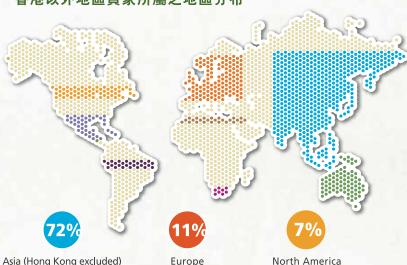
Managerial level or above 經理級或以上 74%

Breakdown of visitors from outside Hong Kong by Region 香港以外地區買家所屬之地區分布



Australia & Pacific Islands





● Basic booth 基本展台

tandard booth 標準展台

9sgm / 平方米 • HK\$港元 24,540 / US\$美元 3,155

12sgm / 平方米 ● HK\$港元 32,680 / US\$美元 4,205

● Premium booth 特級展台





9sam / 平方米 ● HK\$港元 23.370 / US\$美元 3.005

12sgm / 平方米 • HK\$港元 31.070 / US\$美元 4.000

Nature of business 業務性質

Visitor profile

Importer / Import Agent 15% 入口商/入口代理

Distributor & Wholesaler **14%** 分銷商及批發商 Chain Store & Retailer

13% 連鎖店及零售商 Exporter / Export Agent 13% 出口商/出口代理

Manufacturer 11% 製造商

9% Buying Office 採購辦事處

7% Designers, Advertising & Public Relation Agencies 設計師 / 設計服務及廣告服務 / 公共關係公司

5% Packaging Services Provider 包裝服務供應商

5% Printers / Print Buyers / Publishers 印刷廠 / 印刷買家 / 出版商

1% Department Store 百貨公司

100% lotar 總計

● Deluxe booth 高級展台

(for De Luxe Zone only 只適用於高級包裝及印刷專區) 9sgm / 平方米 • HK\$港元31,400 / US\$美元4,045 12sgm / 平方米 • HK\$港元41,140 / US\$美元5,295

● Green booth 綠色展台 or Green Printing & Packaging Solutions Zone only 只適用於綠色印刷及包裝方案展區) 9sqm / 平方米 • HK\$港元 24,540 / US\$美元 3,155

12sgm / 平方米 • HK\$港元32,680 / US\$美元4,205

Custom-built Participation 特裝參展 HK\$港元 2.460 / US\$美元 316 (per sam 每平方米) (Minimum 36sam 最少和用36平方米)

Enquiries 查詢詳情

service fee

展台服務費

Booth

Hong Kong Trade Development Council 香港貿易發展局

Exhibitions Department, Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre, 1 Expo Drive, Wan Chai, Hong Kong 香港灣仔博覽道1號香港會議展覽中心博覽商場13號展覽事務部 Tel 電話:(852) 2584 4333 Fax 傳真:(852) 3543 8716 Email 電子郵件:exhibitions@hktdc.org Website 網址:www.hktdc.com

9sgm / 平方米 • HK\$港元31,400 / US\$美元4,045 (up/起)

12sgm / 平方米 • HK\$港元41,140 / US\$美元5,295 (up/起)

Contact person 聯絡人:Mr Kenny Kan簡志雄先生、Ms Lolita Chan 陳穎欣小姐、Ms Jess Hui 許麗虹小姐

CIEC Exhibition Company (HK) Limited 華港國際展覽有限公司

Rm 1402, International Chamber of Commerce Tower, Fuhuasan Road, Futian District, 518048, Shenzhen, PRC 中國深圳市福田區福華三路國際商會中心1402室,郵編 518048 Tel 電話:86 (755) 8831 2355 / 86 (755) 8831 5975 / 86 (755) 8831 5977 Fax 傳真:86 (755) 8831 2108 Email 電子郵件:zsw@ciec.com.hk / youdongcai@ciec.com.hk / dongguihong@ciec.com.hk Website 網址:www.ciec.com.hk Contact person 聯絡人:Mr Calvin Zhang 張雙文先生、Ms Daisy Yau 游冬才小姐、Ms Dongquihong 董桂紅小姐





香港印刷業商會







香港國際印刷及包裝展(印刷及包裝展)是一年一度的商貿盛事,2016年度展覽內容愈加精彩,雲集來 自全球各地的業界領袖精英,加強彼此聯繫,共拓商機。展覽會由香港貿易發展局<mark>及華港國際展覽有</mark> 限公司合辦,展出的印刷及包裝服務包羅萬有,包括卓越的嶄新意念。2015年度展覽盛況空前,匯聚 破紀錄的420家參展商,為買家呈獻多元化產品和服務

2015年展出十分成功,展品琳瑯滿目,來自111個國家及地區超過14,000名買家入場參觀,

商、廣告公司、廣告製作公司、設計公司、零售商及輕巧消費品如電子、 美容及飲食業產品等品牌管理層,前來參觀和採購各式各樣印

刷服務及包裝方案,藉以提升企業產品的形象和 市場競爭力。

市場規模 增長迅速

市場研究預期全球印刷業規模正在不斷擴張,生意總額於2017 年將增至6,680億美元,中國內地更會成為全世界最大的印刷 業市場,涉及的生意額達1.540億美元。目前,中國內地已經是 世界最大的包裝物料出口市場,印刷品出口量亦高踞全球第二 位,而香港擁有卓越的地理優勢,毗連中國內地這龐大市場, 帶給香港的印刷及包裝公司很好的發展機遇。香港去年的印刷 品出口按年上升4.2%,出口總額近25億美元。亞洲區印刷業 務增長迅速,而香港位處商貿要衢,正是各大小企業進軍亞洲 市場的跳板。

香港貿發局在印刷及包裝展期間,將同時舉辦**香港貿發局香港 禮品及贈品展**,為買家提供更多相關採購選擇,藉以開拓更多 合作機會。

針對所需 盡情採購

據香港貿發局的調查發現,買家特別感興趣的採購類別包括 可生物分解的產品、無線射頻識別技術(RFID)、直接上架的 包裝方案、3D印刷及數碼印刷服務。科技發展正不斷改變市 場運作,這是不爭的事實,關鍵是如何洞悉先機,抓住急劇 變化中的種種機遇。

為了配合市場發展,業界積極採用更多智慧型設備,有先進 的鐳射排版機和電子彩色掃瞄器,以及電子頁面編排 系統和自動整理系統。

此外,還有許多備受歡迎的相關產品,涉及不 同範疇,包括過膠和模切技術、收縮包裝、燙 印、安全印刷及電腦製版系統等。

裝飾標籤及印刷裝飾需求龐大,帶動高質素包裝 市場不斷增長,行業面對著迅速的變化和挑戰。眾所周 知,亞洲是包裝業發展的重要市場,生產商紛紛在區內建立 業務網絡,愈來愈多公司同時把生產工序外判到中國內地, 由當地企業負責有關產品的製造。

「**高級包裝及印刷專區」**及「**綠色印刷及包裝方案展區」**兩大 主題展區深受讚許,吸引大批買家,2016年將載譽重來,繼續 成為展覽會的亮點

高級包裝及印刷專區 高級包裝及印刷專區 7日10

全球的高端消費品市場不斷擴大,生產量激增,相應的包裝 需求亦隨之上升。目前,優質的高級包裝大受歡迎,為不同 企業所樂用,廣泛地用於珠寶、鐘錶、飲食業、保健醫療、 化妝品、家居及快速流轉消費品。

買家要洞察先機,了解最新包裝產品特色及市場變化。另一 方面,供應商不時推出各種嶄新材料,令產品包裝更加美輪 美奂,並積極提升容易腐壞及容易損壞物料的應用和功能, 配合實際需要。

「高級包裝及印刷專區」規模不斷擴大,展出各式各樣高級 包裝方案,以及大量創新物料和相關產品,內容非常豐富。

ん 綠色印刷及包裝方案展區

可持續發展是生產企業進一步開展業務的重點所在,印刷及 包裝展讓大家有機會一起探討及了解這個市場大趨勢。多項 專業研究顯示,全球可持續包裝產品市場規模於2018年將擴 大至2.440億美元,確是業界同儕不容忽視的發展方向。

大家引頸以待的「綠色印刷及包裝方案展區」切合強勁的環係 需求,有助企業開拓新商機。2016年展區規模將大幅擴充。 展示更多種類產品,並為包括可循環再用包裝、創新包裝物 料以及綠色印刷方案在內多個產品類別設計嶄新的展位,添 置獨特環保綠色裝飾,加強整體展覽成效。

內容精彩

大會於印刷及包裝展期間舉辦一連串研討會、論壇及交流活 動,讓業界領袖和代表獲取最新市場訊息,並趁此良機加強 溝通和聯繫。

莫失良機:無論公司業務是從事包裝業務、創意設計的 企業,還是提供可持續物料或防偽服務方案,印刷及包 裝展正好為閣下帶來龐大的發展機遇,實在不容錯過 請立即登記和預留展位,一起把握良機,拓展業務。

Buvers' comments 買家評語



「Paksmart 是南非著名的包裝產品供應商,為不同製造商和零售商提 供各種解決方案。這是我們首次到訪香港國際印刷及包裝展,物色食 品相關包裝產品的新供應商,以擴展公司業務。紙類及塑料包裝產品 都是採購目標,價格必須具競爭力。我們至今已經與大約三十家參展 商初步接觸,他們主要是香港及中國內地公司,將挑選其中五至六家 供應商落實交易。若果一切進展順利,訂單額每月可達數百萬港元。 這展覽辦得專業妥善,展出大量有趣產品,實在難得。」





"Paksmart is a leading supplier of packaging products in South Africa, providing various solutions for manufacturers and retail operators. We are visiting Hong Kong International Printing & Packaging Fair for the first time to expand our business. We focus on finding new suppliers of food-related packaging items, both paper and plastic, at competitive prices. So far, we've established contacts with about 30 exhibitors mainly from Hong Kong and the Chinese mainland. We hope to shortlist and finalise business with five or six of them. If things work out smoothly, potential orders can be up to several million Hong Kong dollars a month. This fair has been well organised with a lot of interesting items



Printing & Packaging Fair

香港國際印刷及包裝展 27-30/4/2016

AsiaWorld-Expo 亞洲國際博覽館













A rapid growth segment

Research shows that total global print revenue will reach US\$668 billion in 2017, and that Chinese mainland is projected to be the largest print market at US\$154 billion. Local printing and packaging companies benefit from Hong Kong's proximity to the Chinese mainland, the largest export market for packaging materials and the second-largest market for printed matter. Last year, the value of Hong Kong's total exports of printed materials to the world grew 4.2 per cent year-on-year to almost US\$2.5 billion. The rise of this industry in Asia underlines Hong Kong's vital position at the center of the region, providing a springboard to the

In an advantageous synergy, the event is being held in tandem with the HKTDC Hong Kong Gifts & Premium Fair, which allows for even more variety in sourcing and collaboration.

Maximize exposure for your expertise

According to our research, buyers are keen to look into sectors such as biodegradable materials, RFID, shelf-ready packaging, 3D and digital printing. We all know that technology is rapidly changing the industry. The key is being at the forefront of these changes.

For example, advanced lasersetters, electronic color scanners, electronic page composing systems, and automatic finishing systems are examples of where the industry is going.

Other products trending in the industry include lamination, die-cutting, shrink-wrapping, hot-stamping, security printing and computer to plate systems.

With decorative labels and printed finishes propelling a growing high quality packaging market, movement in the industry is fast and furious. And it goes without saying that as Asia is now a vital market for packaging, manufacturers must have a presence here, with production being increasing by outsourced to Chinese

Highlighted zones growing from strength to strength

For the 2016 edition, two popular theme zones: De Luxe Zone and Green Printing & Packaging **Solutions Zone**, return in response to high

Luxury packaging @ De Luxe Zone

The globe is seeing veritable explosion of high-end luxury production, and packaging is no exception. Luxury packaging is a coveted item in jewellery, watches, F&B, Healthcare and Medical, Cosmetics, Household Products, and FMCG, among

Aside from learning about what is possible, buyers need to know how the industry is changing as well. Vendors are constantly devising new materials that offer beautiful aesthetics while enhancing functionality for perishable or damageable materials.

In the ever-expanding De Luxe Zone, a great variety of premium packaging products as well as innovative materials and auxiliary products will be featured.

Sustainability is a market essential for producers, and the Hong Kong International Printing & Packaging Fair is the place to learn all about it. Reports indicate the global market for sustainable packaging will reach US\$244 billion by 2018, meaning this is a growing sign for every industry players to note.

Tapping into this environmentalism is the widely anticipated Green Printing & Packaging Solutions zone that is going to be greatly expanded to show more product categories. Recyclable packaging, innovative packaging materials and eco-friendly printing solutions will be enhanced with special booth design and green décor.

Diverse elements come to life!

The Fair also features a series of seminars, forums and networking activities for industry players to grasp latest market intelligence and network with each other. Don't miss this unique opportunity to be at the heart of

Book an exhibition space now! No matter if your company's cutting-edge is in packaging, creative design, sustainable materials, or anti-counterfeiting solutions. The Hong Kong International Printing & Packaging Fair has all the business opportunities ready for you.

Exhibitors' comments 參展商評語



Philip Chan 陳志剛

Assistant Director, Business Imaging Solution Group, Canon Hongkong Co., Ltd., Hong Kong 香港佳能香港有限公司商務影像方案部副總監

"Canon is making a debut exhibition at Hong Kong International Printing & Packaging Fair to promote our latest printing technologies. Our Océ Arizona 365GT UV flatbed printer is in the spotlight as we present this advanced equipment with groundbreaking technology that allows precision printing on rigid materials such as ceramic tiles, wood, wallpaper, canvas and aluminum panels. It can cater to the needs of packaging as well as photographic and interior decor businesses. This is a great platform to showcase this new device and we've drawn extensive interest from visitors and industry players, and the response has been better than expectation. Canon is committed to working with all business associates and industrialists to grow together. We're very pleased to be here exploring new opportunities. We have strong confidence in the organisers' professional organisation and everything is managed so well."

「佳能香港今年首度參與香港國際印刷及包裝展,推廣最新印刷科技,特別介紹型號Océ Arizona 365GT UV 平板打印機,此系列先進打印機跨越打印技術的新領域,可於不同物料上打印,例如瓷磚、木材、布料 及鋁金屬板,切合廣告、攝影及室內裝飾等各種行業需要。這裡是展示這嶄新打印機的最佳平台,大批 業界及參觀人士大感興趣,反應比預期更熱烈。佳能香港致力與所有業務夥伴及廠家共同努力,發展業 務,很高興前來參展並開拓商機,我們對主辦機構的專業安排很有信心,整體流程非常暢順。」

Jonathon Chan 陳錫富

Sales Manager, Advance Label Ltd., Hong Kong

香港捷達膠貼有限公司銷售經理 "In business since 1967, Advance Label specialises in printing adhesive labels for different industries. We've been participating

in Hong Kong International Printing & Packaging Fair for 10 years and found it an effective platform to get new buyers and grow business. We can always secure at least three or four new customers every year to bring in additional revenue. The exhibition results have been encouraging over the decade. We are showcasing our great variety of labels, stickers and small-sized packaging boxes again this year. Many buyers have shown particularly strong interest in peel & read

labels, probably because of stricter rules on trade descriptions across the globe. POP stickers are also in demand. We've met with a number of local and overseas buyers including companies from Germany, UK, Spain, Italy, USA and Asia. In general, about 15-20% of new business can be attributed to business contacts made during the exhibition."

> 「捷達膠貼成立於1967年,一直以來為各行各業提供多元化的膠貼標籤產品。公司十年來都 有參與香港國際印刷及包裝展,藉著這高效平台尋找買家及擴展業務,每年最少找到三至四位 新客人,增加生意額,這些年展出成績均令人鼓舞。今年再度展出各式各樣標籤、膠貼 及小型包裝盒,很多買家對Peel & Read 揭頁標籤特別感興趣,這可能與全球商品説明條 收緊有關,而POP膠貼也大受歡迎。我們結識了大批本地及海外買家,包括來自德國、英 國、西班牙、意大利、美國及亞洲的客戶,將進一步洽商。一般來說,在展會找到的新買 家,可為公司帶來約15-20%額外生意。

Manage your participation – with just a click

參展事宜 一按即妥

Our online service, Exhibitor Online Platform (EOP), makes managing your exhibition-related matters convenient, quick and efficient.

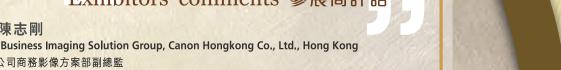
- Submit booth application online, with immediate acknowledgement from HKTDC
- Track application status and update information online anywhere, anytime
- Receive fair-related information and reminders in timely fashion Apply for a booth online at **www.hkprintpackfair.com** now!
- 大會現已推出「參展一站通」網上服務,協助業者辦理參展事宜,便捷有效。 • 上網遞交參展表格,本局即時發出申請收悉通知
- 隨時隨地上網檢視申請進度及更新資料
- 第一時間獲得最新展覽資訊及備忘
- 立即行動,登入展會網站 www.hkprintpackfair.com/tc申請參展

Online promotions 網上宣傳

ext fair to promote your products / services. To find out more, visit www.hkto

透過貿發網 hktdc.com – 香港貿發局網上商貿平台,您可隨時向買家推介產品及服務 毋須等待下屆展覽會舉行。歡迎登入www.hktdc.com了解這項服務。如有查詢,請電郵至 ier@hktdc.org 或致電 (852)1830 668。

Product and service categories 產品及服務種類



Wooden Box & Case 三維<mark>打印機</mark> 條碼印表機及軟件 Bar Code Printer & Software **Binding Equipment** 顏色管理及測量儀器 Color Management & Measurement Equipme Digital Printing Equipment 數碼印刷設備 Hot Stamping Equipment & Materials 湯金設備及耗力 嗜墨印刷設備 Inkiet Printing Equipment 覆膜機器 Lamination Machine

化裝品包裝 水晶容器

手工藝紙

洒麵句些

珠寶鐘錶展示盒

Office Automation Equipment Food & Beverage Packag Beverage Packaging Blister Packaging 吸塑包裝 Food Packaging 食品包裝 Food Packaging Paper / Bac 食品包裝紙/袋 Food Wrapping Bag

Metal Bottle Cap 金屬罐及圓筒 Metal Canister & Drum Paper Cans Pharmaceutical Packaging Plastic Bottle & Cap 塑膠瓶及塑膠瓶蓋 Plastic Food Packaging 食品塑料包裝服务 PVC、PP及PO食物袋/ PVC PP & PO Bag / Box For Food PE可再密封袋 Resealable PE Bag 茶葉包裝服務 Tea Packaging Service Tin Cans & Boxes 錫罐及錫盒 Vacuum Packing 直空包裝 真空儲物袋 Vacuum Storage Bac Wine Packaging Wooden Bucket Packagine

Shrink Packaging 收縮包裝 Bio-degradable & Recycled Products and 可自然分解及環保原材料 Bio-degradable & Eco-friendly Raw Materials 環保可分解塑膠產品 Environmental Bio-degradable Plastic Product 環保檢測及認證服務

Cosmetics Packaging

Imitation Leather Sheeting

Jewellery and Watch Boxe

Crystal Container

Hand Made Paper

Wine Packaging

Gift Box

Environmental Testing, Inspection & Green Printing Solutions Gift Packaging Recycled Paper Item Recyclable Printing Materials Recycled Paper Product Recycled Plastic Product

再诰塑料產品 UV紫外線固化油器 植物性油墨 Vegetable-Based Ink Water-Based Ink

環保印刷方案

再造印刷材料

運輸及清關服務

酒類貯存及運輸

電子資料出版系統

印前處理系統

印後加工及整飾服務

rvice 綜合印前及貿易服

多媒體印刷、包裝技術及服務

印刷及包裝商會及行業協會

印刷、包裝雜誌及網站

品質檢查及測試服務

防靜電包裝服務

禮品包裝專用再生紙

Integrated Packag 集裝箱緩充氣袋 Air Dunnage Bag Bubble Pack

瓦楞紙箱 Corrugated Carton Box & Case FIBC Bags 集裝箱液袋/太空櫃 Logistic Management & Consultancy 物流管理及顧問 Logistics & Supply Chain Managemen 物流及供應鍊管理應用技術 物流管理及運輸服務 Logistics & Transport Service

ransportation Packaging Wine Storage & Logistics Integrated Pre-press Service & T

Transportation & Customs Clearance Services

Art and Design Services Electronic and Database Publishing System Post Press Finishing Services Pre-press System

Printing & Packaging Multi-media Printing and Packaging Trade and ndustries Association

Quality Inspection and Testing Services

Packaging Services 包裝服務 Anti-static Packaging
Chemical Products Packaging

危險品包裝 禮品包裝 Gifts Packaging Non-woven Ba 無紡布袋 Packaging Product & Material 包裝材料 紙類包裝服務 Paper Packaging Service PE / PP / PET Bags 膠袋 (PE、PP及PET袋) Pressure Containers Packaging 壓力容器包裝 Printing & Packaging Multi-med 多媒體印刷、包裝技術及服務 Technology and Services PVC包裝袋 PVC Packing Bag PVC包裝盒 PVC Packing Box 藥用復合膜包裝 extile Packaging 布料包裝 Tobacco Packaging 煙草包裝 Wooden Bamboo Material Packaging Service 竹木包裝服務

包禮物花球及絲帶 Bow, Ribbon for Giftwrap

Flocking Materials Fragile Paper Gift Wrapping Pape 禮物包裝紙 工業用黏合劑 **Industrial Adhesive** Jute / Nylon Packaging Materia 麻/尼龍包裝材料 Lamination Materials Metal Packaging Material 金屬包裝材料 Paper Board 紙類包裝材料 Paper Packaging Material 紙製標籤-單色/印花 Plain / Printed Paper Labe Plastic Adhesive Tape 塑膠包裝材料 Plastic Packaging Material 印刷耗材 Printing Consumables 印刷油墨塗料 Printing Ink and Coating Printing Paper Printing Plate 無線射頻識別標籤 Shrink Packaging Material 特種紙/特殊印料 Special Printing Paper / Materials Stamping Foil 湯全材料 膠帶、標貼 Sticky Tapes, Stickers 標牌 (各種物料) Tag (Different Materials) Wrapping Film

Wrapping Paper

Packaging and Finishing Equipmen 句裝與整飾設備 包裝設備及系統 Packaging Equipment and System 紙加工設備 Paper Converting Equipment Post-Press & Finishing System 印後加工及整飾設備 印刷及包裝設備維修、加工及 Printing & Packaging Equipment Repair and 印刷、包裝軟件及系統輔助配件 Printing & Packaging Software and Accessories Printing Equipment 絲網印刷設備 Screen Printing Equipment

廣告牌製作技術設備及器材 Sign Making Technology and Equipmen Used Printing & Packaging Equipment

Advertising Sign / Display

廣告顯示板/展示架 Backdrop and Stage Production 背景及舞台製作用品 條碼印刷服務 **Book and Magazine Printing** 書刊印刷 印刷日曆 Commercial Printing 商業印刷 Credit Card / Smart Card Printing 信用卡/智能卡印刷服務 Disc Printing & Replication 光盤印刷及刻錄 展覽布置用品 賀卡及問候卡

Exhibition Display Product Financial Printing Greeting Card Handmade Card Name Card Non-paper Materials Printin Package Printing Paper Bags Paper Display Stand lastic Card Post Press Finishing Services

Print Management / Broker Printed Paper Bag Sign & Display Produc

a Printing Service Window Display Produc

保密印刷

標誌及展示用品 吊牌印刷服務

印後加工及整飾服務 印刷服務代理 印花紙袋 出版服務 易拉架,海報架

非紙類物料印刷

鐳射雕刻

包裝印刷