Supply Chain Management Forum

Heidi Ho, Principle Consultant
GS1 Hong Kong

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Today’s Theme

Building Trust in the Food Supply Chain

- Around the world, food safety is a growing concern. As the food supply chain becomes ever more global, what happens in one country can seriously impact another. So all stakeholders not only need to know where products are sourced or manufactured, but also must have real-time visibility to monitor their location in the complex supply chain.
Speakers

- **Mr Thomas Lau**
  Head of SCM & Logistics, Metro - Jin Jiang Cash & Carry Co Ltd

- **Mr Cheung Fu Keung**
  Director Supply Chain, Nestle Hong Kong Limited

- **Mr Craig Bowyer**
  Operations Director, Swire Pacific Cold Storage Limited

- **Mr Sundarrajan B**
  Logistics Director, Unilever China
Rundown

• 14:30 pm – 15:40 pm  Speakers Sharing Session
• 15:40 pm – 16:05 pm  Panel Discussion
• 16:05 pm – 16:30pm  Open Discussion
ABOUT GS1

WHO IS GS1, WHAT ARE GS1 STANDARDS?

GS1 is an independent, neutral, not for profit supply chain standards organization.

GS1 standards provide a framework that allows products, services, and information about them to move efficiently and securely for the benefit of businesses and government and the improvement of people’s lives, everyday, everywhere.
ABOUT GS1

GS1 IN NUMBERS

- 1 Federated Organization
- 40 Years since the first barcode scan
- 110+ Country offices
- 150+ Countries served
- 2,000+ Associates helping us
- 2,000,000+ Registered companies
- 11,000,000+ Unique product identifiers registered
- 6,000,000,000+ Barcode beeps every day
ABOUT GS1

GS1 STANDARDS

The global language of business

OVERALL BENEFIT: Improving efficiency & visibility in supply and demand chains

- GS1 BarCodes: Global standards for automatic identification
- GS1 eCom: Global standards for electronic business messaging
- GS1 GDSN: The environment for global data synchronisation
- EPCglobal: Global standards for RFID-based identification

- Rapid and accurate, item, asset or location identification
- Rapid, efficient & accurate business data exchange
- Standardised, reliable data for effective business transactions
- More accurate, immediate and cost-effective visibility of information
GLOBAL STANDARDS IN ACTIONS

1. LEGAL ENTITY
   - Manufacturer
   - Item
   - Case

2. LOCATIONS
   - Pallet
   - Transport

3. PRODUCTS
   - Distributor
   - Transport

4. SHIPPING UNITS
   - Pallet
   - Distribution Center

5. PHYSICAL ASSETS
   - Transport
   - Case

6. SERVICES
   - Item
   - Store
   - Customer

Enable Traceability
Drive Efficiency
Improve Visibility
Enhance Safety
Reduce Counterfeit
Enhance Security
Customs Efficiency
Facilitate Trade
Enable Coherence
Facilitate Harmonization

GLOBAL STANDARDS ENABLE CORE STAKEHOLDER NEEDS
WHERE GS1 HELPS TODAY

STANDARDS ENABLE INTEROPERABILITY

Identify

Global Location Number

Global Location Number

Global Location Number

Global Location Number

Global Trade Item Number

Serial Shipping Container Code

Global Trade Item Number

Capture

GS1 System Data Carriers

Barcodes and EPC-enabled RFID tags

Share

Electronic Commerce Information Flow

Master Data (GDSN) • Transactional Data (eCom) • Physical Event Data (EPCIS)

Interoperability

Item Data

Request For Quotation

Price And Promotion Data

Purchase Order

Planning Schedule

Shipping Notice

Invoice

Product Recall/Withdrawal

The Global Language of Business
WHERE GS1 HELPS TODAY

STANDARDS ENABLE COMPLIANCE

Global Recalls portal launched on 19 October 2012
“We are pleased to enhance our collaboration with the GS1 organisation in our mission to improve consumer safety globally.” - OECD Deputy Secretary-General Rintaro Tamaki

GS1 provided research support and expertise for the EU Product Traceability Expert Group

"[...] the use of standardized codes will enable information about goods to be shared across all economies, permitting APEC customs agencies to address safety recalls and illegal trade..." - APEC Outcomes and Outlooks 2014 – 2015

GS1 is an ISO “Approved Referenced Specification Originator Organization” (ARO) and ISO Issuing Agency Codes.

GS1 is an NGO
GS1 has been granted “Special consultative status” by ECOSOC, the United Nations Economic and Social Council.

MoU GS1 & WCO
Customs capacity to fight counterfeits strengthened by WCO/GS1 cooperation agreement.

Collaboration with GFSI
Promoting global safety standards to enable consumer safety.

Veronique D Buhot speaking at the GS1 Global event Feb 2015

Registry for farms under discussion.
WHERE GS1 HELPS TODAY

STANDARDS MEET UP MULTIPLE REQUIREMENTS

WHAT

European Commission
FDA
GFSi
ISO
Global Food Safety Initiative
BRC Global
GLOBALG.A.P.
Food Safety System Certification 22000
SQF

Interoperability
Enabling automation
Full chain traceability

And others...

HOW

GS1

Interoperability
Enabling automation
Full chain traceability

The Global Language of Business
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WHERE GS1 HELPS TODAY
STANDARDS SUPPORT APEC ECONOMIC GROWTH

APEC has 21 members - referred to as "Member Economies" - which account for approximately 40.5% of the world's population, approximately 54.2% of world GDP and about 43.7% of world trade.

APEC's 21 Member Economies are:
Australia; Brunei Darussalam; Canada; Chile; People's Republic of China; Hong Kong, China; Indonesia; Japan; Republic of Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; The Republic of the Philippines; The Russian Federation; Singapore; Chinese Taipei; Thailand; United States of America; Viet Nam.

http://www.apec.org/
WHEN GS1 HELPS TODAY

STANDARDS SUPPORT APEC ECONOMIC GROWTH

Global Data Standards has moved up the priority list with good backing among APEC officials and is positioned as one of the key tools to support Supply Chain Connectivity Improvements.
WHERE GS1 HELPS TODAY

STANDARDS SUPPORT APEC ECONOMIC GROWTH

GS1 is working with APEC governments to implement global supply chain standards to support:

✓ Fully supply chain visibility
✓ Cross border traceability
✓ Border risk management
Building Trust in the Food Supply Chain

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Panel Discussion - Building Trust in the Food Supply Chain

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- **Ms Heidi Ho (Moderator)**
  Principle Consultant, GS1 Hong Kong
World Scenario

The more there are partners in the supply chain, the more business processes and information systems are complex.
Top TEN Drivers – Building Trust

1. Globalization of food supply chains
2. Integration of supply chains
3. Scandals and increasing scrutiny
4. Rising regulatory standards
5. Shift in global economic power
6. Technological and scientific breakthroughs
7. Changing food demand
8. Empowered consumers
9. From compliance to competitive advantage
10. Population growth and food scarcity

Source: Food Trust - Giving customers confidence in your food, PwC
Going Forward – Building Trust

1. Continuously review supply chain risks and benchmark against best practice

GS1 Quality Food Traceability Scheme 2015

https://www.facebook.com/GS1HKFoodScheme
Going Forward – Building Trust

2. The end-to-end integration of food supply chains within Organizations

Temperature variation details

Logistics details – what, where, when, why
Going Forward – Building Trust

3. Investment in technology enabled solutions

Consumer Mobile Apps

Food Information

Food Traceability Path
Panel Discussion -
Building Trust in the Food Supply Chain

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  Principle Consultant, GS1 Hong Kong
Thank you

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