

優質包裝 – 為產品升級? Premium Packaging – The Recipe for Success?

- 日期 Date : 28 / 4 / 2018 (星期六 Saturday)
- 時間 Time : 2:00pm – 3:00pm
- 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 : 英語 (恕不設即時傳譯服務)
English (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.

Introduction 簡介

To upgrade your product and create product uniqueness is a crucial aspect in product development. Premium packaging does not only attract customers' eyeballs, but also help build the product image and keep its competitiveness in the market. Join us at the seminar and know more how premium packaging could bring your business further!

如何為產品升級、提升形象及獨特性往往是產品發展的重要環節。優質包裝不但增加顧客的購買慾望，更讓你在市場上樹立獨特形象和保持競爭力。本研討會帶來專家為你一一解構優質包裝為你帶來的影響，使你的業務更進一步！

時間 Time	程序表 Programme
1:45pm – 2:00pm	登記 Registration
2:00pm – 2:30pm	<u>Premium Packaging – The Recipe for Success?</u> <u>優質包裝 – 為產品升級?</u> Ms Vivian Mak, Founder and Director, Ming Cha Limited 明茶房創辦人及總監 麥蕙蘭 女士
2:30pm – 2:45pm	< Q&A Session 問答環節 >

講者簡介 About the Speakers

Ms Vivian Mak, Founder and Director, Ming Cha Limited

明茶房創辦人及總監 麥蕙蘭 女士

Vivian Mak is the mastermind behind the award winning tea brand MingCha. She is an artist, designer turned entrepreneur. Combining art, science, intuition, wit, creativity, tea knowledge and technical know-how, she revives the traditional tea culture which is approachable, appealing and fun, while preserving the biodiversity and origins of tea by working closely with farmers, craftsmen and artisans, delivering teas of the highest quality. She believes good teas will speak to the audience and is a universal language to bring people together. She further takes tea to the next level by pairing tea with different cuisines and delicatessen, elevating the culinary experience.



MingCha, founded in 1999 in Hong Kong, is an award-winning tea brand. Its tea has been included in the official gift basket for the 74th Academy Awards (The Oscars) in 2002. In Chinese, Ming 「明」 means to understand and Cha 「茶」 means tea. Its mission is to reinterpret true tea culture and heritage in modern day life by introducing the finest handcrafted teas of authentic origin in China to the world.

*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.