

## 數碼印刷新發展及應用分享 New Development and Application of Digital Printing

- 日期 Date : 27 / 4 / 2018 (星期五 Friday)
- 時間 Time : 2:30pm – 3:30pm
- 地點 Venue : 亞洲國際博覽館 6 號展館 研討室  
Seminar Room, Hall 6, AWE
- 語言 Language : 廣東話 (恕不設即時傳譯服務)  
Cantonese (Simultaneous Interpretation Service will not be provided.)
- 備註 Remarks : 免費入座。座位有限，先到先得。只供 18 歲或以上之業內人士進場。  
Free admission, seats are available on a first-come-first-served basis.  
For trade visitors only, persons under 18 will not be admitted.

### 簡介 Introduction:

目前數碼印刷有何優勢和限制？印刷企業如何開拓數碼印刷業務？投資數碼印刷應有何策略（選取供應商、機種、技術等）？現今客戶接受數碼印刷（在價錢和品質上）的程度如何？數碼印刷的技術和應用近年皆迅速而成熟地發展，印刷品質亦不斷提升，越來越多香港印刷企業投資數碼印刷。在這次研討會上，講者將會介紹數碼印刷的新發展和實際應用，並以用家身份分享經驗，藉此為參加者帶來使用新技術的新思維。

What are the strengths and constraints of the current digital printing? How can printers expand their business with digital printing? What investment strategies (selection of suppliers, machinery, technology, etc.) can they adopt? What is the acceptability of clients (in price and quality) for this technology? In recent years, the technology and application of digital printing has developed rapidly. Its printing quality becomes much higher. The adoption by Hong Kong printers has an increasing trend. In this seminar, the speakers will share the new development, application and user experience of digital printing aiming at bringing insights to the participants about the application of the new technology.

時間 Time	程序表 Programme
2:15pm – 2:30pm	登記 Registration
2:30pm – 2:50pm	Ms Brenda Pang, Executive Director of APTEC 印刷科技研究中心總監 彭安琪女士
2:50pm – 3:10pm	Mr Maurice Kwan, Owner and Managing Director of Regal Printing Limited 利高印刷有限公司創辦人兼董事總經理 關偉良先生
3:10pm – 3:30pm	Mr Andy Chan, Sales Director of Asia One Communications Group 宏亞傳訊集團營銷總監 陳耀忠先生

## 講者簡介 About the Speakers

### Ms Brenda Pang, Executive Director of APTEC

#### 印刷科技研究中心總監 彭安琪女士

彭安琪女士在印藝行業及教育工作超過 20 年，她致力於帶領香港印刷業商會屬下的 APTEC 透過在職培訓、國際研討會及測試服務，推動行業技術轉型。彭安琪女士取得工商管理碩士學位，獲得德國 Fogra PSO 專家資格，也是全國印刷標準化技術委員會委員及 ISO TC130 中國代表專家，同時亦是職業訓練局 (VTC) 印刷媒體及出版業訓練委員會委員、美國 TAGA 研討會及美國 Idealliance 董事局成員。

Brenda has worked in graphic art industry and education for over 20 years. She strives to lead APTEC (the subsidiary of The Hong Kong Printers Association) in technology transfer by disseminating the latest printing technologies through in-services training, international conferences and testing projects. Brenda has attained MBA qualification and expert partner status in Germany's Fogra PSO. She is a member of the National Printing Standardization Technical Committee and represents China as ISO TC130 Expert. She is also the member of Print Media and Publishing Training Board of Vocational Training Council (VTC), the Board Member of TAGA (Technical Association of Graphic Arts, US) and Idealliance (US).



### Mr Maurice Kwan, Owner and Managing Director of Regal Printing Limited

#### 利高印刷有限公司創辦人兼董事總經理 關偉良先生

關偉良先生在美國德州 A&M 大學取得工商管理學士及碩士學位後，於 1993 年創立利高印刷有限公司，率領團隊在多個國際知名印製大獎中獲獎無數。他現為業內多家機構的成員，包括：香港工業總會第十六分組執委會委員、職業訓練局 (VTC) 印刷媒體及出版業訓練委員會等。是香港數碼印刷的先驅。

After completing the Bachelor and Master Degrees at Texas A&M University in the United States, Maurice established Regal Printing Limited in 1993 and has led the teams to win numerous international print awards. He is currently the member of various organizations in printing industry, including the Executive Committee of Federation of Hong Kong Industry, and the Print Media and Publishing Training Board of Vocational Training Council (VTC). He is a pioneer of digital printing user in Hong Kong.



### Mr Andy Chan, Sales Director of Asia One Communications Group

#### 宏亞傳訊集團的營銷總監 陳耀忠先生

陳耀忠先生現為宏亞傳訊集團的營銷總監和香港數碼印刷協會副會長，從事印刷工作逾 30 年，於行內擁有相當豐富的經驗。他 15 年前加入宏亞之前，曾創辦印刷廠。陳耀忠先生不但持有印刷和設計的文憑證書，還修畢悉尼科技大學工程管理碩士及數碼市場推廣專業行政文憑，更於 2017 年考獲 G7 Expert 的資格。

Andy is currently the Sales Director of Asia One Communications Group and Vice President of Hong Kong Digital Printing Association. He has worked in the printing industry for more than 30 years, and therefore a very experienced specialist in the field. Before joining Asia One 15 years ago, Mr. Chan had established his own printing firm. He has acquired not only diplomas on printing and design and Executive Diploma in Marketing and Digital Strategy, but also Master of Engineering Management from University of Technology Sydney. In year 2017. Mr. Chan has also been certified as G7 Expert.

