



## Diversified Market Trends of Stationery 文具業務的各種趨勢

- Date** 日期 : 6 / 1 / 2020 (Monday 星期一)
- Time** 時間 : 2:30pm – 3:45pm  
下午 2 時 30 分 – 下午 3 時 45 分
- Venue** 地點 : the FORUM @ Hall 5B, Level 5, HKCEC  
香港會議展覽中心 5 樓 the FORUM @ 展覽廳 5B
- Language** 語言 : English and Japanese (Translation service in English will be provided)  
英語及日語 (附設英語覆述服務)
- Remarks** 備註 : Free Admission (Please click [HERE](#) to register online)  
免費入座 (「[按此](#)」登記)

Time 時間	Programme 程序表
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:55pm	<p><b>Think outside the box: New strategy to boost the sales of fine stationery</b> 突破固有文具零售銷售框架: 談新銷售模式助特色文具推廣及銷售</p> <p><u>Speaker</u> 講者: Mr Eric Fu Founder of GIFT IDEA GIFT IDEA 創辦人 傅恩灝先生</p> 
2:55pm – 3pm	Q&A Session 問答環節
3pm – 3:40pm	<p><b>The role of traditional stationery in the age of smart phones</b> 傳統文具在電子通訊時代之角色</p> <p><u>Speaker</u> 講者: Mr Masayuki Takabatake Japan "Stationery King" and Chief Editor of Buntobi 日本「文具王」及 Buntobi 主編輯 高畑正幸先生</p> 
3:40pm – 3:45pm	Q&A Session 問答環節
3:45pm	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 Eric Fu, Founder of GIFT IDEA

**GIFT IDEA** 創辦人 傅恩灝先生

Mr Eric Fu, the founder of featured stationery retail shop "GIFT IDEA", is a stationery-addict and fascinated by functionality, creativity and design of a stationery.

With this passion, Eric started the business of GIFT IDEA in 2014 to introduce quality stationery from Japan and around the world. He believes stationery is not only a simple tool, but also uplift everyone's lifestyle and bring enjoyment into the moments.

You can find trendy stationery like washi tapes, stickers in GIFT IDEA, but also participate in different workshops. GIFT IDEA shows a new business model in development of customer experience and knowledge and products sales.

傅恩灝先生自幼鍾情文具，也是特色文具小店 GIFT IDEA 的創辦人。他對於文具的要求，除了著眼於其基本用途上外，還會考慮文具在功能和外觀上的創新性。

他於是決定在 2014 年成立 GIFT IDEA，引進日本以至世界各地引進各類型的優質特色文具。希望透過 GIFT IDEA，打破人們對文具「用到就算」的心態，了解特色文具亦可增添生活樂趣。

GIFT IDEA 的經營模式有別於一般零售店，其產品包括紙膠帶、貼紙和特色紙製品等手帳用品外，還包括近年流行的西洋書法用品。他亦定期舉辦工作坊，例如水彩繪畫和西洋書法班，藉此推廣各種文具產品的應用和鼓勵參加者培養新興趣，且帶動店內的產品銷售。



### Presentation abstract 演講摘要

1. Retail of traditional stationery vs. fine stationery 傳統文具和特色文具在銷售策略上之分別
2. Importance of stationery promotion 文具產品的宣傳策略和模式及其重要性
3. Organising workshops: a new sales strategy to be more outstanding in stationery market  
舉辦工作坊：全新行銷策略，助生意突圍而出
4. The relationship between workshops and product sales 工作坊與產品銷售的關係

### Mr Masayuki Takabatake, Japan "Stationery King" and Chief Editor of Buntobi

日本「文具王」及 Buntobi 主編輯 高畑正幸先生

Mr Masayuki Takabatake is a stationery designer and now working as Chief Editor in "Buntobi", one of the largest stationery web magazines in Japan. He is well-known as "Stationery King" among the stationery industry. Graduated from the Chiba University, Mr Takabatake started off his career in product developer and marketer for 13 years at renowned Japanese stationery manufacturer - Sun-Star Stationery Co., Ltd.

Mr Takabatake plays an important role in the industry. In addition to his contribution on stationery design, books publication and commentary, his professionalism and insights in talk events and interviews still have been being widely discussed and inspiring the industry players.

高畑正幸先生是日本文具的設計師。現於日本其中最大型文具網絡雜誌之一 "Buntobi" 任職總編輯。

他亦是業界廣為人知的日本「文具王」。高畑正幸先生畢業於日本千葉大學，隨即於著名文具製造商 Sun-Star Stationery Co., Ltd 深造產品研發及營銷長達十三年。

高畑正幸先生多年來一直在業界扮演著重要的角色。他的貢獻除了文具設計、出刊書籍和評論外，在講座和訪問中所分享的精闢見解亦被廣泛討論且啟發同業。



### Presentation abstract 演講摘要

1. The role of stationery 文具的角色
2. What is affecting stationery's role 什麼在改變文具的角色
3. Stationery's situation in current and future 文具現今與未來的角色

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