

Seminar on “Creative Marketing - Innovative Trends for Printing & Packaging” 「創意印刷及包裝設計，打造強勢品牌」研討會

(Free admission 免費入座)

Date 日期 : 29 / 4 / 2010 (Thursday 星期四)
Time 時間 : 11am - 12:30pm
Venue 地點 : Forum Area, Hall 7, AsiaWorld-Expo 亞洲國際博覽館 7 號展館論壇區
Language 語言 : Cantonese 廣東話
(no simultaneous interpretation will be provided 不設即時傳譯服務)

Programme 議程

10:45 - 11:00	Registration 登記	
Time 時間	11:00 - 11:20	
Topic 講題	Successful Product Branding - The importance of printing and packaging design 印刷業如何打造強勢品牌	
Speaker 講者	Mr Charles Ng, Chief Brand Consultant of Maxi Communications Ltd MCL 品牌顧問有限公司首席品牌顧問 吳秋全先生	
Time 時間	11:20 - 11:40	
Topic 講題	Blue Ocean of Innovative Printing Technologies 創新才有出路	
Speaker 講者	Mr Ricky Li, Operation Director, Hong Kong Printing Resources Centre 香港印刷資源中心營運總監 李志明先生	
Time 時間	11:40 - 12:00	
Topic 講題	Creative Packaging - Beyond imagination 發揮無限想像 - 創意包裝設計	
Speaker 講者	Mr Dewitt Chik, President, Industrial Designers Society of Hong Kong 香港工業設計師協會會長 植觀賢先生	
12:00 - 12:20	Panel Discussion 專題討論	
12:20 - 12:30	Question & Answer Session 問答環節	

Speakers' Biography 講者簡介

Mr Charles Ng, Chief Brand Consultant of Maxi Communications Ltd

Mr Ng holds a Master of Arts in Design from the Hong Kong Polytechnic University, is the Honorary Advisor of Hong Kong Designers Association (HKDA) (06-10), Chairman of HKDA (04-06) and Vice-chairman of Board of Directors of Hong Kong Design Centre, Fellow Member of The Chartered Society of Designers, London. Mr Ng was awarded as the Top Ten Designers in Hong Kong in 2008.

He has been adviser, examiner and visiting lecturer at various design institutions including The Hong Kong Polytechnic University, IVE, Hong Kong Productivity Council, as well as judge for different design competitions.

Mr Ng has won numerous design awards locally and overseas, inclusive of 1 Excellent Prize of the Incheon International Design Open Contest Korea (04), the Best Creativity in Chinese Typography of IdN Design Award (97), 7 Champion Awards of Hong Kong Print Award (97, 04, 05), 2 Gold Awards of Asian Print Award, Singapore (05,04), 2 Silver, 1 Bronze, 4 Excellent, 4 Merits of the International Commercial Art Design Competition of China (04) etc. Some of Ng's works are permanent collection by Ogaki Poster Museum, Japan and Hong Kong Heritage Museum.

Specializing in branding, identity, creativity, strategy and integration of visual communications, Mr Ng's clients include Hung Fook Tong Holdings, Giormani Furniture Group and Peace Mark Group, the largest watch chain in China.

MCL 創辦人兼執行總裁及總設計師吳秋全

吳秋全先生為香港理工大學設計學碩士、香港設計師協會顧問(06-10)、香港設計師協會主席(04-06)、香港設計中心董事會副主席(04-05)、英國特許設計師協會院士會員、香港品牌發展局會董、香港工業總會設計局成員。2008年獲頒香港十大傑出設計師獎項，獲海內外設計獎逾100項。精通全方位及策略性品牌設計及諮詢服務，包括品牌策略、品牌架構、品牌命名、品牌標誌及識別系統設計、包裝設計、品牌店設計、品牌管理及品牌傳訊，向以成效卓越的策略思維、傑出創意的設計美學、別樹一格的國際視野和嚴謹的流程管理著稱。

MCL 為香港最具代表性的品牌策劃機構之一，專注為香港廠商製造商、零售商、代理商建立品牌系統、創造品牌價值、改造品牌形象和塑造品牌競爭力。客戶包括：中聯辦、香港貿易發展局、鴻福堂涼茶集團、茲曼尼梳化集團、泰昌餅家、商務印書館、聯合出版集團、利苑飲食集團、朗文國際教育集團、香港宜進利鐘錶集團、謝利源珠寶、皇庭珠寶有限公司、昆侖珠寶集團、香港社區投資共享基金、Solidwood 家俱、李錦記集團、海皇粥店集團、美味棧醬料、富麗漆油、香港舞蹈團、臺式《面軒》小館、澳洲雅樂思餅吃零食、香港傳統中藥研究中心、加州紅卡拉 OK、華帝燃具股份有限公司、九陽豆漿股份有限公司、中博制動系統(廣州)有限公司、深圳求水山度假酒店、左右家具、伊泰蓮娜人造首飾等上市機構及著名品牌。

Mr Ricky Li, Operation Director of Hong Kong Printing Resources Centre

Mr Li has over 30 years of experience in the Printing Industry. He was the founder of Hong Kong Printing Resources Centre, and the publisher of the monthly magazine "Hong Kong Printing Resources Bulletin". He is also known as an experienced trainer which has taught more than 3000 student through "Practical Knowledge in Offset Printing". He also provided professional training services to branded companies.

Mr Li serves as

- The Operation Director of Hong Kong Printing Resources Centre Limited
- The Publisher of "PRINTED Matter" Bulletin
- The Publisher of "Printing Resources" Bulletin (Publishing in MainLand China)
- The Sector Specialist of Hong Kong Council for Accreditation of Academic & Vocational Qualifications
- The Life Honorary Chairman of The Hong Kong Digital Printing Association
- The Honorary President of The Hong Kong Printer Investment Association

Speakers' Biography 講者簡介

香港印刷資源中心營運總監 李志明先生

李先生從事印刷業 30 年。1998 年創辦香港印刷資源中心，出版《香港印刷資源》月刊，並親身講授「柯式印刷實戰課程」，至今已教授超過 3,000 名學員。曾為印刷企業及知名品牌供應商提供專業培訓課程。

李志明先生現為：

- 香港印刷資源中心董事
- 《PRINTED Matter》（前稱《香港印刷資源》）出版人
- 《印刷資源》出版人（國內發行）
- 香港學術及職業資歷評審局行業專家
- 香港數碼印刷協會永遠名譽會長
- 香港印刷業投資協會榮譽會董

Mr Dewitt Chik, President of Industrial Designers Society of Hong Kong

With over 26 years of design innovation practice, Dewitt is a seasoned & versatile Strategic Design Expert. He has designed a wide spectrum of Life Style Product, Toys & Premiums, Home Appliances, Consumer Electronics, Notebook Computer, Telecom Product, Security System, Scooter & Rehabilitation Product, Kiosks, ATM, POS as well as Railway Control Room. Dewitt has finished over 600 unique designs & swept significant design awards in various consumer and industrial product categories. Dewitt graduated from the Hong Kong Polytechnic University in Industrial Design and holds the first ever MBA Master Degree in Innovation & Design Management. Dewitt has been holding key development & management positions in multinational companies and engaged in User Research, Man-Machine Interaction, System Integration, Product Strategy & Branding, Business Development and R&D Team Building. Dewitt has been invited as guest speaker for forums in Hong Kong & China and served as Jury for various design competitions. He is the founder & currently the Project Director of Witt Design Network, the President of Industrial Designers Society of Hong Kong and Visiting Lecturer of School of Design, the Hong Kong Polytechnic University.

香港工業設計師協會會長 植觀賢先生

植觀賢先生從事產品創新 26 年，是富經驗的設計策略多面手。其創作層面博而精，涵蓋時尚生活產品，玩具禮品，家電，消費電子，電腦通訊產品，保安系統，電動車，醫療器材，自助 KIOSK，ATM 櫃員機，金融交易終端，以至港鐵中央控制室等。多年來完成了超過六百項設計，在不同消費及專業產品領域之設計比賽中屢獲大獎。植觀賢畢業於香港理工大學工業設計系及工商管理研究院，是首批取得創新與設計管理 MBA 碩士。曾于多家跨國企業擔任產品開發總監，致力用戶研究，人機互動，系統集成，產品策略與品牌創建，業務拓展及設計團隊培訓。植觀賢曾多次獲邀為不同的設計比賽評判以及香港與中國內地的論壇演講嘉賓。他是 WITT DESIGN NETWORK (意庫) 的創始人及項目總監，香港工業設計師協會會長與香港理工大學設計學院客席講師。

Remarks 備註:

- 1) Question & Answer Session will be arranged after the whole seminar presentation 研討會結束前將安排問答環節
- 2) The Organiser reserves the right to alter the programme without prior notification 以上內容及編排以主辦機構最後公佈為準

Organiser 主辦機構：

