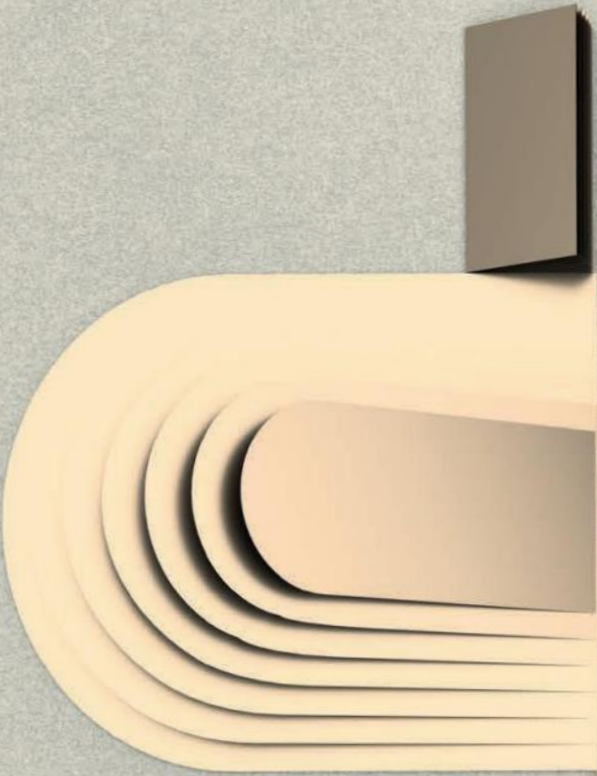




DeLuxe

PrintPack
Hong Kong

香港奢侈品包裝展

E⁺PLUS

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)

www.deluxeprintpackhk.com

ORGANISERS
主辦機構：



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

Elevate Your Brand Identity with Exquisite Luxury Packaging 以奢華包裝提升品牌形象



The DeLuxe PrintPack Hong Kong to Move to HKCEC

Joining concurrent lifestyle events to facilitate cross-industry business opportunities and greater synergy

The 4th **DeLuxe PrintPack Hong Kong**, 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 **Hong Kong International Printing & Packaging Fair, 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 will continue to spotlight dedicated themes catering to specific industries. In addition to the popular existing themes of **"Beauty"**, **"Beverage & Gourmet"**, and **"Luxury Goods"**, two new themes — **"Luxury Print"** and **"Design"** — will be introduced to address the growing and increasingly diverse demand for premium printing and packaging solutions across different sectors.

The fair attracts luxury industry buyers from around the world to source the latest printing and packaging solutions, top-shelf raw materials, cutting edge technologies, exceptional craftsmanship, exquisite accessories and customised services, providing exhibitors with valuable opportunities to expand their global business network and reach. The previous edition had 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



香港奢侈品包裝展移師會展

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四屆**香港奢侈品包裝展**，將於2027年4月移師**香港會議展覽中心**，並與**香港國際印刷及包裝展（印包展）**、**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。

展會將繼續聚焦特定行業專屬主題，除延續廣受歡迎的「**美妝**」、「**高級餐飲及食品**」及「**奢華品**」主題外，更全新推出「**高端印刷**」及「**設計**」兩大主題，進一步滿足不同行業對高端印刷及包裝方案的專業需求。展會吸引來自全球的奢侈品行業買家親臨採購最新的印刷包裝方案、優質原材料、科技、工藝、各種配件和量身打造的個人化服務，協助參展商拓展業務。

上一屆展會成功吸引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*，包括中國內地、台灣、美國、日本及韓國等。

*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



Dedicated Themes for Specific Industries 特定行業專屬主題

The fair will feature dedicated themes for specific industries, focusing on the premium packaging and printing needs of different sectors, including:

展會特設特定行業的專屬主題，聚焦不同行業的高端包裝及印刷需求，包括：

- **Beauty 美妝**

Perfume, cosmetics & personal care
香水、化妝品及個人護理產品

- **Beverage & Gourmet
高級餐飲及食品**

Wine, spirits, premium drinks, fine food & confectionery
葡萄酒、烈酒、高端飲品、高級食品及糖果糕點

- **Luxury Goods 奢華品**

Jewellery, watches, fashion & accessories, premium electronic, and luxury retail
珠寶首飾、鐘錶、時尚服飾及配件、高端電子產品及奢侈品零售

- **Luxury Print 高端印刷** NEW
全新

Fine art printing, limited editions, premium FMCG and tailored luxury packaging
藝術印刷、限量版印刷品、高端快消品及訂製化高端包裝

- **Design 設計** NEW
全新

Branding & design agencies, brand/IP owners, designers, design associations & academia
品牌策劃及設計機構、品牌/知識產權擁有人、設計師、設計協會及學術機構





Exhibitors' & Buyers' Success Stories

參展商及買家成功故事



Buyers Business Profile 買家業務性質

15%	Buying Cooperative & Buying Office 採購辦事處	7%	Exporter 出口商
15%	Retailer 零售商	7%	Distributor 分銷商
12%	Manufacturer 製造商	4%	Service Company 服務行業公司
12%	Wholesaler 批發商	3%	e-tailer 網上零售商
8%	Importer 入口商	17%	Others 其他

Remarks: Information based on 2026 statistics, participating buyers may have multiple Nature of Business (NOB) categories

備註：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

Participation Fee and Format 參展費用及形式

DeLuxe Booth 豪華展台

- 9 sqm / 平方米
HK\$港元50,970 /
US\$美元8,090
- 12 sqm / 平方米
HK\$港元66,780 /
US\$美元10,585

Custom-built Participation 特裝參展

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

EXHIBITION+ Package Includes 展覽+宣傳套餐包括：

2-week of Click2Match Service • 2-month membership and a complimentary 10-month extension on hktcd.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, DeLuxe PrintPack Hong Kong 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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Co-organisers 協辦機構：



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