



Digital Supply Chains for F&B Logistics

10:45 am – 12:15 pm





*Asian Logistics and
Maritime Conference*
亞洲物流及航運會議

Digital Supply Chains for F&B Logistics: Increasing Competitive Edge for E-commerce Highway

Ms. Heidi Ho
Principal Consultant/GS1 Hong Kong



Digital Supply Chain

A call for TRUST,
RESPONSIVENESS and VISIBILITY

GS1 Standards Footprint

Global Presence

Since 1973

>110

national chapters serving
over 150 countries globally



>5 billion

barcode beeps every day



12 million

global registered companies
adopt barcodes



>100million

products carry GS1 barcodes
around the world



600,000+

EDI transaction documents per month
in Hong Kong

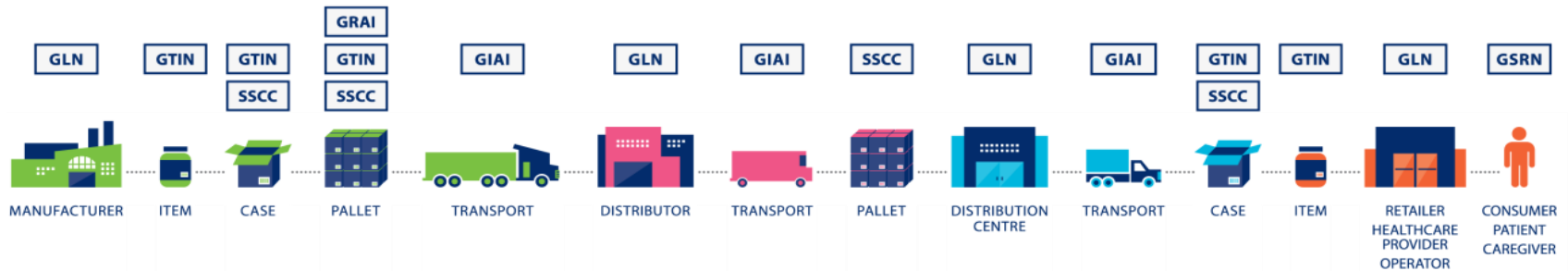
Local Coverage

GS1 System of Standards



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 & EPC/RFID

GS1 BARCODES

EAN/UPC



GS1-128



ITF-14



GS1 DataBar



GS1 DataMatrix



GS1 QR Code



GS1 Composite Barcode



GS1 EPC/RFID

EPC HF Gen 2

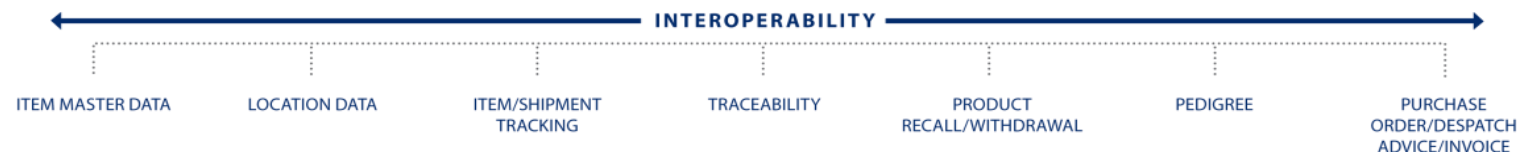


EPC UHF Gen 2



SHARE: GS1 Standards for Data Exchange

MASTER DATA Global Data Synchronisation Network (GDSN) **TRANSACTIONAL DATA** eCom (EDI) **Event Data** EPC Information Services (EPCIS)



GS1 System of Standards



Improved Product Information

GS1 standards ensure uniquely identify products, capture and verify attributes



Better Search

GS1 standards ensure products are uniquely identified for consumers and search engines



Smarter Analytics

GS1 standards drive quality data for smarter and instant analysis



Safer and Traceable Goods

GS1 standards facilitate end-to-end traceability for safer products, fewer counterfeit goods



Optimized Consumer Fulfillment

GS1 standards enable visibility for right product delivered to right place at right time

GS1 System of Standards

Connecting **Physical & Digital** without boundaries



GS1 System of Standards

A call for TRUST, RESPONSIVENESS and VISIBILITY



24th November 2017
10:45 am – 12:15 pm



Industry Panel :

Digital Supply Chain for F&B Logistics: Increasing Competitive Edge for E-Commerce Highway

Moderator:

- **Ms Heidi Ho** , Principal Consultant, GS1 Hong Kong

Panel Speakers:

- **Mr Michael Tse**, Co-Founder, Organic Taste Company Limited
- **Mr Michael Tung**, Senior Executive Manager, Centre of Excellence, Supply Chain Management, DKSH Hong Kong Limited
- **Mr John Parkes**, Executive Director - Head of Hong Kong & Head of Global Business Development, LF Logistics
- **Mr Benny Chan**, CEO, X Dynamics Limited
- **Mr Terry Chan**, Chairman, Hong Kong eCommerce Supply Chain Association

Thank you

Booth No.: 3FG-21



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for F&B Logistics:**
Increasing Competitive
Edge for E-commerce
Highway

