



The Global Language of Business

Entering Mainland's Food Market: New Challenges and Opportunities

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GS1 Hong Kong



What is **GS1**?



GS1 - A Global Standards Organization

Headquartered in Brussels, Belgium; since 1973

Neutral &
not-for-profit

Global
& local

User-driven
& governed

Inclusive &
collaborative

110+
national
chapters

100M+
products carry
GS1 barcodes

6B+
barcode beeps
everyday

2M+
globally registered
companies

Global Recognition and Partnership



GLOBAL DATA STANDARDS

Make it Possible to.....



Identify



Capture



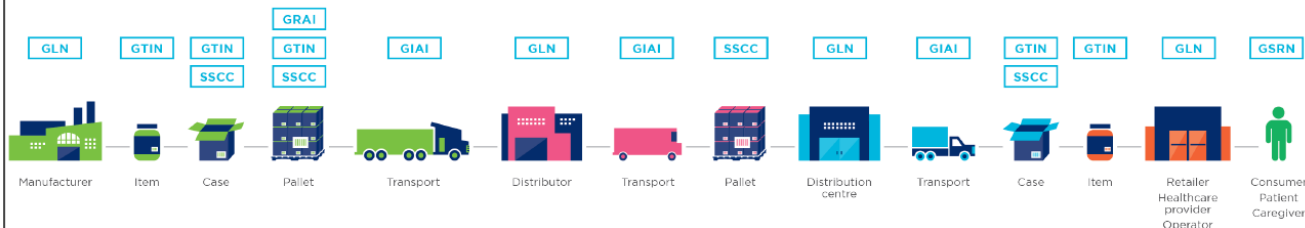
Share



Use

Identify: GS1 standards for identification

GLN Global Location Number GTIN Global Trade Item Number SSCC Serial Shipping Container Code GRAI Global Returnable Asset Identifier GIAI Global Individual Asset Identifier GSRN Global Service Relation Number



Capture: GS1 standards for barcodes and EPC/RFID

GS1 barcodes

EAN/UPC



GS1-128



ITF-14



GS1 DataBar



GS1 DataMatrix



GS1 QR Code



GS1 Composite Barcode



EPC HF Gen 2



EPC UHF Gen 2



Share: GS1 standards for data exchange

Master data Global Data Synchronisation Network (GDSN)

Transaction data GS1 EDI

Visibility event data EPC Information Services (EPCIS)



Item master data

Location data

Item/shipment tracking

Traceability

Product recall/withdrawal

Pedigree

Purchase order
Despatch advice
Invoice

Services



ard



Coherence

Harmonization

Unlocking the power of **DATA** by Unique Global **KEY**

GS1
Standards



Identify

Globally-recognised unique identification of products, assets, locations and more



Capture

Real-time accurate and automatic capture of data



Share

Efficient sharing of information from trusted and authentic sources



Use

Streamlining business processes that benefits stakeholders

DATA
PLATFORMS &
TECHNOLOGY
ENABLERS

Product
Data



Transactional
Data



Event
Data



Behavioral
Data



AI &
Analytics



Blockchain



GS1 Standards

GS1 Hong Kong

Founded by
The Hong Kong
General Chamber of
Commerce in 1989

32 Years

in Hong
Kong

~8,000

Corporate
Members

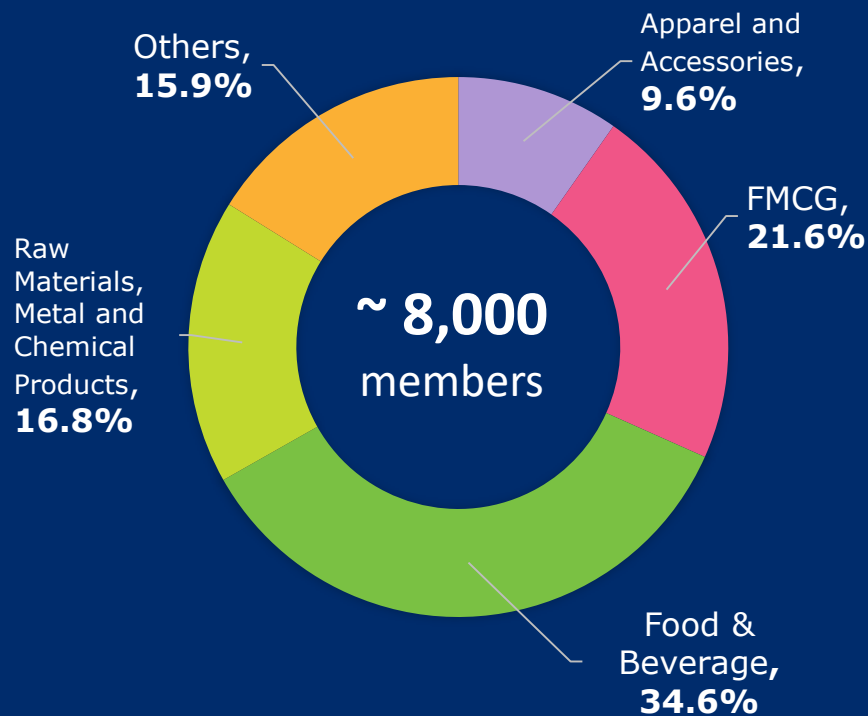
3.5B+

Barcode Scans
per year

~20M

EDI Messages
per year

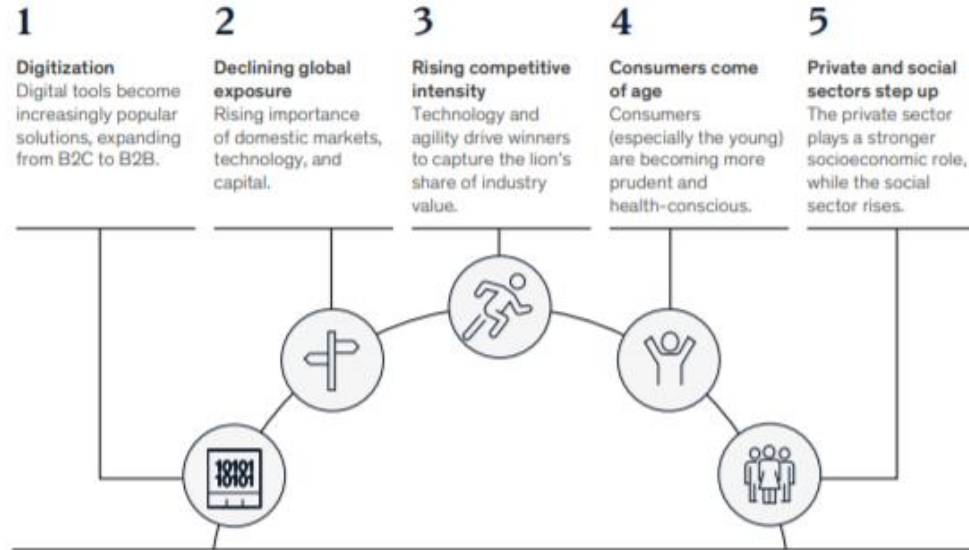
Hong Kong Membership Profile by Industry Sector



CHINA MARKET TRENDS ANALYSIS

Five accelerating trends in China since COVID-19

Observations from China



source: McKinsey

<https://www.mckinsey.com/~media/mckinsey/featured%20insights/china/china%20still%20the%20worlds%20growth%20engine%20after%20covid%2019/mckinsey%20china%20consumer%20report%202021.pdf>

中國進口食品行業-總體情況*

2019年,中国进口食品总额达908.1亿美元,同比增长23.4%,进口额与2018年相比,净增长172.4亿美元。

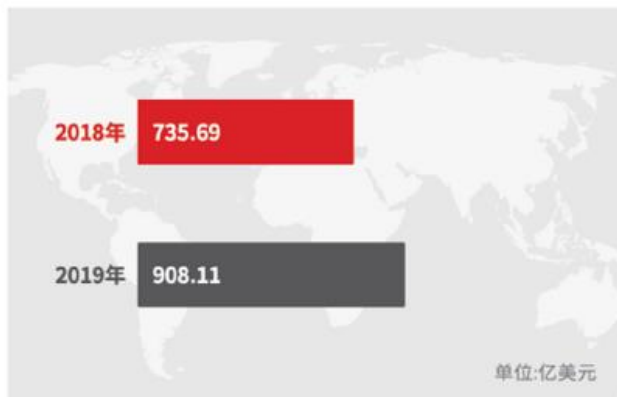


图1: 2018年—2019年进口食品金额



图2: 2015年—2019年进口食品金额变化

五年间,中国进口食品金额持续高速增长,与2015年相比,2019年总金额增长360亿美元,突破900亿美元,五年年均复合增长率达9.2%。

* 資訊來源於“中國食品土畜進出口商會-進口食品公共服務平臺”

中國食品安全法律體系

中國當前頒佈的與食品相關的現行有效國家法規大約有2100多項，地方食品法規5700多項，國家標準1000多項（據不完全統計）

法律法規	國家通用標準	產品標準類
《中華人民共和國食品安全法》 《中華人民共和國食品安全法實施條例》 《中華人民共和國產品品質法》 《中華人民共和國農產品品質安全法》 《中華人民共和國標準化法》 《中華人民共和國標準化實施條例》 《中華人民共和國計量法》 《中華人民共和國進出口商品檢驗法》 《中華人民共和國國境衛生檢疫法》 《中華人民共和國消費者權益保護法》 《進出口食品安全管理辦法》 《食品添加劑新品種管理辦法》 《食品召回管理辦法》 《農藥管理條例》 《食品標示管理規定》 《食品安全國家標準管理辦法》 《食品生產許可管理辦法》 《食品經營許可管理辦法》 ...	GB 2760-2014 食品安全國家標準 食品添加劑使用標準 GB 2763-2019 食品安全國家標準 食品中農藥最大殘留限量 GB 31650-2019 食品安全國家標準 食品中獸藥最大殘留限量 GB 2762-2017 食品安全國家標準 食品中污染物限量 GB 2761-2017 食品安全國家標準 食品中真菌毒素限量 GB 29921-2013 食品安全國家標準 食品中致病菌限量 GB 7718-2011 食品安全國家標準 預包裝食品標籤通則 GB 28050-2011 食品安全國家標準 預包裝食品營養標籤通則 ...	中國產品標準包含了食品行業的所涉及的品類，包括： 乳及乳製品； 油脂類及其製品； 冰凍飲品； 果蔬； 可哥及可哥製品； 糖果； 糧食和糧食製品； 烘焙製品； 肉及肉製品； 水產及其製品； 蛋及蛋製品； 甜味料（含蜂蜜）； 調味品； 特殊膳食用食品； 飲料類； 酒； 其他類； 另外還涉及食品添加劑、食品包裝等方面

中國食品安全監管體系



與食品安全相關的監管部門

- **國家農業農村部**負責起草農業農村法律法規草案，制定部門規章指導，下設部門涉及農產品、漁業、農藥、獸藥、畜牧方面的法規的制定和監管；
- **國家衛生健康委員會**負責組織開展食品安全風險監測評估工作，依法制定並公佈食品安全標準；
- **海關總署**負責農產品及食品進出口監管，包括出入境衛生檢疫和出入境動植物及其產品檢驗檢疫、法定檢驗、海關風險管理等；
- **國家市場監督管理局**負責市場綜合管理和食品品質安全監管管理等；

中國進口食品監管法律體系

法律 LAW

《中華人民共和國食品安全法》
《中華人民共和國進出口商品檢驗法》
《中華人民共和國進出境動植物檢疫法》
...

行政法規 REGULATIONS

《中華人民共和國食品安全法實施條例》
《中華人民共和國進出口商品檢驗法實施條例》
《中華人民共和國進出境動植物檢疫法實施條例》
...

部門規章 RULES

《進出口食品安全管理辦法》
《進境動植物檢疫審批管理辦法》
《進口食品境外生產企業註冊管理規定》
《進境植物和植物產品風險分析管理規定》
《進境動物和動物產品風險分析管理規定》
《進出口肉類產品檢驗檢疫監督管理辦法》
《進出口肉品檢驗檢疫管理辦法》
《進出口乳品檢驗檢疫管理辦法》
《進出口水產品檢驗檢疫管理辦法》
...

公告 ANNOUNCEMENT

海關總署公告**2020**年第**93**號（關於進口厄瓜多爾冷凍南美白蝦檢驗檢疫要求的公告）
海關總署公告**2020**年第**90**號（關於進口塞爾維亞乳品檢驗檢疫要求的公告）
海關總署公告**2020**年第**89**號（關於修訂中俄乳品雙向貿易檢驗檢疫要求的公告）
海關總署 農業農村部公告**2020**年第**88**號（關於防止保加利亞新城疫傳入我國的公告）
海關總署公告**2020**年第**81**號（關於暫停厄瓜多爾**3**家生產企業在華註冊有關事宜的公告）

中國進口食品監管法律體系

IMPORTER

進口商

要求備案;
建立食品進口和銷售記錄



中國海關總署(GAC)

進出口食品進出環節
食品安全監督管理



進出口食品安全局

動植物檢疫司



EXPORTING COUNTRIES

出口國

實行食品安全管理體系評估和審查



PRODUCTION ENTERPRISES

境外生產企業 (生產、加工、儲存)

要求註冊



EXPORTER OR AGENT

出口商或代理商

要求備案



EXPORT FOOD

出口食品

符合中國法律、法規和食品安全國家標準



Trust with **Food Safety & Traceability**



有關預防 2019 冠狀病毒病 相關的食物安全建議及常見問題
Food Safety Advice on Prevention of COVID-19 and FAQs

就世界衛生組織（世衛）就應對 2019 冠狀病毒病所發出的健康與食物安全建議，食物安全中心特別提醒市民留意以下各項：

- 經常保持雙手清潔，特別是在觸摸口、鼻或眼之前；處理生的食物後；如廁後及進食前。洗手時，要用肥皂搓手最少 20 秒；
- 分開處理生熟食物，特別是處理生肉及內臟，以免食物交叉污染；
- 徹底煮熟食物，避免食用生或未煮熟的動物產品；
- 市民外遊時，應避免接觸動物（包括野味）、禽鳥或其糞便；避免到濕貨街市、活家禽市場或農場，亦不要進食野味及切勿光顧有提供野味的食肆。返港時，千萬不要非法攜帶野味、肉類、家禽、蛋類入境。

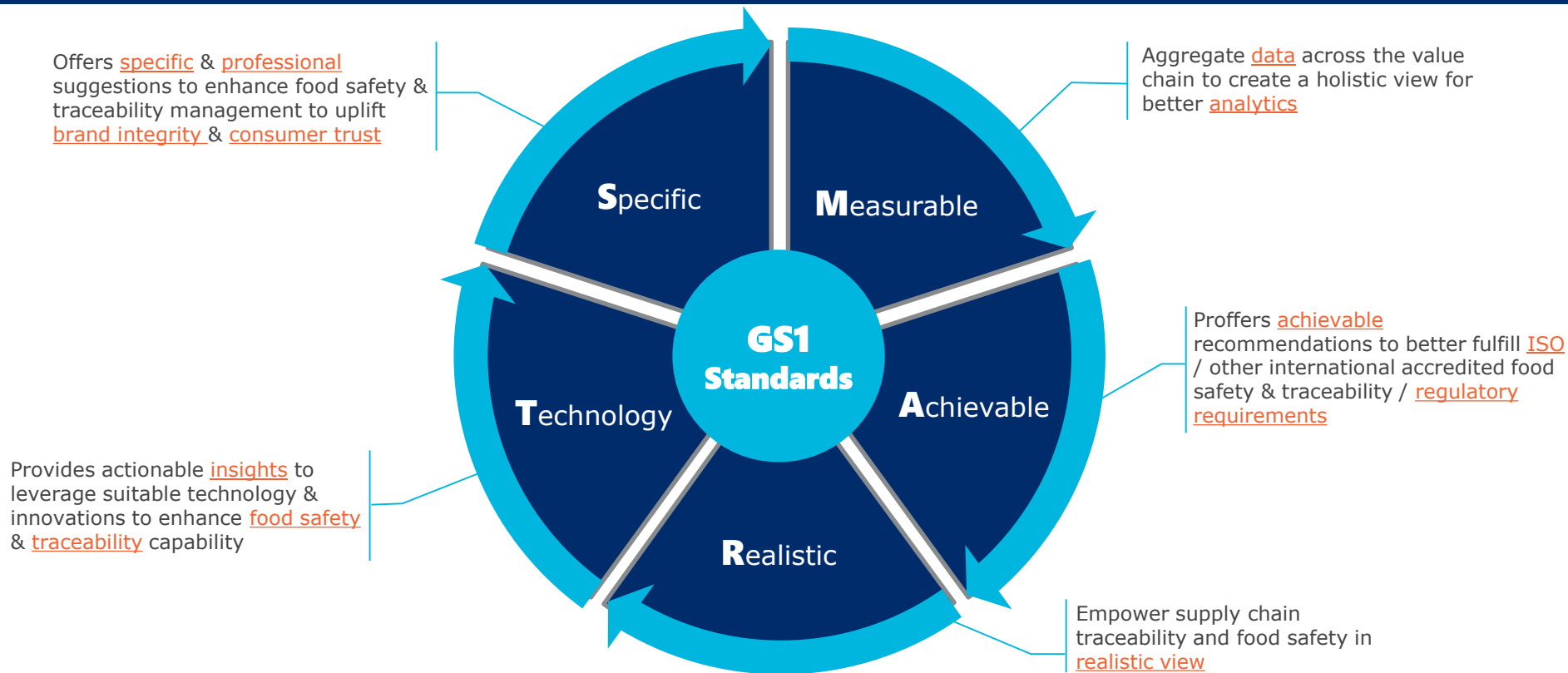
Based on the World Health Organization (WHO)'s health and food safety recommendations on COVID-19, the Centre for Food Safety reminds the public to pay attention to the followings:

- Always keep hands clean, particularly before touching your mouth, nose or eyes; after handling raw food; after going to toilet and before eating. Rub hands with liquid soap for at least 20 seconds when washing.
- Handle raw and cooked food separately, pay special attention when handling raw meat and offal, to avoid cross-contamination of food.
- Cook food thoroughly and avoid consuming raw or undercooked animal products.
- When traveling abroad, avoid contact with animals (including games), poultry and their faeces, avoid going to wet markets, live poultry markets or farms, and do not eat games or visit restaurants that serve games. Do not bring game, meat, poultry, or eggs into Hong Kong illegally.

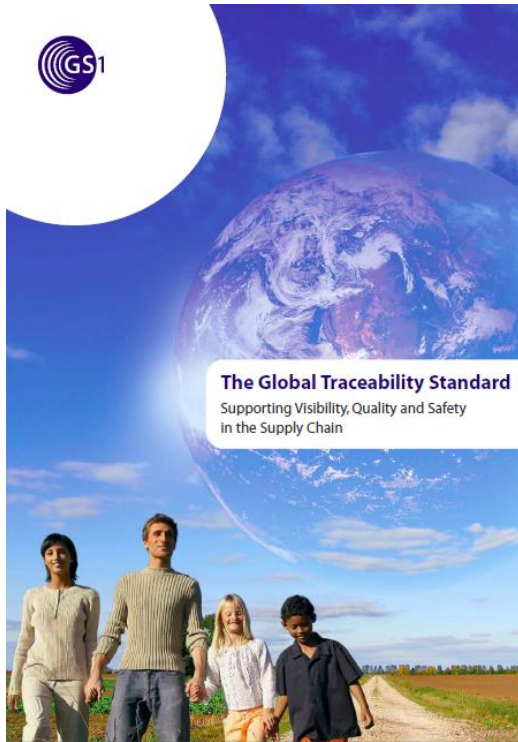
Impacts of the COVID – 19 on Food Safety & Traceability

- ▲ Consumers are more concerned about food safety and the hygiene of F&B premises.
- ▲ The local government also issued guidelines recommended the industry to improve pandemic prevention and hygiene measures.
- ▲ In HK, around 95% of foods need to be imported from global, making the supply chain more complicated. The outbreak affects the global food supply chain and food safety. E.g. -
 - Any stakeholder along the supply chain is infected by the virus, which ultimately affects the food safety

GO "SMART"



GS1 GLOBAL TRACEABILITY STANDARD (GTS)



The GS1 Global Traceability Standard provides company “an effective traceability process” against its supply chain flows that complies with the multiple international regulatory and business requirements.

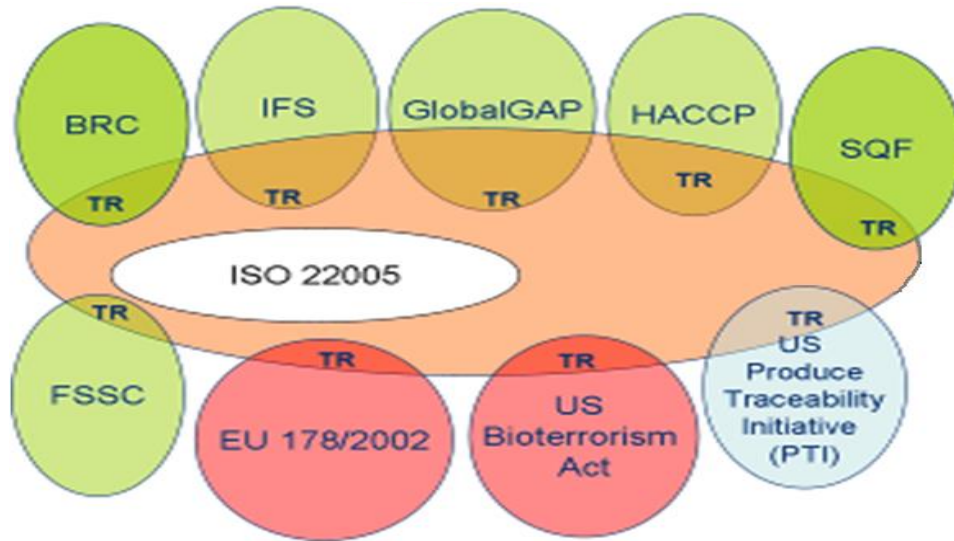
Independent , Neutral and Collaborative

GS1 global traceability standards is jointly developed with **73** industry experts over **20** countries which is also compliance with the traceability requirements of various international food safety standards.



GS1 GLOBAL TRACEABILITY STANDARD (GTS)

What



How Provides interoperability



« One single traceability process to meet multiple business and regulatory requirements »

➔ **Interoperability**
Enabling automation
Full chain traceability

GS1 Standards



Identify



Capture



Share



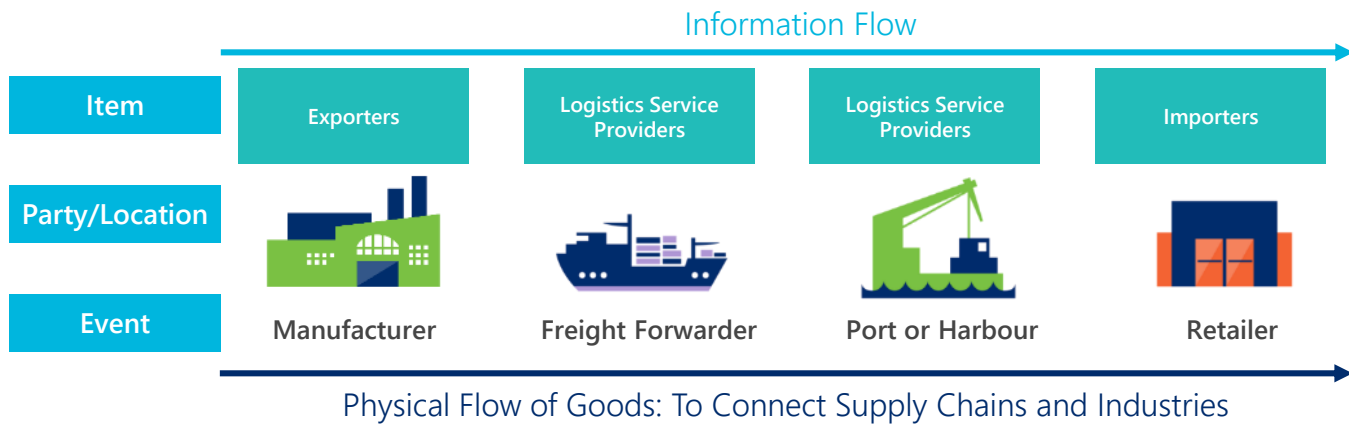
Use

Visibility of goods throughout the supply chain

- What is the product?
- When was it shipped from/to?
- Where was it shipped from/to?
- Why it was shipped from/to?
- Who shipped the product to whom

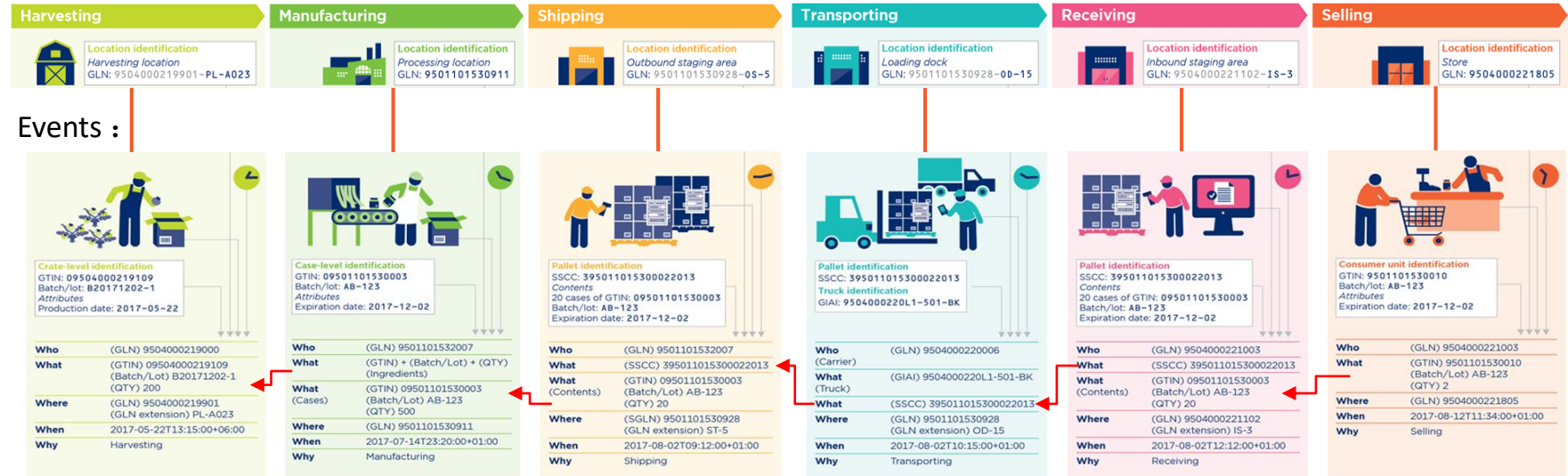


working with
GS1 standards
||
working with
**ISO-compliant
standards**



GS1 GLOBAL TRACEABILITY STANDARD (GTS)

The following are an example that trace an item from the **farm** to the **retailer** linked by the product or item key.
Process :



GS1 HK Food Safety & Traceability Initiatives


How we support?

Aligning the company's performance in an industrial best practices standards, optimizing company's product flow processes and boosting up customer and consumer trust.



Best practices & Training

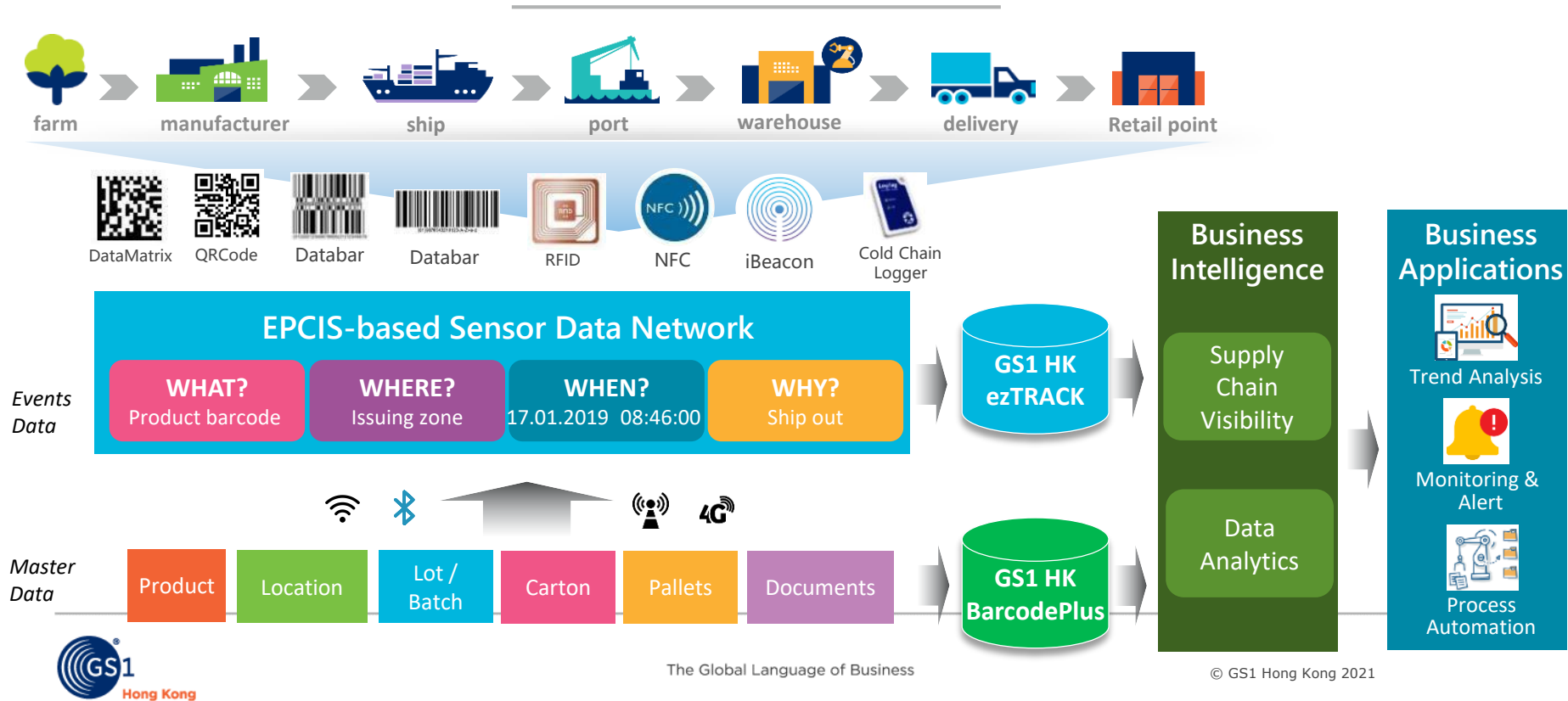
Deployment



Strengthen Consumer Trust with **GS1 HK Industry Programs / Solutions**

GS1HK Standards Based Traceability & Visibility Platform

Identify, Capture, Share and Analyze



Building Consumer Trust Through **PRODUCT VISIBILITY**



SCAN
NOW



壹品原味豆漿500ml
4897025470651

基本資料 小知识

名稱	壹品原味豆漿
淨含量	500 ml
產品資料	採用加拿大非基因改造黃豆,絕無添加, 香港製造
成份	黃豆, 水, 糖
原產地	香港
產品條碼	4897025470651

公司資料

公司名稱	新佛香食品有限公司
地址	香港新界元朗錦田橫台山羅屋村三九零號
網頁	http://www.soyafood.com.hk/

壹品豆漿

Product &
Company Info.

獎項及證書

2017年榮獲優質食品源頭追蹤計劃金企業獎

2016年榮獲優質食品源頭追蹤計劃銀企業獎

ISO22000:2005

2015 年獲選為香港名牌

Awards &
Certificates

追溯跟蹤

程序	日期與時間	地點
加拿大非基因改造黃豆收割及包裝	02/10/17	加拿大
黃豆品質, 農藥殘留檢測證書	11/10/17	加拿大
黃豆產地證書	12/10/17	加拿大
黃豆卸櫃, 貨櫃號碼 ZIMU2788971, 批次XX-042255	28/10/17	橫台山元朗香港
壹品豆漿生產	09/11/17 11:30	橫台山元朗香港
檢查產品溫度及入冷庫	09/11/17 12:15	橫台山元朗香港
裝車	11/11/17 10:20	橫台山元朗香港
運送	11/11/17 12:00	橫台山元朗香港

資料平台

Traceability Data
from each stage





大昌行物流
DCH LOGISTICS

Deliver Safe Food Products with RFID COLD CHAIN MANAGEMENT

Supply Chain Visibility Dashboard

Customer Order No.

Container No. CCLU5159759

Search

Description:

Freshworld supply fresh fruits to DCH Logistics

(1) Logistics details – what, where, when, why





(2) Different stage in the supply chain

(3) Temperature variation in each stage captured

Visibility Locations



End-to End Supply Chain Visibility

**ezTRACK Visibility Service**

Login | Contact Us | FAQ | 繁體中文 | 简体中文






Account | VS+Chain | DataLink | Master Data | System Administration

Business Step Query

Customer Order No.

Container No.

Description:
Freshworld supply fresh fruits to DCH Logistics



1. Harvest fruit

EST 2015-05-01

EVT 2015-05-01

Qty 1000

Temp > 30°C

2a. Devanning bin

EST 2015-05-02

EVT 2015-05-02

Qty 1000

Temp > 30°C

2b. Pack fruit into SSCC pallet

EST 2015-05-03

EVT 2015-05-05

Qty 1000

Temp > 30°C

3. Load pallet into container

EST 2015-05-06

EVT 2015-05-08

Qty 1000

Temp > 30°C


4. Container leave site

EST 2015-05-08

EVT 2015-05-10

Qty 1000

Temp > 30°C





Trusted FoodNet

49 participated firms
(with 150+ products)

The screenshot shows the Trusted FoodNet website. At the top, there is a navigation bar with the GS1 Hong Kong logo and the Trusted FoodNet logo. The navigation menu includes links for Home, Restaurant, Supplier, About us, Contact Us, and Log in. The main banner features a hand holding a tablet displaying a bowl of raspberries, with the text: "Building Trust along the Food & Beverage Supply Chain" and "A platform used and trusted by leading food & beverage brands and restaurants". Below the banner, there is a "Category" section with a list of product categories: Bakery Products, Dairy Products, Fish & Seafood, Liquor & Wine, Meat, Oil and Fat, Others, Sauce, Preserved & Spices, Tea, Coffee & Cocoa, and ALL. The "Quality Food Scheme Winner" section lists Tong Shun Hing 廣順興, Tapsoya 壹品, and ALL. The "Brands" section is also visible. A search bar with the placeholder text "Search by product name, brand name, product category" and a "Search" button is located on the right side of the category list. Below the search bar, there is a grid of product images representing various categories: Bakery Products, Meat, Dairy Products, Fish & Seafood, Liquor & Wine, Oil and Fat, and others.

GS1 Hong Kong | Trusted FoodNet

Home Restaurant Supplier About us Contact Us Log in

Building Trust along the Food & Beverage Supply Chain

A platform used and trusted by leading food & beverage brands and restaurants

Category

Bakery Products
Dairy Products
Fish & Seafood
Liquor & Wine
Meat
Oil and Fat
Others
Sauce, Preserved & Spices
Tea, Coffee & Cocoa
ALL

Quality Food Scheme Winner

Tong Shun Hing 廣順興
Tapsoya 壹品
ALL

Brands

Search by product name, brand name, product category Search

Bakery Products Meat Dairy Products Fish & Seafood

Liquor & Wine Oil and Fat Others



Product Company

產品名稱 Product Name:
Frozen Cheese Cake
種類 Category:
Bakery Products

產品證書名稱 Product Certificate Name:
ISO22000

產品證書發行機構 Product Certificate Issue Body:
SGS

證書發行日期 Certificate Issue Date:
2020-04-04

產品證書 Product Certificate :



Certificate HK14/00095

The management system of

PastryGlobal Food Service Limited

Unit 341, 1/F., 47-51 Kwai Fung Crescent, Kwai Chung, N.T., Hong Kong

has been assessed and verified as meeting the requirements of

ISO 22000:2018

For the following activities

Manufacturing of frozen cakes and dessert mix from raw material receiving to dispatch.
Food Category: CII - Processing of perishable animal and plant products (mixed products)

This certificate is valid from 4 April 2020 until 3 April 2023 and remains valid subject to satisfactory surveillance audits. Re-certification audit due 80 days prior to expiry date Issue 3. Certified since 4 April 2014

Authorized by

Handwritten signature



SGS United Kingdom Ltd
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HC SGS 22000 2018 0819

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This document is issued to the Company subject to the Terms and Conditions of the PastryGlobal Food Service Limited management system, which are available on the PastryGlobal Food Service Limited website. The certificate is valid only if the Company maintains the system in accordance with the requirements of the PastryGlobal Food Service Limited management system. Any modification to the system or failure to maintain the system may result in the suspension or withdrawal of the certificate. The certificate is issued on the basis of the information provided by the Company and is not a guarantee of the accuracy of the information. The certificate is issued for the purpose of providing evidence of compliance with the requirements of the PastryGlobal Food Service Limited management system.

Page 1 of 1



Product

Company

產品名稱 Product Name:

Frozen Cheese Cake

種類 Category:

Bakery Products

產品證書名稱 Product Certificate Name:

ISO22000

產品證書發行機構 Product Certificate Issue Body:

SGS

證書發行日期 Certificate Issue Date:

2020-04-04

Sign up / Login to View the Certificate

Sign Up

Login

Views for Consumers

QUALITY FOOD SCHEME SERIES

QUALITY
FOOD
Scheme



QUALITY
FOOD
Scheme



QUALITY FOOD SCHEME

QUALITY
FOOD
Scheme



QUALITY
FOOD
Scheme



- ✓ Quality Food Scheme (Formerly named as “Quality Food Traceability Scheme” - Launched annually since [2015](#))
- ✓ [Recognize](#) and [Award](#) HK & Macau enterprises who demonstrate excellence in food safety & traceability practices
- ✓ Starting from 2021, [SGS](#) will join the scheme as an audit partner to form an advanced edition – “Quality Food Traceability Scheme Plus”
- ✓ Assessment based on GS1 (Global Traceability Standard – [GTS](#)); [ISO 22000](#) & [HACCP](#)
- ✓ Assist enterprises to improve & uplift the ability in [food safety](#) and [traceability](#)
- ✓ Provide [quality](#) and [safe](#) food to end consumers

QUALITY FOOD SCHEME



Awarded Enterprises for 2020 Quality Food Scheme

鑽石企業 Diamond Award Enterprise

大家樂 (DAI KA LO)
FrieslandCampina
獅球嘜 (SHIU KIU MO)
Maxwell's
Nestlé Good food, Good life
Sims
太古可口可樂香港 (Coca-Cola)
廣順興 (TANG SHUN HING)
TWG
維他奶 (VITASOY)
Wyeth Nutrition 惠氏營養品

金獎企業 Gold Award Enterprise

AEON (AEON Stores (Hong Kong) Co., Limited)
大昌食品專門店 (DCH FOODS)
大昌行物流 (DCH LOGISTICS)
igf (International Gourmet Foods)
LORENCE & COMPANY (義生洋行)
義生洋行 (ITALIAN FINE FOOD AND WINE)
壹品豆品 (TOP SOYA)

銀獎企業 Silver Award Enterprise

QUALITY FOOD SCHEME+



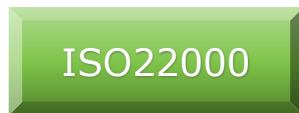
Starting from September 2020, GS1 HK collaborates with SGS HK as an audit partner to form an advanced edition – “Quality Food Scheme Plus”.

By taking reference to 3 global standards – [ISO22000](#); [HACCP](#) & [GTS](#) as an assessment criteria with such more comprehensive approach to evaluate and help enterprises to improve food safety and enhance consumer trust more effectively.

**Traceability
Standard**



**Food Safety Mgt.
System Standard**



**Food Safety
Control Standard**



Reference to 3 Global Standards

**Consumer
Trust**

Food safety throughout the supply chain

What You Get

Enhance Food Safety & Traceability in Your Supply Chain

QUALITY
FOOD
Scheme



QUALITY
FOOD
Scheme



- ✓ 1-day **on-site** food safety & traceability **assessment**
- ✓ 1 **food safety & traceability maturity report**
- ✓ 1 **recommendation report**
- ✓ 1 post-assessment **review meeting**

“What” & “How” to improve

Quality Food Scheme Plus - Audit Report

Quality Food Scheme - Audit Report

1. Senior management commitment to Food Safety

Were legal compliance and customer requirement process achieved?
Was self-inspection and/or internal audit about food safety in place?
Management review was in place and records maintained?

2. Emergency Response and Crisis Management

Different scenarios of crisis was defined?
Emergency response procedure were in place?
Crisis response team was formed?
Specific COVID-19 procedures and measures were taken in place?

3. Supplier Assessment and Customer Control

Is there a process about supplier approval?
Is the performance of supplier regularly evaluated with records maintained?
If there any process substandard, does the necessary control in place?

4. Specification

Do specification for raw material and finished product in place?

5. The inspection program

Personal hygiene:
Infrastructure:
Layout, product flow and segregation:
Work environment maintained to enhance food safety
Preventative maintenance program:
Calibration of critical measuring devices
Pest control
Utilities control (water, air and gas)
Cleaning control:
Non-conformity control:

Scheme Benefits & Entitlements

- ✓ One 'Quality Food Scheme' **Certificate**
- ✓ One 'Quality Food Scheme' **Trophy**
- ✓ Yearly **Award Presentation Ceremony** @Food Safety Forum
- ✓ Receive a full **Audit & Recommendation Report** to develop roadmap for better food traceability & food safety management
- ✓ Entitled to use the **"Quality Food Scheme" logo** in marketing materials relevant to the company for one year



GS1HK Food Safety Forum

cum Food Quality Scheme Presentation Ceremony



Exposure Opportunities

- ✓ Press Release
- ✓ Newspaper / Magazine advertorial / supplement
- ✓ Social Media
- ✓ Promotional materials such as leaflet and/or brochure
- ✓ GS1 HK Website
- ✓ GS1 HK 'Business Connect' magazine
- ✓ GS1 HK e-newsletter & eDM



4 Main Benefits to Enterprises

Optimize
**Supply Chain
Management
& Efficiency**

Improve ability
in **Food
Safety &
Traceability**

Uplift
**Consumer
Trust**

Enhance
Food Safety

THANK YOU