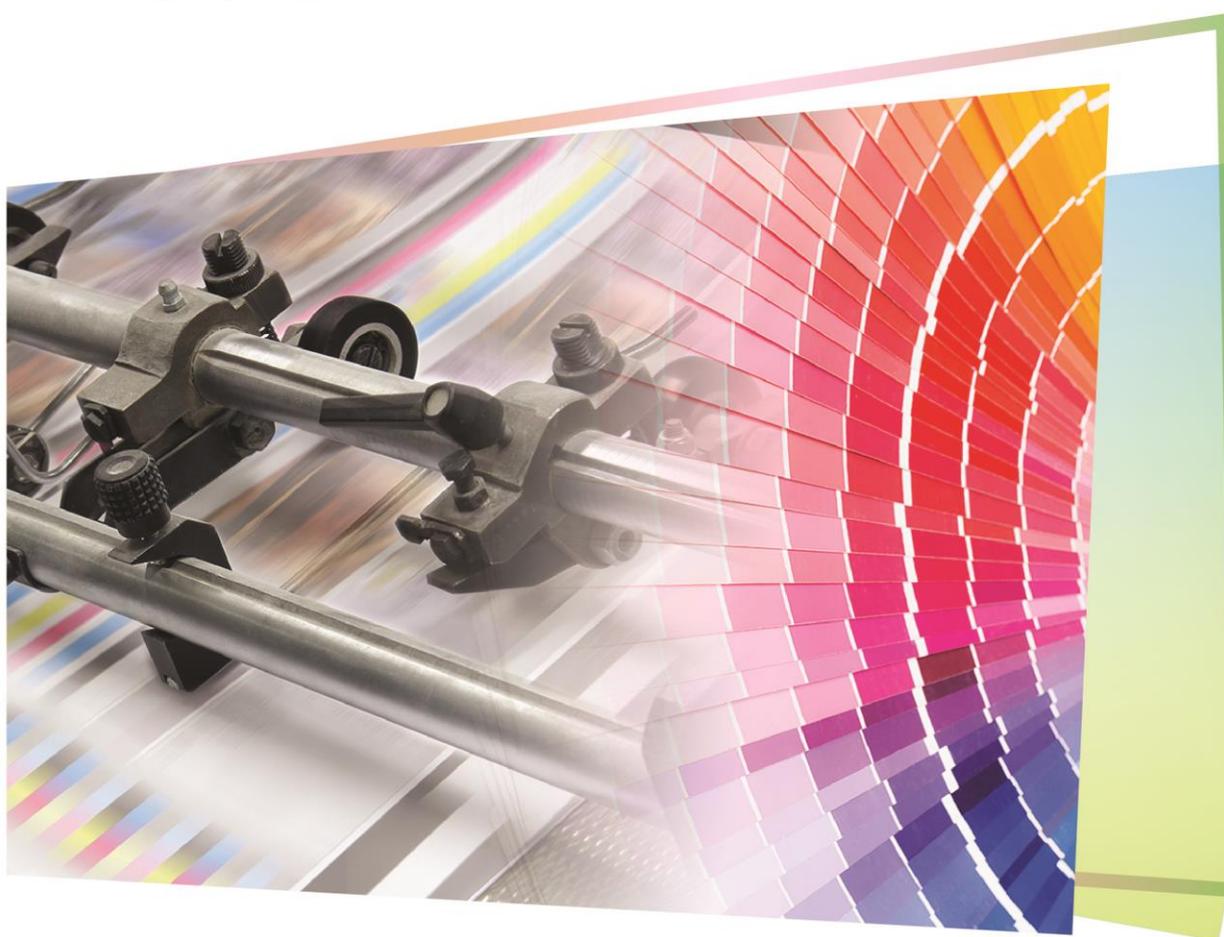


Printing and Publishing Training Board
印刷及出版業訓練委員會



Printing and Publishing Industries
Manpower Survey Report
印刷及出版業 • 人力調查報告書

2016



OPPORTUNITIES • ACTION • SUCCESS

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Executive Summary

2016 Manpower Survey Report of the Printing and Publishing Industries

Introduction

The Printing and Publishing Training Board conducted a survey of the printing and publishing industries from mid-May to mid-October 2016 to collect the up-to-date manpower information. This is the ninth joint manpower survey of the printing and publishing industries.

2. The fieldwork of the survey covered 906 establishments from a total of 5 367 establishments registered with the Census and Statistics Department. The survey data from the selected establishments were scaled up statistically to reflect the overall manpower situation of the industries.

Survey Findings

3. The survey revealed that in May 2016, a total of 16 915 and 10 233 workers were employed respectively in the printing and publishing industries. The distribution of employees according to the job level in the branches is as follows:

(A) *Printing Industry*

Job Level Branch	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees
1. Newspaper Printing	17	88	262	109	476	2.8%
2. Job Printing	756	3 077	5 814	776	10 423	61.6%
3. Printing	93	434	554	160	1 241	7.3%
4. Manufacture of Containers and Boxes of Paper and Paperboard	19	57	184	57	317	1.9%
5. Printing Agents	506	2 353	10	21	2 890	17.1%
6. Selected Organisations	144	721	558	145	1 568	9.3%
Total	1 535	6 730	7 382	1 268	16 915	100%
Percentage of Total Number of Employees	9.1%	39.8%	43.6%	7.5%	100%	

(B) *Publishing Industry*

Branch \ Job Level	Managerial	Supervisory	Technical Staff	Total	Percentage of Total Number of Employees
1. Publishing of newspapers	437	849	1 618	2 904	28.4%
2. Publishing and Allied Industries	1 097	1 560	3 648	6 305	61.6%
3. Wholesales of Books, Periodicals and Newspapers	32	33	118	183	1.8%
4. Import and Export of Books, Periodicals and Newspapers	171	182	205	558	5.5%
5. Selected Organisations	61	93	129	283	2.8%
Total	1 798	2 717	5 718	10 233	100%
Percentage of Total Number of Employees	17.6%	26.6%	55.9%	100%	

4. Employers reported a total of 5 and 2 trainees, and 293 and 173 vacancies, representing about 0.03% and 0.02%, and 1.7% and 1.7% of the total workforce in the printing and publishing industries respectively at the time of survey. In addition, employers forecasted that by May 2017, the two industries would have a total workforce of 17 037 and 10 392 employees, representing increases of 0.7% and 1.6% respectively.

Manpower Changes

(A) *Printing Industry*

5. Compared with the findings of the 2014 survey on the printing industry, the annual decrease in manpower was 2.2%. The Training Board considers that the changes in manpower over the past two years are attributable to the followings:

- (a) The past two years had been a tough time for the printing industry. The survey revealed that the total number of establishments of the industry was 361 less than that in May 2014. As a whole, the survey showed an increase of 4.3% per annum in manpower at technologist/managerial level but an annual decrease of 4.1% and 2.5% of manpower at technician level and craftsman level respectively;
- (b) The significant decrease in the number of local employees deployed to work outside Hong Kong indicated that the shifting of printing operation to the Mainland had been stabilised and the knowledge transfer by Hong Kong employees had trained up competent printing professionals in the Mainland;

- (c) The increase in number of sales related managerial staff (sales/customer services/marketing manager) and decrease in sales employees at technician level (cost estimator/sales representative) are attributed to the situation of growing adoption of digital printing and use of information technology in client interaction. Digital printing has opened more business opportunities for customised products which are manufactured in small quantities with flexibility and short lead-time. More sales/customer service/marketing managers were hired to capture the opportunity. The extensive use of IT technology offer more convenience in client servicing from providing cost estimation to updating clients the production progress. As a result, less customer service staff at technician level was required;
- (d) More brand owners outsourced the design process to printing companies. Some printers employed more designers to provide services of package design, print product design or graphic design for clients. The in-house designer of printing companies have better understanding on the printing process and are able assist to manufacture products more efficiently at desired quality;
- (e) There is ongoing trend of companies shifting prepress work to the Mainland via the Internet as evidenced by a record of 15.8% decrease of electronic prepress system craftsman in the survey; and
- (f) Printing companies continued to perform more digital printing work and less offset printing projects that offset lithographic platemaker and web-fed printing machine craftsman had decreased by 10.2% and 11.1% respectively while mild increase was recorded for manpower of digital printing system craftsman.

(B) *Publishing Industry*

6. Compared with the findings of the 2014 survey on the publishing industry, the annual decrease in manpower was 2.0%. The Training Board considers that the manpower expansion over the past two years is attributable to the followings:

- (a) Compared with the situation in 2014, the survey revealed that there were 69 less establishments in 2016. Part of the decrease is contributed by the exit of some small scale e-publishing startup firms which had entered the industry two years ago.
- (b) The consolidation of the newspaper and magazine publishing companies also affected the manpower in Branch 1 – Publishing of newspapers, at an annual decrease of 4.6%. Of which some principal jobs such as sales director/sales manager (newspaper and magazine publications) and circulation supervisor (magazine

and newspapers) had an annual decrease of 3.6% and 0.8% respectively;

- (c) Over the past two years, the publishing industry had 2.6% and 3.2% increase in manpower at managerial and supervisory level respectively. Most of the increase was contributed by e-publishing and sales related principle jobs such as sales director/sales manager (book publication, e-publishing manager at the managerial level and sales supervisor, customer services supervisor/officer (books), e-publishing supervisor at the supervisory level, which ranged from 16.3% to 34.5% annually. The manpower increase is attributable to the business expansion in e-learning and e-publishing products. Some innovative e-learning products are new to users in family and schools, sales and customers service staff are recruited to promote product, monitor product response and provide after-sales service in the developing market. On the other hand, more publishing companies would develop Apps products. As part of the Apps development would be outsourced to external companies, managerial staff would have to manage Apps related e-publishing projects; and
- (d) The annual decrease of 5.4% of technical staff was mainly caused by the high turnover of designer/illustrator, marketing/publicity assistant and editor/assistant editor/art editor. Employees of these principal jobs could seek other jobs in different trades and industries. Managers and supervisory staff of relevant principal jobs had to share some of their duties.

Conclusions and Recommendations

7. The past two-year period had been a challenging time for Hong Kong's printing and publishing industry. Both industries had experienced difficulties caused by a series of economic factors including fluctuation of major currencies, oil price, cost on wage, energy and material, taxes and duties, and the up and down of interest rate. Hong Kong printers also face strong competitions from Mainland and Asia enterprises.

8. There has been slowdown of economic growth in China and the pace of recovery in Europe remained sluggish. Though the improving US economy seems to be the key driving force of global economy recovery, the impact of Brexit remains a cause of concern. The above macroeconomic situation will continue to affect the printing and publishing industry in the coming years.

9. On the other hand, it is expected that the economic and social development in China will sustain as driven by the 13th Five-Year Plan and the Belt and Road initiative. The continuous development in China will bring more business opportunities to the world. Hong Kong printing and publishing industries also enjoy the benefit of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA). Moreover, the strong asset of excellent communication network also fosters the continuous development of digital printing and e-publishing. In view of the above, the Training Board has a cautious optimistic view that the printing industry will maintain steady while the publishing industry will grow modestly in the coming years.

10. Under the unstoppable digital and mobile movement, the transforming reading habit and changing patterns on receiving information of the public will foster Hong Kong printers and publishers to explore new scopes of business and services. The Training Board recommends the following measures for employers to consider coping with present situation and challenges ahead:

- (i) To keep a close watch on the latest development of technologies related to the printing and publishing industries, especially digital printing and electronic publishing;
- (ii) To adopt standardisations in processing/service and to streamline and diversify business to make company more flexible, effective and efficient than before;
- (iii) To increase competitiveness by developing more creative, value-added, cost effective, high quality and green products / services, especially in cross-media and transmedia area, to cope with the public's increased use of mobile device and services and their changed pattern of retrieving information;
- (iv) To explore more possibilities with brand owners on merging print and digital efforts to create a cohesive brand experience based on refined and comprehensive consumer information;
- (v) To explore the preparation required for advancing the business to Industry 4.0 to further enhance production efficiency;
- (vi) To further strengthen the overall skill level and competency of the staff, especially the information technology skills, design and creativity skills, as well as data analysis, through appropriate training leading to become a much stronger and competitive organisation;
- (vii) To carry on to explore new business in niche product markets and the most cost effective way so as to strengthen market share; and
- (viii) To continue to maintain and to deepen strong partnership with key customers and to establish new partnership with potential customers.

11. The Training Board estimates that the additional numbers of workers required annually by the printing and publishing industries as a whole at various job levels are as follows:

<i>Job Level</i>	Additional Manpower Required Annually	
	Printing Industry	Publishing Industry
Technologist/Managerial	84 (5.5%)	64 (3.6%)
Technician/Supervisory	205 (3.0%)	89 (3.3%)
Craftsman/Technical Staff	226 (3.0%)	172 (2.9%)

(Note: the numbers in brackets denote the percentages of the annual training requirements of manpower at the respective job levels).

12. The Training Board urges employers to step up their training efforts for a sustainable development of the printing and publishing industries. They should also make use of the part-time courses offered by the Department of Communication Design and Digital Media of Hong Kong Design Institute, the Pro-Act Training and Development Centre (Printing) and the Advanced Printing Technology Centre to upgrade their workforce. Employers are also encouraged to contact the Vocational Training Council to set up training schemes and to make use of the Earn and Learn Scheme for the printing industry and New Technology Training Scheme for training their employees in new technologies.

SECTION I

INTRODUCTION

The Training Board

1.1 The Printing and Publishing Training Board of the Vocational Training Council is required by its terms of reference to determine the manpower needs of the printing and publishing industries and to make recommendations to the Council for the development of training facilities to meet such needs. The membership and terms of reference of the Training Board are listed in Appendices 1 and 2 respectively.

The Survey

1.2 During the period from mid-May to mid-October 2016, the Training Board conducted a survey to collect up-to-date manpower information of the printing and publishing industries. The survey was carried out with the assistance of the Census and Statistics Department.

1.3 The following information was collected from the survey:

- (a) the number of employees employed at the time of the survey,
- (b) the number of employees under training,
- (c) the number of existing vacancies,
- (d) employers' forecast of the total number of employees by May 2017,
- (e) employers' views on the preferred education, training mode and training period of employees,
- (f) the average income of employees,
- (g) the number of employees promoted,
- (h) with production workshop in Mainland,
- (i) difficulties encountered in recruitment, and
- (j) employees' training needs.

1.4 Employers in the printing industry were further requested to provide information on the numbers of technologists/managers, technicians and craftsmen who had been deployed to work outside Hong Kong for more than 6 months during the 12 months prior to the survey.

Scope of Survey

1.5 The survey covered the following industries:

(A) ***Printing Industry***

Branch 1 -- Newspaper Printing (HSIC 581201)

Branch 2 -- Job Printing (HSIC 181100)

Branch 3 -- Printing (mainly bookbinding; ornamentation of cards; photo-engraving; typesetting; and label embossing etc.) (HSICs 181201, 181202 and 181299)

Branch 4 -- Manufacture of Containers and Boxes of Paper and Paperboard (for activities related to printing only) (HSICs 170201 and 170202)

Branch 5 -- Printing agents (HSIC 829300)

Branch 6 -- Selected Organisations of Printing Suppliers and Metal Can Printing Firms; and Printing Department of Academic Institutions

(B) ***Publishing Industry***

Branch 1 -- Publishing of Newspaper (HSIC 581201*)

Branch 2 -- Publishing and Allied Industries (HSICs 581100, 581202 and 581900)

Branch 3 -- Wholesales of Books, Periodicals and Newspapers (HSIC 460423)

Branch 4 -- Import and Export of Books, Periodicals and Newspapers (HSICs 451423 and 452423)

Branch 5 -- Publishing Departments of Selected Organisations

Note: 1. HSIC denotes Hong Kong Standard Industrial Classification
2. *newly added HSIC in the publishing industry since 2014

1.6 The selected organisations covered educational and training institutions offering courses in printing technologies, the printing sections of academic institutions and department/agencies of the Government of the Hong Kong Special Administrative Region, printing equipment suppliers, metal can manufacturers and companies as well as public bodies/organisations with publishing personnel.

1.7 Under the classifications mentioned in paragraph 1.5 above, there were 3 781 and 1 586 establishments respectively in printing and publishing industries recorded by the Census and Statistics Department. The distribution of establishments by HSIC Classification is shown in Tables 1.1 and 1.2 and Figures 1.1 and 1.2:

Table 1.1 : Distribution of Establishments by HSIC Classification in the Printing Industry

Branch		Number of Establishments	Percentage of Total Number of Establishments
1. Newspaper Printing	HSIC 581201	40	1.1%
2. Job Printing	HSIC 181100	2 119	56.0%
3. Printing	HSICs 181201, 181202 and 181299	236	6.2%
4. Manufacture of Containers and Boxes of Paper and Paperboard (only printing and related activities)	HSICs 170201 and 170202	144	3.8%
5. Printing Agents	HSIC 829300	1 178	31.2%
6. Selected Organisations		64	1.7%
Total		3 781	100%

Figure 1.1 : Distribution of Printing Establishments by Branch

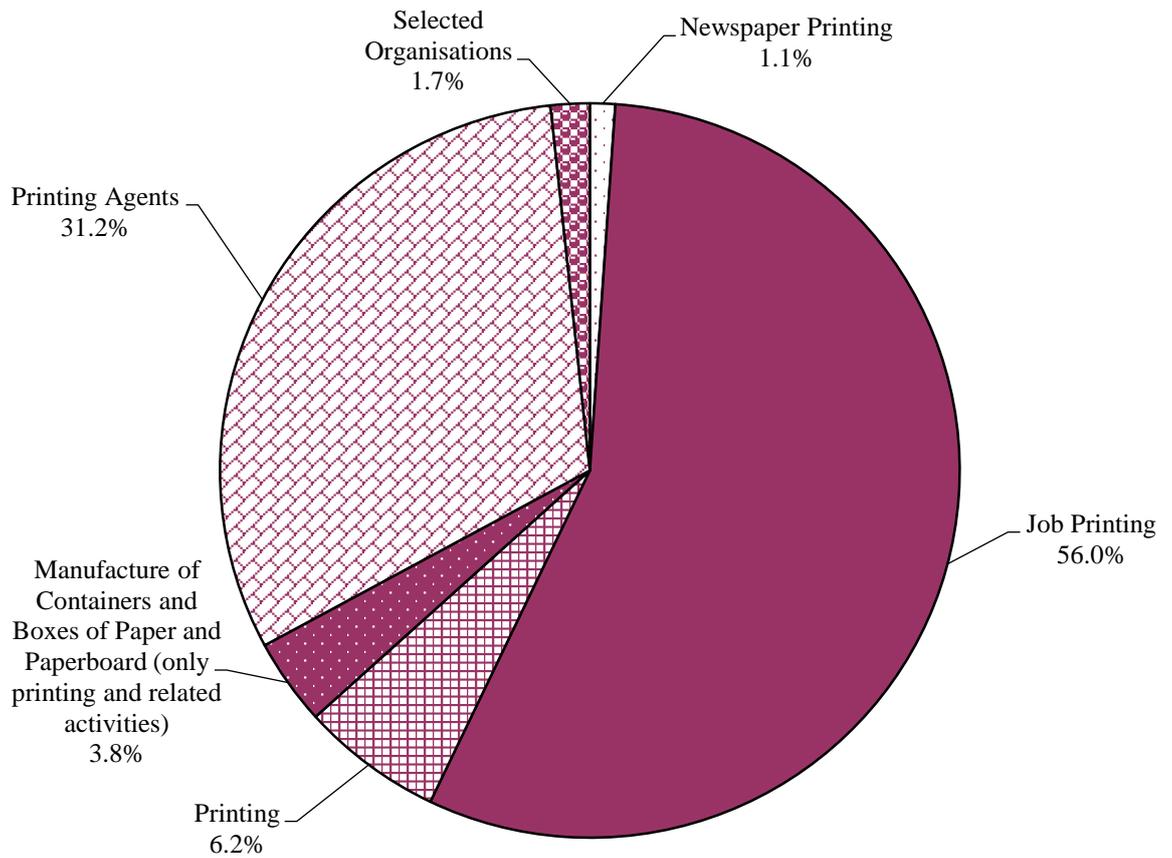
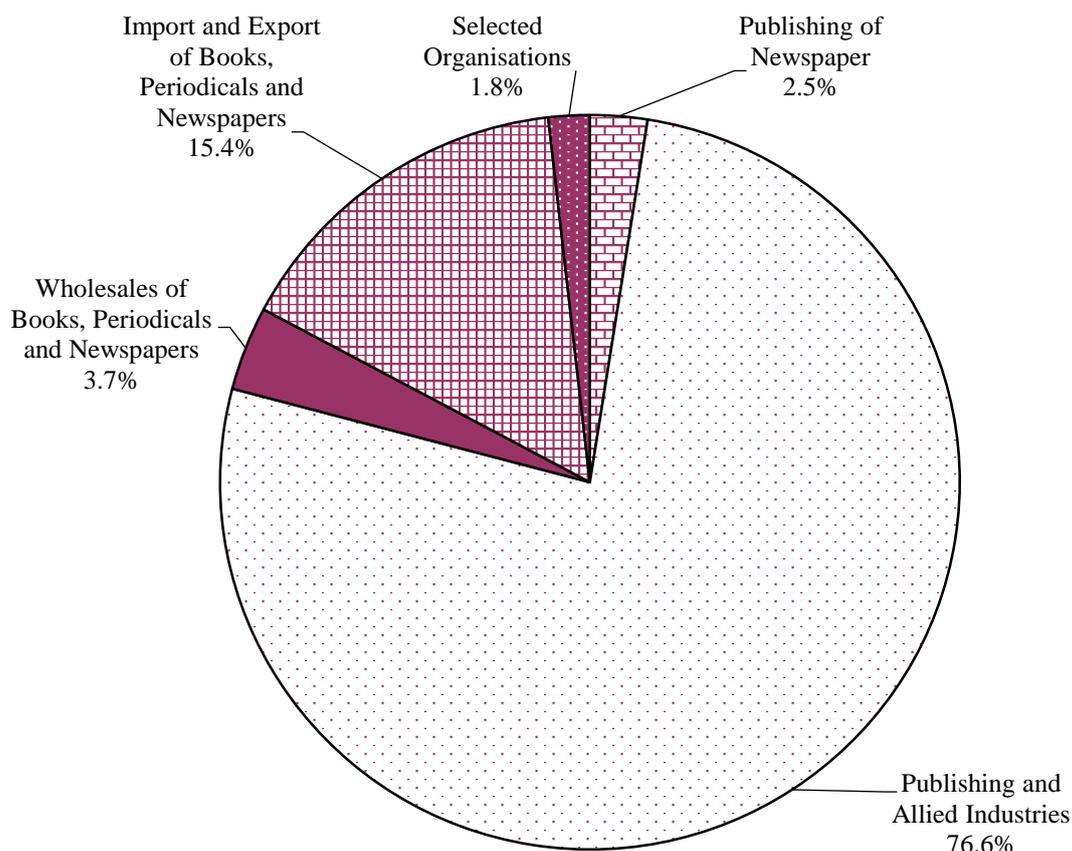


Table 1.2 : Distribution of Establishments by HSIC Classification in the Publishing Industry

Branch		Number of Establishments	Percentage of Total Number of Establishments
1. Publishing of Newspaper	HSIC 581201	40	2.5%
2. Publishing and Allied Industries	HSICs 58110, 581202 and 581900	1 215	76.6%
3. Wholesales of Books, Periodicals and Newspapers –	HSIC 460423	58	3.7%
4. Import and Export of Books, Periodicals and Newspapers -	HSICs 451423, 452423	245	15.4%
5. Selected Organisations		28	1.8%
Total		1 586	100%

Figure 1.2 : Distribution of Publishing Establishments by Branch



1.8 Owing to resources constraint, a stratified random sampling method was used to select samples for the survey fieldwork out of 627 printing and related establishments, including the educational and training institutions and the printing department/agencies of the Government of the Hong Kong Special Administrative Region and 274 establishments in the publishing industry.

Publicity

1.9 Prior to the fieldwork of the survey, publicity was placed in the local press. Assistance to solicit co-operation from their members was also given by the following associations:

- (a) The Hong Kong Printers Association,
- (b) Graphic Arts Association of Hong Kong Limited,
- (c) The Chinese Manufacturers' Association of Hong Kong,
- (d) Federation of Hong Kong Industries,
- (e) The Newspaper Society of Hong Kong,
- (f) The Hong Kong Association of Professional Education Publishing Limited, and
- (g) Hong Kong Publishing Professionals Society Limited.

Method of the Survey

1.10 Before the commencement of the fieldwork, copies of the questionnaires together with the explanatory notes and job descriptions of the principal jobs in the printing and publishing industries were sent to the selected establishments of the two industries (Appendices 3 and 4).

1.11 During the fieldwork, interviewers of the Census and Statistics Department visited the establishments to collect the completed questionnaires, and where required, they also answered queries and assisted in the completion of the questionnaires.

1.12 The data collected were checked and where necessary, confirmed with the respondents. The data were then scaled up statistically to reflect the overall picture of the manpower situation of the two industries.

Response to the Survey

1.13 Of the 906 establishments, 598 supplied their manpower information. 67 establishments either had closed, moved or were no longer engaged in work related to the printing and publishing industries. 30 establishments had declined to supply any information. The effective response rate was 95.3%.

The Report

1.14 This report presents the findings of the survey, the Training Board's forecast of the manpower needs of the printing and publishing industries and recommendations on measures to meet these needs. In the report, the terms "workforce", "employees" and "workers" refer to the total number of persons (excluding trainees and apprentices) employed in the 54 principal jobs; the term "trainees" includes all trainees receiving any form of training and apprentices undergoing an apprenticeship.

SECTION II

SURVEY FINDINGS

Number of Workers Employed

2.1 The survey revealed that during the period from mid-May to mid-October 2016, the printing and publishing industries employed a total of 16 915 and 10 233 employees in 26 and 25 principal jobs respectively. In terms of branches, there were 476 in Branch 1 - Newspaper printing, 10 423 in Branch 2 - Job printing, 1 241 in Branch 3 – Printing, 317 in Branch 4 – Manufacture of Containers and boxes of paper and paperboard, 2 890 in Branch 5 - Printing agents and 1 568 in Branch 6 - Selected Organisations in the printing industry. On the other hand, in the publishing industry, there were 2 904 in the new Branch 1 – Publishing of newspapers, 6305 in Branch 2 - Publishing and allied industries, 183 in Branch 3 - Wholesales of Books, Periodicals and Newspapers, 558 in Branch 4 - Import and Export of Books, Periodicals and Newspapers and 283 in Branch 5 - Selected organisations. With regards to job level, there were 1 535 technologists/managers, 6 730 technicians, 7 382 craftsmen and 1 268 unskilled workers employed in the printing industry; whereas there were 1 798 managers, 2 717 supervisors, 5 718 technical staffs employees in the publishing industry. Details of the manpower statistics are shown in Appendices 5 and 6 respectively. The distribution of employees by branch and job level of the printing and publishing industries are shown in Tables 2.1 and 2.2 and Figures 2.1 to 2.4:

Table 2.1 : Distribution of Employees by Branch and Job Level in the Printing Industry

Branch \ Job Level	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees
1.Newspaper Printing	17	88	262	109	476	2.8%
2.Job Printing	756	3 077	5 814	776	10 423	61.6%
3.Printing	93	434	554	160	1 241	7.3%
4.Manufacture of Containers and Boxes of Paper and Paperboard	19	57	184	57	317	1.9%
5.Printing Agents	506	2 353	10	21	2 890	17.1%
6.Selected Organisations	144	721	558	145	1 568	9.3%
Total	1 535	6 730	7 382	1 268	16 915	100%
Percentage of Total Number of Employees	9.1%	39.8%	43.6%	7.5%	100%	

Figure 2.1 : Distribution of Employees by Branch in the Printing Industry

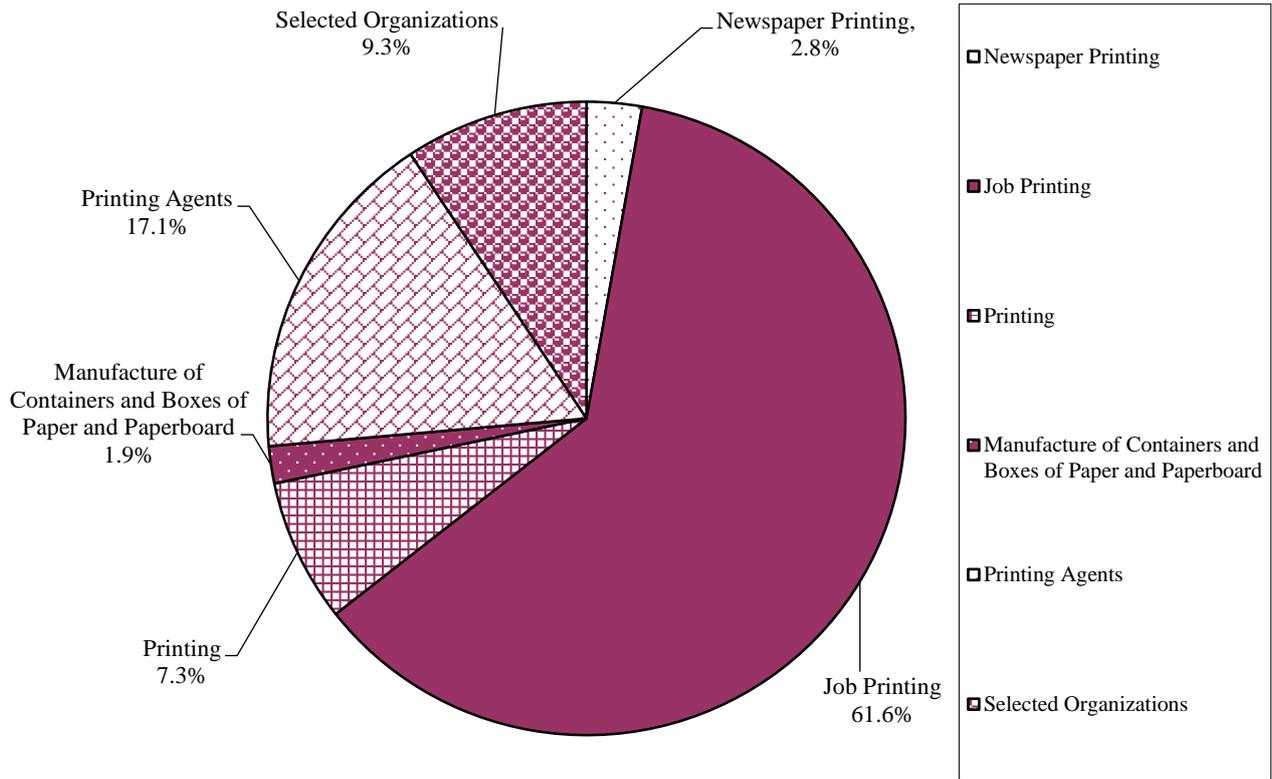


Figure 2.2 : Distribution of Employees by Job Level in the Printing Industry

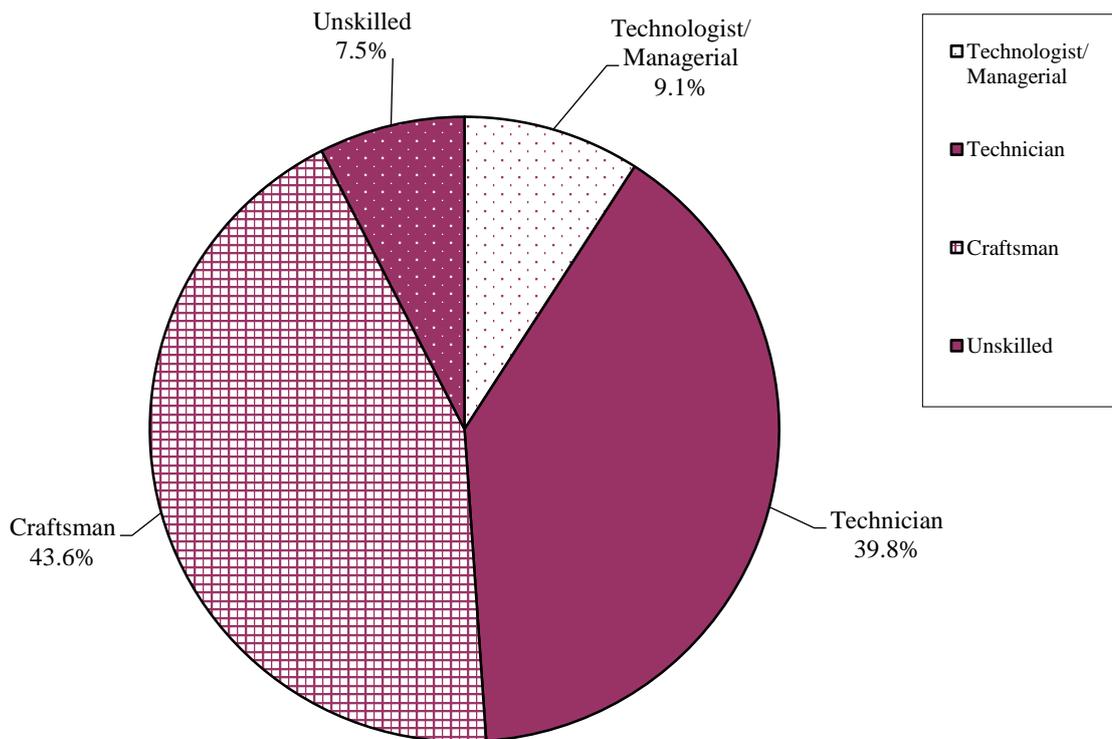


Table 2.2 : Distribution of Employees by Branch and Job Level in the Publishing Industry

Branch \ Job Level	Managerial	Supervisory	Technical Staff	Total	Percentage of Total Number of Employees
1. Publishing of Newspapers	437	849	1 618	2 904	28.4%
2. Publishing and Allied Industries	1 097	1 560	3 648	6 305	61.6%
3. Wholesales of Books, Periodicals and Newspapers	32	33	118	183	1.8%
4. Import and Export of Books, Periodicals and Newspapers	171	182	205	558	5.5%
5. Selected Organisations	61	93	129	283	2.8%
Total	1 798	2 717	5 718	10 233	100%
Percentage of Total Number of Employees	17.6%	26.6%	55.9%	100%	

Figure 2.3 : Distribution of Employees by Branch in the Publishing Industry

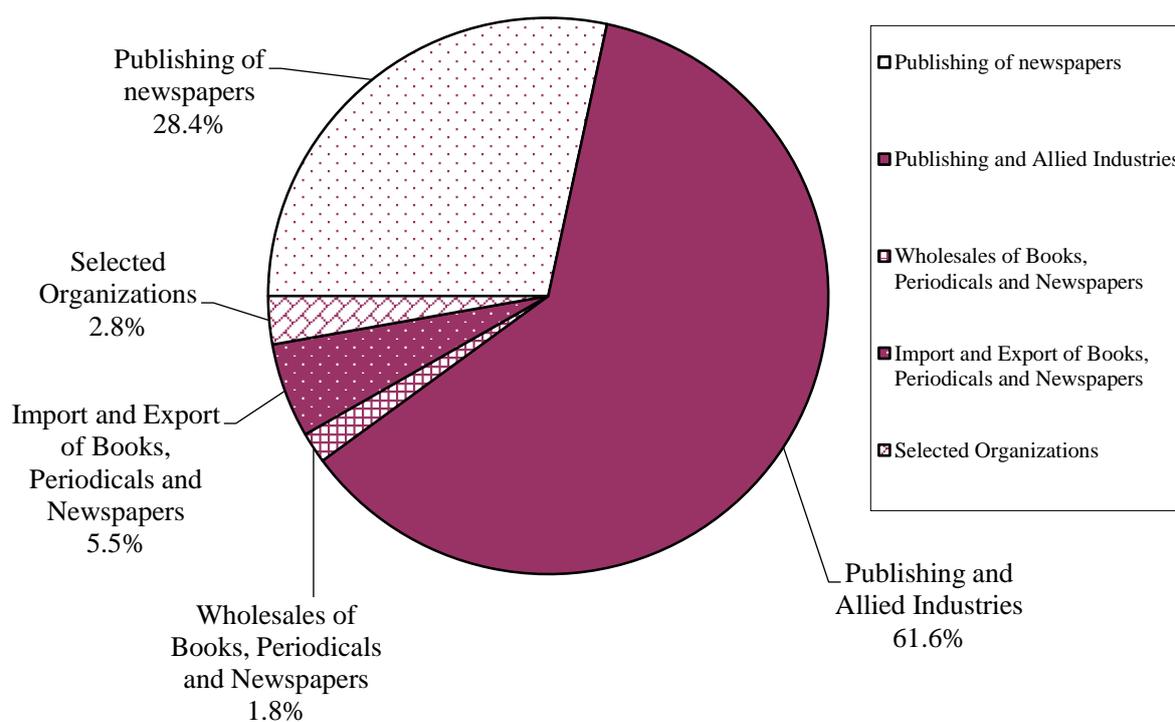
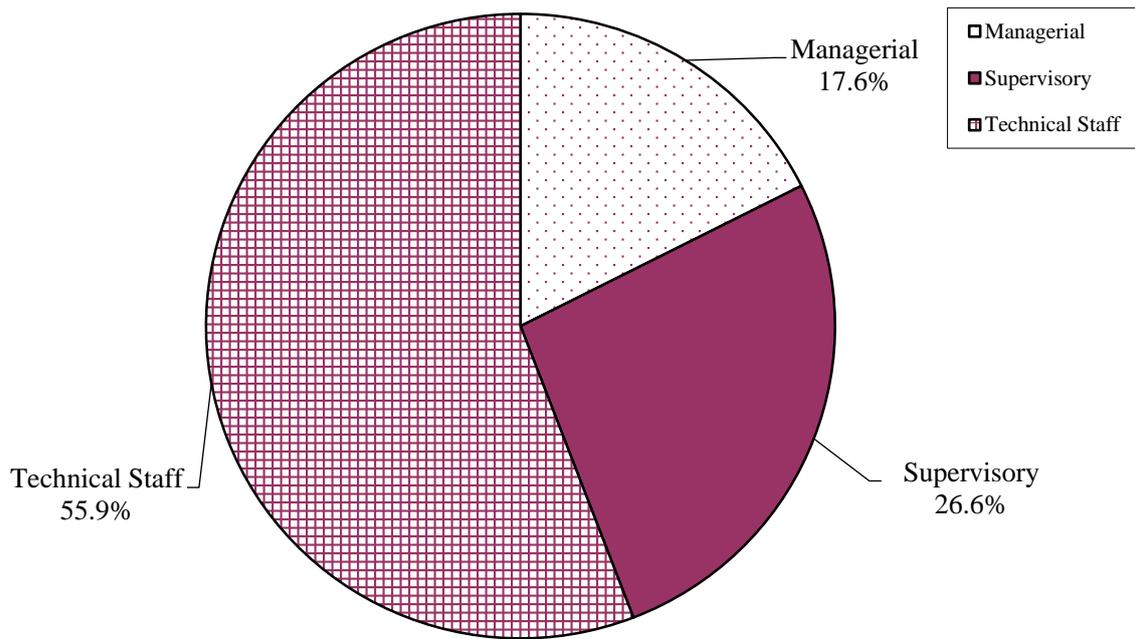


Figure 2.4 : Distribution of Employees by Job Level in the Publishing Industry



2.2 The distribution of employees by job levels on the past surveys conducted by the former Printing Industry Training Board and Advertising, Public Relations and Publishing Training Board and the current Training Board for the printing and publishing industries is shown in Tables 2.3 and 2.4 and Figures 2.5 and 2.6:

Table 2.3 : Distribution of Employees by Job Level in the Manpower Surveys of the Printing Industry between 1990 and 2016

Year	Manpower at					Total Manpower
	*Technologist/ Managerial Level	Technician Level	Craftsman Level	Operative Level	Unskilled Level	
1990	-	4 351	17 929	2 898	2 817	27 995
1992	-	3 549	18 408	3 622	2 915	28 494
1994	-	4 747	19 930	3 367	2 660	30 704
1996	-	6 157	16 226	2 928	3 715	29 026
1998	165	4 758	14 639	2 222	3 133	24 917
2000	445	5 656	13 729	2 266	1 893	23 989
2002	729	5 466	11 935	2 082	1 334	21 546
2004	759	6 208	11 816	860	1 579	21 222
2006	1 185	7 544	11 370	-	1 214	21 313
2008	1 385	8 382	11 508	-	1 203	22 478
2010	1 661	8 733	9 643	-	1 111	21 148
2012	1 243	7 962	7 891	-	1 269	18 365
2014	1 410	7 315	7 771	-	1 194	17 690
2016	1 535	6 730	7 382	-	1 268	16 915

* The survey of technologist/managerial level was first started in 1998 and was widened to cover more principal jobs at the technologist/managerial level in the subsequent surveys. The principal jobs at the operative level were deleted in the 2006 survey.

Figure 2.5 : Distribution of Employees by Job Level in the Manpower Surveys of the Printing Industry between 1990 and 2016

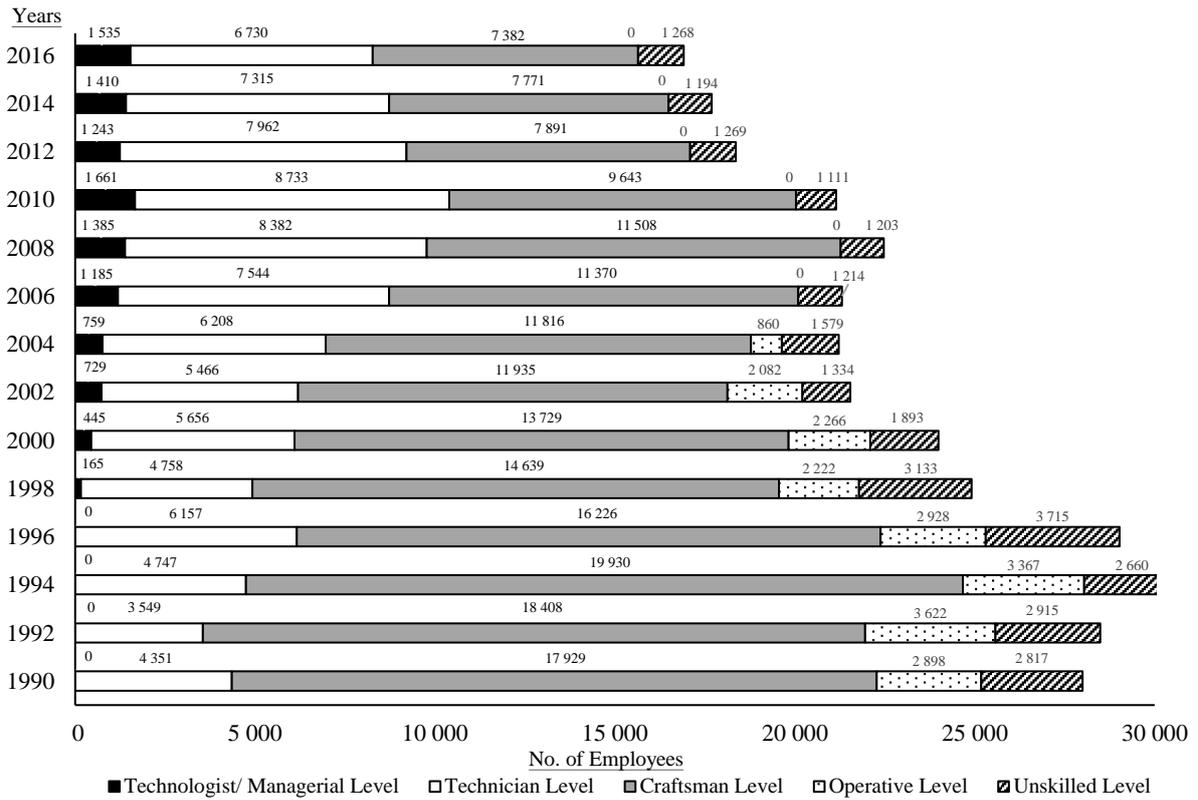
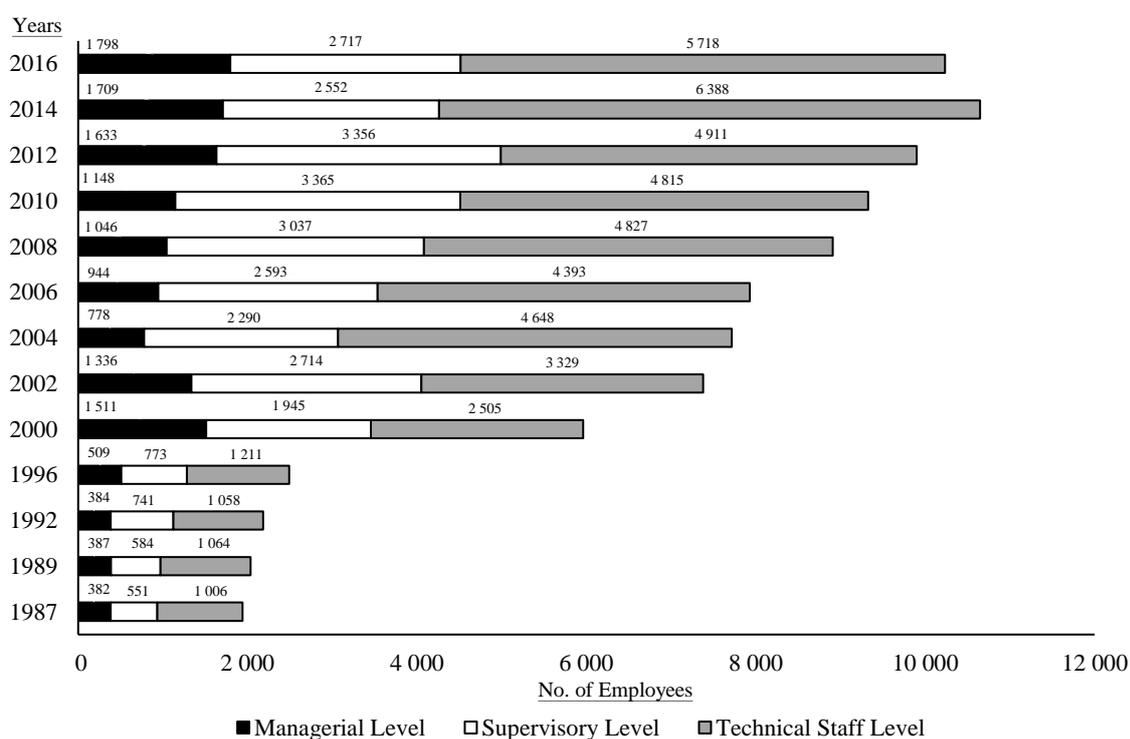


Table 2.4 : Distribution of Employees by Job Level in the Manpower Surveys of the Publishing Industry between 1987 and 2016

Year	Manpower at			Total Manpower
	Managerial Level	Supervisory Level	Technical Staff Level	
1987	382	551	1 006	1 939
1989	387	584	1 064	2 035
1992	384	741	1 058	2 183
1996	509	773	1 211	2 493
2000	1 511	1 945	2 505	5 961
2002	1 336	2 714	3 329	7 379
2004	778	2 290	4 648	7 716
2006	944	2 593	4 393	7 930
2008	1 046	3 037	4 827	8 910
2010	1 148	3 365	4 815	9 328
2012	1 633	3 356	4 911	9 900
2014	1 709	2 552	6 388	10 694
2016	1 798	2 717	5 718	10 233

Figure 2.6 : Distribution of Employees by Job Level in the Manpower Surveys of the Publishing Industry between 1987 and 2016



Number of Trainees

2.3 At the time of the survey, there were 5 and 2 trainees representing 0.03% and 0.02% of the total number employed in the printing and publishing industries. Details of the trainee statistics are shown in Appendices 5 and 6. The distribution of trainees by branch and job level in the printing and publishing industries is shown in Tables 2.5 and Table 2.6:

Table 2.5 : Distribution of Trainees in the Printing Industry

Job Level Branch	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees at the Same Branch
1. Newspaper Printing	-	-	-	-	-	-
2. Job Printing	-	2	3	-	5	0.05%
3. Printing	-	-	-	-	-	-
4. Manufacture of Containers and Boxes of Paper and Paperboard	-	-	-	-	-	-
5. Printing Agents	-	-	-	-	-	-
6. Selected Organisations	-	-	-	-	-	-
Total	-	2	3	-	5	0.03%
Percentage of Total Number of Employees at the Same Level	-	0.03%	0.04%	-	0.03%	

Table 2.6 : Distribution of Trainees in the Publishing Industry

Branch \ Job Level	Managerial	Supervisory	Technical Staff	Total	Percentage of Total Number of Employees at the Same Branch
1. Publishing of newspapers	-	-	-	-	-
2. Publishing and Allied Industries	-	-	2	2	0.03%
3. Wholesales of Books, Periodicals and Newspapers	-	-	-	-	-
4. Import and Export of Books, Periodicals and Newspapers	-	-	-	-	-
5. Selected Organisations	-	-	-	-	-
Total	-	-	2	2	-
Percentage of Total Number of Employees at the Same Level	-	-	0.03%	0.02%	

Number of Vacancies

2.4 At the time of survey, the total number of job vacancies was 293 and 173, both represent 1.7% of the total number employed in the printing and publishing industries. Details of vacancies statistics are shown in Appendices 5 and 6 respectively. The distribution of vacancies by branch and by job level is shown below in Tables 2.7 and 2.8:

Table 2.7 : Distribution of Vacancies by Branch and by Job Level in the Printing Industry

Branch \ Job Level	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees at the Same Branch
1. Newspaper Printing	-	1	17	-	18	3.8%
2. Job Printing	-	35	118	6	159	1.5%
3. Printing	2	-	11	9	22	1.8%
4. Manufacture of Containers and Boxes of Paper and Paperboard	-	-	1	-	1	0.3%
5. Printing Agents	1	73	-	-	74	2.6%
6. Selected Organisations	-	2	9	8	19	1.2%
Total	3	111	156	23	293	1.7%
Percentage of Total Number of Employees at the Same Level	0.2%	1.6%	2.1%	1.8%	1.7%	

Table 2.8 : Distribution of Vacancies by Branch and by Job Level in the Publishing Industry

Branch \ Job Level	Managerial	Supervisory	Technical Staff	Total	Percentage of Total Number of Employees at the Same Branch
1. Publishing of newspapers	-	9	17	26	0.9%
2. Publishing and Allied Industries	2	31	103	136	2.2%
3. Wholesales of Books, Periodicals and Newspapers	-	-	-	-	-
4. Import and Export of Books, Periodicals and Newspapers	-	2	2	4	0.7%
5. Selected Organisations	-	-	7	7	2.5%
Total	2	42	129	173	1.7%
Percentage of Total Number of Employees at the Same Level	0.1%	1.5%	2.3%	1.7%	

Forecast Workforce by May 2017

2.5 Employers forecast that there would be 17 037 and 10 392 employees employed in the printing and publishing industries respectively by May 2017. Details of forecast workforce for the printing industry and publishing industry are shown in Appendices 5 and 6. The employers' forecasts by job level are shown below in Tables 2.9 and 2.10:

Table 2.9 : Employers' Manpower Requirement by May 2016 and Manpower Forecast by May 2017 in the Printing Industry

Job Level	Number of Employees Employed at Time of Survey	Number of Vacancies	Total Manpower Requirement at Time of Survey	Forecast of Total Number of Employees by May 2017	Forecast Increase (+)/ Decrease (-) in Number of Employees
Technologist/ Managerial	1 535	3	1 538	1 533	- 5
Technician	6 730	111	6 841	6 814	- 27
Craftsman	7 382	156	7 538	7 433	- 105
Unskilled	1 268	23	1 291	1 257	- 34
Total	16 915	293	17 208	17 037	- 171

Figure 2.7 : Comparison of Employers' Manpower Requirement by May 2016 and May 2017

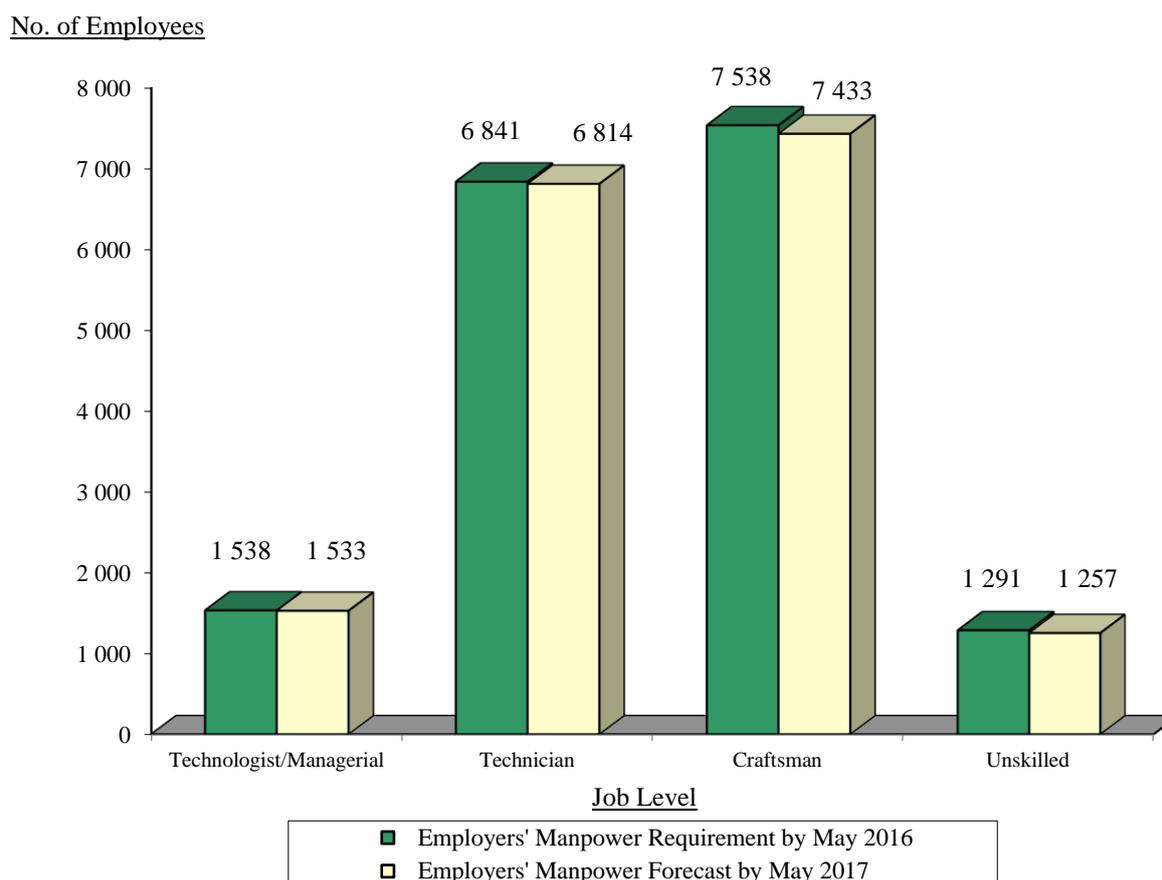
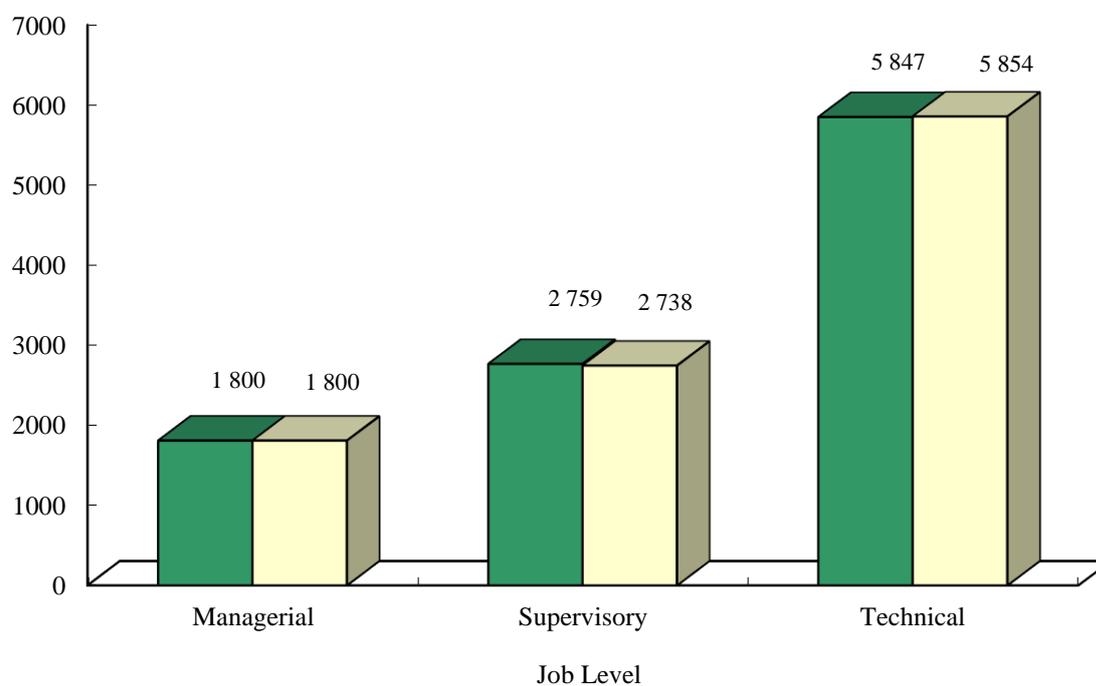


Table 2.10 : Employers' Manpower Requirement by May 2016 and Manpower Forecast by May 2017 in Publishing Industry

Job Level	Number of Employees Employed at Time of Survey	Number of Vacancies	Total Manpower Requirement at Time of Survey	Forecast of Total Number of Employees by May 2017	Forecast Increase (+)/ Decrease (-) in Number of Employees
Managerial	1 798	2	1 800	1 800	-
Supervisory	2 717	42	2 759	2 738	- 21
Technical Staff	5 718	129	5 847	5 854	+ 7
Total	10 233	173	10 406	10 392	- 14

Figure 2.8 : Comparison of Employers' Manpower Requirement by May 2016 and May 2017

No. of Employees



Employers' Manpower Requirement by May 2016
 Employers' Manpower Forecast by May 2017

Preferred Education

2.6 The majority views of employers in the printing and publishing industries on the preferred education of their employees at each job level are shown in Tables 2.11 and 2.12:

Table 2.11 : Employers' Views on Preferred Education in the Printing Industry

Job Level	Preferred Education
Technologist/ Managerial	First Degree
Technician	Sub-Degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) / Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent)
Craftsman	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) / Junior Secondary (Secondary 1-3 or equivalent)

Table 2.12 : Employers' Views on Preferred Education in the Publishing Industry

Job Level	Preferred Education
Managerial	First Degree
Supervisory	First Degree
Technical Staff	Sub-Degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent)

2.7 Details of employers' views in the printing industry and publishing industry are shown in Appendices 7 and 8 respectively.

Preferred Period of Training

2.8 The majority views of employers in the printing and publishing industries on the preferred period of training for their employees at each job level are shown in Tables 2.13 and 2.14:

Table 2.13 : Employers' Views on Preferred Period of Training in the Printing Industry

Job Level	Preferred Period of Training
Technologist/ Managerial	4 years or above
Technician	1 to 2 years
Craftsman	1 to 2 years

Table 2.14 : Employers' Views on Preferred Period of Training in the Publishing Industry

Job Level	Preferred Period of Training
Managerial	4 years or above
Supervisory	2 to 3 years
Technical Staff	2 to 3 years

2.9 Details of employers' views in the printing industry and publishing industry are shown in Appendices 9 and 10 respectively.

Preferred Mode of Training

2.10 The majority views of employers in the printing and publishing industries on the mode of training for their employees at each level are shown in Tables 2.15 and 2.16:

Table 2.15 : Employers' Views on Preferred Mode of Training in the Printing Industry

Job Level	Preferred Mode of Training
Technologist/ Managerial	On-the-job training
Technician	On-the-job training
Craftsman	Apprenticeship/ On-the-job training

Table 2.16 : Employers' Views on Preferred Mode of Training in the Publishing Industry

Job Level	Preferred Mode of Training
Managerial	On-the-job training
Supervisory	On-the-job training
Technical Staff	On-the-job training

2.11 Details of employers' views on preferred mode of training in the printing industry and publishing industry are shown in Appendices 11 and 12 respectively.

Total Monthly Income Range of Employees

2.12 The distribution of employees by total monthly range in the two industries is shown in Tables 2.17 and 2.18:

Table 2.17 : Distribution of Employees by Total Monthly Income Range in the Printing Industry

Job Level	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above	Unspecified	Total
Technologist / Managerial	-	-	5	63	644	281	62	69	411	1 535
Technician	109	423	1 832	2 331	705	291	26	-	1 013	6 730
Craftsman	338	559	3 627	1 412	101	-	-	-	1 345	7 382
Unskilled	63	531	342	4	-	-	-	-	328	1 268
Total	510	1 513	5 806	3 810	1 450	572	88	69	3 097	16 915
Total Number of Employees in Percentage	3.0%	8.9%	34.3%	22.5%	8.6%	3.4%	0.5%	0.4%	18.3%	100%

Table 2.18 : Distribution of Employees by Total Monthly Income Range in the Publishing Industry

Job Level	\$8,000 or below	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above	Unspecified	Total
Managerial	-	2	76	26	109	432	292	124	737	1 798
Supervisory	-	22	125	286	1 122	153	10	6	993	2 717
Technical Staff	25	69	727	1 826	389	47	-	-	2 635	5 718
Total	25	93	928	2 138	1 620	632	302	130	4 365	10 233
Total Number of Employees in Percentage	0.2%	0.9%	9.1%	20.9%	15.8%	6.2%	3.0%	1.3%	42.7%	100%

2.13 Details of monthly income range of employees in the printing industry and publishing industry are shown in Appendices 13 and 14 respectively.

Technical and Non-technical Staff

2.14 The distribution of technical and non-technical staff in the printing and publishing industries is shown below in Table 2.19:

Table 2.19 : Distribution of Technical and Non-technical Staff in the Printing and Publishing Industries

	<u>Technical Staff</u>	<u>Non-technical Staff</u>	<u>Total</u>	<u>Percentage of Technical Staff</u>
Printing Industry	16 915	5 216	22 131	76.4%
Publishing Industry	10 233	8 871	19 104	53.6%
Total	27 148	14 087	41 235	65.8%

Employers' Views on the Expected Change in Business Situations for the Coming Year

2.15 The survey revealed that about 41.0% and 56.1% of the employers in the printing and publishing industries respectively had forecasted the business situations would be either the same or better in the coming year. The distribution of employers' view is shown in Tables 2.20 and 2.21.

Table 2.20 : Views of Employers in the Printing Industry on the Business Situation for the Coming Year

Employment Size	Business Situation				
	Better	Same	Worse	Unspecified	Total
1 - 9	39	966	1 544	80	2 629
10 - 49	8	218	171	5	402
50 & Over	2	31	10	8	51
All	49	1 215	1 725	93	3 082
Percentage of Firms	1.6%	39.4%	56.0%	3.0%	100%

**Table 2.21 : Views of Employers in the Publishing Industry
on the Business Situation for the Coming Year**

Employment Size	Business Situation				
	Better	Same	Worse	Unspecified	Total
1 - 9	74	286	315	-	675
10 - 49	7	109	59	13	188
50 & Over	7	37	6	14	64
All	88	432	380	27	927
Percentage of Firms	9.5%	46.6%	41.0%	2.9%	100%

***Employees Deployed to Work outside Hong Kong
in the Printing Industry***

2.16 Employers reported the following number of employees who had been deployed to work outside Hong Kong more than 6 months during the 12 months prior to the survey:

**Table 2.22 : Number of Employees Deployed to Work Outside
Hong Kong in the Printing Industry**

Job Level	Number of Employees	Total Number of Employees at the Same Job Level	Percentage of Total Number of Employees at the Same Job Level
Technologist/Managerial	50	1 535	3.3%
Technician	19	6 730	0.3%
Craftsman	-	7 382	0%
Total	69	15 647	0.4%

***Establishments with Production Workshops
in Mainland China in the Publishing Industry***

2.17 The survey revealed that among 927 Hong Kong publishing companies, 54 of them operated with production workshops in Mainland China and employed 780 Mainland employees. The later figure does not include employees who are Hong Kong residents. The distribution of the Mainland employees by job level is as below:

**Table 2.23 : Number of Employees in Mainland China
in the Publishing Industry**

Job Level	Number of Employees in Mainland China	Number of Employees in Hong Kong
Managerial	103	1 798
Supervisory	251	2 717
Technical Staff	426	5 718
Total	780	10 233

Employees Promoted in the Printing Industry

2.18 The survey revealed that 48 employees were promoted in the printing industry. The distribution of the employees promoted in the printing industry is as below:

**Table 2.24 : Number of Employees Promoted in the
Printing Industry**

Branch \ Job Level	Technologist/ Managerial	Technician	Craftsman	Total
1. Newspaper Printing	-	-	-	-
2. Job Printing	8	15	3	26
3. Printing	6	10	-	16
4. Manufacture of Containers and Boxes of Paper and Paperboard	-	-	-	-
5. Printing Agents	-	-	-	-
6. Selected Organisations	4	-	2	6
Total	18	25	5	48

Employees Promoted in the Publishing Industry

2.19 The survey revealed that 161 employees were promoted in the publishing industry. The distribution of the employees promoted in the publishing industry is as below:

Table 2.25 : Number of Employees Promoted in the Publishing Industry

Branch \ Job Level	Managerial	Supervisory	Technical Staff	Total
1. Publishing of newspapers	-	2	-	2
2. Publishing and Allied Industries	64	52	18	134
3. Wholesales of Books, Periodicals and Newspapers	-	2	-	2
4. Import and Export of Books, Periodicals and Newspapers	10	1	-	11
5. Selected Organisations	3	5	4	12
Total	77	62	22	161

Employers' Major Difficulties in Recruitment in the Printing Industry

2.20 Employers reported the following information on the major recruitment difficulties encountered in the printing industry:

Table 2.26 : Number of Companies Facing Difficulties in Recruitment in the Printing Industry

Branch	Companies Facing Difficulties in Recruitment	Companies Not Facing Difficulties in Recruitment	No Recruitment in the Past 12 Months
1. Newspaper Printing	1	-	3
2. Job Printing	216	88	1 107
3. Printing	15	19	147
4. Manufacture of Containers and Boxes of Paper and Paperboard	-	1	99
5. Printing Agents	15	94	1 027
6. Selected Organisations	6	5	35
Total	253	207	2 418

Table 2.27 : Major Difficulties in Recruitment in the Printing Industry

Reasons	Job Levels	Technologist / Managerial	Technician / Supervisory	Craftsman	Total
Candidate lacked the relevant skills/expertise		3	11	52	66
Candidates lacked the relevant experience		4	24	40	68
Candidates lacked the relevant academic qualification		-	-	4	4
Candidates language skill (including Putonghua) were poor		-	3	-	3
Candidates found the remuneration package not attractive		4	44	68	116
Candidates found the fringe benefits not attractive		1	9	8	18
Candidates were unwilling to work on shift for long hours		-	16	23	39
Candidates were unwilling to work in the mainland of China		-	-	-	-
Others		-	14	57	71
Total		12	121	252	385

Employers' Major Difficulties in Recruitment in the Publishing Industry

2.21 Employers reported the following information on the major recruitment difficulties encountered in the publishing industry:

Table 2.28 : Number of Companies Facing Difficulties in Recruitment in the Publishing Industry

Branch	Companies Facing Difficulties in Recruitment	Companies Not Facing Difficulties in Recruitment	No Recruitment in the Past 12 Months
1. Publishing of newspapers	7	10	14
2. Publishing and Allied Industries	76	137	434
3. Wholesales of Books, Periodicals and Newspapers	1	8	36
4. Import and Export of Books, Periodicals and Newspapers	6	9	122
5. Selected Organisations	3	4	10
Total	93	168	616

Table 2.29 : Major Difficulties in Recruitment in the Publishing Industry

Reasons	Job Levels	Managerial	Supervisory	Technical Staff	Total
Candidate lacked the relevant skills/expertise		3	26	47	76
Candidates lacked the relevant experience		5	27	51	83
Candidates lacked the relevant academic qualification		-	-	-	-
Candidates language skill (including Putonghua) were poor		-	-	1	1
Candidates found the remuneration package not attractive		3	3	10	16
Candidates found the fringe benefits not attractive		1	-	1	2
Candidates were unwilling to work on shift for long hours		-	1	2	3
Candidates were unwilling to work in the mainland of China		-	-	-	-
Others		-	1	16	17
Total		12	58	128	198

Employees' Training Needs in the Printing Industry

2.22 The three most important skills/ knowledge that employees need to enhance in the next 12 months in response to the various changes in printing industry are shown below:

Table 2.30 : Three Important Employees' Training Needs in the Printing Industry

Job Level	The 3 most important skills/knowledge that employees need to enhance	
	Order	Skills/Knowledge
Technologist/ Managerial	1	Putonghua
	2	Media Technology
	3	Production Management/ Communication Skills
Technician/ Supervisory	1	Computer Graphics and Webpage
	2	Printing Technique
	3	Communication Skills
Craftsman	1	Printing Technique
	2	Repair and Maintenance
	3	Computer Graphics and Webpage

Employees' Training Needs in the Publishing Industry

2.23 The three most important skills/ knowledge that employees need to enhance in the next 12 months in response to the various changes in publishing industry are shown below:

Table 2.31 : Three Important Employees' Training Needs in the Publishing Industry

Job Level	The 3 most important skills/knowledge that employees need to enhance	
	Order	Skills/Knowledge
Managerial	1	Media Technology
	2	Publishing Production
	3	E-commerce knowledge and applications
Supervisory	1	Marketing
	2	Production Management
	3	Media Technology
Technical Staff	1	Publishing Production
	2	Editing
	3	Computer Graphics & Webpage Design

2.24 Details of the skills/knowledge that employees need to enhance in the printing industry and publishing industry are shown in Appendices 15 and 16 respectively.

Engagement in Electronic Publishing in the Publishing Industry

2.25 The survey revealed that in the publishing industry, 285 establishments engaged in electronic publishing, among these establishments, 257 and 170 involved in Website and Apps publishing while 152 and 10 involved in E-platform/ System and others. 641 establishments did not engage in electronic publishing. Details of employees engaged in electronic publishing are shown below:

Table 2.32 : Employees Engaged in Electronic Publishing in Publishing Industry

Branch	No. of Establishments				No. of Employees
	Website	Apps	Platform	Others	
1. Publishing of Newspapers	14	6	6	-	108
2. Publishing and Allied Industries	232	158	143	10	844
3. Wholesales of Books, Periodicals and Newspapers	-	-	-	-	-
4. Import and Export of Books, Periodicals and Newspapers	-	-	-	-	2
5. Selected Organisations	11	6	3	-	137
Total	257	170	152	10	1 091

2.26 Among the total number of 1 091 employees engaged in electronics publishing, only 163 (47 Manager (e-Publishing)) and 116 Supervisor (e-Publishing)) of them, as shown in Appendix 6, were solely involved in electronics business, while the other 928 (1 091 – 163) also performed other publishing activities in their serving establishments.

SECTION III

CONCLUSIONS

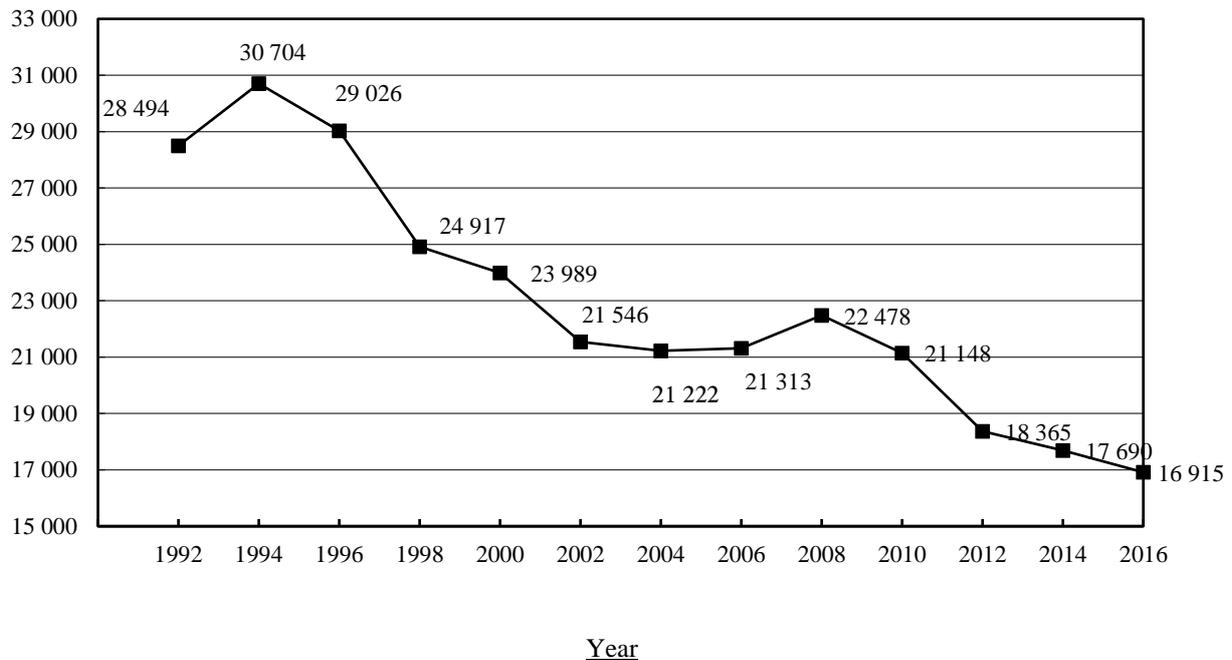
3.1 The Training Board has carefully examined the survey findings and considered that they generally reflect the employment situation of the printing and publishing industries at the time of the survey.

3.2 The survey revealed that the printing industry's workforce had decreased at an annual rate of 2.2% from 17 690 employees to 16 915 employees since the last survey conducted in May 2014. On the other hand, the workforce of the publishing industry had experienced a drop at an annual rate of 2.0% from 10 649 employees to 10 233 employees the first time since the Printing and Publishing Training Board conducted the survey in 2000. Figures 3.1 and 3.2 show the manpower situation of the printing industry and the publishing industry between 1992 and 2016:

(A) *Printing Industry*

**Figure 3.1 : Manpower Situation of the Printing Industry
Between 1992 and 2016**

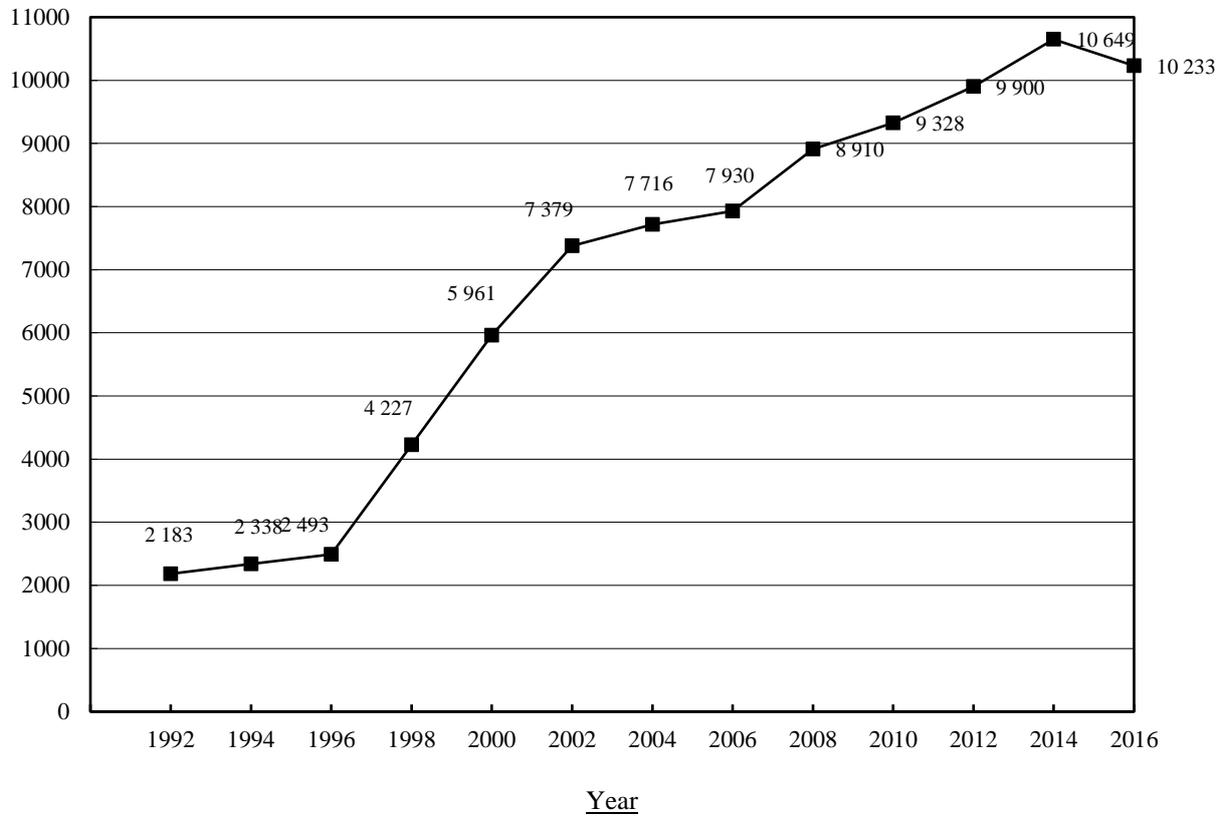
Number of Employees



(B) *Publishing Industry*

Figure 3.2 : Manpower Situation of the Publishing Industry Between 1992* and 2016

Number of Employees

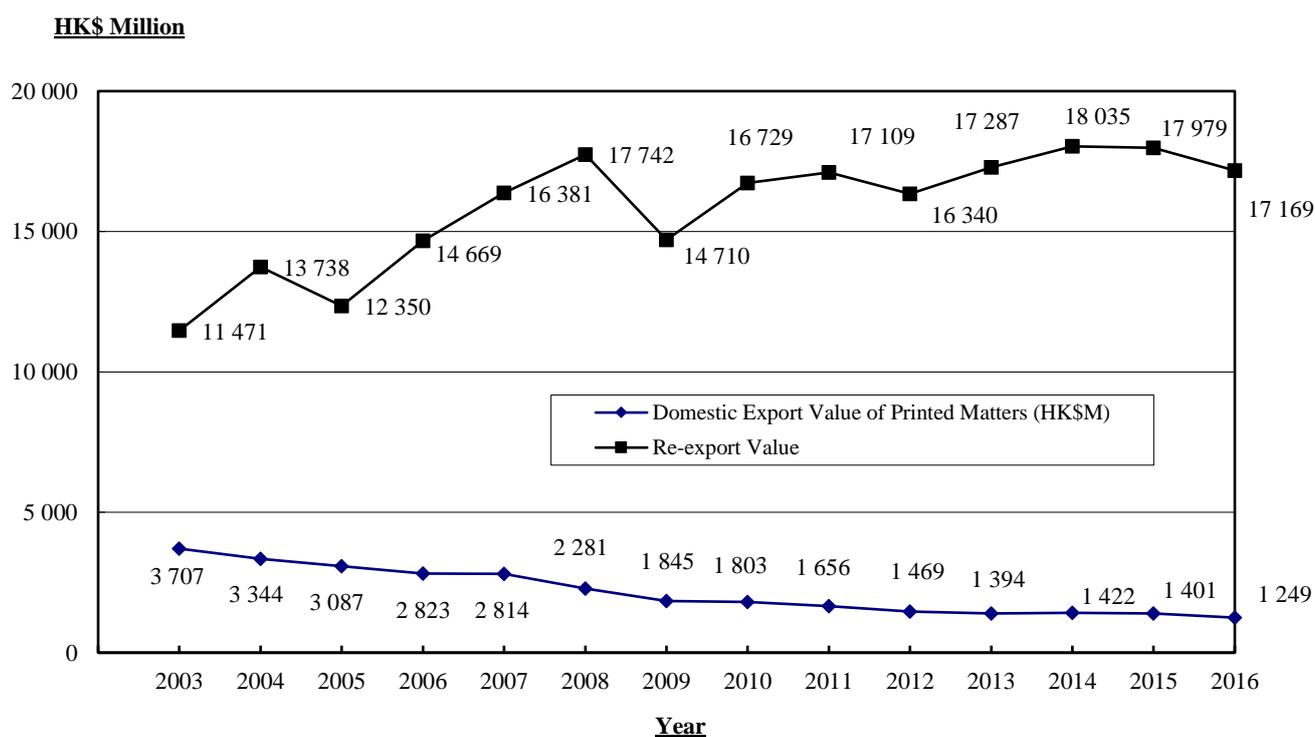


* The surveys from 2000 covered a wider scope than the previous surveys in 1992 and 1996 conducted by the former Advertising, Public Relations and Publishing Training Board.

Performance of the Printing Industry

3.3 The domestic export value of printed matters in year 2000 recorded a total of HK\$4,578 million, it gradually decreased to HK\$1,845 million in 2009 and HK\$1,249 million in 2016. On the other hand, the re-export value of printed matters maintained at HK\$17,000 to 18,000 million in the recent years and had a record of HK\$17,169 million in 2016, despite the ups and downs in earlier years ranged from HK\$11,471 million in 2003 and HK\$17,742 million in 2008. The performance of the domestic export value of printed matters between 2003 and 2016 is shown in Figure 3.3.

Figure 3.3 : Domestic Export and Re-export Value of Printed Matters between 2003 and 2016

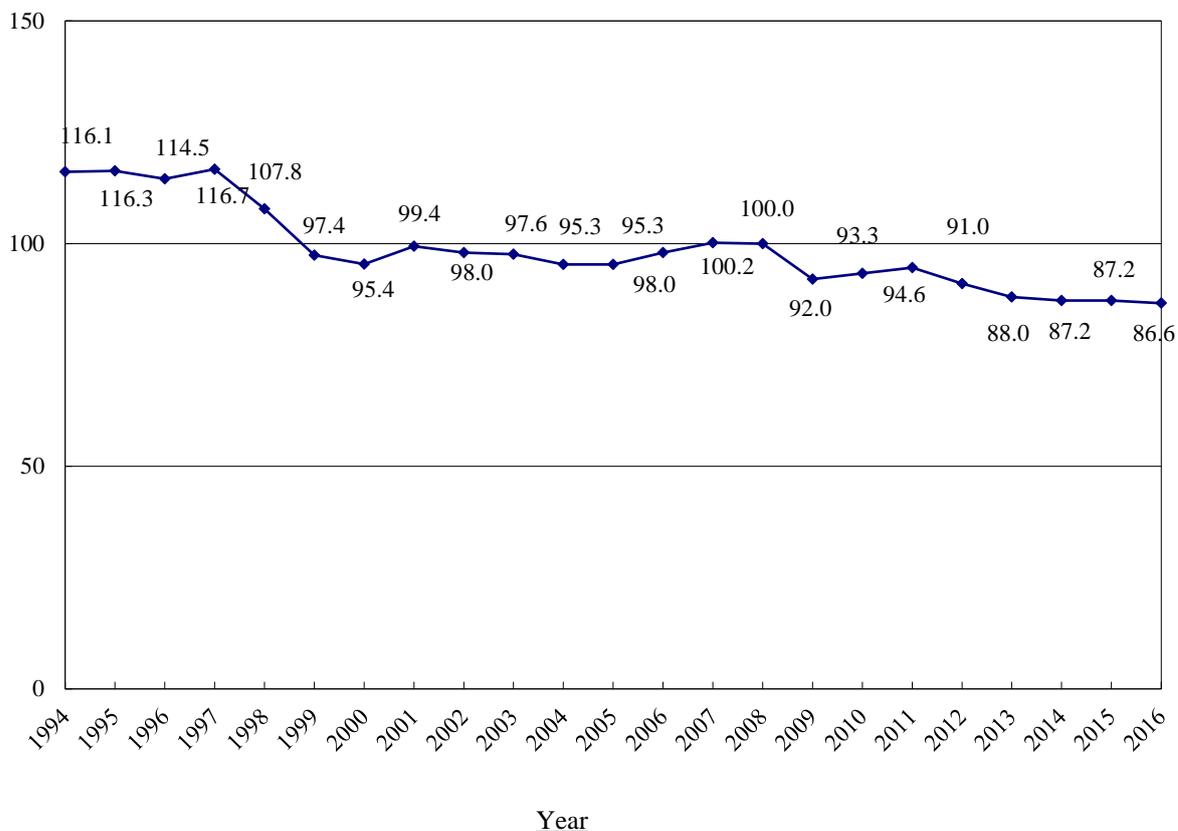


Source: Hong Kong Trade Statistics, Census and Statistics Department

3.4 The production index of the industry decreased from 100 in the base year of 2008 to 86.6 in 2016, representing a decrease in production for paper products and printed matters in the local industry in the past few years (see Figure 3.4 below).

Figure 3.4 : Paper Products and Printing Matters – Index of Industrial Production

Index No.
(2008 = 100)



Source : Census and Statistics Department

Note : The production index measures the change in local manufacturing output in real terms, i.e. changes in volume of local production after discounting the effect of price changes. As from the third quarter of 2008, the base year of the index the industrial production has been changed to 2008.

3.5 The data in paragraphs 3.3 & 3.4 reflect shifting of printing operation to the Mainland has been stabilised.

Manpower Changes by Branch

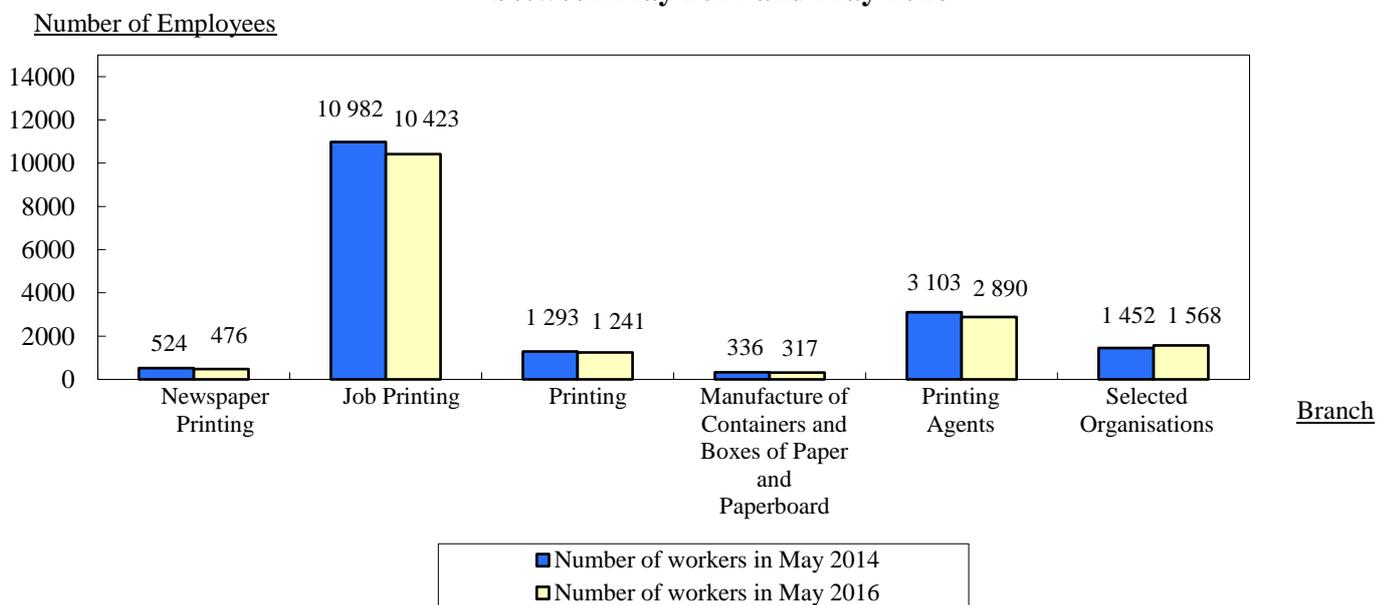
(A) Printing Industry

3.6 A breakdown of the manpower changes by branch in the printing industry between May 2014 and May 2016 is shown in Table 3.1 and Figure 3.5:

Table 3.1 : Breakdown of Manpower Changes by Branch in the Printing Industry Between May 2014 and May 2016

Branch	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
1. Newspaper Printing	524	476	- 4.7%
2. Job Printing	10 982	10 423	- 2.6%
3. Printing	1 293	1 241	- 2.0%
4. Manufacture of Containers and Boxes of Paper and Paperboard	336	317	- 2.9%
5. Printing Agents	3 103	2 890	- 3.5%
6. Selected Organisations	1 452	1 568	+ 3.9%
Total	17 690	16 915	- 2.2%

Figure 3.5 : Manpower Changes by Branch in the Printing Industry between May 2014 and May 2016



3.7 The survey revealed that the technical manpower of Branch 6 - Selected organisations had increased 3.9% per annum from 1 452 in May 2014 to 1 568 in May 2016. The manpower of Branch 1 – Newspaper Printing had decreased 4.7% per annum from 524 to 476 in May 2016. This was attributable to the decline in the share of printed newspaper readers.

3.8 It had been a challenging time for the printing industry since the last survey conducted in May 2014 as evidenced by the drop of domestic export value of printed matters from HK\$1 401 million to 1 249 million (Paragraph 3.3). The total number of establishments in the Branch 2 to 5 surveyed in May 2016 was 3 677, which was 359 less than that in May 2014. Subsequently, less manpower was engaged in the printing industry causing an annual decrease from 2.0% to 3.5% in the four branches.

3.9 Reading newspapers, magazines, books and other information on mobile and electronic devices has gained greater acceptance in recent years. Advertisers place more emphasis on online and digital campaigns. The demand for printed materials is affected which contributed to the decrease in number of manpower of the related branches of the printing industry.

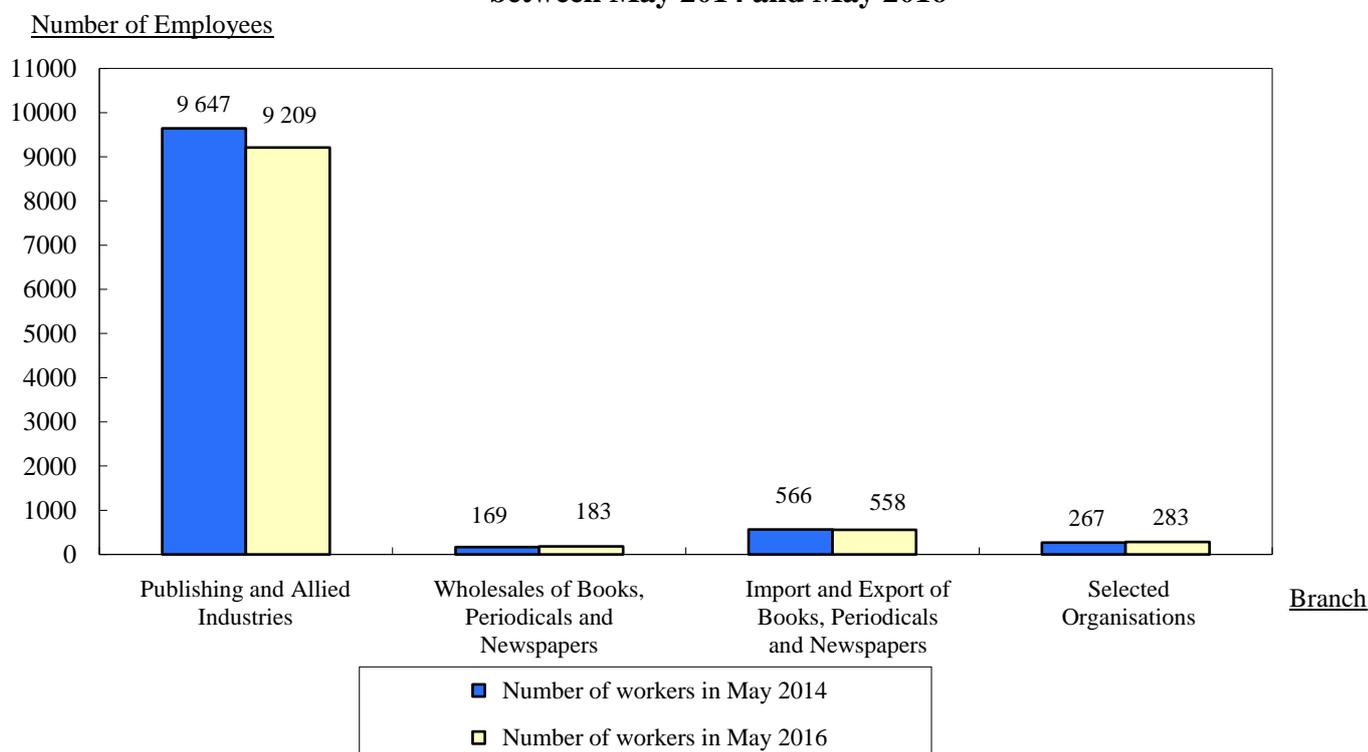
(B) *Publishing Industry*

3.10 A breakdown of the manpower changes by branch in the publishing industry between May 2014 and May 2016 is shown in Table 3.2 and Figure 3.6:

Table 3.2: Manpower Changes by Branch in the Publishing Industry between May 2014 and May 2016

Branch	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
1. Publishing of Newspapers	3 191	2 904	- 4.6%
2. Publishing and Allied Industries	6 456	6 305	- 1.2%
1 and 2. Publishing of newspaper and Allied Industries total:	9 647	9 209	- 2.3%
3. Wholesales of Books, Periodicals and Newspapers	169	183	+ 4.1%
4. Import and Export of Books, Periodicals and Newspapers	566	558	- 0.7%
5. Selected Organisations	267	283	+ 3.0%
Total	10 649	10 233	- 2.0%

Figure 3.6 : Manpower Changes by Branch in the Publishing Industry between May 2014 and May 2016



3.11 The findings revealed an annual decrease of 4.6% of manpower in Branch 1 – Publishing of Newspapers which is attributable to the consolidation of the newspaper industry. The manpower in Branch 2 – Publishing and Allied Industries also recorded a slight drop which is a consequence of decrease in number of establishment from 1 274 in 2014 to 1 215 in 2016.

Manpower Changes by Job Level in the Printing Industry

The Industry

3.12 The survey showed that a slight annual decrease of 2.2% of manpower in the whole printing industry. In the past years, it was difficult to recruit technical manpower in the industry and with the installation of more automatic facilities, existing manpower had to take in more duties. As a result, the quality of the manpower had been enhanced. The manpower changes by job level in the printing industry between 2014 and 2016 are shown in Table 3.3:

**Table 3.3 : Manpower Changes by Job Level
in the Printing Industry
between May 2014 and May 2016**

Job Level	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
Technologist/Managerial	1 410	1 535	+ 4.3%
Technician	7 315	6 730	- 4.1%
Craftsman	7 771	7 382	- 2.5%
Unskilled	1 194	1 268	+ 3.1%
Total	17 690	16 915	- 2.2%

Technologist/Managerial Level

3.13 The survey revealed an increase of 4.3% per annum in manpower for the technologist/managerial level from 1 410 in 2014 to 1 535 in 2016. A breakdown of the manpower changes is shown in Table 3.4:

Table 3.4 : Manpower Changes by Principal Job at Technologist/Managerial Level between May 2014 and May 2016

Principal Job	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
General Manager	363	425	+ 8.2%
Production Manager/ Quality Manager	346	320	- 3.8%
Sales/Customer Services/ Marketing Manager	650	712	+ 4.7%
Procurement Manager	32	48	+ 22.5%
IT Manager (Printing)	19	30	+ 25.7%
Total	1 410	1 535	+ 4.3%

Technician Level

3.14 The printing industry went through another difficult time since last survey in 2014. There was an annual manpower decrease of 4.1% at technician level. The survey revealed a decrease in the number of technicians, from 7 315 in May 2014 to 6 730 in May 2016. A breakdown of the manpower changes is shown in Table 3.5:

Table 3.5 : Manpower Changes by Principal Job at Technician Level between May 2014 and May 2016

Principal Job	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
Cost Estimator/ Sales Representative	4 435	3 836	- 7.0%
Production Planner/ Controller/ Quality Controller	589	545	- 3.8%
Overseer/ Supervisor	400	343	- 7.4%
Electrical & Mechanical Maintenance Technician (Printing)	297	307	+ 1.7%
Designer/Design Officer	470	538	+ 7.0%
Prepress Technician and Information Technology (Printing) Technician	908	974	+ 3.6%
Purchasing Officer/ Controller	103	90	- 6.5%
Technical Services/Products (Printing) Technician	102	85	- 8.7%
Assistant Editor/Copy Editor/Art Editor/Proof Reader	11	12	+ 4.5%
Total	7 315	6 730	- 4.1%

Craftsman and Operative Levels

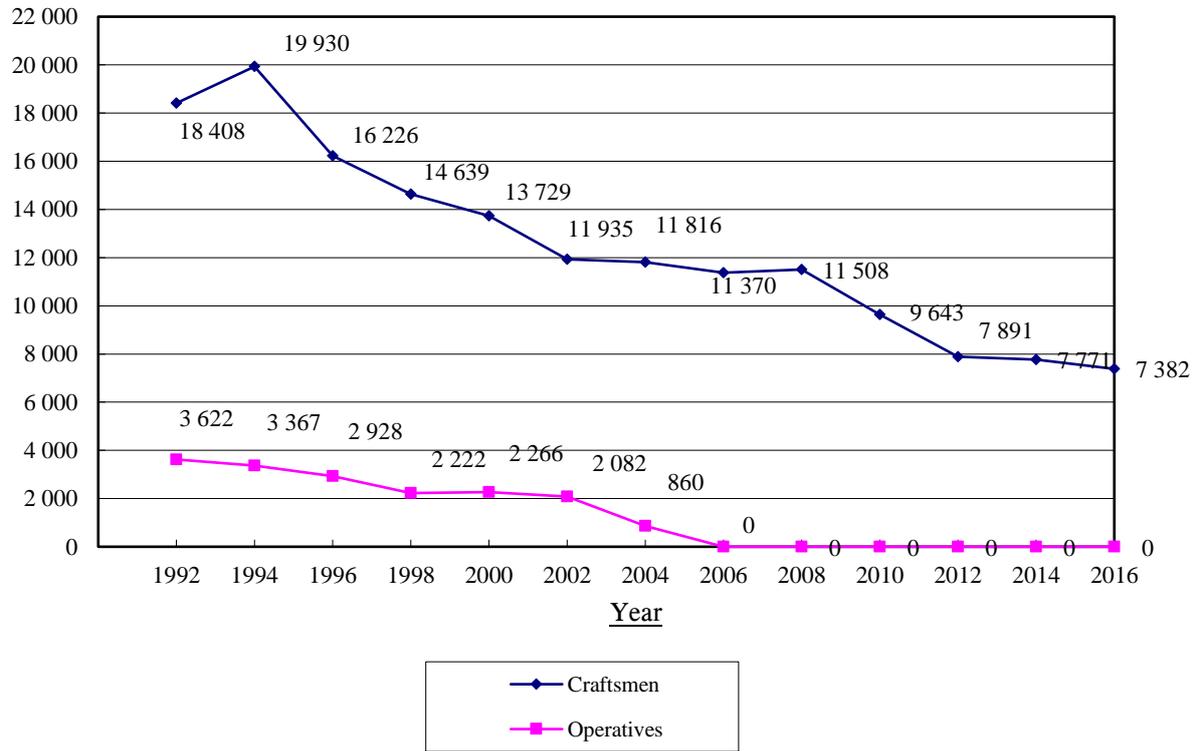
3.15 The survey also showed that there was a decrease of 2.5% per annum in the number of craftsmen between the two years. The jobs from operative levels were deleted from the survey since 2006. Details of the manpower changes are depicted in Table 3.6 and Figure 3.7:

Table 3.6: Manpower Changes by Principal Job at Craftsman Level between May 2014 and May 2016

Principal Job	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
Electronic Prepress System Craftsman	606	430	- 15.8%
Offset Lithographic Platemaker	602	485	- 10.2%
Digital Printing System Craftsman	699	724	+ 1.8%
Printing Machine Craftsman (Offset Litho) (Sheet-fed)	2 886	3 044	+ 2.7%
Printing Machine Craftsman (Offset Litho) (Web-fed)	673	532	- 11.1%
Other Printing Machine Craftsman	489	531	+ 4.2%
Binding Craftsman	1 027	941	- 4.3%
Die Cutting / Tool Making Craftsman	294	242	- 9.3%
Package Finishing Machine Craftsman	141	165	+ 8.2%
Other Print Finishing Craftsman	354	288	- 9.8%
Sub-total	7 771	7 382	- 2.5%

Figure 3.7 : Manpower Changes at Craftsman and Operative Levels between June 1992 and May 2016

Number of Workers



Manpower Changes by Job Level in the Publishing Industry

3.16 The manpower changes by job level in the publishing industry between 2014 and 2016 are shown in Table 3.7:

Table 3.7 : Manpower Changes by Job Level in the Publishing Industry between May 2014 and May 2016

Job Level	No. of Employees in May 2014	No. of Employees in May 2016	Change Per Annum
Managerial	1 709	1 798	+2.6%
Supervisory	2 552	2 717	+3.2%
Technical Staff	6 388	5 718	-5.4%
Total	10 649	10 233	-2.0%

Managerial Level

3.17 The survey revealed an annual increase of 2.6% in the number of managers. A breakdown of the manpower changes is shown in Table 3.8:

Table 3.8 : Manpower Changes by Principal Job at Managerial Level between May 2014 and May 2016

Principal Job	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
Managing Director/ General Manager/Publisher	368	379	+ 1.5%
Editorial Director/Chief Editor	333	311	- 3.4%
Design Director/Art Director	172	154	- 5.4%
# Production Director/ Production Manager	109	98	- 5.42%
Marketing Director/ Marketing Manager	268	254	- 2.6%
Sales Director/Sales Manager (Newspaper and Magazine Publications)	197	183	- 3.6%
Sales Director/Sales Manager (Book Publications)	101	179	+ 33.1%
Editorial Manager	135	193	+ 19.6%
* Manager (E-publishing)	26	47	+ 34.5%
Total	1 709	1 798	+ 2.6%

Same job nature as the principal job of “Production Manager” in the printing industry.

* Additional principal job since May 2012.

Supervisory Level

3.18 The survey also revealed an annual increase of 3.2% in the number of supervisors. A breakdown of the manpower changes is shown in Table 3.9:

Table 3.9 : Manpower Changes by Principal Job at Supervisory Level between May 2014 and May 2016

Principal Job	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
Commissioning Editor/ Acquisition Editor	151	132	- 6.5%
Senior Editor	820	808	- 0.7%
Designer	446	474	+ 3.1%
# Production Supervisor	151	144	-2.3%
Sales Supervisor	388	525	+ 16.3%
Marketing/Publicity Supervisor	286	249	- 6.7%
Customer Services Supervisor/Officer (Books)	53	85	+ 26.6%
Circulation Supervisor (Magazine & Newspapers)/	187	184	- 0.8%
* Supervisor (E-publishing)	70	116	+ 28.7%
Total	2 552	2 717	+ 3.2%

Same job nature as the principal job of “Overseer/Supervisor” in the printing industry.

* Additional principal job since May 2012.

Technical Staff Level

3.19 The survey revealed that there was an annual decrease of 5.4% of manpower at technical staff level over the past two years. A breakdown of the manpower changes is shown in Table 3.10:

Table 3.10 : Manpower Changes by Principal Job at Technical Staff Level between May 2014 and May 2016

Principal Job	Number of Employees in May 2014	Number of Employees in May 2016	Change Per Annum
Assistant Editor/Copy Editor/ Art Editor/Proof Reader	2 719	2 454	- 5.0%
Art Designer/ Illustrator	876	710	- 10.0%
△ Desktop Publishing (DTP) Operator	712	710	- 0.1%
# Production Assistant	287	263	- 4.3%
Sales Representative/ Sales Executive	1 120	1 055	- 2.9%
Marketing/Publicity Assistant	656	526	- 10.5%
Other Publishing Related Jobs (Programmer and Designer / Cartography)	18	-	- 100.0%
Total	6 388	5 718	- 5.4%

Same job nature as the craftsman in the printing industry.

△ Same job nature as “Electronic Prepress System Craftsman” in the printing industry.

Manpower Changes

3.20 The changes in the number of employees in the printing and publishing industries over the past two years are analyzed as follows:

(A) Printing Industry

- (a) The past two years had been a tough time for the printing industry. The survey revealed that the total number of establishments of the industry was 361 less than that in May 2014. As a whole, the survey showed an increase of 4.3% per annum in manpower at technologist/managerial level but an annual decrease of 4.1% and 2.5% of manpower at technician level and craftsman level respectively;

- (b) The significant decrease in the number of local employees deployed to work outside Hong Kong indicated that the shifting of printing operation to the Mainland had been stabilised and the knowledge transfer by Hong Kong employees had trained up competent printing professionals in the Mainland;
- (c) The increase in number of sales related managerial staff (sales/customer services/marketing manager) and decrease in sales employees at technician level (cost estimator/sales representative) are attributed to the situation of growing adoption of digital printing and use of information technology in client interaction. Digital printing has opened more business opportunities for customised products which are manufactured in small quantities with flexibility and short lead-time. More sales/customer service/marketing managers were hired to capture the opportunity. The extensive use of IT technology offer more convenience in client servicing from providing cost estimation to updating clients the production progress. As a result, less customer service staff at technician level was required;
- (d) More brand owners outsourced the design process to printing companies. Some printers employed more designers to provide services of package design, print product design or graphic design for clients. The in-house designer of printing companies have better understanding on the printing process and are able assist to manufacture products more efficiently at desired quality;
- (e) There is ongoing trend of companies shifting prepress work to the Mainland via the Internet as evidenced by a record of 15.8% decrease of electronic prepress system craftsman in the survey; and
- (f) Printing companies continued to perform more digital printing work and less offset printing projects that offset lithographic platemaker and web-fed printing machine craftsman had decreased by 10.2% and 11.1% respectively while mild increase was recorded for manpower of digital printing system craftsman.

(B) *Publishing Industry*

- (a) Compared with the situation in 2014, the survey revealed that there were 69 less establishments in 2016. Part of the decrease is contributed by the exit of some small scale e-publishing startup firms which had entered the industry two years ago.

- (b) The consolidation of the newspaper and magazine publishing companies also affected the manpower in Branch 1 – Publishing of newspapers, at an annual decrease of 4.6%. Of which some principal jobs such as sales director/sales manager (newspaper and magazine publications) and circulation supervisor (magazine and newspapers) had an annual decrease of 3.6% and 0.8% respectively;
- (c) Over the past two years, the publishing industry had 2.6% and 3.2% increase in manpower at managerial and supervisory level respectively. Most of the increase was contributed by e-publishing and sales related principle jobs such as sales director/sales manager (book publication, e-publishing manager at the managerial level and sales supervisor, customer services supervisor/officer (books), e-publishing supervisor at the supervisory level, which ranged from 16.3% to 34.5% annually. The manpower increase is attributable to the business expansion in e-learning and e-publishing products. Some innovative e-learning products are new to users in family and schools, sales and customers service staff are recruited to promote product, monitor product response and provide after-sales service in the developing market. On the other hand, more publishing companies would develop Apps products. As part of the Apps development would be outsourced to external companies, managerial staff would have to manage Apps related e-publishing projects; and
- (d) The annual decrease of 5.4% of technical staff was mainly caused by the high turnover of designer/illustrator, marketing/publicity assistant and editor/assistant editor/art editor. Employees of these principal jobs could seek other jobs in different trades and industries. Managers and supervisory staff of relevant principal jobs had to share some of their duties.

Comparison of Manpower Outturns with Training Board Forecasts

(A) *Printing Industry*

3.21 Table 3.11 compares the actual outturns (i.e. the number of employees plus vacancies) with the forecasts made by the Training Board in 2014:

Table 3.11 : Comparison of 2016 Manpower Outturn with Training Board's Forecast Made in 2014

Job Level	Actual Outturn in 2016	Training Board's Manpower Forecast in 2014	Forecast Compared with Actual Outturn
Technologist/Managerial	1 538	1 561	+1.5%
Technician	6 841	7 791	+13.9%
Craftsman	7 538	8 404	+11.5%

3.22 The forecasts of manpower demand made by the Training Board two years ago were close to the actual outturns at technologist/managerial levels. The substantial deviation at technician and craftsman level was mainly caused by less demand of technical staff in Branch 3 – Printing and Branch 5 – Printing Agents.

(B) *Publishing Industry*

3.23 The actual outturns (i.e. the number of employees plus vacancies) compared with the forecasts made by the Training Board in 2014 is shown in Table 3.12:

Table 3.12 : Comparison of 2016 Manpower Outturn with Training Board's Forecast Made in 2014

Job Level	Actual Outturn in 2016	Training Board's Manpower Forecast in 2014	Forecast Compared with Actual Outturn
Managerial	1 800	1 824	+1.3%
Supervisory	2 738	2 768	+1.1%
Technical Staff	5 847	6 894	+17.9%

3.24 The forecasts made by the Training Board were close to the actual outturns at managerial and supervisory staff level. The deviation at supervisory level was due to the less

demand of editor/assistant editor/art editor/proof reader in Branch 1 – Publishing of Newspapers and Branch 2 Publishing and Allied Industries.

Business Outlook

Overview

3.25 Hong Kong is one of the world's major printing centre. However, the fluctuation of major currencies and oil price, wage growth, taxes and duties, and the up and down of interest rate, lead to the increase in production cost to the printing and publishing industries. Increase in labour cost and the effect of the Mainland's Labour Contract Law and Processing Trade Policy put further burden on the operating cost items to the printing industry. On the other side, the existing benefit of CEPA, the reveal of China 12th Five-Year Plan in March 2013, will continue to provide considerable opportunities for Hong Kong firms.

3.26 China's economy grew by 6.7% in 2016 and had a record of 6.9% in 2015, which marked its slowest growth since 1990. The slowdown in China's economic growth also reflected the performance of global economy. The United States (US) Federal Reserve raised interest rate in December 2016 after its first rate hike in a decade in view of its strengthened job market as well as improved consumer and business sentiment. The growing economy in the US also causes its currency in a high level against other currencies. In Europe, the European Central Bank extended its bond-buying programme since its launch in 2015 to stimulate growth in the Eurozone and avoid deflation. The unemployment rate caused by the 2008 financial crisis remained high in some European Union countries and the impact of how Brexit will affect global economy remains a cause of concern. The pace of economy recovery in Europe remained slow with an economic growth of 1.7% in the Eurozone as recorded in 2016. Despite China's slowdown of economic growth in 2016, it is expected that its economic and social development will sustain as driven by the 13th Five-Year Plan and the Belt and Road initiative. The economy in Hong Kong is forecasted to maintain steady growth, provided that domestic demand remains resilient, reviving regional trade and recovering export performance continues.

3.27 The well-established and efficient local telecommunication network benefits both the printing and publishing industries and encourages the continuous development of digital printing and e-Publishing. Printing firms receive order from overseas clients and manufacture print products with automated machines. Information technology plays an increasingly important role in managing the print production process. International publishing houses and news publishers transmit content to Hong Kong branches for the production of Asian version publications. The Training believes that printing and publishing enterprises will expand their business in relation to cross-media, multi-media and transmedia. Both industries will demand more skill manpower with professional knowledge in information technology.

Printing Industry

3.28 China is one of the world's largest printing markets. With its enormous population and continuously growing economy, the printing market in the Mainland has great potential to develop and offers considerable opportunities for Hong Kong printing enterprises. To compete with other competitors and cope with the challenges, Hong Kong firms have to produce a wide range of print products or services to meet different types of customers. In

view of the more possibilities enabled by the continuous development of digital printing, the industry will require its technologist and technician employees equipped with information technology knowledge and skills.

3.29 The printing industry is facing more regulatory compliance in areas such as safety requirements and environmental protection in China and other countries. The regulatory measures include the US Consumer Product Safety Improvement Act of 2008 (CPSIA) and the EU's (European) toy safety Directive 2009/48/EC. The raised bar for safety and environmental sustainability has brought additional financial burdens on manufacturers for further investment on greener materials and process. There were signs of consolidation displayed over the past two years in which smaller printing firms have exited the industry in view of returns further compressed under severe competition from neighbour countries and tightened safety and environment laws.

3.30 Personalisation of products has become the global trend. Brand owners expect marketing campaigns to be more targeted and effective with refined and comprehensive consumer information available from big data analysis. The demand for digital printing is expected to continue to increase under the trend of small order and personalisation of products. Overseas customers can send their orders, no matter in a single copy or large quantity to printing firms offering digital printing solutions. Some brand owners rolled out marketing campaigns involving product packages with numerous of different versions or tailor-made according to consumers' unique requirement. Digital printing also allows brand owners to release a relative small quantity of different versions of product at lower cost in the product development stage for gaining insights on the market prior to the full scale launch of a new product.

3.31 Packaging printing is expected to continue to grow in the coming years with increasing attention from brand owners on the importance of enhancing brand experience across channels. Some packaging printers extend their business to design service with their insight and expertise in the packaging field. Technological elements are introduced in packaging products to enhance convenience in monitoring freshness, displaying changing information and product authentication, etc.

3.32 The demand for offset printing will sustain while digital printing will maintain its rapid growth in the near future. It is expected that offset printing and digital printing will complement with each other while the latter will offer more flexibility on design of new product especially for marketing purpose.

Publishing Industry

3.33 Hong Kong is the publishing centre of the Asia Pacific region, enjoys the benefits of freedom of trade and high degree of press freedom. With its well established efficient telecommunication networks, many international publishers and news agencies have set up offices in Hong Kong.

3.34 With the high mobile and tablet penetration in Hong Kong, e-Publishing will continue to be the trend and fast growing area in the publishing industry in the coming years.

Most of the local newspapers and magazines have set up websites and launched mobile Apps to cater the public's demand on receiving instant information via smartphones. Publishing companies expanded their business scope into e-Publishing are exploring appropriate business models. The establishment of a mainstream e-book distribution platform or channel will further enhance the development of e-Publishing in the industry. The Training Board considers that people maintain habits of reading and the constant demand of retrieving information and knowledge, either in forms of printed materials or via electronic devices, will continue to foster the industry to grow steady in the coming years.

3.35 The Education Bureau (EDB) implemented Phase Two of "e-Textbook Market Development Scheme (EMADS)" in 2013 to encourage publishers to develop e-textbook in line with the primary and secondary school curricula, and to try out a quality vetting and quality assurance mechanism for e-textbook with a view to drawing up a Recommended Textbook List for e-textbook (eRTL). Until mid-2016, there are 38 sets of e-textbooks covering primary and junior secondary education subjects have been included for school use. EDB has also extended the scope of subjects and key stages of e-textbook for review to encourage the development of more e-textbooks. With teachers' increased knowledge in e-learning and widen use of e-resources and enhancement of IT infrastructure in schools, it is expected that the Scheme will attract more publishers to participate in the local e-textbook market.

3.36 Despite the decrease in student numbers which is the key factor affecting education publishing firms, publication of school text book is still the major business of the publishing industry in Hong Kong. There has been worldwide growth in children's book in the past few years and Hong Kong is no exception. The relaxation of family size in China will further boost sales of children's book in the coming years.

Future Technological Developments

(A) Printing Industry

Digital Printing

3.37 Digital printing has the ability to cope with short runs. One widespread application of digital printing is for dialogue marketing (or marketing promo) when personalized and individual direct mail promotional products are used to address the customer, taking the advantage of variable data printing. There will be a trend for digital and offset printing intermingling and such hybrid production combines the advantages of both printing technologies. (offset printing with high productivity during the main run, low run on costs, high print quality, wide range of grammages and substrates; while digital printing with low change-over costs, low wastage and variable data printing capability).

3.38 Digital printing enables high degree of customisation with its variable data printing capability and low change-over costs, has already adopted in mass production of customised packages such as large scale marketing campaign that involves every-print-different bottle labels or canned drinks with personalised name on packages. It is expected that digital printing will continue to be the fast growth sector in the industry.

Printing Standardisation

3.39 More printers are aware of the importance of printing standardization in recent years. Printing standardization brings an independent, authoritative and concrete basis for file preparation, proofing, presswork and output evaluation. It reduces proofing cycles and enables faster approval process. It also helps synchronise expectation between print buyers and print producers, eventually builds trust between each other. Going forward it is expected to see further ramification in printing standardization (ISO standards, G7, PSO, PSA etc.) both in terms of categorisation and certification processes.

3.40 Green printing is to achieve environmentally efficient production. ISO 14000 family describes what an environment management system for certain task should look like and ISO 14001 lays down the basic guidelines. With modern technologies, printers are able to improve economy of their operation, to be good neighbours by eliminating toxic emissions from their production plants and to convince their customers that they are buying from and environmentally responsible company. Common areas to be addressed include saving water through waterless offset, paper recycling with deinkable ink, saving resources by reducing cutting wastage, reducing energy costs by heat recovery, saving resources by reducing power consumption, etc.

Connecting Print and Digital

3.41 There are printers started to expand its role and extend its service boundary from print-media to cross media and transmedia by offering hybrid print-digital products and solutions. For example, printed materials with content produced in collaboration with mobile platforms to roll out marketing campaigns using QR code and augmented reality technology. Printers also engage designers and engineers to generate innovative book or packaging ideas to connect physical products with digital world that further enhance user's reading and brand experience.

3.42 More printers are taking steps to transform their production from Industry 3.0 to the new level of Industry 4.0. The transformation takes place by streamlining production and setting up the Internet of things (IoT) intelligent system which enables dynamic response to changes and real-time optimization of the manufacturing process through networking of sensors, machines and the control systems. It is expected that implementation of the IoT will bring economic benefit to printers by reducing human intervention to minimum and enhancing production efficiency.

Others

3.43 The development of 3D printing is definitely one of the most eye-catching technologies in printing, which seems to have to potential to revolutionise the way things are made. Further applications in added value printing such as hybrid and UV printing with coating options, hot and cold foiling, incline die-cutting, are other innovations areas in printing technology.

(B) Publishing Industry

E-books and e-Publishing

3.44 The use of Internet and mobile platforms has transformed the way readers receive information and revolutionised the publishing industry in its products and publishing process. Newspapers and magazines revamp the production process to disseminate instant news and information online with audio-visual and interactive features. Global e-book market continues to grow since 2010 despite slowdown in growth has been observed in some countries such as the U.S. and Germany. Readers' attitude towards e-book varies in different countries but evidences show that reading on mobile devices is increasingly accepted by young generation in most places. China also has a record of wide acceptance of reading books via mobile applications. Publishers will continue to observe the response of e-book in different markets on how readers' habit affects their choice of buying printed books or electronic version. But there is no doubt that e-book will sustain its share in the book market. Book publishers will require high quality manpower to cope with the challenges in the e-publishing production process. Innovation is always essential in devising new publishing product to attract readers of the mobile generation.

E-learning

3.45 E-learning will continue to gain acceptance from teachers, parents and students. Personalised learning experience becomes the greatest advantage of e-learning materials. Apart from interactive audio-visuals elements, education publishing companies will invest on the development of e-learning materials with contents tailored to students' specific needs based on the data collected in the learning process. Teachers will be able to provide assistance to students in a more effective way.

Copyright, law and rights

3.46 On-line or web fiction/literature is especially well received in the China market. It offers the opportunity for readers to form communities and to interact with writers in the digital world. There are successful cases of adopting online fiction copyrights for developing other creative products such as movies, online games and printed books. Content rights are the valuable properties of authors and publishers. Manpower with expertise in Digital Content Managements (DCM) and Digital Rights Management (DRM) will continue to be required by the publishing industry to exert more effort on issues of copyright, law and rights.

Others

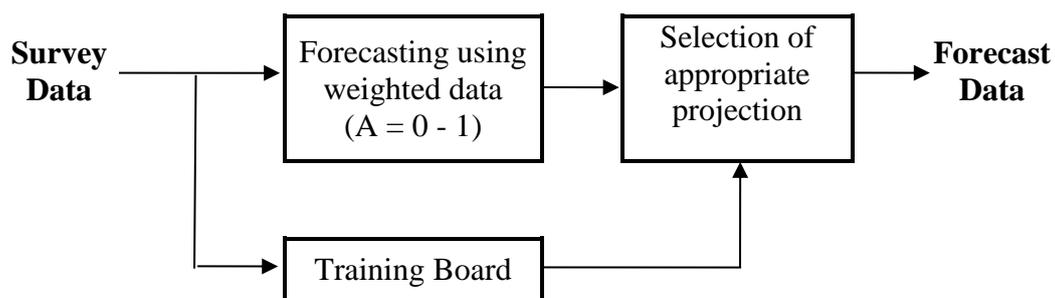
3.47 Augmented reality (AR) has entered the mainstream and well accepted by mobile phone users as evidenced by the booming success of Pokémon GO in 2016. The success of the "Hong Kong's Hundred-Year Transformation" board book which incorporates AR to present the stories of Hong Kong's historical buildings, has proved readers welcome innovative ideas of reading experience. There will be more App bundling products and implementation of technology including AR in children and young adult's books, as well as virtual reality (VR) application in learning materials for students and workplace training.

Forecast of Future Manpower

3.48 Based on the manpower trend, business outlook of the printing and publishing industries and employers' forecast of future manpower requirement, it seems that the printing industry will be in a steady situation while the publishing industry will have mild growth in the years ahead. Also, with the continuous growing of digital printing and e-Publishing, there will be an on-going demand for well-trained technologists, technicians and craftsmen to maintain the developments of the printing and publishing industries.

3.49 Taking the above into consideration as well as employers' forecast on manpower requirement in 2017 collected from the survey, the Training Board has estimated, by using the Adaptive Filtering Method (AFM) for the manpower projection, the additional manpower required by the printing and publishing industries for 2017 - 2019.

3.50 The Training Board has considered the use of the Labour Market Analysis (LMA) approach for determining the manpower trend of the printing industry. Due to the complexities involved, the LMA model is found to be inapplicable to this survey. The Training Board therefore adopts the AFM which was used in the previous manpower surveys. The Training Board selects the most appropriate projections, taking into consideration the external factors, economical trends, technological development, the workforce pattern and the future outlook of the industry as mentioned in the above paragraphs. The method is briefly illustrated in the following diagram:



(A) *Printing Industry*

3.51 When comparing with the overall manpower of the printing industry in May 2014, a mild annual decrease of manpower of 2.2% was collected in May 2016. Having examined the past and present survey data, including the employers' manpower forecast by May 2017, and considered the business outlook as well as the future developments of the printing industry, the Training Board considers that the manpower demand for technologist level will be continuous in the coming few years. As it recorded three and four consecutive annual decrease at technician and craftsman levels respectively in the previous surveys, the training for wastage (3%) for the two job levels will meet the future manpower requirement of the industry in the next few years. The Training Board also observes that more manpower with trade knowledge and related skills would be required in the growing digital printing area.

3.52 From the above estimates, the additional manpower required by the printing industry at the technologist, technician and the craftsman levels in the next three years (2017 – 2019) are as follows:

Table 3.13 : Annual Manpower Demand in the Printing Industry for 2017/19

Job Level	Annual Average Additional Demand for Employees			
	Forecast Growth (A)	Wastage (B)	Total (A) + (B)	(±10% Range)
Technologist/Managerial	36	48	84	76 – 92
Technician	-	205	205	185 – 226
Craftsman	-	226	226	203 - 249

A breakdown of the above figures into various principal jobs is given in Appendix 17.

(B) Publishing Industry

3.53 The AFM is also adopted for manpower projections in the publishing industry. The Training Board notices that an annual decrease of 2.0% in the overall manpower of the industry in May 2016 when compared with that in May 2014. An annual increase of 2.6% and 3.2% at managerial and supervisory level was recorded. On the other hand, an annual decrease of 5.4% at technical staff levels was collected. In view of the employers' manpower forecast by May 2017 together with the business outlook and future developments of the publishing industry, the Training Board considers that the industry will grow steadily in the coming years. With reference to the continuous growing of electronic publishing, the Training Board remarks that there will be an increase in workforce, at the managerial and technical staff levels. As in the previous surveys, the Training Board adopts a wastage rate of 3% for manpower at the managerial, supervisory and technical staff levels in the next three years. In view of its sharp annual decrease in manpower, the Training Board considers the training for wastage at supervisory level will be enough in the coming years.

3.54 From the above estimates, the annual additional manpower demand required by the publishing industry in the next three years (2017 – 2019) are as follows:

Table 3.14 : Annual Manpower Demand in the Publishing Industry for 2017/19

Job Level	Annual Average Additional Demand for Employees			
	Forecast Growth (A)	Wastage (B)	Total (A) + (B)	(±10% Range)
Managerial	10	54	64	58 – 70
Supervisory	7	82	89	80 – 98
Technical Staff	-	172	172	155 - 189

A breakdown of the above figures into various principal jobs is given in Appendix 18.

Manpower Demand and Supply Analysis

3.55 The printing industry has a projected annual demand for 76 - 92 technologists for 2017 - 2019. Together with the demand for some 3 - 4 production directors/managers in the publishing industry in the same period of time as mentioned in Appendix 18, the total annual demand of the industry for technologists/managers will 79 - 96 for 2017 – 2019.

3.56 Currently manpower supply at technologist level is very scarce because local tertiary institutions do not offer printing degree programmes. Youngsters interested in pursuing higher level printing courses need to enroll overseas. Owing to the limited supply of technologists, the majority of employers recruits their technologists through the promotion of competent technician level workers or directly recruits higher diploma students of Hong Kong Design Institute (HKDI) or university graduates.

3.57 Meanwhile, the Department of Communication Design and Digital Media of HKDI is the only local institute supplying manpower at higher diploma level in the printing discipline. The planned output of graduates for 2017 – 2019 is as follows:

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2016/17</u>	<u>2017/18</u>	<u>2018/19</u>
<u>Full-time</u>			
Higher Diploma in Printing and Publishing (3-Year)	--	--	-
Higher Diploma in Printing and Publishing (2-Year)	2	--	--
Higher Diploma in Publication Design and Print Media (2-Year)	84	73	58
Total:	86	73	58

3.58 The output from HKDI will be less than the projected demand for the printing industry in the coming 3 years. However, it should be noted that some of the other higher diploma graduates may join technician level jobs in the industry.

3.59 The forecast demand for technicians in the printing industry, training for wastage, is 185 – 226 annually in the next three years. Together with a demand for some 4 – 5 production supervisors in the publishing industry for 2017-2019 as mentioned in Appendix 18, the total annual demand of the industry for technicians will be 189 – 231 for 2017 – 2019.

3.60 Based on the information provided by the Pro-Act Training and Development Centre (Printing), the only local institute providing full-time technician courses on printing, the supply of technician graduates will be:

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2016/17</u>	<u>2017/18</u>	<u>2018/19</u>
Diploma in Vocational Education (DVE) Programme (Advertising, Packaging and Printing) – Technician Foundation Certificate (TFC) Award	0	0	0
DVE Programme (Advertising, Packaging and Printing) – DVE Award	44	52	52
DVE Programme (Graphic Communications) – DVE Award	47	48	48
Total:	91	100	100

3.61 The total output from the Pro-Act Training and Development Centre (Printing) cannot meet the projected demands for 2017 – 2019. However, some of the technician jobs may be filled by the training of secondary school leavers through apprenticeship and internal promotion of experienced craftsmen. The view of the Training Board is that upgrading training through short courses (like those of New Skills Upgrading Scheme) on trade knowledge and skills as well as supervisory management are necessary for such personnel. Due to the technological advancement in printing processes, the Training Board considers that properly trained technician graduates from vocational institutes are better equipped to take on technician jobs.

3.62 For the craftsman level, although there will not be any projected growth in the coming three years; a constant supply of personnel is required to sustain the local printing business. The forecasted demand for craftsmen will be 203 – 249 annually for 2017 – 2019 in the printing industry. Together with the demand of total 7 – 9 printing craftsmen (production assistant) for they coming three years as stated in the publishing industry in Appendix 18, the total annual demand of the industry for craftsmen will be 210 – 258 for 2017 – 2019.

3.63 Based on the training capacity of the Pro-Act Training and Development Centre (Printing), the supply of craft graduates will be:

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2016/17</u>	<u>2017/18</u>	<u>2018/19</u>
DVE Programme (Advertising, Packaging and Printing) – Basic Craft Certificate (BCC) Award	33	24	24
DVE Programme (Graphic Communications) –Basic Craft Certificate (BCC) Award	24	22	22
DVE Programme – Certificate of Craft Studies (Print Media)	8	6	6
Total:	65	52	52

3.64 The total output from the Pro-Act Training and Development Centre (Printing) is much lower than the projected demand for the craftsman jobs. However, the shortage can be alleviated through retraining of workers in the traditional trades through skills upgrading courses.

3.65 The Training Board will conduct another manpower survey in 2018 to review and update the manpower requirements of the industry, and will monitor the progress of the latest technological developments for organizing training for in-service workers.

SECTION IV

RECOMMENDATIONS

4.1 The past two-year period had been a challenging time for Hong Kong's printing and publishing industry. Both industries had experienced difficulties caused by a series of economic factors including fluctuation of major currencies, oil price, cost on wage, energy and material, taxes and duties, and the up and down of interest rate. Hong Kong printers also face strong competitions from Mainland and Asia enterprises.

4.2 There has been slowdown of economic growth in China and the pace of recovery in Europe remained sluggish. Though the improving US economy seems to be the key driving force of global economy recovery, the impact of Brexit remains a cause of concern. The above macroeconomic situation will continue to affect the printing and publishing industry in the coming years.

4.3 On the other hand, it is expected that the economic and social development in China will sustain as driven by the 13th Five-Year Plan and the Belt and Road initiative. The continuous development in China will bring more business opportunities to the world. Hong Kong printing and publishing industries also enjoy the benefit of CEPA. Moreover, the strong asset of excellent communication network also fosters the continuous development of digital printing and e-publishing. In view of the above, the Training Board has a cautious optimistic view that the printing industry will maintain steady while the publishing industry will grow modestly in the coming years.

4.4 Under the unstoppable digital and mobile movement, the transforming reading habit and changing patterns on receiving information of the public will foster Hong Kong printers and publishers to explore new scopes of business and services. The Training Board recommends the following measures for employers to consider coping with present situation and challenges ahead:

- (i) To keep a close watch on the latest development of technologies related to the printing and publishing industries, especially digital printing and electronic publishing;
- (ii) To adopt standardisations in processing/service and to streamline and diversify business to make company more flexible, effective and efficient than before;
- (iii) To increase competitiveness by developing more creative, value-added, cost effective, high quality and green products / services, especially in cross-media and transmedia area, to cope with the public's increased use of mobile device and services and their changed pattern of retrieving information;
- (iv) To explore more possibilities with brand owners on merging print and digital efforts to create a cohesive brand experience based on refined and comprehensive consumer information;

- (v) To explore the preparation required for advancing the business to Industry 4.0 to further enhance production efficiency;
- (vi) To further strengthen the overall skill level and competency of the staff, especially the information technology skills, design and creativity skills, as well as data analysis, through appropriate training leading to become a much stronger and competitive organisation;
- (vii) To carry on to explore new business in niche product markets and the most cost effective way so as to strengthen market share; and
- (viii) To continue to maintain and to deepen strong partnership with key customers and to establish new partnership with potential customers.

4.5 The Training Board considers that the practice of conducting manpower survey at a 2-year interval is useful in building up a series of historical data for comparison and for projecting future manpower requirements. Such a practice should continue so that the manpower and training situation of the printing and publishing employees will be closely monitored. Based on the information, the Training Board can recommend measures to meet the training needs.

Annual Intake of Trainees

4.6 At the time of the survey, there were 32 and 63 trainees in the printing industry and the publishing industry respectively. Since it normally takes up to three years to train a trainee, it is evident that the present training efforts are insufficient to satisfy the industry's needs.

4.7 To ensure an adequate supply of skilled manpower, the Training Board urges employers to embark on an annual manpower training programme of a scale set out below:

Table 4.1 : Recommended Number of Trainees to be Taken on Annually from 2017 to 2019

<i>Job Level</i>	Additional Manpower Required Annually	
	Printing Industry	Publishing Industry
Technologist/Managerial	84 (5.5%)	64 (3.6%)
Technician/Supervisory	205 (3.0%)	89 (3.3%)
Craftsman/Technical Staff	226 (3.0%)	172 (2.9%)

(Note: the numbers in brackets denote the percentages of the annual training requirements of manpower at the respective job levels).

A breakdown of the above figures into various principal jobs is given in Appendices 17 and 18 for printing industry and publishing industry respectively.

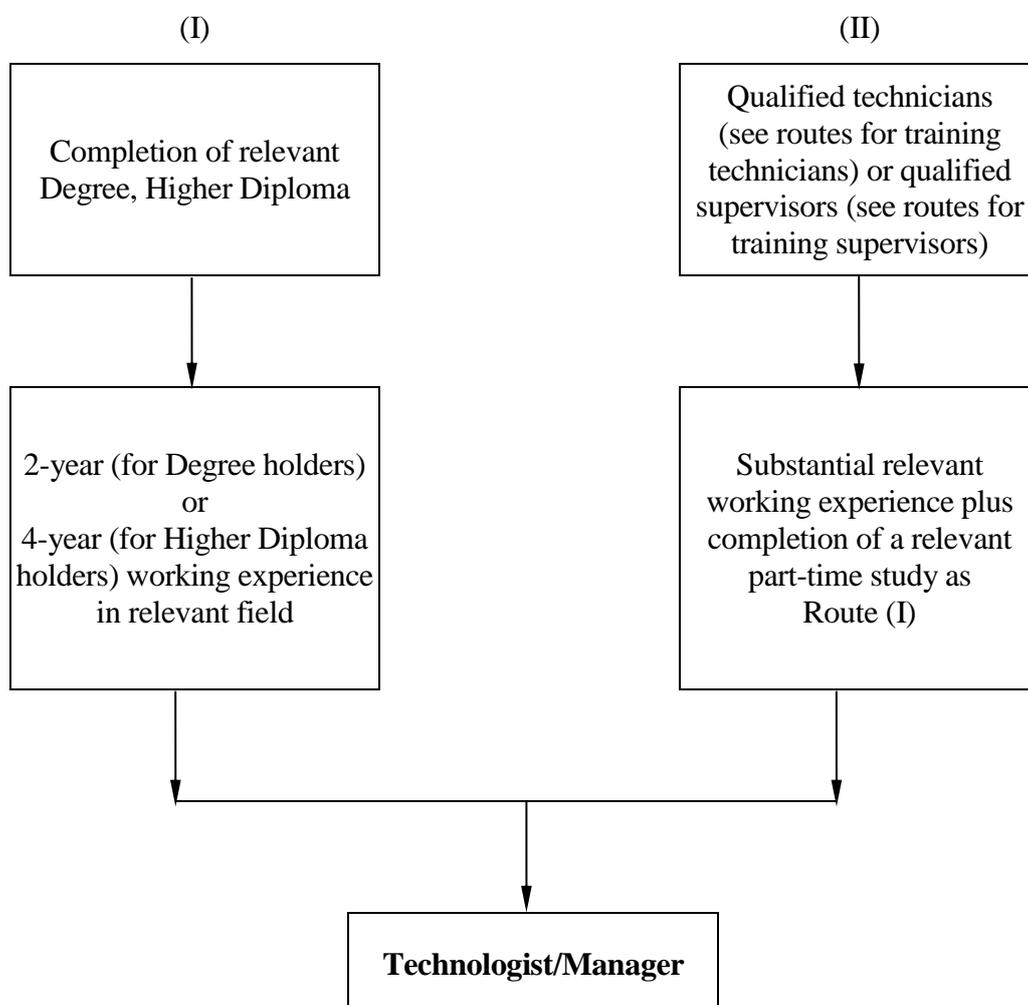
4.8 For manpower planning at the company level, employers are requested to note that the volume of training as indicated in para. 4.6 above, when expressed in terms of existing manpower, represents annual training requirements of 6.0% of the total numbers of technologists/managers and 3.0% (the wastage rate) of the those of technicians and craftsmen respectively in the printing industry for 2017 – 2019. For the same measure, there are about 3.7%, 3.0 % and 3.5% respectively of total numbers of managers, supervisors and technical staff in the publishing industry for 2017 – 2019.

4.9 The recommended training routes for technologists and managers, technicians and supervisors, as well as craftsmen are outlined in the following paragraphs.

Training of Technologists and Managers

4.10 Technologists in the printing industry or managers in the publishing industry should preferably possess either a relevant university degree or higher diploma or higher certificate plus a few years relevant working experience in the printing or publishing field.

4.11 The following diagram shows the usual training routes of a technologist/manager:



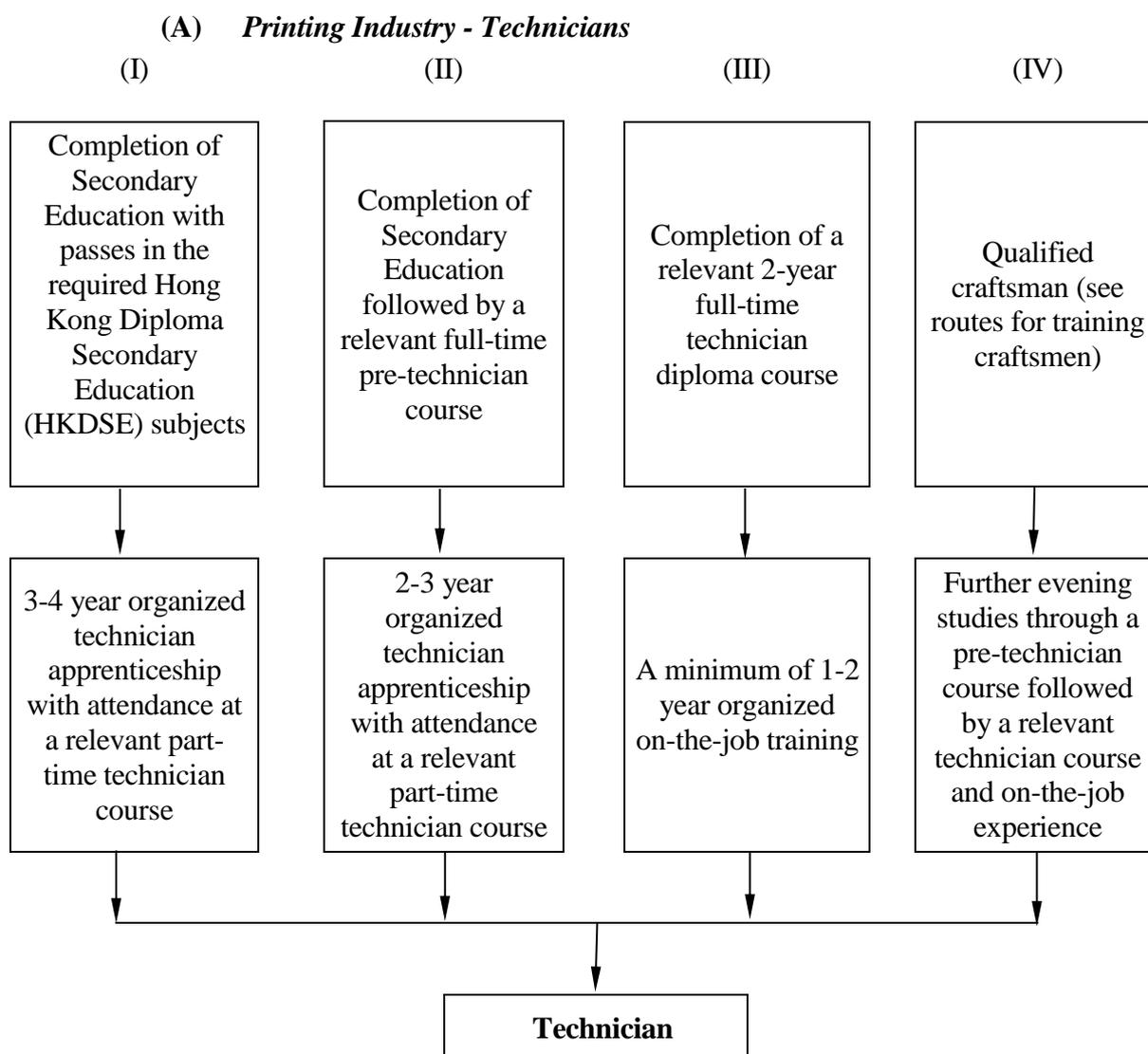
4.12 Employers are recommended to recruit either degree or higher diploma holders as technologist/managerial trainees, i.e. route (I). For qualified technicians/supervisors with exceptional abilities, route (II) provides them with advancement opportunities.

4.13 Employers are recommended to sponsor their technicians/supervisors to attend the part-time evening degree, higher diploma or higher certificate courses to upgrade their knowledge and skills.

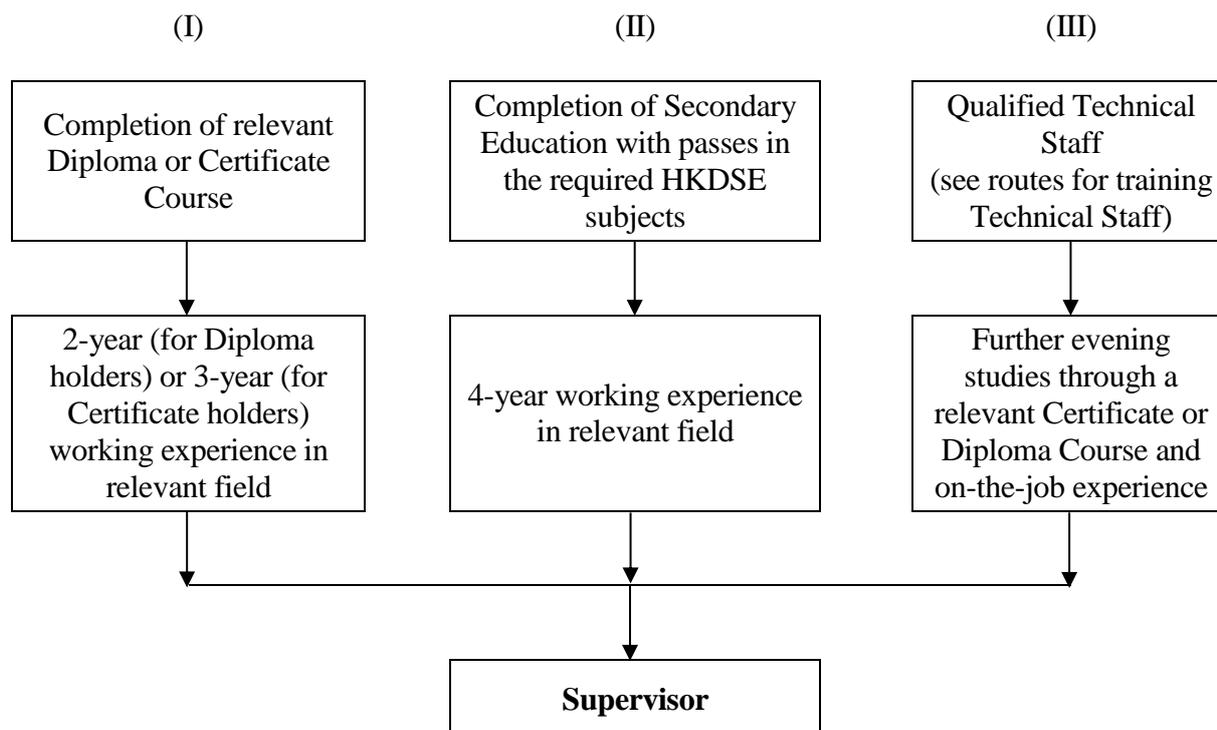
Training of Technicians and Supervisors

4.14 A technician or supervisor should be able to apply proven techniques and procedures to carry out technical responsibilities, including the supervision of craftsmen or technical staff under his/her control. The training of a technician or supervisor should comprise on-the-job practical training to gain experience and attendance of a relevant technician certificate course to acquire the theoretical knowledge of the trade.

4.15 The recommended routes for training technicians in the printing industry and supervisors in the publishing industry are shown below:



(B) *Publishing Industry - Supervisors*



4.16 Hong Kong Design Institute (HKDI) of the VTC offers full-time Higher Diploma courses, part-time Higher Diploma courses and other upgrading courses in the printing discipline; while the Pro-Act Training and Development Centre (Printing) offers an one to three years full-time Diploma in Vocational Education Programme to prepare youngsters for employment at craft or technician level or further study.

4.17 Many employers recruit secondary school leavers as technician or supervisory trainees. The trainees learn their skills in workplace by working closely with experienced technicians or supervisors and at the same time pursue relevant part-time evening courses at the tertiary educational institutions. Some employers recruit graduates of relevant Diploma or Certificate courses from the educational institutions. However some employers in the printing industry prefer to recruit the graduates of the Pro-Act Training and Development Centre (Printing) as craft or technician apprentices. The period of apprenticeship is normally three years, while graduates of the full-time basic craft or technician foundation course are exempted from the first year of the apprenticeship.

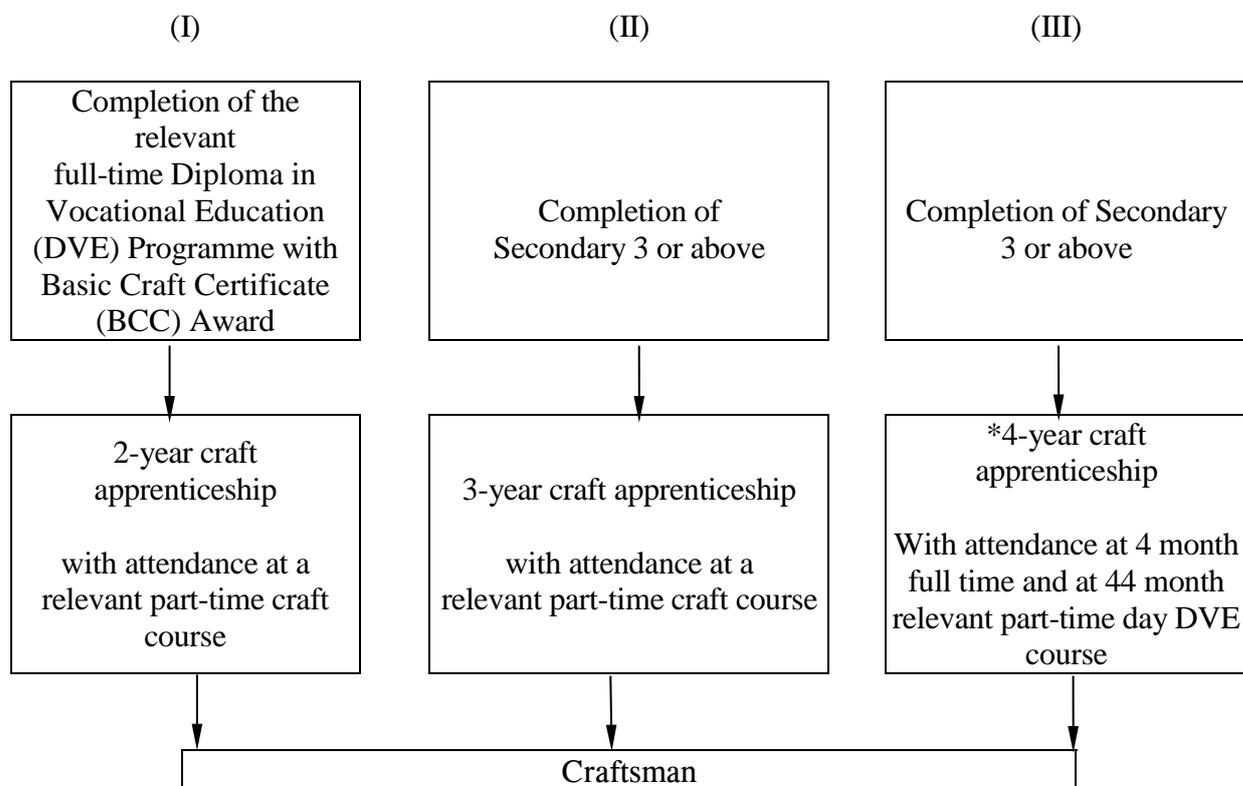
4.18 The Training Board strongly recommends employers both in the printing and publishing industries to recruit the graduates of the Pro-Act Training and Development Centre (Printing) and HKDI and to sponsor them to attend part-time courses for the purpose of either upgrading or updating their skills and knowledge.

Training of Craftsmen and Technical Staff

4.19 A craftsman or technical Staff is a skilled employee capable of applying skills to a wide range of jobs within the trade. He/ She should require not only practical skills but also related theoretical knowledge so that he/she can adapt to technological advancement.

4.20 The recommended routes of training are:

(A) *Printing Industry - Craftsmen*



* To cope with the *Earn and Learn Scheme* for the printing industry launched in 2014, trainees are arranged to take 4-year craft apprenticeship and study the DVE (Print Media) at part-time day mode.

Remark:

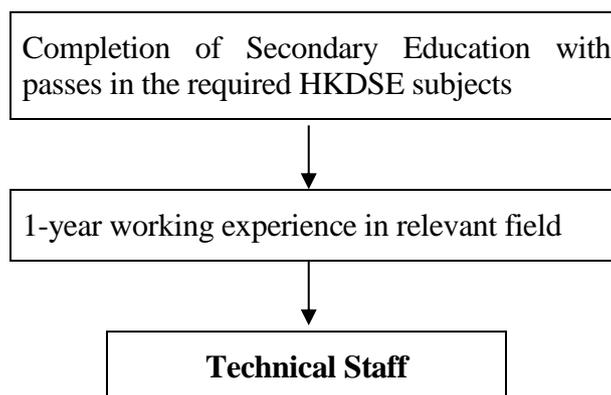
VTC's **Earn and Learn Schemes** integrate structured vocational education and on-the-job training with clear progression pathways to attract talent for industries and trades with a keen demand for labour.

The Government and participating industries will provide the participants with an allowance and a guaranteed salary, such that the young people can earn a steady income while equipping themselves with knowledge and skills to pursue a promising career.

The modes of training will be specially designed to cater for the needs and operation of specific trades and industries. Participants will study training programmes of VTC and receive on-the-job training at employing companies. Graduates of the schemes can also pursue further studies to acquire higher academic qualifications for career development.

(B) ***Publishing Industry - Technical Staff***

(A) ***Publishing Industry – Technical Staff***



4.21 The Basic Craft Certificate (BCC) courses offered by the Pro-Act Training and Development Centre (Printing) of the VTC were re-vamped and subsumed in the Diploma in Vocational Education (Print Media) programme. Students would get the BCC award when they earned 168 credits from the BCC curriculum of DVE (Print Media) programme of which covered 930 training hours on trade modules and 210 hours on generic modules.

4.22 In 2014, Certificate of Craft Studies (CC) award was introduced to the DVE (Print Media) programme. Students would get the CC award when they earned 160 credits from the CC curriculum of which covered 690 hours on trade modules and 240 hours on generic modules.

Basic Craft Courses in Printing Discipline

4.23 The Pro-Act Training and Development Centre (Printing) offers full-time courses under the Diploma in Vocational Education Programme. Students may choose the BCC award which enable youngsters who are vocationally oriented to join industry upon completion of the course. It comprises practical training, trade knowledge as well as generic education.

4.24 On completion of the BCC courses, the graduates are expected to join industry as second year craft apprentices for a further two-years training. The Training Board urges employers to recruit the graduates as apprentices not only because their training period is shorter but also because they are equipped with basic skills ready for productive work right from the start of their employment.

4.25 The BCC awarded course being offered by the Pro-Act Training and Development Centre (Printing) is listed in paragraph 4.32.

Certificate of Craft Studies Course in Printing Discipline

4.26 In order to cope with the development of the printing industry, the Pro-Act Training and Development Centre (Printing) offers the CC at part-time day mode to support the 4+44 mode of Earn and Learn Scheme for the printing industry in AY 2014/15. Students of S3 intake may opt this scheme under the Program which enables them to join the printing industry upon completion of the first 4 month full time practical training. During the 4 months, students will mainly learn trade knowledge and carry out workshop training to equip them with basic skills for working in the printing industry. Then they work as craft apprentice to receive on-the-job training and complete the rest of the CC and DVE curriculum at part-time day mode in the further 44 months.

4.27 The CC awarded course being offered by the Pro-Act Training and Development Centre (Printing) is listed in paragraph 4.32.

New Skills Upgrading Scheme

4.28 The New Skills Upgrading Scheme (SUS) is operated by the Government to upgrade those low education and low/traditional skilled level workers with the aim of enhancing their employability. Eligible trainees can apply for course fee waive or fee subsidies. Suitable providers of printing courses may bid to mount SUS courses. Since the commencement of the SUS courses in September 2001, over 11 600 trainees had attended SUS courses in printing trades. The skills upgrading courses currently offered to tradesmen are listed in Appendix 19.

4.29 Employers are urged to make full use of the part-time skills upgrading courses for upgrading their employees.

Trade Testing for Printing Workers

4.30 The Vocational Training Council has approved a trade testing and certification system to be implemented by its training boards. The system is operated on a voluntary basis and its objectives are to:

- (a) help industry in the selection of workers for skilled jobs,
- (b) facilitate the acquisition of recognized qualifications, in particular, for those who have not gone through a formal training,
- (c) enhance the status of skilled workers,
- (d) set the specifications related to standards for skilled workers, and
- (e) facilitate the establishment of a skill hierarchy for career advancement of skilled workers.

4.31 The Printing and Publishing Training Board is responsible for implementing the trade test for printing workers. Currently, the Training Board organizes trade test for offset printing machine craftsmen. In view of the latest development of the printing industry, the Training Board are in the process developing vocational assessments on digital printing.

4.32 Employers are urged to encourage their employees to take the test so that their tradesman status can be formally recognized.

Pro-Act Training and Development Centre (Printing)

4.33 The Training Board has been charged with the responsibility of advising on the operation of the Pro-Act Training and Development Centre (Printing). The full-time courses currently offered by the Pro-Act Training and Development Centre (Printing) include:

	<u>Duration</u>
(a) Diploma in Vocational Education Programme, Print Media (BCC Award)	Min. 1 year
(b) Diploma in Vocational Education Program, Print Media (CC Award)	2 - 3 years
(c) Diploma in Vocational Education Programme, Print Media (TFC Award)	1 - 2 years
(d) Diploma in Vocational Education Programme, Print Media (DVE Award)	1 - 3 years
(e) Practical training for students of HKDI & various IVEs in Design and Business Administration Disciplines	3 - 180 hours

Note : BCC : Basic Craft Certificate

CC : Certificate of Craft Studies

TFC : Technician Foundation Certificate

DVE : Diploma in Vocational Education

Department of Communication Design and Digital Media

4.34 Employers are urged to give full support to the Department of Communication Design and Digital Media of HKDI by recruiting its full-time graduates. A list of relevant courses offered by HKDI is at Appendix 20.

Advanced Printing Technology Centre (APTEC)

4.35 In September 1999, the Hong Kong Printers Association and the Hong Kong Institute of Vocational Education (Kwun Tong), Vocational Training Council, jointly organized a project to assist the local printing and publishing companies in migrating to the latest digital production workflow. Based on a funding from the Innovation and Technology Fund (ITF) for a project period of 3 years, the Advanced Printing Technology Centre (APTEC) was established at IVE (Kwun Tong) on 3 May, 2000 and moved to Hong Kong Design Institute then HK Institute of Vocational Education (Morrison Hill) in 2012 and 2016 respectively.

4.36 APTEC has an important role in acting as a technology transfer centre for the dissemination of latest technology to the local printing and publishing companies. With the strong support from major international equipment suppliers, APTEC has set up a state-of-art and multi-supplier digital printing production environment to simulate industrial environment. By providing technology transfer seminars, professional training programs, research on new technologies, and consultancy services, APTEC aims to facilitate the migration of these companies from traditional workflow to digital workflow.

4.37 The successful completion of the project on 31 January, 2003 has turned APTEC into a new page. APTEC has committed to continue its services to the industries by operating in a self-financing mode, and is incorporated as a subsidiary of the Hong Kong Printers Association. An agreement was also signed between the Hong Kong Printers Association and the Vocational Training Council for establishing a new form of partnership.

4.38 In recent years, APTEC strives to promote international printing standardization and colour management to the industries, by participating ISO TC130, National Technical Committee 170 on Printing of Standardization Administration of China, Idealliance of US, Rochester Institute of Technology (RIT) of US and Fogra of Germany. In 2011, 2013, 2014 and 2015, three large-scale international technical conferences together with a series of workshops, which were funded by SME Development Fund, were organized, in order to deliver the latest technology trends to the industries.

Training Manuals

4.39 The Training Board has published manuals of training programmes and specifications for the major principal jobs in the printing industry. The Training Board recommends these manuals to employers who wish to devise training programmes for their trainees or assess the skill level of their workers.

Training Services of the Vocational Training Council

4.40 The Vocational Training Council offers free services to help employers organize training schemes including:

- (a) The statutory **Apprenticeship Scheme**, through which technicians and craftsmen are effectively trained to meet the needs of the industry;
- (b) The **Earn and Learn Schemes**, which offer structured vocational education and on-the-job training with clear progression pathways to attract talent for industries and trades with a keen demand for labour;
- (c) The **Engineering Graduate Training Scheme**, which helps engineering students and graduates complete their professional training as engineers;
- (d) The voluntary **Trade Testing and Certification Scheme**, which ascertains the standards of skilled workers; and
- (e) The **New Technology Training Scheme**, which provides financial assistance to local companies that wish to have their employees trained overseas or locally in new technologies. The maximum grant is 50% of the training cost.

Employers in Hong Kong interested in the above training schemes are welcome to contact the Council.

The Need for More Education and Training Facilities

4.41 Since Hong Kong has established itself as a principal service centre in the region, it is necessary to ensure that Hong Kong is in a position to provide world-class printing and publishing services. The Training Board recommends that tertiary educational institutions should consider offering more printing and publishing courses at degree, higher diploma and diploma levels to meet the projected demand for manpower. In addition, employers should provide more on-the-job training to their employees and release them for off-the-job upgrading training.

Out-centre Courses/Seminars

4.42 With the cooperation of various educational institutions and publishing associations, the Training Board has been organizing practical skill-oriented short courses/seminars for in-service personnel in the printing and publishing industries. These out-centre courses/seminars aim at upgrading and updating the knowledge and skills of in-service personnel to help them cope with the changing economy and business requirements. The Training Board believes that these out-centre training courses/seminars are effective in achieving the aim and recommends publishing employers to make good use of these out-centre courses and seminars for upgrading their employees.

PRINTING AND PUBLISHING TRAINING BOARD
印刷及出版業訓練委員會

Membership (as at 31st March 2017)
委員名單（截至二〇一七年三月三十一日止）

Chairman
主席

Mr YAN Tak-chung, Alex
任德聰先生

Vice-chairman
副主席

Dr LEE Ka-kui
李家駒博士

Members
委員

Mr CHAN Tat-kin
陳達堅先生

Mr Dicky CHOY
蔡榮照先生

Mr Fung Man-ching
馮文清先生

Mr HO Kin-wah, Corey
何健華先生

Mr LAU Man-pong, Peter
劉文邦先生

Mr Clemence LEUNG
梁嘉麒先生

Mr LO Kwok-ming, Herman
盧國明先生

Ms MA Chun-mui, Muriel
馬鎮梅女士

Ms NG Mei-mei
吳薇薇女士

Mr NG Wang-kuen, Thomas
吳宏權先生

Ms PANG On-kei, Brenda
彭安琪女士

Dr Allen SHI lop-tak MH, JP
史立德博士 MH, JP

Mr SIT Sai-yu
薛世儒先生

Mr SO Wah-sum, Conrad
蘇華森先生

Mr TSE Po-tak, Peter
謝葆德先生

Dr WONG Yin-yue, Sharon
黃燕如博士

Ms CHOI Lai-wah, Clara
蔡麗華女士

Ms Charmaine LO
盧雯慧女士

Mr WONG Kei-yung
黃基勇先生

Mr LAM Wai-keung, Wallace
林偉強先生

Secretary
秘書

Ms HO Chui-ying, Bertha
何翠瑩女士

Terms of Reference of the Printing and Publishing Training Board

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council the development of vocational education and training facilities to meet the assessed manpower demand.
4. To advise the Hong Kong Institute of Vocational Education (IVE) and Pro-Act Training & Development Centres on the direction and strategic development of their programmes in the relevant disciplines.
5. To advise on the course planning, curriculum development and quality assurance systems of IVE and Pro-Act Training & Development Centres.
6. To prescribe job specifications for the principal jobs in the industry defining the skills, knowledge and training required.
7. To advise on training programmes for the principal jobs in the industry specifying the time a trainee needs to spend on each skill element.
8. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
9. To advise on the conduct of skill competitions in key trades in the industry for the promotion of vocational education and training as well as participation in international competitions.
10. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of vocational education and training in the industry.
11. To organise seminars/conferences/symposia on vocational education and training for the industry.
12. To advise on the publicity relating to the activities of the Training Board and relevant vocational education and training programmes of VTC.
13. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
14. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 PP/4/2 (2016)

Your Reference 來函檔號



1 May 2016

Dear Sir/Madam,

The 2016 Manpower Survey of the Printing Industry

I am writing to seek your support and co-operation in the coming Manpower Survey of the Printing Industry to be conducted by the Printing and Publishing Training Board of the Vocational Training Council (VTC) from 16 May 2016 to 15 June 2016.

A reference date is given as 3 May 2016 to collect, among other matters, the following information about each of the principal jobs in the printing industry:

- (i) the number of employees at present employed;
- (ii) the number of employees under training;
- (iii) the number of existing vacancies; and
- (iv) a forecast of the total number of employees in 12 months' time.

Based on the survey findings, the Training Board will make recommendations on manpower training for the printing industry.

I enclosed herewith for your reference and completion the following documents in both English and Chinese:

- (a) one copy of the questionnaire (Appendix A);
- (b) explanatory notes about the questionnaire (Appendix B); and
- (c) a list of job descriptions of the principal jobs (Appendix C).

An officer of the Census and Statistics Department will contact your office during the survey period. The officer will answer any questions you may have and assist in the completion of the questionnaire if necessary.

I sincerely hope that you will co-operate in this survey by providing the required information that is of vital importance to the formulation of future training plans for the printing industry. The information collected will be handled in strict confidence and will be published only in the form of statistical summaries without reference to any individual establishments.

You are welcome to download the report in due course. You may wish to download the previous version of the Manpower Survey Report on the printing and publishing industries from the VTC website at <http://pptb.vtc.edu.hk>. The 2016 Manpower Survey Report will also be uploaded when it is ready.

Should you have any questions in connection with the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8436.

Yours faithfully,



(YAN Tak-chung, Alex)
Chairman
Printing and Publishing Training Board

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 PP/4/2 (2016)

Your Reference 來函檔號



執事先生/女士:

印刷業二零一六年人力調查

職業訓練局屬下印刷及出版業訓練委員會將於二零一六年五月十六日至六月十五日期間進行印刷業人力調查，調查參考日期將定為二零一六年五月三日，希望 貴機構能惠予合作，提供業內各主要職務的有關資料，其中包括:

- (一) 目前僱員人數；
- (二) 目前受訓僱員人數；
- (三) 現有空缺數目；及
- (四) 預計十二個月後的僱員總數。

本訓練委員會將根據調查結果，就印刷業人力訓練事宜提出建議。

---- 隨函附上下列中英文對照文件，以供參閱及填寫:

- (一) 調查表(附錄甲)；
- (二) 調查表附註(附錄乙)；及
- (三) 各主要職務工作說明(附錄丙)。

政府統計處職員將於調查期間聯絡 貴機構，解答有關問題及提供協助。

懇請 貴機構支持合作，提供是次調查所需資料;該等資料對制定印刷業未來的訓練計劃將會極為重要。調查所得資料將絕對保密，只用摘要統計數字發表，並不會提及任何個別機構。

本訓練委員會歡迎貴機構下載過往之印刷及出版業人力調查報告外，是次人力調查報告書將會上載本局網頁，網址為 <http://pptb.vtc.edu.hk>，歡迎下載。

如對是次調查有任何查詢，請致電 2116 8436 與政府統計處人力統計組聯絡。



印刷及出版業訓練委員會主席
任德聰

二零一六年五月一日

CONFIDENTIAL WHEN ENTERED WITH DATA	填入數據後即成 機密文件
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VOCATIONAL TRAINING COUNCIL
職業訓練局
THE 2016 MANPOWER SURVEY OF THE PRINTING INDUSTRY
印刷業二零一六年人力調查
QUESTIONNAIRE
調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)
(填表前, 請參閱附註)

For Official Use Only: 此欄毋須填寫	Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
	1	0 9 2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF ESTABLISHMENT: _____
廠名 / 機構名稱

ADDRESS: _____
地址

TOTAL NO. OF PERSONS ENGAGED: _____
僱員總數

TYPE OF PRODUCTS/SERVICE*:
產品種類 / 服務性質*

* can choose more than one option
可選擇多於一項

Commercial Printing
28 商業印刷

Package Printing
29 包裝印刷

Newspaper Printing
30 報紙印刷

Printing Agent
31 印刷代理

Equipment & Materials Supplier
32 器材及物料供應商

Others Please specify 請註明 _____
33 其他

Is your company involved in digital printing? 貴公司有否從事數碼印刷?

Yes **
34

No
35

**If yes, please fill in the number of staff engaged
如有, 請選擇形式及填寫員工數目

Number of digital printing staff: _____
從事數碼印刷員工人數: 36

(Please tick in the appropriate box 請在適當空格內加上 '✓')

NAME OF PERSON TO CONTACT: _____
聯絡人姓名 38 57

POSITION: _____
職位

TEL. NO.: _____ - _____
電話 58 65 67 74

FAX NO.: _____
圖文傳真

E-MAIL: _____
電郵 75 109

Part I 第一部分

(A) Job 工作			(B) Monthly Income Code	(C) No. of Employed as at 3.5.2016 (excl. trainees)	(D) Forecast of No. Employees in 12 Months' time (excl. trainees)	(E) No. of Vacancies as at 3.5.2016 (excl. trainees)	(F) No. of Trainees as at 3.5.2016
Title 職稱	Rec. Type 記錄 類型	No. 職務 編號	每月收入 編號	在3.5.2016之 現有僱員人數 (受訓者除外)	預計 在十二個月後 僱員人數 (受訓者除外)	在3.5.2016之 空缺額 (受訓者除外)	在3.5.2016之 受訓者 人數
		8 - 10	11	12 - 15	16 - 19	20 - 22	23 - 25
1 General Manager 總經理	2	1 0 1					
2 Production / Quality Manager 生產經理 / 廠務經理 / 品質經理	2	1 0 2					
3 Sales / Customer Services / Marketing Manager 營業 / 客戶服務 / 市場推廣經理	2	1 0 3					
4 Procurement Manager 採購經理	2	1 0 4					
5 Information Technology Manager (Printing) 資訊科技經理 (印刷)	2	1 0 5					
6 Cost Estimator 印刷估價員	2	2 0 1					
7 Production Planner / Production Controller / Quality Controller 生產策劃員 / 生產管制員 / 品質管制員	2	2 0 2					
8 Sales Representative 營業代表	2	2 0 3					
9 Overseer / Supervisor 督導員 / 管理員	2	2 0 4					
10 Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	2	2 0 5					
11 Designer / Design Officer 設計員 / 設計主任	2	2 0 6					
12 Prepress Technician 印前技術員	2	2 0 7					
13 Purchasing Officer / Controller 印刷物料採購員 / 控制員	2	2 0 8					
14 Technical Services/Products (Printing) Technician 技術 / 產品 (印刷) 技術員	2	2 0 9					
15 Information Technology (Printing) Technician 資訊科技 (印刷) 技術員	2	2 1 0					
16 Electronic Prepress System Craftsman 電子印前系統操作技工	2	3 0 1					
17 Offset Lithographic Platemaker 柯式版製作技工	2	3 0 2					
18 Digital Printing System Craftsman 數碼印刷系統操作技工	2	3 0 3					
19 Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工	2	3 0 4					
20 Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機印刷技工	2	3 0 5					
21 Other Printing Machine Craftsman 其他印刷機械及包裝印刷操作技工	2	3 0 6					
22 Binding Craftsman 裝訂技工	2	3 0 7					
23 Die Cutting / Tool Making Craftsman 啤盒工 / 造模工	2	3 0 8					
24 Package Finishing Machine Craftsman 包裝盒完成機技工	2	3 0 9					
25 Other Print Finishing Craftsman 其他印後機械技工	2	3 1 0					
26 General Worker 雜工	2	4 0 1					
27							
28							

Average Monthly Income
每月平均收入

Enter in column B
employee's average monthly
income range according to
the following codes. The
income should include basic
wages, guaranteed year-end
bonus, regular overtime pay,
cost of living allowance, meal
allowance etc.
請將僱員的每月平均收入
幅度按照下列類別編號
填入B欄內。「每月平均
收入」包括底薪固定發放
的年終花紅、定期超時工
作工資、生活津貼、
膳食津貼等。

Code 編號	Monthly Income Range 每月收入幅度
1	\$8,000 or below \$8,000 或以下
2	\$8,001 - \$10,000
3	\$10,001 - \$15,000
4	\$15,001 - \$20,000
5	\$20,001 - \$30,000
6	\$30,001 - \$45,000
7	\$45,001 - \$60,000
8	\$60,001 or above \$60,001 或以上

Note 1 : If additional lines are necessary, please tick here and enter on supplementary sheets.
附註一：如此頁已填滿，請先將 (✓) 號填入此 內，然後在附頁繼續填寫。

Note 2 : The term "trainees" includes all trainees receiving any form of training and apprenticeship under a contract of apprenticeship.
附註二：「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

<p>Q.1 Employer's View on the Expected Change in Business Situation for the Coming Year 僱主對來年業務狀況預期變動的意見</p> <p style="text-align: center;"> Better Same Worse 較佳 不變 較差 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 8 9 10 </p> <p>(Please tick as appropriate) (請在適當的格內填上✓號)</p>	<p><i>For Official Use Only</i> (此欄毋須填寫)</p> <input style="width: 30px; height: 30px;" type="text"/> 11	<p>Q.2 Number of Printing Employees Promoted in the Industry 晉升的印刷業僱員人數</p> <p>Number of printing employees in the industry promoted in respect of new recruited or existing posts during the past 12 months (1.5.2015 to 30.4.2016): 過去十二個月內(1.5.2015 至 30.4.2016)晉升以填補增設職位或現有空缺的印刷業僱員人數：</p> <table style="width:100%; text-align: center;"> <tr> <td>Technologists / Managers 技師／管理人員</td> <td>Technicians / Supervisors 技術員／督導人員</td> <td>Craftsmen 技工</td> <td><i>For Official Use Only</i> (此欄毋須填寫)</td> </tr> <tr> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> </tr> <tr> <td>12</td> <td>14</td> <td>16</td> <td>18</td> </tr> </table>	Technologists / Managers 技師／管理人員	Technicians / Supervisors 技術員／督導人員	Craftsmen 技工	<i>For Official Use Only</i> (此欄毋須填寫)	<input style="width: 30px; height: 30px;" type="text"/> <input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/> <input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/> <input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	12	14	16	18											
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<p>Q.3 Number of Technical Staff Deployed to Work Outside Hong Kong 任職香港以外地方的技術員工人數</p> <p>Please enter below the number of staff who had been deployed to work for more than 6 months outside Hong Kong during the 12 months (1.5.2015 to 30.4.2016) prior to the survey 請填寫調查前十二個月內(1.5.2015 至 30.4.2016)，調派往香港以外地方工作超過六個月的技術員工人數</p> <table style="width:100%; text-align: center;"> <tr> <td>Technologists / Managers 技師／管理人員</td> <td>Technicians / Supervisors 技術員／督導人員</td> <td>Craftsmen 技工</td> <td><i>For Official Use Only</i> (此欄毋須填寫)</td> </tr> <tr> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> </tr> <tr> <td>19</td> <td>21</td> <td>23</td> <td>25</td> </tr> </table>	Technologists / Managers 技師／管理人員	Technicians / Supervisors 技術員／督導人員	Craftsmen 技工	<i>For Official Use Only</i> (此欄毋須填寫)	<input style="width: 30px; height: 30px;" type="text"/> <input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/> <input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/> <input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	19	21	23	25	<p>Q.4 Whether with Production Workshop in the mainland of China? 是否在中國內地設有廠房？</p> <p style="text-align: right;">Yes No 是 否</p> <p>(Please tick in the appropriate box) (請在適當空格內加上'✓')</p> <p style="text-align: right;"><input style="width: 30px; height: 30px;" type="checkbox"/> <input style="width: 30px; height: 30px;" type="checkbox"/> 26 27</p> <p>Number of Mainland employees (excluding those employees deployed from HK) 內地僱員數目(不包括從香港派往的僱員)</p> <table style="width:100%; text-align: center;"> <tr> <td>Technologists / Managers 技師／管理人員</td> <td>Technicians / Supervisors 技術員／督導人員</td> <td>Craftsmen 技工</td> <td><i>For Official Use Only</i> (此欄毋須填寫)</td> </tr> <tr> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> </tr> <tr> <td>29</td> <td>33</td> <td>37</td> <td>41</td> </tr> </table>	Technologists / Managers 技師／管理人員	Technicians / Supervisors 技術員／督導人員	Craftsmen 技工	<i>For Official Use Only</i> (此欄毋須填寫)	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	29	33	37	41
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<p>Q.5 Education and Training an Employee Should Have 僱員宜有的教育及訓練</p> <table style="width:100%; text-align: center;"> <tr> <td></td> <td>Education 教育</td> <td>Training Mode 訓練方式</td> <td>Training Period 訓練時間</td> </tr> <tr> <td>Technologist/Managerial Level 技師／管理級</td> <td><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> </tr> <tr> <td></td> <td>42</td> <td>43</td> <td>44</td> </tr> <tr> <td>Technician/Supervisory Level 技術員／督導級</td> <td><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> </tr> <tr> <td></td> <td>45</td> <td>46</td> <td>47</td> </tr> <tr> <td>Craftsman Level 技工級</td> <td><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> <td><input style="width: 30px; height: 30px;" type="text"/></td> </tr> <tr> <td></td> <td>48</td> <td>49</td> <td>50</td> </tr> </table>		Education 教育	Training Mode 訓練方式	Training Period 訓練時間	Technologist/Managerial Level 技師／管理級	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>		42	43	44	Technician/Supervisory Level 技術員／督導級	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>		45	46	47	Craftsman Level 技工級	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>	<input style="width: 30px; height: 30px;" type="text"/>		48	49	50	<p>Please enter in the boxes at the left table the education and training an employee should have according to the following codes: 請將僱員宜有的教育及訓練按照下列類別編號填入左面表格方格內：</p> <table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:10%;">Code 編號</th> <th style="width:55%;">Education 教育</th> <th style="width:15%;">Code 編號</th> <th style="width:15%;">Training Mode 訓練方式</th> <th style="width:10%;">Code 編號</th> <th style="width:15%;">Training Period 訓練時間</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院(高等學位(如碩士學位)或同等教育程度)</td> <td>1</td> <td>On the job training 在職訓練</td> <td>1</td> <td>4 years or above 四年或以上</td> </tr> <tr> <td>2</td> <td>First Degree (First degree or equivalent) 學士學位(學士學位,或同等教育程度)</td> <td>2</td> <td>Apprenticeship 學徒訓練</td> <td>2</td> <td>3 to less than 4 years 三年至四年以下</td> </tr> <tr> <td>3</td> <td>Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位(副學士、高級文憑、專業文憑、高級證書,或同等教育程度)</td> <td>3</td> <td>Others 其他</td> <td>3</td> <td>2 to less than 3 years 兩年至三年以下</td> </tr> <tr> <td>4</td> <td>Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中(中四至中六、文憑、香港中學文憑考試,或同等教育程度)</td> <td></td> <td></td> <td>4</td> <td>1 to less than 2 years 一年至兩年以下</td> </tr> <tr> <td>5</td> <td>Junior Secondary (Secondary 1-3 or equivalent) 初中(中一至中三,或同等教育程度)</td> <td></td> <td></td> <td>5</td> <td>6 - less than 12 months 六至十二個月以下</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td>6</td> <td>Below 6 months 六個月以下</td> </tr> </tbody> </table>	Code 編號	Education 教育	Code 編號	Training Mode 訓練方式	Code 編號	Training Period 訓練時間	1	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院(高等學位(如碩士學位)或同等教育程度)	1	On the job training 在職訓練	1	4 years or above 四年或以上	2	First Degree (First degree or equivalent) 學士學位(學士學位,或同等教育程度)	2	Apprenticeship 學徒訓練	2	3 to less than 4 years 三年至四年以下	3	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位(副學士、高級文憑、專業文憑、高級證書,或同等教育程度)	3	Others 其他	3	2 to less than 3 years 兩年至三年以下	4	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中(中四至中六、文憑、香港中學文憑考試,或同等教育程度)			4	1 to less than 2 years 一年至兩年以下	5	Junior Secondary (Secondary 1-3 or equivalent) 初中(中一至中三,或同等教育程度)			5	6 - less than 12 months 六至十二個月以下					6	Below 6 months 六個月以下
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Part III 第三部分

Employees Left
僱員離職

Q.6 Please fill in the number of employees who had left your establishment in the past 12 months (1.5.2015 to 30.4.2016).
請填寫過去十二個月內(1.5.2015 to 30.4.2016)，離職的僱員人數。

Technologists / Managerial Level
技師／管理級

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51

Technicians / Supervisory Level
技術員／督導級

--	--	--	--

54

Craftsmen Level
技工級

--	--	--	--

57

For Official Use Only
(此欄毋須填寫)

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60

Recruitment
招聘

Q.7 Please fill in the number of new recruits in the past 12 months (1.5.2015 to 30.4.2016).
請填寫過去十二個月內(1.5.2015 to 30.4.2016)，新招聘的僱員人數。

Technologists / Managerial Level
技師／管理級

--	--	--	--

61

Technicians / Supervisory Level
技術員／督導級

--	--	--	--

64

Craftsmen Level
技工級

--	--	--	--

67

--	--	--	--

70

(a) Total number of recruits
總招聘人數

(b) Number of recruits who have performed printing related duties in their last jobs from item (a) above
上列(a)項中，在上一個工作崗位是從事印刷業相關職務的人數

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71

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74

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77

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80

Q.8 Difficulties Encountered in Recruitment
招聘困難

Did your establishment encounter any difficulties in recruitment in the past 12 months (1.5.2015 to 30.4.2016)?
過去十二個月(1.5.2015 to 30.4.2016)，貴機構招聘印刷業僱員時，有沒有遇到困難？
(Please tick in the appropriate box)
(請在適當空格內加上 '✓')

Yes (please go to Q.9) 81 有(請回答第九題) No (please go to Q.10) 82 沒有(請跳答第十題) No recruitment (please go to Q.10) 83 沒有招聘需要(請跳答第十題)

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84

Q.9 Major Difficulties in Recruitment
主要招聘困難

Please give the major difficulties in recruitment your establishment encountered in the past 12 months (1.5.2015 to 30.4.2016).
(You may choose up to three options from code (A) to (I))
請說明 貴機構在過去十二個月(1.5.2015 to 30.4.2016)所遇到的主要招聘困難。
(可於編號(A)至(I)選最多三項。)

Technologists / Managerial Level
技師／管理級

--

85

Technicians / Supervisory Level
技術員／督導級

--

86

Craftsmen Level
技工級

--

87

--	--	--	--

88

Most important reason of recruitment difficulty
主要招聘困難原因

Second important reason of recruitment difficulty
次要招聘困難原因

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89

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90

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91

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92

Third important reason of recruitment difficulty
其次招聘困難原因

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93

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94

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95

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96

Other Difficulties (Please Specify)
其他招聘困難(請註明)

--	--	--	--

97

Code Reasons of recruitment difficulties
編號 招聘困難原因

- | | | |
|---|---|--|
| (A) Candidates lacked the relevant skills/expertise
應徵者並無相關技能／知識 | (E) Candidates found the remuneration package not attractive
應徵者認為薪酬欠吸引 | (I) Others (Please Specify)
其他(請註明) |
| (B) Candidates lacked the relevant experience
應徵者缺乏相關經驗 | (F) Candidates found the fringe benefits not attractive
應徵者認為附帶福利欠吸引 | |
| (C) Candidates lacked the relevant academic qualification
應徵者未具相關學歷 | (G) Candidates were unwilling to work on shift for long hours
應徵者不願意長時間輪班工作 | |
| (D) Candidates' language skills (including Putonghua) were poor
應徵者語文能力(包括普通話)水平欠佳 | (H) Candidates were unwilling to work in the mainland of China
應徵者不願意到中國內地工作 | |

Q.10 Employees' Training Needs

僱員的訓練需要

What types of training will your establishment need from the course providers in the next 12 months in response to the various changes (including Hong Kong's transformation into a knowledge-based economy)? (You may choose up to three options from code (101) to (608))
 為迎合各方面的轉變（包括香港轉型至知識型經濟），在未來十二個月，貴機構需要培訓機構提供哪方面的培訓？
 （可於編號(101)至(608)選最多三項。）

	<u>Technologists / Managerial Level</u> 技師／管理級	<u>Technicians / Supervisory Level</u> 技術員／督導級	<u>Craftsmen Level</u> 技工級
Most important training needs 最主要訓練需要	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 98	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 101	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 104
Second important training needs 次要訓練需要	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 108	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 111	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 114
Third important training needs 其次訓練需要	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 118	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 121	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> 124
Other Training Needs (Please Specify) _____ 其他訓練需要(請註明) _____			

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(此欄毋須填寫)

107

117

127

128

129 130

Code Type of Skills and/ or Knowledge
編號 技能／知識的類別

Code Type of Skills and/ or Knowledge
編號 技能／知識的類別

Code Type of Skills and/ or Knowledge
編號 技能／知識的類別

(I) Management Skills

管理技能

- 101 Production management
製作管理
- 102 Quality management
品質管理
- 103 Marketing management
經銷管理
- 104 Customer services
客戶服務
- 105 Others (Please Specify)
其他（請註明）

(II) China-related Knowledge

有關中國的知識

- 201 Political, social and economic development in the mainland of China
在中國內地的政治、社會和經濟發展
- 202 Laws and regulatory restrictions for access to China's market
進入中國市場的法律和經濟發展
- 203 Trade and industry environment in the mainland of China
在中國內地的行業及營商常規
- 204 Others (Please Specify)
其他（請註明）

(III) IT Skills

資訊科技的技能

- 301 Computer graphics and webpage design
電腦圖像處理與網頁設計
- 302 E-commerce knowledge and applications
電子商貿的知識及應用
- 303 Media technology
媒體科技
- 304 Others (Please Specify)
其他（請註明）

(IV) Language Skills

語文技能

- 401 Spoken English
英語會話
- 402 Putonghua
普通話
- 403 Others (Please Specify)
其他（請註明）

(V) Industry Specific Skills

業內專業技能

- 501 Pre-press technique
印前技術
- 502 Printing technique
印刷技術
- 503 Post-printing technique
印後技術
- 504 Production coordination and project management
生產協調及項目管理
- 505 Estimation and costing
估價及成本
- 506 Repair and maintenance
機械維修及保養
- 507 Colour management
色彩管理
- 508 Products Structure
產品結構
- 509 Materials application
物料應用
- 510 Quality Assurance
品質保證
- 511 Environment laws and safety compliance
環保法例及安全法規
- 512 Packaging design knowledge
包裝設計知識
- 513 Others (Please Specify)
其他（請註明）

(VI) Softskills

軟性技巧

- 601 Communication skills
溝通技巧
- 602 Teamwork
團隊合作
- 603 Problem solving
解難技巧
- 604 Conflict resolution
解決糾紛
- 605 Presentation skills
演示技巧
- 606 Negotiation skills
談判技巧
- 607 Business ethics
商業道德
- 608 Global vision
國際視野

THE 2016 MANPOWER SURVEY OF THE PRINTING INDUSTRY

印刷業二零一六年人力調查

EXPLANATORY NOTES

附 註

1. Please fill in as accurate information as possible because the information is vital to the Printing and Publishing Training Board in determining the training needs of the industry and in making meaningful recommendations to the Government on how to meet these needs.

填寫調查表時請盡量填入準確資料；印刷及出版業訓練委員會將根據此等重要資料，確定本業的訓練需求及向政府提供建議。

Part I

第一部分

2. When filling this part of the questionnaire, please ignore the numbers in the row immediately beneath the headings. They are purely column numbers for data processing.

填寫此部分時，請毋須理會標題下的編號，此乃分欄編號，只供資料處理用。

3. Before completing, please read carefully the job titles and job descriptions in Appendix C.

填寫前，請先細閱附錄丙所列的職稱與工作說明。

4. Please complete all columns ('A' to 'F') of the questionnaire that are applicable and insert a zero (0) in any column which is not.

請填寫表內各欄（'A' 至 'F'），如有不適用者則在該欄內填入 (0) 符號。

5. Job Titles - Column 'A'

職稱 —— 'A' 欄

- (a) Please enter into column 'A' those job titles, together with their appropriate code numbers specified in Appendix C, applicable to your establishment in order of their skill levels (i.e. technologist/managerial level jobs first followed by technician/supervisory, craftsman and unskilled level jobs).

請將附錄丙內適用於貴機構的職稱連同編號，按其技能等級，填入 'A' 欄內。（先填技師／管理級，其後填寫技術員／督導級、技工級及非技術人員。）

- (b) Please add in column 'A' titles of any jobs not mentioned in Appendix C, and briefly describe them and indicate their skill levels.

如貴機構另有技術性職稱未載於附錄丙，請一併填入 'A' 欄內，並扼要說明其工作性質及技能等級。

- (c) Please classify a worker according to his main duty irrespective of any additional secondary duties he may be required to perform, e.g. a craftsman who works mainly as a binding craftsman but is also required to operate die-cutting machine occasionally should be classified as a binding craftsman but not as a die cutting craftsman.

請根據僱員的主要職務分類，例如一名技工的主要職務為裝訂書刊，但有時需擔任啤盒的工作，則應屬裝訂技工而非啤盒工。

6. Monthly Income - Column 'B'

僱員每月收入 —— 'B' 欄

Please enter into this column the total monthly income range code for each type of workers. This should include basic wages, overtime pay, cost of living allowance, meal allowance, bonus (including double pay) etc., if any. If you have more than one worker doing the same job, please enter the average figure.

請在此欄填入每類僱員每月總收入幅度的類別編號，這包括底薪、超時工作工資、生活津貼、膳食津貼、花紅(包括雙糧)等在內。若從事同類工作的僱員多於一名，則請取其平均收入。

7. Number of Employed as at 3.5.2016 (Excluding Trainees) - Column 'C'

在2016年5月3日之現有僱員人數（受訓者除外） —— 'C' 欄

Please fill in the total number of employees (excluding trainees) for any one job in your establishment. 'Employees' refer to those working full-time under the payroll of the organisation. These include proprietors and partners working full-time for the organisation. This definition also applies to 'employee(s)' appearing in other parts of the questionnaire.

請將各職務現有僱員總數（受訓者除外）填入此欄。「僱員」指在貴機構內全職工作的受薪人員，其中包括在機構內全職工作的東主及合夥人。在調查表其他地方出現的「僱員」一詞，定義亦同。

8. Forecast of Number Employees in 12 Months' Time (Excluding Trainees) – Columns 'D'

預計十二個月後的僱員人數（受訓者除外） —— 'D' 欄

Please fill in the number of employees against each principal job you will be employing 12 months from now (excluding trainees).

請填寫預計十二個月後的僱員人數（受訓者除外）。

9. Number of Vacancies as at 3.5.2016 (Excluding Trainees) - Column 'E'
在2016年5月3日之現有空缺額（受訓者除外）——‘E’欄

Please fill in the number of existing vacancies (excluding those for trainees).

請填入貴機構現有的空缺額（受訓者空缺額除外）。

‘Existing Vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at date of survey.

「現有空缺額」是指該職位仍懸空，須立刻填補而現正積極招聘人員填補。

10. Number of Trainees as at 3.5.2016 - Column 'F'
在2016年5月3日之現有受訓者人數——‘F’欄

Please fill in the total number of employees undergoing training. This includes trainees receiving any form of training and apprentices under a contract of apprenticeship.

請填寫正在接受訓練的僱員總數。這包括正在接受各種形式訓練的受訓者，以及簽有合約的學徒。

Part II **第二部分**

11. Q.1
Employer's view on the Expected Change in Business Situation for the Coming Year
僱主對來年業務狀況預期變動的意見

The purpose of this question is to seek your view on the expected change in business situation for the coming year, whether your business situation would be better, the same or worse for the coming year than this year.

此題目的在調查貴機構的意見，有關僱主對來年業務狀況預期的變動，預計閣下明年的業務狀況比今年較佳，不變或較差。

12. Q.2
Number of Printing Employees Promoted in the Industry
晉升的印刷業僱員人數

Please fill in the number of printing employees promoted in the past 12 months (1.5.2015 to 30.4.2016) by job level based upon the job titles as prescribed in Appendix C.

請填入貴機構在過去十二個月(1.5.2015 to 30.4.2016)晉升的印刷業各技能等級僱員人數（各職稱可參見附錄丙）。

13. Q.3
Number of Technical Staff Deployed to Work Outside Hong Kong

任職香港以外地方的技術員工人數

Please enter the number of staff at the technologist/managerial, technician/supervisory and craftsman levels who had been deployed to work for more than 6 months outside Hong Kong in the past 12 months (1.5.2015 to 30.4.2016).

請填寫過去十二個月內(1.5.2015 to 30.4.2016)，調派往香港以外地方工作超過六個月的技師／管理級、技術員／督導級及技工級員工人數。

14. Q.4
Whether with Production Workshop in the mainland of China?

是否在中國內地設有廠房？

Please enter the total number of Mainland employees by job level (excluding those employees deployed from Hong Kong) working in operations in the mainland of China which manufacture products for your establishment and are under your establishment's control. Staff involved in engineering, management, clerical and production work in such operations should be included (but workers seconded from Hong Kong should be excluded). Please disregard the name or ownership of such operations.

請填寫在內地廠房為貴機構生產製成品，並為貴機構所管理各技能等級的中國內地僱員總數（不包括香港僱員）。內地僱員總數包括工程人員、管理人員、文職人員及生產人員（但不包括派往當地工作的香港人）。請毋須理會這些廠房的名稱或擁有權。

15. Q.5
Education and Training an Employee Should Have

僱員宜有的教育及訓練

The purpose of this question is to solicit your view on the education and training for which an employee in a particular job should have so that he could appreciate the technology behind his work.

(Please refer to the codes at the right of the table.)

此題目的在調查貴機構就各類職位的僱員宜具備何種教育程度及訓練以勝任其工作的意見。（請參閱該表右欄的類別編號。）

16. Q.6
Employees Left

僱員離職

Please enter the number of employees who had left your establishment in the past 12 months (1.5.2015 to 30.4.2016).

請填寫過去十二個月內(1.5.2015 to 30.4.2016)，貴機構離職的僱員人數。

17. Q.7
Recruitment
招聘

- (a) Please enter the number of new recruits in the past 12 months (1.5.2015 to 30.4.2016); and
請填寫過去十二個月內(1.5.2015 to 30.4.2016)，貴機構新招聘的僱員人數；及
- (b) the number of recruits who have performed printing services related duties in their last jobs from item (a).
在上列(a)項中，在上一個工作崗位是從事印刷業相關職務的人數。

18. Q.8
Difficulties Encountered in Recruitment
招聘困難

Please indicate whether your establishment encountered any difficulties in the recruitment of printing employees in the past 12 months (1.5.2015 to 30.4.2016). If your establishment had no recruitment needs or had not encountered any difficulties, please go to question (10).

請填寫貴機構在過去十二個月(1.5.2015 to 30.4.2016)招聘印刷業僱員時，是否遇到招聘困難？如沒有招聘需要或沒有遇上招聘困難，請跳答第(10)題。

19. Q.9
Major Difficulties in Recruitment
主要招聘困難

Please give the major recruitment difficulties your establishment encountered in the past 12 months (1.5.2015 to 30.4.2016). (may choose up to 3 options). (Please refer to the codes at the bottom of the table)

請說明貴機構在過去十二個月(1.5.2015 to 30.4.2016)所遇到的主要招聘困難。(最多可選三項)(請參閱該表下面的類別編號)

20. Q.10
Employees' Training Needs
僱員的訓練需要

Please fill in the types of training that your establishment will need from the course providers in the next 12 months (1.5.2016 to 30.4.2017) (including Hong Kong's transforming into a knowledge-based economy) (Please refer to the codes at the bottom of the table).

為迎合各方面的轉變(包括香港轉型至知識型經濟)，請填寫在未來十二個月(1.5.2016 至 30.4.2017)，貴機構所需要由培訓機構提供的培訓類別。(請參閱該表下面的類別編號)

21. **Example**

例子

To facilitate proper completion, an example is given below for your reference.
為協助閣下填表，現將例子附錄如下以供參考。

Example

例子

Part I 第一部分

(A) Job 工作		Rec. Type 記錄 類型	No. 職 務 編 號	(B) Monthly Income Code 每月收入 編號	(C) No. of Employed as at 3.5.2016 (excl. trainees) 在3.5.2016之 現有僱員人數 (受訓者除外)	(D) Forecast of No. Employees in 12 Months' time (excl. trainees) 預計 在十二個月後 僱員人數 (受訓者除外)	(E) No. of Vacancies as at 3.5.2016 (excl. trainees) 在3.5.2016之 空缺額 (受訓者除外)	(F) No. of Trainees as at 3.5.2016 在3.5.2016之 受訓者 人數	Average Monthly Income 每月平均收入
Title 職稱	8 - 10								
1	General Manager 總經理	2	1 0 1	2	5	7	1	1	Enter in column B employee's average monthly income range according to the following codes. The income should include basic wages, guaranteed year-end bonus, regular overtime pay, cost of living allowance, meal allowance etc. 請將僱員的每月平均收入 幅度按照下列類別編號 填入B欄內。「每月平均 收入」包括底薪固定發放 的年終花紅、定期超時工 作工資、生活津貼、 膳食津貼等。 Code Monthly Income Range 編號 每月收入幅度 1 \$8,000 or below \$8,000 或以下 2 \$8,001 - \$10,000 3 \$10,001 - \$15,000 4 \$15,001 - \$20,000 5 \$20,001 - \$30,000 6 \$30,001 - \$45,000 7 \$45,001 - \$60,000 8 \$60,001 or above \$60,001 或以上
2	Production / Quality Manager 生產經理/廠務經理/品質經理	2	1 0 2						
3	Sales / Customer Services / Marketing Manager 營業/客戶服務/市場推廣經理	2	1 0 3						
4	Procurement Manager 採購經理	2	1 0 4						
5	Information Technology Manager (Printing) 資訊科技經理(印刷)	2	1 0 5						
6	Cost Estimator 印刷估價員	2	2 0 1						
7	Production Planner / Production Controller / Quality Controller 生產策劃員/生產管制員/品質管制員	2	2 0 2						
8	Sales Representative 營業代表	2	2 0 3						
9	Overseer / Supervisor 督導員/管理員	2	2 0 4						
10	Electrical & Mechanical Maintenance Technician (Printing) 機電維修(印刷)技術員	2	2 0 5						
11	Designer / Design Officer 設計員/設計主任	2	2 0 6						
12	Prepress Technician 印前技術員	2	2 0 7						
13	Purchasing Officer / Controller 印刷物料採購員/控制員	2	2 0 8						
14	Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	2	2 0 9						
15	Information Technology (Printing) Technician 資訊科技(印刷)技術員	2	2 1 0						
16	Electronic Prepress System Craftsman 電子印前系統操作技工	2	3 0 1						
17	Offset Lithographic Platemaker 柯式版製作技工	2	3 0 2						
18	Digital Printing System Craftsman 數碼印刷系統操作技工	2	3 0 3						
19	Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工	2	3 0 4						
20	Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機印刷技工	2	3 0 5						
21	Other Printing Machine Craftsman 其他印刷機械及包裝印刷操作技工	2	3 0 6						
22	Binding Craftsman 裝訂技工	2	3 0 7						
23	Die Cutting / Tool Making Craftsman 啤盒工/造模工	2	3 0 8						
24	Package Finishing Machine Craftsman 包裝盒完成機技工	2	3 0 9						
25	Other Print Finishing Craftsman 其他印後機械技工	2	3 1 0						
26	General Worker 雜工	2	4 0 1						
27									
28									

Note 1 : If additional lines are necessary, please tick here and enter on supplementary sheets.
附註一 : 如此頁已填滿，請先將(✓)號填入此 內，然後在附頁繼續填寫。

Note 2 : The term "trainees" includes all trainees receiving any form of training and apprenticeship under a contract of apprenticeship.
附註二 : 「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Job Descriptions for Principal Jobs in Printing Industry

印刷業主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
TECHNOLOGIST / MANAGERIAL LEVEL 技師／管理級		
101	General Manager 總經理	Assists the employer in planning, budgeting, directing and controlling all aspects of the establishment including the overall supervision of associated areas to ensure the most effective and economical means of production. 協助僱主策劃、預算、指導及管制公司之各項工作，包括監控公司的一切運作，以確保高度生產效率及符合經濟原則。
102	Production / Quality Manager 生產經理／廠務經理／品質經理	Plans and executes print production systems. Takes charge of production, manages and directs the production department personnel to maintain quality and productivity and to exercise effective production and cost control. Plans, organises, directs and controls quality control procedures in all stages of production to ensure incoming materials and products comply with required standards and specifications. 從事策劃與執行已經制訂的印刷生產方針，進行生產工作，並領導所屬員工保持產品的品質與生產效率，與及實施有效的生產及成本管理。策劃、編排、指導及管制生產方面各階段的品質管制工作程序，以確保入廠的原料及產品符合既定標準及規格。
103	Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣經理	Keeps abreast of the up-to-date development and quality requirements of the markets; plans, approves and supervises the co-ordination and presentation of samples and quotations, negotiates with clients. Oversees and follows up clients' orders, liaises with appropriate departments to ensure delivery dates being met. 不斷密切留意市場最新之發展及市場品質的需求。策劃、批准及監督樣品製作與報價的配合及提交等工作，並與客戶商討，統籌及處理客戶定單，並與有關部門聯絡，以確保客戶定單能依期付運。
104	Procurement Manager 採購經理	Plans, directs and controls the procurement activities of the company to ensure production schedules are met. 策劃、監督及控制公司的採購工作，確保生產工作依期完成。
105	Information Technology Manager (Printing) 資訊科技經理 (印刷)	Plans, directs, controls and manages the operation and development of the IT equipment and systems to support the company business. 策劃、督導及管理資訊科技設備及系統的運作及發展，以支援公司的業務。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNICIAN/SUPERVISORY LEVEL 技術員／督導級		
201	Cost Estimator 印刷估價員	Prepares estimates of the cost of producing jobs according to agreed specifications and methods of production and maintains production records. Records actual costs involved (material and labour) of jobs completed or in progress; up-dates budget centre rates, labour rates and all variable cost factors regularly; prepares periodic financial statements to the management. 按照議定的規格，估計印件成本及生產方法和保持生產記錄。記錄已完成或製作中的印件所需的實際成本（材料及工資）；定期修訂成本單位預算、工資率及各變動成本因素；為廠方編製週期財務決算表。
202	Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／品質管制員	Plans, schedules and controls workload making full use of all equipment, materials and labour throughout the factory. Co-ordinates with clients. Carries out process planning for jobs and estimates the time requirements for operations. Ensures production schedules are met. Ensures materials of the correct quality are used, controls quality of printed work by measurement and statistical methods, and supervises final inspection. 充份利用工廠所有設備、材料及人力，以計劃及控制工作量，與客戶保持聯繫。並制訂工作程序表。將每項職務分析為不同的操作程序，定下每個程序的所需時間，並確保生產工作依期完成。確保用料正當，利用量度及統計方法管制印刷的品質，並督導最後階段的檢查。
203	Sales Representative 營業代表	Assists Sales/ Customer Services/ Marketing Manager in liaising with clients on the preparation of quotations and orders. Follows up clients' orders, and promotes establishment's products and services. 協助營業經理與客戶聯系有關報價及定單事宜，與及推銷公司產品及服務。
204	Overseer / Supervisor 督導員／管理員	Controls, organises and oversees production in his department. 控制、組織及管理屬下部門的生產工作。
205	Electrical & Mechanical Maintenance Technician (Printing) 機電維修（印刷）技術員	Installs, maintains and repairs printing machinery and equipment. 裝卸、保養及修理印刷機械及裝置。
206	Designer / Design Officer 設計員／設計主任	Handles the design and layout of company publications (including staff bulletins, product brochures and promotion publications). 處理公司刊物(包括員工通訊、產品宣傳/推廣印刷品等)的設計及排版工作。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNICIAN/SUPERVISORY LEVEL (Continued) 技術員/督導級 (續)		
207	Prepress Technician 印前技術員	Makes use of printing languages, images, colour prints and layout softwares to handle customer files; and operates plate-making computers and digital proofing equipment. 利用印刷專業文字、影像、色彩處理及排版軟件處理客戶檔案；並操作電腦直接製版及數碼打稿器材。
208	Purchasing Officer / Controller 印刷物料採購員/控制員	Handles the procurement of printing equipment and materials, and takes charge of warehousing work. 處理採購印刷器材及物料事宜，並負責物料倉存等工作。
209	Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	Engages in the assembly, demonstration and instruction of printing equipment, materials and products. 從事印刷器材、物料及產品的裝配、示範及指導。
210	Information Technology (Printing) Technician 資訊科技(印刷)技術員	Assists in the planning, design and maintenance of computerised administration and manufacturing information systems in the company. 協助策劃、設計及維護印刷公司的電腦化行政及生產資訊系統。
CRAFTSMAN LEVEL 技工級		
301	Electronic Prepress System Craftsman 電子印前系統操作技工	Inputs and processes data, edits text, manipulates black and white or colour graphics and illustrations on desktop publishing terminal; operates computer output devices such as laser printer or imagesetter. 在桌面排版終端機輸入及處理資料，編輯內文，黑白或彩色圖像處理；操作電子或桌面分色機製備分色黑白軟片，沖洗軟片或相紙。
302	Offset Lithographic Platemaker 柯式版製作技工	Assembles film and produces offset plates for machine printing and/or operates computerised mask cutting system. 併合軟片及製作柯式印版作印刷之用，及/或操作電腦蒙片裁切系統。
303	Digital Printing System Craftsman 數碼印刷系統操作技工	Makes ready, sets up, operates and maintains digital printing system, including digital photocopier and inkjet printer. 準備、調較、操作及保養數碼印刷系統，包括數碼影印及噴墨打印機。
304	Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工	Makes ready, sets up, operates and maintains sheet-fed single or multi colour offset printing machines. 準備、調較、操作及保養單張給紙式單色或多色柯式印刷機。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
CRAFTSMAN LEVEL (Continued) 技工級 (續)		
305	Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	Makes ready, sets up, operates and maintains web-fed offset printing machines including newspaper printing machines. 準備、調較、操作及保養捲筒給紙式柯式平版印刷機包括印報章用的柯式輪轉印刷機。
306	Other Printing Machine Craftsman 其他印刷機械及包裝印刷 操作技工	Makes ready, sets up, operates and maintains screen, plastic card, label, printed circuit board, gravure, flexographic, pat print, etc. printing machines. 準備、調校、操作及保養絲網/膠咭/凸版標籤/電路版/凹版/柔性版/Pat Print等印刷機。
307	Binding Craftsman 裝訂技工	Sets, operates and maintains machines for bookbinding or in-line bookbinding, publishers' edition binding, stationery work, booklet and periodical binding and carries out hand binding operations. 調校、操作及保養裝訂機器或聯機裝訂，從事精裝、平裝書籍及部冊裝訂，小冊子及期刊裝訂，以及各類手工裝訂工作。
308	Die Cutting / Tool Making Craftsman 啤盒工／造模工	Makes ready, sets up, operates and maintain die-cutting machine, or uses tools to cut shape and insert cutting and creasing rules on wood base in accordance with design. 準備、調較、操作及保養啤機，或根據設計，利用工具掘型造模，在木板上嵌進切割刀和壓詠刀。
309	Package Finishing Machine Craftsman 包裝盒完成機技工	Makes ready, sets up, operates and maintains window patching and/or folding and gluing machines. Performs hand folding, gluing and quality control. 準備、調較、操作及保養貼窗和／或摺盒及貼盒機。做簡單的手摺盒，貼盒工作和控制品質。
310	Other Print Finishing Craftsman 其他印後機械技工	Makes ready, sets up, operates and maintains the following print finishing machines such as laminating, varnishing, calendaring, hot stamping, embossing, drilling, etc. 準備、調較、操作及保養下列印後機械，如過膠、過油、磨光、燙金、擊凸、鑽孔等。
UNSKILLED LEVEL 非技術人員級		
401	General Worker 雜工	Handles odd jobs, loads or unloads paper, or packs products and undertakes any other manual work. 擔任零碎工作，裝上或卸落紙張，或製成品包裝，以及從事其他勞力工作。

Vocational Training Council 職業訓練局

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 PP/4/2 (2016)

Your Reference 來函檔號



1 May 2016

Dear Sir/Madam,

The 2016 Manpower Survey of the Publishing Industry

I am writing to seek your support and co-operation in the coming Manpower Survey of the Publishing Industry to be conducted by the Printing and Publishing Training Board of the Vocational Training Council (VTC) from 16 May 2016 to 15 June 2016.

A reference date is given as 3 May 2016 to collect, among other matters, the following information about each of the principal jobs in the publishing industry:

- (i) the number of employees at present employed;
- (ii) the number of employees under training;
- (iii) the number of existing vacancies; and
- (iv) a forecast of the total number of employees in 12 months' time.

Based on the survey findings, the Training Board will make recommendations on manpower training for the publishing industry.

I enclosed herewith for your reference and completion the following documents in both English and Chinese:

- (a) one copy of the questionnaire (Appendix A);
- (b) explanatory notes about the questionnaire (Appendix B); and
- (c) a list of job descriptions of the principal jobs (Appendix C).

An officer of the Census and Statistics Department will contact your office during the survey period. The officer will answer any questions you may have and assist in the completion of the questionnaire if necessary.

I sincerely hope that you will co-operate in this survey by providing the required information that is of vital importance to the formulation of future training plans for the publishing industry. The information collected will be handled in strict confidence and will be published only in the form of statistical summaries without reference to any individual establishments.

You are welcome to download the report in due course. You may wish to download the previous version of the Manpower Survey Report on the printing and publishing industries from the VTC website at <http://pptb.vtc.edu.hk>. The 2016 Manpower Survey Report will also be uploaded when it is ready.

Should you have any questions in connection with the survey, please contact the Manpower Statistics Section of the Census and Statistics Department at 2116 8375.

Yours faithfully,



(YAN Tak-chung, Alex)
Chairman
Printing and Publishing Training Board

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
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執事先生/女士：

出版業二零一六年人力調查

職業訓練局屬下印刷及出版業訓練委員會將於二零一六年五月十六日至六月十五日期間進行出版業人力調查，調查參考日期將定為二零一六年五月三日，希望 貴機構能惠予合作，提供業內各主要職務的有關資料，其中包括：

- (一) 目前僱員人數；
- (二) 目前受訓僱員人數；
- (三) 現有空缺數目；及
- (四) 預計十二個月後的僱員總數。

本訓練委員會將根據調查結果，就出版業人力訓練事宜提出建議。

---- 隨函附上下列中英文對照文件，以供參閱及填寫：

- (一) 調查表(附錄甲)；
- (二) 調查表附註(附錄乙)；及
- (三) 各主要職務工作說明(附錄丙)。

政府統計處職員將於調查期間聯絡 貴機構，解答有關問題及提供協助。

懇請貴機構支持合作，提供是次調查所需資料；該等資料對制定出版業未來的訓練計劃將會極為重要。調查所得資料將絕對保密，只用摘要統計數字發表，並不會提及任何個別機構。

本訓練委員會歡迎貴機構下載過往之印刷及出版業人力調查報告外，是次人力調查報告書將會上載本局網頁，網址為 <http://pptb.vtc.edu.hk>，歡迎下載。

如對是次調查有任何查詢，請致電 2116 8375 與政府統計處人力統計組聯絡。



印刷及出版業訓練委員會主席
任德聰

二零一六年五月一日

CONFIDENTIAL
WHEN ENTERED WITH DATA

填入數據後即成
機密文件

Appendix A
附錄甲

VOCATIONAL TRAINING COUNCIL
職業訓練局
THE 2016 MANPOWER SURVEY OF THE PUBLISHING INDUSTRY
出版業二零一六年人力調查
QUESTIONNAIRE
調查表

(PLEASE READ THE EXPLANATORY NOTES BEFORE COMPLETING THIS QUESTIONNAIRE)
(填表前，請參閱附註)

For Official Use Only: 此欄毋須填寫	Rec. Type	Survey Code	Industry Code	Establishment No.	Enumerator's No.	Editor's No.	Check Digit	No. of Employees Covered by the Questionnaire
	1 1	3 2 2 3	4 5 6 7 8 9	10 11 12 13 14 15	16 17	18 19	20 21 22	23 24 25 26 27

NAME OF ESTABLISHMENT: _____
廠名 / 機構名稱

ADDRESS: _____
地址

TOTAL NO. OF PERSONS ENGAGED: _____
僱員總數

TYPE OF PRODUCTS/SERVICE*: 產品種類 / 服務性質* <small>* can choose more than one option 可選擇多於一項</small>	Books Publishing 書籍出版社 <input type="checkbox"/> General / Trade Book 28 一般圖書 / 雜書 <input type="checkbox"/> Academic 29 學術書籍 <input type="checkbox"/> Textbook/Reference Book 30 教科書 / 參考書 <input type="checkbox"/> Children's Book 31 兒童書	Magazine Publishing 雜誌出版社 <input type="checkbox"/> Magazine 32 雜誌 <input type="checkbox"/> Academic Journal 33 學術期刊	<input type="checkbox"/> Newspaper Publishing 34 報紙出版	<input type="checkbox"/> Others 35 其他 Please specify 請註明 _____		
	Is your company involved in electronic publishing? 貴公司有否從事電子出版? <input type="checkbox"/> Yes** 36 <input type="checkbox"/> No 37 **If yes, please choose the type and fill in the number of staff engaged 如有，請選擇形式及填寫員工數目					
		<input type="checkbox"/> Website 38 網站	<input type="checkbox"/> App. 39 手機 / 平板電腦 應用程式	<input type="checkbox"/> Platform / System 40 平台 / 系統	<input type="checkbox"/> Others (Please specify) 41 其他 (請註明) _____	Number of e-publishing staff: _____ 從事電子出版員工人數: 42

(Please tick in the appropriate box 請在適當空格內加上 '✓')

NAME OF PERSON TO CONTACT: _____
聯絡人姓名

POSITION: _____
職位

TEL. NO.: _____ - _____
電話

FAX NO.: _____
圖文傳真

E-MAIL: _____
電郵

Part I 第一部分

(A) Job 工作			(B) Monthly Income Code	(C) No. of Employed as at 3.5.2016 (excl. trainees)	(D) Forecast of No. Employees in 12 Months' time (excl. trainees) 預計 在十二個月後 僱員人數 (受訓者除外)	(E) No. of Vacancies as at 3.5.2016 (excl. trainees)	(F) No. of Trainees as at 3.5.2016	Average Monthly Income 每月平均收入
Title 職稱	Rec. Type 記錄 類型	No. 職務 編號	每月收入 編號	在3.5.2016之 現有僱員人數 (受訓者除外)	在十二個月後 僱員人數 (受訓者除外)	在3.5.2016之 空缺額 (受訓者除外)	在3.5.2016之 受訓者 人數	
		8 - 10	11	12 - 15	16 - 19	20 - 22	23 - 25	Enter in column B employee's average monthly income range according to the following codes. The income should include basic wages, guaranteed year-end bonus, regular overtime pay, cost of living allowance, meal allowance etc. 請將僱員的每月平均收入 幅度按照下列類別編號 填入B欄內。「每月平均 收入」包括底薪固定發放 的年終花紅、定期超時工 作工資、生活津貼、 膳食津貼等。
1 Managing Director / General Manager / Publisher / Chief Executive Director / President 董事總經理／總經理／出版人／社長	2	1 5 1						
2 Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監	2	1 5 2						
3 Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理	2	1 5 3						
4 Production Director / Production Manager 製作總監／製作經理	2	1 5 4						
5 Marketing Director / Marketing Manager 市場總監／市場經理	2	1 5 5						
6 Sales Director / Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	2	1 5 6						
7 Sales Director / Sales Manager (Book Publications) 營業總監／營業經理（書刊）	2	1 5 7						
8 Editorial Manager / Managing Editor 編輯經理／主編	2	1 5 8						
9 Manager (E-publishing) 電子出版經理	2	1 5 9						
10 Commissioning Editor / Acquisition Editor 策劃編輯	2	2 5 1						
11 Senior Editor 高級編輯	2	2 5 2						
12 Designer 設計師	2	2 5 3						
13 Production Supervisor 製作主任	2	2 5 4						
14 Sales Supervisor 營業主任	2	2 5 5						
15 Marketing / Publicity Supervisor 市場／宣傳主任	2	2 5 6						
16 Customer Services Supervisor / Officer (Books) 客戶服務主任（書籍）	2	2 5 7						
17 Circulation Supervisor (Magazines & Newspapers) 發行主任（報刊）	2	2 5 8						
18 Supervisor (E-publishing) 電子出版主任	2	2 5 9						
19 Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯／校對員		3 5 1						
20 Assistant Designer 助理設計員	2	3 5 2						
21 Illustrator 插圖員	2	3 5 3						
22 Desktop Publishing (DTP) / E-publishing Technician 桌面排版／電子出版操作員	2	3 5 4						
23 Production Assistant 製作助理	2	3 5 5						
24 Sales Representative / Sales Executive 營業代表／營業主任	2	3 5 6						
25 Marketing / Publicity Assistant 市場助理／宣傳助理	2	3 5 7						
26	2							
27	2							
28	2							

Note 1 : If additional lines are necessary, please tick here and enter on supplementary sheets.
附註一： 如此頁已填滿，請先將（✓）號填入此 內，然後在附頁繼續填寫。

Note 2 : The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
附註二： 「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

<p>Q.1 Employer's View on the Expected Change in Business Situation for the Coming Year 僱主對來年業務狀況預期變動的意見</p> <p style="text-align: center;"> Better Same Worse 較佳 不變 較差 </p> <p style="text-align: center;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 8 9 10 </p> <p>(Please tick as appropriate) (請在適當的格內填上✓號)</p>	<p>For Official Use Only (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/> 11</p>	<p>Q.2 Number of Publishing Employees Promoted in the Industry 晉升的出版業僱員人數</p> <p>Number of publishing employees in the industry promoted in respect of new recruited or existing posts during the past 12 months (1.5.2015 to 30.4.2016): 過去十二個月內 (1.5.2015 至 30.4.2016) 晉升以填補增設職位或現有空缺的出版業僱員人數：</p> <p style="text-align: center;"> Managers Supervisors Technical Staff 經理 主任 技術人員 </p> <p style="text-align: center;"> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 12 14 16 </p> <p style="text-align: right;"> <input type="checkbox"/> 18 </p>	<p>For Official Use Only (此欄毋須填寫)</p>																																																																								
<p>Q.3 Number of Technical Staff Deployed to Work in the Mainland of China 調派往中國內地工作的員工人數</p> <p>Please enter below the number of staff who had been deployed to work in Mainland China for more than 6 months during the 12 months (1.5.2015 to 30.4.2016) prior to the survey 請填寫調查前十二個月內 (1.5.2015 至 30.4.2016)，調派往內地工作超過六個月的員工人數</p> <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;"></th> <th style="width:15%; text-align: center;">Managers 經理</th> <th style="width:15%; text-align: center;">Supervisors 主任</th> <th style="width:15%; text-align: center;">Technical Staff 技術人員</th> <th style="width:15%;"></th> </tr> </thead> <tbody> <tr> <td>Design & Production 設計及制作</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 19</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 21</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 23</td> <td style="text-align: center;"><input type="checkbox"/> 37</td> </tr> <tr> <td>Sales 營銷</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 25</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 27</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 29</td> <td style="text-align: center;"><input type="checkbox"/> 38</td> </tr> <tr> <td>Editing 編輯</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 31</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 33</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 35</td> <td style="text-align: center;"><input type="checkbox"/> 39</td> </tr> </tbody> </table>		Managers 經理	Supervisors 主任	Technical Staff 技術人員		Design & Production 設計及制作	<input type="checkbox"/> <input type="checkbox"/> 19	<input type="checkbox"/> <input type="checkbox"/> 21	<input type="checkbox"/> <input type="checkbox"/> 23	<input type="checkbox"/> 37	Sales 營銷	<input type="checkbox"/> <input type="checkbox"/> 25	<input type="checkbox"/> <input type="checkbox"/> 27	<input type="checkbox"/> <input type="checkbox"/> 29	<input type="checkbox"/> 38	Editing 編輯	<input type="checkbox"/> <input type="checkbox"/> 31	<input type="checkbox"/> <input type="checkbox"/> 33	<input type="checkbox"/> <input type="checkbox"/> 35	<input type="checkbox"/> 39	<p>For Official Use Only (此欄毋須填寫)</p>	<p>Q.4 Whether with Company in the mainland of China? 是否在中國內地設有公司？</p> <p style="text-align: right;">Yes No 是 否</p> <p style="text-align: center;"> <input type="checkbox"/> <input type="checkbox"/> 40 41 </p> <p>(Please tick in the appropriate box) (請在適當空格內加上✓)</p> <p>Number of Mainland employees (excluding those employees deployed from HK) 內地僱員數目 (不包括從香港派往的僱員)</p> <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;"></th> <th style="width:15%; text-align: center;">Managers 經理</th> <th style="width:15%; text-align: center;">Supervisors 主任</th> <th style="width:15%; text-align: center;">Technical Staff 技術人員</th> <th style="width:15%;"></th> </tr> </thead> <tbody> <tr> <td></td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 43</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 45</td> <td style="text-align: center;"><input type="checkbox"/><input type="checkbox"/> 47</td> <td style="text-align: center;"><input type="checkbox"/> 49</td> </tr> </tbody> </table>		Managers 經理	Supervisors 主任	Technical Staff 技術人員			<input type="checkbox"/> <input type="checkbox"/> 43	<input type="checkbox"/> <input type="checkbox"/> 45	<input type="checkbox"/> <input type="checkbox"/> 47	<input type="checkbox"/> 49	<p>For Official Use Only (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/> 42</p>																																										
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<p>Q.5 Education and Training an Employee Should Have 僱員宜有的教育及訓練</p> <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;"></th> <th style="width:15%; text-align: center;">Education 教育</th> <th style="width:15%; text-align: center;">Training Mode 訓練方式</th> <th style="width:15%; text-align: center;">Training Period 訓練時間</th> </tr> </thead> <tbody> <tr> <td>Managerial Level 經理級</td> <td style="text-align: center;"><input type="checkbox"/> 50</td> <td style="text-align: center;"><input type="checkbox"/> 51</td> <td style="text-align: center;"><input type="checkbox"/> 52</td> </tr> <tr> <td>Supervisory Level 主任級</td> <td style="text-align: center;"><input type="checkbox"/> 53</td> <td style="text-align: center;"><input type="checkbox"/> 54</td> <td style="text-align: center;"><input type="checkbox"/> 55</td> </tr> <tr> <td>Technical Staff Level 技術人員級</td> <td style="text-align: center;"><input type="checkbox"/> 56</td> <td style="text-align: center;"><input type="checkbox"/> 57</td> <td style="text-align: center;"><input type="checkbox"/> 58</td> </tr> </tbody> </table>		Education 教育	Training Mode 訓練方式	Training Period 訓練時間	Managerial Level 經理級	<input type="checkbox"/> 50	<input type="checkbox"/> 51	<input type="checkbox"/> 52	Supervisory Level 主任級	<input type="checkbox"/> 53	<input type="checkbox"/> 54	<input type="checkbox"/> 55	Technical Staff Level 技術人員級	<input type="checkbox"/> 56	<input type="checkbox"/> 57	<input type="checkbox"/> 58	<p>Please enter in the boxes at the left table the education and training an employee should have according to the following codes: 請將僱員宜有的教育及訓練按照下列類別編號填入左面表格方格內：</p> <table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:5%;"></th> <th style="width:15%; text-align: center;">Code 編號</th> <th style="width:45%; text-align: center;">Education 教育</th> <th style="width:15%; text-align: center;">Code 編號</th> <th style="width:15%; text-align: center;">Training Mode 訓練方式</th> <th style="width:5%;"></th> <th style="width:15%; text-align: center;">Code 編號</th> <th style="width:15%; text-align: center;">Training Period 訓練時間</th> </tr> </thead> <tbody> <tr> <td></td> <td style="text-align: center;">1</td> <td>Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度)</td> <td style="text-align: center;">1</td> <td>On the job training 在職訓練</td> <td></td> <td style="text-align: center;">1</td> <td>4 years or above 四年或以上</td> </tr> <tr> <td></td> <td style="text-align: center;">2</td> <td>First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育程度)</td> <td style="text-align: center;">2</td> <td>Apprenticeship 學徒訓練</td> <td></td> <td style="text-align: center;">2</td> <td>3 to less than 4 years 三年至四年以下</td> </tr> <tr> <td></td> <td style="text-align: center;">3</td> <td>Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)</td> <td style="text-align: center;">3</td> <td>Others 其他</td> <td></td> <td style="text-align: center;">3</td> <td>2 to less than 3 years 兩年至三年以下</td> </tr> <tr> <td></td> <td style="text-align: center;">4</td> <td>Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、文憑、香港中學文憑考試, 或同等教育程度)</td> <td></td> <td></td> <td></td> <td style="text-align: center;">4</td> <td>1 to less than 2 years 一年至兩年以下</td> </tr> <tr> <td></td> <td style="text-align: center;">5</td> <td>Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程度)</td> <td></td> <td></td> <td></td> <td style="text-align: center;">5</td> <td>6 - less than 12 months 六至十二個月以下</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td style="text-align: center;">6</td> <td>Below 6 months 六個月以下</td> </tr> </tbody> </table>				Code 編號	Education 教育	Code 編號	Training Mode 訓練方式		Code 編號	Training Period 訓練時間		1	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院 (高等學位 (如碩士學位) 或同等教育程度)	1	On the job training 在職訓練		1	4 years or above 四年或以上		2	First Degree (First degree or equivalent) 學士學位 (學士學位, 或同等教育程度)	2	Apprenticeship 學徒訓練		2	3 to less than 4 years 三年至四年以下		3	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位 (副學士、高級文憑、專業文憑、高級證書, 或同等教育程度)	3	Others 其他		3	2 to less than 3 years 兩年至三年以下		4	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中 (中四至中六、文憑、香港中學文憑考試, 或同等教育程度)				4	1 to less than 2 years 一年至兩年以下		5	Junior Secondary (Secondary 1-3 or equivalent) 初中 (中一至中三, 或同等教育程度)				5	6 - less than 12 months 六至十二個月以下							6	Below 6 months 六個月以下
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Employees Left
僱員離職

Q.6 Please fill in the number of employees who had left your establishment in the past 12 months (1.5.2015 to 30.4.2016).
請填寫過去十二個月內 (1.5.2015 to 30.4.2016) , 離職的僱員人數。

Managerial Level
經理級

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59

Supervisory Level
主任級

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62

Technical Staff Level
技術人員級

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65

For Official Use Only
(此欄毋須填寫)

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68

Recruitment
招聘

Q.7 Please fill in the number of new recruits in the past 12 months (1.5.2015 to 30.4.2016).
請填寫過去十二個月內 (1.5.2015 to 30.4.2016) , 新招聘的僱員人數。

Managerial Level
經理級

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69

Supervisory Level
主任級

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72

Technical Staff Level
技術人員級

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75

(a) Total number of recruits
總招聘人數

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78

(b) Number of recruits who have performed publishing related duties in their last jobs from item (a) above
上列(a)項中, 在上一個工作崗位是從事出版業相關職務的人數

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79

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82

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85

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88

Q.8 Difficulties Encountered in Recruitment
招聘困難

Did your establishment encounter any difficulties in recruitment in the past 12 months (1.5.2015 to 30.4.2016)?
過去十二個月 (1.5.2015 to 30.4.2016) , 貴機構招聘出版業僱員時, 有沒有遇到困難?

(Please tick in the appropriate box)
(請在適當空格內加上 '✓')

Yes (please go to Q.9) 89 有 (請回答第九題) No (please go to Q.10) 90 沒有 (請跳答第十題)

No recruitment (please go to Q.10) 91 沒有招聘需要 (請跳答第十題)

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92

Q.9 Major Difficulties in Recruitment
主要招聘困難

Please give the major difficulties in recruitment your establishment encountered in the past 12 months (1.5.2015 to 30.4.2016).

(You may choose up to three options from code (A) to (I))

請說明 貴機構在過去十二個月 (1.5.2015 to 30.4.2016)

所遇到的主要招聘困難。

(可於編號(A)至(I)選最多三項。)

Managerial Level
經理級

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93

Supervisory Level
主任級

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94

Technical Staff Level
技術人員級

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95

Most important reason of recruitment difficulty
主要招聘困難原因

--	--	--	--

96

Second important reason of recruitment difficulty
次要招聘困難原因

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97

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98

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99

Third important reason of recruitment difficulty
其次招聘困難原因

--	--	--	--

100

101

102

103

104

Other Difficulties (Please Specify)
其他招聘困難(請註明)

--	--	--	--

105

Code Reasons of recruitment difficulties
編號 招聘困難原因

(A) Candidates lacked the relevant skills/expertise
應徵者並無相關技能/知識

(B) Candidates lacked the relevant experience
應徵者缺乏相關經驗

(C) Candidates lacked the relevant academic qualification
應徵者未具相關學歷

(D) Candidates' language skills (including Putonghua) were poor
應徵者語文能力(包括普通話)水平欠佳

(E) Candidates found the remuneration package not attractive
應徵者認為薪酬欠吸引

(F) Candidates found the fringe benefits not attractive
應徵者認為附帶福利欠吸引

(G) Candidates were unwilling to work on shift for long hours
應徵者不願意長時間輪班工作

(H) Candidates were unwilling to work in the mainland of China
應徵者不願意到中國內地工作

(I) Others (Please Specify)
其他(請註明)

Q.10 Employees' Training Needs

僱員的訓練需要

What types of training will your establishment need from the course providers in the next 12 months in response to the various changes (including Hong Kong's transformation into a knowledge-based economy)? (You may choose up to three options from code (101) to (608)) 為迎合各方面的轉變（包括香港轉型至知識型經濟），在未來十二個月，貴機構需要培訓機構提供哪方面的培訓？（可於編號(101)至(608)選最多三項。）

	<u>Managerial Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Technical Staff Level</u> 技術人員級	For Official Use Only (此欄毋須填寫)													
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Code Type of Skills and/ or Knowledge
編號 技能/知識的類別

Code Type of Skills and/ or Knowledge
編號 技能/知識的類別

Code Type of Skills and/ or Knowledge
編號 技能/知識的類別

(I) Management Skills
管理技能

- 101 Production management
製作管理
- 102 Quality management
品質管理
- 103 Marketing management
經銷管理
- 104 Customer services
客戶服務
- 105 Others (Please Specify)
其他（請註明）

(II) China-related Knowledge
有關中國的知識

- 201 Political, social and economic development in the mainland of China
在中國內地的政治、社會和經濟發展
- 202 Laws and regulatory restrictions for access to China's market
進入中國市場的法律和經濟發展
- 203 Trade and industry environment in the mainland of China
在中國內地的行業及營商常規
- 204 Others (Please Specify)
其他（請註明）

(III) IT Skills
資訊科技的技能

- 301 Computer graphics and webpage design
電腦圖像處理與網頁設計
- 302 E-commerce knowledge and applications
電子商貿的知識及應用
- 303 Media technology
媒體科技
- 304 Others (Please Specify)
其他（請註明）

(IV) Language Skills
語文技能

- 401 Spoken English
英語會話
- 402 Putonghua
普通話
- 403 Others (Please Specify)
其他（請註明）

(V) Industry Specific Skills
業內專業技能

- 501 Editing
編輯
- 502 Artwork/ Design
稿件設計
- 503 Publishing production
出版製作
- 504 Marketing
市場推廣
- 505 Sales and customer service
銷售及客戶服務
- 506 Logistics
物流
- 507 Copyright knowledge
版權知識
- 508 Others (Please Specify)
其他（請註明）

(VI) Softskills
軟性技巧

- 601 Communication skills
溝通技巧
- 602 Teamwork
團隊合作
- 603 Problem solving
解難技巧
- 604 Conflict resolution
解決糾紛
- 605 Presentation skills
演示技巧
- 606 Negotiation skills
談判技巧
- 607 Business ethics
商業道德
- 608 Global vision
國際視野

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THE 2016 MANPOWER SURVEY OF THE PUBLISHING INDUSTRY

出版業二零一六年人力調查

EXPLANATORY NOTES

附註

1. Please fill in as accurate information as possible because the information is vital to the Printing and Publishing Training Board in determining the training needs of the industry and in making meaningful recommendations to the Government on how to meet these needs.

填寫調查表時請盡量填入準確資料；印刷及出版業訓練委員會將根據此等重要資料，確定本業的訓練需求及向政府提供建議。

Part I

第一部分

2. When filling this part of the questionnaire, please ignore the numbers in the row immediately beneath the headings. They are purely column numbers for data processing.

填寫此部分時，請毋須理會標題下的編號，此乃分欄編號，只供資料處理用。

3. Before completing, please read carefully the job titles and job descriptions in Appendix C.

填寫前，請先細閱附錄丙所列的職稱與工作說明。

4. Please complete all columns ('A' to 'F') of the questionnaire that are applicable and insert a zero (0) in any column which is not.

請填寫表內各欄（'A' 至 'F'），如有不適用者則在該欄內填入 (0) 符號。

5. Job Titles - Column 'A'

職稱 —— 'A' 欄

- (a) Please enter into column 'A' those job titles, together with their appropriate code numbers specified in Appendix C, applicable to your establishment in order of their skill levels (i.e. managerial level jobs first followed by supervisory and technical staff level jobs).

請將附錄丙內適用於貴機構的職稱連同編號，按其技能等級，填入 'A' 欄內。（先填經理級，其後填寫主任級及技術人員級。）

- (b) The titles may not be the same as those adopted by your establishment, but if the description of a certain job in your establishment is the same or substantially the same as one of the jobs given in Appendix C, then for the purpose of this survey, please enter that job title.

這些職稱可能有別於貴機構所採用者，但如該僱員的工作性質，與附錄丙某職稱所述的工作說明相同或近似，則可將其歸類為此職稱，而不論其在貴機構的實際職稱為何。

- (c) Please add in column 'A' titles of any jobs not mentioned in Appendix C, and briefly describe them and indicate their skill levels.

如貴機構另有技術性職稱未載於附錄丙，請一併填入 'A' 欄內，並扼要說明其工作性質及技能等級。

- (d) Please classify a staff according to his main duty irrespective of any additional secondary duties he may be required to perform, e.g. art designer who works mainly as graphic art work but is also required to carry desktop publishing work occasionally should be classified as art designer but not as desktop publishing operator.

請根據僱員的主要職務分類，例如一名技術輔助員的主要職務為製備美術正稿及網頁，但有時需擔任桌面排版的工作，則應屬美術設計員而非桌面排版操作員。

6. Monthly Income - Column 'B'

僱員每月收入 —— 'B' 欄

Please enter into this column the total monthly income range code for each type of workers. This should include basic wages, overtime pay, cost of living allowance, meal allowance, bonus (including double pay) etc., if any. If you have more than one worker doing the same job, please enter the average figure.

請在此欄填入每類僱員每月總收入幅度的類別編號，這包括底薪、超時工作工資、生活津貼、膳食津貼、花紅(包括雙糧)等在內。若從事同類工作的僱員多於一名，則請取其平均收入。

7. Number of Employed as at 3.5.2016 (Excluding Trainees) - Column 'C'

在2016年5月3日之現有僱員人數（受訓者除外） —— 'C' 欄

Please fill in the total number of employees (excluding trainees) for any one job in your establishment. 'Employees' refer to those working full-time under the payroll of the organisation. These include proprietors and partners working full-time for the organisation. This definition also applies to 'employee(s)' appearing in other parts of the questionnaire.

請將各職務現有僱員總數（受訓者除外）填入此欄。「僱員」指在貴機構內全職工作的受薪人員，其中包括在機構內全職工作的東主及合夥人。在調查表其他地方出現的「僱員」一詞，定義亦相同。

8. Forecast of Number Employees in 12 Months' Time (Excluding Trainees) – Columns 'D'
預計十二個月後的僱員人數（受訓者除外）——‘D’欄

Please fill in the number of employees against each principal job you will be employing 12 months from now (excluding trainees).
請填寫預計十二個月後的僱員人數（受訓者除外）。

9. Number of Vacancies as at 3.5.2016 (Excluding Trainees) - Column 'E'
在2016年5月3日之現有空缺額（受訓者除外）——‘E’欄

Please fill in the number of existing vacancies (excluding those for trainees).
請填入貴機構現有的空缺額（受訓者空缺額除外）。
‘Existing Vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at date of survey.
「現有空缺額」是指該職位仍懸空，須立刻填補而現正積極招聘人員填補。

10. Number of Trainees as at 3.5.2016 - Column 'F'
在2016年5月3日之現有受訓者人數——‘F’欄

Please fill in the total number of employees undergoing training. This includes trainees receiving any form of training and apprentices under a contract of apprenticeship.
請填寫正在接受訓練的僱員總數。這包括正在接受各種形式訓練的受訓者，以及簽有合約的學徒。

Part II **第二部分**

11. Q.1
Employer's View on the Expected Change in Business Situation for the Coming Year
僱主對來年業務狀況預期變動的意見

The purpose of this question is to seek your view on the expected change in business situation for the coming year, whether your business situation would be better, the same or worse for the coming year than this year:
此題目的在調查貴機構的意見，有關僱主對來年業務狀況預期的變動，預計閣下明年的業務狀況比今年較佳，不變或較差。

12. Q.2
Number of Publishing Employees Promoted in the Industry
晉升的出版業僱員人數

Please fill in the number of publishing employees promoted in the past 12 months (1.5.2015 至 30.4.2016) by job level based upon the job titles as prescribed in Appendix C.

請填入貴機構在過去十二個月(1.5.2015 至 30.4.2016)晉升的出版業各技能等級僱員人數(各職稱可參見附錄丙)。

13. Q.3
Number of Employees Deployed to Work in the mainland of China
被調派往內地工作的僱員人數

Please enter the number of staff at the managerial, supervisory and technical staff levels in design & production, sales and editing areas who had been deployed to work for more than 6 months in the Mainland in the past 12 months (1.5.2015 至 30.4.2016). 請填寫過去十二個月內(1.5.2015 至 30.4.2016)，調派往內地工作超過六個月的經理級、主任級及技術人員級，並從事設計及制作、營銷及編輯工作的員工人數。

14. Q.4
Whether with Company in the mainland of China?
是否在中國內地設有公司?

Please enter the total number of Mainland employees by job level (excluding those employees deployed from Hong Kong) working in the companies in the mainland of China which are under your establishment's control. Please disregard the name or ownership of such operations.

請填寫由貴機構所管理的內地公司各技能等級的中國內地僱員總數(不包括香港僱員)。請毋須理會這些公司的名稱或擁有權。

15. Q.5
Education and Training an Employee Should Have
僱員宜有的教育及訓練

The purpose of this question is to solicit your view on the education and training for which an employee in a particular job should have so that he could appreciate the technology behind his work.

(Please refer to the codes at the right of the table.)

此題目的在調查貴機構就各類職位的僱員宜具備何種教育程度及訓練以勝任其工作的意見。(請參閱該表右欄的類別編號。)

16. Q.6
Employees Left
僱員離職

Please enter the number of employees who had left your establishment in the past 12 months (1.5.2015 至 30.4.2016).

請填寫過去十二個月內(1.5.2015 至 30.4.2016)，貴機構離職的僱員人數。

17. Q.7
Recruitment
招聘

- (a) Please enter the number of new recruits in the past 12 months (1.5.2015 至 30.4.2016); and
請填寫過去十二個月內 (1.5.2015 至 30.4.2016)，貴機構新招聘的僱員人數；及
- (b) the number of recruits who have performed publishing services related duties in their last jobs from item (a).
在上列(a)項中，在上一個工作崗位是從事出版業相關職務的人數。

18. Q.8
Difficulties Encountered in Recruitment
招聘困難

Please indicate whether your establishment encountered any difficulties in the recruitment of publishing employees in the past 12 months (1.5.2015 至 30.4.2016). If your company had no recruitment needs or had not encountered any difficulties, please go to question (10).

請填寫貴機構在過去十二個月(1.5.2015 至 30.4.2016)招聘出版業僱員時，是否遇到招聘困難？如沒有招聘需要或沒有遇上招聘困難，請跳答第 (10) 題。

19. Q.9
Major Difficulties in Recruitment
主要招聘困難

Please give the major recruitment difficulties your establishment encountered in the past 12 months (1.5.2015 至 30.4.2016). (may choose up to 3 options) (Please refer to the codes at the bottom of the table)

請說明貴機構在過去十二個月(1.5.2015 至 30.4.2016)所遇到的主要招聘困難。(最多可選三項)(請參閱該表下面的類別編號)

20. Q.10
Employees' Training Needs
僱員的訓練需求

Please fill in the types of training that your establishment will need from the course providers in the next 12 months (1.5.2016 至 30.4.2017) (including Hong Kong's transforming into a knowledge-based economy) (Please refer to the codes at the bottom of the table).

為迎合各方面的轉變(包括香港轉型至知識型經濟)，請填寫在未來十二個月(1.5.2016 至 30.4.2017)，貴機構所需要由培訓機構提供的培訓類別。(請參閱該表下面的類別編號)

21. **Example**

例子

To facilitate proper completion, an example is given below for your reference.

為協助閣下填表，現將例子附錄如下以供參考。

Example

例子

Part I 第一部分

(A) Job 工作			(B) Monthly Income Code	(C) No. of Employed as at 3.5.2016 (excl. trainees)	(D) Forecast of No. Employees in 12 Months' time (excl. trainees)	(E) No. of Vacancies as at 3.5.2016 (excl. trainees)	(F) No. of Trainees as at 3.5.2016	
Title 職稱	Rec. Type 記錄 類型	No. 職務 編號	每月收入 編號	在3.5.2016之 現有僱員人數 (受訓者除外)	預計 在十二個月後 僱員人數 (受訓者除外)	在3.5.2016之 空缺額 (受訓者除外)	在3.5.2016之 受訓者 人數	
			8 - 10	11	12 - 15	16 - 19	20 - 22	23 - 25
Average Monthly Income 每月平均收入								
1 Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理 / 總經理 / 出版人 / 社長			2	1 5 1	8	1	0	
2 Editorial Director / Chief Editor / Publishing Director 總編輯 / 出版總監			2	1 5 2	8	1	1	
3 Design Director / Art Director / Design Manager 設計總監 / 美術總監 / 設計經理			2	1 5 3				
4 Production Director / Production Manager 製作總監 / 製作經理			2	1 5 4				
5 Marketing Director / Marketing Manager 市場總監 / 市場經理			2	1 5 5				
6 Sales Director / Sales Manager (Newspaper and Magazine Publications) 營業總監 / 營業經理 (報刊)			2	1 5 6				
7 Sales Director / Sales Manager (Book Publications) 營業總監 / 營業經理 (書刊)			2	1 5 7				
8 Editorial Manager / Managing Editor 編輯經理 / 主編			2	1 5 8				
9 Manager (E-publishing) 電子出版經理			2	1 5 9				
10 Commissioning Editor / Acquisition Editor 策劃編輯			2	2 5 1	6	1	0	
11 Senior Editor 高級編輯			2	2 5 2	6	3	5	1
12 Designer 設計師			2	2 5 3				
13 Production Supervisor 製作主任			2	2 5 4				
14 Sales Supervisor 營業主任			2	2 5 5				
15 Marketing / Publicity Supervisor 市場 / 宣傳主任			2	2 5 6				
16 Customer Services Supervisor / Officer (Books) 客戶服務主任 (書籍)			2	2 5 7				
17 Circulation Supervisor (Magazines & Newspapers) 發行主任 (報刊)			2	2 5 8				
18 Supervisor (E-publishing) 電子出版主任			2	2 5 9				
19 Editor / Assistant Editor / Art Editor / Proof Reader 編輯 / 助理編輯 / 美術編輯 / 校對員			2	3 5 1				
20 Assistant Designer 助理設計師			2	3 5 2				
21 Illustrator 插圖員			2	3 5 3				
22 Desktop Publishing (DTP) / E-publishing Technician 桌面排版 / 電子出版操作員			2	3 5 4				
23 Production Assistant 製作助理			2	3 5 5				
24 Sales Representative / Sales Executive 營業代表 / 營業主任			2	3 5 6				
25 Marketing / Publicity Assistant 市場助理 / 宣傳助理			2	3 5 7				
26			2					
27			2					
28			2					

Enter in column B
employee's average monthly
income range according to
the following codes. The
income should include basic
wages, guaranteed year-end
bonus, regular overtime pay,
cost of living allowance, meal
allowance etc.

請將僱員的每月平均收入
幅度按照下列類別編號
填入B欄內。「每月平均
收入」包括底薪固定發放
的年终奖、定期超時工
作工資、生活津貼、
膳食津貼等。

Code 編號	Monthly Income Range 每月收入幅度
1	\$8,000 or below \$8,000 或以下
2	\$8,001 - \$10,000
3	\$10,001 - \$15,000
4	\$15,001 - \$20,000
5	\$20,001 - \$30,000
6	\$30,001 - \$45,000
7	\$45,001 - \$60,000
8	\$60,001 or above \$60,001 或以上

Note 1 : If additional lines are necessary, please tick here and enter on supplementary sheets.
附註一：如此頁已填滿，請先將(✓)號填入此 內，然後在附頁繼續填寫。

Note 2 : The term "trainees" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.
附註二：「受訓者」包括正在接受各種訓練的人士，以及簽有學徒合約的登記學徒。

Job Descriptions for Principal Jobs in Publishing Industry
出版業主要職務工作說明

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL 經理級		
151	Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理／總經理／出版人／ 社長	Responsible for policy formulation, developing policy and strategy for E-publishing business and the profitable operation of the company. Develops and recommends strategic objectives. Plans, budgets, organises, directs and controls, edits publishing, and promotes sales activities. 制定有助公司利潤的業務方針；訂立業務目標；發展電子出版業務之政策和策略；制定計劃和預算，籌劃、管理及督導、編輯出版及營銷業務。
152	Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監	Responsible for editorial policy and standards, departmental organisation and procedures, the profitability of new publications, authors' royalty policy and legal implications especially copy-right. Co-ordinates editorial and research activities with production, design and marketing departments, and monitors schedules of E-publishing business. 制定編輯政策及標準，管理部門組織及出版程序，負責研究新刊物的盈利以及作者的版稅和法律問題，例如版權；協調編輯、市場調查、製作、設計、市場推廣等部門的工作，及監察電子出版業務之進度。
153	Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理	Responsible for design standards, departmental organisation and procedures. Co-ordinates and supervises freelance work. 負責設計標準、部門組織及工作程序，協調及管理外判的工作。
154	Production Director / Production Manager 製作總監／製作經理	Responsible for production standards, departmental organisation and procedures. Supervises purchasing; assesses new suppliers and materials. Checks estimates, and monitors schedules and costs. 負責製作標準、部門組織及工作程序；管理採購事宜，評估新供應商及物料；核對估價，監察進度和成本。
155	Marketing Director / Marketing Manager 市場總監／市場經理	Responsible for marketing policy, departmental organisation and procedures. Prepares sales forecasts, conducts market research; supervises sales, publicity and marketing services activities. Develops local and overseas markets; sells subsidiary rights and markets books produced by other publishers for whom the company acts as agent. 負責市場推廣政策、部門組織及工作程序；草擬銷量預測，進行市場調查，督導銷售、宣傳及市場服務等工作；拓展本地及海外市場，推銷代理權，銷售公司代理的書籍。

Code No. 編號	Job Title 職稱	Job Description 工作說明
MANAGERIAL LEVEL (Continued) 經理級 (續)		
156	Sales Director / Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	Develops the sales of a magazine's advertising space. 主理雜誌廣告位的銷售。
157	Sales Director / Sales Manager (Book Publications) 營業總監／營業經理（書刊）	Develops the publishing activities and logistic management. 主理出版業務及物流倉存管理
158	Editorial Manager / Managing Editor 編輯經理／主編	Responsible for implementing the publishing plans. Supervises the writers and editors to complete the script writing and editing works. 負責落實出版計劃、督導作者及編輯人員，完成稿件的撰審及編輯工作。
159	Manager (E-publishing) 電子出版經理	Responsible for implementing the policy and strategy for E-publishing business and monitoring schedules of the business. 負責發展電子出版業務之政策和策略，及監察該業務之進度。
SUPERVISORY LEVEL 主任級		
251	Commissioning Editor / Acquisition Editor 策劃編輯	Responsible for the development of E-publishing content. Plans article topics, commissions authors, assesses projects and liaises with authors. Draws up overall magazine contents. Prepares design and production briefs. Monitors publishing schedules. Briefs marketing department. 負責執行電子出版內容。策劃選題，聘請作者，評估計劃，與作者聯絡；概括定出刊物的內容；草擬設計及製作摘要；監察出版進度；指示市場推廣部門。
252	Senior Editor 高級編輯	Responsible for verifying and checking of different kinds of text books and magazines and supervises the making up work repeatedly in the process of preparing the script including translation, proofreading etc. 負責審核及編輯不同書籍及刊物的工作，並跟進稿件在製作過程中的工作，包括翻譯及校對工作等。
253	Designer 設計師	Responsible for design specifications for individual books and magazines. Commissions illustrations and photographs. Marks up typescript for prepress and prepares rough page layouts and cover/jacket artwork. Prepares design work on publicity brochures and web page design. 負責不同書籍或刊物的設計；安排製作插圖及照片；審閱稿件及加上指示以便排版，製備粗略的內頁版樣構想和封頁的美術稿；負責宣傳品的美術設計及互聯網網頁設計。

Code No. 編號	Job Title 職稱	Job Description 工作說明
SUPERVISORY LEVEL (Continued) 主任級 (續)		
254	Production Supervisor 製作主任	Prepares estimates and production schedules. Monitors quality control. Chooses suppliers and places orders. Supervises colour separation, typesetting and printing / binding suppliers. Maintains schedules and keeps costs within estimates. 製備預算和製作進度表；控制品質；選擇適合的供應商，訂購物料；督導版面製作和印刷／裝訂工作；使製作符合進度，保持支出在預算內。
255	Sales Supervisor 營業主任	Organises and supervises the sales force. 組織推銷工作和督導推銷及客戶聯繫。
256	Marketing / Publicity Supervisor 市場／宣傳主任	Prepares and distributes catalogues and other general lists. Plans and executes promotional campaigns for individual titles or group of titles including advertising, direct mail campaigns, point-of-sale material. Organises exhibitions and supervises inspection copy service. 製備和分發圖書目錄及宣傳品；策劃和執行出版物的宣傳活動，包括刊登廣告、郵寄網上宣傳、現場售賣刊物；籌辦展覽會及安排書刊試閱服務。
257	Customer Services Supervisor / Officer (Books) 客戶服務主任 (書籍)	Plans and controls customer services including enquiries and customer records. 策劃和管理客戶服務，包括查詢服務和客戶記錄。
258	Circulation Supervisor (Magazines & Newspapers) 發行主任 (報刊)	Responsible for the distribution of the publication locally and, where necessary, overseas. 負責刊物在本地或海外的發行事宜。
259	Supervisor (E-publishing) 電子出版主任	Responsible for the implementation of E-publishing business. 負責執行電子出版業務。
TECHNICAL STAFF LEVEL 技術人員級		
351	Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯／校對員	Checks typescripts and suggests improvements, handles photo research, copyright clearance. Checks proofs, dummies, artwork, blueprints. 核對稿件和提出改進建議；處理照片及版權許可事宜；校對版樣、美術稿和藍圖。
352	Assistant Designer 助理設計員	Designs graphic art work and web page including using of CAD system. 製備美術正稿及網頁，包括採用電腦設備。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNICAL STAFF LEVEL (Continued) 技術人員級 (續)		
353	Illustrator 插圖員	Produces illustrative drawings, charts, and diagrams applied to all parts of a book, adding interesting images to the overall visual presentation, and further enhances the readability and clarity of book content. 為書中各部分，製作合適的插圖、圖表及圖解，以求透過有趣的圖像，增強全書的整體視覺效果，使內容更清晰，並進一步提高全書的可讀性。
354	Desktop Publishing (DTP) / E-publishing Technician 桌面排版 / 電子出版操作員	Inputs and processes data, edits text and illustrations on desktop publishing terminal; operates computer output devices for both print and E-publishing platforms. 在電腦桌面排版系統輸入及處理資料，編輯內文，圖像處理；操作電腦輸出設備，供紙張印刷及電子出版平台。
355	Production Assistant 製作助理	Assists in the production of books and magazines. 協助書本和雜誌的印製事宜。
356	Sales Representative / Sales Executive 營業代表 / 營業主任	Visits bookshops, schools and other organisations to promote sales. 往書店、學校及其他銷售渠道推銷刊物。
357	Marketing / Publicity Assistant 市務助理 / 宣傳助理	Assists with publicity and customer services operations. 協助宣傳及客戶服務等工作。

Appendix 5: MANPOWER STATISTICS IN THE PRINTING INDUSTRY

附錄 5：印刷業人力統計數字

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者 人數	Number of Vacancies at Date of Survey 調查期間 的空缺額	Forecast Number of Employees by May 2017 估計到2017 年5月時的 僱員人數
TECHNOLOGIST / MANAGERIAL LEVEL 技師／管理級				
General Manager 總經理	425	-	-	425
Production/Quality Manager 生產經理／廠務經理／ 品質經理	320	-	2	317
Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣 經理	712	-	1	713
Procurement Manager 採購經理	48	-	-	48
Information Technology Manager (Printing) 資訊科技經理 (印刷)	30	-	-	30
Sub-total 小計	1 535	-	3	1 533
TECHNICIAN / SUPERVISORY LEVEL 技術員／督導級				
Cost Estimator 印刷估價員	214	-	-	214
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／ 品質管制員	545	-	-	545
Sales Representative 營業代表	3 622	2	61	3 656
Overseer/Supervisor 督導員／管理員	343	-	-	343
Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	307	-	1	308
Designer/Design Officer 設計員/設計主任	538	-	14	552
Prepress Technician 印前技術員	912	-	31	943
Purchasing Officer/Controller 印刷物料採購員/控制員	90	-	-	90

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者 人數	Number of Vacancies at Date of Survey 調查期間 的空缺額	Forecast Number of Employees by May 2017 估計到2017 年5月時的 僱員人數
TECHNICIAN / SUPERVISORY LEVEL (Continued) 技術員/督導級 (續)				
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	85	-	2	87
Information Technology (Printing) Technician 資訊科技(印刷)技術員	62	-	-	62
Assistant Editor/Copy Editor/Art Editor/Proof Reader 編輯/助理編輯/ 美術編輯/校對員	12	-	2	14
Sub-total 小計	6 730	2	111	6 814
CRAFTSMAN LEVEL 技工級				
Electronic Prepress System Craftsman 電子印前系統操作技工	430	-	-	430
Offset Lithographic Platemaker 柯式版製作技工	485	-	-	470
Digital Printing System Craftsman 數碼印刷系統操作技工	724	2	22	748
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	3 044	1	52	3 022
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	532	-	22	554
Other Printing Machine Craftsman 其他印刷機械技工	531	-	3	537
Binding Craftsman 裝訂技工	941	-	29	970
Die Cutting / Tool Making Craftsman 啤盒工/造模工	242	-	-	221
Package Finishing Machine Craftsman 包裝盒完成機技工	165	-	20	185
Other Print Finishing Craftsman 其他印後機械技工	288	-	8	296
Sub-total 小計	7 382	3	156	7 433
UNSKILLED LEVEL 非技術人員級				
General Worker 雜工	1268	-	23	1257
Sub-total 小計	1268	-	23	1257
GRAND TOTAL 總計	16 915	5	293	17 037

Appendix 6: MANPOWER STATISTICS IN THE PUBLISHING INDUSTRY

附錄 6：出版業人力統計數字

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者人數	Number of Vacancies at Date of Survey 調查期間 的空缺額	Forecast Number of Employees by May 2017 估計到2017 年5月時的 僱員人數
MANAGERIAL LEVEL 經理級				
Managing Director/ General Manager/Publisher/ Chief Executive Director/President 董事經理／總經理／ 出版人／社長	379	-	-	377
Editorial Director/Chief Editor/ Publishing Director 總編輯／出版總監	311	-	1	312
Design Director/Art Director/Design Manager 設計總監／美術總監／設計經理	154	-	-	154
Production Director/ Production Manager 製作總監／製作經理	98	-	-	98
Marketing Director/ Marketing Manager 市場總監／市場經理	254	-	1	255
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	183	-	-	183
Sales Director/Sales Manager (Book Publications) 營業總監／營業經理（書刊）	179	-	-	181
Editorial Manager/ Managing Editor 編輯經理／主編	193	-	-	193
Manager (E-publishing) 電子出版經理	47	-	-	47
Sub-total 小計	1 798	-	2	1 800
SUPERVISORY LEVEL 主任級				
Commissioning Editor/ Acquisition Editor 策劃編輯	132	-	-	132
Senior Editor 高級編輯	808	-	13	821

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者人數	Number of Vacancies at Date of Survey 調查期間的空缺額	Forecast Number of Employees by May 2017 估計到2017年5月時的僱員人數
SUPERVISORY LEVEL (Continued) 主任級 (續)				
Designer 設計師	474	-	4	477
Production Supervisor 製作主任	144	-	-	142
Sales Supervisor 營業主任	525	-	17	520
Marketing/Publicity Supervisor 市場/宣傳主任	249	-	2	251
Customer Services Supervisor/ Officer (Books) 客戶服務主任 (書籍)	85	-	5	94
Circulation Supervisor (Magazine & Newspapers) 發行主任 (報刊)	184	-	1	185
Supervisor (E-publishing) 電子出版主任	116	-	-	116
Sub-total 小計	2 717	-	42	2 738
TECHNICAL STAFF LEVEL 技術人員級				
Editor/Assistant Editor/Art Editor/ Proof Reader 編輯/助理編輯/美術編輯/ 校對員	2 454	2	80	2 541
Assistant Designer 助理設計員	545	-	3	548
Illustrator 插圖員	165	-	-	165
Desktop Publishing (DTP)/ E-publishing Technician 桌面排版/電子出版操作員	710	-	3	716
Production Assistant 製作助理	263	-	-	263
Sales Representative/ Sales Executive 營業代表/營業主任	1 055	-	39	1 093
Marketing/Publicity Assistant 市務助理/宣傳助理	526	-	4	528
Sub-total 小計	5 718	2	129	5 854
GRAND TOTAL 總計	10 233	2	173	10 392

Appendix 7 : PREFERRED EDUCATION OF EMPLOYEES IN THE PRINTING INDUSTRY

附錄7：印刷業僱員宜有教育程度

Job Level 技能等級	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院(高 等學位(如 碩士學位) 或同等教育 程度)	First Degree (First degree or equivalent) 學士學位 (學士學 位, 或同等 教育程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位(副 學士、高級 文憑、專業 文憑、高級 證書, 或同 等教育程 度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中(中四 至中六、文 憑、香港中 學文憑考 試, 或同等 教育程度)	Junior Secondary (Secondary 1-3 or equivalent) 初中(中一 至中三, 或 同等教育程 度)	Unspecified 未列明者	Total Number of Employees 總計
Technologist/ Managerial 技師/管理	39	605	382	306	8	105	1 445
Technician/ Supervisory 技術員/督導	-	443	2 636	2 555	513	281	6 428
Craftsman 技工	-	-	170	2 195	4 177	339	6 881
Total Number of Employees 總計	39	1 048	3 188	5 056	4 698	725	14 754

Appendix 8: PREFERRED EDUCATION OF EMPLOYEES IN THE PUBLISHING INDUSTRY
 附錄8：出版業僱員宜有教育程度

Job Level 技能等級	Postgraduate (Higher degrees (e.g. master degrees) or equivalent) 研究院(高 等學位(如 碩士學位) 或同等教育 程度)	First Degree (First degree or equivalent) 學士學位 (學士學 位, 或同等 教育程度)	Sub-degree (Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate or equivalent) 副學位(副 學士、高級 文憑、專業 文憑、高級 證書, 或同 等教育程 度)	Senior Secondary (Secondary 4-6, Diploma, HKDSE or equivalent) 高中(中四 至中六、文 憑、香港中 學文憑考 試, 或同等 教育程度)	Junior Secondary (Secondary 1-3 or equivalent) 初中(中一 至中三, 或 同等教育程 度)	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	42	1 121	41	20	24	550	1 798
Supervisory 主任	-	1 343	331	114	2	927	2 717
Technical Staff 技術人員	-	1 186	1 381	850	-	2 301	5 718
Total 總計	42	3 650	1 753	984	26	3 778	10 233

Appendix 9 : PREFERRED TRAINING PERIOD OF EMPLOYEES
IN THE PRINTING INDUSTRY

附錄9：印刷業僱員宜有訓練期

Job Level 技能等級	4 Years or Above 四年或 以上	3 to Less Than 4 Years 三年至 四年以下	2 to Less Than 3 Years 二年至 三年以下	1 to Less Than 2 Years 一年至 二年 以下	6 to Less Than 12 Months 六至 十二個月 以下	Below 6 Months 六個月 以下	Unspecified 未列明者	Total Number of Employees 總計
Technologist/ Managerial 技師／管理	874	254	167	43	-	2	105	1 445
Technician/ Supervisory 技術員／ 督導	961	960	1 819	2 265	40	91	292	6 428
Craftsman 技工	1 415	1 085	1 564	1 720	632	113	352	6 881
Total 總計	3 250	2 299	3 550	4 028	672	206	749	14 754

Appendix 10 : PREFERRED TRAINING PERIOD OF EMPLOYEES
IN THE PUBLISHING INDUSTRY

附錄10：出版業僱員宜有訓練期

Job Level 技能等級	4 Years or Above 四年或 以上	3 to Less Than 4 Years 三年至 四年以下	2 to Less Than 3 Years 二年至 三年以下	1 to Less Than 2 Years 一年至 二年 以下	6 to Less Than 12 Months 六至 十二個月 以下	Below 6 Months 六個月 以下	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	1 175	112	16	44	-	24	427	1 798
Supervisory 主任	631	540	676	109	-	-	761	2 717
Technical Staff 技術人員	282	507	1 346	1 175	299	150	1 959	5 718
Total 總計	2 088	1 159	2 038	1 328	299	174	3 147	10 233

Appendix 11 : PREFERRED TRAINING MODE OF EMPLOYEES
IN THE PRINTING INDUSTRY

附錄11：印刷業僱員宜有訓練形式

Job Level 技能等級	On-the-Job Training 在職訓練	Apprenticeship 學徒訓練	Others 其他	Unspecified 未列明者	Total Number of Employees 總計
Technologist/ Managerial 技師／管理	1 337	-	3	105	1 445
Technician/ Supervisory 技術員／督導	6 141	-	-	287	6 428
Craftsman 技工	5 911	637	-	333	6 881
Total 總計	13 389	637	3	725	14 754

Appendix 12 : PREFERRED TRAINING MODE OF EMPLOYEES
IN THE PUBLISHING INDUSTRY

附錄12：出版業僱員宜有訓練形式

Job Level 技能等級	On-the-Job Training 在職訓練	Apprenticeship 學徒訓練	Others 其他	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	1 368	-	3	427	1 798
Supervisory 主任	1 951	-	5	761	2 717
Technical Staff 技術人員	3 755	-	4	1 959	5 718
Total 總計	7 074	-	12	3 147	10 233

Appendix 13: DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE
IN THE PRINTING INDUSTRY

附錄13：印刷業僱員每月收入分布情況

Job 職稱	\$8,000 or below 或以下	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above 或以上	Unspecified 未列明者	Total 總計
TECHNOLOGIST/MANAGERIAL LEVEL 技師／管理級										
General Manager 總經理	-	-	-	-	147	74	36	39	129	425
Production/ Quality Manager 生產經理／廠務經理／ 品質經理	-	-	2	11	139	85	7	7	69	320
Sales/ Customer Services/ Marketing Manager 營業／客戶服務／ 市場推廣經理	-	-	2	50	327	110	19	16	188	712
Procurement Manager 採購經理	-	-	-	2	21	6	-	3	16	48
Information Technology Manager (Printing) 資訊科技經理 (印刷)	-	-	1	-	10	6	-	4	9	30
Sub-total 小計	-	-	5	63	644	281	62	69	411	1 535
TECHNICIAN/SUPERVISORY LEVEL 技術員／督導級										
Cost Estimator 印刷估價員	-	-	53	30	25	82	-	-	24	214
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／ 品質管制員	14	20	81	247	26	28	1	-	128	545
Sales Representative 營業代表	84	387	934	1 203	389	118	11	-	496	3 622
Overseer/ Supervisor 督導員／管理員	-	-	57	102	110	10	5	-	59	343
Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	1	-	45	195	23	12	-	-	31	307
Designer/Design Officer 設計員/設計主任	-	-	214	200	19	13	9	-	83	538
Prepress Technician 印前技術員	10	15	393	270	78	9	-	-	137	912
Purchasing Officer/Controller 印刷物料採購員/控制員	-	1	33	27	9	2	-	-	18	90
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	-	-	9	21	4	16	-	-	35	85
Information Technology (Printing) Technician 資訊科技(印刷)技術員	-	-	13	24	22	1	-	-	2	62
Assistant Editor/Copy Editor/Art Editor/Proof Reader 編輯／助理編輯／ 美術編輯／校對員	-	-	-	12	-	-	-	-	-	12
Sub-total 小計	109	423	1 832	2 331	705	291	26	-	1 013	6 730

Job 職稱	\$8,000 or below 或以下	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above 或以上	Unspecified 未列明者	Total 總計
CRAFTSMAN LEVEL 技工級										
Electronic Prepress System Craftsman 電子印前系統操作技工	90	-	229	40	-	-	-	-	71	430
Offset Lithographic Platemaker 柯式版製作技工	30	48	268	62	4	-	-	-	73	485
Digital Printing System Craftsman 數碼印刷系統操作技工	-	27	400	135	13	-	-	-	149	724
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	180	103	1 473	733	44	-	-	-	511	3 044
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	-	30	206	146	19	-	-	-	131	532
Other Printing Machine Craftsman 其他印刷機械及包裝印刷操 作技工	5	55	250	86	16	-	-	-	119	531
Binding Craftsman 裝訂技工	14	181	497	123	-	-	-	-	126	941
Die Cutting / Tool Making Craftsman 啤盒工／造模工	14	14	137	24	5	-	-	-	48	242
Package Finishing Machine Craftsman 包裝盒完成機技工	5	32	74	1	-	-	-	-	53	165
Other Print Finishing Craftsman 其他印後機械技工	-	69	93	62	-	-	-	-	64	288
Sub-total 小計	338	559	3 627	1 412	101	-	-	-	1 345	7 382
UNSKILLED LEVEL 非技術人員級										
General Worker 雜工	63	531	342	4	-	-	-	-	328	1 268
Sub-total 小計	63	531	342	4	-	-	-	-	328	1 268
GRAND TOTAL 總計	510	1 513	5 806	3 810	1 450	572	88	69	3 097	16 915

Appendix 14 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE
IN THE PUBLISHING INDUSTRY

附錄14：出版業僱員每月收入分布情況

Job 職稱	\$8,000 or below 或以下	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above 或以上	Unspecified 未列明者	Total 總計
MANAGERIAL LEVEL 經理級										
Managing Director/ General Manager/ Publisher/Chief Executive Director/ President 董事經理／總經理／出版人／ 社長	-	2	68	22	31	41	38	63	114	379
Editorial Director/ Chief Editor/ Managing Editor/ Publishing Director 總編輯／主編	-	-	-	1	21	32	100	20	137	311
Design Director/ Art Director 設計總監／美術總監	-	-	-	-	11	45	34	1	63	154
Production Director/ Production Manager 製作總監／製作經理	-	-	-	-	7	23	3	7	58	98
Marketing Director/ Marketing Manager 市場總監／市場經理	-	-	-	-	12	68	32	9	133	254
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	-	-	-	-	3	85	10	12	73	183
Sales Director/ Sales Manager (Book Publications) 營業總監／營業經理監事 （書刊）	-	-	8	1	12	40	46	6	66	179
Editorial Manager 編輯經理	-	-	-	-	8	94	21	4	66	193
Manager (E-publishing) 電子出版經理	-	-	-	2	4	4	8	2	27	47
Sub-total 小計	-	2	76	26	109	432	292	124	737	1 798
SUPERVISORY LEVEL 主任級										
Commissioning ditor/ Acquisition Editor 策劃編輯	-	-	-	27	36	7	5	-	57	132
Senior Editor 高級編輯	-	-	1	56	414	52	3	6	276	808
Designer 設計師	-	-	19	74	221	7	-	-	153	474
Production Supervisor 製作主任	-	-	-	17	12	14	-	-	101	144
Sales Supervisor 營業主任	-	-	92	69	192	10	-	-	162	525
Marketing/ Publicity Supervisor 市場／宣傳主任	-	-	4	17	96	7	1	-	124	249
Customer Services Supervisor/Officer (Books) 客戶服務主任（書籍）	-	-	9	24	18	15	-	-	19	85
Circulation Supervisor (Magazine & Newspapers) 發行主任（報刊）	-	-	-	1	90	3	1	-	89	184
Supervisor (E-publishing) 電子出版主任	-	22	-	1	43	38	-	-	12	116
Sub-total 小計	-	22	125	286	1 122	153	10	6	993	2 717

Job 職稱	\$8,000 or below 或以下	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above 或以上	Unspecified 未列明者	Total 總計
TECHNICAL STAFF LEVEL 技術人員級										
Assistant Editor/ Copy Editor/ Art Editor/ Proof Reader 助理編輯／稿件編輯／ 美術編輯／校對員	-	-	161	892	235	1	-	-	1 165	2454
Art Designer 美術設計員	-	12	111	104	41	14	-	-	263	545
Illustrator 插圖員	-	-	4	57	6	-	-	-	98	165
Desktop Publishing (DTP) Operator 桌面排版操作員	22	54	172	255	14	2	-	-	191	710
Production Assistant 製作助理	-	-	36	14	11	-	-	-	202	263
Sales Representative/ Sales Executive 營業代表／營業主任	3	3	201	310	71	30	-	-	437	1 055
Marketing/Publicity Assistant 市務助理／宣傳助理	-	-	42	194	11	-	-	-	279	526
Sub-total 小計	25	69	727	1 826	389	47	-	-	2 635	5 718
GRAND TOTAL 總計	25	93	928	2 138	1 620	632	302	130	4 365	10 233

Appendix 15: EMPLOYEES' TRAINING NEEDS (ALL SECTORS) (PRINTING)

附錄15：僱員所需訓練（印刷業各門類）

Job Title 職稱	Training Needs Priority and No. of Employees 僱員人數											
	Technologist/Managerial 技師／管理				Technician/Supervisory 技術員／督導				Craftsman 技工			
	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total
Management Skills 管理技能												
Production Management 製作管理	28	12	3	43	16	-	1	17	-	-	-	-
Quality Management 品質管理	11	12	5	28	6	5	-	11	3	-	-	3
Marketing Management 經銷管理	24	6	4	34	14	23	26	63	-	-	-	-
Customer Services 客戶服務	-	16	2	18	59	14	-	73	-	-	-	-
Other Management Skills 其他管理技能	1	-	3	4	-	11	-	11	-	-	-	-
China-related Knowledge 有關中國的知識												
Political, social and economic development in the mainland of China 在中國大陸的政治、社會和經濟發展	-	-	1	1	-	-	-	-	-	-	-	-
Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展	4	-	-	4	-	-	-	-	-	-	-	-
Trade and Industry Environment in Mainland China 在中國大陸的行業及營商常規	-	4	-	4	40		6	46	-	-	-	-
IT Skills 資訊科技的技能												
Computer Graphics and Webpage Design 電腦圖像處理與網頁設計	29	-	12	41	80	40	25	145	87	26	-	113

Job Title 職稱	Training Needs Priority and No. of Employees 僱員人數											
	Technologist/Managerial 技師/管理				Technician/Supervisory 技術員/督導				Craftsman 技工			
	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total
E-commerce Knowledge and Applications 電子商貿的知識及應用	13	27	-	40	-	76	22	98	2	45	-	47
Media Technology 媒體科技	11	18	16	45	35	17	14	66	-	15	5	20
Other IT Skills 其他資訊科技的技能	-	-	-	-	-	-	15	15	-	-	-	-
Language Skills 語文技能												
Spoken English 英語會話	-	12	12	24	-	23	25	48	-	-	-	-
Putonghua 普通話	27	6	18	51	41	22	34	97	-	-	-	-
Other Language Skills 其他語文技能	-	-	-	-	22	-	-	22	-	-	-	-
Industry Specific Skills 業內專業技能												
Pre-press Technique 印前技術	6	-	-	6	22	17	7	46	13	70	-	83
Printing Technique 印刷技術	23	3	1	27	118	10	2	130	310	10	31	351
Post-printing technique 印後技術	-	1	-	1	-	8	17	25	-	4	53	57
Production Coordination and Project Management 生產協調及項目管理	8	3	4	15	17	6	1	24	-	3	-	3
Estimation and Costing 估價及成本	2	1	2	5	5	30	15	50	1	3	17	21
Repair and Maintenance 機械維修及保養	-	-	-	-	2	1	1	4	6	117	5	128
Colour Management 色彩管理	-	2	-	2	24	19	21	64	7	21	5	33
Products Structure 產品結構	-	-	1	1	1	1	1	3	-	2	-	2

Job Title 職稱	Training Needs Priority and No. of Employees 僱員人數											
	Technologist/Managerial 技師／管理				Technician/Supervisory 技術員／督導				Craftsman 技工			
	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total
Materials Application 物料應用	-	2	1	3	3	16	-	19	30	6	37	73
Quality Assurance 品質保證	-	2	1	3	1	17	7	25	16	26	3	45
Environment laws and safety compliance 環保法例及安全法規	-	-	1	1	1	2	45	48	-	4	45	49
Packaging design knowledge 包裝設計知識	-	-	-	-	39	2	1	42	5	-	6	11
Others Industry Specific Skills 其他業內專業技能	-	-	-	-	3	-	-	3	15	-	-	15
Softskills 軟性技能												
Communication skills 溝通技巧	24	16	3	43	73	27	1	101	14	1	2	17
Teamwork 團隊合作	8	4	1	13	15	-	3	18	3	-	18	21
Problem solving 解難技巧	-	3	1	4	1	12	2	15	-	-	-	-
Conflict resolution 解決糾紛	-	-	3	3	-	-	6	6	-	-	-	-
Presentation skills 演示技巧	-	-	-	-	-	11	-	11	-	-	-	-
Negotiation skills 談判技巧	-	-	-	-	15	-	-	15	-	-	-	-

Appendix 16 : EMPLOYEES' TRAINING NEEDS (ALL SECTORS) (PUBLISHING)

附錄16：僱員所需訓練（出版業各門類）

Job Title 職稱	Training Needs Priority and No. of Employees 僱員人數											
	Managerial 經理				Supervisory 主任				Technical Staff 技術人員			
	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total
Management Skills 管理技能												
Production Management 製作管理	13	3	-	16	17	22	1	40	-	-	-	-
Quality Management 品質管理	4	7	2	13	5	-	-	5	2	-	-	2
Marketing Management 經銷管理	13	-	11	24	-	-	8	8	-	-	-	-
Customer Services 客戶服務	-	1	3	4	12	5	-	17	-	-	-	-
Other Management Skills 其他管理技巧	2	-	-	2	1	-	-	1	-	-	-	-
China-related Knowledge 有關中國的知識												
Political, social and economic development in the mainland of China 在中國內地的政治、社會和經濟發展	1	1	-	2	-	-	-	-	1	-	-	1
Trade and industry environment in Mainland of China 在中國內地的行業及營商常規	22	-	-	22	-	1	-	1	-	-	-	-
Other China-related Knowledge 其他有關中國的知識	-	-	1	1	-	-	-	-	-	-	1	1

Job Title 職稱	Training Needs Priority and No. of Employees 僱員人數											
	Managerial 經理				Supervisory 主任				Technical Staff 技術人員			
	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total
IT Skills 資訊科技的技能												
Computer Graphics and Webpage Design 電腦圖像處理與網頁設計	2	-	-	2	2	12	-	14	36	23	-	59
E-commerce Knowledge and Applications 電子商貿的知識及應用	22	3	1	26	-	-	1	1	3	1	-	4
Media Technology 媒體科技	1	25	4	30	2	3	22	27	4	5	45	54
Other IT Skills 其他資訊科技的技能	-	-	-	-	-	-	-	-	3	1	-	4
Language Skills 語文技能												
Spoken English 英語會話	-	8	-	8	-	10	-	10	-	10	2	12
Putonghua 普通話	8	-	-	8	9	-	-	9	9	-	-	9
Other Language Skills 其他語文技能	2	-	-	2	2	8	-	10	3	-	2	5
Industry Specific Skills 業內專業技能												
Editing 編輯	4	1	-	5	16	1	-	17	42	17	22	81
Artwork/ Design 稿件設計	-	-	-	-	-	4	1	5	3	11	-	14
Publishing production 出版製作	22	5	-	27	-	2	2	4	28	55	-	83
Marketing 市場推廣	-	2	-	2	34	7	2	43	1	6	1	8
Sales and customer service 銷售及客戶服務	6	1	-	7	12	6	3	21	12	7	3	22
Logistics 物流	-	-	2	2	1	-	2	3	1	1	2	4
Copyright knowledge 版權知識	2	-	22	24	-	1	-	1	1	-	-	1
Other Industry Specific Skills 其他業內專業技能	4	-	-	4	4	-	-	4	6	1	-	7

Job Title 職稱	Training Needs Priority and No. of Employees 僱員人數											
	Managerial 經理				Supervisory 主任				Technical Staff 技術人員			
	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total	1 st	2 nd	3 rd	Total
Softskills 軟性技巧												
Communication skills 溝通技巧	2	5	-	7	2	3	-	5	3	4	-	7
Teamwork 團隊合作	2	-	6	8	3	2	10	15	3	2	7	12
Problem solving 解難技巧	-	3	4	7	2	3	3	8	2	-	3	5
Presentation skills 演示技巧	-	24	-	24	-	-	1	1	-	-	-	-
Negotiation skills 談判技巧	-	-	1	1	1	-	-	1	-	-	-	-
Global vision 國際視野	-	2	2	4	-	1	-	1	-	-	1	1

**FORECAST ANNUAL ADDITIONAL SKILLS DEMAND
BETWEEN 2017 AND 2019 IN THE PRINTING INDUSTRY**

預測 2017 至 2019 年間印刷業
技術人員的需求數目

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2017 and 2019 預測 2017 至 2019 年每年 技術人員的 需求數目
TECHNOLOGIST/MANAGERIAL LEVEL 技師／管理級		
General Manager 總經理	425	21 – 25
Production/Quality Manager 生產經理／廠務經理／ 品質經理	320	16 – 19
Sales / Customer Services / Marketing Manager 營業／客戶服務／ 市場推廣經理	712	35 – 43
Procurement Manager 採購經理	48	2 – 3
Information Technology Manager (Printing) 資訊科技經理 (印刷)	30	2
Sub-total 小計	1 535	76 – 92
TECHNICIAN/SUPERVISORY LEVEL 技術員／督導級		
Cost Estimator 印刷估價員	214	6 – 7
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／ 品質管制員	545	15 – 18
Sales Representative 營業代表	3 622	101 – 122
Overseer/Supervisor 督導員／管理員	343	9 – 12
Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	307	8 -10
Designer/Design Officer 設計員／設計主任	538	15 – 18
Prepress Technician 印前技術員	912	25 – 31

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2017and 2019 預測 2017 至 2019 年每年 技術人員的 需求數目
Purchasing Officer/Controller 印刷物料採購員／控制員	90	2 - 3
Technical Services/Products (Printing) Technician 技術／產品（印刷）技術員	85	2- 3
Information Technology (Printing) Technician 資訊科技（印刷）技術員	62	2
Sub-total 小計	6 718	185 – 226
CRAFTSMAN LEVEL 技工級		
Electronic Prepress System Craftsman 電子印前系統操作技工	430	12 – 14
Offset Lithographic Platemaker 柯式版製作技工	485	13 – 16
Digital Printing System Craftsman 數碼印刷系統操作技工	724	20 – 24
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	3 044	84 – 103
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	532	14 – 18
Other Printing Machine Craftsman 其他印刷機械技工	531	14 – 18
Binding Craftsman 裝訂技工	941	26 – 32
Die Cutting / Tool Making Craftsman 啤盒工／造模工	242	7 – 8
Package Finishing Machine Craftsman 包裝盒完成機技工	165	5 – 6
Other Print Finishing Craftsman 其他印後機械技工	288	8 – 10
Sub-total 小計	7 382	203 – 249

**FORECAST ANNUAL ADDITIONAL SKILLS DEMAND
BETWEEN 2017 AND 2019 IN THE PUBLISHING INDUSTRY**

預測 2017 至 2019 年間出版業
技術人員的需求數目

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2017 and 2019 預測 2017 至 2019 年每年 技術人員的 需求數目
MANAGERIAL LEVEL 經理級		
Managing Director/ General Manager/Publisher/ Chief Executive Director/President 董事經理／總經理／ 出版人／社長	379	12 – 15
Editorial Director/Chief Editor/ Publishing Director 總編輯／出版總監	311	10 – 12
Design Director/Art Director/Design Manager 設計總監／美術總監／設計經理	154	5 – 6
Production Director/ Production Manager 製作總監／製作經理	98	3 – 4
Marketing Director/ Marketing Manager 市場總監／市場經理	254	8 – 10
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	183	6 – 7
Sales Director/Sales Manager (Book Publications) 營業總監／營業經理（書刊）	179	6 – 7
Editorial Manager/ Managing Editor 編輯經理／主編	193	6 – 7
Manager (e-Publishing) 經理（電子出版）	47	2
Sub-total 小計	1 798	58 – 70

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2017 and 2019 預測 2017 至 2019 年每年 技術人員的 需求數目
SUPERVISORY LEVEL 主任級		
Commissioning Editor/ Acquisition Editor 策劃編輯	132	4 – 5
Senior Editor 高級編輯	808	24 – 29
Designer 設計師	474	15 – 17
Production Supervisor 製作主任	144	4 – 5
Sales Supervisor 營業主任	525	15 – 19
Marketing/Publicity Supervisor 市場／宣傳主任	249	7 – 9
Customer Services Supervisor/ Officer (Books) 客戶服務主任（書籍）	85	3
Circulation Supervisor (Magazine & Newspapers) 發行主任（報刊）	184	5 – 7
Supervisor (e-Publishing) 主任（電子出版）	116	3 - 4
Sub-total 小計	2 717	80 - 98
TECHNICAL STAFF LEVEL 技術人員級		
Editor/Assistant Editor/Art Editor/ Proof Reader 編輯／助理編輯／美術編輯／ 校對員	2 454	67 – 82
Assistant Designer 助理設計員	545	15 – 18
Illustrator 插圖員	165	5 – 6
Desktop Publishing (DTP)/ E-publishing Technician 桌面排版／電子出版操作員	710	19 – 24
Production Assistant 製作助理	263	7 – 9
Sales Representative/ Sales Executive 營業代表／營業主任	1 055	29 – 36
Marketing/Publicity Assistant 市務助理／宣傳助理	526	14 – 18
Sub-total 小計	5 718	156 – 193

新技能提升計劃課程一覽表
Courses Offered under the Skills Upgrading Scheme Plus
(up to 31 March 2017)

<u>課程名稱</u>	<u>課程編號</u>	<u>時數(小時)</u>	<u>培訓機構**</u>
<u>印前技術（基礎）課程</u>			
電腦排版製作 (InDesign CS) I 基礎證書	AT009ES/ AT005HS	20	1
電腦繪圖 (Illustrator CS) I 基礎證書	AT011ES/ AT006HS	20	1
<u>印前技術（進階）課程</u>			
電腦排版製作 (InDesign CS) II 證書	AT022ES / AT009HS	20	1
電腦繪圖 (Illustrator CS) II 證書	AT015ES/ AT007HS	20	1
<u>印前技術／生產流程／色彩管理課程</u>			
印刷生產流程標準化的認識基礎證書	AT021ES/ AT008HS	12	1

**** 培訓機構**

機構名稱	聯絡方法
(1) 印刷科技研究中心有限公司	地 址：灣仔愛群道6號香港專業教育學院(摩理臣山) 電 話：3928 2545

香港知專設計學院
傳意設計及數碼媒體學系
印刷及出版相關課程

**Relevant Printing and Publishing Courses Offered by
Department of Communication Design and Digital Media
Hong Kong Design Institute**

設計及數碼媒體科

Communication Design and Digital Media Stream

<u>編號</u> <u>Code</u>	<u>模式</u> <u>Mode</u>	<u>課程名稱</u> <u>Title</u>	<u>修業期</u> <u>Durations</u>
DE114102	Full-time 全日制	Higher Diploma in Creative Media 創意媒體高級文憑	2 years 二年
DE114103	Full-time 全日制	Higher Diploma in Film and Television 電影及電視高級文憑	2 years 二年
DE114104	Full-time 全日制	Higher Diploma in Digital Music and Media 數碼音樂及媒體高級文憑	2 years 二年
DE114106	Full-time 全日制	Higher Diploma in Visual Communication 視覺傳意高級文憑	2 years 二年
DE114108	Full-time 全日制	Higher Diploma in Publication Design and Print Media 出版設計及印刷媒體高級文憑	2 years 二年
DE114109	Full-time 全日制	Higher Diploma in Transmedia 超媒體高級文憑	2 years 二年
DE124101*	Full-time 全日制	Higher Diploma in Advertising Design 廣告設計高級文憑	2 years 二年

Remarks: (*) self-financed programme, others are subvented programme.

註：(*)為自資課程，其他為資助課程。