Keys to Attract Customers: Tell Good Story of Product

Mr Lincoln Chan (Head of Membership & Digital Services)
GS1 Hong Kong
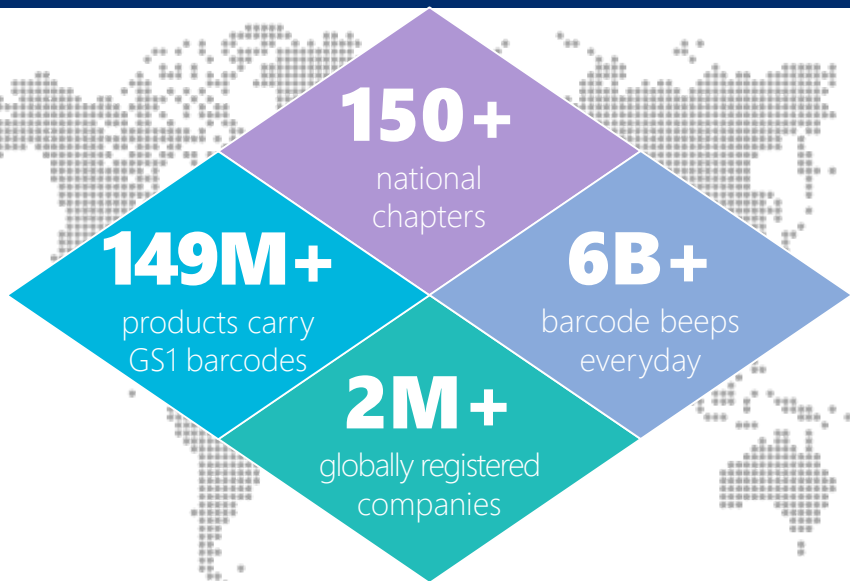
What is **GS1**?

GS1 - A Global Standards Organization

Headquartered in Brussels, Belgium; since 1971

Neutral & not-for-profit	Global & local	User-driven & governed	Inclusive & collaborative

150+ national chapters

149M+ products carry GS1 barcodes

6B+ barcode beeps everyday

2M+ globally registered companies

Global Recognition and Partnership

FDA · GFSI Global Food Safety Initiative · The Consumer Goods FORUM · FIA Food Industry Asia · European Commission · UNECE

World Health Organization · International Hospital Federation · ICCBBA · ISQua · HL7 International · UNHCR The UN Refugee Agency

World Customs Organization · APEC · ABAC APEC Business Advisory Council · APMEN Operational Center · FIATA · IATA

ISO · cen · UNITED NATIONS · AUTO-ID LABS · W3C · buildingSMART International

GS1 Hong Kong

Founded by
The Hong Kong
General Chamber of
Commerce in 1989
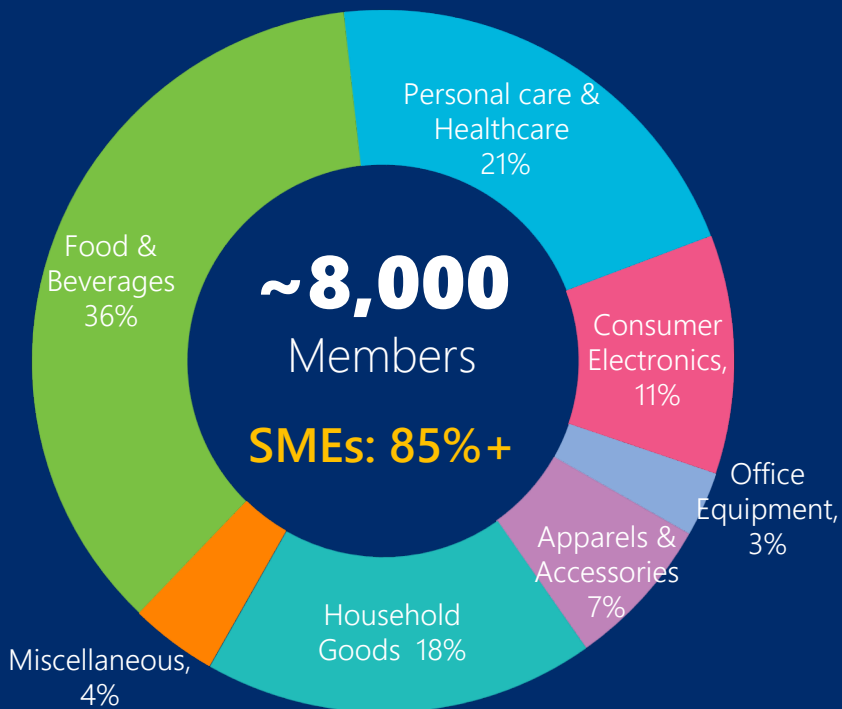
30+ Years
in Hong Kong

~8,000
Corporate Members

3.5B+
Barcode Scans per year

~20M
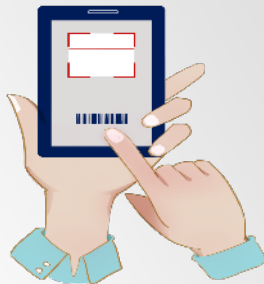EDI Messages per year

GS1 Barcode Journey

Linear barcodes

4 891668 328881

- *Improved overall retail operation*
- *Improved customer experience by POS process*
- *Captured product selling performance*
- *Easier inventory management*

Barcode on the Web

4 891668 328881

- *Easier product search for consumer*
- *Generate On-Line organic traffic*
- *Better product classification on eMarketplace*
- *Mandatory information to list on (Amazon, eBay, Google, Alibaba, Park N Shop)*

2D Barcode

- *Single QR code to serve multiple purpose*
- *Create product transparency to consumer*
- *Drive O2O experience*
- *Easier Marketing Tools*

Hong Kong (VIDA LABORATORIES LIMITED)

4 897116 130013

輕按快門按鈕即可搜尋

Google™

Search
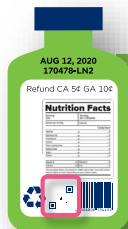
Google

Search with images using Lens

★★★★☆ 3.6K

UPDATE

The Era of **CONNECTED PACKAGING**

Enable consumers to access comprehensive product information with one simple smartphone scan

https://id.gs1hk.org/01/4891668001104

GS1 QR Code
Unique Product ID (GTIN) + GS1 Digital Link
Link product to beyond package information

- Single QR code to serve multiple purposes
- Drive O2O experience
- Create product transparency to consumers
- Easier Marketing Tools

AI	Data Content
00	*Identification of a logistic unit (SSCC): AI (00)*
01	*Identification of a trade item (GTIN): AI (01)*
02	*Identification of trade items contained in a logistic unit: AI (02)*
10	*Batch or lot number: AI (10)*
11 [2]	*Production date: AI (11)*
12 [2]	*Due date for amount on payment slip: AI (12)*
13 [2]	*Packaging date: AI (13)*
15 [2]	*Best before date: AI (15)*
16 [2]	*Sell by date: AI (16)*
17 [2]	*Expiration date: AI (17)*
20	*Internal product variant: AI (20)*
21	*Serial number: AI (21)*
22	*Consumer product variant: AI (22)*

https://id.gs1hk.org/01/4891668001104

e.g More data can input into the link
- /10/123456
- /17/DDMMYY

Application Identifier

Definition Table

This section describes the meaning, structure and function of the GS1 system element strings so they can be correctly processed in users' application programmes. An element string is the combination of a GS1 Application Identifier and a GS1 Application Identifier data field. The allowable character set to be used for GS1 Application Identifier element strings is defined. There are AIs that have additional syntax restrictions, e.g., numerical only; see below definition for each AI.
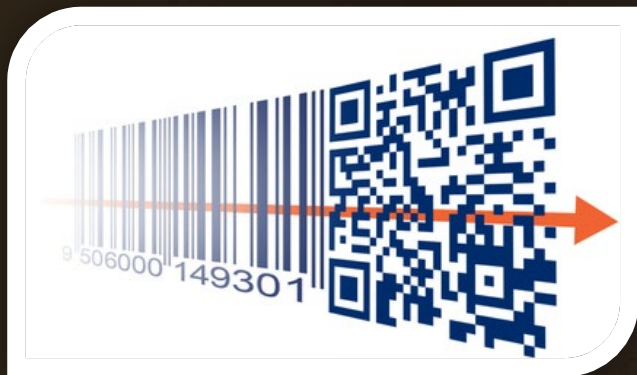
What Today's **CONSUMERS** Want?

Where the product comes from?

Any certificate & test report?

Is it authentic?

What are the nutrition levels?

Where to buy?

How to get more information?

GS1 Hong Kong

Unleash the Full Power of **1QR** with just One Scan

Product Information
Product description, country of origin, ingredients, nutrition...

Online-Offline
Coupons, discounts, where to buy...

Certification
Certificates, awards, schemes...

Product Traceability
Track & trace, batch no., expiry date

Product Authentication
Anti-counterfeit

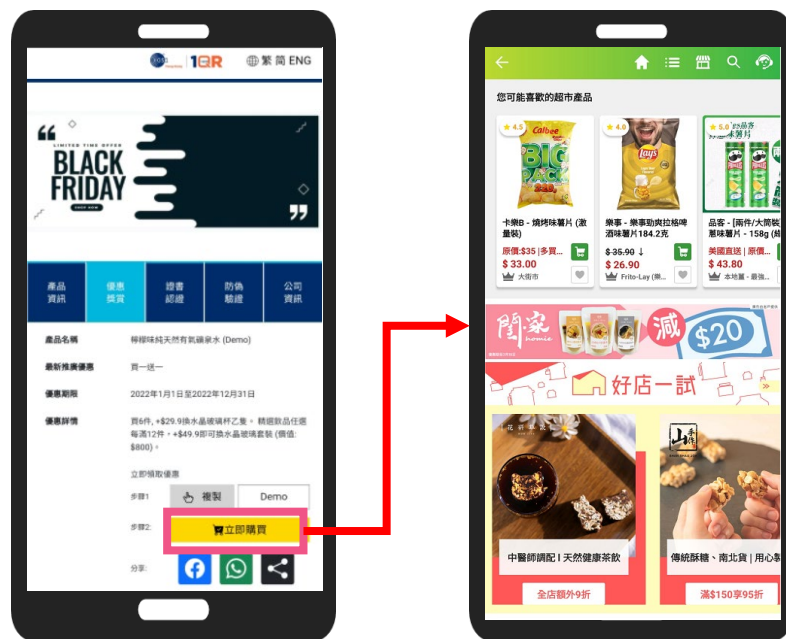**Company Information**
Company & brand information

O2O Solution

Infinite Opportunities with a Scan

Suppliers:
- *Open up Infinite Business Opportunities*

Consumers:
- *Get All-rounded Product Information*

- Use the same QR on the same product packaging to offer different promotions at different times and update product information, enabling consumers to scan for surprises.

Build **CONSUMER TRUST**
with Product Conformity & Credential information

https://www.qmark.org.hk/ecert/MDEvNDg5MTY2ODE
wMTE5OC8xNC9ka2a2dha2pn

https://www.socotec.com/MjcvNDg5MTY2ODMzMTk4
LzE0L2RkZWc0NA

Certificate/Award name 證書/獎項名稱
Issuing Body 發行機構
Issue Date 發出日期
Expiry Date 到期時間
View Certificate 查看證書

Redirect to e-certificate from federation

Certificate/Award name 證書/獎項名稱
Issuing Body 發行機構
Issue Date 發出日期
Expiry Date 到期時間
View Certificate 查看證書

Certificate/Award name 證書/獎項名稱
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Certificate/Award name 證書/獎項名稱
Issuing Body 發行機構
Issue Date 發出日期
Expiry Date 到期時間
View Certificate 查看證書

One
Code

Infinite
Possibilities
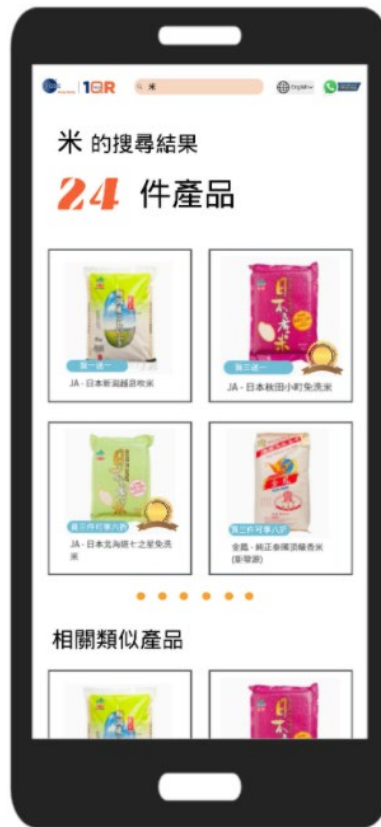
BarcodePlus
Product Information Connecting Local & Global Registries

GS1 Global Registry

- World's largest product data registry (>149M products)
- share high-quality product information seamlessly by brands
- Data provider for marketplace e.g. Amazon

Product Information Repository launched in 2009

8000+ Local corporate members

17,000,000+ Registered products

4,000+ Product categories

Category	Exfoliants / Masks	Nutritional Supplements	Toy Vehicles: Non-ride	General Personal Hygiene	Polo Shirts/T-shirts	Fans: Portable
Brand	ELEMON Skin Solution	Care & Health Healthmate	Talking Fire Truck	KD220	SODIAL	SODIAL
GTIN	7612001809457	4897007729395	4897035450582	4897043970188	4894462732694	194031064527

Consumer Services (B2C)

Promote product via social media and e-coupon services

Product Listing (B2B)

Product listing to retailers & eshop

Generate **BARCODE** & **QR CODE** in Simple Way

Opt 1. Direct input in BarcodePlus

Opt 2. Excel Batch upload in BarcodePlus

Opt 3. API Integration in BarcodePlus

GBA
New Policy

Zhejiang AMR

GS1 2D Barcodes Gain Momentum in Mainland China

Zhejiang AMR, GS1 & GS1 China
Global Migration to 2D Project Joint Announcement
浙江省市场监督管理局 国际物品编码组织 中国物品编码中心
全球二维码迁移计划联合声明

19 May 2022

The Chinese Zhejiang province (65 million inhabitants), GS1 & GS1 China signed a joint announcement for an ambitious Global Migration to 2D project

- Over **9,000** food production companies will take part in the project and **200** stores of the largest merchandise retail chain in Zhejiang will undertake system upgrades to do POS checkouts with 2D barcodes.

- It is expected by end 2023, all products of **80%** of all food companies in Zhejiang Province will have 2D barcodes printed on the package

- Scan the **2D Code** of "**Zhejiang Food Chain**" for the following info:

  - Factory inspection, supervision, sampling results
  - Qualification certificate
  - Disinfection Certificate
  - Other information

As of Aug 2022 **187,000** registered users (brand owners/ manufacturers	*As of Aug 2022* **61,000** active daily users (company) have actual business operations & visits	*As of Aug 2022* **30% of 87,000** SKUs have dynamic information

Membership Key

Over 8,000 Corporate Members

ECO System 1 ezTrade	ECO System 2 Digital Marketing	ECO System 3 Go GBA

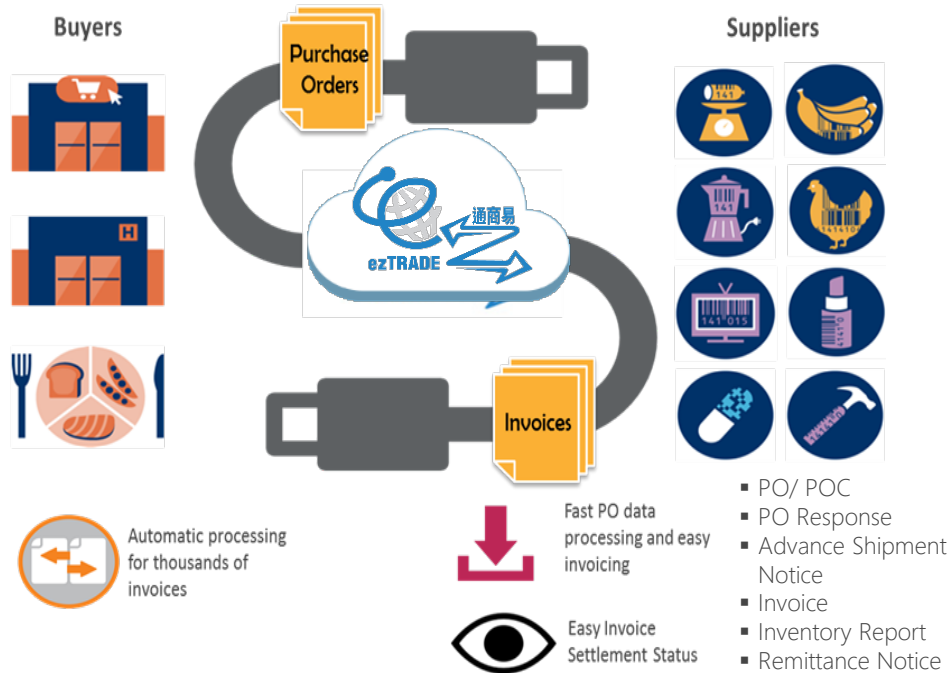| ezTrade	Digital Marketing	Go GBA
▪ Digitalize & Automate Order-to-Cash for HK Retail & Food & Healthcare Industry	▪ Enables Business to engage consumer in a new way, distribute coupons via multiple channels quickly.	▪ All-Round Services: Speedy Clearance, O2O Sales, Authentic Seal, Versatile Marketing

Eco System 1: ezTrade

Digitalize & Automate Order-to-Cash for HK Retail & Food & Healthcare Industry

- Launched in 1995 as a community-based platform for major supermarket chains
- Currently serving ~20 brands and connecting nearly 2,000 suppliers in both HK & CN
- The largest many-to-many B2B trading messages exchange platform in Hong Kong.

Buyers

Suppliers

Purchase Orders

Invoices

Automatic processing for thousands of invoices

Fast PO data processing and easy invoicing

Easy Invoice Settlement Status

- PO/ POC
- PO Response
- Advance Shipment Notice
- Invoice
- Inventory Report
- Remittance Notice

FMCG	Food & Beverage	Healthcare

ezTRADE Introduction

~20 buyers from 3 industries
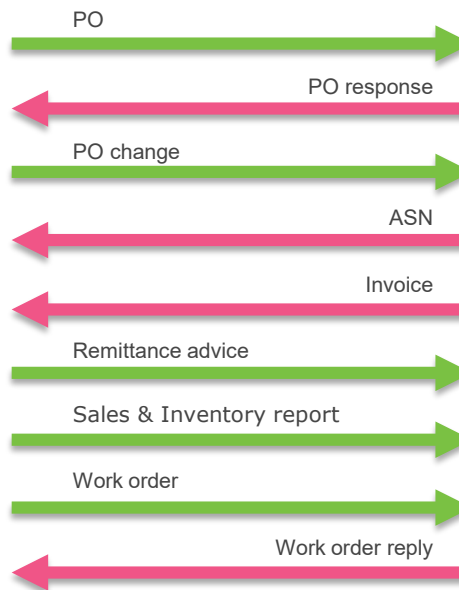
~2,000 suppliers in HK and the region e.g. CN, JP VN

PO

PO response

PO change

ASN

Invoice

Remittance advice

Sales & Inventory report

Work order

Work order reply

- **~2,000 suppliers** in Hong Kong and China.
- Handling ~ **20M EDI Transactions Annually.**
- **Community-Based Service** with Global Standards to serve Enterprises with **quick deployment time**.

Digital Coupon

Digital coupons can be an incredibly powerful tool to entice consumers to purchase a product. According to research, 60% of consumers love to receive e-coupons, and 77% of shoppers agree that discounts can influence where they shop. Simple, traceable & measurable e-coupons can bring in new customers, retain existing customers and raise brand awareness.

Digital Coupon

Build on the **Global Coupon Number (GCN)** Standard, GS1 Hong Kong Digital Coupon Solution enables Business to engage consumer in a new way, distribute coupons via multiple channels quickly, analyse campaign success and optimize promotion effectiveness

Connected 30 Platforms all over the world
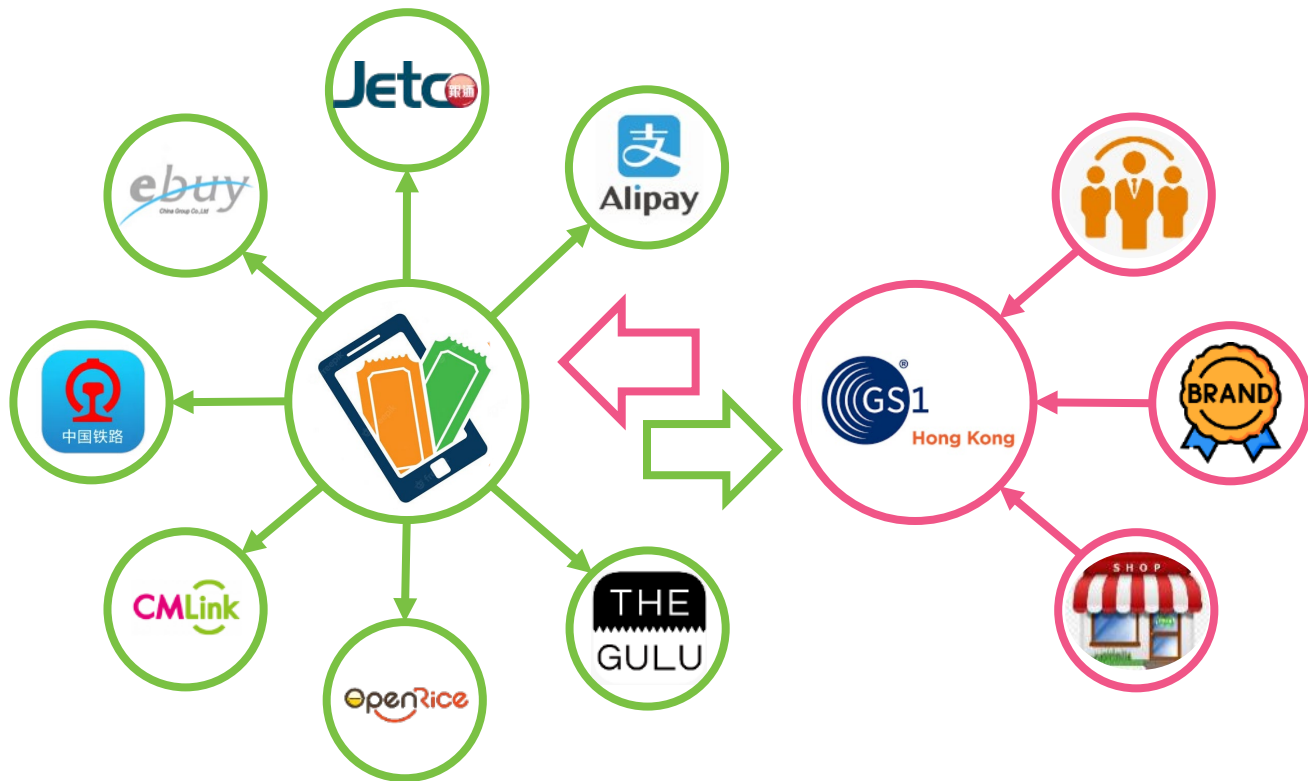
ECO SYSTEM 3 – GO GBA

Preparation

- Market research
- Assessment of demand
- Political risk
- Financial feasibility

Entry

- Understand Government System
- Cross-border Customs Clearance & Logistics

Marketing Strategies

- Brand recognition and consumer preference
- Manage advertising and promotion
- Establish distribution channels

Operations Management

- Transfer of capital
- Team Development
- Channel Management
- Product Authentication

Thank You!

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