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GS1 - 一物一碼 締造無限可能



GS1 management board

結合全球跨行業及業務的主要持分者。當中包括：

- AEON Co., Ltd
- Amazon UK
- Cainiao (Alibaba Group)
- Google Inc
- LF Logistics
- L'Oréal
- Johnson & Johnson
- Nestlé S.A.
- Procter & Gamble.....etc

GS1 in numbers



>3.5 billion

annual barcode scans

每年的條碼掃描次數
>35億次



~20 million

annual EDI transactions

每年電子數據交易~2000萬個



95%

of supermarkets in HK
adopt GS1 Standards

香港超級市場使用GS1標準



79%

of hospitals' drug supply chains in
HK are supported by GS1 Standards

香港的醫院藥物供應鏈由GS1標準支援



70%

of Chinese fast food restaurants in
HK use GS1 system for purchase
order processing

香港中式快餐店使用GS1系統處理採購訂單

**GS1 believes in the power of
standards to transform the
way we work and live**

GS1 條碼

由產品身份證演化成為智能產品身份證

ONE code • Infinity possibilities



連接全球的電商平台



020 整合

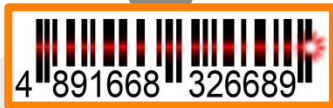
創造無縫的消費者體驗

實體店

Tesco
Mannings
Watsons
Woolworths...
ParknShop
Metro
Walmart

網店

Amazon
Alibaba
eBay
Google...



- 定義在全球市場上出售的產品
- 確保所有渠道一致和準確的信息
 - 提高商店運營效率
 - 產品交付和庫存管理

Google - 充實廣告內容，同時方便使用者找到您的廣告

☰ Google Merchant Center說明

🔍 請說明您的問題

gtin [全球交易品項識別碼]：定義

您可以使用 **gtin** [全球交易品項識別碼] 屬性提交全球交易品項識別碼 (GTIN)。每個產品都有專屬的 GTIN。提供這類專屬識別碼可協助我們充實您的廣告內容，同時方便使用者找到您的廣告。不含專屬產品識別碼的產品較難分類，而且可能無法使用所有購物計畫或功能。








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All Shopping Images News Videos More Search tools

About 7,490,000 results (0.58 seconds)

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Jordan IV Retro White £154.99 Foot Locker UK	Nike Air Jordan VII Retro BG ... £89.00 End.com	Nike Air Jordan Eclipse ... £90.00 ASOS.com	Air Jordan 1 Mid Black 6 (25 £90.00 Nike.com ★★★★★ (16)	Jordan Eclipse, Wolf Grey/ ... £76.87 Kickz.co.uk

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www.sneakerhead.com/nike-air-jordan-p1.html ▼
... Air Jordan Shoes. Sneakerhead.com has the latest Air Jordan Shoes, including Brand Jordan Team Shoes, Air Jordan Retro Shoes, Jumpman & others.
Retro Jordan - Air Jordan Lifestyle - Air Jordan Sport - Air Jordan Son Of Mars Low
Jordan 5 - Air Jordans | Flight Club

Amazon - 透過GS1驗證條碼的真確性

The screenshot shows the Amazon Seller Central help page for 'Locating Product Identifiers'. The browser address bar shows the URL: <https://www.amazon.com/gp/help/customer/display.html?nodeId=200202190>. The page header includes the Amazon logo, a search bar, and navigation links like 'Departments', 'Your Amazon.com', 'Today's Deals', 'Gift Cards & Registry', 'Sell', and 'Help'. The main content area is titled 'Selling on Amazon.com' and includes a breadcrumb trail: 'List Your Products > Creating Product Detail Pages > Locating Product Identifiers'. On the left, there is a 'Topics' sidebar with links to 'General Help', 'List Your Products', 'Creating Product Detail Pages', and 'Locating Product Identifiers'. Below this is an 'Other Help Areas' section with links to 'Shipping & Delivery', 'Returns & Refunds', 'Managing Your Account', 'Payment, Pricing & Promotions', 'Ordering', 'Kindle', 'Amazon Fire TV', 'Digital Music, Instant Video & Apps', and 'Gifts, Gift Cards & Registries'. The main content area has a 'Search Help' box and a section titled 'Locating Product Identifiers'. This section includes links to 'What are GTINs?', 'How Products Are Defined', 'How to Obtain a Product Code', 'How to Identify UPCs, ISBNs, EANs, and GTIN-14s', and 'How to Find ASINs'. The text explains that product pages provide buyers with an ASIN and that sellers are required to use an industry-standard product identifier when creating new pages. It also lists common GTINs used to create Amazon.com catalog pages: UPCs, ISBNs, EANs, and EANs.

amazon
Try Prime

All ▾

Electronics

Hello, Sign in
Your Account ▾ Try P

Departments ▾ Your Amazon.com Today's Deals Gift Cards & Registry Sell Help

Selling on Amazon.com > List Your Products > Creating Product Detail Pages > Locating Product Identifiers

Topics

< General Help

< List Your Products

< Creating Product Detail Pages

Locating Product Identifiers

Adding UPCs, EANs, and ISBNs for Your Products

Novelty SKU Cap Limits

Other Help Areas

Shipping & Delivery

Returns & Refunds

Managing Your Account

Payment, Pricing & Promotions

Ordering

Kindle

Amazon Fire TV

Digital Music, Instant Video & Apps

Gifts, Gift Cards & Registries

Search Help: Enter a keyword or topic Search Seller Help

Locating Product Identifiers

What are GTINs?

How Products Are Defined

How to Obtain a Product Code

How to Identify UPCs, ISBNs, EANs, and GTIN-14s

How to Find ASINs

Product pages in the Amazon.com catalog provide buyers with an ASIN (Amazon Standard Identification Number) in the product details section and in the URL of the page itself. ASINs are used to reference catalog data, track inventory for products, and index catalog pages for search and browse.

However, the basis for accurate product page creation and product matching is product identifiers outside of the Amazon.com system. For most product categories, sellers are required to use an industry-standard product identifier when creating new pages in the Amazon.com catalog. These product identifiers are part of a system called GTINs, or Global Trade Item Numbers.

The most common GTINs used to create Amazon.com catalog pages are UPCs, ISBNs and EANs. Universal Product Codes (UPCs), International Standard Book Numbers (ISBNs), and European Article Numbers (EANs) are distinctive codes used to identify a particular item. Amazon uses these codes and numbers to identify the exact item you wish to sell.



eBay - 提供產品識別碼以改善買家的產品搜尋結果

← → ↻ ⓘ pages.ebay.com/sellerinformation/news/fallupdate16/structured-data.html

Improving visibility and offering best-in-class guidance and insights through structured data

To help buyers find items more easily, and provide you with better insights and an improved selling experience, the following changes regarding structured data—information such as product identifiers and item specifics—will take place in the months ahead:

- For new or manufacturer refurbished items, eBay will accept non-standard product identifiers. We will make selling even easier by enabling merchants to list using a wider range of product identifiers beginning February 2017, including:
 - Amazon standard identification numbers (ASIN)
 - Google product identifiers
 - Private label product identifiers (seller-generated product identifiers)
- By February 2017, new listings of new or manufacturer refurbished items in most categories will require at least one of the product identifiers (e.g. UPC, GTIN, one of the above, etc.). Also, note that the options "Does not Apply" and "NA" will no longer be available for the majority of items. Some categories and item types will continue to be exempt. The list of exemptions will be communicated by next year.
- To simplify the process of listing and relisting, you'll be able to upload your entire catalog of products by fall 2016. When you provide your product information to eBay through our new catalog-upload feature, we'll create eBay product identifiers (ePIDs) for you, which help you build your brand on eBay. ePIDs offer sellers of private label and unbranded items access to the benefits and insights branded inventory currently enjoys, including eBay product reviews.



Alibaba Group

Alibaba announces partnership with GS1

By FMCG Business on October 2, 2016 in News



Alibaba Group is the world's largest online and mobile trading market. It runs various online and mobile platforms covering Retail, Wholesale and Cloud Computing. There are 423 million active buyers on China's retail platform of Alibaba Group. Alibaba Group, GS1 and GS1 China have announced that they will work together to standardise product information for the benefit of all supply chain participants, including consumers.

Alibaba Group looks to expand and create more value for merchants and consumers with global brand owners. All e-Commerce trading platforms of Alibaba Group will actively expand the application scenarios of the GS1 standards and adopt the GS1 Global Trade Item Number (GTIN) as the product identifier. Further, Alibaba is encouraging its users to join the GS1 Global Data Synchronisation Network™ (GDSN®) for the standardised, online exchange of product information.



為什麼要給商品傳條碼？

商品條碼作為商品的唯一身份標識，是商品的必備屬性，也是商品生產、流通等環節的標識，條碼未來會關聯更多的行銷機會，如果沒有條碼，有很多場景將無法正常參與，建議賣家快速將條碼補充完善



為何電商平台需要產品身份證？

平台信心

- 提高產品目錄質量及詳細信息
- 列出商品時使定價及產品描述更準確
- 增強消費者對描述的產品的信心

消費者 用戶體驗

- 幫助改善在搜索引擎中的排名
- 為消費者提供更好的可搜索性
- 為客戶創造準確，可信賴的體驗。

智能產品身份證更具備防偽功能，打擊電商假貨！



進軍龐大的內地市場 — 中旅巴士商城



中旅巴士商城簡介



- 中國央企營運的跨境電商
- 全國嶄新跨境電子商務購物消費平台
- 配合國家基建項目設施及2019年1月1日中國電子商務法例的修訂
- 透過可靠、可信及可追溯的官方交易平台
- 保障品牌在中國市場上品質監控及其認授性
- 獲得ICP證書，系統可滿足 100 萬個商家
- 通過與GS1HK 策略性合作，確保產品的認證
- 提供一站式國內清關及跨境物流服務



大陸電商法草案規範重點

重點	內容
納稅	電子商務經營主體應依法履行納稅義務
第三方平台責任	電商平台需對平台內經營者進行查核登記，並對產品負責
個資保護	電商經營主體若未妥善保護消費者個人資料，最重可吊銷執照
小規模經營者免登記	家庭手工業、自產自銷等小規模經營者免工商登記
信用評價	業者不得擅自刪除負面評價、虛擬交易、騷擾消費者
包裹延誤、損毀	快遞物流提供者應依法賠償

線上線下引流獨特經營模式



中旅跨境電商平台
正牌正貨・香港直送

立即click入

微信商城



線上下單・太子門市提貨

營運要項

現金流

商戶需提供批發價及零售價，兩者價目之差距為中旅巴士商城的跨境物流、關稅及服務費。

物流

選擇 1：線上訂單，旗艦店內取貨
選擇 2：點對點，香港直送貨品至內地消費者

跨境關稅

Mini Home 承辦

合作流程

商戶需提供產品資料，包括照片及產品詳情。不多於 30 種貨品

嶄新eBay官方認可「採購配對平臺」
快速展開全球電商業務

平台的優勢

1

與eBay官方合作研發，共同推出

2

精準配對，實現供應商與賣家金牌配對

3

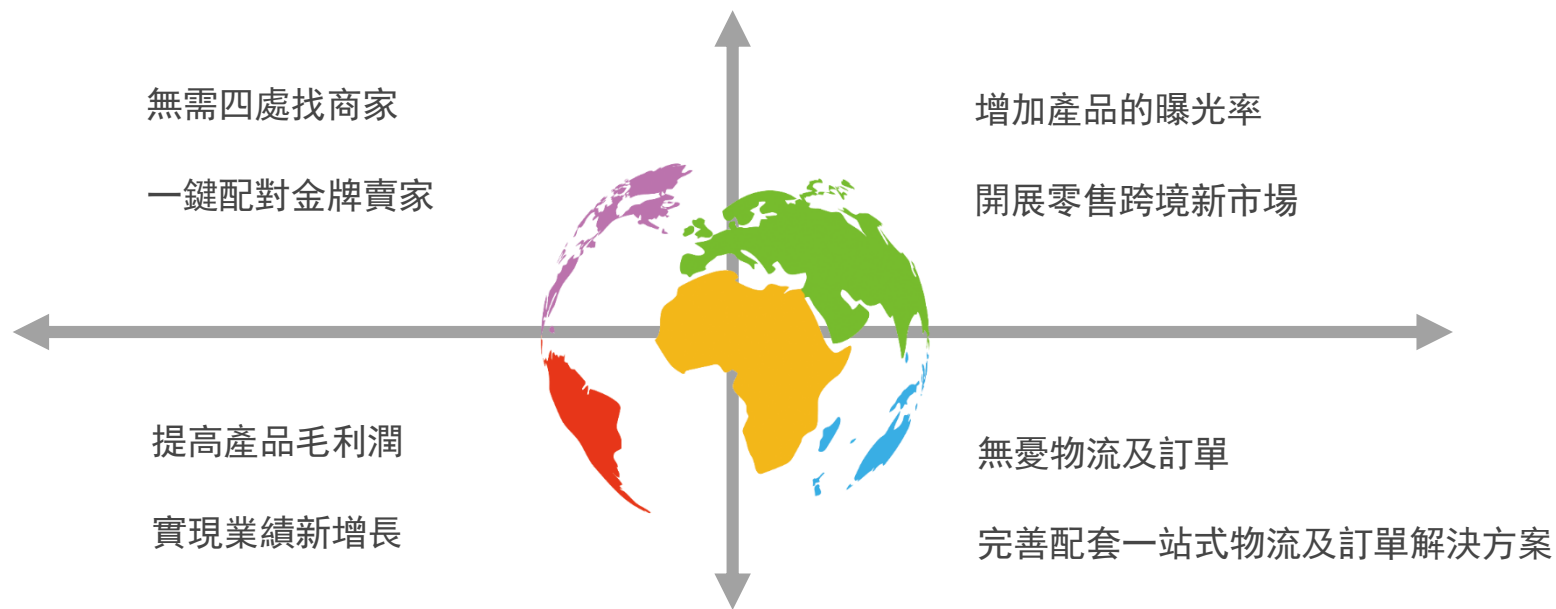
賣家一鍵把分銷平臺產品上架到eBay

4

配套一站式物流及訂單解決方案

對比市場
我們的特色

供應商不可不知的特點！



供應商不可不知的特點！





















如何運作







分銷平台的介面

25 ▾

41 Records << 1 2 >>

<input type="checkbox"/>	Ref	Product	Wholesale Price	Category	Published	No. of Sellers	Action
<input type="checkbox"/>	1	 S2 9-30V 72W H4汽车LED大灯对装 SKU: MT-SP-535146	TWD 80	Motors	✓	2	   
<input type="checkbox"/>	2	 cooling fan fit for 2006 chevy SKU: dls-999	TWD 3600	Motors	✓	2	   
<input type="checkbox"/>	3	 黑色塑膠堅固耐用Andriod 手機套 SKU: PH-HW-481706	TWD 100	Cell Phones & Accessories	✓	3	   
<input type="checkbox"/>	4	 Fit 85-95 2.4 Toyota Pickup 4Runner Celica 2.4 SOHC 22R Complete Cylinder Head SKU: pccs	USD 230	Motors	✓	0	   

Bulk Action  Publish  Print Internal Barcode  Update Stock  Delete

Better Search

A white circle containing the text "Better Search" in orange.

**Better
Search**

GS1 Smart Search

GS1 智慧搜尋 優化網絡搜尋結果助提升銷售



GS1智慧搜尋標準為網絡產品信息定立基礎，方便用戶在網上搜索產品及理解相關資訊時更容易。GS1開發GS1網絡詞彙標準及其使用指引，為業界說明在開發網頁時，如何利用GS1全球貿易貨品編碼（GTIN），建立結構化數據，方便搜尋引擎讀取網頁內容，使網絡搜尋更有效率、更準確。

GS1 智慧搜尋有何效益？



GS1 Smart Search



提升搜尋排名

搜尋引擎會優先編排其理解的網頁內容，並將該頁面置於搜索結果的較前位置



讓機器互相溝通

於網頁中使用結構化數據，有助搜尋引擎更加了解賣家的產品



更佳搜尋結果

利用結構化數據，搜尋引擎可為消費者提供更簡潔、更符合搜索要求的搜尋結果



傳遞資訊可靠真確

搜尋引擎傳遞來自品牌持有人的真確資訊，搜尋結果更可靠

成功個案

Sasa.com

- 21%關鍵字搜尋排名得以提升
- 16%產品於美國及香港獲得更多的網站流量

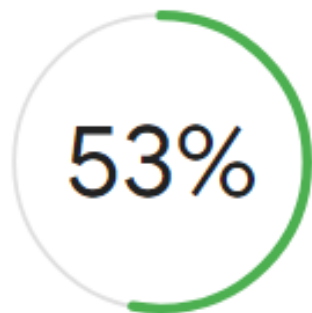


總結

Zero Moment of Truth

零類接觸行銷

現代的消費者在購物前，就已先上網搜尋產品和服務的相關資料、評論和口碑



of shoppers say they always do research before they buy to ensure they are making the best possible choice.

Google/Ipsos, U.S., Omnichannel Holiday Study, Holiday shoppers 18+ who shopped in previous 48 hours, n=5944 shoppers overall, and n=1,571 holiday shoppers week of BF/CM, Nov. 2017–Jan. 2018.

GS1 條碼

由產品身份證演化成為智能產品身份證

ONE code • Infinity possibilities



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