

**2010 Manpower Survey Report**  
**Printing and Publishing Industries**

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

印刷及出版業  
2010年人力調查報告

職業訓練局  
印刷及出版業訓練委員會

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## Executive Summary

### 2010 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 2010 to collect the up-to-date manpower information. This is the sixth joint manpower survey of the printing and publishing industries.

2. The fieldwork of the survey covered 961 establishments (including 40 new cases) from a total of 5 771 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 2010, a total of 21 148 and 9 328 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	38	188	482	25	733	3.5%
Job Printing	888	3 546	7 462	814	12 710	60.1%
Other Printing and Allied Industries	87	782	971	108	1 948	9.2%
Containers and Boxes of Paper and Paperboard	17	149	382	62	610	2.9%
Printing Agents	540	3421	146	31	4 138	19.6%
Selected Organizations	91	647	200	71	1 009	4.7%
Total	1 661	8 733	9 643	1 111	21 148	100%
<b>Percentage of Total Number of Employees</b>	<b>7.8%</b>	<b>41.3%</b>	<b>45.6%</b>	<b>5.3%</b>	<b>100%</b>	

(B) *Publishing Industry*

Branch \ Job Level	Managerial	Supervisory	Operational Staff	Total	Percentage of Total Number of Employees
Publishing and Allied Industries	955	2 866	4 050	7 871	<b>84.4%</b>
Wholesales of Books, Periodicals and Newspapers	31	92	134	257	<b>2.8%</b>
Import and Export of Books, Periodicals and Newspapers	94	286	425	805	<b>8.6%</b>
Selected Organizations	68	121	206	395	<b>4.2%</b>
Total	1 148	3 365	4 815	9 328	<b>100%</b>
<b>Percentage of Total Number of Employees</b>	<b>12.3%</b>	<b>36.1%</b>	<b>51.6%</b>	<b>100%</b>	

4. Employers reported a total of 32 and 1 trainee, and 235 and 123 vacancies, representing about 0.2% and 0%, and 1.1% and 1.3% of the total workforce in the printing and publishing industries respectively at the time of survey. In addition, employers forecasted that by July 2011, the two industries would have a total workforce of 21 370 and 9 429 employees, representing increases of 0.1% and 0.1% respectively.

*Manpower Changes*

(A) *Printing Industry*

5. Compared with the findings of the 2008 survey on the printing industry, the annual decrease in manpower was 2.5%. 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 continued which contributed to a significant annual increase in manpower of 9.5% and 2.1% at the technologist/managerial and technician levels respectively. By such increase of manpower, more printing companies had strengthened their technical manpower with a view to fulfilling the demanding market and technological development;
- (b) The total number of general manager and production / quality manager increased from 612 to 770 (+12.2% per annum) whereas the number of production planners / controllers/supervisors decreased from 1 885 to 1 378

(-14.5% per annum) which showed that Hong Kong printing companies had maintained to recruit more mainland workers to take up the supervisory roles;

- (c) There was still a significant 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/customer services/marketing manager and cost estimators/sales representatives rose from 717 to 837 and from 4 478 to 5 136 representing an annual increase of 8.0% and 7.1% respectively. This reflected that these principal jobs were employed to sell printing materials, equipment and machines in the Mainland China;
- (e) The sharp annual increase in the principal jobs of prepress technician and information technology (printing) technician and designer/design officer of 12.7% and 10.8% respectively reflected the continuous growth of digital printing;
- (f) There was an annual decrease of 8.5% in the manpower at the craftsman level. A general annual manpower decrease in offset lithographic plate maker (-20.8%), electronic prepress system craftsman (-21.5%), and printing machine craftsman (offset litho – sheet-fed) (-5.7%) was recorded, which showed that offset printing was in less demand. However, the total number of manpower of digital printing system was 231; a notable annual increase of 19%, attributing that digital printing was in growing demand.

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

6. Compared with the findings of the 2008 survey on the publishing industry, the annual increase in manpower was 2.3%. The Training Board considers that the manpower expansion over the past two years is attributable to the following:

- (a) The significant annual increase of 10.5% and 49.8% in manpower of managing director/general manager/publisher and editorial manager reflected that more small-sized publishing firms were set up in the last two years. On the other hand, due to technological development in the industry, an annual decrease of 8.4% and 6.0% in number of production director/production manager and design director/art director were recorded respectively showing that less manpower was required to deal with production of publications.

- (b) There were another significant annual decrease of 11.5% and 11.3% in manpower of sales director/sales manager (newspaper and magazine publications) and circulation supervisor (magazine and newspapers) respectively as the continuous drop in sales volume of newspapers and more readers switched to read newspapers and magazines on websites through their electronics devices such as smartphones and tablet personal computers.
- (c) In view of the continuous growth of e-Publishing in the industry, two new jobs, editorial manager (e-Publishing) and supervisor (e-Publishing) at managerial level and supervisory level respectively were included in this survey. As a result, 13 editorial managers and 16 supervisors were recorded in the survey. For the same reason, the survey revealed an annual increase of 19.2%, 7.0% and 6.9% in the number of senior designer, sales supervisor and commissioning editor/acquisition editor/senior editor/editor respectively at the supervisory level.
- (d) The survey also revealed an annual decrease of 6.4% and 4.8% in number of assistant editor/copy editor/art editor/proof reader and art designer/illustrator respectively but an annual increase of 3.7% in desktop publishing (DTP) operator at the operational staff level. It was mainly due to further computerization in the industry that illustrations and drawings by hand were gradually replaced by computer. As a result, less manpower for this activity was required.
- (e) The significant annual increase of 41.8% in manpower in production assistant was mainly caused by the substantial increase in number of firms in Branch 1 – Publishing, from 854 in 2008 to 1 179 in 2010.

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

7. The Hong Kong printing and publishing industries had a well recovery from the global financial crisis happened in 2008 and Hong Kong's economy is forecasted to maintain to grow. However, the continuous sharp increase of the appreciation of Renminbi, rise in wage, taxes and duties, and price increase in energy and materials cause a threat to the industries. The shortage of workers in the Pearl River Delta is another challenge to the printing industry. On the other hand, the 9.0-magnitude earthquake struck a large part of Japan on 11 March 2011 sparking a large tsunami that swept away not only houses and buildings but also some ink and paper production plants. The total damage of the disaster has not been determined but it will sure affect the printing industry. On the other side, the Mainland China has become the third large printing market in the world since 2009. In early March 2011, the Mainland China revealed its 12<sup>th</sup> Five-Year Plan which would not only boost its domestic consumer demand and lift up the level of urbanization but also aim to build a printing country. Thus, the Plan will also provide considerable opportunities for Hong Kong firms.

8. In view of the above, the Training Board has a cautious optimistic view that the printing and publishing industries will have a mild growth in the coming years. Thus, the Training Board recommends the following measures for employers to consider coping with present situation and challenges ahead:

- (i) To streamline and diversify business to make company more effective and efficient than before;
- (ii) To develop more value-added and cost effective products / services to increase competitive ability;
- (iii) To further strengthen the overall skill level and competency of the staff, especially the technical workforce, through appropriate training in order to become a much stronger and competitive organisation;
- (iv) To carry on to explore new business in the most cost effective way so as to strengthen market share; and
- (v) To continue to maintain and to deepen strong partnership with important customers and to establish new partnership with potential customers.

9. 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 challenges and business opportunities ahead. 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.

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

<i>Job Level</i>	Additional manpower Required Annually	
	Printing Industry	Publishing Industry
Technologist/Managerial	116 (7.0%)	68 (5.9%)
Technician/Supervisory	357 (4.6%)	137 (4.1%)
Craftsman/Operational Staff	260 (3.0%)	151 (3.1%)

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

11. 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 Communication Design and Digital Media of the Hong Kong Design Institute, the Pro-Act Training and Development Centre (Printing) and the Advanced Printing Technology Centre to upgrade their workforce. Employers are also encouraged to contact the Vocational Training Council to set up training schemes and to make use of the 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 2010, 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 2011,
- (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 581201 - Newspaper printing
- HSIC 181100 - Job printing
- HSIC 181201, 181202, 181299 - Printing and allied industries (mainly bookbinding; ornamentation of cards; photo-engraving; typesetting; and label embossing etc.)
- HSIC 170201, 170202 - Containers and boxes of paper and paperboard (for activities related to printing only)
- HSIC 829300 - Printing agents

Selected Organizations

(B) ***Publishing Industry***

- HSIC 581100, 581202, 581900 - Publishing and allied industries
- HSIC 460423 - Wholesales of books, periodicals and newspapers
- HSIC 451423, 452423 - 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.

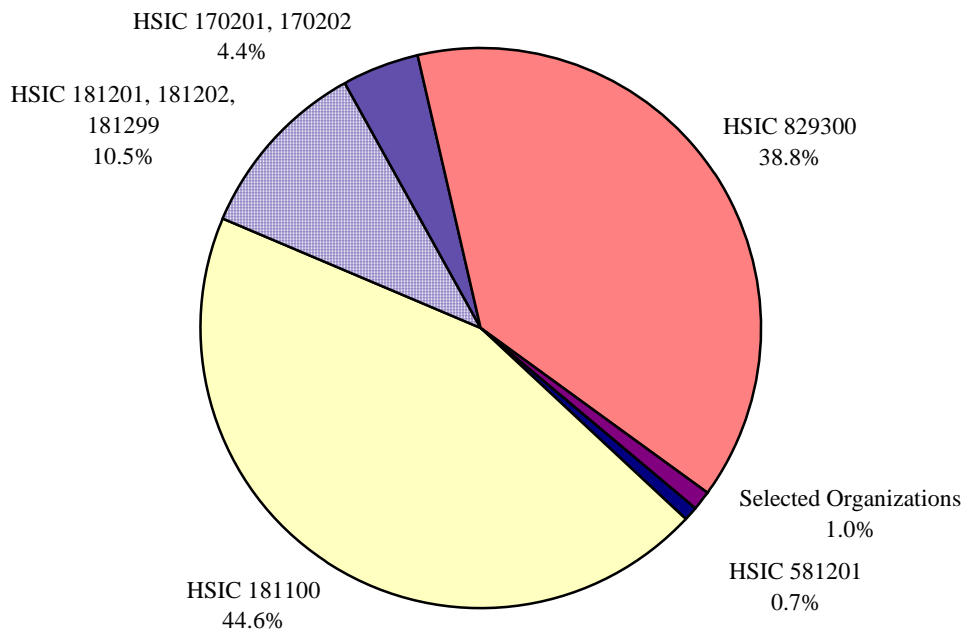
1.7 Under the classifications mentioned in paragraph 1.5 above, there were 4 354 and 1 417 establishments respectively in printing and publishing industries recorded by the Census and Statistics Department. The distribution of establishments by HSIC Classification is shown in Tables 1.1 and 1.2 and Figures 1.1 and 1.2:



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

Branch	Number of Establishments	Percentage of Total Number of Establishments
HSIC 581201 - Newspaper printing	29	0.7%
HSIC 181100 - Job printing	1 940	44.6%
HSIC 181201, 181202, 181299 - Other printing and allied industries	457	10.5%
HSIC 170201, 170202 - Containers and boxes of paper and paperboard (only printing and related activities)	192	4.4%
HSIC 829300 - Printing agents	1 692	38.8%
Selected Organizations	44	1%
Total	4 354	100%

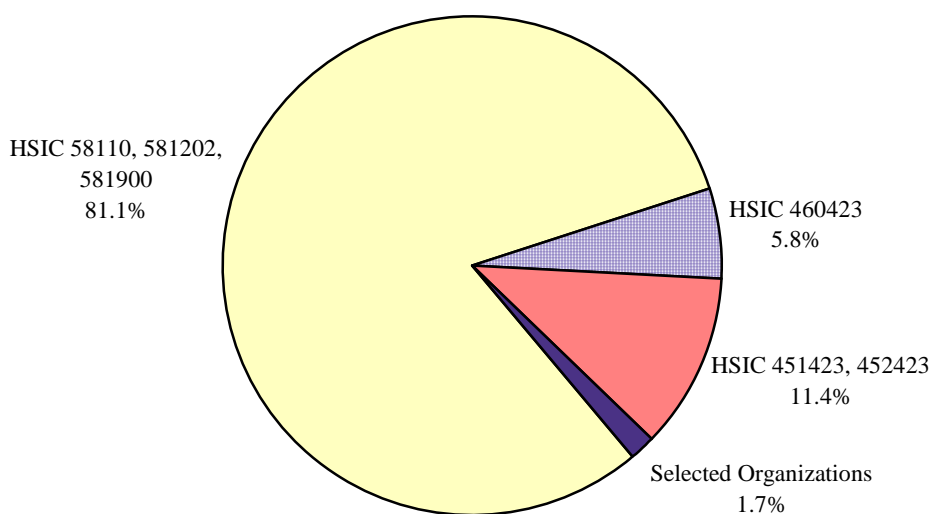
**Figure 1.1 : Distribution of Printing Establishments by Branch**



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

Branch	Number of Establishments	Percentage of Total Number of Establishments
HSIC 58110, 581202, 581900 - Publishing and allied industries	1 149	81.1%
HSIC 460423 - Wholesales of books, periodicals and newspapers	82	5.8%
HSIC 451423, 452423 - Import and export of books, periodicals and newspapers	162	11.4%
Selected Organizations	24	1.7%
Total	1 417	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 649 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 272 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 and 4).

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

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

## ***Response to the Survey***

1.13 Of the 961 establishments (including 40 new cases), 684 supplied their manpower information. 131 establishments either had closed, moved or were no longer engaged in work related to the printing and publishing industries. 29 establishments had declined to supply any information. The effective response rate was 91.7%.

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

## SECTION II

### SURVEY FINDINGS

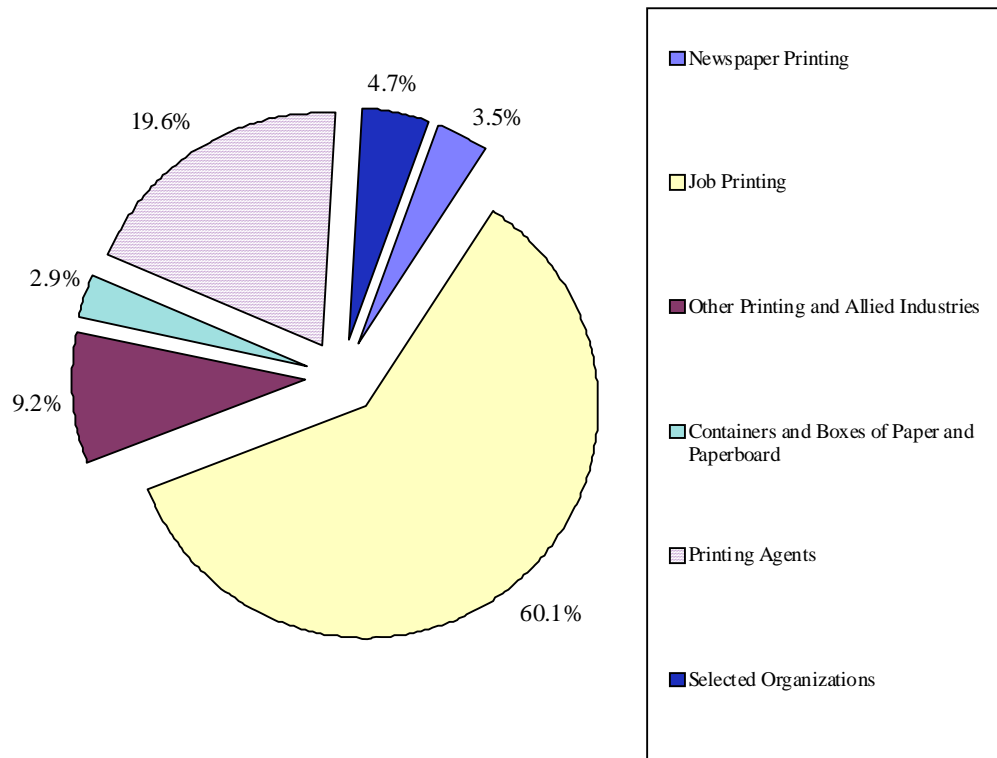
#### *Number of Workers Employed*

2.1 The survey revealed that during the period from mid-May to mid-October 2010, the printing and publishing industries employed a total of 21 148 and 9 328 employees in 26 and 27 principal jobs respectively. In terms of branches, there were 733 in newspaper printing, 12 710 in job printing, 1 948 in other printing and allied industries, 610 in containers and boxes of paper and paperboard, 4 138 in printing agents and 1 009 in selected organizations in the printing industry; while there were 7 871 in publishing and allied industries, 257 in wholesales of books, periodicals and newspapers, 805 in import and export of books, periodicals and newspapers and 395 in selected organizations in the publishing industry. With regards to job level, there were 1 661 technologists/managers, 8 733 technicians, 9 643 craftsmen and 1 111 unskilled workers employed in the printing industry; whereas there were 1 148 managers, 3 365 supervisors, 4 815 Operational Staff 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:

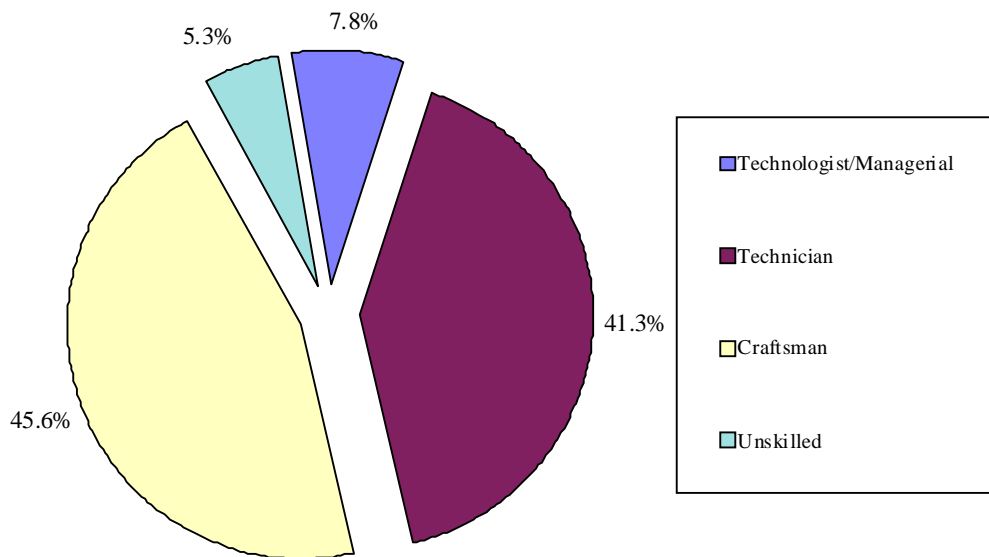
**Table 2.1 :** Distribution of Employees by Branch and Job Level in the Printing Industry

Job Level Branch	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees
Newspaper Printing	38	188	482	25	733	3.5%
Job Printing	888	3 546	7 462	814	12 710	60.1%
Other Printing and Allied Industries	87	782	971	108	1 948	9.2%
Containers and Boxes of Paper and Paperboard	17	149	382	62	610	2.9%
Printing Agents	540	3 421	146	31	4 138	19.6%
Selected Organizations	91	647	200	71	1 009	4.7%
Total	1 661	8 733	9 643	1 111	21 148	100%
Percentage of Total Number of Employees	7.8%	41.3%	45.6%	5.3%	100%	

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



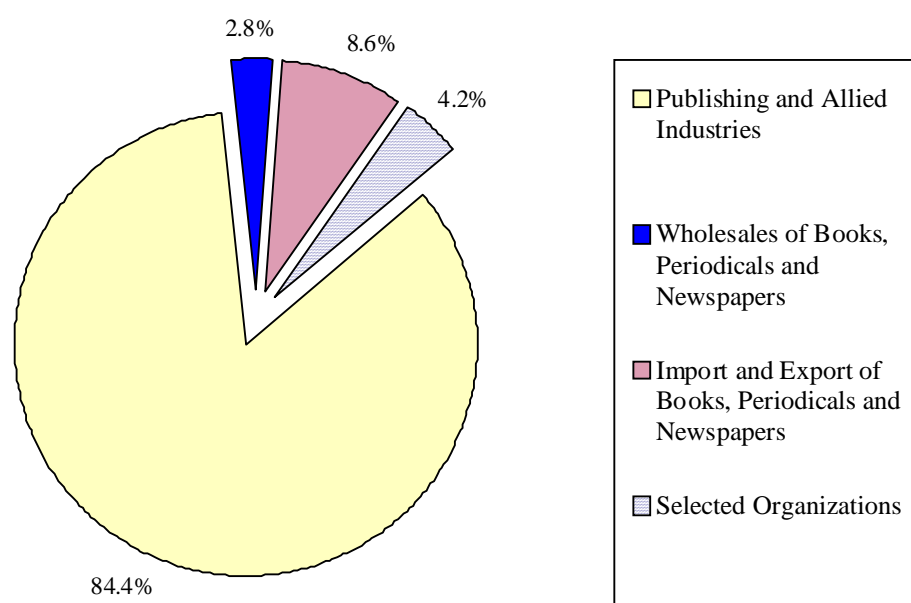
**Figure 2.2 : Distribution of Employees by Job Level in the Printing Industry**



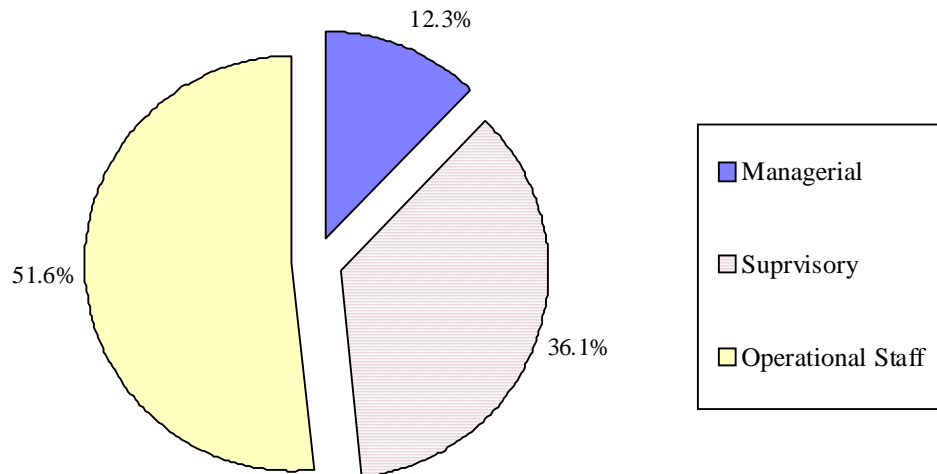
**Table 2.2 :** Distribution of Employees by Branch and Job Level in the Publishing Industry

Job Level \ Branch	Managerial	Supervisory	Operational Staff	Total	Percentage of Total Number of Employees
Publishing and Allied Industries	955	2 866	4 050	7 871	84.4%
Wholesales of Books, Periodicals and Newspapers	31	92	134	257	2.8%
Import and Export of Books, Periodicals and Newspapers	94	286	425	805	8.6%
Selected Organizations	68	121	206	395	4.2%
Total	1 148	3 365	4 815	9 328	100%
Percentage of Total Number of Employees	12.3%	36.1%	51.6%	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 2010**

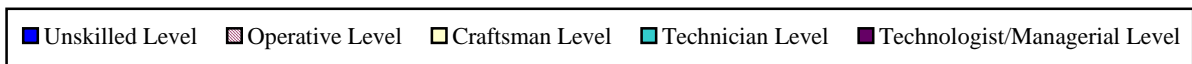
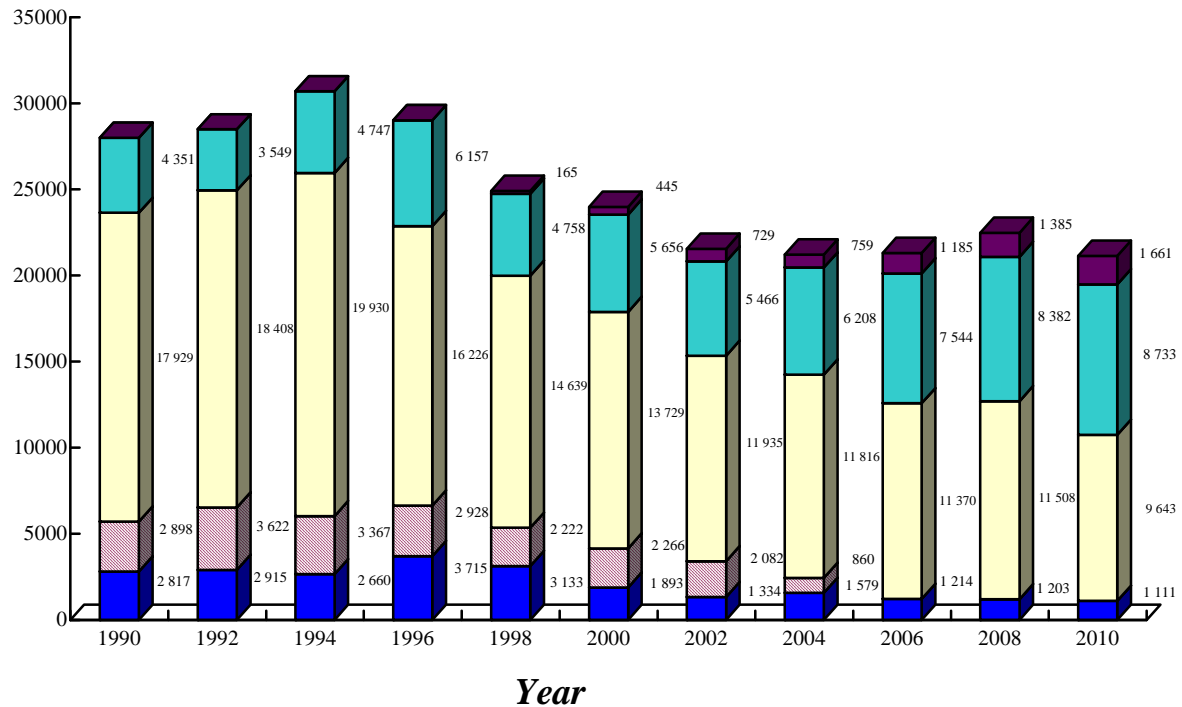
Year	Manpower at					Total Manpower
	*Technologist/ Managerial Level	Technician Level	Craftsman Level	Operative Level	Unskilled Level	
1990	-	4 351	17 929	2 898	2 817	27 995
1992	-	3 549	18 408	3 622	2 915	28 494
1994	-	4 747	19 930	3 367	2 660	30 704
1996	-	6 157	16 226	2 928	3 715	29 026
1998	165	4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

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



**Figure 2.5 : Distribution of Employees by Job Level in the Manpower Surveys of the Printing Industry between 1990 and 2010**

No. of Employees

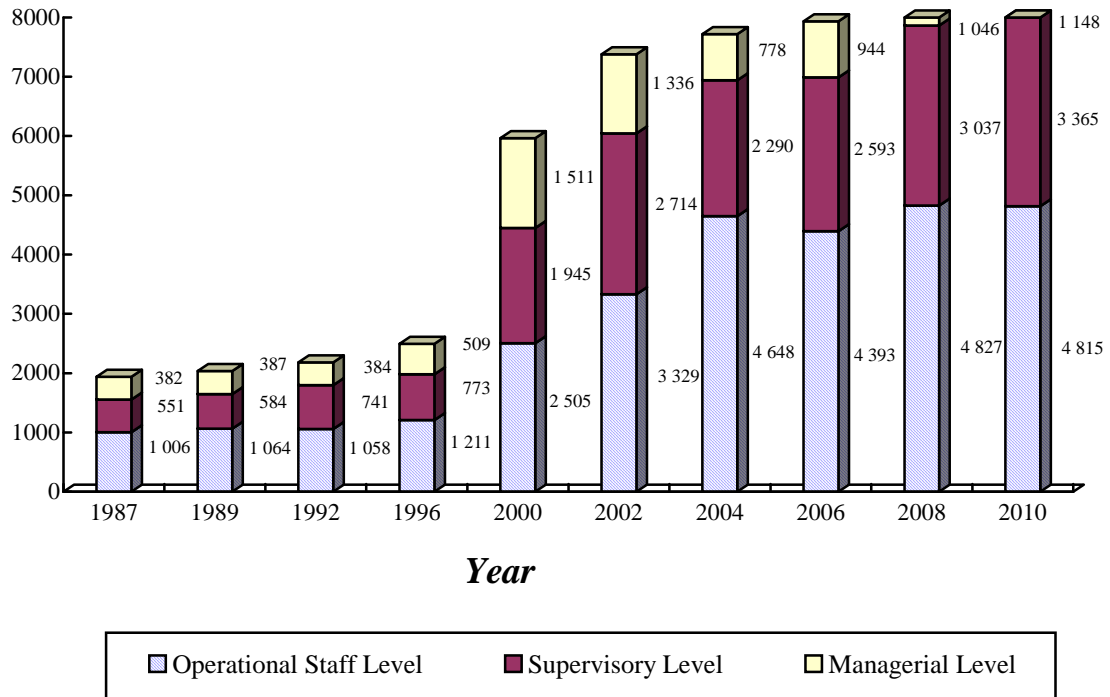


**Table 2.4 : Distribution of Employees by Job Level in the Manpower Surveys of the Publishing Industry between 1987 and 2010**

Year	Manpower at			Total Manpower
	Managerial Level	Supervisory Level	Operational Staff Level	
1987	382	551	1 006	1 939
1989	387	584	1 064	2 035
1992	384	741	1 058	2 183
1996	509	773	1 211	2 493
2000	1 511	1 945	2 505	5 961
2002	1 336	2 714	3 329	7 379
2004	778	2 290	4 648	7 716
2006	944	2 593	4 393	7 930
2008	1 046	3 037	4 827	8 910
2010	1 148	3 365	4 815	9 328

**Figure 2.6 : Distribution of Employees by Job Level in the Manpower Surveys of the Publishing Industry between 1987 and 2010**

No. of Employees



### *Number of Trainees*

2.3 At the time of the survey, there were 32 and 1 trainees representing 0.2% and 0.01% of the total number employed in the printing and publishing industries. Details of the trainee statistics are shown in Appendices 5 and 6. The distribution of trainees by branch and job level in the printing 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	-	2	21	-	23	0.2%
Other Printing and Allied Industries	-	5	-	-	5	0.3%
Containers and Boxes of Paper and Paperboard	-	-	-	-	-	-
Printing Agents	-	2	-	-	2	0.1%
Selected Organizations	-	-	2	-	2	0.2%
Total	-	9	23	-	32	0.2%
Percentage of Total Number of Employees at the Same Level	-	0.1%	0.2%	-	0.2%	

## *Number of Vacancies*

2.4 At the time of survey, the total number of job vacancies was 235 and 123, or 1.1% and 1.3% 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	-	-	6	-	6	0.8%
Job Printing	1	55	42	4	102	0.8%
Other Printing and Allied Industries	-	-	4	-	4	0.2%
Containers and Boxes of Paper and Paperboard	-	-	7	-	7	1.2%
Printing Agents	1	86	-	-	87	2.1%
Selected Organizations	1	5	10	13	29	2.9%
Total	3	146	69	17	235	1.1%
Percentage of Total Number of Employees at the Same Level	0.2%	1.7%	0.7%	1.5%	1.1%	

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

Branch \ Job Level	Managerial	Supervisory	Operational Staff	Total	Percentage of Total Number of Employees at the Same Branch
Publishing and Allied Industries	3	40	78	121	1.5%
Wholesales of Books, Periodicals and Newspapers	-	-	-	-	-
Import and Export of Books, Periodicals and Newspapers	-	-	1	1	0.1%
Selected Organizations	-	1	0	1	0.3%
<b>Total</b>	<b>3</b>	<b>41</b>	<b>79</b>	<b>123</b>	<b>1.3%</b>
Percentage of Total Number of Employees at the Same Level	0.3%	1.2%	1.6%	1.3%	

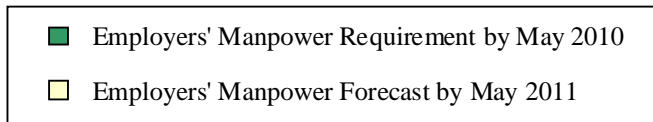
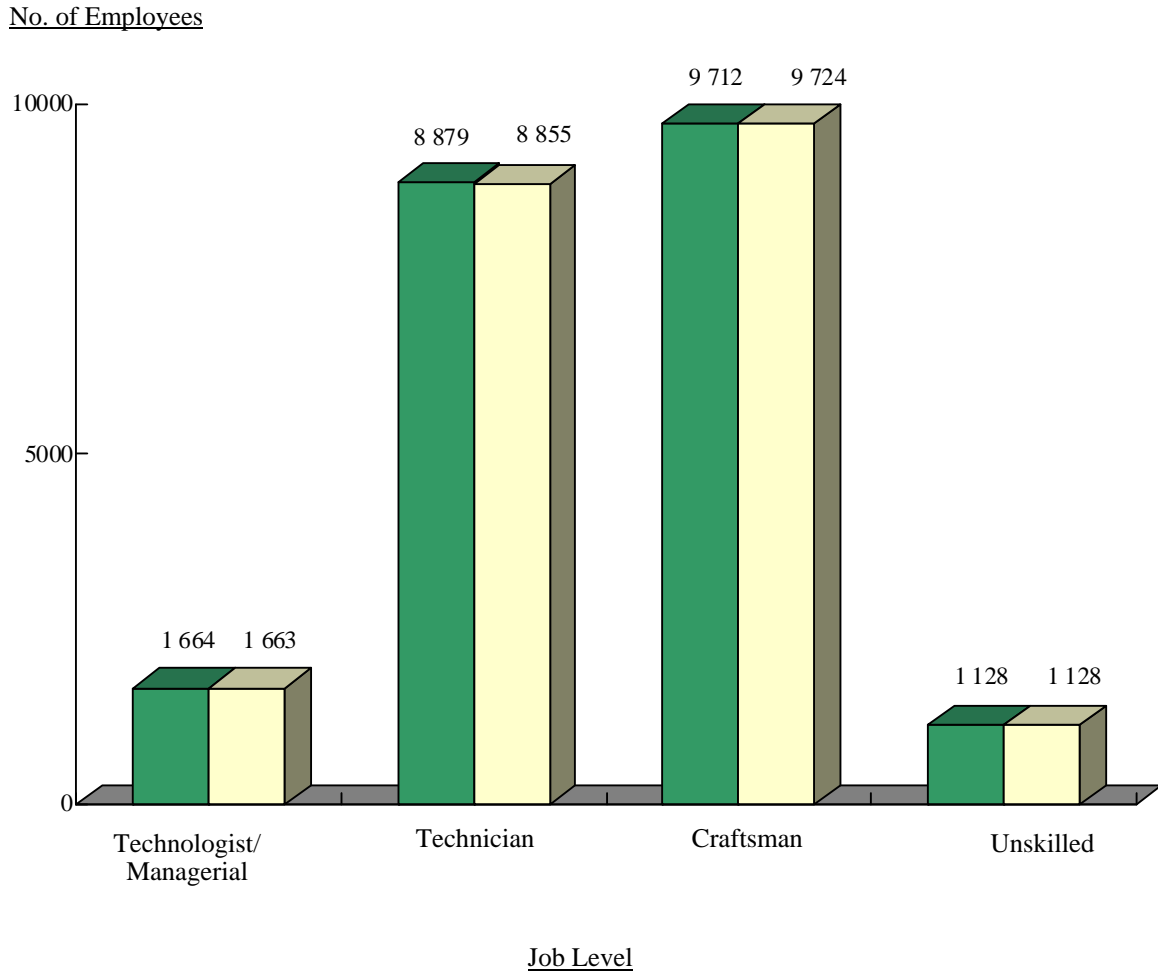
***Forecast Workforce by May 2011***

2.5 Employers forecast that there would be 21 370 and 9 429 employees employed in the printing and publishing industries respectively by May 2011. 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 2010 and Manpower Forecast by May 2011 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 2011	Forecast Increase (+)/ Decrease (-) in Number of Employees
Technologist/ Managerial	1 661	3	1 664	1 663	-0.1%
Technician	8 733	146	8 879	8 855	-0.3%
Craftsman	9 643	69	9 712	9 724	+0.1%
Unskilled	1 111	17	1 128	1 128	-
<b>Total</b>	<b>21 148</b>	<b>235</b>	<b>21 383</b>	<b>21 370</b>	<b>-0.1%</b>

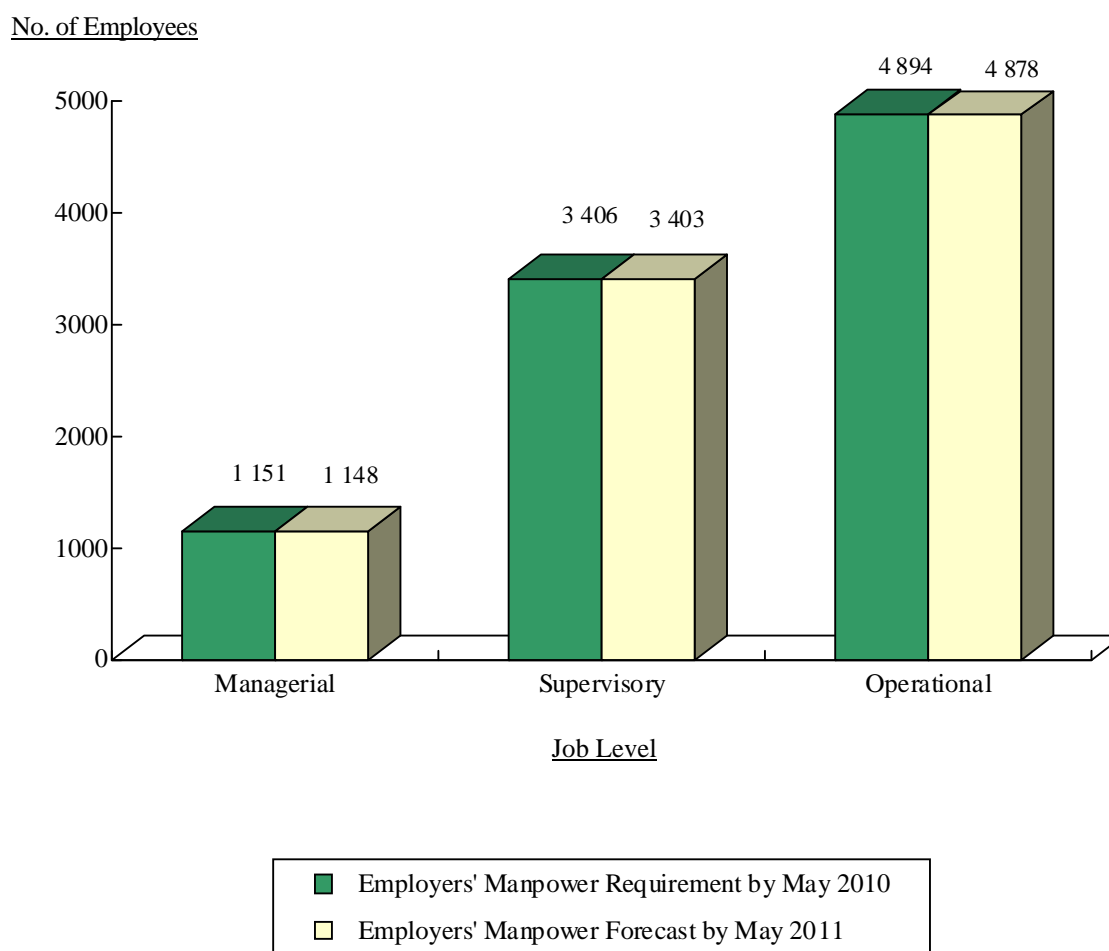
**Figure 2.7 : Comparison of Employers' Manpower Requirement by May 2010 and May 2011**



**Table 2.9 : Employers' Manpower Requirement by May 2010 and Manpower Forecast by May 2011 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 2011	Forecast Increase (+)/ Decrease (-) in Number of Employees
Managerial	1 148	3	1 151	1 148	-0.3%
Supervisory	3 365	41	3 406	3 403	-0.1%
Operational Staff	4 815	79	4 894	4 878	-0.3%
Total	9 328	123	9 451	9 429	-0.2%

**Figure 2.8 : Comparison of Employers' Manpower Requirement by May 2010 and May 2011**



### ***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
Operational Staff	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
Operational Staff	2 to 3 years

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

### ***Preferred Mode of Training***

2.10 The majority views of employers in the printing and publishing industries on the mode of training for their employees at each level are shown in Tables 2.14 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
Operational Staff	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	-	-	13	69	316	324	163	198	578	1 661
Technician	271	401	1 036	3 184	1 502	374	11	68	1 868	8733
Craftsman	536	440	2 634	3 858	524	-	16	-	1 635	9 643
Unskilled	179	273	327	82	-	-	-	-	250	1 111
Total	986	1 114	4 010	7 193	2 360	698	190	266	4 331	21 148
Total Number of Employees in Percentage	4.6%	5.2%	19.0%	34.0%	11.2%	3.3%	0.9%	1.3%	20.5%	100%

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

Job Level	\$6,000 or below	\$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	-	-	-	27	15	253	246	123	183	301	1 148
Supervisory	25	101	134	640	786	692	239	88	-	660	3 365
Operational Staff	98	39	961	1 818	827	52	3	1	-	1 016	4 815
Total	123	140	1 095	2 485	1 628	997	488	212	183	1 977	9328
Total Number of Employees in Percentage	1.3%	1.5%	11.7%	26.6%	17.5%	10.7%	5.2%	2.3%	2.0%	21.2%	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	21 148	7 623	28 771	73.5%
Publishing Industry	9 328	4 885	14 213	65.6%
Total	30 476	12 508	42 984	71.0%

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

2.15 The survey revealed that about 41.2% and 60.4% 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	227	1 196	2 199	89	3 711
10 - 49	58	201	142	18	419
50 & Over	9	36	1	9	55
All	294	1 433	2 342	116	4 185
Percentage of Firms	7.0%	34.2%	56.0%	2.8%	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	148	504	449	42	1143
10 - 49	29	86	20	7	142
50 & Over	11	34	3	11	59
All	188	624	472	60	1 344
Percentage of Firms	14.0%	46.4%	35.1%	4.5%	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	107	1 661	6.4%
Technician	194	8 733	2.2%
Craftsman	8	9 643	0.1%
Total	309	20 037	1.5%

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

2.17 The survey revealed that among 1 404 Hong Kong publishing companies, 116 of them operated with production workshops in Mainland China and employed 1 691 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 2.22 : 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	41	1 148
Supervisory	80	3 365
Operational Staff	570	4 815
Total	691	9 328

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

2.18 The survey revealed that there was 140 employees were promoted in the printing industry. The distribution of the employees promoted in the printing industry is as below:

**Table 2.23 : Number of Employees Promoted in the  
Printing Industry**

Branch \ Job Level	Technologist/ Managerial	Technician	Craftsman	Total
Newspaper Printing	-	4	34	38
Job Printing	13	33	28	74
Other Printing and Allied Industries	-	6	-	6
Containers and Boxes of Paper and Paperboard	-	-	-	-
Printing Agents	11	6	-	17
Selected Organizations	3	1	1	5
Total	27	50	63	140

## *Employees Promoted in the Publishing Industry*

2.19 The survey revealed that there was 136 employees were promoted in the publishing industry. The distribution of the employees promoted in the publishing industry is as below:

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

Branch \ Job Level	Managerial	Supervisory	Operational Staff	Total
Publishing and Allied Industries	22	87	21	130
Wholesales of Books, Periodicals and Newspapers	-	-	-	-
Import and Export of Books, Periodicals and Newspapers	-	-	2	2
Selected Organizations	4	-	-	4
Total	26	87	23	136

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

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

**Table 2.25 : 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	4	-	6
Job Printing	94	211	1 560
Other Printing and Allied Industries	39	46	342
Containers and Boxes of Paper and Paperboard	13	-	172
Printing Agents	70	68	1 472
Selected Organizations	6	6	31
<b>Total</b>	<b>226</b>	<b>331</b>	<b>3 583</b>

**Table 2.26 : 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	5	6	1	5	2	-	-	2	21
Technician / Supervisory	52	90	4	11	23	19	1	12	212
Craftsman	58	43	5	11	43	21	-	34	215
<b>Total</b>	<b>115</b>	<b>139</b>	<b>10</b>	<b>27</b>	<b>68</b>	<b>40</b>	<b>1</b>	<b>48</b>	<b>448</b>

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

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

**Table 2.27 : 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	48	136	518
Wholesales of Books, Periodicals and Newspapers	3	6	20
Import and Export of Books, Periodicals and Newspapers	10	21	74
Selected Organizations	3	4	16
<b>Total</b>	<b>64</b>	<b>167</b>	<b>628</b>

**Table 2.28 : 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	2	1	3	1	-	-	-	-	7
Supervisory	9	15	1	1	-	3	-	25	54
Operational Staff	15	14	4	5	6	7	-	29	80
<b>Total</b>	<b>26</b>	<b>30</b>	<b>8</b>	<b>7</b>	<b>6</b>	<b>10</b>	<b>-</b>	<b>54</b>	<b>141</b>



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

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

**Table 2.29 : 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	Spoken English & Putonghua
	2	Quality Management
	3	Customer Services
Technician/ Supervisory	1	Spoken English & Putonghua
	2	Pre-press Technique
	3	Printing Technique and Computer Graphics Website Design
Craftsman	1	Printing Technique
	2	Pre-press Technique
	3	Post-printing Technique

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

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

**Table 2.30 : 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	Spoken English & Putonghua
	2	Editing
	3	Marketing Management
Supervisory	1	Editing
	2	Spoken English & Putonghua
	3	Publishing Production
Operational Staff	1	Spoken English & Putonghua
	2	Computer Graphics & Webpage Design
	3	Artwork / Design

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

## ***Engagement in Electronic Publishing in the Publishing Industry***

2.25 The survey revealed that in the publishing industry, 176 establishments engaged in electronic publishing of the type of online publishing (160 establishments) and CD-ROM (26 establishments). Also, 1 167 establishments did not engage in electronic publishing. Details of employees engaged in electronic publishing are shown below:

**Table 2.31 : Employees Engaged in Electronic Publishing in Publishing Industry**

Branch	Online Publishing	CD-ROM	No. of Employees
Publishing and Allied Industries	251	23	515
Wholesales of Books, Periodicals and Newspapers	-	-	-
Import and Export of Books, Periodicals and Newspapers	-	-	-
Selected Organizations	9	3	40
Total	260	26	555

## SECTION III

### CONCLUSIONS

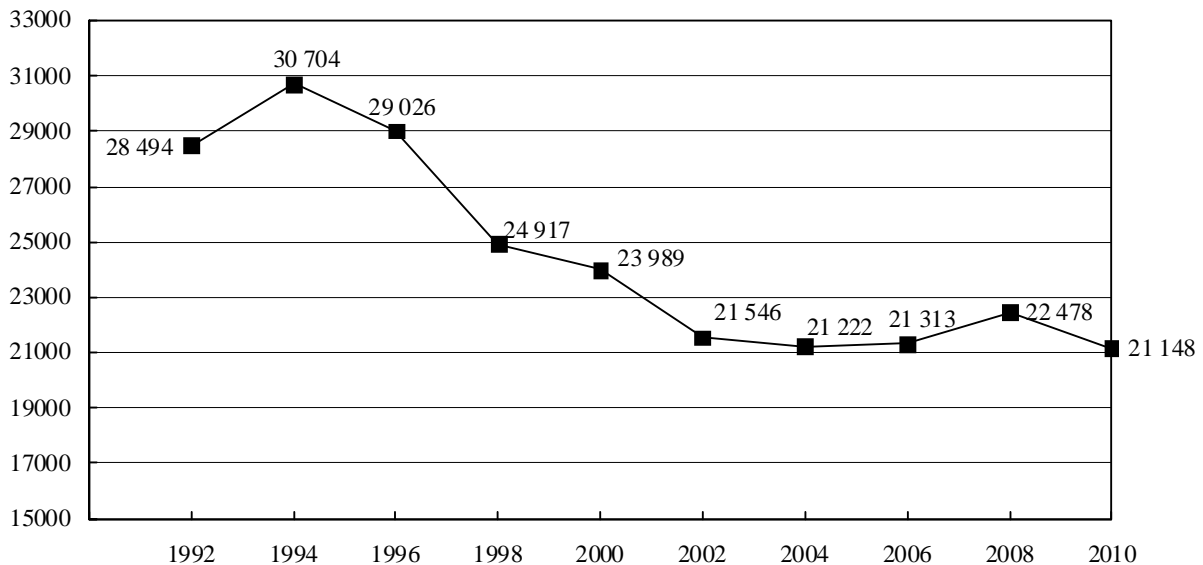
3.1 The Training Board has carefully examined the survey findings and considered that they generally reflect the employment situation of the printing and publishing industries at the time of the survey.

3.2 The survey revealed that the printing industry's workforce had slightly decreased at an annual rate of 3.0% from 22 478 employees to 21 148 employees since the last survey conducted in May 2008. The workforce of the publishing industry had also increased at an annual rate of 2.3% from 8 910 employees to 9 328 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 2010:

#### (A) *Printing Industry*

**Figure 3.1 : Manpower Situation of the Printing Industry  
Between 1992 and 2010**

Number of Employees

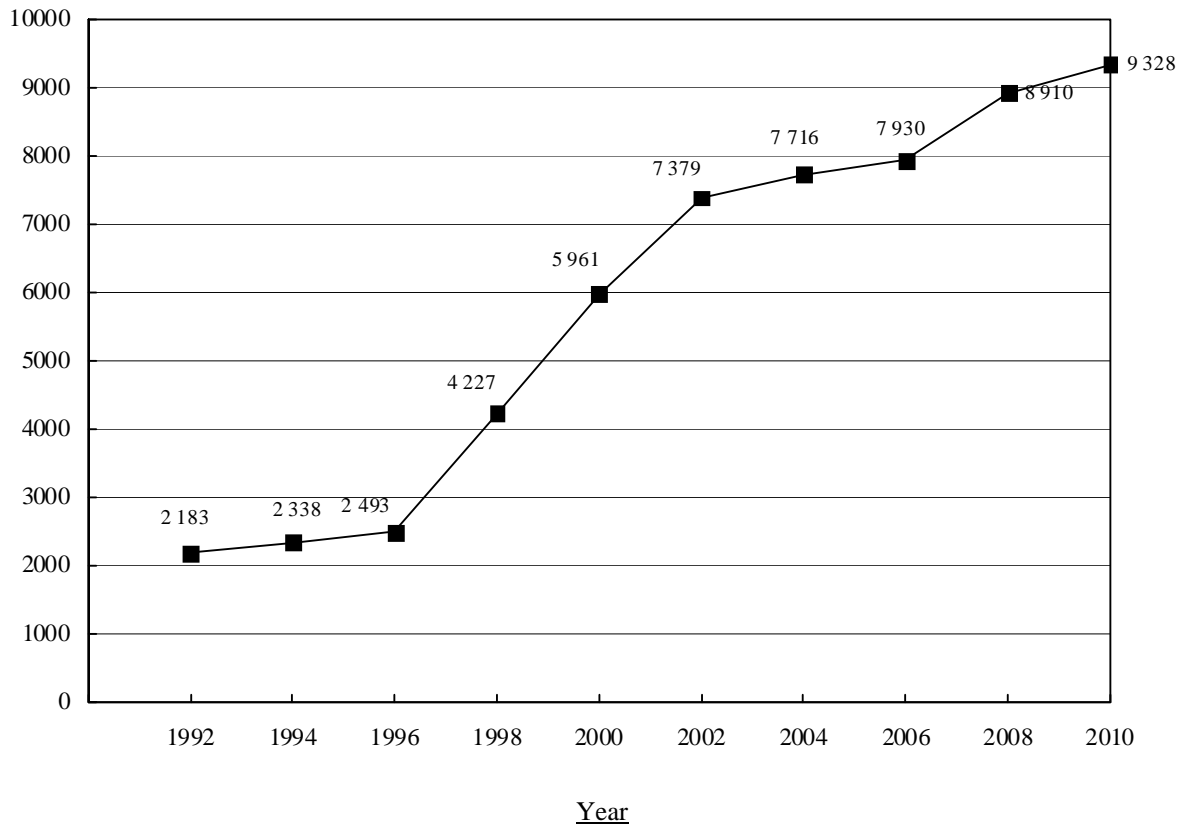


Year

(B) *Publishing Industry*

**Figure 3.2 : Manpower Situation of the Publishing Industry  
Between 1992\* and 2010**

Number of Employees



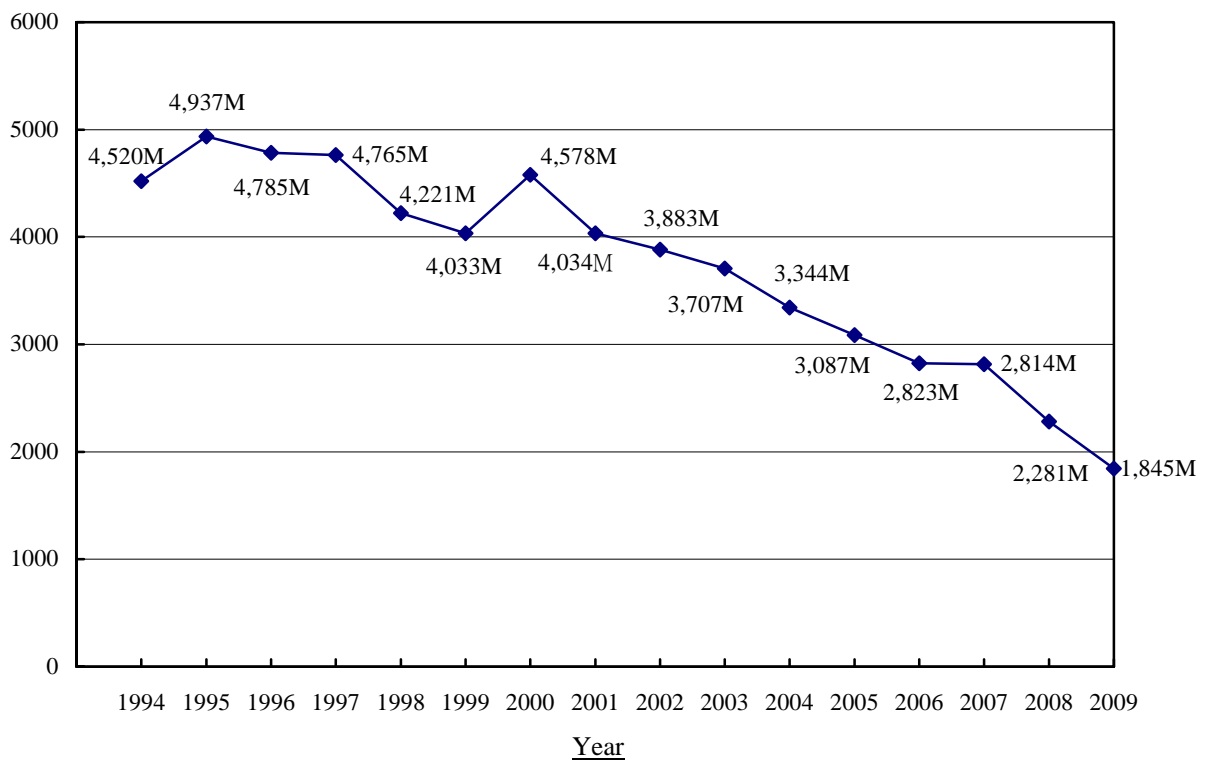
\* The surveys in 2000, 2002, 2004, 2006 and 2008 covered a wider scope than the previous surveys in 1992 and 1996 conducted by the former Advertising, Public Relations and Publishing Training Board.

## *Performance of the Printing Industry*

3.3 The domestic export value of printed matters in year 2000 recorded a total of HK\$4,578 million, and it gradually decreased to HK\$1,845 million in 2009. The performance of the domestic export value of printed matters between 1994 and 2009 is shown in Figure 3.3.

**Figure 3.3 : Domestic Export Value of Printed Matters between 1994 and 2009**

HK\$ Million

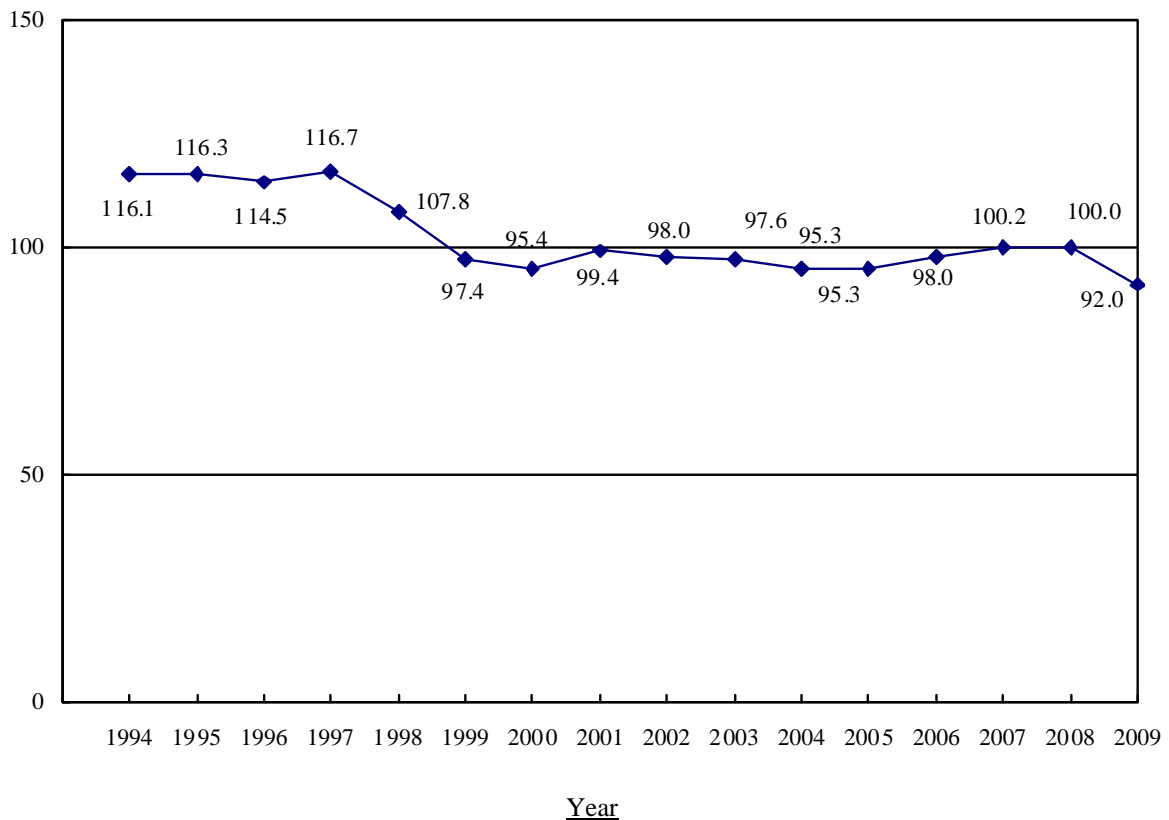


*Source: Hong Kong Trade Statistics, Census and Statistics Department*

3.4 The production index of the industry decreased from 100 in the base year of 2008 to 92 in 2009, representing a slightly decrease in production for paper products and printed matters in the local industry in the past few years (see Figure 3.4 below).

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

Index No.  
(2008 = 100)



Source : Census and Statistics Department

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

3.5 The data in paragraphs 3.3 & 3.4 reflect 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*

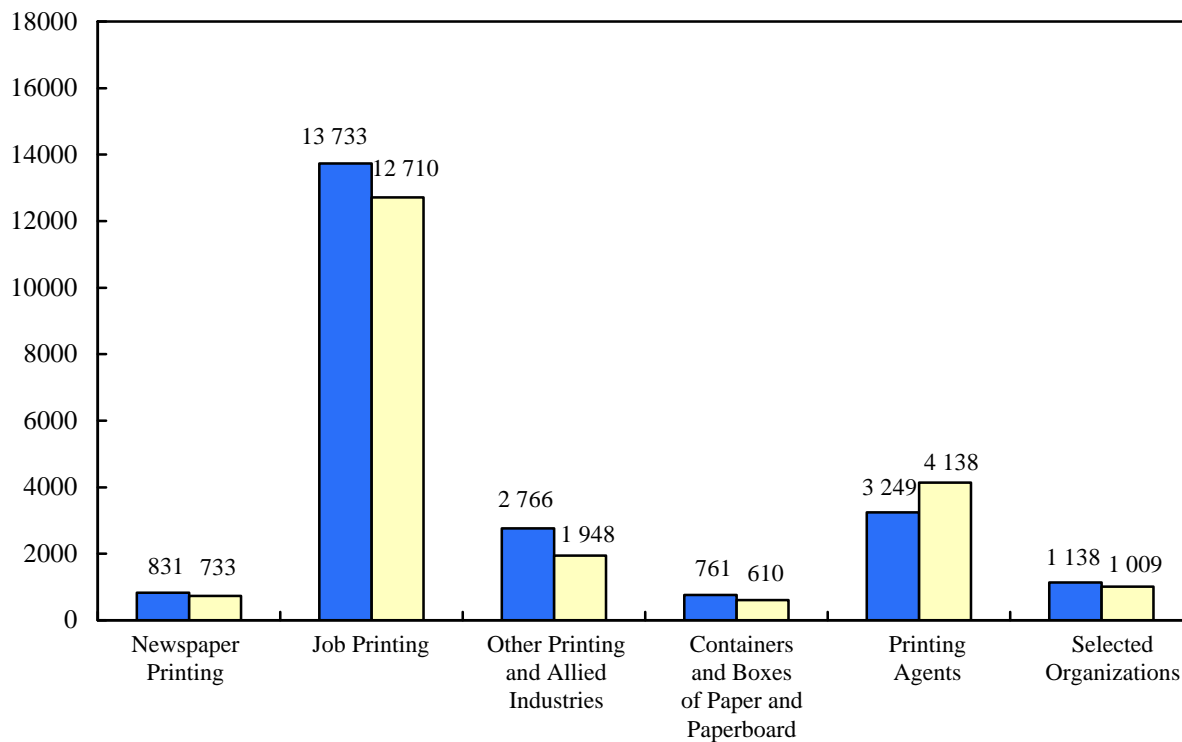
3.6 A breakdown of the manpower changes by branch in the printing industry between May 2008 and May 2010 is shown in Table 3.1 and Figure 3.5:

**Table 3.1 : Breakdown of Manpower Changes by Branch in the Printing Industry Between May 2008 and May 2010**

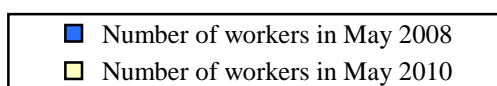
Branch	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
Newspaper Printing	831	733	-6.1%
Job Printing	13 733	12 710	-3.8%
Other Printing and Allied Industries	2 766	1 948	-16.1%
Containers and Boxes of Paper and Paperboard	761	610	-10.5%
Printing Agents	3 249	4 138	+12.9%
Selected Organizations	1 138	1 009	-5.8%
Total	22 478	21 148	-3.0%

**Figure 3.5 : Manpower Changes by Branch in the Printing Industry between May 2008 and May 2010**

Number of Employees



Branch



3.7 The survey revealed that the technical manpower of printing agents branch had increased 12.9% per annum from 3 249 in May 2008 to 4 138 in May 2010. This was attributable to more printing agents and suppliers employed a large number of salesmen to sell printing materials, equipment and machines to the Mainland China.

3.8 On the other hand, there was an annual decrease of 16.1% and 10.5% of technical manpower from 2 766 in May 2008 to 1 948 in May 2010 and from 761 in May 2008 to 610 in May 2010 in the other printing and allied industries branch and containers and boxes of paper and paperboard branch respectively. This might be attributed to the continuous shifting of some printing jobs operated in the Mainland China and the growth in demand of digital printing.



3.9 With the gradual growth of e-Publishing, readers can subscribe and read newspapers, magazines books and other information on websites. On the other hand, the number of readers to purchase or read printed materials decreased in the past few years. As a result, it caused the decrease in number of manpower of the other branches, other than the printing agent branch, of the printing industry.

(B) *Publishing Industry*

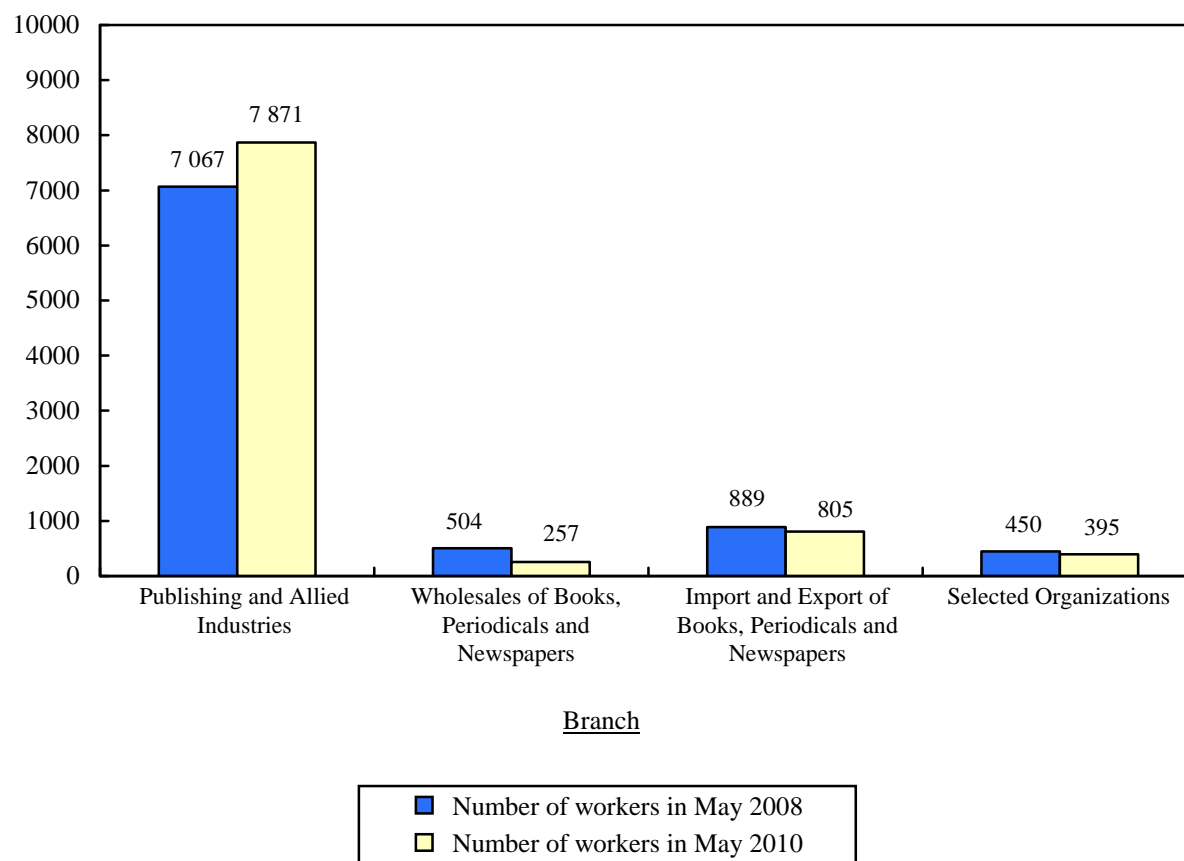
3.10 A breakdown of the manpower changes by branch in the publishing industry between May 2008 and May 2010 is shown in Table 3.2 and Figure 3.6:

**Table 3.2 : Manpower Changes by Branch  
in the Publishing Industry  
between May 2008 and May 2010**

Branch	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
Publishing and Allied Industries	7 067	7 871	+5.5%
Wholesales of Books, Periodicals and Newspapers	504	257	-28.6%
Import and Export of Books, Periodicals and Newspapers	889	805	-4.8%
Selected Organizations	450	395	-6.3%
Total	8 910	9 328	+2.3%

**Figure 3.6 : Manpower Changes by Branch in the Publishing Industry between May 2008 and May 2010**

Number of Employees



3.11 The findings revealed that there was an annual increase of 5.5% of manpower of publishing and allied industries branch from 7 067 in May 2008 to 7 871 in May 2010. The increase was mainly due to the continuous demand for text books for the 334 Education Reform and reference books. On the other hand, during the same period, there was a significant decrease of 28.6% of manpower of wholesales of books, periodicals and newspaper branch from 504 to 257. This was attributable to decrease in the number of bookstores in Hong Kong resulting from high operation cost and decrease in number of readers. The mild annual decrease of 4.8% and 6.3% of manpower in the other 2 branches of import and export of books, periodicals and newspaper and selected organizations respectively was due to the increase purchases of books, newspapers and magazines on websites. More readers to choose e-Edition of publication materials also caused fewer amounts of imported printed materials.

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

### ***The Industry***

3.12 The manpower changes by job level in the printing industry between 2008 and 2010 are shown in Table 3.3:

**Table 3.3 : Manpower Changes by Job Level in the Printing Industry between May 2008 and May 2010**

Job Level	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
Technologist/Managerial	1 385	1 661	+9.5%
Technician	8 382	8 733	+2.1%
Craftsman	11 508	9 643	-8.5%
Unskilled	1 203	1 111	-3.9%
Total	22 478	21 148	-3.0%

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

3.13 The survey revealed an increase of 9.5% per annum in manpower for the technologist/managerial level from 1 385 in 2008 to 1 661 in 2010. Owing to the gradual growth of the printing market from the financial crisis (since 2008) in the past two years, employers needed to recruit more professional manpower at technologist and technician levels to cope with technological development in the industry and to meet the keen competition worldwide. A breakdown of the manpower changes is shown in Table 3.4:

**Table 3.4 : Manpower Changes by Principal Job at Technologist/Managerial Level between May 2008 and May 2010**

Principal Job	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
General Manager	236	363	+24.0%
Production Manager/ Quality Manager	376	407	+4.0%
Sales/Customer Services/ Marketing Manager	717	837	+8.0%
Procurement Manager	37	30	-10.0%
IT Manager (Printing)	19	24	+12.4%
Total	1 385	1 661	+9.5%

### *Technician Level*

3.14 For the same reason as mentioned in para. 3.13, the survey also revealed an increase in the number of technicians, from 8 382 in May 2008 to 8 733 in May 2010. A breakdown of the manpower changes is shown in Table 3.5:

**Table 3.5 : Manpower Changes by Principal Job at Technician Level between May 2008 and May 2010**

Principal Job	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
Cost Estimator/ Sales Representative	4 478	5 136	+7.1%
Production Planner/ Controller/ Quality Controller	1 205	899	-13.6%
Overseer/Supervisor	680	479	-16.1%
Electrical & Mechanical Maintenance Technician (Printing)	371	315	-7.9%
Designer/Design Officer	460	565	+10.8%
Prepress Technician and Information Technology (Printing) Technician	729	957	+12.7%
Purchasing Officer/ Controller	262	146	-25.3%
Technical Services/Products (Printing) Technician	197	236	+9.5%
Total	8 382	8 733	+2.1%

### *Craftsman and Operative Levels*

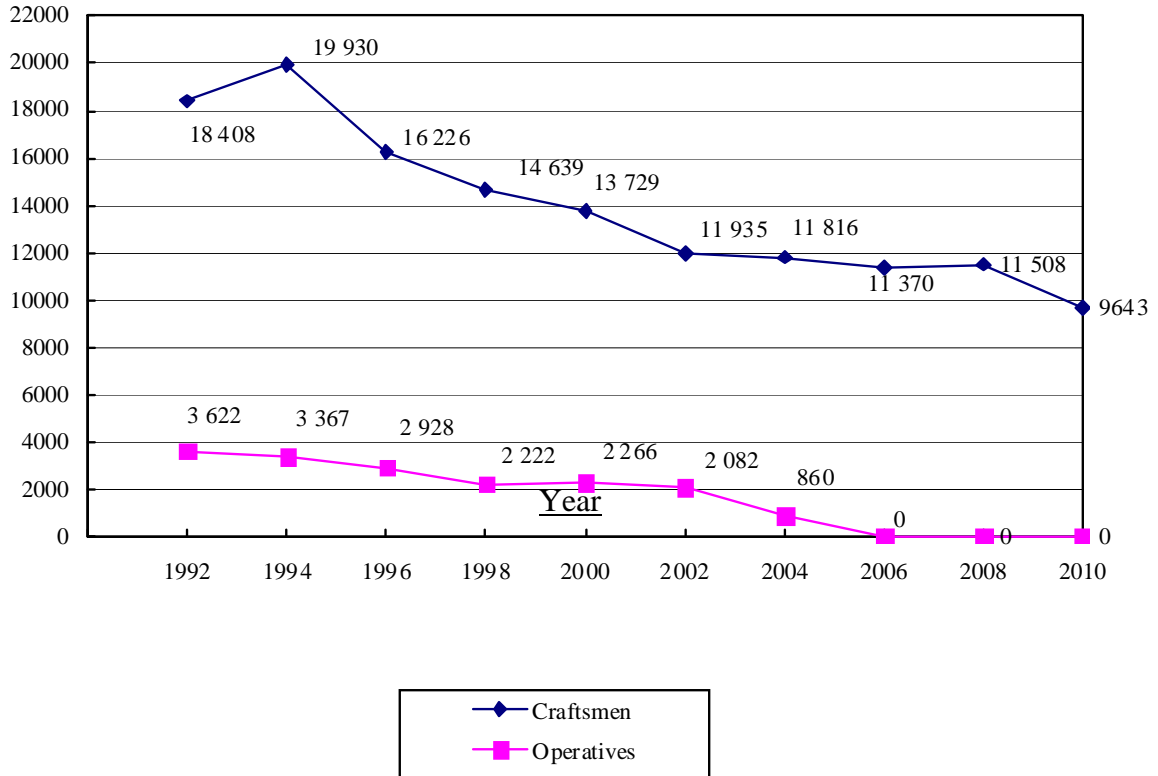
3.15 The survey showed that there was a decrease of 8.5% per annum in the number of craftsmen between the two years. The jobs from operative levels were deleted from the survey since 2006. Details of the manpower changes are depicted in Table 3.6 and Figure 3.7:

**Table 3.6: Manpower Changes by Principal Job at Craftsman Level between June 2008 and May 2010**

Principal Job	Number of Employees in June 2008	Number of Employees in May 2010	Change Per Annum
Electronic Prepress System Craftsman	1 520	937	-21.5%
Offset Lithographic Platemaker	933	585	-20.8%
Digital Printing System Craftsman	163	231	+19.1%
Printing Machine Craftsman (Offset Litho) (Sheet-fed)	4 817	4 286	-5.67%
Printing Machine Craftsman (Offset Litho) (Web-fed)	798	719	-5.1%
Other Printing Machine Craftsman	846	624	-14.1%
Binding Craftsman	1 315	1 263	-2.0%
Die Cutting / Tool Making Craftsman	387	293	-13.0%
Package Finishing Machine Craftsman	220	214	-1.4%
Other Print Finishing Craftsman	509	491	-1.8%
Sub-total	11 508	9 643	-8.5%

**Figure 3.7 : Manpower Changes at Craftsman and Operative Levels between June 1992 and May 2010**

Number of Workers



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

3.16 The manpower changes by job level in the publishing industry between 2008 and 2010 are shown in Table 3.7:

**Table 3.7 : Manpower Changes by Job Level in the Publishing Industry between May 2008 and May 2010**

Job Level	No. of Employees in May 2008	No. of Employees in May 2010	Change Per Annum
Managerial	1 046	1 148	+4.8%
Supervisory	3 037	3 365	+5.3%
Operational Staff	4 827	4 815	-0.1%
Total	8 910	9 328	+2.3%

### ***Managerial Level***

3.17 The survey revealed an annual increase of 4.7% in the number of managers. A breakdown of the manpower changes is shown in Table 3.8:

**Table 3.8 : Manpower Changes by Principal Job at Managerial Level between May 2008 and May 2010**

Principal Job	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
Managing Director/ General Manager/Publisher	227	277	+10.5%
Editorial Director/Chief Editor	220	217	-0.7%
Design Director/Art Director	96	85	-6.0%
# Production Director/ Production Manager	68	57	-8.4%
Marketing Director/ Marketing Manager	147	142	-1.7%
Sales Director/Sales Manager (Newspaper and Magazine Publications)	143	112	-11.5%
Sales Director/Sales Manager (Book Publications)	67	70	+2.2%
Editorial Manager	78	175	+49.8%
* Manager (E-publishing)	-	13	-
Total	1 046	1 148	+4.7%

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

\* Newly added principal job.

### *Supervisory Level*

3.18 The survey also revealed a gentle increase of 5.3% annually in the number of supervisors. A breakdown of the manpower changes is shown in Table 3.9:

**Table 3.9 : Manpower Changes by Principal Job at Supervisory Level between May 2008 and May 2010**

Principal Job	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
Commissioning Editor/ Acquisition Editor/ Senior Editor	1 415	1 617	+6.9%
Designer	307	436	+19.2%
# Production Supervisor	98	89	-4.7%
Sales Supervisor	625	716	+7.0%
Marketing/Publicity Supervisor	219	167	-12.7%
Customer Services Supervisor/Officer (Text Books)	172	182	+2.9%
Circulation Supervisor (Magazine & Newspapers)/	201	142	-15.9%
* Supervisor (E-publishing)	-	16	-
Total	3 037	3 365	+5.3%

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

\* Newly added principal job.



### *Operational Staff Level*

3.19 The survey revealed that the number of operational staff was stable in the past two years. A breakdown of the manpower changes is shown in Table 3.10:

**Table 3.10 : Manpower Changes by Principal Job at Operational Staff Level between May 2008 and May 2010**

Principal Job	Number of Employees in May 2008	Number of Employees in May 2010	Change Per Annum
Assistant Editor/Copy Editor/ Art Editor/Proof Reader	1 721	1 509	-6.4%
Art Designer/ Illustrator	782	709	-4.8%
△ Desktop Publishing (DTP) Operator	336	361	+3.7%
# Production Assistant	99	199	+41.8%
Sales Representative/ Sales Executive	1 446	1 568	+4.1%
Marketing/Publicity Assistant	426	439	+1.5%
Other Publishing Related Jobs (Programmer and Designer / Cartography)	17	30	+32.8%
Total	4 827	4 815	-0.1%

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

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

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

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

- (a) The trend of moving towards higher end production and adoption of more advanced technology continued which contributed to a significant annual increase in manpower of 9.5% and 2.1% at the technologist/managerial and technician levels respectively. By such increase of manpower, more printing companies had strengthened their technical manpower with a view to fulfilling the demanding market and technological development;

- (b) The total number of general manager and production/quality manager increased from 612 to 770 (+12.2% per annum) whereas the number of production planners/controllers / supervisors decreased from 1 885 to 1 378 (-14.5% per annum) which showed that Hong Kong printing companies had maintained to recruit more mainland workers to take up the supervisory roles;
- (c) There was still a significant 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/customer services/marketing manager and cost estimator/sales representative rose from 717 to 837 and from 4 478 to 5 136 representing an annual increase of 8.0% and 7.1% respectively. This reflected that these principal jobs were employed to sell printing materials, equipment and machines in the Mainland China;
- (e) The sharp annual increase in the principal jobs of prepress technician and information technology (printing) technician and designer/design officer of 12.7% and 10.8% respectively reflected the continuous growth of digital printing;
- (f) There was an annual decrease of 8.5% in the manpower at the craftsman level. A general annual manpower decrease in offset lithographic plate maker (-20.8%), electronic prepress system craftsman (-21.5%), and printing machine craftsman (offset litho – sheet-fed) (-5.7%) was recorded, which showed that offset printing was in less demand. However, the total number of manpower of digital printing system was 231; a notable annual increase of 19%, attributing that digital printing was in growing demand.

**(B) *Publishing Industry***

- (a) The significant annual increase of 10.5% and 49.8% in manpower of managing director/general manager/publisher and editorial manager reflected that more small-sized publishing firms were set up in the last two years. On the other hand, due to technological development in the industry, an annual decrease of 8.4% and 6.0% in number of production director/production manager and design director/art director were recorded respectively showing that less manpower was required to deal with production of publications.

- (b) There were another significant annual decrease of 11.5% and 11.3% in manpower of sales director/sales manager (newspaper and magazine publications) and circulation services supervisor (magazines & newspapers) as the continuous drop in sales volume of newspaper and more readers switched to read newspaper and magazines on websites through their electronics devices such as smartphones and tablet personal computers.
- (c) In view of the continuous growth of e-Publishing in the industry, two new jobs, editorial manager (e-Publishing) and supervisor (e-Publishing) at managerial level and supervisory level respectively were included in this survey. As a result, 13 editorial managers and 16 supervisors were recorded in the survey. For the same reason, the survey revealed an annual increase of 19.2%, 7.0% and 6.9% in the number of senior designer, sales supervisor and commissioning editor/acquisition editor/senior editor/editor respectively at the supervisory level.
- (d) The survey also revealed an annual decrease of 6.4% and 4.8% in number of assistant editor/copy editor/art editor/proof reader and art designer/illustrator respectively but an annual increase of 3.7% in desktop publishing (DTP) operator at the operational staff level. It was mainly due to further computerization in the industry that illustrations and drawings by hand were gradually replaced by computer. As a result, less manpower for this activity was required.
- (e) The significant annual increase of 41.8% in manpower in production assistant was mainly caused by the substantial increase in number of firms in Branch 1 – Publishing, from 854 in 2008 to 1 179 in 2010.

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

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

3.21 Table 3.11 compares the actual outturns (i.e. the number of employees plus vacancies) with the forecasts made by the Training Board in 2008:

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

Job Level	Actual Outturn in 2010	Training Board's Manpower Forecast for 2010	Forecast Compared with Actual Outturn
Technologist/Managerial	1 664	1 502	- 9.7%
Technician	8 879	9 043	+ 1.8%
Craftsman	9 712	12 288	+ 26.5%

3.22 The forecasts of manpower demand made by the Training Board two years ago were lower than the actual outturn at the technologist/managerial level, but higher at the technician and craftsman levels. The deviation at the technician level between the actual outturns and the forecasts of the Training Board was quite close as it was within  $\pm 2\%$  range. The big deviations at the technologist/managerial and craftsman levels were due to substantial increase of the manpower at the technologist/managerial level and sharp decrease of craftsman jobs.

**(B) Publishing Industry**

3.23 The actual outturns (i.e. the number of employees plus vacancies) compared with the forecasts made by the Training Board in 2008 is shown in Table 3.12:

**Table 3.12 : Comparison of 2010 Manpower Outturn with Training Board's Forecast Made in 2008**

Job Level	Actual Outturn in 2010	Training Board's Manpower Forecast for 2008	Forecast Compared with Actual Outturn
Managerial	1 151	1 137	- 1.2%
Supervisory	3 406	3 256	- 4.4%
Operational Staff	4 894	5 198	+ 6.2%

3.24 The forecasts made by the Training Board were lower than the actual outturns at the managerial and supervisory levels and higher at the operational staff level. The deviations at the first two levels between the actual outturns and the Training Board's forecasts were quite close. The significant deviation at the operational staff level was due to the too optimistic manpower growth in the level forecasted by the Training Board.

## ***Business Outlook***

### ***Overview***

3.25 With the existing benefit of zero imported tariffs in the Mainland China since the implementation of the seventh phase of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA VII) in May 2010, and the reveal of China 12<sup>th</sup> Five-Year Plan in March 2011, the opening of the Mainland China market further provides considerable opportunities for Hong Kong firms.

3.26 The implementation of the Mainland's Labour Contract Law together with Processing Trade Policy becomes essential operating cost items. The growing popularity of green concept together with compliance with safety requirements resulting the tightening of environment laws in China and other countries had imposed great pressure on Hong Kong firms in the past years. It is expected that such pressure will continue in the coming years.

3.27 Also, the non-stop increase of the appreciation of Renminbi, rise in wage, taxes and duties, and price increase in energy and materials will still make the operating cost at a high level. The shortage of workers in the Pearl River Delta is another challenge. On the other hand, other than the Mainland enterprises, other Asian manufacturers have continuously posed a strong competition to Hong Kong firms.

3.28 Hong Kong's excellent telecommunication networks are great assets of the printing and publishing industries that both industries can be benefitted in the continuous development of digital printing and e-Publishing. On the other hand, production processes are being automated or computerised that printing firms are increasingly employing information technology to manage production processes. The Training Board remarks that more experienced workers with information technology skills will be in great demand.

3.29 The 9.0-magnitude earthquake, the biggest one in its history, struck a large part of Japan on 11 March 2011 sparking a large tsunami that swept away houses, buildings and cars along Japan's eastern coast. The earthquake also disrupted two nuclear plants and damaged many ink and paper manufacturing factories in the areas. The impacts of such disaster on human loss and economic damage as well as the printing industry are yet to determine but are expected to be huge. As Japan is one of the main global suppliers of ink and papers, the Training Board considers that the local printing industry will seriously be affected.

### ***Printing Industry***

3.30 In view of the above situation and opportunities, the Training Board believes that the Hong Kong printing industry will be benefitted. The Mainland China has become the third large printing market in the world since 2009. The Training Board also believes that the huge printing market in the Mainland will provide considerable opportunities for Hong Kong printing firms.

3.31 Printing is still a leading manufacturing industry in Hong Kong. At present, many overseas customers are increasingly seeking faster turnaround and short delivery time to achieve the best of profit margins. With their unique capabilities of quick delivery, competitive pricing with good quality and coping short –notice jobs, the Training Board believes that local printing firms can get more orders from their overseas customers. Some local printing firms provide “total-solution” service to their customers, i.e. from initial concept, design, production to delivery of product, and this will further enhance their competitive ability and market share.

3.32 Digital printing becomes more popular in the last two years and it is expected to continue to grow in the coming years. Customers from all over the world can send their orders in a single copy or large quantity directly or through middleware providers to the printing firms offering on-demand digital printing solutions and services to its world-wide customers. This is a huge market and printing firms in Hong Kong should equip themselves to face such business opportunities and challenges ahead.

3.33 On the other hand, the growing popularity of e-Publishing will cause a threat to the printing industry. Many publications in the past in printed form have been converted into electronics edition for easy reference and achieving the green concept. The e-Edition of business prospectuses and textbooks becomes more and more popular are good examples. To face such great challenge ahead, the Hong Kong printers will have to streamline and diversify their business to make company more effective and efficient before. Also, they will need to develop more value-added and cost effective products/services to increase their competitive ability.

3.34 In the light of different competitions and challenges ahead, more printing employers are expected to continue to diversify their business from manufacturing to trading and from Hong Kong to the Mainland China. As a result, more skilled workers at technologist and technician levels are required to cater for the future manpower needs at these levels. On the other hand, the printing employers will hire more workers at the craftsman and operative levels in the Mainland China.

### ***Publishing Industry***

3.35 Different from the printing industry, there was a steadily increased in the overall manpower in the publishing industry. This attributed to revision of textbooks 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 0.2% decrease in manpower in May 2011 when compared with that surveyed in May 2010, it showed that the publishing companies had a cautious view in future business and as usual. However, they would streamline their manpower team. In view of the above situation and people in general keep the habit of reading printed publications, the Training Board estimates that the industry will continue to grow steady in the coming years.

3.36 In 2010, the Education Bureau of the Hong Kong Government launched the “Pilot Scheme on e-Learning in Schools” and chose 20 to 30 primary and secondary schools as the trial targets. It is a HK\$68 million three-year scheme aiming at building a platform for sharing

online learning resources, making use of the flexible and interactive features of online teaching materials and raising the interest and desire of learning. The scheme will provide considerable opportunities for Hong Kong publishing companies.

3.37 The demand of new textbooks will be kept and stable due to the 334 Educational Reform which is being undergone from 2009. Monitoring of the outcomes and further revision of the curriculum are required in the coming years.

3.38 On the other hand, with the aid of common use smartphones, tablet personal computers and other wireless electronics communication devices, more books, magazines and comics are developed in e-Edition for readers in recent years, which become more familiar to the public. In the 2010 Hong Kong Book Fair, there was an e-Book Corner for the first time for publishers and related companies to promote their products and services concerned. The other important function of e-Books is to replace bulky reference books like dictionaries and encyclopaedias for easy reference. As a whole, it will be another opportunity for the publishing industry to extend their business market. The Training Board encourages local publishers to get co-operation with telecommunication operators so that existing and new contents converting into an appropriate e-Publishing format can be mounted onto a designated websites or an application store for sale via the Internet. However, the publishers need to work out an appropriate business model for the e-Publishing market, which is expected to grow in the coming years.

## ***Future Technological Developments***

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

3.39 With its advantages of small quantity printing (from 1 to 5,000 copies), print-on-demand, variable data printing, fast delivery time and web-to-print, the digital printing will further enlarge the business scope of the printing industry. On the other side, digital printing has already penetrated in our daily life that family book, memorial event, personal history book and photo album for special events like wedding, birthday party, birth of a new born baby and graduation can be printed in small quantity and a fast manner. It will become a fast growing business and a high-profit sector for the industry.

3.40 At present, printing firms face the increasing pressure from publishers and print buyers worldwide to adopt printing standardization. In different countries there are various certification systems for the printing standards, such as ISO (ISO TC130 Graphic Technology), US IDEAlliance G7, Switzerland Ugra PSO and Germany Fogra PSO. The printing standardization will be an essential certificate of quality assurance for printing firms in the coming years.

3.41 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 and to meet green print standard, printing firms are required to use recycled paper, UV ink and the bean and vegetable based ink, low volatile organic compound (VOC) and chemical-free plate. In the Mainland China, printing firms for the business on teaching materials will soon need to attain green printing certification.

3.42 Other than the normal printing on paper, cloth, plastic and metals, printing can be applied to many other kinds of materials including wood and glass. Recently, a new print technology, printed electronics, is being developed. With its unique ability of printing thin, flexible and robust electronics devices, printed electronics will be gradually developed to produce the low-cost and high-performance electronics devices such as flexible displays and smart labels, as the trail products in the coming few years.

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

3.43 The business of e-publishing grew fast in the past few years and will continue to grow. More electronics devices with different operating systems (Android, Symbian, Windows Mobile and etc.) have been developed for e-Publishing. Other than the favourable Apple i-Phones and i-Pads, the other e-Book readers, Netbook Computers, Tablet PCs and mobile devices are also available in the market. This will further bloom the e-Publishing market. It is predicted that e-Book technology will continue to bring about a lucrative opportunity to the publishing industry.

3.44 Different standards /formats are being used for e-Publishing, i.e. PDF, EPUB, HTML, TXT, JPG, XML, XSL, JDF, PRISM and W3C Web Standards which are employed in different e-Readers. At present, there is still no common standard yet for e-Publishing. On the other hand, new and existing contents which can be converted into different standards/formats to suite various e-Readers and applications, will become a great asset to authors and publishers. However, some related key issues like Digital Content Management (DCM) and Digital Rights Management (DRM) are still required to be well addressed in terms of the role and benefit between the author, publisher, service provider and agent.

3.45 The future development of e-Publishing will include multi-media interactive features, different languages, format compatibility and audio-visual function. This will lead to the development of all-media publishing in the near future that the contents will be a collection all forms of media, such as text, graphics, photos, sounds, video and movie (including 3 Dimension). The contents are then transmitted through the Internet and other wireless communication networks.

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

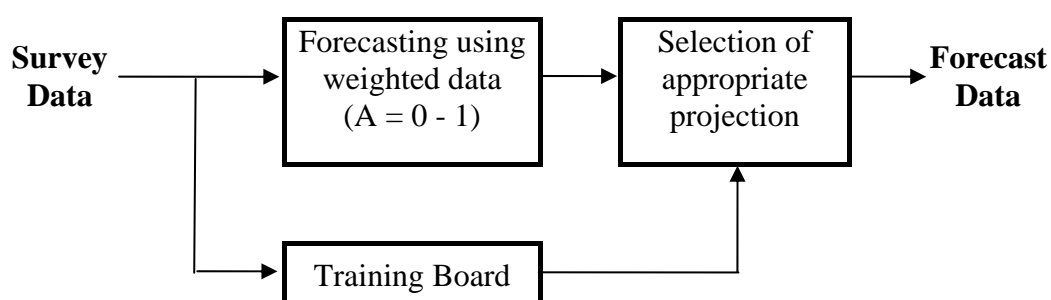
3.46 Based on the previous historical trend, normal business outlook of the printing and publishing industries, and the capability of manpower absorption of the two industries, the Training Board forecasts that there will be a steady of manpower increase for the coming 3 years (2011 - 2013). Also, the 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.

3.47 Taking the above into consideration as well as employers' forecast on manpower requirement in 2011 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 2011 - 2013.



**(A) Printing Industry**

3.48 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:



3.49 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.

3.50 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 3.13 : Annual Manpower Demand in the Printing Industry for 2011/13**

Job Level	Annual Average Additional Demand for Employees			
	Forecast Growth (A)	Wastage (B)	Total (A) + (B)	(±10% Range)
Technologist/Managerial	63	53	116	105 - 128
Technician	129	268	397	357 - 437
Craftsman	0	289	289	260 - 318

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

**(B) Publishing Industry**

3.51 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 operational staff levels in the next three years.

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

**Table 3.14 : Annual Manpower Demand in the Publishing Industry for 2011/13**

Job Level	Annual Average Additional Demand for Employees			
	Forecast Growth (A)	Wastage (B)	Total (A) + (B)	(±10% Range)
Managerial	32	36	68	61 - 75
Supervisory	34	103	137	123 - 151
Operational Staff	6	145	151	136 - 166

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

***Manpower Demand and Supply Analysis***

3.53 The printing industry has a projected annual demand for 105 - 128 technologists for 2011 - 2013. Together with the demand for some 4 - 5 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 109 - 133 for 2011 - 2013.

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

3.55 Meanwhile, the Department of Communication Design and Digital Media of HKDI is the only local institute supplying manpower at Higher Diploma level in the printing discipline. The planned output of graduates is as follows:

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2010/11</u>	<u>2011/12</u>	<u>2012/13</u>
<u>Full-time</u>			
Higher Diploma in Commercial Printing and Digital Media Publishing	48	0	0
Higher Diploma in Photography and Graphic Imaging	17	1	0
Higher Diploma in Printing and Publishing	0	50	92
Total:	65	51	92

3.56 The output from HKDI falls short of 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.

3.57 The forecast demand for technicians in the printing industry will grow and is 357 – 437 annually in the next three years. Together with a demand for some 3 – 5 production supervisors in the publishing industry for 2011-2013 as mentioned in Appendix 18, the total annual demand of the industry for technicians will be 360 – 442 for 2011-2013.

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

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2010/11</u>	<u>2011/12</u>	<u>2012/13</u>
Diploma in Vocational Studies (Advertising, Packaging and Printing)	25	0	0
Diploma in Vocational Studies (Graphic Communications)	25	0	0
Diploma in Vocational Education Programme (Advertising, Packaging and Printing)	100	25	140
Diploma in Vocational Education Programme (Graphic Communications)	210	25	160
Total:	360	50	300

3.59 The total output from the Pro-Act Training and Development Centre (Printing) can meet the projected demand in 2011 but is much lower in 2012 and slightly short of the amount in 2013. 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.

3.60 For the craftsman level, although there will not be any projected growth in the coming three years, a constant supply of personnel is required to sustain the local printing business. The forecasted demand for craftsmen will be 260 – 318 annually for 2011-2013 in the printing industry. Together with the demand of total 5 – 7 printing craftsmen (production assistant) for they coming three years as mentioned in Appendix 18 in the publishing industry, the total annual demand of the industry for craftsmen will be 265 – 325 for 2011-2013.

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

<u>Course</u>	<u>Estimated No. of Graduates</u>		
	<u>2010/11</u>	<u>2011/12</u>	<u>2012/13</u>
Diploma in Vocational Education Programme (Advertising, Packaging and Printing) – Basic Craft Certificate (BCC) Award	0	20	20
Diploma in Vocational Education Programme (Graphic Communications) – BCC Award	0	20	20
Total:	0	40	40

3.62 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.

3.63 The Training Board will conduct another manpower survey in 2012 to review and update the manpower requirements of the industry, and will monitor the progress of the latest technological developments for organizing training for in-service workers.

## SECTION IV

### RECOMMENDATIONS

4.1 The Hong Kong printing and publishing industries had a well recovery from the global financial crisis happened in 2008 and Hong Kong's economy is forecasted to maintain to grow. However, the continuous sharp increase of the appreciation of Renminbi, rise in wage, taxes and duties, and price increase in energy and materials cause a threat to the industries. The shortage of workers in the Pearl River Delta is another challenge to the printing industry. On the other hand, the 9.0-magnitude earthquake struck a large part of Japan on 11 March 2011 sparking a large tsunami that swept away not only houses and buildings but also some ink and paper production plants. The total damage of the disaster has not been determined but it will sure affect the printing industry. On the other side, the Mainland China has become the third large printing market in the world since 2009. In early March 2011, the Mainland China revealed its 12<sup>th</sup> Five-Year Plan which would not only boost its domestic consumer demand and lift up the level of urbanization but also aim to build a printing country. Thus, the Plan will also provide considerable opportunities for Hong Kong firms.

4.2 In view of the above, the Training Board has a cautious optimistic view that the printing and publishing industries will have a mild growth in the coming years. Thus, the Training Board recommends the following measures for employers to consider coping with present situation and challenges ahead:

- (i) To streamline and diversify business to make company more effective and efficient than before;
- (ii) To develop more value-added and cost effective products / services to increase competitive ability;
- (iii) To further strengthen the overall skill level and competency of the staff, especially the technical workforce, through appropriate training in order to become a much stronger and competitive organisation;
- (iv) To carry on to explore new business in the most cost effective way so as to strengthen market share; and
- (v) To continue to maintain and to deepen strong partnership with important customers and to establish new partnership with potential customers.

4.3 Regarding the strength of skill and competency of staff, the Training Board suggests that on top of the individual company's training needs, the "Employees' Training Needs" at Appendix 15 for the printing industry while Appendix 16 for the publishing industry will be a good reference on various aspects of training for employers. 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 challenges and business opportunities ahead. The Training Board also recommends Vocational Training Council (VTC) and other training

organizations to keep a close view on the above training needs of the electronics industry and provide such needs in time.

4.4 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**

4.5 At the time of the survey, there were only 32 trainees in the printing industry; and 1 trainee 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.

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

**Table 4.1 : Recommended Number of Trainees to be Taken on Annually from 2011to 2013**

<i>Job Level</i>	Recommended Annual Intake	
	Printing Industry	Publishing Industry
Technologist/Managerial	116	68
Technician/Supervisory	397	137
Craftsman/Operational Staff	289	151

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

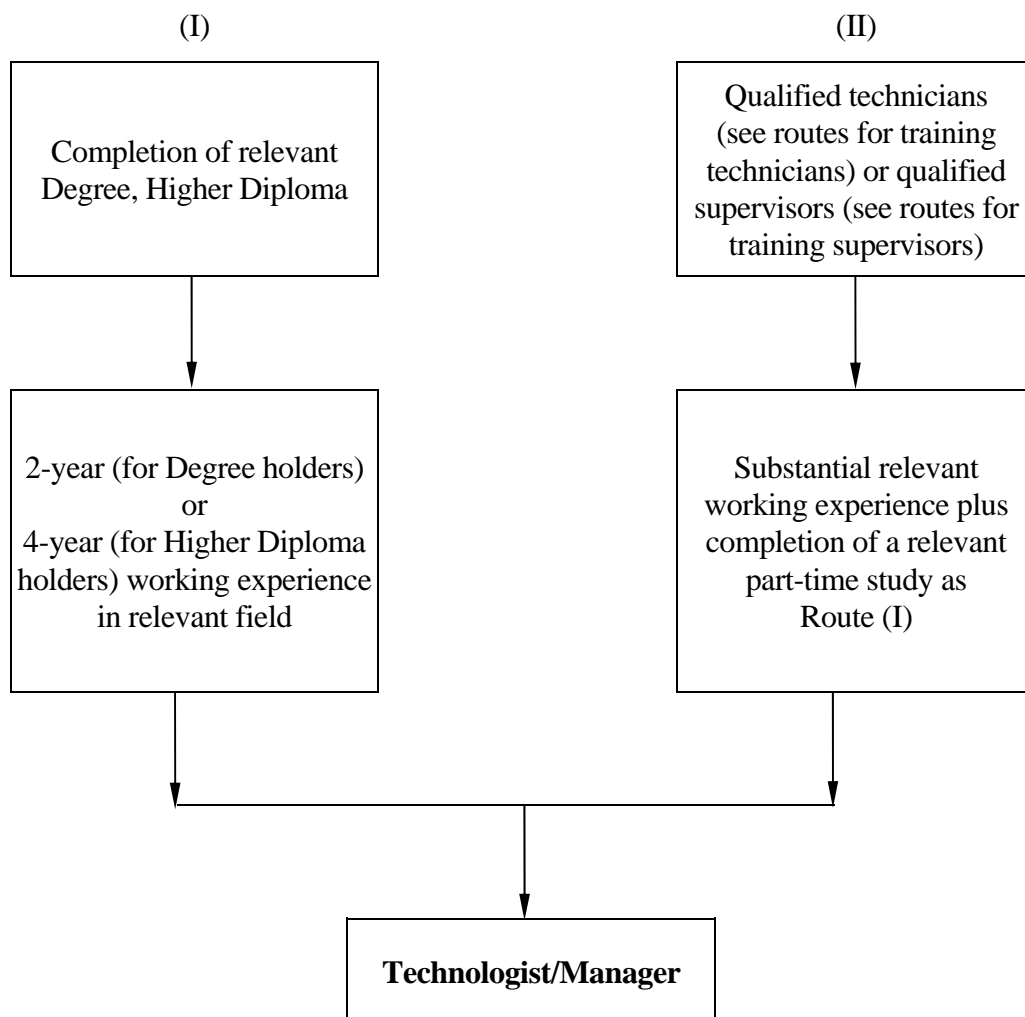
4.7 For manpower planning at the company level, employers are requested to note that the volume of training as indicated in para. 4.6 above, when expressed in terms of existing manpower, represents annual training requirements of about 7.0%, 4.6% and 3.0% respectively of the total numbers of technologists/managers, technicians and craftsmen in the printing industry for 2011-2013, and about 5.9%, 4.1 % and 3.1% respectively of total numbers of managers, supervisors and operational staff in the publishing industry for 2011-2013.

4.8 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

4.9 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.

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



4.11 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.

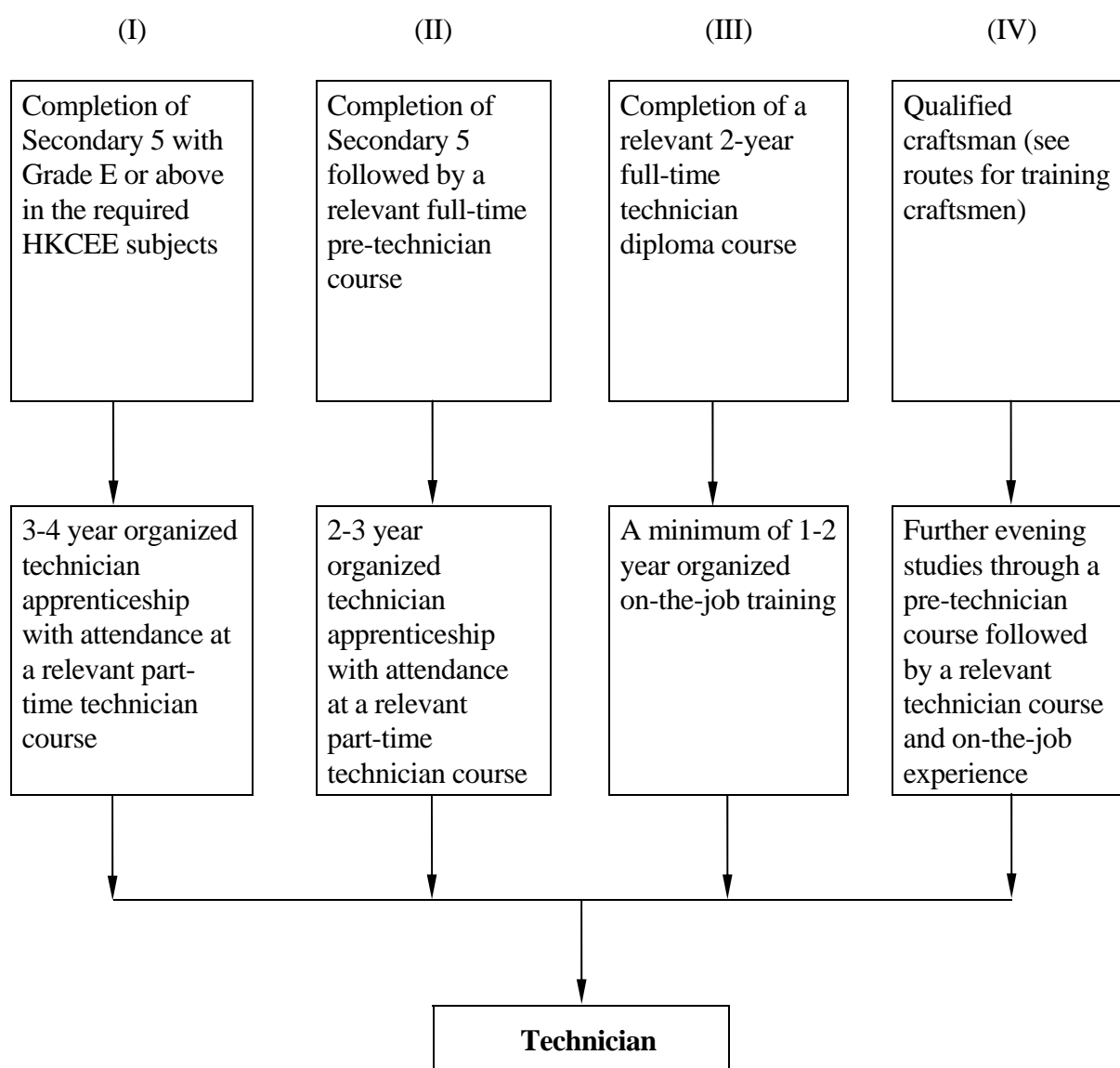
4.12 Employers are recommended to sponsor their technicians/supervisors to attend the part-time evening degree, higher diploma or higher certificate courses to upgrade their knowledge and skills.

## Training of Technicians and Supervisors

4.13 A technician or supervisor should be able to apply proven techniques and procedures to carry out technical responsibilities, including the supervision of craftsmen or operational 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.

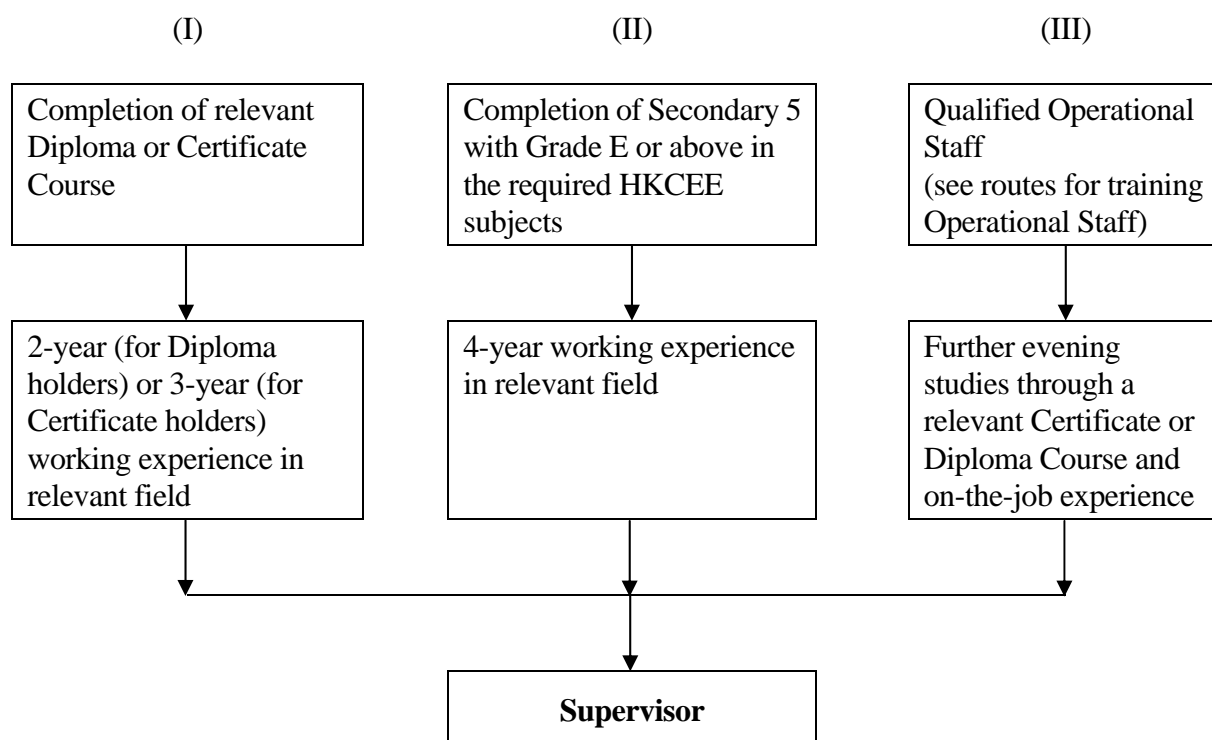
4.14 The recommended routes for training technicians in the printing industry and supervisors in the publishing industry are shown below:

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





(B) *Publishing Industry - Supervisors*



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

4.16 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 Pro-Act Training and Development Centre (Printing) 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.

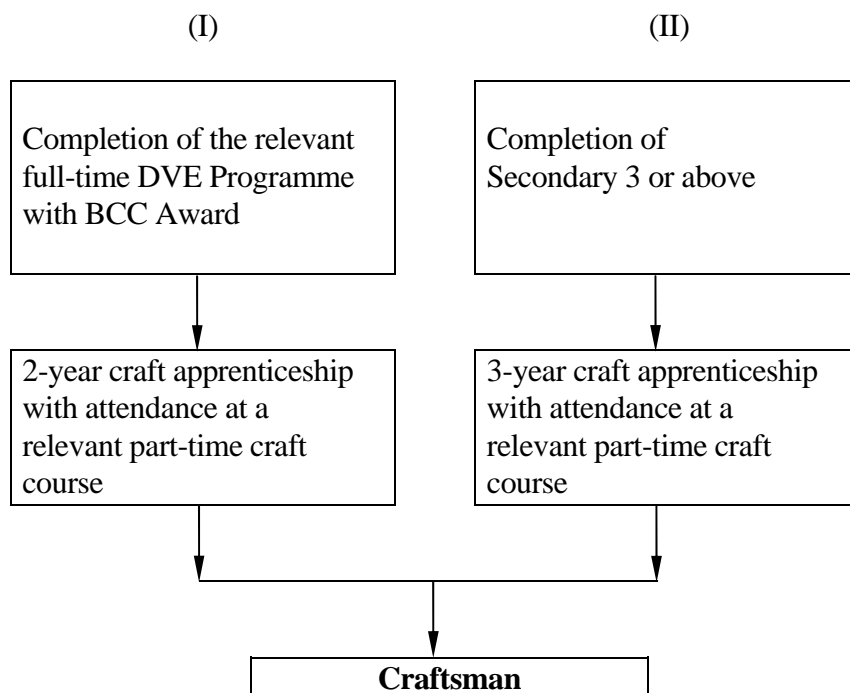
4.17 The Training Board strongly recommends employers both in the printing and publishing industries to recruit the graduates of the Pro-Act Training and Development Centre (Printing) and HKDI and to sponsor them to attend part-time courses for the purpose of either upgrading or updating their skills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

## Training of Craftsmen and Operational Staff

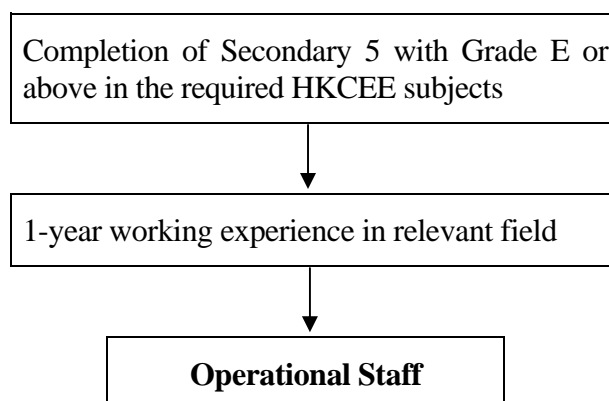
4.18 A craftsman or operational Staff is a skilled employee capable of applying skills to a wide range of jobs within the trade. He/She should require not only practical skills but also related theoretical knowledge so that he/she can adapt to technological advancement.

4.19 The recommended routes of training are:

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



### (B) *Publishing Industry - Operational Staff*



4.20 The Basic Craft Certificate (BCC) courses offered by the Pro-Act Training and Development Centre (Printing) of the Vocational Training Council were faded out in 2009. Since academic year 2009/10, the Pro-Act Training and Development Centre (Printing) had launched a newly developed programme - the Diploma in Vocational Education (DVE) Programme. The previously offered BCC courses were subsumed into this programme. On completion of 930 training hours on trade subjects and 210 hours on generic subject, 168 credits were earned. Basic Craft Certificate would be awarded to graduates.

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

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

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

4.23 The BCC awarded course being offered by the Pro-Act Training and Development Centre (Printing) is listed in paragraph 4.29.

### **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 11 600 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 to:

- (a) help industry in the selection of workers for skilled jobs,

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

4.27 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.

### **Pro-Act Training and Development Centre (Printing)**

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

	<u>Duration</u>
(a) Diploma in Vocational Studies (Advertising, Packaging and Printing)	3-year (or 1-year intensive)
(b) Diploma in Vocational Studies (Graphic Communications)	3-year (or 1-year intensive)
(c) Diploma in Vocational Education Programme (BCC Award)	Min. 1 year
(d) Diploma in Vocational Education Programme (TFC Award)	1- 2 years
(e) Diploma in Vocational Education Programme (DVS Award)	1-3 years
(f) Practical training for students of HKDI & various IVEs in Design, Printing, Textile and Clothing Discipline and Business Administration Disciplines	3-180 hours

*Note : BCC : Basic Craft Certificate*

*TFC : Technician Foundation Certificate*

*DVS : Diploma in Vocational Studies*

## ***Department of Communication Design and Digital Media***

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

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

4.31 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.

## 印刷及出版業 2010年人力調查報告摘要

### 引言

印刷及出版業訓練委員會 [本會] 於2010年5月中至10月中進行人力調查，蒐集業內最新人力資料。這是印刷業和出版業第六次聯手進行人力調查。

2. 本會從政府統計處的5 771間登記機構中，選取961間（包括40間新機構）進行實地調查，所得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，2010年5月時，印刷業及出版業分別有21 148名及9 328名技術僱員，按技能等級和門類劃分如下：

#### (A) 印刷業

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	佔僱員總數 百分率
報紙印刷業	38	188	482	25	733	3.5%
承印	888	3 546	7 462	814	12 710	60.1%
其他印刷 及有關行業	87	782	971	108	1 948	9.2%
紙盒及其他 紙製容器製造	17	149	382	62	610	2.9%
印刷代理	540	3421	146	31	4 138	19.6%
選定機構	91	647	200	71	1 009	4.7%
總數	1 661	8 733	9 643	1 111	21 148	100%
佔僱員總數 百分率	7.8%	41.3%	45.6%	5.3%	100%	

## (B) 出版業

技能等級 門類	經理級	主任級	操作 人員級	總數	佔僱員總數 百分率
出版及有關行業	955	2 866	4 050	7 871	84.4%
書報及刊物批發	31	92	134	257	2.8%
書報及刊物 進出口貿易	94	286	425	805	8.6%
選定機構	68	121	206	395	4.2%
總數	1 148	3 365	4 815	9 328	100%
佔僱員總數百分率	12.3%	36.1%	51.6%	100%	

4. 調查期間，僱主填報印刷業有32名受訓者，佔僱員總數0.2%；出版業則有1名受訓者，佔僱員總數0%；職位空缺則分別有235個和123個，佔僱員總數1.1%和1.3%。此外僱主預測，至2011年7月印刷業和出版業將分別有21 370名和9 429名僱員，兩個行業的人力增幅均為0.1%。

## 人力轉變

### (A) 印刷業

5. 與2008年的調查結果比較，印刷業的人力每年減少2.5%。本會認為過去兩年業內人力轉變原因如下：

- (a) 高檔次生產並採用更多先進科技的趨勢，帶動印刷業技師／管理人員和技術員的人力顯著增加，每年升幅分別有9.5%及2.1%。這個升幅顯示，更多印刷公司都已增強技術僱員的實力，以應付愈來愈高的市場需求及技術發展；
- (b) 總經理及生產／品質經理由612人增至770人（每年增幅為12.2%），而生產策劃員／管制員及督導員／管理員則由1 885人減至1 378人（每年減幅為14.5%），顯示香港的印刷公司繼續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，印刷代理的人數增幅仍然顯著；



- (d) 營業／客戶服務／市場推廣經理由717人增至837人，印刷估價員／營業代表由4 478人增至5 136人，兩者的每年增幅分別為8.0%及7.1%，反映這些主要職務需要聘用人手往內地推銷印刷材料、設備及機器；
- (e) 印前技術員及資訊科技（印刷）技術員，以及設計員／設計主任每年增幅顯著，分別為12.7%及10.8%，反映數碼印刷增長持續；
- (f) 技工級人數每年減幅為8.5%。柯式版製作技工、電子印前系統操作技工、單張給紙式柯式平版機印刷技工數目普遍錄得減幅，每年分別減少20.8%、21.5%及5.7%，顯示柯式印刷需求下降。不過，因數碼印刷需求續增，數碼印刷系統操作技工總數每年大增19%，有231人。

## (B) 出版業

6. 與2008年調查結果比較，出版業人力每年增長2.3%。本會認為，過去兩年的業內人力增長原因如下：

- (a) 董事經理／總經理／出版人、編輯經理的人力有顯著增幅，每年增幅分別為10.5%及49.8%，反映過去兩年有更多小型出版公司成立。另一方面，由於業內科技發展，製作總監／製作經理、設計總監／美術總監數目，分別錄得每年8.4%及6.0%的減幅，顯示製作刊物所需的人手減少。
- (b) 由於報紙銷量持續下跌，以及愈來愈多讀者轉用電子設備如智能手機及平板電腦在網上閱讀報刊，營業總監／營業經理（報刊）和發行主任（報刊）的人力亦顯著減少，每年減幅分別為11.5%及11.3%。
- (c) 鑑於電子出版業務持續增長，人力調查新增電子出版經理及電子出版主任等兩個職務，分屬經理級及主任級。是次調查錄得出版經理13人及主任16人。基於相同原因，調查顯示主任級的設計師、營業主任及策劃編輯／高級編輯的人力每年增幅分別為19.2%、7.0%和6.9%。

- (d) 調查亦顯示，助理編輯／稿件編輯／美術編輯／校對員以及美術設計員／插圖員的人力每年減幅分別為6.4%和4.8%，但桌面排版操作員的每年增幅則有3.7%。這主要是由於業內進一步電腦化，電腦插圖和圖畫逐步取代手繪，導致有關工作所需的人力減少。
- (e) 製作助理的人力每年增幅顯著，達41.8%，主要是由於門類1—出版行業的公司數目，由2008年的854間大增至2010年的1 179間。

## 結論與建議

7. 2008年全球金融危機過後，本港的印刷業及出版業復蘇良好，本港經濟亦預期會保持增長。不過，人民幣幣值持續急升，工資、稅項及關稅上漲，能源及物料價格上揚等，都對業界構成威脅。珠江三角地區人力短缺亦是另一項挑戰。此外，2011年3月11日日本發生九級地震，震撼大片土地，並引發巨大海嘯，不但沖毀樓房建築和汽車，亦破壞了不少油墨和製紙廠。雖然災難造成的總體損失仍未確定，但印刷業肯定會受影響。在另一方面，中國內地自2009年起已成為世界第三大印刷市場；2011年3月初中國公布《十二五規劃》，不但會促進內銷需求，加速城市化，同時亦以建設成印刷大國為目標，亦因此會為香港的公司締造不少商機。

8. 基於以上種種，本會對印刷業和出版業的前景持審慎樂觀的態度，相信業務來年有溫和增長。本會建議僱主考慮採取以下措施，以應對目前情況和未來的挑戰：

- (i) 精簡和分散業務，提升運作效率，使業務更勝從前；
- (ii) 發展更高增值、更富成本效益的產品／服務，以提升競爭力；
- (iii) 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，使公司更具實力和競爭力；
- (iv) 以最具成本效益的方法繼續開拓新商機，擴大市場佔有率；及
- (v) 維繫現有的重點客戶，加強伙伴合作，並尋求與潛在的新客戶建立伙伴關係。

9. 關於員工技術及才幹方面，本會建議僱主除了考慮個別公司的培訓需求，亦宜參考附錄15及16的印刷業和出版業的「僱員所需的訓練」資料。在這個特別的時刻，僱主亦宜加強培訓力度，確保有足夠的幹練人才迎接前面的挑戰和商機。本會亦建議職業訓練局及其他培訓機構密切留意以上的培訓需求，適時為業界提供所需培訓服務。

10. 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數目如下：

<b>技能等級</b>	<b>每年額外人手需求</b>	
	<b>印刷業</b>	<b>出版業</b>
技師／管理／經理級	116 (7.0%)	68 (5.9%)
技術員／主任級	357 (4.6%)	137 (4.1%)
技工／操作人員級	260 (3.0%)	151 (3.1%)

(註：括號內數字表示每年所需培訓人手在該技能等級中所佔的人力百分率)

11. 本會籲請印刷業及出版業僱主加強培訓力度，促進業務持續發展。香港知專設計學院傳意設計及數碼媒體學系、卓越培訓發展中心（印刷業），以及印刷科技研究中心所開辦的兼讀制課程，僱主亦應善用以提升僱員的技術水平。亦鼓勵僱主聯絡職業訓練局，設立僱員培訓計劃，並可透過新科技培訓計劃，讓僱員學習業內新科技。

# 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，按職權範圍確定該兩個行業的人力需求，並據此向局方提出訓練設施發展方案。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 本會獲政府統計處協助，於2010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。

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2011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、技術員及技工人數的資料。

## 調查範圍

1.5 調查包括下列行業：

### (A) 印刷業

- HSIC 581201 - 報紙印刷業
- HSIC 181100 - 承印業
- HSIC 181201, 181202, 181299 - 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 170201, 170202 - 紙盒及其他紙製容器製造業（只限於印刷及有關行業）
- HSIC 829300 - 印刷代理

選定機構

### (B) 出版業

- HSIC 581100, 581202, 581900 - 出版及有關行業
- HSIC 460423 - 書報及刊物批發
- HSIC 451423, 452423 - 書報及刊物進出口貿易

選定機構

附註： HSIC即「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、金屬罐製造商，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4 354間印刷機構及1 417間出版機構。按照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： 印刷機構分布情況（HSIC分類）

行業	機構數目	佔機構總數百分率
HSIC 581201 - 報紙印刷業	29	0.7%
HSIC 181100 - 承印業	1 940	44.6%
HSIC 181201, 181202, 181299 - 其他印刷及有關行業	457	10.5%
HSIC 170201, 170202 - 紙盒及其他紙製容器製造業(只限於印刷及有關行業)	192	4.4%
HSIC 829300 - 印刷代理	1 692	38.8%
選定機構	44	1%
總數	4 354	100%

圖1.1： 各門類印刷機構的分布情況

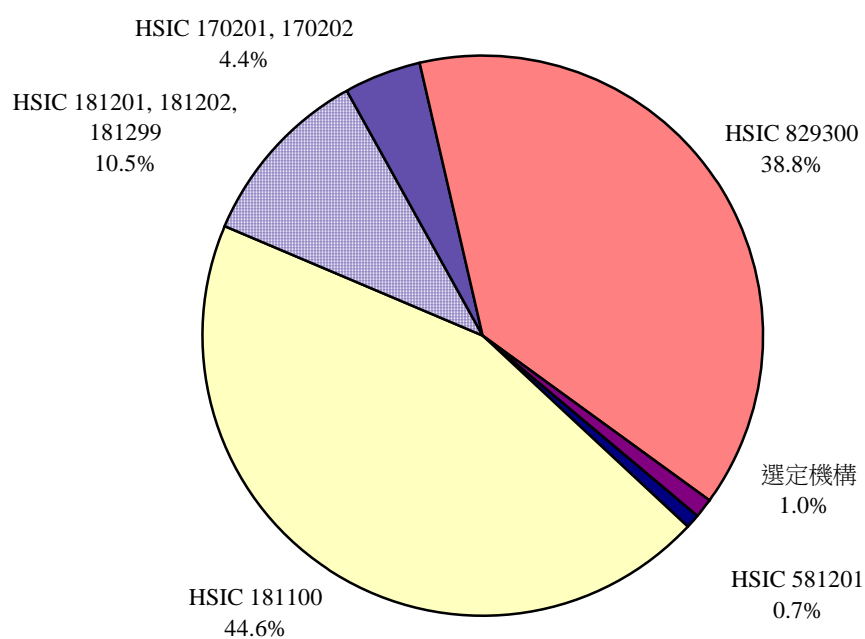
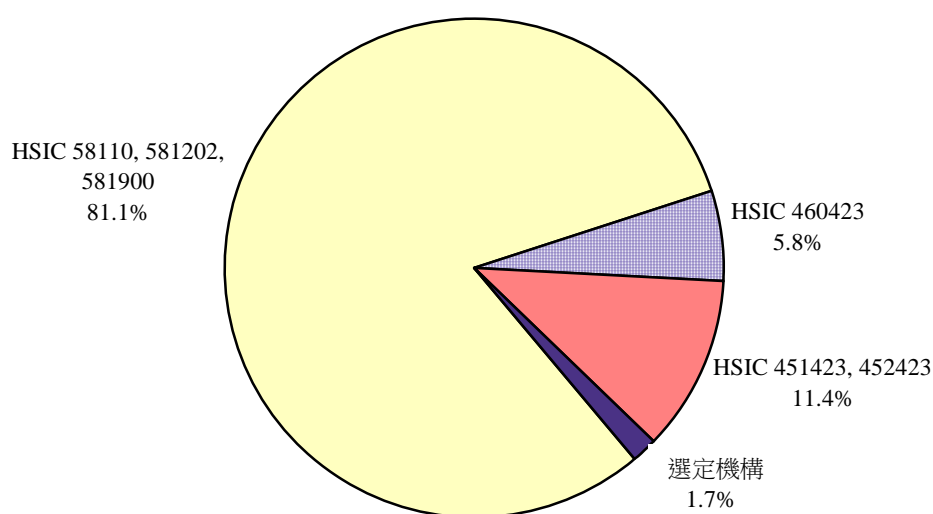


表1.2： 出版機構分布情況（HSIC分類）

行業	機構數目	佔機構總數百分率
HSIC 58110, 581202, 581900 - 出版及有關行業	1 149	81.1%
HSIC 460423 - 書報及刊物批發	82	5.8%
HSIC 451423, 452423 - 書報及刊物進出口貿易	162	11.4%
選定機構	24	1.7%
總數	1 417	100%

圖1.2： 各門類出版機構的分布情況



1.8 鑑於資源所限，本會採用分層隨機抽樣方法，選取649間印刷及有關機構（其中包括教育與訓練機構和政府的印刷部門），以及272間出版機構作為調查對象。

## 宣傳

1.9 實地調查進行前，本會曾於本地報章進行宣傳，並獲下列商會之協助，呼籲會員機構提供資料：

- (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；以及
- (g) 香港出版學會。

## 調查方法

1.10 實地調查進行前，本會把印刷及出版業調查問卷連同附註，以及主要職務的工作說明郵寄予兩個行業的選定機構（見附錄三及四）。

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 所收集的數據均經複查，並於必要時與填覆機構核實，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 在961間機構中（包括40間新機構），共有684間提供人力情況相關資料；131間機構已結業、搬遷或不再從事印刷及出版行業；29間機構則不允提供資料。調查的有效回應率為91.7%。

## 調查報告

1.14 本報告載有調查結果、本會對兩個行業人力需求的預測，以及應付這些需求的建議措施。本報告書內「僱員」指受僱於53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

### 調查結果摘要

#### 僱員人數

2.1 調查顯示，2010年5月中至10月中，印刷業26個主要職務共有僱員21 148名；出版業27個主要職務則有9 328名。按門類劃分，733名印刷業僱員任職報紙印刷、12 710名任職承印、1 948名任職其他印刷及有關行業、610名任職紙盒及其他紙製容器製造，4 138名任職印刷代理，另有1 009名任職選定機構。出版業方面，7 871名僱員任職出版及有關行業，257名任職書報及刊物批發，805名任職書報及刊物進出口貿易，395名任職選定機構。按技能等級劃分，印刷業有1 661名技師／管理人員、8 733名技術員、9 643名技工、1 111名非技術人員。出版業則有1 148名經理、3 365名主任、4 815名操作人員。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：印刷業僱員的分佈情況  
(各門類和技能等級)

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	佔僱員總數 百分率
報紙印刷業	38	188	482	25	733	3.5%
承印	888	3 546	7 462	814	12 710	60.1%
其他印刷 及有關行業	87	782	971	108	1 948	9.2%
紙盒及其他 紙製容器製造	17	149	382	62	610	2.9%
印刷代理	540	3 421	146	31	4 138	19.6%
選定機構	91	647	200	71	1 009	4.7%
總數	1 661	8 733	9 643	1 111	21 148	100%
佔僱員總數 百分率	7.8%	41.3%	45.6%	5.3%	100%	

圖 2.1 : 印刷業各門類僱員的分佈情況

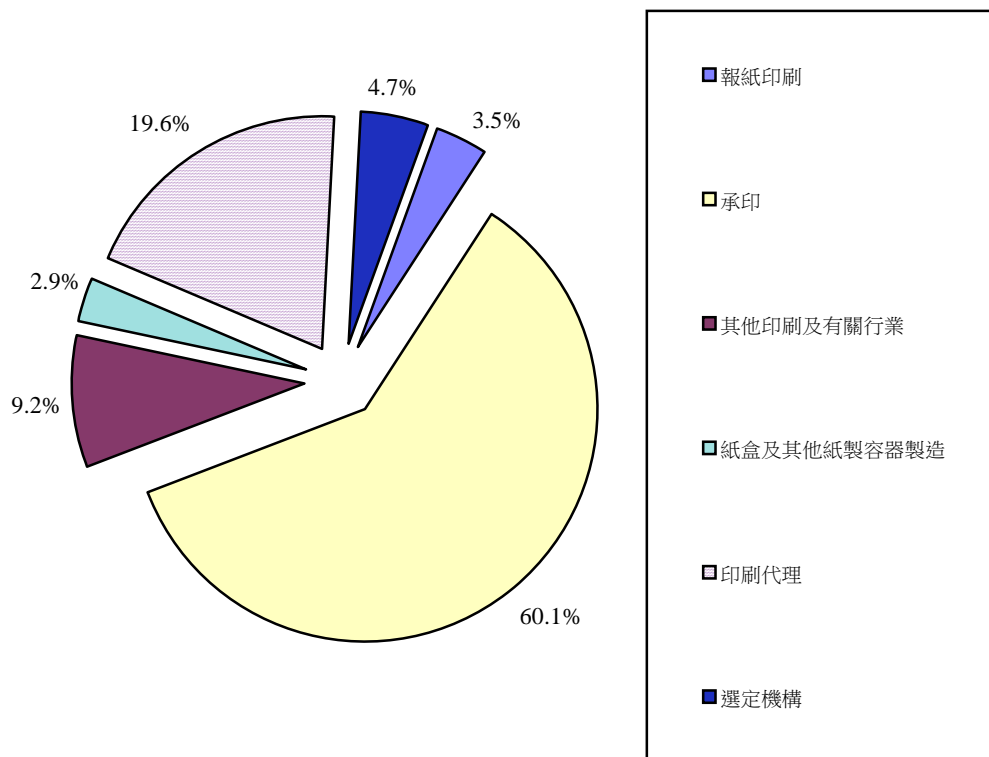


圖2.2 : 印刷業僱員的分佈情況  
(各技能等級)

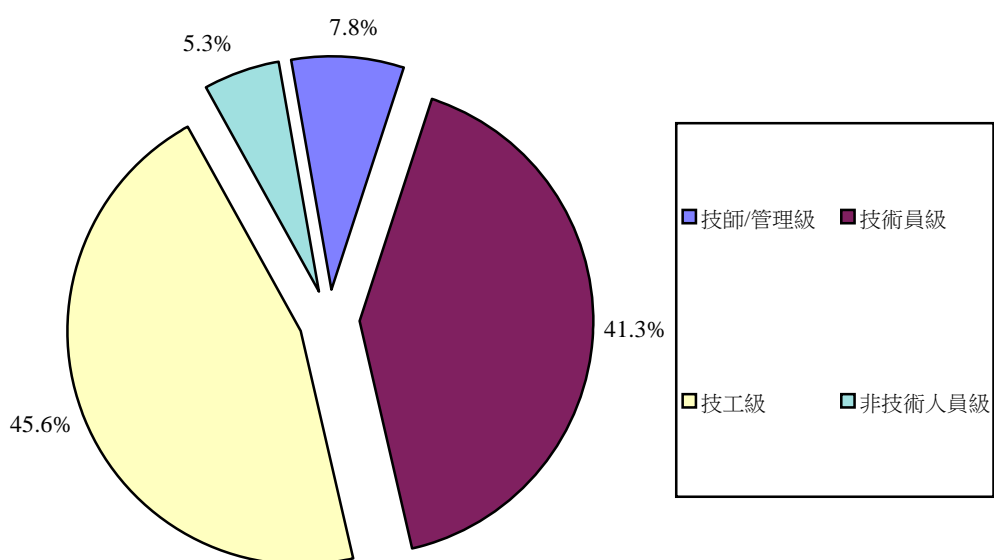


表 2.2 : 出版業僱員的分佈情況  
(各門類和技能等級)

技能等級 門類	經理級	主任級	操作人員級	總數	佔僱員總數 百分率
出版及有關行業	955	2 866	4 050	7 871	84.4%
書報及刊物批發	31	92	134	257	2.8%
書報及刊物進出口貿易	94	286	425	805	8.6%
選定機構	68	121	206	395	4.2%
總數	1 148	3 365	4 815	9 328	100%
佔僱員總數百分率	12.3%	36.1%	51.6%	100%	

圖 2.3 : 出版業僱員的分佈情況 (各門類)

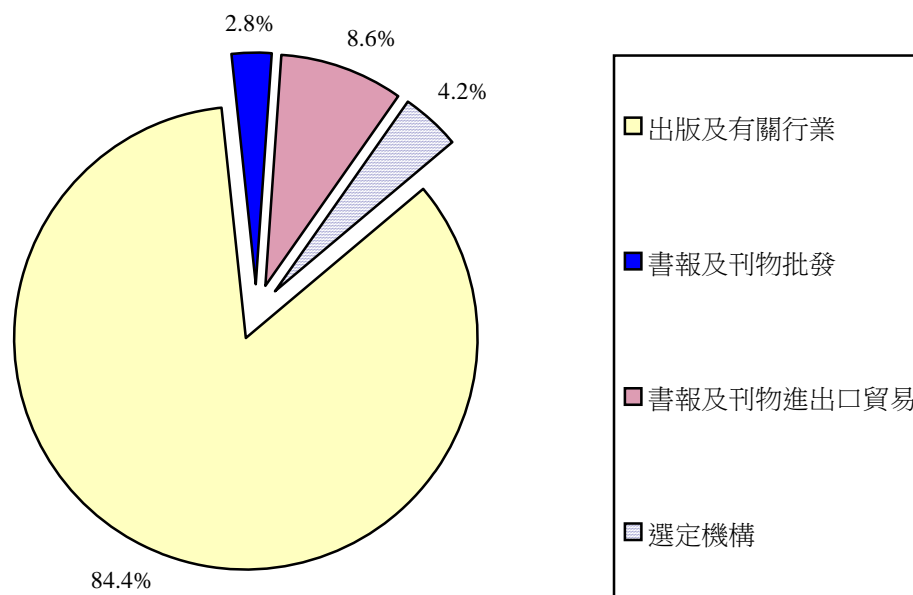
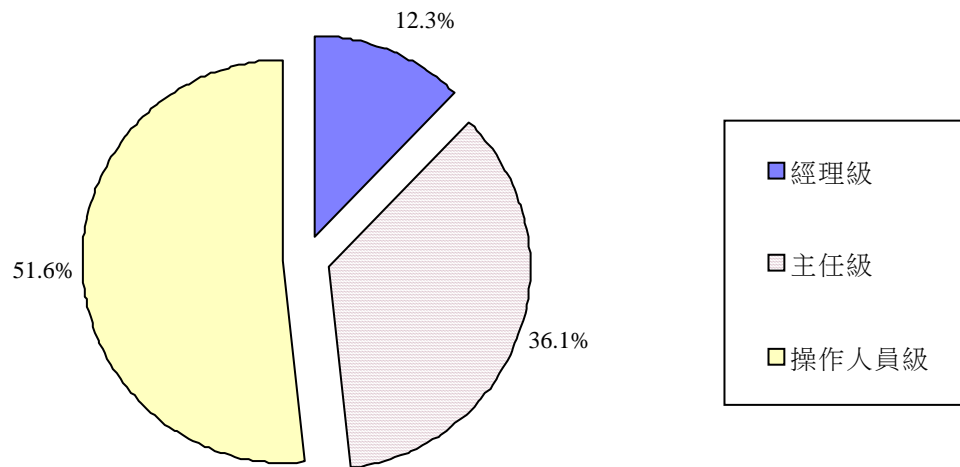


圖 2.4 : 出版業僱員的分佈情況 (各技能等級)



2.2 根據過往的調查資料（包括前印刷業訓練委員會；前廣告、公共關係及出版業訓練委員會），以及本會的人力調查資料，兩個行業僱員按技能等級分佈的情況如下（見表2.3、2.4及圖2.5、2.6）：

表2.3： 印刷業各技能等級僱員的分佈情況  
(1990至2010年人力調查)

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
2010	1 661	8 733	9 643	-	1 111	21 148

\* 技師／管理級人力的調查始於1998年，並在後來的調查中擴闊其覆蓋範圍。2006年的調查刪除了操作工級主要職務。

圖2.5：印刷業各技能等級僱員的分佈情況  
(1990至2010年間人力調查)

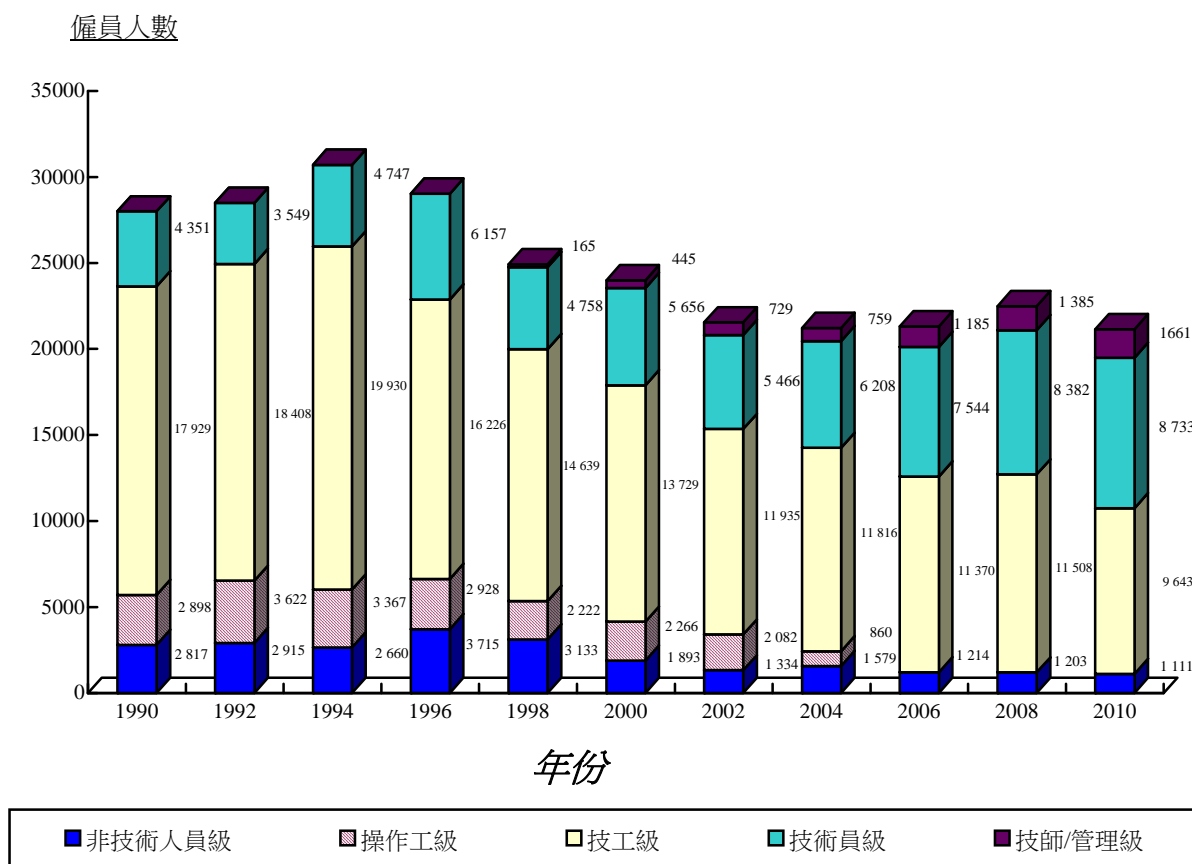
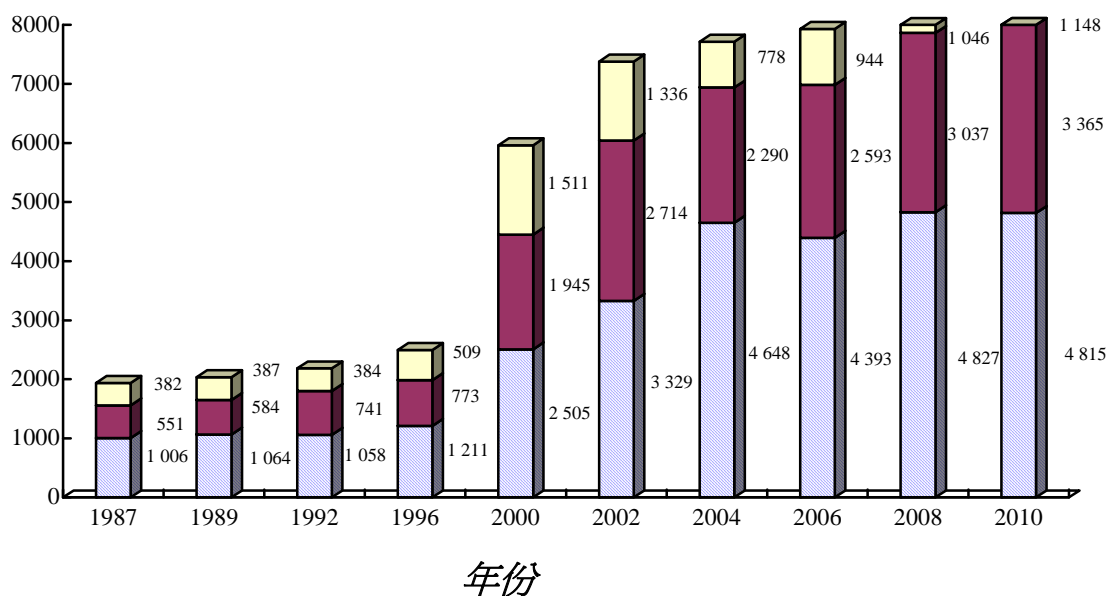


表2.4：出版業各技能等級僱員的分佈情況  
(1987至2010年間人力調查)

年份	僱員人數			人力總數
	經理級	主任級	操作人員級	
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
2010	1 148	3 365	4 815	9 328

圖2.6： 出版業各技能等級僱員的分佈情況  
(1987至2010年間人力調查)

僱員人數



### 受訓者人數

2.3 調查期間，印刷業有32名受訓者，佔僱員總數的0.2%；出版業則有1名受訓者，佔僱員總數0.01%。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： 印刷業受訓者分佈情況

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	-	-	-	-	-	-
承印	-	2	21	-	23	0.2%
其他印刷及 有關行業	-	5	-	-	5	0.3%
紙盒及其他 紙製容器製造	-	-	-	-	-	-
印刷代理	-	2	-	-	2	0.1%
選定機構	-	-	2	-	2	0.2%
總 數	-	9	23	-	32	0.2%
佔同一技能等 級僱員總數百 分率	-	0.1%	0.2%	-	0.2%	



## 空缺數目

2.4 調查期間，印刷業有職位空缺235個，佔僱員總數1.1%；出版業則有123個，佔僱員總數1.3%。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佈則分別列於表2.6及2.7：

表 2.6：印刷業各門類及技能等級的空缺

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	-	-	6	-	6	0.8%
承印	1	55	42	4	102	0.8%
其他印刷 及有關行業	-	-	4	-	4	0.2%
紙盒及 其他紙製容器製 造	-	-	7	-	7	1.2%
印刷代理	1	86	-	-	87	2.1%
選定機構	1	5	10	13	29	2.9%
總數	3	146	69	17	235	1.1%
佔同一技能等級 僱員總數百分率	0.2%	1.7%	0.7%	1.5%	1.1%	

表 2.7：出版業各門類及技能等級的空缺分佈

技能等級 門類	經理級	主任級	操作人員級	總數	佔同一門類 僱員總數 百分率
出版及有關行業	3	40	78	121	1.5%
書報及刊物批發	-	-	-	-	-
書報及刊物 進出口貿易	-	-	1	1	0.1%
選定機構	-	1	0	1	0.3%
總數	3	41	79	123	1.3%
佔同一技能等級 僱員總數百分率	0.3%	1.2%	1.6%	1.3%	

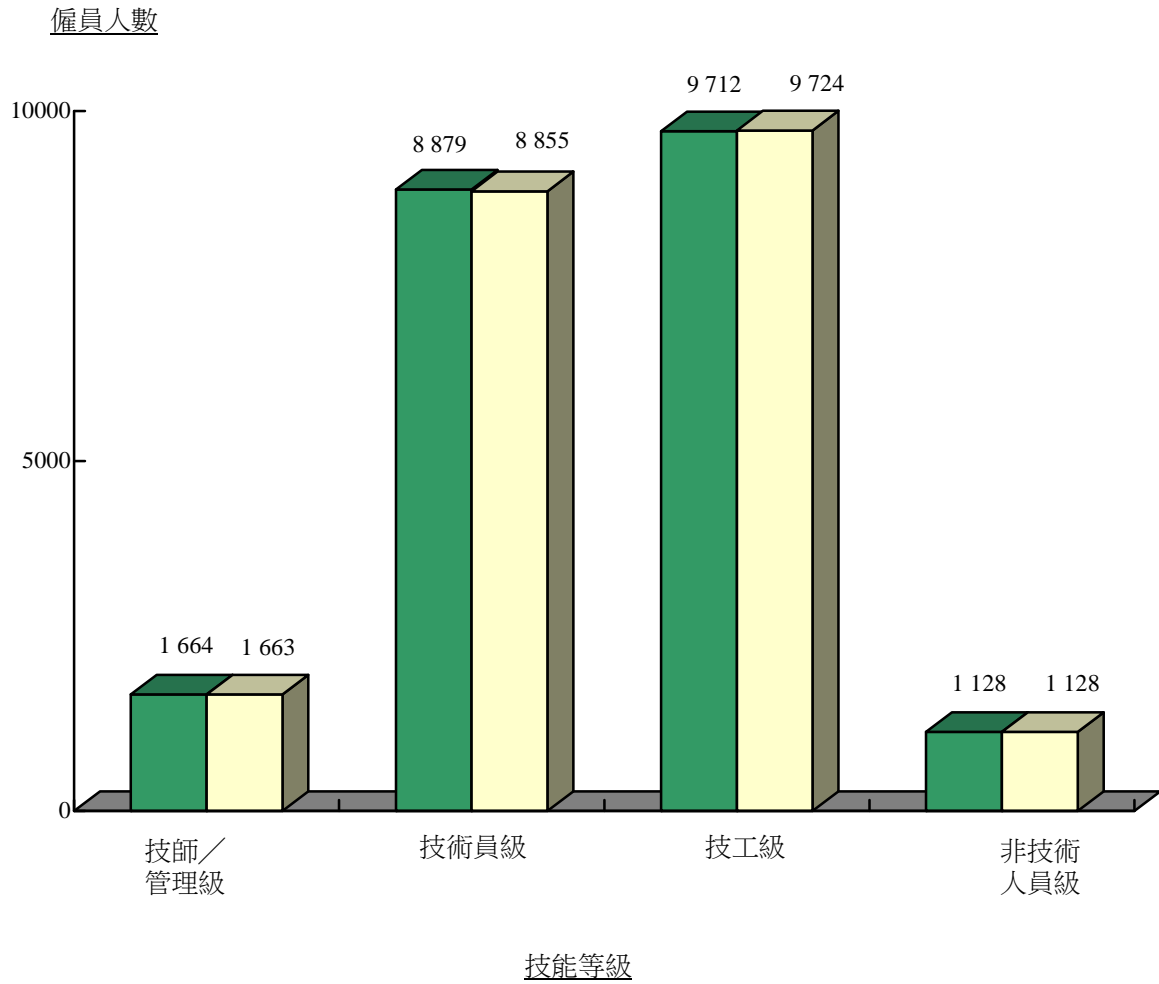
### 預測到2011年5月時的僱員人數

2.5 僱主預測，至2011年5月印刷業和出版業將分別有僱員21 370人和9 429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2010年5月時所報人力需求與2011年5月人力數字預測

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 2011年5月 僱員總數	預測僱員增 (+)／減(-) 人數
技師／ 管理級	1 661	3	1 664	1 663	-0.1%
技術員級	8 733	146	8 879	8 855	-0.3%
技工級	9 643	69	9 712	9 724	+0.1%
非技術 人員級	1 111	17	1 128	1 128	-
總 數	21 148	235	21 383	21 370	-0.1%

圖2.7：印刷業僱主2010年5月時所報人力需求與2011年5月時的人力數字預測

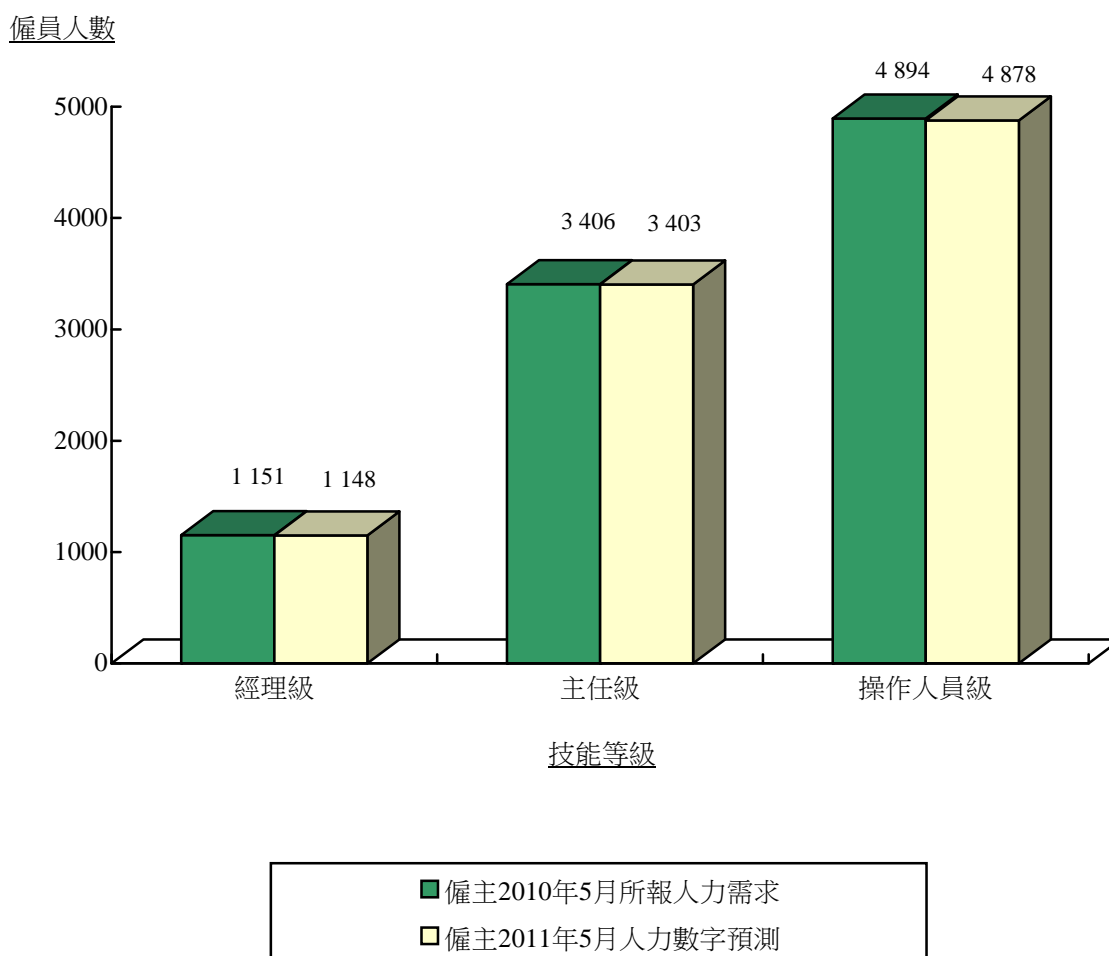


■ 僱主2010年5月所報人力需求  
 □ 僱主預測2011年5月人力需求

表 2.9：出版業僱主2010年5月時所報人力需求  
與2011年5月時的人力數字預測

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 2011年5月 僱員總數	預測僱員增 (+)／減(-) 人數
經理級	1 148	3	1 151	1 148	-0.3%
主任級	3 365	41	3 406	3 403	-0.1%
操作人員級	4 815	79	4 894	4 878	-0.3%
總 數	9 328	123	9 451	9 429	-0.2%

圖2.8：出版業僱主2010年5月時所報人力需求  
與2011年5月的人力數字預測



### 僱員宜有的教育程度

2.6 大部分僱主認為，按技能等級劃分，印刷業和出版業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
操作人員級	文憑／證書

2.7 印刷業和出版業僱主的詳細意見分別載於附錄7及8。

### 僱員宜有的訓練期

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

表 2.12：印刷業僱員宜有訓練期

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	宜有訓練期
經理級	4年或以上
主任級	2至4年
操作人員級	2至3年

2.9 印刷業和出版業僱主的詳細意見分別載於附錄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模式的訓練（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	職內培訓
技術員級	職內培訓
技工級	學徒訓練／職內培訓

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	職內培訓
主任級	職內培訓
操作人員級	職內培訓

2.11 印刷業和出版業僱主的詳細意見分別載於附錄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	未有列明	總計
技師／ 管理級	-	-	13	69	316	324	163	198	578	1 661
技術員級	271	401	1 036	3 184	1 502	374	11	68	1 868	8 733
技工級	536	440	2 634	3 858	524	-	16	-	1 635	9 643
非技術 人員級	179	273	327	82	-	-	-	-	250	1 111
總計	986	1 114	4 010	7 193	2 360	698	190	266	4 331	21 148
佔全部僱 員百分率	4.6%	5.2%	19.0%	34.0%	11.2%	3.3%	0.9%	1.3%	20.5%	100%

表 2.17：出版業僱員每月總收入幅度

技能等級	\$6,000 或 以下	\$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	未有 列明	總計
經理級	-	-	-	27	15	253	246	123	183	301	1 148
主任級	25	101	134	640	786	692	239	88	-	660	3 365
操作人 員級	98	39	961	1 818	827	52	3	1		1 016	4 815
總計	123	140	1 095	2 485	1 628	997	488	212	183	1 977	9 328
佔全部 僱員 百分率	1.3%	1.5%	11.7%	26.6%	17.5%	10.7%	5.2%	2.3%	2.0%	21.2%	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僱員人數如下（表2.18）：

表 2.18：印刷業和出版業  
技術與非技術僱員人數

	技術人員	非技術人員	總數	技術人員 所佔的百分率
印刷業	21 148	7 623	28 771	73.5%
出版業	9 328	4 885	14 213	65.6%
總計	30 476	12 508	42 984	71.0%

## 僱主對來年業務環境的評估

2.15 調查數據顯示，分別有41.2%的印刷業僱主和60.4%的出版業僱主認為，來年的業務環境會維持不變甚或好轉。僱主意見的分佈列於表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	227	1 196	2 199	89	3 711
10 - 49人	58	201	142	18	419
50人或以上	9	36	1	9	55
總數	294	1 433	2 342	116	4 185
佔所有公司的百分率	7.0%	34.2%	56.0%	2.8%	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				總數
	較佳	相若	較差	未有註明	
1 - 9人	148	504	449	42	1 143
10 - 49人	29	86	20	7	142
50人或以上	11	34	3	11	59
總數	188	624	472	60	1 344
佔所有公司的百分率	14.0%	46.4%	35.1%	4.5%	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	該技能等級僱員總數	佔該技能等級僱員的百分率
技師／管理級	107	1 661	6.4%
技術員級	194	8 733	2.2%
技工級	8	9 643	0.1%
總數	309	20 037	1.5%

### 內地設有生產廠房的出版機構數目

2.17 調查結果顯示，出版業1 404間公司中，其中116間在內地設有生產廠房，共聘用1 691名當地僱員，當中並不包括香港居民。按技能等級劃分的內地僱員分佈情況如下：

表 2.22：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	41	1 148
主任級	80	3 365
操作人員級	570	4 815
總 數	691	9 328

### 印刷業僱員晉升人數

2.18 調查結果顯示，140名印刷業僱員獲晉升，分佈情況如下：

表 2.23：印刷業僱員晉升人數

門類 \ 技能等級	技能等級			總 數
	技師／管理級	技術員級	技工級	
報紙印刷	-	4	34	38
承印	13	33	28	74
其他印刷 及有關行業	-	6	-	6
紙盒及 其他紙製容器製造	-	-	-	-
印刷代理	11	6	-	17
選定機構	3	1	1	5
總 數	27	50	63	140

## 出版業僱員晉升人數

2.19 調查結果顯示，136名出版業僱員獲晉升，其分佈情況如下：

表2.24：出版業僱員晉升人數

門類	技能等級			總數
	經理級	主任級	操作人員級	
出版及有關行業	22	87	21	130
書報及刊物批發	-	-	-	-
書報及刊物進出口貿易	-	-	2	2
選定機構	4	-	-	4
總數	26	87	23	136

## 印刷業的招聘困難

2.20 印刷業僱主報稱招聘時遇到的主要困難如下：

表 2.25：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	未有招聘困難的公司數目	過去12個月並未進行招聘的公司數目
報紙印刷	4	-	6
承印	94	211	1 560
其他印刷及有關行業	39	46	342
紙盒及其他紙製容器製造	13	-	172
印刷代理	70	68	1 472
選定機構	6	6	31
總數	226	331	3 583

表 2.26 : 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	5	6	1	5	2	-	-	2	21
技術員/ 督導級	52	90	4	11	23	19	1	12	212
技工級	58	43	5	11	43	21	-	34	215
總數	115	139	10	27	68	40	1	48	448

## 出版業的招聘困難

2.21 出版業僱主報稱招聘時遇到的主要困難如下：

表2.27：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	未有招聘困難 的公司數目	過去12個月並 未進行招聘的 公司數目
出版及有關行業	48	136	518
書報及刊物批發	3	6	20
書報及刊物進出口貿易	10	21	74
選定機構	3	4	16
總數	64	167	628

表 2.28：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	2	1	3	1	-	-	-	-	7
主任級	9	15	1	1	-	3	-	25	54
操作人員級	15	14	4	5	6	7	-	29	80
總數	26	30	8	7	6	10	-	54	141

### 印刷業僱員所需的培訓

2.22 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首三項技能／知識範疇如下：

表 2.29：印刷業僱員所需的首三項培訓範疇

技能等級	僱員須加強的首三項技能	
	排名	技能 / 知識
技師 / 管理級	1	英語會話及普通話
	2	品質管理
	3	客戶服務
技術員 / 督導級	1	英語會話及普通話
	2	印前技術
	3	印刷技術及電腦圖像處理與網頁設計
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

2.23 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首三項技能／知識範疇如下：

表 2.30：出版業僱員所需的首三個培訓範疇

技能等級	僱員須加強的首三項技能	
	排名	技能 / 知識
經理級	1	英語會話及普通話
	2	編輯
	3	經銷管理
主任級	1	編輯
	2	英語會話及普通話
	3	出版製作
操作人員級	1	英語會話及普通話
	2	電腦圖像處理與網頁設計
	3	稿件設計

2.24 印刷業和出版業僱員須加強技能／知識的詳情分別載於附錄15及16。

## 出版業－電子出版

2.25 調查結果顯示，出版業有176間機構從事電子出版業務，網上出版佔160間，以資料光碟形式出版佔26間。此外，1 167間機構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 2.31：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	251	23	515
書報及刊物批發	-	-	-
書報及刊物進出口貿易	-	-	-
選定機構	9	3	40
總 數	260	26	555

## 第三章

### 結 論

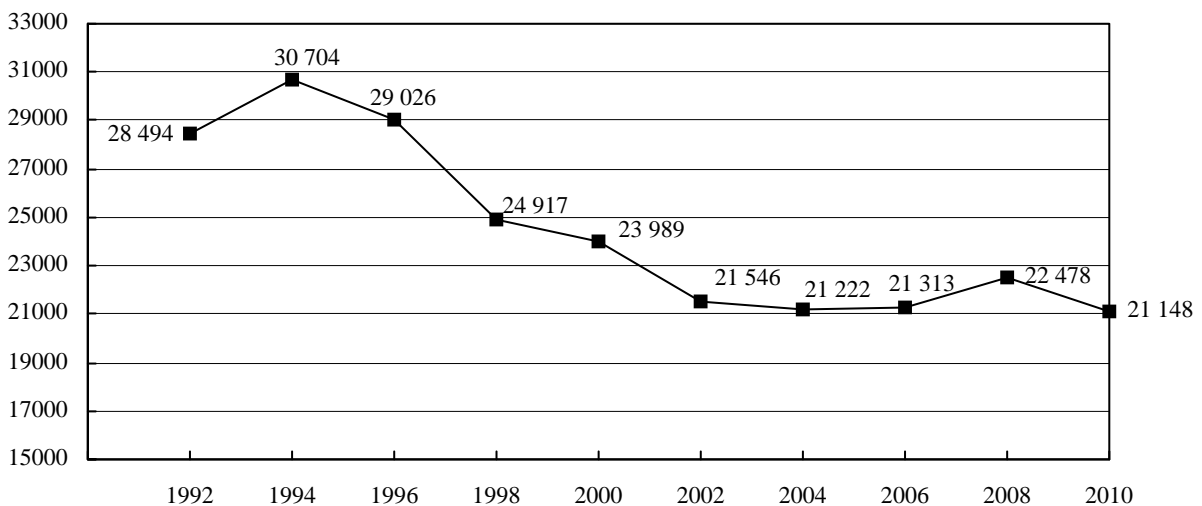
3.1 本會詳細審閱是次調查結果後，認為所得資料大致能反映印刷及出版業在調查期間的就業情況。

3.2 與上次2008年5月的調查結果比較，調查結果顯示印刷業僱員人數每年輕微下降3.0%，由22 478人減至21 148人；而出版業的僱員人數，每年的增幅卻有2.3%，由8 910人增至9 328人。圖3.1和3.2展示印刷及出版業從1992至2010年間的整體人力狀況。

#### (A) 印刷業

圖 3.1： 1992至2010年 印刷業的人力狀況

僱員人數



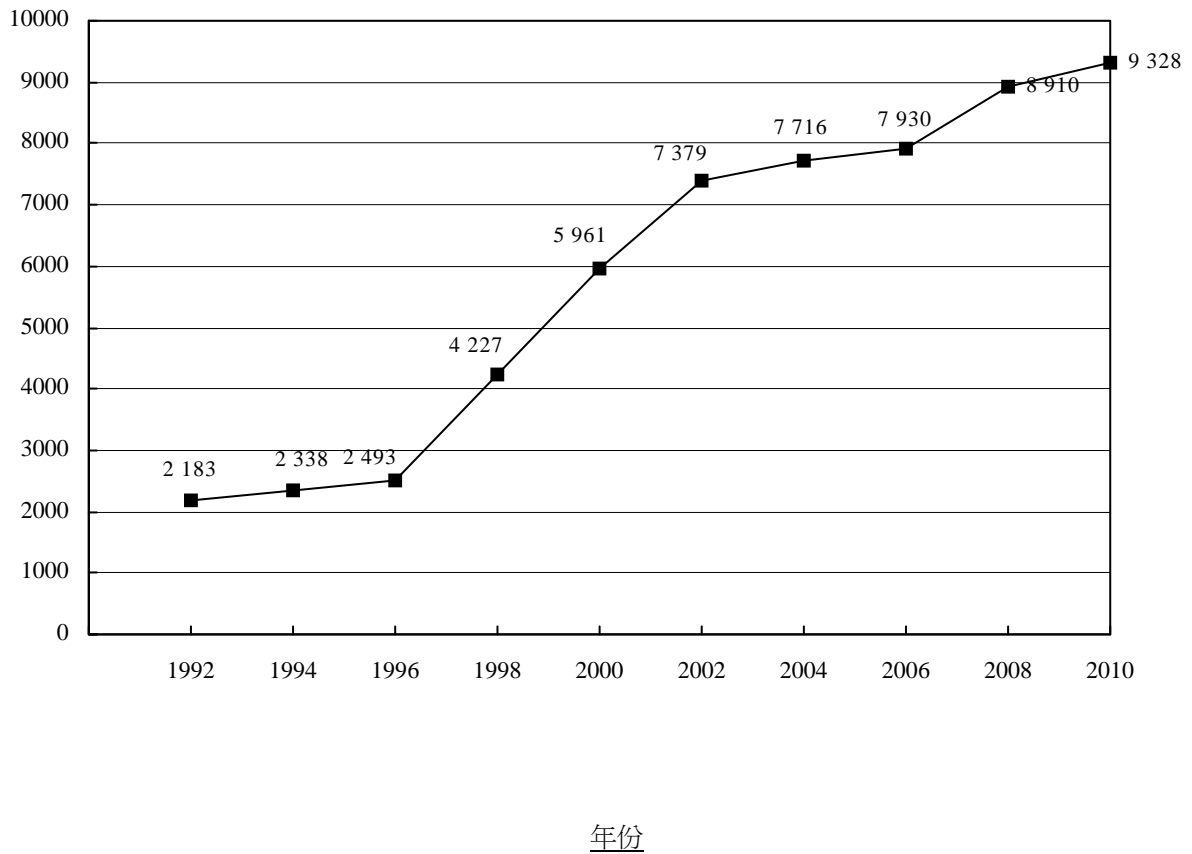
年份



(B) 出版業

圖 3.2： \*1992至2010年 出版業的人力狀況

僱員人數



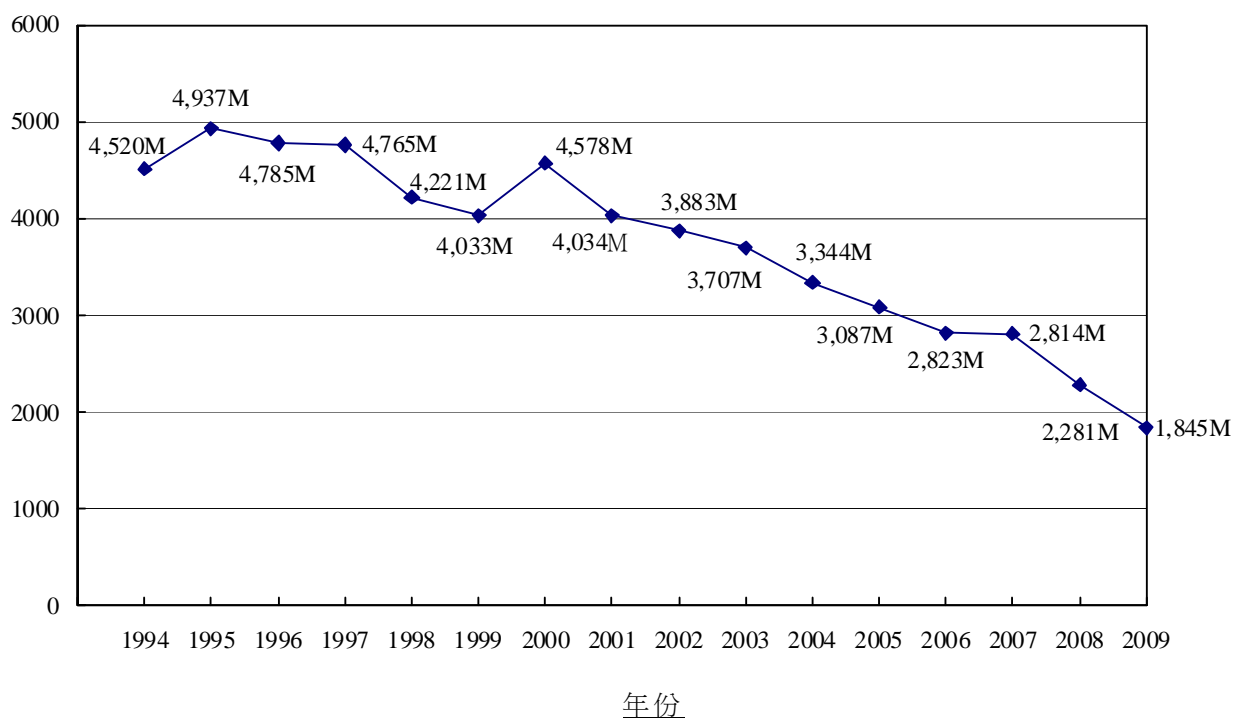
\* 相對於前廣告、公共關係及出版業訓練委員會1992年及1996年的調查，2000年、2002年、2004年、2006年、2008年的調查範圍已擴大。

## 印刷業的業務表現

3.3 印刷品的本地出口總值由2000年的45.78億元，逐漸下降至2009年的18.45億元。1994年至2009年間印刷品本地出口總值見下圖3.3。

圖 3.3： 1994至2009年 印刷品本地出口總值

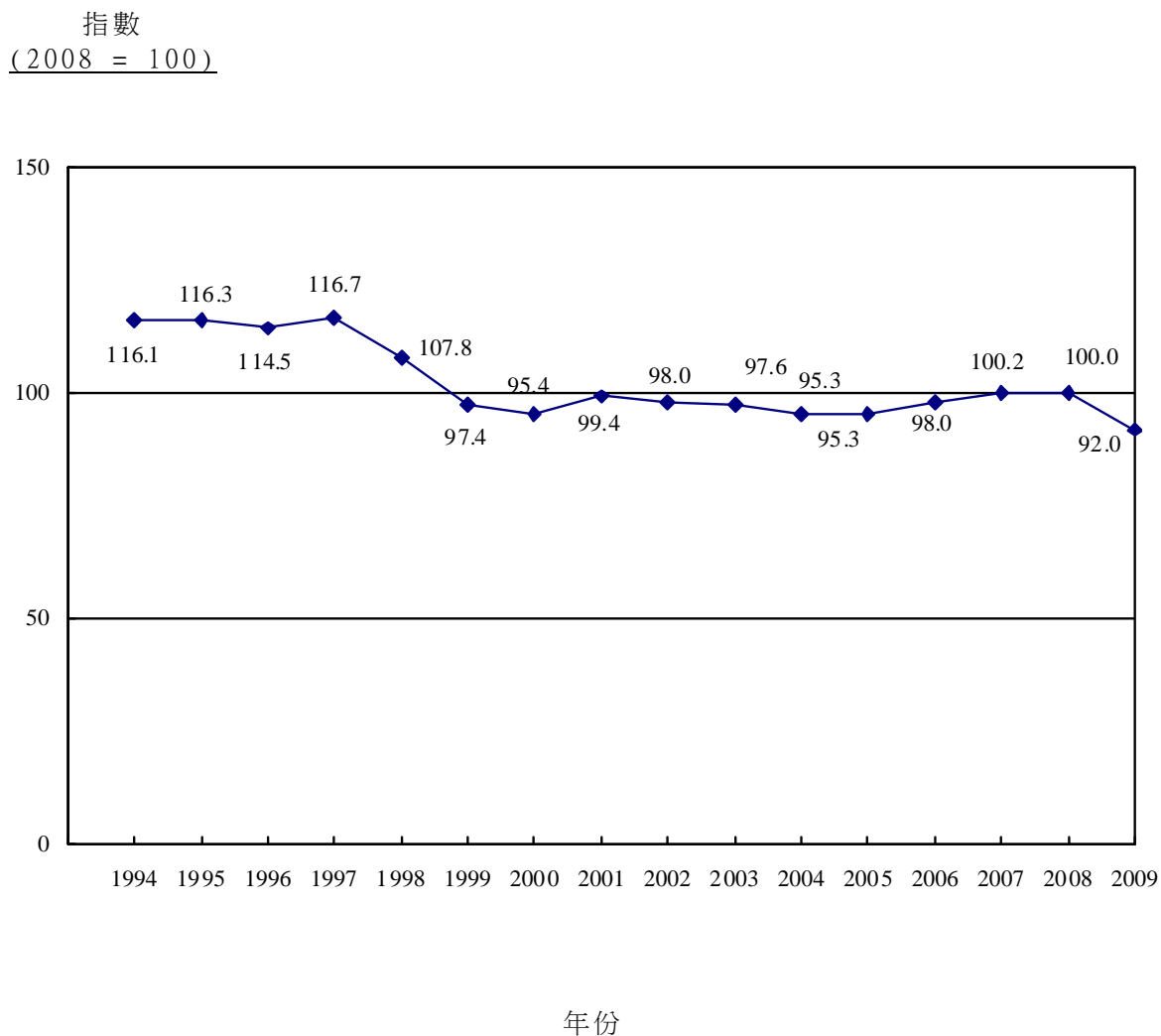
港幣百萬元(M)



資料來源：政府統計處 《香港貿易統計》

3.4 印刷行業的生產指數由2008年(基準年)的100, 降至2009年的92, 反映過去數年本地的紙品及印刷品生產量輕微下降(見下圖3.4)。

圖 3.4 : 紙品及印刷業生產指數



資料來源：政府統計處

註：「生產指數」計算實質本地生產量的變化，即撇除價格變動因素的本地生產量變化。由2008年第三季起，工業生產指數改以2008年為基準年。

3.5 第3.3及3.4段的數據反映印刷業務繼續轉移到中國內地，情況大致上已告穩定。

## 各門類的人力變化

### (A) 印刷業

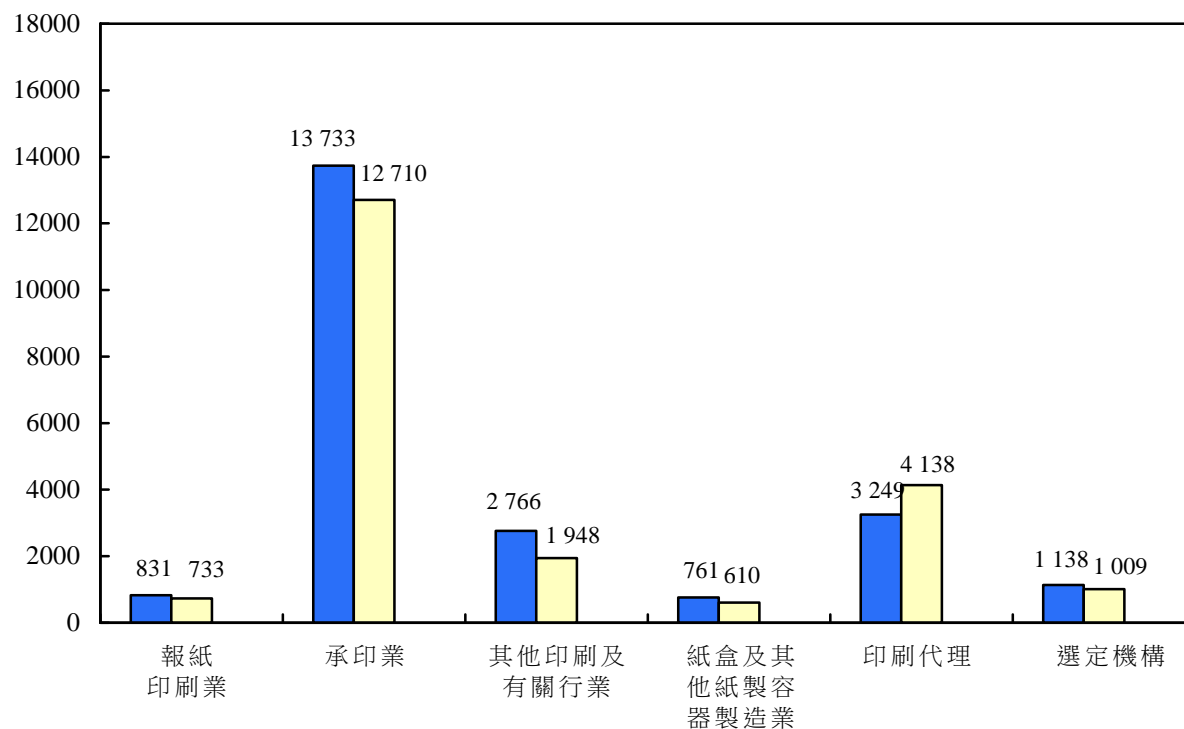
3.6 2008年5月至2010年5月期間，業內各門類的人力變化見下表3.1及下圖3.5：

表3.1： 2008年5月至2010年5月  
印刷業各門類人力變化

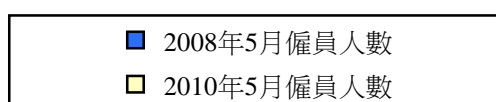
門類	2008年5月 僱員人數	2010年5月 僱員人數	每年變化 百分率
報紙印刷	831	733	-6.1%
承印	13 733	12 710	-3.8%
其他印刷及有關行業	2 766	1 948	-16.1%
紙盒及其他紙製容器製造	761	610	-10.5%
印刷代理	3 249	4 138	+12.9%
選定機構	1 138	1 009	-5.8%
總計	22 478	21 148	-3.0%

圖3.5： 2008年5月至2010年5月  
印刷業各門類人力變化

僱員人數



門類



3.7 調查所見，印刷代理的技術僱員由2008年5月的3 249人，增至2010年5月的4 138人，每年增幅為12.9%，愈來愈多印刷代理及供應商大量僱用銷售人員向中國內地推銷印刷材料、設備及機器是其原因。

3.8 另一方面，其他印刷及有關行業門類、紙盒及其他紙製容器製造業門類的技術僱員，分別由2008年5月的2 766人及761人，減至2010年5月的1 948人及610人，每年減幅為16.1%及10.5%。從業員減少，大概是因為部分印刷業務持續遷往中國內地發展，而數碼印刷方面的需求又有所增加。

3.9 隨著電子印刷逐漸增長，讀者可於網上訂購及閱讀報刊、書籍及其他資訊；另一方面，購買和閱讀印刷本的讀者人數過去幾年均有減少。結果除了印刷代理以外，印刷業其餘門類的人力均告下降。

(B) 出版業

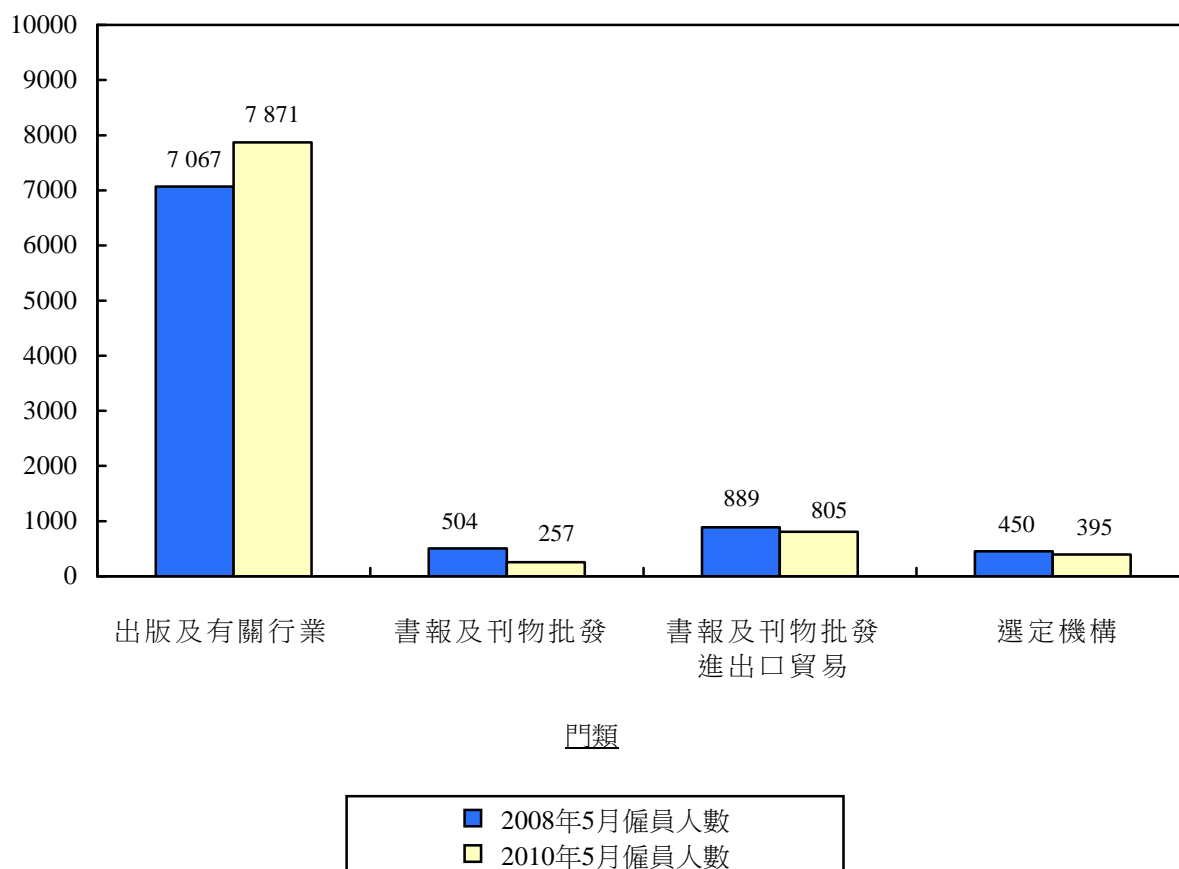
3.10 2008年5月至2010年5月期間，業內各門類的人力變化見下表3.2及下圖3.6：

表3.2： 2008年5月至2010年5月  
出版業各門類人力變化

門類	2008年5月 僱員人數	2010年5月 僱員人數	每年變化 百分率
出版及有關行業	7 067	7 871	+5.5%
書報及刊物批發	504	257	-28.6%
書報及刊物進出口貿易	889	805	-4.8%
選定機構	450	395	-6.3%
總計	8 910	9 328	+2.3%

圖3.6： 2008年5月至2010年5月  
出版業各門類人力變化

僱員人數



3.11 調查數據顯示，出版及有關行業門類的僱員，由2008年5月的7 067人，增至2010年5月的7 871人，每年增幅為5.5%，這主要是由於對「334」教育改革的教科書以及參考書續有需求所致。另一方面，書報及刊物批發門類同期的僱員，由504人大減至257人，減幅達28.6%。減幅顯著是由於營運成本高、讀者人數下降導致本港書店數目減少。書報及刊物進出口貿易、選定機構這兩個門類的僱員人數略減，每年減幅分別為4.8%及6.3%。這是由於網上購買書籍、報章、刊物漸多；同時，更多讀者選擇電子版刊物，亦是導致印刷本進口數量減少的原因。

## 印刷業各技能等級的人力變化

### 印刷業

3.12 印刷業2008至2010年各技能等級的人力變化見下表3.3：

表3.3： 2008年5月至2010年5月  
印刷業各技能等級的人力變化

技能等級	2008年5月 僱員人數	2010年5月 僱員人數	每年變化百分率
技師／管理級	1 385	1 661	+9.5%
技術員級	8 382	8 733	+2.1%
技工級	11 508	9 643	-8.5%
非技術人員級	1 203	1 111	-3.9%
總計	22 478	21 148	-3.0%

### 技師／管理級

3.13 調查結果顯示，業內技師／管理級僱員由2008年的1 385人，增至2010年的1 661人，每年增幅為9.5%。2008年金融危機過後，印刷市場在兩年間逐漸增長，因此，僱主需聘請更多技師及技術員級的專業人員，以應付業內的技術發展及全球的劇烈競爭。人力變化見下表3.4：

表3.4： 2008年5月至2010年5月  
技師／管理級主要職務人力變化

主要職務	2008年5月 僱員人數	2010年5月 僱員人數	每年變化百分率
總經理	236	363	+24.0%
生產經理／品質經理	376	407	+4.0%
營業／客戶服務／ 市場推廣經理	717	837	+8.0%
採購經理	37	30	-10.0%
資訊科技經理（印刷）	19	24	+12.4%
總計	1 385	1 661	+9.5%



## 技術員級

3.14 調查亦顯示，技術員級僱員從2008年5月的8 382人，增至2010年5月的8 733人，原因與第3.13段所述的相同。人力變化見下表3.5：

表3.5： 2008年5月至2010年5月  
技術員級主要職務人力變化

主要職務	2008年5月 僱員人數	2010年5月 僱員人數	每年變化百分率
印刷估價員／營業代表	4 478	5 136	+7.1%
生產策劃員／生產管制員 ／ 品質管制員	1 205	899	-13.6%
督導員／管理員	680	479	-16.1%
機電維修（印刷）技術員	371	315	-7.9%
設計員／設計主任	460	565	+10.8%
印前技術員及資訊科技 （印刷）技術員	729	957	+12.7%
印刷物料採購員／控制員	262	146	-25.3%
技術／產品（印刷）技術 員	197	236	+9.5%
總計	8 382	8 733	+2.1%

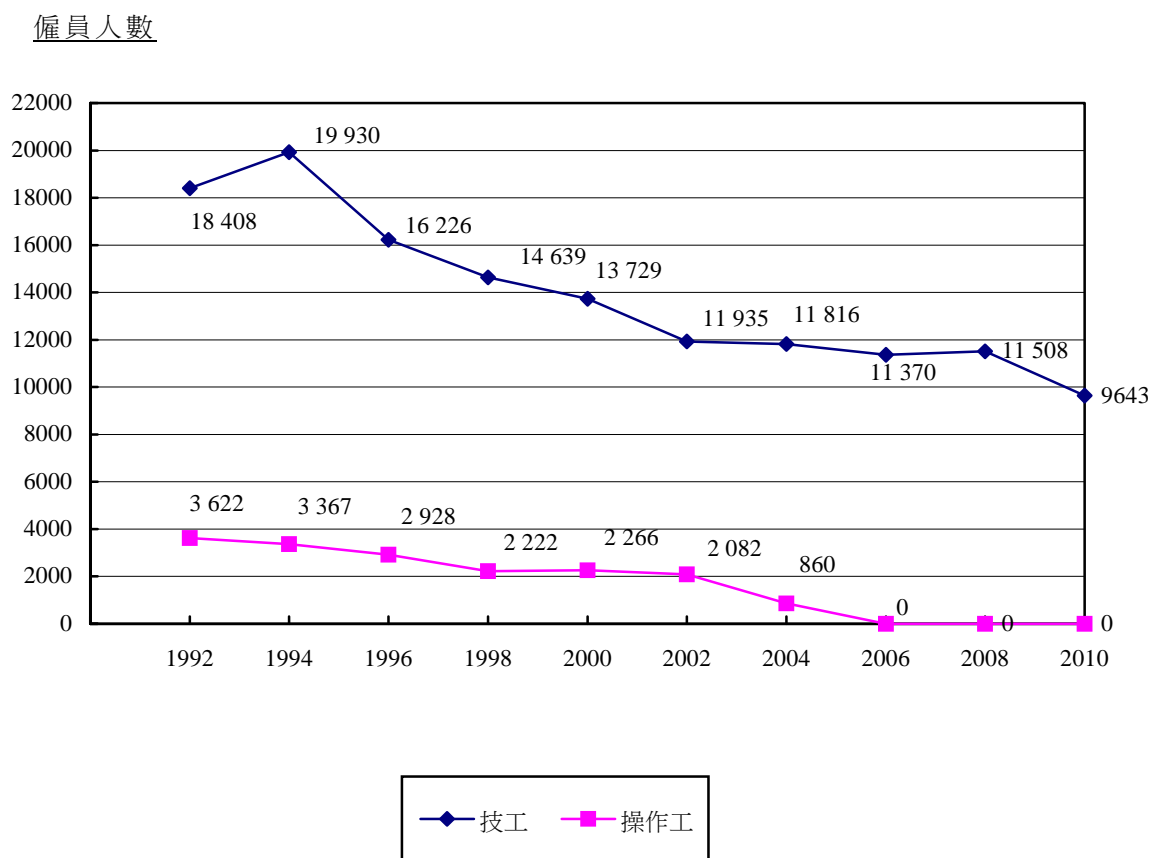
## 技工級及操作工級

3.15 調查結果顯示，過去兩年間，技工僱員人數的每年減幅為8.5%。操作工級職務自2006年起已從調查範圍刪除。人力變化詳見下表3.6及圖 3.7：

表3.6： 2008年6月至2010年5月  
技工級主要職務人力變化

主要職務	2008年6月 僱員人數	2010年5月 僱員人數	每年變化百分率
電子印前系統操作技工	1 520	937	-21.5%
柯式版製作技工	933	585	-20.8%
數碼印刷系統操作技工	163	231	+19.1%
單張給紙式柯式平版機 印刷技工	4 817	4 286	-5.67%
捲筒給紙式柯式平版機 印刷技工	798	719	-5.1%
其他印刷機械及包裝 印刷操作技工	846	624	-14.1%
裝訂技工	1 315	1 263	-2.0%
啤盒工／造模工	387	293	-13.0%
包裝盒完成機技工	220	214	-1.4%
其他印後機械技工	509	491	-1.8%
總計	11 508	9 643	-8.5%

圖3.7： 1992年6月至2010年5月  
技工級及操作工級人力變化



### 出版業各技能等級的人力變化

3.16 出版業在2008至2010年間各技能等級的人力變化見下表3.7：

表3.7： 2008年5月至2010年5月  
出版業各技能等級的人力變化

技能等級	2008年5月 僱員人數	2010年5月 僱員人數	每年變化百分率
經理	1 046	1 148	+4.8%
主任	3 037	3 365	+5.3%
操作人員	4 827	4 815	-0.1%
總計	8 910	9 328	+2.3%

## 經理級

3.17 調查顯示，經理級人手每年增加4.7%。人力變化見下表3.8：

表3.8： 2008年5月至2010年5月  
經理級主要職務人力變化

主要職務	2008年5月 僱員人數	2010年5月 僱員人數	每年變化 百分率
董事經理／總經理／ 出版人	227	277	+10.5%
總編輯／主編	220	217	-0.7%
設計總監／美術總監	96	85	-6.0%
# 製作總監／製作經理	68	57	-8.4%
市場總監／市場經理	147	142	-1.7%
營業總監／營業經理（報 刊）	143	112	-11.5%
營業總監／營業經理監事 （書刊）	67	70	+2.2%
編輯經理	78	175	+49.8%
*電子出版經理	-	13	-
總計	1 046	1 148	+4.7%

# 工作性質與印刷業主要職務「生產經理／廠務經理」相同。

\* 新增主要職務。

## 主任級

3.18 調查亦顯示，出版業的主任級僱員人數輕微上升，每年增幅為5.3%。人力變化詳見下表3.9：

表3.9： 2008年5月至2010年5月  
主任級主要職務人力變化

主要職務	2008年5月 僱員人數	2010年5月 僱員人數	每年變化百分率
策劃編輯／高級編輯	1 415	1 617	+6.9%
設計師	307	436	+19.2%
# 製作主任	98	89	-4.7%
營業主任	625	716	+7.0%
市場／宣傳主任	219	167	-12.7%
客戶服務主任（書籍）	172	182	+2.9%
發行主任（報刊）	201	142	-15.9%
*電子出版主任	-	16	-
總計	3 037	3 365	+5.3%

# 工作性質與印刷業主要職務「督導員／管理員」相同。

\* 新增主要職務。

## 操作人員級

3.19 調查顯示，過去兩年出版業的操作人員數目維持穩定。人力變化見下表3.10：

表3.10： 2008年5月至2010年5月  
操作人員級主要職務人力變化

主要職務	2008年5月 僱員人數	2010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	1 721	1 509	-6.4%
美術設計員／插圖員	782	709	-4.8%
△ 桌面排版操作員	336	361	+3.7%
# 製作助理	99	199	+41.8%
營業代表／營業主任	1 446	1 568	+4.1%
營業助理／宣傳助理	426	439	+1.5%
其他出版業有關職位 (程式編寫員及設計員／ 地圖繪製員)	17	30	+32.8%
總計	4 827	4 815	-0.1%

# 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。

3.20 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) 高檔次生產並採用更多先進科技的趨勢，帶動印刷業技師／管理人員和技術員的人力顯著增加，每年升幅分別有9.5%及2.1%。這個升幅顯示，更多印刷公司都已增強技術僱員的實力，以應付愈來愈高的市場需求及技術發展；

- (b) 總經理及生產／品質經理由612人增至770人（每年增幅為12.2%），而生產策劃員／管制員及督導員／管理員則由1 885人減至1 378人（每年減幅為14.5%），顯示香港的印刷公司繼續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，印刷代理的人數增幅仍然顯著；
- (d) 營業／客戶服務／市場推廣經理由717人增至837人，印刷估價員／營業代表由4 478人增至5 136人，兩者的每年增幅分別為8.0%及7.1%，反映這些主要職務需要聘用人手往內地推銷印刷材料、設備及機器；
- (e) 印前技術員及資訊科技（印刷）技術員，以及設計員／設計主任每年增幅顯著，分別為12.7%及10.8%，反映數碼印刷增長持續；
- (f) 技工級人數每年減幅為8.5%。柯式版製作技工、電子印前系統操作技工、單張給紙式柯式平版機印刷技工數目普遍錄得減幅，每年分別減少20.8%、21.5%及5.7%，顯示柯式印刷需求下降。不過，因數碼印刷需求續增，數碼印刷系統操作技工總數每年大增19%，有231人。

## (B) 出版業

- (a) 董事經理／總經理／出版人、編輯經理的人力有顯著增幅，每年增幅分別為10.5%及49.8%，，反映過去兩年有更多小型出版公司成立。另一方面，由於業內科技發展，製作總監／製作經理、設計總監／美術總監數目，分別錄得每年8.4%及6.0%的減幅，顯示製作刊物所需的人手減少。
- (b) 由於報紙銷量持續下跌，以及愈來愈多讀者轉用電子設備如智能手機及平板電腦在網上閱讀報刊，營業總監／營業經理（報刊）和發行主任（報刊）的人力亦顯著減少，每年減幅分別為11.5%及11.3%。

- (c) 鑑於電子出版業務持續增長，人力調查新增電子出版經理及電子出版主任等兩個職務，分屬經理級及主任級。是次調查錄得出版經理13人及主任16人。基於相同原因，調查顯示主任級的設計師、營業主任及策劃編輯／高級編輯的人力每年增幅分別為19.2%、7.0%和6.9%。
- (d) 調查亦顯示，助理編輯／稿件編輯／美術編輯／校對員以及美術設計員／插圖員的人力每年減幅分別為6.4%和4.8%，但桌面排版操作員的每年增幅則有3.7%。這主要是由於業內進一步電腦化，電腦插圖和圖畫逐步取代手繪，導致有關工作所需的人力減少。
- (e) 製作助理的人力每年增幅顯著，達41.8%，主要是由於門類1—出版行業的公司數目，由2008年的854間大增至2010年的1 179間。

## 人力數字與本會預測比較

### (A) 印刷業

3.21 下表3.11 將實際人力數字（僱員人數加空缺數目），與本會在2008年的預測作一比較：

表3.11： 2010年人力數字與2008年預測比較

技能等級	2010年 實際人力數字	本會對2010年 的人力預測	人力預測與 實際人力數字比較
技師／管理級	1 664	1 502	- 9.7%
技術員級	8 879	9 043	+ 1.8%
技工級	9 712	12 288	+ 26.5%

3.22 本會兩年前對技師／管理級人力的預測較實際人力為低，但對技術員級及技工級的預測則較實際為高。技術員級的實際人力與本會的預測頗為接近，相差幅度只有±2%；技師／管理級及技工級的預測與實際數字出現重大差距，是由於技師／管理級人力顯著增加，但技工級職務則劇減所致。



## (B) 出版業

3.23 下表3.12將實際人力數字（僱員人數加空缺數目），與本會在2008年的預測作一比較：

表3.12： 2010年人力數字與2008年預測比較

技能等級	2010年實際人力數字	本會對2010年的人力預測	人力預測與實際人力數字比較
經理級	1 151	1 137	- 1.2%
主任級	3 406	3 256	- 4.4%
操作人員級	4 894	5 198	+ 6.2%

3.24 本會所預測的經理級及主任級人力需求，較實際人力為低，但操作人員級的預測則較實際人力為高。首兩個級別的實際人力與本會的預測頗為接近。操作人員級的差距顯著，是由於本會對這個級別的人力增長過於樂觀所致。

## 業務展望

### 概述

3.25 自《內地與香港關於建立更緊密經貿關係的安排》（CEPA）第七階段於2010年5月實施後，港產貨品現時進入內地享有零關稅，加上中國2011年3月公布《十二五規劃》，開放內地市場，為香港的公司締造更多商機。

3.26 內地實施《勞動合同法》和加工貿易政策，均成為重要營運成本項目；環保意識逐漸普及，加上需遵行各項安全規定，中國及其他國家收緊有關環境的法例，本港機構一直承受巨大壓力，而且預期來年仍會繼續受壓。

3.27 此外，人民幣不斷升值，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。珠三角地區人力短缺亦是另一項挑戰。除了內地企業，本地公司還要面對亞洲其他製造商的激烈競爭。

3.28 香港電訊網絡發達，是印刷業及出版業的重要資產，讓數碼印刷及電子出版得以持續發展。另一方面，生產工序走向自動化或電腦化，使印刷公司更多採用資訊科技；本會認為，業界對於能掌握資訊科技又具經驗的人員將會需求甚殷。

3.29 2011年3月11日，日本發生有史以來最嚴重的九級地震，並引發巨大海嘯，沖毀東部沿岸樓房建築和汽車，災情範圍甚廣；地震亦破壞了區內兩間核電廠及不少油墨和製紙廠。雖然這場災難的人命和經濟損失，以及對印刷業帶來的影響仍有待確定，但預期會非常巨大。由於日本是全球主要油墨和紙張供應商之一，本會認為本地印刷業勢將受到嚴重影響。

## 印刷業

3.30 上述形勢和機遇相信可令香港印刷業受惠。自2009年起，中國內地已成為世界第三大印刷市場，本會亦相信內地龐大的印刷市場會為香港的印刷公司帶來可觀的商機。

3.31 印刷仍是本港製造業龍頭之一。愈來愈多海外顧客均希望縮短周轉期和交貨時間，以賺取最大利潤。由於能做到交貨快、取價具競爭力、品質高，以及能應付急單等要求，本會相信本地印刷公司可以取得更多海外顧客的訂單；有些公司為顧客提供由初始概念、設計、生產到交貨的「全方位解決方案服務」，將可進一步提升其競爭力及市佔率。

3.32 過去兩年，數碼印刷愈趨普及，預計來年仍會繼續增長。世界各地的顧客，現在均可直接或透過中價軟件服務商，傳送單份或大量印刷訂單，與一些能提供接需求而作出數碼印刷方案及服務之印刷公司。這是一個龐大市場，香港的印刷公司應裝備好迎接前面這些商機和挑戰。

3.33 另一方面，電子出版日漸普及，將對印刷業構成威脅。不少過去以印副本出現的刊物已變為電子版，方便參閱及實現環保概念；業務章程及教科書的電子版日見普及便是其中例子。面對此等重大挑戰，香港的印刷商必須精簡和分散業務，使公司更有效率，業務更勝從前，同時，亦要發展更高增值、更富成本效益的產品／服務，以提升競爭力。

3.34 面對各項競爭和挑戰，預計更多僱主會分散印刷業務，由生產轉為營銷，並由本港轉往中國內地發展。因此，對熟練技師及技術員級別的人力需求，將會更多。另一方面，顧客亦會在內地僱用更多技工及操作工級人員。

## 出版業

3.35 與印刷業不同，出版業整體人力穩定增長，為配合新高中「334」教育改革，需要重新編寫教科書及相關教材是其原因，而且本地一般出版市場亦頗為穩定。與去年同期調查比較，僱主預測2011年5月時人力減幅為0.2%，顯示出版公司一方面對將來業務維持審慎態度。另一方，僱主面亦會精簡人手。基於上述情況，兼且人們普遍仍有閱讀印刷本的習慣，本會估計出版業來年會繼續平穩發展。

3.36 2010年，香港政府推行「學校電子學習試驗計劃」，甄選20至30間中、小學作為試行對象。這項6,800萬元的計劃為期三年，目的是建立一個分享學習資源的網上平台，發揮網上教材靈活互動的特點，以提升學習興趣和意欲，將為香港的出版公司帶來不少商機。

3.37 「334」教育改革由2009年開始實施，新教科書的需求持續穩定。未來數年，有需要監察推行成果及再行修訂課程。

3.38 另一方面，近年智能手機、平板電腦及其他無線電子通訊設備的普及，催生了愈來愈多的電子版書刊和漫畫，更為公眾所熟悉。2010年香港書展首設電子書專區，讓出版商及相關機構推廣產品及服務。電子書另一重要功能，是取代辭典、百科全書等笨重的參考書，更方便參考。總括來說，這將會是出版業另一拓展業務市場的機會。本會鼓勵本地出版商與無線通訊營運商合作，以便把現有及新的書刊內容轉為電子出版格式，透過互聯網放在指定網頁或應用程式商店銷售。預計電子出版市場來年會持續增長，出版商有需要為這個市場制定適當的業務模式。

## 未來技術發展

### (A) 印刷業

3.39 數碼印刷由於具備可小量印刷（1至5,000份）、按需印刷、可變數據印刷、交貨快及網絡印刷等優點，因此將可進一步擴闊業務範圍。另一方面，數碼印刷已走進日常生活，例如為一些特別活動如婚禮、生日派對、嬰

孩出生、畢業等而製作的家庭圖冊、紀念冊、個人歷史圖冊和相簿等，可以小量和快速印刷，這將成為一門快速增長及高利潤的業務。

3.40 目前，世界各地的出版商和印刷買家要求印刷標準化，印刷機構在這方面的壓力日增。不同國家採用的印刷標準認證系統不一，如國際標準化組織（ISO TC130 Graphic Technology）、美國IDEAlliance G7、瑞士Ugra PSO及德國Fogra PSO等。未來，印刷標準化將會是印刷機構品質保證的必備證明。

3.41 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及符合綠色印刷標準，印刷公司須使用再造紙、UV油墨、用大豆和蔬菜提煉的油墨、低揮發性有機化合物和不含化學物質的印版。中國內地的教材印刷公司，快有需要取得綠色印刷認證。

3.42 除了常見在紙張、布料、塑料和金屬上印刷外，亦可在木材和玻璃等其他不同物料上印刷。近期，正在開發印刷電子這項新的印刷技術。其獨特之處是可印刷薄身、柔韌的電子器件，因此，未來數年將會逐漸發展至試製低成本、高效能的電子器件如軟性顯示屏、智能標籤等。

## (B) 出版業

3.43 過去幾年，電子出版業務增長迅速，未來仍會繼續增長。有愈來愈多採用不同操作系統（Android、Symbian、Window Mobile等等）的電子器材可配合電子出版業務。除了廣受歡迎的蘋果i-phone和i-pad外，市場上還有其他電子書閱讀器、小型筆記本電腦、平板電腦和流動通訊器材。這將令電子出版市場更加蓬勃。故此可以預見，電子書將為出版業帶來獲利商機。

3.44 電子出版現使用不同標準／格式，為不同的電子書閱讀器所使用，如可攜式文件格式（PDF）、電子版（EPUB）、超文件標示語言（HTML）、文字文件（TXT）、JPG、可延伸標示語言（XML）、可擴展樣式語言（XSL）、印件定義格式（JDF）、PRISM及萬維網聯盟（W3C）網絡標準等，目前仍未有共用標準。另一方面，現有及新的內容可轉為不同標準／格式，以使用於各款電子書閱讀器及應用程式，將成為作者和出版商的一大資產。不過，在數字內容管理（DCM）及數字版權管理（DRM）等重要問題上，作者、出版商、服務供應商及代理角色和利益關係，仍有待解決。

3.45 未來電子出版的發展將包括多媒體互動特點、不同語言、格式互相兼容及視聽功能，繼而發展至全媒體出版，結合文字、圖像、相片、聲音、錄像和影片（包括立體）等媒體，然後透過互聯網及其他無線通訊網絡傳送內容。

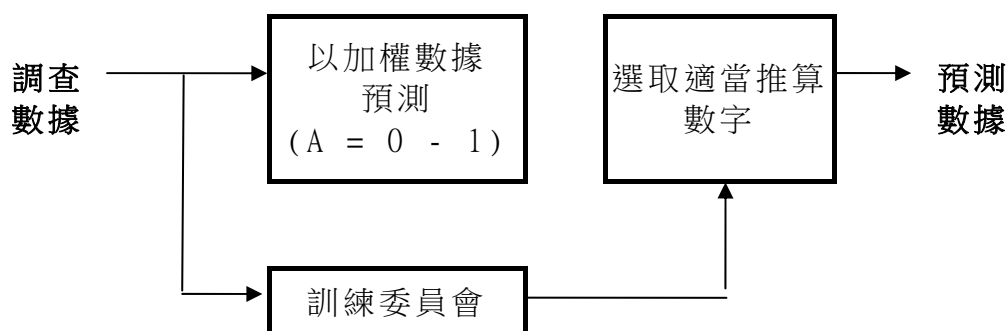
## 未來人力預測

3.46 基於印刷及出版業過往的歷史趨勢、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（2011至2013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，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。

3.47 考慮到上述因素，以及本調查中僱主對2011年的人力預測，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2011至2013年所需的額外人手。

### (A) 印刷業

3.48 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。但礙於印刷業務性質複雜，「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、從業人口模式、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：



3.49 本會審閱過印刷業過往及是次調查所得數據，並考慮到未來發展，預測未來數年對技師及技術員的需求將持續增加。

3.50 根據上述估計，印刷業在未來三年需額外增加的技師級、技術員級、技工級人手如下：

表3.13： 2011至2013年印刷業每年額外人手需求

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	63	53	116	105 - 128
技術員級	129	268	397	357 - 437
技工級	0	289	289	260 - 318

上述數字按主要職務細分的情況見附錄17。

(B) 出版業

3.51 「調節過濾法」也用於預測出版業的人力需求。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、操作人員級的自然流失率亦定為3%。

3.52 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 3.14： 2011至2013年出版業每年額外人手需求

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	32	36	68	61 - 75
主任級	34	103	137	123 - 151
操作人員級	6	145	151	136 - 166

上述數字按主要職務細分的情況見附錄18。

## 人力供求分析

3.53 預測印刷業 2011至2013年每年需要105至128名技師；如連同附錄18所述，出版業同期需要4至5名製作總監／經理，則2011至2013年業界每年總共需要109至133名技師／經理級人手。

3.54 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，所以目前的人力供應不足。青年人如有志進修較高程度的印務課程，須往海外求學。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。

3.55 香港知專設計學院的傳意設計及數碼媒體系是本地唯一提供印務學科高級文憑課程的院校。預計畢業人數如下：

<u>課程</u>	<u>估計畢業人數</u>		
	<u>2010/11</u>	<u>2011/12</u>	<u>2012/13</u>
<u>全日制</u>			
商業印刷及數碼媒體出版 高級文憑	48	0	0
攝影及平面成像高級文憑	17	1	0
印刷及出版高級文憑	0	50	92
總計：	65	51	92

3.56 雖然知專設計學院的畢業生人數未足以應付印刷業未來三年的預測需求；然而，其他學科的高級文憑畢業生有些或會入行，擔任技術員級職務。

3.57 預測印刷業對技術員的需求將會增加，未來三年每年需要357至437人；如連同附錄18所述，出版業同期需要3至5名製作主任，則2011至2013年業界每年總共需要360至442名技術員。

3.58 根據卓越培訓發展中心（印刷業）（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		
	2010/11	2011/12	2012/13
中專文憑 （廣告、包裝及印刷）	25	0	0
中專文憑 （平面圖像傳播）	25	0	0
中專教育文憑課程 （廣告、包裝及印刷）	100	25	140
中專教育文憑課程 （平面圖像傳播）	210	25	160
總計：	360	50	300

3.59 卓越培訓發展中心（印刷業）的畢業生總數，可應付2011年的預測需求，但遠低於2012年的預測需求，亦稍低於2013年的預測需求。不過，部份技術員級別職務，會透過中學離校生參加學徒訓練計劃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，由受過適當訓練的專業院校技術員畢業生擔任技術員工作，會更為勝任。

3.60 技工方面，雖然預測未來三年需求沒有增長，但仍需有固定的人力供應，以維持本地印刷業務。預測2011至2013年每年需要260至318名印刷技工；如連同附錄18所述，出版業同期每年需要印刷技工（製作助理）5至7人，則業界在2011至2013年總共需要265 至 325名技工。



3.61 根據卓越培訓發展中心（印刷業）的訓練名額，技工畢業生人數如下：

<u>課程</u>	<u>估計畢業人數</u>		
	<u>2010/11</u>	<u>2011/12</u>	<u>2012/13</u>
中專教育文憑（廣告、包裝及印刷）--基本技術證書	0	20	20
中專教育文憑（平面圖像傳播）--基本技術證書	0	20	20
總計：	0	40	40

3.62 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。

3.63 本會將在2012年進行另一次人力調查，檢討和更新業內的人力需求資料，並監察最新科技發展的進程，以便為從業員提供訓練。

## 第四章

### 建 議

4.1 2008年全球金融危機過後，本港的印刷業及出版業復蘇良好，本港經濟亦預期會保持增長。不過，人民幣幣值持續急升，工資、稅項及關稅上漲，能源及物料價格上揚等，都對業界構成威脅。珠三角地區人力短缺亦是另一項挑戰。此外，2011年3月11日日本發生九級地震，震撼大片土地，並引發巨大海嘯，不但沖毀樓房建築和汽車，亦破壞了不少油墨和製紙廠。雖然災難造成的總體損失仍未確定，但印刷業肯定會受影響。在另一方面，中國內地自2009年起已成為世界第三大印刷市場；2011年3月初中國公布《十二五規劃》，不但會促進內銷需求，加速城市化，同時亦以建設成印刷大國為目標，亦因此會為香港的公司締造不少商機。

4.2 基於以上種種，本會對印刷業和出版業的前景持審慎樂觀的態度，相信業務來年有溫和增長。本會建議僱主考慮採取以下措施，以應對目前情況和未來的挑戰：

- (i) 精簡和分散業務，提升運作效率，使業務更勝從前；
- (ii) 發展更高增值、更富成本效益的產品／服務，以提升競爭力；
- (iii) 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，使公司更具實力和競爭力；
- (iv) 以最具成本效益的方法繼續開拓新商機，擴大市場佔有率；及
- (v) 維繫現有的重點客戶，加強伙伴合作，並尋求與潛在的新客戶建立伙伴關係。

4.3 關於員工技術及才幹方面，本會建議僱主除了考慮個別公司的培訓需求，亦宜參考附錄15及16的印刷業和出版業的「僱員所需的訓練」資料。在這個特別的時刻，僱主亦宜加強培訓力度，確保有足夠的幹練人才迎接前面的挑戰和商機。本會亦建議職業訓練局及其他培訓機構密切留意以上的培訓需求，適時為業界提供所需培訓服務。

4.4 本會認為，每兩年一次進行人力調查，對建立歷史數據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，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

4.5 調查期間，印刷業受訓者只有32名，出版業受訓者只有一名。由於訓練期一般需時長達三年，現時業內的訓練力度顯然不足以應付需求。

4.6 為確保技術人手供應充足，本會促請僱主參考下列數字培訓人手：

**表 4.1：2010至2013年  
建議每年培訓人數**

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	116	68
技術員／主任級	397	137
技工／操作人員級	289	151

上述印刷業及出版業主要職務的人力培訓數字，分別見附錄17、18。

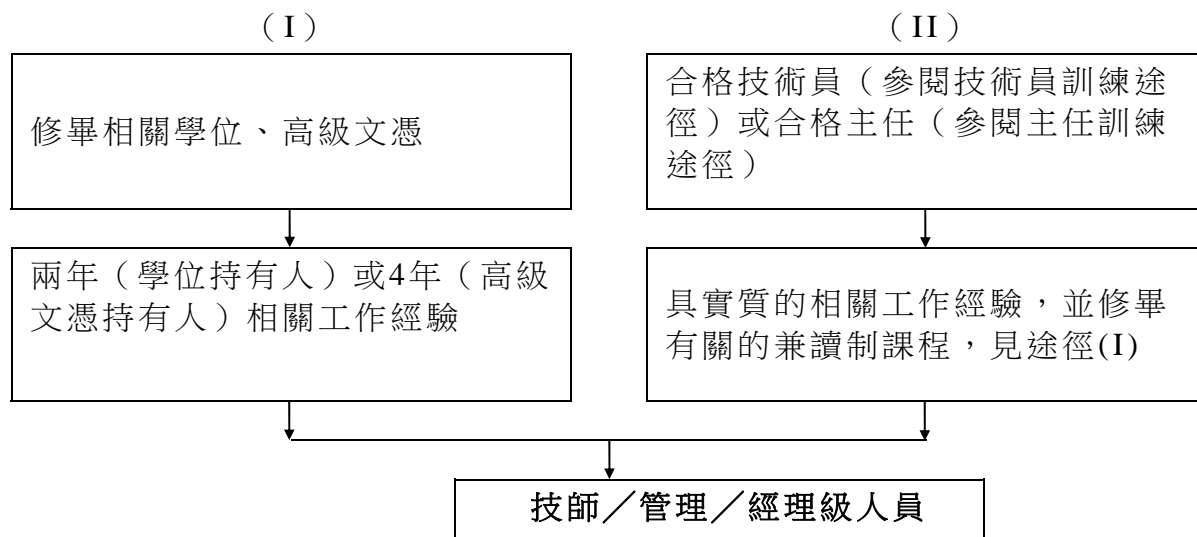
4.7 僱主進行機構人力策劃時，請參考第4.6段所載數字。於2011-2013年，印刷業每年所需培訓的技師／管理人員、技術員及技工，約佔現時各級人力的7.0%、4.6%及3.0%；出版業每年所需培訓的經理、主任、操作人員，約佔現時各級人力的5.9%、4.1%及3.1%。

4.8 技師／管理／經理級、技術員／主任級、技工／操作級人員的建議訓練途徑載於下列各段。

## 技師／管理／經理級訓練

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

4.10 以下為訓練技師／管理／經理級人員的一般途徑；



4.11 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／經理級人員（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。

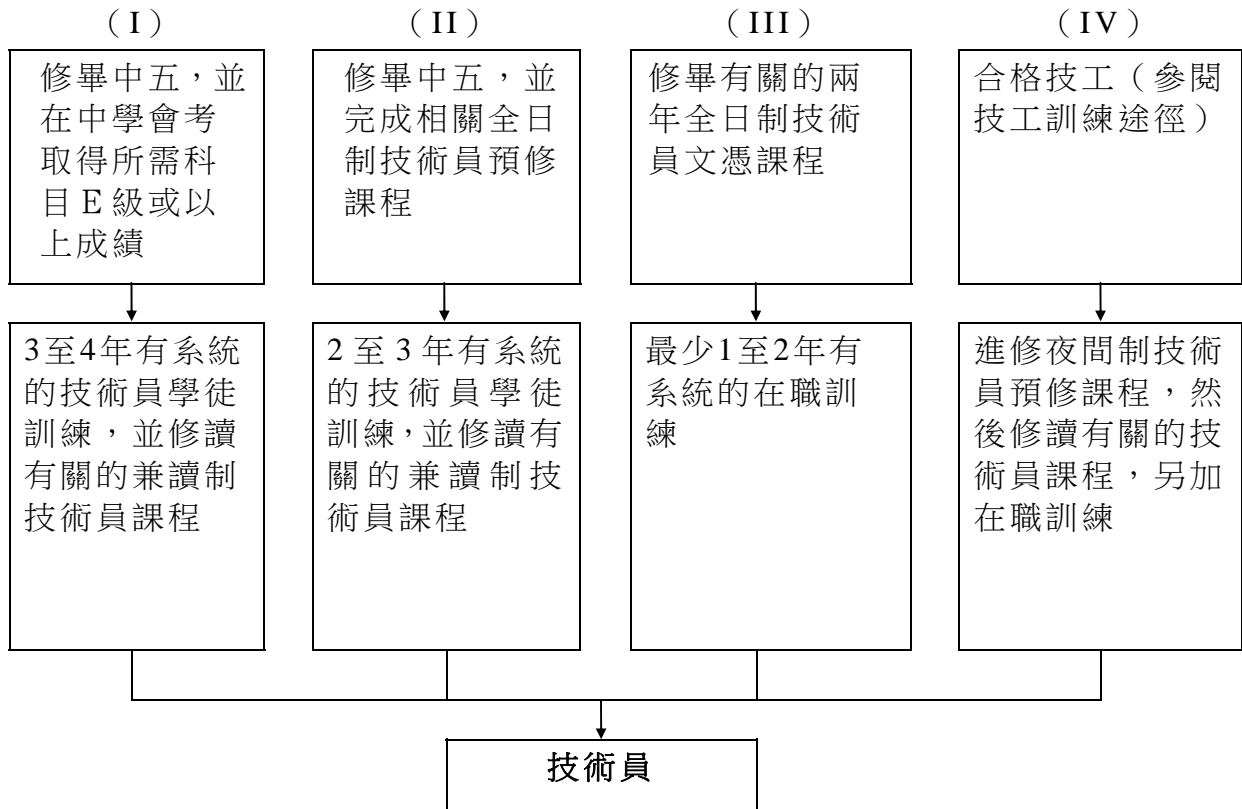
4.12 建議僱主資助屬下技術員／主任修讀夜間制學位、高級文憑或高級證書課程，以提升其知識及技能。

## 技術員／主任級訓練

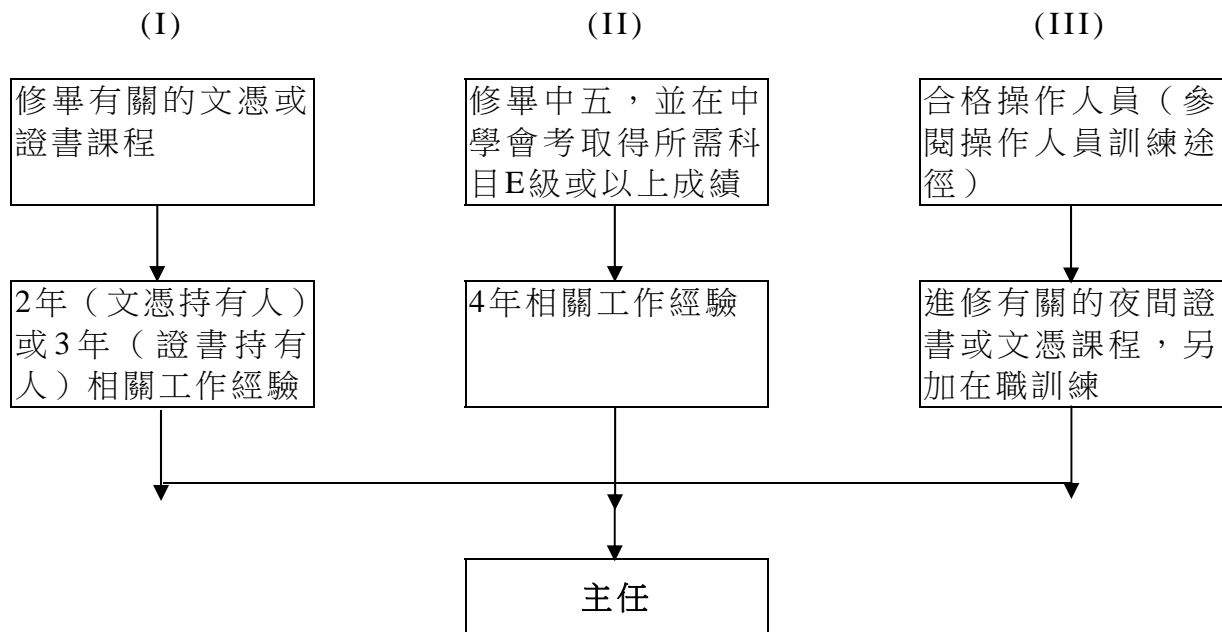
4.13 技術員或主任應能運用已確立的技術知識和程序，執行技術職務，包括督導技工或操作人員等。技術員培訓應包括在職實務訓練和修讀有關的技術員證書課程，使他們能兼具實際經驗和理論識。

4.14 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



4.15 職業訓練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、文憑和兼讀制高級文憑課程，另有兼讀制印刷學增修課程；該局的卓越培訓發展中心（印刷業）開辦一年全日制技術員基礎證書課程及新辦中專教育文憑課程，為年輕人投身技術員級職務或升學做好準備。

4.16 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卓越培訓發展中心（印刷業）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。

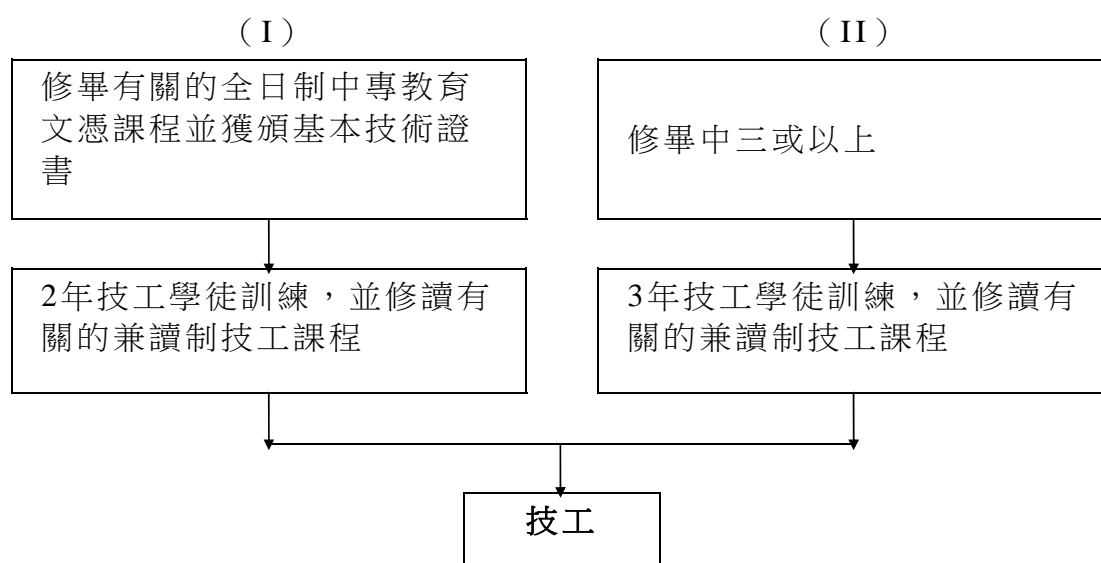
4.17 本會十分鼓勵印刷業及出版業僱主聘用卓越培訓發展中心(印刷業)或香港知專設計學院畢業生；此外，僱主亦可保送僱員進修兼讀制課程，增進其技能知識。

## 技工／操作人員級訓練

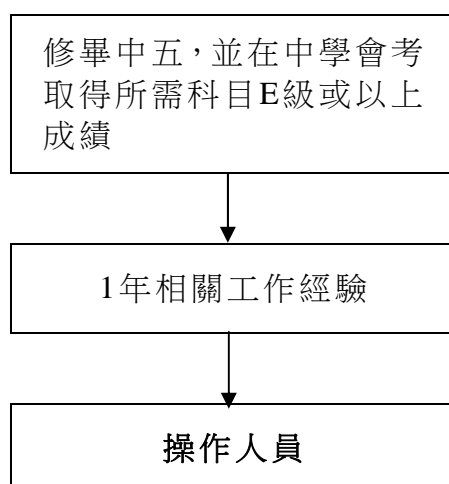
4.18 技工或操作級人員，是指能運用技能以擔任多類相關職務的技術僱員；除了實務技能，他們還須具備有關理論知識，才能適應科技演進。

4.19 訓練技工及操作人員的途徑建議如下：

### (A) 印刷業－技工



### (B) 出版業－操作人員



4.20 職業訓練局屬下卓越培訓發展中心（印刷業）自2009年停辦基本技術證書課程；由2009／10學年起，推出全新的中專教育文憑課程，融合先前基本技術證書課程內容。完成930小時的行業科目及210小時的通識科目，可獲168個學分。畢業生將獲頒基本技術證書。

### **印刷學基本技術證書課程**

4.21 在全日制中專教育文憑課程之下，卓越培訓發展中心（印刷業）可讓學生選擇基本技術證書為結業學歷。這類課程包括實務訓練、行業知識及通識教育，對於就業興趣較大的青年人入行甚有幫助。

4.22 基本技術證書課程學員畢業後，可投身業內加入第二年技工學徒訓練，兩年後滿師。本會呼籲僱主聘用這類學員為印刷學徒，訓練期較短，而且他們亦具備基本技能，可立即投入生產工作。

4.23 卓越培訓發展中心(印刷業)所辦的基本技術證書課程詳列於第4.29段。

### **技能提升計劃**

4.24 為協助低學歷、低技術／傳統技術僱員改善就業條件，政府推行一項技能提升計劃(SUS)。學員修讀這個計劃的課程，可獲資助七成學費。合適的課程機構可競投開辦印刷業SUS課程。自2001年9月推行以來，修讀過印刷業SUS課程者超過11 600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。

### **印刷業技能測驗**

4.26 職業訓練局已核准由屬下訓練委員會推行一項自願參加性質的技能測驗及證書頒發制度，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，現時辦有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，讓他們的從業地位得到正式承認。

### **卓越培訓發展中心（印刷業）**

4.29 本會亦負責對卓越培訓發展中心（印刷業）的運作提供意見。中心所辦的全日制課程如下：

	訓練期
(a) 中專文憑(廣告、包裝及印刷)	三年(或一年精修課程)
(b) 中專文憑(平面圖像傳播)	三年(或一年精修課程)
(c) 中專教育文憑(基本技術證書學歷)	最少一年
(d) 中專教育文憑(技術員基礎證書學歷)	一至兩年
(e) 中專教育文憑(中專文憑學歷)	一至三年
(f) 香港知專設計學院及香港專業教育學院（設計、印務、紡織及製衣系，以及工商管理系）之實務訓練	3 – 180小時

### **傳意設計及數碼媒體學系**

4.30 香港知專設計學院屬下設有傳意設計及數碼媒體系，本會呼籲僱主積極僱用該系的全日制課程畢業生。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）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 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，配備多種生產設施，進行數碼及工作流程實況示範。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 本會為印刷業的主要職務出版訓練方案及工作範圍手冊，可供僱主制訂培訓計劃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，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。因應所推算的人力需求，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；而僱主則應為僱員提供更多在職訓練，並准許他們接受職外增修訓練。

### **外間課程／研討會**

4.36 本會與各院校及出版機構合作，為印刷及出版從業員舉辦了多個短期實務課程／研討會，以加強他們的知識技巧，協助他們適應經濟轉變及行業要求。僱主應多鼓勵僱員參加這類有助提升水平的外間課程／研討會。

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

Membership (as at 31<sup>st</sup> March 2011)  
委員名單（截至二〇一一年三月三十一日止）

Chairman

主席

Mr LEE Tak-wing, James  
李德榮先生

Vice-chairman

副主席

Ms CHEUNG Shin-ye  
張倩儀女士

Members

委員

Mr CHAN Ka-yeung, Edmund  
陳家揚先生

Mr CHAN Man-ming  
陳文明先生

Mr HO Kin-chung  
何建中先生

Mr IP Kam-shing  
葉淦誠先生

Mr LAI Chau-wah, Charles  
黎秋華先生

Mr LAI Chun-fai, Eric  
黎振輝先生

Mr LAM Kwong-yu  
林光如先生

Ms LAM Sum-sum, Cynthia  
林心心女士

Mr LEUNG Siu-yin  
梁兆賢先生

Mr NG Wang-kuen, Thomas  
吳宏權先生

Mr TANG Kee-wong  
鄧其煌先生

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 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

Miss YU Pik-suen Becky  
余碧宣小姐

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  
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
香港九龍九龍灣宏光道39號宏天廣場20樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

3748 9400 / 3748 9401

Our Reference 本局檔號 (1) in PP/4/2 (2010)

Your Reference 來函檔號



3<sup>rd</sup> May 2010

Dear Sir/Madam,

**2010 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.

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

---- 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).

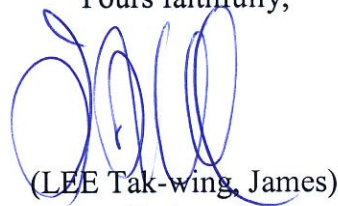
An officer of the Census and Statistics Department will contact your office around May - June 2010. The officer will answer any queries you may have and assist in the completion of the questionnaire if necessary.

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

The Manpower Survey Report will be uploaded onto the VTC website at <http://pptb.vtc.edu.hk>. You are welcome to download the report in due course.

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  
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
香港九龍九龍灣宏光道39號宏天廣場20樓  
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

3748 9400 / 3748 9401

Our Reference 本局檔號 (1) in PP/4/2 (2010)

Your Reference 來函檔號



執事先生/女士:

### 印刷業二零一零年人力調查

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二零一零年五月至六月期間聯絡 貴機構，解答有關問題及在需要時協助填表。

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。

是次人力調查報告書將會上載本局網頁，網址為 <http://pptb.vtc.edu.hk>，歡迎下載。

如對是次調查有任何查詢，請電 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

二零一零年五月三日



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> <p style="text-align: center;">Better 較佳</p> <p style="text-align: center;">Same 不變</p> <p style="text-align: center;">Worse 較差</p> <p style="text-align: center;"> <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 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> <p style="text-align: center;">Technologists / Managers      Technicians / Supervisors      Craftsmen 技師／管理人數      技術員／督導人數      技工人數</p> <p style="text-align: center;"> <input type="checkbox"/><input type="checkbox"/> 12      <input type="checkbox"/><input type="checkbox"/> 14      <input type="checkbox"/><input type="checkbox"/> 16   </p>	<p>For Official Use Only (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/> 18</p>		
<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> <p style="text-align: center;">Technologists / Managers      Technicians / Supervisors      Craftsmen 技師／管理人數      技術員／督導人數      技工人數</p> <p style="text-align: center;"> <input type="checkbox"/><input type="checkbox"/> 19      <input type="checkbox"/><input type="checkbox"/> 21      <input type="checkbox"/><input type="checkbox"/> 23   </p>	<p>For Official Use Only (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/> 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> <p style="text-align: center;"> <input type="checkbox"/> 26      <input type="checkbox"/> 27   </p> <p>Number of Mainland employees (excluding those employees deployed from HK) 內地僱員數目（不包括從香港派往的僱員）</p> <p style="text-align: center;">Technologists / Managers      Technicians / Supervisors      Craftsmen 技師／管理人數      技術員／督導人數      技工人數</p> <p style="text-align: center;"> <input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/> 29      <input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/> 33      <input type="checkbox"/><input type="checkbox"/><input type="checkbox"/><input type="checkbox"/> 37   </p>	<p>For Official Use Only (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/> 28</p> <p style="text-align: center;"><input type="checkbox"/> 41</p>		
<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 style="text-align: center;"><b>Technologist/Managerial Level</b> 技師／管理級</p>	<p style="text-align: center;"><b>Technician/Supervisory Level</b> 技術員／督導級</p>	<p style="text-align: center;"><b>Craftsman Level</b> 技工級</p>	<p><b>Code</b>      <b>Education</b> 編號      教育</p> <p>1      University Degree or above 大學學位或以上</p> <p>2      Higher Diploma/Associate Degree 高級文憑／副學士</p> <p>3      Diploma/Higher Certificate 技術員文憑／高級證書</p> <p>4      Certificate/Secondary 5 to 7 證書／中五至中七</p> <p>5      Craft Certificate/Below Secondary 5 技工證書／中五以下</p>	<p><b>Code</b>      <b>Training Mode</b> 編號      訓練方式</p> <p>1      On the job training 在職訓練</p> <p>2      Apprenticeship 學徒訓練</p> <p>3      Others 其他</p>	<p><b>Code</b>      <b>Training Period</b> 編號      訓練時間</p> <p>1      4 years or above 四年或以上</p> <p>2      3 to less than 4 years 三年至四年以下</p> <p>3      2 to less than 3 years 二年至三年以下</p> <p>4      1 to less than 2 years 一年至二年以下</p> <p>5      6 - less than 12 months 六至十二個月以下</p> <p>6      Below 6 months 六個月以下</p>
<p style="text-align: center;">Education      Training Mode      Training Period 教育      訓練方式      訓練時間</p> <p style="text-align: center;"> <input type="checkbox"/> 42      <input type="checkbox"/> 43      <input type="checkbox"/> 44   </p>	<p style="text-align: center;">Education      Training Mode      Training Period 教育      訓練方式      訓練時間</p> <p style="text-align: center;"> <input type="checkbox"/> 45      <input type="checkbox"/> 46      <input type="checkbox"/> 47   </p>	<p style="text-align: center;">Education      Training Mode      Training Period 教育      訓練方式      訓練時間</p> <p style="text-align: center;"> <input type="checkbox"/> 48      <input type="checkbox"/> 49      <input type="checkbox"/> 50   </p>			

Employees Left

僱員離職

Q.6 Please fill in the number of employees who had left your establishment in the past 12 months

請填寫過去十二個月內，離職的僱員人數

Technologist/Managerial Level  
技師／管理級

--	--	--	--

51

Technician/Supervisory Level  
技術員／督導級

--	--	--	--

54

Craftsman Level  
技工級

--	--	--	--

57

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60

Recruitment

招聘

Q.7 Please fill in the number of new recruits in the past 12 months

請填寫過去十二個月內，新招聘的僱員人數

Technologist  
Managerial Level  
技師／管理級

--	--	--	--

61

Technician/  
Supervisory Level  
技術員／督導級

--	--	--	--

64

Craftsman  
Level  
技工級

--	--	--	--

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70

(a) Total number of recruits  
總招聘人數

(b) Number of recruits who have  
performed printing related  
duties in their last jobs from  
item (a) above  
上列(a)項中，在入職前是  
從事印刷業相關職務的人數

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71

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74

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77

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80



**Q.8 Difficulties Encountered in Recruitment**

招聘困難

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

過去十二個月，貴機構招聘印刷業僱員時，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 9)

81 有 (請轉到第九題)

No (please go to question 10)

82 沒有(請轉到第十題)

No recruitment (please go to question 10)

83 沒有招聘需要(請轉到第十題)

**Q.9 Major Difficulties in Recruitment**

主要招聘困難

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

(You may tick up to three options.)

請說明貴機構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>Technologist/ Managerial Level</u> 技師／管理級	<u>Technician/ Supervisory Level</u> 技術員／督導級	<u>Craftsman Level</u> 技工級
(a) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/> 84	<input type="checkbox"/> 85	<input type="checkbox"/> 86
(b) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 87	<input type="checkbox"/> 88	<input type="checkbox"/> 89
(c) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 90	<input type="checkbox"/> 91	<input type="checkbox"/> 92
(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"/> 93	<input type="checkbox"/> 94	<input type="checkbox"/> 95
(e) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/> 96	<input type="checkbox"/> 97	<input type="checkbox"/> 98
(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"/> 99	<input type="checkbox"/> 100	<input type="checkbox"/> 101
(g) Candidates were unwilling to work in Mainland China 應徵者不願意到內地工作	<input type="checkbox"/> 102	<input type="checkbox"/> 103	<input type="checkbox"/> 104
(h) <u>Others</u> (Please Specify) 其他(請註明)	<input type="checkbox"/> 105	<input type="checkbox"/> 106	<input type="checkbox"/> 107

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108

109

110

111

Q.10 Employees' Training Needs

僱員所需的訓練

What types of training will your establishment need from the course providers in the next 12 months in response to the various changes (including Hong Kong's transformation into a knowledge-based economy 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，貴機構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 Level</u> 技師／管理級	<u>Technician/ Supervisory Level</u> 技術員／督導級	<u>Craftsman Level</u> 技工級
<b><u>Management Skills</u></b> 管理技能				
101	Production management 製作管理	<input type="text"/> 112	<input type="text"/> 113	<input type="text"/> 114
102	Quality management 品質管理	<input type="text"/> 115	<input type="text"/> 116	<input type="text"/> 117
103	Marketing management 經銷管理	<input type="text"/> 118	<input type="text"/> 119	<input type="text"/> 120
104	Customer services 客戶服務	<input type="text"/> 121	<input type="text"/> 122	<input type="text"/> 123
105	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 124	<input type="text"/> 125	<input type="text"/> 126
<b><u>China-related Knowledge</u></b> 有關中國的知識				
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"/> 127	<input type="text"/> 128	<input type="text"/> 129
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"/> 130	<input type="text"/> 131	<input type="text"/> 132
203	Trade and industry environment in Mainland China 在中國內地的行業及營商常規	<input type="text"/> 133	<input type="text"/> 134	<input type="text"/> 135
204	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 136	<input type="text"/> 137	<input type="text"/> 138
<b><u>IT Skills</u></b> 資訊科技的技能				
301	Computer graphics and webpage design 電腦圖像處理與網頁設計	<input type="text"/> 139	<input type="text"/> 140	<input type="text"/> 141
302	E-commerce knowledge and applications 電子商貿的知識及應用	<input type="text"/> 142	<input type="text"/> 143	<input type="text"/> 144
303	Media technology 媒體科技	<input type="text"/> 145	<input type="text"/> 146	<input type="text"/> 147
304	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 148	<input type="text"/> 149	<input type="text"/> 150

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 Level</u> 技師／管理級	<u>Technician/ Supervisory Level</u> 技術員／督導級	<u>Craftsman Level</u> 技工級
<b><u>Language Skills</u></b> 語文技能				
401	Spoken English 英語會話	<input type="text"/> 151	<input type="text"/> 152	<input type="text"/> 153
402	Putonghua 普通話	<input type="text"/> 154	<input type="text"/> 155	<input type="text"/> 156
403	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 157	<input type="text"/> 158	<input type="text"/> 159
<b><u>Industry Specific Skills</u></b> 業內專業技能				
501	Pre-press technique 印前技術	<input type="text"/> 160	<input type="text"/> 161	<input type="text"/> 162
502	Printing technique 印刷技術	<input type="text"/> 163	<input type="text"/> 164	<input type="text"/> 165
503	Post-printing technique 印後技術	<input type="text"/> 166	<input type="text"/> 167	<input type="text"/> 168
504	Production coordination and project management 生產協調及項目管理	<input type="text"/> 169	<input type="text"/> 170	<input type="text"/> 171
505	Estimation and costing 估價及成本	<input type="text"/> 172	<input type="text"/> 173	<input type="text"/> 174
506	Repair and maintenance 機械維修及保養	<input type="text"/> 175	<input type="text"/> 176	<input type="text"/> 177
507	Colour management 色彩管理	<input type="text"/> 178	<input type="text"/> 179	<input type="text"/> 180
508	Products Structure 產品結構	<input type="text"/> 181	<input type="text"/> 182	<input type="text"/> 183
509	Materials application 物料應用	<input type="text"/> 184	<input type="text"/> 185	<input type="text"/> 186
510	Quality Assurance 品質保證	<input type="text"/> 187	<input type="text"/> 188	<input type="text"/> 189
511	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 190	<input type="text"/> 191	<input type="text"/> 192
<b><u>For official use only</u></b> 此欄毋須填寫				
		<input type="text"/> 193	<input type="text"/> 194	<input type="text"/> 195

**2010 MANPOWER SURVEY OF THE PRINTING INDUSTRY**

印刷業二零一零年人力調查

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 working full-time under the payroll of the organization. These include proprietors and partners working full-time for the organization. This definition also applies to 'employee(s)' appearing in other parts of the questionnaire.

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

8. Forecast of Number 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.

請填入貴機構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 establishment and are under your establishment control. Staff involved in engineering, management, clerical and production work in such operations should be included (but workers seconded from Hong Kong should be excluded). Please disregard the name or ownership of such operations.

請填寫在內地廠房為貴機構生產製成品，並為貴機構所管理各技能等級的內地僱員總數（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  
Employees Left  
僱員離職

Please enter the number of employees who had left your establishment in the past 12 months.

請填寫過去十二個月內，貴機構離職的僱員人數。

18. Q.7  
Recruitment  
招聘

- (a) Please enter the number of new recruits in the past 12 months;  
請填寫過去十二個月內，貴機構新招聘的僱員人數；
- (b) and the number of recruits who have performed printing services related duties in their last jobs from items (a).  
及在上列(a)項中，入職前是從事印刷業相關職務的人數。

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

Please indicate whether your establishment encountered difficulties in recruitment of printing employees in the past 12 months. If your establishment had no recruitment needs or had not encountered any difficulties, please go to question (10).  
請填寫貴機構在過去十二個月招聘印刷業僱員時，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(10)題。

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

Please give the major recruitment difficulties your establishment encountered in the past 12 months. (by ticking up to 3 options).  
請說明貴機構在過去十二個月所遇到的主要招聘困難。(最多可選三項)

21. Q.10  
Employees' Training Needs  
僱員所需的訓練

Please fill in the types of training that your establishment 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，貴機構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
<b>TECHNOLOGIST / MANAGERIAL LEVEL      技師／管理級</b>		
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
<b>TECHNICIAN/SUPERVISORY LEVEL 技術員/督導級</b>		
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  
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Telephone No 電話

Facsimile No 傳真

3748 9400 / 3748 9401

Our Reference 本局檔號 (1) in PP/4/2 (2010)

Your Reference 來函檔號



3<sup>rd</sup> May 2010

Dear Sir/Madam,

**2010 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.

---- I enclose herewith for your reference and completion the following documents in both English and Chinese.

---- 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 contact your office around May - June 2010. The officer will answer any queries you may have and assist in the completion of the questionnaire if necessary.

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

The Manpower Survey Report will be uploaded onto the VTC website at <http://pptb.vtc.edu.hk>. You are welcome to download the report in due course.

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  
20F, Skyline Tower, 39 Wang Kwong Road, Kowloon Bay, Kowloon, Hong Kong  
香港九龍九龍灣宏光道39號宏天廣場20樓  
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Your Reference 來函檔號



執事先生/女士:

### 出版業二零一零年人力調查

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二零一零年五月至六月期間聯絡 貴機構，解答有關問題及在需要時協助填表。



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。

是次人力調查報告書將會上載本局網頁，網址為 <http://pptb.vtc.edu.hk>，歡迎下載。

如對是次調查有任何查詢，請電 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

二零一零年五月三日



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</b> <u>Employer's View on the Expected Change in Business Situation for the Coming Year</u> 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><b>For Official Use Only</b> (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</b> <u>Number of Publishing Employees Promoted in the Industry</u> 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>Managers 經理級</td> <td>Supervisors 主任級</td> <td>Operational Staff 操作人員級</td> <td rowspan="3" style="text-align: center; vertical-align: middle;"> <p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">18</p> </td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>12</td> <td>14</td> <td>16</td> </tr> </table>	Managers 經理級	Supervisors 主任級	Operational Staff 操作人員級	<p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">18</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12	14	16																												
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12	14	16																																															
<p><b>Q.3</b> <u>Staff Deployed to Work in Mainland China</u> 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></td> <td>Managers 經理級</td> <td>Supervisors 主任級</td> <td>Operational Staff 操作人員級</td> <td rowspan="4" style="text-align: center; vertical-align: middle;"> <p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">37</p> </td> </tr> <tr> <td>Design &amp; Production 設計及制作</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Sales 營銷</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Editing 編輯</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td></td> <td>19</td> <td>21</td> <td>23</td> <td style="text-align: center;">38</td> </tr> <tr> <td></td> <td>25</td> <td>27</td> <td>29</td> <td style="text-align: center;">39</td> </tr> <tr> <td></td> <td>31</td> <td>33</td> <td>35</td> <td></td> </tr> </table>		Managers 經理級	Supervisors 主任級	Operational Staff 操作人員級	<p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">37</p>	Design & Production 設計及制作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sales 營銷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Editing 編輯	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		19	21	23	38		25	27	29	39		31	33	35		<p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">37</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">38</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">39</p>	<p><b>Q.4</b> With Company in Mainland China? 是否在內地設有公司？</p> <p>Yes 是</p> <p>No 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 rowspan="2" style="text-align: center; vertical-align: middle;"> <p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">42</p> </td> </tr> <tr> <td>40</td> <td>41</td> </tr> </table> <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>Managers 經理級</td> <td>Supervisors 主任級</td> <td>Operational Staff 操作人員級</td> <td rowspan="3" style="text-align: center; vertical-align: middle;"> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">49</p> </td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>43</td> <td>45</td> <td>47</td> </tr> </table>	<input type="checkbox"/>	<input type="checkbox"/>	<p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">42</p>	40	41	Managers 經理級	Supervisors 主任級	Operational Staff 操作人員級	<p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">49</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	43	45	47
	Managers 經理級	Supervisors 主任級	Operational Staff 操作人員級	<p><b>For Official Use Only</b> (此欄毋須填寫)</p> <p style="text-align: center;"><input type="checkbox"/></p> <p style="text-align: center;">37</p>																																													
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<p><b>Q.5</b> <u>Education and Training an Employee Should Have</u> 僱員宜有的教育及訓練</p>																																																	
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56	57	58																																															
<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><b>Code</b> 編號</p>	<p><b>Education</b> 教育</p>	<p><b>Code</b> 編號</p>	<p><b>Training Mode</b> 訓練方式</p>																																														
1	University Degree or above 大學學位或以上	1	On the job training 在職訓練																																														
2	Higher Diploma/Associate Degree 高級文憑/副學士	2	Apprenticeship 學徒訓練																																														
3	Diploma/Higher Certificate 技術員文憑/高級證書	3	Others 其他																																														
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																																														

Employees Left

僱員離職

Q.6 Please fill in the number of employees who had left your establishment in the past 12 months

請填寫過去十二個月內，離職的僱員人數

Managerial Level  
經理級

59

Supervisory Level  
主任級

62

Operational Staff Level  
操作人員級

65

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68

Recruitment

招聘

Q.7 Please fill in the number of new recruits in the past 12 months

請填寫過去十二個月內，新招聘的僱員人數

Managerial Level  
經理級

Supervisory Level  
主任級

Operational Staff Level  
操作人員級

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(a) Total number of recruits  
總招聘人數

69

72

74

77

(b) Number of recruits who have performed publishing related duties in their last jobs from item (a) above

上列(a)項中，在入職前是從事出版業相關職務的人數

78

81

83

86

**Q.8 Difficulties Encountered in Recruitment**

招聘困難

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

過去十二個月，貴機構招聘出版業僱員時，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 9)

87 有 (請轉到第九題)

No (please go to question 10)

88 沒有 (請轉到第十題)

No recruitment (please go to question 10)

89 沒有招聘需要(請轉到第十題)

**Q.9 Major Difficulties in Recruitment**

主要招聘困難

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

(You may tick up to three options.)

請說明貴機構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 Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Operational Staff Level</u> 操作人員級
(a) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/> 90	<input type="checkbox"/> 91	<input type="checkbox"/> 92
(b) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/> 93	<input type="checkbox"/> 94	<input type="checkbox"/> 95
(c) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/> 96	<input type="checkbox"/> 97	<input type="checkbox"/> 98
(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"/> 99	<input type="checkbox"/> 100	<input type="checkbox"/> 101
(e) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/> 102	<input type="checkbox"/> 103	<input type="checkbox"/> 104
(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"/> 105	<input type="checkbox"/> 106	<input type="checkbox"/> 107
(g) Candidates were unwilling to work in Mainland China 應徵者不願意到內地工作	<input type="checkbox"/> 108	<input type="checkbox"/> 109	<input type="checkbox"/> 110
(h) <u>Others</u> (Please Specify) 其他(請註明)	<input type="checkbox"/> 111	<input type="checkbox"/> 112	<input type="checkbox"/> 113

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114

115

116

117

Q.10 Employees' Training Needs

僱員所需的訓練

What types of training will your establishment need from the course providers in the next 12 months in response to the various changes (including Hong Kong's transformation into a knowledge-based economy 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，貴機構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)		
Code 編號	Type of Skills and/or Knowledge 技能／知識的類別	Managerial Level 經理級	Supervisory Level 主任級	Operational Staff Level 操作人員級
<b><u>Management Skills</u></b> 管理技能				
101	Production management 製作管理	<input type="text"/> 118	<input type="text"/> 119	<input type="text"/> 120
102	Quality management 品質管理	<input type="text"/> 121	<input type="text"/> 122	<input type="text"/> 123
103	Marketing management 經銷管理	<input type="text"/> 124	<input type="text"/> 125	<input type="text"/> 126
104	Customer services 客戶服務	<input type="text"/> 127	<input type="text"/> 128	<input type="text"/> 129
105	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 130	<input type="text"/> 131	<input type="text"/> 132
<b><u>China-related Knowledge</u></b> 有關中國的知識				
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"/> 133	<input type="text"/> 134	<input type="text"/> 135
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"/> 136	<input type="text"/> 137	<input type="text"/> 138
203	Trade and industry environment in Mainland China 在中國內地的行業及營商常規	<input type="text"/> 139	<input type="text"/> 140	<input type="text"/> 141
204	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 142	<input type="text"/> 143	<input type="text"/> 144
<b><u>IT Skills</u></b> 資訊科技的技能				
301	Computer graphics and webpage design 電腦圖像處理與網頁設計	<input type="text"/> 145	<input type="text"/> 146	<input type="text"/> 147
302	E-commerce knowledge and applications 電子商貿的知識及應用	<input type="text"/> 148	<input type="text"/> 149	<input type="text"/> 150
303	Media technology 媒體科技	<input type="text"/> 151	<input type="text"/> 152	<input type="text"/> 153
304	Others (Please Specify) _____ 其他（請註明）	<input type="text"/> 154	<input type="text"/> 155	<input type="text"/> 156

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 Level</u> 經理級	<u>Supervisory Level</u> 主任級	<u>Operational Staff Level</u> 操作人員級
<b><u>Language Skills</u></b> 語文技能				
401	Spoken English 英語會話	□ 157	□ 158	□ 159
402	Putonghua 普通話	□ 160	□ 161	□ 162
403	Others (Please Specify) _____ 其他（請註明）	□ 163	□ 164	□ 165
<b><u>Industry Specific Skills</u></b> 業內專業技能				
501	Editing 編輯	□ 166	□ 167	□ 168
502	Artwork/Design 稿件設計	□ 169	□ 170	□ 171
503	Publishing Production 出版製作	□ 172	□ 173	□ 174
504	Marketing 市場推廣	□ 175	□ 176	□ 177
505	Sales and customer service 銷售及客戶服務	□ 178	□ 179	□ 180
506	Logistics 物流	□ 181	□ 182	□ 183
507	Others (Please Specify) _____ 其他（請註明）	□ 184	□ 185	□ 186

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	□ 190	□ 191	□ 192



2010 MANPOWER SURVEY OF THE PUBLISHING INDUSTRY  
出版業二零一零年人力調查

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 operational 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，其後填寫主任級及操作人員級。）

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

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

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

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

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

請根據僱員的主要職務分類，例如一名技術輔助員的主要職務為製備美術正稿及網頁，但有時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 working full-time under the payroll of the organization. These include proprietors and partners working full-time for the organization. This definition also applies to 'employee(s)' appearing in other parts of the questionnaire.

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

8. Forecast of Number 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.

請填入貴機構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 operational staff level 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、主任級及操作人員級，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 establishment control. Please disregard the name or ownership of such operations.

請填寫由貴機構所管理的內地公司各技能等級的內地僱員總數（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  
Employees Left  
僱員離職

Please enter the number of employees who had left your establishment in the past 12 months.

請填寫過去十二個月內，貴機構離職的僱員人數。

18. Q.7  
Recruitment  
招聘

- (a) Please enter the number of new recruits in the past 12 months;  
請填寫過去十二個月內，貴機構新招聘的僱員人數；
- (b) and the number of recruits who have performed publishing services related duties in their last jobs from items (a).  
及在上列(a)項中，入職前是從事出版業相關職務的人數。

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

Please indicate whether your establishment 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 (10).

請填寫貴機構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(10)題。

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

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

請說明貴機構在過去十二個月所遇到的主要招聘困難。(最多可選三項)

21. Q.10  
Employees' Training Needs  
僱員所需的訓練

Please fill in the types of training that your establishment 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，貴機構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	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/Chief Executive Director/President 董事經理／總經理／出版人／社長	2	1   5   1	8	1	1	0		
2 Editoria Director/Chief Editor/ Managing Editor/Publishing Director 總編輯／主編	2	1   5   2	8	1	2	1		
3 Commissioning Editor/Acquisition Editor 策劃編輯	2	2   5   1	6	1	1	0		
4 Senior Editor 高級編輯	2	2   5   2	6	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, developing policy and strategy for E-publishing business and the profitable operation of the company. Develops and recommends strategic objectives. Plans, budgets, organizes, directs and controls, edits publishing, and promotes sales activities. 制定有助公司利潤的業務方針；訂立業務目標；發展電子出版業務之政策和策略；制定計劃和預算，籌劃、管理及督導、編輯出版及營銷業務。
152	Editorial Director / Chief Editor / 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, and monitors schedules of E-publishing business. 制定編輯政策及標準，管理部門組織及出版程序，負責研究新刊物的盈利以及作者的版稅和法律問題，例如版權；協調編輯、市場調查、製作、設計、市場推廣等部門的工作，及監察電子出版業務之進度。
153	Design Director / Art Director  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。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
MANAGERIAL LEVEL (Continued) 經理級 (續)		
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。
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。
159	Manager (E-publishing)  電子出版經理	Responsible for implementing the policy and strategy for E-publishing business and monitoring schedules of the business. 負責發展電子出版業務之政策和策略，及監察該業務之進度。
SUPERVISORY LEVEL 主任級		
251	Commissioning Editor / Acquisition Editor  策劃編輯	Responsible for the development of E-publishing content. Plans article topics, commissions authors, assesses projects and liaises with authors. Draws up overall magazine contents. Prepares design and production briefs. Monitors publishing schedules. Briefs marketing department. 負責執行電子出版內容。策劃選題，聘請作者，評估計劃，與作者聯絡；概括定出刊物的內容；草擬設計及製作摘要；監察出版進度；指示市場推廣部門。
252	Senior Editor  高級編輯	Responsible for verifying and checking of different kinds of text books and magazines and supervises the making up work repeatedly in the process of preparing the script. 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。



Code No. 編號	Job Title 職 稱	Job Description 工作說明
SUPERVISORY LEVEL (Continued) 主任級 (續)		
253	Designer  設計師	Responsible for design specifications for individual books and magazines. Commissions illustrations and photographs. Marks up typescript for prepress and prepares rough page layouts and cover/jacket artwork. Prepares design work on publicity brochures and web page design. 負責不同書籍或刊物的設計；安排製作插圖及照片；審閱稿件及加上指示以便排版，製備粗略的內頁版樣構想和封頁的美術稿；負責宣傳品的美術設計及互聯網網頁設計。
254	Production Supervisor  製作主任	Prepares estimates and production schedules. Monitors quality control. Chooses suppliers and places orders. Supervises colour separation, typesetting and printing / binding suppliers. Maintains schedules and keeps costs within estimates. 製備預算和製作進度表；控制品質；選擇適合的供應商，訂購物料；督導版面製作和印刷／裝訂工作；使製作符合進度，保持支出在預算內。
255	Sales Supervisor 營業主任	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 and Supervises inspection copy service. 製備和分發圖書目錄及宣傳品；策劃和執行出版物的宣傳活動，包括刊登廣告、郵寄網上宣傳、現場售賣刊物；籌辦展覽會及安排書刊試閱服務。
257	Customer Services Supervisor / Officer (Books) 客戶服務主任 (書籍)	Plans and controls customer services including enquiries and customer records. 策劃和管理客戶服務，包括查詢服務和客戶紀錄。
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。
259	Supervisor (E-publishing)  電子出版主任	Responsible for the implementation of E-publishing business. 負責執行電子出版業務。

Code No. 編號	Job Title 職 稱	Job Description 工作說明
OPERATIONAL STAFF LEVEL 操作人員級		
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。
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 2011 估計到2011年6月時的僱員人數
<b>TECHNOLOGIST / MANAGERIAL LEVEL 技師／管理級</b>				
General Manager 總經理	363	-	-	363
Production/Quality Manager 生產經理／廠務經理／品質經理	407	-	1	407
Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣經理	837	-	1	838
Procurement Manager 採購經理	30	-	-	30
Information Technology Manager (Printing) 資訊科技經理 (印刷)	24	-	1	25
Sub-total 小計	1 661	-	3	1 663
<b>TECHNICIAN / SUPERVISORY LEVEL 技術員／督導級</b>				
Cost Estimator 印刷估價員	222	-	1	223
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／品質管制員	899	2	9	908
Sales Representative 營業代表	4 914	2	99	4 995
Overseer/Supervisor 督導員／管理員	479	-	5	484
Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	315	-	2	317
Designer/Design Officer 設計員/設計主任	565	-	25	584
Prepress Technician 印前技術員	885	5	5	890
Purchasing Officer/Controller 印刷物料採購員/控制員	146	-	-	146

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 2011 估計到2011年6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	236	-	-	236
Information Technology (Printing) Technician 資訊科技(印刷)技術員	72	-	-	72
Sub-total 小計	8 733	9	146	8855
<b>CRAFTSMAN LEVEL 技工級</b>				
Electronic Prepress System Craftsman 電子印前系統操作技工	937	-	13	950
Offset Lithographic Platemaker 柯式版製作技工	585	-	2	587
Digital Printing System Craftsman 數碼印刷系統操作技工	231	2	8	239
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機印刷技工	4 286	-	7	4 293
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機印刷技工	719	21	-	719
Other Printing Machine Craftsman 其他印刷機械技工	624	-	11	647
Binding Craftsman 裝訂技工	1 263	-	13	1 276
Die Cutting / Tool Making Craftsman 啤盒工／造模工	293	-	3	296
Package Finishing Machine Craftsman 包裝盒完成機技工	214	-	4	218
Other Print Finishing Craftsman 其他印後機械技工	491	-	8	499
Sub-total 小計	9 643	23	69	9 724

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 2011 估計到2011 年6月時的 僱員人數
UNSKILLED LEVEL 非技術人員級				
General Worker 雜工	1 111	-	17	1 128
Sub-total 小計	1 111	-	17	1 128
GRAND TOTAL 總計	21 148	32	235	21 370

**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 2011 估計到2011年6月時的僱員人數
<b>MANAGERIAL LEVEL 經理級</b>				
Managing Director/ General Manager/Publisher/ Chief Executive Director/President 董事經理／總經理／ 出版人／社長	277	1	-	278
Editorial Director/Chief Editor/ Managing Editor/Publishing Director 總編輯／主編	217	-	1	215
Design Director/Art Director 設計總監／美術總監	85	-	-	85
Production Director/ Production Manager 製作總監／製作經理	57	-	1	57
Marketing Director/ Marketing Manager 市場總監／市場經理	142	-	-	142
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	112	-	1	113
Sales Director/Sales Manager (Book Publications) 營業總監／營業經理監事（書刊）	70	-	-	70
Editorial Manager 編輯經理	175	-	-	175
Manager (E-publishing) 經理（電子出版）	13	-	-	13
Sub-total 小計	1 148	1	3	1 148
<b>SUPERVISORY LEVEL 主任級</b>				
Commissioning Editor/ Acquisition Editor 策劃編輯	473	-	1	474
Senior Editor 高級編輯	1 144	-	6	1 147

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 2011 估計到2011年6月時的僱員人數
<b>SUPERVISORY LEVEL (Continued) 主任級 (續)</b>				
Designer 設計師	436	-	-	436
Production Supervisor 製作主任	89	-	-	89
Sales Supervisor 營業主任	716	-	6	722
Marketing/Publicity Supervisor 市場/宣傳主任	167	-	26	193
Customer Services Supervisor/ Officer (Books) 客戶服務主任 (書籍)	182	-	1	183
Circulation Supervisor (Magazine & Newspapers) 發行主任 (報刊)	142	-	-	142
Supervisor (E-publishing) 主任 (電子出版)	16	-	1	17
Sub-total 小計	3 365	-	41	3 403
<b>OPERATIONAL STAFF LEVEL 操作人員級</b>				
Assistant Editor/Copy Editor/ Art Editor/Proof Reader 助理編輯/稿件編輯/ 美術編輯/校對員	1 509	-	54	1 549
Art Designer 美術設計員	590	-	4	594
Illustrator 插圖員	119	-	-	119
Desktop Publishing (DTP) Operator 桌面排版操作員	361	-	-	361
Production Assistant 製作助理	199	-	-	199
Sales Representative/ Sales Executive 營業代表/營業主任	1 568	-	15	1 583
Marketing/Publicity Assistant 市務助理/宣傳助理	439	-	3	442

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 2011 估計到2011年6月時的僱員人數
<b>OPERATIONAL STAFF LEVEL 操作人員級 (續)</b>				
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)	30	-	3	31
Sub-total 小計	4 815	-	79	4 878
<b>GRAND TOTAL</b> 總計	9 328	1	123	9 429



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	435	216	332	211	29	438	1 661
Technician/ Supervisory 技術員/督導	478	867	1 116	4 717	447	1 108	8 733
Craftsman 技工	-	30	207	1 999	6 425	682	9 643
Total Number of Employees 總計	913	1 113	1 655	6 927	6 901	2 528	20 037

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	955	6	18	33	-	-	1 012
Supervisory 主任	1 589	861	265	318	15	-	3 048
Operational Staff 操作人員	498	904	649	2 039	104	-	4 194
Total 總計	3 042	1 771	932	2 390	119	-	8 254

**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	527	231	357	21	5	46	474	1 661
Technician/ Supervisory 技術員／ 督導	1 466	692	2 075	2 166	337	524	1 473	8 733
Craftsman 技工	1 539	999	1 181	2 086	2 118	350	1370	9 643
Total 總計	3 532	1 922	3 613	4 273	2 460	920	3 317	20 037

**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	6 to Less Than 12 Months 六至 十二個月 以下	Below 6 Months 六個月 以下	Unspecified 未有說明	Total Number of Employees 總計
Managerial 經理	660	74	89	7	-	70	248	1 148
Supervisory 主任	640	840	493	205	3	611	573	3 365
Operational Staff 技術輔助 人員	208	344	1 850	764	221	497	931	4 815
Total 總計	1 508	1 258	2 432	976	224	1 178	1 752	9 328

**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	1 175	7	19	460	1 661
Technician/ Supervisory 技術員／督導	6 902	160	279	1 392	8 733
Craftsman 技工	6 923	1 353	129	1 238	9 643
Total 總計	15 000	1 520	427	3 090	20 037

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	Others 其他	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	915	3	4	226	1 148
Supervisory 主任	2 794	3	31	537	3 365
Operational Staff 操作人員	3 832	139	57	787	4 815
Total 總計	7 541	145	92	1 550	9 328

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
<b>TECHNOLOGIST/MANAGERIAL LEVEL 技師/管理級</b>										
General Manager 總經理	-	-	-	6	68	29	39	77	144	363
Production/Quality Manager 生產經理/廠務經理/ 品質經理	-	-	-	9	100	88	67	52	91	407
Sales / Customer Services / Marketing Manager 營業/客戶服務/市場 推廣經理	-	-	13	47	146	195	50	65	321	837
Procurement Manager 採購經理	-	-	-	5	-	9	2	1	13	30
Information Technology Manager (Printing) 資訊科技經理(印刷)	-	-	-	2	2	3	5	3	9	24
Sub-total 小計	-	-	13	69	316	324	163	198	578	1 661
<b>TECHNICIAN/SUPERVISORY LEVEL 技術員/督導級</b>										
Cost Estimator 印刷估價員	-	26	4	118	25	14	-	-	35	222
Production Planner / Production Controller / Quality Controller 生產策劃員/生產管制 員/品質管制員	-	24	75	411	152	25	4	2	206	899
Sales Representative 營業代表	261	307	609	1 575	757	173	3	36	1 193	4 914
Overseer/Supervisor 督導員/管理員	-	-	20	130	87	85	1	21	135	479
Electrical & Mechanical Maintenance Technician (Printing) 機電維修(印刷)技術員	-	-	-	62	178	4	2	9	60	315
Designer/Design Officer 設計員/設計主任	-	3	151	231	63	56	-	-	61	565
Prepress Technician 印前技術員	10	41	110	538	66	12	1	-	107	885
Purchasing Officer/Controller 印刷物料採購員/控制員	-	-	22	35	41	3	-	-	45	146
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	-	-	42	44	136	2	-	-	12	236

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
<b>TECHNICIAN/SUPERVISORY LEVEL (Continued) 技術員／督導級（續）</b>										
Information Technology (Printing) Technician 資訊科技(印刷)技術員	-	-	3	40	15	-	-	-	14	72
Sub-total 小計	271	401	1 036	3 184	1 520	374	11	68	1 868	8 733
<b>CRAFTSMAN LEVEL 技工級</b>										
Electronic Prepress System Craftsman 電子印前系統操作技工	-	40	330	381	86	-	8	-	92	937
Offset Lithographic Platemaker 柯式版製作技工	2	2	143	244	36	-	4	-	154	585
Digital Printing System Craftsman 數碼印刷系統操作技工	-	10	91	85	14	-	1	-	30	231
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	168	70	1 063	2 113	235	-	2	-	635	4 286
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	-	4	50	395	100	-	-	-	170	719
Other Printing Machine Craftsman 其他印刷機械及包裝印 刷操作技工	75	123	157	182	-	-	-	-	87	624
Binding Craftsman 裝訂技工	216	123	468	173	32	-	1	-	250	1 263
Die Cutting / Tool Making Craftsman 啤盒工／造模工	7	24	76	127	-	-	-	-	59	293
Package Finishing Machine Craftsman 包裝盒完成機技工	21	16	87	43	-	-	-	-	47	214
Other Print Finishing Craftsman 其他印後機械技工	47	28	169	115	21	-	-	-	111	491
Sub-total 小計	536	440	2 634	3 858	524	-	16	-	1 635	9 643
<b>UNSKILLED LEVEL 非技術人員級</b>										
General Worker 雜工	179	273	327	82	-	-	-	-	250	1 111
Sub-total 小計	179	273	327	82	-	-	-	-	250	1 111
<b>GRAND TOTAL 總計</b>	<b>986</b>	<b>1 114</b>	<b>4 010</b>	<b>7 193</b>	<b>2 360</b>	<b>698</b>	<b>190</b>	<b>266</b>	<b>4 331</b>	<b>21 148</b>



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	\$6,000 or below 或以下	\$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
<b>MANAGERIAL LEVEL 經理級</b>											
Managing Director/ General Manager/ Publisher/Chief Executive Director/ President 董事經理／總經 理／出版人／ 社長	-	-	-	25	2	27	67	16	69	71	277
Editorial Director/ Chief Editor/ Managing Editor/ Publishing Director 總編輯／主編	-	-	-	-	2	22	35	46	63	49	217
Design Director/ Art Director 設計總監／ 美術總監	-	-	-	-	2	26	18	5	13	21	85
Production Director/ Production Manager 製作總監／ 製作經理	-	-	-	-	2	13	17	7	-	18	57
Marketing Director/ Marketing Manager 市場總監／ 市場經理	-	-	-	-	5	35	24	26	8	44	142
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業 經理（報刊）	-	-	-	-	-	39	21	12	1	39	112
Sales Director/ Sales Manager (Book Publications) 營業總監／營業 經理監事（書刊）	-	-	-	2	2	17	1	-	17	31	70
Editorial Manager 編輯經理	-	-	-	-	-	74	52	11	10	28	175
Manager (E-publishing) 經理（電子出版）	-	-	-	-	-	-	11	-	2	-	13
Sub-total 小計	-	-	-	27	15	253	246	123	183	301	1 148

Job 職稱	\$6,000 or below 或以下	\$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
<b>SUPERVISORY LEVEL 主任級</b>											
Commissioning Editor/Acquisition Editor 策劃編輯	-	25	-	128	127	94	51	1	-	47	473
Senior Editor 高級編輯	25	49	25	105	239	312	143	31	-	215	1 144
Designer 設計師	-	25	50	43	96	126	12	6	-	78	436
Production Supervisor 製作主任	-	-	-	6	21	27	5	-	-	30	89
Sales Supervisor 營業主任	-	2	7	223	221	62	10	25	-	166	716
Marketing/Publicit y Supervisor 市場/宣傳主任	-	-	2	20	41	31	-	-	-	73	167
Customer Services Supervisor/Officer (Books) 客戶服務主任 (書籍)	-	-	41	90	12	13	-	-	-	26	182
Circulation Supervisor (Magazine & Newspapers) 發行主任(報刊)	-	-	9	23	29	21	10	25	-	25	142
Supervisor (E-publishing) 主任(電子出版)	-	-	-	2	-	6	8	-	-	-	16
Sub-total 小計	25	101	134	640	786	692	239	88	-	660	3 365
<b>OPERATIONAL STAFF LEVEL 操作人員級</b>											
Assistant Editor/ Copy Editor/ Art Editor/ Proof Reader 助理編輯/稿件 編輯/美術編輯/ 校對員	50	6	229	570	357	29	3	1	-	264	1 509
Art Designer 美術設計員	-	5	69	239	174	-	-	-	-	103	590
Illustrator 插圖員	-	-	41	43	22	4	-	-	-	9	119
Desktop Publishing (DTP) Operator 桌面排版操作員	-	4	53	171	103	8	-	-	-	22	361
Production Assistant 製作助理	-	3	60	73	11	-	-	-	-	52	199

Job 職稱	\$6,000 or below 或以下	\$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
OPERATIONAL STAFF LEVEL (Continued) 操作人員級 (續)											
Sales Representative Sales Executive 營業代表／營業 主任	48	10	390	563	119	2	-	-	-	436	1 568
Marketing/Publicit y Assistant 市務助理／ 傳宣助理	-	11	119	152	28	1	-	-	-	128	439
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)	-	-	-	7	13	8	-	-	-	2	30
Sub-total 小計	98	39	961	1 818	827	52	3	1	-	1 016	4 815
GRAND TOTAL 總計	123	140	1 095	2 485	1 628	997	488	212	183	1 977	9 328

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	72	136	164	244	23	72
Quality Management 品質管理	47	173	167	271	28	79
Marketing Management 經銷管理	27	172	131	225	16	69
Customer Services 客戶服務	35	176	159	273	19	72
<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	88	72	192	149	51	26
Laws and Regulatory Restrictions for Access to China Market 進入中國市場的法律 和經濟發展	57	88	193	154	78	2
Trade and Industry Environment in Mainland China 在中國內地的行業及 營商常規	70	81	200	126	77	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	83	85	197	362	99	131
E-commerce Knowledge and Applications 電子商貿的知識及應用	89	86	174	176	79	89
Media Technology 媒體科技	104	64	236	188	107	71
<b>Language Skills 語文技能</b>						
Spoken English 英語會話	86	159	327	344	153	129
Putonghua 普通話	94	131	334	327	153	139

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 業內專業技能</b>						
Pre-press Technique 印前技術	54	148	188	472	146	288
Printing Technique 印刷技術	43	146	164	395	122	356
Post-printing Technique 印後技術	50	121	210	333	120	251
Production Coordination and Project Management 生產協調及項目管理	17	142	114	227	65	158
Estimation and Costing 估價及成本	26	145	117	343	62	194
Repair and Maintenance 機械維修及保養	53	77	99	154	128	131
Colour Management 色彩管理	8	152	154	283	110	224
Products Structure 產品結構	26	136	109	277	62	189
Materials Application 物料應用	22	128	128	299	67	194
Quality Assurance 品質保證	15	145	103	328	66	237

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		Operational Staff 操作人員	
	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	13	50	78	98	35	29
Quality Management 品質管理	15	50	79	148	33	29
Marketing Management 經銷管理	16	62	70	99	15	55
Customer Services 客戶服務	11	59	56	153	35	39
<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	10	21	77	90	7	61
Laws and Regulatory Restrictions for Access to China Market 進入中國市場的法律 和經濟發展	12	23	80	67	9	61
Trade and Industry Environment in Mainland China 在中國內地的行業及 營商常規	11	25	28	69	9	63
<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	53	12	63	157	88	95
E-commerce Knowledge and Applications 電子商貿的知識及應用	53	15	51	103	74	51
Media Technology 媒體科技	46	14	59	156	76	75
<b>Language Skills 語文技能</b>						
Spoken English 英語會話	69	92	125	223	81	133
Putonghua 普通話	71	66	100	180	167	46

Job Title 職稱	No. of Employees 僱員人數					
	Managerial 經理		Supervisory 主任		Operational Staff 操作人員	
	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>Industry Specific Skills 業內專業技能</b>						
Editing 編輯	39	28	60	285	43	68
Artwork/Design 稿件設計	33	20	89	150	27	118
Publishing Production 出版製作	7	46	93	167	19	110
Marketing 市場推廣	10	49	71	176	10	93
Sales and Customer Service 銷售及客戶服務	7	53	36	177	63	70
Logistics 物流	11	16	16	112	37	75

**FORECAST ANNUAL ADDITIONAL SKILLS DEMAND  
BETWEEN 2011 AND 2013 IN THE PRINTING INDUSTRY**

預測 2011 至 2013 年間印刷業  
技術人員的需求數目

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2011 and 2013 預測 2011 至 2013 年每年 技術人員的 需求數目
<b>TECHNOLOGIST/MANAGERIAL LEVEL 技師/管理級</b>		
General Manager 總經理	363	23 – 28
Production/Quality Manager 生產經理/廠務經理/ 品質經理	407	25 – 31
Sales / Customer Services / Marketing Manager 營業/客戶服務/ 市場推廣經理	837	53 – 65
Procurement Manager 採購經理	30	2
Information Technology Manager (Printing) 資訊科技經理 (印刷)	24	2
Sub-total 小計	1 661	105 – 128
<b>TECHNICIAN/SUPERVISORY LEVEL 技術員/督導級</b>		
Cost Estimator 印刷估價員	222	9 – 11
Production Planner / Production Controller / Quality Controller 生產策劃員/生產管制員/ 品質管制員	899	37 – 45
Sales Representative 營業代表	4 914	201 – 245
Overseer/Supervisor 督導員/管理員	479	20 – 24
Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	315	13 – 15
Designer/Design Officer 設計員/設計主任	565	23 – 29



Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2011 and 2013 預測 2011 至 2013 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	885	36 - 44
Purchasing Officer/Controller 印刷物料採購員／控制員	146	6 - 8
Technical Services/Products (Printing) Technician 技術／產品 (印刷) 技術員	236	10 - 12
Information Technology (Printing) Technician 資訊科技 (印刷) 技術員	72	2 - 4
Sub-total 小計	8 733	357 - 437
<b>CRAFTSMAN LEVEL 技工級</b>		
Electronic Prepress System Craftsman 電子印前系統操作技工	937	26 - 30
Offset Lithographic Platemaker 柯式版製作技工	585	15 - 19
Digital Printing System Craftsman 數碼印刷系統操作技工	231	6 - 8
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	4 286	115 - 141
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	719	20 - 24
Other Printing Machine Craftsman 其他印刷機械技工	624	17 - 21
Binding Craftsman 裝訂技工	1 263	34 - 42
Die Cutting / Tool Making Craftsman 啤盒工／造模工	293	8 - 10
Package Finishing Machine Craftsman 包裝盒完成機技工	214	5 - 7
Other Print Finishing Craftsman 其他印後機械技工	491	14 - 16
Sub-total 小計	9 643	260 - 318

**FORECAST ANNUAL ADDITIONAL SKILLS DEMAND  
BETWEEN 2011 AND 2013 IN THE PUBLISHING INDUSTRY**

預測 2011 至 2013 年間出版業  
技術人員的需求數目

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2011 and 2013 預測 2011 至 2013 年每年 技術人員的 需求數目
<b>MANAGERIAL LEVEL 經理級</b>		
Managing Director/ General Manager/Publisher/ Chief Executive Director/ President 董事經理／總經理／ 出版人／社長	277	15 – 16
Editorial Director/Chief Editor/ Managing Editor/Publishing Director 總編輯／主編	217	12 – 14
Design Director/Art Director 設計總監／美術總監	85	4 – 6
Production Director/ Production Manager 製作總監／製作經理	57	4 – 5
Marketing Director/ Marketing Manager 市場總監／市場經理	142	7 – 9
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	112	6 – 8
Sales Director/Sales Manager (Book Publications) 營業總監／ 營業經理監事（書刊）	70	3 – 5
Editorial Manager 編輯經理	175	9 – 11
Manager (E-publishing) 經理（電子出版）	13	1
Sub-total 小計	1 148	61 – 75

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2011 and 2013 預測 2011 至 2013 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	473	18 - 20
Senior Editor 高級編輯	1 144	42 - 50
Designer 設計師	436	16 - 20
Production Supervisor 製作主任	89	3 - 5
Sales Supervisor 營業主任	716	26 - 32
Marketing/Publicity Supervisor 市場/宣傳主任	167	6 - 8
Customer Services Supervisor/ Officer (Books) 客戶服務主任 (書籍)	182	6 - 8
Circulation Supervisor (Magazine & Newspapers) 發行主任 (報刊)	142	5 - 7
Supervisor (E-publishing) 主任 (電子出版)	16	1
Sub-total 小計	3 365	123 - 151
<b>OPERATIONAL STAFF LEVEL 操作人員級</b>		
Assistant Editor/Copy Editor/ Art Editor/Proof Reader 助理編輯/稿件編輯/ 美術編輯/校對員	1 509	42 - 52
Art Designer 美術設計員	590	17 - 21
Illustrator 插圖員	108	4 - 5
Desktop Publishing (DTP) Operator 桌面排版操作員	361	10 - 12
Production Assistant 製作助理	199	5 - 7
Sales Representative/ Sales Executive 營業代表/營業主任	1 568	44 - 54
Marketing/Publicity Assistant 市務助理/宣傳助理	439	13 - 15

Job Title 職稱	Number of Workers at Time of Survey 調查期間 僱員人數	Forecast Annual Additional Skills Demand between 2011 and 2013 預測 2011 至 2013 年每年 技術人員的 需求數目
<b>OPERATIONAL STAFF LEVEL 操作人員級(Continued) 技術員／督導級（續）</b>		
Other Publishing Related Jobs 其他出版業有關職位	30	1
Sub-total 小計	4 815	136 - 166

**技能提升計劃提供課程一覽表**  
**Courses Offered under the Skills Upgrading Scheme**  
**(up to 31 March 2011)**

<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
印刷業的財務管理技巧	SUSPR3150	4	1
印刷業的危機管理技巧	SUSPR3160	4	3
<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
<b>出版課程</b>			
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) 卓越培訓發展中心（印刷業） （前稱：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) 香港印刷業工會	地 址：九龍彌敦道757號1樓 電 話：2381 4258 傳 真：2397 0565 網 址： <a href="http://www.hkpiwu.org.hk/">http://www.hkpiwu.org.hk/</a> 電子郵件：info@hkpiwu.org.hk

香港知專設計學院  
傳意設計及數碼媒體學系  
印刷及出版相關課程

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

印刷科

Printing 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>
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

<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>
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）

工商管理系

印刷及出版相關課程

**Relevant Printing and Publishing Courses Offered 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