

# Hong Kong International Printing & Packaging Fair 香港國際印刷及包裝展

**27-30/4/2024**

AsiaWorld-Expo  
亞洲國際博覽館

**20/4-7/5/2024**

Click2Match (Online)  
商對易(線上)



E+PLUS

[www.hkprintpackfair.com](http://www.hkprintpackfair.com)

Organisers 主辦機構：



華港國際展覽有限公司  
CIEC Exhibition Co (HK) Ltd.

# 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 becoming increasingly competitive, and enterprises are making good use of advanced printing and packaging in order to stay one step ahead.

Co-organised by the Hong Kong Trade Development Council (HKTDC) and CIEC Company (HK) Limited, the 19th **Hong Kong International Printing & Packaging Fair 2024** is incomparable one-stop platform for international buyers to source printing and packaging solutions, and for exhibitors to capture global business opportunities. The previous event attracted a record-breaking **512 exhibitors and more than 17,000 buyers from 116 countries and regions\***.

The post-pandemic rebound in global retail market has boosted the demand for advertising, packaging and printing, the 2024 Fair will deliver significant exposure for exhibitors together with the **"EXHIBITION+" hybrid model**, offering international and regional exhibitors and buyers a one-stop O2O platform to explore the blue ocean and embrace infinite possibilities.



**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，以保持競爭力。

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第19屆**香港國際印刷及包裝展2024**，繼續以一站式平台匯聚國際及區內的頂尖參展商及全球各地的買家，讓買家輕鬆採購所需的印刷及包裝方案，同時為參展商進軍全球市場提供完美的跳板。以往展會破紀錄吸引**512家參展商**，以及來自**116個國家及地區**超過**17,000名買家**入場參觀採購\*。

隨著經濟活動逐漸復甦帶動了對廣告、包裝及印刷品的需求，2024年展會將為參展商提供重要的曝光機會，結合「**EXHIBITION+**」(展覽+)線上線下融合模式，同時為國際及區內參展商和買家，提供全天候值得信賴的貿易平台，精準地捕捉環球市場商機。

\*Fair statistics 統計資料 2019







Food & Beverage  
Packaging Solutions Zone  
「食品及飲料包裝方案」展區



E-commerce Packaging Solutions Zone  
「電商包裝方案」展區



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

## Hong Kong Presents a Wealth of Opportunity

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.

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

## In the Zones

The Hong Kong International Printing & Packaging Fair 2024 will continue to be organised, featuring the hottest trends drawing attention from global buyers. As online shopping becomes more popular, there has been a significant increase in demand for e-commerce packaging solutions. Sailing into the success, the **E-commerce Packaging Solutions Zone** continues to showcase innovative packaging products and technologies, empowering enterprises to capture the e-commerce opportunities.

The growing awareness on environmental issues and more stringent legislations on the use of packaging materials worldwide are influencing the materials used in the industry. The strategic **Green Printing & Packaging Solutions Zone** will return with the latest sustainable solutions, recyclable materials and eco-friendly products.

Consumer awareness of hygiene has increased dramatically after the pandemic. These concerns can be addressed through the new and advanced packaging designs presented at the **Food & Beverage Packaging Solutions Zone**.

## The Benefits of World-Class Fair Services

From trend talks to networking events, the Fair provides a wealth of opportunity for exhibitors to make connections and gain valuable insight. Together with the **brand new "EXHIBITION+" hybrid model**, the platform is able to connect you to global buyers via online and offline business matching meetings.

## 香港優勢 商機處處

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。

印包展除了匯聚來自各行各業具有影響力的買家之外，亦與同期舉行的首屆「香港奢侈品包裝展」及香港貿發局「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。

## 展覽專區 全場焦點

香港國際印刷及包裝展2024將繼續設立多個展覽專區，切合全球買家最關注的潮流趨勢。隨著網上購物加速發展，市場對電子商貿包裝解決方案的需求明顯增加。深受歡迎的「**電商包裝方案**」展區，今年將再接再勵提供一系列創新的方案，實現企業線上線下進一步融合，抓住電子商貿帶來的機遇。

此外，環保議題日益惹人關注，加上世界各地收緊包裝物料使用法例，全球業界對環保方案的需求與日俱增，「**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，為市場帶來更多新機遇。

疫情之後，消費者的衛生意識大大提高。「**食品及飲料包裝方案**」展區將呈獻各式各樣具吸引力的餐飲包裝方案，助企業減少消費者疑慮，迎合市場所需。

## 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，同時結合實體和網上展覽的**全新融合展覽模式「EXHIBITION+」**（展覽+）助參展商跨越地域時限與世界各地的買家進行商貿配對。



Exhibitors' &  
Buyers'  
Comments



參展商及  
買家評語



## Product and Service Categories 產品及服務種類

Digital Printing & 3D Printing  
數碼印刷及3D打印

E-commerce Packaging Solutions  
電商包裝方案

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

Packaging Services & Solutions  
包裝服務及方案

Printing & Packaging Equipment  
印刷、包裝設備及系統

Printing Consumables & Packaging Materials  
印刷耗材及包裝材料

Printing Services  
印刷服務

Retail Display, Advertising and Signs  
零售陳列、廣告及標識方案



## Booth Service Fee 展台服務費

9 9sqm / 平方米

12 12sqm / 平方米

### Basic Booth 基本展台

9 HK\$港元26,320 / US\$美元3,400

12 HK\$港元34,990 / US\$美元4,510

### Standard Booth 標準展台

9 HK\$港元27,650up起 / US\$美元3,560up起

12 HK\$港元36,790up起 / US\$美元4,740up起

### Premium Booth 特級展台

9 HK\$港元34,670 / US\$美元4,480

12 HK\$港元45,430 / US\$美元5,855

### Custom-built Participation 特裝參展

HK\$港元2,775 / US\$美元357

(per sqm 每平方米)

(Minimum 36sqm 最少租用36平方米)

## New Exhibition+ Hybrid Package 嶄新「展覽+」宣傳套餐

All exhibitors are required to join

所有參展商均須參與此項服務

1. Physical Fair 實體展 (27-30/4/2024)
2. Click2Match 商對易 (20/4-7/5/2024)
3. hktcdc.com Sourcing 貿發網採購 (27/3-26/5/2024)  
— 2 months online exposure 兩個月網上平台推廣服務  
HK\$港元3,000 / US\$美元420



# EXHIBITION+PLUS

## A Brand-new Hybrid Model 全新融合展覽模式



Details  
詳情

30+ Physical Exhibitions  
實體展覽

CLICK2MATCH  
商對易  
Smart Business  
Matching Platform  
智能配對平台

SCAN2MATCH  
掃碼易  
Offline-to-Online Connection  
線下到線上無縫聯繫

hktcdc.com Sourcing  
貿發網採購  
Continue to Source Beyond  
Exhibitions  
在實體展以外繼續採購

### Organisers 主辦機構：

Hong Kong Trade Development Council 香港貿易發展局

Exhibitions and Digital Business Department

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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

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