

Hong Kong International **Printing & Packaging Fair**

香港國際印刷及包裝展

25-28/7/2020

Hong Kong Convention
and Exhibition Centre
香港會議展覽中心



15th
Edition 屆



www.hkprintpackfair.com

Organisers 主辦機構：





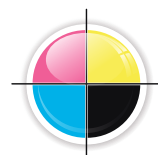
Print Your Success at Asia's Premier Printing and Packaging Platform

印刷及包裝方案採購平台 領先亞洲帶動企業邁向成功路





The business world is full of diversity, but a common theme applies to all enterprises in all sectors: presentation counts on the path to success! Co-organised by the **Hong Kong Trade Development Council (HKTDC)** and **CIEC Exhibition Company (HK) Limited**, the **15th Hong Kong International Printing & Packaging Fair 2020** is an incomparable one-stop marketing and sourcing platform which addresses every enterprise's printing and packaging needs. This year, the fair will be held concurrently with other HKTDC exhibitions covering gifts, houseware, fashion, electronics and lighting industries under one roof – Summer Sourcing Week from 25-28 July 2020, creating greater synergy and maximising exposure for exhibitors.



現今的商業世界千姿百態，產品及服務更各具特色，然而要脫穎而出，精美的外觀設計是企業邁向成功的關鍵。由**香港貿易發展局(香港貿發局)**及**華港國際展覽有限公司**攜手主辦的2020年度**香港國際印刷及包裝展**，將會踏入第15屆。展會提供無與倫比的一站式商貿平台，配合各行業的發展需要。今年展會將與香港貿發局舉辦的夏季採購匯於7月25至28日同期舉行，橫跨禮品、家品、時裝、電子、燈飾等行業，協助參展商進一步開拓業務。

In the Zones

As Asia's premier hub for shopping, hospitality and lifestyle, Hong Kong is the ideal location for exhibitors to connect with markets, cultures and industries across the region.

The Fair has a variety of zones to reflect the hottest trends that are attracting the attention of global buyers. The **De Luxe Zone** is back and better than ever with a vast array of high-end printing and packaging solutions, as demand for luxury products continues to boom. Eco-friendly strategies are no longer just a niche market, as proven by the returning **Green Printing & Packaging Solutions Zone** with the latest in sustainable solutions, recyclable materials and eco-friendly products.

Signing on for success, the **World of Advertising & Signs** is back after a successful debut in 2019 with an innovative range of visual communication strategies.

The Benefits of World-Class Fair Services

From trend talks to networking events, the Fair provides a wealth of opportunity for exhibitors to make industry connections and gain valuable insight. Engage with top experts on emerging trends, find out the latest developments in printing and packaging, and network with top movers and shakers that represent every sector.

展覽專區 全場焦點

作為領先亞洲的購物、餐飲及時尚生活之都，香港是參展商開拓區內市場、接觸各地文化及與不同行業拓展業務的理想據點。

展會設立多個展覽專區，切合全球買家最關注的潮流趨勢。「**奢侈品包裝展區**」將再現姿采，展出高級印刷及包裝解決方案，以滿足大眾對奢侈品日益增長的需求。此外，環保方案不再是小眾市場，「**綠色印刷及包裝方案**」展區將展示全新的可持續解決方案、可回收物料和環保產品。

2019年新增的「**廣告及標識世界**」展區深受買家歡迎，今年將再接再勵提供一系列創新的視覺傳意及宣傳策略。

服務超卓 傲視全球

展覽內容精彩豐富，包括多場市場趨勢研討會及交流活動，參展商可與行業代表建立緊密聯繫並獲取寶貴意見。行業專家透過剖析市場發展趨勢，讓參展商了解印包業的最新發展，同時促進參展商與不同領域的領袖和極具影響力的業界代表相互交流。

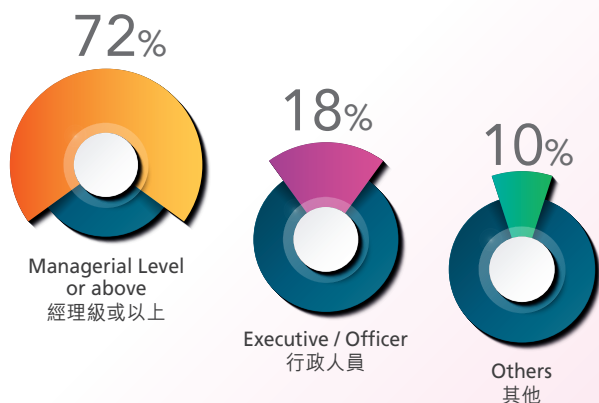


Exhibitors' &
Buyers' Comments

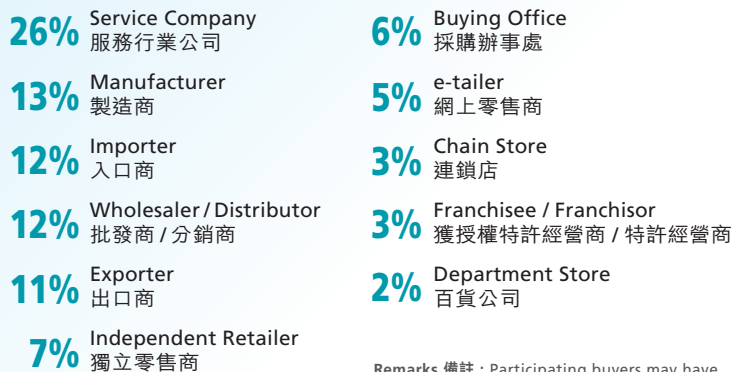


參展商及
買家評語

2019 Level of Decision-making 決策層



2019 Nature of Business 業務性質



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、包裝設備及系統
- 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

Booth Service Fee 展台服務費

Standard Booth 標準展台
9 sqm / 平方米 HK\$港元26,560 / US\$美元3,420

Premium Booth 特級展台
9 sqm / 平方米 HK\$港元33,320 / US\$美元4,300

De Luxe Zone 奢侈品包裝展區
9 sqm / 平方米 HK\$港元33,970 / US\$美元4,380

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)

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 and anytime
- Receive fair-related information and reminders in timely fashion

Apply for a booth online at 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 申請參展！

Organisers 主辦機構：

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Co-organisers:

協辦機構：



Official Carrier
大會航空公司

