

27-30/4/2012

Symposium on "Empower Brands by Creative Packaging Designs"

「創意包裝設計・燃點品牌力量」研討會

Date 日期 : 28/4/2012 (Saturday 星期六)

Time 時間 : 11am – 12:30pm

Venue 地點 : Forum Area, Hall 6, AWE
亞洲國際博覽館 6 號展館 論壇區

Language 語言 : English and Putonghua (Simultaneous Interpretation service will not be provided)
英語及普通話 (恕不設傳譯服務)

Remarks 備註 : Free Admission 免費入座

Programme 程序表

10:45am – 11am	Registration 登記
11am – 11:25am	Session 1: Enhancing Product Value & Brand Image through De Luxe Packaging 第一節: 通過優質及高級包裝提升產品價值及品牌形象
	Mr Tommy Li, Creative Director, Tommy Li Design Workshop Ltd Tommy Li Design Workshop Ltd 創作總監 李永銓先生
11:25am – 12:15pm	Session 2: Packaging Solutions for Food & Beverage 第二節: 食品及飲料包裝方案
	Mr Henry Ho, President and Creative Director, GTDI Co Ltd GTDI Co Ltd 社長及創意總監 何啟亨先生
	Consumer Driven Packaging Innovations 消費者推動之包裝革新 Mr Nigel Li, Senior R&D Manager, China and AP Biscuit Packaging Development, Kraft Foods China 卡夫食品中國高級研發經理, 中國及亞太餅乾包裝開發 黎毅雄先生
12:15pm – 12:30pm	Q&A Session 答問環節

Remarks 備註:

1. Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限。先到先得。
2. Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上之業內人士進場。
3. The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Organisers 主辦機構:



About the Speakers 講者簡介:

Mr Tommy Li, Creative Director, Tommy Li Design Workshop Ltd

Tommy Li Design Workshop Ltd 創作總監 李永銓先生

Branding designer/consultant Mr Tommy Li graduated from the School of Design in the Hong Kong Polytechnic University and received over 550 awards over the years. His design company Tommy Li Design Workshop was selected by "Chinabico.com" to be one of the Best Top 10 Branding Company in China. In 2008, he established the first creative oriented web radio station - "Radio dada". In the same year, "Agosto", a best-selling design magazine in Japan, cited Tommy as the only graphic designer with potential to have an influential impact on Hong Kong in the next decade. Tommy has brought remarkable success to his clients such as Chow Sang Sang, Dairy Farm Group (First Choice), Honeymoon Dessert, Ying Kee Tea House and Shanghai Watch etc.

全職品牌顧問設計人李永銓先生畢業於理工大學設計系，歷年獲獎近 550 個。他所創立的設計公司屢次獲獎，並被中國品牌整合網選為 2009-2010 中國十大品牌設計公司。他於 2008 年更創辦了香港首個以創意為主題之網上電台 - "Radio dada"。李先生亦曾被日本最暢銷設計雜誌 - "Agosto" 選為香港未來十年最具影響力的唯一平面設計師。李先生近年成功的客戶包括周生生集團、牛奶公司集團（首選牌）、滿記甜品、英記茶莊及「上海牌」手錶等等。

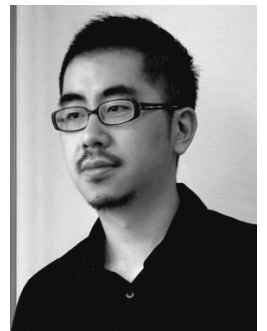


Mr Henry Ho, President and Creative Director, GTDI Co Ltd

GTDI Co Ltd 社長及創意總監 何啟亨先生

Henry Ho is an international award-winning designer based in Japan. He graduated from the School of Design in Hong Kong Polytechnic University and started his design career with GTDI (www.gtdi.co.jp) in Tokyo since 1996. He has done many successful brand image and packaging designs for his clients in Japan, Hong Kong, Taiwan and mainland China which include Shiseido, Kao, CocaCola, Otsuka Pharmaceutical, Kirin Beverage, Ajinomoto, Hong Kong Maxim's Group and Taiwan Uni-President etc. He established an original children's brand called "Born to Create" which has been sold all over the world. In 2011, He published books about the Packaging Design of Japan and he is now a part time lecturer in Keio University Design Department.

何啟亨先生畢業於香港理工大學平面設計學科，他於 1996 年赴日加入 GTDI Co Ltd 設計公司，成功為資生堂、花王、可口可樂、大塚製藥、麒麟飲料、味之素、香港美心集團、台灣統一企業等國際集團建立出色的形象與包裝設計。何先生現兼任日本應慶大學設計系客席講師，他的自創兒童品牌「Born To Create」屢獲國際設計殊榮。



Mr Nigel Li, Senior R&D Manager, China and AP Biscuit Packaging Development, Kraft Foods China

卡夫食品中國高級研發經理，中國及亞太餅乾包裝開發 黎毅雄先生

Mr Nigel Li joined Kraft Foods in 1997 as Packaging Technologist. In 2011, Nigel took up his current role of Senior R&D Manager after the integration of Kraft and Cadbury, managing product categories including Biscuit, Beverage and Confectionary with brands of Oreo, Prince, Maxwell House, Tang, E-claire, Halls. His major responsibility is overseeing the packaging developments of all Kraft products in China. Nigel received a Bachelor of Science in Mechanical Engineering from South China University of Technology and a Master of Science in Mechanism from the same university in 1987. Prior to joining Kraft Foods, He worked in Guangdong University of Technology as a lecturer of packaging for 9 years.

黎毅雄先生於 1997 年加入卡夫任包裝技術員。2011 年，卡夫收購吉百利後，黎先生獲晉升為高級研發經理，負責所有在中國生產的產品包裝開發。他管理的產品種類包括：餅乾、飲料及糖果品牌，如：奧利奧餅乾、王子餅乾、麥斯威爾咖啡、果珍、怡口蓮太妃糖及荷氏薄荷糖等等。

黎先生於華南理工大學機械工程專業取得學士學位，其後獲得工程碩士學位。加入卡夫前，他在廣東工業大學從事了 9 年的包裝工程教學工作。

