Hong Kong International Printing & Packaging Fair
香港國際印刷及包裝展

Organisers 主辦機構：

HKTDC 香港貿發局

CIEC 華港國際展覽有限公司 CIEC Exhibition Company (HK) Limited

www.hkprintpackfair.com/ex/woas

Sign Up: A Premier Highlighted Zone of

Agile Advertising and Signage
網羅廣告及標識方案
的嶄新矚目展區　獨一無二　萬勿錯過

The **World of Advertising and Signs**, **jointly presented by Hong Kong Trade Development Council and CIEC Exhibition Company (HK) Limited, offers a unique platform for various industries across the globe to explore growing business opportunities for innovative advertising and signage solutions. Making its debut at the Hong Kong International Printing & Packaging Fair 2019, this new zone will feature innovative visual communication strategies to help businesses reach the next level.**

Hong Kong is a global hub of finance and retail and the ideal spot for a one-stop platform of total advertising solutions. From established regions such as Europe, North America and Japan to developing nations around the world, every modern enterprise requires tailored advertising that seamlessly connects them to their target audiences.

由香港貿易發展局及華港國際展覽有限公司攜手呈獻的「廣告及標識世界」，為全球不同行業提供絕佳的平台，發掘獨特嶄新的廣告及標識解決方案，開拓不斷增長的市場商機。這個新展區將於2019年在香港國際印刷及包裝展首次亮相，展示各種創新的視覺傳意及宣傳策略，協助企業進一步發展業務，再創高峰。

香港是全球知名的金融及零售中心，更是理想的一站式商貿平台，網羅全面的廣告解決方案。從歐洲、北美及日本等發達國家，以至全球各地的發展中國家，現今的大小企業都需要獨特專業的廣告策略，從而與目標客戶緊密地連繫起來。

Advertising in the Great Outdoors

Outdoor advertising is the only traditional advertising format that is experiencing a growth trend, according to a published report by Global Industry Analysts Inc. which projects the global market will reach US$44.7 billion by 2024. The Asia-Pacific region, driven by booming markets in the Chinese mainland, Singapore, Malaysia, Thailand, Hong Kong and India, is the fastest growing market worldwide for outdoor advertising. This is the perfect time to take advantage of these trends and exhibit at the region's only dedicated display for advertising and signage solutions.

Universal Demand

Advertising and signage solutions are a crucial factor to the success of various business and beyond, such as **advertising agencies; PR firms and media; visual merchandisers; entertainment industry; property developers; shopping mall operators, retail stores & chains; service providers for renowned brands; museum, exhibition organisers**, etc.

戶外廣告 成效顯著

根據Global Industry Analysts Inc. 的市場報告，戶外廣告是唯一仍不斷增長的傳統廣告模式，全球戶外廣告市場的規模預計到2024年將高達447億美元。亞太地區將會是全球增長最快的戶外廣告市場，主要受惠於中國內地、新加坡、馬來西亞、泰國、香港及印度等地的蓬勃發展。現正是緊握市場發展趨勢的理想時機，可以在區內獨一無二、針對廣告及標識牌解決方案的展覽平台展出，開拓更多業務商機。

需求廣泛多元化

廣告及標識解決方案對多個行業的業務發展和成功至關重要，例如**廣告公司、公關公司及媒體、櫥窗設計師、娛樂行業、地產發展商、購物中心運營商、零售店及連鎖集團、知名品牌服務供應商、博物館、展覽會主辦機構等。**

A Good Place to Sign Up

As a hub of commerce, retail, advertising and design, Hong Kong enjoys a prime location for attracting buyers from the Asia-Pacific region. Using the Printing & Packaging Fair's status as a premier platform, The World of Advertising and Signs fills a hole in the market by providing the region's only exhibition of its kind. Visiting buyers in the printing and packaging industry will also be attracted by comprehensive advertising solutions available in this new platform which provides exceptional exposure for exhibitors.

理想的業務平台

香港既是商業及零售中心，亦是廣告及設計樞紐，擁有優越的地理位置，吸引眾多亞太地區買家前來拓展業務。通過香港國際印刷及包裝展這理想的商貿平台，「廣告及標識世界」切合市場所需，提供區內獨一無二的同類展覽。這個全新展區展示各式各樣廣告解決方案，將吸引大批印刷及包裝業的買家蒞臨參觀，讓參展商爭取更多業務發展機會。

Exhibition Categories
展覽類別

- Lightbox and LED Products 廣告燈箱及LED產品
- Advertising Equipment 廣告設備
- Display Equipment 展示器材
- Advertising Materials 廣告材料
- Signage 標識標牌

Booth Option 展台類別

	9sqm 九平方米	12sqm 十二平方米
Standard Booth 標準展台	HKD港元29,530 USD美元3,810	HKD港元38,240 USD美元4,930
Deluxe Booth 高級展台	HKD港元33,970 USD美元4,380	HKD港元44,510 USD美元5,735

Custom-built Participation 特裝參展
HKD港元2,665 / USD美元343 (per sqm 每平方米)
(minimum 36sqm 最少租用三十六平方米)

Manage Your Participation - with Just a Click 參展事宜 一按即妥

Our online service, Exhibitor Online Platform (EOP), makes managing your exhibition-related matters convenient, quick and efficient.

- Submit booth application online, with immediate acknowledgement from HKTDC
- Track application status and update information online anywhere and anytime
- Receive fair-related information and reminders in timely fashion

Apply for a booth online at www.hkprintpackfair.com now!

大會現已推出「參展一站通」網上服務，協助業者辦理參展事宜，便捷有效。

- 上網遞交參展表格，本局即時發出申請收悉通知
- 隨時隨地上網檢視申請進度及更新資料
- 第一時間獲得最新展覽資訊及備忘

立即行動，登入展會網站 www.hkprintpackfair.com/tc 申請參展！

Online Promotions 網上宣傳

Post your products/service information on www.hktdc.com for year-round exposure and business matching opportunities before, during and after the fair. Visit www.hktdc.com/Supplier-Centre, email supplier@hktdc.org or call (852) 1830 668 for more details.

您可透過「貿發網」網上商貿平台(www.hktdc.com)推介您的產品/服務，爭取全年曝光，與展覽前後及期間的商貿配對機會。歡迎登入 www.hktdc.com/Supplier-Centre 了解服務詳情。如有查詢，請電郵至 supplier@hktdc.org 或致電(852) 1830 668。

Organisers 主辦機構：

Hong Kong Trade Development Council 香港貿易發展局
Exhibitions Department, Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong
香港灣仔博覽道1號香港會議展覽中心博覽商場13號展覽事務部
• Tel 電話：(852) 2584 4333 • Fax 傳真：(852) 2824 0026 • Email 電子郵件：exhibitions@hktdc.org
• Contact person 聯絡人：Mr Horasis Lung 龍思遙先生、Ms Lolita Chan 陳穎欣小姐、Ms Jess Hui 許麗虹小姐 • Website 網址：www.hktdc.com

CIEC Exhibition Company (HK) Limited 華港國際展覽有限公司
Rm 1501, International Chamber of Commerce Tower, Fuhuasan Road, Futian District, 518048, Shenzhen, PRC
中國深圳市福田區福華路國際商會中心1501室，郵編 518048
• Tel 電話：(86 755) 8831 5975 / (86 755) 8831 5977 / (86 755) 8826 9314 / (86 755) 8826 1079 • Fax 傳真：(86 755) 8831 2108
• Email 電子郵件：youdongcai@ciec.com.hk / dongguihong@ciec.com.hk / small@ciec.com.hk / yang@ciec.com.hk
• Contact person 聯絡人：Ms Daisy You 游冬才小姐、Ms Tina Dong 董桂紅小姐、Mr Small Yang 楊昌明先生、Mr Kevin Yang 楊宇源先生、
• Website 網址：www.ciec.com.hk

Co-organisers:
協辦機構：

香港印刷業商會 THE HONG KONG PRINTERS ASSOCIATION
香港印藝學會 GRAPHIC ARTS ASSOCIATION OF HONG KONG
HKDPA 香港數碼印刷協會

Printed with soy ink 以環保大豆油墨印刷
PRINTED WITH SOY INK