

Hong Kong International

20<sup>th</sup>



# Printing & Packaging Fair

香港國際印刷及包裝展

27-30/4/2025

AsiaWorld-Expo  
亞洲國際博覽館

20/4-7/5/2025

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.

# PrintPack Solutions to Craft Your Brand Story

## 精緻印刷包裝 打造品牌故事



In the increasingly competitive business world, enterprises are leveraging advanced printing and packaging to stand out from the crowd. Co-organised by the Hong Kong Trade Development Council and CIEC Exhibition Company (HK) Limited, the **20<sup>th</sup> Hong Kong International Printing & Packaging Fair 2025** serves as an incomparable one-stop platform for international buyers to source printing and packaging solutions, and for exhibitors to capture global business opportunities. The previous edition had successfully attracted **around 500 exhibitors\***, and **more than 60,000 buyers from 128 countries and regions#**, including Mainland China, Taiwan, the United States, Japan and Korea.

\* Figures include the concurrent DeLuxe PrintPack Hong Kong 2024

# Figures include the concurrent DeLuxe PrintPack Hong Kong, Hong Kong Gifts & Premium Fair and Hong Kong International Licensing Show 2024

在競爭日趨激烈的商業世界中，企業正充分利用先進的印刷及包裝來脫穎而出。由香港貿易發展局及華港國際展覽有限公司攜手主辦的**第20屆香港國際印刷及包裝展2025**，提供一站式平台讓國際買家輕鬆採購印刷及包裝方案，同時為參展商進軍全球市場提供完美的跳板。上一屆展會成功吸引**近500家參展商\***，以及**來自128個國家及地區、逾60,000名買家參觀採購#**，包括中國內地、台灣、美國、日本及韓國等。

\* 數據包括同期舉行的香港奢侈品包裝展2024

# 數據包括同期舉行的香港奢侈品包裝展、香港禮品及贈品展及香港國際授權展2024



## In the Zones

The Fair will continue to feature innovative and state-of-the-art printing and packaging equipment, products, services and solutions, catering to the diverse needs of international buyers. Capturing the business opportunities arising from the growing demand for sustainable packaging, the **Green Printing & Packaging Solutions Zone** will showcase bio-degradable materials, upcycled products and innovative green solutions. The **Food & Beverage Packaging Solutions Zone** will feature an array of packaging solutions designed for fresh, chilled, and processed food that are functional and convenient, including various types of eco-friendly takeaway packaging.

Other product categories at the Fair include E-commerce Packaging Solutions; Printing Consumables & Packaging Materials; Printing & Packaging Equipment; Retail Display, Advertising & Signs; Packaging Services & Solutions and Printing Services.

## 展覽專區 全場焦點

展會將繼續展示富創意及嶄新的印刷及包裝設計、產品、相關服務及解決方案，以切合國際買家的各種需求。為把握可持續包裝需求增長所帶來的商機，

「綠色印刷及包裝方案」展區將重點展示可生物降解材料、升級再造產品及創新可持續方案。「食品及飲料包裝方案」展區則網羅一系列適用於新鮮、冷藏及加工食品的包裝方案，提供實用及便利的選擇，包括環保外賣食品包裝。

其他產品類別還有電商包裝方案；印刷耗材及包裝材料；印刷、包裝設備及系統；零售陳列、廣告及標誌方案；包裝服務及方案，以及印刷服務。



## The Benefits of World-Class Fair Services

A series of seminars, forums and networking activities will be held during the Fair period, enabling participants to build new connections and gather valuable insights on a variety of hot topics. With the **EXHIBITION+ hybrid model**, the Fair will continue to deliver significant exposure for exhibitors. International buyers can source not only just in-person, but also through the **Click2Match** online business matching platform and hktcdc.com Sourcing platform. They can also scan the dedicated QR codes of exhibitors and product showcases at the fairground using the **Scan2Match** function in the HKTDC Marketplace App to bookmark their favourite exhibitors, browse product information and engage with exhibitors even after the Fair closes.

## Hong Kong Presents a Wealth of Opportunity

As Asia's premier hub for shopping, hospitality and lifestyle, Hong Kong is an ideal location for global 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 **DeLuxe PrintPack Hong Kong, HKTDC Hong Kong Gifts & Premium Fair, Home InStyle and Fashion InStyle** to draw an even greater number of relevant visitors to the event.

## 服務超卓 傲視全球

展會內容精彩豐富，大會將安排多場研討會、論壇及交流活動，讓參加者緊貼行業趨勢及市場發展，並廣建商脈。憑藉「EXHIBITION+」(展覽+)線下及線上融合模式，展會將繼續為參展商提供大量曝光機會，國際買家不僅可以親臨展會現場採購，亦可於「商對易」(Click2Match)智能商貿配對平台及「貿發網採購」(hktcdc.com Sourcing)平台上搜羅更多產品與服務。在實體展覽期間，買家更可透過HKTDC Marketplace App全新的「掃碼易」(Scan2Match)功能，掃描展商及產品陳列櫃的專屬二維碼，收藏喜愛展商，瀏覽產品訊息，並在展覽期間或之後與展商延續線上商談，繼續採購之旅。

## 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、接觸各地文化及拓展業務的理想據點。展會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「香港奢侈品包裝展」及香港貿發局「香港禮品及贈品展」、「香港時尚家品家紡展」和「香港時裝節」發揮協同效應，吸引更多相關行業的買家前來參觀。



Exhibitors' & Buyers' Comments



參展商及買家評語



- Digital Printing & 3D Printing  
數碼印刷及3D打印
- Green Printing & Packaging Solutions  
綠色印刷及包裝方案
- Printing Consumables & Packaging Materials  
印刷耗材及包裝材料
- E-commerce Packaging Solutions  
電商包裝方案
- Packaging Services & Solutions  
包裝服務及方案
- Printing Services  
印刷服務
- Food & Beverage Packaging Solutions  
食品及飲料包裝方案
- Printing & Packaging Equipment  
印刷、包裝設備及系統
- 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26,850 / US\$美元3,470

12 HK\$港元35,690 / US\$美元4,605

**Standard Booth 標準展台**

9 HK\$港元28,210up起 / US\$美元3,635up起

12 HK\$港元37,530up起 / US\$美元4,835up起

**Premium Booth 特級展台**

9 HK\$港元35,370 / US\$美元4,570

12 HK\$港元46,340 / US\$美元5,975

**Custom-built Participation 特裝參展**

HK\$港元2,835 / US\$美元364

(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 (27-30/4/2025)
2. Click2Match 商對易 (20/4-7/5/2025)
3. hktcdc.com Sourcing 貿發網採購 (27/3-26/5/2025)  
- 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

CLICK 2 MATCH  
商對易  
Smart Business  
Matching Platform  
智能配對平台

SCAN 2 MATCH  
掃碼易  
Offline-to-Online Connection  
線下到線上無縫聯繫

HKDC  
hktcdc.com Sourcing  
貿發網採購  
Continue to Source Beyond  
Exhibitions  
於實體展後繼續採購

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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