

## Food Lifecycle Management Technology Seminar *Quality Brand with Fast Track-and-Trace*

### 食品生命週期管理研討會

Date: 30 January 2013 (Wednesday)

Time: 9:30am to 6:05pm

Venue: 1/F, Lecture Theater, HKPC Building, 78 Tat Chee Avenue, Kowloon

Language: Cantonese

Admission Fee: Free of Charge









Nowadays, the Food & Beverage industry deals with a considerable amount of challenges at both the upstream food and beverage product development and downstream packaging and delivery ends of the product chain. Manufacturers need to increase their product variations to meet the rising expectation from consumers while providing safe, consistent, and quality food. Meanwhile, they need to prepare documentation for quality control and tests to ensure compliance with stricter government regulations to assure product quality.

The recent incidents concerning with possible contamination on food has led to product recall, sales decline and reputation loss for the brand. To ensure food quality and safety throughout its lifecycle for a high-quality brand, the product data from innovation, ingredient sourcing, purchasing, processing, packaging, delivery and disposal should be well recorded and track-and-trace at all times. On the other hand, sufficient technology training should be provided to the industry practitioners of using the latest automation and system technology to ensure manufacturing safety and cleanliness practices.

**Food Lifecycle Management (FLM)** combines the good practice of supply chain management in food and beverage industry and the latest automation technology to ensure the track-and-trace of food data and quality throughout its lifecycle. The effective deployment enables better decision-making and building a tracing mechanism across the supply chain that could optimise profitability, revenue and customer satisfaction for a high-quality brand.





Track &  
Trace

#### Essence of Food Lifecycle Management:

-  Better brand innovation and execution
-  Conformance of compliance regulation
-  Consistent brand compliance and sustainability
-  Cost savings on administrative work
-  Elimination of duplicate specifications
-  Quicker response to market trends
-  Reduction of errors and rework
-  Smarter brand planning and consistency



#### Seminar Objectives:

-  Benchmark the best practice, share industry experience and lessons learnt
-  Discover the latest methodologies and strategies being utilized in the food & beverage industry
-  Highlight the emerging automation trends and their impact on food and beverage industry
-  Network with the industries best minds, share ideas and innovative concepts

## Program Rundown

<b>9:15am to 9:30am</b>	Registration
<b>9:30am to 9:35am</b>	Opening Speech Mrs. Agnes Mak, MH, JP, Executive Director, Hong Kong Productivity Council
<b>9:35am to 09:50am</b>	The Emerging Trend of Hong Kong Food Industry - How to Increase the Competitiveness 香港食品行業新趨勢 - 如何提升競爭力 Mr. Wong Ka Wo, Simon, JP, Chairman, Hong Kong Food Council
<b>09:50am to 10:20am</b>	造好品質管理 開創成功品牌 Dr. Edward Lam, President, Hong Kong SME Development Federation Limited
<b>10:20am to 10:55am</b>	Food Tracking and Recall Applications Across the Food Supply Chain Mr. Ken Chung, General Manager, DCH Logistics Company Ltd.
<b>10:55am to 11:10am</b>	Tea Break
<b>11:10am to 11:45am</b>	Good practice on F&B products record keeping helps creating quality brands – Sharing of Pokka Café 保存食品產銷記錄 創造優質品牌 - Pokka Cafe 的經驗分享 Ms. Pauline Wong, Managing Director, Pokka Corporation (HK) Ltd
<b>11:45am to 12:20pm</b>	Product complaint follow up and handling: The case of Nice Capital Group 追蹤及處理食品投訴 Mr. Joseph Yu, Executive Director, Nice Capital Group
<b>12:20pm to 12:30pm</b>	Q&A
<b>12:30pm to 2:00pm</b>	Lunch Break
<b>2:00pm to 2:35pm</b>	From processing to delivery and central food processing management Mr. Morrow To, Council Member, Hong Kong Logistics Association
<b>2:35pm to 3:10pm</b>	Food Life cycle management technology Mr. Stanley Chik, Senior Consultant, Hong Kong Productivity Council
<b>3:10pm to 3:45pm</b>	How PLM affects the decision / Execution of SCM of F&B 生命週期如何影響食品業的供應鏈決策 Mr. Johnson Lo, Senior Business Consultant, APAC, INFOR
<b>3:45pm to 4:00pm</b>	Tea Break
<b>4:00pm to 4:35pm</b>	How to manage product compliance and product life cycle Mr. Raymond Chan, Solutions Director, Compass Business Solutions Limited
<b>4:35pm to 5:25pm</b>	Ensure regulatory compliance, safety control and traceability through PLM and case sharing F&B 行業 PLM 解決方案 – 保障食品研發的法規符合安全控制和有效追溯 Mr. Tim HSU / Mr. Stone SHI, UDS - business partner of Siemens
<b>5:25pm to 5:55pm</b>	Benchmarking from other Industry - field corrective actions on medical devices Mr. Bryan So, Senior Consultant, Hong Kong Productivity Council
<b>5:55pm to 6:05</b>	Q&A



## 食品生命週期管理研討會

**日期：** 2013 年 1 月 30 日(星期三) **時間：** 09:15 – 17:45

**地點：** 香港九龍達之路 78 號生產力大樓一樓演講廳

**語言：** 廣東話 **入場費用：** 全免 **查詢：** (852) 2788 5736 / 2788 5021

現今，食品飲品行業無論在上游的食品和飲品產品開發，或在下流的包裝和付運產品，都面對相當多的挑戰。生產商需要增加產品變化，以滿足消費者不斷提高的期望，同時亦要提供安全、穩定及優質的食品。要確保整個生命週期的食品質量和安全，優質的品牌必須從創新、原料採購、採購、加工、包裝、付運和處置，在任何時候都將產品數據，以及跟踪和追溯的資料都妥善記錄。另一方面，應提供足夠的技術培訓予行業的從業人員，以掌握採用最新的自動化系統技術，確保生產安全和清潔的做法。

食品生命週期管理系統 (FLM) 結合食品和飲品行業的供應鏈管理，及最新自動化技術的良好做法，以確保食品數據和質量在整個生命週期之跟踪和追溯。有效地實施 FLM 能夠作出更好的決策，並在整個供應鏈建立跟踪機制，可以優化盈利能力、財政收入和客戶滿意的優質的品牌。

### 食品生命週期管理的要：

- 更好的品牌創新力和執行
- 符合法規的監管
- 品牌合規性和可持續性的一致
- 減省行政工作上的成本
- 消除重複的規格
- 更快地反應市場發展趨勢
- 減少錯誤和返工
- 更明智的品牌策劃和一致性



**名額有限  
請即報名!**

### 研討會目標：

- 借鏡行業的最佳典範，和分享行業經驗
- 發掘在食品和飲品行業應用之最新方法和策略
- 指出在食品和飲品行業新興的自動化發展趨勢及其影響
- 與業界最優秀人才交流，並分享想法和創新概念

### 多位講者嘉賓包括：(排名不分先後)

香港食品業總會 - 黃家和 主席	香港生產力促進局 - 麥鄧碧儀 總裁
香港中小企促進聯會 - 林國雄 會長	百佳(香港)有限公司 - 黃水晶 行政總裁
香港物流協會 - 涂新路 理事	麗都集團 - 余裕民 行政總監
大昌行物流有限公司 - 鍾鴻興 業務總經理	

### 報名表

如欲報名，請填妥以下資料，傳真至(852) 2788 5355 或電郵至 [winnieh@hkpc.org](mailto:winnieh@hkpc.org)

姓名 (1):	英文:	中文:	職位:
姓名 (2):	英文:	中文:	職位:
姓名 (3):	英文:	中文:	職位:
公司名稱:	業務性質:		
聯絡人:	電話:	電郵:	
聯絡電話:	手機:	公司網址:	

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Sender: Hong Kong Productivity Council, 78 Tat Chee Avenue, Kowloon, Hong Kong, Tel: (852) 2788 5736 / 2788 5021

發送者：香港生產力促進局，香港九龍達之路 78 號生產力大樓 電話：(852) 2788 5736 / 2788 5021

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