

The Hong Kong International Printing & Packaging Fair and DeLuxe PrintPack Hong Kong to move to HKCEC

Joining concurrent lifestyle events to facilitate cross-industry business opportunities and greater synergy

The 22nd **Hong Kong International Printing & Packaging Fair** and the 4th **DeLuxe PrintPack Hong Kong**, jointly organised by the Hong Kong Trade Development Council (HKTDC) and CIEC Exhibition Company (HK) Limited, will move to the Hong Kong Convention and Exhibition Centre (HKCEC) in April 2027. The two fairs will run concurrently with the **Hong Kong Gifts & Premium Fair, Home InStyle, Fashion InStyle, Hong Kong International Licensing Show**, and the **Asian Licensing Conference**. This new arrangement brings all seven lifestyle events together under one roof, facilitating cross-industry and cross-sector sourcing and networking, while providing exhibitors and buyers with a one-stop business platform for greater synergy.

Printing and packaging are essential enablers across a wide range of industries, while premium packaging design helps enhance product value and brand image. The relocation of the two fairs will create greater cross-sector business opportunities by connecting exhibitors with buyers, designers and brand owners from the lifestyle products, home décor, fashion and licensing industries. This will help exhibitors broaden their customer base and foster new collaborations, while enabling buyers to source innovative, sustainable and cost-effective printing and packaging solutions more efficiently.

The last edition of the seven mega events collectively drew some 5,600 exhibitors from over 30 countries and regions, attracting over 95,000 buyers from 134 countries and regions for sourcing and business negotiations. Bringing the fairs together at the same venue next year will further enhance Hong Kong's attractiveness as an international trade platform, showcasing more innovative designs, quality products, and market trends, and reinforcing Hong Kong's position as a regional hub for trade and creative exchange.

The fairs will be held under the EXHIBITION+ hybrid model, which comprises the physical show, smart business matching platform Click2Match, the Scan2Match function of the HKTDC Marketplace App, as well as hktcdc.com Sourcing platform, to enable global traders to explore business opportunities in-person and online.

For enquiries, please visit our website, call our hotline (852) 1830 668 or email exhibitions@hktcdc.org.

香港國際印刷及包裝展及香港奢侈品包裝展移師會展 與同期生活時尚盛事推動跨界商機 擴大協同效應

由香港貿易發展局（香港貿發局）與華港國際展覽有限公司合辦的第 22 屆**香港國際印刷及包裝展（印包展）**及第四屆**香港奢侈品包裝展**，將於 2027 年 4 月移師香港會議展覽中心，並與**香港禮品及贈品展**、**香港時尚家品及家紡展（Home InStyle）**、**香港時裝節（Fashion InStyle）**、**香港國際授權展**及**亞洲授權業會議**同期舉行。新安排將七項生活時尚盛事整合於同一場地，促進跨行業和跨領域採購及交流，並為展商及買家提供一站式商貿平台，發揮更大協同效應。

印刷及包裝與各行各業息息相關，高端包裝設計亦有助提升產品吸引力及品牌形象。兩展移師後，展商可接觸來自生活時尚禮品、家品、時裝、授權等不同領域的買家、設計師與品牌，拓展商脈網絡及跨界合作機會；買家亦可更便利地物色兼具創新、環保及具成本效益的印刷與包裝方案，提升整體採購效益。

上屆七項盛事共匯聚來自超過 30 個國家及地區、約 5,600 家展商參與，並吸引來自 134 個國家及地區、逾 95,000 名買家親臨採購及洽商。來年各展同地舉行，將有助進一步提升香港作為國際商貿平台的吸引力，匯聚更多創新設計、優質產品及市場趨勢，鞏固香港作為區內商貿及創意交流樞紐的地位。

展會將繼續以融合展覽模式「EXHIBITION+」（展覽+）舉行，結合實體展、「商對易」（Click2Match）網上智能配對平台、「香港貿發局商貿平台」流動應用程式（HKTDC Marketplace App）的「掃碼易」（Scan2Match）功能，以及貿發網採購平台，全方位協助環球商家線上線下洽商。

如有查詢，請瀏覽本局網站或致電香港貿發局客戶服務專線: (852) 1830 668 或電郵至 exhibitions@hktdc.org。

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