

## Symposium on "The Magnificent Transformation of Brand: De Luxe Printpack" 「品牌華麗蛻變·高級印刷包裝」研討會

Date 日期 : 29/4/2013 (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)



### Programme 程序表

|                 |   |
|-----------------|---|
| 11:15am-11:30am | Registration 登記   |
| 11:30am-11:50am | <b>Session 1: Packaging the brand — Experiences in building Daycraft, a premium retail brand</b><br><b>第一節: 品牌包裝分享-日記本品牌德格夫(Daycraft)</b>   |
|                 | <p>Mr Stephen Barry, Managing Director, Stepworks<br/>Mr Terence Ku, Director, Tai Shing Diary Ltd 大誠日記有限公司董事古汝誠先生<br/>Mr Alfred Ku, Retail &amp; Marketing Manager, Tai Shing Diary Ltd<br/>大誠日記有限公司市場及零售經理古逸華先生</p> <p>In this 20 minute talk, representatives from branding agency Stepworks (www.stepworks.com.hk) and Tai Shing Diary Ltd share some of their experiences in building a premium stationery brand, Daycraft (www.daycraft.com.hk). This talk is particularly useful for manufactures looking to develop their own brand, as well as for buyers who are looking for partnership/dealership opportunities.</p> <p>研討會特別為有意發展品牌的參展商及買家而設。品牌顧問 Stepworks 將聯同國際文具公司大誠日記分享建立其品牌 德格夫(Daycraft)的成功故事。</p>   |
| 11:50am-12pm    | Q&A Session 答問環節  |
| 12pm-12:30pm    | <b>Session 2: Let the Product Speak for Itself - The Package Design of Shiseido Cosmetics</b><br><b>第二節:讓產品親自發言 ~ 資生堂化粧品的包裝設計</b>   |
|                 | <p>Ms Rumiko Yamaguchi, Executive Director &amp; Vice President of Shiseido Hong Kong Ltd<br/>資生堂香港有限公司副總裁 Rumiko Yamaguchi 小姐</p> <p>Shiseido, the cosmetics company who has 140 years history has always focused on making every product package a work of art that would add even more beauty to the life of each customer. Shiseido' s first president, Shinzo Fukuhara said 'Let the product speak for itself' , "Everything must be rich" . His brief has been passed down over the century and has constantly guided Shiseido' s artistic vision. This corporate DNA and heritage established Shiseido as a world-famous company who always create unique packaging and transform beauty products into works of art.</p> <p>擁有逾 140 年歷史的化粧品公司資生堂·致力將產品包裝塑造為藝術·務求為每位顧客的生活帶來美麗價值。 「讓產品親自發言」、「世間萬物皆有其豐盛美滿的一面」是資生堂首任社長福原信三先生的名言·他的信念傳承百年·成為品牌的藝術指標·時刻引領資生堂的發展。此企業基因及傳統·每每體現於品牌別具心裁的包裝設計·令美容產品化身美輪美奐的藝術結晶·造就資生堂成為揚名國際的企業。</p> |

#### Remarks 備註:

1. Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限·先到先得。
2. Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上之業內人士進場。
3. The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organisers 主辦機構:

## **About the Speakers 講者簡介:**

### **Mr Stephen Barry, Managing Director, Stepworks**

Stephen's passion for strategic design led him to launch his own creative agency in 1994 after studying Graphical Communication at the University of Plymouth. What was initially a one-person operation has organically grown into brand-building agency Stepworks, serving clients to build stronger brands that achieve bottom-line business results. The agency works with organisations across Asia, such as Schneider Electric, General air-conditioners, Shangri-La Hotels and Resorts, Maxim's Group, Swire Properties and NGO's such as Oxfam and the Hong Kong Cancer Fund. Stephen was named one of Greater China's outstanding design professionals under the age of 40 by Perspective magazine in 2007. In 2012, Stepworks was voted by marketing professionals as one of Hong Kong's leading local brand consultancies and won Marketing Magazine's prestigious brand consultancy of the year award.

Stephen 年在英國 University of Plymouth 畢業，於 1994 建立了自己的創意機構。Stepworks 幫助客戶建立強大的品牌，實現企業的業務成果。Stepworks 曾與多間著名國際企業合作，如 Bloomberg “商業周刊”，香格里拉酒店，美心集團，施羅德，SGS，太古地產，施耐德電氣，巴斯夫和非政府組織的如樂施會和香港癌症基金會。Stephen 曾於 2007 年獲選為“透視雜誌”40 歲以下的中國優秀的設計專業人士之一。在 2012 年，Stepworks 被業界評為香港領先的品牌諮詢公司之一，贏得了 Marketing 雜誌的著名品牌諮詢公司的大獎。



### **Mr Terence Ku, Director, Tai Shing Diary Ltd**

#### **大誠日記有限公司董事古汝誠先生**

Terence Ku, along with his brother Morris Ku have been at the helm of their family book binding business Tai Shing Diary Limited since the mid-70s. Under their leadership, their family business has grown steadily from a 20 person bookbinding operation to a full-service diary and automated book printing facility with over 200 employees in Dongguan. Aside from servicing the needs of blue-chip customers around the world, Tai Shing also has their own brand of stationery brand, called Daycraft. Terence's son Alfred joined the Daycraft team in 2011 and spearheads overseas and online retail sales expansion efforts. Stepworks and Tai Shing have been collaborating since 2011, building the Daycraft retail brand and business together.

Terence 於 70 年代與兄弟 Morris 為大誠日記的家族業務掌舵人。從一個 20 人的裝訂操作，到位於東莞擁有超過 200 名員工，提供全面服務的日記和圖書印刷設備自動化工廠，家族企業穩步增長。2011 年起發展海外網上零售市場。除了為世界各地的客戶提供服務，大誠也有自家文具品牌。Stepworks 及大誠日記於 2011 年開始合作，建立日記本品牌(Daycraft)，生產優質的日記本及記事本。



### **Ms Rumiko Yamaguchi, Executive Director & Vice President of Shiseido Hong Kong Ltd**

#### **資生堂香港有限公司副總裁 Ms Rumiko Yamaguchi**

Ms Yamaguchi joined Shiseido in 1983. With more than 20 year- experience in Cosmetics Marketing, she had engaged in many Brand Development Projects. She has been in the current position of Shiseido Hong Kong since 2010.

Ms Yamaguchi 於 1983 年加入日本資生堂株式會社，具 20 多年化粧品市場營銷及品牌開發經驗。2010 年被委派至資生堂香港有限公司。

