



Hong Kong International

Printing & Packaging Fair

香港國際印刷及包裝展

27-30/4/2015

AsiaWorld-Expo

亞洲國際博覽館



Organisers 主辦機構：



www.hkprintpackfair.com

A decade's success in creating opportunity for the global printing & packaging industry

*I*n 2015, Hong Kong International Printing & Packaging Fair will enter its 10th edition on a wave of success, expecting more than 400 international exhibitors. In 2014, more than 13,800 buyers from 118 countries & regions visited the fair. Major visiting countries include Australia, Canada, Chinese mainland, Malaysia, Japan, Philippines, Singapore, Taiwan, Thailand and the United States.

These buyers are decision-makers from advertising agencies, production houses, design companies, retailers, department stores, publishers and other consumers of printing and packaging services and products.



Exhibitors' Comments 參展商評語

Jackson Leung 梁兆賢

Chief Executive Officer, C & C Joint Printing Co., (H.K.) Ltd, Hong Kong
香港中華商務聯合印刷 (香港) 有限公司董事總經理

"In business for 100 years, our company is one of the leading international printers in Hong Kong. We offer total printing solutions including book printing, commercial printing, security printing and packaging printing. We have returned to the Hong Kong International Printing & Packaging Fair this year because it is a successful show that attracts international buyers. The fair provides a great place for us to introduce our innovative packaging printing solutions. For example, we are showcasing the application of Augmented Reality that helps enterprises to promote their brands and messages in an interactive way. The responses from buyers are better than our expectations. Buyers from many regions have expressed interest in our packaging printing solutions."

「本公司已經營了100年，是香港領先的國際印刷公司之一。我們提供全面的印刷方案，包括書本印刷、商業印刷、保密印刷和包裝印刷等。我們今年再度參與香港國際印刷及包裝展，因為這是一個非常成功的展覽，吸引無數國際買家專程前來參觀。這裏是讓我們介紹創新包裝印刷方案的理想場合。舉例來說，我們正展示如何應用擴增實境技術，以協助企業用互動方式推廣其品牌和宣傳信息。買家反應比預期更好。不少地區的買家都對我們的包裝印刷方案表示興趣。」



Hong Kong's leading edge

Known for its commitment to free information flow and stringent intellectual property protection, Hong Kong is one of the great print centres of the world, with a print export industry worth over US\$1.8 billion in 2013, up 3.6% from the previous year. Demanding buyers in the Chinese mainland, Japan, the US and the UK took up nearly 60% of such exports.

Hong Kong opens up the Asian market for exhibitors to capture the aforementioned market opportunities and to promote company image abroad. Its geographical location and superb supporting facilities and services creates a major trading hub. Allied to these strengths, Hong Kong is also home to the famed HKTDC Hong Kong Gifts & Premium Fair, the largest fair of its kind in the world, which is being held concurrently with the Hong Kong International Printing & Packaging Fair.

Fair reflects market trends

To save time and cost, buyers are looking for thinner, stronger, lighter and simpler packaging, sourced as close as possible to point of product manufacture. Advanced technologies, such as RFID and augmented reality, are also in demand. For shelf presentation, buyers seek space-saving packages, while e-tailing is driving demand for re-seal pouches. In general, buyers are looking for more effective ways to market their products and to add value to their brands through enhanced packaging.

In its zoning, the Hong Kong International Printing & Packaging Fair responds to market demands and industry trends to showcase exhibitors most effectively.

Highlighted zones to showcase exhibitor strengths

Highlighted zones returning in 2015 are the **De Luxe Zone** for luxury product packaging and **Green Printing & Packaging Solutions Zone** for environment-friendly products and services.

De Luxe Zone expands its scope

De Luxe
高級包裝及印刷專區

The premium goods market is growing at an extremely fast rate. Luxury items such as jewellery, watches, cosmetics, perfumes, wine, spirits, gourmet food, gifts, fashion and accessories have very specific needs of packaging in terms of quality of material, artistry of design, handsome embellishments as well as security.

As the market grows, so does the **De Luxe Zone**. After an expansion in 2014 to cover a greater exhibit variety, the Zone will return in 2015 with even more options for exhibitors of products such as PU leather boxes, wooden boxes and plastic bottles, with auxiliary products such as ribbons, tags and labels also finding a suitable home in the Zone.



Hillary Wong 黃曉盈

Assistant Business Manager, CEL Technology Limited, Hong Kong
香港思科實業有限公司助理業務行政經理

"We announced the formal launch of Robox® desktop 3D printer at the Hong Kong International Printing & Packaging Fair. Designed and developed in the UK, our 3D printer is user-friendly and affordable. Factories, offices and design houses can make use of our 3D printer to produce prototypes, hence reducing their product development costs. It is our first-time participation at this fair. We want to let visitors know how to operate our 3D printer. Our product demonstration has attracted huge interest from many buyers including those from the Chinese mainland, Hong Kong, India, the Middle East and Southeast Asia. We'll follow up with new contacts via email and expect to receive orders after the fair."

「我們在香港國際印刷及包裝展上正式宣布推出Robox®3D桌面打印機。這款打印機在英國設計和開發，使用方便，而且價錢廉宜。工廠、辦公室和設計公司可以使用它來製作原型，從而減低產品開發的成本。這是我們首次參加印包展，目的是讓參觀者了解如何操作這部3D打印機。很多來自中國內地、香港、印度、中東和東南亞各地的買家在看過產品操作示範後，都深感興趣。我們會以電郵與這些新建立的連繫聯絡跟進，期望在展覽結束後會收到訂單。」



Seminars on hot topics of luxury packaging such as the 2014 presentation on "Intelligent Design with Luxury Printing and Packaging" by Tomotaka Miki, Marketing Manager, Saishunkan Co Ltd and Ko Siu Hong, Partner/ General Manager (China), KL & K Design will also be hosted.

The prevalent 'green' trend

Green Printing & Packaging Solutions Zone is a magnet for buyers. The heightening concern for corporate social responsibility demands the use of eco-friendly raw materials and processes. In 2015, the zone will expand to encompass more product categories such as light-weight packaging, recyclable packaging and more.

Exhibitors' eco-credentials will be enhanced by a new booth design and a 'green' decor for the zone.

綠色方案
供應商
Green Solutions
Suppliers



Don't miss this chance

Book an exhibition space for your company and get ready to take advantage of all the opportunities this fair can create for you.

Specialist services in demand

Intellectual property protection is a real concern for corporate entities. Printers and packagers offering appropriate technology are in demand. The fair offers exposure to buyers seeking security printing and anti-counterfeiting solutions.



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, 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 申請參展。

Online Promotions 網上宣傳

Using hktcdc.com, HKTDC Online Marketplace, means you don't have to wait until the next fair to promote your products / services. To find out more, visit www.hktcdc.com, email supplier@hktcdc.org or call (852) 1830 668.

透過貿發網 hktcdc.com - 香港貿發局網上商貿平台，您可隨時向買家推介產品及服務，毋須等待下屆展覽會舉行。歡迎登入 www.hktcdc.com 了解這項服務。如有查詢，請電郵至 supplier@hktcdc.org 或致電 (852) 1830 668。



Product and service categories 產品及服務種類

Digital Printing Equipment 數碼印刷設備

3D Printer	三維打印機
Bar Code Printer & Software	條碼印表機及軟件
Binding Equipment	裝訂設備
Color Management & Measurement Equipment	顏色管理及測量儀器
Cutting System	裁切設備
Digital Printing Equipment	數碼印刷設備
Hot Stamping Equipment & Materials	燙金設備及耗材
Inkjet Printing Equipment	噴墨印刷設備
Lamination Machine	覆膜機器
Office Automation Equipment	辦公室自動化設備

Food & Beverage Packaging Solutions 食品及飲料包裝方案

Aluminium Foil	錫紙
Aluminium Foil Packaging	錫紙/鋁箔包裝
Beverage Packaging	飲料包裝
Blister Packaging	吸塑包裝
Food Packaging	食品包裝
Food Packaging Paper / Bag	食品包裝紙 / 袋
Food Wrapping Bag	食品保鮮袋
Glass Bottle & Jar	玻璃瓶及大口瓶
Metal Bottle Cap	金屬瓶蓋
Metal Canister & Drum	金屬罐及圓筒
Metal Packaging	金屬包裝
Paper Cans	紙罐包裝
Pharmaceutical Packaging	藥品包裝
Plastic Bottle & Cap	塑膠瓶及塑膠瓶蓋
Plastic Food Packaging	食品塑料包裝服務
PVC, PP & PO Bag / Box For Food	PVC、PP及PO食物袋 / 盒
Resealable PE Bag	PE可再密封袋
Tea Packaging Service	茶葉包裝服務
Tin Cans & Boxes	錫罐及錫盒
Vacuum Packing	真空包裝
Vacuum Storage Bag	真空儲物袋
Wine Packaging	酒類包裝
Wooden Bucket Packaging	木桶包裝
Wrapping Film	保鮮膜
Shrink Packaging	收縮包裝

Green Printing & Packaging Solutions 綠色印刷及包裝方案

Bio-degradable & Recycled Products and Packaging	可自然分解及再造之產品與包裝物料
Bio-degradable & Eco-friendly Raw Materials	可自然分解及環保原材料
Environmental Bio-degradable Plastic Product	環保可分解塑膠產品
Environmental Testing, Inspection & Certification Service	環保檢測及認證服務
Green Printing Solutions	環保印刷方案
Gift Packaging Recycled Paper Items	禮品包裝專用再生紙
Recyclable Printing Materials	再造印刷材料
Recycled Paper	再造紙
Recycled Paper Product	再造紙品
Recycled Plastic Product	再造塑料產品
UV Ink	UV紫外線固化油墨
Vegetable-Based Ink	植物性油墨
Water-Based Ink	水性油墨

Integrated Packaging Solutions 綜合包裝方案

Air Dunnage Bag	集裝箱緩充氣袋
Bubble Pack	氣泡袋填充包裝
Cartoning	入箱
Corrugated Carton Box & Case	瓦楞紙箱
Crates	板條箱
FIBC Bags	集裝袋, 太空袋
Flexi Tank	集裝箱液袋 / 太空桶
Logistic Management & Consultancy	物流管理及顧問
Logistics & Supply Chain Management	物流及供應鍊管
Enabling Technology	物流管理及運輸服務
Logistics & Transport Service	運貨板
Pallet	運輸及清關服務
Transportation & Customs Clearance Services	運輸包裝
Transportation Packaging	酒類貯存及運輸
Wine Storage & Logistics	

Integrated Pre-press Service & Trade Service 綜合印前及貿易服務

Art and Design Services	印刷、包裝設計服務
Consultancy and Training	諮詢及培訓服務
Electronic and Database Publishing System	電子資料出版系統
Packaging Design	包裝設計
Post Press Finishing Services	印後加工及整飾服務
Pre-press Services	印前製作服務
Pre-press System	印前處理系統
Print Agents	印刷代理
Printing & Packaging Multi-media Technology and Services	多媒體印刷、包裝技術及服務
Printing and Packaging Magazine and Website	印刷、包裝雜誌及網站
Printing and Packaging Trade and Industries Association	印刷及包裝商會及行業協會
Publication Design	刊物設計
Quality Inspection and Testing Services	品質檢查及測試服務

Packaging Services 包裝服務

Anti-counterfeiting Packaging	防偽包裝
Anti-static Packaging	防靜電包裝服務
Chemical Products Packaging	工業用化學品包裝服務
Corrugated Packaging / Bags	瓦楞包裝 / 瓦楞袋
Cosmetics Packaging	化妝品包裝
Crystal Container	水晶容器
Dangerous Goods Packaging	危險品包裝
Gift Box	禮盒
Gifts Packaging	禮品包裝
Jewellery and Watch Boxes	珠寶鐘錶展示盒
Metal Packaging	金屬包裝
Non-woven Bag	無紡布袋

Packaging Product & Material
Paper Packaging Service
PE / PP / PET Bags
Pressure Containers Packaging
Printing & Packaging Multi-media Technology and Services
PVC Packing Bag
PVC Packing Box
Retail Packaging
Strip Packaging
Textile Packaging
Tobacco Packaging
Wooden Bamboo Material Packaging Service
Wooden Box & Case

包裝材料
紙類包裝服務
膠袋 (PE、PP及PET袋)
壓力容器包裝
多媒體印刷、包裝技術及服務
PVC包裝袋
PVC包裝盒
零售包裝
藥用複合膜包裝
布料包裝
煙草包裝
竹木包裝服務
木盒及箱

Printing Consumables & Packaging Materials 印刷耗材及包裝材料

Book Binding Materials	釘裝耗材
Bow, Ribbon for Giftwrap	包禮物花球及絲帶
Flocking Materials	植絨材料
Fragile Paper	易碎紙
Gift Wrapping Paper	禮物包裝紙
Glass Packaging Material	玻璃包裝材料
Hand Made Paper	手工藝紙
Imitation Leather Sheeting	人造皮革
Industrial Adhesive	工業用黏合劑
Jute / Nylon Packaging Material	麻/尼龍包裝材料
Lamination Materials	覆膜耗材
Metal Packaging Material	金屬包裝材料
Paper Board	紙版
Paper Packaging Material	紙類包裝材料
Plain / Printed Paper Label	紙製標籤 - 單色 / 印花
Plastic Adhesive Tape	塑膠膠紙帶
Plastic Packaging Material	塑膠包裝材料
Plastic Sheet	塑膠片
Printing Consumables	印刷耗材
Printing Ink and Coating	印刷油墨塗料
Printing Paper	印刷紙
Printing Plate	印刷版材
RFID Tag	無線射頻識別標籤
Shrink Packaging Material	收縮包裝材料
Special Printing Paper / Materials	特種紙 / 特殊印料
Stamping Foil	燙金材料
Sticky Tapes, Stickers	膠帶、標貼
Tag (Different Materials)	標牌 (各種物料)
Wooden Packaging Material	木材包裝材料
Wrapping Film	保鮮膜
Wrapping Paper	包裝紙

Printing & Packaging Equipment 印刷包裝設備

Offset Printing Machine	柯式印刷機
Packaging and Finishing Equipment	包裝與整飾設備
Packaging Equipment and System	包裝設備及系統
Paper Converting Equipment	紙加工設備
Post-Press & Finishing System	印後加工及整飾設備
Printing & Packaging Equipment Repair and Maintenance	印刷及包裝設備維修、加工及翻新服務
Printing & Packaging Software and Accessories	印刷、包裝軟件及系統輔助配件
Printing Equipment	印刷設備
Screen Printing Equipment	絲網印刷設備
Sign Making Technology and Equipment	廣告牌製作技術設備及器材
Used Printing & Packaging Equipment	二手印刷、包裝器材供應

Printing Services 印刷服務

Advertising Flag	廣告旗
Advertising Sign / Display	廣告顯示板/展示架
Anti-counterfeiting Label	防偽標籤
Backdrop and Stage Production	背景及舞台製作用品
Bar Code Printing	條碼印刷服務
Book and Magazine Printing	書刊印刷
Calendar	印刷日曆
Commercial Printing	商業印刷
Credit Card	信用卡
Digital Printing	數碼印刷
Disc Printing & Replication	光盤印刷及刻錄
EL Advertising Sign	EL 廣告牌
Envelope	信封
Exhibition Display Product	展覽布置用品
Financial Printing	財經印刷
Greeting Card	賀卡及問候卡
Handmade Card	手造賀卡
Label Printing	標籤印刷
Laser Engraving	鐳射雕刻
Name Card	名片
Non-paper Materials Printing	非紙類物料印刷
Package Printing	包裝印刷
Paper Bags	紙袋
Paper Display Stand	紙貨架
Plastic Card	膠咭
Post Press Finishing Services	印後加工及整飾服務
Poster	海報
Print Management / Broker	印刷服務代理
Printed Paper Bag	印花紙袋
Publishing Service	出版服務
Rapid Prototyping Machine / Service	快速成型製造
Roll Up Banner	易拉架, 海報架
Screen Printing	絲網印刷
Security Printing	保密印刷
Sign & Display Product	標誌及展示用品
Smart Card Printing	智能卡印刷服務
Tag Printing Service	吊牌印刷服務
Window Display Product	櫥窗布置用品

十年豐富經驗 為全球印刷包裝行業 打造商機

2015年，香港國際印刷及包裝展踏入第十屆，秉承過往佳績，預料吸引超過400家來自世界各地的參展商。2014年，展覽吸引了全球各地118個國家及地區超過13,800名買家前來洽商，主要買家來自澳洲、加拿大、中國內地、馬來西亞、日本、菲律賓、新加坡、台灣、泰國和美國等地。

買家大部份來自公司決策層，包括廣告公司、製作公司、設計公司、零售商、百貨公司和出版商；以及其他印刷及包裝服務和產品行業。



Buyers' Comments 買家評語

Yijen Tu 涂以仁

Creative Director, I'DER, Taiwan 台灣伊德設計創意總監

"Established 17 years ago, I'DER offers branding consultancy services to clients on the Chinese mainland and Taiwan. This is my second time visiting the Hong Kong International Printing & Packaging Fair. My main objectives are to see the latest packaging technology and materials, to search for eco-friendly packaging methods and to look for printing factories. At this fair, I have found some interesting items such as tin boxes, the application of Augmented Reality (AR) technology to the packaging industry, sample-making machines and 3D printers. I'll explore cooperation with the suppliers of these items."

「伊德設計創立至今已17年，專門為中國內地和台灣的客戶提供品牌打造顧問服務。這是我第二次前來參觀香港國際印刷及包裝展，主要目的是了解最新的包裝技術及材料、搜尋環保包裝方法和物色印刷廠商。在展覽中，我發現了一些很不錯、很合用的東西，例如鍍錫鐵盒、擴增實境技術在包裝業的應用、打樣機和3D打印機等。我會與這些產品的供應商商討合作的可能性。」

香港的領先優勢

香港是全球最大的印刷中心之一，資訊自由流通，知識產權保障嚴謹。憑藉這些優勢，香港於2013年的印刷業出口總值超過18億美元，比上年度增長達3.6%。當中接近六成出口至中國內地、日本、美國及英國等地。

香港為參展商打開了亞洲市場，捕捉商機。憑藉優越的地理位置和一流的配套設施和服務，創造了一個主要的貿易樞紐。除此以外，全球最大型的禮品展，香港貿發局香港禮品及贈品展，會與香港國際印刷及包裝展同期舉行。在兩個卓越展覽的相輔相承下，勢必吸引海外買家紛至沓來。

展會反映市場趨勢

買家尋找簡約耐用、輕巧並能保護其產品的包裝，物料來源亦要盡可能接近產品生產地，以節省成本及時間。市場對無線射頻識別技術(RFID)和擴增實境應用等技術的需求也不斷上升。在貨架陳列擺設方面，買家尋求能夠節省空間的包裝，而電子零售的發展亦帶動密封包裝的需求。總括來說，買家都在尋找能協助產品推銷，甚至為產品增值的包裝方案。

香港國際印刷及包裝展回應市場需求和趨勢，劃分了不同的展區，務求更有效地劃分參展商，方便買家採購。



展覽期間大會將舉辦與高級包裝相關之研討會，讓業者交流，如2014年由再春館有限公司市場部經理三木具隆先生和靳劉高設計合夥人中國區總經理高少康先生主講的「華麗印刷包裝設計：提升品牌競爭力」研討會。

流行的“綠色”趨勢

綠色方案
供應商
Green Solutions
Suppliers

綠色印刷及包裝方案展區對買家有非凡的吸引力。企業對於社會責任日益關注，令環保原材料和生產過程的需求相應提升。在2015年，該展區的規模將擴大，以容納更多的產品類別，例如輕巧包裝及可回收再造的包裝等。

具有環保特色的參展商會以新設計的展台及「綠色方案供應商」標籤作識別。

專門服務需求上揚

保護知識產權是企業關注的重要課題。對於能提供相關服務和技術支援的印刷商和包裝商，需求甚殷。展會提供大好機會，讓參展商接觸尋找保密印刷和防偽包裝解決方案的買家。



重點展區 突顯參展商優勢

重點展區如展示高級包裝的高級包裝及印刷專區，以及介紹環保特色的綠色印刷及包裝方案展區，將於2015年再度登場。

高級包裝及印刷專區涵蓋更豐富產品

De Luxe
高級包裝及印刷專區
zone

高級產品如珠寶、手錶、化妝品、香水、葡萄酒、烈酒、美食、禮品、時裝及配飾，均對包裝材料的質量、設計的藝術性、裝飾以至安全性方面具有非常獨特的要求。

隨著市場發展，高級包裝及印刷專區於2015年載譽回歸，規模並進一步擴大，比2014年涵蓋更多產品種類，如人造皮革箱，木盒和塑料瓶，輔以其他包裝材料如絲帶、標牌和標籤等，一應俱全。

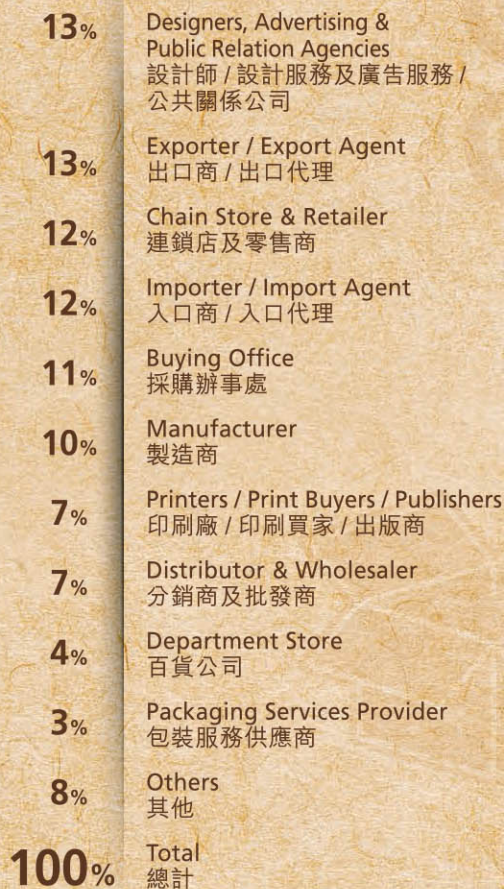
良機當前切勿錯過

請立即報名參加香港國際印刷及包裝展，利用這個難得的機會，向環球買家展示最新產品和服務，讓業務更上一層樓。

Visitor Profile 買家資料



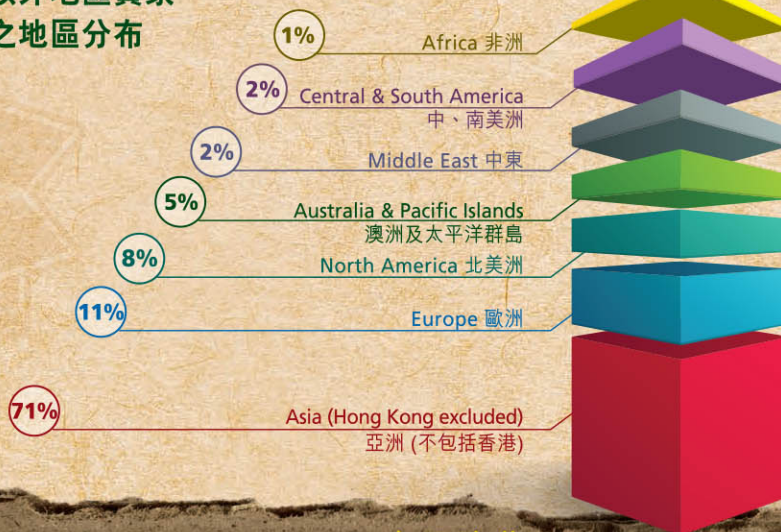
Nature of Business 業務性質



Level of Decision-making 決策層



Breakdown of Visitors from outside Hong Kong by Region 香港以外地區買家所屬之地區分布



Booth Service Fee 展台服務費

- Basic Booth 基本展台**
9sqm / 平方米 • HK\$港元 22,680 / US\$美元 2,915
12sqm / 平方米 • HK\$港元 30,160 / US\$美元 3,880
- Standard Booth 標準展台**
9sqm / 平方米 • HK\$港元 23,820 / US\$美元 3,060
12sqm / 平方米 • HK\$港元 31,720 / US\$美元 4,080
- Premium Booth 特級展台**
9sqm / 平方米 • HK\$港元 30,480 / US\$美元 3,925 (up/起)
12sqm / 平方米 • HK\$港元 39,940 / US\$美元 5,140 (up/起)
- Deluxe Booth 高級展台**
(for De Luxe Zone only 只適用於高級包裝及印刷專區)
9sqm / 平方米 • HK\$港元 30,480 / US\$美元 3,925
12sqm / 平方米 • HK\$港元 39,940 / US\$美元 5,140
- Green Booth 綠色展台**
(for Green Printing & Packaging Solutions Zone only 只適用於綠色印刷及包裝方案展區)
9sqm / 平方米 • HK\$港元 23,820 / US\$美元 3,060
12sqm / 平方米 • HK\$港元 31,720 / US\$美元 4,080
- Custom-built Participation 特裝參展**
HK\$港元 2,385 / US\$美元 306 (per sqm 每平方米)

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協辦機構：

