

Hong Kong International

Printing & Packaging Fair 2019

香港國際印刷及包裝展

27-30/4/2019

AsiaWorld-Expo

亞洲國際博覽館



www.hkprintpackfair.com

Organisers 主辦機構：



Presentation Counts at Asia's Top Event for Printing and Packaging Solutions 亞洲區印包業盛會 呈獻頂級解決方案

The business world is becoming increasingly competitive, and enterprises are taking full advantage of advanced printing and packaging in order to stay one step ahead. Gathering the industry's top exhibitors under one roof, the 14th edition of the **Hong Kong International Printing & Packaging Fair 2019** – jointly organised by the Hong Kong Trade Development Council and CIEC Exhibition Company (HK) Limited – provides an incomparable trading platform for exhibitors to build bridges with global buyers. The 2018 event attracted a record-breaking over 480 exhibitors as they connected with close to 16,000 buyers from 109 countries and regions.

As companies continue to demand top solutions in printing and packaging, the 2019 Fair will deliver significant exposure for exhibitors across every sector of the business arena. Representatives from all industries will visit this world-class event, from retail to corporate enterprises, hospitality to healthcare, food and beverage to advertising and everything in between.

商業世界的競爭日趨激烈，企業正充分利用先進的印刷及包裝解決方案，以保持領先一步。

由香港貿發局及華港國際展覽有限公司攜手主辦的第14屆**香港國際印刷及包裝展2019**，雲集業界頂尖參展商。展會提供無與倫比的商貿平台，為參展商及全球買家搭建橋樑。2018年展會破紀錄吸引超過480家參展商與來自109個國家和地區近16,000名買家。

隨著企業對頂級的印刷及包裝解決方案的需求有增無減，2019年展會將為來自業內不同領域的參展商提供重要的曝光機會。來自各行各業的代表將參觀這項世界級展覽，從零售到企業、酒店到醫療、食品飲料到廣告等不同行業。





The Ideal Location for the Industry's Top Event

As a gateway to markets in the Chinese mainland and Southeast Asia, Hong Kong is the perfect stage for the industry's headlining platform. From January to May of 2018, Hong Kong's total exports of printed matter has steadily risen from the same period of 2017 and key regional markets such as the Chinese mainland (+17.3%), Vietnam (+13.1%), Cambodia (+16.2%) and Macau (+56.9%) have posted significant growth during this period.

Innovation and stylish presentation are key factors in the current industry, and our exhibitors can take full advantage of these trends. Retail display solutions continue to command the attention of global buyers, and the 2019 edition will also feature the return of the **Printing & Packaging Solutions for Fashion & Accessories** and **Innovative Retail Display Solutions**.

Beyond attracting influential buyers from all sectors, the Fair is also held concurrently with the **HKTDC Hong Kong Gifts & Premium Fair** to draw an even greater number of relevant visitors to this year's event.

Zone Up

Back by popular demand, the **De Luxe Zone** returns to present a world of high-end printing and packaging solutions to match the luxurious tastes of modern consumers. Businesses across the world are spurring the growth of upmarket packaging from F&B to cosmetics, jewellery to lifestyle goods and everything in between.

As the world gets greener by the day, the printing and packaging industry is wisely following these trends. Therefore, the returning **Green Printing & Packaging Solutions Zone** is the perfect place to exhibit sustainable and recyclable materials, eco-friendly products and related services that will attract numerous buyers from across the business landscape.

A highly anticipated new zone, the **World of Advertising & Signs** debuts at the 2019 Fair with a range of innovative visual communication strategies.

Fair Services Deliver a Competitive Advantage

Beyond gaining incomparable industry exposure, exhibitors can take full advantage of the Fair's events and services with an expert seminar series that focuses on emerging trends, along with vibrant networking events that build bridges between exhibitors and industry influencers.

舉行業界盛會的理想地點

作為進軍中國內地及東南亞市場的橋樑，香港自然成為業界首要的商貿平台。2018年1月至5月，香港印刷品的出口總值按去年同期平穩增長，其中以中國內地(+17.3%)、越南(+13.1%)、柬埔寨(+16.2%)及澳門(+56.9%)等區內主要市場錄得顯著增長。

創新且時尚的展示方式是目前行業的關鍵因素，而參展商可以充分利用這些趨勢。零售陳列方案繼續吸引環球買家的注意，而2019年印包展亦將會再度設置「服飾印刷及包裝方案」及「創新零售陳列方案」兩個展區。

展會除了匯聚來自各行各業具有影響力的買家之外，亦與同期舉行的香港貿發局香港禮品及贈品展發揮協同效應，吸引更多相關行業的買家前來參觀。

焦點展區

廣受歡迎的「**奢侈品包裝展區**」再度回歸，呈獻各種高級的印刷及包裝解決方案，以迎合現今消費者對奢華品味的追求。全球各地的企業正推動高檔包裝的增長，遍及餐飲、化妝品、珠寶以至生活百貨等不同行業。

隨著全世界越來越重視環保，印刷及包裝行業明智地循著這些趨勢發展。載譽歸來的「**綠色印刷及包裝方案**」展區是展示有利可持續發展及再生的物料、環保產品及相關服務的理想場地，勢必吸引無數來自不同行業的買家。

業界熱切期待的「**廣告及標識世界**」展區將於2019年展會中首度登場，展示創新的視覺傳訊宣傳策略。

卓越服務 盡顯優勢

參展商除了可以獲得無與比擬的業內曝光機會之外，還可以充分利用展會的活動及服務，如集中探討新興趨勢的專家研討會系列，以及為參展商與業內具影響力人士搭建橋樑的交流活動。



Exhibitors' & Buyers' Comments



參展商及買家評語

2018 Level of Decision-making 決策層

Managerial Level or above 經理級或以上

70%

16%

Executive / Officer 行政人員

Others 其他

14%

2018 Nature of Business 業務性質

- 19% Importer / Import Agent 入口商 / 入口代理
- 16% Manufacturer 製造商
- 15% Exporter / Export Agent 出口商 / 出口代理
- 11% Buying Office 採購辦事處
- 10% Wholesaler 批發商
- 9% Retailer 零售商
- 7% Distributor 分銷商
- 6% E-tailer 網上零售商
- 5% Chain / Department Store 連鎖店 / 百貨公司
- 2% Franchisee / Franchisor 獲授權特許經營商 / 特許經營商
- 2% Service Industry 服務行業

Remarks 備註: Participating buyers may have multiple Nature of Business (NOB) categories 受訪買家可選擇多項類別的業務性質

Product and Service Categories 產品及服務種類

- De Luxe Zone 奢侈品包裝展區
- 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
- World of Advertising and Signs 廣告及標識世界



SCAN for details 讀取詳情

NEW 全新

Booth Service Fee 展台服務費

Basic Booth 基本展台

- 9 HK\$港元25,290 / US\$美元3,260
- 12 HK\$港元33,620 / US\$美元4,330

Standard Booth 標準展台

- 9 HK\$港元26,560 / US\$美元3,420
- 12 HK\$港元35,350 / US\$美元4,550

Custom-built Participation 特裝參展

HK\$港元2,665 / US\$美元343 (per sqm 每平方米)(Minimum 36sqm 最少租用36平方米)

9 9 sqm / 平方米 12 12 sqm / 平方米

Premium Booth 特級展台

- 9 HK\$港元33,320 / US\$美元4,300 (up/起)
- 12 HK\$港元43,650 / US\$美元5,625 (up/起)

De Luxe Zone 奢侈品包裝展區

- 9 HK\$港元33,970 / US\$美元4,380
- 12 HK\$港元44,510 / US\$美元5,735

Green Printing & Packaging Solutions Zone 綠色印刷及包裝方案展區

- 9 HK\$港元26,560 / US\$美元3,420
- 12 HK\$港元35,350 / US\$美元4,550

World of Advertising and Signs Zone 廣告及標識世界展區

- 9 HK\$港元29,530 / US\$美元3,810 (up/起)
- 12 HK\$港元38,240 / US\$美元4,930 (up/起)

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 and 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

Post your products/service information on www.hktdc.com for year-round exposure and business matching opportunities before, during and after the fair. Visit www.hktdc.com/Supplier-Centre, email supplier@hktdc.org or call (852) 1830 668 for more details.

您可透過「貿發網」網上商貿平台(www.hktdc.com)推介您的產品/服務，爭取全年曝光，與展覽前後及期間的商貿配對機會。歡迎登入www.hktdc.com/Supplier-Centre了解服務詳情。如有查詢，請電郵至 supplier@hktdc.org 或致電(852) 1830 668。

Organisers 主辦機構：

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協辦機構：



香港印刷業商會
THE HONG KONG PRINTERS ASSOCIATION



香港印藝學會
GRAPHIC ARTS ASSOCIATION
OF HONG KONG



HKDPA
香港數碼印刷協會