Using data intelligence to drive digital transformation: Cyberport and GS1 HK launch joint programme for start-ups

Hong Kong, 19 July 2022 – Enterprises generate enormous amounts of data during daily operation, but many companies may not know how to utilise them. To unlock the power of data, Cyberport and GS1 Hong Kong (GS1 HK) are jointly launching the **"Driving digital transformation by making use of data intelligence" programme**. The Programme will offer a series of discussion sessions aimed at connecting Cyberport community start-ups with GS1 HK. Participants will explore the feasibility of connecting both sides' technologies and developing solutions to benefit the business community. The first cohort will focus on studies related to **trade finance** and **smart operations**-related solutions. A briefing session was held today.

The programme aims to allow Cyberport start-ups to understand the provision of global standards-based solutions, including the ezTRADE B2B eCommerce platform that is widely adopted by local firms and smart operations solution developed for the domestic business community. Start-ups will learn how to harness the potential of the underlying data resources, and to develop solutions that help enterprises make good use of data for enhanced efficiency and competitiveness, thus fostering digital transformation. Cyberport and GS1 HK will provide participating start-ups with consultation sessions, technical advice, and thematic sharing sessions. This support will help the start-ups fine-tune their applications and connect with GS1 HK's solutions to create win-win situations.

Utilising existing data for digital transformation
"Start-ups have many creative ideas for improving companies' operational efficiency through technology. However, collecting relevant data and designing effective applications to fit the needs of corporate clients are challenging tasks. Through our collaboration with GS1 HK on the Cyberport Technology Network partnership, start-ups can leverage standards and technologies which have been widely adopted across industries to unleash the potential of company data." **Eric Chan, Chief Public Mission Officer of Cyberport**, continued, "This model can shorten time to market and lower data collection barriers for start-ups while saving resources for corporate clients, in support of their digital transformation journey."

Dr. Stephen Lam, Chief Operating Officer of GS1 HK, said, "GS1 HK has been fostering innovation and technology adoption in the business community built on our global standards, supporting the digital transformation journey of our members. Hong Kong boasts excellent technology infrastructure and research and development capabilities, and this collaboration shows how we can leverage the power of Cyberport's huge start-up community and provide more diversified and comprehensive solutions for the business sector. Start-ups can also get the support they need. It is an all-win situation. I believe this Programme will contribute

to the development of the start-up ecosystem and inspire more collaboration, accelerating the digital economy development in Hong Kong."

Innovative Collaboration to Add Values for Business Community

Interested Cyberport start-ups will need to register to participate in the Programme. The participating start-ups will be entitled to different thematic workshops / sharing to equip themselves with professional knowledge and insights, which will help them integrate with GS1 HK's solutions and platforms. A technology validation process will be carried out, and the validated successful start-up will become GS1 HK solution partner, helping to enrich the trade finance / smart operations offerings for the benefits of local businesses. The validated partners' solutions will have a chance to be showcased to the industry and public by the end of this year. Cyberport and GS1 HK also intend to expand the Programme into more areas, such as brand protection and digital services in the long run.

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For high resolution photos, please download via this link.

Eric Chan, Chief Public Mission Officer of Cyberport (middle) and Dr. Stephen Lam, Chief Operation Officer of GS1 HK (second right) announce the launch of the "Driving digital transformation by making use data intelligence" programme. The first cohort will target on trade finance and smart operations projects.

For media enquiry, please contact:

Cyberport
Billy Ng
T: (852) 3166 3613
E: billyng@cyberport.hk

GS1 HK
Corinna Fung
T: (852)2863 9787
E: corinnafung@gs1hk.org

Will Ip
T: (852)2863 9763
E: willip@gs1hk.org

About Cyberport

Cyberport is an innovative digital community with over 1,800 members including over 800 on-site and 900 off-site start-ups and technology companies. It is managed by Hong Kong Cyberport Management Company Limited, wholly owned by the Hong Kong SAR Government. With a vision to be the hub for digital technology, thereby creating a new economic driver for Hong Kong, Cyberport is committed to nurturing a vibrant tech ecosystem by cultivating talent, promoting entrepreneurship among youth, supporting start-ups, fostering industry development by promoting strategic collaboration with local and international partners, and integrating new and traditional economies by accelerating digital transformation in public and private sectors. For more information, please visit www.cyberport.hk

About GS1 Hong Kong

Founded by the Hong Kong General Chamber of Commerce in 1989, GS1 Hong Kong (GS1 HK) is the local chapter of GS1®, which supports companies' digitalisation to enhance supply chain transparency and efficiency, ensure product authenticity, and facilitate online and offline commerce with global supply chain standards (product identification key and barcode) and a full spectrum of standard-based platforms, solutions and services.

Currently, GS1 HK has around 8,000 corporate members covering close to 20 industries including retail consumer goods, food and food services, healthcare, apparel, logistics as well as information and technology. By engaging with communities of trading partners, industry organisations, government, and technology providers, GS1 HK is fostering a collaborative ecosystem with the vision of "Smarter Business, Better Life".

Headquartered in Brussels, Belgium, GS1® is a not-for-profit, standards organisation that has 115 national chapters serving 150 economies globally. For more information, please visit www.gs1hk.org.

About GS1 HK Smart Operations	About GS1 HK Trade Finance
"Smart Operations" drives innovations and operational excellence with data intelligence.	GS1 HK launched "Trade Finance" service with multiple banks, which streamlines the trade finance application and assessment process in digital ways.
It helps business automate production and operational processes by adopting technologies like IoT, RFID sensors, AI, as well as EPCIS standard-based ezTRACK platform, that achieves real-time tracking and monitoring in the manufacturing, warehousing, logistics and retail processes, helping companies proactively act before issues arise, strengthen supply chain visibility and efficiency, as well as enhance customer experience.	Users of ezTRADE, a B2B trade platform, will authorise banks to access the trusted transactional data on the platform for a more comprehensive assessment of the users' financing needs and thus accelerated financing approval process.