



**Ms Anna Lin, JP  
Chief Executive  
GS1 Hong Kong**

Anna Lin is the Chief Executive of GS1 Hong Kong, founded by the Hong Kong General Chamber of Commerce since 1989. In this capacity, Ms. Lin leads the organization in driving the industry's adoption of global supply chain standards, technologies and practices for better business efficiency and competency.

Ms. Lin holds a number of civic appointments in various HKSAR Government's committees including Logistics Development Council, Hong Kong-Taiwan Business Cooperation Committee, Trade and Industry Advisory Board as well as "Digital 21 Strategy" Task Force on Industry Facilitation. She is also a Director of the Board of the Logistics and Supply Chain Management Enabling Technology R&D Centre.

Ms. Lin also sits on various industry and professional committees including Hong Kong Trade Development Council's Logistics Services Advisory Committee, Li & Fung Institute of Supply Chain Management & Logistics, and Efficient Consumer Response Asia Pacific Council. She is the Vice-chairman of Hong Kong Public Key Infrastructure Forum.