



Sa Sa's Chief Financial Officer & Executive Director Recognised the “eCommerce Leader” of the ECR Golden Circle Awards

(20 November 2015 – HONG KONG) Sa Sa International Holdings Limited ('Sa Sa' or the 'Group', stock code: 0178), is pleased to announce that Dr. Guy Look, Chief Financial Officer & Executive Director of the Group, has been recognised the “eCommerce Leader” of the ECR Golden Circle Awards, organised by Efficient Consumer Response (“ECR”) Hong Kong to honour his extensive experience in ecommerce as well as leadership and supervision over the development of Sa Sa's cross-border ecommerce and O2O initiatives at the GS1 Hong Kong Supply Chain Management (“SCM”) Excellence Summit 2015.

ECR, a SCM movement in Fast-moving Consumer Goods (“FMCG”) industry, was first introduced to Hong Kong by GS1 Hong Kong in 1995. It is a joint industry forum comprising members from local retailers, distributors, traders, manufacturers and supporting organisations which aimed at facilitating the development and adoption of global ECR concepts in Hong Kong. ECR Hong Kong organised the ECR Golden Circle Awards for the first time this year with aims to enhance the industry's ability to compete efficiently and effectively in order to provide better value to consumers through this programme.



Dr. Guy Look received the “eCommerce Leader” of the ECR Golden Circle Awards in the Summit.

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