

9 – 12 / 1 / 2012

**Seminar on “Stationery Trends and Market Opportunities in Japan and Korea”**  
「日本及韓國文具業最新趨勢及市場良機」研討會

- Date 日期 : 11 / 1 / 2012 (Wednesday 星期三)  
 Time 時間 : 2:30pm – 4pm  
 Venue 地點 : Meeting Room N106 – 108 , HKCEC  
 香港會議展覽中心 會議室 N106 - 108  
 Language 語言 : English & Korean (Consecutive Interpretation in English will be provided)  
 英語及韓語 (附設英語接續傳譯服務)  
 Remarks 備註 : Free Admission 免費入座

**Programme 程序表**

2:15pm – 2:30pm	<b>Registration 登記</b>
2:30pm – 3:05pm	<p><b>Evolution of the Japanese Stationery Market and its New Landscape</b> 日本文具市場之演變及最新景象</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>- Mr Masashi Takemura, Managing Director, MDSI (HK) Limited MDSI (HK) Limited 董事總經理 竹村匡史先生</li> </ul>
3:05pm – 3:15pm	<b>Q &amp; A 答問環節</b>
3:15pm – 3:50pm	<p><b>Latest Developments of the Booming Korean Stationery Business</b> 韓國文具業之最新發展</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>- Mr Shin Gun Sik, Director, Korea Stationery Industry Cooperative 韓國文具工業協同組合專務理事 申健植先生</li> </ul>
3:50pm – 4pm	<b>Q &amp; A 答問環節</b>

Organisers 主辦機構:



9 – 12 / 1 / 2012

**About the Speakers 講者簡介:**

**Mr Masashi Takemura, Managing Director, MDSI (HK) Limited**  
**MDSI (HK) Limited 董事總經理 竹村匡史先生**

MDSI provides lifestyle products focusing on design stationery which unveil the quality and uniqueness of culture and history to customers. It is a subsidiary company of Designphil which is a design company specialized in both product design and commercial design, and MDS which is one of the companies with the highest sales volume of stationery in Japan, sourcing products from more than 400 stationery manufacturers; supplying to first-class retailers, department stores, and specialty stores in Japan.



Mr Masashi Takemura is a renowned expert in Design Stationery in Asian Market. He joined SEIBU Department Store after graduating from the SOKA University with a Bachelor Degree of Labor Economics and became the Chief Stationery Buyer of Seibu and the General Manager of Hong Kong SEIBU LOFT a few years later. Mr Takemura was one of the founders and Executive Director of Citysuper (HK) Ltd. He had also worked for the Talee ISETAN and Datong Department Store as General Manager.

Being the Managing Director of MDSI (HK) Ltd. now, Mr Takemura manages the company business in HK where the head office is located. The head office is responsible for developing the company's international market network as well as building the QIPS brand (Quest for Innovative Personal Style). QIPS-branded stationery carries the essence of unique Japanese workmanship and design style. The office is now actively seeking potential developments.

**Mr Shin Gun Sik, Director, Korea Stationery Industry Cooperative**  
**韓國文具工業協同組合專務理事 申健植先生**

Korea Stationery Industry cooperative (KSIC) was established in 1962 with the objectives to direct sound development of Korea stationery industry and improve welfare of members as well as assist member's self-independent economic activity by participating in the activities of the cooperative association. Currently, there are over 360 stationery manufacturers in Korea being its member companies.



Mr Shin Gun Sik was graduated from the Chung-Ju University with Trade & Economy being his major area of study. He has been working for the Korea Stationery Industry cooperative for over 27 years, taking charge of the organisation's foreign affairs. He organises the Seoul International Stationery Fair (SISFAIR) and participates in the Korea pavilion with the government support.

**Remarks 備註:**

The Organisers reserve the right to alter the topic/content/speaker of the programme without prior notice.  
主辦機構保留對節目調動之權利而無須另行通知。