



The Global Language of Business

Can technology improve product visibility?

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Senior Manager
GS1 Hong Kong



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GS1 – The Global Language of Business

GS1 is a global standards organisation

Neutral &
not-for-profit

Global & local

User-driven
& governed

Inclusive &
collaborative



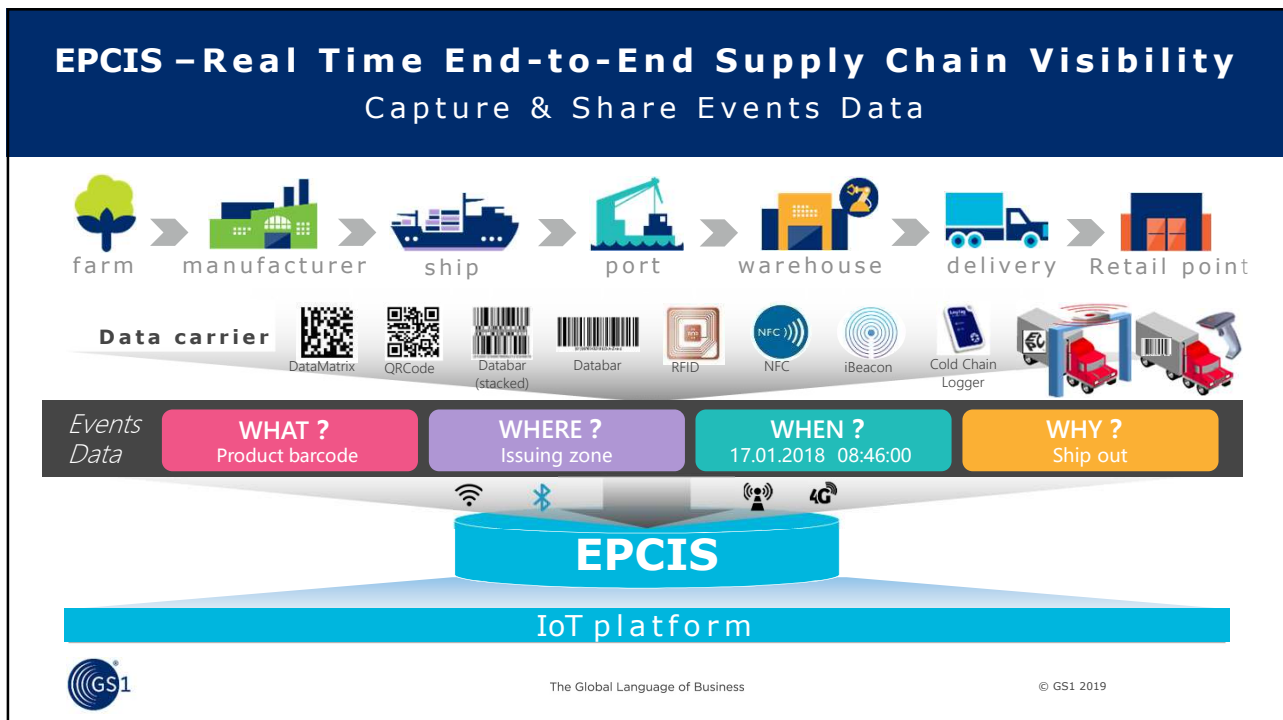
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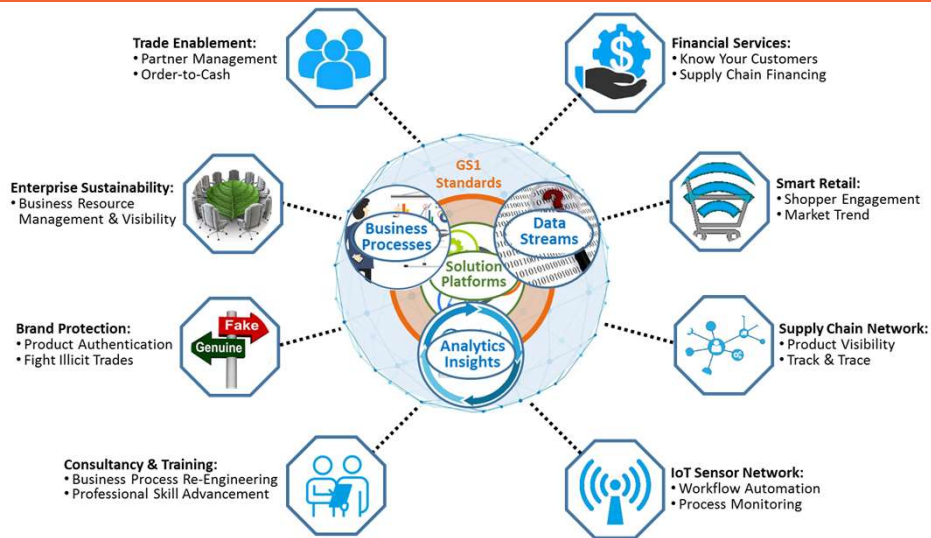


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GS1 HK Solutions and Services – Data Intelligence Drive Business



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Brand Protection with GS1 HK REAL Barcode



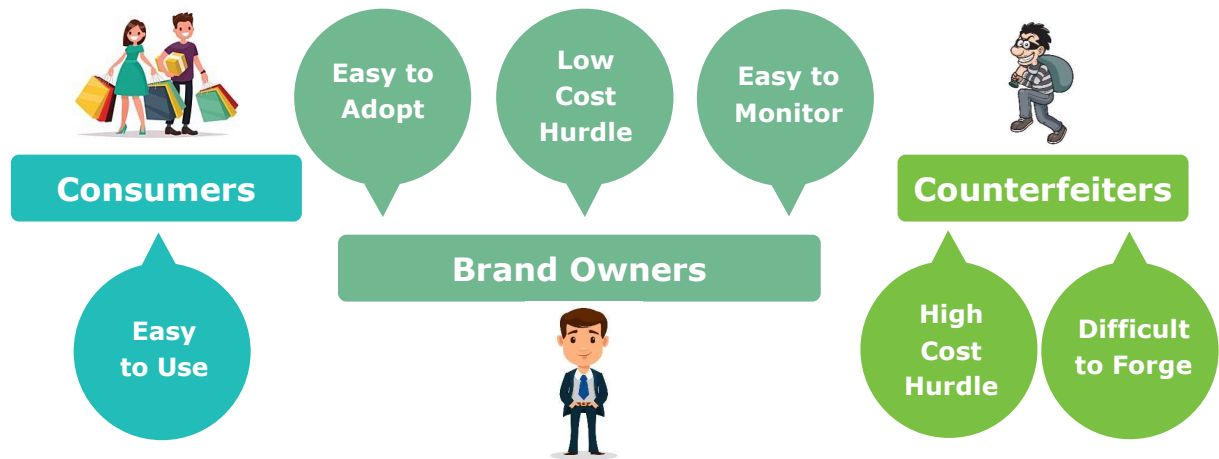
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A GOOD Brand Protection Solution Should Be...



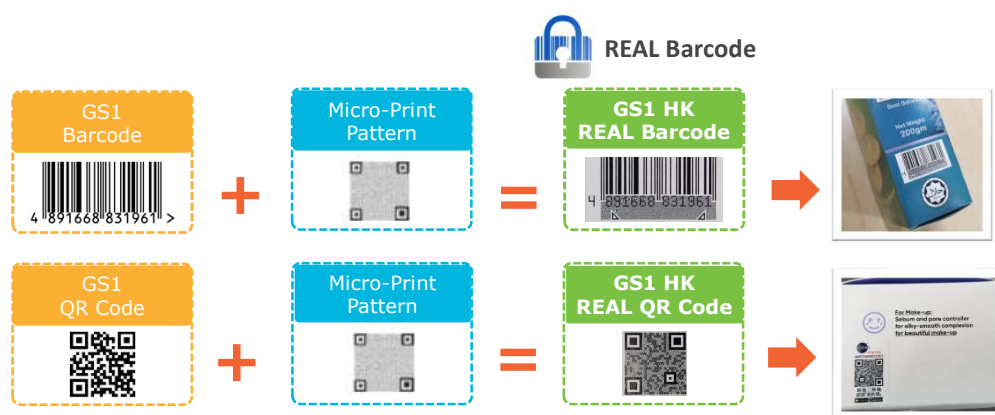
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Internationally Patented Anti-Forgery Micro-Print Technology



Internationally Patented Anti-Forgery Micro-Print Technology

May not be distinguishable with naked eyes, but **can't fool REAL Barcode mobile app!**



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Can apply on various surfaces



Printed



Stickers



Care labels



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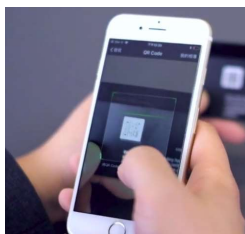
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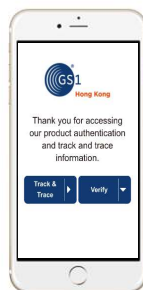
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REAL or Counterfeit – Just a Quick Scan

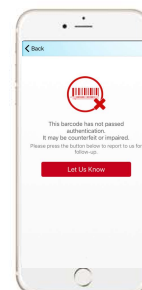
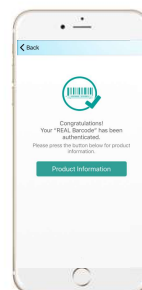
Scan by generic barcode scanner



Landing Page (web)



Authenticate (by GS1 REAL barcode mobile app)



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REAL + Visibility

Thank you for accessing our product authentication and track and trace information.

Scan

Result

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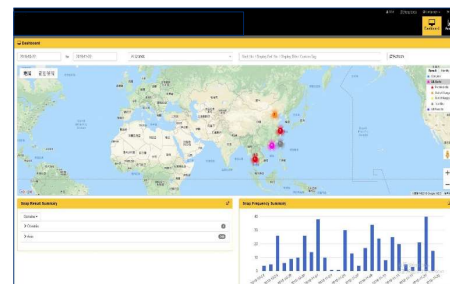
Scan Activity monitoring



Standard monthly report

Scan Time	Brand	Mark No (Internal)	Mark Type	Barcode No	SKU	User Type	Device Type	Device Model	Location	Location Code	Target Region	Out of Region	Result
11/8/2017 11:45	GS1	CCCCBL000093	Mini Super QR	489143431213	88-67061	Normal User	android	vivo vivo 1713	Philippines	PH	HK	Yes	Genuine
10/21/2017 17:29	GS1	CCCCBL000054	Mini Super QR	489143403067	88-64010	Normal User	android	Sony E5553	Philippines	PH	HK	Yes	Genuine
10/21/2017 15:11	GS1	CCCCBL000054	Mini Super QR	489143403067	88-64010	Normal User	android	Sony E5553	Philippines	PH	HK	Yes	Genuine
10/18/2017 18:32	GS1	CCCCBL000054	Mini Super QR	489143403067	88-64010	Normal User	android	Sony E5553	Philippines	PH	HK	Yes	Genuine
10/18/2017 18:35	GS1	CCCCBL000087	Mini Super QR	489143430827	88-67026	Normal User	android	vivo vivo 1713	Philippines	PH	HK	Yes	Genuine
10/13/2017 13:04	GS1	CCCCBL000089	Mini Super QR	489143430841	88-67028	Normal User	iphone	iPhone SE	Philippines	PH	HK	Yes	Genuine
10/12/2017 18:31	GS1	CCCCBL000012	Mini Super QR	489143432401	88-67192	Normal User	android	samsung SM N9005	Hong Kong	HK	HK	No	Genuine
10/12/2017 18:30	GS1	CCCCBL000010	Mini Super QR	489143432364	88-67190	Normal User	android	samsung SM N9005	Hong Kong	HK	HK	No	Genuine
10/10/2017 16:51	GS1	CCCCBL000089	Mini Super QR	489143430841	88-67028	Normal User	iphone	iPhone SE	Philippines	PH	HK	Yes	Genuine
10/10/2017 16:50	GS1	CCCCBL000058	Mini Super QR	489143427315	88-66826	Normal User	iphone	iPhone SE	Philippines	PH	HK	Yes	Genuine
9/13/2017 17:20	GS1	CCCCBL000001	Mini Super QR	489143426905	88-66788	Normal User	iphone	iPhone SE	Hong Kong	HK	HK	No	Problematic
9/7/2017 14:51	GS1	CCCCBL000001	Mini Super QR	489143426905	88-66788	Normal User	iphone	iPhone 6s	Hong Kong	HK	HK	No	Problematic
9/7/2017 14:51	GS1	CCCCBL000001	Mini Super QR	489143426905	88-66788	Normal User	iphone	iPhone 6s	Hong Kong	HK	HK	No	Problematic
9/6/2017 18:02	GS1	CCCCBL000001	Mini Super QR	489143426905	88-66788	Normal User	iphone	iPhone 6s	Hong Kong	HK	HK	No	Problematic
9/6/2017 18:01	GS1	CCCCBL000001	Mini Super QR	489143426905	88-66788	Normal User	iphone	iPhone 6s	Hong Kong	HK	HK	No	Genuine

Real Time Monitoring, Reporting and Analytics



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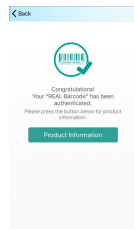
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Workflow options...

Upon Successful Authentication...



**BIG
DATA
& ANALYTICS**



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From Brand Protection to Product Visibility & Consumer Engagement



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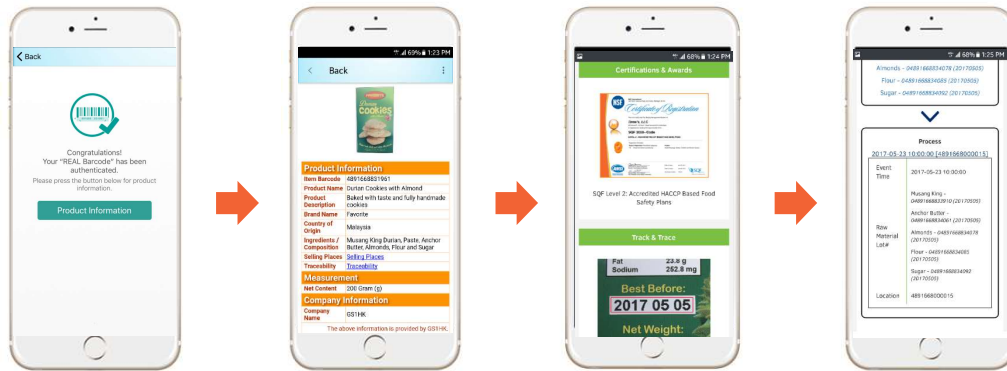
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Offering More Product Information Gaining More Consumer Trust

- Can further engage consumers
- Understand better their needs and preferences



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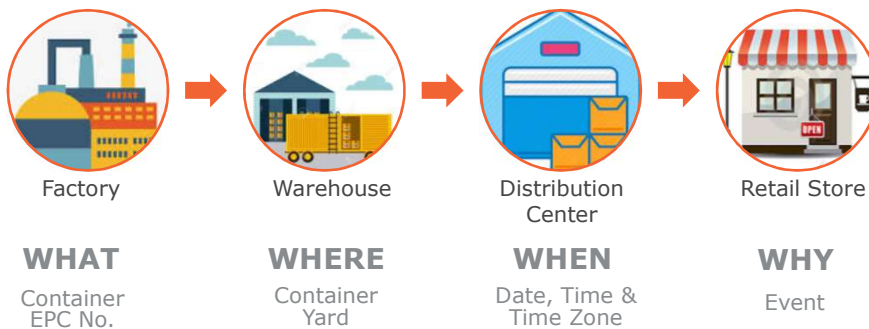
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Product Visibility from Factory to Store

Enabled by GS1HK IoT Platform - ezTRACK



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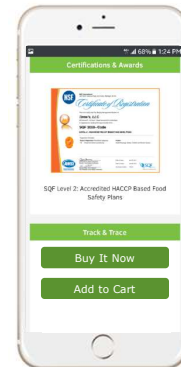
Potential eCommerce Opportunities



Promotional Offer



Product Recommendation



Instant Purchase



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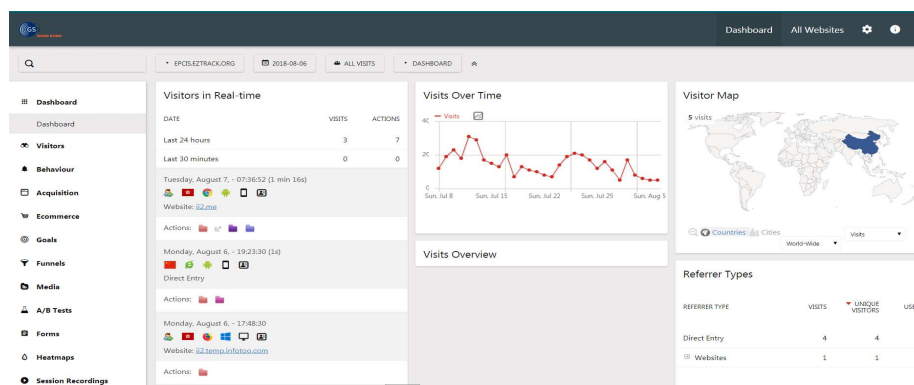
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Web Analytics



Insights of Consumer Journey



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Case Study: Visibility on Agricultural Products



Rich Harvest Agricultural Product supplies agricultural products to restaurants, supermarkets and hotels in Hong Kong and Macau every day. Fresh vegetables are harvested in Mainland China and imported to both locations through Guangzhou distribution centre.



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Project Objectives

In order to stay proactive, Rich Harvest has approached GS1 Hong Kong to aim at deploying a global standards based traceability solution (named as ezTRACK) to achieve the following:

- 1) To achieve product traceability from farm to fork
- 2) Enhance supply chain visibility
- 3) Uplifting product brand image & consumer trust

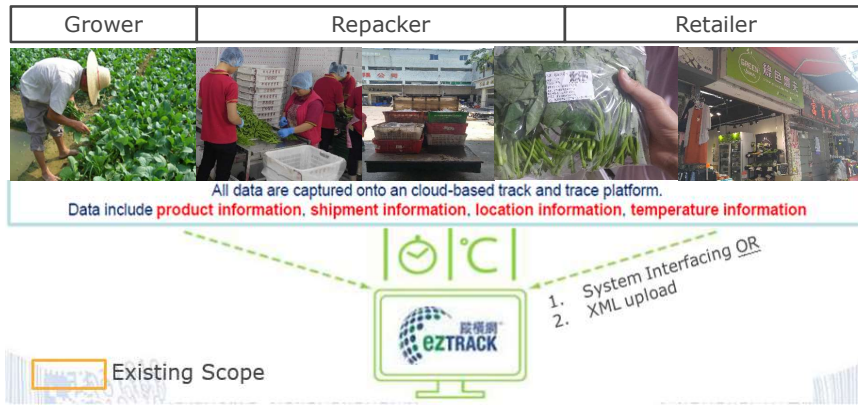


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Project Scope



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Making Traceability Data Visible



**TRY
NOW**




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Making Traceability Data Visible



Pea Shoot
697057951001(6)

Product Information	
Product Name	Pea Shoot
Net Weight	250g
Origin	Longli Xian, Guizhou, China
Name of the Farm	Guizhou Rich Harvest Agriculture Technology Development Limited
Address	Wantanhe Zhen, Longli Xian, Qiannan Zhou, Guizhou, China
Registration No.	520000SC00017
GTIN	697057951001(6)

Company Information

Company Name	Rich Harvest Agricultural Produce Limited
Address	Unit AB, 2/F., How Ming Factory Building, 99 How Ming Street, Kwun Tong, Hong Kong
Website	http://www.richharvesthk.com.hk/

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Making Traceability Data Visible

Track & Trace

- Harvesting**
Date & Time: 2017-11-20 11:30
Location: Longli Xian, Guizhou
- Weighting, Quality Control**
Date & Time: 2017-11-20 12:02
Location: Cold Storage, Longli Xian, Guizhou
- Recording Codes of Farmland & Staff, Sampling**
Date & Time: 2017-11-20 12:05
Location: Cold Storage, Longli Xian, Guizhou
- Chilling**
Date & Time: 2017-11-20 12:10
Location: Cold Storage, Longli Xian, Guizhou
- Detection of Pesticide Residue**
Date & Time: 2017-11-20 17:23
Location: Laboratory, Longli Xian, Guizhou
- Packaging**
Date & Time: 2017-11-21 14:00
Location: Cold Storage, Longli Xian, Guizhou
- Shipping**
Date & Time: 2017-11-21 15:00
Location: Guiyang, Guizhou
- Receiving**
Date & Time: 2017-11-21 16:45
Location: Guiyang, Guizhou
- Unloading**
Date & Time: 2017-11-22 07:08
Location: Guangzhou International Airport
- Quality Control, Chilling**
Date & Time: 2017-11-22 09:50
Location: Shijie, Guangdong
- Repackaging**
Date & Time: 2017-11-22 12:23
Location: Shijie, Guangdong
- Loading**
Date & Time: 2017-11-22 15:16
Location: Shijie, Guangdong
- Shipping**
Date & Time: 2017-11-22 18:06
Location: Hong Kong
- Delivery Confirmation**
Date & Time: 2017-11-22 18:22
Location: Hong Kong

Cold Chain Information



資料平台 **EZTRACK** Built on EPIC8

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Making Traceability Data Visible

Supplying fresh vegetables everyday!

新鮮蔬菜天天供應



Rich Harvest Agricultural Produce Limited was established in 2006. The scope of business includes agricultural products cultivation, processing, trading, import, export and logistics.

Our major business is to distribute high-quality vegetables to customers in Hong Kong, Macau and China directly.

Marketing Materials



4 Cultivation Technologies

Green Farming

Organic Gardening

Soilless Culture

Hydroponics

Green Vegetables

Food Waste

Food Waste Processing into Biogas and Fertilizer

Biological Cycle Sustainable Farming

Farming with Organic Fertilizer

Organic Fertilizer

Animal Feed

Awards & Certifications

Awards and Certifications

QUALITY FOOD Traceability Scheme Silver 2017

2017 Quality Food Traceability Scheme Silver Enterprise Winner



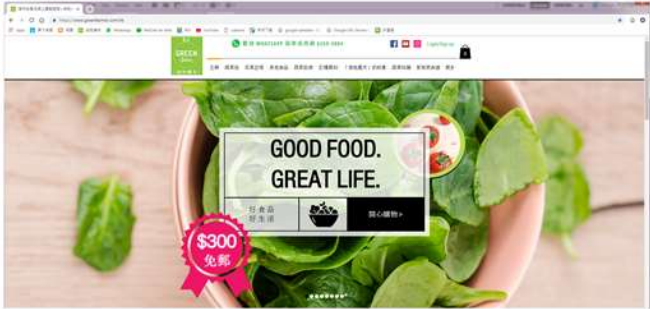
By GS1 Hong Kong

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Making Traceability Data Visible



Online Shop



Social Media

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One Code · Infinite Possibilities



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THANK YOU

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