to start off – website is undoubtedly a first priority in setting foot on e-commerce market. But what should be the next step?

Chicks would like to further broaden its e-commerce footprints in a short time. They discovered a very choice that suits their brand story and practical needs - Hong Kong Trusted Product programme.

Solutions

The programme aims to enhance consumer confidence towards shopping in Hong Kong or purchasing local registered products. Aligned with Chick's trustworthy brand image, the company joined the Programme and listed 38 products on ShopThruPost, an internet shopping mall of Hong Kong Post, which instantly expanded Chicks online sales channels.

While loyal Chicks' customers can purchase their favorite brand online with just a click and enjoy the reliable delivery services offered by Hongkong Post, new customers can study the detailed, credible garment quality information before making any

purchase. Listing Chicks' products under the “Hong Kong Trusted Product” category not only means the merchant identity is verified by GS1 Hong Kong, but all product information is reliable because they are provided by brand owners or authorised distributors.

Upon delivery of the products, consumers can scan the barcode to verify the product authenticity again. This offers 'double trust' to the consumers, who can enjoy their shopping at home.



Benefits

The “Hong Kong Trusted Product” programme not only provided a shortcut for a traditional brand like Chicks to quickly build up digital presence and enhance consumer trust, but also:

- 1 • Expanded their e-commerce channels to capture the new generation of consumers via a trusted platform
- 2 • Rejuvenated the company image



雞仔嘜
CHICKS



公司簡介

震歐線衫廠有限公司的1953年創立「雞仔嘜」，品牌於過去數十載聞名遐邇，廣受家庭愛戴。身為一個知名的內衣品牌，「雞仔嘜」一直堅持推出品質優良、物料舒適、設計新穎的衣物，陪伴顧客共同渡過每個寒冬炎夏。一路以來，品牌本着一個簡單的信念，就是希望以「雞仔嘜」向顧客傳遞一份溫馨暖意，同時透過產品促進人與人之間的關係，凝聚家庭力量。

挑戰

「雞仔嘜」在香港已是一個家喻戶曉的知名品牌，但仍積極求變。品牌明白要緊貼市場潮流，進行網上營銷才能滿足現時消費者的需要。故此，雞仔嘜於2016年正式創立了其網店。要於電子商貿交易平台嶄露頭角，奠下穩健的基礎，發展網站無疑是理想的首選，但下一步該怎樣呢？

他們希望於短時間內進一步拓展電子商貿業務。經過精挑細選後，他們發現「香港信心產品」計劃最切合其品牌故事及實際需要。

解決方案

「香港信心產品」計劃旨在加強消費者在港購物的信心或提高其購買本地註冊品牌的意欲。由於計劃與雞仔嘜擁有相同的方針，兩者皆注重品牌的信譽，故他們隨即參與計劃，在香港郵政「樂滿郵」網上購物坊出售38樣產品，迅速擴展雞仔嘜的網上銷售渠道。

透過計劃，雞仔嘜的產品獲納入「香港信心產品」類別。這不僅表示香港貨品編碼協會認證其商家身份，亦意味所有產品資訊來源值得信賴，當中的產品資料均由品牌持有人或獲授權的分銷商所提供。現時，雞仔嘜的忠實顧客只要於網站「點擊」一下，就可以輕鬆選購喜愛品牌的產品，並能使用香港郵政提供的可靠送遞服務。而新顧客則可以於購買前一覽詳盡可信的資料，了解產品質素，再作決定。

於產品送達後，顧客更可掃描條碼，再次核實產品的真偽。這為顧客帶來雙重保證，讓他們可以安心享受購物的樂趣。



堅持「最好的。給家人」的品牌信念，雞仔嘜期望成為一個關愛顧客的內衣品牌。我們把消費者視家人，力求為他們提供最好的質量和舒適度。GS1 HK的香港信心產品計劃符合我們的品牌理念，可以增強消費者對產品和服務質量的信心。

業務拓展經理 譚天韻女士



效益

「香港信心產品計劃」不但為雞仔嘜這傳統品牌迅速帶來網上曝光機會及加強消費者的信心，更可：

1. 拓展其電子商貿交易渠道，藉由獲認證的平台吸引新一代消費者
2. 革新品牌形象

Lee Kum Kee International Holdings Limited 李錦記國際控股有限公司



Century-old Sauce Brand Opening Up Trusted
Online Shopping Realm
百年醬料品牌 開展信心網購新領域

“

Lee Kum Kee is well-known for its quality products, together with its long history and reputation. In addition to the awards and recognition gained by the company, GS1 HK "Hong Kong Trusted Product Programme" serves as strong accreditation for the brand.

Mr. Dodie Hung, Executive Vice President-Corporate Affairs

”

About the company

Founded in 1888, Lee Kum Kee is headquartered in Hong Kong with five production bases in Xinhui, Huangpu, and Hong Kong of China, the United States as well as Malaysia. With its 129 years of glorious history, the Company has manufactured over 200 types of sauces and condiments selling to over 100 countries and regions worldwide.

Challenges

Lee Kum Kee was looking to protect itself from pirated products and build new and effective online sales channels. This adheres to the Company's core value of "Constant Entrepreneurship", striving to look for new opportunities for effective product distribution means and protection for customers. Not only does Lee Kum Kee eye on the burgeoning product distribution in the territories, it is also in pursuance of tapping the growth potential of e-commerce in China.

The Programme also functions as a gateway to China's e-commerce market as the products purchased can be delivered to 1,900 cities worldwide. The shipping is handled by Hongkong Post, which is recognised worldwide for its outstanding and reliable postal service. Upon delivery, consumers can simply scan the GS1 barcode to verify the product authenticity, thus ensuring that the products are authentic and safe.

Solutions

Lee Kum Kee therefore joined GS1 Hong Kong's Hong Kong Trusted Product Programme to safeguard its brand and further develop its e-commerce in Hong Kong. The Hong Kong Trusted Products are listed on ShopThruPost, an online shopping platform run by Hongkong Post. Not only did the programme add value to Lee Kum Kee's credibility and reputation, but also served as an additional online channel to attract consumers through the provision of "double trust" - product information authenticated by GS1 Hong Kong as well as the reliable delivery services provided by Hongkong Post.



Benefits

Through participating in this programme, Lee Kum Kee has enhanced consumer confidence on their products, and has successfully:

- 1 • Increased brand reputation as a local brand with global presence with guaranteed product quality
- 2 • Expanded sales to an additional e-commerce channel that is well-verified and reliable



公司簡介

李錦記於1888年創立，以香港為總部，並於新會、黃埔、香港、美國及馬來西亞設立共五個生產基地。憑著129年的豐富經驗及輝煌成就，集團迄今已研發超過200種醬料及調味料產品，行銷至全球百多個國家及地區。

挑戰

李錦記一直期望能保衛自己免受假貨影響，另一方面正致力另闢蹊徑，建立嶄新及有效的網上銷售渠道。集團秉持一貫永遠創業的精神，積極創新求變，務求覓得有效的產品分銷模式及保障顧客的最佳方法。李錦記不僅着眼本港日益增加的產品分銷情況，亦期望能早著先機，把握中國電子商貿的增長潛力。

解決方案

就此，李錦記參與了「香港信心產品計劃」，希望藉此捍衛品牌信譽及在香港進一步發展電子商貿平台。而「香港信心產品」經過香港郵政網上購物平台「樂滿郵」出售。此計劃不僅能提高李錦記的信譽，亦能視作為一個額外網上渠道，為集團吸引更多顧客，讓他們享受「雙重信心」保證：其一，產品通過香港貨品編碼協會有效的驗證，更被顧客信賴和認同；其二，顧客更可使用香港郵政可靠的派遞服務。

另外，此計劃也是開啟中國電子商貿交易市場的大門，因為產品的行銷網絡遍及世界各地1900個城市之多，同時享有香港郵政出色的派遞服務。產品送達後，顧客只需掃描GS1條碼，核實產品的真偽。此舉能有效確保產品為正貨及安全。



李錦記素以產品質素及悠久歷史而聞名。除獲獎無數，得到坊間認同外，李錦記亦透過參與「香港信心產品計劃」進一步確立品牌實力。

執行副總裁—企業事務 孔君道先生



效益

參與此計劃後，李錦記不但成功加強顧客對其產品的信心，亦得以：

- 1 • 提升具全球影響力的本地品牌信譽，確保產品質素
- 2 • 擴展至備受驗證及可靠的電子商貿渠道進行銷售



Enhance Digital Engagement 提升數碼參與度

Every consumer journey is a blend of online and offline shopping experiences. According to the Outlook for e-Commerce in Hong Kong report, 59% reported intention to do more online purchase and research for brands and products via the Internet. Shoppers use a variety of online sources to research and compare products. But do you know what information is surfacing where? Can shoppers find you, and make sense of the product content they find, no matter how they're searching?

One of the online resources that shoppers favor is social media, which is now hugely popular across generations. According to a study by GlobalWebIndex, the average web users worldwide spend as much as 2 hours a day on social networking sites. Shoppers make use of various platforms to look for desired products and interact with their friends to share their thoughts on different products and brands. Therefore, establishing social media presence is more important than ever to brands if they wish to capture more potential customers.

The upcoming section illustrates cases using GS1 Hong Kong's new omni-channel solutions, Barcode Scan@WeChat and SmartSearch, which address the needs of the modern day consumer behavior.

Barcode Scan@WeChat – By using WeChat scan function to scan barcodes issued by GS1 HK, consumers can instantly obtain product information, share the product with friends and directly purchase on linked-up online shopping platform

SmartSearch – By following GS1 SmartSearch standard and guideline, the solution creates structured data on web and helps to enhance product visibility and product ranking on search engines by generating more relevant search results and providing more detailed and accurate product information to consumers.



對於消費者而言，每次購物旅程都是線上和線下體驗的結合。根據香港電子商貿的前景報告，59%受訪者表示有增加網上購物和在網上搜索有關品牌和產品資料打算。消費者都善用各種各樣的網上渠道搜尋產品資料，並作出比較。但你知道那些資訊從何而來嗎？你如何才可以確保即使消費者使用不同的搜索方法，都能夠在云云方法中搜索到你的產品，並了解他們獲到的產品資料嗎？

現今消費者都偏好用社交媒體這網上資源，社交媒體在不同年齡層都頗受歡迎。根據GlobalWebIndex的調查，全球網上用戶平均每天都花兩小時於社交媒體網站上。消費者喜歡透過不同的社交平台，搜羅自己心儀的產品，並和朋友分享對產品和品牌的想法。因而，想抓緊更多顧客的心，在社交媒體上建立參與度可謂當務之急、重中之重。

接下來的章節將會介紹企業如何巧用香港貨品條碼協會嶄新的全方位渠道方案，條碼「掃一掃」@微信及「智慧搜尋」，以滿足現代消費者的購物模式。

條碼「掃一掃」@微信 – 透過使用微信掃描功能去掃描GS1 HK的條碼，消費者即能獲得產品資料、和朋友圈分享、及連至指定的網上銷售平台

「智慧搜尋」 – 透過GS1智慧搜尋標準和指南，解決方案令網上的數據變得結構化，透過顯示更佳搜索結果和更詳細、準確的產品資料，提高產品可見度和在網絡搜尋器的搜尋排名。

Edo Trading Company 江戸貿易公司



'Scanning' for Business Opportunities on WeChat 微信「掃」出商機

“

EDO has been actively pursuing the next stage of retail transformation to gain the first mover advantage. With Barcode Scan@WeChat function, we are completing our integrated retailing approach and hope to boost the sales of our e-shop in the future.

Dr. Ellis Wong, CEO

”

About the company

EDO is Hong Kong's largest snack brand strategy company, with "EDO Pack" and "huge waves", their business cover China, Hong Kong, Macau, Southeast Asia, Europe, North America and so on. In the 1980s, the company founded the brand "EDO", the first company to launch Japanese instant seaweed. The brand later launched other products named "EDO Pack" through the established sales network. It has also specialized in the import of food produced in Japan and South Korea for more than 30 years.

Challenges

Omni-retail is prevailing and many Hong Kong consumers have developed a habit to shop for clothes and beauty products online. Although purchasing groceries and snacks online is not as popular, more brands have jumped on the bandwagon, hoping to have a share of the immense opportunities in the online world. EDO, excited to kick start their online business, listed their product on HKTV Mall. But the next question is: how can they drive online sales?

Given the intense competition in the online market, EDO needs an aggressive promotion to drive traffic to online. Ideally, the strategy has to suit not only HongKongers, but also mainland consumers, who show some discrepancy in their online shopping habit.

Solutions

EDO therefore adopted GS1 HK's Barcode Scan@WeChat function. The consumers of EDO can then use WeChat 'Scan QR Code' function to scan barcodes registered at GS1 HK. All EDO had to do was to provide information and links to their e-shop on GS1 HK's BarcodePlus platform.

In just one scan, the function directs consumers to the product detail page or the designated link to the brand's e-shop. The instant, easy access to both the

reliable product information and the e-shop serves as an integrated approach to drive online sales and consumer trust.

The solution exactly fits the appetite of the growing number of mainland China tourists in Hong Kong, who are known to have a habit of scanning a product barcode or QR code before they purchase any item. EDO now enjoys an additional channel to capture those target customers by offering services that can cater for their need.

Additionally, the function can also link to social media like Facebook to offer marketing promotion, which further increases the brand's digital engagement online.



Benefits

By linking WeChat users straight to EDO's e-shop in just one scan, Barcode Scan@WeChat function enables EDO to:

- 1 • Promote online sales by driving traffic to their e-shop directly**
- 2 • Increase engagement and interaction with customers via social media**
- 3 • Boost consumer confidence by providing instant, verified and reliable product information**



公司簡介

EDO現為香港最大的零食品牌策略公司，品牌旗下產品包括「EDO Pack」及「巨浪大切」，業務遍及中國、香港、澳門、東南亞、歐洲和北美等地。1980年代，公司創立EDO品牌，成為首間引入日本即食紫菜的企業。品牌其後不斷推陳出新，透過其成熟的銷售網絡，推出一系列的「EDO Pack」產品。超過三十年來，品牌一直緊隨市場動向，引進日本及韓國的食品。

挑戰

全方位零售是大勢所趨，許多香港消費者已經習慣於網上購買衣物及美容產品。儘管於網上購買雜貨零食仍未成氣候，但越來越多品牌都對其趨之若鶩，期望涉足電子平台的領域，捉緊當中的無限機遇。EDO亦不落人後，已開展電子業務，於HKTV Mall出售自家產品。但他們可以怎樣增加網上銷量呢？

電子商貿市場無疑令到一眾商家展開了龍爭虎鬥，EDO需要更突破的宣傳以增加網站流量，方能於市場競爭中脫穎而出。而該宣傳策略不但需要能夠鞏固香港消費群，亦要加強品牌中國內地的消費群聯繫，迎合各方不同的網上購物習慣。

解決方案

EDO因而採用香港貨品編碼協會所提供的條碼「掃一掃」@微信功能。EDO的顧客可使用微信的「掃描QR碼」功能，掃描香港貨品編碼協會的產品條碼。而EDO則只需提供產品資訊，並將網店連至香港貨品編碼協會的BarcodePlus資訊平台，即可展開此項服務。

只要「掃一掃」，顧客就能連至有關產品詳情的頁面或品牌網店的指定連結處。這項功能一方面能為顧客帶來便利，讓他們可以輕易即時存取可靠的產品資訊及連至網店；另一方面亦是一個整合式零售策略，有助提高網上銷量及顧客的信任。

此解決方案正好能迎合香港日益增加的中國內地旅客，配合他們的日常習慣—每次購物前都會先掃描條碼或QR碼。EDO現時開拓額外渠道，針對目標客群的需要，提供令他們稱心滿意的服務。

另外，由於「掃描QR碼」功能可連至社交媒體，如Facebook，進一步提升品牌網上參與度。



EDO一直積極探索轉型之路，務求早着先機，把握市場機遇，令其零售業務得以更上一層樓。透過採用條碼「掃一掃」@微信功能，我們可以改善自己的整合式零售策略，亦可望增加網店日後的銷量。

行政總裁 黃偉鴻博士



效益

只需「掃一掃」，微信用戶就能直接抵達EDO的網店。透過善用條碼「掃一掃」@微信功能，EDO可以有效：

1. 讓用戶直接連至網上銷售平台進行購物，增長銷售
2. 透過社交媒體，促進顧客參與和互動
3. 即時提供受認證及可靠的產品資訊，增加消費者信心

Sasa.com 莎莎網



Online Product Visibility - More with Less 事半功倍 提升網上曝光率



About the company

Sasa.com is the official website of Sa Sa International Holdings Limited. Sasa.com offers a huge variety of beauty and healthcare products. Sa Sa uses its global purchasing and sourcing capabilities to buy in large quantities and pass the savings to consumers. They also take exceptional care to ensure that everything they sell is genuine and of tip-top condition.

Challenges

Today 70% of sales are influenced by information consumers find on the web, whether they purchase online or at the store. It is thus essential for brands to keep product information visible across the web on search engines, to make sure their products can actually be 'found' when a potential customer search for it. So, what is the best way to achieve product visibility on search engines?

The key is to providing structured data that follows the algorithm of search engines like Google, Yahoo and Bing). However, even for well-developed platform like sasa.com might find this a bit tricky. GS1 SmartSearch is here to help sasa.com to tackle the challenge.

Solution

A one and a half months trial was conducted from August to November 2016 in collaboration with Sasa.com. A total of 30 products in three categories were tested on Google US and Google HK. The trial has recorded remarkable success.

- **21%** of the keywords showed improvement in search ranking
- In US Market, one of the keywords recorded a boost of **70 ranks** from 101st to 31st in search ranking
- **16%** of the products recorded improved traffic in the US and HK sites

How SmartSearch works?

GS1 SmartSearch can increase product visibility on search engines and generate more relevant search result and higher search ranking. Here is how it works:

1. Create structured product information to web pages and relates the data to GTIN.
2. The structured data can then be communicated with search engines and smart phone apps.
3. Search engines can display more concise and relevant search results to consumers and leads to more click-through to product pages.

<p>Girls Purple Running Shoe From JayPop Shoes</p> <p>★★★★★</p>	<p>Girls Purple Running Shoe From JayPop Shoes</p> <p>★★★★★</p>
<p>Without GS1 SmartSearch</p>	<p>With GS1 SmartSearch</p>
<p>To search engines, a web page with GS1 SmartSearch contains structured data it can easily add to its index.</p>	
<p>Product Data</p> <p>Fast Runner Colour Purple Girls Style 33-42 Size</p>	<p>Product Data</p> <p>Product Name = Fast Runner Colour = Purple Style = Girls Sizes available (EU) = 33-42 GTIN = 00614141003211</p>
<p>Without GS1 SmartSearch</p>	<p>With GS1 SmartSearch</p>

To consumers, a web page with GS1 SmartSearch looks no different from a page without. But to search engines, it is very different.

Benefits

By adopting SmartSearch, sasa.com saved time to look up the search engines' algorithm since GS1 has directly worked with Google, Yahoo and Bing on the important attributes. Sasa.com can now provide product information that is more easily read and understood by search engines, which leads to:

- 1 • Higher search rankings of products
- 2 • More relevant search
- 3 • Increased web traffic and sales



公司簡介

Sasa.com為莎莎國際控股有限公司的官方網站，提供各式各樣的美容及保健產品。莎莎運用超群的全球採購能力，透過大批量採購貨品來提高議價能力，故能以折扣優惠回饋消費者。除此之外，莎莎亦竭力確保所出售的貨品一律為正貨，品質卓越。

挑戰

現今消費者在互聯網瀏覽資訊，繼而於網上或實體店親身購物，有多達70%的銷售額正是受網上資訊所帶動。因此，企業需讓產品資料出現於搜尋引擎，確保潛在消費者於網上搜尋時，能夠準確「找到」產品。那麼，若有效維持產品於搜尋引擎的曝光率，最佳方法是甚麼呢？

箇中關鍵就是在於企業所提供的結構數據，而該等數據需符合搜尋引擎(如Google、Yahoo 和 Bing)的演算法。不過，即使sasa.com已是一個相當完善的平台，亦有感程序繁複。GS1智慧搜尋恰好能幫助sasa.com掃除障礙，令其業務更上一層樓。

解決方案

於2016年8月至12月，本會與sasa.com攜手合作，進行了為期一個半月的測試。Sasa.com三個類別的30個產品皆寄予Google US和 Google HK測試，以觀看市場的反應，而結果令人十分鼓舞。

- 21%關鍵字的搜尋排名得以提升
- 其中一個關鍵字於美國市場由第101位躍升至第31位，排名提高70%之多。
- 16%的產品於美國及香港獲得更多的網站流量

GS1智慧搜尋如何運作？

GS1智慧搜尋可以增加產品在各搜尋引擎的曝光率、提供更相關的搜尋結果，及提高搜尋排名。GS1智慧搜尋會：

1. 於網站建立結構產品資訊，並將數據與全球貿易貨品編碼(GTIN)聯繫起來
2. 結構產品資訊隨即可被搜尋引擎及智能電話應用程式辨識
3. 而搜尋引擎就會向消費者顯示更精準和相關的搜尋結果，有助增加產品網站的點擊率

<p>沒有GS1智慧搜尋</p>	<p>具備GS1智慧搜尋</p>				
<p>應用GS1智慧搜尋的網站載有結構數據，有助搜尋引擎輕易將內容收錄於其索引(index)之中。</p>					
<table border="1"> <thead> <tr> <th>Product Data</th> </tr> </thead> <tbody> <tr> <td>Fast Runner Colour Purple Girls Style 33-42 Size</td> </tr> </tbody> </table> <p>沒有GS1智慧搜尋</p>	Product Data	Fast Runner Colour Purple Girls Style 33-42 Size	<table border="1"> <thead> <tr> <th>Product Data</th> </tr> </thead> <tbody> <tr> <td> Product Name = Fast Runner Colour = Purple Style = Girls Sizes available (EU) = 33-42 GTIN = 00614141003211 </td> </tr> </tbody> </table> <p>具備GS1智慧搜尋</p>	Product Data	Product Name = Fast Runner Colour = Purple Style = Girls Sizes available (EU) = 33-42 GTIN = 00614141003211
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比較有GS1智慧搜尋與沒有該項搜尋的網站時，消費者會發現兩者看來如出一轍，沒有分別。但對於搜尋引擎，就大有分別。

效益

由於GS1直接與Google、Yahoo 和Bing合作，處理搜尋引擎的項目，故Sasa.com採用GS1智慧搜尋後，得以節省時間，無需費盡心神來研究繁複的搜尋引擎演算法，卻能事半功倍，捕捉更多商機。現在，Sasa.com的產品資料更容易被搜尋引擎解讀，這有助：

1. 提高產品的搜尋排名
2. 提供更相關的搜尋結果
3. 增加網站流量及銷售率

Winner Medical (Hong Kong) Limited 穩健醫療（香港）有限公司



Connect with Consumers with A 'Touch' on Screen
輕輕一「觸」 連繫消費者



We are experts in caring for babies and we like to share with our audience. GS1 HK's Barcode Scan@WeChat provides us with an additional channel to engage with them and help us disseminate our message effectively.

SoftTouch®



About the company

SoftTouch's baby product is made of 100% pure cotton, pampering babies in softest and most natural touch. Soft Touch not only means ease and comfort, but also implies the brand's promise to babies. SoftTouch® believes that preserving the planet brings children a better environment to flourish in, thus from packaging to the product itself are made of natural, recyclable, and biodegradable material.

Challenges

The products of SoftTouch® are widely distributed in major retail, department stores, chain stores and pharmacies in Hong Kong. Although the brand has established its own website, indirect sales are a major driver of revenue i.e. the products are promoted and sold through third-party providers. The challenge to an indirect distribution channel is that it is difficult for the brand to interact with their customers, let alone getting their feedback directly.

To increase customer interaction, the brand has set up their pages on social media like Facebook, hoping to expand the reach and gauge more feedback from users. However, they would like to open up more additional channel to engage with consumers more proactively.

Solutions

SoftTouch® therefore adopted Barcode Scan@WeChat as a consumer engagement tool and additional marketing channel. The function enables customers to use the 'Scan QR Code' function on WeChat to scan a GS1 HK barcode on the product, which leads them to the product detail page or e-shop directly. When consumers find a product they like, they can instantly share it with their friends through WeChat share function.

SoftTouch® has successfully engaged their customers with this function. Before Baby Expo, they rolled out a game. Consumers simply had to scan the barcode on their products and then share the product information page to win 2 admission tickets to the fair. The consumers responded enthusiastically - proving the function to be an excellent channel for consumer interaction and engagement.



Benefits

With Barcode Scan@WeChat function, SoftTocuh is able to

- 1 • Increase customers interaction and engagement online
- 2 • Achieve word-of-mouth promotion when consumers share product information with friends
- 3 • Enhance customers confidence and loyalty by providing instant, reliable product information



公司簡介

SoftTouch®的意思是柔軟的觸感。這除了是SoftTouch的字面意義外，亦同時包含SoftTouch®對寶貴的承諾。SoftTouch®採用100%優質棉花，絕對天然，質感柔軟舒適，為寶寶提供最佳的呵護。同時，SoftTouch®深信保護環境是給孩子一個更好世界的鑰匙，故此，SoftTouch®的產品從包裝到產品本身，都盡量採用天然、可循環再造及可分解的物料製造。

挑戰

SoftTouch®的產品廣泛銷售於香港的大型零售商店、百貨公司、連鎖店及藥房。雖然品牌已經設立了其網站，但品牌的盈利仍然主要透過間接銷售模式增長，即：產品經第三方供應商推廣及銷售。間接銷售渠道的缺點是難以讓品牌與顧客交流和互動，更遑論是直接獲得他們的意見反饋。

為促進與顧客的互動，品牌已經於社交媒體，如Facebook上創立自己的專頁，期望能接觸更多用戶及提取他們的意見。不過，品牌期望能更進一步，設立更多額外渠道，更積極地連繫顧客。

解決方案

SoftTouch®採用條碼「掃一掃」@微信功能，因而獲得額外的銷售渠道，及提高顧客的參與度。顧客利用這項功能就能於微信啟動「掃描QR碼」功能，掃描香港貨品編碼協會的產品條碼，直接連至產品詳情頁面或網店。當顧客找到喜愛的產品時，他們可以使用微信分享功能，將產品推介給朋友。

透過這項功能，SoftTouch®已經成功提高顧客的參與度。於香港嬰兒用品展開幕前，他們推出了一個活動。顧客只需掃描產品的條碼，並分享產品資訊頁面，即有機會贏取兩張展覽的入場卷。該次活動獲得顧客極大的迴響，肯定這項功能成效顯著，是促進顧客交流互動的出色渠道。



我們是呵護寶貴的專家，一直樂於為顧客分享育嬰的至佳秘訣。香港貨品條碼協會提供條碼「掃一掃」@微信功能，讓我們可以透過額外的渠道與顧客交流互動，及有效地對外傳遞我們的訊息。

SoftTouch®



效益

採用條碼「掃一掃」@微信功能後，SoftTouch®能：

1. 增加顧客網上的參與度及互動
2. 鼓勵顧客向朋友分享產品資訊，藉顧客的口碑達致宣傳的效果
3. 即時提供可靠的產品資訊，以鞏固顧客群信心及提供他們的忠誠度



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



DCH Logistics Co. Limited
大昌行物流有限公司



Alestian Corporation Limited
萊格有限公司



Edo Trading Company
江戶貿易公司



Aquaculture Technologies Asia Limited
亞洲水產養殖科技有限公司



Fai Shing Grocery & Frozen Meat Limited
輝盛雜貨凍肉有限公司



Cafe Deco Group
峰景餐廳集團



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



Café de Coral Group Limited
大家樂集團有限公司



HeHa Digital Health Limited
爽樂健康科技有限公司



Chun Au Knitting Factory Limited
震歐線衫廠有限公司



Hop Hing Oil Factory Limited
合興食油(香港)有限公司



DCH FOODS Deluxe
大昌食品



Lee Kum Kee International Holdings Limited
李錦記國際控股有限公司



Lorence & Company Limited
義生洋行有限公司



Swire Coca-Cola HK
太古可口可樂香港



Mainetti (HK) Limited
香港萬美有限公司



The Kowloon Dairy Limited
九龍維記牛奶有限公司



Maxim's Caterers Limited
美心食品有限公司



Tsit Wing Coffee Co. Limited
捷榮咖啡有限公司



New Hung On Vegetables Trading Co. Limited
新鴻安蔬菜貿易有限公司



Vitasoy International
Holdings Limited
維他奶國際集團有限公司



Rich Harvest Agricultural Produce Limited
豐泰農產品有限公司



WeMedia Shopping Network
Technology Co. Limited
微自媒科技有限公司



Sasa.com
莎莎網



Winner Medical (Hong Kong) Limited
穩健醫療(香港)有限公司



Sims Trading Co. Limited
慎昌有限公司



Wyeth (Hong Kong)
Holding Company Limited
惠氏(香港)控股有限公司



Sun Fat Heung Food Products Limited
新佛香食品有限公司



Ztore
士多

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.

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。

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