



The Global Language of Business  
Connecting Supply Chain with Innovations

Business Casebook 2020  
成功個案彙編 2020

# Go Digital • Go Smart

Enabling Smarter Business, Better Life  
成就智慧商貿 • 優質生活



# Table of Contents

## 目錄

<b>Foreword 前言</b>	<b>3</b>
<b>GS1 HK Solutions and Services Portfolio GS1 HK的解決方案及服務一覽</b>	<b>5</b>
<b>Go Digital - Open Up New Markets 「Go Digital」 - 開拓新市場</b>	<b>7</b>
<b>BNM Group Company Ltd. 百利美(集團)有限公司</b> Full-fledged Platform Helping SMEs Tap into Infinite Online Possibilities 全功能平台助中小企拓網絡藍海	<b>9</b>
<b>Garming Marine Products (International) Co Ltd 嘉明海產(國際)有限公司</b> Unleashing Online Frozen Food Market with Barcode and BARzaar 以條碼及網上市集 解凍冰鮮網購市場	<b>11</b>
<b>Premier Living (Enterprises) Co. Ltd. 卓越生活(企業)有限公司</b> Skincare Company Charms its Way into Two New Markets 護膚品公司開拓兩大新市場	<b>13</b>
<b>Smartech International Marketing Limited 浚達國際市務有限公司</b> Harnessing Anti-Adversity Combo to Penetrate the Fragmented Market 三寶抗逆市滲透分散市場	<b>15</b>
<b>Wellink Telecom Trading Limited 有盈電訊貿易有限公司</b> Wiring up Global Market with B2B2C Platform 善用B2B2C平台啟動全球商機	<b>17</b>
<b>Go Digital - Build Consumer Trust, Enhance Experience and Improve Efficiency 「Go Digital」 - 建立消費者信任、加強購物體驗並改善效率</b>	<b>19</b>
<b>Bridgepoint HK Co. Ltd. 博橋香港有限公司</b> Defending the Interest of Customers and Businesses with Anti-Counterfeiting Weapon 防偽打假神器 維護顧客商家利益	<b>21</b>
<b>Golden Sector Argo-Development Ltd. 金中農業發展有限公司</b> Improving Efficiency and Cash Flow with Trading Platform 商貿平台提升效率 促進現金流	<b>23</b>
<b>Good Mask 山河亞太有限公司</b> Accessing Diverse Possibilities and Global Market with One Code 口罩品牌一碼多用 冀打出國際名堂	<b>25</b>



<b>Hang Heung Cake Shop 恆香老餅家市場</b> Applying REAL QR on Century-old Local Mooncake for Authentication and Added Confidence 百年港產月餅以「真的碼」驗真偽 強信心	<b>27</b>
<b>ThinkThing Studio</b> Decoding the Secrets for Authentication and Customer Engagement 「碼」上防偽兼與客互動	<b>29</b>
<b>Quality Food Scheme 2020 Recognised Companies' Sharing</b> <b>優質食品計劃2020獲嘉許企業心得分享</b>	<b>31</b>
<b>Go Smart - Gain Insight and Get Product to Market Faster</b> <b>「Go Smart」 - 掌握洞見 將產品更快推出市場</b>	<b>37</b>
<b>Lorence &amp; Company Limited 義生洋行</b> Staying Hungry for New Knowledge of Digital Transformation 熱切探求數碼轉型新知識	<b>39</b>
<b>NEC Hong Kong Limited 日本電氣香港有限公司</b> Brewing a Crystal-Clear Wine Supply Chain 釀造清澈透明的葡萄酒供應鏈	<b>41</b>
<b>SP Infinite Technology Limited 安寶創科有限公司</b> Developing New Prospects with Accreditation 行業認證開拓新客戶	<b>43</b>
<b>Tong Shun Hing Poultry (HK) Co. Ltd. 唐順興家禽(香港)有限公司</b> Gearing Up for Business 4.0 全面裝備企業 把握營商4.0	<b>45</b>
<b>Go Smart - Improve Business Efficiency</b> <b>「Go Smart」 - 促進商業效率</b>	<b>47</b>
<b>Asia-Pacific Model E-Port Network (APMEN) 亞太示範電子口岸網絡</b> Building the Foundation for The China (Shanghai) Free Trade Zone Cross-border Supply Chain Product Traceability Platform 為中國（上海）自貿區跨境供應鏈商品溯源平台項目打造基礎	<b>49</b>
<b>Sun Fat Heung Food Products Ltd. 新佛香食品有限公司 (壹品豆品)</b> Doing More with Less Using Smart Operations 藉智慧營運讓工作事半功倍	<b>51</b>
<b>Acknowledgement 鳴謝</b>	<b>53</b>

# Foreword

## 前言

### “Go Digital • Go Smart” Enabling Smarter Business, Better Life

---

2020 has been characterised by economic turmoil and unprecedented challenges for the business community. Against this backdrop, GS1 Hong Kong has prudently unveiled our “Go Digital • Go Smart” strategy to help businesses, big or small, to survive and thrive during this period of crisis.

16 case stories are compiled here that demonstrate how companies can take advantage of GS1 standard-based services and solutions, dive into digital transformation (Go Digital) using smart technologies (Go Smart), to open up new markets, strengthen consumer trust & enhance experience, get insights and uplift business efficiency. These stories came from a diverse field of industries, covering retail and FMCG, healthcare and personal care, food and beverage, agricultural and IT sectors.

Our gratitude is owed to all the case contributors who so generously shared their initiatives and industry practices. Enjoy your reading and let's **Grow Stronger as ONE**.

Please contact us at [info@gs1hk.org](mailto:info@gs1hk.org) or (+852) 2861 2819 if you like to know more.





## 「Go Digital • Go Smart」 成就「智慧商貿 • 優質生活」

2020年充滿著經濟危機，對營商者的挑戰史無前例。在此艱難環境下，本會慎重推出「Go Digital • Go Smart」方針，冀有助大中小企業在逆境中求進。

今年彙編內輯錄了16個來自各行業的個案，展示不同機構如何善用以GS1標準為基礎的服務和方案，透過「Go Digital • Go Smart」策略，去開拓新市場、建立消費者信任及優化消費體驗、獲取市場洞見並提升業務效率。書中結集了由零售及快速消費品業、醫療保健及個人護理、食品及餐飲業、以至農業及科技等各行各業故事。

在此鳴謝各企業，慷慨分享其業務動向及業界最佳實踐。希望您享受閱讀此彙編，並繼續與我們攜手同行、逆境自強。

如欲了解更多，歡迎以電郵[info@gs1hk.org](mailto:info@gs1hk.org)或電話(+852) 2861 2819聯絡我們。



# GS1 HK Solutions and Services Portfolio

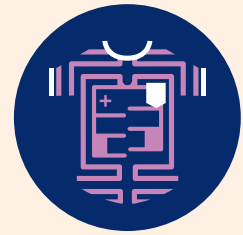
**INDUSTRY**  
行業



Retail & CPG  
零售及包裝消費品



Food & Food Services  
食品及餐飲服務



Apparel & Footwear  
成衣及鞋履

**GO DIGITAL  
GO SMART**  
**SOLUTIONS  
AND SERVICES**  
方案及服務

## Go Digital

Omni-Channel Commerce 多渠道商貿		Enterprise Data Services 企業貿易服務	
	Sales Promotion 銷售推廣		Product Data Management 產品數據管理
	Consumer Engagement 與消費者互動交流		B2B Paperless Trading 與貿易夥伴的無紙化交易
	Digital Sales Channel Expansion 數碼銷售渠道拓展		Supplier Management 供應商管理
	Online Presence Enhancement 網上曝光提升		Trade Finance 貿易融資

**ENABLING  
TECHNOLOGIES**  
促成科技

**Blockchain**  
區塊鏈



**Data Analytics**  
數據分析



**DATA  
PLATFORMS**  
數據平台

**Product Data**  
產品數據



**Transactional Data**  
交易數據



**GS1 Global Standards**

# GS1 HK 的解決方案及服務一覽



Healthcare  
醫療護理



Transport & Logistics  
運輸及物流



Information &  
Communication Technology  
資訊及通訊科技



Government  
政府機構

## Go Smart

### Smart Business Solutions 智慧營商方案



Smart Retail  
智慧零售



Smart Operations  
智慧營運



End-to-End Visibility  
從端到端的可視化



Smart IoT Data  
Network  
智慧物聯網數據網絡

### Brand Protection 品牌保護



Product Authentication  
產品驗證



Channel Management  
渠道管理



Anti-phishing  
辨識釣魚網站



Consumer Engagement  
與消費者互動交流

### Professional Services 專業服務



Business Process  
Consultancy  
業務流程諮詢



Professional Training  
專業培訓

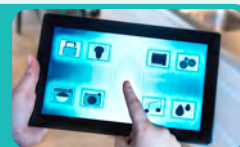


Solution Certification  
Programme  
解決方案認證計劃

Machine Learning  
機器學習



Internet of Things (IoT)  
物聯網



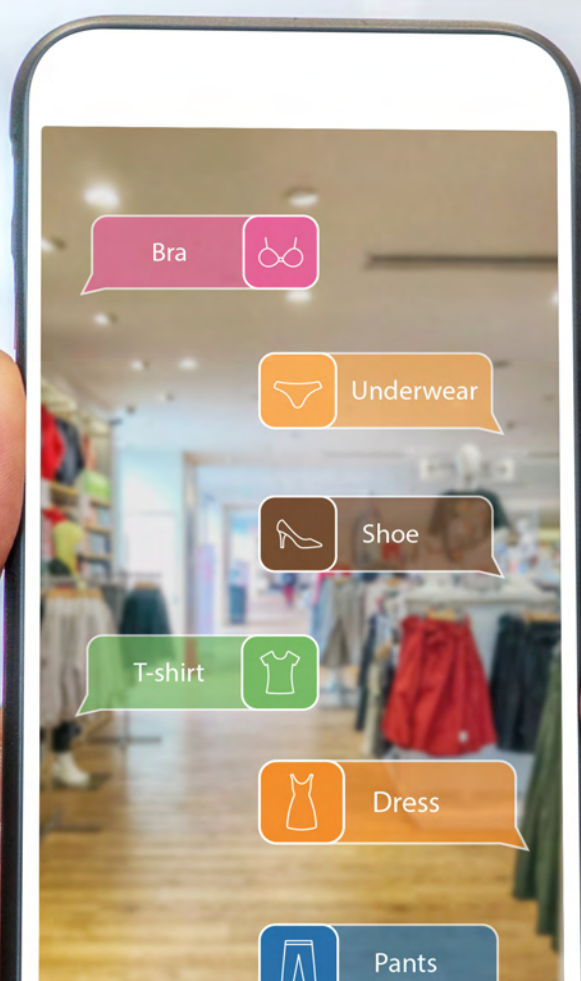
Event Data  
事件數據



Behavioral Data  
行為數據



GS1 全球標準



## Open Up New Markets

The emergence of social commerce and live commerce, together with new consumption behaviour driven by the COVID-19, new technologies and other factors, have brought forth a totally new territory to retailers. Retailers are trying all they can to reach shoppers at every touchpoint, with a seamless experience.

This section showcases how the portfolio of GS1 Hong Kong's "Go Digital" solutions and services - such as BarcodePlus, GS1 HK BARzaar, Digital Coupon, eBay Sourcing Matching Platform, CTSBUS WeChat Mall - enable companies to open up new markets and tap into new opportunities effectively in the digital era.

### BarcodePlus

A product and location information portal that provides brand owners and their trading partners with a B2B information exchange tool. It is also a trusted source of product data ensuring product information is uploaded by authorised retailers or distributors or brand owners, enabling businesses to enhance visibility to consumers for stronger brand awareness and integrity.

### GS1 HK BARzaar

A community for members to promote their products with good deal to 8,000 GS1 HK members staff and their families.

## 開拓新市場

由新冠肺炎和新科技等因素所引發的社交商貿、直播促銷、以及其他嶄新消費模式正日漸普及，創造出零售業全新的未知領域。零售商正在竭盡所能，以無縫體驗覆蓋每個零售點的消費者。

本節展示了香港貨品編碼協會(GS1 HK)的一系列「Go Digital」服務，包括BarcodePlus平台、GS1 HK BARzaar、電子優惠券方案、eBay採購配對平台、中旅巴士微信商城等，展示如何助公司有效地開拓新市場、抓住數碼時代商機。

### BarcodePlus

一個產品及位置資訊平台，是一套為品牌持有人提供B2B資訊交流的工具。平台上產品資訊均由已註冊的品牌持有人或獲授權的零售商和批發商所提供，產品訊息來源真確，值得信賴，有助企業提升產品透明度，加強消費者對品牌的認知及信心。

### GS1 HK BARzaar

一個讓會員推廣其產品的社群，同時讓GS1 HK 8,000多名機構會員員工和家屬均可享購物優惠。





Pants



Dress

### Digital Coupon

Built based on the Global Coupon Number (GCN) standard, the solution enables businesses to engage consumers in a new way, distribute e-coupons via multiple channels quickly, analyze campaign success and optimise promotion effectiveness.

### eBay Sourcing Matching Platform

Matching with top-rated eBay sellers efficiently, the platform allows members to list onto eBay with one click, which helps them establish overseas sales channels quickly and cost-effectively.

### CTSBUS WeChat Mall

By partnering with the state-owned e-shop in WeChat, the platform aims to help members sell their products to its 4 million active users. It also provides one-stop services to members including product listing, marketing, customer service, cross-border logistics and customs clearance.

### 電子優惠券方案

基於全球優惠券編碼 (GCN) 標準，方案讓企業能以嶄新方式與消費者互動、於多個渠道上發放電子優惠券、分析推廣成效及以優化促銷效果。

### eBay採購配對平台

一鍵配對eBay金牌賣家，助會員輕鬆將貨品在eBay上架，以相宜成本便可快捷將貨品銷到海外。

### 中旅巴士微信商城

GS1 HK是擁有400萬活躍用戶的「中旅巴士微信商城」合作夥伴之一，會員可申請於中國央企營運的商城上售貨，商城更提供一站式服務，包括開店上架、市場營銷、客戶服務、跨境物流及國內清關。



# BNM Group Company Ltd.

## 百利美(集團)有限公司

Full-fledged Platform Helping SMEs Tap into Infinite Online Possibilities

全功能平台助中小企拓網絡藍海

“The brands that BNM distributes are known for “high price-performance ratio” with remarkable reviews, for example the Bonnaire and Promate series. We want to concentrate our efforts to develop an efficient online sales channel, so the best parts about the solution are eBay’s prominent brand, massive consumers’ traffic and simple-to-use navigation. The all-in-one ordering, logistics and shipping combo solution particularly meets the needs of SMEs like us.”

Ms. Terry Chu, Senior Manager

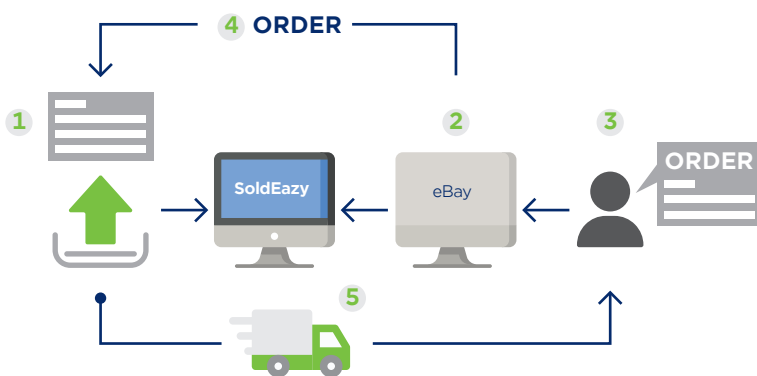
## Background

COVID-19 has triggered a worldwide phenomenon of work-from-home and online learning practices. Coupled with mobile gaming and e-shopping, these contribute to the increasing sales and usage of accessories like earphone and mouse. Even so, the business of BNM Group (BNM), a consumer electronics distribution company based in Hong Kong for more than 10 years, has been negatively impacted during this time, because of its excessive reliance on physical retail as consumption decline.

In addition to increasing exports to Mainland China and US market through business partners, the company attempts to revitalise business by raising brand awareness and adding more sales channels. With limited resources, it is seeking ways to sell to global markets online.

## Solution

BNM chose to partner with GS1 Hong Kong and Soldeazy, leveraging the sourcing matching platform to kick-start its global e-commerce business. The easy-to-use platform resulted from an official cooperation with eBay, allowing BNM to list onto eBay with one click, shown below:



1. BNM uploads product information to SoldEazy’s Sourcing Matching Platform
2. eBay Sellers select products to sell on eBay shops
3. eBay Buyers to place orders
4. eBay Sellers to place orders to BNM
5. BNM arranges courier to pick up and deliver the products

Keeping BNM free from acquiring complex and ever-changing e-commerce skills, the company also enjoys a one-stop logistics and delivery solution without affecting the existing sales channels. Integrated with eBay and DHL’s logistics systems with automatic import function, suppliers can easily complete the entire delivery works from inputting order information, customs clearance forms and the like, by just sitting at the desk. As eBay sellers receive an order for BNM’s product, they must first pay in the system before arranging delivery, greatly enhancing the company’s cash flow.



## GS1 Standards Used & Solutions / Services Applied

- eBay Sourcing Matching Platform

## Benefits

eBay Sourcing Matching Platform supports BNM to:

- 1 Increase product margin, driving product go to market faster and opening up cross-border markets;
- 2 Easily match to eBay top-rated sellers without the need to make cold-call;
- 3 Enjoy all-round supports of logistics and transport solution.

## About the company

BNM is an innovative brand marketing and distribution company for consumer electronics. Established in 2009 headquartered in Hong Kong, BNM focus on global export of earphone and Bluetooth accessories. The products usually maintain high price-performance ratio with excellent word-of-mouth, like Bonnaire mx-310, which drove more than 200,000 clicks for its unboxing report on discuss.com.hk.



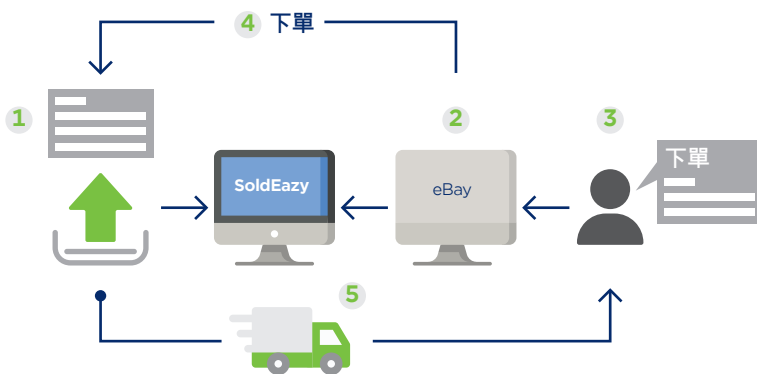
## 背景

疫情令全球城市推行在家工作、網上教學，而手機遊戲及網購激增都使得耳機、滑鼠等電子裝置使用率及銷情上升。扎根香港、經營耳機及電子產品代理10多年的百利美(集團)(BNM)雖有受惠，但因以往較著重實體零售店批發，在市民減少外出消費時生意亦受到影響。

疫情下公司即時變陣，在透過生意夥伴出口大中華區及美國市場之餘，同時想以最少資源去開關網上市場、賣向國際，提升品牌知名度及增加銷售渠道。

## 解決方案

BNM選擇加入香港貨品編碼協會與Soldeazy合作的採購配對平台，輕鬆開拓全球電商業務。該平台與eBay官方合作研發推出，操作簡便，讓BNM一鍵即可把平台的產品上架到eBay，方法如下：



1. BNM上傳產品資料到SoldEasy易貨通分銷平台
2. eBay賣家於平台揀選產品銷售
3. eBay買家下單付款
4. eBay賣家向會員下單付款
5. BNM安排快遞公司提貨及送貨

BNM無須學習複雜的電商經營技巧，便可享受「一條龍」的物流及運輸解決方案，亦不影響現行的銷售渠道運作。平台已整合eBay及DHL系統，能將訂單資料、清關表格等全自動導入，供應商安坐辦公室，便輕鬆完成整個發貨工作。而當eBay賣家收到訂單，要先在系統內直接付貨款，供應商才需發貨，大大提升公司現金流。



### 應用的GS1標準或方案/服務

- eBay採購配對平台

### 效益

eBay採購配對平台方案有助BNM：

- 1 增加產品毛利率，更快將產品推出市場，開拓跨境新市場
- 2 毋須四處找商家，輕鬆一鍵配對eBay金牌賣家
- 3 完善配套，享受一站式物流及運輸解決方案

“ BNM代理的品牌包括Bonnaire及Promate系列都是性價比極高的產品，在本地市場有相當口碑。我們想集中資源開發高效率的網上銷售渠道，eBay勝在知名度高、消費者流量眾多，而採購配對平台十分易操作，亦提供一站式簡易訂單送貨流程，非常適合我們這類中小型商戶加盟。

高級經理 Terry Chu女士

”

## 公司簡介

BNM是一家充滿創意的電子消費品營銷公司。公司於2009年成立，並以香港為基地，專營耳機和藍牙產品出口往世界各地。產品具有高「性價比」及極佳口碑，尤其是BONNAIRE mx-310，在發表的開箱報告中，創下20多萬人次點擊流量。

# Garming Marine Products (International) Co Ltd

## 嘉明海產(國際)有限公司



Unleashing Online Frozen Food Market with Barcode & BARzaar  
以條碼及網上市集 解凍冰鮮網購市場

“Committed to providing our customers with a diverse range of quality frozen seafood, GS1 global barcode standards and services help us inside and out, by improving our stock management, and by promoting to GS1 Hong Kong members network. I'd recommend the BARzaar platform to my peers because it's a win-win solution for the business community.”

Mr. Cameron Choy, General Manager

## Background

As home cooking trends take shape, many “new-to-kitchen” chefs turn their grocery shopping online. Spotted the opportunity, Garming Marine, a famous seafood wholesaler in the catering industry, started to develop its retail business last year through different e-marketplaces, such as HKTVmall, Topsoya Market, etc. Through active promotion on social media channels like Facebook and Instagram, Garming Marine aims to claim a position in the “new normal” economy.

A new comer in retail business, consumers have no idea about the company's brand or its store location for the time being. Garming Marine intends to strengthen promotion on various marketing channels, to gain extra miles on brand exposure as well as market penetration.

## Solution

To get listed on major retail stores and e-commerce platforms, all products needs an “Identity card” - a Global Trade Item Number (GTIN) - to ensure quality shopping journey on the e-marketplaces as well. Besides listing, Garming Marine adopts GS1 global standards to facilitate consumers searching its products online, enhancing transparency and cross-selling opportunities.

Garming Marine also utilizes BarcodePlus, a cloud-based product information repository, to manage barcodes and create a digitalised product catalogue for easier product management. GTIN also helps the company and its business partners to better manage inventory and speed up checkout process. Connected to WeChat database, the platform allows consumers to simply scan a barcode and instantly access and share extend product information, boosting awareness for the brand.

Being GS1 Hong Kong's member, the company is eligible to reach out to GS1 Hong Kong's 8,000 members, connecting through GS1 Hong Kong's BARzaar for free, offering discounts promotion to expand business and stimulate repeated purchase.



## GS1 Standards Used & Solutions / Services Applied

- GS1 Global Trade Item Number (GTIN)
- BarcodePlus cloud-based product information platform
- GS1 Hong Kong BARzaar

## Benefits

### GS1 Barcode and BarcodePlus assist Garming Marine on:

- 1 Launching products on e-marketplace becomes easy and convenient, increasing online exposure;
- 2 Managing product catalogues in an easy and effective way, ensuring inventory management efficiency.

### GS1 Hong Kong BARzaar helps the company:

- 1 Raise product online profile and brand awareness;
- 2 Promote sales by making online order easy and sharing with friends and peers simple.

## About the company

Established in Hong Kong for more than 40 years, Garming Marine Products (International) Company Limited, a subsidiary of Sunwah Group, has been providing quality frozen seafood for many local catering businesses. Since last year, the company develops its retail line with the launch of Ice-Diamond and Pacific Pearl brands, available in online marketplace HKTVmall.



## 背景

留家煮食成新趨勢，許多「忽然廚神」都會在網上買食材。於餐飲業界頗具名氣的嘉明海產順應時勢，由過往一直專注批發業務，至去年起積極發展零售品牌，並以網絡銷售為主，在HKTVmall、壹品鮮市集等電商發售，輔以Facebook及Instagram等社交渠道作推廣，冀在「新常態」經濟下佔一席位。

公司初涉零售市場，暫時對於一般消費者而言，品牌的知名度及零售點有限，便希望加強品牌推廣、提升曝光、並開拓更多渠道，務求滲透消費市場。

## 解決方案

要在主流零售點及電子商務平台上架，產品都需要一個「身份證」、即全球貿易貨品編碼(GTIN)，這做法同時能確保电商平台提供高質的購物體驗。嘉明海產應用了GS1的國際標準，便利上架之餘亦讓消費者在網上更易尋獲其產品，增加透明度及交叉銷售機會。

公司亦利用BarcodePlus 雲端編碼及產品資訊平台編配條碼及輸入產品資訊，輕鬆地製作出產品目錄，令產品管理變得數碼化。GTIN也有助公司與生意夥伴管理庫存，助夥伴加快結帳速度。平台已與微信資料庫連繫，消費者只需以「條碼掃一掃@微信」功能掃描條碼，可瀏覽及分享產品資訊，提升嘉明海產的知名度。

為拓展市場，公司使用GS1 Hong Kong BARzaar優惠推廣平台去提供折扣促銷，接觸超過8,000間企業和機構員工及他們的家人朋友，宣傳之餘亦鼓勵重複消費。



### 應用的GS1標準或方案/服務

- GS1全球貿易貨品編碼 (GTIN)
- BarcodePlus 雲端編碼及產品資訊平台
- GS1 Hong Kong BARzaar 優惠推廣平台

### 效益

#### GS1 條碼及BarcodePlus 平台助嘉明海產：

- 1 電商上架流程變得方便快捷，增加網上曝光率；
- 2 輕鬆有效地維護產品目錄，確保條碼不會重覆，強化庫存效率；

#### GS1 Hong Kong BARzaar 優惠推廣平台讓公司：

- 1 提升產品網上曝光率及品牌認知度；
- 2 方便消費者網上落單及向朋友分享優惠，帶動銷售。



“ 我們致力為客戶提供優質及多元化急凍海產食品，使用GS1全球條碼標準及服務，對內不但有助存貨管理，對外亦可藉著香港貨品編碼協會會員網絡推廣品牌。希望各界同業亦多加善用有關優惠平台，共創雙贏。

總經理 蔡錦豪先生

”

## 公司簡介

嘉明海產(國際)有限公司成立超過40年，屬新華集團旗下全資附屬公司之一，一直為多家本地餐飲機構提供優質急凍海產食品。公司去年開始擴展零售業務，推出零售品牌 Ice-Diamond 及千津，並於網上購物平台HKTVmall 有售。



# Premier Living (Enterprises) Co. Ltd. 卓越生活(企業)有限公司

Skincare Company Charms its Way into Two New Markets  
護膚品公司開拓兩大新市場

“ Online retail will continue to grow exponentially in the digital era. Our e-shop has recorded double revenue growth compared to a year ago, thanks to the integrated sales and marketing strategies including GS1 Hong Kong's digital coupon and CTS Bus Mall @WeChat. I think the solution and programme are effective ways for business to expand their online sales channels with minimal efforts. ”

Mr. Richard Chu, Founder

## Background

As China thrived as a manufacturing powerhouse in the 90s, raw materials B2B trade in Hong Kong has lost its advantage since. Began as a distributor for raw materials, Mr. Richard Chu, founder of Premier Living (Enterprises) Co. Ltd. (Premier Living) sensed the change and started to explore B2C business amid the rising online market. The company launched “Beauty Online”, an e-shop focused on skincare products, and has stumbled through to success.

The company attempted to drive the cost down by selling online mainly, yet the lack of digital experience had taken a great deal of its time and resources to build its product online presence. It also needs new online channels to expand and boost sales, especially in the Mainland China market.

## Solution

Premier Living had tried cracking the corporate group purchase market but in vain, thus it adopted GS1 Hong Kong's digital coupon solution to help: The company needs only to share a link or QR code with the enterprise customers, their staff can then shop and pay on the platform. Once orders are received, the company will arrange deliveries for each customer's order, relieving the customers' concerns on manpower and logistics.

It also plans to use the solution to launch discount packages on its “Beauty Online” store. Besides incentivizing customers' purchase and trial, they want to drive buyers' traffic to its online store and social media too. GS1 Hong Kong also provides value-added services, such as re-targeting, automatic order reminder, performance and data analytics services, to improve sales and marketing.

Besides, Premier Living has joined GS1 Hong Kong's CTS BUS Mall @WeChat Programme in hope to reach its 4 million active users to promote sales in the Greater Bay Area. The programme supports the company with one-stop services, including product listing, cross-border logistics, customs clearance, etc. It is able to establish its brands in China with this approach because many local consumers believe products delivered directly from across the borders and bonded warehouses are more reliable and quality-guaranteed.



### GS1 Standards Used & Solutions / Services Applied

- GS1 HK Digital Coupon
- CTS BUS Mall @WeChat

### Benefits

**GS1 HK Digital Coupon solution helps Premier Living to:**

- 1 Open up new markets and engage consumers in a new way
- 2 Easily analyse campaign success and optimize promotion effectiveness

**The CTS Bus Mall @WeChat programme enables:**

- 1 Selling to cross-border Chinese travellers
- 2 Efficient sales channel with one-stop service that minimises resources needed

## About the company

Premier Living (Enterprises) Company Limited is committed to sourcing quality products from around the world and introducing to customers at an affordable and reasonable price. Headquartered in Hong Kong, Premier Living focuses on online channels in order to reach to global customers.

The company has imported more than 100 kinds of skincare products from Switzerland and France including Derma Médream, ELEMONT, La Vibébe, B'lifey, Mila Ella, and Swissdé, etc.

# Beauty Online™

## 肌齡喜源™

by Premier Living 卓越生活

### 背景

中國於90年代逐步崛起成為生產大國，在此消彼長下，香港的原材料供應行業逐漸式微。卓越生活(企業)有限公司創辦人朱家源起初是以原料貿易起家，其後留意到大勢已去，決定在方興未艾的網上市場中尋商機。公司成立專門銷售護膚產品的「肌齡喜源」網站，在跌碰中學習成長。

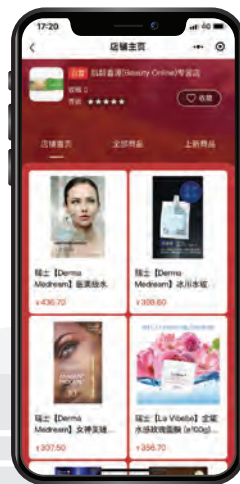
公司主要以網絡分銷以降低成本，但由於缺乏數碼經驗，花了許多時間及資源去建立產品網上知名度。另一方面，公司需要新的網上渠道來擴大市場、特別是中國內地市場，以提高銷量。

### 解決方案

卓越生活曾嘗試打入企業團購市場，惜一直鎊羽而回，遂應用香港貨品編碼協會(GS1 HK)的電子優惠券方案協助。公司只需提供一條優惠鏈結或QR碼予企業，其員工即可進行網購並付款，而公司便可根據不同顧客的訂單安排付運，解決合作單位人手及物流問題。

公司亦計劃利用方案在「肌齡喜源」推出優惠套裝，除了吸引顧客購買試用外，更重要是將買家引流到其網店及社交頁面。GS1 HK亦提供多項增值服務，如Re-targeting、訂單自動提示、成效及數據分析等服務，推動流量並改善營銷。

此外，卓越生活亦加盟GS1 HK的中旅巴士(CTS)微信商城計劃，接觸該平台位處大灣區的4百萬名活躍用戶。該計劃為公司提供一站式服務，包括產品上市、跨境物流、清關等，此模式有助在中國建立品牌，因為許多國內消費者會認為由海外直送、保稅倉出的產品，是最可靠、最有質素保證。



### 應用的GS1標準或方案/服務

- GS1 Hong Kong 電子優惠券方案
- 中旅巴士微信商城服務

### 效益

GS1 Hong Kong 電子優惠券方案有助卓越生活：

- 1 開闢新市場，並以嶄新方式吸引消費者；
- 2 輕鬆分析營銷活動成效，改善促銷效果；

中旅巴士微信商城服務能提供：

- 1 以廉宜成本向國內跨境旅客銷售；
- 2 高效的銷售渠道和一站式服務，減少資源成本。

“ 網上零售在數碼年代將持續爆發式增長。我們的網店收入比一年前增長了一倍，實有賴香港貨品編碼協會電子優惠券和中旅巴士微信商城計劃等綜合的營銷策略推廣。我認為這些方案和計劃是企業以低成本去拓展網購渠道的有效捷徑。

創辦人 朱家源先生



### 公司簡介

卓越生活(企業)有限公司致力從世界各地搜購優質產品，並以合理價格向顧客銷售。公司總部位於香港，專注以網上渠道接觸全球顧客。卓越生活現正銷售超過100款從瑞士及法國入口的護膚品，如Derma Médream、ELEMONT、La Vibébe、B'lifey、Mila Ella及Swissdé等品牌。



# Smartech International Marketing Limited 浚達國際市務有限公司

Harnessing Anti-Adversity Combo to Penetrate the  
Fragmented Market  
三寶抗逆市滲透分散市場

“ With the myriad of offerings by GS1 Hong Kong, Smartech can grow strong together and tackle the market challenges ahead with our diversified products.

Mr. Bruman Tam, Sales and Marketing Manager

”

## Background

Market fragmentation is increasing in momentum, which means it is harder to keep customers' loyalty. To penetrate the market, Smartech, a supplier of innovative and niche household appliances, has made its hundreds of products available in HKTVmall, CLP e-shop, LOG-ON, city'super, G.O.D. and a massive range of appliance stores, aiming to quickly snatch up market share in Hong Kong and Macau using a multi-level sales channels strategy.

To compete more effectively, the company has been strengthening its product portfolio to stay on top of the market pulse, while fully utilising social media for promotions and opening its arms to any new marketing tools. The GS1 Hong Kong's "BBS Combo" - "Barcode, Barzaar, Scheme" caught eyes of Smartech as effective weapons to strike the lucrative markets.

## Solution

Smartech applied for GS1 barcode not only to gain access into physical retail and e-marketplaces, but also to pave the way for a seamless customer journey, as the barcode improves online search result, connects buyers offline to online (e.g. Barcode Scan@WeChat) and gives customers better confidence with a trusted source of information.

As GS1 Hong Kong's member, Smartech can leverage GS1 Hong Kong BARzaar for free to promote their products and reach out to GS1 Hong Kong's 8,000+ corporate member community, covering their staff, family and friends, which unlocks extensive sales opportunities and attract potential customers. It is also a robust "BARzaar" - "Brilliant • All-round • Reliable" - where registered members can purchase a wide variety of products at great discount.

For the 5<sup>th</sup> year in a row, Smartech has been recognised as a Consumer Caring Company, which keeps exceeding consumer expectation through making continuous improvement on products, services and processes. Besides its passion on smart technology for the wellbeing of customers, Smartech upholds stringent international safety standard and commits to its service standard level at all times. With the Consumer Caring logo, consumers tend to trust more and repeat patronage of the brand, effectively nurturing loyalty.



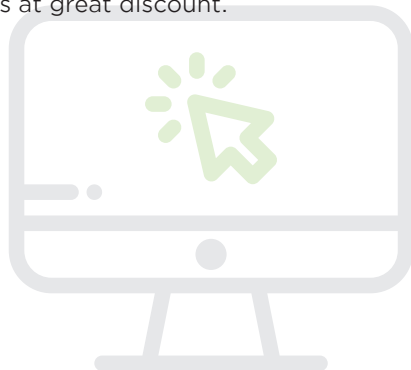
### GS1 standards used or solution(s) / service(s) applied

- Global Trade Item Number (GTIN)
- GS1 Hong Kong's BARzaar
- Consumer Caring Scheme

### Benefits

#### The "Barcode, Barzaar, Scheme" Combo Helped Smartech to:

- 1 Get listed onto online & offline marketplaces and enhance consumer journey (Barcode);
- 2 Expand sales channel and enhance exposure (GS1 Hong Kong's Barzaar);
- 3 Foster positive brand image and inspire trust for the brand (Consumer Caring Scheme).



## About the company

Smartech International Marketing Limited persists in the provision of innovative and unique household appliances. With its belief in the importance of a customer-oriented policy, it aims to bring innovative, practical and energy-saving products to local customers at a reasonable price.





## 背景

隨著市場越來越零散，商家在維繫客戶忠誠度就變得越困難。為了提升市場滲透率，創新及特色兼備的家用電器供應商浚達國際市務有限公司，將數以百計的產品在HKTVMall、中電網上商店、LOG-ON、city'super、G.O.D.，以及多間電器門市中上架，務求以滲透多重銷售渠道的策略，快速搶佔香港和澳門的市場佔有率。

為了提升競爭力，公司緊貼市場脈搏，推出更多產品組合；同時充分利用社交媒體進行促銷，亦樂於採用不同的嶄新營銷工具。香港貨品編碼協會(GS1 HK)的抗逆市三寶 - 「條碼X市集X嘉許計劃」組合便是有助進軍市場的最佳武器，遂吸引浚達採用。

## 解決方案

GS1條碼不僅是浚達打入實體零售及網購市場的門票，更可為顧客帶來緊密的購物旅程、改善網上的搜尋結果、將買家由線下連接到線上（例如：「條碼掃一掃@微信」）、為顧客提供可靠資訊來源，加強消費者信心。

作為GS1 HK會員，浚達利用GS1 Hong Kong BARzaar平台免費推廣產品，接觸超過8,000間企業和機構員工及其親友，吸引潛在顧客、擴大銷售機會。這個強大的優惠推廣平台擁有「出色·全面·可靠」的功效，讓註冊會員在此可以以優惠價錢購買到種類繁多的產品。

浚達連續五年獲嘉許為貼心企業，透過不斷改進產品、服務和流程，一直超越消費者期望。公司以智能科技為客戶帶來更健康生活，同時恪守嚴謹的國際安全標準，堅持兌現服務承諾。「貼心企業」的標誌讓消費者可以更信任品牌、有利重覆購物，提升消費者忠誠度。



### 應用的GS1標準或方案/服務

- GS1全球貿易貨品編碼 (GTIN)
- GS1 Hong Kong BARzaar 優惠推廣平台
- 貼心企業嘉許計劃

### 效益

「條碼X市集X嘉許計劃」組合有助浚達：

- 1 於線上及線下市場上架，為消費者帶來無縫體驗；
- 2 擴闊銷售渠道，提高曝光率 (GS1 Hong Kong BARzaar)；
- 3 建立正面的品牌形象，增加對品牌的信任 (貼心企業嘉許計劃)。



“ 透過香港貨品編碼協會多元化的服務，浚達期望能一起攜手進步，以我們多樣化的產品應付未來的市場挑戰。  
市場推廣及行政經理 譚偉東先生

”

## 公司簡介

浚達國際市務有限公司致力發展創新獨特的家用電器產品，並承諾以客為尊，用實惠的價格為本地顧客帶來創新、實用和節能的产品。

Wellink

# Wellink Telecom Trading Limited

## 有盈電訊貿易有限公司

### Wiring up Global Market with B2B2C Platform

### 善用B2B2C平台啟動全球商機

“eBay Sourcing Matching Platform takes our business international by selling onto popular online sales channel. It offers a simple, quick and inexpensive solution serving as a springboard of digital transformation for SMEs. I hope this new channel can bring us a stable, reliable and sustainable sales revenue in the long run.”

Mr. Eric Lee, Director

## Background

As the coronavirus weighs heavily on Hong Kong retail market, Wellink Telecom Trading Limited (Wellink), an importer and distributor of mobile phone in the midstream of the supply chain, is also facing headwinds. The company used to run on a well-established business network and relationships with its local retailers, but this traditional business model is gradually replaced by the digital work flow under the new normal.

The company recognized the need to change, but as an SME with limited capital and resources, finding a cost-effective new sales model can be a daunting task.

## Solution

Participated at GS1 Hong Kong's seminars about digital transformation, Wellink found eBay Sourcing Matching Platform is an appropriate and affordable solution for SMEs, providing a simple mechanism that eliminates the tedious fulfillment process, freeing the company time and resources to concentrate on their core businesses.

The operating process is simple - SMEs, like Wellink, can simply upload the product information onto the SoldEasy Platform, where more than 6,000 eBay's top sellers who attain excellent reviews or the authorized retailers will be able to select the uploaded product for sale. Once customer pays for the product on eBay, the seller then place order to Wellink, and arrange shipment to deliver the goods direct to customer. Besides improving the cash flow for Wellink, the platform saves a lot of cost concerning website development and digital marketing.

The company has listed a number of mobile phones on the matching platform and expecting to be resold by the top sellers. The company anticipates that a wider product variety will be available in future. Upon making profit, they plan to invest in online advertising to boost sales and expand to global markets, thereby minimize the impact of declining local sales.



### GS1 standards used or solution(s) / service(s) applied

- eBay Sourcing Matching Platform

### Benefits

**eBay Sourcing Matching Platform support Wellink to jumpstart e-Commerce business and benefit from:**

- 1 Generating income at low set-up cost that meets the needs of SMEs and even micro enterprises;
- 2 Starting and managing easily without learning complex e-commerce techniques;
- 3 Operating at 24/7, helping to offset the risk of waning physical retail sales;
- 4 Shifting from traditional B2B to online wholesaling for business sustainability

## About the company

Running an integrated business in trading, service and environmental protection, Wellink Telecom Trading Limited (Wellink) is a wholesaler of mobile phones, tablets and accessories. Found in 2000, Wellink has more than 20 years of cross-border trading experience, with revenue reaching over HK\$15 million per year. Headquartered in Hong Kong, its procurement network covers Europe, the US, Asia Pacific and other countries around the world.



## 背景

本港零售市道因新冠肺炎疫情大受打擊，令位處供應鏈中游、專營手機入口及批發的有盈電訊貿易(Wellink)亦不能倖免。公司過往一直以人際網絡和關係來供貨予本地零售商，但這種傳統營運模式正被新常態下的數碼化經濟取代。

公司亦意識到需要變革，但由於中小企缺乏資金、資源有限，要找到具備高「性價比」的新銷售模式，並非易事。

## 解決方案

Wellink在參與香港貨品編碼協會(GS1 HK)數碼轉型研討會後，認為GS1 HK的eBay採購配對平台是合適方案，主要因為資源要求低，切合中小企的負擔能力，同時省卻繁瑣的出貨工作，讓公司節省時間和精力，專注核心業務營運。

eBay採購配對平台的運作流程簡單，中小企只需上載貨品資料至SoldEasy易貿通平台，在eBay上超過6,000名金牌賣家，即信用評級極高賣家或正牌大電商，便能選擇產品出售。賣家會在顧客下單付錢後，才向供應商買貨，安排直接送貨給顧客，不但加快現金流，亦省卻許多建立自家網站、營銷推廣的相關成本。

Wellink已迅速將多款手機產品上載平台，正待金牌賣家發售。公司期望未來會銷售更多不同類型產品，並在獲利後以網上廣告吸引更多賣家，趁此機會開拓國際市場，將業績做大，降低本土零售市道疲弱的影響。



### 應用的GS1標準或方案/服務

- eBay採購配對平台

### 效益

**eBay採購配對平台助Wellink快速打入電商市場，優點包括：**

- 1 低成本創造收入，切合中小微企需要；
- 2 毋須學習複雜的網絡銷售技巧，極易上手、操作簡便；
- 3 24/7全天候運作，並平衡實體市況低迷的風險；
- 4 由傳統B2B轉型至網上批發，確保未來可持續發展。



“ eBay採購配對平台讓我們的生意邁向國際，開拓出熱門的網絡銷售渠道，整項方案既簡單快捷、亦成本低廉，是中小企數碼轉型的跳板。我期望這新渠道能為公司帶來穩定可靠、具持續性的銷售收益。

董事 李培勤先生

”

## 公司簡介

有盈電訊貿易(Wellink)是手機、平板電腦及配件批發商，是集貿易、服務、環保為一體的綜合性公司。Wellink成立於2000年，擁有20多年手機國際貿易經驗，年營業額超過1500萬港元。總部設於香港，公司在歐、美、亞太及全球多個國家設有採購網絡。



## Build Consumer Trust, Enhance Experience and Improve Efficiency

The prevalence of online sales platforms has fueled the growth of counterfeit products, which potentially jeopardises profits, consumer trust and thus brand equity. It is important for genuine brand owners or authorised dealers to protect their products by adopting innovative technologies and global standards, at the same time engage with consumers and strengthen operation efficiency.

The following case studies detail how GS1 Hong Kong helped companies boost consumer trust, enable personalized experience and enhance efficiency with REAL QR, Digital Link and ezTRADE™ respectively.

### 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 its supply chain.

## 建立消費者信任、加強購物體驗並改善效率

網上市場的普及導致假冒產品的個案上升，有損利潤之餘，亦會打擊消費者信心及品牌信譽。對於品牌持有人或獲授權商家而言，採用創新技術和全球標準來保護其產品及品牌非常重要。創新技術還可有助提升消費者的參與度及提升效率，一舉數得。

後頁個案詳述香港貨品編碼協會(GS1 HK)如何通過「真的碼」、GS1數字鏈接和「通商易」，可分別幫助公司提升消費者信心、加強個人化體驗，及優化營運效率。

### 「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。



## REAL Barcode / REAL QR

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

## Digital Link

The standard enables GS1 identifiers, such as the Global Trade Item Number (GTIN), to connect to all types of business-to-business and business-to-consumer information, which helps strengthen brand loyalty, improve supply chain traceability information, patient safety information and more.

## 「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GS1 HK開發的流動應用程式「真的碼」，消費者只要以手機掃描便可分辨正貨及假貨。

## 數字鏈接

該標準使GS1識別碼（例如全球貿易貨品編碼GTIN）能夠連接到所有類型的B2B和B2C的信息，有助增強品牌忠誠度、改善供應鏈可追溯性信息、強化病患安全資訊等。



# Bridgepoint HK Co. Ltd. 博橋香港有限公司

Defending the Interest of Customers and Businesses with  
Anti-Counterfeiting Weapon  
防偽打假神器 維護顧客商家利益

“As the online market in Mainland China flourishes, consumers are valuing more on brand equity and product quality. As the sole agent of the US leading fish oil brand OmegaVia in the market, our core value is to stay true to integrity and offer genuine products at fair price, we will do all we can to prevent counterfeits. GS1 Hong Kong's REAL Barcode meets our needs, and brings our customers a seal of trust.”

Mr. William Wu, CEO

## Background

According to HKTDC Research, the total sales of health food in China was around RMB222.7 billion in 2019, and is expected to reach RMB330.7 billion in 2021<sup>1</sup>. Eyeing the opportunity, BridgePoint HK Co. Ltd. reached an agreement with a US pharmaceutical company to market OmegaVia and InnovixLabs high purity fish oil with trademarks in Hong Kong and China, taking charge of their local brand building and development, sales and marketing, pre- and after-sales services.

With the increasing branding efforts and rising popularity, third-party logistics service providers are needed to support its fulfillment, the company began to find products in different questionable e-com channels and even some pirated labels. Customers had called to ask about the quality of those products, or to exchange for the real ones with those from suspicious sources. When customers enquired how to authenticate the goods, BridgePoint believed they need an anti-counterfeit solution not only providing quality seal and authenticity proof, but also serving as a tool to manage third-party warehouse in caring customer service delivery.

## Solution

BridgePoint selected GS1 Hong Kong as partner because its not-for-profit and global organisation background can offer the consumer confidence. Besides, GS1 HK's REAL Barcode solution, powered by patented anti-forgery printing technology and a robust data platform, can help protect their customers, fight the fakes and preserve their brand equity, which is ubiquitous in the market.

A habit to scan products using WeChat for customers in Mainland China, it is growing common among mobile phone users in Hong Kong as well. Every OmegaVia and InnovixLabs product is now sealed with a unique REAL QR on the package, convenient to enable consumers in both regions to authenticate products with one code. In the past 2 months, many customers have scanned the products to clear up doubts.

<sup>1</sup> Hong Kong Trade Development Council Research, 5 August 2020, «China's Health Food Market»  
<https://hkmb.hktdc.com/en/MzA4NzQ3NzUw/hktdc-research/China%E2%80%99s-Health-Food-Market>

BridgePoint has been promoting how consumers can identify the real from fakes using REAL Barcode, at the prominent areas of its flagship e-shop like product page. Receiving enquiries about QR code scanning from time to time, the company is enabled to check the backend data platform to examine and address the issue for each customer, raising the customer service level backed by GS1 Hong Kong's full support.



### GS1 Standards Used & Solutions / Services Applied

- REAL Barcode Authentication Solution

### Benefits

**REAL Barcode solution boosts consumers' confidence in OmegaVia and InnovixLabs and:**

- 1 Facilitate access to China's health supplement market with a mark of quality and authenticity;
- 2 Control third-party logistics service providers and reveal their wrongdoings;
- 3 Achieve better after-sales service and reinforce brand reputation.

## About the company

Bridgepoint HK Co. Ltd. is the exclusive agent of American premium fish oil supplement brands OmegaVia and InnovixLabs in Hong Kong, Macau and Mainland China, responsible for their brand development and sales in the region. The products high purity is conceived in the market as “medicine—graded purity”. Besides premium products, the company is armed with leading production technology that offers users purer, safer and more effective protection.



## 背景

香港貿易發展局經貿研究的數據顯示，2019年中國內地保健品市場的銷售額約2,227億元人民幣，預期2020年更會升約5成\*。為搶佔商機，博橋香港有限公司自2015年起便和美國保健品生產商達成協議，在中國大陸和香港註冊OmegaVia和InnovixLabs商標銷售高純度魚油，並負責品牌建立及維護、推廣銷售、售前售後服務等。

隨著品牌的廣告力度加大、知名度提升，同時公司亦需要第三方物流商的倉庫協調發貨，逐漸發現在電商渠道出現來歷不明、以至剽竊商標的產品，也有顧客查詢由非正規渠道出售商品的品質問題，或由不明渠道獲得的商品來更換品牌真貨。顧客曾詢問公司如何驗明正品，因此，博橋認為商品需加貼防偽碼，除了是正貨、品質的保證，也是對第三方倉庫的一個規管、一個代表良好服務的標誌。

## 解決方案

博橋首選香港貨品編碼協會(GS1 HK)作為合作夥伴，不但因為其非牟利國際組織背景、有助增強消費者信心，其「真的碼」解決方案具備專利的防偽加密印刷技術，配合強大的後台數據庫，能保障顧客、打假溯源、維護商譽，是市場中難得的方案。

國內顧客經常使用微信掃描識別產品，而香港手機用戶掃描情況亦日益普及。現時公司在OmegaVia和InnovixLabs品牌的每件產品，都會在包裝封口加貼獨一無二的QR「真的碼」，該防偽碼在兩地都能讓消費者驗證產品真偽，非常方便，在使用2個多月來，已有不少顧客掃描驗證，消除疑慮。

博橋在網上旗艦店的顯眼位置如產品頁面，向消費者介紹可用「真的碼」去辨識正貨。公司偶爾收到國內顧客有關掃碼問題的查詢，而GS1 HK能提供完善支援，讓其通過後台數據庫查看顧客掃碼時的問題，作出針對性處理，為公司提升客戶服務質素。

\* 香港貿易發展局經貿研究，2020年8月5日，《中國保健食品市場概況》  
<https://research.hktdc.com/tc/article/MzA4NzQ3NzUw>



### 應用的GS1標準或方案/服務

- 「真的碼」條碼驗證解決方案

### 效益

「真的碼」方案提升消費者對OmegaVia和InnovixLabs品牌的信心：

- 1 更易打入國內保健品市場，成為正貨及品質的標記；
- 2 管理第三方物流供應商，讓違規者無所遁形；
- 3 為顧客提供更佳售後服務，鞏固商譽。



“ 隨著香港及國內網購市場日趨成熟，消費者越來越重視品牌商譽及產品質量。作為美國領先的專業魚油品牌OmegaVia的獨家代理，我們的經營理念亦是信譽第一、貨真價實，所以不容有冒牌或假冒產品存在。GS1 Hong Kong「真的碼」便正切合我們的理念，為我們顧客帶來信心保證。

行政總裁 William Wu先生

”

## 公司簡介

博橋香港有限公司是美國專業級高純度魚油品牌 OmegaVia 和 InnovixLabs 在香港、澳門和中國大陸地區的獨家代理商，負責區內的品牌推廣和銷售。其品牌的高純度產品被稱為「醫藥級純度」的魚油。除了優質產品，該公司亦有行業先進的製造技術，為用家提供更加純淨、安全和有效的保障。



# Golden Sector Argo-Development Ltd. 金中農業發展有限公司

Improving Efficiency and Cash Flow Using Trading Platform  
商貿平台提升效率 促進現金流

“ezTRADE™ has greatly improved the efficiency and reliability of our administrative work, and streamlined the information exchange between trading partners. The platform also helps us provide better customer service with improved cash flow, supporting our business continuity and growth to embrace the future technology development.”

Mr. Smith Chan, Business Manager

## Background

Found in 2006, Golden Sector Agro-Development (Golden Sector) is specialised in trading and processing fruits and vegetables, as well as cold chain distribution services, with an ISO9001 and HACCP-certified vegetable processing centre in Mainland China. As the key agricultural produce supplier for a range of restaurant groups, as well as catering firms, retail chains, schools and hospitals, the company handles more than 4,000 orders every month, or 200 tonnes of food, which translate into huge manpower demand to manage customers' orders, delivery and invoicing processes.

The company used to require 5 staff and several hours to handle some 150 orders every day in general, with each order containing more than 20 food items. The manual processes were sometimes prone to error, causing inconsistency when the team crosschecked the orders, delivery notes and invoices. This posed great issues to the payment procedures and schedule between Golden Sector and its many clients.

## Solution

Golden Sector started using ezTRADE™ web-based version to handle B2B order transactions in 2016. Noticing the significant increase of transaction volume, the company decided to deploy ezTRADE™ Gateway solution and integrate to its ERP system, to meet the needs for its escalating business deals. ezTRADE™ Gateway solution is a B2B e-commerce platform based on GS1 EANCOM/EDIFACT standard, which enables electronic information exchange - like purchasing order, delivery note, invoice - between the company and its trading partners every step along the supply chain.

Upon connecting the Gateway solution and the ERP, Golden Sector can issue an Advance Shipment Notice (ASN) via the backend system to clients once an order is received, preparing clients to accept the shipment in an organised manner. The solution drastically reduces the average order and invoice handling time from a few hours to 60 minutes, boosting staff efficiency and accuracy.

By supporting the exchange of orders, delivery notes and invoices for transacting parties, the client side can easily validate the items quantity and amount between the ASN and the goods receipt record, and promptly receive invoice matching results. In case of deviation, both parties can take remedial actions swiftly and clearly that ensure transparency of the transaction.



## GS1 Standards Used & Solutions / Services Applied

- ezTRADE™
- EANCOM
- Global Location Number (GLN)

## Benefits

ezTRADE™ equips Golden Sector with heightened efficiency:

- ① Saving time for handling transaction documents;
- ② Enhancing invoice accuracy for better customers' satisfaction;
- ③ Speeding up clients' payment and increasing company cash flow;
- ④ Increasing efficiency for handling invoice and dealing with problematic documents.

## About the company

The Company is engaged in processing and trading of fresh fruit and vegetables. It is a wholly-owned subsidiary of Heng Tai Consumables Group Limited. It is a one of the key suppliers to one of a large chained fast food restaurants in Hong Kong to provide fresh fruits and vegetables on daily basis.





## 背景

金中農業成立於2006年，專營新鮮及加工蔬菜供應和冷凍鏈配送服務，並於國內自設蔬菜加工中心(已獲ISO9001及HACCP認證)，為本港各餐飲、零售連鎖店、學校及醫院等提供最優質的新鮮蔬果。作為各大飲食集團的主要蔬果供應商，公司每月需處理多達4,000張訂單、即超過二百噸貨量，對處理客戶訂單、編制送貨單及銷售發票等工序，需求的人力資源龐大。

普遍來說，公司需要每天安排5名員工，花數小時來處理多達150張以上的客戶訂單，而每張訂單往往多達20款產品以上。由於程序需人手處理，有機會出現人為錯誤，引致造成訂單、送貨單及銷售發票在對數時出現不符狀況，影響金中農業及客戶於付款時花費更多時間處理。

## 解決方案

公司在2016年開始採用「通商易」(ezTRADE™)的網絡版方案，其後由於與客戶的交易量大增，於2018年中旬起決定部署「通商易」的增值電子商務解決方案(Gateway)，配合公司原有企業資源管理系統(ERP)，滿足頻繁訂單往來的需要。「通商易」Gateway是一套建基於GS1 EANCOM / EDIFACT標準的B2B電子商貿平台，可供企業與其貿易夥伴在供應鏈每一個階段交換電子信息，如採購單、出貨單、發票等。

當通商易方案接入公司ERP後，金中農業在收到採購單時，會透過公司的ERP向客戶發送出貨單(ASN)，讓客戶得悉食品運送時間、數量及托運特點等，客戶得以更妥善安排接收貨品。方案將平均處理訂單和付款單的時間大幅減省，由數小時減至約60分鐘，大幅提升員工效率及準確度。

平台同時會為交易雙方交換訂單、出貨單及發票，客戶便能根據ASN驗證貨品的數量和金額，及時準確地向平台提供收貨記錄，從而在平台上快速得到發票配對結果。若有任何偏差，雙方都能清楚知悉及迅速糾正，增加整個交易的透明度。



### 應用的GS1標準或方案/服務

- 通商易
- EANCOM
- 全球位置編碼

### 效益

#### 通商易讓金中農業更有效率：

- ① 節省處理訂單等交易文件的時間；
- ② 將訂單準確度提升，令客戶的滿意度有所提升；
- ③ 客戶能更快支付貨款，加快公司現金流；
- ④ 提升核對賬項的效率，更快處理有問題的單據。

「『通商易』大幅提升我們行政工作的效率和可靠性，精簡了交易夥伴間的資訊交流。平台亦有助我們提供更好的客戶服務、更促進現金流，全面支援業務持續增長，迎合未來科技時代發展。」

業務經理 陳嘉豪先生

## 公司簡介

公司專營新鮮及加工蔬菜供應和冷凍鏈配送服務，是亨泰消費品集團有限公司全資擁有之附屬公司。它是本港一大飲食連鎖集團的主要蔬果供應商，為其每日提供新鮮蔬果。



# Good Mask 山河亞太有限公司

Accessing Diverse Possibilities and Global Market with One Code

口罩品牌一碼多用 冀打出國際名堂

“ Profits aside, we like to give back to the society, and make a Hong Kong brand heard in the global markets. The international GS1 barcode not only helps us get listed on e-marketplaces, but also let consumers well-informed of our product information and promotion campaign. Connected to multiple information platforms, BarcodePlus supports our product promotion abroad. ”

Mr. Joseph Lee, CEO

## Background

Responding to shortages of face masks at the beginning of the coronavirus outbreak, a millennial who owns a pharmacy in Yuen Long has set up a surgical face mask factory branded “Good Mask” with business partners, among the numerous mask manufacturers in Hong Kong. The company claims to have attained EN14683 TYPE IIR standard, the highest level in EU standard, for most of its masks, with a production volume of 300,000 pieces a day. Available in the brand’s 9 local outlets and online platforms, the mask is also supplied to Canada, looking to market globally. Intended to become an international Hong Kong brand, the company hopes to restore Hong Kong’s former glory as the hub of quality product with integrity.

## Solution

Applied GS1’s Global Trade Items Number (GTIN), or barcode, Good Mask believes the “489” barcode prefix can earn them trust and recognition for its brand and products, because it indicates a registered Hong Kong company regulated by local company ordinance. Barcode is also a “visa-free passport” for global e-marketplaces, because e-commerce giants like Amazon, Alibaba, Google Shopping are requiring product barcode for items listed on their platforms, in order to improve search result and uplift consumer experience.

With GTINs, Good Mask uploads product information onto GS1 Hong Kong’s product data platform - BarcodePlus, and generates product barcodes and QR codes (i.e. GS1 Digital Link) at the same time, bringing dual benefits to businesses - enhance supply chain efficiency with barcodes, and to take offline customers to online with Digital Link, redirecting them to brand’s website, online store, social media or e-com platforms.

The information stored in the QR codes are provided by brand owner, which means it is a trusted source of information, boosting customer trust. Free-of-charge for

GS1 Hong Kong members, BarcodePlus platform helps the company maintains an up-to-date online product catalogue with various SKUs, and allows worldwide buyers and consumers to read the products’ extended information via website (using GS1 Global Registry) or app (using Barcode Scan@WeChat), increasing global exposure.



## GS1 Standards Used & Solutions / Services Applied

- Global Trade Item Number (GTIN)
- BarcodePlus platform
- GS1 Digital Link

## Benefits

**Good Mask capitalises on GS1 GTINs, BarcodePlus and Digital Link to:**

- 1 Meet the requirement of e-marketplaces like Amazon, open up online opportunity and highlight its “Made in Hong Kong” quality;
- 2 Share product information to other platforms to promote brand awareness and exposure;
- 3 Serve as a trusted source of information from supplier to enhance buyers’ confidence.



## About the company

Found in 2020 with an investment of HK10 million, Good Mask strives to build a “Made-in-Hong-Kong” brand that produces quality surgical face masks for the individual and business markets. The company set up its own production line compliant to international standard in Hong Kong, to protect Hongkongers in midst of the pandemic strike.



## 背景

疫情初期口罩短缺，許多本地口罩工廠如雨後春筍般紛紛成立，元朗一家藥房的80後老闆便與夥伴創立了本地口罩品牌「Good Mask」。公司大部份口罩達到歐盟最高級別 EN14683 TYPE II R標準，現時產量可達每日30萬個；除了在9間本地門市及網上有售外，口罩亦已在加拿大落地，公司並期望產品能賣向全球市場，成為知名的本港品牌，延續香港以品質及信譽著稱的輝煌時代。

## 解決方案

公司為產品申請了GS1全球貿易貨品編碼(GTIN)，編碼字首「489」代表香港註冊的公司，符合香港公司註冊處條例規定，讓品牌及產品更易被信賴和認同；而編碼亦是公司拓展全球網上零售的「免簽護照」，因Amazon、阿里巴巴、Google Shopping等電商巨擘都已要求在其平台上架的貨品，都需要附有GS1編碼，藉此改善搜尋結果、提升消費者體驗。

Good Mask負責人在獲得編碼後，於香港貨品編碼協會(GS1 HK)的BarcodePlus產品數據平台中輸入產品資料，同時獲取條碼及QR碼(即GS1數字鏈接- Digital Link)，發揮一「碼」二用的功效 — 以條碼方便收銀等營運效率，及透過Digital Link(QR碼)將消費者從線下帶到線上，連接到品牌的網站、網店、社交媒體或電商平台。

由於條碼及QR碼載有的產品資訊均由品牌商提供，為可靠的產品資訊來源，有助提升Good Mask買家的信心。GS1 HK會員亦可免費使用BarcodePlus平台來作為網上產品目錄、管理不同系列產品，並讓世界各地的潛在買家及消費者，透過網頁(如GS1全球註冊資料庫，GS1 Global Registry)或手機程式(如條碼掃一掃@微信)來閱覽產品資訊，亦有助增加品牌及產品的全球曝光率。



### 應用的GS1標準或方案/服務

- 全球貿易貨品編碼 (GTIN)
- BarcodePlus平台
- GS1數字鏈接 (Digital Link)

### 效益

Good Mask利用GS1條碼、BarcodePlus和數字鏈接以獲享：

- 1 符合Amazon等電商市場的上架要求，開拓網絡商機並強調香港質素保證；
- 2 BarcodePlus將產品資訊共享與不同平台，提升品牌曝光及知名度；
- 3 平台提供的產品資訊源自品牌商，有助加強買家信心。

“ 我們作為香港品牌，在營商及回饋社會之餘，亦希望將本土品牌在全球市場發揚光大。GS1條碼能通行全球，助我們在電商上架、亦能提供更多資訊給消費者，以至進行促銷推廣，而BarcodePlus數據庫亦連繫多個資訊平台，有助我們將產品帶出國外。

行政總裁 李秉峰先生

”

## 公司簡介

Good Mask 成立於2020年，投資總額超過一千萬。公司務求建立香港製造品牌，製作出具質量保證的個人及機構防疫口罩，於香港自設合規生產線與市民站在抗疫最前線。



# Hang Heung Cake Shop

## 恆香老餅家市場

Applying REAL QR on Century-old Local Mooncake for Authentication and Added Confidence  
百年港產月餅以「真的碼」驗真偽 強信心

“ I was once notified of the production of fake Hang Heung mooncakes at a factory in a province in Mainland China. I went there to verify and report the counterfeit case but it was time-consuming and exhausting, so I believe it's wiser to let consumers know how to identify the pirated goods. By recording the scan activities, we get hold of customers' basic information that helps our analysis and business decision. ”

Mr. Desmond Wong, CEO

### Background

As the new management team take control of Hang Heung Cake Shop, a century-old brand, they are committed to infusing modern, new elements to its classic Chinese pastries. Introducing Japanese black sesame flavoured mooncake series, promoting through live commerce and cross-over with toy brands are just some of the examples to rejuvenate its brand to target the youth market.

Famous for its traditional handmade wife cake and mooncake, Hang Heung Cake Shop attracted the attention of illegal counterfeiters. There was once a loyal customer who brought a then-new mooncake package to a Hang Heung's retail shop, complaining about poor quality and taste. They later found out the mooncake were not made by them. Another company attempted to mislead customers by switching the Chinese character of the brand name to impersonate the brand. All these show that copycats are difficult to trace and almost impossible to completely annihilate.

### Solution

The brand decided to adopt GS1 Hong Kong's REAL Barcode solution to prevent counterfeits and offer consumers instant product authentication by simply scanning a barcode. REAL Barcode is an integrated barcode that combines GS1 standard with patented anti-forgery micro printing technology to fight forgery. In 2020, the company used 100,000 REAL QR labels with hologram security features on the package of its white lotus seed paste mooncake with double yolks series.

The instance of pirated mooncake then actually took place the same year. The episode highlighted the importance to educate consumers to distinguish between the real and fake products. When consumers scan the REAL QR with any mobile device using any app, REAL Barcode app will be activated to do a simple scan and perform product authentication instantly. The scan results will then be sent back to Hang Heung as simple sales data, and once a forged product is scanned, the company can be notified and take actions against the counterfeiters, or do more brand education. The solution is simple to setup without the need for change or update of the backend sales system, boosting cost-effectiveness and security.

The solution allows customers to differentiate the real from the fakes and to connect to the company e-shop, which also encourages O2O cross-selling. To combat illegal copycats, the company is considering further adoption of the REAL Barcode on its other best-selling delicacies.



#### GS1 standards used or solution(s) / service(s) applied

- REAL Barcode Authentication Solution

#### Benefits

REAL Barcode helps Hang Heung reinforce consumer and market confidence in the below ways:

- 1 Boosting brand image by enabling consumers to authenticate products themselves;
- 2 Countering the fakes by monitoring counterfeiters' sales channels;
- 3 Instilling a younger brand image with technology.

### About the company

Established a century ago, Hang Heung Cake Shop has become a well-known Chinese assorted cake manufacturer in Hong Kong and overseas community, particularly for its traditional wife cake and white lotus seed paste. Offering 25,000 homely baked pastries every day, Hang Heung also brings a generous portion of local heritage and history.



## 背景

百年字號恆香老餅家在新管理層下，不斷為其中式唐餅業務注入新鮮元素，除了推出日本黑芝麻等新口味的月餅系列外，亦以「直播買」或玩具品牌聯乘等嶄新手段去推廣，吸引年輕人。

恆香老餅家以傳統手製老婆餅、月餅最享負盛名，自然樹大招風，惹來不法商人覬覦。曾有老顧客攜帶當時新包裝設計的月餅，到恆香門市抱怨月餅比以往遜色，查證後發現原來顧客買了假貨。亦有公司以『恆香餅家』來冒認其品牌，手法可說是層出不窮，禁之不絕。

## 解決方案

公司決定採用香港貨品編碼協會(GS1 HK)「真的碼」方案，讓抄襲者難以複製，消費者「碼」上辨真偽。「真的碼」是一個綜合條碼，融合了多層防修改保安塗層及GS1標準條碼，以及微印刷(micro-print)加密專利技術，能有效防止條碼被複製。公司在2020年推出的雙黃白蓮蓉月餅包裝上，便貼上100,000個融合雷射防偽技術的「真的碼」標籤。

適逢今年發生冒牌月餅事件，更突顯教導市民辨別產品真偽的重要。當消費者以手機程式掃描該標籤，便會啟動GS1 HK「真的碼」手機app掃描條碼，立刻驗證產品真偽。條碼驗證的結果會傳送到恆香，讓公司收集簡單銷售數據；若是偽冒產品被掃描，公司便收到通知，採取打擊偽冒行動、或進行更積極的品牌教育工作。這方案設置簡單，毋須對銷售系統作修改或更新，兼具成本效益及高安全性。

方案既讓顧客分辨真假貨，又可以連接到公司網店，鼓勵線上線下交叉銷售。公司正考慮在其他熱門唐餅上應用方案，遏制非法冒牌市場。



### 應用的GS1標準或方案/服務

- 「真的碼」條碼驗證解決方案

### 效益

「真的碼」方案鞏固恆香的消費者及市場信心，並可：

- 1 讓消費者驗證產品的真偽，提升品牌形象；
- 2 有效監察偽冒者的銷售渠道，打擊翻版；
- 3 以科技推動品牌年輕化。



“我曾因收到消息，在內地某省市廠房正在偽冒恆香月餅，便親身到內地驗證舉報，但費時失事；所以我覺得教育消費者以『真的碼』親身去認清假貨，才是更明智做法。我們更能透過顧客掃描條碼，獲取顧客所在地點、時間等，有助我們進行簡單分析及決策。”

行政總裁 王偉樑先生

## 公司簡介

恆香老餅家是一間擁有百年字號的公司，多年來享負盛名，其中以家喻戶曉的老婆餅和白蓮蓉餡料最為經典。時至今日，恆香仍每日製作超過 25,000個食品，承傳著香港情懷。



# ThinkThing Studio

## Decoding the Secrets for Authentication and Customer Engagement

「碼」上防偽兼與客互動

“It is remarkable that GS1 Hong Kong can offer one-of-a-kind solution in the market that integrates product authentication and member registration. We had sought help from overseas software engineer but somewhat difficult to work with, which is why we favour the integrated solution by GS1 Hong Kong and its partner.”

Mr. Jason Li, Managing Director

### Background

Much progress has been made for the intellectual property development of technologies, logos and songs, but for product design, the piracy situation has yet to be under control. Jason Li, Managing Director of ThinkThing Studio, recalled designing an award-winning, octagon-shape based LED table lamp 10 years ago, and found the same product appeared in a large homeware store years later, using exactly the same mini-USB port, which is now outdated.

The company team took 2 years afterwards to engineer and produce a reusable, foldable, card-sized drinking straw, which received much acclaim and more than 3,500 orders via online crowdfunding. The drinking tube used certified food-grade recyclable materials sprinkled with patented antibacterial agent from Korea, made it easy to clean. Because of the product forgery experience in the past, the company has immediately applied for patent, and also determined to “fight the fakes” with technology.

### Solution

The company used GS1 Hong Kong’s “REAL Barcode” solution that allows consumers to verify product authenticity and protect its brand. The solution integrated patented anti-forgery micro printing, multi-layered tamper-resistant security features and GS1 standards on barcode labels to prevent forgery.

To collect buyers’ opinions and improve existing designs, ThinkThingStudio turns the solution into part of its member programme to connect with buyers and build its user database. When the buyer scans the “Real Barcode” on the Ztraw package, a unique membership number will be automatically generated, equivalent to a Ztraw ID card. After filling in simple information, the buyer can receive discounts in future.

Endorsing the solution, the company believes it is unique in the market that achieves dual purposes: fight the fakes and collect customer data. With thousands of buyers registered, it will facilitate new product promotion in the future. Despite facing obstacles during deployment, GS1 Hong Kong and its technical partner had been committed to resolving the issues, ultimately fully meeting the needs of the company.



#### GS1 standards used or solution (s) / service (s) applied

- REAL Barcode Authentication Solution

#### Benefits

REAL Barcode benefits ThinkThing Studio in below ways:

- 1 Turn thousands of buyers into members quickly, enabling demographics analysis and targeted promotion;
- 2 Enable customers to authenticate products, which helps in building consumer trust and protecting brand

### About the company

Established since 2011, ThinkThing Studio Limited is a design and consulting firm that provides clients with innovative design solutions. Their works encompass products and packaging, graphics and identity, exhibitions and installations, content creation and editorial design, websites and social media marketing, fashion and styling.



## 背景

知識產權在科技、商標、歌曲等領域上發展逐漸成熟，但在產品設計上仍見不少「山寨」、「老翻」產品。ThinkThing Studio董事總經理李崇山約在10年前創作出一支可多角度擺放的獲獎枱燈，在數年後卻在大型家品店中看到一模一樣的產品，並仍沿用著當年設計的Mini USB插口。

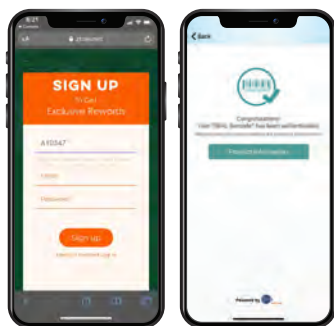
公司團隊其後用了2年時間，設計生產出一張卡片大小、可摺可拆的可重用飲管Ztraw，並以網上眾籌獲得逾3,500個預訂，大受歡迎。該飲管以可食用安全級別的再生物料製成，灑上韓國專利的抗菌劑，亦容易清洗。由於當年被剽竊的經歷，所以公司馬上為設計申請專利，並決定利用科技方案去打擊偽冒。

## 解決方案

公司運用了香港貨品編碼協會(GS1 HK)「真的碼」(REAL Barcode)方案，讓消費者驗證真偽、保障品牌。方案以專利的防偽技術製成標籤，包括融合了多層防修改保安塗層及GS1標準條碼、以及微印刷(micro-print)加密專利技術。消費者只需以手機掃描該標籤、啟動GS1 HK「真的碼」手機app再次掃描，便能立刻驗證產品真偽。

ThinkThing Studio更將方案變成會員計劃一部份、與買家連繫，冀建立用家數據庫，方便聆聽意見、改良現有設計。當買家掃描Ztraw包裝上「真的碼」時，便會自動獲編配一個獨一無二的會員號，等同該Ztraw的身份證，而顧客填寫簡單資料後，便隨時收到優惠通知。

公司認同該方案在市場上罕見，有助打擊冒牌之餘更可收集顧客資料，至今已有過千買家登記，便利日後公司作新產品推廣。部署方案期間雖有窒礙，但GS1 HK及其技術夥伴團隊盡心解決問題，最終將方案調整至完全符合公司要求。



### 應用的GS1標準或方案/服務

- 「真的碼」條碼驗證解決方案

### 效益

「真的碼」方案為ThinkThing Studio帶來以下好處：

- 1 快速吸納過千買家成為會員，方便分析客路、作針對性產品推廣。
- 2 顧客能辨識真偽，增加信心亦維護品牌聲譽。

“香港貨品編碼協會能夠結合驗證真偽和登記會員兩種功能二合為一，應在市場絕無僅有；有試過找外國的軟件工程師幫忙做同類方案，但雙方難以配合，最終還是使用香港貨品編碼協會與其夥伴提供的一條龍方案。

董事總經理 李崇山先生



”

## 公司簡介

成立於2011年的THINKTHING Studio Limited是一家設計和諮詢公司，專為客戶提供創新的設計方案。創作作品包括產品和包裝、平面設計及品牌標記、展覽和室內裝置、內容創建和編輯、網站和社交媒體營銷、及服飾造型。



# Quality Food Scheme 2020

## Recognised Companies' Sharing

### 優質食品計劃2020

### 獲嘉許企業心得分享

GS1 Hong Kong Quality Food Scheme (formerly named as Quality Food Traceability Scheme) encourages enterprises to optimise their food traceability practices to build consumer trust and improve food safety in local food industry. Organised for 5 years since 2015, the Scheme has recognised over 20 enterprises every year to commend their outstanding performance in food traceability, supporting food safety in Hong Kong.

香港貨品編碼協會(GS1 HK)的優質食品計劃(原名：優質食品源頭追蹤計劃)鼓勵企業優化食品追蹤追溯，以供優質及安全食品予消費者的最終目標。計劃由2015年起已連續5年舉辦，每年均有超過20家企業獲得殊榮，表揚其在食品可追溯性的卓越表現，為本港食物安全做好把關。



## Diamond Enterprise

### 鑽石企業獎



Café de Coral Holdings Ltd.  
大家樂集團有限公司

We participate in the Scheme to ensure our supply chain are closely linked, increasing customers' confidence in our food. It is my sincere advice to the industry to uphold their commitment to food traceability. It is not easy because there are challenges, long-term commitment and time. I will certainly recommend this Scheme to the industry peers.

我們參加計劃，確保整個供應鏈環緊扣，加強顧客對大家樂食品的信心。我建議業界堅守這個承諾，而要做到這個承諾並不簡單，因為會遇到很多難題及挑戰，也要很多付出和時間去達成。我當然會推薦這個計劃給其他行家。

Ms. Grace Yee, Assistant Director (Corporate Quality Assurance)  
助理總監 (集團品質監控) 余惠娟女士



FrieslandCampina (HK) Ltd.  
菲仕蘭 (香港) 有限公司

We are honoured to have won the highest level of award - Diamond Enterprise Award - for three consecutive years, and continued to attain 3 Stars top rating in Efficient Consumer Response (ECR) Index. Product quality and safety have always been the top priority of FrieslandCampina. Being recognised by GS1 Hong Kong is an affirmation to the company's product safety and traceability at highest standards, which matter the most to consumers. We fully support and recommend industry players to join the Scheme.

我們十分榮幸連續三年獲頒這計劃之最高級別嘉許 — 鑽石企業獎，並再次於高效消費者響應 (ECR) 評審中獲評3星最高標準。菲仕蘭始終把產品質量及安全放在首位，我們能夠得到香港貨品編碼協會的認可對公司產品安全和可追溯性標準的高度肯定，亦是消費者最關心的一環。我們十分支持這計劃並推薦業界一同參與。

Ms. Helena He, Managing Director  
董事總經理 賀亞軍女士



Hop Hing Oil Group has an internal food traceability system. GS1 Hong Kong has provided us with professional assessment criteria which help us review our 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.

合興以往都有一套內部的食品追蹤系統。香港貨品編碼協會為我們提供專業審核，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，將內部資源透明化，令我們對食品監控更添信心。

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



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

Maxim's continues to work hand-in-hand with our strategic partners to raise the bar on food safety and quality, in order that the customers could receive satisfactory service. I certainly encourage the industry to join the scheme as GS1 Hong Kong has provided with us a lot of insights in term of traceability system development.

美心一直和我們合作伙伴共同努力提升食品安全和品質標準。以客為先，以質為根，提供優質及安全食品予消費者。我鼓勵業界參加這個計劃，因香港貨品編碼協會提供了食品追溯的方法和最新技術，幫助提升追溯系統效率。

Ms. Pang May Bo, Senior Quality Assurance Manager  
高級經理，品質監控部 彭美寶女士



Maxim's Caterers Ltd.  
美心食品有限公司

This is the second year for Nestlé Hong Kong Limited to join GS1 Hong Kong's Quality Food Scheme, and we are honored to have won the Diamond Enterprise Award for two years in a row. After participating in the Scheme, we further understood the latest trends and development in the industry, and we continue to optimise our internal workflow. At the same time, we enhanced our company image and strengthened consumers' confidence in our brands.

今年是雀巢香港有限公司第二次參加香港貨品編碼協會優質食品源頭追蹤計劃，很榮幸我們連續兩年獲得鑽石企業獎。參加了這個計劃後，我們更了解業內的最新趨勢和發展，亦在努力優化內部程序，同時都提升了我們的公司形象，令消費者對我們更有信心。

Ms. May Chung, General Manager  
總經理 鍾美玲女士



Nestlé Good food, Good life

Nestlé Hong Kong Ltd.  
雀巢香港有限公司

By participating in the Scheme, Sims Trading's products are guaranteed of high level of food safety and traceability, which helps us build consumer trust. Food safety is one of consumers' top concerns, so the fact that Sims Trading is awarded as Diamond Enterprise again, is a substantial confirmation of our extra effort in enhancing food safety and traceability.

參加了計劃令我們代理的產品得到一個食品安全及追蹤之保證，讓消費者對我們代理的產品更有信心。食品安全是消費者最關注的一環，而慎昌今年繼續成為鑽石企業，證明了我們在食品安全和追蹤上，做得更多和更好。

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



Sims Trading Co. Ltd.  
慎昌有限公司



Swire Coca-Cola HK  
香港太古可口可樂有限公司

We are very delighted to be awarded as “Diamond Enterprise” this year, our 4<sup>th</sup> in a row. This is also our 6<sup>th</sup> consecutive year being honoured in the Scheme, attesting to the industry’s recognition of our commitments to food quality and safety. It is our policy to always strive for customer confidence and satisfaction in our products through effective adoption of the world’s best standards and technologies for food management and traceability. To this end, the Scheme is a great initiative enabling us to review our operations from time to time for continual improvements.

我們非常榮幸連續四年獲嘉許為「鑽石企業」。今年亦是我們第六個年度參與此計劃並獲取獎項，足證我們在產品質素及食品安全方面的努力，獲得業界認可。藉著採用最佳國際食品管理監控標準及技術，我們時刻致力維持並提升顧客對公司產品的信心和滿意度。這項計劃能有效協助我們審視食品追溯管理系統，以貫徹我們持續改進精益求精的方針。

Mr. Alan Chau, Logistics Director  
物流總監 Alan Chau先生



Tong Shun Hing  
Poultry (HK) Co. Ltd.  
唐順興家禽(香港)有限公司

As the main importer for chilled poultry in Hong Kong and Macau, we are glad to share the same business philosophy with GS1 Hong Kong and other outstanding companies in the F&B industry, which is our focus on food safety. Upon participation of the Quality Food Traceability Scheme, it continuously optimise our food safety policy, so that we can closely follow the expectations of customers in the market and meet our requirements for food safety.

作為香港和澳門主要冰鮮家禽入口商，我們很高興和香港貨品編碼協會以及餐飲業界各優秀企業擁有相同經營理念，就是重視食品安全。參與優質食品源頭追蹤計劃，由香港貨品編碼協會作第三方考核，持續優化我們的食品安全政策，令我們更加緊貼市場上客人的期望，亦滿足我們對食品安全的要求。

Mr. Patrick Tong, General Manager  
總經理 唐振峰先生



Tsit Wing International  
Holdings Ltd.  
捷榮國際控股有限公司

We have joined the Scheme for 6 years. Through this Scheme, we can continuously strengthen and improve the food supply chain of our Company with detailed records, such as the country of origin, processing, packaging, and distribution. I believe that a higher standard of food safety is not only our primary goal, but also the ultimate objective of the food industry.

我們已經是第六年參與此計劃。通過此計劃，我們可以進一步將每一個細節記錄清楚，例如由生產地、加工、包裝、配送，從而令公司生產過程不斷改進及優化。我相信食品安全不單是公司的首要目標，亦是業界的一個共同目標。

Mr. Keith Wu, Executive Director and Group COO  
執行董事及集團首席營運官 鄒錦安先生



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

Quality is always Vitasoy’s top priority. Being awarded as the highest level “Diamond Enterprise” for the 4<sup>th</sup> consecutive year is again a recognition to our profession in implementing food safety and traceability standards in our supply chain management. Despite challenges brought by the COVID-19 in 2020, we adhere to our uncompromising principles in quality standards and provide our consumers with products of high quality.

維他奶一向關注產品質量，能夠連續第四年獲評為計劃中最高級別的鑽石企業，是再次對我們在食品安全及追溯系統方面達至國際水平的肯定。雖然2020年面對新冠肺炎疫情所帶來各方面的挑戰，我們堅持優質標準的堅定信念，致力為消費者提供優質產品。

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



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

Wyeth Nutrition Hong Kong has always strived for improvement, so we keep reviewing and enhancing our food safety management system. I think the industry needs a professional, credible and open platform to monitor food safety and traceability, so that the confidence for food safety would be increased. The Scheme meets that need by providing exactly such platform.

惠氏營養品香港一向力求進步，所以會不斷去檢討和改進食品安全管理系統。我覺得業界有需要一個專業，有公信力和公開之平台去監察食品安全和追蹤，從而提升大眾對食品安全之信心，而這計劃正正提供了這樣一個平台。

Ms. Traci Chow, Business Executive Officer  
總經理 周秀翹女士



**QUALITY  
FOOD**  
Traceability  
Scheme  
Gold 2020



**Gold Enterprise**  
**金企業獎**

It has been the 6<sup>th</sup> year since AEON joined the Scheme in 2015. The Scheme inspires us with new understanding of international standards and raises the awareness of our employees. The annual assessment can resolve unsatisfactory performance of the company and demonstrate the importance of the Scheme to our employees.

AEON已經在2015年開始參加此計劃，今年已經是第6年了。這計劃帶給我們公司對國際標準的新認知及提高員工的意識。而透過每年的評審，可以評估公司的表現是否有下降或不足之處，從而向員工展示公司十分重視計劃的方向，就是食品安全。

Mr. Sam Lo, Manager, Logistic  
物流部經理 羅瑜琛先生



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

Through the scheme, it helps us enhance communication of the team and establish a more effective traceability system. With rapid technological development, traceability is important in the production process. As the food processing involves much manual operation, by joining the scheme, we can continuously enhance our technology knowledge and upgrade software/ hardware system.

參加此計劃有助建立更高效的團隊和追蹤體系。在現今科技發展當中，食品生產過程的可追蹤性非常重要。食品在加工時候由於涉及很多人為操作，透過參加這個計劃和合作，便可以不斷提升科技知識和更新軟/硬件系統。

Mr. Michael Chan, Deputy General Manager  
副總經理 陳傳賢先生



**DCH Food Mart**  
大昌食品市場

We hope to cooperate with a credible organisation so as to assess our current food handling and safety monitoring capacity. 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 safety monitoring. We hope the scale of this Scheme can continue to grow, continuously enhancing the entire logistics tracking system.

我們希望透過與具認證性的組織合作，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。希望這計劃的規模越做越大，有助完善整個物流追蹤系統。

Mr. Johnson Kwong, Director and General Manager  
董事及總經理 鄭志聖先生



**大昌行物流**  
**DCH LOGISTICS**

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



**International Gourmet Foods Ltd.**  
寰宇美食有限公司

By participating in the Scheme, our customers would have confidence on our high level of food safety and traceability of IGF (Polyfood/Bayern Gourmet/Leo's) products. This could increase our brand credibility and customer trust on our products. IGF is awarded as Gold Enterprise of 2020, this is a motivation and substantial confirmation of our team's effort in reinforcing food safety and traceability.

參加了此計劃，讓我們的顧客對寰宇美食生產及代理之產品(保發/德國食品/雷澳)，在食品安全和追蹤系統上更有信心，同時亦提升公司的品牌誠信及客戶對我們產品的信任度。寰宇美食在2020年獲取企業金獎，確實是對我們團隊的一份鼓勵，亦證明了我們在食品安全和追蹤系統上，表現卓越可信。

Mr. Gordon Chan, Deputy General Manager  
副總經理 陳子誠先生



**Lorence & Co. Ltd.**  
義生洋行

As one of the stakeholders in the food industry, ensuring food safety is our responsibility and obligation. We are honoured to receive the Gold Enterprise again this year, which is a strong recognition from the industry and GS1 Hong Kong. We hope to take food safety to a higher level via strengthened efforts and share this message with industry experts and practitioners.

作為飲食界的一分子，我們有責任和使命去確保食品安全。很榮幸我們公司今年再次獲得金獎，是業界和香港貨品編碼協會對我們公司的認可。希望將來可以努力達到更高層次，令食品安全水平提升，並將這個訊息分享給業界及行家。

Mr. Steven Chan, Chief Executive Officer  
行政總裁 陳毅正先生



壹品豆品  
TOP SOYA

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

We appreciate that GS1 Hong Kong awarded us the Gold Enterprise this year again, granting us an international recognition and global image. I feel that the Scheme can help raise the company's business and awareness, so every time I meet with industry peers, I would recommend the Scheme.

我們再次感謝香港貨品編碼協會頒發金企業給我們，獎項帶給我們一個國際認可和形象。參加這計劃，我覺得能幫助公司業務和知名度，所以每次我們和業內行家會面，都會推薦這個計劃。

Mr. Jeff Law, Managing Director  
董事總經理 羅孟慶先生



**Tai Luen Coffee Co. Ltd.**  
大聯咖啡有限公司

We have already obtained ISO and HACCP certification, still we hope to optimise our food traceability systems and procedures by joining the Scheme, realising our principle of "Quality Finds the Brand". The assessments of the Scheme helped to optimise our traceability system and monitor our production and sales processes on multiple levels.

我們已獲得ISO及HACCP的認證，仍希望通過參加計劃以優化食品追蹤來源系統和程序，達到公司本身理念「品質鑄造品牌」的效果。這個計劃的審核優化了公司內部系統的追蹤功能，以及展示在生產及銷售流程中也可以有不同程度之監控。

Mr. Keith Tsui, Supply Chain Manager  
供應鏈經理 崔曜錡先生





**QUALITY  
FOOD**  
Traceability  
Scheme  
Silver 2020



## Silver Enterprise 銀企業獎

Our company has been established for 16 years, our stakeholders in different sectors all know the importance of our well-maintained supply chain, leading to food safety, traceability and sustainable development. GS1 Hong Kong has already established an assessment platform, so we want to make good use of it and let more companies and customers know our remarkable supply chain performance.

公司成立已有16年，不同界別的持份者都知道我們優質供應鏈的重要，包括食品安全、可追溯性和可持續發展。既然香港貨品編碼協會已建立了一個審核平台，所以我們想好好善用它，讓更多企業和客戶知道我們卓越的供應鏈表現。

Mr. Felix Wai, Assistant General Manager  
副總經理 韋智揚先生



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

This Scheme has a lot of positive impact on us, letting us know the operation of the food industry, the works on traceability and the ways to systematically trace the food origin. We have learnt a lot from the Scheme, and it also validates the vales of our substantial efforts. Of course it shows us there are rooms for improvement too.

這個計劃對我們有很多正面影響，讓我們了解到食品行業內部是怎樣去操作，怎樣去追蹤、如何有系統地追蹤食品來源等。我們從計劃中領略到很多，也證明我們一直的代出和努力是有效，也有改善進步的空間。

Mr. Lung Woo, Co-Founder  
創辦人 胡逸龍先生



**Starjet Trading Ltd.**  
星爵貿易有限公司





## Gain Insight & Get Product to Market Faster

In today's fast-changing world, the ability to harness data are instrumental for companies to respond to market changes, consumer expectations and business partners' needs. Advancement of technologies like IoT, sensors, AI, video analytics, enables companies to harvest more data, and by turning those data into actionable insights, businesses are able to track-and-trace products along the supply chain, roll-out products at the right place and time, and thus better predict its profitability and inventory needs.

In this section, we introduce cases which have adopted GS1 Hong Kong visibility platform, acquired practical skills through tailor-made training or get its solution certified to increase their data visibility, connectivity and speed-to-market.

### ezTRACK™

An end-to-end cloud-based visibility 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 the supply chain.

## 掌握洞見 將產品更快推出市場

在當今瞬息萬變的世界中，深耕數據的能力都非常重要，有助公司回應市場變化、滿足消費者期望和業務夥伴的需求。隨著物聯網、傳感器、人工智能、視頻分析等科技的進步，企業能夠收集更多數據，並轉化為可以付諸行動的洞察力，企業便能夠在供應鏈上追蹤追溯產品，在適時適候推出產品，並可更準確地預測其盈利能力和庫存需求。

在本節中，我們將介紹各機構如何採用香港貨品編碼協會(GS1 HK)的可視化平台、在度身訂造的培訓中學會實踐技巧、或獲得方案認證，去提高其數據能見度、聯通性和產品上市速度。

### 縱橫網™

是個點對點的雲端追溯平台，可以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。



## Global Traceability Standard Training

A training workshop that provides industry stakeholders with a step-by-step guidance in implementing global traceability standards in food supply chain and operation management system.

## Solutions Certification Programme

Available only to GS1 Hong Kong Vendor Partners, it is designed to test and certify solution's compliance to GS1 standards and industry best practices, aiming to help user companies select appropriate GS1 standards-enabled solutions with confidence.

## Supply Chain 4.0 Training

Delivered by GS1 Hong Kong chief architect and principal consultant, the 2-day training programme focus on the importance, application and the best practices on adoption of standard and technologies to achieve automation and digitalisation of supply chain, progressing to Supply Chain 4.0.

## 全球追溯標準培訓

課程為行業持份者提供了在食品供應鏈和營運管理系統中，實施全球可追溯性標準的分步驟指引。

## 解決方案認證計劃

計劃專為供應商夥伴而設，旨在測試及認證夥伴的解決方案，是否符合GS1全球標準和業界最佳實例，有助企業用戶選擇合適的、以GS1標準為基礎的解決方案。

## 供應鏈4.0培訓

為期2天的課程由GS1 HK總工程師及首席顧問傳授，集中講解利用標準和科技，達致自動化和數碼化供應鏈的重要性、應用和最佳實例，如何發展變成供應鏈4.0的營運模式。



# Lorence & Company Limited

## 義生洋行

Staying Hungry for New Knowledge of Digital Transformation  
熱切探求數碼轉型新知識

“As one of the major stakeholders in the food industry, ensuring food safety is our responsibility and obligation. We hope to take food safety to a higher level via strengthened efforts and share this message with industry experts and practitioners.”

Mr. Steven Chan, Chief Executive Officer

## Background

Representing more than 70 brands and thousands of products from Italy, Lorence & Company Limited has contributed greatly to the growth of Italian gourmet and fine wine consumption in Hong Kong and the neighbouring markets. Over the last 7 decades, it has been continuously expanding its operations and reforming its supply chain for the increasing volume of dried, frozen and refrigerated products, to ensure more stable supply and greater efficiency.

Lorence & Company Limited keeps upgrading its storage and monitoring system, customised processing factories, logistics fleet, and other supporting facilities to strengthen its operations and uplift its supply chain traceability. The team is also looking to improve the overall performance and communications between all departments, by sharing latest knowledge with the relevant staff.

## Solution

Committed to excellence, Lorence & Company Limited joined “Data-Driven Business Models for Food Manufacturing & Distribution Training” run by GS1 Hong Kong Academy. Designed to help participants get a holistic overview of current trends in digitalisation for food business, the training covers 6 key topics:

1. Driving force of digital transformation
2. Game changing technologies
3. Current digitalization level and readiness level analysis
4. Business impacts on data-driven versus non data-driven models
5. Systematic approach on implementing data-driven business model
6. Business simulation exercise: Data-driven business model for a F&B operator

They attended the 2-day training and found it both useful and practical. They know more about the emerging trends of food manufacturing and distribution, its related technologies, tools to analyse current readiness level, also ways to design and implement data-driven operation

model. The course was customised for their specific needs, inspiring and equipping them with the essential ideas and skills to apply in Lorence & Company’s business.



## GS1 standards used or solution(s) / service(s) applied

- GS1 Hong Kong Academy: Data-Driven Business Models for Food Manufacturing & Distribution Training

## Benefits

- 1 Acquire knowledge on means to improve traceability for increased food safety;
- 2 Grasp techniques to plan and design a data-driven business model for future roadmap.

## About the company

Lorence & Company was established back in 1950s. The company has been sourcing various prestigious brands mainly from Italy to cater the customers’ needs in Hong Kong, while putting utmost efforts in sustaining service quality. By keeping stringent regulations and professional management, the company gains reputable certifications like HACCP & GMP and ISO 22000, as well as the trust from many local clients, including hotels, restaurant chains, healthy food shops, in-flight catering corporations and supermarkets.





## 背景

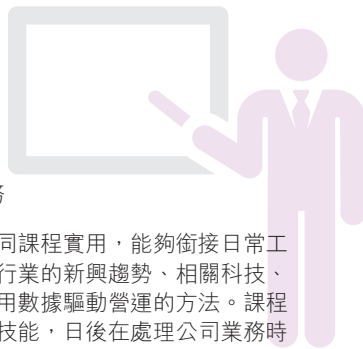
義生洋行旗下代理逾70個品牌、數千款來自意大利的各類產品，是帶動意大利優質食品和葡萄酒在香港及鄰近消費市場增長的主要力量。公司在過去70年一直拓展業務、改革供應鏈管理，以確保各類產品如乾貨、冷凍及冷藏產品的供應穩定，並提振效率。

為增強公司的營運管理和提升供應鏈的可追溯性，義生洋行不斷優化公司的倉存和監控系統、度身而設的加工廠房、物流車隊，以及其他支援設施。公司亦希望透過傳授最新知識予相關員工，去提升整體表現、加強部門溝通。

## 解決方案

義生洋行一直臻於至善，遂參加由GS1 Hong Kong學院舉辦的「專為食品生產及分銷行業而設的數據驅動商業模式」培訓課程，期望有助同事掌握當前食品行業最新的數碼化發展趨勢。培訓課程涵蓋六大主題：

1. 驅動數碼轉型的背後力量
2. 顛覆業界規則的科技
3. 當前數碼轉型水平及就緒指數分析
4. 數據對商業營運之影響
5. 採用數據驅動商業模式的系統方法
6. 模擬練習：餐飲經營者的數據驅動業務



在參與為期兩天的培訓後，公司同事均認同課程實用，能夠銜接日常工作。他們能夠掌握到有關食品生產及分銷行業的新興趨勢、相關科技、分析當前就緒指數的工具，以及計劃和應用數據驅動營運的方法。課程為他們度身而設，讓他們啟發創意、駕馭技能，日後在處理公司業務時作更充份準備。



### 應用的GS1標準或方案/服務

- GS1 Hong Kong學院：專為食品生產及分銷行業而設的數據驅動商業模式培訓課程

### 效益

- 1 熟習改善可追溯性管理的相關知識，提升食品安全；
- 2 掌握用以設計及規劃數據驅動業務模式的技巧，為未來發展鋪路。

“ 作為食品業的重要持份者，我們首要的責任和義務就是確保食品安全。我們期望透過不斷努力達到更高的食品安全水平，並將這訊息分享給業界專家及行家。

行政總裁 陳毅正先生



”

## 公司簡介

義生洋行由50年代成立至今，一直致力搜羅來自意大利的著名品牌以迎合本港消費者的需求，持續提供最優質的服務。公司多年來恪守嚴謹質量和專業管理，屢次獲得業界公認的認同，包括 HACCP及GMP和ISO 22000等，成績斐然；同時，公司亦贏得本地多間酒店、各式連鎖餐廳、健康食品專門店、機艙餐飲公司及超級市場的支持，成為長期客戶。



# NEC Hong Kong Limited

## 日本電氣香港有限公司

### Brewing a Crystal-Clear Wine Supply Chain

#### 釀造清澈透明的葡萄酒供應鏈

“**NEC’s Blockchain focuses on resolving existing Byzantine fault-tolerant (BFT) limitations, we have taken a leap further in introducing a potentially-revolutionary consensus protocol - FastBFT. This novel consensus protocol not only ensures high availability and security, but also delivers high throughput.**”

Mr. Patrick leung, Project Director

## Background

The wine supply chain is one of the most complicated and disintegrated supply chains with distant grape-growers, suppliers, producers and demanding consumers. This complicated network poses challenges not only for efficient production and supply, but vulnerable to counterfeiting, adulteration, usage of hazardous and excessive chemicals.

These issues call forth a solution which can build trust among different stakeholders as well as in consumers by providing visibility into the supply chain at different stages and to verify the ingredients, composition and other factors such as vineyard location, weather conditions etc. from farm to bottle.

To do this, NEC Hong Kong and GS1 Hong Kong jointly developed the Wine Traceability Solution using NEC’s Blockchain platform and GS1’s Global Supply Chain Standards interfacing with GS1 Hong Kong’s ezTRACK™ platform.

## Solution

The blockchain based traceability system aims to enhance the cross-border supply chain visibility and can solve the challenges of counterfeiting and integrity by recording every transaction as a block in a chain. Inherently these blocks are immutable and any tampering with a block shall break the chain due to lack of further consensus. With the appropriate permissions, relevant stakeholders of the system are able to query a secured distributed ledger and ultimately trace the origins and journey of a wine product.

NEC’s Blockchain is based on a novel architecture that caters to meeting industry standards. The architecture comprises of satellite chains that privately run different consensus protocols in parallel, boosting the scalability of the system, and allows a blockchain administrator to oversee the entire network and enforce specific policies via smart contracts. Moreover, NEC’s Blockchain combines hardware-based trusted execution environments with lightweight secret sharing.

The solution integrates with GS1 Hong Kong’s ezTRACK™ platform and based on GS1 global standards. ezTRACK™, a platform that offers real-time information visibility across worldwide supply chains, can effectively track and trace the flow of goods and product information from point of manufacture to point of sale through a robust Electronic Product Code™ (EPC) standard-based platform.

As a cloud-based application compatible with various technologies including Radio Frequency Identification (RFID), barcode, Global Positioning System (GPS), sensors, ezTRACK™ runs various solutions that allow enterprises to instantly access business-critical product information related to work-in-progress status, product inventory data, delivery schedules, etc.



### GS1 standards used or solution(s) / service(s) applied

- ezTRACK™

## Benefits

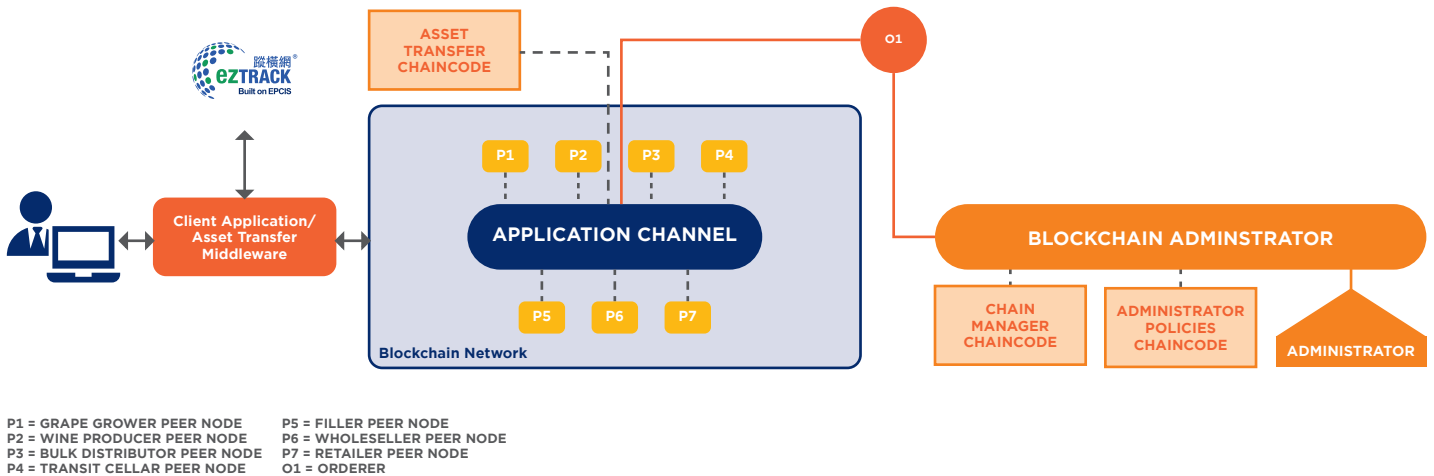
**The Wine Traceability Solution provides following benefits to the users:**

- 1 Enhance the visibility of Wine Supply Chain Traceability and ensure provenance and authenticity for every bottle of wine;
- 2 Ensure the data privacy and confidentiality with Private and Confidential Satellite Chains;
- 3 Warrant high security against cyber attacks.

## About the company

Established in 1984, NEC Hong Kong Limited (NEC HK) has been rapidly expanding its activities to meet growing customer demands in Hong Kong, Macau and mainland China.

As a leading information and communications technology provider, NEC HK provides innovative solutions and infrastructure to promote safety, security and enhance the quality of life for individuals and the community.



## 背景

葡萄酒供應鏈的網絡複雜而分散，當中包括位處世界各地的葡萄種植者、供應商、生產商和高要求的消費者。這繁複的脈絡不僅影響業界的生產效率和供應，更衍生出仿冒、摻假、使用危險及過量化學品等的危機。

要解決上述問題，就必須取得不同持份者、包括消費者的信任，提升整個產業鏈中每個階段的運作透明度，並為每樽葡萄酒核實其「由莊園至酒樽」的整個過程，包括成份、比例，及其他要素如莊園位置、氣候條件等。

為此，NEC香港和香港貨品編碼協會(GS1 HK)携手，利用NEC的區塊鏈平台及GS1全球供應鏈標準，開發出葡萄酒溯源解決方案，並連接至GS1 HK的「縱橫網™」平台。

## 解決方案

該溯源系統以區塊鏈為基礎，旨在加強跨境供應鏈的可視化程度，並可以藉著記錄每宗交易的每段軌跡，去應對造假及信譽等問題。這些區塊鏈數據是不可改變的，如果在缺乏雙方共識的情況下進行篡改，將會破壞整條區塊鏈。在取得合適的權限後，相關的系統持份者便能夠查閱受保護的分散式帳本，並追蹤葡萄酒產品的產地及運送旅程。

NEC的區塊鏈是建基於業界標準的嶄新架構創建而成。該架構能連接衛星網絡，可私密地同步運行不同的共識協議，提升系統的擴展性；同時，它亦允許區塊鏈管理員透過智能合約監察整個網絡及執行指定條款。除此以外，NEC的區塊鏈更結合受硬件保護的可信執行環境及輕量的密件共享。

解決方案同時融合了GS1全球標準及GS1 HK「縱橫網™」平台。「縱橫網™」能提供全球供應鏈中的實時資訊，提升供應鏈透明度；透過產品電子代碼™ (EPC) 標準，它能有效地追蹤及追溯從製造源頭至銷售點途中的貨物和產品動態資訊。

採用雲端技術的「縱橫網™」能兼容多種科技，包括無線射頻識別技術 (RFID)、條碼、全球定位系統 (GPS) 以及傳感器等，為企業提供多元化方案，以即時獲取重要的產品資訊，例如生產進度、庫存管理數據、付運日程等。



### 應用的GS1標準或方案/服務

- 縱橫網™

### 效益

葡萄酒溯源解決方案為用家提供以下效益：

- 1 提升整個葡萄酒供應鏈溯源時的透明度，確保每瓶葡萄酒原產地質量及真確性；
- 2 透過加密隱藏的衛星鏈，保障客戶數據私隱和機密資料；
- 3 強調高安全性以防黑客網絡攻擊。

“ NEC的區塊鏈致力解決現時拜占庭容錯 (BFT) 的局限，遂引入顛覆性的共識協議『FastBFT』。這套革命的共識協議不僅確保高度可用性及安全性，更擁有高通量的儲存能力。

項目總監 楊本碩先生



## 公司簡介

成立於1984年，日本電氣香港有限公司迅速擴展公司業務以滿足香港、澳門和中國內地不斷增長的顧客需求。

作為業界領先的資訊及通訊科技供應商，NEC香港致力為個人及社區提供安全可靠、提升生活品質的創新解決方案和基礎架構。



# SP Infinite Technology Limited

## 安寶創科有限公司

Developing New Prospects with Accreditation  
行業認證開拓新客戶

“GS1 Hong Kong team helps us modify our asset management solution with global standards and practices to support the future market needs. An estimated saving of over 25% on the operation time is expected to be gained through this improvement project especially when the asset has to be transferred between different parties from internal to external.”

Mr. John Wong, General Manager

## Background

Company assets management can pose a huge business challenge to many organisations, large or small. There are risks of theft, inaccurate records, outdated reports, audit issues, failure to track assets during transfers, and human errors caused by manual processes. To address the needs, SP Infinite Technology Limited (SP) has developed a set of comprehensive RFID-based solutions that transform tedious and time-consuming processes into smart, simple, and easy tasks, which help companies fully control and monitor inventory updates, location, movement and asset life cycle.

To strengthen credibility and trust among potential clients, SP enrolled in GS1 Hong Kong's Solution Certification Programme (SCP) to ensure the solutions comply with the globally-recognised GS1 Standards and international best practices.

## Solution

The dual objectives of the SCP are to help end users select appropriate GS1-standards-enabled solutions based on the test result and certify suppliers' solutions for their compliance with global standards. SP's asset management solutions had gone through rigorous review by GS1 Hong Kong under 4 certification scopes: identification, supplementary information, capture and operation flow. The scope of operation flow is comprised of 5 processes: asset registration, asset event tracking, asset de-registration, stock taking, asset visibility and status.

With GS1 Hong Kong support, SP fine-tuned its asset management solutions basing on the standards to meet the needs of new prospects. The exercise is expected to help its clients enhance operation efficiency and save over 25% of operation time, notably for assets transferring between 2 divisions or entities.

With the accreditation, the company successfully engaged with a HKSAR Government Department which requires asset management solution with unique RFID tag number for its different divisions, to enhance scalability, management efficiency, data integrity and data interoperability. GIAI, for example, has been used to enable assets to be individually recorded and harmonised across various inventory coding systems used by different departments. The standard is also highly scalable to incorporate systems from other government departments in future as needed.



### GS1 standards used or solution (s) / service (s) applied

- Solution Certification Programme (SCP) - Asset Management System (AMS)

### Benefits

The SCP benefits the company in the below ways:

- 1 Uplift SP's capability and support its business development to engage with its clients;
- 2 Help its clients increase operation efficiency and improve scalability for future enhancement.

## About the company

Founded in 2015, SP Infinite Technology Ltd has rapidly developed herself as one of the most active solution providers in IoT.

SP has won 7 awards in the last few years in the area of RFID and IoT in Hong Kong and China. With patented technology to enhance its RFID solutions of high security, the company offers its customers a one-stop shop option for their easy administration and more efficient use of budget, realizing their vision of "work smart and live healthily".



## 背景

公司資產管理對大中小企業而言，可說是一項艱鉅任務，因為管理過程可涉及盜竊、錯誤記錄、過時報告、審計事宜、轉移期間無法追蹤資產，以及人為操作而引致的錯誤。為此，安寶創科有限公司建立出一套完善的無線射頻識別技術，將繁複耗時的工序變得智能化、簡單容易處理，幫助公司全方位控制及監測庫存最新情況、位置動態和資產生命週期。

為鞏固公司信譽和加強潛在客戶的信任度，安寶創科加入香港貨品編碼協會(GS1 HK)的解決方案認證計劃，讓公司旗下的解決方案得以切合GS1全球認可的標準和國際最佳範例。

## 解決方案

計劃期望達成兩大目標：協助企業用戶選擇合適的、以GS1標準為基礎的解決方案，並確認供應商夥伴所提供的軟件及解決方案，符合GS1全球標準和最佳範例。安寶創科的資產管理系統已經獲得香港貨品編碼協會的嚴格審查，檢視了四大範疇包括識別、補充資訊、擷取和操作流程；其中操作流程涵蓋五個程序：註冊資產、追蹤資產活動、註銷資產、存倉、資產透明度及其狀態。

在GS1 HK的支援下，安寶創科對其資產管理系統進行微調，以符合國際標準，滿足新客戶的要求。經調整後的方案預計可節省客戶高達25%以上的營運時間，特別是當資產需要在兩個部門或機構實體間轉移時，效果尤其顯著。

在獲得認證後，公司成功取得香港特區政府部門標書，透過整合了無線射頻識別標籤技術的資產管理方案，為不同部門盤點，提升項目的擴展性、管理效率、數據完整性，及數據相互操作的能力。方案利用了全球個別資產識別碼(GIAI)來獨立記錄資產，並協調不同部門正使用的庫存編碼制度。GIAI的應用擴展性高，故日後若有需要，也能用於其他政府部門的系統。



### 應用的GS1標準或方案/服務

- 解決方案認證計劃(SCP)：資產管理系統(AMS)

### 效益

解決方案認證計劃為公司帶來下列好處：

- 1 提升安寶創科的實力，支援其業務拓展；
- 2 協助客戶提升營運效率及拓展能力，滿足未來擴充需要。

“ 香港貨品編碼協會團隊助我們革新旗下資產管理系統，以切合全球標準和市場做法，支援我們未來市場發展。我們預期該優化項目可為客戶在資產由內部轉移至外界時、節省高達25%以上操作時間，完善整個流程。

總經理 黃偉進先生



## 公司簡介

安寶創科有限公司於2015年成立，迅速發展成為最活躍的物聯網解決方案供應商之一。

近年，安寶創科在香港及中國的無線射頻識別及物聯網領域發展中贏得七大獎項。公司擁有增強無線射頻識別方案安全性的專利技術，為客戶提供輕鬆管理、物有所值的一站式服務選項，助他們實現「有效率地工作、健康地生活」的宗旨。



# Tong Shun Hing Poultry (HK) Co. Ltd. 唐順興家禽(香港)有限公司

Gearing Up for Business 4.0  
全面裝備企業 把握營商4.0

“ The Certification Course and Quality Food Scheme inspire our team to continuously improve our food safety processes and drive digitalisation across the board. These help us meet our customers’ expectation on one hand, while realise our food safety requirements on the other. ”

Mr. Patrick Tong, General Manager

## Background

Hong Kong’s cuisine culture has been characterized by a great variety of Eastern and Western flavours, thanks to its globalised food supply chain. In the meantime, concerns on food hygiene, quality management and traceability are growing as well, therefore food suppliers are taking a more serious interest in the technology development in areas like food inspection and quality monitoring. As the major importer of chilled poultry in Hong Kong and Macau, Tong Shun Hing is supplying ten millions of poultry for more than 1,000 clients, partners and its 10 siu mei restaurants every year, covering all the locations in Hong Kong. To address today’s market demands, the company is no doubt looking to evolve to go digital and go smart on management.

## Solution

Tong Shun Hing has been using GS1 Hong Kong’s EDI-based B2B e-commerce platform ezTRADE™ years ago, to enhance efficiency for handling orders and managing inventory. Committed to staying ahead of the curve on food tech, the company joined GS1 Hong Kong’s Supply Chain 4.0 Certification Course to understand how innovative technologies like IoT, video tracking, data analytics can boost food safety, food management and traceability, at the same time streamline the operations.

More than 10 senior executives joined the 2-day course. Using a “theory + implementation + strategy” approach, combined with success stories and experience on digitalisation, the course hammers home the latest supply chain standards, food tech and market trends, enabling the company to a faster, more flexible, more granular, more accurate and more efficient management and operation.

Tong Shun Hing is also recognised as the Diamond Enterprise in the Quality Food Scheme 2020 (formerly known as Quality Food Traceability Scheme). The Scheme assessed a company traceability system and execution by experts, mainly evaluated in accordance with GS1 Global Traceability Standards (GTS) and Efficient Consumer Response (ECR). Resulted in flying colours, Tong Shun Hing has decided to act upon the improvement areas recommended in the audit report to cultivate a “pursuit for quality” culture and raise its food safety level, in hope to increase customer confidence and loyalty.



### GS1 Standards Used & Solutions / Services Applied

- GS1 Hong Kong Academy: Supply Chain 4.0 Certification Course
- Quality Food Scheme

### Benefits

By participating in Supply Chain 4.0 Certification Course and Quality Food Scheme, Tong Shun Hing enjoys:

- 1 Gaining the most updated food safety, management and traceability knowledge and technique;
- 2 Addressing the market demand and regulatory compliance by understanding the benefits and execution plan of digitalisation;
- 3 Reinforcing customers’ trust and refining marketing outcome.

## About the company

As the major importer of chilled poultry in Hong Kong and Macau, Tong Shun Hing Poultry (HK) Co. Ltd. has engaged in the import and wholesale business of frozen poultry for the catering and food distribution sectors for more than 25 years.



## 背景

全球化的食品供應鏈為香港帶來豐富多元的飲食文化，市民同時日益重視食品衛生及品質管理、追蹤溯源，令供應商積極探討食品檢測、品質監控等方面的科技發展。作為香港及澳門主要冰鮮家禽入口商之一的唐順興，每年為超過1,000名客戶、合作夥伴及10間自家燒味食肆，供應逾千萬隻家禽，網絡遍佈全港，自然亦需與時並進，冀以數碼化及智能化管理，滿足市場期望。

## 解決方案

唐順興多年前已應用香港貨品編碼協會(GS1 HK)交易數據平台「通商易」，提升訂單及庫存管理的效率，同時銳意緊貼最新食品科技，遂於今年參與GS1 HK舉辦的供應鏈4.0證書課程，瞭解各種創新科技如物聯網、影像監控和大數據分析等，如何有助提高食品安全、食品處理及追蹤溯源的水平及提升執行力。

公司逾10位管理層參與了兩天的培訓課程，透過「理論+實踐+策略」內容，結合數碼化成功案例和經驗分享，認識並掌握供應鏈標準、最新食品科技及市場趨勢，有助為公司帶來更快、更靈活、更精細、更準確和更高效的營運管理及操作。

唐順興同時參加了2020年度「優質食品計劃」(原稱「優質食品源頭追蹤計劃」)，獲嘉許為鑽石企業。計劃主要根據GS1「全球追溯標準」(GTS)及高效回應消費者指標(ECR)，由專家審視公司的追溯系統和實踐，確保它們遵循全球標準。唐順興表現出色，並決意從考核報告中吸取優化建議，以提升公司內部的品質文化，提升食品安全執行力，亦直接提升客戶的信心及忠誠度。



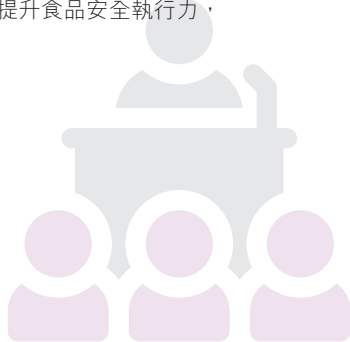
### 應用的GS1標準或方案/服務

- GS1 Hong Kong學院：供應鏈4.0證書課程
- 優質食品計劃

### 效益

參與供應鏈4.0證書課程及「優質食品計劃」後，有助唐順興：

- 1 掌握最新食品安全、處理及追蹤相關的認識及執行力；
- 2 助企業領略供應鏈數碼化的好處及實踐，滿足市場及監管要求；
- 3 加強客戶信任，改善營銷效果。



“ 培訓課程及「優質食品計劃」啟發了我們團隊，讓我們持續優化食品安全政策及推動營運數碼化，既令我們更緊貼市場客戶的期望，亦滿足我們對食品安全的要求。

總經理 唐振峰先生



”

## 公司簡介

唐順興家禽(香港)有限公司從事冰鮮家禽進口及批發，現為香港及澳門主要冰鮮家禽入口商之一，服務餐飲及食材批發行業超過25年。



## Improve Business Efficiency

An efficient and streamlined operation is critical to a company's success today, helping to better satisfy customers, controlling cost, improving profit margin, and ensuring sustainability. This can only be done if real-time information could be shared across operations, the entire supply chain is visible, and track-and-trace available.

The following cases illustrate how organisations capitalise on Global Data Standard (GDS) and Smart Operations to provide business with accurate, sharable, searchable, accessible and linkable data, thus achieving greater efficiency and ultimately business success.

## 促進商業效率

精簡高效的營運流程是現今企業成功的關鍵因素之一，能有助提升客戶滿意度、管控成本、提高利潤並確保可持續性。若企業能在各個營運部門間即時共享最新資訊，提升整個供應鏈可視化程度，並能追蹤溯源，便能成就高效營運。

文末的案例說明各組織如何善用全球數據標準（GDS）和智慧營運，為業務提供準確、可共享、可被搜索，及具鏈接能力的數據，從而提高效率，最終實現成功。





## Global Data Standards (GDS)

A set of GS1 standards and identification keys including GTIN, GLN, SSCC, GSIN and more, that can be applied in the supply chain and help increase efficiency, visibility, security, transparency. GDS had been adopted in various APEC pilot projects trade routes for trade facilitation, where APEC ministers had endorsed that the wider use of GDS shall be promoted in APEC.

## Smart Operations

It unleashes the power of digital transformation using data intelligence to improve business efficiency and visibility. In a Smart Operations environment, people, processes and things are engaged in the production of physical goods and maintenance of physical assets using IoT technologies.

## 全球數據標準 (GDS)

是一套能夠應用在供應鏈中的GS1識別碼標準，舉例如GTIN、GLN、SSCC、GSIN等，可有助提高效率、可視化程度、安全性和透明度。GDS曾於亞太經濟合作組織(APEC)成員國的先導項目的不同貿易路線上獲應用，以促進貿易暢順，其後APEC部長級官員更建議加強於APEC成員國間應用。

## 智慧營運

指運用數據智慧發揮數碼轉型的力量，以改善營運效率及透明度。在一個智慧營運的場境內，所有的人、事和物件都以物聯網科技與實體物件及生產線相互聯繫。

# Asia-Pacific Model E-Port Network (APMEN)

## 亞太示範電子口岸網絡



Building the Foundation for The China (Shanghai) Free Trade Zone Cross-border Supply Chain Product Traceability Platform  
為中國（上海）自貿區跨境供應鏈商品溯源平台項目打造基礎

“GS1 global data standards support China to connect with the world, I hope once the project is executed, it will improve the efficiency of data connectivity between the members' ports, enhancing cross-border supply chain traceability and thus the trade and economic growth.”

Mr. David Zheng, Senior Manager

### Background

The China (Shanghai) Free Trade Zone (FTZ) Administration Bonded Area Bureau hopes to build a cross-border open data platform, which can connect the e-port, single window and supply chain information portal in Shanghai with those in other countries, therefore commissions Asia-Pacific Model E-Port Network (APMEN) to undertake a cross-border supply chain product traceability platform project in the FTZ.

Integrated with emerging technologies like big data and blockchain, the project involves setting up traceability data standards for products crossing the borders to realise import/export traceability data exchange. By mapping the supply chain service provider from the import/export region, the project targets to capture end-to-end cross-border product data, ultimately providing traceability data enquiry services for relevant enterprises, consumers and regulators in the region.

### Solution

APMEN invited GS1 Hong Kong (GS1 HK) to define and develop the cross-border traceability data standards for the FTZ. Based on the global GS1 systems of standards, the development work includes object identification standard, data capturing standard, data sharing standard (GS1 EPCIS), and standard implementation guideline. It covers details on the GS1 identification keys, basic and extended coding requirements, fitted for cross-border supply chain traceability application.

EPCIS is a global data standard that defines critical tracking events along the supply chain to describe the “WHAT, WHERE, WHEN, WHY”, and turns those events into data to be captured and shared across supply chain stakeholders.

The standards and guideline developed by GS1 HK become the foundation for platform development facilitating cross-border trade.

The project is expected to finish by the end of 2020.



#### GS1 standards used or solution(s) / service(s) applied

- Global Data Standard
- Electronic Product Code Information System (EPCIS)

#### Benefits

- 1 Provide a reliable standard foundation for the traceability data of cross-border import/export trade items;
- 2 Achieve end-to-end data identification, capturing and sharing of cross-border goods;
- 3 Able to offer traceability data enquiry services for all supply chain stakeholders in the future.

### About the Organisation

Asia-Pacific Model E-Port Network (APMEN) was launched at the 22<sup>nd</sup> APEC Economic Leaders Meeting (AELM) in November 2014, as a regional cooperation initiative to promote trade facilitation and supply chain connectivity. In August 2015, APMEN Operational Center (AOC) was set up in Shanghai. So far, APMEN has 19 members from 11 APEC economies.



## 背景

中國(上海)自由貿易區(自貿區)管理委員會保稅區管理局，冀建設一個連通上海電子口岸與各個國家電子口岸和單一窗口、以及各國供應鏈資訊平台的跨境開放資訊平台，遂委托亞太示範電子口岸網絡 (APMEN) 進行自貿區跨境供應鏈商品溯源平台項目。

該項目通過制定一套跨境供應鏈商品溯源數據的標準，結合大數據、區塊鏈等新興技術，實現進出口商品溯源數據交換，對接出口和進口地區的供應鏈服務機構，最終實現跨境商品端到端的完整資料搜集，並對區內相關企業、消費者和政府監管部門提供溯源信息查詢服務。

## 解決方案

APMEN招請香港貨品編碼協會(GS1 HK)協助，為自貿區去定義及開發一套跨境產品溯源資料的標準。開發工作以GS1標準系統為藍本，範圍涵蓋物件識別標準、數據採集標準、數據分享標準(GS1 EPCIS)，及編寫跨境供應鏈商品溯源指引。當中內容列出適合應用在跨境供應鏈溯源上的GS1識別碼、基本及擴展編碼要求等。

EPCIS是全球數據標準，為供應鏈發生的重要事件進行定義，主要從4方面描述：WHAT、WHERE、WHEN、WHY，並將這些事件變成數據，被收集及分享予供應鏈上各持份者。

GS1 HK開發的標準及指引會成為跨境貿易便利平台發展的基礎。

整個項目預期會於2020年年底完成。



### 應用的GS1標準或方案/服務

- 全球數據標準
- 產品電子代碼訊息服務 (EPCIS)

### 效益

- 1 為跨境貿易中進出口商品的溯源資料提供可靠的標準基礎
- 2 助實現跨境商品端到端的完整資料識別、搜集、分享
- 3 推動未來為各供應鏈持份者提供溯源資訊查詢服務

“ GS1的國際編碼標準有助中國貿易銜接全球，我期望在項目正式推行後會改善各國口岸的數據聯通效率，增加跨境供應鏈可追溯性，促進貿易及經濟增長。

資深經理 鄭珂威先生

”

## 機構簡介

2014年11月，亞太經合組織第22屆經濟領袖會議 (AELM) 成立亞太示範電子口岸網絡 (APMEN)，旨在促進貿易便利化和供應鏈聯通性的區域合作計畫。2015年8月，APMEN運營中心 (AOC) 在上海成立。至今APMEN有來自11個APEC經濟體的19個成員。



# Sun Fat Heung Food Products Ltd.

## 新佛香食品有限公司 (壹品豆品)

Doing More with Less Using Smart Operations  
藉智慧營運讓工作事半功倍

“ The digital transformation process has been tough but totally worth it, we gained much efficiency and made a lot of savings. We believe Smart Operations will take us even further and turn us into a modern, smart manufacturing plant, which not only revitalise our production, but also lead us into the future era of Industry 4.0. ”

Mr. Jeff Law, Managing Director

## Background

Following the advice from GS1 Hong Kong Smart Professional Service (SPS) team, Sun Fat Heung has gone through a painstaking and necessary transformation and process re-engineering to automate and streamline its supply chain. The company realised a fundamental uplift of operation efficiency, and profound savings in administrative cost and manpower. As business grows, they want to further strengthen their competitive edge and enhance brand image, by ensuring better product quality and compliance level.

The company understands it is necessary to deepen the digital transformation for the upcoming technological era. They aim to turn into a data-driven operation to make smarter business decisions faster, and accelerate company profits and growth, ultimately joining the league of the pioneering industry 4.0 corporations in Hong Kong.

## Solution

The SPS team introduced Smart Operations to Sun Fat Heung and assisted its adoption with multiple applications along the production line. In a Smart Operations environment, people, processes and things (e.g. product / machinery) are connected for the production of physical goods and maintenance of assets using IoT technologies, thus data intelligence can be captured to help company gain real-time actionable insights.

Sun Fat Heung is using video analytics and artificial intelligence applications to capture production data, for example checking if expiry dates are clearly stamped on the bottle cap, or counting the number of different products manufactured, in order to automate product validation, SKU identification and ensure quality output. The processes were used to be done by staff manually which was inefficient and sometimes produced inaccurate results, but now has improved significantly.

Smart sensor is installed in the production area in order to capture environmental index like temperature, humidity, air quality and noise, to safeguard product quality and occupational health. Such information helps management to establish benchmark and take proactive action, for

instance when high temperature is detected in the beverage storage, staff is alarmed to go check at once rather than afterwards, which ensures product quality and minimizes product loss.

To enable users to have a real-time snapshot of the current business operations, GS1 Hong Kong's SPS team designed an all-in-one dashboard, visually tracks and displays the key process performance, discrepancy and environmental data points on the go, helping the company to better analyse and proactively act before issues arise to achieve operational excellence. Satisfied with the outcomes, Sun Fat Heung is planning to expand the applications to other warehouses operations promising consistency across the company.



### GS1 Standards Used & Solutions / Services Applied

- GS1 Hong Kong Smart Professional Services
- Smart Operations solution

### Benefits

**GS1 Hong Kong's Smart Operations transform Sun Fat Heung business in terms of:**

- 1 Improving product compliance by automatic video analytics and AI technologies;
- 2 Enhancing product quality by imposing various types of controls like abnormal situation alert;
- 3 Enhancing operation visibility to allow real-time updates anywhere, anytime using dashboard.

## About the company

Founded in 1958, Sun Fat Heung Food Products Ltd. has been focusing on the soy industry in Hong Kong for more than 60 years. Branded Top Soya in the market, the company is committed to producing high quality soy products and insists on local daily production to ensure fresh products for consumers every day.



## 背景

在香港貨品編碼協會旗下的智慧專業服務 (SPS) 團隊建議下，新佛香經歷了一場艱鉅但必須的轉型和業務流程重組，將流程自動化並提升供應鏈管理能力，讓公司可以徹底全面地提升營運效率、節省管理成本及人力資源。隨著業務增長，他們希望透過加強產品質量和合規性，進一步增強競爭優勢和提升品牌形象。

為迎接未來的科技時代，公司認為必需深化數碼轉型的力度，利用數據驅動營運以作出更明智、更快捷的商業決策，提升公司利潤及增長，目的成為香港發展工業4.0的先鋒。

## 解決方案

SPS團隊將智慧營運的多項應用，引入新佛香多條生產線上。在智慧營運的場境內，所有的人、事和物件(如：產品、機械)都以物聯網科技相互聯繫，用作商品生產及資產維護，並能協助公司取得各項數據情報，分析轉化為實時見解及商業行動。

新佛香正使用影像分析及人工智能應用以掌握生產數據，例如檢測瓶蓋上有否清楚標明有效日期、計算各種產品的生產數量，為產品進行自動驗證、統計單品數量，確保輸出質量。過往這工序需由員工人手處理，效率偏低之餘亦偶爾發生錯誤，而現時將大幅改善。

公司安裝了智能感應器於工場範圍，以測量溫度、濕度、空氣質量和噪音等環境指標，確保產品質量及職業安全。相關資訊有助管理層建立基本標準和預備好相應措施，例如當監察到飲品存庫溫度異常時，員工會獲警報提醒立即進行檢查而非留待例行檢查時間，以確保產品質素、減少產品損失。

SPS團隊設計出一款綜合圖表，讓用戶可以隨時隨地取得即時業務營運資訊，以圖像化追蹤及展示重要生產流程的效能和表現、其中問題和環境數據資料，有助公司更有效地進行分析，並在發生事故前已經能夠及早採取行動，實現卓越的營運管理。新佛香對部署結果相當滿意，計劃拓展該些應用至公司的其他倉庫營運流程，確保統一的效率。



### 應用的GS1標準或方案/服務

- GS1 Hong Kong智慧專業服務
- 智慧營運解決方案

### 效益

香港貨品編碼協會的智慧營運解決方案為新佛香帶來業務轉型，範疇包括：

- 1 透過自動化的影像分析及人工智能科技，改善產品的合規管理；
- 2 推行多種管理措施（例如異常情況警報），加強產品質量；
- 3 隨時隨地檢視綜合圖表，獲取即時更新資訊，提升營運透明度。

“ 推動數碼轉型的過程或許艱鉅，但能夠為我們提升效率並節省開支，一切都是值得的。我們深信智慧營運能夠讓公司更進一步，成為現代化、智慧生產的工場；不但革新我們的生產模式，更能引領公司投入工業4.0的未來世代。

董事總經理 羅孟慶先生



”

## 公司簡介

新佛香食品有限公司成立於1958年，60年來在香港專注豆品事業，經營自家的市場品牌「壹品豆品」，致力生產優質的豆製品，堅持每日香港新鮮製造，讓消費者每天都能享用新鮮的產品。

# Acknowledgement 特別鳴謝



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



DCH Food Mart  
大昌食品市場



Hang Heung Cake Shop  
恆香老餅家市場



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



DCH Logistics Co. Ltd.  
大昌行物流有限公司



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



Asia-Pacific Model E-Port  
Network (APMEN)  
亞太示範電子口岸網絡



FrieslandCampina (HK) Ltd.  
菲仕蘭(香港)有限公司



International Gourmet Foods Ltd.  
寰宇美食有限公司



BNM Group Company Ltd.  
百利美(集團)有限公司



Garming Marine Products  
(International) Co Ltd  
嘉明海產(國際)有限公司



Lorence & Co. Ltd.  
義生洋行



Bridgepoint HK Co. Ltd.  
博橋香港有限公司



Golden Sector Argo-Development Co. Ltd.  
金中農業發展有限公司



Maxim's Caterers Ltd.  
美心食品有限公司



Café de Coral Holdings Ltd.  
大家樂集團有限公司



Good Mask  
山河亞太有限公司



NEC Hong Kong Limited  
日本電氣香港有限公司

In alphabetical order 以公司/機構英文名稱排序



Nestlé Good food, Good life

Nestlé Hong Kong Ltd.  
雀巢香港有限公司



壹品豆品  
TOPSOYA

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



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



Premier Living (Enterprises) Co. Ltd.  
卓越生活(企業)有限公司



Swire Coca-Cola HK  
香港太古可口可樂有限公司

**Wellink**

Wellink Telecom Trading Limited  
有盈電訊貿易有限公司



Sims Trading Co. Ltd.  
慎昌有限公司



Tai Luen Coffee Co. Ltd.  
大聯咖啡有限公司

**Wyeth<sup>®</sup> Nutrition**  
**惠氏<sup>®</sup> 營養品**

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

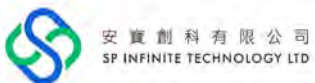


Smartech International Marketing Limited  
浚達國際市務有限公司



THINKTHING

ThinkThing Studio



SP Infinite Technology Limited  
安寶創科有限公司



Tong Shun Hing Poultry (HK) Co. Ltd.  
唐順興家禽(香港)有限公司



Starjet Trading Ltd.  
星爵貿易有限公司



Tsit Wing International Holdings Ltd.  
捷榮國際控股有限公司

## About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong is the local chapter of GS1®, a not-for-profit, standards organisation that develops and drives adoption of 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 empower business to grow and to improve efficiency, safety, authenticity and sustainability across multiple sectors and facilitates commerce connectivity through the provision of a full spectrum of platforms, solutions and services based on our global standards. We provide a trusted foundation for accurate, sharable, searchable and linkable data. Our EPC standard lays the foundation for IoT, powering a range of IoT-based services and applications. We are helping industry to meet the challenges of omni-channel commerce and create a seamless customer experience. By engaging with communities of trading partners, industry organisations, government, and technology providers, we are fostering a collaborative ecosystem and aiming for "Smarter Business, Better Life".

Currently, GS1 Hong Kong has around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology.

For more information, please visit [www.gs1hk.org](http://www.gs1hk.org).

## 關於香港貨品編碼協會

香港貨品編碼協會(GS1 HK)於1989年由香港總商會成立，是GS1®環球組織的香港分會，也是一間提供標準的非牟利機構，一直致力研發和推動全球標準，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。

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

GS1 HK目前有近 8,000名企業會員，涵蓋約20種行業，包括零售消費品、食品及餐飲、醫療護理、成衣、物流及資訊科技。

如欲進一步了解本會，請瀏覽 [www.gs1hk.org](http://www.gs1hk.org)。

## GS1 Hong Kong

22/F, OTB Building, 160 Gloucester Road, Wanchai, Hong Kong

香港灣仔告士打道160號海外信託銀行大廈22樓

T +852 2861 2819

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

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



GS1 is a registered trademark of GS1 AISBL.  
All contents copyright © GS1 Hong Kong 2020  
GS1是GS1 AISBL的註冊商標。  
版權所有 © GS1 Hong Kong 2020



This document is provided "as is" with no warranties whatsoever, including any warranty of merchantability, noninfringement, fitness for particular purpose, or any warranty otherwise arising out of this document.

GS1 Hong Kong disclaims all liability for any damages arising from use or misuse of this document, whether special, indirect, consequential, or compensatory damages, and including liability for infringement of any intellectual property rights, relating to use of information or reliance upon this document. Although we endeavour to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act upon such information without appropriate professional advice after a thorough examination of the particular situation.

GS1 Hong Kong retains the right to make changes to this document at any time, without notice. GS1 Hong Kong makes no warranty for the use of this document and assumes no responsibility for any errors which may appear in the document, nor does it make a commitment to update the information contained herein.

本文件按「當時情況」展示，GS1 Hong Kong不會對內容的適銷性、非侵權性、適用於特定目的，或任何由本文件引起的性質作任何擔保。

GS1 Hong Kong不承擔由使用或濫用本文件而造成的任何損害和任何責任，無論是特殊、間接、嚴重後果或補償性的損害，包括由於使用信息或依賴本文件而導致的任何知識產權侵權的責任。儘管我們努力提供準確、及時的信息，但不能保證此類信息從收到之日起便是準確，或將來仍將會準確。任何人在沒有對特定情況進行徹底了解及適當的專業建議時，都不應對此文件內信息採取行動。

GS1 Hong Kong保留隨時對此文件進行更改的權利，恕不另行通知。GS1 Hong Kong對本文件的使用不作任何保證，也不會對文件中可能出現的任何錯誤和更新文件內容承擔任何責任。