



Hong Kong International Printing & Packaging Fair

香港國際印刷及包裝展



27-30/4/2027

Hong Kong Convention and
Exhibition Centre (Physical)
香港會議展覽中心(實體展)

20/4-7/5/2027

Click2Match (Online)
商對易(線上)

Organisers 主辦機構：



華港國際展覽有限公司
CIEC Exhibition Co (HK) Ltd.

www.hkprintpack.com

PrintPack Solutions to Craft Your Brand Story

精緻印刷包裝 打造品牌故事

The Hong Kong International Printing & Packaging Fair 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**, 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 fair will run concurrently with the **DeLuxe PrintPack Hong Kong, 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.

The Fair offers an unparalleled one-stop platform for global buyers to discover innovative printing and packaging solutions, while providing exhibitors with prime opportunities to expand their international reach. The previous edition successfully attracted 380 exhibitors* and over 95,000 buyers from 134 countries and regions*, including Chinese Mainland, Taiwan, the United States, Japan, and Korea.

* Figures include the concurrent related fairs. Please refer to the fair website for detailed statistics

香港國際印刷及包裝展移師會展

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)，將於2027年4月移師香港會議展覽中心，並與香港奢侈品包裝展、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。

作為一站式高效採購平台，香港國際印刷及包裝展致力為國際買家提供創新印刷及包裝方案，同時協助參展商拓展全球市場。上屆展會成功吸引380家參展商，以及來自134個國家及地區、逾95,000名買家參觀採購*，涵蓋中國內地、台灣、美國、日本及韓國等主要市場。

* 數據包括同期舉行的其他相關展覽，詳細數字請參閱展覽官網

Exhibition Highlights

The 2027 edition of the fair will continue to present creative and innovative printing and packaging designs, products, related services, and solutions, comprehensively addressing the diverse needs of international buyers while precisely aligning with dynamic global market trends.

Keeping pace with industry developments, the **"Green Printing & Packaging Solutions"** zone will remain a key highlight, showcasing sustainable solutions such as biodegradable materials, upcycled products, and eco-friendly technologies, while the **"Smart Packaging and New Materials"** zone, newly launched last year, will also return with a focused display of digital technologies and advanced material alternatives, offering market-responsive packaging strategies. In addition, two new initiatives will be introduced — the "Swift Custom Pack Hub" for speedy personalised printing and packaging solutions, and the "Trust Guard Print Corner" for anti-counterfeiting printing and packaging solutions.

The fair covers a complete range of industry chain solutions, including: Food & Beverage Packaging Solutions, FMCG Packaging Solutions; E-commerce Packaging Solutions, Printing Consumables and Packaging Materials, Printing & Packaging Equipment, Retail Display, Advertising and Signs, Packaging Services & Solutions, as well as Digital Printing & 3D Printing and Printing Services, and more. This presents visitors with a more comprehensive industry panorama.

展覽專區 全場焦點

2027年展會將繼續呈獻具創意與嶄新的印刷及包裝設計、產品、相關服務與解決方案，全面回應國際買家的多元需求，精準對接全球市場動態趨勢。

緊貼行業發展脈搏，「**綠色印刷及包裝方案**」專區將繼續作為焦點之一，展示各項可持續解決方案，包括可生物降解材料、升級再造產品及環保技術等。而去年新設的「**智能包裝及新物料**」專區亦將載譽歸來，聚焦展示數碼技術及新型替代材料等，為業界提供最具市場敏銳度的包裝策略。此外，今屆展會將推出兩項全新專題——「**速印定製**」(Swift Custom Pack Hub)，專注展示提供快捷的個人化印刷及包裝方案；以及「**防偽護航**」(Trust Guard Print Corner)，集中展示防偽印刷及包裝解決方案。

展會涵蓋完整的產業鏈解決方案，包括：食品飲料包裝方案；快消品包裝方案；電商包裝方案；印刷耗材及包裝材料；印刷、包裝設備及系統；零售陳列、廣告及標識方案；包裝服務及方案，數碼印刷及3D打印；以及印刷服務等，為參觀者呈現更全面的行業全景。



Exhibitors' &
Buyers'
Success Stories



參展商及
買家成功故事



Buyers Business Profile 買家業務性質

Remarks 備註: Information based on 2026 statistics, participating buyers may have multiple Nature of Business (NOB) categories
資料根據2026年的統計數據, 受訪買家可選擇多項類別的業務性質

15% Buying Cooperative & Buying Office
採購辦事處

15% Retailer
零售商

12% Manufacturer
製造商

12% Wholesaler
批發商

8% Importer
入口商

7% Exporter
出口商

7% Distributor
分銷商

4% Service Company
服務行業公司

3% e-tailer
網上零售商

17% Others
其他



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
- Fast-Moving Consumer Goods (FMCG) Packaging Solutions
快消品包裝方案
- 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
- Packaging Services & Solutions
包裝服務及方案
- Printing & Packaging Equipment
印刷、包裝設備及系統
- Printing Consumables & Packaging Materials
印刷耗材及包裝材料
- Printing Services
印刷服務
- Retail Display, Advertising and Signs
零售陳列、廣告及標識方案
- Smart Packaging and New Materials
智能包裝及新物料



Participation Fee and Format 參展費用及形式

9 9 sqm / 平方米

12 12 sqm / 平方米

Basic Booth 基本展位

- 9** HK\$港元37,950 / US\$美元6,030
- 12** HK\$港元50,450 / US\$美元8,005

Standard Booth 標準展位

- 9** HK\$港元39,870 / US\$美元6,315
- 12** HK\$港元53,000 / US\$美元8,420

Premium Booth A 特級展位A

- 9** HK\$港元47,920 / US\$美元7,230
- 12** HK\$港元63,040 / US\$美元9,505

Premium Booth C 特級展位C

- 9** HK\$港元55,780 / US\$美元8,385
- 12** HK\$港元74,530 / US\$美元11,250

Custom-built Participation 特裝參展

HK\$港元4,070 / US\$美元625 (每平方米per sqm)
(Minimum take up 36 sqm 最少租用36平方米)

Exhibition + Package 「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

2-week of Click2Match Service • 2-month membership and a complimentary 10-month extension on hktdc.com Sourcing • Scan2Match Service during the exhibition

兩週「商對易」服務 • 兩個月及額外贈送十個月貿發網採購推廣服務 • 展會期間「掃碼易」服務

Booth service fee (subject to booth size) + Default Online Package @HK\$3,000 / US\$420 (Original value: HK\$12,000 / US\$1,560)

實體展位費用 (根據展位大小而定) + 網上宣傳套餐核心版 @港元3,000/美元\$420 (原價: 港元12,000 / 美元\$1,560)

EXHIBITION PLUS 展覽+

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Details
詳情

As a premier trade show in hybrid format, PrintPack bridges the physical and digital worlds—extending valuable face-to-face interactions online and connecting enterprises with business partners through the fair's business matching platform.
線上線下融合模式, 不僅將面對面的交流機會延伸至線上, 更藉由展會的商貿配對機制, 促進企業與合作夥伴之間的商務對接。

Organisers 主辦機構:

Hong Kong Trade Development Council 香港貿易發展局

Exhibitions and Digital Business Department

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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



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