

Seminar on “Creative Marketing - Innovative Trends for Printing & Packaging” 「创意印刷及包装设计，打造强势品牌」研讨会

(Free admission 免费入座)

Date 日期 : 29 / 4 / 2010 (Thursday 星期四)
Time 时间 : 11am - 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 : Cantonese 广东话
(no simultaneous interpretation will be provided 不设实时传译服务)

Programme 议程

10:45 - 11:00	Registration 登记	
Time 时间	11:00 - 11:20	
Topic 讲题	Successful Product Branding - The importance of printing and packaging design 印刷业如何打造强势品牌	
Speaker 讲者	Mr Charles Ng, Chief Brand Consultant of Maxi Communications Ltd MCL 品牌顾问有限公司首席品牌顾问 吴秋全先生	
Time 时间	11:20 - 11:40	
Topic 讲题	Blue Ocean of Innovative Printing Technologies 创新才有出路	
Speaker 讲者	Mr Ricky Li, Operation Director, Hong Kong Printing Resources Centre 香港印刷资源中心营运总监 李志明先生	
Time 时间	11:40 - 12:00	
Topic 讲题	Creative Packaging - Beyond imagination 发挥无限想象 - 创意包装设计	
Speaker 讲者	Mr Dewitt Chik, President, Industrial Designers Society of Hong Kong 香港工业设计师协会会长 植观贤先生	
12:00 - 12:20	Panel Discussion 专题讨论	
12:20 - 12:30	Question & Answer Session 问答环节	

Speakers' Biography 讲者简介

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 创办人兼执行总裁及总设计师吴秋全

吴秋全先生为香港理工大学设计学硕士、香港设计师协会顾问(06-10)、香港设计师协会主席(04-06)、香港设计中心董事会副主席(04-05)、英国特许设计师协会院士会员、香港品牌发展局会董、香港工业总会设计局成员。2008 年获颁香港十大杰出设计师奖项, 获海内外设计奖逾 100 项。精通全方位及策略性品牌设计及咨询服务, 包括品牌策略、品牌架构、品牌命名、品牌标志及识别系统设计、包装设计、品牌店设计、品牌管理及品牌传讯, 向以成效卓越的策略思维、杰出创意的设计美学、别树一格的国际视野和严谨的流程管理著称。

MCL 为香港最具代表性的品牌策划机构之一, 专注为香港厂商制造商、零售商、代理商建立品牌系统、创造品牌价值、改造品牌形象和塑造品牌竞争力。客户包括: 中联办、香港贸易发展局、鸿福堂凉茶集团、兹曼尼梳化集团、泰昌饼家、商务印书馆、联合出版集团、利苑饮食集团、朗文国际教育集团、香港宜进利钟表集团、谢利源珠宝、皇庭珠宝有限公司、昆仑珠宝集团、香港小区投资共享基金、Solidwood 家俱、李锦记集团、海皇粥店集团、美味栈酱料、富丽漆油、香港舞蹈团、台式《面轩》小馆、澳洲雅乐思饼吃零食、香港传统中药研究中心、加州红卡拉 OK、华帝燃具股份有限公司、九阳豆浆股份有限公司、中博制动系统(广州)有限公司、深圳求水山渡假酒店、左右家具、伊泰莲娜人造首饰等上市机构及著名品牌。

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 讲者简介

香港印刷资源中心营运总监 李志明先生

李先生从事印刷业 30 年。1998 年创办香港印刷资源中心，出版《香港印刷资源》月刊，并亲身讲授「柯式印刷实战课程」，至今已教授超过 3,000 名学员。曾为印刷企业及知名品牌供货商提供专业培训课程。

李志明先生现为：

- 香港印刷资源中心董事
- 《PRINTED Matter》（前称《香港印刷资源》）出版人
- 《印刷资源》）出版人（国内发行）
- 香港学术及职业资历评审局行业专家
- 香港数码印刷协会永远名誉会长
- 香港印刷业投资协会荣誉会董

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.

香港工业设计师协会会长 植观贤先生

植观贤先生从事产品创新 26 年，是富经验的设计策略多面手。其创作层面博而精，涵盖时尚生活产品，玩具礼品，家电，消费电子，计算机通讯产品，保安系统，电动车，医疗器材，自助 KIOSK，ATM 柜员机，金融交易终端，以至港铁中央控制室等。多年来完成了超过六百项设计，在不同消费及专业产品领域之设计比赛中屡获大奖。植观贤毕业于香港理工大学工业设计系及工商管理研究院，是首批取得创新与设计管理 MBA 硕士。曾于多家跨国企业担任产品开发总监，致力用户研究，人机互动，系统集成，产品策略与品牌创建，业务拓展及设计团队培训。植观贤曾多次获邀为不同的设计比赛评判以及香港与中国内地的论坛演讲嘉宾。他是 WITT DESIGN NETWORK (意库) 的创始人及项目总监，香港工业设计师协会会长与香港理工大学设计学院客席讲师。

Remarks 备注：

- 1) Question & Answer Session will be arranged after the whole seminar presentation 研讨会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

Organiser 主办机构：