

To Assignment Editor:

World's Biggest Gift Fair Opens Next Monday in Hong Kong International Printing and Packaging Fair Set for AsiaWorld-Expo

22 April 2015 – The world's largest gift show, the HKTDC Hong Kong Gifts & Premium Fair, opens next Monday (27 April) at the Hong Kong Convention and Exhibition Centre (HKCEC). The concurrent Hong Kong International Printing & Packaging Fair also gets under way next Monday for a four-day run at AsiaWorld-Expo (AWE). The two fairs will continue through 30 April, featuring more than 4,600 exhibitors from 38 countries and regions.

To enhance the experience for buyers, this 30th edition of the Gifts & Premium Fair will launch four new zones: Beauty Products & Accessories; Fine Porcelain Gifts; Health & Wellness; and Hiking and Camping Products. Returning zones include the Hall of Fine Designs with over 130 top-of-the-range collections and the Avenue of Inspiration showcasing brands and products from young Hong Kong entrepreneurs. **A special media tour will be held on the fair's opening day (27 April)**, hosted by Sophia Chong, Assistant Executive Director, HKTDC.

The 10th Printing & Packaging Fair, organised by the Hong Kong Trade Development Council (HKTDC) and CIEC Exhibition Company (HK) Ltd, will present the industry's latest printing and packaging products, green printing and packaging solutions, printing consumables, packaging material and equipment, as well as digital printing and packaging design services.

A free shuttle bus service will connect the two fair venues. We cordially invite you or your representatives to cover the two events. Details are as follows:

	Gifts & Premium Fair	Printing & Packaging Fair
	27-29 April (Mon-Wed)	27 April (Mon), 10:30am-5:30pm
Hours	9:30am-6:30pm	28-29 April (Tue-Wed), 9:30am-5:30pm
	30 April (Thu), 9:30am-5pm	30 April (Thu), 9:30am-3:30pm
Press Registration	Harbour Road Entrance and Expo Drive Entrance, HKCEC	East Lobby, AsiaWorld-Expo

Fair Websites

Gifts & Premium Fair: www.hktdc.com/hkgiftspremiumfair

Printing & Packaging Fair: www.hktdc.com/fair/hkprintpackfair

Media Enquiries

Please contact the HKTDC's Communication and Public Affairs Department:

Joe Kainz Tel: (852) 2584 4216 Email: joe.kainz@hktdc.org

HKTDC Hong Kong Gifts & Premium Fair (at HKCEC) Event Schedule

27 April (Monday)

Indonesia Pavilion Opening Ceremony

Time: 10am-11am

Venue: Hall 3 South Concourse, HKCEC

Attendees: Madam Mufidah Jusuf Kalla, Second Lady of the Republic of Indonesia

Chalief Akbar, Consul General of Indonesia in Hong Kong

Sophia Chong, Assistant Executive Director, HKTDC

Johnny Wan, Exhibitions Market Development Director, HKTDC

Product Demo and Launch Pad - Chinese mainland Pavilions

Time: 11am-12:30pm

Venue: Product Launch Area, Hall 1D, HKCEC

~~ Media Tour ~~

Time: 2:20pm-3:30pm

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

Host: Sophia Chong, Assistant Executive Director, HKTDC

Language: Cantonese (Questions in English are welcome)

Product Demo and Launch Pad - The Hong Kong Exporters' Association Pavilion

Time: 2pm-3pm

Venue: Product Launch Area, Hall 1D, HKCEC

Networking Reception and Awards Presentation Ceremony: Hong Kong Smart Gifts Design Awards

Time: 6pm-7:30pm

Venue: Terrace Panorama, Level 5, HKCEC

Officiating Guest: Tam Yiu-chung, Member of the Legislative Council of the HKSAR

28 April (Tuesday)

Product Demo and Launch Pad – Japan, Malaysia and Indonesia Pavilions

Time: 11am-12:30pm

Venue: Product Launch Area, Hall 1D, HKCEC

Sharing on “Licensing Opportunities for the Olympics”

Time: 2:30pm – 3:15pm

Venue: Product Launch Area, Hall 1D, HKCEC

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

Speaker: Yubo Xu, Chief Executive Officer, HonavBrasil, Huajiang Culture Group (Brazil)

Language: English/Putonghua (with recap)

Sustainability - A Key Trend in Product Design for Giftware

Time: 3:30pm – 4:30pm

Venue: Product Launch Area, Hall 1D, HKCEC

Speakers: Marion Gerritsen, Editor, Giftguide Magazine (Australia)

Prudence Mak, Founder & Creative Director, Chocolate Rain

Language: English (No simultaneous interpretation will be provided)

29 April (Wednesday)

Buyer Forum on “Business Opportunities in the US and Chinese Mainland Markets”

Time: 11am – 12:15pm

Venue: Product Launch Area, Hall 1D, HKCEC

Speakers: Vijay Talwar, President, Gifts & Occasions of Sears (USA)

Rick Brenner, Chairman, Promotional Products Association International (USA)

Tim Chi, Senior Merchants Manager, LightInTheBox

Language: English/Putonghua (with recap)

Safety Compliance, Certification and Credit Risk Management

Time: 2pm – 3pm

Venue: Product Launch Area, Hall 1D, HKCEC

Speakers: Benny Wong, Senior Technical Manager Hong Kong Standards and Testing Centre

John Wong, Assistant Technical Development Manager, SGS (Hong Kong) Limited

Jackie Kwan, Senior Manager, Hong Kong Export Credit Insurance Corporation

Language: English (No simultaneous interpretation will be provided)

How e-Tools Unlock Your Business Potential

Time: 2:30pm – 4pm

Venue: Meeting Rooms N106-108, HKCEC

Speakers: Raymond Leung, Vice President, Sales, Cherrypicks

Raymond Yeung, Senior Sales Manager, Publications & E-Commerce, HKTDC

Peter Yim, Executive Director, Business Clients Segments, Standard Chartered Bank (Hong Kong) Limited

Mark Chan, Director of SMB, Channel and SP, PayPal Hong Kong, Taiwan and Korea

Language: English (No simultaneous interpretation will be provided)

Hong Kong International Printing & Packaging Fair (at AWE) Event Schedule

27 April (Monday)

Exhibitor Forum

Time: 11am-12noon

Venue: Forum Area, Hall 6, AWE

Exhibitor: Kenmac Holdings Ltd

Nickel Printing Machinery Co. (Hong Kong) Ltd

Language: Cantonese (No simultaneous interpretation will be provided)

27th Hong Kong Print Awards: Launch Ceremony

Time: 1pm-1:30pm

Venue: Forum Area, Hall 6, AWE

Co-organiser: Graphic Arts Association of Hong Kong

Greening Your Business: A Case Study of Sustainable Printing

Time: 2pm – 3pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Speakers: Jayco Fung, FSC Key Account Officer, Forest Stewardship Council

Angus Tai, Chief Technical Officer, Starlite Holdings Limited

Co-Organiser: Graphic Arts Association of Hong Kong

Seminar – “Reaping Profit in Short Run - Workflow Solution from Proofing to Production”

Time: 3:30 pm – 4:15pm

Venue: Forum Area, Hall 6, AsiaWorld-Expo

Speaker: Philip Chan, Assistant Director, Business Imaging Solution Group, Canon Hong Kong Limited

28 April (Tuesday)

Branded Packaging: From Design to Production

Time: 11:30am – 12:30pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Speaker: King Lai, Director, Leo Paper Group Limited

Exhibitor Forum

Time: 2pm – 3pm

Venue: Forum Area, Hall 6, AWE

Exhibitor: Canon Hong Kong Company Limited
C. Window Systems Company

Language: Cantonese (No simultaneous interpretation will be provided)

Seminar on “Hot Topics on Printing Industry: New ISO/PAS 15339 & Quick Response Manufacturing (QRM)”

Time: 3pm – 4pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Speaker: Lewis Lam, Technical Specialist of APTEC
Ken Lam, Senior Consultant, Enterprise Innovation Division, Hong Kong Productivity Council

Co-organiser: Hong Kong Printers Association

29 April (Wednesday)

Buyer Forum

Time: 11:15am-11:45am

Speaker: Surasith Chaipiyawutirux, Managing Director, Oriental Aroma Co., Ltd (Thailand)

Venue: Forum Area, Hall 6, AWE

Seminar on "3D Printing: From Ideas to Reality"

Time: 2:30pm – 3:30pm

Venue: Seminar Room, Hall 6, AsiaWorld-Expo

Speaker: Marco King Chan, Founder, Dust Production HK Limited
Prof John Zhang, Asso Professor, Dept of Computing, PolyU

Co-organiser: Hong Kong Digital Printing Association