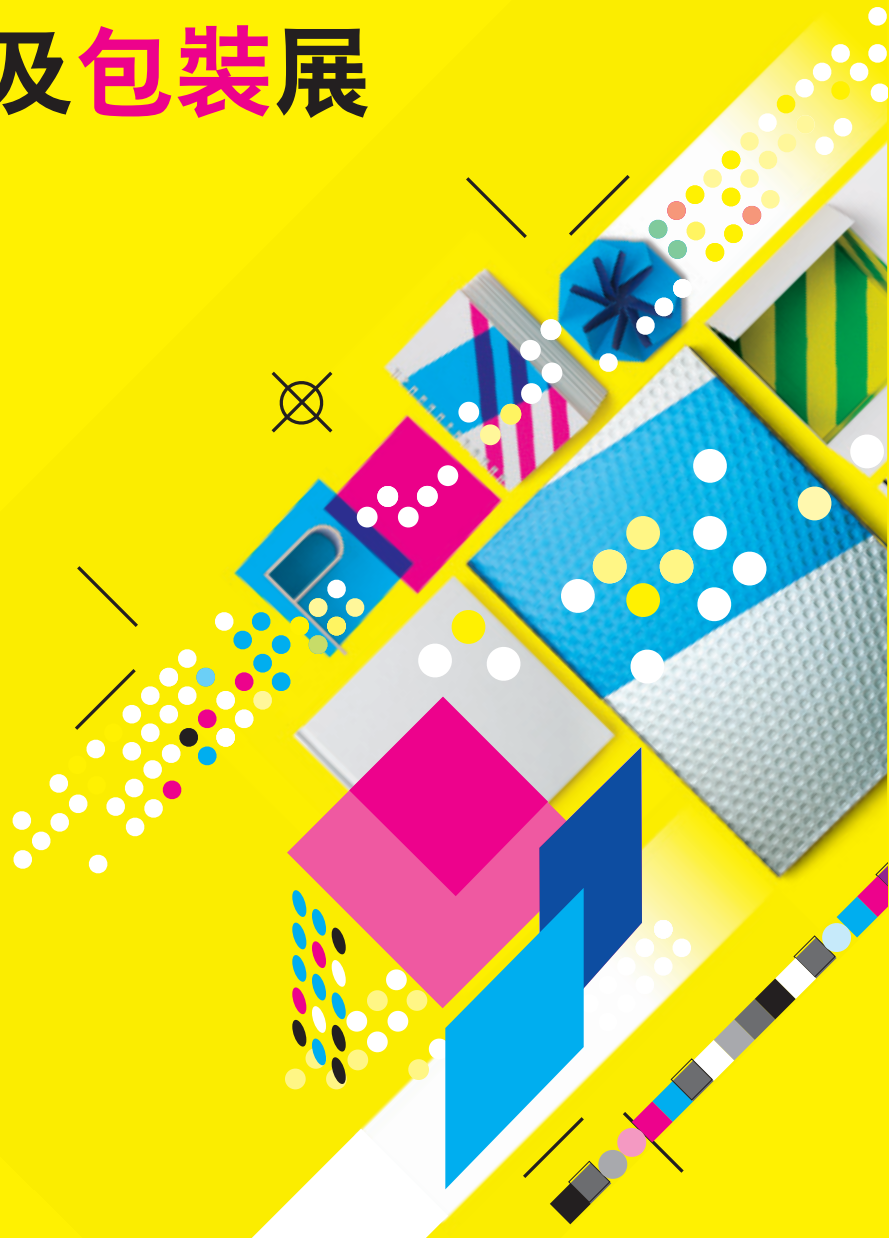




Hong Kong International  
**Printing &**  
**Packaging Fair**  
香港國際**印刷**及**包裝**展

**27-30/4/2017**  
**AsiaWorld-Expo**  
亞洲國際博覽館



Organisers 主辦機構：



[www.hkprintpackfair.com](http://www.hkprintpackfair.com)



# Make your market at Asia's leading Printing & Packaging fair 亞洲領先的印刷及包裝展 拓展市場的上佳平台

During 27-30 April 2017, the Hong Kong Trade Development Council (HKTDC) and CIEC Exhibition Company (HK) Limited present the region's premier showcase for suppliers of printing and packaging equipment, products, services and solutions. The 2016 edition gave more than 430 international exhibitors the opportunity to engage with some 14,400 buyers from 96 countries & regions, representing a broad spectrum of decision makers from advertising agencies, production houses, design companies, retailers, publishers and marketers.

香港貿發局與華港國際展覽有限公司於2017年4月27至30日再度攜手合辦香港國際印刷及包裝展，為印刷及包裝設備、產品、服務及方案的供應商提供一個區內首屈一指的展示平台。2016年展覽讓超過430家世界各地參展商，藉此機會聯繫來自96個國家及地區約14,400名買家，當中包括來自不同行業的決策層，特別是廣告公司、製作公司、設計公司、零售商、出版商及經銷商。

## Hong Kong – printing hub

The capability to meet high quality requirements has allowed Hong Kong to become a major printing and publication hub in the world. This central position in the printing world, and Hong Kong's proximity to the Chinese mainland, open up new markets for exhibitors.

## What's trending with buyers

Buyers are looking for cost-effective technology as well as suppliers who can offer value-added solutions which encompass pre-press and post-production services.

Suppliers with eco-credentials also have an edge as international environmental regulations affect packaging in both

domestic and export markets; packaging which aids in meeting recycling or recovery targets is in demand. As the Chinese mainland manufacturing sector grows, the packaging market expands.

## Thematic zones highlight market trends

The **De Luxe Zone** creates a glamorous environment for suppliers of printing and packaging solutions for luxury goods such as jewellery, watches, cosmetics, perfumes, wine, spirits, gourmet food, gifts, fashion & accessories. Exhibits are known for superior quality and design, as well as value-added features.







# 印刷及包裝



## Printing & Packaging

For 2017, the De Luxe Zone expands to accommodate a wider range of products, including premium packaging products made of innovative materials, as well as auxiliary items such as ribbons, special papers and premium films.

**Zone of environmental protection - Green Printing & Packaging Solutions** hosts exhibitors whose products, technologies and production processes feature environmental protection and energy-saving and contribute to a sustainable future by using materials from renewable sources. There are many trade buyers looking for the expertise of accredited suppliers to provide the environmentally friendly printing and packaging materials and services which will support their own 'green' credentials.

### 2017 Highlights

To cater to the demand of the market, the fair will be expanded with two new zones featuring **Printing and Packaging Solutions for Fashion & Accessories** as well as **Innovative Retail Display Solutions**. Products to be highlighted in these new zones include textile printing machine, labels, ribbons as well as paper display racks; visual merchandising and smart shelf solutions respectively.

### Essential know-how available to all

Fair participants have access to vital market and technology information through activities such as seminars, exhibitor forums and buyer forums.

### 香港 — 印刷業中心

香港之所以成為全球主要的印刷及出版中心，實有賴香港公司能夠滿足客戶的嚴格要求。香港處於全球印刷業的中心位置，靠近中國內地，有助參展商開拓新市場。

### 買家的採購趨勢

除了尋找具成本效益的技術之外，買家亦希望物色印前及後期製作服務方案的供應商。

世界各地的環保法規影響本地及出口市場對包裝的要求，令市場對符合循環再用或回收原則的包裝材料有殷切需求，因此具備環保認證的供應商亦享有優勢。另一方面，隨著中國內地製造業的增長，包裝市場亦同時擴大。

### 主題展區突顯市場趨勢

「**高級包裝及印刷專區**」提供高雅華麗的環境，讓供應商展示適用於奢侈品的印刷及包裝方案，如珠寶、鐘表、化妝品、香水、葡萄酒、烈酒、美食、禮品、服裝及配飾。展品以優良品質、卓越設計及增值功能見稱。



Exhibitors' & Buyers' Comments

大會於2017年擴大高級包裝及印刷專區，涵蓋更多不同類型的展品，包括以創新物料製造的高端包裝產品，以至絲帶、特種紙及特級薄膜等輔料產品。

**環保展區 — 「綠色印刷及包裝方案」**匯聚環保節能產品、技術及生產過程的供應商，他們均採用可再生材料，有利可持續發展。不少業內買家希望尋找專業認可的環保印刷及包裝材料及服務的供應商，以符合環保認證的要求。

### 2017年焦點展區

為迎合市場需要，大會將增設兩個展區，分別是**服飾印刷及包裝方案**及**創意零售陳列方案**。兩個全新展區將展示包括紡織印刷機器、標籤及絲帶，以至紙製展示架、視覺營銷方案和智能貨架等。

### 增進業內知識

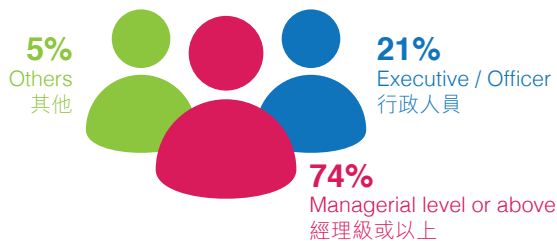
透過研討會、參展商論壇和買家論壇等活動，買家可以獲得重要的市場及技術訊息。



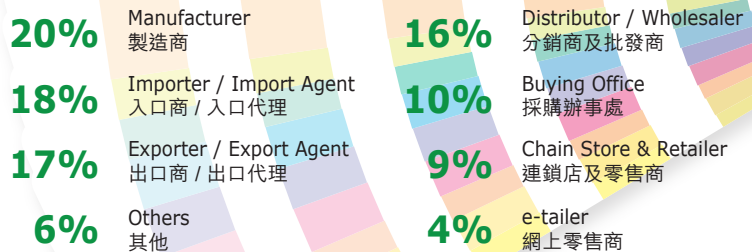
參展商及買家評語



## Level of decision-making 決策層



## Nature of business 業務性質



## Product and service categories 產品及服務種類

- De Luxe Zone 高級包裝及印刷專區
- Digital Printing & 3D Printing 數碼印刷及3D打印
- Food & Beverage Packaging Solutions 食品及飲料包裝方案
- Green Printing & Packaging Solutions 綠色印刷及包裝方案
- Packaging Services 包裝服務
- Printing & Packaging Equipment 印刷及包裝設備
- Printing Consumables & Packaging Materials 印刷耗材及包裝材料
- Printing Services 印刷服務
- Printing & Packaging Solutions for Fashion & Accessories 服飾印刷及包裝方案 **New!**
- Innovative Retail Display Solutions 創意零售陳列方案 **New!**



SCAN now for details  
立即讀取詳情

## Manage your participation - with just a click

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](http://www.hkprintpackfair.com) now!**

## 參展事宜 一按即妥

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/tc](http://www.hkprintpackfair.com/tc) 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. To find out more, visit [www.hktcdc.com](http://www.hktcdc.com), email [supplier@hktcdc.org](mailto: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，毋須等待下屆展覽會舉行。歡迎登入[www.hktcdc.com](http://www.hktcdc.com)了解這項服務。如有查詢，請電郵至[supplier@hktcdc.org](mailto:supplier@hktcdc.org)或致電(852)1830 668。

## Booth service fee 展台服務費

### Basic Booth 基本展台

9 sqm / 平方米	▶ HK\$港元24,310 / US\$美元3,130
12 sqm / 平方米	▶ HK\$港元32,320 / US\$美元4,160

### Standard Booth 標準展台

9 sqm / 平方米	▶ HK\$港元25,530 / US\$美元3,285
12 sqm / 平方米	▶ HK\$港元33,990 / US\$美元4,375

### Premium Booth 特級展台

9 sqm / 平方米	▶ HK\$港元32,030 / US\$美元4,130 (up/起)
12 sqm / 平方米	▶ HK\$港元41,970 / US\$美元5,405 (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)

9 sqm / 平方米	▶ HK\$港元32,660 / US\$美元4,210
12 sqm / 平方米	▶ HK\$港元42,790 / US\$美元5,510

### 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)

9 sqm / 平方米	▶ HK\$港元25,530 / US\$美元3,285
12 sqm / 平方米	▶ HK\$港元33,990 / US\$美元4,375

### Custom-built Participation 特裝參展

HK\$港元2,560 / US\$美元329 (per sqm 每平方米)  
(Minimum 36sqm 最少租用36平方米)

Enquiries 查詢詳情:

### Hong Kong Trade Development Council 香港貿易發展局

Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong 香港灣仔博覽道1號香港會議展覽中心博覽商場13號  
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Contact person 聯絡人: Mr Kenny Kan 簡志雄先生、Ms Lolita Chan 陳穎欣小姐、Ms Jess Hui 許麗虹小姐

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Contact person 聯絡人: Mr Calvin Zhang 張雙文先生、Mr Kevin Yang 楊宇源先生、Ms Dongguihong 董桂紅小姐

Organisers 主辦機構:

Co-organisers 協辦機構:

