

Business Case 2022
成功個案彙編 2022

Go Digital • Go Smart

Embarking a Data-Driven Transformation
Journey

邁向數據為本的變革旅程





Foreword 前言

GS1 Hong Kong supports companies' digitalization, through our Go Digital • Go Smart programmes that:

- Get products to market faster;
- Open up new market;
- Build consumer trust and enhance experience;
- Gain insights based on real-time data.

To realise these goals, we focus on our 3 cores:

- 1) **1QR** - GS1's next-generation barcode, a QR code that integrates multiple functions and information, bringing tremendous opportunities for business and market alike;
- 2) **Smart Operations** - Integrated solutions to automate operations with data intelligence for real-time actionable insights;
- 3) **Trade Finance** - Turn SME's trade data into working capital using the trusted dynamic data on ezTRADE B2B e-business platform.

香港貨品編碼協會 (GS1 HK) 透過「Go Digital • Go Smart」策略及方案協助企業數碼化：

- 加快產品推出市場；
- 開拓新銷售渠道；
- 建立消費者信任及提升購物體驗；
- 由實時數據獲取市場洞見。

本會聚焦3大重點項目以支援企業：

- 1) **1QR** - GS1 新一代條碼，是1個集多元化功能及資訊於一身的QR碼，將為商界及市場帶來龐大商機；
- 2) **智慧營運** - 整合各科技、將營運自動化，並通過數據智能獲取即時的可付諸實行的見解；
- 3) **數碼貿易融資** - 透過B2B 電子商務平台「通商易」上的可靠動態數據，將中小企的貿易數據化為營運資金。

Come In Enterprise GO DIGITAL with Digital Trade Finance



“ The transaction data in ezTRADE platform can simplify bank account opening, credit facility application and assessment, freeing me from countless documents back-and-forth and bringing much convenience.

『通商易』的交易數據，簡化了公司開戶、信貸額申請及審批，免卻我要處理大量手續的困擾、專心打理生意。 ”

Chan Kam Sang, Chairman
董事長 陳金生



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Min Hong Foods GO DIGITAL with Digital Trade Finance



“ The approval (of Digital Trade Financing) was speedy and the financing terms are great, giving me leeway to withdraw the capital as needed. It is useful and flexible, so I'd encourage other SMEs to consider.

(數碼貿易融資) 申請後很快便獲信用額，融資條件亦很優厚，有需要時才用作營運備用資金，對我這些中小企而言既方便亦有彈性，我鼓勵其他中小企也可考慮。 ”

Sam Chan, Person-in-Charge
負責人 陳培深



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SWIPE GO DIGITAL with Smart Barcode



“ GS1’s Smart Barcode is free for members and align with today’s “search before buy” shopping behaviours, I think this simple and practical solution will help our online business growth. GS1的智慧條碼能讓會員免費用，又貼近市場上『search before buy』的消費行為，既實際又易用，相信有助SWIPE網上發展。 ”

Timothy Cheung, Managing Director
董事總經理 張天文

SWIPE 威寶



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Wu Kong Shanghai Restaurant GO DIGITAL with Digital Coupon



“ The digital coupon solution is easy to use and to track the number of people interested in the campaign, so we can estimate the ingredients and box set needed. I believe it is helpful not only to sales but also our operations.”

電子優惠券方案既易用、又可即時知道多少人對優惠有興趣，方便我們預算食材及禮盒數量，我相信對銷情及對內部管理效率都會有幫助。 ”

Robert Tsai, Managing Director
總經理 蔡傳瑞



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PARKnSHOP GO DIGITAL with Verified by GS1 (VbG)



“ Verified by GS1 creates a triple win for brands, retailers and consumers: simplifying the data sharing process for brands, accelerating the listing process for retailers, and ultimately, providing reliable product information and a richer experience for consumers.

Verified by GS1為品牌、零售商和消費者創出三贏局面：品牌商能簡化數據共享的過程，零售商可加快產品上架流程，最終為消費者提供可靠的產品信息和更豐富體驗。 ”

Norman Yum, Managing Director
董事總經理 任良安



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Ocean Empire GO DIGITAL with 1QR



“ As we are planning to list our products on different e-commerce platforms, we believe ‘1QR’ can help engage more customers and encourage repeated purchases. We can also check the scan activities in real-time to analyse market responses and adjust our strategies accordingly.

我們打算將產品在不同電商平台上架，相信1QR能增加顧客與我們互動及重覆回購機會，同時公司也可查看掃描紀錄、分析市場反應，作出適當策略調整。 ”

Siu Chor Kee, Founder
創辦人 蕭楚基



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The International Medical Co. GO SMART with Smart Operations



“ The Smart Operations solution has boosted our daily operation efficiency, presented us the product storage data at a glance on dashboard, ensured our drugs and healthcare products' quality, as well as satisfied authorities' regulation more easily.

智慧營運方案提升了我們日常營運效率，讓我們能簡單地透過 dashboard 一覽環境數據，確保醫藥保健品的品質並更易滿足監管要求。 ”

Joseph Lun, Chairman
主席 倫洪楷



The International Medical Co. Ltd.
全球藥業有限公司



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