Seminar on "Latest Digital Solutions for Printing and Packaging"
「最新數碼印刷及包裝技術」研討會
（Free admission 免費入座）

Date 日期	:	29 / 4 / 2011 (Friday 星期五)
Time 時間	:	2:30pm – 4pm
Venue 地點	:	Forum Area, Hall 6, AsiaWorld-Expo 亞洲國際博覽館 6 號展館論壇區
Language 語言	:	粵語 Cantonese
		(no simultaneous interpretation will be provided 不設即時傳譯服務)

Time 時間	Outline 大綱
2:15pm – 2:30pm	Registration 登記
2:30pm – 3pm	Latest Digital Printing Technology & Usage Sharing 展望數碼新里程，共享繁榮創商機 Speaker 講者： Mr Kenneth Lee, Unit Sales Manager, Graphic Arts Team, Konica Minolta Business Solutions (HK) Ltd 柯尼卡美能達商業系統(香港)有限公司 李振國先生 Abstract 內容: Konica Minolta will present the latest trends, technologies and applications of digital printing 柯尼卡美能達將介紹數碼印刷最新的發展趨勢，技術和應用: • Long-run colour consistency 連續打印之色彩穩定性 • Advanced hardware setups 創新機件設計 • Printing on alternative materials 打印於其他物料
3pm – 3:30pm	Digital Printing for Packaging 包裝印刷數碼化 Speaker 講者: Mr Raymond Lam, Account Manager, Industrial Inkjet, Agfa Graphics Asia Ltd 愛克發印藝亞洲有限公司　工業噴墨客戶經理　林呈先生 Abstract 內容: The trend of packaging printing is towards shorter runs and more variation, which is costly for conventional printing due to complicated production process. To reduce costs, realize print on demand and handle variable data, digital printing is the way to go for packaging printers. 目前包裝印刷的趨勢是款多量少、印刷質量高、零庫存,傳統的印刷模式由於製版過程複雜,印刷成本就非常高。因此,包裝印刷必須數碼化,才能減低成本，實現按需印刷,可變數據印刷等市場需求,獲取更大的利潤。
3:30pm – 4pm	Developing self-publishing business via advanced e-commerce platform 應用電子商貿平台，開拓自資出版業務 Speakers 講者： Mr Les Bovenlander, Business Development Manager 業務發展經理 陸峰先生

	Mr Jorvik Du, Technical Service Manager 技術經理 杜俊榮先生
	Taopix Ltd / Apis Technology Limited
	Abstract 內容:
	E-business environment is popular and gradually mature now, online shopping has become the daily activities of the general public. Using network in business development , it is inevitable. How to use e-commerce platform to generate business, is a compulsory subject for modern printers.
	電子商務環境已經日趨成熟，網路購物已經變成普羅大眾日常的活動，而應用網絡發展業務，更是必然的趨勢。如果利用電子商務平台爭取客戶生意，是現代印刷商必修的科目。

Remarks 備註:
1) Question & Answer Session will be arranged after each part of the presentation.
   每部分結束前將安排問答環節。
2) The Organiser reserves the right to after the programme without prior notification.
   以上內容及編排以主辦機構最後公佈為准。

Organisers 主辦機構 :