

Hong Kong International

Printing & Packaging Fair 2018

香港國際印刷及包裝展

27-30/4/2018

AsiaWorld-Expo

亞洲國際博覽館



www.hkprintpackfair.com

Organisers 主辦機構：





Print your Way to the **Top** 無與倫比的印刷及包裝方案

Presentation counts when it comes to making a good impression in business. That's why the 13th edition of the **Hong Kong International Printing & Packaging Fair 2018** – jointly organised by the Hong Kong Trade Development Council (HKTDC) and CIEC Exhibition Company (HK) Limited – promises to be bigger and better than ever as demand for excellent packaging rises with increased competition. The 2017 edition drew a record-breaking 443 exhibitors, welcoming over 15,000 buyers from 101 countries and regions in search of the industry's top printing and packaging solutions.

The 2018 Fair creates excellent synergy and exposure for exhibitors by attracting buyers from across the business spectrum. Decision makers from electronics, food & beverage, advertising, retail and other industries all share a common goal at the event: sourcing the world's finest printing and packaging services to ensure continued success in their respective markets.

精美的包裝設計往往令人印象難忘，亦是企業成功的關鍵。由香港貿易發展局及華港國際展覽有限公司攜手主辦的**香港國際印刷及包裝展2018**，已經踏入第13屆，規模進一步擴大，展品更為豐富，以滿足企業在市場競爭劇烈之下對優質印刷及包裝方案有增無減的需求。2017年的展會盛況空前，吸引破紀錄的443家參展商，以及來自101個國家及地區超過15,000名買家蒞臨參觀，採購各種嶄新先進的印刷和包裝解決方案。

2018年的印包展提供上佳的平台，讓參展商可一站式接觸到不同業務範疇的買家。電子業、食品及飲料、廣告界、零售及其他行業的決策者，到訪印包展的共同目標都是希望搜羅全球最優質的印刷及包裝服務，以助業務發展。

Premier Exposure at the Industry's Leading Event

With close proximity to the Chinese mainland, Hong Kong is uniquely suited to host the world's leading printing and packaging event. The Chinese mainland is projected as the world's largest print market in 2017, accounting for US\$154 billion of the total global revenue of US\$668 billion. Along with continued annual growth and demand for print exports, Hong Kong is the ultimate gateway to Asia's expanding markets.

Next-gen industry trends are also a key attraction for exhibitors. Our research shows increased interest in biodegradable materials, 3D printing and digital printing, innovative retail display solutions such as digital signage, RFID tags and POP displays, along with other tech-savvy developments. **Printing & Packaging Solutions for Fashion & Accessories** and **Innovative Retail Display Solutions** will return in 2018 after its successful debut last edition.





The Fair not only puts exhibitors at the forefront of the industry; it presents a clear picture of future trends and what buyers are looking for. The 2018 event will also be held concurrently with the **HKTDC Hong Kong Gifts & Premium Fair**, creating excellent natural synergy and drawing even greater numbers of relevant buyers.

In the Zone

The 2018 Fair welcomes the return of two zones by popular demand that reflect the industry's dominant demand and trends. With soaring worldwide demand for luxury goods, the **De Luxe Zone** is where you will find high-end printing and packaging solutions to match. From F&B, cosmetics, jewellery & watches and lifestyle goods and more, every industry demands elite aesthetics for upmarket clientele. In the global luxury packaging market, analysts also project a continuing annual growth rate of 4.8 per cent until 2019, making the De Luxe Zone a crucial feature of the 2018 event.

Demand for sustainable packaging is expanding, and figures show the global market will reach US\$244 billion in 2018 as green solutions define future success in any business. Returning with expanded new product categories in 2018, the **Green Printing & Packaging Solutions Zone** is where about recyclable materials, sustainable products & services and the future of eco-friendly packaging.

Fair Services and a World of Knowledge

Exhibitors gain a significant market advantage through the Fair's events and services. Achieve greater understanding of industry innovation through our expert seminars. Make lasting connections with key buyers through our networking events. Learn all about the future of printing and packaging and stay ahead of emerging trends to take full advantage of every opportunity in a competitive world.

業界盛會 商機處處

香港毗臨中國內地市場，有利於主辦世界級的印刷及包裝展覽。香港是世界四大印刷中心之一，2017年全球印刷業務銷售總額6,680億美元，內地市場的印刷業務銷售總額佔1,540億美元。印刷業出口需求強勁，每年持續攀升，香港正是進軍不斷擴大的國際市場之重要門戶。

新一代產業趨勢也是參展商的其中一個亮點。根據我們的研究顯示，涉及可生物降解材料、3D印刷和數碼印刷的需求越來越大，企業對數碼顯示牌、無線射頻識別標籤和POP展示架等創新零售展示方案及科技相關的發展亦越來越感興趣。故此，去年剛新增的「服飾印刷及包裝方案」以及「創新零售陳列方案」展區將於2018年載譽重來。

香港國際印刷及包裝展不僅匯聚大批參展商及各式各樣服務方案，而且讓買家可以更全面地了解未來行業的發展趨勢。2018年的展會將與香港貿發局香港禮品及贈品展同期舉行，有着絕佳的協同效應，吸引更多有潛力的買家。

展覽專區 焦點所在

印包展2018兩大展區再度回歸反映市場主流需求及趨勢。環球市場對奢侈品需求殷切，「**高級包裝及印刷專區**」正好提供各種各類高級印刷及包裝的解決方案，無論是餐飲業奢侈品、化妝品奢侈品、珠寶鐘表，還是生活百貨，都需要美輪美奐的包裝及印刷吸引高端客戶。根據研究估計，從現在到2019年，全球高級包裝市場每年將可維持4.8%的增長速度，由此可見，「高級包裝及印刷專區」必定成為2018年展會的焦點所在。

目前，涉及可持續發展概念的包裝方案需求正不斷增加。數據預測2018年全球相關服務的市場產值將達2,440億美元，綠色解決方案是確定未來業務成功與否的關鍵。「**綠色印刷及包裝方案**」展區將重臨2018年的展會，擴至更多新產品類別，例如再生物料及有利可持續發展的相關產品及技術，以及環保包裝的未來趨勢。

服務周到 資訊全面

參展商可以藉著展會的一連串活動和服務，獲取更多商機，擴大市場優勢。大會安排的專家研討會將有助業界更好地了解行業的創新發展，透過各項交流活動可以跟主要買家加強聯繫。參與展會就可以洞悉印刷及包裝業的未來發展路向，並走在新趨勢的前沿，更全面地掌握每個商機，應對各種競爭激烈的市場挑戰。



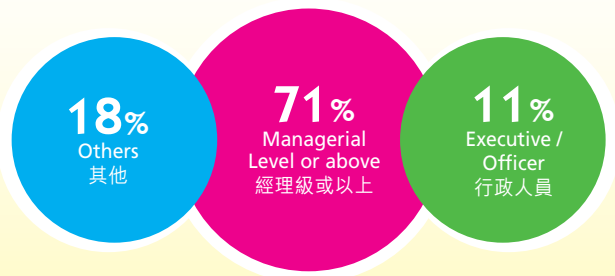
Exhibitors' &
Buyers' Comments



參展商及
買家評論



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
- Innovative Retail Display Solutions 創新零售陳列方案
- Packaging Services 包裝服務
- Printing & Packaging Equipment 印刷及包裝設備
- Printing & Packaging Solutions for Fashion & Accessories 服飾印刷及包裝方案
- Printing Consumables & Packaging Materials 印刷耗材及包裝材料
- Printing Services 印刷服務



SCAN now for details
立即讀取詳情



Booth Service Fee 展台服務費

Basic Booth 基本展台

- 9 HK\$港元24,310 / US\$美元3,130
- 12 HK\$港元32,320 / US\$美元4,160

Standard Booth 標準展台

- 9 HK\$港元25,530 / US\$美元3,285
- 12 HK\$港元33,990 / US\$美元4,375

Premium Booth 特級展台

- 9 HK\$港元32,030 / US\$美元4,130 (up/起)
- 12 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 HK\$港元32,660 / US\$美元4,210
- 12 HK\$港元42,790 / US\$美元5,510

- 9 9 sqm / 平方米
- 12 12 sqm / 平方米

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 HK\$港元25,530 / US\$美元3,285
- 12 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)

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/tc 申請參展。

Online Promotions 網上宣傳

Using hktdc.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.hktdc.com, email supplier@hktdc.org or call (852) 1830 668.

透過貿發網hktdc.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.hktdc.com了解這項服務。如有查詢，請電郵至 supplier@hktdc.org或致電(852)1830 668。

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主辦機構：

Co-organisers:
協辦機構：

