

## Enhancing Product Values through Packaging (In collaboration with Graphic Arts Association of Hong Kong)

### 改善包裝 提升產品價值 (協辦單位：香港印藝學會)

Date 日期 : 25 March 2021 (Thursday 星期四)

Time 時間 : 11:00am – 12:00nn

Language 語言 : Cantonese 廣東話

#### Introduction:

In this pandemic era, public are becoming more aware of the packaging of products and its hygienic level. In this session, professionals will share some trivia in packaging so as to win consumers' confidence and heart in purchasing the goods, hence boosting sales and profit for manufacturers and distributors.

在新常態下，市民大眾對產品的包裝及衛生程度都更為關注。在這研討會中，行業精英將分享產品包裝上的細枝末節，使客人能對產品重獲信心之餘，又能為生產商與分銷商製造商機。

Time 時間	Rundown 流程
11:00am – 11:20am	<p><b>Packaging on the Path Towards Sustainability</b>            在包裝路上走向可持續發展</p> <p>Speaker: Becky Cheung, Chairman, International Food Safety Association            講者: 國際食品安全協會主席 張劉麗賢女士</p>
11:20am – 11:40am	<p><b>Market Trend and the Importance of Product Packaging</b>            產品包裝安全的新趨勢及重要性</p> <p>Speaker: Ken Chow, Managing Director, Ever Fine (HACCP) Printing Company Ltd.            講者: 永翔(食品安全管理)印務有限公司董事總經理 周月強先生</p>
11:40am – 12:00nn	<p>Question &amp; Answer Session 答問環節</p>

## About the Speakers 講者簡介



**Ms Becky Cheung**

**Chairman, International Food Safety Association**

Best Key Food Safety Consultants was founded in the UK in 1991 and was given authorization to train and issue Chartered Institute of Environmental Health (CIEH) certificates. Since then, we have issued over 8,000 training CIEH certificates.

- Founding and present chairman of IFSA
- CEO, Best Key Consultants (07-present)
- HACCP Technical Committee Member, HKQAA (98-08)
- Director & General Manager, IQM International (05-07)
- Chairman, Hong Kong Food Science & Technology Association (02-03)
- Operations Manager, Pillsbury Foods Asia Ltd. (97-04)
- Quality Assurance Manager, Lee Kum Kee Co. Ltd. (94 – 97)
- Managing Director & Principal Consultant, Best Key Consultants UK (91 – 94)



**Mr Ken Chow**

**Managing Director, Ever Fine (HACCP) Printing Company Ltd.**

Mr Ken Chow has over 20 years' experience in the printing industry. Ever Fine is a leading printing company on premium printing fulfilling high requirements, especially on food safety in the food and beverage industry. In order to improve the printing quality and printing skills, meet the international standards and safety standards, as well as to expand the business market.

Organisers 主辦機構:



Co-organiser 合辦機構:



- Managing Director of Ever Fine (HACCP) Printing Co., Ltd.
- First Vice-Chairman of Graphic Arts Association of Hong Kong (2021-2022)
- Executive Committee Member of International Food Safety Association
- Idealliance G7 Master Qualification
- ISO 22000/HACCP Qualification