

Hong Kong International Printing & Packaging Fair

香港國際印刷及包裝展

19-22/4/2023

Hong Kong Convention and
Exhibition Centre
香港會議展覽中心

19-29/4/2023

Click2Match 商對易



E⁺PLUS

www.hkprintpackfair.com

Organisers 主辦機構：



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

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 full of diversity, but one common success factor for all is the presentation of products and services.

Co-organised by the Hong Kong Trade Development Council (HKTDC) and CIEC Company (HK) Limited, the 18th **Hong Kong International Printing & Packaging Fair 2023** in the **brand new "EXHIBITION+" hybrid format** continue to be the incomparable one-stop platform for international buyers to source printing and packaging solutions, and for exhibitors to capture global business opportunities. The new hybrid platform this year helps extend interactions from physical fair to the online platform **"Click2Match"**, assisting enterprises to explore "blue ocean" proactively online and offline. The previous event attracted a record-breaking **512 exhibitors and more than 17,000 buyers from 116 countries and regions***. As companies continue to demand premium solutions in printing and packaging, the 2023 Fair is an effective platform generating more business deals by connecting exhibitors and buyers around the world.



現今的商業世界千姿百態，產品及服務更各具特色，然而要脫穎而出，精緻的設計是企業邁向成功的關鍵。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18屆香港國際印刷及包裝展2023，將以全新的「EXHIBITION+」(展覽+)線上線下融合模式舉行，繼續以一站式平台匯聚國際及區內的業界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。今年的全新融合展覽模式，將實體展中的面對面互動和洽商，延伸至「商對易」網上智能配對平台(Click2Match)，助企業全天候捕捉環球機遇，發掘藍海商機。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*。隨著企業對新世代的印刷及包裝解決方案的需求有增無減，2023年展會將為來自業內不同領域的參展商和買家，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

●● 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 HKTDC Hong Kong Gifts & Premium Fair, Hong Kong Houseware Fair, Hong Kong International Home Textiles and Furnishings Fair and HKTDC Hong Kong Fashion Week to draw an even greater number of relevant visitors to this year's event.

●● In the Zones

The Fair is organised by zone to reflect the hottest trends that are attracting the attention of global buyers. With the continued rise of e-commerce and online business, e-commerce packaging has become one of the key link in the world of IoT and supply chains. Signing on for success, the **E-commerce Packaging Zone** continuous focusing on the development of innovative packaging products and technologies, empowering packaging companies to connect online and offline. The burgeoning premium goods market is seeking more superior quality and design as well as value-added features for packaging. The **World of DeLuxe PrintPack Zone** will provide high-end printing and packaging solutions to match the luxurious tastes of modern consumers. Eco-friendly strategies also continues to boom, as proven by the returning **Green Printing & Packaging Solutions Zone** with the latest in sustainable solutions, recyclable materials and eco-friendly products.

●● The Benefits of World-Class Fair Services

From trend talks to networking events, the Fair provides a wealth of opportunity for exhibitors to make industry connections and gain valuable insight. Together with the **brand new "EXHIBITION+" hybrid model**, connecting 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，亦與同期舉行的香港貿發局「香港禮品及贈品展」、「香港家庭用品展」、「香港國際家用紡織品展」及「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。

●● 展覽專區 全場焦點

展會設立多個展覽專區，切合全球買家最關注的潮流趨勢。隨著全球跨境電子商務行業的迅速發展，電商包裝成為供應鏈優化的重點，深受歡迎的「**電商包裝**」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。隨著優質商品市場的蓬勃發展，廠商們精益求精，在包裝上增添新的元素，令專為奢侈品而設的包裝更具風格。「**奢侈品包裝世界**」展區將呈獻各種各類高級印刷及包裝解決方案，以迎合現今消費者對奢華品味的追求。此外，大眾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。

●● 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

Innovative Retail Display Solutions
創新零售陳列方案

Packaging Services
包裝服務

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

Printing & Packaging Solutions for Fashion & Accessories
服飾印刷及包裝方案

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

Printing Services
印刷服務

World of Advertising and Signs
廣告及標識世界

World of DeLuxe PrintPack
奢侈品包裝世界



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25,800 / US\$美元3,330

12 HK\$港元34,300 / US\$美元4,420

Standard Booth 標準展台

9 HK\$港元27,100 / US\$美元3,490

12 HK\$港元36,060 / US\$美元4,645

Premium Booth 特級展台

9 HK\$港元33,990 / US\$美元4,390

12 HK\$港元44,530 / US\$美元5,740

World of DeLuxe PrintPack Zone 奢侈品包裝世界展區

9 HK\$港元34,650 / US\$美元4,470

12 HK\$港元45,410 / US\$美元5,850

Custom-built Participation 特裝參展

HK\$港元2,720 / US\$美元350

(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 (19-22/4/2023)

2. Click2Match 商對易 (19-29/4/2023)

3. hktdc.com Sourcing 貿發網採購 (19/3-18/5/2023)

— 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

30+ Physical Exhibitions
實體展覽

CLICK 2 MATCH
商對易

Smart Business
Matching Platform
智能配對平台

Intelligence
Hub

Online-and-offline Seminars
and Conferences
線上線下研討會及論壇

HKTD
hktdc.com Sourcing
貿發網採購

Continue to Source Beyond
Exhibitions
在實體展以外繼續採購



Details
詳情

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Hong Kong Trade Development Council 香港貿易發展局

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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

