

# De Luxe

## 高級包裝及印刷專區 Zone

### LUXURY PACKAGING highlighted in special zone

#### Surging demand

The Asia Pacific is one of the fastest growing markets for luxury goods. The **De Luxe Zone** was launched in 2012 to meet this surging demand, and is expected to be on a larger scale in 2013.

De Luxe Zone showcases comprehensive printing & packaging solutions for the luxury goods sector.

#### Who should join?

This is the ideal environment for:

- Suppliers with expertise in premium packaging solutions for luxury products;
- Printing experts who provide unique printing solutions to enhance product image through promotional materials.
- Paper and raw material suppliers who can provide valuable advice on material selection to highlight the special features of different luxury products.

#### Unique environment for luxury specialists

De Luxe Zone has a sophisticated setting and booth design layout to create a unique ambience and to reflect the upmarket offerings of its exhibitors, heightening their appeal to buyers.



### 彰顯華麗包裝的專區

#### 高級包裝需求攀升

亞太奢侈品市場增長迅速，推動高級包裝需求節節上升。為滿足業界對這類產品和服務的需求，香港國際印刷及包裝展於2012年首次闢設**高級包裝及印刷專區**，而2013年將載譽歸來，期望規模將會有所擴大。

這個專區為參展商提供理想平台，推介各類專為奢侈品而設的包裝和印刷方案。

#### 哪些公司適合參展？

高級包裝及印刷專區為下列業者提供理想的展覽環境：

- **高級包裝供應商**：深諳奢侈品包裝之道，能提供適切方案；
- **印刷專家**：能提供獨特的印刷方案，以精美的宣傳物品提升產品形象；
- **紙品及原材料供應商**：能就選材提供寶貴意見，突出各種奢侈品的特色。

#### 環境高雅吸引專業買家

高級包裝及印刷專區格調高尚，攤位設計雅致，氣派不凡，令參展商提供的高級產品和服務更加耀目，對買家的吸引力大大提高。



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

27-30/4/2013

AsiaWorld-Expo  
亞洲國際博覽館



## Who should exhibit?

Designers, raw material suppliers, printers and manufacturers in these categories:

- Jewellery and Watch Packaging
- Optical Cases
- Perfumes & Cosmetics Packaging
- Wines & Spirits Packaging
- Fashion & Accessories Packaging
- Cigarette Packaging
- Tea Packaging
- General Luxury Packaging
- Luxury Printing and Packaging Materials
- Integrated Packaging Solutions for Luxury Product

## 誰應參展?

下列各業的設計師、原料供應商、印刷商和製造商:

- 珠寶鐘錶包裝
- 眼鏡盒
- 香水及化妝品包裝
- 美酒包裝
- 時裝配飾包裝
- 香煙包裝
- 茶葉包裝
- 綜合奢侈品包裝
- 奢華印刷及包裝物料
- 奢侈品的綜合包裝解決方案

## Why you should not miss this opportunity?

- Hong Kong International Printing & Packaging Fair 2013 has a reputation as a world-class fair, professionally organised, managed and marketed.
- The fair is held in April to maximise exposure to global buyers from international brands who are in Asia at this peak buying season.
- De Luxe Zone exhibitors stand out from other exhibitors in their own dedicated space.
- The booth design and zone layout are specially created to enhance the quality of exhibitors' products.

## 為何這個機會不容錯過?

- 香港國際印刷及包裝展2013的籌辦、管理及推廣皆臻專業水平,贏得世界級商貿展的讚譽
- 四月是採購旺季,世界各地的國際品牌買家雲集亞洲,展會在四月舉辦,可爭取到最高的曝光率
- 「高級包裝及印刷專區」位置優越,令參展商傲視同儕
- 展位設計及專區的佈局均以突顯參展商產品質素為目標

## Buyer's Comment

"We are one of the Chinese white wine producers in Guizhou Province on the Chinese mainland with an annual business turnover exceeding RMB37 million. Our wine production is mainly for domestic consumption. As wine has become a popular gift, our customers like elegantly-designed gift boxes. Our annual spending on packaging is about RMB3 million. This is our second time visit to this fair. So far, we have identified two suppliers for high-end packaging and one vendor for security labels. We'll have further discussions with the suppliers on our special requirements. We like the new De Luxe Zone which showcases luxury packaging. We hope to see more exhibitors in this zone next year as packaging makes the first impression of any product. In future, we'll use green yet elegant packaging as customers are more conscious about environment protection."

**Mr Wang Ping-xin, General Manager, Guizhou Province Renhuai City Maotai County Wine Capital Wine Co Ltd, the Chinese mainland**

## 買家評語

「我們是內地貴州省其中一家中國白酒生產商, 每年營業額超過3,700萬元人民幣, 產品以內銷為主。酒是送禮佳品, 因此我們的顧客都喜歡設計精美的禮盒。本公司每年用於包裝的開支大約是300萬元人民幣。我們是第二次參觀這個展覽會, 到目前為止找到兩家合意的高級包裝品供應商和一家防偽標籤供銷商。我們會和這些供應商進一步討論我們的特定要求。大會新設的高級包裝及印刷專區, 展示多款名貴包裝, 我們都很欣賞, 希望明年有更多企業在這個專區參展, 因為任何產品給人的第一印象都是來自包裝。由於顧客越來越關注環保, 未來我們會採用既環保又精美的包裝。」

**中國貴州省仁懷市茅台鎮酒都酒業有限公司總經理王平鑫先生**

## Exhibitor's Comment

"We specialise in tooling, injection, coating, vacuum metallisation and assembly services for plastic products. Our major products include cosmetics boxes, electronics cases and confectionery boxes. As a first-time exhibitor, we have chosen the new De Luxe Zone because it is the perfect place for us to promote our corporate image as a high-end packaging producer. It is an effective platform for us to meet with so many international buyers. The number of buyers we've met is beyond our expectation. We've established contacts with buyers from Europe, Southeast Asia, the Chinese mainland and the US. Thanks to the organisers, they have done a lot of promotion such as press conference, online promotion and newspaper supplements. In view of good responses, we are planning to have a bigger booth in the De Luxe Zone next year."

**Mr Max Luk, Sales Vice President, Noble Pacific Limited, Hong Kong**

## 參展商評語

「我們專門提供和塑料產品有關的模具製造、注塑、噴油、真空電鍍和組裝服務, 主要產品包括化妝品盒、電子產品外殼和糖果盒。本公司是第一次參展, 選擇在新設的高級包裝及印刷專區展示產品, 是因為要推廣本公司作為高級包裝品生產商的形象, 而這個專區就是絕佳的平台, 讓我們接觸到眾多國際買家, 非常有效。我們在這裡遇上這麼多買家, 遠遠超過預期。我們已和來自歐洲、東南亞、中國內地和美國的買家建立聯繫。我們要感謝主辦機構, 他們做了許多宣傳工作, 例如新聞發布會、網上推廣和報章特刊等。鑒於反應熱烈, 我們計劃明年在高級包裝及印刷專區租用一個更大的攤位。」

**香港濠福有限公司營業副總裁陸彥文先生**



### 1 Deluxe Booth 高級展位

9sqm/平方米  
HK\$港元28,000 / US\$美元3,600

### 2 Deluxe Booth 高級展位

12sqm/平方米  
HK\$港元37,334 / US\$美元4,800

### 3 Custom-built Participation 特裝參展

HK\$港元2,240 / US\$美元288  
(per sqm 每平方米)  
Minimum 36sqm 最少租用36平方米

Enquires 查詢詳情:

### Hong Kong Trade Development Council 香港貿易發展局

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