

**GS1 Hong Kong initiates Asia's first  
"RFID/EPC Live Test in Global Logistics" Event**

**PRESS RELEASE**



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***An accelerated learning experience designed specifically for leaders in the transport  
and logistics industry in Hong Kong***

HONG KONG - BRUSSELS, Belgium - LAWRENCEVILLE, New Jersey – March 4, 2009 – GS1 Hong Kong has successfully initiated the "RFID/EPC Live Test in Global Logistics" at the Hong Kong Science Park on February 26 - 27, 2009 in close collaboration with the GS1 EPCglobal Transportation & Logistics Industry Action Group (TLS IAG).

The major objective of this initiative which includes live test cases, exhibitions, panel discussions and a site visit to the Hong Kong RFID centre is to share with the industry the know-how and value of deploying RFID/EPC technology for transport and logistics businesses. The two-day, information-packed event was targeting more than 200 key stakeholders such as logistics service providers, shippers, terminal operators and consignees, and was bringing together 20 leading global and local logistics and technology companies in a series of RFID/EPC live demonstrations in global logistics. It was organized by GS1 Hong Kong and co-organized by the Innovation and Technology Commission of the HKSAR Government, Hong Kong Science and Technology Parks Corporation, and supported by the Hong Kong Logistics Development Council as well as the Monohakobi Technology Institute (MTI).

Through its leading role in the development and adoption of RFID/EPC in Asia, GS1 Hong Kong can draw on an extensive technical and business experience in the transport and logistics industry. The GS1 EPCglobal Transportation and Logistics Industry Action Group (TLS IAG), comprised of representatives from leading global companies, is exploring the benefits of EPC and RFID for the industry and the visibility data it supports to enhance business processes and customer service. More specifically, the TLS IAG has organized three phases of its GS1 EPCglobal Transportation and Logistics Pilot Program which have

accumulated a lot of valuable information and insights to be shared at the RFID/EPC Live Test in Global Logistics event in Hong Kong.

The GS1 EPCglobal Transport and Logistics RFID Pilot Program was launched to review existing global standards against “real life” transportation and logistics services processes. A primary focus of this activity was to determine if the standards support business objectives as defined by multiple industry participants utilizing the Electronic Product Code (EPC) and Radio Frequency Identification (RFID) to create value through increased visibility across stakeholders, countries, and continents.

A unique feature of the “RFID/EPC Live Test in Global Logistics” event in Hong Kong is that the participants were exposed to 5 thematic Test Cases; RFID/EPC in global logistics, in passive tagging, at container level, in container tracking and in enabled sensors. They learned how to perform container and pallet tracking via RFID/EPC technology in global logistics operations, to take advantage of RFID/EPC to perform active and passive tagging at pallet level to create business value, to comply with the evolving container tracking requirements effectively and profitably, and to optimize supply chain efficiency by harnessing the power of the technology.

The companies involved in the actual demonstration of the Live Test were Allumis, Autotoll, Avery Dennison, Chep, Confidex, Convergence Systems Limited, Favite, iControl, Invengo, Motorola, MTI, NTT, PCCW Solutions, RFID Systems and Supplies, SATO, Savi, Sedna Systems, Toppan Forms, UPM Raflatac and Yeon Technologies.

For more information regarding the “RFID/EPC Live Test in Global Logistics” event, please visit <http://www.epcglobal.org.hk/rfidlivetest> or contact Stella Cheang, GS1 Hong Kong Communication Manager, at [stellacheang@gs1hk.org](mailto:stellacheang@gs1hk.org)

Notes to the Editor:

**About GS1 EPCglobal Standards:**

GS1 EPCglobal standards are a set of integrated industry-driven standards which have been developed to meet user's requirements enabling the identification of objects, data capture and sharing of information among partners throughout the supply chain. These standards are developed within the framework of EPCglobal Inc.

**About EPCIS (EPC Information Services):**

EPCIS is a standard used to track the progress of objects as they move through the supply chain. The data shared at each read point in the supply chain provides WHAT, WHEN, WHERE and WHY of each read. EPCIS provides the Information Services necessary for the storage, communication and dissemination of EPC data. It provides standards event capture and query interfaces for obtaining and sharing data about unique objects in the supply chain within and across organisations.

**About EPCglobal Inc:**

EPCglobal Inc is a subsidiary of the global not-for-profit standards organization GS1, and supports the global adoption of the Electronic Product Code as industry-driven standards to enable accurate, immediate and cost-effective visibility of information throughout the supply chain.

For more information about EPCglobal Inc, visit: [www.epcglobalinc.org](http://www.epcglobalinc.org)

**About GS1:**

GS1 is a neutral, not-for-profit organisation dedicated to the design and implementation of global standards and solutions to improve the efficiency and visibility in supply chains. GS1 is driven by more than a million companies, who execute more than five billion transactions a day with the GS1 System of Standards. This makes it the most widely used supply chain standards system in the world.

For more information about GS1, visit: [www.gs1.org](http://www.gs1.org)

### **About GS1 Hong Kong:**

As GS1's local chapter, GS1 Hong Kong is the only organization who is authorized to issue and administer GS1 System of Standards, including barcode, B2B e-commerce services, Global Data Synchronization (GDS) and Electronic Product Code™ / Radio Frequency Identification (EPC/RFID) in Hong Kong. GS1 Hong Kong is committed to facilitating the industry's adoption of global supply chain standards, technology and practices underpinned by GS1 philosophy to uplift the overall competitiveness of Hong Kong.

For more information about GS1 Hong Kong, visit: [www.gs1hk.org](http://www.gs1hk.org)

### **About the GS1 EPCglobal Transport and Logistics RFID Pilot Program:**

The first phase validated the use of both passive and active UHF EPC tags for sea-shipment of cartons and containers between Hong Kong and Japan whereas the second phase demonstrated the impact of GS1 EPCglobal Standards on providing visibility of goods on a global level between source factories in China and distribution centers in the US, flowing through the ports of Shanghai and Los Angeles. The TLS 3 Pilot Program was recently finalized and focuses on testing out the use of EPCIS to track the progress of physical products in cartons, containers and pallets across the supply chain using the trade lane from Tokyo to Amsterdam. "Through the use of GS1 EPCglobal standards like UHF Class 1 Generation 2, Reader Protocol, Application Level Events (ALE) for Filtering and Collection and EPC Information Services (EPCIS), the transport and logistics companies, customs authorities and other interested parties that are authorized will be able to track events throughout the supply chain," explained Anna Lin, Chief Executive of GS1 Hong Kong.

The partners participating in the Transportation and Logistics 3 Pilot Program include major logistics, shipping, hardware and software providers such as Allumis, Canon, Confidex, Marubeni/Mighty Card, Mitsubishi Electric in collaboration with Alien Technology and IBM Japan, Motorola EMb, NEC, Nippon Express, NTT, NYK Logistics, NXP, Oracle, SATO (UPM Raflatac), Secura Shield, Toppan Forms, Toppan Printing, Vue Technology. Additionally, active participants supporting the Transportation and Logistics 3 Pilot Program are the Ministry of Economy, Trade and Industry of Japan, Nomura Research Institute, Monohakobi Technology Institute, the port authorities of Amsterdam and Tokyo as well as the GS1

Member Organizations from Germany, Japan and the Netherlands. The customs of Japan and the Netherlands are official observers of the Pilot Program.

“The key benefit of our Transportation and Logistics Pilot Program is that it fosters the global standards for the transport and logistics sector. Strong leadership is important but it is much better if companies, governments and organizations can quickly make a fair and collective decision based on real practice”, explained Naotaka Ishizawa, Project Manager, MTI Technical Strategy Group and Co-chair of the GS1 EPCglobal Transportation and Logistics Industry Action Group.

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