

To Assignment Editor:

World's Largest Gift Fair Opens Next Friday Concurrent Printing & Packaging Fair Set for AsiaWorld-Expo

19 April 2018 – The world's largest gift fair, the 33rd HKTDC Hong Kong Gifts & Premium Fair, will open next Friday (27 April) at the Hong Kong Convention and Exhibition Centre (HKCEC). The fair will welcome 4,360 exhibitors from 35 countries and regions, showcasing a wide range of the latest products. Popular product zones will include the Hall of Fine Designs, World of Gift Ideas, Beauty, Health & Wellness, Fashion Accessories, Figurines & Decorations, Licensed Gifts, Travel Goods & Umbrellas, Startup Zone and Tech Gifts. The World of Camping & Outdoor Goods will be launched featuring a variety of climbing packs, daypacks, diving goods, camping gear and sports items to meet the diverse needs of industry players.

The Hong Kong Exporters' Association will set up the Isle of Originality, Brand Oasis, Smart Design Village and Trendy Gifts zone at the fair. Winning entries from the Hong Kong Smart Design Awards will be on display to present innovative local designs to global buyers.

Jointly organised by the HKTDC and CIEC Exhibition Co (HK) Ltd, the 13th Printing & Packaging Fair will be held concurrently at the AsiaWorld-Expo, welcoming more than 480 exhibitors from six countries and regions. Pavilions representing the Graphic Arts Association of Hong Kong and Korea will make their debut this year. The popular Innovative Retail Display Solutions and Printing and Packaging Solutions for Fashion & Accessories zones will also return. Other product zones include De Luxe Zone, Green Printing & Packaging Solutions, Digital Printing & 3D Printing, and Food & Beverage Packaging Solutions.

A media tour of the Gifts & Premium Fair will be held on opening day (27 April), while all networking receptions, seminars and product launch sessions at both fairs are open to the media. We cordially invite you or your representatives to cover the events. Details are as follows:

Media Tour

Date: 27 April (Friday)

Time: 2:30-3:30pm

Meeting point: Media and Webcast
Centre (Expo Drive),
HKCEC

Language: Cantonese

Networking Reception and Hong Kong Smart Design Awards Presentation Ceremony

Date: 27 April (Friday)

Time: 6-7:30pm

Venue: Terrace Panorama, Level 5, HKCEC

Guest: Eric YIM Chi Ming, Council Member,
HKTDC

Fair Details:

Gifts & Premium Fair

Hours

27-29 April (Fri-Sun), 9:30am-6:30pm
30 April (Mon), 9:30am-5pm

Media Registration

Hall 1E Concourse, Harbour Road
Entrance, HKCEC
HKTDC Media & Webcast Centre, Expo
Drive Entrance, HKCEC

Fair Website

hkgiftspremiumfair.hktdc.com/en

Printing & Packaging Fair

27 April (Fri), 10:30am-5:30pm
28-29 April (Sat-Sun), 9:30am-5:30pm
30 April (Mon), 9:30am-3:30pm

Room 105, AsiaWorld-Expo

www.hkprintpackfair.com

A free shuttle bus service will operate between the two fair venues. For details, please visit <http://bit.ly/2pMg2it>

Media Enquiries

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HKTDC Hong Kong Gifts & Premium Fair Event Schedule

27 April (Friday)

Product Demo & Launch Pad

Time: 11am-1pm

Venue: Product Launch Area, Hall 1D, HKCEC

Exhibitors: Shangyu Cluster, Dehua Cluster, Jingdezhen Cluster, Xianju Cluster

Media Tour

Time: 2:30-3:30pm

Meeting point: Media and Webcast Centre (Expo Drive), HKCEC

Language: Cantonese

Seminar: Top 5 Global Digital Consumer Trends in 2018

Time: 2:30-3:30 pm

Venue: Seminar Room, Hall 5E, HKCEC

Speaker: Michelle Evans, Global Head of Digital Consumer Research, Euromonitor International

Language: English

Startup . Smart Launch

Time: 3-4:00 pm

Venue: Innovation Hub, Hall 5FG, HKCEC

Exhibitors: CKC Environmental Technology Co., Ltd. (Taiwan), Saigon Spring Co., Ltd. (Vietnam), Charlie K. Chan International Ltd (HK) and Giga Music Box (HK)

Networking Reception & Celebration Ceremony of Hong Kong Smart Design Awards (Gifts Category)

Time: 6-7:30 pm

Venue: Terrace Panorama, Level 5, HKCEC

Guest: Eric YIM Chi Ming, Council Member, HKTDC

28 April (Saturday)

Seminar: Opportunities in the U.S. Market

Time: 11:30am-12:15pm

Venue: Product Launch Area, Hall 1D, HKCEC

Speakers:

Paul Bellantone, President & CEO, Promotional Products Association International (PPAI)

Dale Denham, Chair of Government Relations Action Group, Promotional Products Association International (PPAI)

Language: English



Media Invitation 採訪邀請

Product Demo & Launch Pad

Time: 2-3:00pm

Venue: Product Launch Area, Hall 1D, HKCEC

Companies: Nanjing Cluster, The Hong Kong Exporters' Association Pavilion, Hunan Cluster

Seminar: The Powerful Impact of Colours on Design

Time: 2:30-3:30pm

Venue: Seminar Room, Hall 5E, HKCEC

Speaker: Maryann Wong, Director of Sales & Marketing, Pantone APAC

Language: English

Startup . Smart Launch

Time: 3-4pm

Venue: Innovation Hub, Hall 5FG, HKCEC

Exhibitors: Creative Trend Studio Ltd (HK), Rhine Garden Company (HK) Arky Design Co., Ltd (Taiwan) and Aiecos Co., Inc (Taiwan)

Seminar: Licensing Unlocks New Opportunities

Time: 3:30-4:30pm

Venue: Product Launch Area, Hall 1D, HKCEC

Speakers:

Gary Chan, Managing Director, Pyramid China Ltd;

Andrea Rossi, Managing Director, Moleskine Asia Ltd.;

Tony Chiefari, General Manager, Featherdale Wildlife Park;

Jeff Wu, Director – Licensing, Global Icons Asia Pacific Ltd

Language: English

29 April (Sunday)

Seminar: Testing and Certification Services for Gifts & Premium

Time: 11:30am-12:15pm

Venue: Product Launch Area, Hall 1D, HKCEC

Speakers:

Nelson Chan, Vice President of Premiums and Product Assurance Asia Pacific, Intertek

Calvin Chan, Assistant Manager, Hong Kong Standards and Testing Centre

Language: English

Buyer Forum - Opportunities in Belt & Road Markets

Time: 2-2:45pm

Venue: Product Launch Area, Hall 1D, HKCEC

Speakers:

Rika Purmawinata, Director, The Cufflinks Store (Indonesia)

Dhianna M. Tanuwidjaja, Director, Pt Logika Prima Perdana (Indonesia)

Benny Ho, Senior Manager of Underwriting Division, Hong Kong Export Credit Insurance Corp

Language: English

Hong Kong Trade Development Council 香港貿易發展局

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

Tel: (852) 2584 4333 Fax: (852) 2824 0249

www.hktcdc.com

Startup . Smart Launch

Time: 3-4pm

Venue: Innovation Hub, Hall 5FG Concourse, HKCEC

Exhibitors: Digital Oasis Ltd (HK), Connectar Ltd (HK)

30 April (Monday)

Seminar: Risk Management Strategies in E-Commerce for Exporters

Time: 11:30am-12:30pm

Venue: Seminar Room, Hall 5E, HKCEC

Speakers:

Joseph Yuen, Chairman, Hong Kong Federation of E-Commerce

David Zheng, KVB Kunlun Global Capital Ltd

Zeng Xiang Wen, Shenzhen Youkeshu Technology Co, Ltd

Language: English / Putonghua (No simultaneous interpretation service will be provided)

**Hong Kong International Printing & Packaging Fair
Event Schedule**

27 April (Friday)

Exhibitor Forum

Time: 11:30am-12:30pm

Venue: Forum Area, Hall 6, AsiaWorld-Expo

Speakers: Shenyang Times Plastic Woven Packing Co., Ltd, Heng Xin Packing (HK) Co., Ltd,

Epson Hong Kong Ltd and Elite Embossing Art Creations Co., Ltd

Language: Cantonese/English/Mandarin

Buyer Forum – Information Management in Printing and Packaging: Present and Future

Time: 1-2pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Speakers: Representative from Guangzhou Xunyue Software Co., Ltd and Zhejiang LandL Printing Co., Ltd

Language: Cantonese/Mandarin

Seminar: New Development and Application of Digital Printing

Time: 2:30-3:30pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Co-organiser: Hong Kong Printers Association

Speakers: Brenda Pang, Executive Director of APTEC

Maurice Kwan, Managing Director of Regal Printing Ltd

Andy Chan, Sales Director of Asia One Communications Group

Language: Cantonese (Simultaneous interpretation will not be available)

Seminar: Moving towards the Era of Technology – 3D Printing, Digital Printing and Sustainability

Time: 3:45-4:45pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Co-organiser: Hong Kong Digital Printing Association

Speakers: Wagner Tang, Chairman, Hong Kong 3D Printing Association

Tom Sit, Managing Director of Compose System Ltd

Sam Chan, Professional & Corporate Solution Manager of Epson Hong Kong Ltd

Language: Cantonese (Simultaneous Interpretation will not be available)

28 April (Saturday)

30th Hong Kong Print Awards Launch Ceremony

Time: 11-11:30am

Venue: Forum Area, Hall 6, AsiaWorld-Expo

Organiser: Graphic Arts Association of Hong Kong

Seminar: How Hong Kong's Graphic Arts Industries Embrace the Cultural & Creative Opportunities in Greater Bay Areas

Time: 11:30am-1pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Co-organiser: Graphic Arts Association of Hong Kong

Speakers: Dicky Choy, Chairman of Graphic Arts Association of Hong Kong

Language: Cantonese (Simultaneous Interpretation will not be available)

Seminar: Premium Packaging – The Recipe for Success

Time: 2-3pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Speakers: Vivian Mak, founder and Director, MingCha Ltd

Language: Cantonese (Simultaneous Interpretation will not be available)

29 April (Sunday)

Buyer Forum

Time: 11:30am-12:30pm

Venue: Forum Area, Hall 6, AsiaWorld-Expo

Language: English (with recap in Putonghua)

Exhibitor Forum

Time: 2-3pm

Venue: Forum Area, Hall 6, AsiaWorld-Expo

Speakers: Hong Kong Security Printing Ltd, Right Tech (China) Ltd

Media By Phone Co., WYS System Ltd

Language: Cantonese/English/Mandarin

30 April (Monday)

Seminar: Innovative Retail Packaging begins with RFID!

Time: 11am-12:30pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Supporting Organisation: Hong Kong Retail Technology Industry Association Ltd

Speakers: Representatives from Hong Kong Retail Technology Industry Association Ltd, RFID General Chamber of Commerce, Tyco, Zebra, G2000, LVMH and Bossini

Language: Cantonese (Simultaneous Interpretation will not be available)