



DeLuxe

PrintPack
Hong Kong

香港奢侈品包裝展

E⁺PLUS

27-30/4/2026

AsiaWorld-Expo (Physical)
亞洲國際博覽館(實體展)

20/4-7/5/2026

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

As global demand for luxury packaging products and solutions continues to grow, the **3rd DeLuxe PrintPack Hong Kong 2026**, co-organised by the Hong Kong Trade Development Council and CIEC Exhibition Company (HK) Limited, will showcase a range of packaging products for high-end goods to elevate brand image, which proudly present dedicated themes for specific industries including **Cosmetics & Perfume, Wine & Gourmet, Jewellery & Watches and Fashion & Accessories**, offering tailored, industry-specific packaging innovations. The Fair attracts luxury industry buyers from around the globe to source the latest solutions, top-shelf raw materials, cutting edge technologies, impeccable craftsmanship, exquisite accessories and customised services, empowering exhibitors to expand their business.

Together, with the Hong Kong International Printing & Packaging Fair, the Fairs will provide a comprehensive platform for exhibitors to connect with international buyers from various industries, facilitating valuable business opportunities and fostering industry growth. The previous edition had successfully attracted **over 400 exhibitors***, and **some 100,000 buyers from 131 countries and regions#**, including Mainland China, Taiwan, the United States, Japan and Korea.

* Figures include the concurrent Hong Kong International Printing & Packaging Fair 2025

Figures include the concurrent 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 2025

全球奢侈品包裝需求持續攀升，由香港貿易發展局及華港國際展覽有限公司攜手主辦的**第3屆香港奢侈品包裝展2026**將展示一系列高端包裝產品，隆重推出特定行業的專屬主題，包括**化妝品與香水；酒類與高級食品；珠寶與鐘錶以及時尚與配飾**等領域，提供量身定制的行业專屬包裝解決方案，助力品牌形象升級。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。

展會將與香港國際印刷及包裝展同期舉行，讓參展商與各行各業的買家建立聯繫，創造寶貴的商機並促進行業發展。上一屆展會成功吸引**超過400家參展商***，以及來自**131個國家及地區、逾100,000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香港國際印刷及包裝展2025

數據包括同期舉行的香港國際印刷及包裝展、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2025

Dedicated themes for specific industries 特定行業的專屬主題

Cosmetics & Perfume
化妝品與香水

Wine & Gourmet
酒類與高級食品

Jewellery & Watches
珠寶與鐘錶

Fashion & Accessories
時尚與配飾



The Benefits of World-Class Fair Services 服務超卓 傲視全球

A series of seminars, forums and networking activities will be held during the Fair period, enabling participants to build new connections and gather valuable insights on a variety of hot topics.

With the **EXHIBITION+** hybrid model, the Fair will continue to deliver significant exposure for exhibitors. International buyers can source not only just in-person, but also through the **Click2Match** online business matching platform and hktcdc.com Sourcing platform. They can also scan the dedicated QR codes of exhibitors and product showcases at the fairground using the **Scan2Match** function in the HKTDC Marketplace App to bookmark their favourite exhibitors, browse product information and engage with exhibitors even after the Fair closes.



展會內容精彩豐富，大會將安排多場研討會、論壇及交流活動，讓參加者緊貼行業趨勢及市場發展，並廣建商脈。

憑藉「EXHIBITION+」（展覽+）線下及線上融合模式，展會將繼續為參展商提供大量曝光機會，國際買家不僅可以親臨展會現場採購，亦可於「商對易」(Click2Match)智能商貿配對平台及「貿發網採購」(hktcdc.com Sourcing)平台上搜羅更多產品與服務。在實體展覽期間，買家更可透過HKTDC Marketplace App 全新的「掃碼易」(Scan2Match)功能，掃描展商及產品陳列櫃的專屬二維碼，收藏喜愛展商，瀏覽產品訊息，並在展覽期間或之後與展商延續線上商談，繼續採購之旅。



Hong Kong Presents a Wealth of Opportunity 香港優勢 商機處處

As Asia's premier hub for shopping, hospitality and lifestyle, Hong Kong is an ideal location for global exhibitors to connect with markets, cultures and industries across the region.

Beyond attracting influential buyers from all sectors, the Fair is also held concurrently with the **Hong Kong International Printing & Packaging Fair**, **HKTDC Hong Kong Gifts & Premium Fair**, **Home InStyle**, **Fashion InStyle** and **Hong Kong International Licensing Show** to draw an even greater number of relevant visitors to the event.



作為領先亞洲的購物、餐飲及時尚生活之都，香港是參展商開拓區內市場、接觸各地文化及拓展業務的理想據點。

展會除了匯聚來自各行各業具有影響力的買家之外，亦與同期舉行的「香港國際印刷及包裝展」及香港貿發局「香港禮品及贈品展」、「香港時尚家品及家紡展」、「香港時裝節」和「香港國際授權展」發揮協同效應，吸引更多相關行業的買家前來參觀。



Exhibitors' & Buyers' Comments

參展商及買家評語



Level of Decision-making 決策層

2%

Executive/Office
行政人員

39%

Other
其他

59%

Managerial Level or above
經理級或以上



Nature of Business 業務性質

13%

Manufacturer
製造商

13%

Buying Cooperative & Buying Office
採購辦事處

12%

Retailer
零售商

12%

Wholesaler
批發商

9%

Importer
入口商

9%

Exporter
出口商

7%

Service Company
服務行業公司

6%

Distributor
分銷商

4%

e-tailer
網上零售商

15%

Others
其他

Remarks : Information based on 2025's statistics, participating buyers may have multiple Nature of Business (NOB) categories

備註：資料根據2025年的統計數據，受訪買家可選擇多項類別的業務性質

Booth Service Fee 展台服務費

DeLuxe Booth 豪華展台

- 9 sqm / 平方米 HK\$ 港元37,150 / US\$ 美元4,795
- 12 sqm / 平方米 HK\$ 港元48,670 / US\$ 美元6,275

Custom-built Participation 特裝參展

- HK\$ 港元2,925 / US\$ 美元375 (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
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
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} A Brand-new Hybrid Model 全新融合展覽模式

Details 詳情

30+ Physical Exhibitions
實體展覽

CLICK2MATCH
商對易

Smart Business Matching Platform
智能配對平台



SCAN2MATCH
掃碼易

Offline-to-Online Connection
線下到線上無縫聯繫

HKTDC
hktcd.com Sourcing
貿發網採購

Continue to Source Beyond Exhibitions
於實體展後繼續採購



Organisers 主辦機構：

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Co-organisers 協辦機構：



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