

Seminar on “Intelligent Design with Luxury Printing and Packaging”

「華麗印刷包裝設計：提升品牌競爭力」研討會

Customers get attracted by the beautiful and delicate packaging, the colour, the design, and the delicacy which make them interested in knowing more about the product. This is the marketing strategy a lot of brands use these days to gain customer’s attention. How does it really work? Let’s find out “how” through the sharing from experts of different industry.

消費者往往會被漂亮或華麗的包裝所吸引。包裝的顏色、設計或精美度等都能引發他們的好奇心，從而令他們想進一步了解貨品。現時，許多品牌正運用「包裝藝術」的市場策略，成功引起客人的注意，增加他們的消費。這到底是如何成功？

- Date 日期 : 28 / 4 / 2014 (Monday 星期一)
- Time 時間 : 11:30am – 12:30pm
- Venue 地點 : Seminar Room, Hall 6, AWE
亞洲國際博覽館 6 號展館 研討室
- Language 語言 : English 英語 (恕不設即時傳譯服務)
(Simultaneous Interpretation Service will not be provided)
- Remarks 備註* : Each session includes 20 minute presentation and 10 minute Q&A.
每節包括 20 分鐘講座及 10 分鐘問答環節。
- Free admission, seats are available on a first-come-first-served basis.
For trade visitors only, persons under 18 will not be admitted.
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。

Time 時間	Programme 程序表
11:15am – 11:30am	Registration 登記
11:30am – 12nn	Session 1 : Saishunkan’s Impressive Packaging 第一節 再春館，讓人感動的包裝技術 Speaker 講者 : Mr Tomotaka Miki, Marketing Manager, Saishunkan Co. Ltd. 再春館有限公司 市場業務部經理 三木具隆先生
12nn – 12:30pm	Session 2 : To Convey Brand Values Through Packaging Design 第二節 通過包裝設計傳播品牌價值 Speaker 講者 : Mr Ko Siu Hong, Partner / General Manager (China), KL & K Design 靳劉高設計 合夥人/中國區總經理 高少康先生

Join & Have a Chance to WIN the Souvenirs!

參加研討會有機會獲得精美禮品！

* The Organisers reserves the rights to make any changes to the programme without prior notice.
主辦機構保留任何更改之權利，而不作另行通知。

Session 1: Saishunkan's Impressive Packaging

第一節: 再春館，讓人感動的包裝技術

About the Speaker 講者簡介

Mr Tomotaka Miki, Marketing Manager, Saishunkan Co. Ltd

再春館有限公司 市場業務部經理 三木具隆先生

Graduated from Fudan University with a Bachelor of Arts Degree, Miki was one of the start-up members of Saishunkan when it launched its business in Hong Kong at October 2011. As the Marketing Manager of Business Development and Customer Marketing in Hong Kong, Miki manages the development and marketing strategies of skincare brand, "Domohorn Wrinkle". Domohorn Wrinkle is a skincare brand with a long history in Japan. With 40years of marketing experiences, Domohorn Wrinkle delivers the products directly to the customers rather than providing it in-store like all typical stores in Hong Kong.



復旦大學文學士畢業，三木先生是再春館香港區的初創成員之一。該公司於 2011 年 10 月正式在香港開展業務。作為香港區的市場業務部經理，三木先生着手管理歷史悠久的日本護膚品牌 Domohorn Wrinkle 於香港的市場發展策略。憑著 40 年豐富的市場經驗，Domohorn Wrinkle 有別於其他品牌，選擇直接把產品送到顧客手上的銷售手法，而非像一般品牌一樣在店鋪銷售。

Session 2: To Convey Brand Values Through Packaging Design

第二節: 通過包裝設計傳播品牌價值

About the Speaker 講者簡介

Mr Ko Siu Hong, Partner / General Manager (China), KL&K Design

靳劉高設計 合夥人/中國區總經理 高少康先生

A leading designer, Hong Ko is the partner and the General Manager (China) of KL&K Design.

Hong Ko was graduated from the Department of Fine Arts at the Chinese University of Hong Kong in 2000. He received the British Chevening Postgraduate Scholarships in 2002 and studied his master degree in Typographic Studies at the London College of Printing in the following year.

He has vast experience in branding design. Influential projects include: Rebranding of Li-Ning Brand & Visual Identity, Rebranding of Erdos Cashmere, Wayfinding system for the National Centre of Performing Art, etc. Among these the Branding of “Bama Tea” and “Yihong Tea” have won the title of “The Most Successful Design Award” in 2011 and 2013 respectively.



KO has been featured frequently in media, and invited to participate in talks, exhibitions and professional judging. Ko was elected the “People of the Year” by magazine “Art & Design” in 2011, which has proved him one of the core young creative powers of China.

著名設計師，靳劉高設計合夥人之一，並任中國區總經理。

畢業於香港中文大學藝術系，2002 年獲取志奮領留英獎學金，次年赴倫敦印刷學院進修設計碩士課程。

高少康品牌設計經驗豐富，主導過不少具影響力的項目，其中包括：李寧品牌與視覺形象更新，鄂爾多斯羊絨品牌形象更新，國家大劇院導視系統等，其中八馬茶業與宜紅茶業品牌形象整合更獲得了 2011 與 2013 的「最成功設計獎」。

高氏經常接受媒體訪問，及獲邀參予展覽演講與專業評委，作品在中國大陸多個城市展出。2011 年獲「藝術與設計」雜誌選為年度人物，代表中國與香港新一代的設計中堅力量。