Your **one-stop shop** for printing and packaging solutions

一站式印刷及包裝方案採購平台

The Hong Kong Trade Development Council (HKTDC) and CIEC Exhibition Company (HK) Limited present the region's leading industry platform, the Hong Kong International Printing & Packaging Fair, from 27-30 April 2017. The fair offers a wide spread of reputable suppliers of printing and packaging equipment, products, services and total solutions. In 2016 some 14,400 buyers from 96 countries & regions attended the fair for sourcing. In 2017, more than 430 international exhibitors are expected to join the fair.

香港貿易發展局及華港國際展覽有限公司再度攜手主辦領先亞洲的業界商貿平台 — 香港國際印刷及包裝展，將於2017年4月27至30日隆重舉行，匯聚全球不同類型的知名供應商，展出多元化的印刷及包裝設備，以及各式各樣相關產品、服務和整體方案。2016年展會吸引了14,400多位來自96個國家及地區的買家參觀採購，成效顯著。2017年的印包展，預計超過430家國際參展商參與。

Buyer Expectations Met by Exhibitors

The fair showcases Hong Kong's considerable capabilities as one of the world's leading printing and packaging centres and its position as a trading hub. Buyers will find cost-effective technology as well as value-added solutions which encompass pre-press and post-production services.

Another major buyer concern is environmental protection and the fair presents suppliers who understand the international regulations governing packaging in both the domestic and export markets, such as meeting recycling or recovery targets.

Specific Zones to Meet Buyer Needs

The **De Luxe Zone** caters to manufacturers and others involved in luxury goods such as jewellery, watches, cosmetics, perfumes, wine, spirits, gourmet food, gifts, fashion & accessories. They will find expert suppliers with a wide range of high quality printing and packaging options.

In 2017, the De Luxe Zone is expanded further, with premium packaging products made of innovative materials, as well as auxiliary items such as ribbons, special papers and premium films.

Green Printing & Packaging Solutions

Green Printing & Packaging Solutions welcomes buyers looking for services and supplies which make a positive contribution to the environment. Exhibitors in this zone offer an impressive choice of green products and service in sustainable resources, which is energy-saving or can be recycled.

New Zones in 2017

Hong Kong International Printing & Packaging Fair 2017 features two new zones. "**Printing & Packaging Solutions for Fashion & Accessories**" will highlight printing and packaging solutions for fashion & accessories with products such as textile printing machines, labels, ribbons. Another new zone "**Innovative Retail Display Solutions**" will present innovative retail display solutions, including paper display racks, visual merchandising and smart shelf solutions.

Other Zones at the Fair

- Digital Printing & 3D Printing
- Food & Beverage Packaging Solutions
- Packaging Services
- Printing & Packaging Equipment
- Printing Consumables & Packaging Materials
- Printing Services

Programmes to Promote Knowledge and business

Seminars, exhibitor forums, buyer forums and Award displays disseminate market and technology information.

Synergy in Sourcing and Inspiration

The leading gift fair in the world, HKTDC Hong Kong Gifts & Premium Fair, is on at the same time at the Hong Kong Convention and Exhibition Centre. More than 4,300 exhibitors show an enormous variety of goods which dovetail with the interests of printing and packaging buyers. The two fairs are connected by a regular courtesy shuttle bus service.

Printing & Packaging

印刷及包裝

優質參展商 切合買家期望

香港國際印刷及包裝展彰顯香港在行內的雄厚實力，既成為領先世界的印刷及包裝中心之一，亦是業界公認的貿易樞紐。買家可以在展會中搜羅極具成本效益的印刷及包裝技術，還有各種各樣印前與印後服務的增值方案。

環保印刷及包裝方案是買家採購的另一焦點，展覽會集合不少熟悉相關國際環保法規的參展商，提供各種符合本地及出口市場要求的包裝方案，務求達到環保再造及回收的目標。

特設展覽專區　滿足買家需要

「**高級包裝及印刷專區**」針對奢侈消費品生產商及企業的不同需要，包羅珠寶鐘表、化妝品、香水、美酒佳餚、禮品、時裝及配飾等高檔產品，買家可以跟眾多提供優質印刷及包裝方案的專業參展商交流和接洽。

2017年度的「高級包裝及印刷專區」規模將進一步擴大，呈獻各種以創新物料製造的高級包裝產品，以及絲帶、特種紙及高級膠片等各式各樣配套產品。

綠色印刷及包裝方案

「**綠色印刷及包裝方案**」展區為追求具環保效益相關服務和產品的買家而設，展區內的參展商提供大量可持續資源、環保再造和節能的綠色產品和服務。

2017年新展區

2017年度香港國際印刷及包裝展將有兩大全新展區登場。「**服飾印刷及包裝方案**」展區盡是各種時尚服裝及配飾相關的印刷及包裝方案，不但有紡織品印刷機，還有各種標籤和絲帶產品。另一新展區是「**創新零售陳列方案**」展區，集中展示新穎並有創意的零售展示方案，例如多樣化的紙製產品展架，以及商品展示和智能貨架方案。

其他展區

- 數碼印刷及3D列印
- 食品及飲料包裝方案
- 包裝服務
- 印刷及包裝設備
- 印刷耗材及包裝材料
- 印刷服務

多元精彩活動　促進交流發展

展會期間將舉辦一連串研討會、參展商論壇及買家論壇，讓大家有機會交流最新市場資訊和科技發展趨勢，開拓更多商機。

協同效應 更多採購及業務靈感

在香港國際印刷及包裝展期間，全球矚目的禮品貿易展覽 — 香港禮品及贈品展 — 將同期於灣仔香港會議展覽中心舉行，超過4,300家參展商推介各式各樣的禮品和贈品，這些產品亦適合印刷及包裝展買家採購。大會每天安排免費穿梭巴士往返兩個展覽會的場館，令買家參觀起來更輕鬆方便。

Reserve Your FREE Admission Badge!
立即預留免費入場證！

For trade visitors, register now for your **FREE admission badge** now through one of the following channels:

Website – register at www.hkprintpackfair.com/r/1 on or before 5 April 2017 for buyers from outside Hong Kong and on or before 14 April 2017 for local buyers;

Mobile Info Site – visit hktdc.com/wap/printpack/T111

SCAN now for admission

業內人士現可立即透過下列渠道預留**免費入場證**：

網站 – 香港以外地區買家請於2017年4月5日或之前及本地買家請於2017年4月14日或之前登入網址 www.hkprintpackfair.com/r/2預先登記；

手機資訊站 – hktdc.com/wap/printpack/T011

讀取QR Code 預留入場證

Special Airfares from Cathay Pacific & Dragonair
國泰航空及港龍航空機票優惠

Cathay Pacific Airways, the home carrier of Hong Kong, together with Cathay Dragon, offer registered exhibitors, buyers and travel companions of the Hong Kong International Printing & Packaging Fair an exclusive opportunity to enjoy great savings on flights to Hong Kong. Book online at http://eventsoffer.cathaypacific.com via the MICE online offer page or contact your nearest Cathay Pacific & Cathay Dragon reservations office and quote the MICE Event Code "**MICE959**".

一直以港為家的國泰航空，聯同國泰港龍航空，為「香港國際印刷及包裝展」的賓客提供特選禮遇。貴為已登記的參展商及訪客，閣下及同行貴賓可專享票價優惠，展開更稱心的來港旅程。您可登入國泰或國泰港龍會議及展覽推廣專頁(http://www.cathaypacific.com/cx/zh_hk/latest-offers/mice-offers/online-offers.html) 並輸入是次展覽會代碼"**MICE959**"或聯繫當地國泰航空或國泰港龍以此代碼查詢及訂購。

Visa application assistance service 簽證協助服務

The Immigration Department's of Hong Kong has a list of countries/regions whose citizens require a visa to enter Hong Kong. The organisers can assist your visa application by issuing an official invitation letter. To check out the list and learn more about the requirements and the assistant service, please visit www.hkprintpackfair.com/ex/visa.

香港入境事務處規定一系列國家/地區人士須申請簽證方可入境香港。主辦機構可發出正式邀請函，協助您申請簽證。請瀏覽 www.hkprintpackfair.com/ex/visa/tc 查閱須簽證國家/地區、入境規例及簽證協助服務。

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Buyers' Comments 買家評語

"Eden Mill is a craft brewery and distillery in St. Andrews of Scotland, making beer, gin and whisky. I am visiting Hong Kong International Printing & Packaging Fair for the first time to find suitable packaging materials for our products. I found this visit very rewarding because there are many interesting packaging materials offered at competitive prices. So far, I've found four potential suppliers from the Chinese mainland for paper packaging, plastic packaging bags and aluminum containers. The initial order for plastic packaging bags with one supplier is expected to involve about 10,000 pieces. Talks will be held with another supplier for up to 1 million aluminum containers that will be used for our new cocktail product"

Victoria Louise Miller, Commercial Manager, Eden Mill, UK

「Eden Mill是蘇格蘭一家手工釀酒廠，位處聖安德魯斯市，專門生產啤酒、氈酒和威士忌。我是第一次到訪香港國際印刷及包裝展，為產品尋找合適的包裝物料。這次參觀收穫非常豐富，展會上有很多有趣的包裝物料，而且價格相當吸引。我至今已找到4家中國內地供應商洽談合作，涉及紙製包裝產品、塑膠包裝袋及鋁製容器，預計跟其中一家供應商的初步訂單數量約為10,000個塑膠包裝袋。此外，亦將與另一供應商繼續磋商，涉及的訂單數量高達一百萬個鋁製容器，用於公司即將推出的雞尾酒系列。」

英國Eden Mill 業務經理Victoria Louise Miller

"In business for 29 years, Ben Thanh Jewelry started as a jewellery maker. We have shifted to focus on jewellery wholesale and retail businesses in recent years in Ho Chi Minh City. We have a plan to open 200 new shops across Vietnam over the next three years. That's why we are visiting Hong Kong International Printing & Packaging Fair for the first time to source packaging products. So far, I've found two Shenzhen-based suppliers from the Chinese mainland for some nice packaging boxes for jewellery. Initial order will be about 1,000 pieces. If things work out well, the next order will go up to 10,000 pieces. This is a good fair. I can see, touch and feel the products here and the exhibitors are willing to share information. I will come with my sales and marketing team next year to explore more opportunities."

Ta Chi Cuong, CEO, Ben Thanh Jewelry, Vietnam

「Ben Thanh Jewelry開業至今29年，最初專注於珠寶首飾的生產設計，近年則集中在胡志明市發展珠寶批發及零售業務，計劃未來3年在越南全國各地開設多達200間新店。我們這次首度來港參觀香港國際印刷及包裝展，就是要為未來發展採購更多合適的包裝設計。到目前為止，已找到兩家來自深圳的中國內地供應商，他們生產的珠寶包裝盒很精緻，初步訂單約為1,000個盒子，如果進展順利，再次落單時數量可增至10,000個。這展覽會很不錯，可以親自觸摸及感受產品特性，參展商亦樂於與我們分享各種資訊。我明年將會帶同銷售及市場部同事再來參觀採購，開拓更多發展機會。」

越南Ben Thanh Jewelry總裁Ta Chi Cuong

C. Window Systems Co., Ltd.
時機機械製造公司
Brother Garment Printer
Brother成衣打印機

Man Sang Envelope Manufacturing Co Ltd
民生信封製造廠有限公司
Vintage Cosmetic Packaging Collection
復古亮金化妝品包裝系列

Plastic Packaging Materials Co., Ltd
四川省宜賓普拉斯包裝材料有限公司
Illusion 3D Packaging
夢幻3D包裝盒

Realink (HK) Enterprise Co., Ltd
凌睿(香港)實業有限公司
Jewelry Box
珠寶盒

Store Display (SZ) Ltd
深圳市賣點展示品製作有限公司
POP Display for Toys
POP玩具紙展架

Tex Prime Printing & Packaging Supplies Ltd
達鵬包裝印刷有限公司
Floor Stand Display
座地陳列架