“Intelligent Chain Forged to Thrive, Embarking on a New Journey Together”
—— The 2025 ECR Study Tour was successfully held in Kenvue China

On August 27th, the 2025 ECR Study Tour was held in China with the theme "Intelligent Chain Forged to Thrive, Embarking on a New Journey Together". More than 30 representatives from over 10 companies, including JD Group, JD Logistics, Unilever, Nestle, Tsingtao Beer, Kimberly-Clark, etc., attended the event and engaged in in-depth exchanges and discussions on hot topics in the ECR field such as artificial intelligence, GM2D, and digital labels.

Kong Hongliang, Secretary-General of ECR China, Director of Promotion Department of GS1 China, expressed his sincere gratitude to the host of the study tour, Kenvue China, and extended a warm welcome to all the guests present. He noted that The State Council has recently issued the "Opinions on Deepening the Implementation of the 'AI+' Initiative", which covers multiple aspects such as science and technology, consumption quality improvement and industrial development, and these measures are closely related to FMCG. This study tour, with the theme of "Intelligent Chain Forged to Thrive", precisely demonstrates that the integration of artificial intelligence and supply chains is not achieved overnight but requires a process of continuous refinement and tempering. The study tour was held in Kenvue China because of the advanced practices of its brand Dabao in promoting QR code technology and artificial intelligence applications in the cosmetics field, which provided valuable experience for industry innovation. Finally, he encouraged the participants to fully exchange ideas and work together to push the supply chain towards a smarter and more collaborative new stage of development.

Kong Hongliang, Secretary-General of ECR China,
Director of Promotion Department of GS1 China

Alex Yan, Kenvue China Operations Head, delivered a welcome speech. He introduced the background and mission of Kenvue China as a global leader in consumer health, highlighting its mission of "Protecting daily health, achieving extraordinary power" and more than 135 years of industry heritage, and pointed out that Kenvue provides multi-faceted solutions for daily health through three major segments: personal health care, skin health and beauty, and basic health. He also highlighted three key priorities of Kenvue China's supply chain: consumer demand-oriented development, leading industry advancement based on health value; promoting intelligent upgrades and enhancing automation and lean management; and committing to sustainable development through energy conservation, plastic reduction, green production, and continuous investment in digital and high-tech applications to build an efficient, resilient, and intelligent supply chain system

Alex Yan, Kenvue China Operations Head

Jack Zhou, Kenvue China Operational Strategy Lead, focused on the specific practices and achievements of Kenvue China in the intelligentization and greening of supply chains. In terms of intelligence, he introduced how Kenvue uses 3D printing, augmented reality, digital twins and predictive energy management systems to optimize production processes and improve efficiency. In terms of sustainability, he shared the company's initiatives in packaging reduction, solar energy utilization, green warehousing and logistics transformation. He also highlighted the external recognitions that the company has received, including the World Economic Forum's "Lighthouse Factory" title, the national "Green Factory" honor and the Shanghai "Smart Factory" certification, which reflect the company's leading position and practical achievements in industry innovation and sustainable development.

Jack Zhou, Kenvue China Operational Strategy Lead

Kevin Zou, Kenvue China Engineering Lead, systematically reviewed Kenvue China's exploration journey in the application of QR code technology and product digitalization since 2012. Kenvue has progressed from early anti-counterfeiting applications to multi-layer packaging association coding, collaboration in the GM2D initiative, and the development of commercially viable digital products. He elaborated on the technical standards and corporate significance of electronic labeling, emphasizing its important value in achieving product digitization, saving packaging materials, promoting sustainability, and enabling supply chain digitization. He also analyzed the multiple benefits of QR code technology in enhancing sustainability, traceability, security, inventory management, consumer engagement, and packaging optimization, while pointing out challenges such as data management, value mining, and ecosystem building. He called for industry-wide efforts to advance digital labeling and whole-lifecycle product management.

Kevin Zou, Kenvue China Engineering Lead

Pingping Hu, Ecosystem Director of JD Technology Artificial Intelligence, elaborated on JD's comprehensive layout and in-depth application of artificial intelligence as a supply chain-based technology and service enterprise. JD's self-developed JoyAI large model has been upgraded to a full-size, multimodal industrial-level model, deeply applied in over 1,000 scenarios including retail, logistics, health, marketing, services, and finance. Large model calls have increased by 212% year-on-year, serving over 1 million merchants. In retail scenarios, AI drives efficiency across the entire operation chain, with intelligent shopping guides, sales forecasting, and AIGC content generation significantly improving conversion and efficiency. In logistics, AI serves over 500,000 frontline employees, optimizing warehousing and delivery processes. In health, "AI Jing Doctor" serves over 50 million users. Digital human technology has served over 20,000 brands, with an average conversion rate increase of 30%. Additionally, JD continues to promote industrial ecosystem innovation and cost reduction through multiple AI product matrices.

Pingping Hu, Ecosystem Director of JD Technology Artificial Intelligence

One of the highlights of this study tour is a visit to Dabao Museum and a virtual tour of the factory. By listening to professional explanations, the representatives deeply felt the 40-year development history of the Dabao brand, learned about the iteration of classic products represented by SOD cream and its brand genes loyal to science, and also "cloud" visited the Dabao intelligent factory by watching live broadcasts. The Dabao factory uses an automated system and continuous manufacturing technology. The filling line has a speed of 304 bottles per minute, which is the fastest of its kind in Asia. Through information-based blending technology and precise weighing control systems, combined with the "one bottle, one code" traceability method, production quality and efficiency have been significantly improved.

Visit to the Dabao Museum

This study tour activity received unanimous praise from the representatives present. The delegates gained an in-depth understanding of the company's supply chain strategy in China, including its intelligent upgrade, sustainable development initiatives, and the innovative application of QR code technology in product digitalization and full life cycle management; At the same time, they also got a comprehensive look at JD's layout in the field of artificial intelligence. Through on-site museum visits and virtual factory tours, representatives deeply learned about full-link control systems, the practical application of automation and continuous manufacturing technology, and excellent management practices from raw material selection to green digital supply chains. The on-site exchange session focused on the integration of heritage and innovation in domestic brands and smart manufacturing, exploring cutting-edge trends in improving quality and efficiency in the FMCG industry. The event effectively promoted collaboration among retailers, channel partners, suppliers, and service providers, providing valuable experience for the industry’s high-quality and sustainable development.

2025 ECR Study Tour Sharing Session

The successful holding of this ECR study tour further deepened the understanding and recognition of artificial intelligence and GM2D in the ECR industry, promoted the cooperative relationship between ECR member enterprises, promoted retailer-supplier collaboration, accelerated corporate digital transformation, continuously injected new momentum into China's consumer goods industry, and created greater value for consumers.

Group photo of the 2025 ECR Study Tour