

27 – 30 / 4 / 2017

Make your Brand Talk: Personalised Packaging Using Digital Printing

「讓你的品牌說話: 個人化包裝與數碼印刷」

Date 日期 : 27 / 4 / 2017 (Thursday 星期四)
Time 時間 : 1:30pm - 3pm
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 : Cantonese 廣東話 (恕不設即時傳譯服務)
(Simultaneous Interpretation Service will not be provided)

Time 時間	Programme 程序表
1:15pm – 1:30pm	Registration 登記
1:30pm – 2:00pm	<p>簡介 Introduction</p> <p>包裝與營銷息息相關。近年由 FMCG 如罐裝飲品以至奢侈品牌都大玩個人化包裝，這已經成為市場大趨勢。獨一無異的包裝讓客戶與產品連結，同時提高消費者的購買意慾。數碼印刷怎樣迎合市場需求？市場又有什麼新技術作進一步發展？</p> <p>Personalized packaging becomes a trend in recent years. No matter FMCG such as soft drinks or luxury brands also made the packaging personalized. Unique packaging establishes a connection between products and customers and thus motivates customers to purchase. How does digital printing cater to market demand? What are the new technologies available for further development?</p> <p>講者 Speaker: Mr. Cheung Hing Lung, Edmond, Chief Production Printing Specialist, Konica Minolta Business Solutions (HK) LTD 柯尼卡美能達商業系統(香港)有限公司 首席印刷系統顧問 張興隆先生</p>
2:00pm – 2:30pm	<p>簡介 Introduction</p> <p>本次研討會將介紹如何利用全自動打印包裝訂單管理系統來面對小型個性化打印包裝趨勢的挑戰。該系統是一個全天候運作的線上系統，包含設計、報價計算、接單、和 3D 虛擬打樣完整平台！在這次研討會我們會深入淺出地介紹透過系統的四種線上強大功能，了解它如何改變以往線下接單方式。同時講解透過這種全自動包裝印刷線上接單系統，如何能協助包裝印刷企業高效處理，及執行在線的訂單操作。</p> <p>In this seminar we will explain how to utilize a fully automated print packaging order management system to face the challenge of small run, personalized print packaging trend. You can find out how the system features support printing and packaging companies as well as enterprises to execute on-line order processing. You will see how the solution can help you dramatically reducing your customer services and communication cost, which helps to create new prospect opportunities worldwide.</p> <p>講者 Speaker: Mr Bryan Tong, Business Development Consultant, Packmage Technology Company Limited Packmage Technology Company Limited 業務發展顧問 湯啟文先生</p>

*備註 Remarks:

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。

Free admission, seats are available on a first-come-first-served basis. For trade visitors only, persons under 18 will not be admitted.

About the Speaker 講者簡介

Mr. Cheung Hing Lung, Edmond, Chief Production Printing Specialist, Konica Minolta Business Solutions (HK) LTD

柯尼卡美能達商業系統(香港)有限公司 首席印刷系統顧問 張興隆先生

張興隆先生於印刷業擁有超過 10 年經驗，曾為多間大型印刷公司設置數碼印刷系統，協助改善現有印刷流程，提升生產力。張先生於 2012 獲得 G7 Expert 認證，更於 2015 年升格為 G7 Expert 5+ G7 Master，專業可靠。

Mr. Edmond Cheung has solid experience in printing industry. Over 10 years in the industry, Edmond established digital printing workflow for several major printing companies in the field and enhanced their workflow to increase the productivity. Edmond was certified G7 Expert Certification in 2012 and he was promoted to G7 Expert 5+ G7 Master in 2015.



Mr Bryan Tong, Business Development Consultant, Packmage Technology Company Limited

Packmage Technology Company Limited 業務發展顧問 湯啟文先生

Bryan 目前的職責包括將 Packmage 業務自動化推廣到本地和海外市場，他負責整個產品及其使用流程推廣，從包裝設計製作、在線打樣、到自動化下單等工作。由於 Packmage 業務自動化系統是印刷包裝行業的一種創新解決方案，Bryan 的主要任務是幫助客戶了解產品和服務背後的運用及技巧，以共享資源的基礎，改變人們以往在處理、管理各種大小的包裝印刷訂單的方式，使印刷買家和印刷企業能夠使用最新的在線技術，簡化設計、印前操作、打樣、報價及下單的工作程序。

Bryan's current role includes the promotion of Packmage Business Automation to local and overseas markets, he acts as sales and customer support manager for the complete online design, proofing and quote automation workflow.

Since The Packmage Business Automation System is a very new innovative solution for the print packaging industry. Bryan's major responsibility is to help our customers understand the practical benefit of our products and services. Packmage uses shared resources to change the way companies manage small to large volume print packaging orders, and enables print buyers and printers to apply our latest online technology to simplify their design, prepress, RFQ processing and order workflow.



*備註 Remarks:

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。

Free admission, seats are available on a first-come-first-served basis. For trade visitors only, persons under 18 will not be admitted.