

**Seminar on "Optimising Your Corporate Marketing: The Use of Photobook"**  
**「创新营销策略，助企业突围而出 - Photobook 技术及应用」研讨会**  
 (Free admission 免费入场)

Date 日期 : 28 / 4 / 2010 (Wednesday 星期三)  
 Time 时间 : 11:30am - 12:30pm  
 Venue 地点 : Forum Area, Hall 7, AsiaWorld-Expo 亚洲国际博览馆 7 号展馆论坛区  
 Language 语言 : English & Cantonese 英语及粤语  
 (no simultaneous interpretation will be provided 不设实时传译服务)

The digital revolution has fundamentally changed the photo market and the landscape of printing. In particular, the introduction of photobook has created many innovative marketing strategies for all sectors of trade and business. Business opportunities are not limited to the photofinishing sector. Growth impulses have also been seen among corporations, where they can create the promotional materials and collaterals, including company brochures, menu, leaflets and booklets, with this technology.

数码革命彻底改变了照片冲印市场，Photobook 应运而生，带给人们更加丰富的数码生活之余，许多创新的商业模式亦衍生出来，商机不仅限于冲印市场。Photobook 更成为不少公司的营销工具，亦为数码印刷和装订书籍的设备制造商及 minilabs 制造商带来更多商机。

Time 时间	Outline 大纲
11:15am - 11:30am	Registration 登记
11:30am - 12:30pm	<p><b>"Opportunities lying ahead in the Photobook Business" 【Photobook 的庞大商机】</b></p> <ol style="list-style-type: none"> <li>1) Why adopting the Photobook technology? Implications on cost, speed and scope of applications 为何要采用 Photobook 技术? Photobook 的应用及其成本和印刷速度</li> <li>2) How has the application of Photobook revolutionized the company's marketing strategies? Photobook 技术如何改革传统营销策略?</li> <li>3) Successful Marketing Cases with Photobook Application in Hong Kong and the Chinese Mainland Photobook 技术 - 企业营销策略成功个案</li> <li>4) Investment and Technical Expertise required for adopting photobook technology 采用 Photobook 技术的相关投资及所需的专业知识</li> </ol> <p>Speakers 讲者:</p> <ul style="list-style-type: none"> <li>- Mr Jorvik Du, Technical Manager, Taopix Ltd Taopix Ltd 技术经理 杜俊荣先生</li> <li>- Mr Les Bovenlander, Business Development Manager, Taopix Ltd Taopix Ltd 业务发展经理 陆峰先生</li> </ul>

Remarks 备注:

- 1) Question & Answer Session will be arranged after each part of the presentation.  
每部分结束前将安排问答环节。
- 2) The Organiser reserves the right to alter the programme without prior notification.  
以上内容及编排以主办机构最后公布为准。

Organisers 主办机构: