



Insight into the Upcoming Stationery Trends 談文具趨勢

Date 日期 : 7 / 1 / 2018 (Monday 星期一)
Time 時間 : 2:30pm – 3:30pm
 下午 2 時 30 分 – 下午 3 時 30 分
Venue 地點 : OASIS, Hall 5B, 5/F, HKCEC
 香港會議展覽中心 5 樓 展覽廳 5B OASIS
Language 語言 : English & Cantonese 英語及廣東話
Remarks 備註 : Free Admission 免費入座

Time 時間	Programme 程序表
2:15pm – 2:25pm	Registration 登記
2:25pm – 2:30pm	Souvenir presentation to speakers Ms. Mandy Lip, Trade Fair Manager, Messe Frankfurt (HK) Ltd
2:30pm – 2:55pm	What Makes a Stationery go Viral? 文具如何在網絡走紅? <div> <div> <p><u>Speaker 講者:</u> Mr. Jonathan Wong Marketing Representative, Searching C Searching C 市場推廣代表, 黃卓然先生</p> </div> <div>  </div> </div>
2:55pm – 3pm	Q&A Session 問答環節
3pm – 3:25pm	Upcoming Stationery Trends 文具的未來趨勢 <div> <div> <p><u>Speaker 講者:</u> Mr. Keco Pun, Creative Director, TOOLSS TOOLSS 文具咖啡店創辦人兼任創意總監, Keco Pun 先生</p> </div> <div>  </div> </div>
3:25pm – 3:30pm	Q&A Session 問答環節
3:30pm	End of Seminar 研討會結束

Organisers 主辦機構:



Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- 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。

About the Speakers 講者簡介

Mr. Jonathan Wong, Marketing Representative, Searching C

Searching C 市場推廣代表, 黃卓然先生

Searching C is a leading e-commerce platform based in Hong Kong with a dedication to bringing the most innovative products from around the world to Asia. Started on Facebook since 2015, Searching C has grown into a full-fledged product launch platform covering both online and offline channels, from daily product launches to covering news and trends across technology, design, gadgets, lifestyle, and stationery. Graduated from the University of Toronto, Jonathan is a marketing strategist for Searching C. Jonathan started off his career in advertising where he worked with some of the highest profile clients including Art Basel, Rugby 7 and SmarTone etc. Jonathan now leads the marketing analytics for Searching C specializing in social media data, customer behavior and inductive content data analysis.



Presentation abstract:

1. Who's Searching C - What we do, how we do and our experience in stationary industry
2. Stationary in 2018: Showcase 2018 Kickstarter / Indiegogo stationery and concludes with points of what makes a good product online
3. Searching C's experience in selling stationery. To further enhance the previous point by sharing our first-hand experience
4. What makes a product viral? Does Viral = Sales?

Mr. KecoJ Pun, Creative Director, TOOLSS

TOOLSS 文具咖啡店創辦人兼任創意總監 KecoJ Pun 先生

TOOLSS, founded in 2014, is a café that offers more than coffee and food. It also provides a deep assortment of stationeries and other related bits and bobs. TOOLSS is located at Shek Kip Mei, one of the oldest neighborhood in Hong Kong. It is also a place where KecoJ, the café owner, grew up. KecoJ enjoys using stationery in his school life. After his education, he has been journalist for 10 years and stationery has become more important to him than anyone. He believes traditional stationery has brought meaningful moment and time to everyone in their living that technology can never replace. In 2014, KecoJ decided to operate a café, and share his different collection of stationery from worldwide.



TOOLSS 是位處於石硤尾的咖啡店，除了售賣咖啡及食物外，店內還會售賣一系列之文具產品。石硤尾是香港的特色舊區，同樣是 TOOLSS 創辦人 KecoJ 成長的地方。KecoJ 從學生年代開始就已經與文具畫下了不解之緣。他在傳媒當過編輯，在以往的工作經驗當中，紙張和筆等文具一直都為他帶來樂趣及享受使用文具的過程。他相信最傳統的文具，在很多人心目中都有重要的分量。而他每天堅持親手為客人沖調飲品，就像他對文具的看法一樣——即使電子產品多方便，一筆一劃寫在紙上的質感絕對是無可比擬的。終於 2014 年，KecoJ 決定將文具融入咖啡店，他希望將自己所喜歡的東西帶到這個小社區給不同的客人欣賞。客人不但可品嚐親手沖調的咖啡，更可看到一系列搜羅自世界各地的文具。

Presentation abstract:

1. Issue of environmental protection 環保議題
2. Requirements and attitudes of students and adults in choosing stationery 學生與成年人對選擇文具時的要求
3. Reason and analysis of stationery is not valued nowadays 分析文具在現今社會不被重視的原因

Remarks 備註：

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- 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知。