

**2008 Manpower Survey Report**  
**Printing and Publishing Industries**

**Printing and Publishing Training Board**  
**Vocational Training Council**

印刷及出版業  
2008年人力調查報告

職業訓練局  
印刷及出版業訓練委員會

## CONTENTS

<b>Section</b>	<b>Title</b>	<b>Paragraph</b>	<b>Page</b>
Executive Summary		1 - 10	1 - 6
I	Introduction	1.1 - 1.14	7 - 11
II	Survey Findings	2.1 - 2.26	12 - 33
III	Conclusions	3.1 - 3.59	34 - 60
IV	Recommendations	4.1 - 4.36	61 - 72
Appendices		1 - 20	145 - 224

## 目 錄

章 數	題 目	段 數	頁 數
	報告摘要	1 - 10	73 - 78
I	緒論	1.1 - 1.14	79 - 84
II	調查結果摘要	2.1 - 2.26	85 - 106
III	結論	3.1 - 3.59	107 - 133
IV	建議	4.1 - 4.36	134 - 144
	附錄	1 - 20	145 - 224

## LIST OF APPENDICES

Appendix		
1	Membership List	145 - 146
2	Terms of Reference	147
3	Printing Industry	149 - 172
	(a) Questionnaire	
	(b) Explanatory Notes	
	(c) List of Job Descriptions	
4	Publishing Industry	173 - 196
	(a) Questionnaire	
	(b) Explanatory Notes	
	(c) List of Job Descriptions	
5	Manpower Statistics in the Printing Industrys	197 - 199
6	Manpower Statistics in the Publishing Industry	200 - 201
7	Preferred Education of Employees in the Printing Industry	202
8	Preferred Education of Employees in the Publishing Industry	203
9	Preferred Training Period of Employees in the Printing Industry	204
10	Preferred Training Period of Employees in the Publishing Industry	205
11	Preferred Training Mode of Employees in the Printing Industry	206
12	Preferred Training Mode of Employees in the Publishing Industry	207
13	Distribution of Employees by Monthly Income Range in the Printing Industry	208 - 209

14	Distribution of Employees by Monthly Income Range in the Publishing Industry	210 - 212
15	Employees' Training Needs (All Sectors)(Printing)	213 - 214
16	Employees' Training Needs (All Sectors)(Publishing)	215 - 216
17	Forecast Annual Additional Skills Demand between 2009 and 2011 in the Printing Industry	217 - 218
18	Forecast Annual Additional Skills Demand between 2009 and 2011 in the Publishing Industry	219 - 220
19	Courses Offered under the Skills Upgrading Scheme	221 - 222
20	Relevant Printing and Publishing Courses Offered by the Hong Kong Design Institute and Hong Kong Institute of Vocational Education (Kwun Tong)	223 - 224

## 附 錄

附 錄		
1	委員名單	145 - 146
2	職權範圍	148
3	印刷業	149 - 172
	(a) 調查表	
	(b) 附註	
	(c) 工作說明	
4	出版業	173 - 196
	(a) 調查表	
	(b) 附註	
	(c) 工作說明	
5	印刷業人力統計數字	197 - 199
6	出版業人力統計數字	200 - 201
7	印刷業僱員宜有的教育程度	202
8	出版業僱員宜有的教育程度	203
9	印刷業僱員宜有的訓練期	204
10	出版業僱員宜有的訓練期	205
11	印刷業僱員宜有的訓練模式	206
12	出版業僱員宜有的訓練模式	207
13	印刷業僱員每月收入的分布情況	208 - 209
14	出版業僱員每月收入的分布情況	210 - 212
15	僱員訓練需求（印刷業各門類）	213 - 214

16	僱員訓練需求（出版業各門類）	215 - 216
17	預測2009至2011年間印刷業額外技術人員的需求數目	217 - 218
18	預測2009至2011年間出版業額外技術人員的需求數目	219 - 220
19	技能提升計劃提供課程一覽表	221 - 222
20	香港知專設計學院及香港專業教育學院（觀塘分校）所提供相關課程一覽表	223 - 224



## Executive Summary

### 2008 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 2008 to collect the up-to-date manpower information. This is the fifth joint manpower survey of the printing and publishing industries.

2. The fieldwork of the survey covered 792 establishments from a total of 6 168 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 2008, a total of 22 478 and 8 910 technical 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*

Branch \ Job Level	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees
Newspaper Printing	21	129	644	37	831	3.7%
Job Printing	765	3 600	8 500	868	13 733	61.1%
Other Printing and Allied Industries	78	1 007	1 551	130	2 766	12.3%
Containers and Boxes of Paper and Paperboard	25	222	490	24	761	3.4%
Printing Agents	399	2 655	143	52	3 249	14.4%
Selected Organizations	97	769	180	92	1 138	5.1%
Total	1 385	8 382	11 508	1 203	22 478	100%
Percentage of Total Number of Employees	6.2%	37.3%	51.2%	5.3%	100%	

(B) *Publishing Industry*

Branch \ Job Level	Managerial	Supervisory	Technical Support	Total	Percentage of Total Number of Employees
Publishing and Allied Industries	852	2 299	3 916	7 067	79.3%
Wholesales of Books, Periodicals and Newspapers	35	272	197	504	5.7%
Import and Export of Books, Periodicals and Newspapers	84	321	484	889	10.0%
Selected Organizations	75	145	230	450	5.0%
Total	1 046	3 037	4 827	8 910	100%
Percentage of Total Number of Employees	11.7%	34.1%	54.2%	100%	

4. Employers reported a total of 45 and 0 trainees, and 124 and 91 vacancies, representing about 0.2% and 0 %, and 0.6% and 1.0% of the total workforce in the printing and publishing industries respectively at the time of survey. In addition, employers forecasted that by May 2009, the two industries would have a total workforce of 22 630 and 9 002 employees, representing increases of 0.1% and 0.1% respectively.

***Manpower Changes***

(A) *Printing Industry*

5. Compared with the findings of the 2006 survey on the printing industry, the annual increase in manpower was 2.7%. The Training Board considers that the changes in manpower over the past two years are attributable to the following:

- (a) The trend of moving towards higher end production and adoption of more advanced technology was continuing, which contributed to a significant annual increase in manpower of 8.1% and 5.4% at the technologist / managerial and technician levels respectively. By Such increase of manpower, more and more printing companies had strengthened their technical manpower with a view to fulfilling the more demanding market;

- (b) The total number of general manager and production / quality manager increased from 540 to 612 (+6.5% per annum) whereas the number of production planners / controllers / supervisors decreased from 1 987 to 1 885 (-16.1% per annum) which showed that Hong Kong printing companies had recruited more mainland workers to take up the supervisory roles;
- (c) There was a slightly increase in the number of printing agents due to some small and medium printing companies continued to convert their business to sales and supplies agents;
- (d) The number of sales / marketing managers, and cost estimators and sales representatives rose from 565 to 717 and from 4 129 to 4 478 representing an increase of 12.7% and 4.1% respectively. This reflected the growing business activities generated by the continuous thriving of the Mainland's economy in the past two years;
- (e) Since their first introduction in the 2006 survey, the manpower demand for the 5 principal jobs of design / design officer, prepress technician, purchasing officer / controller, technical services / products (printing) technician and information technology (printing) technician was high. The total number of manpower of the 5 principal jobs was 1 648 which represented a notable annual increase of 19.4%;
- (f) The manpower at craftsman level was stable as there was only a slightly annual increase of 0.6%. There was a general annual manpower increase in offset lithographic (+1.3%), printing machine craftsman (offset litho – web-fed) (+5.8%) and printing machine craftsman (offset litho – sheet-fed) (+18.6%), which showed that the offset printing was still in great demand.

**(B) *Publishing Industry***

6. Compared with the findings of the 2006 survey on the publishing industry, the annual increase in manpower was 1.4%. The Training Board considers that the manpower expansion over the past two years are attributable to the following:

- (a) There was a general annual increase of manpower at all the 3 job levels of 5.3%, 8.2% and 4.8% at managerial, supervisory and technical support levels respectively, resulting an overall manpower increase of 6% for the publishing industry in the past two years.

- (b) The significant increase in manpower was recorded in the sales and marketing jobs at all 3 job levels. The prominent increases in manpower were sales directors / sales managers (book publications) and customer services supervisors / officers (text book), which had annual manpower increase of 24.8% and 10.8% respectively. This reflected the strong demand of publicizing of new text books for the 334 Educational Reform and imported books, periodicals and newspapers in the industry;
- (c) For the same reason as stated in (b), the annual manpower increase of 7.3%, 7.5% and 9.9% were recorded in editorial principal jobs of editorial directors / chief editors, commissioning editors / acquisition editors / senior editors / editors and assistant editors / copy editors / art editors / proof editors respectively at the 3 job levels.

### ***Conclusions and Recommendations***

7           The global financial crisis happened in 2008 and continued to impact major global economies in 2009. It seems that there are no indications when it will come to an end. In the meantime, the Government of Hong Kong Special Administration Region and Central Government have introduced a series of measures to ensure the stabilities of financial institution and market to bolster public confidence. In view of these measures and the past experience, the Training Board holds a fairly optimistic view that the printing and publishing industries will be benefited by these measures and be led to recover from the economic downturn. Thus, the Training Board recommends the following measures for employers to consider when preparing for the recovery from present economic downturn:

- (i) To re-engineer and streamline business to make company more effective and efficient than before;
- (ii) To further strengthen the overall skill level and competency of the staff, especially the technical workforce, through appropriate training;
- (iii) To continue to explore new business in the most cost effective way as to strengthen market share;
- (iv) To continue to maintain and to deepen strong partnership with important customers and to establish new partnership with potential customers;
- (v) To use or develop green products consuming less energy.

8 Regarding the strength of skill and competency of staff, the Training Board suggests that on top of the individual company's training requirements, the "Employees' Training Needs" at Appendix 15 for printing industry and Appendix 16 for publishing industry will be a good reference on various aspects of training for employees of the two industries. In this particular situation, employers are recommended to step up their training efforts in order to ensure supply of well equipped manpower to meet the business opportunities from the recovery of present financial downturn. The Training Board also recommends Vocational Training Council and other training organizations to keep a close view on the above training requirements of the printing and publishing industries and provide such needs in time.

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

**Table 1 : Recommended Number of Trainees to be Taken on Annually in 2009**

<i>Job Level</i>	Recommended Annual Intake (Training for Wastage of 3%)	
	Printing Industry	Publishing Industry
Technologist/Managerial	42	31
Technician/Supervisory	251	91
Craftsman/Technical Support	345	145

**Table 2 : Recommended Number of Trainees to be Taken on Annually from 2010 to 2011**

<i>Job Level</i>	Recommended Annual Intake	
	Printing Industry	Publishing Industry
Technologist/Managerial	72 (5.2%)	59 (5.6%)
Technician/Supervisory	365 (4.4%)	109 (3.6%)
Craftsman/Technical Support	370 (3.2%)	155 (3.2%)

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

10. The Training Board urges employers to step up their training efforts to sustain the development of the printing and publishing industries. They should also make use of the part-time courses offered by the Department of Printing & Digital Media of the Hong Kong Design Institute, the Printing Industry Training Centre 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 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 2008, 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 2009,
- (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***

- HSIC 3421 - Newspaper printing
- HSIC 3422 - Job printing
- HSIC 3429 - Printing and allied industries (mainly bookbinding; ornamentation of cards; photo-engraving; typesetting; and label embossing etc.)
- HSIC 3412 - Containers and boxes of paper and paperboard (for activities related to printing only)
- HSIC 833906 - Printing agents

Selected Organizations

(B) ***Publishing Industry***

- HSIC 3429 - Publishing and allied industries
- HSIC 611504 - Wholesales of books, periodicals and newspapers
- HSIC 631503 - Import and export of books, periodicals and newspapers

Selected Organizations

Note: HSIC denotes Hong Kong Standard Industrial Classification

1.6 The selected organizations 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/organizations with publishing personnel.

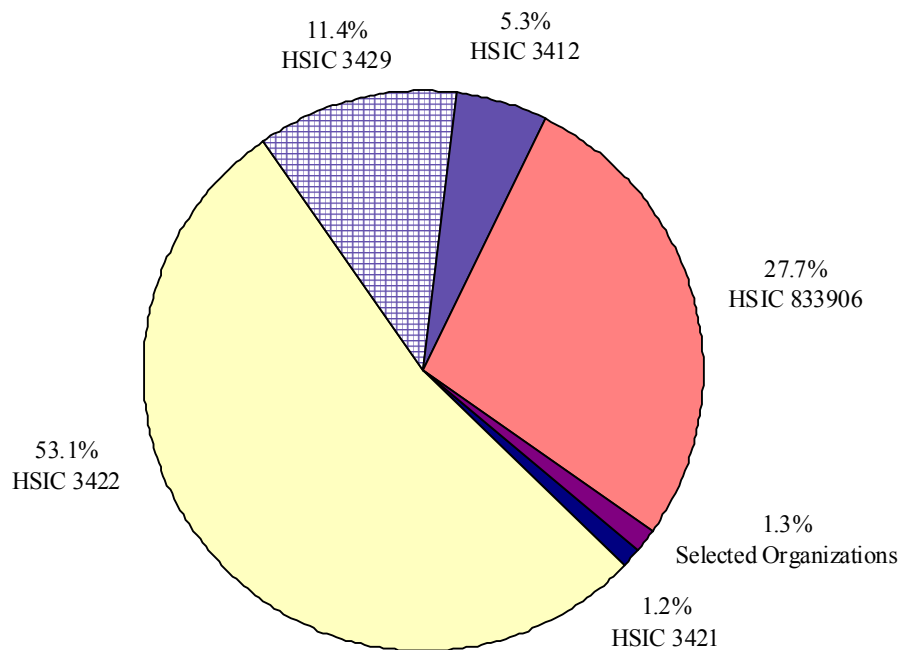
1.7 Under the classifications mentioned in paragraph 1.5 above, there were 4 892 and 1 276 establishments respectively in printing and publishing industries recorded by the Census and Statistics Department. The distribution of establishments by HSIC Classification are shown in Tables 1.1 and 1.2 and 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
HSIC 3421 - Newspaper printing	59	1.2%
HSIC 3422 - Job printing	2 599	53.1%
HSIC 3429 - Other printing and allied industries	555	11.4%
HSIC 3412 - Containers and boxes of paper and paperboard (only printing and related activities)	260	5.3%
HSIC 833906 - Printing agents	1 357	27.7%
Selected Organizations	62	1.3%
<b>Total</b>	<b>4 892</b>	<b>100%</b>

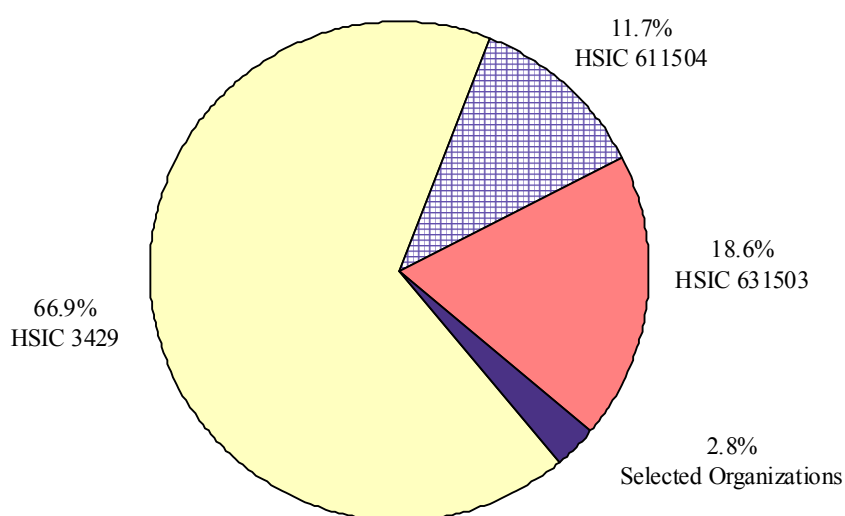
**Figure 1.1 : Distribution of Printing Establishments by Branch**



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

Branch	Number of Establishments	Percentage of Total Number of Establishments
HSIC 3429 - Publishing and allied industries	854	66.9%
HSIC 611504 - Wholesales of books, periodicals and newspapers	149	11.7%
HSIC 631503 - Import and export of books, periodicals and newspapers	237	18.6%
Selected Organizations	36	2.8%
Total	1 276	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 516 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 231 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 Anglo-Chinese Textbook Publishers Organization, 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 & 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 792 establishments (including 45 new cases), 582 supplied their manpower information. 194 establishments either had closed, moved or were no longer engaged in work related to the printing and publishing industries. 16 establishments had declined to supply any information. The effective response rate was 97.3%.

## ***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 50 principal jobs; the term "trainees" includes all trainees receiving any form of training and apprentices undergoing an apprenticeship.

## SECTION II

### SURVEY FINDINGS

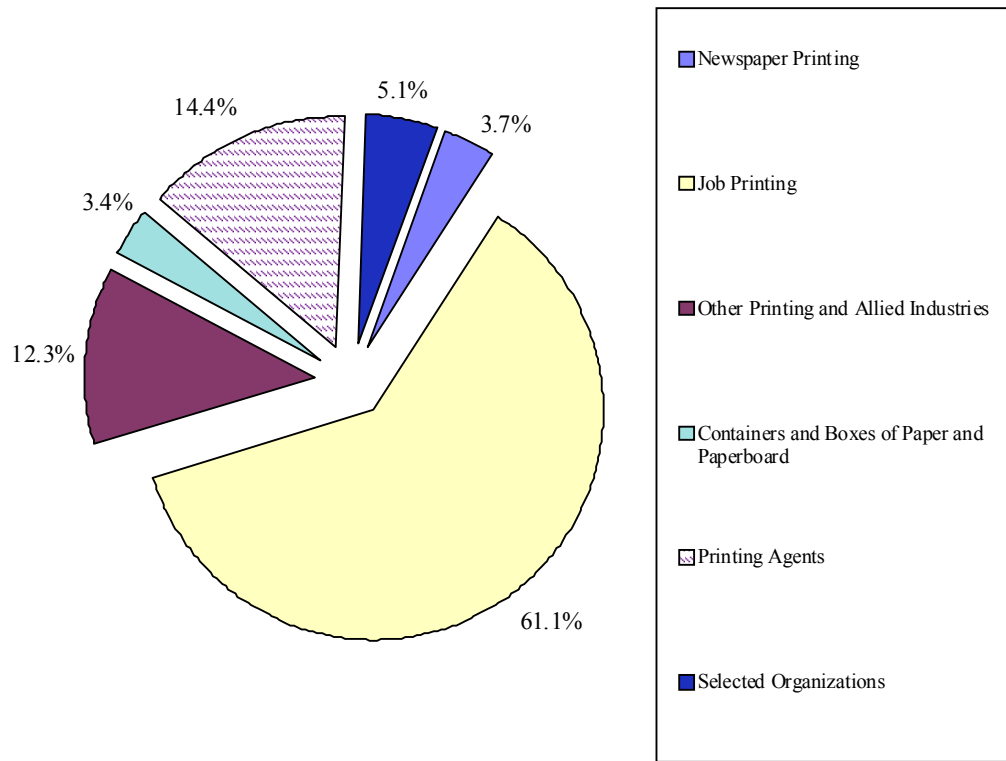
#### *Number of Workers Employed*

2.1 The survey revealed that during the period from mid-May to mid-October 2008, the printing and publishing industries employed a total of 22 478 and 8 910 employees in 26 and 24 principal jobs respectively. In terms of branches, there were 831 in newspaper printing, 13 733 in job printing, 2 766 in other printing and allied industries, 761 in containers and boxes of paper and paperboard, 3 249 in printing agents and 1 138 in selected organizations in the printing industry; while there were 7 067 in publishing and allied industries, 504 in wholesales of books, periodicals and newspapers, 889 in import and export of books, periodicals and newspapers and 450 in selected organizations in the publishing industry. With regards to job level, there were 1 385 technologists/managers, 8 382 technicians, 11 508 craftsmen and 1 203 unskilled workers employed in the printing industry; whereas there were 1 046 managers, 3 037 supervisors, 4 827 technical support 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:

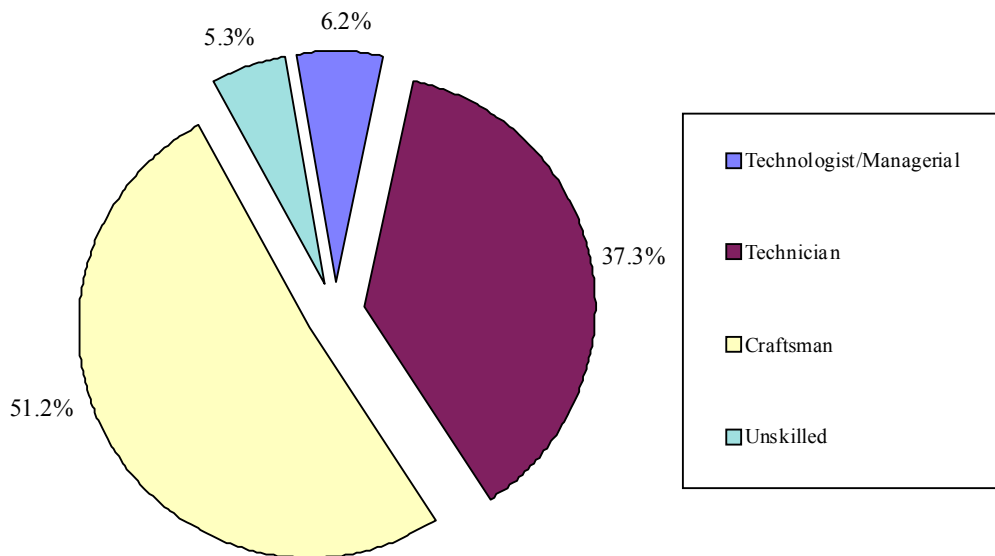
**Table 2.1 :** Distribution of Employees by Branch and Job Level in the Printing Industry

Job Level Branch	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees
Newspaper Printing	21	129	644	37	831	3.7%
Job Printing	765	3 600	8 500	868	13 733	61.1%
Other Printing and Allied Industries	78	1 007	1 551	130	2 766	12.3%
Containers and Boxes of Paper and Paperboard	25	222	490	24	761	3.4%
Printing Agents	399	2 655	143	52	3 249	14.4%
Selected Organizations	97	769	180	92	1 138	5.1%
Total	1 385	8 382	11 508	1 203	22 478	100%
Percentage of Total Number of Employees	6.2%	37.3%	51.2%	5.3%	100%	

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



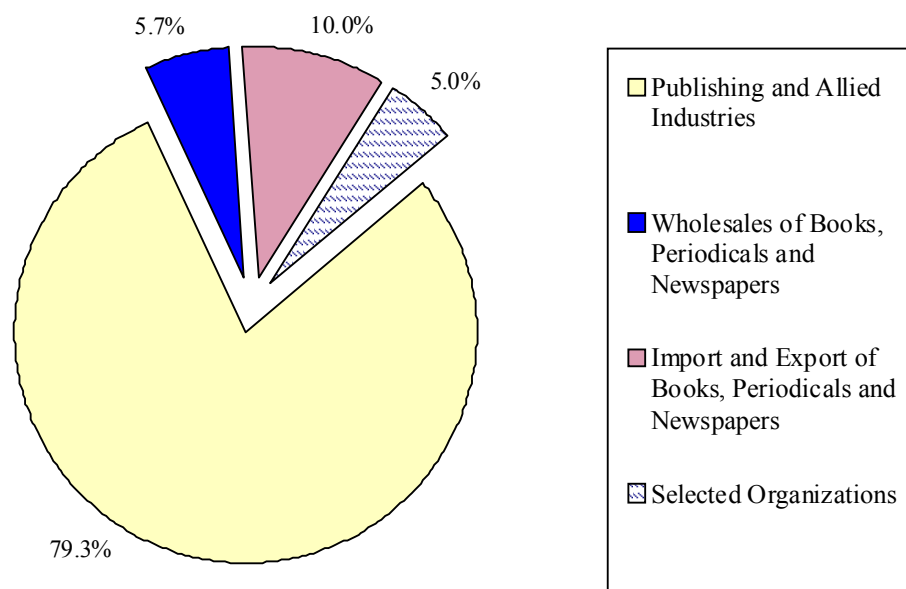
**Figure 2.2 : Distribution of Employees by Job Level in the Printing Industry**



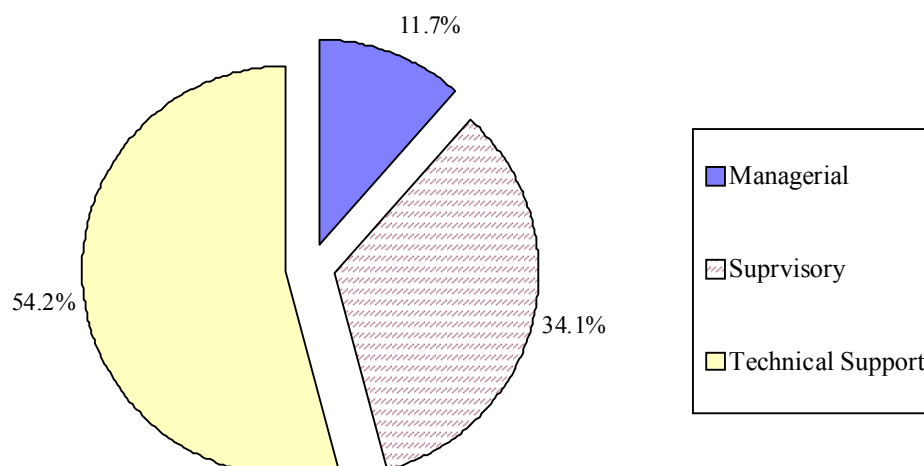
**Table 2.2 :** Distribution of Employees by Branch and Job Level in the Publishing Industry

Branch \ Job Level	Managerial	Supervisory	Technical Support	Total	Percentage of Total Number of Employees
Publishing and Allied Industries	852	2 299	3 916	7 067	79.3%
Wholesales of Books, Periodicals and Newspapers	35	272	197	504	5.7%
Import and Export of Books, Periodicals and Newspapers	84	321	484	889	10.0%
Selected Organizations	75	145	230	450	5.0%
<b>Total</b>	<b>1 046</b>	<b>3 037</b>	<b>4 827</b>	<b>8 910</b>	<b>100%</b>
Percentage of Total Number of Employees	11.7%	34.1%	54.2%	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:

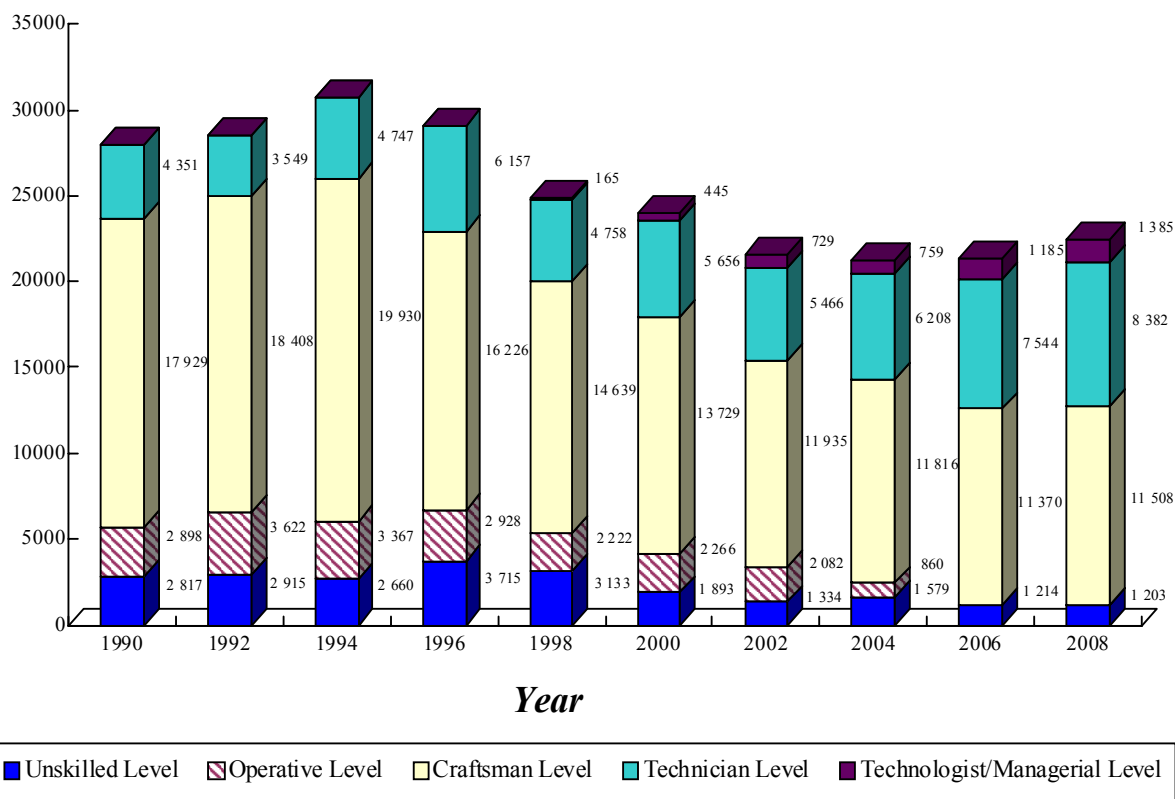
**Table 2.3 : Distribution of Employees by Job Level in the Manpower Surveys of the Printing Industry between 1990 and 2008**

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

\* 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 1992 and 2006**

No. of Employees



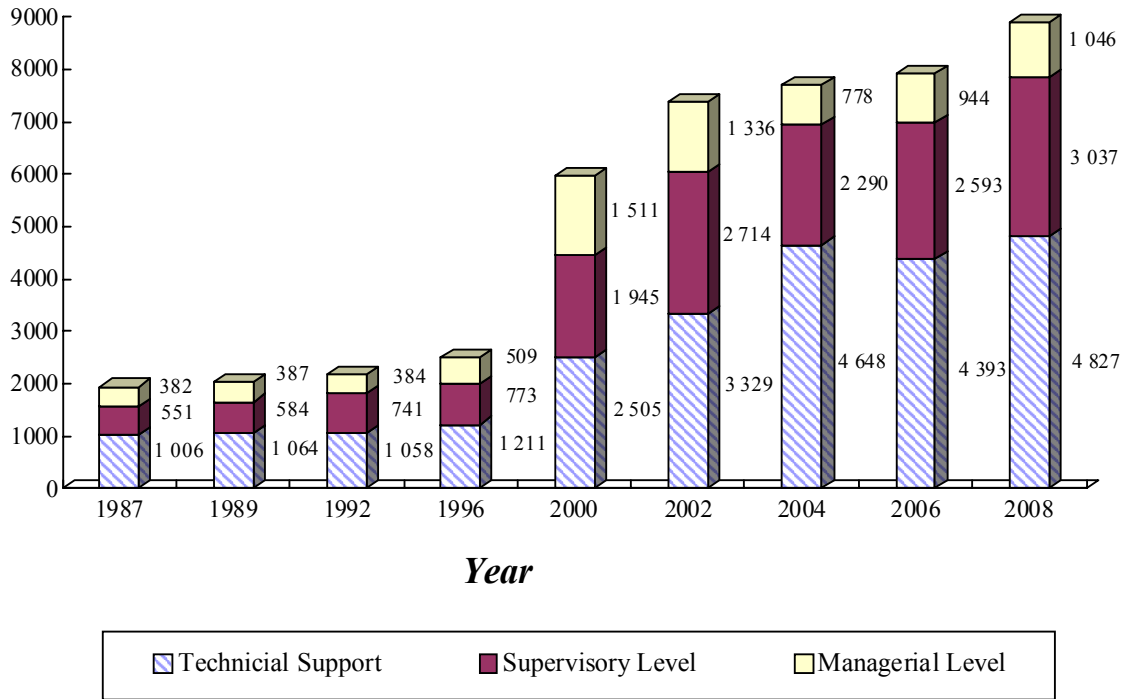
**Table 2.4 : Distribution of Employees by Job Level in the Manpower Surveys of the Publishing Industry between 1987 and 2008**

Year	Manpower at			Total Manpower
	Managerial Level	Supervisory Level	Technical Support	
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



**Figure 2.6 : Distribution of Employees by Job Level in the Manpower Surveys of the Publishing Industry between 1987 and 2008**

No. of Employees



### ***Number of Trainees***

2.3 At the time of the survey, there were 45 trainees representing 0.2% of the total number employed in the printing industry and no trainee in the publishing industry. Details of the trainee statistics are shown in Appendices 5 and 6. The distribution of trainees by branch and job level in the printing industry is shown in Tables 2.5:

**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
Newspaper Printing	-	-	-	-	-	-
Job Printing	-	1	41	-	42	0.3%
Other Printing and Allied Industries	-	-	-	-	-	-
Containers and Boxes of Paper and Paperboard	-	-	-	-	-	-
Printing Agents	-	-	-	-	-	-
Selected Organizations	-	-	3	-	3	0.3%
Total	-	1	44	-	45	0.2%
Percentage of Total Number of Employees at the Same Level	-	0.1%	0.4%	-	0.2%	

## *Number of Vacancies*

2.4 At the time of survey, the total number of job vacancies was 124 and 91, or 0.6% and 1.0% of the total number employed in the printing and publishing industries respectively. 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 2.6 and 2.7:

**Table 2.6 : 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
Newspaper Printing	-	-	9	-	9	1.1%
Job Printing	2	16	43	10	71	0.5%
Other Printing and Allied Industries	-	3	9	-	12	0.4%
Containers and Boxes of Paper and Paperboard	-	1	-	-	1	0.1%
Printing Agents	1	1	-	-	2	0.1%
Selected Organizations	-	24	4	1	29	2.6%
<b>Total</b>	<b>3</b>	<b>45</b>	<b>65</b>	<b>11</b>	<b>124</b>	<b>0.6%</b>
Percentage of Total Number of Employees at the Same Level	0.2%	0.5%	0.6%	0.9%	0.6%	

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

Branch \ Job Level	Managerial	Supervisory	Technical Support	Total	Percentage of Total Number of Employees at the Same Branch
Publishing and Allied Industries	1	13	59	73	1.0%
Wholesales of Books, Periodicals and Newspapers	-	1	-	1	0.2%
Import and Export of Books, Periodicals and Newspapers	-	2	10	12	1.4%
Selected Organizations	-	3	2	5	1.1%
Total	1	19	71	91	1.0%
Percentage of Total Number of Employees at the Same Level	0.1%	0.6%	1.5%	1.0%	

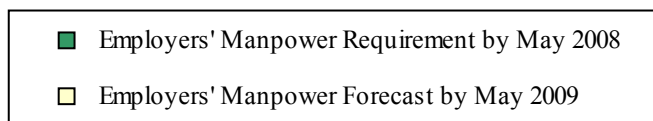
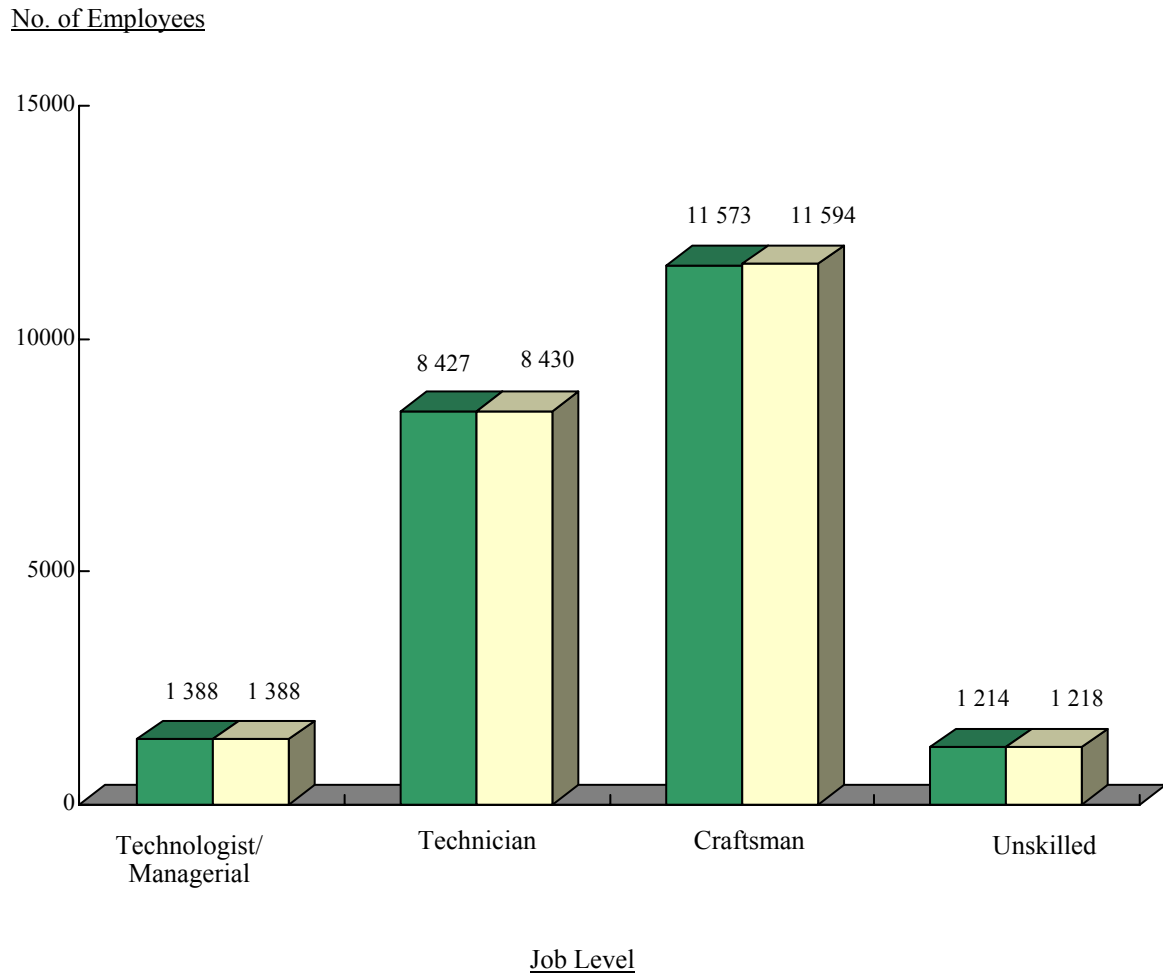
***Forecast Workforce by May 2009***

2.5 Employers forecast that there would be 22 630 and 9 002 employees employed in the printing and publishing industries respectively by May 2009. 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 2.8 and 2.9:

**Table 2.8 : Employers' Manpower Requirement by May 2008 and Manpower Forecast by May 2009 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 2009	Forecast Increase (+)/ Decrease (-) in Number of Employees
Technologist/ Managerial	1 385	3	1 388	1 388	-
Technician	8 382	45	8 427	8 430	-
Craftsman	11 508	65	11 573	11 594	+0.2%
Unskilled	1 203	11	1 214	1 218	+0.3%
Total	22 478	124	22 602	22 630	+0.1%

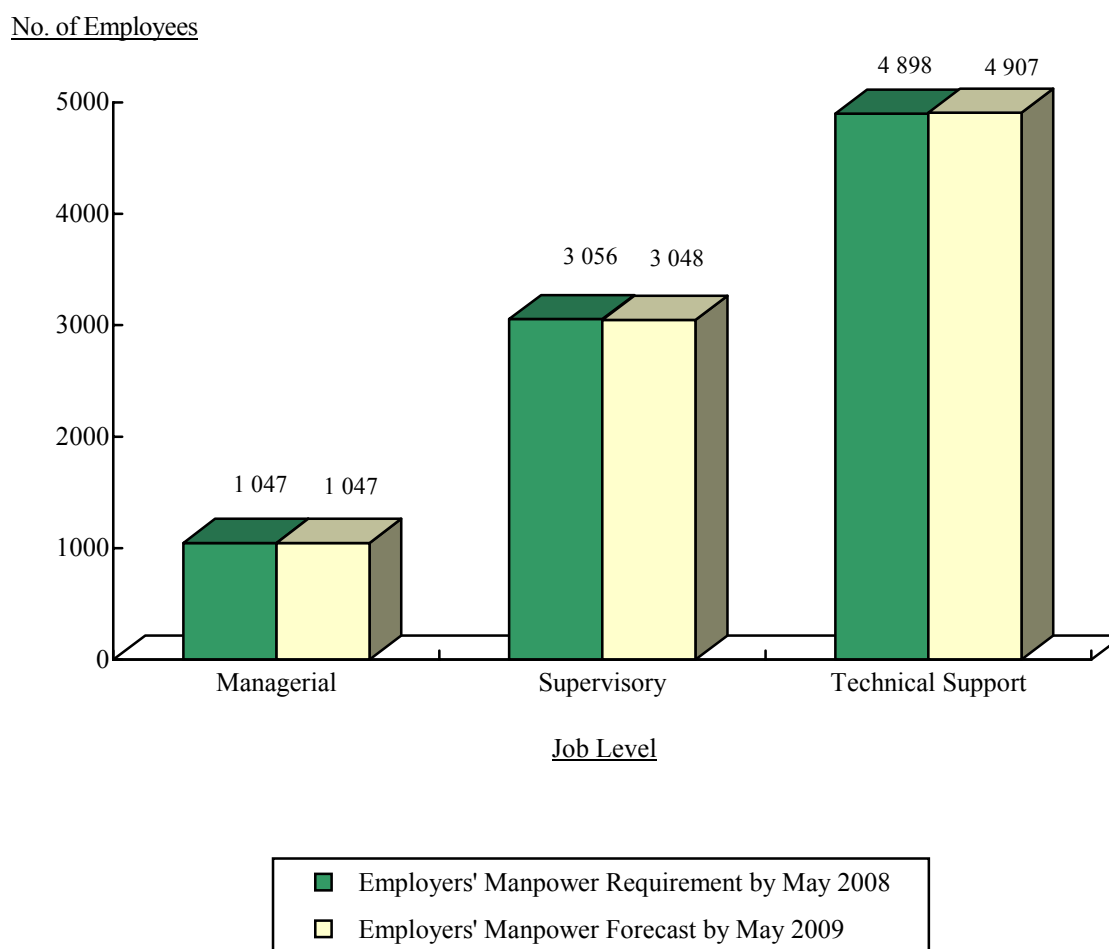
**Figure 2.7 : Comparison of Employers' Manpower Requirement by May 2008 and May 2009**



**Table 2.9 : Employers' Manpower Requirement by May 2008 and Manpower Forecast by May 2009 in the 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 2009	Forecast Increase (+)/ Decrease (-) in Number of Employees
Managerial	1 046	1	1 047	1 047	-
Supervisory	3 037	19	3 056	3 048	-0.3%
Technical Support	4 827	71	4 898	4 907	+0.2%
Total	8 910	91	9 001	9 002	+0.1%

**Figure 2.8 : Comparison of Employers' Manpower Requirement by May 2008 and May 2009**



### ***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 2.10 and 2.11:

**Table 2.10 : Employers' Views on Preferred Education in the Printing Industry**

Job Level	Preferred Education
Technologist/Managerial	Degree / Diploma
Technician	Certificate/Secondary 5-7
Craftsman	Craft Certificate/Below Secondary 5

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

Job Level	Preferred Education
Managerial	Degree
Supervisory	Degree/Diploma
Technical Support	Diploma Certificate

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 2.12 and 2.13:

**Table 2.12 : Employers' Views on Preferred Period of Training in the Printing Industry**

Job Level	Preferred Period of Training
Technologist/Managerial	2 to 4 years
Technician	2 to 3 years
Craftsman	1 to 3 years

**Table 2.13 : 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 4 years
Technical Support	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 2.14 and 2.15:

**Table 2.14 : 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 2.15 : 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 Support	On-the-job training

2.11 Details of employers' views 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 2.16 and 2.17:

**Table 2.16 : Distribution of Employees by Total Monthly Income Range in the Printing Industry**

Job Level	\$6,500 or below	\$6,501 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$25,000	\$25,001 - \$30,000	\$30,001 or above	Unspecified	Total
Technologist/Managerial	-	-	-	24	505	371	83	169	233	1 385
Technician	-	38	1 558	3 224	1 785	805	27	71	874	8 382
Craftsman	9	685	2 531	6 300	754	9	10	15	1 195	11 508
Unskilled	165	419	298	73	-	-	-	-	133	1 203
Total	174	1 142	4 387	9 621	3 044	1 185	120	255	2 550	22 478
Total Number of Employees in Percentage	0.8%	5.1%	19.5%	42.8%	13.6%	5.3%	0.5%	1.1%	11.3%	100%

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

Job Level	\$6,001 - \$8,000	\$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	23	161	225	248	58	329	1 046
Supervisory	-	7	507	563	914	268	19	-	759	3 037
Technical Support	82	659	1 634	1 115	69	16	-	-	1 252	4 827
Total	82	666	2 143	1 701	1 144	509	267	58	2 340	8 910
Total Number of Employees in Percentage	0.9%	7.5%	24.0%	19.1%	12.8%	5.7%	3.0%	0.7%	26.3%	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 2.18:

**Table 2.18 : 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	22 478	7 924	30 402	73.9%
Publishing Industry	8 910	4 891	13 801	64.6%
Total	31 388	12 815	44 203	71%

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

2.15 The survey revealed that about 54.5% and 90.5% 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 2.19 and 2.20.

**Table 2.19 : 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	110	1 774	1 706	-	3 590
10 - 49	57	233	147	4	441
50 & Over	9	58	8	7	82
All	176	2 065	1 861	11	4 113
Percentage of Firms	4.3%	50.2%	45.2%	0.3%	100%

**Table 2.20 : 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	71	717	63	-	851
10 - 49	34	107	18	6	165
50 & Over	14	38	2	14	68
All	119	862	83	20	1 084
Percentage of Firms	11.0%	79.5%	7.7%	1.8%	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 2.21 : 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	163	1 385	11.8%
Technician	436	8 382	5.2%
Craftsman	58	11 508	0.5%
Total	657	21 275	3.1%

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

2.17 The survey revealed that among 4 126 Hong Kong printing companies, 418 of them operated with production workshops in Mainland China and employed some 72 470 Mainland employees. The latter figure does not include employees who are Hong Kong residents. The distribution of the Mainland employees by job level is as below:

**Table 2.22 : Number of Employees in Mainland China  
in the Printing Industry**

Job Level	Number of Employees in Mainland China	Number of Employees in Hong Kong
Technologist/Managerial	561	1 385
Technician	2 447	8 382
Craftsman	69 462	11 508
Total	72 470	21 275

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

2.18 The survey revealed that among 1 150 Hong Kong publishing companies, 37 of them operated with production workshops in Mainland China and employed 276 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	27	1 046
Supervisory	40	3 037
Technical Support	209	4 827
Total	276	8 910

### ***Employees Promoted in the Printing Industry***

2.19 The survey revealed that there was 243 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
Newspaper Printing	-	-	36	36
Job Printing	13	133	26	172
Other Printing and Allied Industries	1	3	9	13
Containers and Boxes of Paper and Paperboard	-	-	-	-
Printing Agents	2	9	-	11
Selected Organizations	2	8	1	11
<b>Total</b>	<b>18</b>	<b>153</b>	<b>72</b>	<b>243</b>

### ***Employees Promoted in the Publishing Industry***

2.20 The survey revealed that there was 237 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 Support	Total
Publishing and Allied Industries	40	117	63	220
Wholesales of Books, Periodicals and Newspapers	-	7	-	7
Import and Export of Books, Periodicals and Newspapers	-	2	2	4
Selected Organizations	6	-	-	6
<b>Total</b>	<b>46</b>	<b>126</b>	<b>65</b>	<b>237</b>

## ***Employees' Major Difficulties in Recruitment in the Printing Industry***

2.21 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
Newspaper Printing	7	1	5
Job Printing	138	314	1 475
Other Printing and Allied Industries	33	40	409
Containers and Boxes of Paper and Paperboard	1	23	197
Printing Agents	85	158	1 167
Selected Organizations	5	13	29
<b>Total</b>	<b>269</b>	<b>549</b>	<b>3 282</b>

**Table 2.27 : Major Difficulties in Recruitment in the Printing Industry**

Reasons Job Level	Candidates Lacked the Relevant Skills/ Expertise	Candidates Lacked the Relevant Experience	Candidates Lacked the Relevant Academic Qualification	Candidates Language Skills were Poor	Candidates Found the Remuneration Package Not Attractive	Candidates were unwilling to work on Shift	Candidates were unwilling to work in Mainland China	Others	Total
Technologist / Managerial	1	10	1	3	5	-	-	-	20
Technician / Supervisory	90	97	42	45	45	46	21	29	415
Craftsman	24	106	3	2	37	28	-	2	202
<b>Total</b>	<b>115</b>	<b>213</b>	<b>46</b>	<b>50</b>	<b>87</b>	<b>74</b>	<b>21</b>	<b>31</b>	<b>637</b>

## ***Employers' Major Difficulties in Recruitment in the Publishing Industry***

2.22 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
Publishing and Allied Industries	41	103	523
Wholesales of Books, Periodicals and Newspapers	2	6	196
Import and Export of Books, Periodicals and Newspapers	6	28	128
Selected Organizations	6	9	10
<b>Total</b>	<b>55</b>	<b>146</b>	<b>857</b>

**Table 2.29 : Major Difficulties in Recruitment in the Publishing Industry**

Branch \ Reasons	Candidates Lacked the Relevant Skills/Expertise	Candidates Lacked the Relevant Experience	Candidates Lacked the Relevant Academic Qualification	Candidates Language Skills were Poor	Candidates Found the Remuneration Package Not Attractive	Candidates were unwilling to work on Shift	Candidates were unwilling to work in Mainland China	Others	Total
Managerial	3	5	-	2	2	-	-	-	12
Supervisory	10	26	6	8	25	3	3	2	83
Technical Support	13	27	5	10	16	7	-	3	81
<b>Total</b>	<b>26</b>	<b>58</b>	<b>11</b>	<b>20</b>	<b>43</b>	<b>10</b>	<b>3</b>	<b>5</b>	<b>176</b>

### ***Employees' Training Needs in the Printing 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 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	Trade and industry environment in Mainland China
	2	Quality management
	3	Production management
Technician/ Supervisory	1	Pre-press technique
	2	Printing technique
	3	Putonghua
Craftsman	1	Printing technique
	2	Pre-press technique
	3	Post-printing technique

### ***Employees' Training Needs in the Publishing Industry***

2.24 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	Marketing management
	2	Trade and industry environment in Mainland China
	3	Putonghua
Supervisory	1	Trade and industry environment in Mainland China
	2	Sales and customer service
	3	Media Technology
Technical Support	1	Sales and customer service
	2	Marketing
	3	Spoken English

2.25 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***

2.26 The survey revealed that in the publishing industry, 65 establishments engaged in electronic publishing of the type of online publishing (33 establishments) and CD-ROM (32 establishments). Also, 1 081 establishments did not engaged 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	Online Publishing	CD-ROM	No. of Employees
Publishing and Allied Industries	25	28	130
Wholesales of Books, Periodicals and Newspapers	-	-	-
Import and Export of Books, Periodicals and Newspapers	-	-	-
Selected Organizations	8	4	35
Total	33	32	165

## SECTION III

### CONCLUSIONS

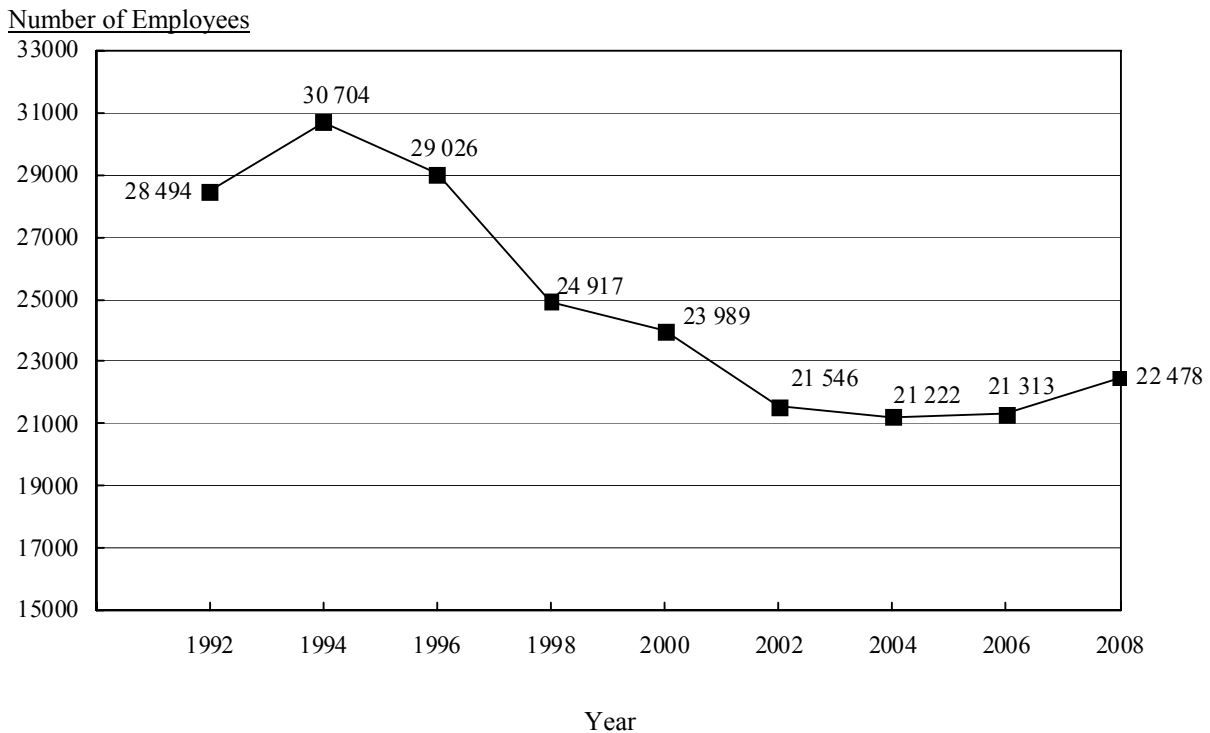
3.1 The Training Board has carefully examined the survey findings and considered that they generally reflect the employment situation of the printing and publishing industries at the time of the survey.

3.2 The fieldwork of the 2008 manpower survey was completed in October 2008, just at the outbreak of the worldwide financial crisis triggered by the US sub-prime mortgage problem. From the surveyed data, it seemed that the printing and publishing industries were not yet affected by the financial crisis instead the two industries enjoyed the benefits from the economy growth in the past two years.

3.3 The survey revealed that the printing industry's workforce had slightly increased at an annual rate of 2.7% from 21 313 employees to 22 478 employees since the last survey conducted in June 2006. The workforce of the publishing industry had also increased at an annual rate of 6% from 7 930 employees to 8 910 employees since the last survey. Figures 3.1 and 3.2 show the manpower situation of the printing industry and the publishing industry between 1992 and 2008:

#### (A) *Printing Industry*

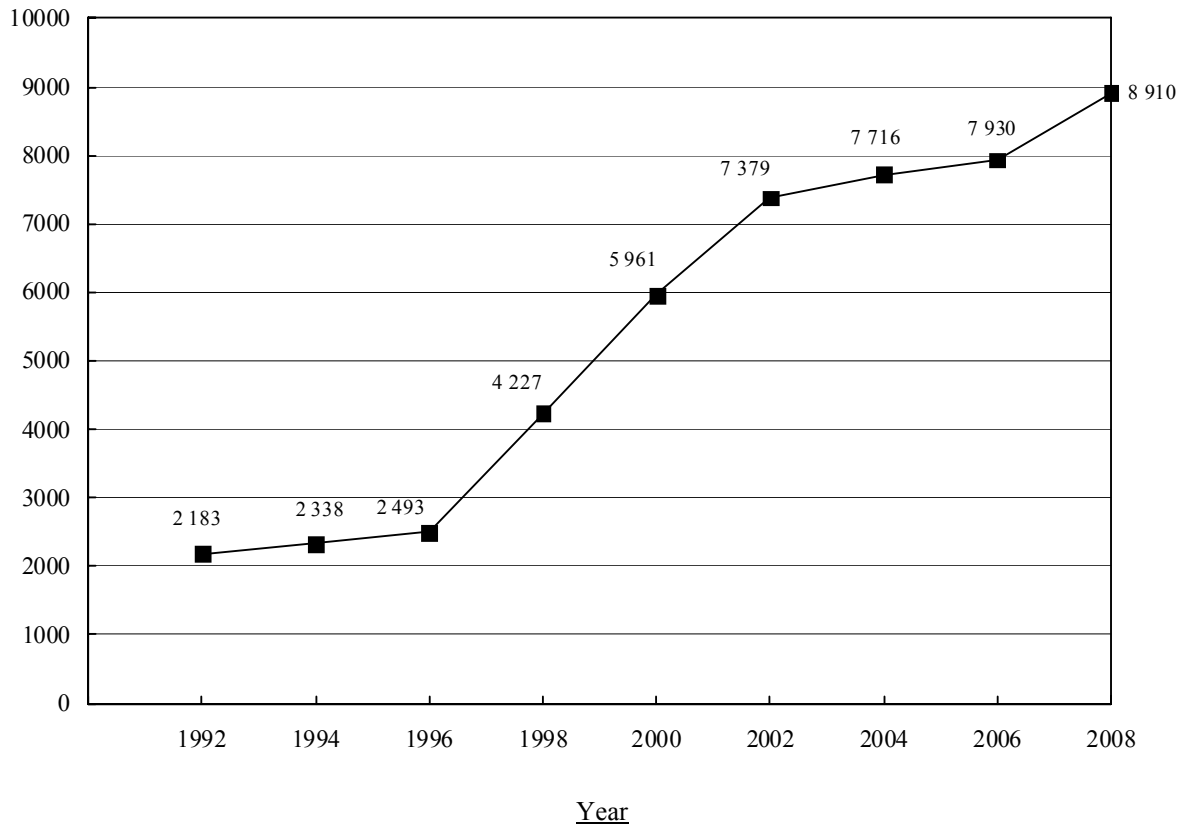
**Figure 3.1 : Manpower Situation of the Printing Industry  
Between 1992 and 2008**



(B) *Publishing Industry*

**Figure 3.2 : Manpower Situation of the Publishing Industry  
Between 1992\* and 2008**

Number of Employees



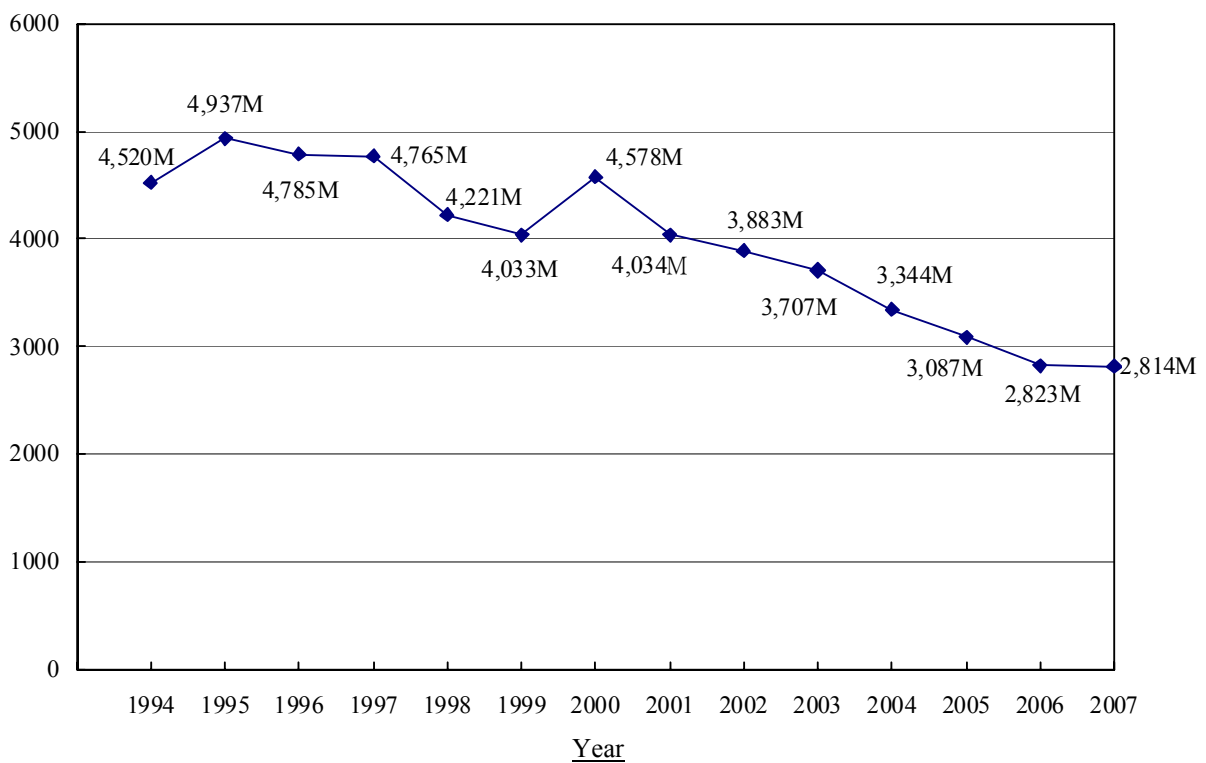
\* The surveys in 2000, 2002, 2004, 2006 and 2008 covered a wider scope than the previous surveys in 1992 and 1996 conducted by the former Advertising, Public Relations and Publishing Training Board.

## *Performance of the Printing Industry*

3.4 The domestic export value of printed matters in year 2000 recorded a total of HK\$4,578 million, and it gradually decreased to HK\$2,814 million in 2007. The performance of the domestic export value of printed matters between 1994 and 2007 is shown in Figure 3.3.

**Figure 3.3 : Domestic Export Value of Printed Matters between 1994 and 2007**

HK\$ Million

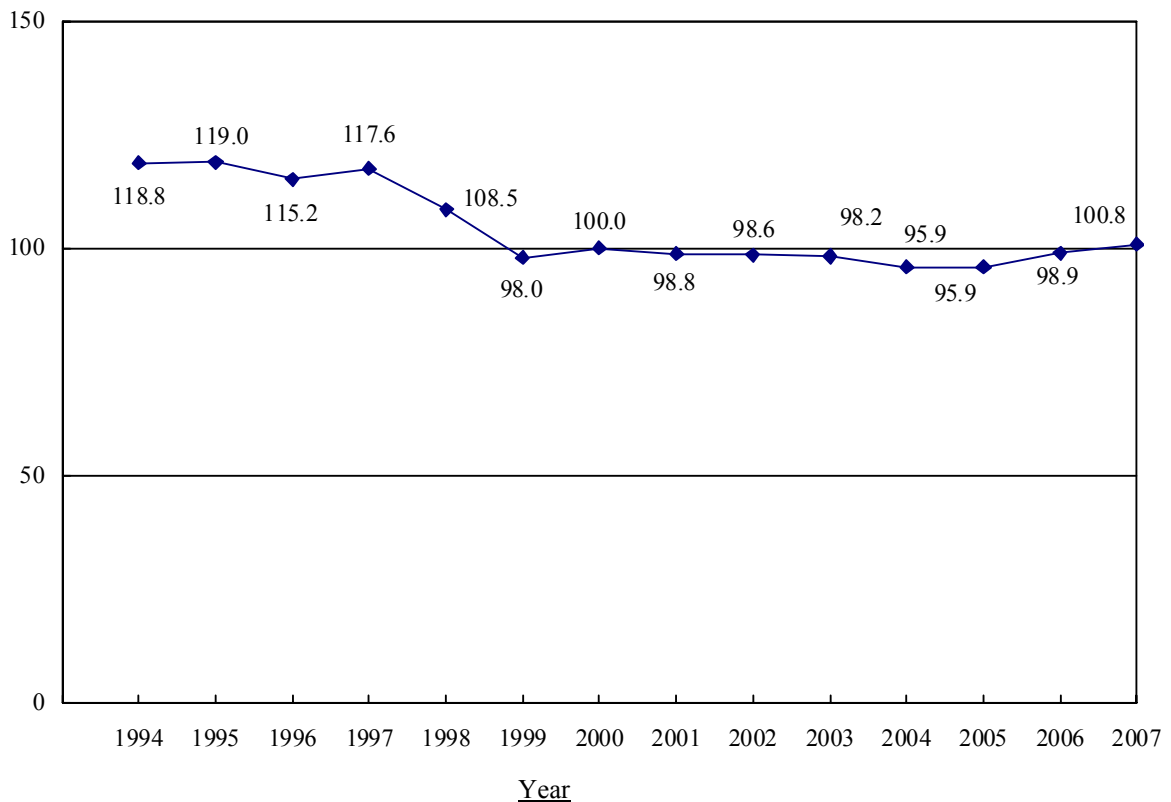


*Source: Hong Kong Trade Statistics, Census and Statistics Department*

3.5 The production index of the industry increased from 100 in the base year of 2000 to 100.8 in 2007, representing a slightly increase 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 Industry – Index of Industrial Production**

Index No.  
(2000 = 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 2002, the base year of the index the industrial production has been changed to 2000.

3.6 The data in paragraphs 3.4 & 3.5 reflect the continuous shifting of printing activities to the Mainland China, and that the transfer process has largely been stabilized.

## ***Manpower Changes by Branch***

### ***(A) Printing Industry***

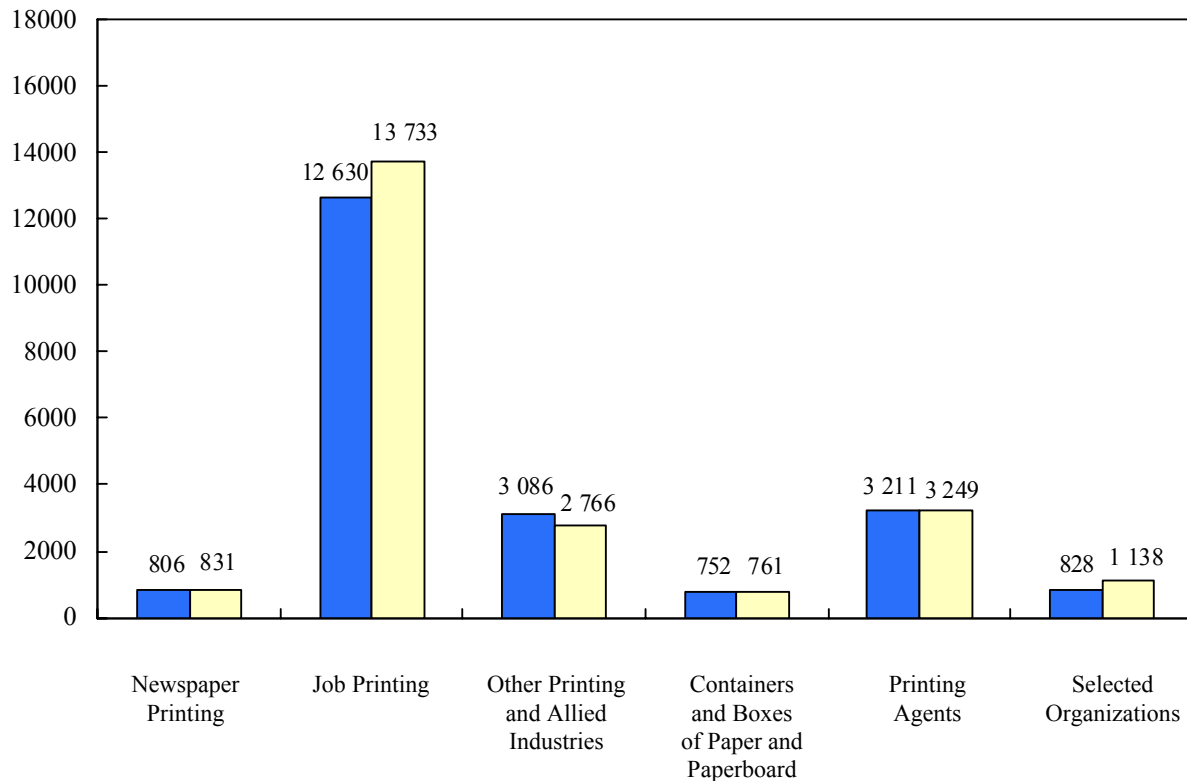
3.7 A breakdown of the manpower changes by branch between June 2006 and May 2008 is shown in Table 3.1 and Figure 3.5:

**Table 3.1 : Breakdown of Manpower Changes by Branch Between June 2006 and May 2008**

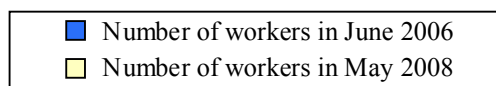
Branch	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
Newspaper Printing	806	831	+1.5%
Job Printing	12 630	13 733	+4.3%
Other Printing and Allied Industries	3 086	2 766	-5.3%
Containers and Boxes of Paper and Paperboard	752	761	+0.6%
Printing Agents	3 211	3 249	+0.6%
Selected Organizations	828	1 138	+17.2%
Total	21 313	22 478	+2.7%

**Figure 3.5 : Manpower Changes by Branch in between June 2006 and May 2008**

Number of Employees



Branch



3.8 The survey revealed that the technical manpower of the job printing branch had increased by 4.3% per annum from 12 630 in June 2006 to 13 733 in May 2008. This was attributable to an increase in the number of digital printing establishments following the increasing demand of such service in the local economy. During the same period there was a significant annual increase of 17.2% of manpower from 828 to 1 138 in selected organizations branch. The result was mainly due to the great increase in manpower in printing suppliers and metal can printing firms indicating that there was a strong demand of their services in the past two years.

3.9 On the other hand, there was an annual decrease of 5.3% of technical manpower from 3 086 in June 2006 to 2 766 in May 2008 in the other printing and allied industries branch. This might be attributed to the continuous shifting of some printing jobs operated in the Mainland and the growth in demand of digital printing.

3.10 The mild annual increase of 1.5%, 0.6% and 0.6% of manpower in the other 3 branches of newspaper printing, containers and boxes of paper and paperboard, and printing agents respectively showed that a stable manpower demand in these branches.

(B) *Publishing Industry*

3.11 A breakdown of the manpower changes by branch between June 2006 and May 2008 is shown in Table 3.2 and Figure 3.6:

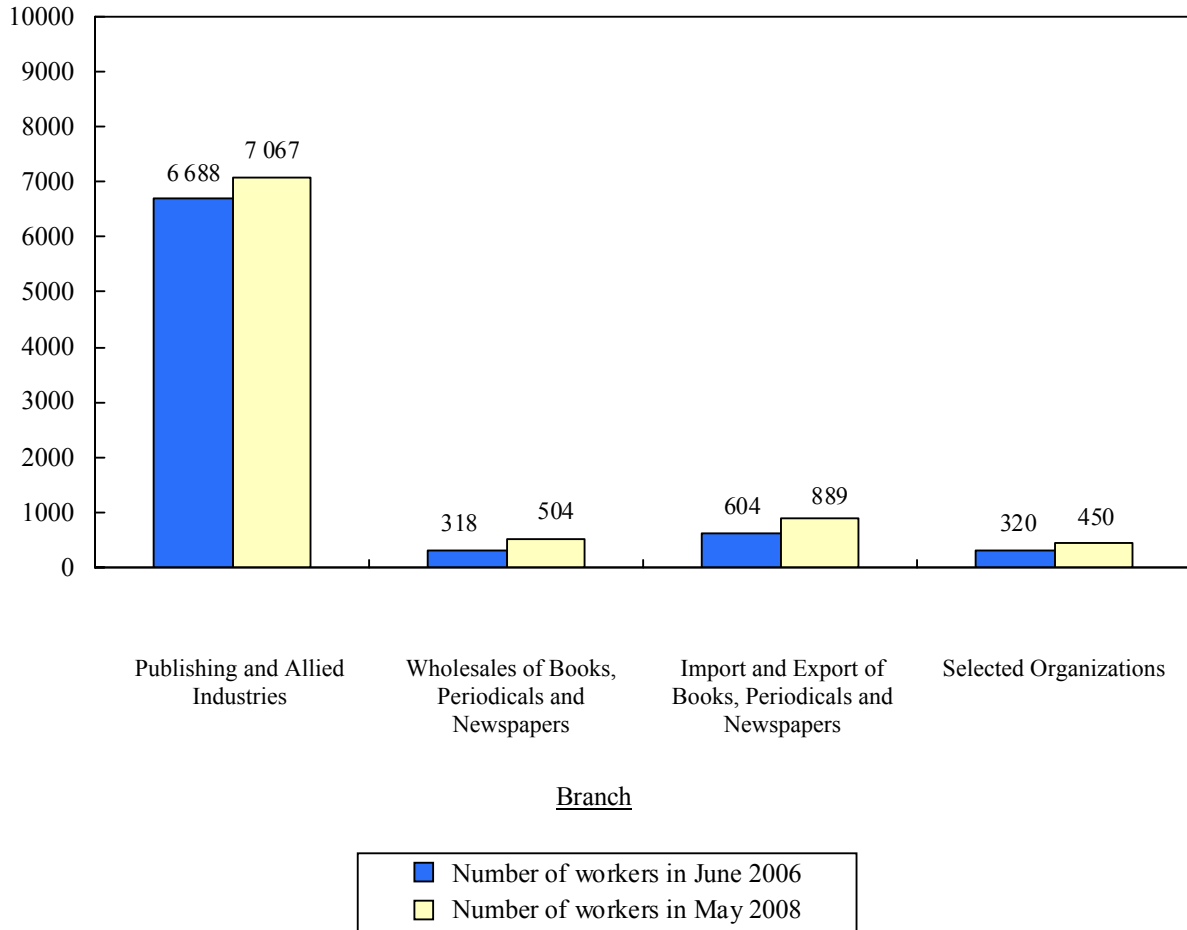
**Table 3.2 : Manpower Changes by Branch  
between June 2006 and May 2008**

Branch	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
Publishing and Allied Industries	6 688	7 067	+2.8%
Wholesales of Books, Periodicals and Newspapers	318	504	+25.9%
Import and Export of Books, Periodicals and Newspapers	604	889	+21.3%
Selected Organizations	320	450	+18.6%
Total	7 930	8 910	+6.0%



**Figure 3.6 : Manpower Changes by Branch  
between June 2006 and May 2008**

Number of Employees



3.12 The findings revealed that there was significant increase in the number of employees across the 4 branches of the publishing industry in the past two years. The total technical manpower of the publishing industry had increased by 6.0% per annum from 7 930 in June 2006 to 8 910 in May 2008. The survey also showed that there was an increase in number of establishments (a total of 221) in all branches when compared with those of the same branches in June 2006. This might be accounted for the preparation for the 334 Educational Reform and the continuous import of books, periodicals and newspapers from the Mainland.

## ***Manpower Changes by Job Level in the Printing Industry***

### ***The Industry***

3.13 The manpower changes of the printing industry between 2006 and 2008 is shown in Table 3.3:

**Table 3.3 : Manpower Changes by Job Level between June 2006 and May 2008**

Job Level	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
Technologist/Managerial	1 185	1 385	+8.1%
Technician	7 544	8 382	+5.4%
Craftsman	11 370	11 508	+0.6%
Unskilled	1 214	1 203	-0.5%
Total	21 313	22 478	+2.7%

### ***Technologist/Managerial Level***

3.14 The survey revealed an increase of 8.1% per annum in manpower for the technologist/managerial level from 1 185 in 2006 to 1 385 in 2008. Owing to the growth of the printing market in the past two years, employers hired more and more technologists to meet the keen competition worldwide. Also, some printers with production operations in the Mainland further expanded their production capacities there to cope with the economic boom. A breakdown of the manpower changes is shown in Table 3.4:

**Table 3.4 : Manpower Changes by Principal Job between June 2006 and May 2008**

Principal Job	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
General Manager	152	236	+24.6%
Production Manager/ Quality Manager	388	376	-1.6%
Sales/Customer Services/ Marketing Manager	565	717	+12.7%
Procurement Manager	61	37	-22.1%
IT Manager (Printing)	19	19	0%
Total	1 185	1 385	+8.1%

### ***Technician Level***

3.15 The survey also revealed an increase in the number of technicians, from 7 544 in June 2006 to 8 382 in May 2008. The latter number included 1 648 employees reported under the five principal jobs in the survey for the second time. They included designer / design officer, prepress technician, purchasing officer / controller, technical services / products (printing) technician, information technology (printing) technician. A breakdown of the manpower changes is shown in Table 3.5:

**Table 3.5 : Manpower Changes by Principal Job between June 2006 and May 2008**

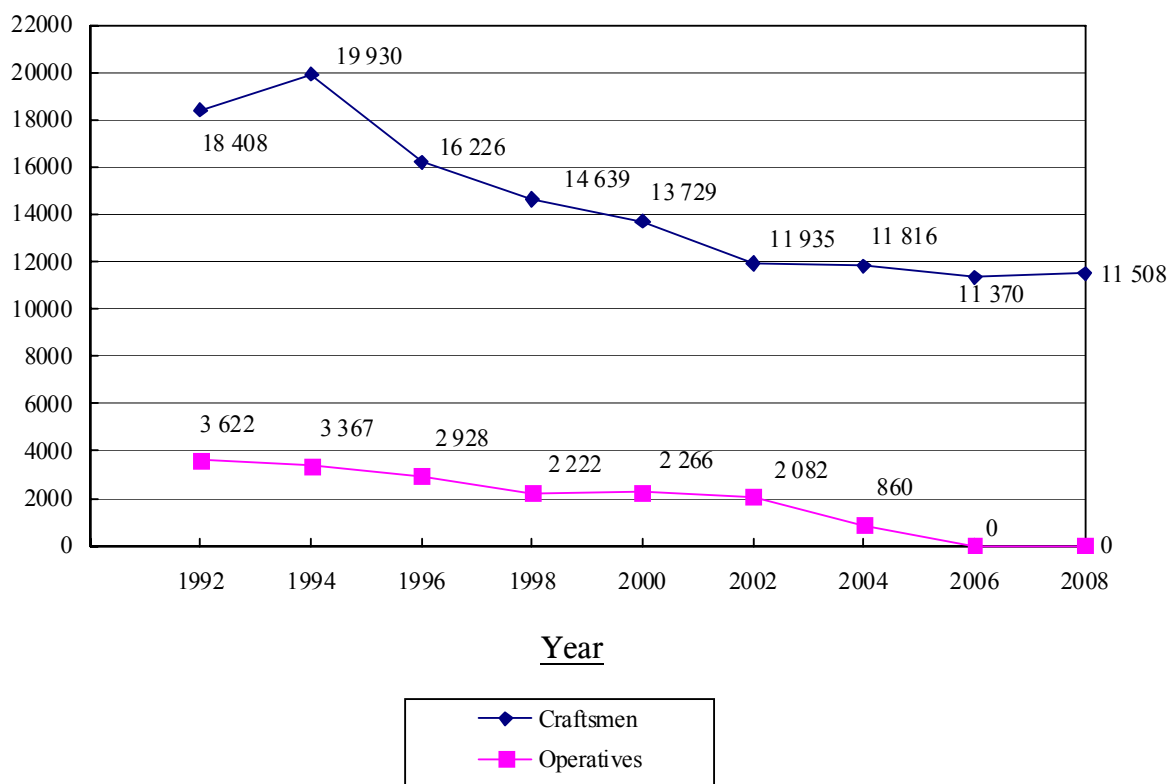
Principal Job	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
Cost Estimator/ Sales Representative	4 129	4 478	+4.1%
Production Planner/ Controller/Customer Services Co-ordinator/ Quality Controller	1 238	1 205	-1.3%
Overseer/Supervisor	749	680	-4.7%
Electrical & Mechanical Maintenance Technician (Printing)	272	371	+16.8%
Designer/Design Officer	384	460	+9.5%
Prepress Technician	527	600	+6.8%
Purchasing Officer/ Controller	135	262	+39.3%
Technical Services/Products (Printing) Technician	42	197	+116.6%
Information Technology (Printing) Technician	68	129	+37.7%
Total	7 544	8 382	+5.4%

### *Craftsman and Operative Levels*

3.16 The survey revealed that there was an increase of 0.6% per annum in the number of craftsmen between the two years, while jobs from operative levels were deleted from the survey since 2006. Details of the manpower changes are depicted in Figure 3.7:

**Figure 3.7 : Manpower Changes at Craftsman and Operative Levels between June 1992 and May 2008**

#### Number of Workers



## ***Manpower Changes by Job Level in the Publishing Industry***

3.17 The manpower changes of the publishing industry by job level between 2006 and 2008 are shown in Table 3.6:

**Table 3.6 : Manpower Changes by Job Level between June 2006 and May 2008**

Job Level	No. of Employees in June 2006	No. of Employees in May 2008	Change Per Annum
Managerial	944	1 046	+5.3%
Supervisory	2 593	3 037	+8.2%
Technical Support	4 393	4 827	+4.8%
Total	7 930	8 910	+6.0%

### ***Managerial Level***

3.18 The survey revealed a slight increase in the number of managers. A breakdown of the manpower changes is shown in Table 3.7:

**Table 3.7 : Manpower Changes by Principal Job between June 2006 and May 2008**

Principal Job	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
Managing Director/ General Manager/Publisher	203	227	+5.7%
Editorial Director/Chief Editor	191	220	+7.3%
Design Director/Art Director	88	96	+4.4%
# Production Director/ Production Manager	66	68	+1.5%
Marketing Director/ Marketing Manager	127	147	+7.6%
Sales Director/Sales Manager (Newspaper and Magazine Publications)	144	143	-0.3%
Sales Director/Sales Manager (Book Publications)	43	67	+24.8%
Editorial Manager	82	78	-2.5%
Total	944	1 046	+5.3%

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

### *Supervisory Level*

3.19 The survey also revealed a gentle increase in the number of supervisors. A breakdown of the manpower changes is shown in Table 3.8:

**Table 3.8 : Manpower Changes by Principal Job between June 2006 and May 2008**

Principal Job	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
Commissioning Editor/ Acquisition Editor/ Senior Editor/Editor	1 225	1 415	+7.5%
Senior Designer	298	307	+1.5%
# Production Supervisor	105	98	-3.4%
Sales Supervisor	522	625	+9.4%
Marketing/Publicity Supervisor	187	219	+8.2%
Customer Services Supervisor/Officer (Text Books)	140	172	+10.8%
Circulation Supervisor (Magazine & Newspapers)	116	201	+31.6%
Total	2 593	3 037	+8.2%

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

### *Technical Support Level*

3.20 The survey revealed an increase in the number of technical support staff. A breakdown of the manpower changes is shown in Table 3.9:

**Table 3.9 : Manpower Changes by Principal Job between June 2006 and May 2008**

Principal Job	Number of Employees in June 2006	Number of Employees in May 2008	Change Per Annum
Assistant Editor/Copy Editor/ Art Editor/Proof Reader	1 425	1 721	+9.9%
Art Designer/ Illustrator	719	782	+4.3%
△ Desktop Publishing (DTP) Operator	301	336	+5.7%
# Production Assistant	96	99	+1.6%
Sales Representative/ Sales Executive	1 464	1 446	-0.6%
Marketing/Publicity Assistant	352	426	+10.0%
Other Publishing Related Jobs (Programmer and Designer / Cartography)	36	17	-31.3%
Total	4 393	4 827	+4.8%

# Same job nature as the craftsman in the printing industry.

△ Same job nature as Electronic prepress system craftsman in the printing industry.

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

#### **(A) *Printing Industry***

- (a) The trend of moving towards higher end production and adoption of more advanced technology was continuing, which contributed to a significant annual increase in manpower of 8.1% and 5.4% at the technologist / managerial and technician levels respectively. By such increase of manpower, more and more printing companies had strengthened their technical manpower with a view to fulfil the more demanding market;

- (b) The total number of general manager and production / quality manager increased from 540 to 612 (+6.5% per annum) whereas the number of production planners / controllers / supervisors decreased from 1 987 to 1 885 (-16.1% per annum) which showed that Hong Kong printing companies had recruited more mainland workers to take up the supervisory roles;
- (c) There was a slightly increase in the number of printing agents due to some small and medium printing companies continued to convert their business to sales and supplies agents;
- (d) The number of sales / marketing managers and cost estimators / sales representatives rose from 565 to 717 and from 4 129 to 4 478 representing an annual increase of 12.7% and 4.1% respectively. This reflected the growing business activities generated by the continuous thriving of the Mainland's economy in the past two years;
- (e) Since their first introduction in the 2006 survey, the manpower demand for the 5 principal jobs of design / design officer, prepress technician, purchasing officer / controller, technical services / products (printing) technician and information technology (printing) technician were high. The total number of manpower of the 5 principal jobs was 1 648 which represented a notable annual increase of 19.4%;
- (f) The manpower at craftsman level was stable as there was only a slightly annual increase of 0.6%. There was a general annual manpower increase in offset lithographic (+1.3%), printing machine craftsman (offset litho – web-fed) (+5.8%) and printing machine craftsman (offset litho – sheet-fed) (+18.6%), which showed that the offset printing was still in great demand.

**(B) *Publishing Industry***

- (a) There was a general annual increase of manpower at all the 3 job levels of 5.3%, 8.2% and 4.8% at managerial, supervisory and technical support respectively, resulting an overall annual manpower increase of 6% for the publishing industry in the past two years.



- (b) The significant increase in manpower was recorded in the sales and marketing jobs at all 3 job levels. The prominent increase in manpower were sales director / sales manager (book publications) and customer services supervisor / officer (text book), which had annual manpower increase of 24.8% and 10.8% respectively. This reflected the strong demand of publicizing of new text books for the 334 Educational Reform and imported books, periodicals and newspapers in the industry;
- (c) For the same reason as stated in (b), the annual manpower increase of 7.3%, 7.5% and 9.9% were recorded in editorial principal job of editorial director / chief editor, commissioning editor / acquisition editor / senior editor / editor and assistant editor / copy editor / art editor / proof editor respectively at the 3 job levels.

### ***Comparison of Manpower Outturns with Training Board Forecasts***

#### **(A) *Printing Industry***

3.22 Table 3.10 compares the actual outturns (i.e. the number of employees plus vacancies) with the forecasts made by the Training Board in 2006:

**Table 3.10 : Comparison of 2008 Manpower Outturn with Training Board's Forecast made in 2006**

Job Level	Actual Outturn in 2008	Training Board's Manpower Forecast for 2008	Forecast Compared with Actual Outturn
Technologist/Managerial	1 385	1 439	+1.9%
Technician	8 383	8 587	+1.2%
Craftsman	11 552	11 176	-1.6%

3.23 The forecasts of manpower demand made by the Training Board two years ago were higher than the actual outturns at the technologist/managerial and technician levels, but lower at the craftsman level. The deviations at the three job levels between the actual outturns and the forecasts of the Training Board were quite close as they were within  $\pm 2\%$  range.

#### **(B) *Publishing Industry***

3.24 The actual outturns (i.e. the number of employees plus vacancies) compared with the forecasts made by the Training Board in 2006 is shown in Table 3.11:

**Table 3.11 : Comparison of 2008 Manpower Outturn with Training Board's Forecast made in 2006**

Job Level	Actual Outturn in 2006	Training Board's Manpower Forecast for 2006	Forecast Compared with Actual Outturn
Managerial	1 046	952	-4.6%
Supervisory	3 037	2 618	-7.2%
Technical Support	4 827	4 646	-1.9%

3.25 The forecasts made by the Training Board were lower than the actual outturns at all job levels. The deviations between the actual outturns and the Training Board's forecasts were attributable to the significant increase in number of establishments (a total of 221) included in the survey.

## ***Business Outlook***

### ***Overview***

3.26 Between the period of June 2006 and May 2008, the printing and publishing industries were benefitted by the continuous growth of both local and the Mainland China economies after a strong rebound from recession a few years ago. However, the outbreak of the financial crisis in September 2008 caused deteriorating conditions in the worldwide economy and financial system. It also had a great impact on Hong Kong printing and publishing industries. As the result, the Government of the Hong Kong Special Administrative Region like the other governments over the world, had imposed specific options to address the challenges raised by the financial crisis. The main aims were to overcome it, to turn it into new business opportunities and to enhance Hong Kong's competitiveness. The main specific options related to the two industries included the followings:

- (a) The provision of liquidity assistance to the banking system, provision of full deposit guarantee and establishment of a Continent Bank Capital Facility;
- (b) Extension of flexibility in the use of the loans under the SME (small and medium enterprises) Loan Guarantee Scheme and the guarantee period for the Working Capital Loan together with the setting up a Special Loan Guarantee Scheme;
- (c) Gradually starting the 10 major Infrastructure Projects aiming for stimulating economic growth;
- (d) Provision of Hong Kong's technological development through financial and infrastructural support, manpower training and co-operation with the Mainland; and

- (e) The establishment of an \$18 billion Research Endowment Fund for increasing research capacities and more high value-added enterprises to Hong Kong.

3.27 In December 2008, the Central Government introduced 14 measures to support Hong Kong's financial stability and economic development after its introduction a Renminbi 4-trillion stimulus package last November. Also, with the existing benefit of zero imported tariffs in the Mainland since the implementation of the third phase of the Mainland and Hong Kong Closer Economic partnership Arrangement (CEPA III) in January 2006, and following China's accession to the WTO in December 2001, the opening of the Mainland market still provides considerable opportunities for Hong Kong firms.

3.28 The Co-operation agreement between Guangdong and Hong Kong as the effective implementation of and follow-up on the "Outline of the Plan for the Perform and Development of the Pearl River Delta" (the Outline) published by the National Development and Reform Commission in January this year, will have a great effect on both local and nation economies in the near future.

### ***Printing Industry***

3.29 In view of the above measures, supports and opportunities, the Training Board believes that the Hong Kong printing industry will be benefited. From the past experience, the Training Board also believes that the industry will be gradually recovered from the present financial meltdown.

3.30 However, the Mainland's Labour Contract Law together with Processing Trade Policy and the growing popularity of green concept resulting the tightening of environment laws in China and other countries, had imposed great pressure on the printing industry in the past years. It is expected that such pressure will continue in the coming years.

3.31 Also, the sharp increase of the appreciation of Renmibi, rise in wage, taxes and duties, and price increase in energy and materials will still make the operating cost at a high level. On the other hand, other than the Mainland enterprises, other Asian ones have continuously posed a strong competition to the printing industry.

3.32 In the light of such competition, more printing employers are expected to continue to diversify their business from manufacturing to trading. As a result, more skilled workers at technologist and technician levels are required to cater for the future manpower needs at these levels.

3.33 The increasing demand of digital print services causes more employers to continue to invest in advanced printing technology and equipment. On the other hand, more printing firms are providing "total-solution service" as a response to such growing demand from their customers, especially those from overseas.

## *Publishing Industry*

3.34 Different from the printing industry, the publishing industry did not suffer as much as the previous one by the recently financial crisis. This attributed to development of text books and related materials for the new senior secondary school under the 334 Educational Reform and a quite stable local general publishing market. From the employers' forecast of a 0.1% increase in manpower in May 2009 when compared with that surveyed in May 2008, it showed that the publishing companies had a cautious view in future business and streamlined manpower team would be usually kept. However, in view of the above situation and people in general keep the habit of reading, the Training Board estimates that the industry will continue to be steady for the following reasons:

(a) *Textbook Publishing*

The 334 Educational Reform leading to the development of the new senior secondary curriculum will be launched in September 2009. Monitoring of the outcomes and further development of the curriculum are expected in the coming years. Thus, the demand for new text books will be maintained and stable.

(b) *General Book Publishing*

With the effect of China's accession to WTO, the imported books, periodicals and newspaper are expected to continue to grow. It also helps to spur the output of the local publishing trade. Some publishers would continue to find opportunities expanding their import and export trade business to the Mainland and Taiwan. With consideration of the impact of present financial crisis, it will attract less new publishers to the industry. However, from the increase of number of exhibitors in the Hong Kong Book Fair from 434 in 2006 to 475 in 2007 and 485 in 2008, the overall business of the industry is expected to be stable.

(c) *Magazines Publishing*

Magazines are the main choice in daily life for people with the habit of reading. They also serve a convenient and cheaper entertainment as well as information source for various people of different ages. This sector is less affected by the financial crisis and expected to start to grow when the crisis comes to the end.

(d) *Web Publishing*

With the rapid growth of the Internet, web publishing and online bookstores are always potential business. According to the 2008 surveyed data, there were 33 out of 1 150 establishments (2.9%) engaged in electronic publishing of the type of online publishing. It is expected to grow when the technology becomes more mature and more readers and consumers get used to the business.

## ***Future Technological Developments***

### **(A) *Printing Industry***

3.35 The increasing demand for automatic high speed printing with high quality, shorten production time, cost reduction and accuracy further enhance the trend of digital printing. Digital printing includes electrophotographic, inkjet and leaser printing processes. Among them, inkjet offers the largest selection of inks, substrates and print formats. Also inkjet printing has a high degree of image resolution and the ability of printing on special materials.

3.36 The growing popularity and importance of green printing is another key technological development in the printing industry. As publishers and other users pledge to be more environmentally friendly, printing firms are required to use recycled paper, UV ink and the ink based on beans and chemical-free plate.

3.37 With the blooming of the Internet, web-to-print and networked print production are important future trends for the printing industry. The web-to-print system provides an exact preview of the layout for display in the web-browser and generates the print ready copy. It is often in the forms of a PDF. The web-to-print portal and the integration of print applications via Job Definition Format (JDF) into the print and prepress workforce has been an area of development.

### **(B) *Publishing Industry***

3.38 The Government of the Hong Kong Special Administrative Region has set up a special group to promote e-learning at school. In May 2009, more than 40 primary schools switched to an electronic learning (web-based) system as a first step towards electronic textbooks. At this stage, the textbook contents are designed by teachers and the system requires substantial technical support and maintenance fee. In the near future, e-book will grow when the technology is more mature and the price of hardware tools, i.e. computer and related web-based system, comes down. Also, the copyright issue is required to be solved in an acceptable way by all parties involved. Then, it is predicted that e-book technology will bring about a lucrative opportunity to the publishing industry.

## ***Forecast of Future Manpower***

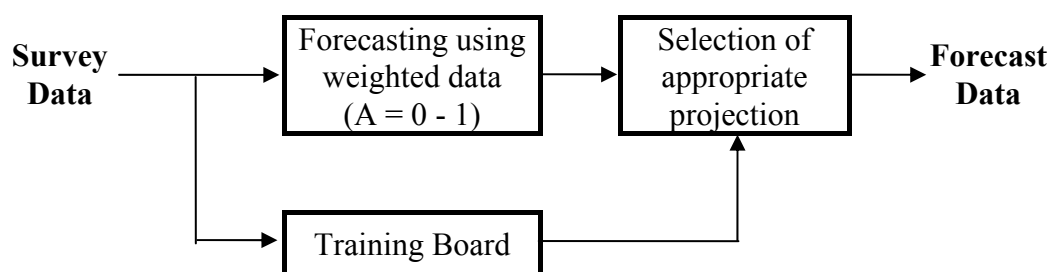
### ***Past Manpower Requirement***

3.39 Without consideration of 2008 Financial Crisis and based on the previous historical trend, normal business outlook of the printing and publishing industries, and the capability of manpower absorption of the two industries, the Training Board forecasts that there will be a steady of manpower increase for the coming 3 years (2009 - 2011). Also, the Training Board expects a low turn-over rate of manpower in the coming three years and suggests the normal natural wastage rate of 3% be used for the loss of manpower of industry, i.e. workers leaving the two industries through retirement, migration to other industries and other causes.

3.40 Taking the above into consideration as well as employers' forecast on manpower requirement in 2009 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 2009 - 2011.

**(A) Printing Industry**

3.41 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:



3.42 Having examined the past and present survey data, and considered the future developments of the printing industry, the Training Board considers that the demand for technologists and technicians will continue to increase in the next few years.

3.43 From the above estimates, the additional manpower required by the industry at the technologist, technician and the craftsman levels in the next three years are as follows:

**Table 3.12 : Annual Manpower Demand in the Printing Industry for 2009/11 (Past Manpower Trend)**

Job Level	Annual Average Additional Demand for Employees			
	Forecast Growth (A)	Wastage (B)	Total (A) + (B)	(±10% Range)
Technologist/Managerial	74	44	118	106 - 130
Technician	325	266	591	532 - 650
Craftsman	47	347	394	355 - 433

(B) *Publishing Industry*

3.44 The AFM is also adopted for manpower projections in the publishing industry. In view of the relatively young workforce, the Training Board also adopts a wastage rate of 3% for manpower at the managerial, supervisory and technical support levels in the next three years.

3.45 From the above estimates, the annual additional manpower demand in the next three years are as follows:

**Table 3.13 : Annual Manpower Demand in the Publishing Industry for 2009/10 (Past Manpower Trend)**

Job Level	Annual Average Additional Demand for Employees			
	Forecast Growth (A)	Wastage (B)	Total (A) + (B)	(±10% Range)
Managerial	50	34	84	76 - 93
Supervisory	68	94	162	146 - 178
Technical Support	81	148	222	200 - 244

***With Consideration of 2008 Financial Crisis***

3.46 The field work of the 2008 manpower survey completed in October 2008, just before the outbreak of the worldwide financial crisis triggered by the US sub-prime mortgage problems. The crisis later caused major global economies into recession. At present, it seems that there are no indications when the current downturn will end. However, based on the past experience and the measures taken by the Government of the Hong Kong Special Administrative Region and the Central Government, the Training Board has a fairly optimistic view that the printing and publishing industries will be benefited and gradually recovered from the economic downturn.

3.47 Based on Members' experience and knowledge of the manpower characteristics of the industry together with the present economic situation, the Training Board has estimated that the manpower demand of the printing and publishing industries for the coming year, 2009, will be just for the training of wastage (at the rate of 3%). They are given in Tables 3.14 and 3.15 respectively below. Breakdowns of the training requirements into principal jobs of the printing and publishing industries are shown in Appendices 17 and 18 respectively.

(A) *Printing Industry*

**Table 3.14: Estimated Training Requirement in the Printing Industry for 2009 (With Consideration of 2008 Financial Crisis)**

Job Level	Annual Training Demand	±10% Range
Technologist/Managerial	42	38 - 46
Technician	251	226 - 276
Craftsman	345	310 - 380

(B) *Publishing Industry*

**Table 3.15: Estimated Training Requirement in the Publishing Industry for 2009 (With Consideration of 2008 Financial Crisis)**

Job Level	Annual Training Demand	±10% Range
Managerial	31	28 - 34
Supervisory	91	82 - 100
Technical Support	145	130 - 160

3.48 Expecting a mild growth in manpower demand of the printing and publishing industries from 2010 to 2011, the Training Board has also estimated the average annual training requirements of the different job levels for the coming 2 years to cover both growth and wastage. They are given in Tables 3.16 and 3.17 respectively below. A breakdown of the training requirements into principal jobs of the printing and publishing industries are shown in Appendices 17 and 18 respectively.



(A) *Printing Industry*

**Table 3.16: Average Annual Estimated Training Requirements in the Printing Industry for 2010 - 2011 (With Consideration of 2008 Financial Crisis)**

Job Level	Annual Training Demand	±10% Range
Technologist/Managerial	72	65 - 79
Technician	365	329 - 401
Craftsman	370	333 - 407

(B) *Publishing Industry*

**Table 3.17: Average Annual Estimated Training Requirements in the Publishing Industry for 2010 - 2011 (With Consideration of 2008 Financial Crisis)**

Job Level	Annual Training Demand	±10% Range
Managerial	59	53 - 65
Supervisory	109	98 - 120
Technical Support	155	139 - 171

3.49 The Training Board will conduct another manpower survey in 2010 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.

***Manpower Demand and Supply Analysis***

3.50 The printing industry has a projected annual demand for 38 – 46 and 65 –79 technologists for 2009 and 2010 - 2011 respectively. Together with the demand for some 2 and 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 be 40 – 48 for 2009 and 68 – 83 for 2010 - 2011.

3.51 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 recruit their technologists through the promotion of competent technician level workers or directly recruit higher diploma students of the Hong Kong Design Institute (HKDI) or university graduates.

3.52 Meanwhile, the Department of Printing & Digital Media of the HKDI is the only local institute supplying manpower at Higher Diploma level in the printing discipline. The planned output is as follows:

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2008/09</u>	<u>2009/10</u>	<u>2010/11</u>
<u>Full-time</u>			
Higher Diploma in Lifestyle Publishing	40	45	45
Higher Diploma in Advertising, Packaging and Branding	55	77	92
Higher Diploma in Commercial Printing and Digital Media Publishing	54	46	52
Higher Diploma in Photography and Graphic Imaging	19	14	14
	168	182	203

3.53 In view of present financial situation, the output from the HKDI can meet the projected demand for the printing industry in the coming 3 years. However, it should be noted that some of the higher diploma graduates may join technician level jobs in the industry.

3.54 The forecast demand for technicians in the printing industry is 226 – 276 and 329 – 401 annually for 2009 and 2010 - 2011 respectively. Together with a demand for some 3 – 4 production supervisors in the publishing industry for 2009 and 2010-2011 as mentioned in Appendix 18, the total annual demand of the industry for technicians will be 229 – 280 for 2009 and 332 – 405 for 2010-2011.

3.55 Based on the information provided by the Printing Industry Training Centre (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>2008/09</u>	<u>2009/10</u>	<u>2010/11</u>
Technician Foundation Course in Printing Digital Workflow Production	20	-	-
Diploma in Vocational Studies (Advertising, Packaging and Printing)	25	25	25
Diploma in Vocational Studies (Graphic Communications)	25	25	25
Total:	70	50	50

3.56 The total output from the Training Centre is much lower than the projected demand. 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 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.

3.57 For the craftsman level, the forecasted demand for craftsmen would be 310 – 380 and 333 – 407 annually for 2009 and 2010-2011 respectively in the printing industry. Together with the demand of total 2 – 4 printing craftsmen (production assistant) for 2009 and 2010-2011 as mentioned in Appendix 18 in the publishing industry, the total annual demand of the industry for craftsmen will be 312 – 384 for 2009 and 335 – 411 for 2010-2011.

3.58 Based on the training capacity of the Printing Industry Training Centre (the only local institute providing full-time craftsman courses on printing), the supply of craft graduates will be:

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2008/09</u>	<u>2009/10</u>	<u>2010/11</u>
Basic Craft Course in Digital Print Media Publishing Techniques	5	-	-
Basic Craft Course in Computer-aided Printing and Finishing Techniques	2	-	-
Diploma in Vocational Studies (Advertising, Packaging and Printing)	15	12	15
Diploma in Vocational Studies (Graphic Communications)	12	12	15
Total:	34	24	30

3.59 The total output from the Training Centre 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.

## SECTION IV

### RECOMMENDATIONS

4.1 The global financial crisis happened in 2008 and continued to impact major global economies in 2009 and it seems that there are no indications when it will come to an end. In the meantime, the Government of the Hong Kong Special Administrative Region and the Central Government have introduced a series of measures to ensure the stability of financial institution and market to bolster public confidence. In view of these measures and the past experience, the Training Board has a fairly optimistic view that the printing and publishing industries will be benefited by these measures and led to recover from the economic downturn. Thus, the Training Board recommends the following measures for employers to consider when preparing for the recovery from present economic downturn:

- (i) To re-engineer and streamline business to make company more effective and efficient than before;
- (ii) To further strengthen the overall skill level and competency of the staff, especially the technical workforce, through appropriate training;
- (iii) To continue to explore new business in the most cost effective way as to strengthen market share;
- (iv) To continue to maintain and to deepen strong partnership with important customers and to establish new partnership with potential customers; and
- (v) To use or develop green products consuming less energy.

4.2 Regarding the strength of skill and competency of staff, the Training Board suggests that on top of the individual company's training requirements, the "Employees' Training Needs" at Appendix 15 for printing industry and Appendix 16 for publishing industry will be a good reference on various aspects of training for employees of the two industries. In this particular situation, employers are recommended to step up their training efforts in order to ensure supply of well equipped manpower to meet the business opportunities from the recovery of present financial downturn. The Training Board also recommends Vocational Training Council and other training organizations to keep a close view on the above training requirements of the printing and publishing industries and provide such needs in time.

4.3 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**

4.4 At the time of the survey, there were only 45 trainees in the printing industry; and no trainees in the publishing industry. 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.

4.5 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 in 2009**

<i>Job Level</i>	Recommended Annual Intake	
	Printing Industry	Publishing Industry
Technologist/Managerial	42	31
Technician/Supervisory	251	91
Craftsman/Technical Support	345	145

**Table 4.2 : Recommended Number of Trainees to be Taken on Annually from 2010 to 2011**

<i>Job Level</i>	Recommended Annual Intake	
	Printing Industry	Publishing Industry
Technologist/Managerial	72	59
Technician/Supervisory	365	109
Craftsman/Technical Support	370	155

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

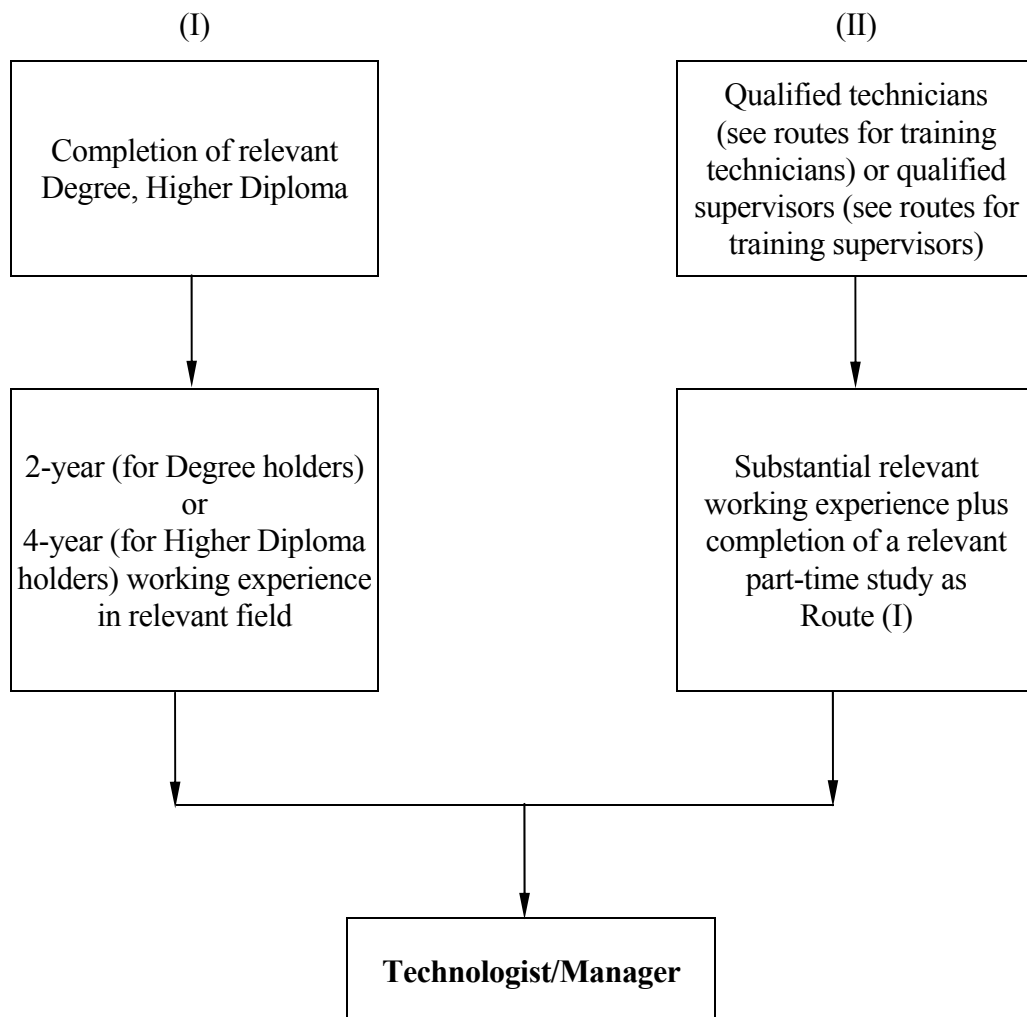
4.6 For manpower planning at the company level, employers are requested to note that the volume of training as indicated in para. 4.5 above, when expressed in terms of existing manpower, represents annual training requirements of 3% each in 2009 and about 5.2%, 4.4% and 3.2% respectively of the total numbers of technologists/managers, technicians and craftsmen in the printing industry for 2010-2011, and 3% each in 2009 and about 5.6%, 3.6% and 3.2% respectively of total numbers of managers, supervisors and technical support staff in the publishing industry for 2010-2011.

4.7 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**

4.8 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.

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



4.10 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.

4.11 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.

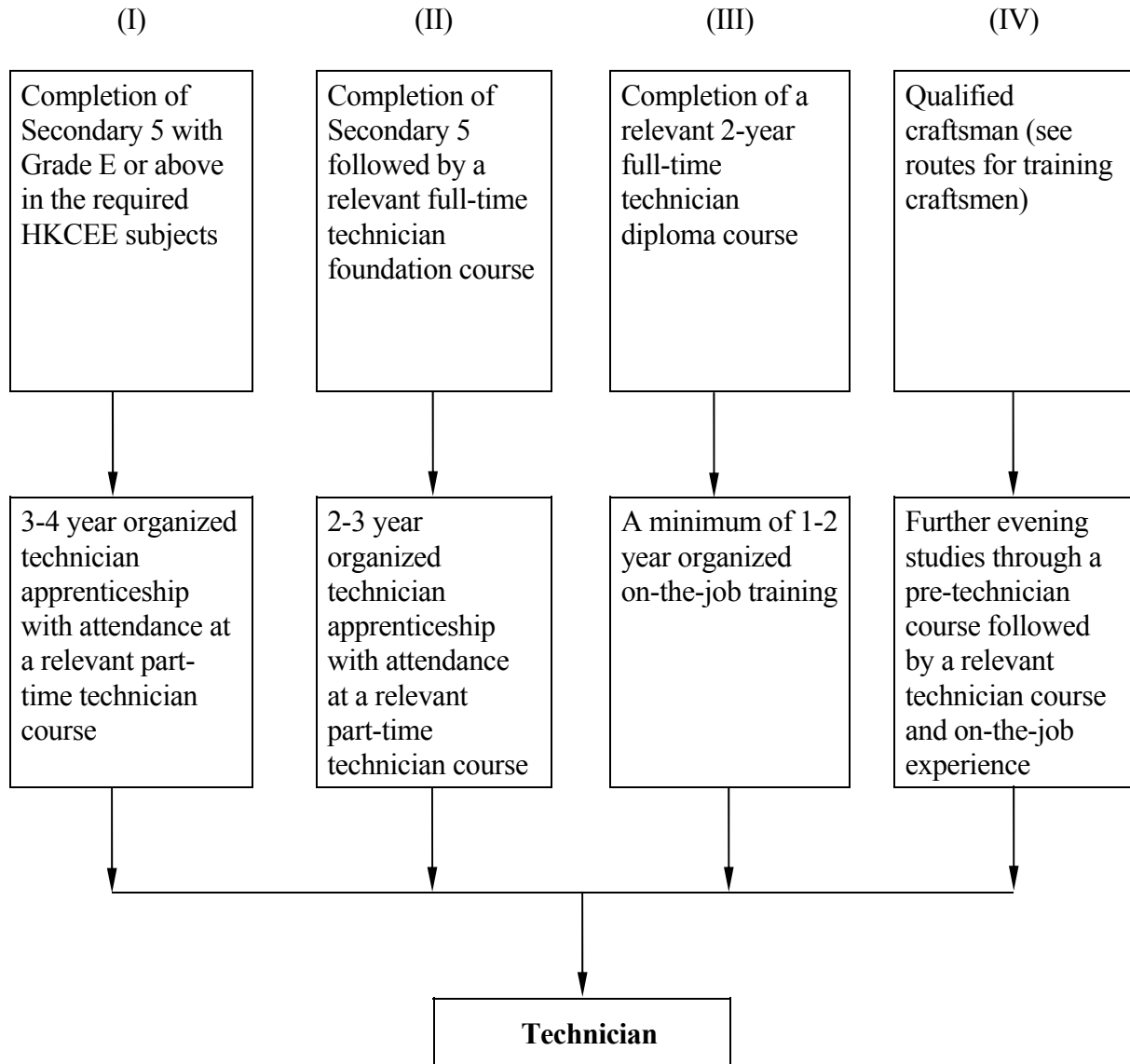
### **Training of Technicians and Supervisors**

4.12 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 support 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.

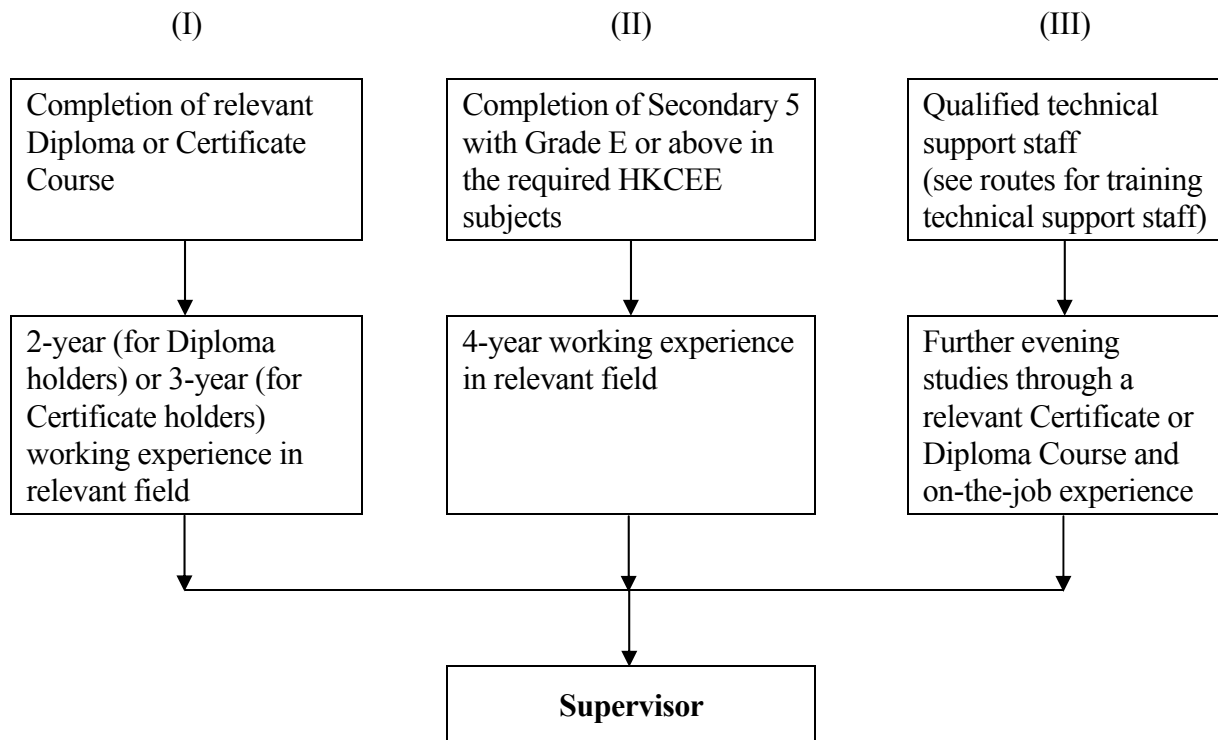


4.13 The recommended routes for training technicians in the printing industry and supervisors in the publishing industry are shown below:

**(A) Printing Industry - Technicians**



(B) *Publishing Industry - Supervisors*



4.14 The Hong Kong Design Institute (HKDI) of the Vocational Training Council offers full-time Higher Diploma and Diploma courses, part-time Higher Diploma courses and other upgrading courses in the printing discipline; while the Printing Industry Training Centre offers a one year full-time technician foundation course and a new type of Diploma in Vocational Studies courses to prepare youngsters for employment at technician level or further study.

4.15 Many employers recruit secondary school leavers as technician or supervisory trainees. The trainees learn their skills 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 Printing Industry Training Centre as technician apprentices. The period of apprenticeship is normally three years, while graduates of the full-time technician foundation course are exempted from the first year of the apprenticeship.

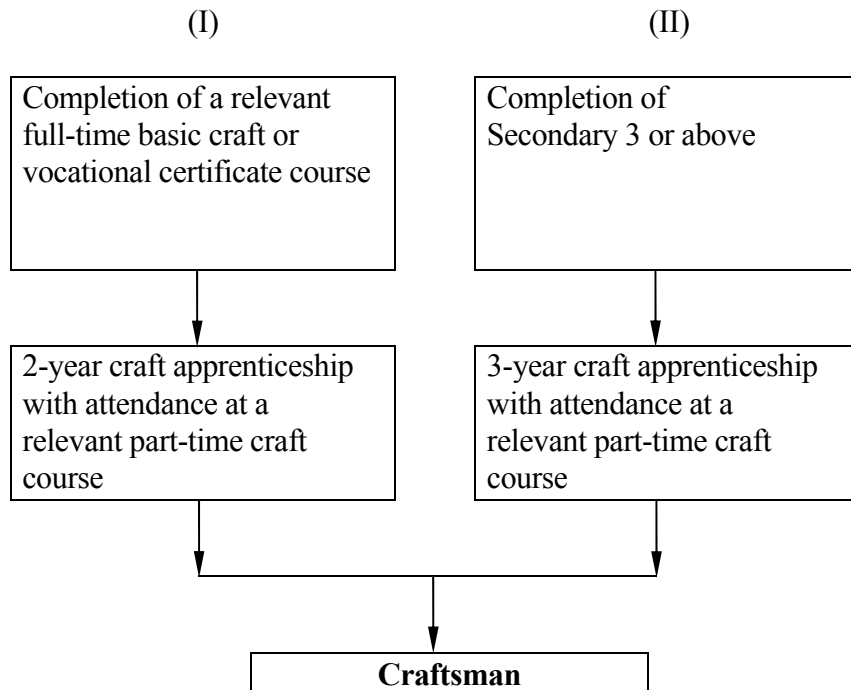
4.16 The Training Board strongly recommends employers both in the printing and publishing industries to recruit the graduates of the Printing Industry Training Centre and the HKDI and to sponsor them to attend part-time courses for the purpose of either upgrading or updating their skills and knowledge.

## Training of Craftsmen and Technical Support Staff

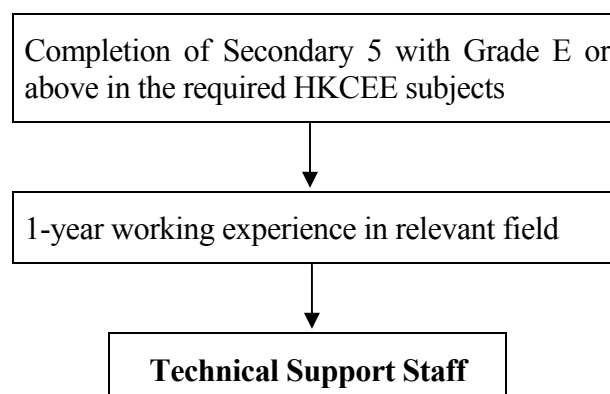
4.17 A craftsman or technical support staff is a skilled employee capable of applying skills to a wide range of jobs within the trade. He/She should require not only practical skills but also related theoretical knowledge so that he/she can adapt to technological advancement.

4.18 The recommended routes of training are:

### (A) *Printing Industry - Craftsmen*



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



4.19 Craft courses in printing disciplines are offered by the Printing Industry Training Centre of the Vocational Training Council. To gear up for the widespread adoption of digital technology in the printing industry, courses for craft training in the printing discipline have been revamped to enrich the training contents in computer and digital operations.

### **Basic Craft Courses in Printing Discipline**

4.20 The Printing Industry Training Centre offers one year full-time Basic Craft Courses (BCCs) which comprise practical training, trade knowledge as well as generic education. The BCCs enable youngsters who are vocationally oriented to join industry upon completion of the courses.

4.21 On completion of the BCCs, the graduates are expected to join industry as second year craft apprentices for a further two-year 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.

4.22 The BCCs being offered by the Printing Industry Training Centre are listed in paragraph 4.29.

4.23 Since the academic year 2005/06, the Printing Industry Training Centre has launched a new type of 3-year Diploma in Vocational Studies courses in the printing trades. Second year graduates of these courses who do not progress into the final year will be awarded a vocational certificate for joining the craft jobs.

### **Skills Upgrading Scheme**

4.24 The 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. Trainees of the SUS courses would be subsidized 70% of the full fees. Suitable providers of printing courses may bid to mount SUS courses. Since the commencement of the SUS courses in September 2001, over 10 500 trainees had attended SUS courses in printing trades. The skills upgrading courses currently offered to tradesmen are listed in Appendix 19.

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

## Trade Testing for Printing Workers

4.26 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:

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

4.27 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.

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

## Printing Industry Training Centre

4.29 The Training Board has been charged with the responsibility of advising on the operation of the Printing Industry Training Centre. The full-time courses currently offered by the Training Centre include:

	<u>Duration</u>
(a) Technician Foundation Certificate Course in Printing Digital Workflow Production	1-year
(b) Basic Craft Certificate Course in Digital Print Media Publishing Techniques	1-year
(c) Basic Craft Certificate Course in Computer-aided Printing and Finishing Techniques	1-year
(d) Diploma in Vocational Studies (Advertising, Packaging and Printing)	3-year (or 1-year intensive)

- |     |  |                                 |
|-----|--|---------------------------------|
| (e) | Diploma in Vocational Studies (Graphic Communications)   | 3-year<br>(or 1-year intensive) |
| (f) | Practical training for students of HKDI & SBI in Printing & Digital Media, Business Administration, and Design Disciplines | 15-180 hours                    |

### ***Department of Printing & Digital Media***

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

### ***Advanced Printing Technology Centre (APTEC)***

4.31 In September 1999, the Hong Kong Printers Association and the Hong Kong Institute of Vocational Education (Kwun Tong) jointly organized a project to assist the local printing and publishing companies to migrate to the latest digital workflow production. Based on a HK\$8.6 million funding from the Innovation and Technology Fund, the Advanced Printing Technology Centre (APTEC) was established at IVE(KT) in May 2000.

4.32 With the generous support of major equipment suppliers, APTEC has set up a state-of-the-art digital printing production environment with equipment and software having a total value of HK\$15 million. It provides a multi-supplier production environment for real-life demonstration of the digital technology and workflow. It also acts as a technology transfer centre aiming at disseminating the latest technology trend in electronic publishing and digital printing to the local printing and publishing companies by providing technology transfer seminars, training courses, Printing Technology Club membership program and consultancy services.

### **Training Manuals**

4.33 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**

4.34 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 **Engineering Graduate Training Scheme**, which helps engineering students and graduates complete their professional training as engineers;
- (c) The voluntary **Trade Testing and Certification Scheme**, which ascertains the standards of skilled workers; and
- (d) 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**

4.35 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**

4.36 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.

- This is a blank page -  
- 空白頁 -



## 印刷及出版業 2008 年人力調查報告摘要

### 引言

印刷及出版業訓練委員會於2008年5月中至10月中進行人力調查，蒐集業內最新人力資料。這是印刷業、出版業第五次聯合進行人力調查。

2. 本會從政府統計處已登記的6 168間機構中，選取792間進行實地調查。調查中所收集得到的資料以統計學方法倍大，以反映調查期間兩個行業的整體人力情況。

### 調查結果

3. 調查數據顯示，2008年5月時，印刷業及出版業分別有技術僱員22 478名及8 910名。兩個行業僱員按技能等級和門類劃分的情況如下：

#### (A) 印刷業

門類	技能等級				總數	佔僱員總數百分率
	技師/管理級	技術員級	技工級	非技術人員級		
報紙印刷業	21	129	644	37	831	3.7%
承印業	765	3 600	8 500	868	13 733	61.1%
其他印刷及有關行業	78	1 007	1 551	130	2 766	12.3%
紙盒及其他紙製容器製造業	25	222	490	24	761	3.4%
印刷代理	399	2 655	143	52	3 249	14.4%
選定機構	97	769	180	92	1 138	5.1%
總數	1 385	8 382	11 508	1 203	22 478	100%
佔僱員總數百分率	6.2%	37.3%	51.2%	5.3%	100%	

## (B) 出版業

技能等級 門類	經理級	主任級	技術輔助 人員級	總數	佔僱員總數 百分率
出版及有關行業	852	2 299	3 916	7 067	79.3%
書報及刊物批發	35	272	197	504	5.7%
書報及刊物進出口貿易	84	321	484	889	10.0%
選定機構	75	145	230	450	5.0%
總數	1 046	3 037	4 827	8 910	100%
佔僱員總數百分率	11.7%	34.1%	54.2%	100%	

4. 調查期間，印刷及出版業分別有受訓者45名及0名，佔僱員總數的0.2%及0%；職位空缺則分別有124個和91個，佔僱員總數的0.6%和1.0%。此外，僱主預測，到2009年5月時，印刷業和出版業將分別有僱員22 630名和9 002名，兩個行業的人力增長幅度，均為0.1%。

## 人力轉變

### (A) 印刷業

5. 與2006年的調查結果比較，印刷業的人力每年增長2.7%。本會認為，過去兩年業內的人力變化，究其原因應如下：

- (a) 印刷業持續向高檔次生產及高技術發展，故此技師／管理人員和技術員的人力大增，每年升幅分別有8.1%及5.4%。這方面的人手增加，顯示更多印刷公司增強了技術僱員隊伍，以應付愈來愈高的市場需求；
- (b) 廠長及生產／品質經理的總數由540人增至612人（每年增幅為6.5%），而生產策劃員／管制員及督導員／管理員則由1 987人減至1 885人（每年減幅為16.1%）。由此可見，香港的印刷公司已聘用更多內地人負責督導職務；

- (c) 由於部分中小型印刷公司陸續轉型為銷售及供應代理，印刷代理的人數略有增加；
- (d) 銷售經理／市場經理由565人增至717人；印刷估價員及營業代表由4 129人增至4 478人，兩者的每年增幅分別為12.7%及4.1%。此增長反映了內地經濟在過去兩年持續興旺，商業活動日益頻繁；
- (e) 自2006年的調查首次引入下列五個主要職務後，該等職位的人力需求一直高企：
  - (i) 設計員／設計主任；
  - (ii) 印前技術員；
  - (iii) 採購員／控制員；
  - (iv) 技術／產品（印刷）技術員和資訊科技（印刷）技術員；
  - (v) 資訊科技（印刷）技術員；

上述五個主要職務共僱用1 648人，每年上升19.4%，增幅顯著；

- (f) 技工級人數保持在穩定水平，每年增幅只有0.6%。以下職務的人數每年均錄得增幅：
  - (i) 柯式版製作技工增加1.3%；
  - (ii) 捲筒給紙式柯式平版機印刷技工增加5.8%；
  - (iii) 單張給紙式柯式平版機印刷技工上升18.6%；

由此可見柯式印刷的需求仍然龐大。

## (B) 出版業

6. 與2006年調查結果比較，出版業人力每年增長1.4%。過去兩年的業內人力增長，本會認為，究其原因應如下：

- (a) 經理、主任、輔助技術人員三個技能級別的人力均錄得增幅，分別為5.3%、8.2%、4.8%；故此，出版業在過去兩年人力的每年整體增幅有6%；
- (b) 在三個技能級別中，銷售及市場推廣職務的人力均大幅增加，其中增幅顯著的是銷售總監／銷售經理（書刊）和客戶服務主任／客戶服務員（書籍），每年人力增幅分別為24.8%和10.8%。這些人力增幅，反映為「334教育改革」而編製的新版教科書，以及進口書籍、期刊和報章的需求甚殷。
- (c) 基於(b)項所述原因，三個技能級別中，主要編輯職務的人力均有增加：總編輯／主編、策劃編輯／高級編輯／編輯、助理編輯／稿件編輯／美術編輯／校對員的人力每年增幅分別為7.3%、7.5%和9.9%。

## 結論與建議

7 2008年開始的全球金融危機，至2009年繼續影響全球各主要經濟體系，而仍未有跡象顯示其影響何時結束。現時，香港特別行政區政府（香港政府）及中央政府已引入一系列措施，以確保財務機構及市場的穩定，提高市民的信心。根據上述措施及過往經驗，本會對印刷業和出版業前景持適當樂觀的態度，相信業內可受惠於上述措施，從經濟逆境中復甦過來。因此，本會建議僱主考慮採取以下措施，為未來經濟復甦做好準備：

- (i) 進行業務重整、精簡工序，令公司更具效率、業務更勝從前；
- (ii) 提供適當的培訓，加強員工(特別是技術人員)整體技術水平及能力，使機構能夠從金融危機中冒起，成為更強大、更具競爭力的新勢力；
- (iii) 以最具成本效益的方法繼續開拓新商機，擴大市場佔有率；

- (iv) 鞏固與現有客戶的穩健伙伴關係，並尋求與潛在的新客戶建立伙伴關係；
- (v) 採用或開發消耗能源較少的綠色產品。

8 關於員工技術及能力方面，本會建議，除了個別公司的培訓需求外，僱主宜參考分別刊於附錄15及16的印刷業和出版業的「僱員所需的訓練」資料。在這個特殊的時刻，僱主亦宜加強培訓力度，確保有足夠的幹練人才，於經濟復甦時掌握商機。本會亦建議，職業訓練局及其他培訓機構可密切留意以上的培訓需求，在適當的時間為業界提供所需培訓服務。

9. 本會估計，印刷業及出版業各級職務每年額外需要增加的人手將會如下：

**表 1： 建議每年吸納培訓人數  
2009年**

<b>技能等級</b>	<b>建議每年吸納培訓人數 (為填補 3% 流失率)</b>	
	<b>印刷業</b>	<b>出版業</b>
技師／管理／經理級	42	31
技術員／主任級	251	91
技工／技術輔助人員級	345	145

表 2： 建議每年吸納培訓人數  
2010 至 2011年

技能等級	建議每年吸納培訓人數	
	印刷業	出版業
技師／管理／經理級	72 (5.2%)	59 (5.6%)
技術員／主任級	365 (4.4%)	109 (3.6%)
技工／技術輔助人員級	370 (3.2%)	155 (3.2%)

（註：括號內數字表示每年所需培訓人手在該技能等級人力中所佔的百分率）

10. 本會促請僱主加強培訓力度，以維持印刷業及出版業的發展。僱主亦應善用香港知專設計學院印刷及數碼媒體學系、印刷業訓練中心、印刷科技研究中心的兼讀制課程，以提升僱員的技術水平。本會亦鼓勵僱主聯絡職業訓練局，為僱員設立培訓計劃，並透過新科技培訓計劃，讓僱員學習業內新的科技。

# 第一章

## 緒論

### *印刷及出版業訓練委員會*

1.1 印刷及出版業訓練委員會隸屬於職業訓練局，職權範圍包括確定印刷及出版業的人力需求，並就訓練設施的發展，向局方提出建議，以應需求。本會委員名單及職權範圍分別載於附錄1及2。

### *人力調查*

1.2 本會於2008年5月中至10月中進行人力調查，蒐集印刷及出版業的最新人力資料。調查由政府統計處協助進行。

1.3 調查所得資料包括：

- (a) 調查期間的僱員人數；
- (b) 受訓僱員人數；
- (c) 現有空缺數目；
- (d) 僱主預測 2009 年 5 月時的僱員總數；
- (e) 僱主對僱員宜有教育程度、訓練方式及訓練期的意見；
- (f) 僱員的平均收入；
- (g) 獲晉升僱員人數；
- (h) 有否於內地設廠生產；
- (i) 招聘時遇上的困難；及
- (j) 僱員培訓的需求。

1.4 此外，本會亦請印刷業僱主提供調查前12個月內，被派駐本港以外地方工作超過6個月的技師／管理人員、技術員及技工人數。

## 調查範圍

1.5 調查包括下列門類：

### (A) 印刷業

- HSIC 3421 - 報紙印刷業
- HSIC 3422 - 承印業
- HSIC 3429 - 印刷及有關行業（主要為書籍釘裝、賀卡裝飾、製印刷版、排字及加印浮凸花紋等）
- HSIC 3412 - 紙盒及其他紙製容器製造業（只限於印刷及有關行業）
- HSIC 833906 - 印刷代理

選定機構

### (B) 出版業

- HSIC 3429 - 出版及有關行業
- HSIC 611504 - 書報及刊物批發
- HSIC 631503 - 書報及刊物進出口貿易

選定機構

附註：HSIC代表「香港標準行業分類」

1.6 「選定機構」包括開辦印刷技術課程的教育及訓練機構、教育機構及政府的印刷部門、印刷設備供應商、鐵罐製造商，以及僱有出版人員的公私營機構。

1.7 根據第1.5段所列的分類，政府統計處的紀錄中，共有約4 892間印刷機構及1 276間出版機構。依據HSIC分類法，機構的分布情況見表1.1、1.2和圖1.1、1.2。



表1.1：HSIC分類下的印刷機構分布情況

行業	機構數目	佔機構總數百分率
HSIC 3421 - 報紙印刷業	59	1.2%
HSIC 3422 - 承印業	2 599	53.1%
HSIC 3429 - 其他印刷及有關行業	555	11.4%
HSIC 3412 - 紙盒及其他紙製容器製造業 (只限於印刷及有關行業)	260	5.3%
HSIC 833906 - 印刷代理	1 357	27.7%
選定機構	62	1.3%
總數	4 892	100%

圖1.1：各門類印刷機構的分布情況

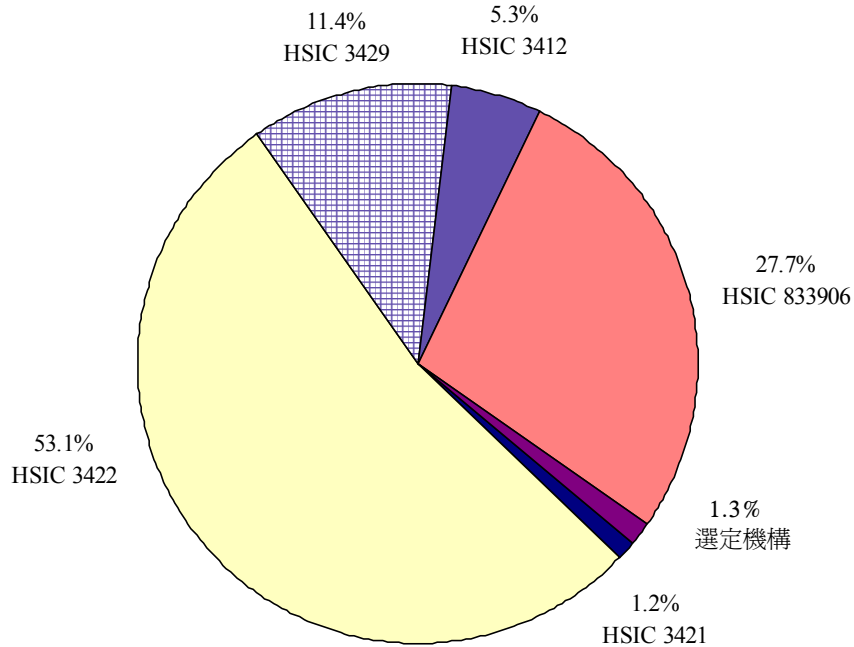
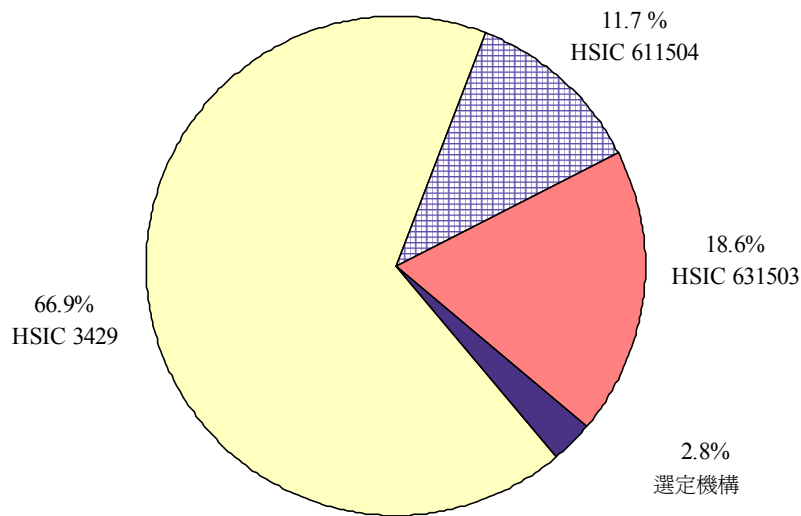


表1.2：HSIC分類下的出版機構分布情況

行業	機構數目	佔機構總數百分率
HSIC 3429 - 出版及有關行業	854	66.9%
HSIC 611504 - 書報及刊物批發	149	11.7%
HSIC 631503 - 書報及刊物進出口貿易	237	18.6%
選定機構	36	2.8%
總數	1 276	100%

圖1.2：不同行業出版機構的分布情況



1.8 鑑於資源有限，本會採用分層隨機抽樣方法，選取516間印刷及有關機構，其中包括教育與訓練機構、香港政府的印刷部門及231間出版機構作為調查對象。

## 宣傳

1.9 實地調查進行前，本會曾於本地報章刊登公告，以作宣傳。此外，獲得下列商會之協助，呼籲各會員提供資料：

- (a) 香港印刷業商會；
- (b) 香港印藝學會；
- (c) 香港中華廠商聯合會；
- (d) 香港工業總會；
- (e) 香港報業公會；
- (f) 中英文教出版事業協會；
- (g) 香港出版學會。

## 調查方法

1.10 在進行實地調查前，本會把調查問卷連同附註和印刷及出版業主要職務的工作說明（見附錄3及4）郵寄予所篩選並願意接受調查的機構。

1.11 政府統計處職員於實地調查期間造訪上述機構，收取填妥的調查問卷，並於有需要時，解答問題及協助僱主完成問卷。

1.12 所收集的數據均經覆查，並於必要時與機構再次核實，然後利用統計學方法倍大，以反映實地調查期間兩個行業的整體人力情況。

## 調查回應

1.13 792間篩選並願意接受調查機構中（包括45個新增成員），共有582間提供有關其人力情況的資料；194間機構屬已結業、搬遷或不再從事印刷及出版行業；另有16間機構則拒絕提供任何資料。調查的有效回應率為97.3%。

## 調查報告

1.14 本報告書載有實地調查結果、本會對印刷及出版業的人力需求的預測，以及應付這些需求的建議措施。本報告書內「僱員」指受僱於50個主要職務的人士，但不包括受訓者及學徒；「受訓者」泛指正在業內接受各種訓練的人士，包括根據學徒合約受僱的學徒。

## 第二章

### 實地調查結果摘要

#### 僱員人數

2.1 調查顯示，2008年5月中至10月中時，印刷業26個主要職務共有僱員22 478名；出版業24個主要職務則有8 910名。按門類劃分，印刷業內有831名屬報紙印刷業僱員、13 733名屬承印業僱員、2 766名屬其他印刷及有關行業僱員、761名屬紙盒及其他紙製容器製造業僱員，3 249名屬印刷代理僱員，1 138名屬印刷業的選定機構僱員。出版業方面，7 067名屬出版及有關行業僱員，504名僱員從事書報及刊物批發業，889名僱員從事書報及刊物進出口貿易業，450名屬選定機構僱員。按技能等級劃分，印刷業有1 385名技師／管理人員、8 382名技術員、11 508名技工、1 203名非技術人員。出版業則有1 046名技師／管理人員、3 037名主任、4 827名技術輔助人員。兩個行業的人力統計詳情分別刊於附錄5及6，而僱員按門類和技能等級劃分的情況則分別列於表2.1、2.2及圖2.1至2.4：

表2.1：印刷業各門類和技能等級僱員的分布情況

門類	技能等級				總數	佔僱員總數百分率
	技師／管理級	技術員級	技工級	非技術人員級		
報紙印刷業	21	129	644	37	831	3.7%
承印業	765	3 600	8 500	868	13 733	61.1%
其他印刷及有關行業	78	1 007	1 551	130	2 766	12.3%
紙盒及其他紙製容器製造業	25	222	490	24	761	3.4%
印刷代理	399	2 655	143	52	3 249	14.4%
選定機構	97	769	180	92	1 138	5.1%
總數	1 385	8 382	11 508	1 203	22 478	100%
佔僱員總數百分率	6.2%	37.3%	51.2%	5.3%	100%	

圖2.1：印刷業各門類僱員的分布情況

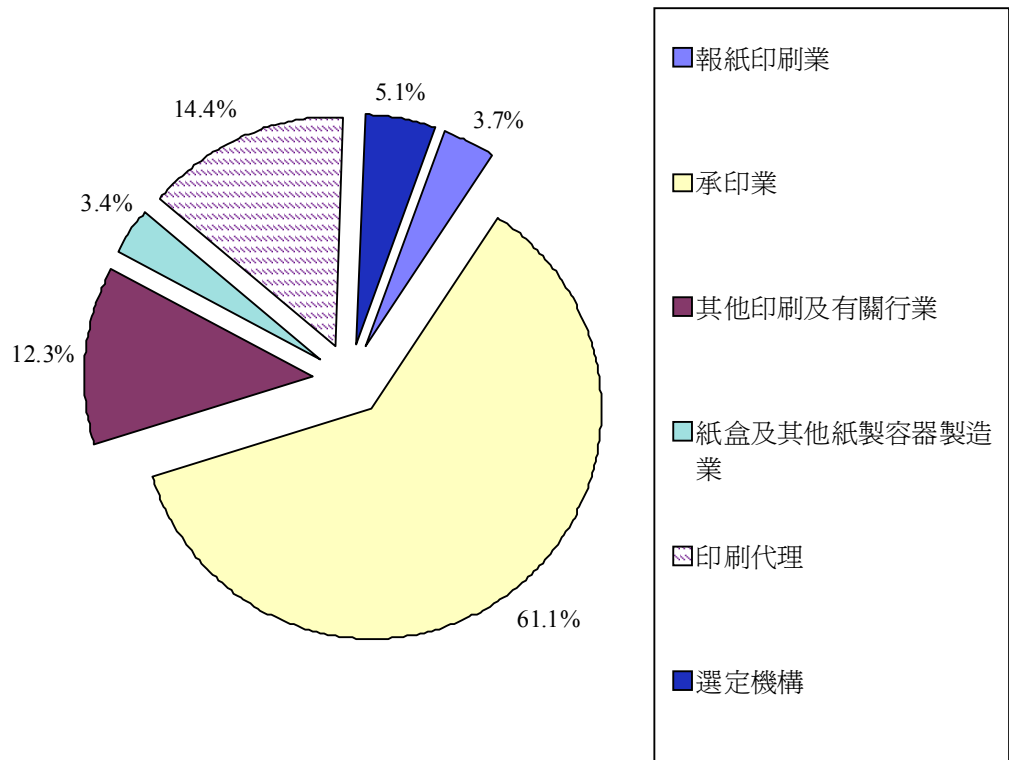


圖2.2：印刷業各技能等級僱員的分布情況

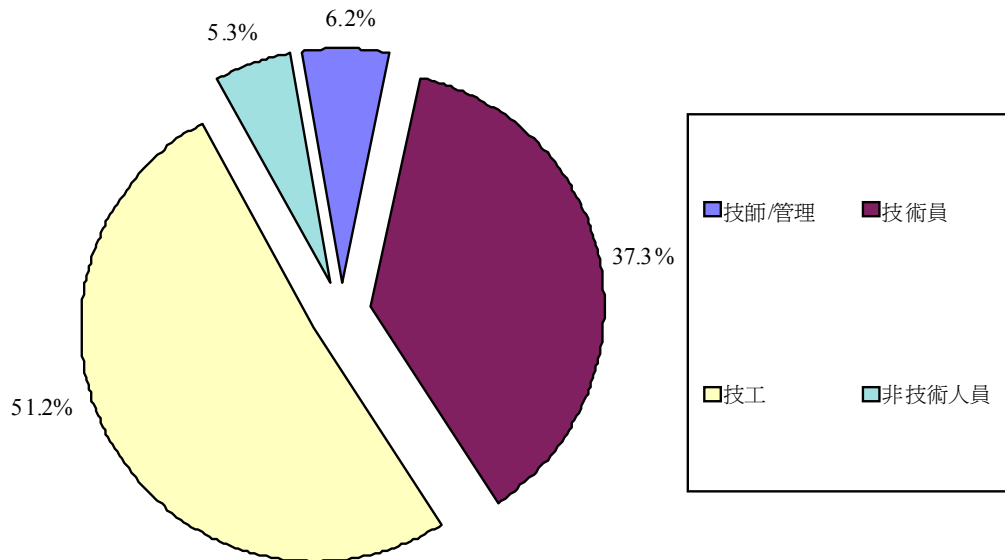


表2.2：出版業各門類和技能等級僱員的分布情況

門類 \ 技能等級	技能等級			總數	佔僱員總數百分率
	經理級	主任級	技術輔助人員級		
出版及有關行業	852	2 299	3 916	7 067	79.3%
書報及刊物批發	35	272	197	504	5.7%
書報及刊物進出口貿易	84	321	484	889	10.0%
選定機構	75	145	230	450	5.0%
總 數	1 046	3 037	4 827	8 910	100%
佔僱員總數百分率	11.7%	34.1%	54.2%	100%	

圖2.3：出版業各門類僱員的分布情況

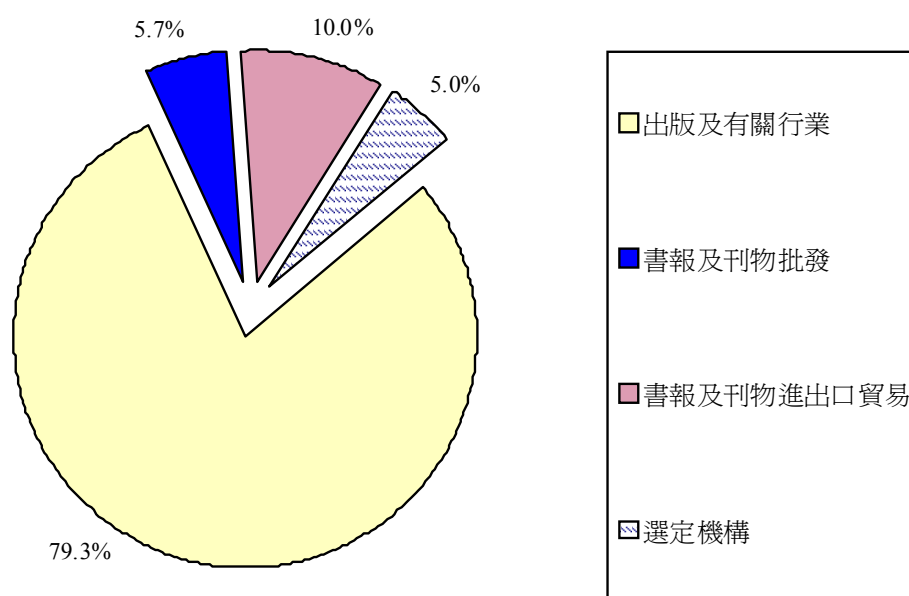
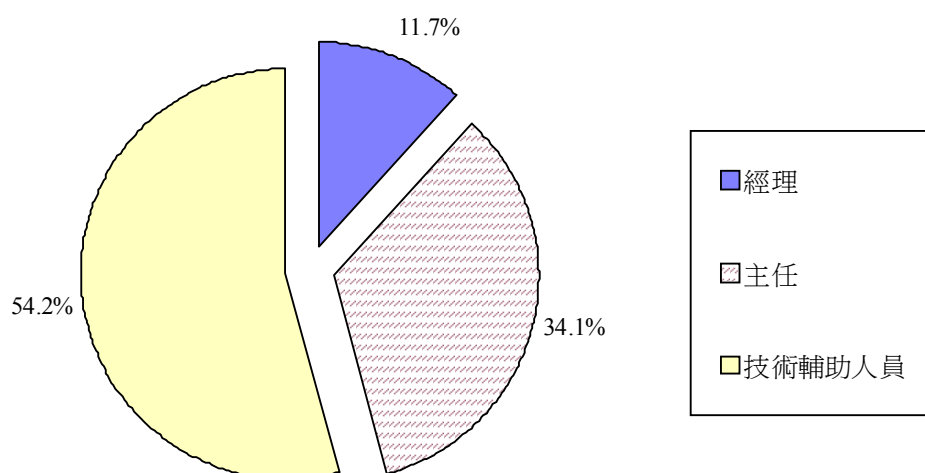


圖2.4：出版業各技能等級僱員的分布情況



2.2 根據過往由前印刷業訓練委員會和前廣告、公共關係及出版業訓練委員會所進行之調查報告結果，及由本會現任理事所進行之人力調查報告結果顯示，兩個行業僱員按技能等級分布的情況如下（見表2.3、2.4及圖2.5、2.6）：

表2.3：1990至2008年印刷業人力調查  
各技能等級僱員的分布情況

年份	僱員人數					人力總數
	*技師／ 管理級	技術員級	技工級	操作工級	非技術 人員級	
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

\* 有關技師／管理級人力的調查於1998年首次納入調查範圍，並在後來的調查中將其覆蓋範圍有所擴闊。2006年調查中刪除了操作工級主要職務。



圖2.5： 1992至2006年間印刷業人力調查中  
各技能等級僱員的分布情況

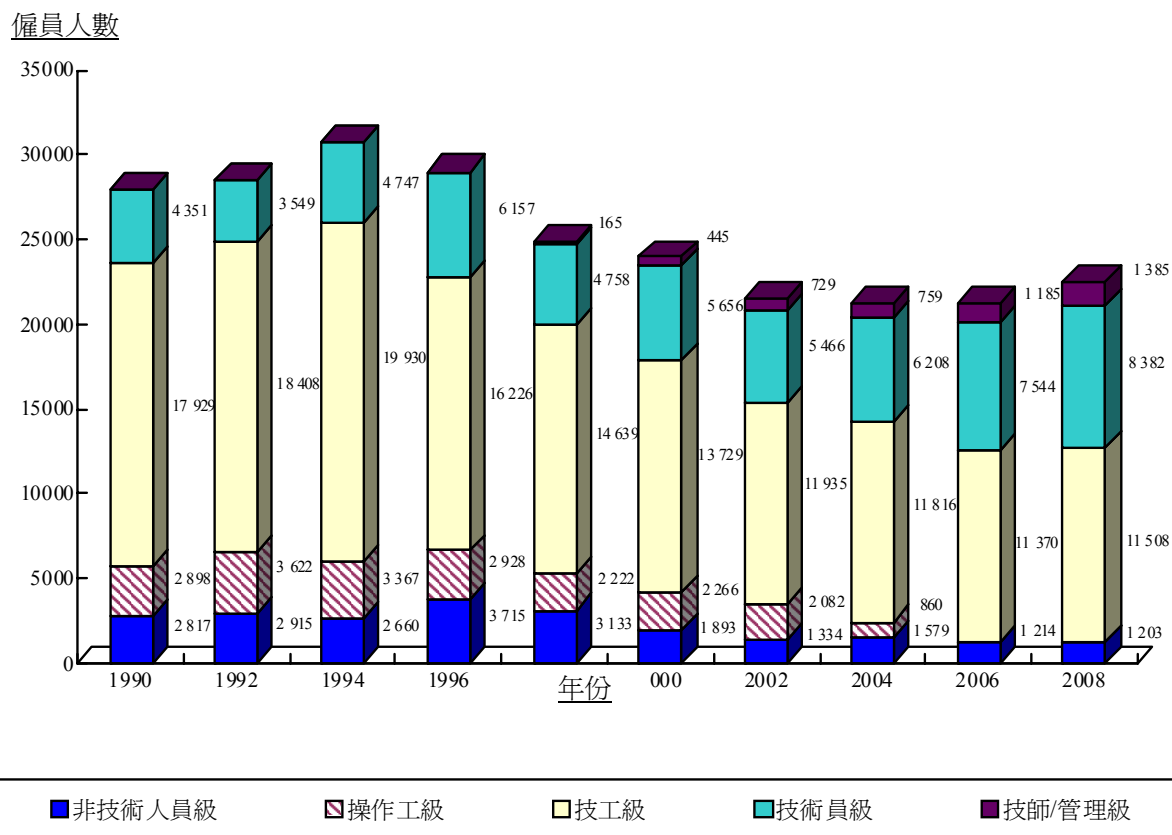
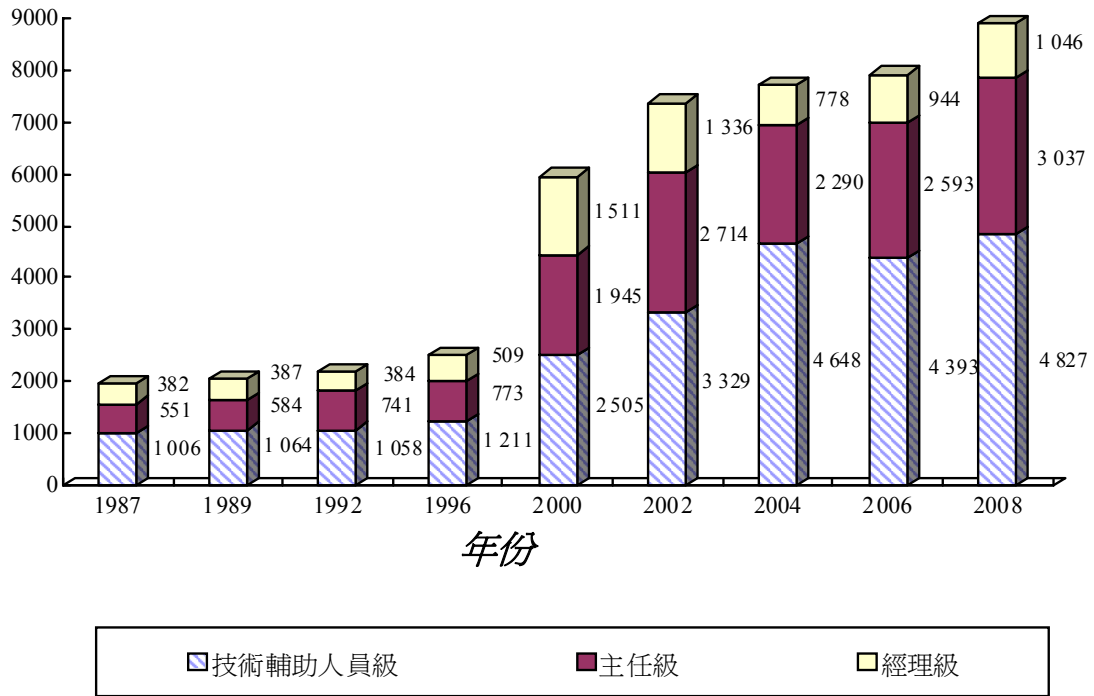


表2.4： 1987至2008年間出版業人力調查中  
各技能等級僱員的分布情況

年份	僱員人數			人力總數
	經理級	主任級	技術輔助人員級	
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

圖2.6： 1987至2008年間出版業人力調查中  
各技能等級僱員的分布情況

僱員人數



受訓者人數

2.3 調查期間，印刷業有45名受訓者，佔僱員總數的0.2%；出版業並無受訓者。受訓者的詳細統計資料列於附錄5及6，按門類及技能等級劃分的情況則列於表2.5：

表2.5：印刷業受訓者分布情況

技能等級 門類	技師/ 管理級	技術員級	技工級	非技術 人員級	總數	佔同一門類僱員 總數百分率
報紙印刷業	-	-	-	-	-	-
承印業	-	1	41	-	42	0.3%
其他印刷及 有關行業	-	-	-	-	-	-
紙盒及其他 紙製容器製造業	-	-	-	-	-	-
印刷代理	-	-	-	-	-	-
選定機構	-	-	3	-	3	0.3%
總數	-	1	44	-	45	0.2%
佔同一技能等級 僱員總數百分率	-	0.1%	0.4%	-	0.2%	

### 空缺數目

2.4 調查期間，印刷業有職位空缺124個，佔僱員總數的0.6%；出版業則有91個，佔僱員總數的1.0%。兩個行業的職位空缺詳情分別列於附錄5及6，按門類及技能等級劃分的空缺分布則分別列於表2.6及2.7：

表2.6：印刷業各門類及技能等級的空缺分布

技能等級 門類	技師/ 管理級	技術員級	技工級	非技術 人員級	總數	佔同一門類 僱員總數 百分率
報紙印刷業	-	-	9	-	9	1.1%
承印業	2	16	43	10	71	0.5%
其他印刷 及有關行業	-	3	9	-	12	0.4%
紙盒及 其他紙製容器製造業	-	1	-	-	1	0.1%
印刷代理	1	1	-	-	2	0.1%
選定機構	-	24	4	1	29	2.6%
總數	3	45	65	11	124	0.6%
佔同一技能等級 僱員總數百分率	0.2%	0.5%	0.6%	0.9%	0.6%	

表2.7：出版業各門類及技能等級的空缺分布

門類 \ 技能等級	經理級	主任級	技術 輔助人員級	總數	佔同一門類 僱員總數 百分率
出版及有關行業	1	13	59	73	1.0%
書報及刊物批發	-	1	-	1	0.2%
書報及刊物 進出口貿易	-	2	10	12	1.4%
選定機構	-	3	2	5	1.1%
總 數	1	19	71	91	1.0%
佔同一技能等級 僱員總數百分率	0.1%	0.6%	1.5%	1.0%	

**預測到2009年5月時的僱員人數**

2.5 僱主預測，到2009年5月時，印刷業和出版業將分別有僱員22 630人和9 002人。人力預測詳情分別列於附錄5及6，按技能等級劃分的預測數字則分別列於表2.8及2.9：

表2.8：印刷業僱主2008年5月時所報人力需求  
與預測2009年5月時的人力數字

技能等級	調查期間 僱員人數	空缺數目	調查期間 總人力需求	預測 到2009年5月時 僱員總數	預測僱員增(+) ／減(-)人數
技師／ 管理級	1 385	3	1 388	1 388	-
技術員級	8 382	45	8 427	8 430	-
技工級	11 508	65	11 573	11 594	+0.2%
非技術 人員級	1 203	11	1 214	1 218	+0.3%
總 數	22 478	124	22 602	22 630	+0.1%

圖2.7：印刷業僱主2008年5月時所報人力需求與預測2009年5月時的人力數字比較

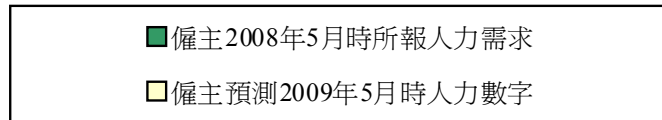
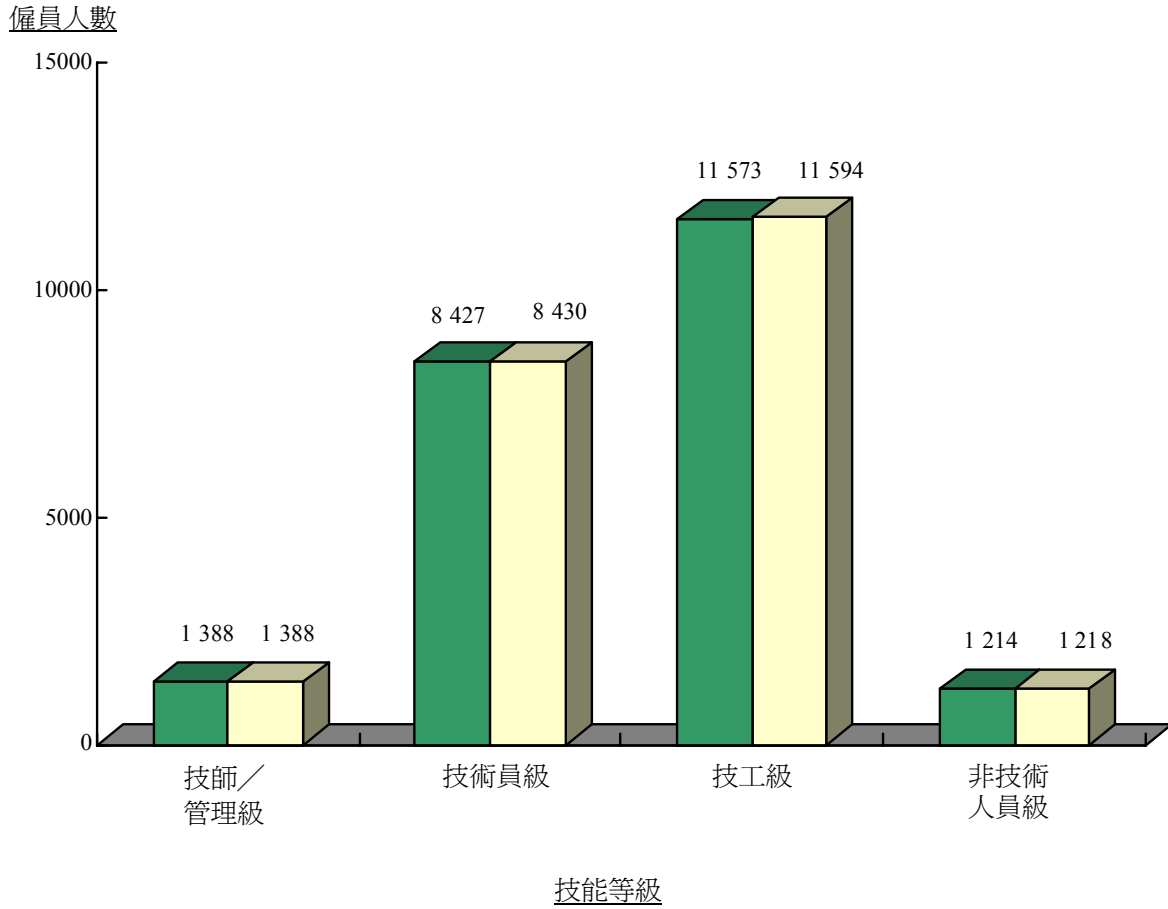
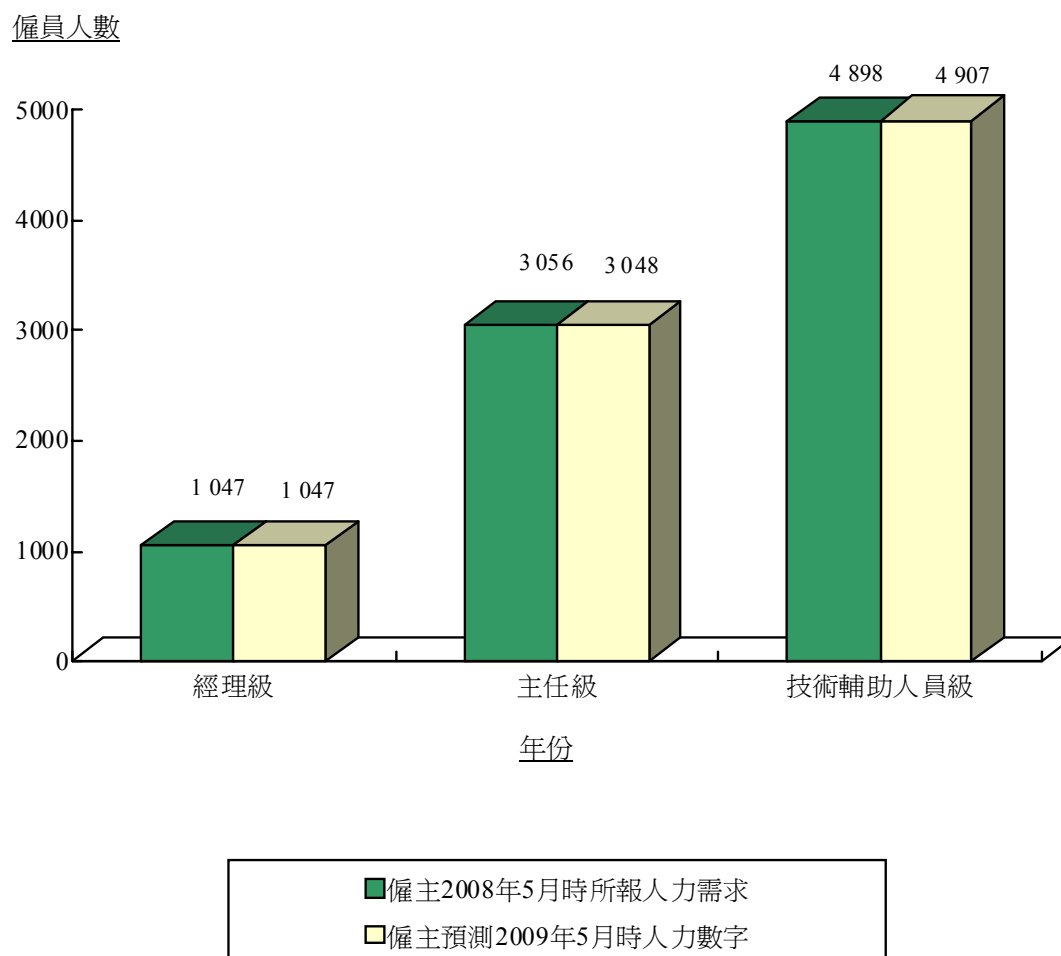


表2.9：出版業僱主2008年5月時所報人力需求與預測2009年5月時的人力數字

技能等級	調查期間僱員人數	空缺數目	調查期間總人力需求	僱主預測到2009年5月時僱員總數	預測僱員增(+) /減(-)人數
經理級	1 046	1	1 047	1 047	-
主任級	3 037	19	3 056	3 048	-0.3%
技術輔助人員級	4 827	71	4 898	4 907	+0.2%
總數	8 910	91	9 001	9 002	+0.1%

圖2.8：出版業僱主2008年5月時所報人力需求與預測  
2009年5月時的人力數字比較



### 僱員宜有的教育程度

2.6 大部分僱主認為，印刷業和出版業各技能等級僱員，宜有以下教育程度（表2.10、2.11）：

表2.10：印刷業僱員宜有的教育程度

技能等級	宜有教育程度
技師／管理級	大學學位／文憑
技術員級	證書／中五至中七程度
技工級	技工證書／中五以下程度

**表2.11：出版業僱員宜有的教育程度**

技能等級	宜有教育程度
經理級	大學學位
主任級	大學學位／文憑
技術輔助人員級	文憑證書

2.7 印刷業和出版業僱主的意見詳情分別載於附錄7及8。

### **僱員宜有的訓練期**

2.8 大部分僱主認為，印刷業和出版業各技能等級僱員，宜有以下訓練期（表2.12、2.13）：

**表2.12：印刷業僱員宜有的訓練期**

技能等級	宜有的訓練期
技師／管理級	2至4年
技術員級	2至3年
技工級	1至3年

**表2.13：出版業僱員宜有的訓練期**

技能等級	宜有的訓練期
經理級	4年或以上
主任級	2至4年
技術輔助人員級	2至3年

2.9 印刷業和出版業僱主的意見詳情分別載於附錄9及10。

### 僱員宜接受的訓練方式

2.10 大部分僱主認為，印刷業和出版業各技能等級的僱員，宜接受以下的訓練模式（表 2.14、2.15）：

**表2.14：印刷業僱員宜接受的訓練模式**

技能等級	宜接受訓練模式
技師／管理級	在職訓練
技術員級	在職訓練
技工級	學徒訓練／在職訓練

**表2.15：出版業僱員宜接受的訓練模式**

技能等級	宜接受訓練模式
經理級	在職訓練
主任級	在職訓練
技術輔助人員級	在職訓練

2.11 印刷業和出版業僱主的意見詳情分別載於附錄11及12。



## 僱員每月總收入幅度

2.12 印刷業和出版業僱員每月總收入幅度分別列於表2.16、2.17。

表2.16：印刷業僱員每月總收入幅度

技能等級	\$6,500 或 以下	\$6,501 至 \$8,000	\$8,001 至 \$10,000	\$10,001 至 \$15,000	\$15,001 至 \$20,000	\$20,001 至 \$25,000	\$25,001 至 \$30,000	\$30,001 或 以上	未列 明者	總計
技師／ 管理級	-	-	-	24	505	371	83	169	233	1 385
技術員級	-	38	1 558	3 224	1 785	805	27	71	874	8 382
技工級	9	685	2 531	6 300	754	9	10	15	1 195	11 508
非技術 人員級	165	419	298	73	-	-	-	-	133	1 203
總計	174	1 142	4 387	9 621	3 044	1 185	120	255	2 550	22 478
佔全部僱 員百分率	0.8%	5.1%	19.5%	42.8%	13.6%	5.3%	0.5%	1.1%	11.3%	100%

表2.17：出版業僱員每月總收入幅度

技能等級	\$6,001 至 \$8,000	\$8,001 至 \$10,000	\$10,001 至 \$15,000	\$15,001 至 \$20,000	\$20,001 至 \$30,000	\$30,001 至 \$45,000	\$45,001 至 \$60,000	\$60,001 或 以上	未列 明者	總計
經理級	-	-	2	23	161	225	248	58	329	1 046
主任級	-	7	507	563	914	268	19	-	759	3 037
技術 輔助 人員級	82	659	1 634	1 115	69	16	-	-	1 252	4 827
總計	82	666	2 143	1 701	1 144	509	267	58	2 340	8 910
佔全部 僱員百 分率	0.9%	7.5%	24.0%	19.1%	12.8%	5.7%	3.0%	0.7%	26.3%	100%

2.13 印刷業和出版業僱員每月收入幅度的詳情分別列於附錄13和14。

## 技術與非技術人員

2.14 印刷業和出版業的技術與非技術人員數目如下（表2.18）：

表2.18：印刷業和出版業的技術與非技術人員數目

	技術人員	非技術人員	總數	技術人員 所佔的百分率
印刷業	22 478	7 924	30 402	73.9%
出版業	8 910	4 891	13 801	64.6%
總計	31 388	12 815	44 203	71%

## 僱主對來年業務環境的評估

2.15 調查數據顯示，分別有54.5%的印刷業僱主和90.5%的出版業僱主認為，來年的業務環境會維持不變或有好轉。僱主意見的分布列於表2.19及2.20。

表2.19：印刷業僱主對來年業務環境的意見

公司規模	業務環境				總數
	較佳	相若	較差	未有註明	
1 – 9人	110	1 774	1 706	-	3 590
10 – 49人	57	233	147	4	441
50人或以上	9	58	8	7	82
總數	176	2 065	1 861	11	4 113
佔所有公司的百分率	4.3%	50.2%	45.2%	0.3%	100%

表2.20：出版業僱主對來年業務環境的意見

公司規模	業務環境				
	較佳	相若	較差	未有註明	總數
1 – 9人	71	717	63	-	851
10 – 49人	34	107	18	6	165
50人或以上	14	38	2	14	68
總數	119	862	83	20	1 084
佔所有公司的百分率	11.0%	79.5%	7.7%	1.8%	100%

*派駐外地工作的印刷業僱員人數*

2.16 僱主報稱，調查進行前12個月，獲派駐外地工作超過6個月的僱員人數如下：

表2.21：派駐外地工作的印刷業僱員人數

技能等級	僱員人數	同一技能等級僱員總數	佔同一技能等級僱員的百分率
技師／管理級	163	1 385	11.8%
技術員級	436	8 382	5.2%
技工級	58	11 508	0.5%
總數	657	21 275	3.1%

### 內地設有生產廠房的印刷機構數目

2.17 調查結果顯示，印刷業4 126間公司中，其中418間在內地設有生產廠房，共聘用了72 470名當地僱員，當中並不包括香港居民。內地僱員按技能等級劃分的分布情況如下：

表 2.22：印刷業內地僱員人數

技能等級	內地僱員人數	在港僱員人數
技師／管理級	561	1 385
技術員級	2 447	8 382
技工級	69 462	11 508
總數	72 470	21 275

### 內地設有生產廠房的出版機構數目

2.18 調查結果顯示，出版業1 150間公司中，其中37間在內地設有生產廠房，共聘用了276名當地僱員，當中並不包括香港居民。內地僱員按技能等級劃分的分布情況如下：

表 2.23：出版業內地僱員人數

技能等級	內地僱員人數	在港僱員人數
經理級	27	1 046
主任級	40	3 037
技術輔助人員級	209	4 827
總數	276	8 910

## 印刷業僱員晉升人數

2.19 調查結果顯示，243名印刷業僱員獲晉升，其分布情況如下：

表 2.24：印刷業僱員晉升人數

門類 \ 技能等級	技師／管理級	技術員級	技工級	總數
報紙印刷業	-	-	36	36
承印業	13	133	26	172
其他印刷 及有關行業	1	3	9	13
紙盒及 其他紙製容器製造業	-	-	-	-
印刷代理	2	9	-	11
選定機構	2	8	1	11
總數	18	153	72	243

## 出版業僱員晉升人數

2.20 調查結果顯示，237名出版業僱員獲晉升，其分布情況如下：

表 2.25：出版業僱員晉升人數

門類 \ 技能等級	經理級	主任級	技術輔助人員 級	總數
出版及有關行業	40	117	63	220
書報及刊物批發	-	7	-	7
書報及刊物進出口貿易	-	2	2	4
選定機構	6	-	-	6
總數	46	126	65	237

## 印刷業僱主的主要招聘困難

2.21 印刷業僱主回覆招聘時遇到的主要困難如下：

表 2.26： 遇到招聘困難的印刷公司數目

門類	遇到招聘困難的公司數目	未遇到招聘困難的公司數目	過去12個月並未有進行招聘的公司數目
報紙印刷業	7	1	5
承印業	138	314	1 475
其他印刷及有關行業	33	40	409
紙盒及其他紙製容器製造業	1	23	197
印刷代理	85	158	1 167
選定機構	5	13	29
總數	269	549	3 282

表 2.27： 印刷業遇到的主要招聘困難

原因 技能等級	應徵者並無相關技能／知識	應徵者缺乏相關經驗	應徵者未具相關學歷	應徵者語文能力不夠水平	應徵者認為薪酬欠吸引	應徵者不願意輪班工作	應徵者不願意到內地工作	其他	總數
技師/管理級	1	10	1	3	5	-	-	-	20
技術員/督導級	90	97	42	45	45	46	21	29	415
技工級	24	106	3	2	37	28	-	2	202
總數	115	213	46	50	87	74	21	31	637

## 出版業僱主的主要招聘困難

2.22 出版業僱主回覆招聘時遇到的主要困難如下：

表 2.28：遇到招聘困難的出版公司數目

門類	遇到招聘困難的公司數目	未遇到招聘困難的公司數目	過去12個月並未有進行招聘的公司數目
出版及有關行業	41	103	523
書報及刊物批發	2	6	196
書報及刊物進出口貿易	6	28	128
選定機構	6	9	10
總數	55	146	857

表 2.29：出版業遇到的主要招聘困難

原因 門類	應徵者並無相關技能/知識	應徵者缺乏相關經驗	應徵者未具相關學歷	應徵者語文能力不夠水平	應徵者認為薪酬欠吸引	應徵者不願意輪班工作	應徵者不願意到內地工作	其他	總數
經理級	3	5	-	2	2	-	-	-	12
主任級	10	26	6	8	25	3	3	2	83
技術輔助人員級	13	27	5	10	16	7	-	3	81
總數	26	58	11	20	43	10	3	5	176

## 印刷業僱員所需的培訓

2.23 為迎合各方面的轉變，在未來12個月，印刷業僱員最需要加強的三大技能／知識如下：

表 2.30：印刷業僱員所需的三大培訓範疇

技能等級	僱員需加強的三大技能／知識	
	排名	技能／知識
技師／管理級	1	在中國內地的行業及營商常規
	2	品質管理
	3	製作管理
技術員／督導級	1	印前技術
	2	印刷技術
	3	普通話
技工級	1	印刷技術
	2	印前技術
	3	印後技術



## 出版業僱員所需的培訓

2.24 為迎合各方面的轉變，在未來12個月，出版業僱員最需要加強的三大技能／知識如下：

表 2.31：出版業僱員所需的三大培訓範疇

技能等級	僱員需加強的三大技能／知識	
	排名	技能／知識
經理級	1	經銷管理
	2	在中國內地的行業及營商常規
	3	普通話
主任級	1	在中國內地的行業及營商常規
	2	銷售及客戶服務
	3	媒體科技
技術輔助人員級	1	銷售及客戶服務
	2	市場推廣
	3	英語會話

2.25 印刷業和出版業僱員需加強的技能／知識之詳情分別載於附錄15及16。

## 出版業－電子出版

2.26 調查結果顯示，出版業有65間機構從事電子出版業務，網上出版佔33間，以資料光碟形式出版佔32間。此外，1 081間公司並無從事電子出版業務。從事電子出版工作的僱員詳情如下：

表 2.32：從事電子出版的僱員人數

門類	網上出版	資料光碟	僱員人數
出版及有關行業	25	28	130
書報及刊物批發	-	-	-
書報及刊物進出口貿易	-	-	-
選定機構	8	4	35
總數	33	32	165

## 第三章

### 結 論

3.1 本會詳細審閱是次調查結果後，認為所得資料大致能反映印刷及出版業在調查期間的就業情況。

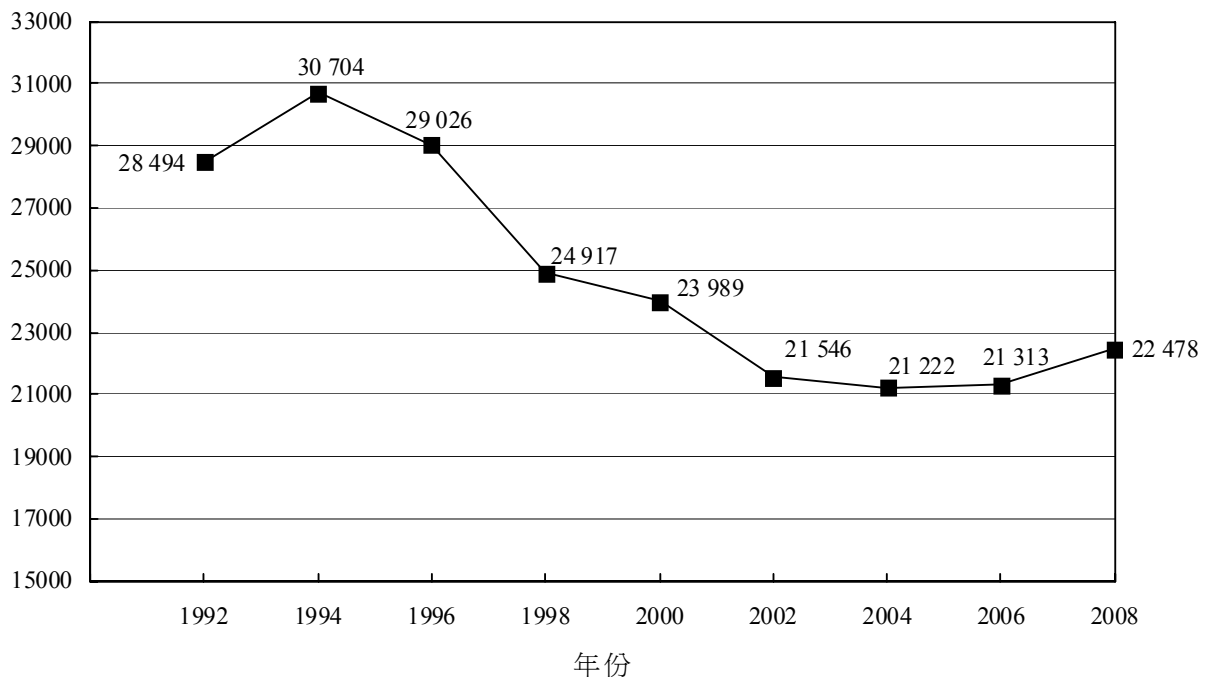
3.2 2008年的實地人力調查於2008年10月完成；正是美國次按問題觸發了全球金融危機之時。從調查數據所見，印刷及出版業似乎還未受到金融危機的不利營商環境所影響。相反，過去兩年的經濟增長，帶動了兩個行業的業務表現。

3.3 調查結果顯示，與上次2006年6月的調查結果比較，印刷業僱員人數，每年輕微上升2.7%，由21 313人增至22 478人。同樣地與上次調查結果比較，出版業的僱員人數，每年的增幅也有6%，由7 930人增至8 910人。圖3.1和3.2展示印刷及出版業從1992至2008年間的整體人力狀況。

#### (A) 印刷業

圖 3.1： 1992至2008年印刷業的人力狀況

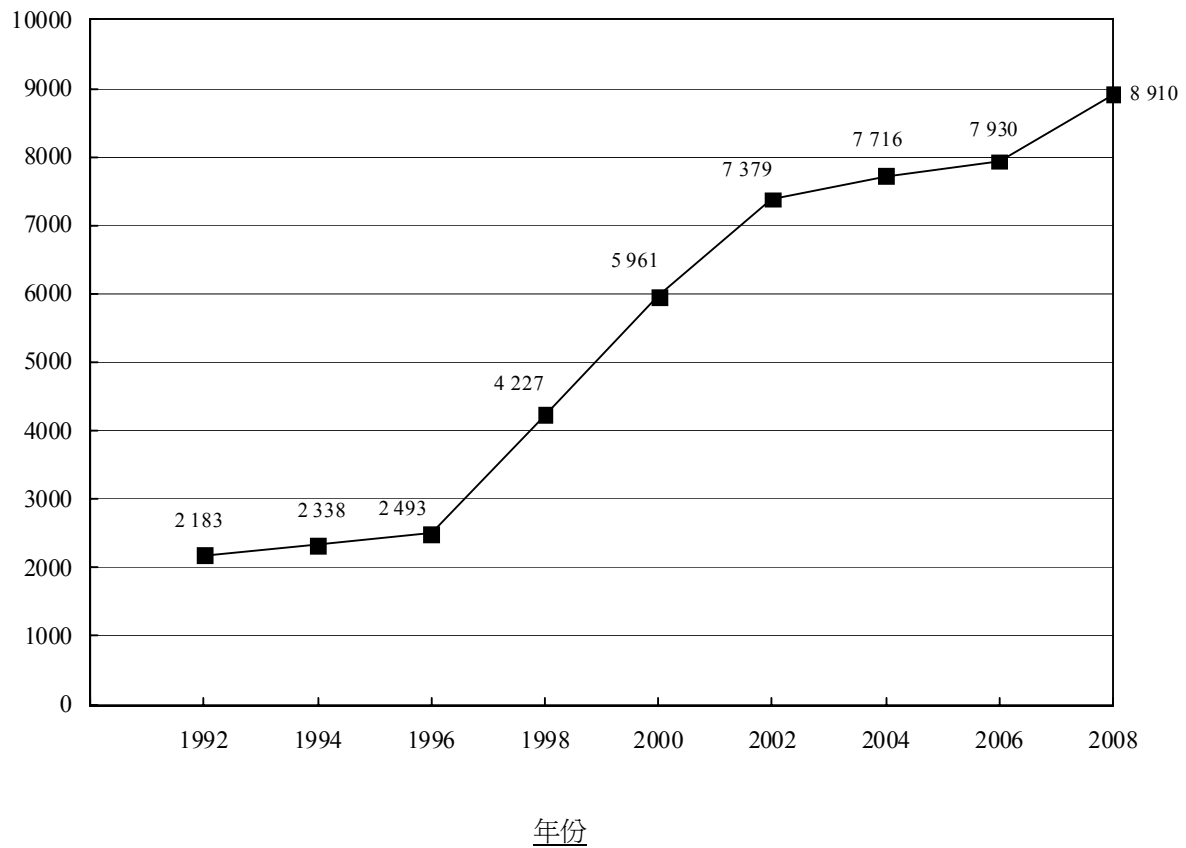
僱員人數



(B) 出版業

圖 3.2 : 1992\*至2008年出版業的人力狀況

僱員人數



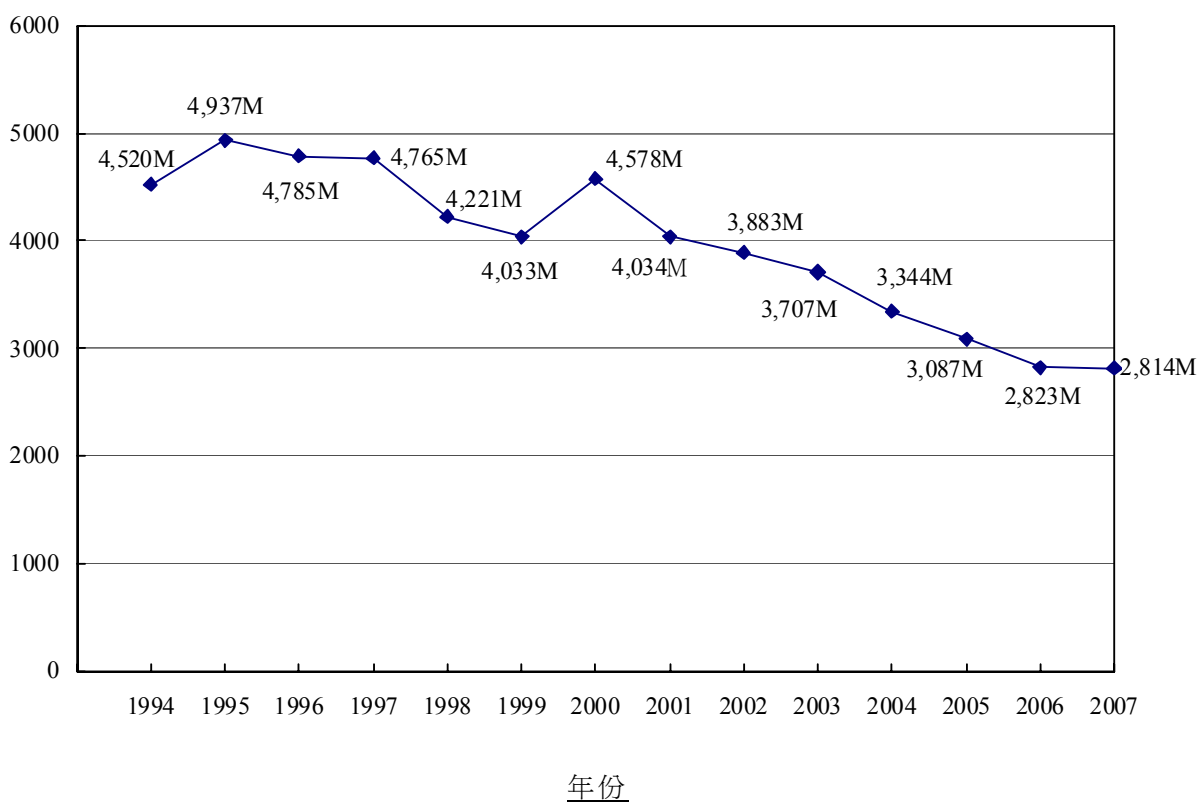
\* 與前廣告、公共關係及出版業訓練委員會於1992年及1996年所做的調查比較，2000年、2002年、2004年、2006年、2008年的調查範圍已擴大。

## 印刷業的業務表現

3.4 印刷品的本地出口總值由2000年的45.78億元，逐漸下降至2007年的28.14億元。1994年至2007年間印刷品本地出口總值見下圖3.3。

圖 3.3： 1994至2007年印刷品本地出口總值

港幣百萬元(M)

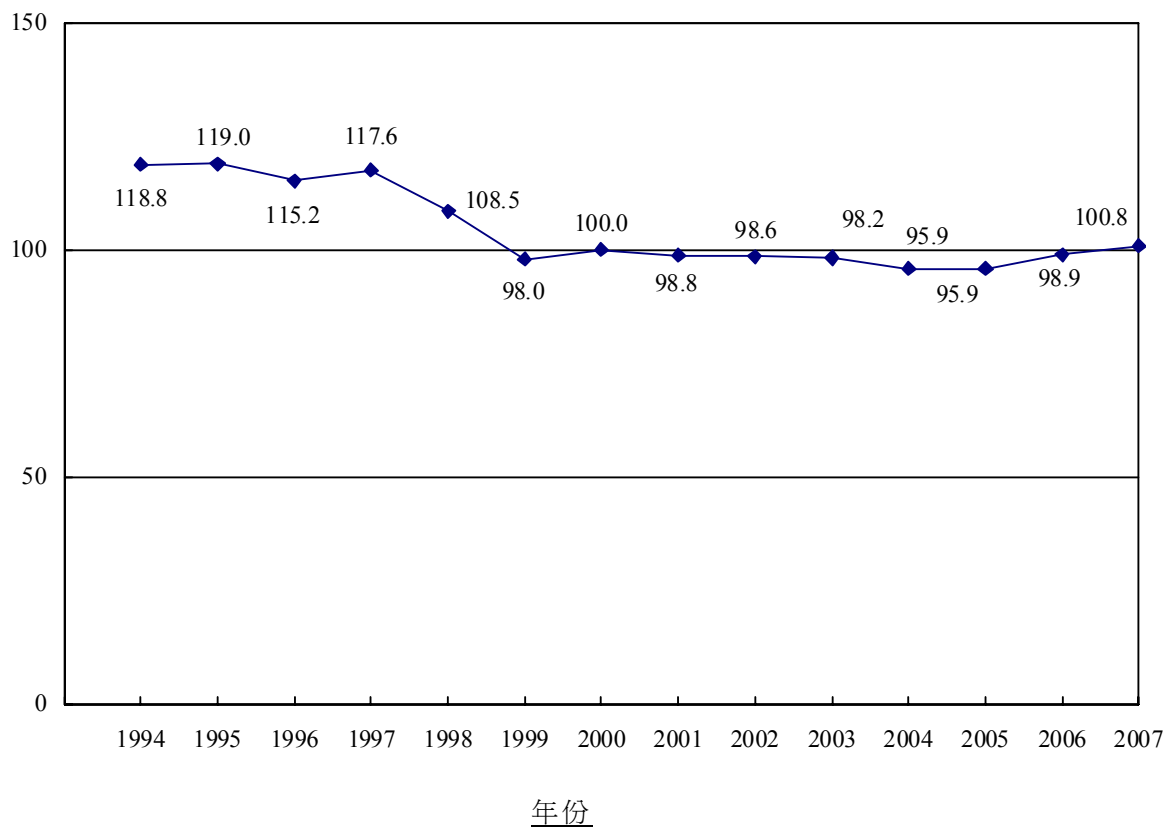


資料來源：政府統計處 《香港貿易統計》

3.5 印刷行業的生產指數由2000年（基準年）的100，增加至2007年的100.8，反映過去數年本地的紙品及印刷品生產量有輕微增長（見下圖3.4）。

圖 3.4： 紙品及印刷業生產指數

指數  
(2000 = 100)



資料來源： 政府統計處

註： 「生產指數」計算實質本地生產量，即撇除價格變動因素的本地生產量。由2002年第三季起，工業生產指數改以2000年為基準年。

3.6 第3.4及3.5段的數據反映印刷業務繼續轉移到中國內地，情況已大致上穩定。

## 各門類的人力變化

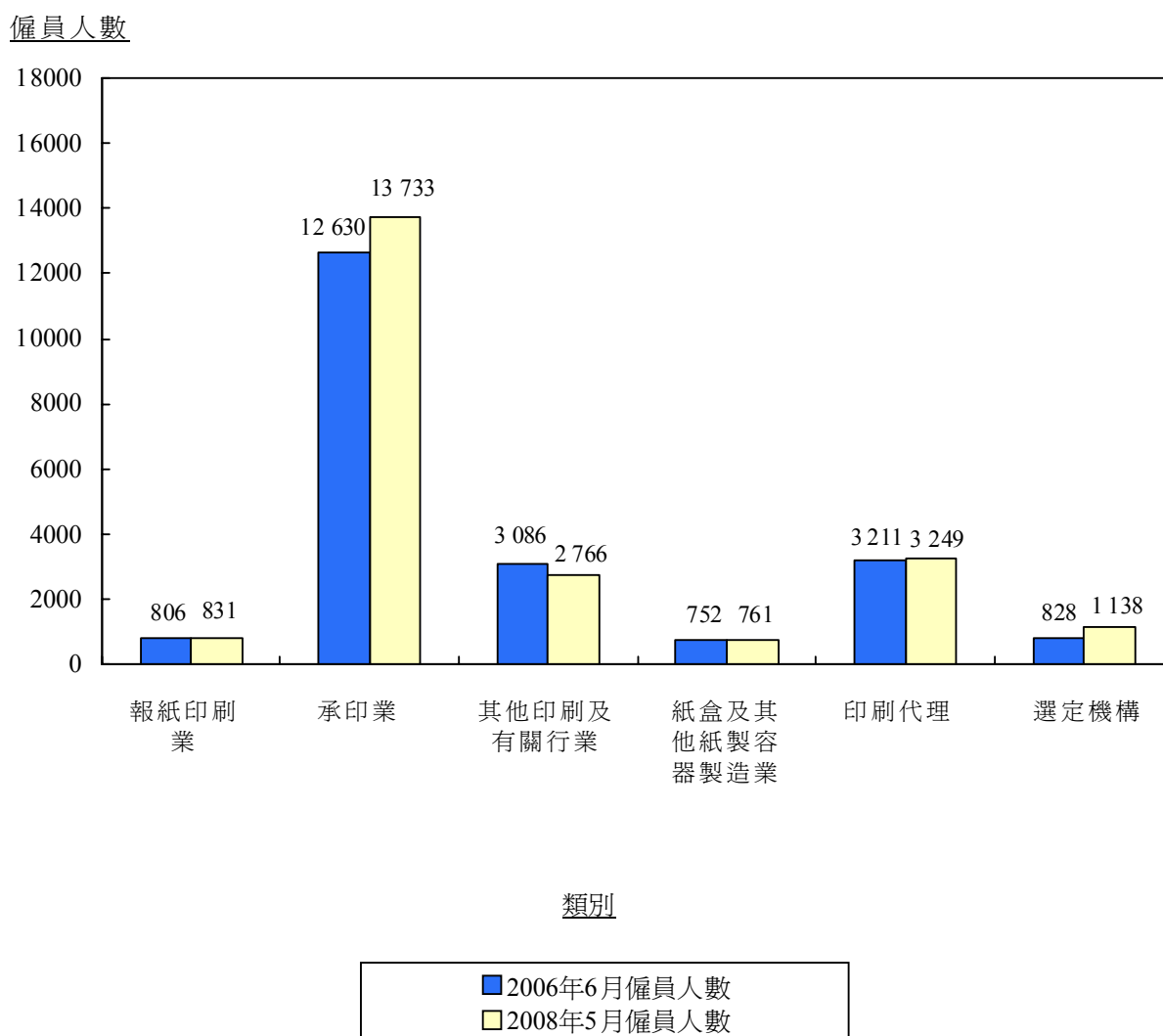
### (A) 印刷業

3.7 2006年6月至2008年5月期間，業內各門類的人力變化見下表3.1及下圖3.5：

表3.1： 2006年6月至2008年5月各門類人力變化

門類	2006年6月 僱員人數	2008年5月 僱員人數	每年變化 百分率
報紙印刷業	806	831	+1.5%
承印業	12 630	13 733	+4.3%
其他印刷及有關行業	3 086	2 766	-5.3%
紙盒及其他紙製容器製造業	752	761	+0.6%
印刷代理	3 211	3 249	+0.6%
選定機構	828	1 138	+17.2%
總計	21 313	22 478	+2.7%

圖3.5： 2006年6月至2008年5月各門類人力變化



3.8 調查顯示，承印業的技術僱員由2006年6月的12 630人，增至2008年5月的13 733人，每年增幅為4.3%。這是由於本地市場對數碼印刷服務的需求日增，令數碼印刷機構的數目上升。與始同時，選定機構的人力由828人增至1 138人，每年升幅大增17.2%。主要原因是印刷供應商和金屬罐印刷商的人力激增，顯示過去兩年對這類服務的需求殷切。

3.9 另一方面，其他印刷及有關行業門類的技術僱員人數，由2006年6月的3 086人，減至2008年5月的2 766人，每年減幅為5.3%。從業員減少的原因，大概是因為部分印刷業務持續轉移至中國內地，而數碼印刷方面的需求又有所增加。

3.10 其餘三個門類：報紙印刷業、紙盒及其他紙製容器製造業、印刷代理的人力每年增幅輕微，分別為1.5%、0.6%、0.6%，反映上述門類的人力需求穩定。



(B) 出版業

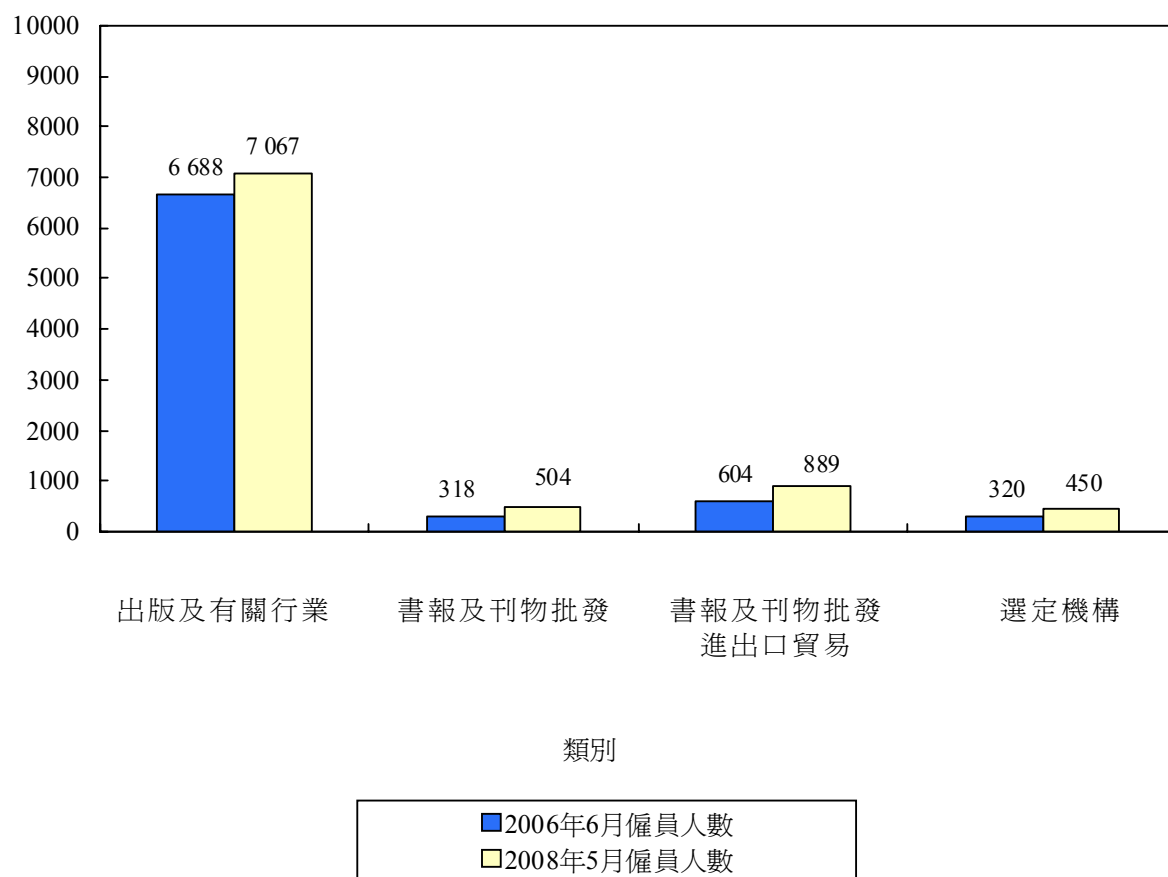
3.11 於2006年6月至2008年5月期間，業內各門類的人力變化見下表3.2及下圖3.6：

表3.2： 2006年6月至2008年5月各門類人力變化

門類	2006年6月 僱員人數	2008年5月 僱員人數	每年變化 百分率
出版及有關行業	6 688	7 067	+2.8%
書報及刊物批發	318	504	+25.9%
書報及刊物批發進出口貿易	604	889	+21.3%
選定機構	320	450	+18.6%
總計	7 930	8 910	+6.0%

圖3.6： 2006年6月至2008年5月各門類人力變化

僱員人數



3.12 調查數據顯示，過去兩年，出版業四個門類的僱員人數都顯著增加。出版業的技術僱員總數，由2006年6月的7 930人，增至2008年5月的8 910人，每年增幅為6.0%。調查亦顯示，與2006年6月相同門類比較，所有門類的機構數目都有所增加（總共221家）。這些增幅可能是由於業界為了迎接「334教育改革」所作的準備和中國內地的書籍、刊物、報章又源源進口的緣故。

## 印刷業各技能等級的人力變化

### 印刷業

3.13 印刷業2006至2008年各技能等級的人力變化見下表3.3：

**表3.3： 2006年6月至2008年5月  
各技能等級的人力變化**

技能等級	2006年6月 僱員人數	2008年5月 僱員人數	每年變化百分率
技師／管理級	1 185	1 385	+8.1%
技術員級	7 544	8 382	+5.4%
技工級	11 370	11 508	+0.6%
非技術人員級	1 214	1 203	-0.5%
總計	21 313	22 478	+2.7%

### 技師／管理級

3.14 調查結果顯示，業內技師／管理級人力由2006年的1 185人，增至2008年的1 385人，每年增幅為8.1%。鑑於印刷市場在過去兩年來持續增長，僱主因此聘請更多技師，以應付全球的競烈競爭。此外，部分在內地設有廠房的印刷商，因應經濟興旺帶來的需求，而進一步提升當地的生產力。人力變化見下表3.4：

**表3.4： 2006年6月至2008年5月  
主要職務人力變化**

主要職務	2006年6月 僱員人數	2008年5月 僱員人數	每年變化百分率
廠長	152	236	+24.6%
生產經理／品質經理	388	376	-1.6%
營業／客戶服務／市場推廣經理	565	717	+12.7%
採購經理	61	37	-22.1%
資訊科技經理（印刷）	19	19	0%
總計	1 185	1 385	+8.1%

## 技術員級

3.15 調查亦顯示，技術員級僱員，從2006年6月的7 544人，增至2008年5月的8 382人。2008年數字中，有1 648名從事五個主要職務的僱員，已第二次被納入調查範圍，包括：設計員／設計主任、印前技術員、印刷物料採購員／控制員、技術／產品（印刷）技術員、資訊科技（印刷）技術員。人力變化見下表3.5：

**表3.5： 2006年6月至2008年5月  
主要職務人力變化**

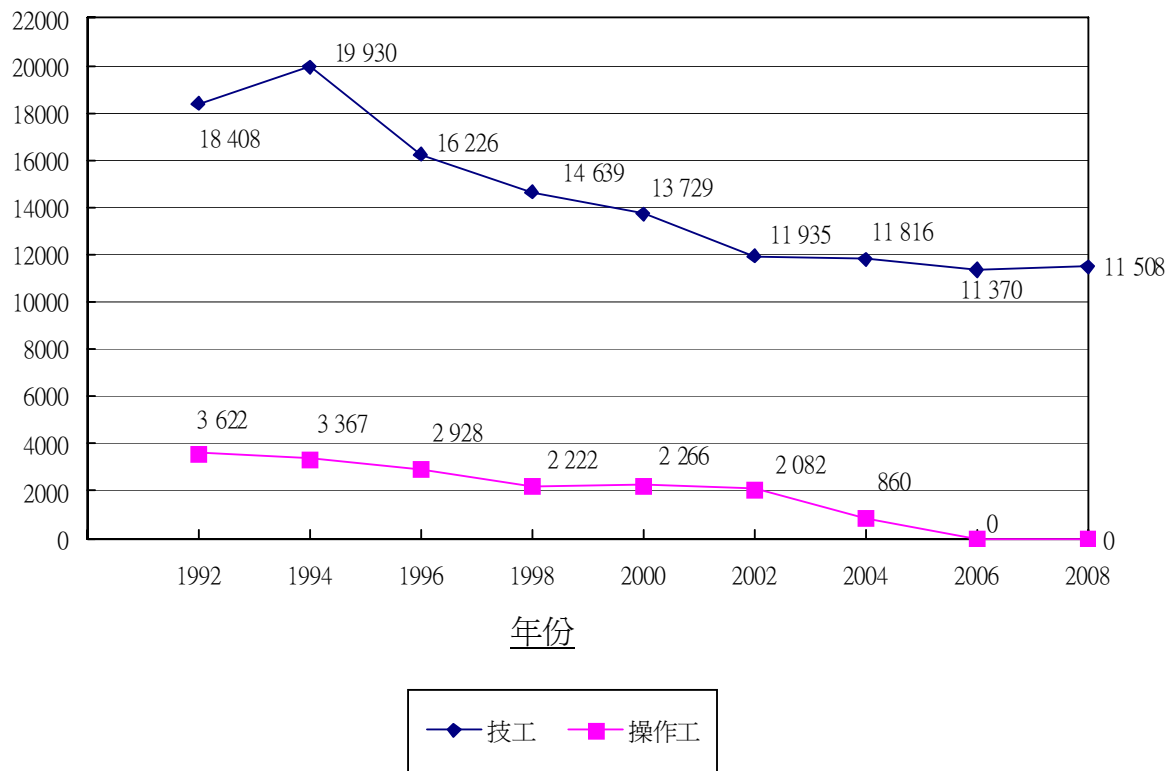
主要職務	2006年6月 僱員人數	2008年5月 僱員人數	每年變化百分率
印刷估價員／營業代表	4 129	4 478	+4.1%
生產策劃員／管制員／ 客戶服務統籌員／ 品質管制員	1 238	1 205	-1.3%
督導員／管理員	749	680	-4.7%
機電維修（印刷）技術員	272	371	+16.8%
設計員／設計主任	384	460	+9.5%
印前技術員	527	600	+6.8%
印刷物料採購員／控制員	135	262	+39.3%
技術／產品（印刷）技術員	42	197	+116.6%
資訊科技（印刷）技術員	68	129	+37.7%
總計	7 544	8 382	+5.4%

## 技工級及操作工級

3.16 調查結果顯示，技工僱員人數在過去兩年間，每年的增幅為0.6%，而操作級別職務已於2006年的調查範圍刪除。人力變化詳見下圖 3.7：

圖3.7： 1992年6月至2008年5月  
技工級及操作工級人力變化

僱員人數



## 出版業各技能等級的人力變化

3.17 出版業在2006至2008年間各技能等級的人力變化見下表3.6：

**表3.6： 2006年6月至2008年5月  
各技能等級的人力變化**

技能等級	2006年6月 僱員人數	2008年5月 僱員人數	每年變化百分率
經理	944	1 046	+5.3%
主任	2 593	3 037	+8.2%
技術輔助人員	4 393	4 827	+4.8%
總計	7 930	8 910	+6.0%

### 經理級別

3.18 調查顯示，從事經理級別的人數略有增加。人力變化見下表3.7：

**表3.7： 2006年6月至2008年5月  
主要職務人力變化**

主要職務	2006年6月僱 員人數	2008年5月僱 員人數	每年變化百分 率
董事經理／總經理／出版 人	203	227	+5.7%
總編輯／主編	191	220	+7.3%
設計總監／美術總監	88	96	+4.4%
# 製作總監／製作經理	66	68	+1.5%
市場總監／市場經理	127	147	+7.6%
營業總監／營業經理（報 刊）	144	143	-0.3%
營業總監／營業經理（書 刊）	43	67	+24.8%
編輯經理	82	78	-2.5%
總計	944	1 046	+5.3%

# 工作性質與印刷業主要職務「生產經理／廠務經理」相同。

## 主任級別

3.19 調查數據亦顯示出版業內的主任級別僱員人數輕微上升。人力變化見下表3.8：

**表3.8： 2006年6月至2008年5月  
主要職務人力變化**

主要職務	2006年6月 僱員人數	2008年5月 僱員人數	每年變化百分率
策劃編輯／高級編輯／ 編輯	1 225	1 415	+7.5%
高級設計師	298	307	+1.5%
# 製作主任	105	98	-3.4%
營業主任	522	625	+9.4%
市場／宣傳主任	187	219	+8.2%
客戶服務主任（書籍）	140	172	+10.8%
發行主任（報刊）	116	201	+31.6%
總計	2 593	3 037	+8.2%

# 工作性質與印刷業主要職務「督導員／管理員」相同。

### 技術輔助人員級別

3.20 調查數據顯示，出版業內的技術輔助人員數目有所上升。人力變化見下表3.9：

表3.9： 2006年6月至2008年5月  
主要職務人力變化

主要職務	2006年6月 僱員人數	2008年5月 僱員人數	每年變化 百分率
助理編輯／稿件編輯／ 美術編輯／校對員	1 425	1 721	+9.9%
美術設計員／插圖員	719	782	+4.3%
△ 桌面排版操作員	301	336	+5.7%
# 製作助理	96	99	+1.6%
營業代表／營業主任	1 464	1 446	-0.6%
營業助理／宣傳助理	352	426	+10.0%
其他出版業有關職位 (程式編寫員及設計員／ 地圖繪製員)	36	17	-31.3%
總計	4 393	4 827	+4.8%

# 工作性質與印刷業的技工相同。

△ 工作性質與印刷業的「電子印前系統操作技工」相同。

3.21 過去兩年印刷及出版業內僱員人數變化的分析如下：

#### (A) 印刷業

- (a) 印刷業持續邁向高檔次生產及生產過程採用更多先進科技的方向，故此技師／管理人員和技術員的人力大增，每年升幅分別有8.1%及5.4%。這個升幅顯示，更多印刷公司增強了技術僱員隊伍，以應付愈來愈高的市場需求；



- (b) 廠長及生產／品質經理的總人數，由540人增至612人（每年增幅為6.5%），而生產策劃員／管制員及督導員／管理員的人數，則由1 987人減至1 885人（每年減幅為16.1%）。由此可見，香港的印刷公司已聘用更多內地人負責督導職務；
- (c) 由於部分中小型印刷公司陸續轉型為銷售及供應代理，印刷代理的人數略有增加；
- (d) 營業經理／市場經理由565人增至717人；印刷估價員及營業代表由4 129人增至4 478人，兩者的每年增幅分別為12.7%及4.1%，反映了內地經濟，在過去兩年持續興旺，商業活動日益頻繁；
- (e) 自2006年調查首次引入以下五個主要職務：
  - (i) 設計員／設計主任；
  - (ii) 印前技術員；
  - (iii) 印刷物料採購員／控制員；
  - (iv) 技術／產品（印刷）技術員；
  - (v) 資訊科技（印刷）技術員；

該等職位的人力需求一直高企。五個主要職務共有1 648人，每年上升19.4%，增幅顯著；

- (f) 技工級人數保持在穩定水平，每年增幅只有0.6%。以下職務的人數每年均錄得增幅：
  - (i) 柯式版製作技工增加1.3%；
  - (ii) 捲筒給紙式柯式平版機印刷技工增加5.8%；
  - (iii) 單張給紙式柯式平版機印刷技工上升18.6%；

由此可見柯式印刷的需求仍然龐大。

## (B) 出版業

- (a) 經理、主任、輔助技術人員三個技能級別的人力均錄得增幅，分別為5.3%、8.2%、4.8%；故此，出版業在過去兩年的人力每年整體增幅有6%；
- (b) 營業及市場職務三個技能級別的人力均大幅增加，其中增幅顯著的是營業總監／營業經理（書刊）和客戶服務員／客戶服務主任（書籍），每年增幅分別為24.8%和10.8%。這反映業內極需要為配合「334教育改革」所編製的新教科書和對進口書籍、期刊、報章的需求甚殷；
- (c) 基於(b)項所述原因，主要編輯職務三個技能級別的人力均有增加：總編輯／主編、策劃編輯／高級編輯／編輯、助理編輯／稿件編輯／美術編輯／校對員的人力每年增幅分別為7.3%、7.5%和9.9%。

## 人力數字與本會預測比較

### (A) 印刷業

3.22 下表3.10將實際人力數字（僱員人數加空缺數目），與本會在2006年的預測作一比較：

表3.10：2008年人力數字與2006年預測比較

技能等級	2008年 實際人力數字	本會對2008年 的人力預測	人力預測與 實際人力數字比 較
技師／管理級	1 385	1 439	+1.9%
技術員級	8 383	8 587	+1.2%
技工級	11 552	11 176	-1.6%

3.23 本會兩年前預測的技師／管理級及技術員級人力之需求，較實際人力數字為高；技工級的預測則較實際人力數字為低。三個技能等級的實際人力數字與本會的預測頗為接近，相差幅度只有±2%。

## (B) 出版業

3.24 下表3.11將實際人力數字（僱員人數加空缺數目），與本會在2006年的預測作一比較：

表3.11： 2008年人力數字與2006年預測比較

技能等級	2008年實際人力數字	本會對2008年的人力預測	人力預測與實際人力數字比較
經理級	1 046	952	-4.6%
主任級	3 037	2 618	-7.2%
技術輔助人員級	4 827	4 646	-1.9%

3.25 本會預測的各技能等級人力需求均比實際人數為低。實際人數與本會預測之所以出現差距，是由於本調查報告所涵蓋的機構數目較前一次大幅增加所致（共221家）。

## 業務展望

### 概述

3.26 香港與中國內地的經濟，數年前從低谷強勁甦蘇，經濟連年增長，令2006年6月至2008年5月期間的印刷及出版業受惠。可是，2008年9月金融危機爆發，重創全球經濟和金融體系，香港的印刷及出版業也大受衝擊。有見及此，香港特別行政區政府與世界各國政府一樣，制訂了多項針對性措施，以應付金融危機度帶來的考驗。措施的主要目的，是要渡過當前難關，轉危為機，並且提升香港的競爭力。與兩個行業相關的措施包括以下各項：

- (a) 為銀行體系提供流動資金支持；提供百分百存款保障和推出「備用銀行資本安排」；
- (b) 增加使用「中小企業信貸保證計劃」的彈性；延長「營運資金貸款」的保證期及推出「特別信貸保證計劃」；
- (c) 十大基建項目陸續開展，藉以刺激經濟；

- (d) 透過財務及基建支援、人力培訓及與中國內地合作，推動香港的科技發展；
- (e) 設立180億元的研究基金，以增加研究工作，推動本港高增值企業發展。

3.27 中央政府於2008年11月推出四萬億元人民幣刺激經濟方案，另12月再推出14項措施，以穩定香港的金融和經濟發展。此外，自《內地與香港關於建立更緊密經貿關係的安排》（CEPA）的第三階段於2006年1月實施後，港產貨品進入內地已享有零關稅，加上中國已於2001年12月加入世界貿易組織，內地市場持續開放，仍會為香港的公司締造不少商機。

3.28 國務院發展和改革委員會，在2008年1月公佈了《珠江三角洲地區改革發展規劃綱要》。為有效地落實《綱要》，粵港兩地政府已制訂合作協議，短期內將會為本地和內地的經濟帶來重大影響。

## **印刷業**

3.29 基於上述措施、支援及機會，本會相信香港印刷業會受惠。根據過往經驗，本會亦相信業界會從當前的金融危機中逐漸復元過來。

3.30 不過，由於內地的《勞動合同法》和加工貿易政策，以及環保意識逐漸提高，導致中國及其他國家收緊有關環境的法例。上述種種都令印刷業過去承受巨大壓力，而且預期來年仍會繼續令業界受壓。

3.31 此外，人民幣幣值急升，工資、稅項及關稅上漲，能源及物料價格上揚等因素，將使營運成本居高不下。另一方面，除內地企業外，本地印刷業還要面對亞洲其他企業的激烈競爭。

3.32 由於競爭激烈，預計更多印刷業僱主會將業務多樣化，由生產轉為營銷。因此，更多技師及技術員級的技术人力，需要迎合人力需求的轉變而作出轉型，以滿足將來營銷級的人力需求。

3.33 數碼印刷服務的需求上升，使愈來愈多僱主不斷引入先進印刷技術及設備。另一方面，現在有很多印刷公司提供「全方位解決方案服務」，以滿足顧客，尤其是海外顧客在這方面的需求。

## 出版業

3.34 與印刷業不同，近期的金融危機並未對出版業造成同樣的衝擊。原因是新高中「334教育改革」推行在即，需要編寫新教科書及相關教材以配合改革，而且本地一般出版市場亦頗為穩定。2009年5月，僱主預測人力增幅為0.1%，與去年同期調查的同一項目比較，出版社一方面對將來業務持審慎態度，另一方面，透過精簡人手來維持運作。雖然如此，基於上述情況，兼且人們普遍仍有閱讀的習慣，本會估計出版業會繼續平穩發展，理由如下：

### (a) 教科書出版

「334教育改革」下的新學制，將於2009年9月實施，高中課程因而需重新編寫。未來數年須監察推行成果及進一步發展課程。因此，新教科書的需求會持續而穩定。

### (b) 一般書籍出版

隨着中國加入世貿，進口書籍、期刊、報章會持續增加，亦有助促進本地出版產量和出版貿易。部分出版商會繼續開拓商機，向內地及台灣擴展出入口業務。由於金融危機的衝擊，業內的新出版商會減少。不過，香港書展的參展商由2006年的434家，增至2007年的475家，2008年更增至485家；預期出版業整體業務將穩定發展。

### (c) 雜誌出版

雜誌之於有閱讀習慣的人，是日常生活眾多嗜好中的一大選擇。雜誌亦為不同年齡的各類讀者提供方便而廉宜的娛樂及資訊。金融危機對雜誌業的影響較小，危機過後應會出現增長。

### (d) 網上出版

互聯網急速發展，網上出版和網上書店業務一直潛力優厚。根據2008年的調查資料，1 150家公司當中，有33家（2.9%）從事電子出版類別的網上出版業務。隨着科技發展日趨成熟，更多讀者和消費者逐漸習慣這種模式，網上出版將繼續增長。

## 未來技術發展

### (A) 印刷業

3.35 市場對自動化、高速優質、生產時間短、成本較低但準確度高的印刷技術的追求日增，令數碼印刷大行其道。數碼印刷包括電子照相印刷、噴墨印刷及激光印刷製程。其中噴墨印刷在油墨、承印物、印刷形式方面選擇最多。此外，噴墨印刷的圖像解象度高，並且能在特別物料上印刷。

3.36 印刷業的另一個重要技術趨勢，是環保印刷愈來愈普及和備受重視。由於出版商和其他用家都承諾會更加環保，印刷公司須使用再造紙、UV 油墨、用大豆提煉的油墨和不含化學物質的印版。

3.37 互聯網的盛行，網絡印刷和網絡化印刷生產，已成為印刷業重要的未來趨勢。網絡印刷可利用互聯網瀏覽器，預覽草圖的確切面貌，並製成適用於印刷的文件，格式通常是可攜式文件格式（PDF）。網絡印刷網站，以及透過印件定義格式（JDF），將印刷應用程式融合到印刷及印前工作是另一個發展範疇。

### (B) 出版業

3.38 香港特區政府成立了專責小組，負責在學校推廣電子學習。2009年5月，超過40所小學改用電子學習（網上學習）系統，作為踏出使用電子課本的第一步。現時課本的內容由教師設計，而系統則需要龐大技術支援及保養費。在不久的將來，技術一旦發展成熟，而電腦及相關網絡系統等硬件工具的價格下調時，電子書將會愈見普及。此外，版權問題須由各方妥善解決。故此可以預見，電子書將為出版業帶來有利可圖的機會。

## 未來人力預測

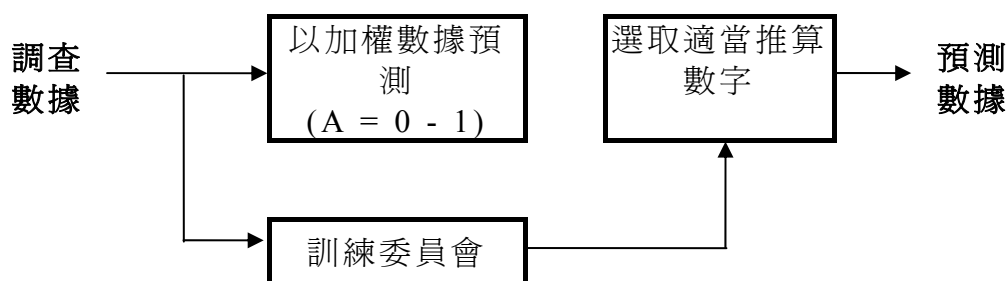
### 按過往數據預測人力需求

3.39 如撇開2008年金融危機這個因素，而只基於過往的歷史趨勢、印刷及出版業的正常業務前景，以及兩個行業吸納人力的能力等因素，本會預測未來三年（2009至2011年）業內僱員人數會穩定增長。本會亦預料，未來三年的僱員流動率會處於低水平並建議以自然流失率3%，作為預測僱員流失的指標。僱員「流失」，是指僱員因退休、轉行或其他原因而離職。

3.40 基於上述因素的考慮，以及本調查中，僱主對2009年的人力預測後，本會採用了「調節過濾法」來預測人力發展趨勢，以推算印刷及出版業在2009至2011年所需的額外人手。

### (A) 印刷業

3.41 本會曾考慮使用「人力市場分析法」來預測印刷業的人力發展趨勢。但礙於印刷業務複雜性「人力市場分析法」並不適用於是次調查。本會因此沿用過往人力調查所使用的「調節過濾法」，然後考慮了前述各段的種種外在因素、經濟趨勢、科技發展、工作人口模式、行業前景等等因素，而選出最適當的推算數字。「調節過濾法」見下圖：



3.42 本會審閱過過往及是次調查所得數據，並考慮到印刷業的未來發展，故此預測未來數年技師及技術員的需求將持續增加。

3.43 根據上述估計，本行業在未來三年需額外增加的技師級別、技術員級別、技工級別人手如下：

**表3.12： 2009至2011年印刷業每年人力需求（按過往人力趨勢）**

技能等級	平均每年需增加人手			
	預測增長 (A)	流失量 (B)	總數 (A) + (B)	(±10% 幅 度)
技師／管理級	74	44	118	106 - 130
技術員級	325	266	591	532 - 650
技工級	47	347	394	355 - 433

## (B) 出版業

3.44 「調節過濾法」也用於出版業的人力需求預測。由於從業員相對年輕，本會因此就未來三年人力需求的預測，將經理、主任、技術輔助人員級的自然流失率亦定為3%。

3.45 根據上述估計，本行業未來三年每年需額外增加人手見下表：

表 3.13：2009至2011年出版業每年人力額外需求（按過往人力趨勢）

技能等級	平均每年需增加人手			
	預測增長 (A)	流失量 (B)	總數 (A) + (B)	(±10% 幅 度)
經理級	50	34	84	76 - 93
主任級	68	94	162	146 - 178
技術輔助人員級	81	148	222	200 - 244

### 2008年金融危機的因素

3.46 2008年的人力實地調查於2008年10月完成，在此不久之前，美國次級按揭問題觸發了全球金融危機，其後更導致多個主要經濟體系陷入衰退。現時，並未有跡象顯示經濟下滑會何時停止。儘管如此，根據以往經驗，加上香港特區政府和中央政府推出的各項措施，本會適當樂觀地認為，印刷及出版業將會受惠，並會從經濟不景氣中逐漸復元。



3.47 根據委員的經驗及對行業人力特點的認識，再考慮到當前的經濟狀況，本會估計，印刷及出版業來年（即2009年）只會為填補人力自然流失所出現的空缺（流失率為3%）。兩個行業的培訓需求見下表3.14和表3.15。印刷及出版業主要職務的培訓需求詳情見附錄17、18。

**(A) 印刷業**

**表 3.14： 印刷業2009年估計培訓需求  
（已考慮到2008年金融危機）**

技能等級	每年培訓需求	±10% 幅度
技師／管理級	42	38 - 46
技術員級	251	226 - 276
技工級	345	310 - 380

**(B) 出版業**

**表3.15： 出版業2009年估計培訓需求  
（已考慮到2008年金融危機）**

技能等級	每年培訓需求	±10% 幅度
經理級	31	28 - 34
主任級	91	82 -100
技術輔助人員級	145	130 - 160

3.48 本會預料，2010至2011年印刷及出版業的人力需求將輕微上升，因此亦估計，未來兩年不同職級的每年平均培訓需求，以應付僱員的增長和流失。詳情見表3.16及 表3.17。印刷及出版業主要職務的培訓需求詳情見附錄17、18。

(A) 印刷業

表3.16： 印刷業2010至2011年估計每年平均  
培訓需求（已考慮到2008年金融危機）

技能等級	每年培訓需求	±10% 幅度
技師／管理級	72	65 - 79
技術員級	365	329 - 401
技工級	370	333 - 407

(B) 出版業

表3.17： 出版業2010至2011年估計每年平均  
培訓需求（已考慮到2008年金融危機）

技能等級	每年培訓需求	±10% 幅度
經理級	59	53 - 65
主任級	109	98 - 120
技術輔助人員級	155	139 - 171

3.49 本會將於2010年展開另一次人力調查，以研究並更新行業的人力需求資料，並會關注最新的技術發展，以期為從業員提供在職培訓。

### 人力供求分析

3.50 印刷業方面，預測2009年技師級需要38至46人；2010至2011年需要65至79人。如附錄18所述，出版業同期分別需要2名及3至4名製作總監／製作經理。因此，業界技師／經理級2009年的總人力需求為40至48人，而2010至2011年則每年為68至83人。

3.51 技師級人手方面，由於本地專上院校並無開辦印刷學士課程，所以目前技師級人力供應不足。有志進修較高程度印務課程的青年人須往海外進修。由於技師供應有限，僱主大都會擢升表現良好的技術員填補技師空缺，或直接聘用香港知專設計學院的高級文憑畢業生，或大學畢業生。

3.52 香港知專設計學院的印刷及數碼媒體系是本地唯一提供高級文憑程度課程的院校。預計畢業人數如下：

<u>課程</u>	<u>估計畢業人數</u>		
	<u>2008/09</u>	<u>2009/10</u>	<u>2010/11</u>
<u>全日制</u>			
時尚品味出版學高級文憑	40	45	45
廣告、包裝及品牌高級文憑	55	77	92
商業印刷及數碼媒體出版高級文憑	54	46	52
攝影及平面成像高級文憑	19	14	14
	<u>168</u>	<u>182</u>	<u>203</u>

3.53 以目前的財政狀況而言，香港知專設計學院的畢業生可滿足印刷業未來三年的預測需求。然而，一些高級文憑畢業生或會在業界擔任技術員級職務。

3.54 技術員方面，估計印刷業2009年需求226至276人；2010至2011年則每年需求329至401人。如附錄18所述，出版業在2009年、2010至2011年，每年各需要3至4名製作主任。因此，業界於2009年的技術員需求為229至280人；2010至2011年每年為332至405人。

3.55 根據印刷業訓練中心(本港唯一開辦全日制印刷技術員課程的院校)提供的資料，技術員課程畢業生人數將如下：

課程	估計畢業人數		
	2008/09	2009/10	2010/11
印刷數碼流程生產	20	-	-
技術員基礎證書課程			
中專文憑 (廣告、包裝及印刷)	25	25	25
中專文憑 (平面圖像傳播)	25	25	25
總計：	70	50	50

3.56 訓練中心的畢業生總數，遠遠未能應付預測需求。不過，部份技術員級別職務，會透過學徒計劃，培訓中學離校生及內部晉升有經驗的技工來填補。本會認為有需要開辦短期課程(例如技能提升計劃課程)，以提升這些僱員的行業知識和技能，同時加強其督導技巧。另外，由於印刷技術不斷進步，本會認為，由受過適當訓練的技術員課程畢業生擔任相關工作會更為勝任。

3.57 技工方面，印刷技工2009年的預測需求為310至380人；2010至2011年的預測需求為每年333至407人。如附錄18所述，出版業於2009年、2010至2011年，印刷技工(製作助理)的總需求為每年2至4人。因此，業界對2009年的技工總需求為312至384人；2010至2011年的每年需求為335至411人。

3.58 根據印刷業培訓中心（本港唯一開辦全日制印刷技工課程的院校）所定的訓練名額，技工畢業生人數如下：

課程	估計畢業人數		
	<u>2008/09</u>	<u>2009/10</u>	<u>2010/11</u>
數碼印刷媒體出版基本技術證書課程	5	-	-
電腦化印刷及製本基本技術證書課程	2	-	-
中專文憑（廣告、包裝及印刷）	15	12	15
中專文憑（平面圖像傳播）	12	12	15
總計：	<u>34</u>	<u>24</u>	<u>30</u>

3.59 訓練中心的畢業生總數，遠遠未能應付技工職務的預測需求。不過，業界可讓傳統職務工人，修讀技能提升課程，以再培訓方式紓緩人手短缺的問題。

## 第四章

### 建 議

4.1 2008年的全球金融危機，至2009年繼續影響環球各主要經濟體系，但仍未有跡象顯示其影響何時結束。現時，香港特別行政區政府及中央政府已引入一系列措施，以確保財務機構及市場的穩定，提高市民的信心。根據上述措施及過往經驗，本會對印刷業和出版業的前景持適當樂觀的態度，相信業內可受惠於上述措施，從經濟逆境中復蘇過來。因此，本會建議僱主考慮採取以下措施，為未來經濟復甦做好準備：

- (i) 進行業務重整、精簡工序，令公司更具效率、業務更勝從前；
- (ii) 提供適當的培訓，加強員工(特別是技術人員)整體技術水平及能力，使機構能夠從金融危機中冒起，成為更強大、更具競爭力的新勢力；
- (iii) 以最具成本效益的方法繼續開拓新商機，擴大市場佔有率；
- (iv) 鞏固與現有客戶的穩健伙伴關係，並尋求與潛在的新客戶建立伙伴關係；及
- (v) 採用或開發消耗能源較少的綠色產品。

4.2 關於員工技術及能力方面，本會建議，除了個別公司的培訓需求外，僱主宜參考分別刊於附錄15及16的印刷業和出版業的「僱員所需的訓練」資料。在這個特殊的時刻，僱主亦宜加強培訓力度，確保有足夠的幹練人才，於經濟復蘇時掌握商機。本會亦建議，職業訓練局及其他培訓機構可密切留意以上的培訓需求，在適當的時間為業界提供所需培訓服務。

4.3 本會認為，每兩年一次進行人力調查，對建立數據庫作比較以及預測未來人力需求均有幫助，因此有需要繼續進行調查，密切監察印刷及出版業的人力和訓練情況，以便提出建議，配合業內訓練需要。

### 每年吸納受訓者人數

4.4 調查期間，印刷業受訓者只有45名；出版業並無受訓者。由於訓練期一般需時長達三年，現時業內所提供的訓練，顯然不足以應付需求。

4.5 為確保技術人手供應充足，本會促請僱主按下列數字進行人力訓練：

表 4.1：建議2009年每年培訓人數

技能等級	建議每年培訓人數	
	印刷業	出版業
技師／管理／經理級	42	31
技術員／主任級	251	91
技工／技術輔助人員級	345	145

表 4.2：建議2010至2011年每年培訓人數

技能等級	建議每年培訓人數	
	印刷業	出版業
技師／管理／經理級	72	59
技術員／主任級	365	109
技工／技術輔助人員級	370	155

上述印刷業及出版業的人力培訓數字（按主要職務細分的情況）分別見附錄17、18。

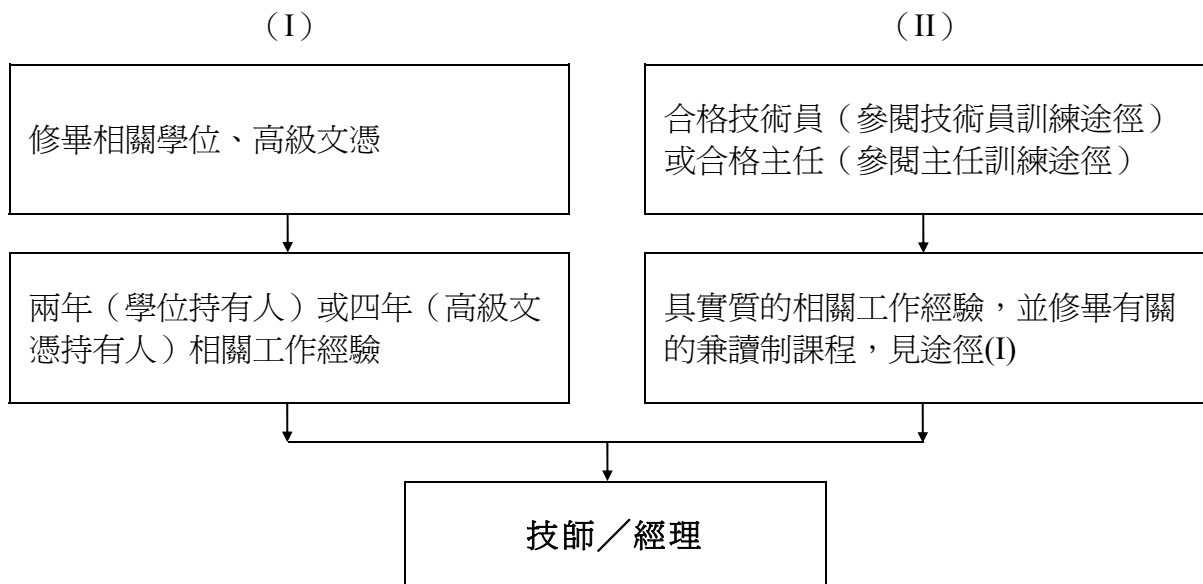
4.6 僱主進行機構內部人力策劃時，須注意第4.5段所載數字和目前的人力比較：印刷業在2010-2011年，每年培訓需求為3%，分別約為現時印刷業技師／管理人員、技術員及技工人數的5.2%、4.4%及3.2%，2009年則為3%。至於出版業方面，到2010-2011年每年培訓需求為3%，分別約為現時出版業經理、主任、技術輔助等人員的5.6%、3.6%及3.2%。

4.7 技師／管理人員及經理、技術員及主任、技工及技術輔助人員的建議訓練途徑，載於下列各段。

**技師／管理人員及經理訓練**

4.8 印刷業的技師／管理人員級職位及出版業的經理級職位，任職者宜持有相關大學學位、高級文憑或高級證書，另加數年相關工作經驗。

4.9 以下為訓練技師／管理人員／經理的一般途徑：



4.10 本會建議僱主聘用大學學位或高級文憑持有人為見習技師／管理人員（見訓練途徑（I））。至於表現出色的合格技術員／主任，則可透過訓練途徑（II）晉升。



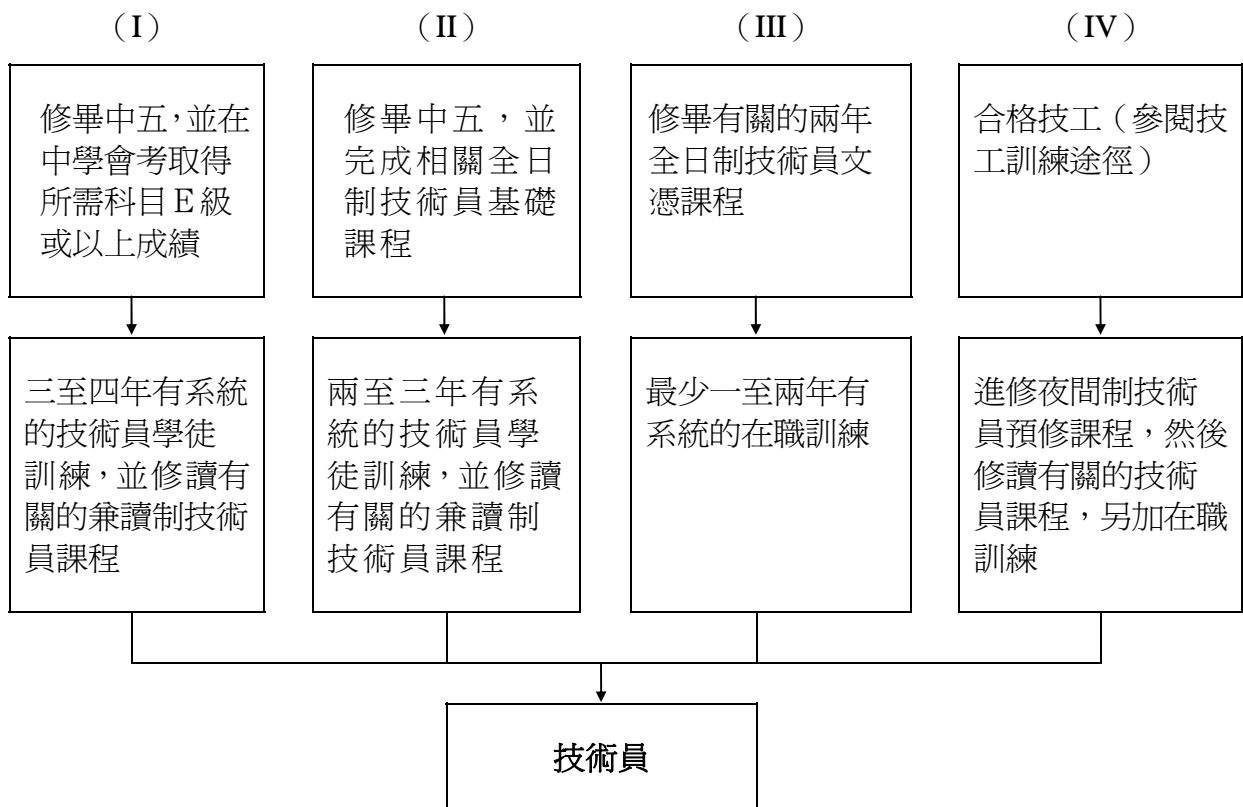
4.11 建議僱主資助在職技術員／主任修讀夜間制學位、高級文憑或高級證書課程，以提升其知識及技能。

### 技術員／主任訓練

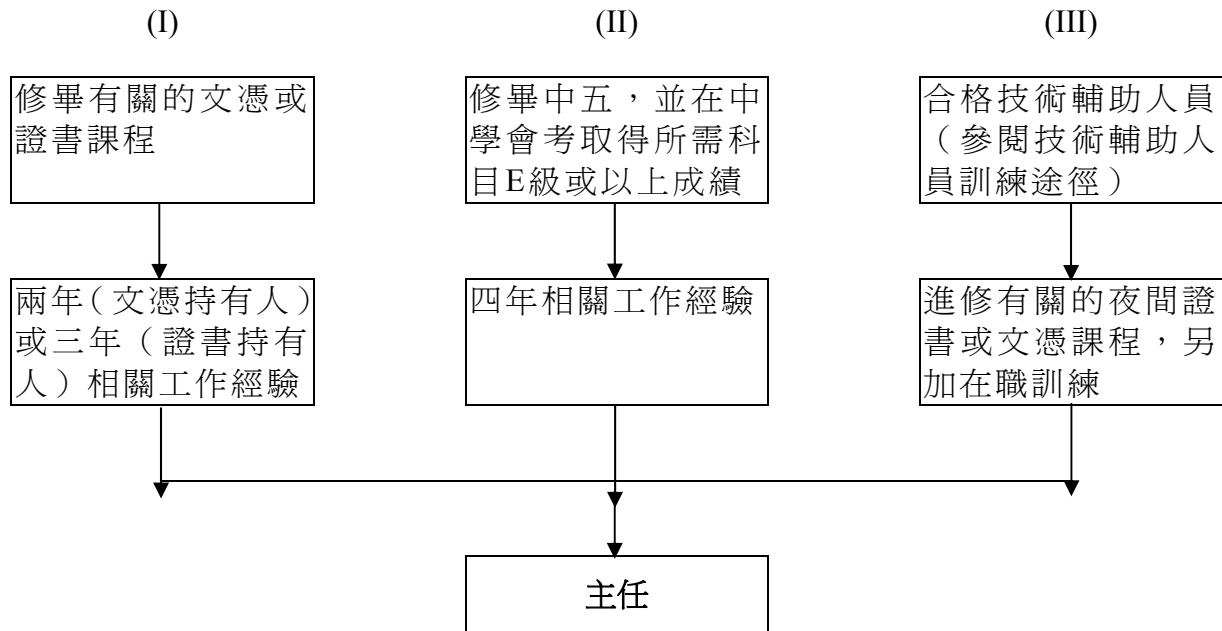
4.12 技術員或主任應能運用已確認的技術知識和程序，執行技術工作，以及督導技工或技術輔助人員等。技術員的訓練應包括在職實務訓練和修讀有關的技術員證書課程，使受訓者能兼具實際經驗和理論知識。

4.13 訓練印刷業技術員及出版業主任的途徑建議如下：

#### (A) 印刷業－技術員



## (B) 出版業－主任



4.14 職訓局轄下香港知專設計學院，開辦全日制印刷技術員高級文憑、文憑、兼讀制高級文憑課程，另有兼讀制印刷學增修課程；職訓局印刷業訓練中心開辦一年全日制技術員基礎證書課程及中專文憑課程，為年輕人投身技術員級職務或升學做好準備。

4.15 不少僱主聘用中學畢業生為受訓者，讓他們與資深技術員或主任緊密合作，從中學習，並同時到專上院校修讀相關的夜間制課程，訓練他們成為技術員或主任。部分僱主會聘用相關文憑或證書課程畢業生；另有部分印刷業僱主則選擇聘用印刷業訓練中心畢業生為技術員學徒，一般訓練期為三年，全日制技術員基礎證書課程畢業生可獲豁免首年學徒訓練。

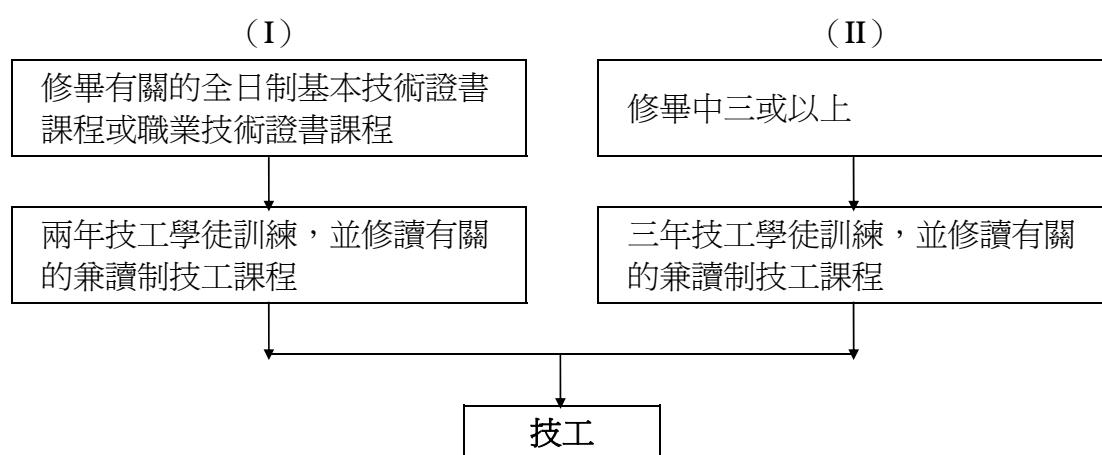
4.16 本會建議，印刷業及出版業僱主可聘用印刷業訓練中心或香港知專設計學院畢業生；此外，亦可保送僱員修讀兼讀制課程，增進其技能知識。

## 技工／技術輔助人員訓練

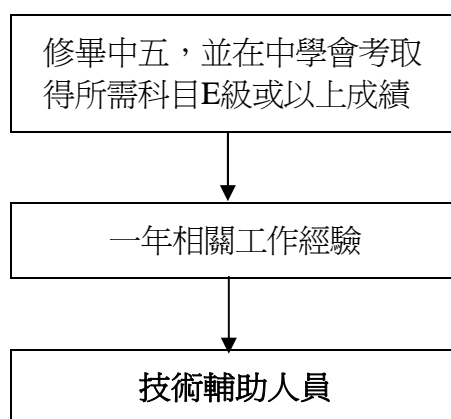
4.17 技工或技術輔助人員，是指可運用技能以擔任多類相關職務的技術僱員，他們除了要有實務技能外，還須具備有關理論知識，才能適應科技演進。

4.18 訓練技工及技術輔助人員的途徑建議如下：

### (A) 印刷業－技工



### (B) 出版業－技術輔助人員



4.19 印刷學技工課程主要由職業訓練局屬下印刷業訓練中心提供。由於業內現時廣泛應用數碼科技，所以印刷學技工課程內容已修訂，加強電腦及數碼操作訓練。

## **印刷學基本技術證書課程**

4.20 印刷業訓練中心會開辦一年全日制基本技術證書課程，包括實務訓練、行業知識及一般科目。對於傾向就業的青年，這類課程有助他們投身業界。

4.21 基本技術證書課程學員畢業後，可投身業內，作為第二年技工學徒訓練，為期兩年。本會呼籲僱主聘用這些學員，因為訓練期較短而且他們亦具備基本技能，可於受僱後立即投入生產工作。

4.22 印刷業訓練中心所辦的基本技術證書課程詳列於第4.29段。

4.23 自2005／06學年起，印刷業訓練中心已推出全新的三年制中專文憑課程。修畢第二年課程而欲提早投身社會的學生可獲頒職業技術證書，從事技工職務。

## **技能提升計劃**

4.24 技能提升計劃(SUS)由政府推行，協助低學歷、低技術／傳統技術僱員改善就業條件。修讀這個計劃的課程，學員可獲資助七成學費。合適的印刷課程主辦機構，可競投開辦印刷業SUS課程。自2001年9月推行以來，修讀過SUS印刷業課程者超過10 500人次。現時為業內技工開辦的技能提升課程載於附錄19。

4.25 本會呼籲僱主充分利用兼讀制技能提升課程，改進僱員的技能水平。

## **印刷業僱員的技能測驗**

4.26 職業訓練局已核准由屬下訓練委員會推行技能測驗及證書頒發制度。該制度屬自願參加性質，其目的為：

- (a) 協助業界選聘合適的技術人才；
- (b) 使未受過正規訓練的人士亦能取得認可資格；
- (c) 提高技術人員的地位；
- (d) 確立技術人員應有的技能水平；
- (e) 設立技能等級，使技術人員有晉升機會。

4.27 本會負責為印刷業僱員推行技能測驗，現時舉辦的為柯式平版機印刷技工技能測驗。

4.28 僱主應鼓勵僱員參加技能測驗，使其業內地位得到正式承認。

### *印刷業訓練中心*

4.29 本會負責就印刷業訓練中心的管理提出意見。中心所辦的全日制課程如下：

	訓練期
(a) 印刷數碼流程生產技術員基礎證書課程	一年
(b) 數碼印刷媒體出版基本技術證書課程	一年
(c) 電腦化印刷及製本基本技術證書課程	一年
(d) 中專文憑(廣告、包裝及印刷)	三年(或一年精修課程)
(e) 中專文憑(平面圖像傳播)	三年(或一年精修課程)
(f) 香港知專設計學院、工商資訊學院的印刷及數碼媒體系、工商管理系及設計系學生的實務訓練課程	15 - 180小時

### *印刷及數碼媒體系*

4.30 本會呼籲僱主積極僱用香港知專設計學院印刷及數碼媒體系全日制畢業生。香港知專設計學院所辦的有關課程見附錄20。

## *印刷科技研究中心*

4.31 1999年9月，香港印刷業商會聯同香港專業教育學院（觀塘分校）向香港政府創新科技署創新及科技基金申請撥款，以協助本港印刷及出版業採用先進的數碼製作流程。其後獲基金資助860萬元，於2000年5月在觀塘分校設立「印刷科技研究中心」。

4.32 承蒙各大印藝設備供應商對計劃極表支持，向「印刷科技研究中心」提供總值達1 500萬元的先進數碼印刷器材及軟件，設置實況的環境，配備多種生產設施，進行數碼及工作流程示範。此外，研究中心亦肩負技術轉移的職能，包括透過研討會、訓練課程、「印刷科技會」會員計劃及顧問服務等，向業界提供電子出版及數碼印刷科技趨勢的最新資訊。

## *訓練手冊*

4.33 本會出版的印刷業主要職務的訓練方案及工作範圍手冊，可供僱主制訂訓練方案或評估僱員技能水平時作為參考，請僱主善加利用。

## *職業訓練局的培訓服務*

4.34 職業訓練局免費協助僱主籌劃訓練事宜，包括：

- (a) 法定**學徒訓練計劃**：有效培訓技術員和技工，以應付業內需要；
- (b) **工科畢業生訓練計劃**：協助工科生和工科畢業生完成工程師專業訓練；
- (c) 自願參加性質的**技能測驗及證書頒發制度**：確立技術人員應有的技術水平；
- (d) **新科技培訓計劃**：向本地僱主提供資助，使他們可以派送僱員到海外或在本地學習新科技。津貼額最高可達訓練開支的50%。

僱主如對以上各項訓練計劃有興趣，可聯絡職業訓練局。

### **增加教育及訓練設施**

4.35 香港已成為亞太區內的主要服務中心，印刷及出版服務亦必須維持國際水平。本會建議大專院校研究增加印刷及出版方面的學位、高級文憑及文憑課程，配合所推算的人力需求；而僱主則應為僱員提供更多在職訓練，並且給予他們時間，接受職外增修訓練。

### **外間課程／研討會**

4.36 本會與各院校及出版機構合作，為印刷及出版業在職人士舉辦了多個短期實務課程／研討會，以加強從業員的知識和技巧，協助他們適應經濟轉變及行業要求。外間課程／研討會可提高僱員的知識和技巧，僱主應多鼓勵僱員參加。

- This is a blank page -  
- 空白頁 -



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

Membership (as at 31<sup>st</sup> December 2008)  
委員名單（截至二〇〇八年十二月三十一日止）

Chairman  
主席

Mr LEE Tak-wing, James  
李德榮先生

Vice-chairman  
副主席

Ms CHEUNG Shin-yee  
張倩儀女士

Members  
委員

Mr CHAN Man-ming  
陳文明先生

Mr CHU Sheung-ching, Arthur  
朱尙清先生

Mr KWONG Tin-lap  
鄺天立先生

Mr LAI Chun-fai, Eric  
黎振輝先生

Mr LAI Chau-wah, Charles  
黎秋華先生

Dr LUK Kwok-sun, Steven  
陸國燊博士

Mr NG Wang-kuen, Thomas  
吳宏權先生

Mr IP Kam-shing  
葉淦誠先生

Mr LAM Kwong-yu  
林光如先生

Ms LAM Sum-sum, Cynthia  
林心心女士

Ms TAM Lai-chuen, Candy  
譚麗轉女士

Mr TSANG Hip-tai  
曾協泰先生

Mr TSE Po-tak, Peter  
謝葆德先生

Mr YAN Tak-chung  
任德聰先生

Mr YEUNG Wai-man, Edward  
楊偉文先生

Miss CHOW Cheuk-mui, Freda  
周卓梅小姐

Miss MAK Pui-lun, Fiona  
麥貝倫小姐

Mr TSANG Chiu-hok, Victor  
曾昭學先生

Mr YIP Chung-fai, Peter  
葉宗輝先生

Secretary  
秘書

Mr CHENG Tai-man  
鄭泰民先生

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 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 the IVE and 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 elements.
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 organize 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 the 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.

## 印刷及出版業訓練委員會職權範圍

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展業內專業教育及訓練設施應付人力需求，向職業訓練局提供意見。
4. 就相關學科的課程發展方向及策略，向香港專業教育學院(IVE)、訓練及發展中心提出建議。
5. 就 IVE、訓練及發展中心的課程策劃、課程發展及質素保證制度提供意見。
6. 擬訂本業主要職務的工作範圍，界定所需的技能、知識及訓練。
7. 建議本業主要職務訓練方案，訂定每種技能所需的訓練期。
8. 對技術評估、技能測驗及證書頒發制度提供意見，以確定從業員、學徒及見習員的技能水平。
9. 就本業主要行業舉辦技能比賽提供意見，以推廣專業教育與訓練和派員參加國際賽事。
10. 就本業專業教育及訓練的發展與推廣事宜，與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡。
11. 為本業舉辦有關專業教育及訓練的研討會與會議。
12. 就業內訓練委員會工作、有關職訓局專業教育及訓練課程的宣傳事宜提供意見。
13. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
14. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

Headquarters Division 2 總辦事處二科  
16F VTC Tower, 27 Wood Road, Wan Chai, Hong Kong 香港灣仔活道27號職業訓練局大樓16樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 ( ) in PP/4/2 (2008)

Your Reference 來函檔號



24<sup>th</sup> December 2007

Dear Sir/Madam,

**2008 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.

The survey aims 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, and
- (iii) the number of existing vacancies.

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

As your organization is also covered in the 2008 manpower survey of the mass communication industry, the survey documents of both industries are sent together to avoid approaching you twice within a short period under separate covers.

---- The enclosed documents include:

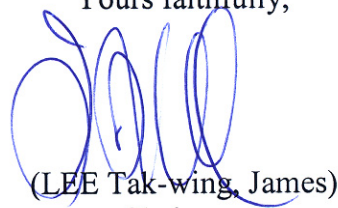
- (a) one copy of the questionnaire (Appendix A);
- (b) explanatory notes about the questionnaire (Appendix B); and
- (c) a list of job descriptions of the principal jobs (Appendix C).

An officer of the Census and Statistics Department will call at your office around January - February 2008. The officer will answer any queries you may have, assist in the completion of the questionnaire if necessary, and collect the completed questionnaire.

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.

Should you have any queries in connection with the survey, please contact the Manpower Statistics Section of the Census and Statistics Department by telephoning 2116 8505.

Yours faithfully,



(LEE Tak-wing, James)

Chairman

Printing and Publishing Training Board



8<sup>th</sup> May 2008

Dear Sir/Madam,

**2008 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.

The survey aims 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, and
- (iii) the number of existing vacancies.

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

---- The enclosed documents include:

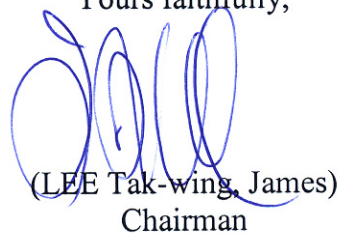
- (a) one copy of the questionnaire (Appendix A);
- (b) explanatory notes about the questionnaire (Appendix B); and
- (c) a list of job descriptions of the principal jobs (Appendix C).

An officer of the Census and Statistics Department will call at your office during the period 19<sup>th</sup> May 2008 to 18<sup>th</sup> June 2008. The officer will answer any queries you may have, assist in the completion of the questionnaire if necessary, and collect the completed questionnaire.

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.

Should you have any queries in connection with the survey, please contact the Manpower Statistics Section of the Census and Statistics Department by telephoning 2116 8505.

Yours faithfully,



(LEE Tak-wing, James)  
Chairman

Printing and Publishing Training Board



Headquarters Division 2 總辦事處二科  
16F VTC Tower, 27 Wood Road, Wan Chai, Hong Kong 香港灣仔活道27號職業訓練局大樓16樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 ( ) in PP/4/2 (2008)

Your Reference 來函檔號



執事先生/女士:

### 印刷業二零零八年人力調查

職業訓練局屬下印刷及出版業訓練委員會將進行印刷業人力調查，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。

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。

由於貴機構同時被選定進行二零零八年大眾傳播業人力調查，兩個行業的調查文件將會一併寄出，以避免在短期內，再次接觸貴機構。

---- 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二零零八年一月至二月期間到訪貴機構，解答有關問題，在需要時協助填表，並收回填妥的調查表。

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。

如對是次調查有任何查詢，請電 2116 8505 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  
李德榮

二零零七年十二月二十四日



執事先生/女士:

### 印刷業二零零八年人力調查

職業訓練局屬下印刷及出版業訓練委員會將進行印刷業人力調查，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。

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二零零八年五月十九日至六月十八日期間到訪貴機構，解答有關問題，在需要時協助填表，並收回填妥的調查表。

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。

如對是次調查有任何查詢，請電 2116 8505 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  
李德榮

二零零八年五月八日

**CONFIDENTIAL**  
WHEN ENTERED WITH DATA

填入數據後即成  
機密文件

VOCATIONAL TRAINING COUNCIL

職業訓練局

THE 2008 MANPOWER SURVEY OF THE PRINTING INDUSTRY

印刷業二零零八年人力調查

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	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\*

Commercial Printing  Package Printing  Newspaper Printing  Printing Agent  
28 商業印刷 29 包裝印刷 30 報紙印刷 31 印刷代理

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

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

Equipment & Materials Supplier  Others Please specify 請註明 \_\_\_\_\_  
32 器材及物料供應商 33 其他

NAME OF PERSON TO CONTACT: \_\_\_\_\_  
聯絡人姓名

34 53

POSITION: \_\_\_\_\_  
職位

TEL. NO.: \_\_\_\_\_ - \_\_\_\_\_  
電話

54 61 63 70

FAX NO.: \_\_\_\_\_  
圖文傳真

E-MAIL: \_\_\_\_\_  
電郵

71 105

Part I 第一部分

(A) Job 工作			(B) Monthly Income Code 每月收入 編號	(C) No. of Employees at Date of Survey (excl. trainees) 現有僱員人數 (受訓者除外)	(D) Forecast of No. Employed 12 Months from Now (excl. trainees) 預計 十二個月後 僱員人數 (受訓者除外)	(E) No. of Vacancies at Date of Survey (excl. trainees) 現有 空缺額 (受訓者除外)	(F) No. of Trainees at Date of Survey 現有 受訓者 人數
Title 職稱	Rec. Type 紀錄 類型	No. 職務 編號					
		8 - 10	11 - 12	13 - 16	17 - 20	21 - 23	24 - 26
1	2						
2	2						
3	2						
4	2						
5	2						
6	2						
7	2						
8	2						
9	2						
10	2						
11	2						
12	2						
13	2						
14	2						
15	2						
16	2						
17	2						
18	2						
19	2						
20	2						
21	2						
22	2						
23	2						
24	2						

Enter in column B employee's monthly income range according to the following codes:  
將僱員的每月總收入幅度按下列編號填入B欄內：

Code 編號	Monthly Income Range 每月收入幅度
1	\$6,500 or below \$6,500 或以下
2	\$6,501 - \$8,000
3	\$8,001 - \$10,000
4	\$10,001 - \$15,000
5	\$15,001 - \$20,000
6	\$20,001 - \$25,000
7	\$25,001 - \$30,000
8	\$30,001 or above \$30,001 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。

<p><b>Q.1 Employer's View on the Expected Change in Business Situation for the Coming Year</b> 僱主對來年業務狀況預期變動的意見</p> <table style="width:100%; text-align: center;"> <tr> <td>Better 較佳</td> <td>Same 不變</td> <td>Worse 較差</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>8</td> <td>9</td> <td>10</td> </tr> </table> <p>(Please tick as appropriate) (請在適當的格內填上✓號)</p>	Better 較佳	Same 不變	Worse 較差	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8	9	10	<p>For Official Use Only (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">11</p>	<p><b>Q.2 Number of Printing Employees Promoted in the Industry</b> 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: 過去十二個月內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 / Managerial 技師／管理人數</td> <td>Technicians / Supervisors 技術員／督導人數</td> <td>Craftsmen 技工人數</td> <td style="text-align: right;">For Official Use Only (此欄毋須填寫)</td> </tr> <tr> <td><input type="checkbox"/><input type="checkbox"/></td> <td><input type="checkbox"/><input type="checkbox"/></td> <td><input type="checkbox"/><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>12</td> <td>14</td> <td>16</td> <td style="text-align: center;">18</td> </tr> </table>	Technologists / Managerial 技師／管理人數	Technicians / Supervisors 技術員／督導人數	Craftsmen 技工人數	For Official Use Only (此欄毋須填寫)	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	12	14	16	18																						
Better 較佳	Same 不變	Worse 較差																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																											
8	9	10																																											
Technologists / Managerial 技師／管理人數	Technicians / Supervisors 技術員／督導人數	Craftsmen 技工人數	For Official Use Only (此欄毋須填寫)																																										
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>																																										
12	14	16	18																																										
<p><b>Q.3 Technical Staf Deployed to Work Outside Hong Kong</b> 任職香港以外地方的技術員工</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 prior to the survey 請填寫調查前十二個月內，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 / Managerial 技師／管理人數</td> <td>Technicians / Supervisors 技術員／督導人數</td> <td>Craftsmen 技工人數</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/><input type="checkbox"/></td> <td><input type="checkbox"/><input type="checkbox"/></td> <td><input type="checkbox"/><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>19</td> <td>21</td> <td>23</td> <td style="text-align: center;">25</td> </tr> </table>	Technologists / Managerial 技師／管理人數	Technicians / Supervisors 技術員／督導人數	Craftsmen 技工人數	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	19	21	23	25	<p>For Official Use Only (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">25</p>	<p><b>Q.4 With Production Workshop in Mainland?</b>      Yes      No 是否在內地設有廠房？      是      否</p> <p>(Please tick in the appropriate box) (請在適當空格內加上'✓')</p> <table style="width:100%; text-align: center;"> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td style="text-align: right;">For Official Use Only (此欄毋須填寫)</td> </tr> <tr> <td>26</td> <td>27</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td colspan="3">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)</td> </tr> <tr> <td>Technologists / Managerial 技師／管理人數</td> <td>Technicians / Supervisors 技術員／督導人數</td> <td>Craftsmen 技工人數</td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/></td> <td><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/></td> <td><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>29</td> <td>33</td> <td>37</td> <td style="text-align: center;">41</td> </tr> </table>	<input type="checkbox"/>	<input type="checkbox"/>	For Official Use Only (此欄毋須填寫)	26	27	<input type="checkbox"/>	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)			Technologists / Managerial 技師／管理人數	Technicians / Supervisors 技術員／督導人數	Craftsmen 技工人數	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	29	33	37	41										
Technologists / Managerial 技師／管理人數	Technicians / Supervisors 技術員／督導人數	Craftsmen 技工人數	<input type="checkbox"/>																																										
<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>																																										
19	21	23	25																																										
<input type="checkbox"/>	<input type="checkbox"/>	For Official Use Only (此欄毋須填寫)																																											
26	27	<input type="checkbox"/>																																											
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)																																													
Technologists / Managerial 技師／管理人數	Technicians / Supervisors 技術員／督導人數	Craftsmen 技工人數	<input type="checkbox"/>																																										
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>																																										
29	33	37	41																																										
<p><b>Q.5</b></p> <p style="text-align: center;"><u>Education and Training an Employee Should Have</u> 僱員宜有的教育及訓練</p>		<p>Please enter in the boxes at the left table the education and training an employees 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>																																											
<p>Technologist/Managerial Level 技師／管理級</p>	<p>Technician/Supervisory Level 技術員／督導級</p>	<p>Technician/Supervisory Level 技術員／督導級</p>	<table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:5%;">Code 編號</th> <th style="width:45%;"><u>Education</u> 教育</th> <th style="width:5%;">Code 編號</th> <th style="width:45%;"><u>Training Mode</u> 訓練方式</th> <th style="width:5%;">Code 編號</th> <th style="width:40%;"><u>Training Period</u> 訓練時間</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>University Degree or above 大學學位或以上</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>Higher Diploma/Associate Degree 高級文憑／副學士</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>Diploma/Higher Certificate 技術員文憑／高級證書</td> <td>3</td> <td>Others 其他</td> <td>3</td> <td>2 to less than 3 years 二年至三年以下</td> </tr> <tr> <td>4</td> <td>Certificate/Secondary 5 to 7 證書／中五至中七</td> <td>4</td> <td></td> <td>4</td> <td>1 to less than 2 years 一年至二年以下</td> </tr> <tr> <td>5</td> <td>Craft Certificate/Below Secondary 5 技工證書／中五以下</td> <td>5</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>6</td> <td></td> <td>6</td> <td>Below 6 months 六個月以下</td> </tr> </tbody> </table>	Code 編號	<u>Education</u> 教育	Code 編號	<u>Training Mode</u> 訓練方式	Code 編號	<u>Training Period</u> 訓練時間	1	University Degree or above 大學學位或以上	1	On the job training 在職訓練	1	4 years or above 四年或以上	2	Higher Diploma/Associate Degree 高級文憑／副學士	2	Apprenticeship 學徒訓練	2	3 to less than 4 years 三年至四年以下	3	Diploma/Higher Certificate 技術員文憑／高級證書	3	Others 其他	3	2 to less than 3 years 二年至三年以下	4	Certificate/Secondary 5 to 7 證書／中五至中七	4		4	1 to less than 2 years 一年至二年以下	5	Craft Certificate/Below Secondary 5 技工證書／中五以下	5		5	6 - less than 12 months 六至十二個月以下			6		6	Below 6 months 六個月以下
Code 編號	<u>Education</u> 教育	Code 編號	<u>Training Mode</u> 訓練方式	Code 編號	<u>Training Period</u> 訓練時間																																								
1	University Degree or above 大學學位或以上	1	On the job training 在職訓練	1	4 years or above 四年或以上																																								
2	Higher Diploma/Associate Degree 高級文憑／副學士	2	Apprenticeship 學徒訓練	2	3 to less than 4 years 三年至四年以下																																								
3	Diploma/Higher Certificate 技術員文憑／高級證書	3	Others 其他	3	2 to less than 3 years 二年至三年以下																																								
4	Certificate/Secondary 5 to 7 證書／中五至中七	4		4	1 to less than 2 years 一年至二年以下																																								
5	Craft Certificate/Below Secondary 5 技工證書／中五以下	5		5	6 - less than 12 months 六至十二個月以下																																								
		6		6	Below 6 months 六個月以下																																								
<table style="width:100%; text-align: center;"> <tr> <td>Education 教育</td> <td>Training Mode 訓練方式</td> <td>Training Period 訓練時間</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>42</td> <td>43</td> <td>44</td> </tr> </table>	Education 教育	Training Mode 訓練方式	Training Period 訓練時間	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	42	43	44	<table style="width:100%; text-align: center;"> <tr> <td>Education 教育</td> <td>Training Mode 訓練方式</td> <td>Training Period 訓練時間</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>45</td> <td>46</td> <td>47</td> </tr> </table>	Education 教育	Training Mode 訓練方式	Training Period 訓練時間	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	45	46	47	<table style="width:100%; text-align: center;"> <tr> <td>Education 教育</td> <td>Training Mode 訓練方式</td> <td>Training Period 訓練時間</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	48	49	50																
Education 教育	Training Mode 訓練方式	Training Period 訓練時間																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																											
42	43	44																																											
Education 教育	Training Mode 訓練方式	Training Period 訓練時間																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																											
45	46	47																																											
Education 教育	Training Mode 訓練方式	Training Period 訓練時間																																											
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																											
48	49	50																																											

**Q.6 Difficulties Encountered in Recruitment**

招聘困難

Did your company encounter any difficulties in recruitment in the past twelve months?

過去十二個月，貴公司招聘印刷業僱員時，有沒有遇到困難？

(Please tick as appropriate)

(請在適當的格內填上✓號)

- Yes (please go to question 7)       No (please go to question 8)       No recruitment (please go to question 8)
- 51 有 (請轉到第七題)      52 沒有 (請轉到第八題)      53 沒有招聘需要 (請轉到第八題)

**Q.7 Major Difficulties in Recruitment**

主要招聘困難

Please give the major difficulties in recruitment your company encountered in the past twelve months.

(You may tick up to three options.)

請說明貴公司在過去十二個月所遇到的主要招聘困難。(可選最多三項。)

(Please tick as appropriate)

(請在適當的格內填上✓號)

	<u>Managerial</u> 經理級	<u>Supervisory</u> 主任級	<u>Technical Support</u> 技術輔助人員級
(a) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/> 54	<input type="checkbox"/> 55	<input type="checkbox"/> 56
(b) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 57	<input type="checkbox"/> 58	<input type="checkbox"/> 59
(c) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 60	<input type="checkbox"/> 61	<input type="checkbox"/> 62
(d) Candidates' language skills (including Putonghua) were poor 應徵者語文能力 (包括普通話) 不夠水平	<input type="checkbox"/> 63	<input type="checkbox"/> 64	<input type="checkbox"/> 65
(e) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/> 66	<input type="checkbox"/> 67	<input type="checkbox"/> 68
(f) Candidates were unwilling to work on shift for long hours 應徵者不願意長時間輪班工作	<input type="checkbox"/> 69	<input type="checkbox"/> 70	<input type="checkbox"/> 71
(g) Candidates were unwilling to work in Mainland China 應徵者不願意到內地工作	<input type="checkbox"/> 72	<input type="checkbox"/> 73	<input type="checkbox"/> 74
(h) <u>Others</u> (Please Specify) 其他 (請註明)	<input type="checkbox"/> 75	<input type="checkbox"/> 76	<input type="checkbox"/> 77

For official use only

此欄毋須填寫

78

79

80

81



## Q.8 Employees' Training Needs

僱員所需的訓練

What types of training will your company 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 and China's 11th Five-Year Plan)?

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十一五規劃》），在未來十二個月，貴公司需要培訓機構提供哪方面的培訓？

		Training Need (represented by 0-5 rating scale) (0=no need, 5=great need) 訓練需要 (以0-5表示) (0=沒有需要, 5=十分需要)		
<u>Code</u> 編號	<u>Type of Skills and/or Knowledge</u> 技能／知識的類別	<u>Technologist/ Managerial</u> 技師/管理級	<u>Technician/ Supervisory</u> 技術員/ 督導級	<u>Craftsman</u> 技工級
<b><u>Management Skills</u></b> <b>管理技能</b>				
101	Production management 製作管理	<input type="text" value="82"/>	<input type="text" value="83"/>	<input type="text" value="84"/>
102	Quality management 品質管理	<input type="text" value="85"/>	<input type="text" value="86"/>	<input type="text" value="87"/>
103	Marketing management 經銷管理	<input type="text" value="88"/>	<input type="text" value="89"/>	<input type="text" value="90"/>
104	Customer services 客戶服務	<input type="text" value="91"/>	<input type="text" value="92"/>	<input type="text" value="93"/>
105	Others (Please Specify) _____ 其他（請註明）	<input type="text" value="94"/>	<input type="text" value="95"/>	<input type="text" value="96"/>
<b><u>China-related Knowledge</u></b> <b>有關中國的知識</b>				
201	Political, social and economic development in the Mainland China 在中國內地的政治、社會和經濟發展	<input type="text" value="97"/>	<input type="text" value="98"/>	<input type="text" value="99"/>
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	<input type="text" value="100"/>	<input type="text" value="101"/>	<input type="text" value="102"/>
203	Trade and industry environment in Mainland China 在中國內地的行業及營商常規	<input type="text" value="103"/>	<input type="text" value="104"/>	<input type="text" value="105"/>
204	Others (Please Specify) _____ 其他（請註明）	<input type="text" value="106"/>	<input type="text" value="107"/>	<input type="text" value="108"/>
<b><u>IT Skills</u></b> <b>資訊科技的技能</b>				
301	Computer graphics and webpage design 電腦圖像處理與網頁設計	<input type="text" value="109"/>	<input type="text" value="110"/>	<input type="text" value="111"/>
302	E-commerce knowledge and applications 電子商務的知識及應用	<input type="text" value="112"/>	<input type="text" value="113"/>	<input type="text" value="114"/>
303	Media technology 媒體科技	<input type="text" value="115"/>	<input type="text" value="116"/>	<input type="text" value="117"/>
304	Others (Please Specify) _____ 其他（請註明）	<input type="text" value="118"/>	<input type="text" value="119"/>	<input type="text" value="120"/>

Training Need  
 (represented by 0-5 rating scale)  
 (0 =no need, 5=great need)  
 訓練需要  
 (以0-5表示)  
 (0=沒有需要, 5=十分需要)

<u>Code</u> 編號	<u>Type of Skills and/or Knowledge</u> 技能／知識的類別	<u>Technologist/ Managerial</u> 技師/管理級	<u>Technician/ Supervisory</u> 技術員/ 督導級	<u>Craftsman</u> 技工級
<b><u>Language Skills</u></b> 語文技能				
401	Spoken English 英語會話	<input type="text"/> 121	<input type="text"/> 122	<input type="text"/> 123
402	Putonghua 普通話	<input type="text"/> 124	<input type="text"/> 125	<input type="text"/> 126
403	Others (Please Specify) _____ 其他 (請註明)	<input type="text"/> 127	<input type="text"/> 128	<input type="text"/> 129
<b><u>Industry Specific Skills</u></b> 業內專業技能				
501	Pre-press technique 印前技術	<input type="text"/> 130	<input type="text"/> 131	<input type="text"/> 132
502	Printing technique 印刷技術	<input type="text"/> 133	<input type="text"/> 134	<input type="text"/> 135
503	Post-printing technique 印後技術	<input type="text"/> 136	<input type="text"/> 137	<input type="text"/> 138
504	Production coordination and project management 生產協調及項目管理	<input type="text"/> 139	<input type="text"/> 140	<input type="text"/> 141
505	Estimation and costing 估價及成本	<input type="text"/> 142	<input type="text"/> 143	<input type="text"/> 144
506	Repair and maintenance 機械維修及保養	<input type="text"/> 145	<input type="text"/> 146	<input type="text"/> 147
507	Colour management 色彩管理	<input type="text"/> 148	<input type="text"/> 149	<input type="text"/> 150
508	Products Structure 產品結構	<input type="text"/> 151	<input type="text"/> 152	<input type="text"/> 153
509	Materials application 物料應用	<input type="text"/> 154	<input type="text"/> 155	<input type="text"/> 156
510	Quality Assurance 品質保證	<input type="text"/> 157	<input type="text"/> 158	<input type="text"/> 159
511	Others (Please Specify) _____ 其他 (請註明)	<input type="text"/> 160	<input type="text"/> 161	<input type="text"/> 162
<b><u>For official use only</u></b> 此欄毋須填寫				
		<input type="text"/> 163	<input type="text"/> 164	<input type="text"/> 165

**2008 MANPOWER SURVEY OF THE PRINTING INDUSTRY**

印刷業二零零八年人力調查

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 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，但有時須擔任啤盒的工作，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 Employees at Date of Survey (Excluding Trainees) - Column 'C'

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 who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include local staff being posted outside Hong Kong.

請將各職務現有僱員總數（受訓者除外）填入此欄。此數目應包括派駐香港以外的香港僱員。

8. Forecast of Number Employed 12 Months from Now (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 at Date of Survey (Excluding Trainees) - Column 'E'  
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 at Date of Survey - Column 'F'  
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。

11. Example  
例子

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

## **Part II** **第二部分**

12. 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 column is to seek your view on the expected change in business situation for the coming year. Would your business situation be better, same or worse for the coming year than this year.

此欄目的在調查貴機構有關僱主對來年業務狀況預期的變動，預計閣下的業務明年比今年較佳，不變或較差。

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

Please fill in the numbers of printing employees promoted in the past 12 months by job level based upon the job titles as prescribed at Appendix C.

請填入貴公司在過去十二個月晉升的印刷業各技能等級僱員人數（各職稱可參見附錄C）。

14. Q.3  
Technical Staff Deployed to Work Outside Hong Kong  
任職香港以外地方的技術員工

Please enter the numbers of technologists/managers, technicians/supervisors and craftsmen who had been deployed to work for more than 6 months outside Hong Kong during the 12 months prior to the survey.

請填寫過去十二個月內，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／督導級及技工員工人數。

15. Q.4  
With Production Workshop in Mainland?  
是否在內地設有廠房？

Please enter the total numbers of Mainland employees by job level (excluding those employees deployed from Hong Kong) working in operations in Mainland which manufacture products for your company and are under your company'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公司生產製成品，並為貴公司所管理各技能等級的內地僱員總數（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。

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

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

(Please refer to the codes in the right column of the table.)

此欄目的在調查貴機構的意見：各類職位的僱員宜具備何種教育程度及訓練，才能勝任其工作。（請參閱該表右欄的類別編號。）

17. Q.6  
Difficulties Encountered in Recruitment  
招聘困難

Please indicate whether your company encountered difficulties in recruitment of printing employees in the past 12 months. If your company had no recruitment needs or had not encountered any difficulties, please go to question (8).

請填寫貴公司在過去十二個月招聘印刷業僱員時，是否遇到招聘困難？如沒有遇上招聘困難或沒有招聘需要，請轉至第 (8) 題。

18. Q.7

Major Difficulties in Recruitment

主要招聘困難

Please give the major recruitment difficulties your company encountered in the past 12 months. (by ticking up to 3 options).

請說明貴公司在過去十二個月所遇到的主要招聘困難。(最多可選三項)

19. Q.8

Employees' Training Needs

僱員所需的訓練

Please fill in the types of training that your company will need from the course providers (represented by 0-5 rating scale where 0 represents no training need and 5 represents great training need) in the next 12 months in response to the various changes (including Hong Kong's transforming into a knowledge-based economy and China's 11<sup>th</sup> Five-Year Plan).

請填寫為迎合各方面的轉變(包括香港轉型至知識型經濟及中國的《十一五規劃》)，在未來十二個月，貴公司所需要的由培訓機構提供的培訓類別(以0-5表示，0代表沒有需要，5代表十分需要)。

Example

例子

(A) Job 工作			(B) Monthly Income Code 每月收入 編號	(C) No. of Employees at Date of Survey (excl. trainees) 現有僱員人數 (受訓者除外)	(D) Forecast of No. Employed 12 Months from Now (excl. trainees) 預計 十二個月後 僱員人數 (受訓者除外)	(E) No. of Vacancies at Date of Survey (excl. trainees) 現有 空缺額 (受訓者除外)	(F) No. of Trainees at Date of Survey 現有 受訓者 人數	
Title 職稱	Rec. Type 紀錄 類型	No. 職務 編號						
			8 - 10	11-12	13 - 16	17 - 20	21 - 23	24 - 26
1	Cost Estimator 印刷估價員	2	2   0   1	1	5	7	1	1
2		2						
3		2						
4		2						
5		2						
6		2						
7		2						
8		2						

Enter in column B employee's monthly income range according to the following codes:  
將僱員的每月總收入幅度按下列編號填入B欄內：

Code 編號	Monthly Income Range 每月收入幅度
1	\$6,500 or below \$6,500 或以下
2	\$6,501 - \$8,000
3	\$8,001 - \$10,000
4	\$10,001 - \$15,000
5	\$15,001 - \$20,000
6	\$20,001 - \$25,000
7	\$25,000 - \$30,000
8	\$30,001 or above \$30,001 或以上



**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, organizes, 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紀錄。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, organizes 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
<b>TECHNICIAN/SUPERVISORY LEVEL (Continued) 技術員/督導級 (續)</b>		
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、影象、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 computerized 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。
<b>CRAFTSMAN LEVEL 技工級</b>		
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、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
<b>CRAFTSMAN LEVEL (Continued)      技工級 (續)</b>		
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. 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。
<b>UNSKILLED LEVEL      非技術人員級</b>		
401	General Worker  雜工	To handle odd jobs, to load or unload paper, or to pack products and to undertake 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。

Headquarters Division 2 總辦事處二科  
16F VTC Tower, 27 Wood Road, Wan Chai, Hong Kong 香港灣仔活道27號職業訓練局大樓16樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 ( ) in PP/4/2 (2008)

Your Reference 來函檔號



24<sup>th</sup> December 2007

Dear Sir/Madam,

**2008 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.

The survey aims 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, and
- (iii) the number of existing vacancies.

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

As your organization is also covered in the 2008 manpower survey of the mass communication industry, the survey documents of both industries are sent together to avoid approaching you twice within a short period under separate covers.

---- The enclosed documents include:

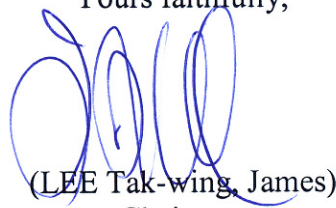
- (a) one copy of the questionnaire (Appendix A);
- (b) explanatory notes about the questionnaire (Appendix B); and
- (c) a list of job descriptions of the principal jobs (Appendix C).

An officer of the Census and Statistics Department will call at your office around January - February 2008. The officer will answer any queries you may have, assist in the completion of the questionnaire if necessary, and collect the completed questionnaire.

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.

Should you have any queries in connection with the survey, please contact the Manpower Statistics Section of the Census and Statistics Department by telephoning 2116 8505.

Yours faithfully,



(LEE Tak-wing, James)  
Chairman

Printing and Publishing Training Board



8<sup>th</sup> May 2008

Dear Sir/Madam,

**2008 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.

The survey aims 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, and
- (iii) the number of existing vacancies.

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

---- The enclosed documents include:

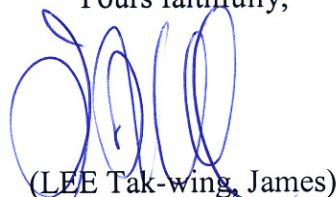
- (a) one copy of the questionnaire (Appendix A);
- (b) explanatory notes about the questionnaire (Appendix B); and
- (c) a list of job descriptions of the principal jobs (Appendix C).

An officer of the Census and Statistics Department will call at your office during the period 19<sup>th</sup> May 2008 to 18<sup>th</sup> June 2008. The officer will answer any queries you may have, assist in the completion of the questionnaire if necessary, and collect the completed questionnaire.

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.

Should you have any queries in connection with the survey, please contact the Manpower Statistics Section of the Census and Statistics Department by telephoning 2116 8505.

Yours faithfully,



(LEE Tak-wing, James)  
Chairman

Printing and Publishing Training Board



Headquarters Division 2 總辦事處二科  
16F VTC Tower, 27 Wood Road, Wan Chai, Hong Kong 香港灣仔活道27號職業訓練局大樓16樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

(852) 2574 3759

Our Reference 本局檔號 ( ) in PP/4/2 (2008)

Your Reference 來函檔號



執事先生/女士:

### 出版業二零零八年人力調查

職業訓練局屬下印刷及出版業訓練委員會將進行出版業人力調查，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。

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。

由於貴機構同時被選定進行二零零八年大眾傳播業人力調查，兩個行業的調查文件將會一併寄出，以避免在短期內，再次接觸貴機構。

---- 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二零零八年一月至二月期間到訪貴機構，解答有關問題，在需要時協助填表，並收回填妥的調查表。

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。

如對是次調查有任何查詢，請電 2116 8505 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  
李德榮

二零零七年十二月二十四日



執事先生/女士:

### 出版業二零零八年人力調查

職業訓練局屬下印刷及出版業訓練委員會將進行出版業人力調查，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。

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二零零八年五月十九日至六月十八日期間到訪貴機構，解答有關問題，在需要時協助填表，並收回填妥的調查表。

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。

如對是次調查有任何查詢，請電 2116 8505 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  
李德榮

二零零八年五月八日

**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 2008 MANPOWER SURVEY OF THE PUBLISHING INDUSTRY**

出版業二零零八年人力調查

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	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* * can choose more than one options 可選擇多於一項	Books Publishing 書籍出版社  <input type="checkbox"/> General 28 一般圖書	<input type="checkbox"/> Academic 29 學術書	<input type="checkbox"/> Textbook/Reference Book 30 教科書/教參書	Magazine Publishing 雜誌出版社  <input type="checkbox"/> Magazine 31 雜誌	<input type="checkbox"/> Academic Journal 32 學術期刊	<input type="checkbox"/> Newspaper Publishing 33 報紙出版	<input type="checkbox"/> Others 34 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 ** 35 <input type="checkbox"/> No 36    **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"/> Online Publishing 37 網上出版	<input type="checkbox"/> CD-ROM 38 資料光碟	Number of e-publishing staff: 從事電子出版員工人數: _____ 39	

(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 每月收入 編號	(C) No. of Employees at Date of Survey (excl. trainees) 現有僱員人數 (受訓者除外)	(D) Forecast of No. Employed 12 Months from Now (excl. trainees) 預計 十二個月後 僱員人數 (受訓者除外)	(E) No. of Vacancies at Date of Survey (excl. trainees) 現有 空缺額 (受訓者除外)	(F) No. of Trainees at Date of Survey 現有 受訓者 人數
Title 職稱	Rec. Type 紀錄 類型	No. 職務 編號					
		8 - 10	11 - 12	13 - 16	17 - 20	21 - 23	24 - 26
1	2						
2	2						
3	2						
4	2						
5	2						
6	2						
7	2						
8	2						
9	2						
10	2						
11	2						
12	2						
13	2						
14	2						
15	2						
16	2						
17	2						
18	2						
19	2						
20	2						
21	2						
22	2						
23	2						
24	2						

Enter in column B employee's monthly income range according to the following codes:  
將僱員的每月總收入幅度按下列編號填入B欄內：

Code 編號	Monthly Income Range 每月收入幅度
1	\$6,000 or below \$6,000 或以下
2	\$6,001 - \$8,000
3	\$8,001 - \$10,000
4	\$10,001 - \$15,000
5	\$15,001 - \$20,000
6	\$20,001 - \$30,000
7	\$30,001 - \$45,000
8	\$45,001 - \$60,000
9	\$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。

<p><b>Q.1 Employer's View on the Expected Change in Business Situation for the Coming Year</b> 僱主對來年業務狀況預期變動的意見</p> <p style="text-align: center;">                 Better 較佳      Same 不變      Worse 較差  <input type="checkbox"/> 8      <input type="checkbox"/> 9      <input type="checkbox"/> 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><b>Q.2 Number of Publishing Employees Promoted in the Industry</b> 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: 過去十二個月內晉升以填補增設職位或現有空缺的出版業僱員人數：</p> <table style="width:100%; text-align: center;"> <tr> <td style="width:33%;">Managerial 經理級</td> <td style="width:33%;">Supervisory 主任級</td> <td style="width:33%;">Technical Support 技術輔助人員級</td> <td style="width:10%;"></td> </tr> <tr> <td><input type="checkbox"/> <input type="checkbox"/> 12</td> <td><input type="checkbox"/> <input type="checkbox"/> 14</td> <td><input type="checkbox"/> <input type="checkbox"/> 16</td> <td style="text-align: right;">For Official Use Only (此欄毋須填寫)</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: center;"><input type="checkbox"/> 18</td> </tr> </table>	Managerial 經理級	Supervisory 主任級	Technical Support 技術輔助人員級		<input type="checkbox"/> <input type="checkbox"/> 12	<input type="checkbox"/> <input type="checkbox"/> 14	<input type="checkbox"/> <input type="checkbox"/> 16	For Official Use Only (此欄毋須填寫)				<input type="checkbox"/> 18																															
Managerial 經理級	Supervisory 主任級	Technical Support 技術輔助人員級																																											
<input type="checkbox"/> <input type="checkbox"/> 12	<input type="checkbox"/> <input type="checkbox"/> 14	<input type="checkbox"/> <input type="checkbox"/> 16	For Official Use Only (此欄毋須填寫)																																										
			<input type="checkbox"/> 18																																										
<p><b>Q.3 Staff Deployed to Work in Mainland China</b> 調派往內地工作的員工</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 prior to the survey 請填寫調查前十二個月內，調派往內地工作超過六個月的員工人數</p> <table style="width:100%; text-align: center;"> <tr> <td style="width:33%;"></td> <td style="width:33%;">Managerial 經理級</td> <td style="width:33%;">Supervisory 主任級</td> <td style="width:33%;">Technical Support 技術輔助人員級</td> <td style="width:10%;"></td> </tr> <tr> <td>Design &amp; Production 設計及制作</td> <td><input type="checkbox"/> <input type="checkbox"/> 19</td> <td><input type="checkbox"/> <input type="checkbox"/> 21</td> <td><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><input type="checkbox"/> <input type="checkbox"/> 25</td> <td><input type="checkbox"/> <input type="checkbox"/> 27</td> <td><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><input type="checkbox"/> <input type="checkbox"/> 31</td> <td><input type="checkbox"/> <input type="checkbox"/> 33</td> <td><input type="checkbox"/> <input type="checkbox"/> 35</td> <td style="text-align: center;"><input type="checkbox"/> 39</td> </tr> </table>		Managerial 經理級	Supervisory 主任級	Technical Support 技術輔助人員級		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><b>Q.4 With Company in Mainland China?</b> 是否在內地設有公司？</p> <p style="text-align: center;">Yes 是      No 否</p> <p>(Please tick in the appropriate box) (請在適當空格內加上'✓')</p> <p style="text-align: center;"><input type="checkbox"/> 40      <input type="checkbox"/> 41</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 style="width:33%;">Managerial 經理級</td> <td style="width:33%;">Supervisory 主任級</td> <td style="width:33%;">Technical Support 技術輔助人員級</td> <td style="width:10%;"></td> </tr> <tr> <td><input type="checkbox"/> <input type="checkbox"/> 43</td> <td><input type="checkbox"/> <input type="checkbox"/> 45</td> <td><input type="checkbox"/> <input type="checkbox"/> 47</td> <td style="text-align: right;">For Official Use Only (此欄毋須填寫)</td> </tr> <tr> <td></td> <td></td> <td></td> <td style="text-align: center;"><input type="checkbox"/> 49</td> </tr> </table>	Managerial 經理級	Supervisory 主任級	Technical Support 技術輔助人員級		<input type="checkbox"/> <input type="checkbox"/> 43	<input type="checkbox"/> <input type="checkbox"/> 45	<input type="checkbox"/> <input type="checkbox"/> 47	For Official Use Only (此欄毋須填寫)				<input type="checkbox"/> 49											
	Managerial 經理級	Supervisory 主任級	Technical Support 技術輔助人員級																																										
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																																									
Managerial 經理級	Supervisory 主任級	Technical Support 技術輔助人員級																																											
<input type="checkbox"/> <input type="checkbox"/> 43	<input type="checkbox"/> <input type="checkbox"/> 45	<input type="checkbox"/> <input type="checkbox"/> 47	For Official Use Only (此欄毋須填寫)																																										
			<input type="checkbox"/> 49																																										
<p><b>Q.5 Education and Training an Employee Should Have</b> 僱員宜有的教育及訓練</p>		<p>Please enter in the boxes at the left table the education and training an employees 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>																																											
<p>Technologist/Managerial Level 技師/管理級</p>	<p>Technician/Supervisory Level 技術員/督導級</p>	<p>Technician/Supervisory Level 技術員/督導級</p>	<table style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:10%;">Code 編號</th> <th style="width:70%;">Education 教育</th> <th style="width:10%;">Code 編號</th> <th style="width:10%;">Training Mode 訓練方式</th> <th style="width:10%;">Code 編號</th> <th style="width:10%;">Training Period 訓練時間</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">1</td> <td>University Degree or above 大學學位或以上</td> <td style="text-align: center;">1</td> <td>On the job training 在職訓練</td> <td style="text-align: center;">1</td> <td>4 years or above 四年或以上</td> </tr> <tr> <td style="text-align: center;">2</td> <td>Higher Diploma/Associate Degree 高級文憑/副學士</td> <td style="text-align: center;">2</td> <td>Apprenticeship 學徒訓練</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 style="text-align: center;">3</td> <td>Diploma/Higher Certificate 技術員文憑/高級證書</td> <td style="text-align: center;">3</td> <td>Others 其他</td> <td style="text-align: center;">3</td> <td>2 to less than 3 years 二年至三年以下</td> </tr> <tr> <td style="text-align: center;">4</td> <td>Certificate/Secondary 5 to 7 證書/中五至中七</td> <td></td> <td></td> <td style="text-align: center;">4</td> <td>1 to less than 2 years 一年至二年以下</td> </tr> <tr> <td style="text-align: center;">5</td> <td>Craft Certificate/Below Secondary 5 技工證書/中五以下</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 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	University Degree or above 大學學位或以上	1	On the job training 在職訓練	1	4 years or above 四年或以上	2	Higher Diploma/Associate Degree 高級文憑/副學士	2	Apprenticeship 學徒訓練	2	3 to less than 4 years 三年至四年以下	3	Diploma/Higher Certificate 技術員文憑/高級證書	3	Others 其他	3	2 to less than 3 years 二年至三年以下	4	Certificate/Secondary 5 to 7 證書/中五至中七			4	1 to less than 2 years 一年至二年以下	5	Craft Certificate/Below Secondary 5 技工證書/中五以下			5	6 - less than 12 months 六至十二個月以下					6	Below 6 months 六個月以下
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	University Degree or above 大學學位或以上	1	On the job training 在職訓練	1	4 years or above 四年或以上																																								
2	Higher Diploma/Associate Degree 高級文憑/副學士	2	Apprenticeship 學徒訓練	2	3 to less than 4 years 三年至四年以下																																								
3	Diploma/Higher Certificate 技術員文憑/高級證書	3	Others 其他	3	2 to less than 3 years 二年至三年以下																																								
4	Certificate/Secondary 5 to 7 證書/中五至中七			4	1 to less than 2 years 一年至二年以下																																								
5	Craft Certificate/Below Secondary 5 技工證書/中五以下			5	6 - less than 12 months 六至十二個月以下																																								
				6	Below 6 months 六個月以下																																								
<table style="width:100%; text-align: center;"> <tr> <td style="width:33%;">Education 教育</td> <td style="width:33%;">Training Mode 訓練方式</td> <td style="width:33%;">Training Period 訓練時間</td> </tr> <tr> <td><input type="checkbox"/> 50</td> <td><input type="checkbox"/> 51</td> <td><input type="checkbox"/> 52</td> </tr> </table>	Education 教育	Training Mode 訓練方式	Training Period 訓練時間	<input type="checkbox"/> 50	<input type="checkbox"/> 51	<input type="checkbox"/> 52	<table style="width:100%; text-align: center;"> <tr> <td style="width:33%;">Education 教育</td> <td style="width:33%;">Training Mode 訓練方式</td> <td style="width:33%;">Training Period 訓練時間</td> </tr> <tr> <td><input type="checkbox"/> 53</td> <td><input type="checkbox"/> 54</td> <td><input type="checkbox"/> 55</td> </tr> </table>	Education 教育	Training Mode 訓練方式	Training Period 訓練時間	<input type="checkbox"/> 53	<input type="checkbox"/> 54	<input type="checkbox"/> 55	<table style="width:100%; text-align: center;"> <tr> <td style="width:33%;">Education 教育</td> <td style="width:33%;">Training Mode 訓練方式</td> <td style="width:33%;">Training Period 訓練時間</td> </tr> <tr> <td><input type="checkbox"/> 56</td> <td><input type="checkbox"/> 57</td> <td><input type="checkbox"/> 58</td> </tr> </table>	Education 教育	Training Mode 訓練方式	Training Period 訓練時間	<input type="checkbox"/> 56	<input type="checkbox"/> 57	<input type="checkbox"/> 58																									
Education 教育	Training Mode 訓練方式	Training Period 訓練時間																																											
<input type="checkbox"/> 50	<input type="checkbox"/> 51	<input type="checkbox"/> 52																																											
Education 教育	Training Mode 訓練方式	Training Period 訓練時間																																											
<input type="checkbox"/> 53	<input type="checkbox"/> 54	<input type="checkbox"/> 55																																											
Education 教育	Training Mode 訓練方式	Training Period 訓練時間																																											
<input type="checkbox"/> 56	<input type="checkbox"/> 57	<input type="checkbox"/> 58																																											

**Q.6 Difficulties Encountered in Recruitment**

招聘困難

Did your company encounter any difficulties in recruitment in the past twelve months?

過去十二個月，貴公司招聘出版業僱員時，有沒有遇到困難？

(Please tick as appropriate)

(請在適當的格內填上✓號)

Yes (please go to question 7)  
59 有 (請轉到第七題)

No (please go to question 8)  
60 沒有 (請轉到第八題)

No recruitment (please go to question 8)  
61 沒有招聘需要 (請轉到第八題)

**Q.7 Major Difficulties in Recruitment**

主要招聘困難

Please give the major difficulties in recruitment your company encountered in the past twelve months.

(You may tick up to three options.)

請說明貴公司在過去十二個月所遇到的主要招聘困難。(可選最多三項。)

(Please tick as appropriate)

(請在適當的格內填上✓號)

	<u>Managerial</u> 經理級	<u>Supervisory</u> 主任級	<u>Technical Support</u> 技術輔助人員級
(a) Candidates lacked the relevant skills/expertise 應徵者並無相關技能/知識	<input type="checkbox"/> 62	<input type="checkbox"/> 63	<input type="checkbox"/> 64
(b) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 65	<input type="checkbox"/> 66	<input type="checkbox"/> 67
(c) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 68	<input type="checkbox"/> 69	<input type="checkbox"/> 70
(d) Candidates' language skills (including Putonghua) were poor 應徵者語文能力(包括普通話)不夠水平	<input type="checkbox"/> 71	<input type="checkbox"/> 72	<input type="checkbox"/> 73
(e) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/> 74	<input type="checkbox"/> 75	<input type="checkbox"/> 76
(f) Candidates were unwilling to work on shift for long hours 應徵者不願意長時間輪班工作	<input type="checkbox"/> 77	<input type="checkbox"/> 78	<input type="checkbox"/> 79
(g) Candidates were unwilling to work in Mainland China 應徵者不願意到內地工作	<input type="checkbox"/> 80	<input type="checkbox"/> 81	<input type="checkbox"/> 82
(h) <u>Others</u> (Please Specify) 其他(請註明)	<input type="checkbox"/> 83	<input type="checkbox"/> 84	<input type="checkbox"/> 85

For official use only

此欄毋須填寫

86

87

88

89



## Q.8 Employees' Training Needs

僱員所需的訓練

What types of training will your company 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 and China's 11th Five-Year Plan)?

為迎合各方面的轉變（包括香港轉型至知識型經濟及中國的《十一五規劃》），在未來十二個月，貴公司需要培訓機構提供哪方面的培訓？

		Training Need (represented by 0-5 rating scale) (0 =no need, 5=great need) 訓練需要 (以0-5表示) (0=沒有需要, 5=十分需要)		
<u>Code</u> 編號	<u>Type of Skills and/or Knowledge</u> 技能／知識的類別	<u>Managerial</u> 經理級	<u>Supervisory</u> 主任級	<u>Technical Support</u> 技術輔助人員級
<b><u>Management Skills</u></b> <b>管理技能</b>				
101	Production management 製作管理	<input type="text"/> 90	<input type="text"/> 91	<input type="text"/> 92
102	Quality management 品質管理	<input type="text"/> 93	<input type="text"/> 94	<input type="text"/> 95
103	Marketing management 經銷管理	<input type="text"/> 96	<input type="text"/> 97	<input type="text"/> 98
104	Customer services 客戶服務	<input type="text"/> 99	<input type="text"/> 100	<input type="text"/> 101
105	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 102	<input type="text"/> 103	<input type="text"/> 104
<b><u>China-related Knowledge</u></b> <b>有關中國的知識</b>				
201	Political, social and economic development in the Mainland China 在中國內地的政治、社會和經濟發展	<input type="text"/> 105	<input type="text"/> 106	<input type="text"/> 107
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	<input type="text"/> 108	<input type="text"/> 109	<input type="text"/> 110
203	Trade and industry environment in Mainland China 在中國內地的行業及營商常規	<input type="text"/> 111	<input type="text"/> 112	<input type="text"/> 113
204	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 114	<input type="text"/> 115	<input type="text"/> 116
<b><u>IT Skills</u></b> <b>資訊科技的技能</b>				
301	Computer graphics and webpage design 電腦圖像處理與網頁設計	<input type="text"/> 117	<input type="text"/> 118	<input type="text"/> 119
302	E-commerce knowledge and applications 電子商務的知識及應用	<input type="text"/> 120	<input type="text"/> 121	<input type="text"/> 122
303	Media technology 媒體科技	<input type="text"/> 123	<input type="text"/> 124	<input type="text"/> 125
304	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 126	<input type="text"/> 127	<input type="text"/> 128

Training Need  
 (represented by 0-5 rating scale)  
 (0=no need, 5=great need)  
 訓練需要  
 (以0-5表示)  
 (0=沒有需要, 5=十分需要)

<u>Code</u> 編號	<u>Type of Skills and/or Knowledge</u> 技能／知識的類別	<u>Managerial</u> 經理級	<u>Supervisory</u> 主任級	<u>Technical Support</u> 技術輔助人員級
<b><u>Language Skills</u></b> 語文技能				
401	Spoken English 英語會話	<input type="text"/> 129	<input type="text"/> 130	<input type="text"/> 131
402	Putonghua 普通話	<input type="text"/> 132	<input type="text"/> 133	<input type="text"/> 134
403	Others (Please Specify) _____ 其他 (請註明)	<input type="text"/> 135	<input type="text"/> 136	<input type="text"/> 137
<b><u>Industry Specific Skills</u></b> 業內專業技能				
501	Editing 編輯	<input type="text"/> 138	<input type="text"/> 139	<input type="text"/> 140
502	Artwork/Design 稿件設計	<input type="text"/> 141	<input type="text"/> 142	<input type="text"/> 143
503	Publishing Production 出版製作	<input type="text"/> 144	<input type="text"/> 145	<input type="text"/> 146
504	Marketing 市場推廣	<input type="text"/> 147	<input type="text"/> 148	<input type="text"/> 149
505	Sales and customer service 銷售及客戶服務	<input type="text"/> 150	<input type="text"/> 151	<input type="text"/> 152
506	Logistics 物流	<input type="text"/> 153	<input type="text"/> 154	<input type="text"/> 155
507	Others (Please Specify) _____ 其他 (請註明)	<input type="text"/> 156	<input type="text"/> 157	<input type="text"/> 158
<b><u>For official use only</u></b> 此欄毋須填寫				
		<input type="text"/> 159	<input type="text"/> 160	<input type="text"/> 161
		<input type="text"/> 162	<input type="text"/> 163	<input type="text"/> 164

**2008 MANPOWER SURVEY OF THE PUBLISHING INDUSTRY**

## 出版業二零零八年人力調查

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 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 support 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輔助級人員。）

- (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，但有時須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 Employees at Date of Survey (Excluding Trainees) - Column 'C'

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 who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include local staff being posted outside Hong Kong.

請將各職務現有僱員總數 (受訓者除外) 填入此欄。此數目應包括派駐香港以外的香港僱員。

8. Forecast of Number Employed 12 Months from Now (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 at Date of Survey (Excluding Trainees) - Column ‘E’  
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 at Date of Survey - Column ‘F’  
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.  
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。

11. Example  
例子

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

## **Part II** **第二部分**

12. 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 column is to seek your view on the expected change in business situation for the coming year, would your business situation be better, same or worse for the coming year than this year:  
此欄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，預計閣下的業務明年比今年較佳，不變或較差。

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

Please fill in the numbers of publishing employees promoted in the past 12 months by job level based upon the job titles as prescribed at Appendix C.

請填入貴公司在過去十二個月晉升的出版業各技能等級僱員人數（各職稱可參見附錄C）。

14. Q.3  
Employees Deployed to Work in Mainland China  
僱員被調派往內地工作情況

Please enter the numbers of managerial, supervisory and technical support level staff in design & production, sales and editing areas who had been deployed to work for more than 6 months in the Mainland during the 12 months prior to the survey.

請填寫過去十二個月內，調派往內地工作超過六個月的經理級、主任級及技術輔助人員級，並從事設計及制作、營銷及編輯工作的員工人數。

15. Q.4  
With Company in Mainland China?  
是否在內地設有公司？

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

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

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

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

(Please refer to the codes in the right column of the table.)

此欄目的在調查貴機構的意見：各類職位的僱員宜具備何種教育程度及訓練，才能勝任其工作。（請參閱該表右欄的類別編號。）

17. Q.6  
Difficulties Encountered in Recruitment  
招聘困難

Please indicate whether your company encountered difficulties in recruitment of publishing employees in the past 12 months. If your company had no recruitment needs or had not encountered any difficulties, please go to question (8).

請填寫貴公司在過去十二個月招聘出版業僱員時，是否遇到招聘困難？如沒有遇上招聘困難或沒有招聘需要，請轉至第 (8) 題。

18. Q.7  
Major Difficulties in Recruitment  
主要招聘困難

Please give the major recruitment difficulties your company encountered in the past 12 months. (by ticking up to 3 options).

請說明貴公司在過去十二個月所遇到的主要招聘困難。(最多可選三項)

19. Q.8  
Employees' Training Needs  
僱員所需的訓練

Please fill in the types of training that your company will need from the course providers (represented by 0-5 rating scale where 0 represents no training need and 5 represents great training need) in the next 12 months in response to the various changes (including Hong Kong's transforming into a knowledge-based economy and China's 11<sup>th</sup> Five-Year Plan).

請填寫為迎合各方面的轉變(包括香港轉型至知識型經濟及中國的《十一五規劃》)，在未來十二個月，貴公司所需要的由培訓機構提供的培訓類別(以0-5表示，0代表沒有需要，5代表十分需要)。

Example  
例子

(A) Job 工作			(B) Monthly Income Code <sup>▲</sup> 每月收入 編號	(C) No. of Employees at Date of Survey (excl. trainees) 現有僱員人數 (受訓者除外)	(D) Forecast of No. Employed 12 Months from Now (excl. trainees) 預計 十二個月後 僱員人數 (受訓者除外)	(E) No. of Vacancies at Date of Survey (excl. trainees) 現有 空缺額 (受訓者除外)	(F) No. of Trainees at Date of Survey 現有 受訓者 人數	Enter in column B employee's monthly income range according to the codes below: 將僱員的每月總收入幅度 按下列編號填入B欄內： 1 \$6,000 or below \$6,000 或以下 2 \$6,001 - \$8,000 3 \$8,001 - \$10,000 4 \$10,001 - \$15,000 5 \$15,001 - \$20,000 6 \$20,001 - \$30,000 7 \$30,001 - \$45,000 8 \$45,001 - \$60,000 9 \$60,001 or above \$60,001 或以上
Title 職稱	Rec. Type 紀錄 類型	No. 職務 編號						
		8 - 10	11-12	13 - 16	17 - 20	21 - 23	24 - 26	
1 Managing Director/General Manager/ Publisher 董事經理／總經理／出版人	2	1   5   1	8	1	1	0		
2 Editoria Director/Chief Editor 總編輯／主編	2	1   5   2		1	2	1		
3 Commissioning Editor/Acquisition Editor 策劃編輯	2	2   5   1		1	1	0		
4 Senior Editor 高級編輯	2	2   5   2		3	5	1		
5	2							
6	2							
7	2							
8	2							



**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 and the profitable operation of the company. Develops and recommends strategic objectives. Plans, budgets, organizes, directs and controls, edits publishing and promote sales activities. 制定有助公司利潤的業務方針；訂立業務目標；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 / Managing Editor / Publishing Director  總編輯／主編	Responsible for editorial policy and standards, departmental organization 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. 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、設計及市場推廣等部門的工作。
153	Design Director / Art Director  設計總監／美術總監	Responsible for design standards, departmental organization and procedures. Co-ordinates and supervises freelance work. 負責設計標準、部門組織及工作程序，協助及管理外判的工作。
154	Production Director / Production Manager  製作總監／製作經理	Responsible for production standards, departmental organization 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 organization 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
<b>MANAGERIAL LEVEL (Continued) 經理級 (續)</b>		
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／營業經理監事(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  編輯經理	Responsible to implement 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。
<b>SUPERVISORY LEVEL 主任級</b>		
251	Commissioning Editor / Acquisition Editor  策劃編輯	Plan 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. 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. 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校對工作。
253	Senior 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。
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。

Code No. 編號	Job Title 職稱	Job Description 工作說明
<b>SUPERVISORY LEVEL (Continued) 主任級 (續)</b>		
255	Sales Supervisor 營業主任	Organizes 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, Organizes exhibitions, 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；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紀錄。
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。
<b>TECHNICAL SUPPORT LEVEL 技術輔助人員級</b>		
351	Assistant Editor / Copy Editor / Art Editor / Proof Reader  助理編輯／稿件編輯／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	Art Designer  美術設計員	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。
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) Operator 桌面排版操作員	Inputs and processes data, edits text and illustrations on desktop publishing terminal; operates computer output devices. 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。
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。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
TECHNICAL SUPPORT LEVEL (Continued) 技術輔助人員級（續）		
356	Sales Representative / Sales Executive 營業代表／營業主任	Visits bookshops, schools and other organizations 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 June 2009 估計到二〇〇九 年六月時的 僱員人數
TECHNOLOGIST / MANAGERIAL LEVEL		技師／管理級		
General Manager 總經理	236	-	1	238
Production/Quality Manager 生產經理／廠務經理／ 品質經理	376	-	-	376
Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣 經理	717	-	2	718
Procurement Manager 採購經理	37	-	-	37
Information Technology Manager (Printing) 資訊科技經理 (印刷)	19	-	-	19
Sub-total 小計	1 385	-	3	1 388
TECHNICIAN / SUPERVISORY LEVEL		技術員／督導級		
Cost Estimator 印刷估價員	351	-	-	351
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／ 品質管制員	1 205	-	1	1 206
Sales Representative 營業代表	4 127	1	29	4 159
Overseer/Supervisor 督導員／管理員	680	-	2	682
Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	371	-	7	378
Designer/Design Officer 設計員／設計主任	460	-	-	460
Prepress Technician 印前技術員	600	-	1	601
Purchasing Officer/Controller 印刷物料採購員/控制員	262	-	1	263

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 June 2009 估計到二〇〇九 年六月時的 僱員人數
<b>TECHNICIAN / SUPERVISORY LEVEL (Continued) 技術員／督導級 (續)</b>				
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	197	-	4	201
Information Technology (Printing) Technician 資訊科技(印刷)技術員	129	-	-	129
Sub-total 小計	8 382	1	45	8 430
<b>CRAFTSMAN LEVEL 技工級</b>				
Electronic Prepress System Craftsman 電子印前系統操作技工	1 520	-	10	1 530
Offset Lithographic Platemaker 柯式版製作技工	933	-	2	935
Digital Printing System Craftsman 數碼印刷系統操作技工	163	4	-	164
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	4 817	36	8	4 857
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	798	4	14	812
Other Printing Machine Craftsman 其他印刷機械技工	846	-	4	850
Binding Craftsman 裝訂技工	1 315	-	21	1 324
Die Cutting / Tool Making Craftsman 啤盒工／造模工	387	-	3	390
Package Finishing Machine Craftsman 包裝盒完成機技工	220	-	2	222
Other Print Finishing Craftsman 其他印後機械技工	509	-	1	510
Sub-total 小計	11 508	44	65	11 594

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 June 2009 估計到二〇〇九 年六月時的 僱員人數
UNSKILLED LEVEL 非技術人員級				
General Worker 雜工	1 203	-	11	1 218
Sub-total 小計	1 203	-	11	1 218
GRAND TOTAL 總計	22 478	45	124	22 630

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 June 2009 估計到 二〇〇九年 六月時的 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	227	-	-	227
Editorial Director/Chief Editor/ Managing Editor/Publishing Director 總編輯／主編	220	-	-	220
Design Director/Art Director 設計總監／美術總監	96	-	-	96
Production Director/ Production Manager 製作總監／製作經理	68	-	-	68
Marketing Director/ Marketing Manager 市場總監／市場經理	147	-	1	148
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	143	-	-	143
Sales Director/Sales Manager (Book Publications) 營業總監／營業經理監事（書刊）	67	-	-	67
Editorial Manager 編輯經理	78	-	-	78
Sub-total 小計	1 046	-	1	1 047
SUPERVISORY LEVEL 主任級				
Commissioning Editor/ Acquisition Editor 策劃編輯	503	-	2	505
Senior Editor 高級編輯	912	-	10	922
Senior Designer 設計師	307	-	-	307



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 June 2009 估計到 二〇〇九年 六月時的 僱員人數
<b>SUPERVISORY LEVEL (Continued) 主任級 (續)</b>				
Production Supervisor 製作主任	98	-	-	98
Sales Supervisor 營業主任	625	-	2	627
Marketing/Publicity Supervisor 市場/宣傳主任	219	-	2	216
Customer Services Supervisor/ Officer (Books) 客戶服務主任 (書籍)	172	-	2	171
Circulation Supervisor (Magazine & Newspapers) 發行主任 (報刊)	201	-	1	202
Sub-total 小計	3 037	-	19	3 048
<b>TECHNICAL SUPPORT LEVEL 技術輔助人員級</b>				
Assistant Editor/Copy Editor/ Art Editor/Proof Reader 助理編輯/稿件編輯/ 美術編輯/校對員	1 721	-	9	1 738
Art Designer 美術設計員	648	-	10	653
Illustrator 插圖員	134	-	1	135
Desktop Publishing (DTP) Operator 桌面排版操作員	336	-	2	340
Production Assistant 製作助理	99	-	-	99
Sales Representative/ Sales Executive 營業代表/營業主任	1 446	-	35	1 485
Marketing/Publicity Assistant 市務助理/宣傳助理	426	-	14	440
Other Publishing Related Jobs (Programmer and Designer/ Cartographer) 其他出版業有關職位 (電腦程式編 寫員及設計/繪圖員)	17	-	-	17
Sub-total 小計	4 827	-	71	4 907
<b>GRAND TOTAL</b> 總計	<b>8 910</b>	<b>-</b>	<b>91</b>	<b>9 002</b>

Appendix 7 : PREFERRED EDUCATION OF EMPLOYEES IN THE PRINTING INDUSTRY

## 附錄 7 : 印刷業僱員宜有的教育程度

Job Level 技能等級	University Degree or Above 大學學位 或以上	Higher Diploma/ Associate Degree 高級文憑/ 副學士	Diploma/ Higher Certificate 文憑/ 高級證書	Certificate/ Secondary 5 - 7 證書/ 中五至 中七程度	Craft Certificate/ Below Secondary 5 技工證書/ 中五以下 程度	Unspecified 未列明者	Total Number of Employees 總計
Technologist/ Managerial 技師/管理	325	286	623	35	-	116	1 385
Technician/ Supervisory 技術員/督導	44	968	3 002	3 969	-	399	8 382
Craftsman 技工	18	65	331	3 939	6 449	706	11 508
Total Number of Employees 總計	387	1 319	3 956	7 943	6 449	1 221	21 275

Appendix 8: PREFERRED EDUCATION OF EMPLOYEES IN THE PUBLISHING INDUSTRY

## 附錄 8：出版業僱員宜有的教育程度

Job Level 技能等級	University Degree or Above 大學學位 或以上	Higher Diploma/ Associate Degree 高級文憑/ 副學士	Diploma/ Higher Certificate 文憑/ 高級證書	Certificate/ Secondary 5 - 7 證書/ 中五至 中七程度	Below Secondary 5 中五以下 程度	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	914	-	7	2	-	123	1 046
Supervisory 主任	1 285	598	840	34	-	280	3 037
Technical Support 技術輔助人員	189	420	1 498	2 142	2	576	4 827
Total 總計	2 388	1 018	2 345	2 178	2	979	8 910

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

附錄 9 : 印刷業僱員宜有的訓練期

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	592	266	408	-	-	3	116	1 385
Technician/ Supervisory 技術員／ 督導	394	1 511	2 250	3 787	24	17	399	8 382
Craftsman 技工	216	673	2 624	5 336	1 953	-	706	11 508
Total 總計	1 202	2 450	5 282	9 123	1 977	20	1 221	21 275

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

附錄 10：出版業僱員宜有的訓練期

Job Level 技能等級	4 Years or Above 四年 或以上	3 to Less Than 4 Years 三至 四年 以下	2 to Less Than 3 Years 二至 三年 以下	1 to Less Than 2 Years 一至 二年 以下	Below 6 Months 六個月 以下	Unspecified 未有說明	Total Number of Employees 總計
Managerial 經理	611	135	124	7	25	144	1 046
Supervisory 主任	410	1 260	1 020	7	21	319	3 037
Technical Support 技術輔助 人員	11	112	3 620	273	72	739	4 827
Total 總計	1 032	1 507	4 764	287	118	1 202	8 910

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

附錄 11：印刷業僱員宜有的訓練形式

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	1 268	1	-	116	1 385
Technician/ Supervisory 技術員／督導	7 877	81	25	399	8 382
Craftsman 技工	9 903	879	20	706	11 508
Total 總計	19 048	961	45	1 221	21 275

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

附錄 12：出版業僱員宜有的訓練形式

Job Level 技能等級	On-the-Job Training 在職訓練	Apprenticeship 學徒訓練	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	903	20	123	1 046
Supervisory 主任	2 737	20	280	3 037
Technical Support 技術輔助人員	4 243	8	576	4 827
Total 總計	7 883	48	979	8 910

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的分布情況

Job Title 職 稱	\$6,500 or below 以下	\$6,501 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$25,000	\$25,001 - \$30,000	\$30,001 or above 以上	Unspecified 未列明者	Total 總計
TECHNOLOGIST/MANAGERIAL LEVEL 技師／管理級										
General Manager 總經理	-	-	-	-	12	101	20	66	37	236
Production/Quality Manager 生產經理／廠務經理／ 品質經理	-	-	-	23	136	62	32	44	79	376
Sales / Customer Services / Marketing Manager 營業／客戶服務／市場 推廣經理	-	-	-	1	332	203	24	55	102	717
Procurement Manager 採購經理	-	-	-	-	23	2	2	1	9	37
Information Technology Manager (Printing) 資訊科技經理 (印刷)	-	-	-	-	2	3	5	3	6	19
Sub-total 小 計	-	-	-	24	505	371	83	169	233	1 385
TECHNICIAN/SUPERVISORY LEVEL 技術員／督導級										
Cost Estimator 印刷估價員	-	-	32	168	118	3	-	-	30	351
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制 員／品質管制員	-	-	352	390	232	118	1	3	109	1 205
Sales Representative 營業代表	-	38	735	1 622	885	447	5	12	383	4 127
Overseer/Supervisor 督導員／管理員	-	-	58	154	183	133	21	23	108	680
Electrical & Mechanical Maintenance Technician (Printing) 機電維修(印刷)技術員	-	-	8	204	26	10	-	27	96	371
Designer/Design Officer 設計員／設計主任	-	-	185	155	23	62	-	-	35	460
Prepress Technician 印前技術員	-	-	120	245	174	13	-	6	42	600
Purchasing Officer/Controller 印刷物料採購員/控制員	-	-	68	71	90	2	-	-	31	262
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	-	-	-	133	21	15	-	-	28	197



Job Title 職 稱	\$6,500 or below 以下	\$6,501 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$25,000	\$25,001 - \$30,000	\$30,001 or above 以上	Unspecified 未列明者	Total 總計
TECHNICIAN/SUPERVISORY LEVEL (Continued) 技術員／督導級（續）										
Information Technology (Printing) Technician 資訊科技(印刷)技術員	-	-	-	82	33	2	-	-	12	129
Sub-total 小 計	-	38	1 558	3 224	1 785	805	27	71	874	8 382
CRAFTSMAN LEVEL 技工級										
Electronic Prepress System Craftsman 電子印前系統操作技工	3	1	309	738	291	-	6	7	165	1 520
Offset Lithographic Platemaker 柯式版製作技工	2	7	146	566	130	2	-	4	76	933
Digital Printing System Craftsman 數碼印刷系統操作技工	-	-	77	55	25	1	-	-	5	163
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	-	160	1 078	3 083	219	-	2	2	273	4 817
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	4	3	28	440	8	2	-	-	313	798
Other Printing Machine Craftsman 其他印刷機械及包裝印 刷操作技工	-	24	173	563	10	-	-	-	76	846
Binding Craftsman 裝訂技工	-	292	343	456	33	-	-	2	189	1 315
Die Cutting / Tool Making Craftsman 啤盒工／造模工	-	52	137	131	38	2	-	-	27	387
Package Finishing Machine Craftsman 包裝盒完成機技工	-	67	22	108	-	-	-	-	23	220
Other Print Finishing Craftsman 其他印後機械技工	-	79	218	160	-	2	2	-	48	509
Sub-total 小 計	9	685	2 531	6 300	754	9	10	15	1 195	11 508
UNSKILLED LEVEL 非技術人員級										
General Worker 雜工	165	419	298	73	-	-	-	-	248	1 203
Sub-total 小 計	165	419	298	73	-	-	-	-	248	1 203
GRAND TOTAL 總 計	174	1 142	4 387	9 621	3 044	1 185	120	255	2 550	22 478

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的分布情況

Job 職稱	\$6,001 - \$8,000	\$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	12	40	79	29	65	227
Editorial Director/ Chief Editor/ Managing Editor/ Publishing Director 總編輯／主編	-	-	-	8	29	33	74	25	51	220
Design Director/ Art Director 設計總監／ 美術總監	-	-	-	5	24	35	10	2	20	96
Production Director/ Production Manager 製作總監／ 製作經理	-	-	-	-	14	16	5	-	33	68
Marketing Director/ Marketing Manager 市場總監／ 市場經理	-	-	-	5	24	21	38	1	58	147
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業 經理（報刊）	-	-	2	-	20	52	13	1	55	143
Sales Director/ Sales Manager (Book Publications) 營業總監／營業 經理監事（書刊）	-	-	-	3	12	7	17	-	28	67
Editorial Manager 編輯經理	-	-	-	-	26	21	12	-	19	78
Sub-total 小計	-	-	2	23	161	225	248	58	329	1 046

Job 職稱	\$6,001 - \$8,000	\$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
SUPERVISORY LEVEL 主任級										
Commissioning Editor/Acquisition Editor 策劃編輯	-	-	120	62	190	77	-	-	54	503
Senior Editor 高級編輯	-	-	69	185	271	119	10	-	258	912
Senior Designer 設計師	-	-	15	53	94	20	6	-	119	307
Production Supervisor 製作主任	-	-	9	20	27	2	-	-	40	98
Sales Supervisor 營業主任	-	5	125	142	177	27	2	-	147	625
Marketing/Publicity Supervisor 市場/宣傳主任	-	-	40	32	51	16	1	-	79	219
Customer Services Supervisor/Officer (Books) 客戶服務主任 (書籍)	-	-	67	35	43	2	-	-	25	172
Circulation Supervisor (Magazine & Newspapers) 發行主任(報刊)	-	2	62	34	61	5	-	-	37	201
Sub-total 小計	-	7	507	563	914	268	19	-	759	3 037
TECHNICAL SUPPORT LEVEL 技術輔助人員級										
Assistant Editor/ Copy Editor/ Art Editor/ Proof Reader 助理編輯/稿件 編輯/美術編輯/ 校對員	32	144	503	568	13	16	-	-	445	1 721
Art Designer 美術設計員	8	88	158	203	8	-	-	-	183	648
Illustrator 插圖員	-	19	56	18	-	-	-	-	41	134
Desktop Publishing (DTP) Operator 桌面排版操作員	1	47	77	71	13	-	-	-	127	336
Production Assistant 製作助理	20	12	36	8	-	-	-	-	23	99
Sales Representative Sales Executive 營業代表/營業 主任	20	219	677	202	31	-	-	-	297	1 446

Job 職稱	\$6,001 - \$8,000	\$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 SUPPORT LEVEL (Continued) 技術輔助人員級 (續)										
Marketing/Publicity Assistant 市務助理/ 傳宣助理	1	130	124	40	4	-	-	-	127	426
Other Publishing Related Jobs 其他出版業有關 職位	-	-	1	5	-	-	-	-	6	12
Sub-total 小計	-	-	2	-	-	-	-	-	3	5
GRAND TOTAL 總計	82	659	1 634	1 115	69	16	-	-	1 252	4 827

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

附錄 15：僱員所需的訓練（各門類）（印刷業）

Job Title 職稱	No. of Employees 僱員人數					
	Technologist/Managerial 技師／管理		Technician/Supervisory 技術員／督導		Craftsman 技工	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
<b>Management Skills 管理技能</b>						
Production Management 製作管理	43	117	390	135	201	21
Quality Management 品質管理	36	128	389	238	203	23
Marketing Management 經銷管理	41	107	315	344	199	20
Customer Services 客戶服務	39	110	261	407	180	40
<b>China-related Knowledge 有關中國的知識</b>						
Political, Social and Economic Development in the Mainland China 在中國內地的政治、 社會和經濟發展	59	53	421	207	263	20
Laws and Regulatory Restrictions for Access to China Market 進入中國市場的法律 和經濟發展	51	61	420	230	283	-
Trade and Industry Environment in Mainland China 在中國內地的行業及 營商常規	57	124	402	271	264	20
<b>IT Skills 資訊科技的技能</b>						
Computer Graphics and Webpage 電腦圖像處理與網頁設計	27	38	272	437	143	198
E-commerce Knowledge and Applications 電子商貿的知識及應用	29	80	336	372	143	118
Media Technology 媒體科技	35	51	406	242	204	76
<b>Language Skills 語文技能</b>						
Spoken English 英語會話	40	99	143	707	126	182
Putonghua 普通話	38	102	142	715	148	183

Job Title 職 稱	No. of Employees 僱員人數					
	Technologist/Managerial 技師／管理		Technician/Supervisory 技術員／督導		Craftsman 技工	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
<b>Industry Specific Skills</b>	<b>業內專業技能</b>					
Pre-press Technique 印前技術	32	67	190	751	187	699
Printing Technique 印刷技術	62	61	195	743	156	736
Post-printing Technique 印後技術	37	58	157	685	112	671
Production Coordination and Project Management 生產協調及項目管理	25	105	467	307	530	89
Estimation and Costing 估價及成本	24	107	404	434	477	142
Repair and Maintenance 機械維修及保養	48	13	465	94	351	232
Colour Management 色彩管理	55	37	473	267	420	167
Products Structure 產品結構	70	24	538	246	449	177
Materials Application 物料應用	38	63	396	482	489	243
Quality Assurance 品質保證	13	85	165	669	302	410

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

## 附錄 16：僱員所需的訓練（各門類）（出版業）

Job Title 職稱	No. of Employees 僱員人數					
	Managerial 經理		Supervisory 主任		Technical Support 技術輔助人員	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
<b>Management Skills 管理技能</b>						
Production Management 製作管理	9	14	12	12	7	-
Quality Management 品質管理	14	9	12	10	7	1
Marketing Management 經銷管理	18	31	20	35	5	1
Customer Services 客戶服務	12	10	38	11	5	-
<b>China-related Knowledge 有關中國的知識</b>						
Political, Social and Economic Development in the Mainland China 在中國內地的政治、 社會和經濟發展	16	5	12	25	15	3
Laws and Regulatory Restrictions for Access to China Market 進入中國市場的法律 和經濟發展	11	11	11	28	4	3
Trade and Industry Environment in Mainland China 在中國內地的行業及 營商常規	15	32	34	48	34	4
<b>IT Skills 資訊科技的技能</b>						
Computer Graphics and Webpage 電腦圖像處理與網頁設計	7	12	7	18	17	18
E-commerce Knowledge and Applications 電子商貿的知識及應用	7	8	7	8	5	7
Media Technology 媒體科技	4	15	7	37	9	19
<b>Language Skills 語文技能</b>						
Spoken English 英語會話	6	4	10	8	17	30
Putonghua 普通話	7	16	35	19	12	19

Job Title 職 稱	No. of Employees 僱員人數					
	Managerial 經理		Supervisory 主任		Technical Support 技術輔助人員	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
Industry Specific Skills 業內專業技能						
Editing 編輯	6	11	32	18	32	17
Artwork/Design 稿件設計	6	7	6	11	33	14
Publishing Production 出版製作	9	11	30	18	32	13
Marketing 市場推廣	11	15	55	21	53	38
Sales and Customer Service 銷售及客戶服務	8	12	37	45	34	41
Logistics 物流	2	4	7	2	6	4



FORECAST ANNUAL ADDITIONAL SKILLS DEMAND  
BETWEEN 2009 AND 2011 IN THE PRINTING INDUSTRY

預測二零零九至二零一一年間印刷業  
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 for 2009 預測二零零九年 技術人員的 需求數目	Forecast Annual Additional Skills Demand between 2010 and 2011 預測二零一零至 二零一一年每年 技術人員的 需求數目
TECHNOLOGIST/MANAGERIAL LEVEL		技師／管理級	
General Manager 總經理	236	6 - 8	11 - 13
Production/Quality Manager 生產經理／廠務經理／ 品質經理	376	10 - 12	18 - 22
Sales / Customer Services / Marketing Manager 營業／客戶服務／ 市場推廣經理	717	20 - 24	33 - 41
Procurement Manager 採購經理	37	1	2
Information Technology Manager (Printing) 資訊科技經理 (印刷)	19	1	1
Sub-total 小 計	1 385	38 - 46	65 - 79
TECHNICIAN/SUPERVISORY LEVEL		技術員／督導級	
Cost Estimator 印刷估價員	351	9 - 11	14 - 16
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／ 品質管制員	1 205	33 - 39	47 - 57
Sales Representative 營業代表	4 127	111 - 135	162 - 198
Overseer/Supervisor 督導員／管理員	680	18 - 22	27 - 33
Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	371	10 - 12	14 - 18
Designer/Design Officer 設計員／設計主任	460	13 - 15	18 - 22

Job Title 職 稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand for 2009 預測二零零九年 技術人員的 需求數目	Forecast Annual Additional Skills Demand between 2010 and 2011 預測二零一零至 二零一一年每年 技術人員的 需求數目
<b>TECHNICIAN/SUPERVISORY LEVEL (Continued) 技術員/督導級 (續)</b>			
Prepress Technician 印前技術員	600	16 - 20	24 - 28
Purchasing Officer/Controller 印刷物料採購員/控制員	262	7 - 9	10 - 12
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	197	5 - 7	8 - 10
Information Technology (Printing) Technician 資訊科技(印刷)技術員	129	4 - 6	5 - 7
Sub-total 小 計	8 382	226 - 276	329 - 401
<b>CRAFTSMAN LEVEL 技工級</b>			
Electronic Prepress System Craftsman 電子印前系統操作技工	1 520	40 - 50	45 - 54
Offset Lithographic Platemaker 柯式版製作技工	833	26 - 30	24 - 30
Digital Printing System Craftsman 數碼印刷系統操作技工	163	4 - 6	5 - 7
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	4 817	130 - 158	141 - 170
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	798	22 - 26	24 - 30
Other Printing Machine Craftsman 其他印刷機械技工	846	23 - 29	25 - 31
Binding Craftsman 裝訂技工	1 315	36 - 44	38 - 46
Die Cutting / Tool Making Craftsman 啤盒工/造模工	387	10 - 12	11 - 13
Package Finishing Machine Craftsman 包裝盒完成機技工	220	6 - 8	6 - 8
Other Print Finishing Craftsman 其他印後機械技工	509	13 - 17	14 - 18
Sub-total 小 計	11 508	310 - 380	333 - 407

FORECAST ANNUAL ADDITIONAL SKILLS DEMAND  
BETWEEN 2009 AND 2011 IN THE PUBLISHING INDUSTRY

預測二零零九至二零一一年間出版業  
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 for 2009 預測二零零九年 技術人員的 需求數目	Forecast Annual Additional Skills Demand between 2010 and 2011 預測二零一零至 二零一一年每年 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	227	6 - 7	12 - 14
Editorial Director/Chief Editor/ Managing Editor/Publishing Director 總編輯／主編	220	5 - 7	12 - 14
Design Director/Art Director 設計總監／美術總監	96	3 - 4	5 - 7
Production Director/ Production Manager 製作總監／製作經理	68	2	4 - 6
Marketing Director/ Marketing Manager 市場總監／市場經理	147	4 - 5	7 - 8
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	143	4 - 5	7 - 8
Sales Director/Sales Manager (Book Publications) 營業總監／ 營業經理監事（書刊）	67	2	3 - 4
Editorial Manager 編輯經理	78	2	3 - 4
Sub-total 小計	1 046	28 - 34	53 - 65

Job Title 職稱	Number of Workers at Time of Survey 調查期間僱員人數	Forecast Annual Additional Skills Demand for 2009 預測二零零九年技術人員的需求數目	Forecast Annual Additional Skills Demand between 2010 and 2011 預測二零一零至二零一一年每年技術人員的需求數目
<b>SUPERVISORY LEVEL 主任級</b>			
Commissioning Editor/ Acquisition Editor 策劃編輯	503	13 - 15	16 - 20
Senior Editor 高級編輯	912	24 - 30	31 - 36
Senior Designer 設計師	307	8 - 10	10 - 12
Production Supervisor 製作主任	98	3 - 4	3 - 4
Sales Supervisor 營業主任	625	17 - 21	20 - 24
Marketing/Publicity Supervisor 市場／宣傳主任	219	6 - 7	7 - 9
Customer Services Supervisor/ Officer (Books) 客戶服務主任（書籍）	172	5 - 6	5 - 7
Circulation Supervisor (Magazine & Newspapers) 發行主任（報刊）	201	6 - 7	6 - 8
Sub-total 小計	3 037	82 - 100	98 - 120
<b>TECHNICAL SUPPORT LEVEL 技術輔助人員級</b>			
Assistant Editor/Copy Editor/ Art Editor/Proof Reader 助理編輯／稿件編輯／ 美術編輯／校對員	1 721	46 - 56	50 - 60
Art Designer 美術設計員	648	18 - 22	19 - 23
Illustrator 插圖員	134	3 - 5	4 - 5
Desktop Publishing (DTP) Operator 桌面排版操作員	336	9 - 11	10 - 12
Production Assistant 製作助理	99	2 - 4	2 - 4
Sales Representative/ Sales Executive 營業代表／營業主任	1 446	39 - 47	41 - 51
Marketing/Publicity Assistant 市務助理／宣傳助理	426	12 - 14	12 - 15
Other Publishing Related Jobs 其他出版業有關職位	17	1	1
Sub-total 小計	4 827	130 - 160	139 - 171

**技能提升計劃提供課程一覽表**  
**Courses Offered under the Skills Upgrading Scheme**

<u>課程名稱</u>	<u>課程編號</u>	<u>時數(小時)</u>	<u>培訓機構**</u>
<b><u>軟性技巧、管理及營銷課程</u></b>			
印刷中英文詞彙	SUSPR841A	15	3
Macintosh 電腦基本操作入門(OSX)	SUSPR868A	15	3
印刷估價	SUSPR840B	30	2,3
基本印刷流程及物料控制	SUSPR8690	18	2
印刷營銷技巧	SUSPR8440	15	3
印刷品質檢定	SUSPR833B	24	2
人事管理的方法	SUSPR3110	16	5
營銷及市場策略	SUSPR3120	38	3,5
印刷物流控制及中國進出口海關 通關實務	SUSPR3130	28	5
印刷物流控制及及運輸貨物保險	SUSPR3140	25	5
<b><u>印前技術(基礎)課程</u></b>			
基礎數碼攝影	SUSPR881A	24	3
基礎電腦相片修描 PhotoShop CS	SUSPR882A	20	1,3
基礎電腦小版製作 InDesign CS	SUSPR884A	20	3
基礎電腦繪圖 Illustrator CS	SUSPR886A	20	1,3
基礎電腦繪圖 CorelDraw	SUSPR887A	20	3
印刷與設計初階	SUSPR888A	30	3
<b><u>印前技術(進階)課程</u></b>			
檔案輸出檢查 Preflight	SUSPR8730	25	3
電腦拼大版製作	SUSPR890A	20	3
電腦直接製版(CTP)技術	SUSPR870A	20	3
進階數碼攝影	SUSPR891A	20	3
進階電腦相片修描 PhotoShop CS	SUSPR892A	20	1,3
進階電腦小版製作 InDesign CS	SUSPR894A	20	3
進階電腦繪圖 Illustrator CS	SUSPR896A	20	1,3
印刷與設計進階	SUSPR898A	30	3
數碼印前技術應用	SUSPR8760	35	3
<b><u>印前技術／生產流程／色彩管理課程</u></b>			
印刷油墨調色及電腦配色應用	SUSPR860A	20	1
印刷疑難分析及解決技巧	SUSPR832A	24	2
平張柯式印刷理論初階	SUSPR8350	20	1
平張柯式印刷理論進階	SUSPR8360	20	1
平張柯式印刷操作初階	SUSPR8470	30	1
平張柯式印刷操作進階	SUSPR8480	30	1
數碼印刷技術及應用	SUSPR872A	24	3
色彩管理應用技巧	SUSPR8740	25	3
進階色彩管理應用技巧	SUSPR8750	33	3

## 出版課程

書刊出版之設計應用	SUSPR861A	24	3
印刷製作基本流程	SUSPR862A	24	2,3,4
編輯應用文寫作	SUSPR864A	26	4
編輯學應用(書刊編輯概論)	SUSPR865A	26	4
校對技巧	SUSPR866A	20	4
書刊出版之設計及印製概論	SUSPR8590	26	2,4

## \*\* 培訓機構

機構名稱	聯絡方法
(1) 職業訓練局印刷業訓練中心	地 址：九龍灣大業街 46 號九龍灣訓練中心綜合大樓 3 樓 電 話：2751 5825 傳 真：2756 0434 網 址： <a href="http://www.prtc.vtc.edu.hk/">http://www.prtc.vtc.edu.hk/</a> 電子郵件：prtc@vtc.edu.hk
(2) 香港印藝學會-印刷物料測試及分析中心	地 址：九龍觀塘巧明街 95 號世達中心 13 樓 B 室 電 話：2856 9760 傳 真：2856 9765 網 址： <a href="http://www.gaahk.org.hk/">http://www.gaahk.org.hk/</a> 電子郵件：gaahk@gaahk.org.hk
(3) 印刷科技研究中心	地 址：九龍觀塘曉明街 25 號香港專業教育學院（觀塘分校）131-133 室 電 話：2243 7851 傳 真：2243 7477 網 址： <a href="http://www.aptec.vtc.edu.hk/">http://www.aptec.vtc.edu.hk/</a> 電子郵件：aptec@vtc.edu.hk
(4) 香港出版學會	地 址：香港中環域多利皇后街 10 號三聯書店 2 字樓講座室 電 話：2806 8365 傳 真：2512 2377 網 址： <a href="http://www.hkpps.org/">http://www.hkpps.org/</a> 電子郵件：info@hkpps.org
(5) 職業訓練局高峰進修學院	地 址：香港灣仔活道 27 號職業訓練局大樓 9 樓 電 話：2836 1922 傳 真：2891 5707 網 址： <a href="http://www.peak.vtc.edu.hk/">http://www.peak.vtc.edu.hk/</a> 電子郵件：peak@vtc.edu.hk

香港知專設計學院  
印刷及數碼媒體系  
印刷及出版相關課程  
**Relevant Printing and Publishing Courses Offered by  
Department of Printing & Digital Media  
Hong Kong Design Institute**

---

印刷科  
Printing Stream

編號 <u>Code</u>	模式 <u>Mode</u>	課程名稱 <u>Title</u>	修業期 <u>Durations</u>
61322	Full-time 全日制	Higher Diploma in Commercial Printing and Digital Media Publishing 商業印刷及數碼媒體出版高級文憑	3 years 三年
61381A	Full-time 全日制	Higher Diploma in Photography and Graphic Imaging 攝影及平面成像高級文憑	2 years 二年
61327	Full-time 全日制	Higher Diploma in Printing and Publishing 印刷及出版高級文憑	3 years 三年

數碼媒體科  
Digital Media Stream

編號 <u>Code</u>	模式 <u>Mode</u>	課程名稱 <u>Title</u>	修業期 <u>Durations</u>
61339	Full-time 全日制	Higher Diploma in Digital Film and Television 數碼電影及電視高級文憑	3 years 三年
61340	Full-time 全日制	Higher Diploma in Digital Animation & Cartoon Character Design 數碼動畫及漫畫角色設計高級文憑	3 years 三年
61338	Full-time 全日制	Higher Diploma in Advertising, Packaging and Branding 廣告，包裝及品牌高級文憑	3 years 三年
61382A	Full-time 全日制	Higher Diploma in Advertising and Promotions Design 廣告及推廣宣傳設計高級文憑	2 years 二年
61385A	Full-time 全日制	Higher Diploma in Film Scripting and Television Writing 電影編劇及電視撰稿高級文憑	2 years 二年
61386A	Full-time 全日制	Higher Diploma in Motion Graphics Design and Visual Effects 動態影像設計及視覺效果高級文憑	2 years 二年
61937F	Full-time 全日制	Higher Diploma in Digital Media Design 數碼媒體設計高級文憑	3 years 三年
61936F	Full-time 全日制	Higher Diploma in Digital Music and Audio Technology 數碼音樂及聲效科藝高級文憑	3 years 三年

數碼媒體科  
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>
61394	Full-time 全日制	Higher Diploma in Advertising Design 廣告設計高級文憑	3 years 三年
61397	Full-time 全日制	Higher Diploma in Film and Television 電影及電視高級文憑	3 years 三年
61336	Full-time 全日制	Higher Diploma in Digital Music and Media 數碼音樂及媒體高級文憑	3 years 三年
61396	Full-time 全日制	Higher Diploma in Animation, Comics and Visual Effects 動畫、漫畫及視覺特效高級文憑	3 years 三年

香港專業教育學院（觀塘分校）

工商管理系

印刷及出版相關課程

**Relevant Printing and Publishing Courses Officer by  
the Department of Business and Administration**

**Hong Kong Institute of Vocational Education (Kwun Tong)**

<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>
21930F	Full-time 全日制	Higher Diploma in Lifestyle Publishing 時尚品味出版學高級文憑	4 years 四年