GS1 Hong Kong

The Global Language of Business

Entering Mainland's Food Market: New Challenges and Opportunities

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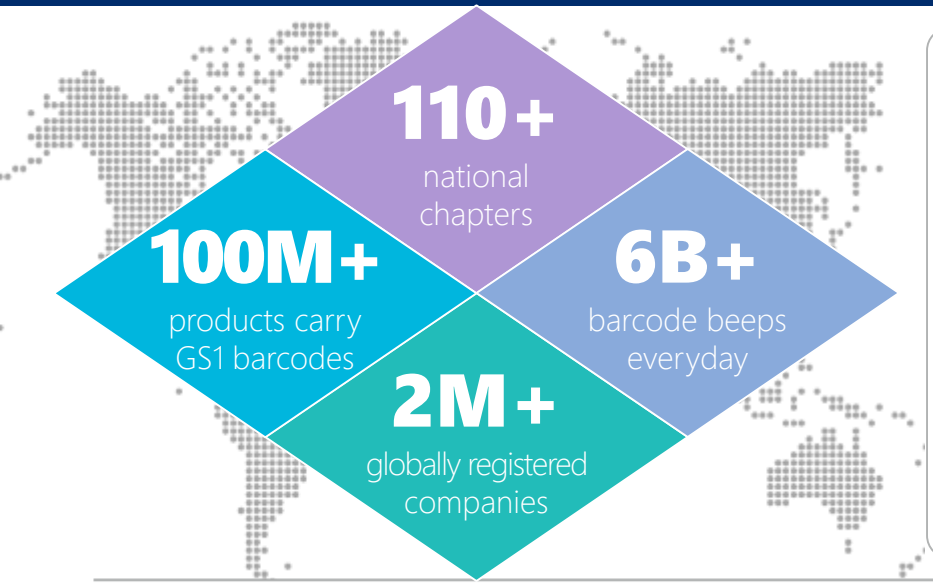
GS1 Hong Kong

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



Global Recognition and Partnership

FDA, GFSI Global Food Safety Initiative, The Consumer Goods FORUM, FIA FOOD INDUSTRY ASIA, European Commission, World Health Organization, International Hospital Federation, ICCBBA, ISQua, HL7 International, World Customs Organization, cen iSSS, APEC Asia-Pacific Economic Cooperation, ABAC APEC Business Advisory Council, IATA, ISO, United Nations UNCTAD, AUTO-ID LABS, W3C, buildingSMART International

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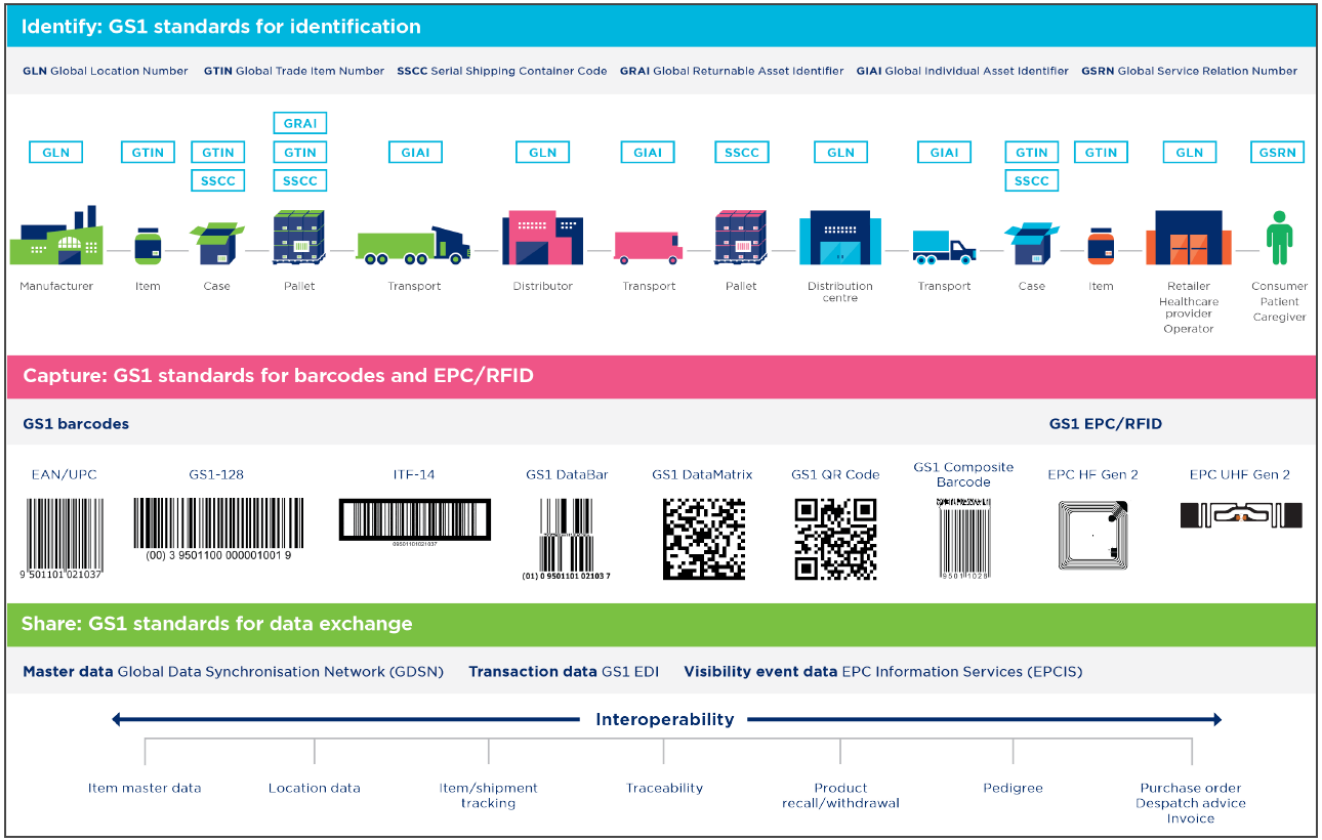
GLOBAL DATA STANDARDS

Make it Possible to.....

- Identify
- Capture
- Share
- Use



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

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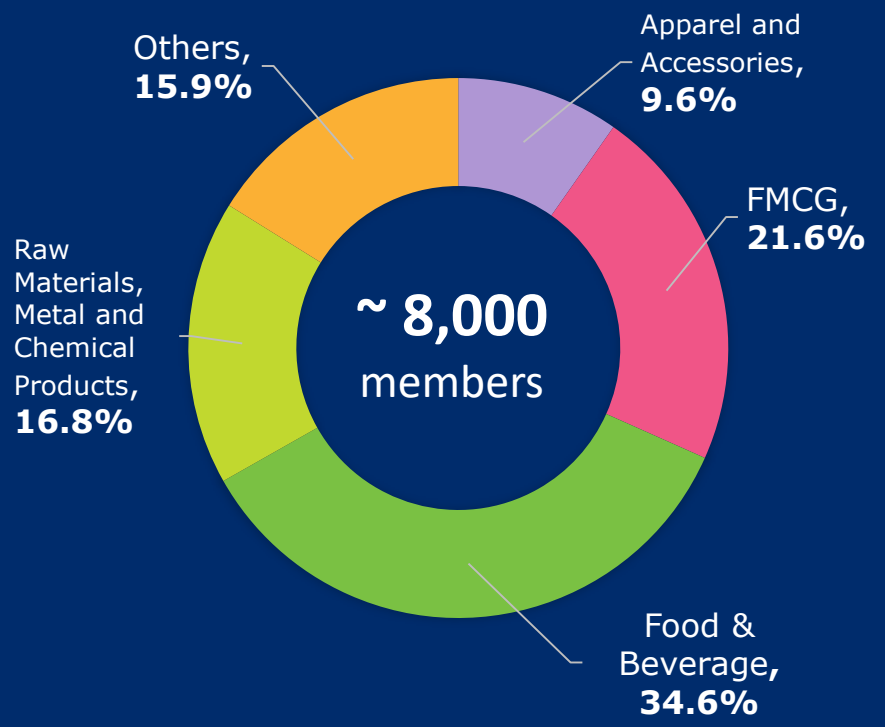
Hong Kong Membership Profile by Industry Sector



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CHINA MARKET TRENDS ANALYSIS

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

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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”

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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

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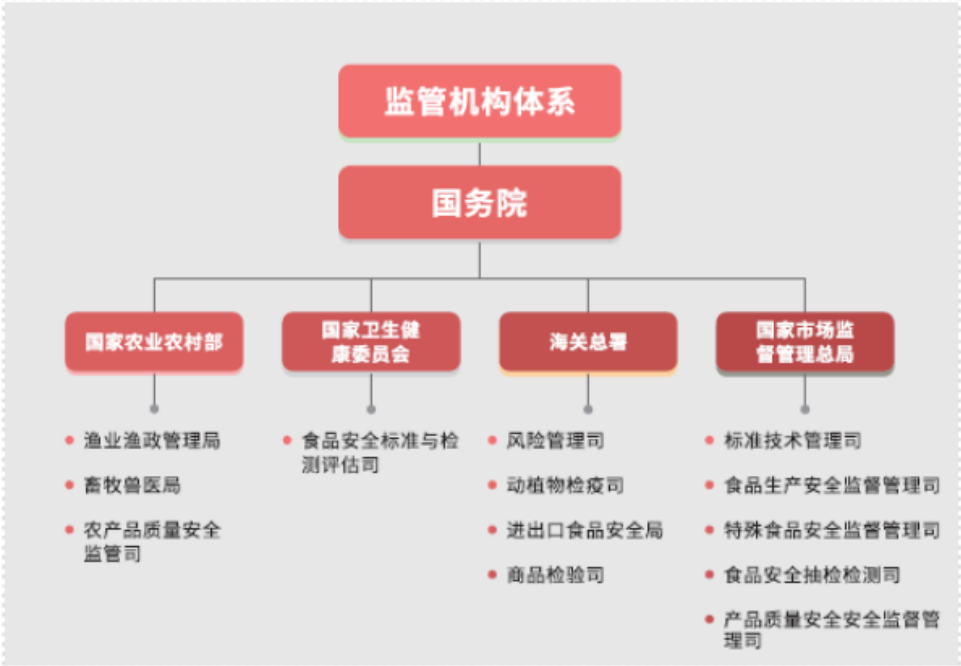
中國食品安全監管體系



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；

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中國進口食品監管法律體系

法律 LAW	行政法規 REGULATIONS	部門規章 RULES	公告 ANNOUNCEMENT
《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》 …	《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》 …	《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》 …	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）

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中國進口食品監管法律體系

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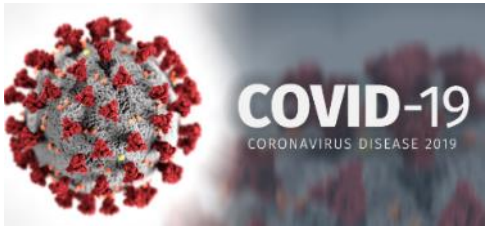
Trust with **Food Safety &**
Traceability



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

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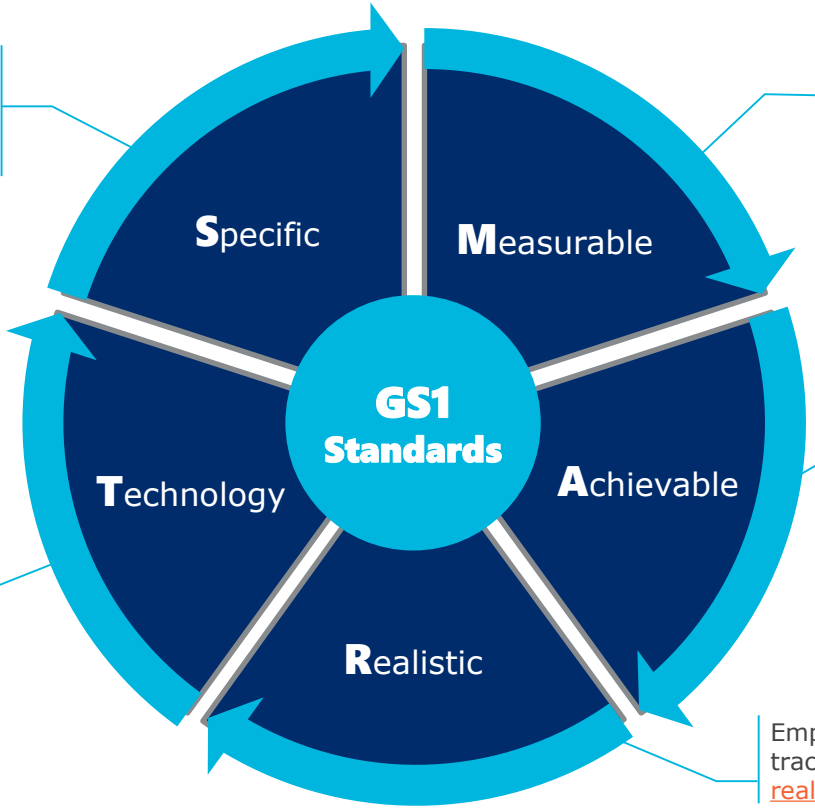
GO "SMART"

Offers specific & professional suggestions to enhance food safety & traceability management to uplift brand integrity & consumer trust



Aggregate data across the value chain to create a holistic view for better analytics

Proffers achievable recommendations to better fulfill ISO / other international accredited food safety & traceability / regulatory requirements

Empower supply chain traceability and food safety in realistic view

Provides actionable insights to leverage suitable technology & innovations to enhance food safety & traceability capability

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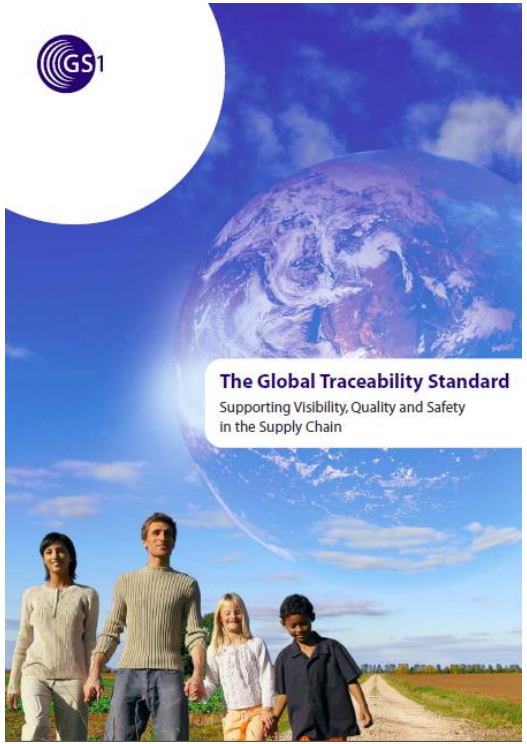
GS1 GLOBAL TRACEABILITY STANDARD (GTS)



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.

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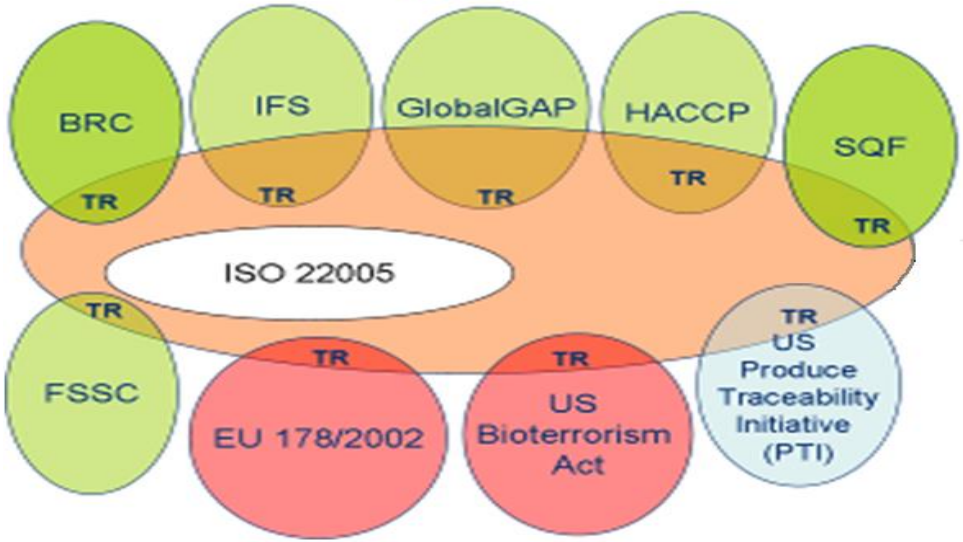
GS1 GLOBAL TRACEABILITY STANDARD (GTS)

What



How Provides interoperability

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

Interoperability
Enabling automation
Full chain traceability

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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

Information Flow

Item	Exporters	Logistics Service Providers	Logistics Service Providers	Importers
Party/Location				
Event	Manufacturer	Freight Forwarder	Port or Harbour	Retailer

Physical Flow of Goods: To Connect Supply Chains and Industries

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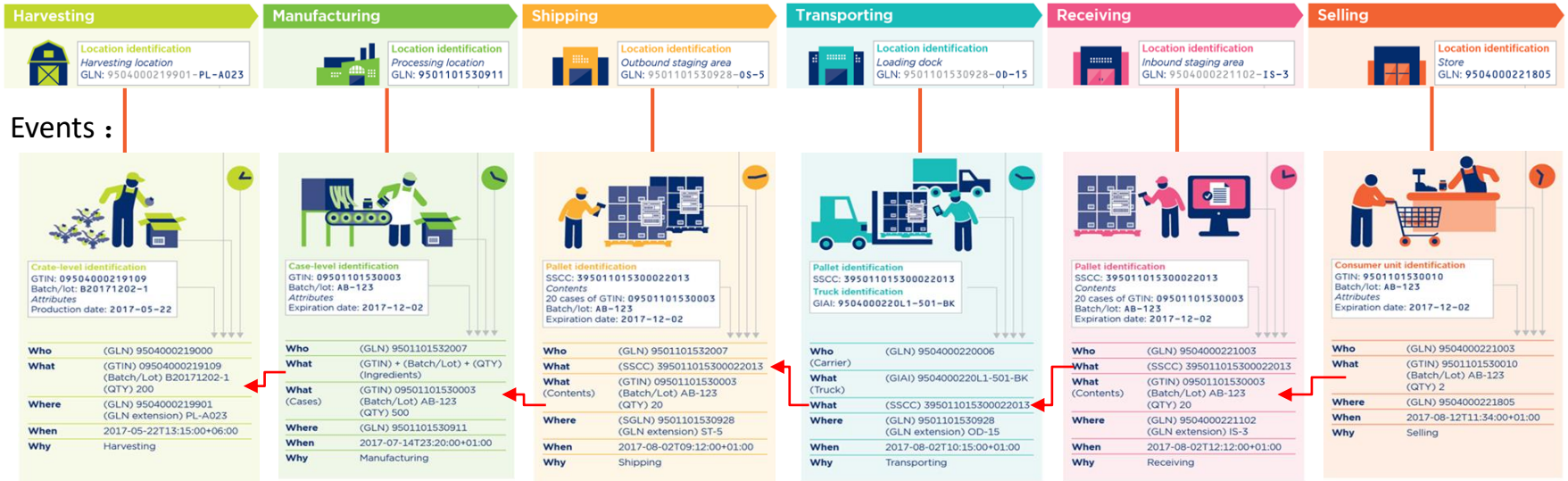
GS1 GLOBAL TRACEABILITY STANDARD (GTS)

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

Process：



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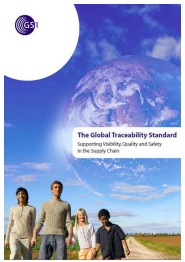
GS1 HK Food Safety & Traceability Initiatives

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.



01 STANDARDS 標準

02 SOLUTIONS 方案

03 ASSESSMENT & RECOGNITION 評估及認證

Consultancy& Technology Implementation

04 CONSULTATION 諮詢

05 TRAINING 培訓

Best practices &Training → **Deployment**

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

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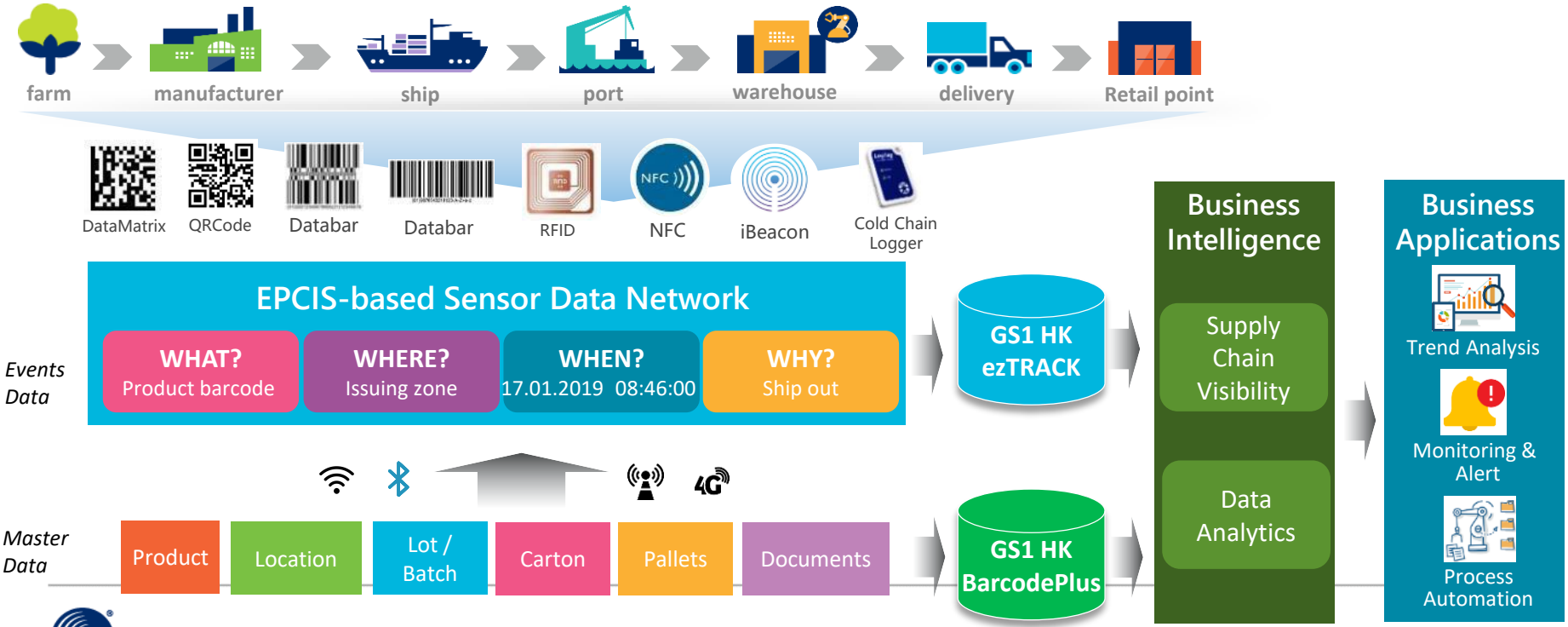
GS1HK Standards Based Traceability & Visibility Platform

Identify, Capture, Share and Analyze



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The Global Language of Business

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Building Consumer Trust Through **PRODUCT VISIBILITY**

SCAN NOW

Product & Company Info.

Awards & Certificates

Traceability Data from each stage

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BARCODE PLUS

蹤橫網 eZTRACK Built on EPCIS

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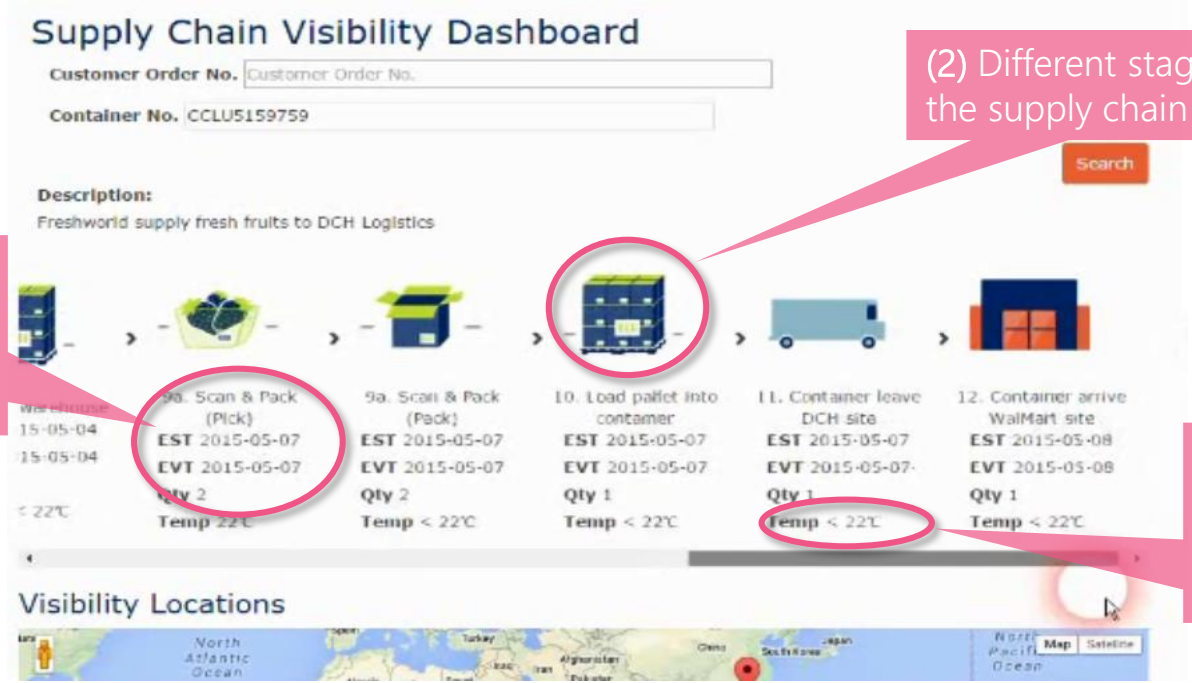
CASE

大昌行物流 DCH LOGISTICS

Deliver Safe Food Products with RFID COLD CHAIN MANAGEMENT



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

(2) Different stage in the supply chain

(3) Temperature variation in each stage captured

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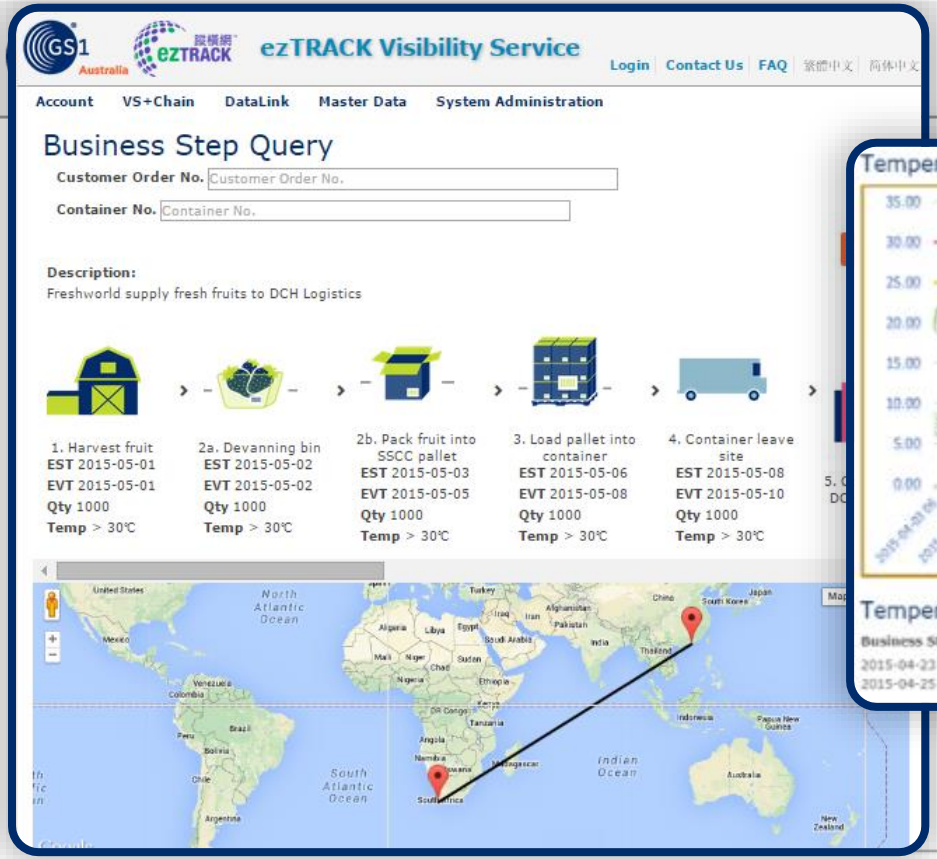
End-to End Supply Chain Visibility



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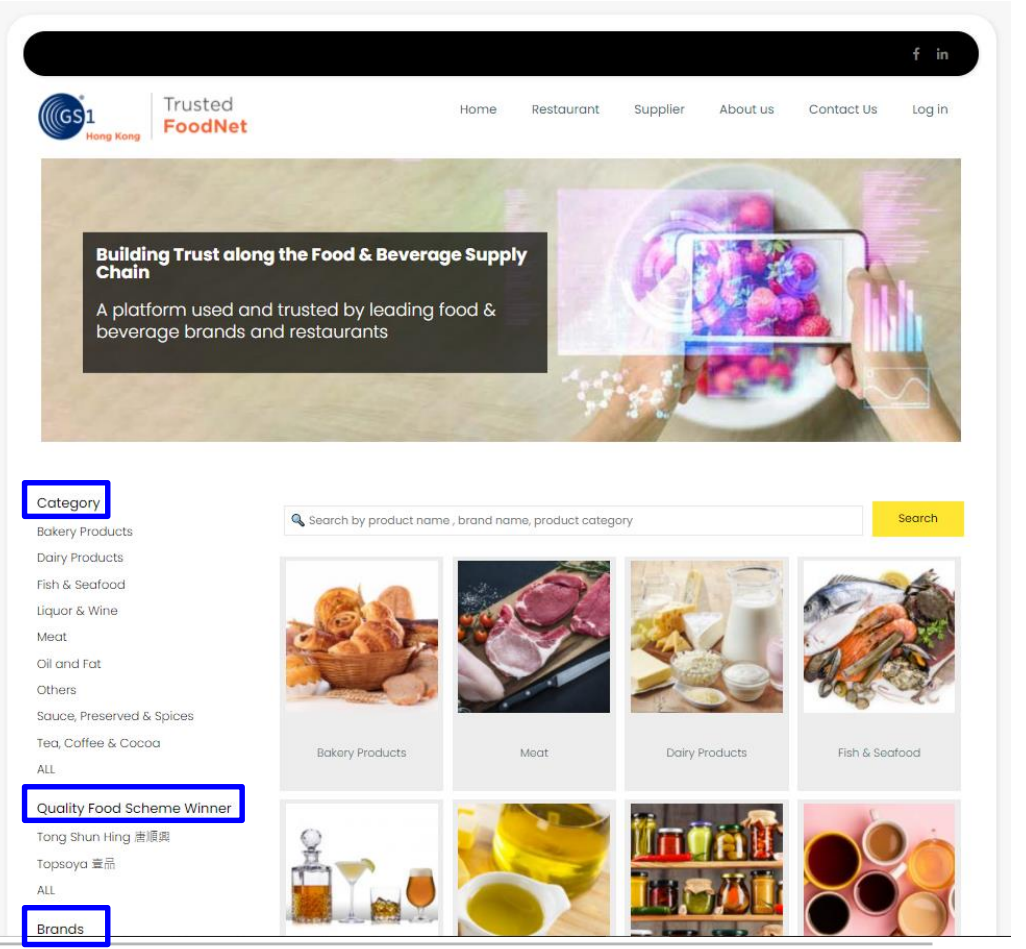
Trusted FoodNet

49 participated firms
(with 150+ products)



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Views for Restaurants & Suppliers

Trusted FoodNet

Home | Restaurant | Supplier | About us | Contact Us | Log out

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 :

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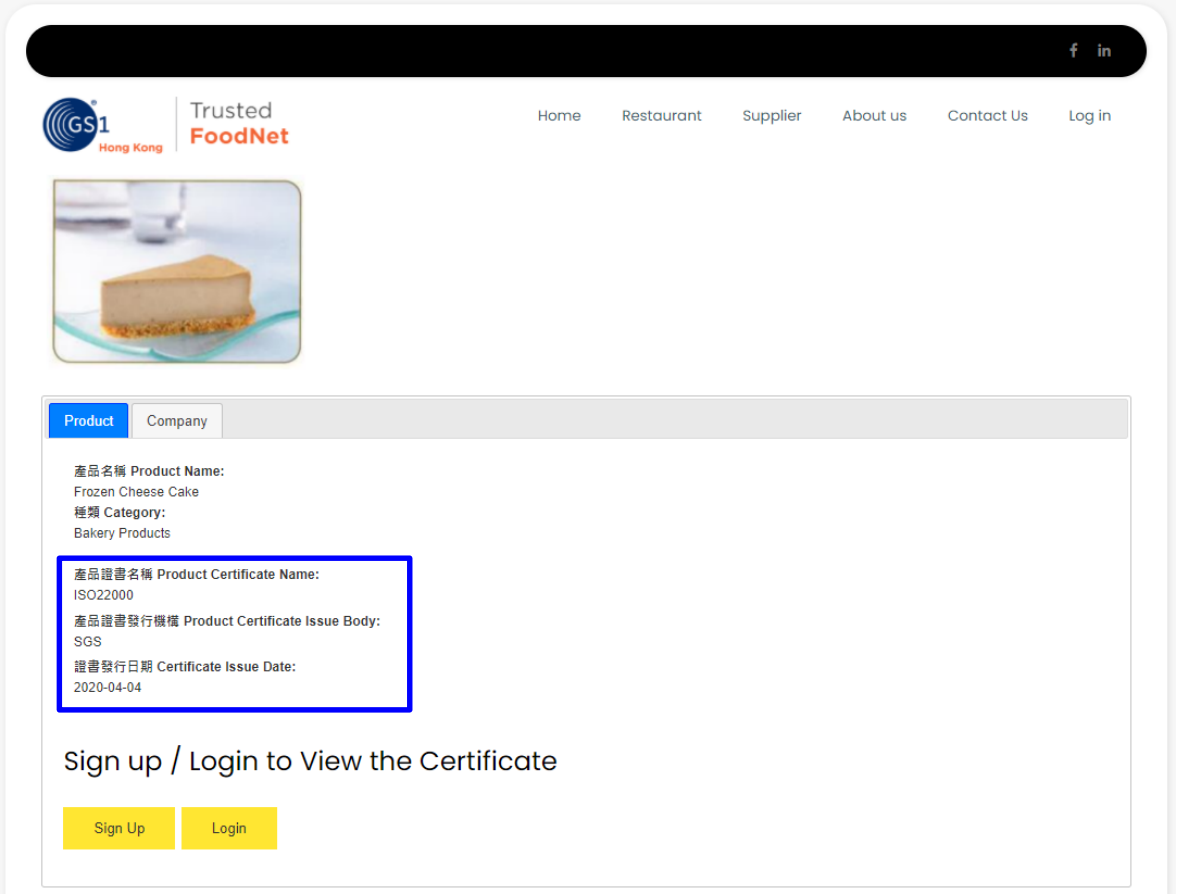

Views for Consumers

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QUALITY FOOD SCHEME SERIES

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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

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QUALITY FOOD SCHEME

Awarded Enterprises for 2020 Quality Food Scheme

鑽石企業 Diamond Award Enterprise

金獎企業 Gold Award Enterprise

銀獎企業 Silver Award Wnterprise

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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

GS1 GTS

+

Food Safety Mgt. System Standard

ISO22000

+

Food Safety Control Standard

HACCP

=

Consumer Trust

Reference to 3 Global Standards

Food safety throughout the supply chain

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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 - Audit Report

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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

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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

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4 Main Benefits to Enterprises

Optimize **Supply Chain Management** & **Efficiency**

Improve ability in **Food Safety** & **Traceability**

Uplift **Consumer Trust**

Enhance **Food Safety**

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THANK YOU

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