

**SME Development Fund (SDF)/  
~~Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund)~~  
(Organisation Support Programme) (OSP)**

**Final Report on Approved Project**

Project ref. no. : D15 001 010  
Project title : Capability Building on Product Data Management for  
Food SMEs  
食得有據：食品業界產品資訊管理手冊  
Period covered : From 01/11/15 to 31/10/16  
(dd/mm/yy) (dd/mm/yy)

## 1. Project Details

(Please mark with "\*" if any of the following project details is different from that in the project proposal appended to the project agreement.)

### Project Summary (in about 150 words)

Product data management is the process that relates to the management of product related data. SMEs are now lack of structured way to manage and handle the data in a more effective and efficient way. Therefore, a project named as "Capability Building of Product Data Management for Food SMEs" aims to provide the industry the practical way on managing product data in a systematic and structural manner. Through launching a series of seminars supported by industry food experts and related associations, the way of managing product data will be discussed and recommendations will be made for local companies particularly to food manufacturers and importers. Local companies can make reference to the electronic implementation guidebook which captures the ways or the means to achieve an effective product data management.

### Project Objective(s) (in about 80 words)

- To provide industry, SME in general with the most-to-date practices on managing product data
- To provide recommendations and guideline on product data management
- To reinforce the importance and benefits of product data management

### Grantee/Collaborating Organisation/Implementation Agent

Grantee	: International Food Safety Association Limited (IFSA)
Collaborating Organisation(s)	• The Hong Kong Food Council Limited (HKFC)
	• Chamber of Food & Beverage Industry of Hong Kong Limited (FBIHK)
	• The Hong Kong Federation of Restaurants & Related Trades Limited (HKFORT)
	• Hong Kong Logistics Association Limited (HKLA)
	• The Chamber of Hong Kong Logistics Industry Limited (CHKLI)
	• The Institute of Purchasing & Supply of Hong Kong Limited (IPSHK)
	: Hong Kong Retail Management Association Limited (HKRMA)
Implementation Agent(s)	: GS1 Hong Kong Limited

### Key Personnel

	<u>Name</u>	<u>Company/Organisation</u>	<u>Tel No. &amp; Fax No.</u>
Project Co-ordinator	: Mrs Becky Cheung	International Food Safety Association Limited	Tel: 2268-5330 Fax: 3690-1433
Deputy Project Co-ordinator	: Ms Ho Ngar Yin	GS1 Hong Kong Limited	Tel: 2863-9728 Fax: 2861-2423

### Project Period

	<u>Commencement Date</u> (day/month/year)	<u>Completion Date</u> (day/month/year)	<u>Project Duration</u> (No. of months)
As stated in project agreement	1 Nov 2015	31 Oct 2016	12 Months
Revised (if applicable)	N/A	N/A	N/A

## 2. Summary of Project Results

### Project Deliverables

(Please list out the project deliverables as stated in the project proposal appended to the project agreement and provide details related to the actual result achieved for each of them.)

	Project deliverable	Quantifiable target number (e.g. 100 participants)	Actual result achieved (e.g. 90 participants)	Reasons for not achieving the target, if applicable (e.g. The total number of registered participants was over 120. However, some of them did not show up eventually. Will strengthen promotion and try to make up for the shortfall in the following two seminars.)
a)	Four two-hour trade Seminars	400 participants	398 participants	The total number of registered participants was 519 but some of them did not show up eventually. A minimum of twice reminder calls and emails were conducted before every seminar already. However, no-show problem was still observed.
b)	Seven Featured Editorials	N/A	N/A	N/A
c)	An Electronic Implementation Guidebook	N/A	N/A	N/A

### Details of the deliverables (e.g. date, duration, venue, speaker, topic discussed, etc.)

(Please list out in table format if necessary.)

#### a) Four two-hour trade seminars

##### - 1<sup>st</sup> Seminar

Theme	策略性食安資訊管理
Date & Duration	1st April 2016 (Friday), 14:00-16:00 (2 hours)
Venue	HKTDC SME Centre (Ground Level, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong)
Speakers & Topics	1. 「食品安全五大要點」 - 董立仁醫生(食物環境衛生署食物安全中心高級醫生(風險傳達)) 2. 「什麼可以吃」 - 張劉麗賢女士(國際食品安全協會會長) 3. 「食得有據,如何有理有據」 - 陳峰先生(香港豐泰農產品有限公司董事長)
Event Link	<a href="http://www.gs1hk.org/zh-hk/events/tid-seminar1">www.gs1hk.org/zh-hk/events/tid-seminar1</a>
No. of participants	120 people (134 registered)

##### - 2<sup>nd</sup> Seminar

Theme	食品資訊助營銷
Date & Duration	3rd May 2016 (Tuesday), 14:00-16:00 (2 hours)
Venue	HKTDC SME Centre (Ground Level, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong)
Speakers & Topics	1. 「方便營商部的工作」 - 虞敷華先生(香港政府經濟分析及方便營商處方便營商部總管理參議主任) 2. 「《商品說明條例》」 - 龔靜儀小姐(執業大律師) 3. 「保存食品產銷記錄創造優質品牌」 - 何智聰先生(遨信發展有限公司執行董事)
Event Link	<a href="http://www.gs1hk.org/zh-hk/events/tid-seminar2">www.gs1hk.org/zh-hk/events/tid-seminar2</a>
No. of participants	79 people (107 registered)



- 3<sup>rd</sup> Seminar

Theme	科技資訊新商機
Date & Duration	8th June 2016 (Wednesday), 14:00-17:00 (3 hours)
Venue	HKTDC SME Centre (Ground Level, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong)
Speakers & Topics	1. 「《食物內除害劑殘餘規例》及除害劑殘餘的檢測技術與發展」 - 麥春燕博士 (食物環境衛生署食物安全中心化驗師)及鍾可欣女士 (食物環境衛生署食物安全中心科學主任) 2. 「科技幫助食品更安全」 - 岑建波博士(前香港食品衛生管理人員協會主席) 3. 「產品標籤-助你的產品突圍而出」 - 趙家瑜先生(廠商會檢定中心認證經理) 4. 「新資訊來提升種植成效」 - 羅家豪先生(蔬菜統營處市場經理) 及陳兆麟先生(蔬菜統營處生產顧問)
Event Link	<a href="http://www.gs1hk.org/zh-hk/events/tid-seminar3">www.gs1hk.org/zh-hk/events/tid-seminar3</a>
No. of participants	98 people (136 registered)

- 4<sup>th</sup> Seminar

Theme	來源資訊追到底
Date & Duration	8th July 2016 (Wednesday), 14:00-16:00 (2 hours)
Venue	HKTDC SME Centre (Ground Level, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong)
Speakers & Topics	1. 「港內港外《食物安全—追溯食物》大概況」 - 彭韻僊律師(香港律師會副會長) 2. 「食品追溯助銷售優化」 - 羅孟慶先生(壹品豆漿董事長) 3. 「來源資訊-為食品把關」 - 陳詩穎小姐(李錦記(國際)控股有限公司品質保證經理)
Event Link	<a href="http://www.gs1hk.org/zh-hk/events/tid-seminar4">www.gs1hk.org/zh-hk/events/tid-seminar4</a>
No. of participants	101 people (142 registered)

For details of four seminars, please refer to Appendix 1.1.

b) Seven Featured Editorials

- 1<sup>st</sup> Editorial was published on "Capital Entrepreneur, No. 134, January 2016".
- 2<sup>nd</sup> Editorial was published on "飲食薈萃, Issue 1, February 2016".
- 3<sup>rd</sup> Editorial was published on "Asian Hotel & Catering Times, Vol. 43, March 2016".
- 4<sup>th</sup> Editorial was published on "Supply Chain Plus, Issue 21, April 2016".
- 5<sup>th</sup> Editorial was published on "飲食薈萃, Issue 2, May 2016".
- 6<sup>th</sup> Editorial was published on "Supply Chain Plus, Issue 22, July 2016".
- 7<sup>th</sup> Editorial was published on "飲食薈萃, Issue 3, August 2016".

For details of editorials. Please refer to Appendix 1.2.

c) An Electronic Implementation Guidebook,

The guidebook titled "《食得有據》食品業界產品資訊管理手冊" was completed and uploaded to the project website for public access on 31 October 2016.

(link: <https://www.gs1hk.org/our-industries/industry-initiatives/food-product-data-management/overview>)

For details of the guidebook, please refer to Appendix 1.3.

**Milestones (in chronological order)**

(# Please indicate if the milestone is completed (C), deferred (D) or not achieved (N). If it is deferred, please indicate the revised completion date. For those milestones which are deferred or not achieved, please also provide the reasons under item 2.4.)

Milestone (as set out in the approved project proposal appended to the project agreement)	Original target completion date	Revised completion date (if applicable)	Status (C/D/N) #
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	<ul style="list-style-type: none"> <li>• Detail out the entire project plan</li> <li>• Develop and disseminate project fact sheet and corresponding website for the project kick-off</li> <li>• Identify and invite speakers to support seminars</li> <li>• Launch promotion to start build project awareness</li> <li>• Issue first editorial for project kick-off</li> </ul>	31 Jan 2016	N/A	C
	(a) <ul style="list-style-type: none"><li>• Start recruit, develop and disseminate corresponding online and offline materials for the project seminars and website</li></ul>	31 Jul 2016	N/A	C
	(b) <ul style="list-style-type: none"><li>• Issue 2<sup>nd</sup> to 6<sup>th</sup> editorials</li><li>• Launch 1<sup>st</sup> to 4<sup>th</sup> seminars</li></ul>			
	<ul style="list-style-type: none"> <li>• Consolidate industry experts sharing and produce implementation guidebook</li> <li>• Issue last editorial for project wrap up</li> <li>• Release and disseminate implementation guidebook</li> </ul>	31 Oct 2016	N/A	C
(c)				

**Future Plan for Promoting the Project Deliverables (Nil if not applicable)**

GS1 HK will continue to host the project website for the promotion of deliverables.

(Project website: <https://www.gs1hk.org/our-industries/industry-initiatives/food-product-data-management/>)