



Print Media and Publishing Industries  
Manpower Survey Report  
印刷媒體及出版業 • 人力調查報告書

2025



**2025 Manpower Survey Report**

**Print Media and Publishing Industries**

**The Print Media and Publishing Training Board**

**Vocational Training Council**

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## **Acknowledgement**

The Print Media and Publishing Training Board would like to express its gratitude to all respondents of the sampled establishments for providing the information required by the survey.

# 1 Executive Summary

## Background

1.1 The Print Media and Publishing Training Board (Training Board) of the Vocational Training Council (VTC) conducted a manpower survey for the Print Media and Publishing (PP) Industries from January to April 2025, with the data reference date on 2 January 2025. This report presents the survey findings of the latest manpower situation of the industry and proposes recommendations on the manpower demand and training needs to different stakeholders of the industry, including employers, employees and training providers by making reference to the business outlook.

## Survey Coverage & Methodology

1.2 The survey covered around 3 500 establishments in different branches of the industries. By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the Census and Statistics Department, and the inclusion of supplementary samples recommended by the Training Board, a total of 1 060 establishments were selected for the survey.

1.3 A pack of survey documents was given to each sampled establishment. The selected establishments were asked to complete a questionnaire, which comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry's manpower situation. The respondents were asked to provide manpower information of their establishments based on a list of principal jobs, which were defined by the Training Board with detailed job descriptions given for each job.

1.4 During the fieldwork period between January and April 2025, enumerators assisted the respondents to complete the questionnaire through phone calls or on-site visits. The data collection and enumeration processes were closely monitored and data was verified to ensure quality and accuracy. Among the 585 valid sampled establishments, 551 were successfully enumerated which contributed to an effective response rate of 94.2%<sup>Note 2</sup>.

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<sup>Note 2</sup> Sampled establishments which had been ceased operation, had not employed any PP relevant technical employees, nil reply to the survey, etc. were classified as invalid samples.

## Manpower Projection Methodology

1.5 The manpower trend of the Print Media and Publishing (PP) Industries in the coming year was based on the employers' forecast of the number of full-time employees provided in the manpower survey.

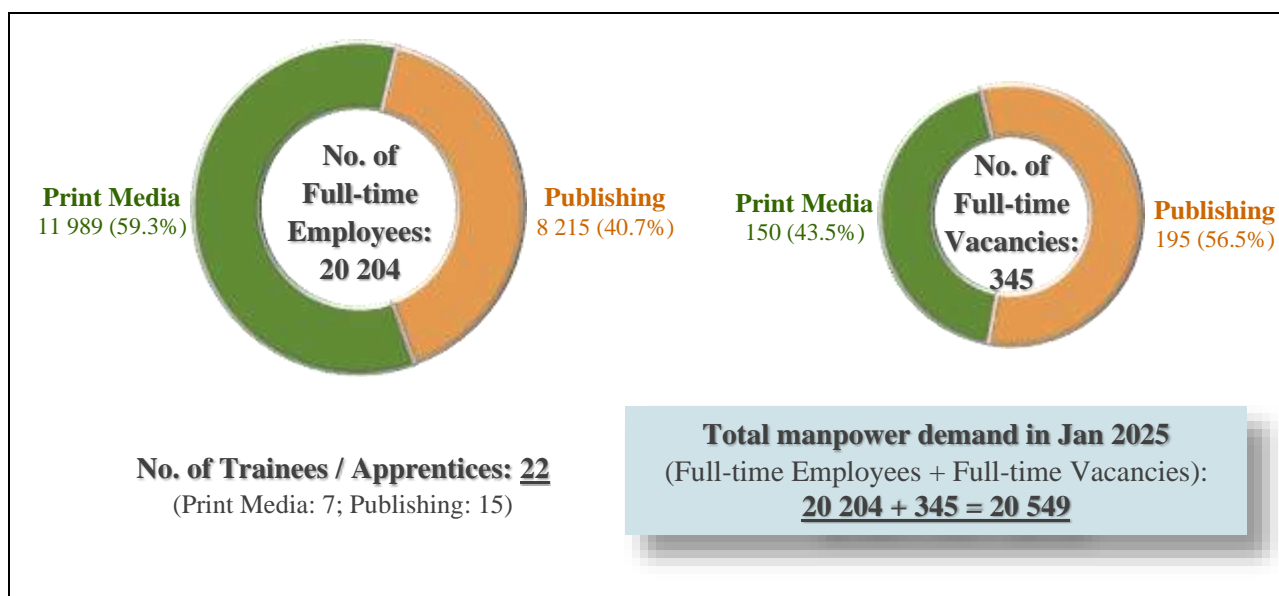
## Findings<sup>1</sup>

### Overview of Manpower Situation

1.6 As at 2 January 2025 (i.e. the reference date of the survey), a total of 20 204 full-time employees were engaged in the PP Industries, and 22 trainees / apprentices were reported. Moreover, there were a total of 345 full-time vacancies. Aggregating the total number of full-time employees and vacancies, it was estimated that there were a total of 20 549 posts.

1.7 For full-time employees, Print Media Industry (59.3%) accounted for a larger proportion (vs. 40.7% for Publishing Industry). Conversely, the proportion of full-time vacancies in Publishing Industry (56.5%) was larger than that of Print Media Industry (43.5%).

**Chart 1a Overview of manpower situation**



Note: "Vacancies" refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

<sup>1</sup> There may be slight discrepancies between the sum of individual items and the totals as shown in this report due to rounding.

**Number of Full-time Employees**

1.8 Among the 11 989 full-time employees in Print Media Industry, relatively more were working in job printing companies (59.2%; 7 103 persons). Among the 8 215 full-time employees in Publishing Industry, relatively more were working in publishing companies of books, directories, mailing lists, magazines, periodicals, etc. (60.3%; 4 950 persons).

**Table 1a      Number of full-time employees – by industry and branch**

	No. of full-time employees	(%)
<b>Print Media Industry</b>	<b>11 989</b>	<b>100.0</b>
Job printing	7 103	59.2%
Printing agent	2 409	20.1%
Printing suppliers, metal can printing firms and other printing companies	1 012	8.4%
Service activities related to printing	500	4.2%
Newspapers printing	455	3.8%
Printing department of academic institutions and Government	326	2.7%
Manufacture of containers and boxes of paper and paperboard	184	1.5%
<b>Publishing Industry</b>	<b>8 215</b>	<b>100.0</b>
Publishing (books, directories, mailing lists, magazines, periodicals, etc.)	4 950	60.3%
Publishing of newspapers	2 388	29.1%
Import / export of books, periodicals and newspapers	425	5.2%
Publishing department of selected organisations	292	3.6%
Wholesale of books, periodicals and newspapers	160	1.9%

1.9 In Print Media Industry, larger proportions of full-time employees were working in the technician / supervisory (44.6%; 5 353 persons) and craftsman (39.5%; 4 738 persons) levels. When further analysed by branch, the percentage of technician / supervisory level was relatively higher in printing agents (79.0%) and printing suppliers, metal can printing firms and other printing companies (59.2%), while the percentage of craftsman level was relatively lower in these two branches (5.3% and 21.4% respectively).



**Table 1b Number of full-time employees (Print Media) – by branch & job level**

	OVERALL		Newspapers printing	Job printing	Service activities related to printing	Manufacture of containers & boxes of paper & paperboard	Printing agent	Printing suppliers, metal can printing firms & other printing companies	Printing department of academic institutions & Government
	Number	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
Technologist / Managerial	1 288	10.7%	12.5%	9.8%	6.0%	4.9%	14.0%	14.1%	4.9%
Technician / Supervisory	5 353	44.6%	32.1%	33.8%	26.6%	41.3%	79.0%	59.2%	28.5%
Craftsman	4 738	39.5%	45.9%	51.2%	64.6%	48.4%	5.3%	21.4%	42.3%
Unskilled	610	5.1%	9.5%	5.2%	2.8%	5.4%	1.7%	5.2%	24.2%
<b>Total no. of employees:</b>	<b>11 989</b>	<b>100.0%</b>	<b>455</b>	<b>7 103</b>	<b>500</b>	<b>184</b>	<b>2 409</b>	<b>1 012</b>	<b>326</b>

1.10 More than half of the full-time employees in Publishing Industry were working in the technical staff level (51.3%; 4 217 persons). Further analysing by branch, the percentage of supervisory level was relatively higher in publishing department of selected organisations (39.0%), import / export (37.2%) and wholesale (36.9%) companies of books, periodicals and newspapers, whereas the percentage of technical staff level was relatively lower in these three branches (40.1%, 39.1% and 46.9% respectively).

**Table 1c Number of full-time employees (Publishing) – by branch & job level**

	OVERALL		Publishing of newspapers	Publishing (books, directories, mailing lists, magazines, periodicals, etc.)	Wholesale of books, periodicals & newspapers	Import / export of books, periodicals & newspapers	Publishing department of selected organisations
	Number	(%)	(%)	(%)	(%)	(%)	(%)
Managerial	1 522	18.5%	18.3%	18.1%	16.3%	23.8%	20.9%
Supervisory	2 476	30.1%	30.1%	28.8%	36.9%	37.2%	39.0%
Technical Staff	4 217	51.3%	51.6%	53.1%	46.9%	39.1%	40.1%
<b>Total no. of employees:</b>	<b>8 215</b>	<b>100.0%</b>	<b>2 388</b>	<b>4 950</b>	<b>160</b>	<b>425</b>	<b>292</b>

1.11 The top 5 prominent principal jobs for the respective industry were listed in the table below.

**Table 1d Top 5 prominent principal jobs – by industry**

	Principal Jobs	No. of full-time employees	% among all full-time employees in the respective industry
Print Media (Total: 11 989 full-time employees)	Sales Representative / Customer Service Officer / Job Controller / Marketing Staff	2 994	25.0%
	Offset Printing Machine Operator (Sheet-fed)	1 680	14.0%
	Digital Printing System Operator	773	6.4%
	Binding Operator	715	6.0%
	Sales / Customer Services / Marketing Manager	657	5.5%
Publishing (Total: 8 215 full-time employees)	Editor / Assistant Editor / Art Editor / Proof Reader	2 018	24.6%
	Senior Editor	693	8.4%
	Sales Representative / Sales Executive	599	7.3%
	Desktop Publishing (DTP) / E-publishing Technician	560	6.8%
	Designer	478	5.8%

Technologist / Managerial    Technician / Supervisory    Craftsman / Technical Staff    Unskilled

### **Number of Full-time Vacancies**

1.12 In Print Media Industry, a total of 150 full-time vacancies were reported, representing a vacancy rate of 1.2% (i.e. vacancies as a percentage of the total number of employees and vacancies). Relatively more vacancies were found in technician / supervisory level (72 vacancies) and craftsman level (63 vacancies), while slightly higher vacancy rate was found in unskilled level (1.6%).

1.13 In Publishing Industry, a total of 195 full-time vacancies were reported, representing a vacancy rate of 2.3%. The majority of vacancies were jobs at technical staff level (153 vacancies). The corresponding vacancy rate was also higher (3.5%).

**Table 1e** Number of full-time vacancies – by industry & job level

	Print Media		Publishing	
	No. of full-time vacancies	Vacancy rate	No. of full-time vacancies	Vacancy rate
Technologist / Managerial	5	[0.4%]	8	[0.5%]
Technician / Supervisory	72	[1.3%]	34	[1.4%]
Craftsman / Technical Staff	63	[1.3%]	153	[3.5%]
Unskilled	10	[1.6%]	N/A	N/A
<b>Overall:</b>	<b>150</b>	<b>[1.2%]</b>	<b>195</b>	<b>[2.3%]</b>

Vacancy rate =  $\frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$  (for the respective industry & job level)

1.14 The top 3 prominent vacancies for the respective industry were listed in the table below.

**Table 1f** Top 3 prominent vacancies – by industry

	Prominent job	No. of full-time vacancies	% among all full-time vacancies in the respective industry
Print Media (Total: 150 full-time vacancies)	Offset Printing Machine Operator (Sheet-fed)	36	24.0%
	Sales Representative / Customer Service Officer / Job Controller / Marketing Staff	31	20.7%
	Electrical & Mechanical Maintenance Technician (Printing)	19	12.7%
Publishing (Total: 195 full-time vacancies)	Editor / Assistant Editor / Art Editor / Proof Reader	105	53.8%
	Sales Representative / Sales Executive	19	9.7%
	Designer	16	8.2%

Technologist / Managerial    Technician / Supervisory    Craftsman / Technical Staff    Unskilled

### Age Groups

1.15 For full-time employees in Print Media Industry, the prominent age group was 41 – 60 for all job levels (accounting for about 80% for both technologist / managerial and craftsman levels, and about 67% for technician / supervisory level). In Publishing Industry, full-time employees at managerial level tended to be older than those at lower job levels.

**Table 1g Age groups – by industry & job level**

	Prominent age groups
<b>Print Media</b>	
Technologist / Managerial	41 – 50 (33.2%); 51 – 60 (46.8%)
Technician / Supervisory	41 – 50 (33.7%); 51 – 60 (33.7%)
Craftsman	41 – 50 (24.4%); 51 – 60 (55.4%)
<b>Publishing</b>	
Managerial	41 – 50 (41.9%); 51 – 60 (34.7%)
Supervisory	31 – 40 (38.4%); 41 – 50 (36.7%)
Technical Staff	31 – 40 (28.8%); 41 – 50 (30.1%)

### Average Monthly Remuneration Package

1.16 In Print Media Industry, the average monthly remuneration package for full-time employees of technologist / managerial level is commonly in the range of \$20,001 - \$45,000 (about 78%), followed by \$20,001 - \$30,000 for technician / supervisory level (66.7%), \$15,001 - \$30,000 for craftsman level (about 92%) and \$20,000 or below for unskilled level (nearly 100%).

1.17 The full-time employees in Publishing Industry tended to have higher income. The average monthly remuneration package for managerial level is commonly in the range of \$30,001 - \$60,000 (about 72%), \$20,001 - \$45,000 for supervisory level (about 82%) and \$15,001 - \$30,000 for technical staff level (about 95%).

**Table 1h Average monthly remuneration package – by industry & job level**

	Prominent ranges of remuneration package
<b>Print Media</b>	
Technologist / Managerial	\$30,001 - \$45,000 (47.0%); \$20,001 - \$30,000 (30.9%)
Technician / Supervisory	\$20,001 - \$30,000 (66.7%)
Craftsman	\$20,001 - \$30,000 (29.4%); \$15,001 - \$20,000 (62.4%)
Unskilled	\$15,001 - \$20,000 (30.7%); \$15,000 or below (69.1%)
<b>Publishing</b>	
Managerial	\$45,001 - \$60,000 (25.1%); \$30,001 - \$45,000 (46.9%)
Supervisory	\$30,001 - \$45,000 (29.5%); \$20,001 - \$30,000 (52.8%)
Technical Staff	\$20,001 - \$30,000 (42.6%); \$15,001 - \$20,000 (52.3%)

### **Preferred Education Level**

1.18 In Print Media Industry, most of full-time employees at technologist / managerial level were required to attain first degree level (58.6%). Diploma / certificate (46.6%) was most preferred for technician / supervisory level. For craftsman level, more than half were only required to attain secondary 4 to 7 (52.4%).

1.19 The full-time employees in Publishing Industry tended to have higher levels of educational requirements than those of Print Media Industry. The vast majority of those at managerial level were required to attain first degree level (94.1%). Sub-degree (50.0%) was most preferred for supervisory level. For technical staff level, nearly two-thirds were required to attain diploma / certificate (65.8%).

**Table 1i Preferred education level – by industry & job level**

	Prominent preferred education levels
<b>Print Media</b>	
Technologist / Managerial	First degree (58.6%); Sub-degree (31.0%)
Technician / Supervisory	Diploma / certificate (46.6%); Secondary 4 to 7 (25.6%)
Craftsman	Diploma / certificate (24.0%); Secondary 4 to 7 (52.4%); Secondary 3 or below (23.6%)
<b>Publishing</b>	
Managerial	First degree (94.1%)
Supervisory	First degree (31.3%); Sub-degree (50.0%)
Technical Staff	Sub-degree (22.5%); Diploma / certificate (65.8%)

### **Preferred Years of Experience**

1.20 Employers in Print Media Industry tended to require full-time employees at technologist / managerial level to have 5 years to less than 10 years of experience (about 75%). The most preferred years of experience for those at technician / supervisory level was 2 years to less than 7 years (about 89%), while most of those at craftsman level were only required to have less than 5 years of experience (about 93%).

1.21 For Publishing Industry, about 69% of those at managerial level were required to have 5 years to less than 10 years of experience. The most preferred years of experience for those at supervisory level was 2 years to less than 7 years (about 80%). More than half of those at technical staff level were required to have 2 years to less than 5 years of experience (54.7%).

**Table 1j Preferred years of experience – by industry & job level**

	Prominent preferred years of experience
<b>Print Media</b>	
Technologist / Managerial	7 - < 10 years (41.1%); 5 - < 7 years (34.0%)
Technician / Supervisory	5 - < 7 years (26.4%); 2 - < 5 years (62.9%)
Craftsman	2 - < 5 years (30.5%); < 2 years (62.0%)
<b>Publishing</b>	
Managerial	7 - < 10 years (39.0%); 5 - < 7 years (29.8%)
Supervisory	5 - < 7 years (42.1%); 2 - < 5 years (37.8%)
Technical Staff	2 - < 5 years (54.7%); < 2 years (36.0%)

**Employees Left and Recruited in the Past 12 Months**

1.22 In Print Media Industry, a total of 637 full-time employees have left their establishments during the 12 months before enumeration. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 5.5%. Besides, a total of 424 full-time employees were recruited. Most of the new recruits (61.8%) had PP relevant experience.

1.23 The turnover rate in Publishing Industry (9.2%) was slightly higher. A total of 775 full-time employees have left, while a total of 677 full-time employees were recruited. The majority of the new recruits (70.9%) had PP relevant experience.

**Table 1k Full-time employees left and recruited in the past 12 months – by industry & job level**

	No. of full-time employees LEFT	Turnover rate	No. of NEW RECRUITS	% of having PP relevant experience
<b>Print Media</b>	<b>637</b>	<b>[5.5%]</b>	<b>424</b>	<b>61.8%</b>
Technologist / Managerial	33	[2.6%]	32	81.3%
Technician / Supervisory	295	[5.4%]	209	61.7%
Craftsman	309	[6.4%]	183	58.5%
<b>Publishing</b>	<b>775</b>	<b>[9.2%]</b>	<b>677</b>	<b>70.9%</b>
Managerial	96	[6.3%]	60	91.7%
Supervisory	186	[7.4%]	155	83.9%
Technical Staff	493	[11.3%]	462	63.9%

Turnover rate =  $\frac{\text{No. of full-time employees left}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$  (for the respective industry & job level)


### **Recruitment Difficulties in the Past 12 Months**

1.24 Among the establishments in the PP Industries which had engaged in recruitment exercise for the respective job level of full-time employees during the 12 months before enumeration, relatively higher percentages encountered recruitment difficulties for recruiting employees at lower job levels (i.e. craftsman level for Print Media Industry (65.7%) and technical staff level for Publishing Industry (60.4%)).

1.25 In Print Media Industry, “candidates lacked the relevant skills / expertise” was a common recruitment difficulty across all job levels. In Publishing Industry, “candidates lacked the relevant experience” and “candidates found the remuneration package not attractive” were commonly mentioned difficulties across all job levels.

**Table 11 Recruitment difficulties in the past 12 months before enumeration – by industry & job level**

	Print Media			Publishing		
	Technologist / Managerial	Technician / Supervisory	Craftsman	Managerial	Supervisory	Technical Staff
<b>With recruitment difficulties</b>	<b>41.7%</b>	<b>37.0%</b>	<b>65.7%</b>	<b>46.2%</b>	<b>32.1%</b>	<b>60.4%</b>
<u>Major difficulties (among those with recruitment difficulties):</u>						
• Candidates lacked the relevant experience	100.0%	78.4%	21.7%	58.3%	56.0%	53.6%
• Candidates lacked the relevant skills / expertise	80.0%	27.0%	45.7%	58.3%	24.0%	31.0%
• Candidates found the remuneration package not attractive	60.0%	16.2%	43.5%	66.7%	48.0%	79.8%
• Candidates were unwilling to work on shift for long hours	0.0%	18.9%	47.8%	25.0%	60.0%	33.3%
• Candidates found the fringe benefits not attractive	0.0%	13.5%	30.4%	25.0%	28.0%	27.4%
<b>Without recruitment difficulties</b>	<b>58.3%</b>	<b>63.0%</b>	<b>34.3%</b>	<b>53.8%</b>	<b>67.9%</b>	<b>39.6%</b>
<b>No. of establishments with recruitment exercise</b> (% of establishments with recruitment exercise for the respective level of full-time employees)	<b>12#</b> (0.5%)	<b>100</b> (4.1%)	<b>70</b> (2.9%)	<b>26#</b> (2.4%)	<b>78</b> (7.3%)	<b>139</b> (13.0%)

 denotes prominent recruitment difficulties in the respective job level of the respective industry.

Notes: Respondents may mention more than one recruitment difficulties.

# Survey results derived from a small subset of sample may subject to relatively large sampling errors and should be interpreted with caution

### **Expected Change in Business Volume in the Next 12 Months**

1.26 In Print Media Industry, 35.3% of the establishments expected that their business volume will be worse in the next 12 months. Only 1.6% anticipated that it will be better. 28.4% expected that it will be stable. The remaining 34.7% were uncertain. In Publishing Industry, more than half of the establishments (55.2%) expected that their business volume will remain stable in the next 12 months. Only 0.2% anticipated that it will be better. 19.6% expected that it will be worse. The remaining 25.0% were uncertain.

### **Estimated Percentage of Digital / Electronic Business in the Next 12 Months**

1.27 In Print Media Industry (among the related branches: “newspapers printing”, “job printing” and “printing department of academic institutions and Government”), 46.8% of the establishments expected having no business (i.e. 0% of their business) in digital printing in the next 12 months. 25.5% anticipated having 1% - 50% of business in digital printing, while 27.7% estimated that the percentage will be 51% - 100%.

1.28 In Publishing Industry (among the related branches: “publishing of newspapers”, “publishing of books, directories, mailing lists, magazines, periodicals, etc.” and “publishing department of selected organisations”), 43.4% of the establishments expected having no business (i.e. 0% of their business) in electronic publishing in the next 12 months. 32.8% anticipated having 1% - 50% of business in electronic publishing, while 23.8% estimated that the percentage will be 51% - 100%.

### **Expected Change in Number of Full-time Employees in the Next 12 Months**

1.29 For both Print Media and Publishing Industries, the vast majority of establishments (93.9% and 97.4% respectively) expected that their number of full-time employees will be the same in the next 12 months.

### **Training Areas Required for Full-time Employees to Deal with the Industry Development**

1.30 When asked the establishments in Print Media Industry to list out the training areas which were required for full-time employees to deal with the industry development, it was noted that “marketing management”, “quality management”, “production management” and “customer services” were commonly mentioned for employees at technologist / managerial as well as technician / supervisory levels. Besides, “quality assurance” was commonly required for technician / supervisory and craftsman levels.



1.31 In Publishing Industry, “customer services” was a commonly required training area for full-time employees at managerial and supervisory levels, and “editing” as well as “media technology” were commonly required for supervisory and technical staff levels.

**Table 1m Top 5 training areas required for full-time employees to deal with the industry development – by industry & job level**

### Print Media

Technologist / Managerial	Technician / Supervisory	Craftsman
<ul style="list-style-type: none"> <li>Marketing Management</li> <li>Quality Management</li> <li>Production Management</li> <li>Human Resources Management</li> <li>Customer Services</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Management</li> <li>Customer Services</li> <li>Quality Management</li> <li>Production Management</li> <li>Quality Assurance</li> </ul>	<ul style="list-style-type: none"> <li>Printing Technique</li> <li>Pre-press Technique</li> <li>Post-printing Technique</li> <li>Quality Assurance</li> <li>Colour Management</li> </ul>

### Publishing

Managerial	Supervisory	Technical Staff
<ul style="list-style-type: none"> <li>Marketing Management</li> <li>Human Resources Management</li> <li>Copyright Management</li> <li>Customer Services</li> <li>Production Management</li> <li>Quality Management</li> </ul>	<ul style="list-style-type: none"> <li>Editing</li> <li>Customer Services</li> <li>Marketing</li> <li>Sales and Customer Service</li> <li>Media Technology</li> </ul>	<ul style="list-style-type: none"> <li>Editing</li> <li>Design and Artwork Production</li> <li>Problem Solving</li> <li>Communication Skills</li> <li>Media Technology</li> </ul>

## Manpower Analysis

### Manpower Changes between 2025 and 2020

#### *Changes in Number of Full-time Employees*

1.32 In overall, the total number of full-time employees in the PP industries has decreased from 24 624 in 2020 to 20 204 in 2025, with a decrement of 17.9% (-4 420 persons). When analysed by industry, the decrease in the number of full-time employees was relatively larger for Print Media (-2 785 persons) than Publishing (-1 635 persons) Industry.

1.33 Decrease in the number of full-time employees was also found across all job levels in Print Media Industry. A larger decrease was recorded for craftsman level (-22.8%; -1 396 persons). When analysed by job level in Publishing Industry, the decrease in the number of full-time employees was larger for technical staff level (-19.3%; -1 009 persons).

**Table 1n** Changes in number of full-time employees – by industry & job level

	No. of full-time employees		Change of 2025 vs. 2020		Annual change in %
	2025	2020			
<b>Print Media</b>	<b>11 989</b>	<b>14 774</b>	<b>- 2 785</b>	<b>- 18.9%</b>	<b>- 4.1%</b>
Technologist / Managerial	1 288	1 623	- 335	- 20.6%	- 4.5%
Technician / Supervisory	5 353	6 316	- 963	- 15.2%	- 3.3%
Craftsman	4 738	6 134	- 1 396	- 22.8%	- 5.0%
Unskilled	610	701	- 91	- 13.0%	- 2.7%
<b>Publishing</b>	<b>8 215</b>	<b>9 850</b>	<b>- 1 635</b>	<b>- 16.6%</b>	<b>- 3.6%</b>
Managerial	1 522	1 671	- 149	- 8.9%	- 1.9%
Supervisory	2 476	2 953	- 477	- 16.2%	- 3.5%
Technical Staff	4 217	5 226	- 1 009	- 19.3%	- 4.2%
<b>Overall:</b>	<b>20 204</b>	<b>24 624</b>	<b>- 4 420</b>	<b>- 17.9%</b>	<b>- 3.9%</b>

*Changes in Number of Full-time Vacancies*

1.34 The total number of full-time vacancies in the PP Industries has increased, from 259 in 2020 to 345 in 2025, with an increment of 33.2% (+86 vacancies). The increment was larger in Publishing Industry (+47.7%; +63 vacancies) than Print Media Industry (+18.1%; +23 vacancies).

**Table 1o** Changes in number of full-time vacancies – by industry

	No. of full-time vacancies		Change of 2025 vs. 2020		Annual change in %	Vacancy rate	
	2025	2020				2025	2020
Print Media	150	127	+ 23	+ 18.1%	+ 3.4%	[1.2%]	[0.9%]
Publishing	195	132	+ 63	+ 47.7%	+ 8.1%	[2.3%]	[1.3%]
<b>Overall:</b>	<b>345</b>	<b>259</b>	<b>+ 86</b>	<b>+ 33.2%</b>	<b>+ 5.9%</b>	<b>[1.7%]</b>	<b>[1.0%]</b>

$$\text{Vacancy rate} = \frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}} \quad \begin{matrix} \text{(for the respective industry} \\ \text{in the respective year)} \end{matrix}$$

*Changes in Average Monthly Remuneration Package*

1.35 Compared with the results of the 2020 survey, a general upward trend in average monthly remuneration package was recorded in 2025 across various job levels in Print Media Industry. Similar pattern was observed in Publishing Industry. The prominent ranges of remuneration package in 2025 shifted towards higher groups for all job levels.

**Table 1p** Changes in average monthly remuneration package – by industry & job level

Print Media	Over \$60,000	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
<b>2025</b>							
Technologist / Managerial	9.5%	12.5%	47.0%	30.9%	0.2%	0.0%	1 288
Technician / Supervisory	0.1%	0.4%	12.8%	66.7%	19.0%	1.1%	5 353
Craftsman	0.0%	0.0%	1.2%	29.4%	62.4%	7.0%	4 738
Unskilled	0.0%	0.0%	0.0%	0.2%	30.7%	69.1%	610
<b>2020</b>							
Technologist / Managerial	2.7%	5.2%	39.4%	44.1%	8.3%	0.1%	1 623
Technician / Supervisory	0.0%	0.2%	4.5%	36.0%	40.2%	19.1%	6 316
Craftsman	0.0%	0.0%	0.0%	2.1%	42.3%	55.7%	6 134
Unskilled	0.0%	0.0%	0.0%	0.0%	1.5%	98.5%	701

Publishing	Over \$60,000	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
<b>2025</b>							
Managerial	13.8%	25.1%	46.9%	14.2%	0.0%	0.0%	1 522
Supervisory	0.0%	3.1%	29.5%	52.8%	14.6%	0.2%	2 476
Technical Staff	0.0%	0.0%	2.9%	42.6%	52.3%	2.2%	4 217
<b>2020</b>							
Managerial	11.9%	9.7%	52.9%	23.3%	2.3%	0.0%	1 671
Supervisory	0.0%	1.3%	9.9%	57.8%	30.6%	0.4%	2 953
Technical Staff	0.0%	0.0%	0.6%	12.3%	64.8%	22.3%	5 226

denotes prominent ranges of remuneration package in the respective job level in the respective year.

### *Changes in Preferred Education Level*

1.36 Compared with the results of the 2020 survey, employers in Print Media Industry tended to have higher requirement on the education level of full-time employees at all job levels. In Publishing Industry, employers tended to have lower requirement on the education level of supervisory as well as technical staff levels.

**Table 1q** Changes in preferred education level – by industry & job level

Print Media	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
<b>2025</b>							
Technologist / Managerial	1.7%	58.6%	31.0%	8.6%	0.1%	0.0%	1 288
Technician / Supervisory	0.0%	9.0%	18.8%	46.6%	25.6%	0.0%	5 353
Craftsman	0.0%	0.0%	0.0%	24.0%	52.4%	23.6%	4 738
<b>2020</b>							
Technologist / Managerial	1.6%	48.9%	8.0%	19.2%	22.4%	0.0%	1 623
Technician / Supervisory	0.0%	7.1%	13.2%	42.2%	37.6%	0.0%	6 316
Craftsman	0.0%	0.0%	0.0%	7.5%	53.2%	39.3%	6 134

Publishing	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
<b>2025</b>							
Managerial	1.7%	94.1%	3.4%	0.9%	0.0%	0.0%	1 522
Supervisory	0.0%	31.3%	50.0%	15.6%	3.0%	0.0%	2 476
Technical Staff	0.0%	0.4%	22.5%	65.8%	11.4%	0.0%	4 217
<b>2020</b>							
Managerial	5.4%	93.0%	0.3%	1.1%	0.3%	0.0%	1 671
Supervisory	0.0%	51.9%	20.5%	24.6%	3.1%	0.0%	2 953
Technical Staff	0.0%	4.1%	39.5%	43.0%	13.0%	0.4%	5 226

denotes prominent preferred education levels for the respective job level in the respective year.

## **Manpower Projection and Annual Additional Manpower Requirements**

1.37 The annual additional manpower requirement of the Print Media and Publishing Industries has taken into account the (i) annual manpower growth (based on employers' forecast of the number of employees) and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on an annual basis). A summary of the estimated annual additional manpower requirement is shown in the table below.

**Table 1r Estimated Annual Additional Manpower Requirement**

Industry & Job level	Wastage rate	Annual additional manpower requirement		
		Average manpower growth (a)	Industry leavers (b)	Total (a) + (b)
Print Media Industry				
Technologist / Managerial	0.5%	-13	7	-6
Technician / Supervisory	3.1%	-53	165	112
Craftsman	4.2%	-47	201	154
Total:				260
Publishing Industry				
Managerial	2.7%	2	41	43
Supervisory	2.2%	3	56	59
Technical Staff	4.5%	4	198	202
Total:				304

## **Business Outlook**

1.38 Hong Kong's print media and publishing industries are navigating a complex landscape marked by fluctuating export demand, accelerating digital transformation, and widening skills shortages. In recent years, ongoing global economic, geopolitical, and trade uncertainties have impacted exports, reducing the number of companies and shrinking full-time employment by nearly 18% since 2020. While Chinese Mainland remains the largest and fastest-growing export market, overall industry stabilisation in 2024 signals potential for recovery and expansion. However, profit margins remain tight due to rising costs, evolving client expectations regarding sustainability (ESG), and persistent digital disruption to traditional media channels.

1.39 Despite these challenges, different opportunities are emerging. Growth in digital printing, driven by demand for customised, on-demand solutions and the e-commerce boom, has positioned innovative printers to capture new market segments, particularly in packaging and labels. Similarly, the rapid adoption of technologies such as Artificial Intelligence (AI), QR codes, Augmented Reality (AR), and industrial Internet of Things (IoT) is enabling smarter production, enhancing product functionality, and driving value-added customer engagement. In publishing, shifts in reading habits

toward digital and mobile platforms, the proliferation of e-books and audiobooks, and new AI-driven content solutions are reshaping audience reach and revenue models. Hong Kong's growing status as a regional Intellectual Property (IP) trading and copyright licensing hub further extends the industry's influence, supporting cross-border partnerships and global market access.

## Major Recommendations

1.40 To secure sustainable growth and capitalise on these opportunities, the Training Board has the following recommendations for stakeholders:

- **Government** should actively promote print and publishing as creative, technology-driven industries, especially to young people through enhanced Vocational and Professional Education and Training (VPET) outreach, upskilling incentives, and campaigns highlighting industry success stories. Policies should also foster digital transformation, support green and AI-enabled innovation, and strengthen Hong Kong's role as a regional IP hub through improved copyright and licensing frameworks.
- **Employers** are urged to accelerate succession planning to address workforce ageing, adopt flexible and appealing work environments for young talent, and invest in regular staff training in digital, AI, and IP management skills. Offering competitive packages—including market-rate salaries and a range of leave benefits such as family, paternity, and study leave—can make companies more attractive to potential and current employees. Diversification into multimedia, creative packaging, and international partnerships will help companies remain competitive.
- **Education Institutions** should update curricula to reflect priority skill areas, including AI applications in print production, data-driven quality control, digital workflow automation, AI-powered content creation, editing, translation, marketing, ethics, and IP management, while offering hands-on, project-based learning in collaboration with industry.
- **Print Media Employees** are encouraged to pursue lifelong learning in digital print technologies, data literacy, and AI basics. **Publishing Employees** should stay abreast of AI-related copyright, ethical and data privacy issues to ensure relevance in the expanding creative economy. Employees of both industries should act as industry ambassadors, sharing their achievements and industry impact to promote a positive professional image. By familiarising themselves with the Hong Kong Qualifications Framework (HKQF), the Specification of Competency Standards (SCS), Recognition of Prior Learning (RPL) mechanism, and the Award Scheme for Learning Experiences, they can clarify career pathways, have their workplace-acquired experience formally

recognised, and access opportunities such as overseas industry exposure. Employees should leverage government-funded programmes—including the Continuing Education Fund (CEF) and Vplus Creative Industries (Vplus)—and pursue QF-recognised programmes from leading institutions such as HKDI and VTC. Collectively, these efforts empower employees to maintain their professional edge and adaptability in Hong Kong’s evolving print media and publishing landscape.

## 2 Introduction

### Background

2.1 The Print Media and Publishing Training Board (Training Board) of the Vocational Training Council (VTC) is appointed by the Government of the Hong Kong Special Administrative Region (HKSAR) to analyse the manpower situation and training needs of the Print Media and Publishing Industries. The Training Board comprises members nominated by major trade associations, trade unions, professional bodies, educational and training institutions and Government departments. The Working Party of the Manpower Survey is formed by selected members of the Training Board. The membership and terms of reference of the Training Board, as well as the members in the Working Party are listed in **Appendices 1, 2 and 3**.

2.2 The manpower survey of the Print Media and Publishing (PP) Industries will be conducted every four years, followed by two periodic manpower updates supplemented with information collected from focus groups and desk research to better reflect the changing trends of the manpower situation. This manpower survey mainly focuses on the analysis of technical manpower, which refers to the personnel who are expected to apply the industrial knowledge and technical skills required to complete the work assigned.

2.3 Manpower data with respect to survey reference date of 2 January 2025 was collected from January to April 2025. This report presents the survey findings and analysis of the latest manpower situation in the PP Industries and proposes recommendations on the manpower development to different stakeholders of the industry, including employers, employees and training providers by making reference to the business outlook.

### Objectives

2.4 The objectives of this manpower survey are:

- (a) To collect up-to-date manpower information by branches, job levels and principal jobs in the industries;
- (b) To assess the technical manpower structure;
- (c) To forecast the training requirements in the near future; and
- (d) To recommend to the VTC and relevant stakeholders the talent development strategies to meet the manpower needs.



## Survey Coverage

2.5 The survey covered the following branches in the PP Industries:

- Print Media Industry
  - Newspapers printing
  - Job printing
  - Service activities related to printing (mainly bookbinding, ornamentation of cards, photo-engraving, typesetting and label embossing)
  - Manufacture of containers and boxes of paper and paperboard
  - Printing agent
  - Printing suppliers and metal can printing firms
  - Printing department of the academic institutions and Government
- Publishing Industry
  - Publishing of newspapers
  - Publishing and allied industries (including books, magazines, periodicals, etc.)
  - Wholesale of books, periodicals and newspapers
  - Import / export of books, periodicals and newspapers
  - Publishing department of the selected organisations

### 3 Methodology

#### Sample Design

3.1 Based on the Hong Kong Standard Industrial Classification list from the Census and Statistics Department (C&SD) of the HKSAR Government, the survey covered around 3 500 establishments in different branches of the industries. By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the C&SD, and the inclusion of supplementary samples recommended by the Training Board, a total of 1 060 establishments were selected for the survey, comprising 622 for Print Media Industry and 438 for Publishing Industry.

#### Questionnaire Design

3.2 The questionnaire designed for the survey comprised two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to the industry’s manpower situation. The list of principal jobs was defined by the Training Board with detailed job descriptions given for each job, and was classified into different industries and job levels as follows:

Print Media Industry	Publishing Industry
<ul style="list-style-type: none"><li>• Technologist / Managerial Level</li><li>• Technician / Supervisory Level</li><li>• Craftsman Level</li><li>• Unskilled Level</li></ul>	<ul style="list-style-type: none"><li>• Managerial Level</li><li>• Supervisory Level</li><li>• Technical Staff Level</li></ul>

3.3 While job titles adopted in the establishments might vary with the descriptions of the principal jobs, respondents were asked to provide manpower information corresponding to the job descriptions and the skill levels of the principal jobs. The definition of terms and the survey documents, including a sample questionnaire, explanatory notes and job descriptions for the principal jobs are given in **Appendices 4 and 5**.

#### Data Collection

3.4 Data collection was carried out between January and April 2025. A pack of survey documents was given to each sampled establishment. The respondents of the establishments were asked to provide manpower information of their establishments at the time of the survey with the reference date on 2 January 2025. During the fieldwork period, enumerators assisted the respondents to complete the questionnaire through phone calls or on-site visits.

3.5 Various measures were taken to assure the quality of the data collection process. These included prior fieldwork preparation, thorough training of fieldwork staff, monitoring of the fieldwork execution, measures to increase the response rate, checking of the completed questionnaires, double data entry and validation and verification of the collected data. The list of quality control measures is shown in **Appendix 6**.

## **Data Analysis**

3.6 Among the 585 valid sampled establishments, 551 were successfully enumerated which contributed to an effective response rate of 94.2%<sup>Note 2</sup>. Taking into account (a) the satisfactory response rate of individual branches, (b) the satisfactory response rate from a majority of prominent and sizeable establishments, and (c) the grossing-up of the sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the PP Industries. The response rate achieved for individual branches was also adequate to produce meaningful breakdown by branch. The response profile is shown in **Appendix 7**.

## **Manpower Projection Methodology**

3.7 The manpower trend of the Print Media and Publishing (PP) Industries in the coming year was based on the employers' forecast of the number of full-time employees provided in the manpower survey.

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<sup>Note 2</sup> Sampled establishments which had been ceased operation, had not employed any PP relevant technical employees, nil reply to the survey, etc. were classified as invalid samples.

## 4 Survey Findings<sup>2</sup>

### 4.1 Overview of Manpower Situation

#### *Number of Establishments Engaged in the Industries*

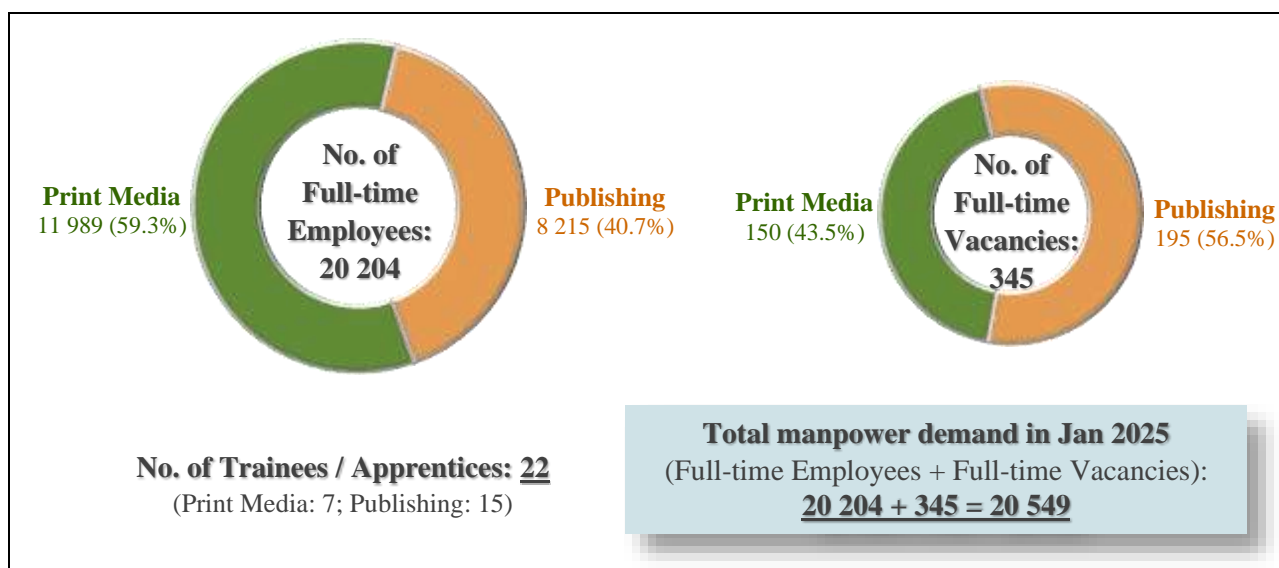
4.1.1 During the survey period, a total of 3 516 establishments were engaged in PP Industries, decreased by 1 337 (or -27.5%) when compared with 4 853 in the 2020 Survey. In the respective industries, 2 437 establishments were engaged in Print Media Industry, decreased by 936 (or -27.7%) when compared with 3 373 in 2020; and 1 079 establishments were engaged in Publishing Industry, decreased by 401 (or -27.1%) when compared with 1 480 in 2020.

#### *Manpower Situation*

4.1.2 As at 2 January 2025, a total of 20 204 full-time employees were engaged in the Print Media and Publishing Industries, and 22 trainees / apprentices were reported. Moreover, there were a total of 345 full-time vacancies. Aggregating the total number of full-time employees and vacancies, it was estimated that there were a total of 20 549 posts.

4.1.3 For full-time employees, Print Media Industry (59.3%) accounted for a larger proportion (vs. 40.7% for Publishing Industry). Conversely, the proportion of full-time vacancies in Publishing Industry (56.5%) was larger than that of Print Media Industry (43.5%). The number of trainees / apprentices was slightly more in Publishing (15) than Print Media (7) Industry.

**Chart 4.1 Overview of manpower situation**



Note: “Vacancies” refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

<sup>2</sup> There may be slight discrepancies between the sum of individual items and the totals as shown in this report due to rounding.

## 4.2 Number of Full-time Employees

### 4.2.1 Print Media Industry

#### *By Branch*

4.2.1.1 Among the 11 989 full-time employees in Print Media Industry, relatively more were working in job printing companies (59.2%; 7 103 persons), followed by printing agents (20.1%; 2 409 persons) and printing suppliers, metal can printing firms and other printing companies (8.4%; 1 012 persons).

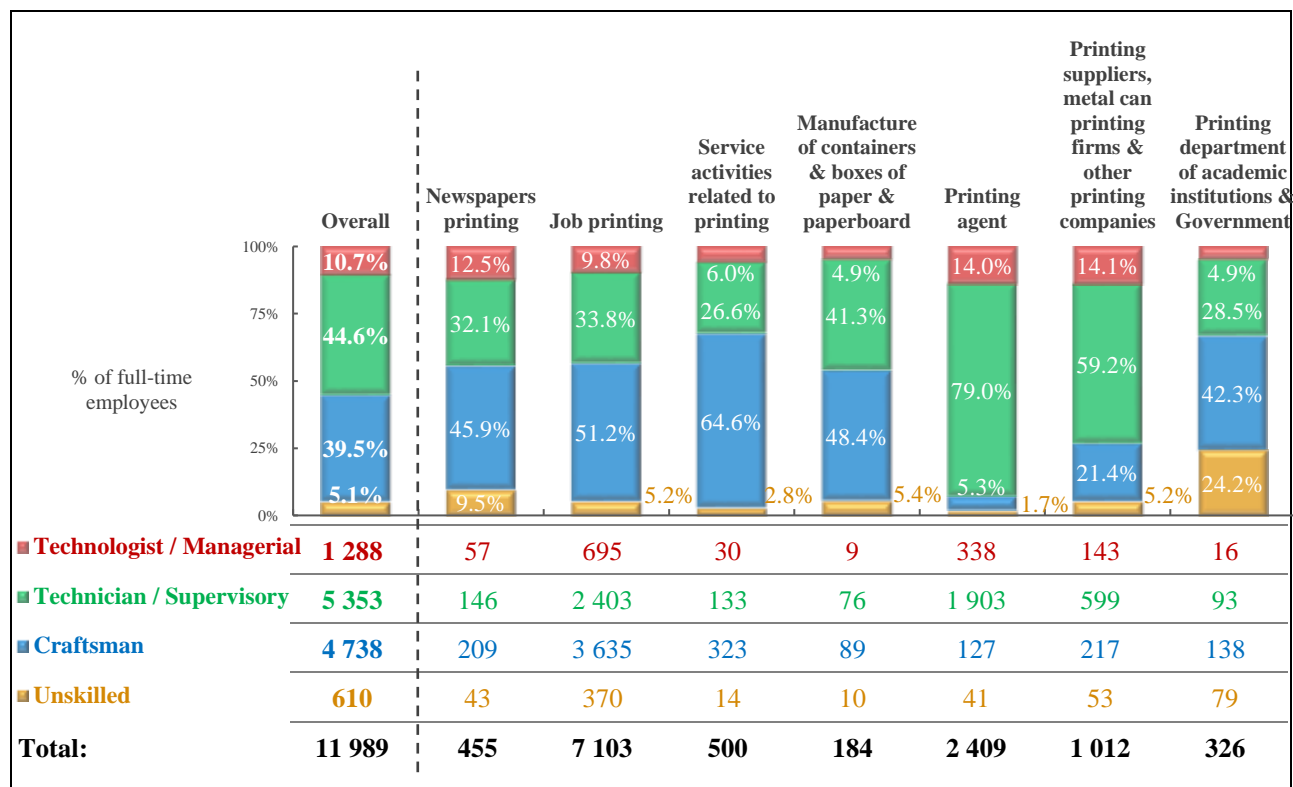
**Table 4.2.1a Number of full-time employees (Print Media) – by branch**

	No. of full-time employees	(%)
Job printing	7 103	59.2%
Printing agent	2 409	20.1%
Printing suppliers, metal can printing firms and other printing companies	1 012	8.4%
Service activities related to printing	500	4.2%
Newspapers printing	455	3.8%
Printing department of academic institutions and Government	326	2.7%
Manufacture of containers and boxes of paper and paperboard	184	1.5%
<b>Overall:</b>	<b>11 989</b>	<b>100.0%</b>

#### *By Branch and Job Level*

4.2.1.2 The largest proportion of full-time employees were working in the technician / supervisory level (44.6%; 5 353 persons), followed by craftsman level (39.5%; 4 738 persons), technologist / managerial level (10.7%; 1 288 persons) and unskilled level (5.1%; 610 persons).

4.2.1.3 Analysing by branch, the percentage of technician / supervisory level was relatively higher in printing agents (79.0%) and printing suppliers, metal can printing firms and other printing companies (59.2%), as compared with other branches (below 42%). On the other hand, the percentage of craftsman level was relatively lower in these two branches (5.3% and 21.4% respectively), as compared with their counterparts (above 42% respectively).

**Chart 4.2.1 Number of full-time employees (Print Media) – by branch & job level***Prominent Principal Jobs*

4.2.1.4 In Print Media Industry, the most prominent principal job was Sales Representative / Customer Service Officer / Job Controller / Marketing Staff (2 994 persons), followed by Offset Printing Machine Operator (Sheet-fed) (1 680 persons), Digital Printing System Operator (773 persons), Binding Operator (715 persons) and Sales / Customer Services / Marketing Manager (657 persons).

**Table 4.2.1b Top 3 prominent principal jobs (Print Media) – by job level**

	Principal Jobs	No. of full-time employees	% among all full-time employees in the respective job level
Technologist / Managerial (Total: 1 288 full-time employees)	Sales / Customer Services / Marketing Manager	657	51.0%
	Production / Prepress / Quality Manager	290	22.5%
	General Manager	222	17.2%
Technician / Supervisory (Total: 5 353 full-time employees)	Sales Representative / Customer Service Officer / Job Controller / Marketing Staff	2 994	55.9%
	Prepress Technician	478	8.9%
	Production Planner / Production or Quality Controller	443	8.3%
Craftsman (Total: 4 738 full-time employees)	Offset Printing Machine Operator (Sheet-fed)	1 680	35.5%
	Digital Printing System Operator	773	16.3%
	Binding Operator	715	15.1%
Unskilled (Total: 610 full-time employees)	General Worker (the only principal job in unskilled level)	610	100.0%

### **4.2.2 Publishing Industry**

#### *By Branch*

4.2.2.1 Among the 8 215 full-time employees in Publishing Industry, relatively more were working in publishing companies of books, directories, mailing lists, magazines, periodicals, etc. (60.3%; 4 950 persons), followed by publishing companies of newspapers (29.1%; 2 388 persons).

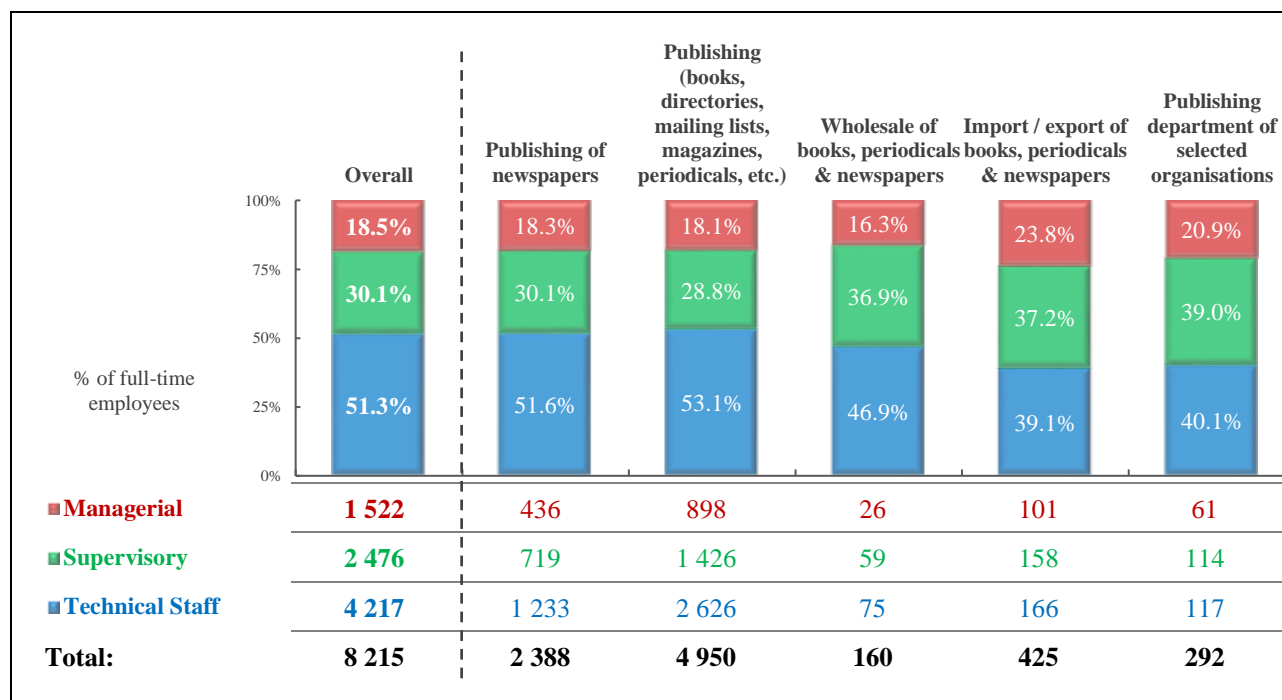
**Table 4.2.2a Number of full-time employees (Publishing) – by branch**

	<b>No. of full-time employees</b>	<b>(%)</b>
Publishing (books, directories, mailing lists, magazines, periodicals, etc.)	4 950	60.3%
Publishing of newspapers	2 388	29.1%
Import / export of books, periodicals and newspapers	425	5.2%
Publishing department of selected organisations	292	3.6%
Wholesale of books, periodicals and newspapers	160	1.9%
<b>Overall:</b>	<b>8 215</b>	<b>100.0%</b>

#### *By Branch and Job Level*

4.2.2.2 More than half of the full-time employees in Publishing Industry were working in the technical staff level (51.3%; 4 217 persons), about three-tenths in supervisory level (30.1%; 2 476 persons) and nearly one-fifth in managerial level (18.5%; 1 522 persons).

4.2.2.3 Analysing by branch, the percentage of supervisory level was relatively higher in publishing department of selected organisations (39.0%), import / export (37.2%) and wholesale (36.9%) companies of books, periodicals and newspapers, as compared with other branches (below 31%). On the other hand, the percentage of technical staff level was relatively lower in these three branches (40.1%, 39.1% and 46.9% respectively), as compared with their counterparts (above 51% respectively).

**Chart 4.2.2 Number of full-time employees (Publishing) – by branch & job level***Prominent Principal Jobs*

4.2.2.4 In Publishing Industry, Editor / Assistant Editor / Art Editor / Proof Reader (2 018 persons) was the top prominent principal job, followed by Senior Editor (693 persons), Sales Representative / Sales Executive (599 persons), Desktop Publishing / E-publishing Technician (560 persons) and Designer (478 persons).

**Table 4.2.2b Top 3 prominent principal jobs (Publishing) – by job level**

	Principal Jobs	No. of full-time employees	% among all full-time employees in the respective job level
Managerial (Total: 1 522 full-time employees)	Editorial Director / Chief Editor / Publishing Director	296	19.4%
	Managing Director / General Manager / Publisher / Chief Executive Director / President	282	18.5%
	Editorial Manager / Managing Editor	231	15.2%
Supervisory (Total: 2 476 full-time employees)	Senior Editor	693	28.0%
	Designer	478	19.3%
	Sales Supervisor	379	15.3%
Technical Staff (Total: 4 217 full-time employees)	Editor / Assistant Editor / Art Editor / Proof Reader	2 018	47.9%
	Sales Representative / Sales Executive	599	14.2%
	Desktop Publishing (DTP) / E-publishing Technician	560	13.3%



## 4.3 Number of Full-time Vacancies

### 4.3.1 Print Media Industry

4.3.1.1 In Print Media Industry, a total of 150 full-time vacancies were reported, representing a vacancy rate of 1.2% (i.e. vacancies as a percentage of the total number of employees and vacancies). Similar to the distribution of full-time employees, larger numbers of full-time vacancies were jobs in the technician / supervisory level (72 vacancies) and craftsman level (63 vacancies). In terms of vacancy rate, a slightly higher vacancy rate was found for unskilled level (1.6%).

**Table 4.3.1a Number of full-time vacancies (Print Media) – by job level**

	No. of full-time vacancies	Vacancy rate
Technologist / Managerial	5	[0.4%]
Technician / Supervisory	72	[1.3%]
Craftsman	63	[1.3%]
Unskilled	10	[1.6%]
<b>Overall:</b>	<b>150</b>	<b>[1.2%]</b>

$$\text{Vacancy rate} = \frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}} \quad (\text{for the respective job level})$$

4.3.1.2 The top 2 prominent vacancies were also the common principal jobs, which were Offset Printing Machine Operator (Sheet-fed) (36 vacancies) and Sales Representative / Customer Service Officer / Job Controller / Marketing Staff (31 vacancies).

**Table 4.3.1b Top 3 prominent vacancies (Print Media)**

	No. of full-time vacancies	% among the total no. of full-time vacancies
Offset Printing Machine Operator (Sheet-fed)	36	24.0%
Sales Representative / Customer Service Officer / Job Controller / Marketing Staff	31	20.7%
Electrical & Mechanical Maintenance Technician (Printing)	19	12.7%

Technologist / Managerial Level
  Technician / Supervisory Level
  Craftsman Level
  Unskilled Level

### 4.3.2 Publishing Industry

4.3.2.1 In Publishing Industry, a total of 195 full-time vacancies were reported, representing a vacancy rate of 2.3%. The majority of full-time vacancies were jobs in the technical staff level (153 vacancies). The corresponding vacancy rate was also higher (3.5%) amongst the 3 job levels.

**Table 4.3.2a Number of full-time vacancies (Publishing) – by job level**


	No. of full-time vacancies	Vacancy rate
Managerial	8	[0.5%]
Supervisory	34	[1.4%]
Technical Staff	153	[3.5%]
<b>Overall:</b>	<b>195</b>	<b>[2.3%]</b>

$$\text{Vacancy rate} = \frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}} \quad (\text{for the respective job level})$$


4.3.2.2 The top prominent vacancy was also the most prominent principal jobs, which was Editor / Assistant Editor / Art Editor / Proof Reader (105 vacancies). It accounted for more than half of the total number of full-time vacancies (53.8%).

**Table 4.3.2b Top 3 prominent vacancies (Publishing)**

	No. of full-time vacancies	% among the total no. of full-time vacancies
Editor / Assistant Editor / Art Editor / Proof Reader	105	53.8%
Sales Representative / Sales Executive	19	9.7%
Designer	16	8.2%

 Managerial Level

 Supervisory Level

 Technical Staff Level

## 4.4 Age Groups

### 4.4.1 Print Media Industry

4.4.1.1 For full-time employees in Print Media Industry, the prominent age group was 41 – 60 for all job levels (accounting for about 80% for both technologist / managerial and craftsman levels, and about 67% for technician / supervisory level). Comparatively speaking, the percentage of younger group (aged 40 or below) is relatively higher in technician / supervisory level (about 25%), as compared with other job levels (below 11%).

**Table 4.4.1 Age groups (Print Media) – by job level**

	30 or below	31 – 40	41 – 50	51 – 60	61 or above	No. of full-time employees
Technologist / Managerial	0.1%	9.5%	33.2%	46.8%	10.5%	1 288
Technician / Supervisory	6.1%	18.6%	33.7%	33.7%	7.9%	5 353
Craftsman	2.3%	8.1%	24.4%	55.4%	9.7%	4 738

denotes prominent age groups in the respective job level.

### 4.4.2 Publishing Industry

4.4.2.1 In Publishing Industry, full-time employees at managerial level tended to be older than those at lower job levels. The majority of them aged 41 – 60 (about 77%). For supervisory and technical staff levels, though more than three-tenths aged 41 – 50 (36.7% and 30.1% respectively), considerable proportions were younger in the age range of 31 – 40 (38.4% and 28.8% respectively).

**Table 4.4.2 Age groups (Publishing) – by job level**

	30 or below	31 – 40	41 – 50	51 – 60	61 or above	No. of full-time employees
Managerial	0.6%	17.1%	41.9%	34.7%	5.7%	1 522
Supervisory	5.5%	38.4%	36.7%	17.3%	2.0%	2 476
Technical Staff	18.1%	28.8%	30.1%	19.6%	3.4%	4 217

denotes prominent age groups in the respective job level.

## 4.5 Average Monthly Remuneration Package

### 4.5.1 Print Media Industry

4.5.1.1 In Print Media Industry, the average monthly remuneration package for full-time employees of technologist / managerial level is commonly in the range of \$20,001 - \$45,000 (about 78%), followed by \$20,001 - \$30,000 for technician / supervisory level (66.7%), \$15,001 - \$30,000 for craftsman level (about 92%) and \$20,000 or below for unskilled level (nearly 100%).

**Table 4.5.1 Average monthly remuneration package (Print Media) – by job level**

	Over \$60,000	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
Technologist / Managerial	9.5%	12.5%	47.0%	30.9%	0.2%	0.0%	1 288
Technician / Supervisory	0.1%	0.4%	12.8%	66.7%	19.0%	1.1%	5 353
Craftsman	0.0%	0.0%	1.2%	29.4%	62.4%	7.0%	4 738
Unskilled	0.0%	0.0%	0.0%	0.2%	30.7%	69.1%	610

denotes prominent ranges of remuneration package in the respective job level.

### 4.5.2 Publishing Industry

4.5.2.1 The full-time employees in Publishing Industry tended to have higher income. The average monthly remuneration package for managerial level is commonly in the range of \$30,001 - \$60,000 (about 72%), \$20,001 - \$45,000 for supervisory level (about 82%) and \$15,001 - \$30,000 for technical staff level (about 95%).

**Table 4.5.2 Average monthly remuneration package (Publishing) – by job level**

	Over \$60,000	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
Managerial	13.8%	25.1%	46.9%	14.2%	0.0%	0.0%	1 522
Supervisory	0.0%	3.1%	29.5%	52.8%	14.6%	0.2%	2 476
Technical Staff	0.0%	0.0%	2.9%	42.6%	52.3%	2.2%	4 217

denotes prominent ranges of remuneration package in the respective job level.

## 4.6 Preferred Education Level

### 4.6.1 Print Media Industry

4.6.1.1 In Print Media Industry, the majority of full-time employees at technologist / managerial level were required to attain first degree and sub-degree levels (about 90%). Diploma / certificate (46.6%) was most preferred for technician / supervisory level, followed by secondary 4 to 7 (25.6%). For craftsman level, more than half were only required to attain secondary 4 to 7 (52.4%).

**Table 4.6.1 Preferred education level (Print Media) – by job level**

	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Technologist / Managerial	1.7%	58.6%	31.0%	8.6%	0.1%	0.0%	1 288
Technician / Supervisory	0.0%	9.0%	18.8%	46.6%	25.6%	0.0%	5 353
Craftsman	0.0%	0.0%	0.0%	24.0%	52.4%	23.6%	4 738

denotes prominent preferred education levels in the respective job level.

### 4.6.2 Publishing Industry

4.6.2.1 The full-time employees in Publishing Industry tended to have higher levels of educational requirements than those of Print Media Industry. The vast majority of those at managerial level were required to attain first degree level (94.1%). Sub-degree (50.0%) was most preferred for supervisory level, followed by first degree (31.3%). For technical staff level, nearly two-thirds were required to attain diploma / certificate (65.8%) and some were required to have sub-degree level (22.5%).

**Table 4.6.2 Preferred education level (Publishing) – by job level**

	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
Managerial	1.7%	94.1%	3.4%	0.9%	0.0%	0.0%	1 522
Supervisory	0.0%	31.3%	50.0%	15.6%	3.0%	0.0%	2 476
Technical Staff	0.0%	0.4%	22.5%	65.8%	11.4%	0.0%	4 217

denotes prominent preferred education levels in the respective job level.

## 4.7 Preferred Years of Experience

### 4.7.1 Print Media Industry

4.7.1.1 Employers in Print Media Industry tended to require full-time employees at technologist / managerial level to have 5 years to less than 10 years of experience (about 75%). The most preferred years of experience for those at technician / supervisory level was 2 years to less than 7 years (about 89%), while most of those at craftsman level were only required to have less than 5 years of experience (about 93%).

**Table 4.7.1 Preferred years of experience (Print Media) – by job level**

	15 years or more	10 – < 15 years	7 – < 10 years	5 – < 7 years	2 – < 5 years	< 2 years	No experience required	No. of full-time employees
Technologist / Managerial	3.6%	14.6%	41.1%	34.0%	6.7%	0.0%	0.0%	1 288
Technician / Supervisory	0.0%	0.9%	3.3%	26.4%	62.9%	6.2%	0.2%	5 353
Craftsman	0.0%	0.0%	0.0%	2.4%	30.5%	62.0%	5.1%	4 738

denotes prominent preferred years of experience in the respective job level.

### 4.7.2 Publishing Industry

4.7.2.1 Similar to the preferred education level, the preferred years of experience in Publishing Industry tended to be slightly longer than those of Print Media Industry. About 69% of those at managerial level were required to have 5 years to less than 10 years of experience, while about 27% were expected to have experience of 10 years or more (vs. about 18% in Print Media Industry). The most preferred years of experience for those at supervisory level was 2 years to less than 7 years (about 80%), while about 20% were preferred to have 7 years or more (vs. about 4% in Print Media Industry). More than half of those at technical staff level were required to have 2 years to less than 5 years of experience (54.7%; vs. 30.5% in Print Media Industry).

**Table 4.7.2 Preferred years of experience (Publishing) – by job level**

	15 years or more	10 – < 15 years	7 – < 10 years	5 – < 7 years	2 – < 5 years	< 2 years	No experience required	No. of full-time employees
Managerial	8.1%	18.7%	39.0%	29.8%	4.5%	0.0%	0.0%	1 522
Supervisory	0.1%	4.7%	15.0%	42.1%	37.8%	0.3%	0.0%	2 476
Technical Staff	0.0%	0.0%	0.7%	1.7%	54.7%	36.0%	6.8%	4 217

denotes prominent preferred years of experience in the respective job level.

## 4.8 Employees Left and Recruited in the Past 12 Months

### 4.8.1 Print Media Industry

#### *Employees Left*

4.8.1.1 In Print Media Industry, a total of 637 full-time employees have left their establishments during the 12 months before enumeration. The turnover rate (i.e. the number of full-time employees left as a percentage of the total number of posts) was 5.5%. Across different job levels, the highest turnover rate was recorded for craftsman level (6.4%).

#### *Employees Recruited*

4.8.1.2 During the past 12 months before enumeration, a total of 424 full-time employees were recruited. The number of employees left was larger than the number of new recruits.

4.8.1.3 More than three-fifths of the new recruits (61.8%) had PP relevant experience. Such percentage was relatively higher among the new recruits in technologist / managerial level (81.3%) across different job levels.

**Table 4.8.1 Full-time employees left and recruited in the past 12 months (Print Media) – by job level**

	No. of full-time employees LEFT	Turnover rate	No. of NEW RECRUITS	% of having PP relevant experience
Technologist / Managerial	33	[2.6%]	32	81.3%
Technician / Supervisory	295	[5.4%]	209	61.7%
Craftsman	309	[6.4%]	183	58.5%
<b>Overall:</b>	<b>637</b>	<b>[5.5%]</b>	<b>424</b>	<b>61.8%</b>

Turnover rate = 
$$\frac{\text{No. of full-time employees left}}{\text{Total no. of posts (full-time employees + full-time vacancies)}} \quad (\text{for the respective job level})$$

## **4.8.2 Publishing Industry**

### *Employees Left*

4.8.2.1 In Publishing Industry, a total of 775 full-time employees have left their establishments during the 12 months before enumeration. The turnover rate was 9.2%, higher than 5.5% of Print Media Industry. The highest turnover rate was recorded for technical staff level (11.3%).

### *Employees Recruited*

4.8.2.2 During the past 12 months before enumeration, a total of 677 full-time employees were recruited. The number of employees left was slightly larger than the number of new recruits.

4.8.2.3 About seven-tenths of the new recruits (70.9%) had PP relevant experience (higher than 61.8% of Print Media Industry). Such percentage was relatively higher among the new recruits in managerial level (91.7%).

**Table 4.8.2 Full-time employees left and recruited in the past 12 months (Publishing) – by job level**

	No. of full-time employees LEFT	Turnover rate	No. of NEW RECRUITS	% of having PP relevant experience
Managerial	96	[6.3%]	60	91.7%
Supervisory	186	[7.4%]	155	83.9%
Technical Staff	493	[11.3%]	462	63.9%
<b>Overall:</b>	<b>775</b>	<b>[9.2%]</b>	<b>677</b>	<b>70.9%</b>

Turnover rate =  $\frac{\text{No. of full-time employees left}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$  (for the respective job level)



## 4.9 Recruitment Difficulties in the Past 12 Months

### 4.9.1 Print Media Industry


4.9.1.1 In Print Media Industry, among the establishments which had engaged in recruitment exercise for the respective job level of full-time employees during the 12 months before enumeration, relatively higher percentage encountered recruitment difficulties for recruiting employees at craftsman level (65.7%), as compared with technologist / managerial level (41.7%) and technician / supervisory level (37.0%).

4.9.1.2 Among those which reported recruitment difficulties, “candidates lacked the relevant skills / expertise” (about 27% - 80%) was commonly mentioned difficulty across all job levels.

4.9.1.3 Apart from the above mentioned, for recruiting technologist / managerial and technician / supervisory levels, “candidates lacked the relevant experience” (100.0% and 78.4%) was the major recruitment difficulty. For craftsman level, the most frequently mentioned difficulty was that “candidates were unwilling to work on shift for long hours” (47.8%).

**Table 4.9.1 Recruitment difficulties in the past 12 months before enumeration (Print Media) – by job level**

	Technologist / Managerial	Technician / Supervisory	Craftsman
<b>With recruitment difficulties</b>	<b>41.7%</b>	<b>37.0%</b>	<b>65.7%</b>
<b>Among those with recruitment difficulties:</b>			
• Candidates lacked the relevant experience	100.0%	78.4%	21.7%
• Candidates lacked the relevant skills / expertise	80.0%	27.0%	45.7%
• Candidates found the remuneration package not attractive	60.0%	16.2%	43.5%
• Candidates were unwilling to work on shift for long hours	0.0%	18.9%	47.8%
• Candidates found the fringe benefits not attractive	0.0%	13.5%	30.4%
• Candidates lacked the relevant academic qualification	0.0%	2.7%	30.4%
• Candidates were unwilling to work in the Mainland	0.0%	2.7%	4.3%
• Others (e.g. remote work location)	0.0%	2.7%	2.2%
<b>Without recruitment difficulties</b>	<b>58.3%</b>	<b>63.0%</b>	<b>34.3%</b>
<b>No. of establishments with recruitment exercise</b>	<b>12#</b>	<b>100</b>	<b>70</b>
(% of establishments with recruitment exercise for the respective level of full-time employees)	(0.5%)	(4.1%)	(2.9%)

 denotes prominent recruitment difficulties in the respective job level.

Notes: Respondents may mention more than one recruitment difficulties.

# Survey results derived from a small subset of sample may subject to relatively large sampling errors and should be interpreted with caution

## 4.9.2 Publishing Industry


4.9.2.1 The situation of recruitment difficulties in Publishing Industry was similar. Among the establishments which had engaged in recruitment exercise for the respective job level, relatively higher percentage encountered recruitment difficulties for recruiting technical staff level (60.4%), as compared with managerial (46.2%) and supervisory (32.1%) levels.

4.9.2.2 Among those which reported recruitment difficulties, “candidates found the remuneration package not attractive” (about 48% - 80%) and “candidates lacked the relevant experience” (about 54% - 58%) were commonly mentioned difficulties across all job levels.

4.9.2.3 Apart from the above mentioned, for recruiting managerial level, “candidates lacked the relevant skills / expertise” (58.3%) is also a key recruitment difficulty. For supervisory level, the most frequently mentioned difficulty was that “candidates were unwilling to work on shift for long hours” (60.0%).

**Table 4.9.2 Recruitment difficulties in the past 12 months before enumeration (Publishing) – by job level**

	Managerial	Supervisory	Technical Staff
<b>With recruitment difficulties</b>	<b>46.2%</b>	<b>32.1%</b>	<b>60.4%</b>
<b>Among those with recruitment difficulties:</b>			
• Candidates lacked the relevant experience	58.3%	56.0%	53.6%
• Candidates found the remuneration package not attractive	66.7%	48.0%	79.8%
• Candidates lacked the relevant skills / expertise	58.3%	24.0%	31.0%
• Candidates were unwilling to work on shift for long hours	25.0%	60.0%	33.3%
• Candidates found the fringe benefits not attractive	25.0%	28.0%	27.4%
• Candidates lacked the relevant academic qualification	0.0%	0.0%	28.6%
• Candidates' language skills (including Putonghua) were poor	0.0%	0.0%	13.1%
• Candidates were unwilling to work in the Mainland	0.0%	4.0%	0.0%
• Others (e.g. shortage of new blood for the publishing media industry)	0.0%	0.0%	3.6%
<b>Without recruitment difficulties</b>	<b>53.8%</b>	<b>67.9%</b>	<b>39.6%</b>
<b>No. of establishments with recruitment exercise</b>	<b>26#</b>	<b>78</b>	<b>139</b>
(% of establishments with recruitment exercise for the respective level of full-time employees)	(2.4%)	(7.3%)	(13.0%)

 denotes prominent recruitment difficulties in the respective job level.

Notes: Respondents may mention more than one recruitment difficulties.

# Survey results derived from a small subset of sample may subject to relatively large sampling errors and should be interpreted with caution

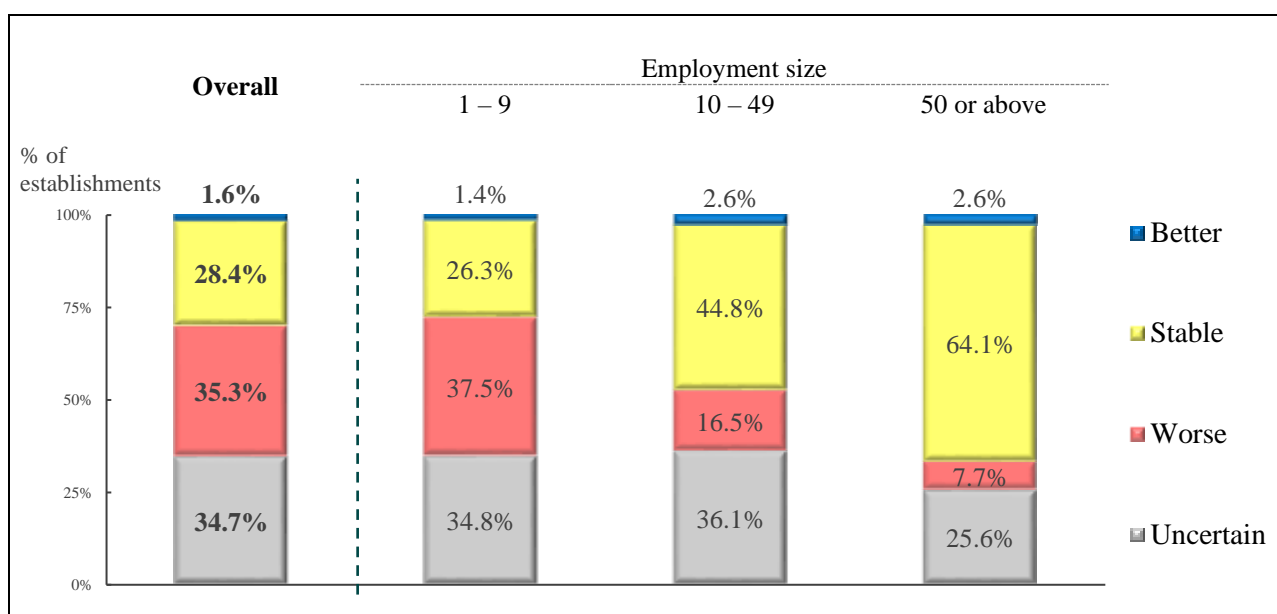
## 4.10 Expected Change in Business Volume in the Next 12 Months

### 4.10.1 Print Media Industry

4.10.1.1 In Print Media Industry, more than one-third of the establishments (35.3%) expected that their business volume will be worse in the next 12 months. The smaller the employment size, the higher were the percentages expecting that it will be worse (ranged from 7.7% for employment size 50 or above, to 37.5% for 1 – 9). Only 1.6% anticipated that it will be better. Nearly three-tenths (28.4%) expected that it will be stable. The remaining one-third (34.7%) were uncertain.

4.10.1.2 Among those expecting worse, 44.3% anticipated that their business volume will be decreased by 1% - 25%; 38.2% anticipated 26% - 50%; 9.2% anticipated 51% - 75%; and 8.4% anticipated 76% - 100%.

**Chart 4.10.1 Expected change in business volume in the next 12 months (Print Media) – by employment size**



4.10.1.3 The major reasons for expecting worse business volume are:

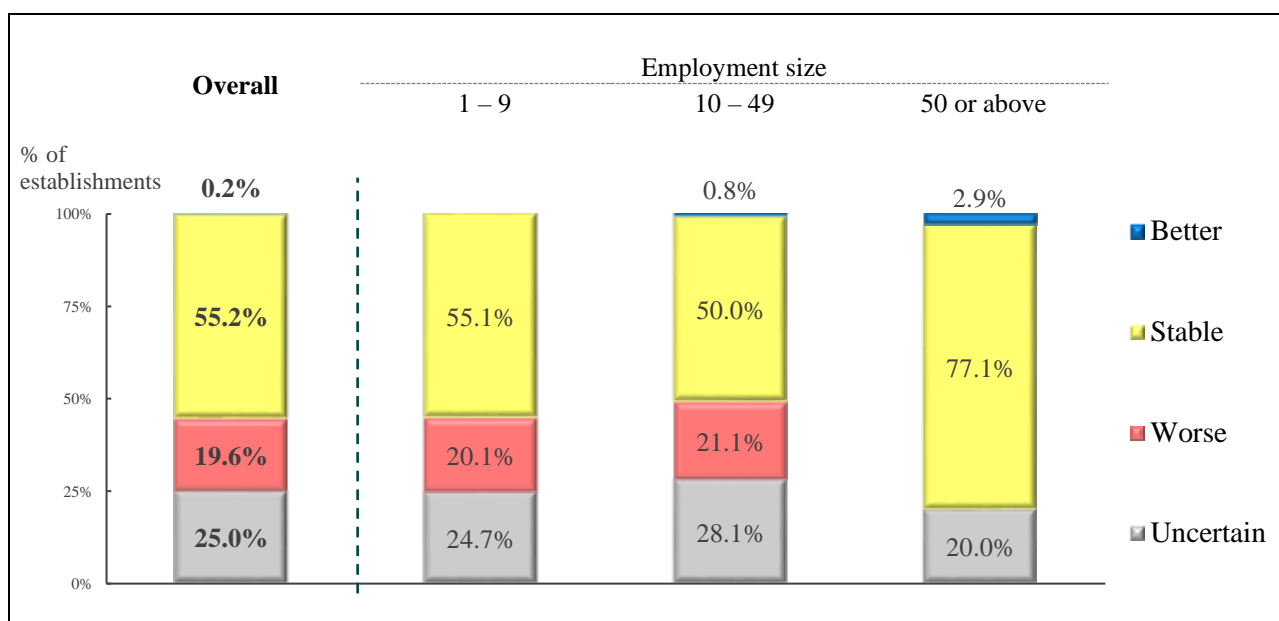
- Forecasting a worsening economy;
- Facing keen competition due to high operation cost in Hong Kong / low operation cost in Asian countries / the Mainland; and
- Anticipating a decrease in demand due to change of market (e.g. lower demand for promotional materials, etc.).

### 4.10.2 Publishing Industry

4.10.2.1 In Publishing Industry, more than half of the establishments (55.2%) expected that their business volume will remain stable in the next 12 months, and such percentage was higher among establishments of employment size 50 or above (77.1%) than smaller employment sizes (below 56%). Only 0.2% anticipated that it will be better. About one-fifth (19.6%) expected that it will be worse. The remaining one-quarter (25.0%) were uncertain.

4.10.2.2 Among those expecting worse, 42.1% anticipated that their business volume will be decreased by 1% - 25%; 40.1% anticipated 26% - 50%; 11.9% anticipated 51% - 75%; and 5.9% anticipated 76% - 100%.

**Chart 4.10.2 Expected change in business volume in the next 12 months (Publishing) – by employment size**



4.10.2.3 The major reasons for expecting worse business volume are:

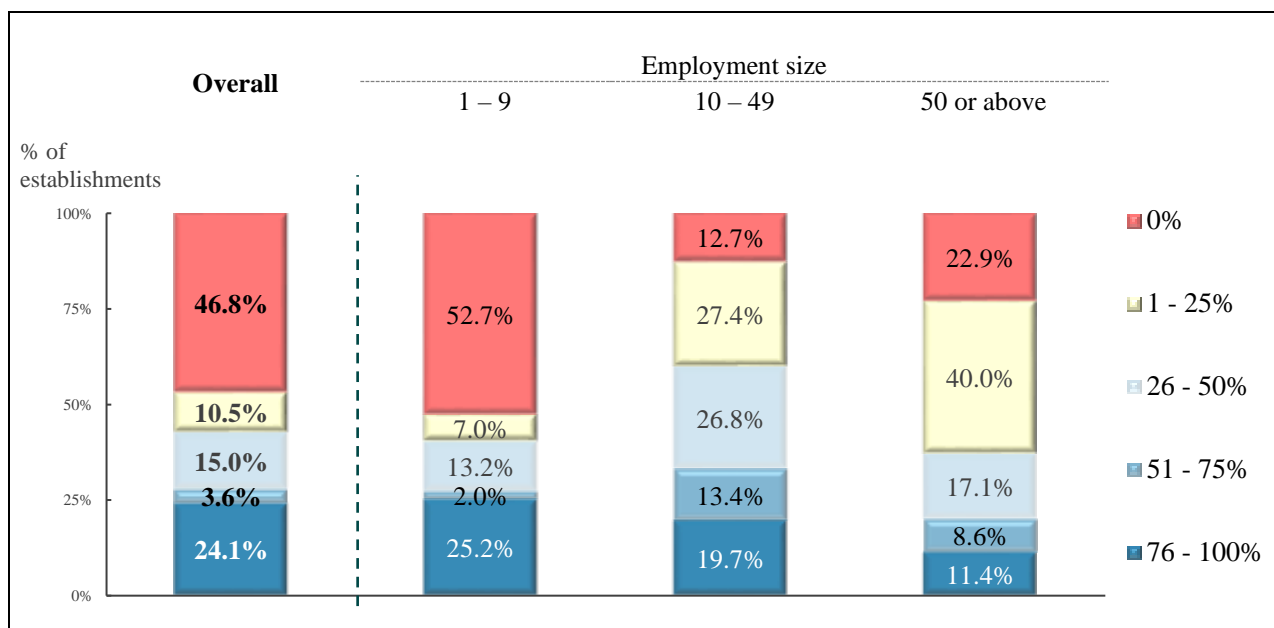
- Forecasting a worsening economy; and
- Anticipating a decrease in demand due to change of market (e.g. change in reading habit, people usually obtain information via e-platform, decrease in the number of students, lower demand for print version of educational materials, etc.).

## 4.11 Estimated Percentage of Digital / Electronic Business in the Next 12 Months

### 4.11.1 Print Media Industry – Business in Digital Printing

4.11.1.1 In the related branches of Print Media Industry, more than two-fifths of the establishments (46.8%) expected having no business (i.e. 0% of their business) in digital printing in the next 12 months, and such percentage was higher among establishments of employment size 1 – 9 (52.7%) than larger employment sizes (below 23%). 25.5% anticipated having 1% - 50% of business in digital printing, while 27.7% estimated that the percentage will be 51% - 100%.

**Chart 4.11.1 Estimated percentage of business in digital printing in the next 12 months (Print Media) – by employment size**

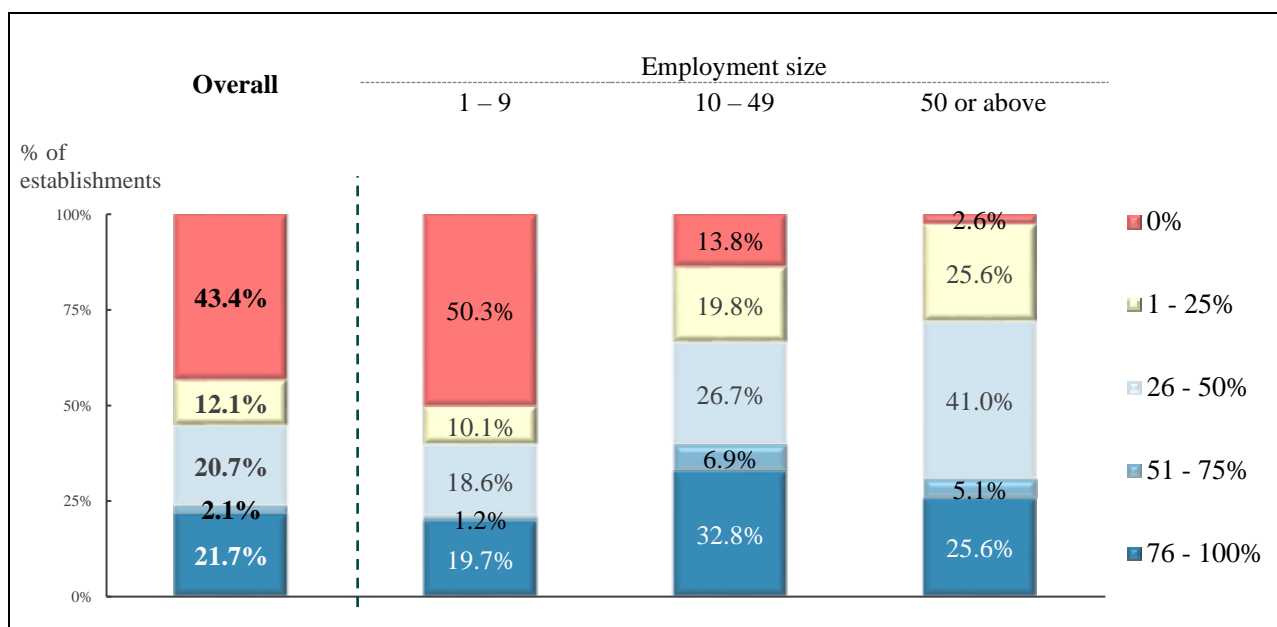


Base: Establishments in the branches of “newspapers printing”, “job printing” and “printing department of academic institutions and Government”

#### 4.11.2 Publishing Industry – Business in Electronic Publishing

4.11.2.1 In the related branches of Publishing Industry, more than two-fifths of the establishments (43.4%) expected having no business (i.e. 0% of their business) in electronic publishing in the next 12 months, and such percentage was higher among establishments of employment size 1 – 9 (50.3%) than larger employment sizes (below 14%). 32.8% anticipated having 1% - 50% of business in electronic publishing, while 23.8% estimated that the percentage will be 51% - 100%.

**Chart 4.11.2 Estimated percentage of business in electronic publishing in the next 12 months (Publishing) – by employment size**



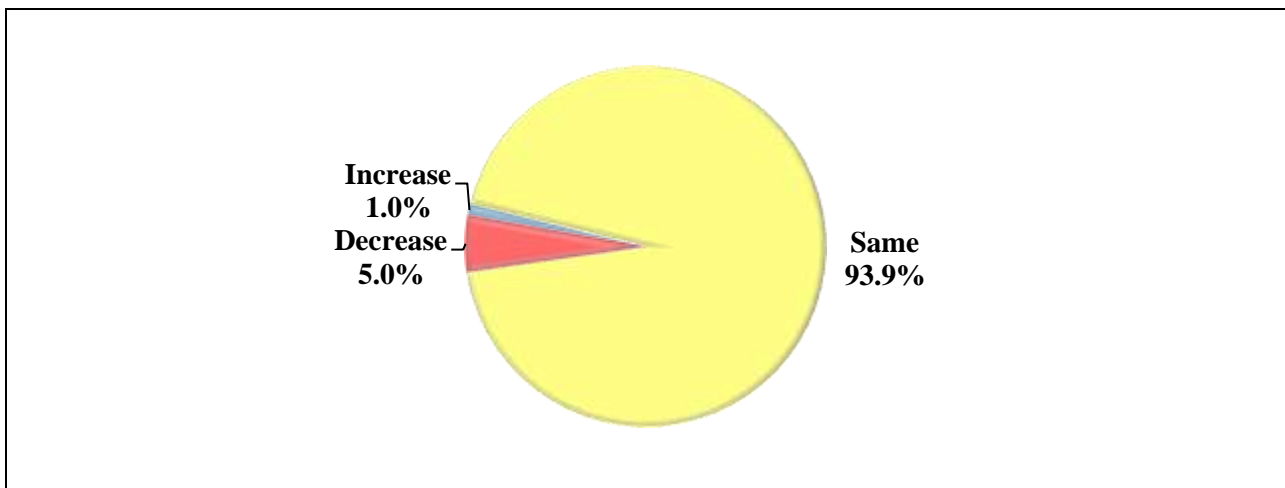
Base: Establishments in the branches of “publishing of newspapers”, “publishing of books, directories, mailing lists, magazines, periodicals, etc.” and “publishing department of selected organisations”

## **4.12 Expected Change in Number of Full-time Employees in the Next 12 Months**

### **4.12.1 Print Media Industry**

4.12.1.1 More than nine out of ten establishments in Print Media Industry (93.9%) expected that their number of full-time employees will be the same in the next 12 months. Only small proportions expected that their employees will be increased (1.0%) or decreased (5.0%).

**Chart 4.12.1 Expected change in number of full-time employees in the next 12 months (Print Media)**



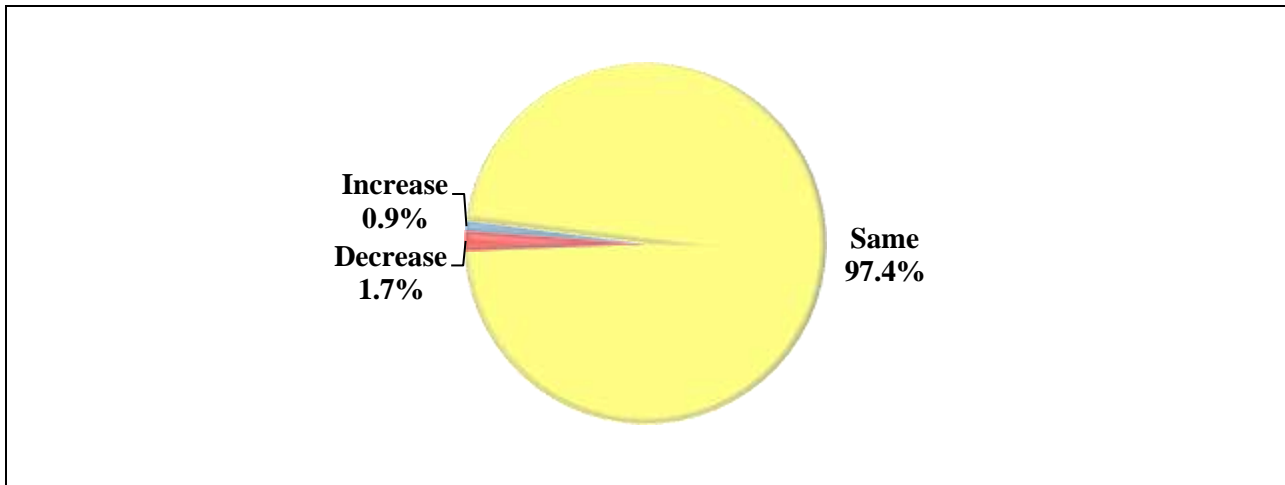
Base: Establishments in Print Media Industry

4.12.1.2 On average, the establishments anticipated to decrease 1.0% of full-time employees in the next 12 months.

#### **4.12.2 Publishing Industry**

4.12.2.1 Similarly, virtually all establishments in Publishing Industry (97.4%) expected that their number of full-time employees will be the same in the next 12 months. Only small proportions expected to have increase (0.9%) or decrease (1.7%).

**Chart 4.12.2 Expected change in number of full-time employees in the next 12 months (Publishing)**



Base: Establishments in Publishing Industry

4.12.2.2 On average, the establishments anticipated to slightly increase 0.1% of full-time employees in the next 12 months.



## 4.13 Training Areas Required for Full-time Employees to Deal with the Industry Development

### 4.13.1 Print Media Industry

4.13.1.1 When asked the establishments in Print Media Industry to list out the training areas which were required for full-time employees to deal with the industry development, it was noted that “marketing management”, “quality management”, “production management” and “customer services” were commonly mentioned for employees at technologist / managerial as well as technician / supervisory levels. Besides, “quality assurance” was commonly required for technician / supervisory and craftsman levels. For craftsman level, “printing technique” was the most frequently mentioned training area required for employees, followed by “pre-press technique”. For details, please refer to Appendix 8.

**Table 4.13.1 Top 5 training areas required for full-time employees to deal with the industry development (Print Media) – by job level**

Technologist / Managerial	Technician / Supervisory	Craftsman
<ul style="list-style-type: none"> <li>Marketing Management (51.9%)</li> <li>Quality Management (31.2%)</li> <li>Production Management (31.0%)</li> <li>Human Resources Management (26.3%)</li> <li>Customer Services (22.4%)</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Management (38.9%)</li> <li>Customer Services (29.8%)</li> <li>Quality Management (17.7%)</li> <li>Production Management (16.8%)</li> <li>Quality Assurance (15.6%)</li> </ul>	<ul style="list-style-type: none"> <li>Printing Technique (68.1%)</li> <li>Pre-press Technique (37.1%)</li> <li>Post-printing Technique (26.4%)</li> <li>Quality Assurance (22.0%)</li> <li>Colour Management (21.0%)</li> </ul>

Base: Establishments with the respective level of full-time employees

Note: Respondents may mention more than one training areas.

### 4.13.2 Publishing Industry

4.13.2.1 In Publishing Industry, “customer services” was a commonly required training area for full-time employees at managerial and supervisory levels, and “editing” as well as “media technology” were commonly required for supervisory and technical staff levels. For managerial level, “marketing management” and “human resources management” were the top two training areas required. For technical staff level, apart from “editing”, “design and artwork production” was also a key training area required. For details, please refer to Appendix 8.

**Table 4.13.2 Top 5 training areas required for full-time employees to deal with the industry development (Publishing) – by job level**

Managerial	Supervisory	Technical Staff
<ul style="list-style-type: none"> <li>• Marketing Management (29.8%)</li> <li>• Human Resources Management (29.3%)</li> <li>• Copyright Management (23.7%)</li> <li>• Customer Services (18.6%)</li> <li>• Production Management (16.0%)</li> <li>• Quality Management (16.0%)</li> </ul>	<ul style="list-style-type: none"> <li>• Editing (24.3%)</li> <li>• Customer Services (16.3%)</li> <li>• Marketing (16.1%)</li> <li>• Sales and Customer Service (15.0%)</li> <li>• Media Technology (12.6%)</li> </ul>	<ul style="list-style-type: none"> <li>• Editing (42.4%)</li> <li>• Design and Artwork Production (32.9%)</li> <li>• Problem Solving (15.7%)</li> <li>• Communication Skills (15.4%)</li> <li>• Media Technology (13.8%)</li> </ul>

Base: Establishments with the respective level of full-time employees

Note: Respondents may mention more than one training areas.

# 5 Manpower Analysis

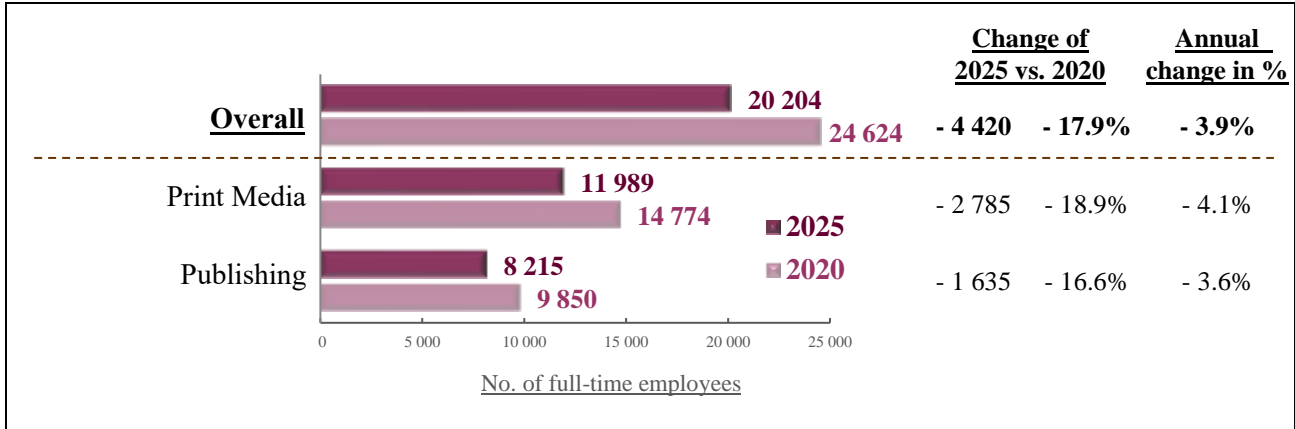
## 5.1 Manpower Changes of Print Media and Publishing Industries between 2025 and 2020

### 5.1.1 Changes in Number of Full-time Employees

#### By Industry

5.1.1.1 In overall, the total number of full-time employees in the PP Industries has decreased from 24 624 in 2020 to 20 204 in 2025, with a decrement of 17.9% (-4 420 persons). When analysed by industry, the decrease in the number of full-time employees was relatively larger for Print Media (-2 785 persons) than Publishing (-1 635 persons) Industry.

Chart 5.1.1a Changes in number of full-time employees – by industry

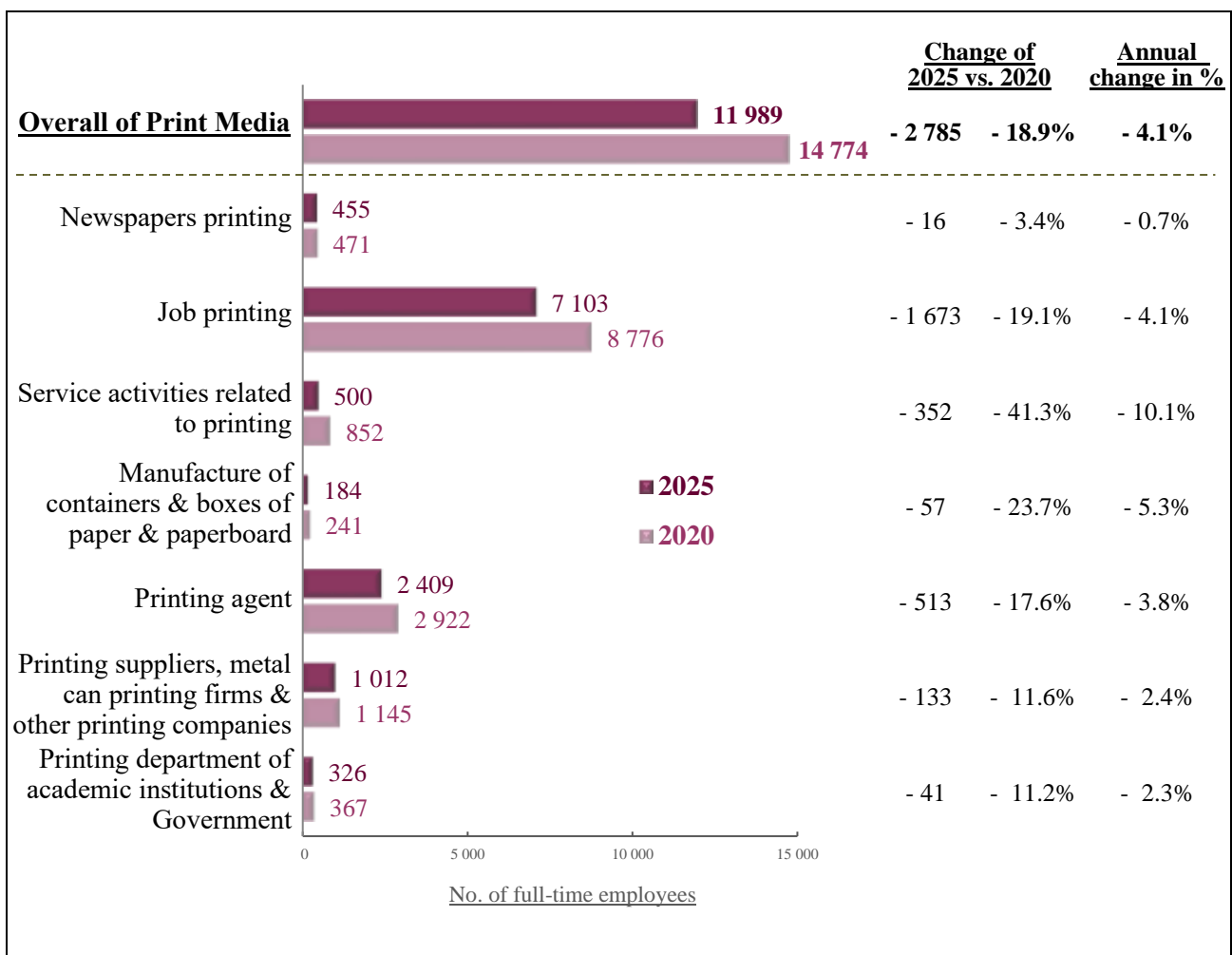


## Print Media Industry

### By Branch

5.1.1.2 Decrease in the number of full-time employees was found in all branches of Print Media Industry. The largest decrease was found in job printing companies (-1 673 persons), followed by printing agents (-513 persons). Besides, the largest decrement was also found in companies of service activities related to printing (-41.3%), followed by manufacture of containers and boxes of paper and paperboard (-23.7%).

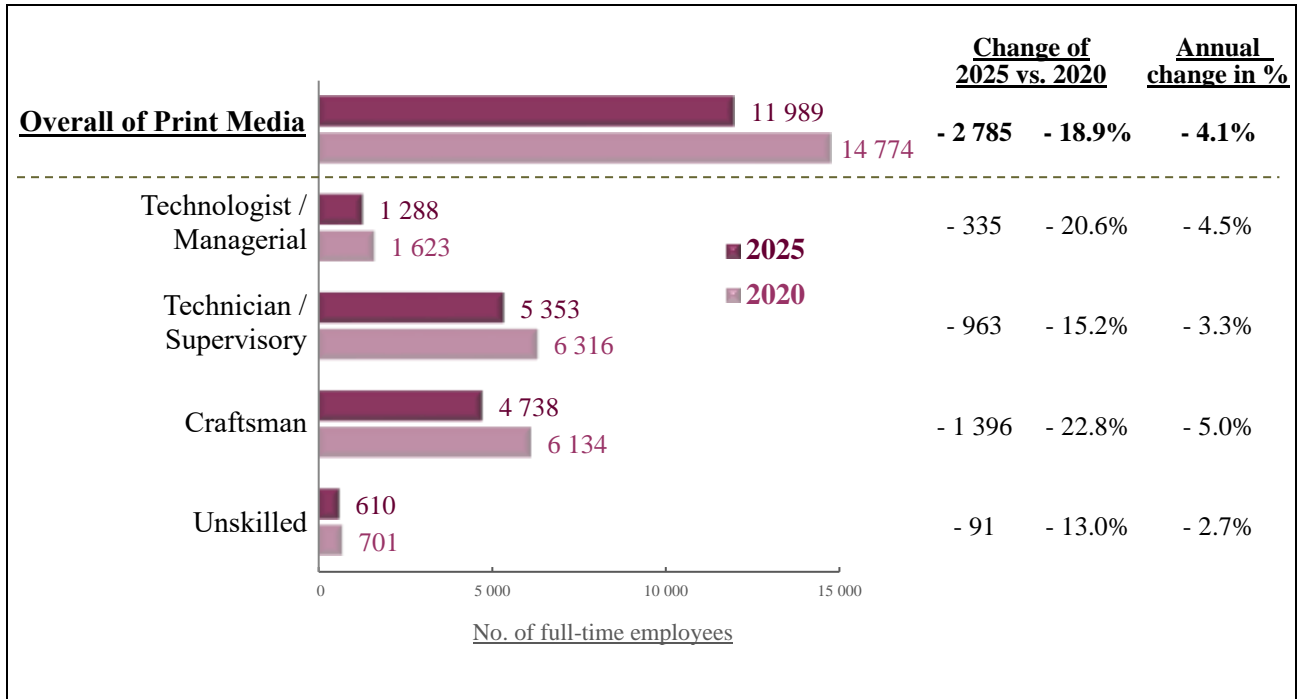
**Chart 5.1.1b Changes in number of full-time employees (Print Media) – by branch**



*By Job Level*

5.1.1.3 Decrease in the number of full-time employees was also found across all job levels in Print Media Industry. A larger decrease was recorded for craftsman level (-22.8%; -1 396 persons).

**Chart 5.1.1c Changes in number of full-time employees (Print Media) – by job level**

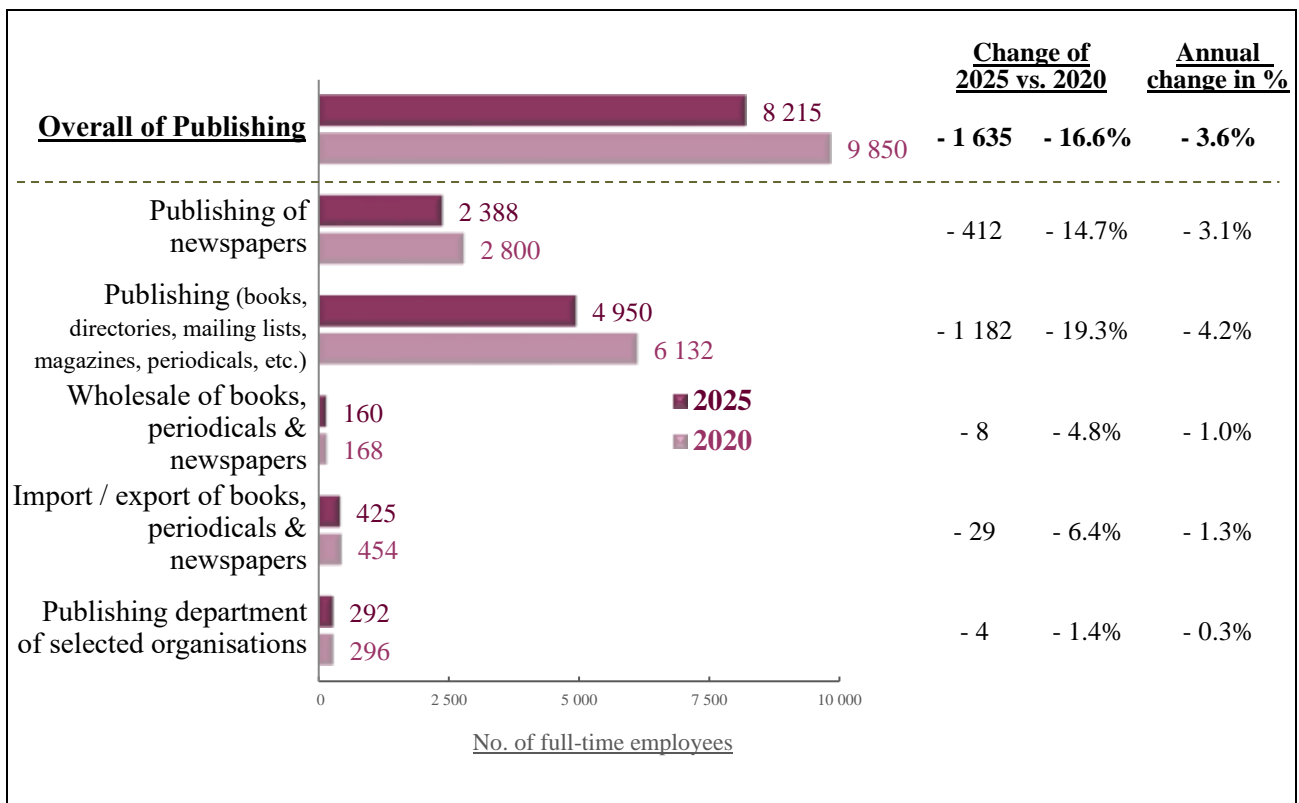


## Publishing Industry

### *By Branch*

5.1.1.4 Similarly, decrease in the number of full-time employees was found in all branches of Publishing Industry. The decrease was mainly came from publishing companies (-19.3%; -1 182 persons).

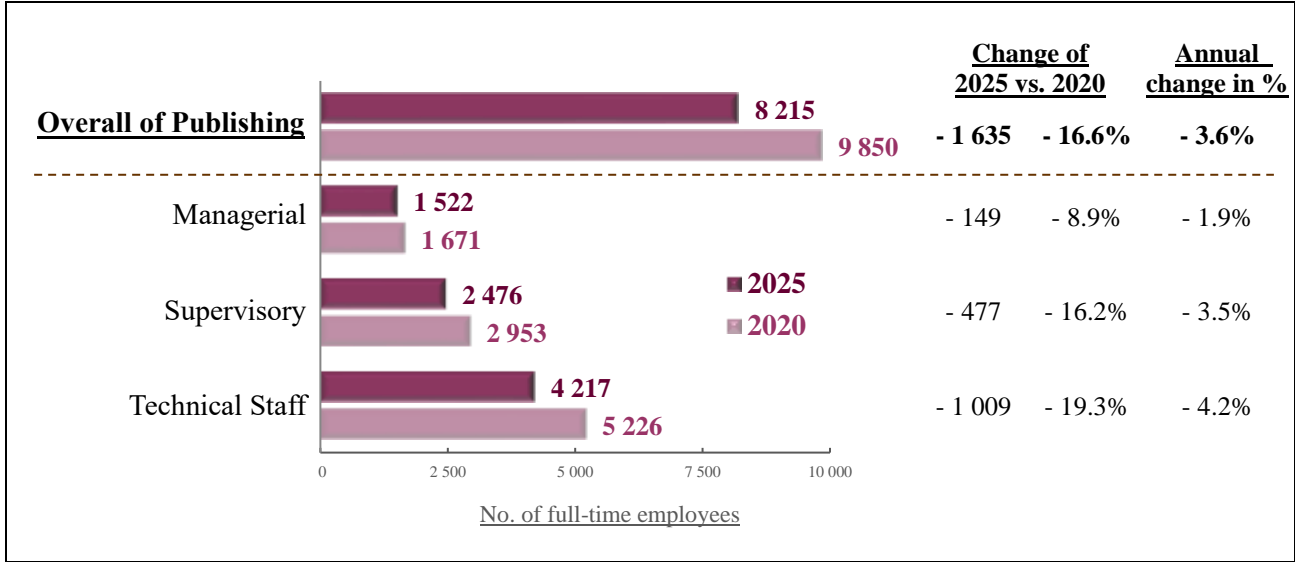
**Chart 5.1.1d Changes in number of full-time employees (Publishing) – by branch**



By Job Level

5.1.1.5 When analysed by job level in Publishing Industry, the decrease in the number of full-time employees was larger for technical staff level (-19.3%; -1 009 persons).

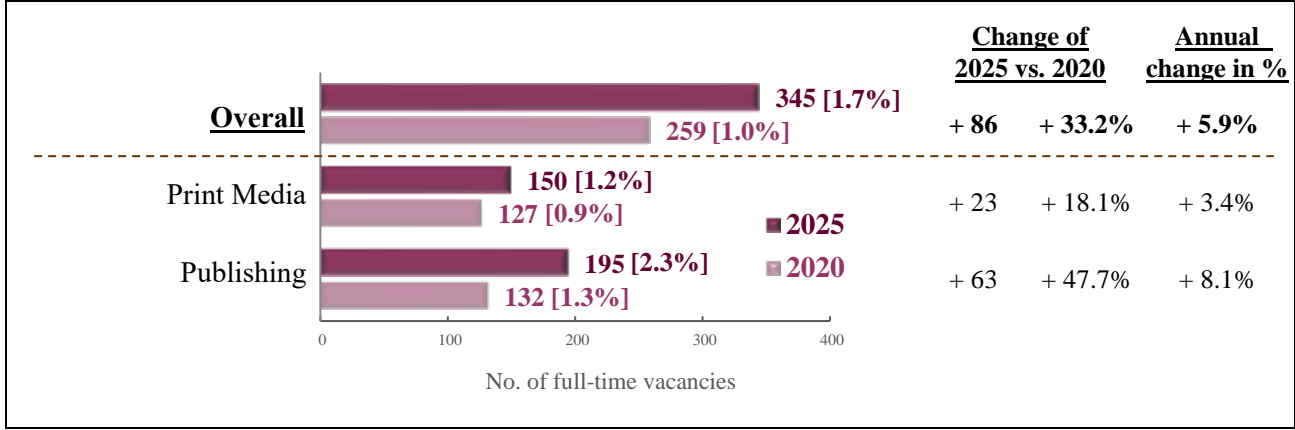
Chart 5.1.1e Changes in number of full-time employees (Publishing) – by job level



5.1.2 Changes in Number of Full-time Vacancies

5.1.2.1 In overall, the total number of full-time vacancies in the PP Industries has increased, from 259 in 2020 to 345 in 2025, with an increment of 33.2% (+86 vacancies). The increment was larger in Publishing Industry (+47.7%; +63 vacancies) than Print Media Industry (+18.1%; +23 vacancies).

Chart 5.1.2 Changes in number of full-time vacancies – by industry



[ ] Vacancy rate = 
$$\frac{\text{No. of full-time vacancies}}{\text{Total no. of posts (full-time employees + full-time vacancies)}}$$
 (for the respective industry in the respective year)



### 5.1.3 Changes in Average Monthly Remuneration Package

#### *Print Media Industry*

5.1.3.1 Compared with the results of the 2020 survey, a general upward trend in average monthly remuneration package was recorded in 2025 across various job levels in Print Media Industry.

5.1.3.2 For full-time employees at technologist / managerial level, higher percentages ranged \$30,001 - \$45,000 (from 39.4% in 2020 to 47.0% in 2025) and over \$45,000 (from about 8% to 22%). For technician / supervisory level, their prominent range of remuneration package shifted from \$15,001 - \$30,000 in 2020 (about 76%) to \$20,001 - \$30,000 in 2025 (66.7%). The situation for craftsman level was similar. Their prominent range shifted from \$20,000 or below in 2020 (about 98%) to \$15,001 - \$30,000 in 2025 (about 92%). For unskilled level, a higher percentage ranged \$15,001 - \$20,000 (from 1.5% in 2020 to 30.7% in 2025), whereas a lower percentage ranged \$15,000 or below (from 98.5% to 69.1%).

**Table 5.1.3a Changes in average monthly remuneration package (Print Media) – by job level**

	Over \$60,000	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
<b>2025</b>							
Technologist / Managerial	9.5%	12.5%	47.0%	30.9%	0.2%	0.0%	1 288
Technician / Supervisory	0.1%	0.4%	12.8%	66.7%	19.0%	1.1%	5 353
Craftsman	0.0%	0.0%	1.2%	29.4%	62.4%	7.0%	4 738
Unskilled	0.0%	0.0%	0.0%	0.2%	30.7%	69.1%	610
<b>2020</b>							
Technologist / Managerial	2.7%	5.2%	39.4%	44.1%	8.3%	0.1%	1 623
Technician / Supervisory	0.0%	0.2%	4.5%	36.0%	40.2%	19.1%	6 316
Craftsman	0.0%	0.0%	0.0%	2.1%	42.3%	55.7%	6 134
Unskilled	0.0%	0.0%	0.0%	0.0%	1.5%	98.5%	701

denotes prominent ranges of remuneration package in the respective job level in the respective year.

*Publishing Industry*

5.1.3.3 Similar pattern was observed in Publishing Industry. Compared with the results in 2020, the prominent ranges of average monthly remuneration package in 2025 shifted towards higher groups for all job levels.

5.1.3.4 For managerial level, their prominent range of remuneration package shifted from \$20,001 - \$45,000 in 2020 (about 76%) to \$30,001 - \$60,000 in 2025 (about 72%). For supervisory level, their prominent range shifted from \$15,001 - \$30,000 in 2020 (about 88%) to \$20,001 - \$45,000 in 2025 (about 82%). For technical staff level, their prominent range shifted from \$20,000 or below (about 87%) to \$15,001 - \$30,000 (about 95%).

**Table 5.1.3b Changes in average monthly remuneration package (Publishing) – by job level**

	Over \$60,000	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below	No. of full-time employees
<b>2025</b>							
Managerial	13.8%	25.1%	46.9%	14.2%	0.0%	0.0%	1 522
Supervisory	0.0%	3.1%	29.5%	52.8%	14.6%	0.2%	2 476
Technical Staff	0.0%	0.0%	2.9%	42.6%	52.3%	2.2%	4 217
<b>2020</b>							
Managerial	11.9%	9.7%	52.9%	23.3%	2.3%	0.0%	1 671
Supervisory	0.0%	1.3%	9.9%	57.8%	30.6%	0.4%	2 953
Technical Staff	0.0%	0.0%	0.6%	12.3%	64.8%	22.3%	5 226

denotes prominent ranges of remuneration package in the respective job level in the respective year.

### 5.1.4 Changes in Preferred Education Level

#### *Print Media Industry*

5.1.4.1 Compared with the results of the 2020 survey, employers in Print Media Industry tended to have higher requirement on the education level of full-time employees at all job levels.

5.1.4.2 For technologist / managerial as well as technician / supervisory levels, higher percentages were preferred to attained first degree / sub-degree levels (for the former: from about 57% in 2020 to 90% in 2025; and for the latter: from about 20% to 28% respectively), while lower percentages were required to attain secondary 4 to 7 level (from 22.4% to 0.1%; and from 37.6% to 25.6% respectively). For craftsman level, a higher percentage was preferred to attain diploma / certificate level (from 7.5% in 2020 to 24.0% in 2025), and a lower percentage was required to attain secondary 3 or below (from 39.3% to 23.6%).

**Table 5.1.4a Changes in preferred education level (Print Media) – by job level**

	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
<b>2025</b>							
Technologist / Managerial	1.7%	58.6%	31.0%	8.6%	0.1%	0.0%	1 288
Technician / Supervisory	0.0%	9.0%	18.8%	46.6%	25.6%	0.0%	5 353
Craftsman	0.0%	0.0%	0.0%	24.0%	52.4%	23.6%	4 738
<b>2020</b>							
Technologist / Managerial	1.6%	48.9%	8.0%	19.2%	22.4%	0.0%	1 623
Technician / Supervisory	0.0%	7.1%	13.2%	42.2%	37.6%	0.0%	6 316
Craftsman	0.0%	0.0%	0.0%	7.5%	53.2%	39.3%	6 134

denotes prominent preferred education levels for the respective job level in the respective year.

*Publishing Industry*

5.1.4.3 In Publishing Industry, compared with the results in 2020, employers tended to have lower requirement on the education level of supervisory as well as technical staff levels.

5.1.4.4 For the former, a higher percentage was accepted to have sub-degree level (from 20.5% in 2020 to 50.0% in 2025), and a lower percentage was required to attain first degree level (from 51.9% to 31.3%). For the latter, a higher percentage was accepted to have diploma / certificate level (from 43.0% to 65.8%), and a lower percentage was required to attain sub-degree level (from 39.5% to 22.5%).

**Table 5.1.4b Changes in preferred education level (Publishing) – by job level**

	Post-graduate degree	First degree	Sub-degree	Diploma / certificate	Secondary 4 to 7	Secondary 3 or below	No. of full-time employees
<b>2025</b>							
Managerial	1.7%	94.1%	3.4%	0.9%	0.0%	0.0%	1 522
Supervisory	0.0%	31.3%	50.0%	15.6%	3.0%	0.0%	2 476
Technical Staff	0.0%	0.4%	22.5%	65.8%	11.4%	0.0%	4 217
<b>2020</b>							
Managerial	5.4%	93.0%	0.3%	1.1%	0.3%	0.0%	1 671
Supervisory	0.0%	51.9%	20.5%	24.6%	3.1%	0.0%	2 953
Technical Staff	0.0%	4.1%	39.5%	43.0%	13.0%	0.4%	5 226

denotes prominent preferred education levels for the respective job level in the respective year.

## 5.2 Business Outlook

5.2.1 Based on the insights from the Training Board, the key challenges and potential opportunities of the Print Media and Publishing Industries are highlighted below:

### **Challenges**

#### Global Economic Uncertainties

5.2.2 The International Monetary Fund's July 2025 World Economic Outlook<sup>3</sup> projects global GDP growth at 3.0% for 2025 and 3.1% for 2026, a slight upward revision from previous rounds. This adjustment reflects improved financial conditions, fiscal expansion in major economies, and pre-emptive activities ahead of tariff increases. However, persistent risks remain, including tariffs, geopolitical tensions, and elevated global uncertainty, all of which could continue to impact trade-dependent sectors such as print media exports. The IMF notes: "Tenuous resilience amid persistent uncertainty" remains a core theme worldwide.

5.2.3 Hong Kong's exports of printed matters have demonstrated a pattern of sharp ups and downs in recent years. Following a high point in 2019 just before the pandemic, the total export value saw a marked decline in 2020, followed by a partial rebound in 2021 and a significant drop in 2022. The industry achieved a turnaround in 2024 with an overall export value increase of 9.1% after having reached the lowest level in years. The fluctuation has impacted the size of the industry, with the number of printing and publishing companies shrinking from nearly 4,853 in 2020 to about 3,516 in 2025, and full-time employment declining by almost 18% over the same period.

5.2.4 Chinese Mainland remains the dominant export destination, expanding its share of total value from 22.7% to 25.1% and recording the largest growth among major markets at +20.5%. The US remains the second largest market, though its share declined slightly from 19.9% to 18.2%, coupled with a small decrease of -0.3% in value. The United Kingdom posted a moderate gain, growing by +4.0% despite a minor drop in total share to 5.9%. Australia maintained its 3.4% share while achieving solid growth of +9.7%. The turnaround suggests that Hong Kong's print export sector is beginning to stabilise and seize new opportunities after a challenging period of contraction.

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<sup>3</sup> International Monetary Fund (IMF). *World Economic Outlook*.  
<https://www.imf.org/en/Publications/WEO>

**Table 5.2.4: Major Export Markets of Hong Kong Printed Matter 2023 and 2024**

Country	Share % of Total Value		% Change in Value
	2023	2024	2023 vs 2024
Chinese Mainland	22.7	25.1	+20.5
United States of America	19.9	18.2	-0.3
United Kingdom	6.2	5.9	+4.0
Australia	3.4	3.4	+9.7
		<b>Overall</b>	<b>+9.1</b>

Source: Hong Kong Census and Statistics Department

### Local Economic Recovery

5.2.5 The Hong Kong's Half-Yearly Economic Report 2025 indicated that Hong Kong's economy continued its solid expansion in the first half of 2025, supported by robust merchandise exports and a gradual improvement in domestic demand. Real GDP grew by 3.1% year-on-year in the second quarter, slightly ahead of the previous quarter's 3.0% growth. This sustained momentum was driven by accelerated year-on-year growth in goods exports (up 11.5% in Q2), buoyed by resilient global demand and temporary rush shipments triggered by a short-term easing of US tariff measures. Private consumption expenditure returned to growth after prior declines, rising by 1.9% year-on-year as stabilising consumption markets and rising employment earnings provided a boost. However, the unemployment rate rose to 3.5% (from 3.2% in Q1), and the underemployment rate also increased modestly, reflecting some labor market softening despite wage growth and a strong job market earlier in the year.

### Global Trade Tensions

5.2.6 The print media and publishing industries are facing challenges presented by shifting global trade dynamics and ongoing US-EU tariff uncertainties. US tariff policy, in particular, remains volatile, with tariffs on Chinese (including Hong Kong) goods shifting rapidly from an additional 145% rate (mid-April) down to 30% after renewed bilateral trade talks. Looking forward, prospects for continued export growth are subject to the evolution of global trade tensions—especially US tariff decisions—and broader uncertainties in global economic growth, inflation, and geopolitical risk.

### Cost Pressures and Operational Challenges

5.2.7 Material and production costs are an ongoing challenge for Hong Kong's print media and publishing industries. Rising prices for paper, printing materials, wages, and energy—together with the need to invest in new technologies—have increased operating pressures at a time when profit

margins are already strained by digital transformation, shifting client preferences, and intense competition. Companies are required to carefully manage resources and find innovative, more efficient ways of production while adapting to evolving market trends and consumer demands.

### Meeting ESG Expectations and Green Printing Demands

5.2.8 Clients' rising awareness of ESG (Environmental, Social, and Governance) issues is transforming the expectations and practices of the print media and publishing industries. Printers are under pressure to align with stringent client requirements for sustainable production—driven not only by local sensitivity but also by the green printing policies and environmental regulations in key export markets such as the European Union (EU), United States of America (US), and Chinese Mainland. Compliance requires the use of Forest Stewardship Council (FSC)-certified or recycled paper, vegetable-based inks, and energy-efficient processes, while documenting supply chain transparency and waste reduction efforts. In addition, major export destinations have moved toward strict oversight—such as the EU Deforestation Regulation (EUDR) and new requirements on packaging and carbon footprints—which increasingly make robust ESG credentials a prerequisite for international orders. To cope, manufacturers have invested in greener machinery, adopted eco-label certifications, implemented recycling programmes, switched to lower-emission consumables, and enhanced process transparency to pass customer audits. These steps, while raising operational complexity and costs, are now critical to sustaining competitiveness, brand reputation, and global market access.

### Print Media Under Pressure from Digital Transformation

5.2.9 The print media and publishing industries—particularly media-related printing such as newspapers and magazines—are under mounting pressure from digital media. While packaging printing sector remains supported by e-commerce and retail demand for high-quality, personalised, and sustainable packaging, media-related printing faces continuous audience decline as readers and advertisers shift to online platforms. Print advertising revenue has fallen sharply, pushing media companies to scale back printed offerings. As digital platforms offer not only instant news and multimedia experiences but also targeted advertising and interactivity, media-related printing is likely to remain under structural challenge. The sustainability of print media depends on adaptation—through niche targeting, print-digital integration, or enhancing the cultural and tactile value of print products—but the general trend of digital disruption is set to continue.

### Shifting Reading Habits and New Opportunities for Publishers

5.2.10 There has been a clear shift in reading habits in the past years, driven by technology and social change. According to the survey conducted by Hong Kong Publishing Professionals Society<sup>4</sup> in 2025, although around 61% of respondents still read printed books, median annual reading dropped from 8 to 5 books between 2022 and 2025. Digital reading is now as common as print: about 70% of respondents engage in daily electronic reading of more than half an hour, and for many young people the shift is even more pronounced. Habitual reasons for less print reading include lack of time (30%) and a preference for online content (15%). Meanwhile, fragmented, mobile-first, and short-form reading has soared, with maturer readers leaning toward online news and youth favoring novel and social media content. While this trend challenges traditional publishing, it also presents opportunities: the rise of digital content and new formats (e-books, audiobooks, online platforms) enables publishers to expand their offerings, reach broader audiences, and experiment with interactive and social reading experiences. Industry experts encourage publishers to accelerate digital transformation and develop innovative products to tap emerging consumption patterns and sustain the relevance of reading in society.

### Widening Skills and Talent Shortages

5.2.11 Both the print media and publishing industries are facing a growing shortage of skilled talent as evidenced by the higher vacancy rates notably in technical staff. The shortage reflects difficulties in recruiting workers with new digital and technical skills or those willing to accept industry-standard compensation and working conditions. About 57.3% of technologist / managerial level and 65.7% of craftsman level in the print media industry were over the age of 51 according to the survey. It is foreseeable that as experienced technologists and craftsmen approach retirement, the gap in technical and specialist expertise will widen. This challenge is compounded by the limited number of younger, well-trained professionals entering the sector. With an impending wave of retirements, labour shortages and skills mismatches are expected to intensify in the coming years, posing risks to productivity and slowing the industry's ability to adapt to ongoing technological change.

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<sup>4</sup> 香港出版學會. 《香港出版學會連續第十年舉辦「香港全民閱讀調查」2025年調查結果公布》.  
<https://hkpps.org/%E9%A6%99%E6%B8%AF%E5%85%A8%E6%B0%91%E9%96%B1%E8%AE%80%E8%AA%BF%E6%9F%A5/>



## **Opportunities**

### **Digital Printing Expansion**

5.2.12 Digital printing is experiencing explosive growth in Asia, significantly outpacing traditional methods, driven by demand for agility, customisation, and shorter runs. The Asia Pacific digital printing market is projected to reach USD \$13.6 Billion<sup>5</sup> by 2030, growing at a Compound Annual Growth Rate (CAGR) of over 7.1%. This surge is particularly pronounced in packaging and labels.

### **Expansion of e-commerce Drives Growth in Packaging**

5.2.13 E-commerce has created significant opportunities for printers by driving robust demand for packaging, labeling, and personalised print solutions. As online retail continues to expand, businesses require distinctive and branded packaging materials, including folding cartons, shipping boxes, and product labels, to enhance customer experience and brand recognition. The growth of e-commerce has also fueled the rise of small-batch, fast-turnaround printing orders, favoring printers that can offer digital printing, customisation, and on-demand services. Many online sellers seek value-added features such as eco-friendly packaging, QR-coded inserts, and tailored print collateral for marketing campaigns, enabling printers to diversify their product offerings and tap into new, high-margin market segments. This has positioned print service providers with advanced technology and flexible production capabilities to benefit directly from the ongoing boom in e-commerce across Hong Kong, the Greater Bay Area (GBA), and global markets.

### **Technology Integration and Innovation – Convergence of Physical and Digital**

5.2.14 Asia, particularly Chinese Mainland, is at the forefront of integrating advanced technologies with print, creating interactive experiences, enhancing efficiency, and unlocking new functionalities:

5.2.15 QR Codes & Mobile Integration: Most of the consumer product packaging in Chinese Mainland now features QR codes. The wide adoption makes them the primary bridge between print and digital. These are extensively used for product authentication (critical for luxury goods and pharmaceuticals) and consumer engagement (linking to loyalty programs, videos, or promotions). This deep integration is fundamental to strategies blending online and offline retail.

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<sup>5</sup> Grand View Research. *Asia Pacific Digital Printing Market Size & Outlook, 2030*.  
<https://www.grandviewresearch.com/horizon/outlook/digital-printing-market/asia-pacific>

5.2.16 Augmented Reality (AR) & Interactive Print: AR is transforming marketing and packaging. Major brands utilise AR via smartphone apps triggered by QR codes or printed markers on packaging, enabling virtual try-ons, games, and immersive brand stories. The Hong Kong Tourism Board uses AR-enabled printed maps to overlay historical information and virtual guides.

5.2.17 Industrial Internet of Things (IoT) & Automation through AI-powered Machines: Integration of IoT sensors and AI technology is accelerating in the GBA printing factories for predictive maintenance, quality control, and workflow optimisation. Implementation of advanced press monitoring and cloud-based workflow management systems is common. Web-to-print platforms that connect regional clients with printers across the GBA offering on-demand product customisation and global shipping solutions to local businesses and artists, provide services of instant quoting, automated prepress, and job tracking.

#### Publishers Integrate Digital and Print for a Broader Reach

5.2.18 The rapid rise of digital content and innovative publishing formats presents unprecedented opportunities for Hong Kong's publishing industry. The growing acceptance of online reading, mobile-first habits, and social media-driven content consumption signals a receptive environment for digital-native products as well as hybrid print-digital publishing. The adoption of digital platforms, e-books, audiobooks, and interactive formats has enabled publishers to expand their audience reach far beyond traditional borders and to engage readers in new, immersive ways.

5.2.19 The "Publishing 3.0+" project<sup>6</sup> exemplifies the opportunity that digital content, new formats, and AI-driven technologies bring to the publishing industry. By integrating advanced AI tools for content conversion, multilingual translation, and audiobook production, this initiative can reduce costs and boost efficiency, enable small and medium-sized publishers to digitise and globalise their content. The project aims to create Hong Kong's first AI-driven multilingual content library empowers publishers to reach broader international audiences.

5.2.20 Similar trends of AI application echoed globally. Publishers worldwide are leveraging AI and digital platforms to streamline content creation, editing, translation, market analysis, and reader engagement, which facilitates publishing houses tap into new revenue streams, diversify products (such as e-books and audiobooks), and meet the rising demand for flexible, on-demand reading experiences.

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<sup>6</sup> HKSAR Government. *Press Release - Speech by SCST at Publishing 3.0+ Launch Ceremony*. <https://www.info.gov.hk/gia/general/202507/16/P2025071600244p.htm>

### Hong Kong as a Centre for East-meets-West and Regional Intellectual Property (IP)

5.2.21 Hong Kong's emergence as a regional copyright trading and licensing centre is creating major opportunities for the publishing industry. The city's strengths lie in its robust legal framework, efficient IP protection regime, advanced financial infrastructure, and its strategic position connecting Chinese Mainland and global markets.

5.2.22 With the goal to strengthen Hong Kong's role as an "international copyright and creative hub" under the 14<sup>th</sup> Five-Year Plan, the Government is committed to building the copyright ecosystem by strengthening legislative protection (including for AI-generated content), enhancing international collaboration, and streamlining copyright registration, trading, and dispute resolution. Key initiatives include the implementation of the amended Copyright Ordinance to strengthen copyright protection in the digital environment, upcoming enhancements to further protect AI technology development, and government-backed IP trading platforms. The "Publishing 3.0+" project empowers publishers to convert and license content easily for cross-border markets, boosting the global reach of Hong Kong copyrights.

5.2.23 Under the copyright ecosystem that facilitates licensing deals, co-productions, and copyright sales, publishers can monetise works through multiple licensing channels—including e-books, audiobooks, translations, and multimedia adaptations—and to tap into the demand for content licensing across the GBA, Belt and Road, and the globe. Hong Kong publishing industry is positioned to boost innovation, cross-border collaboration, and cultural influence in Asia's growing creative and knowledge-driven economy.

## **5.3 Manpower Projection and Annual Additional Manpower Requirement**

### Manpower Projection

5.3.1 The annual manpower growth was based on the employers' forecast of number of employees in the next 12 months. The results are shown in the table below.

**Table 5.1 Annual Manpower Growth**

Scope of Service / Business	Total Manpower in 2025	Estimated annual growth rate by employers' forecast	Annual Manpower Growth
Print Media Industry			
Technologist / Managerial	1,293	-0.98%	-13
Technician / Supervisory	5,425		-53
Craftsman	4,801		-47
Publishing Industry			
Managerial	1,530	+0.10%	+2
Supervisory	2,510		+3
Technical Staff	4,370		+4

Annual Additional Manpower Requirement

5.3.2 The annual additional manpower requirement of the Print Media and Publishing industries has taken into account the (i) annual manpower growth (based on employers' forecast of the number of employees) and (ii) wastage rate of the industry (i.e. percentage of employees leaving the industry permanently on an annual basis). A summary of the estimated annual additional manpower requirement is shown in the table below.

**Table 5.3.2 Estimated Annual Additional Manpower Requirement**

Industry & Job level	Wastage rate	Annual additional manpower requirement		
		Annual manpower growth (a)	Industry leavers (b)	Total (a) + (b)
Print Media Industry				
Technologist / Managerial	0.5%	-13	7	-6
Technician / Supervisory	3.1%	-53	165	112
Craftsman	4.2%	-47	201	154
Total:				260
Publishing Industry				
Managerial	2.7%	2	41	43
Supervisory	2.2%	3	56	59
Technical Staff	4.5%	4	198	202
Total:				304

Estimated Manpower Supply

5.3.3 Based on the information provided by tertiary institutions, the estimated supply of graduates from print media and publishing-related programmes for 2026 and 2027 is shown in the table below.

**Table 5.3.2 Estimated Manpower Supply**

Programme Level	Estimated Supply (No. of Graduates)	
	2026	2027
Sub-degree	50	62
Diploma/Certificate	102	109

## 6 Recommendations

6.1 The print media and publishing industries face pressing challenges around talent decline, an ageing workforce, and the need to replenish and enrich their human capital. At the same time, these industries are vital pillars of Hong Kong's creative industry, uniquely positioned to drive cultural value, creative knowledge, and enhance Hong Kong's status as a regional IP hub. To sustain long-term growth and capitalise on new opportunities, it is essential for the industries to attract and nurture new generations of skilled professionals, support ongoing upskilling in the latest technology, promote their cultural importance and develop expertise in IP management and licensing. Based on the latest survey findings and current trends, the Training Board presents the following recommendations for stakeholders.

### **Government**

#### **Replenish and Enrich Industries' Talent Pool**

6.2 Inspire the Next Generation: The creative and future-oriented positioning of Printing and Publishing and their connections to design, digital content, sustainability, and East-meets-West culture should be showcased to primary and secondary students in VPET promotional campaigns. To challenge outdated public perceptions, it is recommended to highlight successful young professionals working in modern publishing, book design, print-tech, and cross-media IP licensing, using storytelling, mini-documentaries, and school talks to demonstrate viable, dynamic career paths. VPET experiential activities should be provided for young students. The Government can encourage schools to partner with publishers, printers, and design studios for hands-on experiences, site visits, and printing/publishing workshop for creative publishing, digital printing, and storytelling projects in primary and secondary schools. Schools can also collaborate with VTC, HKDI, and industry bodies to offer "print and publishing exploration week" industry taster days. These VPET activities facilitate early exposure, allowing students to experience real-world creative workflows and the integration of technology first-hand.

6.3 Emphasise Technology and Sustainability: Spotlight the use of digital tools, creative coding, and green printing in VPET marketing. Reinforce that print and publishing now blend high-tech, creativity, and environmental responsibility, which are the key skills aligned with both student interests and future market needs.

6.4 Replenish and Enrich Industries' Talent Pool: New and ongoing support in retraining and lifelong learning should focus on subsidising industry-specific, modular upskilling in high-impact areas identified by the survey: digital printing, media technology, production management, pre-press and post-print techniques, quality assurance, as well as copyright and marketing management.

### Strengthen the Role of Printing and Publishing as Pillars of Hong Kong's Creative Industry

6.5      **Expand Strategic Funding and Showcase Platforms:** Continue to fund and increase the visibility of projects like “Soaring Creativity – Hong Kong Pavilion” at major overseas book fairs and regional creative expos to promote Hong Kong’s publishing and printing creativity globally. Encourage collaboration between printing, publishing, digital media, and design under broader creative industry schemes such as the CreateSmart Initiative.

6.6      **Enhance Policy Support for Innovation and Digital Transformation:** Foster cross-sector initiatives encouraging publishers, printers, and tech firms to jointly develop innovative products (e.g. smart e-books, AR print, digital packaging), leveraging Hong Kong’s creative and technological strengths.

6.7      **Promote Regional IP Trading and Copyright Licensing:** Many in the public are unaware that book publishing, digital content, and adaptations are fundamentally IP-driven activities—where copyright enables both protection and commercialisation through licensing, franchising, translation, and cross-media use. The Government should increase public and industry awareness of how the publishing and printing industries drive IP-based creative economic activity and highlight available government support (such as the AsiaIPEX platform, IPD’s free advisory services, and CreateSmart funding). Further support can be provided through incentivising cross-border copyright deals and facilitating integration with the GBA. Subsidies may be offered to support talent development in copyright licensing, IP monetisation, and digital creative rights management to enrich the Hong Kong’s IP talent pool.

## **Employers**

### Succession Planning for Upcoming Retirement

6.8      **Invest in Building a Sustainable Workforce:** The survey shows that the print media industry is facing an imminent retirement wave among technologists and craftsmen in the next 10 years (57.3% and 65.7% respectively, are over age 51). To timely fill the technical manpower gap, employers should establish clear career pathways, mentoring systems that pair young recruits with experienced professionals, and structured succession planning.

6.9      **Enrich and Sustain the Talent Pool:** To attract and retain younger employees, employers should introduce flexible working models, support freelance and project-based staff integration, and offer comprehensive and competitive employment packages. Such packages may include attractive salaries, family leave, paternity leave, study leave, and examination leave, in addition to upskilling

stipends and clear promotion paths. These benefits not only address employees' work-life balance but also foster long-term loyalty and engagement. Providing supportive leave policies demonstrates care for staff well-being, encourages continuous professional development, and enhances the industry's image as a progressive and employee-oriented sector.

6.10 Positioning the firm as an innovation-driven workplace, integrating digital transformation, interactive media, and AI-supported processes, can also enhance appeal among new entrants and foster staff retention. Both industries should engage in incentivised partnerships with education providers and the Government, such as co-funded apprenticeships or the "Earn and Learn" Scheme, to help develop job-ready graduates.

6.11 Bridge Immediate Skills Gaps: Print media and publishing employers should offer regular in-house and external training in the critical skill areas specified in the survey, such as digital media technology, editing, production management, design, IT, marketing, customer service, and quality management. As AI transforms both industries, it is crucial to support employees with training for utilising AI-powered printing equipment and editorial, design and market analytics tools, and to collaborate with technology partners to integrate AI into operation process.

#### Diversification, Global Expansion, and IP Management

6.12 Cross-Genre Collaboration: Print media and publishing companies may diversify into multimedia, interactive print, and creative packaging to keep the industries dynamic and relevant within the creative economy.

6.13 Invest in International Expansion: Employers should proactively participate in international book, art, and licensing fairs. Leverage Hong Kong's unique status as an East-meets-West hub to build partnerships with global publishing houses and creative agencies, especially in Belt and Road and GBA markets.

6.14 Unlock the Potential of Intellectual Assets: Publishers and content producers need to professionalise and actively manage their copyright assets. Each published work represents potential for long-term potential through translation rights, audiobook licenses, educational repurposing, film/TV adaptation, and merchandising. Employers should assign dedicated staff to handle copyright and licensing as a business strategy and encourage editorial and marketing teams to proactively explore licensing formats. Upskilling staff in IP management, contract negotiation, and digital rights is essential.

## **Education Institutions**

6.15      **Update Training Curriculum and AI Training:** Education providers should update curricula and course offerings to reflect industry training priorities identified in this survey. This means integrating training in digital and electronic publishing, AR/VR, digital printing, prepress/postpress techniques, media technology, editing, design, and marketing management. As AI becomes transformative, curricula should cover AI applications in print production, data-driven quality control, digital workflow automation, AI-powered content creation, editing, translation, marketing and ethics. Hands-on, project-based training in collaboration with industry ensures a workforce ready to manage and innovate with AI.

6.16      **Cultivate Creative Talent with IP-Relevant Curricula:** To strengthen Hong Kong's role as a regional IP trading hub, educators must make IP trading, copyright, and licensing a core part of publishing, design, creative writing, and media syllabuses. Students should learn both content creation and how to protect, commercialise, and trade their works. Real-world case studies and hands-on experience in contracts and digital rights management will prepare graduates for an IP-centric creative sector.

6.17      **Foster Public Awareness and Participation in the Creative Industry:** Organise public exhibitions, talks, and workshops showcasing the creative and technological work that underpins print and publishing, inspiring youth and the community to value and join these industries.

## **Employees**

6.18      **Be Ambassadors for Creativity:** Employees, authors, and artists should share their creative journey, successes across social media and professional networks, promoting a positive and progressive image for the print media and publishing industry.

6.19      **Pursue Upskilling in AI and Digital Tools:** As AI is increasingly integrated into print production systems to optimise flow production flows and quality control, print media employees should pursue ongoing training in digital print technologies, data literacy, and AI basics. Publishing employees should embrace continuous learning in AI literacy, e-publishing, creative coding, and cross-media storytelling. They should stay abreast of AI-related copyright, ethical and data privacy issues to ensure relevance in the expanding creative economy.

6.20      **Advance Professional Development in IP Trading and Licensing:** Publishing professionals and freelancers should pursue training in copyright basics, licensing types, contract negotiation, and rights valuation. Understanding how to register, promote, and license IP opens opportunities for making career more attractive and viable.



6.21      Leverage the HKQF and Competency Standards: Employees are strongly encouraged to familiarise themselves with the Hong Kong Qualifications Framework (HKQF) for Printing and Publishing, including the Specification of Competency Standards (SCS), the Recognition of Prior Learning (RPL) mechanism, and related initiatives such as the Award Scheme for Learning Experiences. The SCS outlines the key skills and knowledge required for career progression and upskilling, while the RPL mechanism allows employees' workplace-acquired experience and skills to be formally recognised. The Award Scheme for Learning Experiences additionally opens up opportunities to attend overseas book fairs or conferences for exposure to industry best practices and trends. These resources help employees plan their career paths, identify upskilling needs, and secure professional advancement within the industry.

6.22      Utilise Government Support for Lifelong Learning: Employees should make full use of government-funded programmes such as the Continuing Education Fund (CEF) and Vplus Creative Industries (Vplus), which subsidise a variety of upskilling and retraining courses. A range of education institutions, including HKDI, offer relevant, QF-recognised programmes in publishing, digital print production, design, and related fields. Enrolling in these courses supports continuous professional growth and helps employees maintain competitiveness in the fast-evolving creative industries.

## Appendix 1

### Membership of the Print Media and Publishing Training Board

#### **Chairman**

Mr Peter LAU Man-pong

#### **Members**

Mr Victor CHEUNG Chung-choi

Ms CHEUNG Wing-yee

Ms CHU So-ching\*

Ms KWOK Wai-ching#

Mr LAI King-lung

Mr LEE Hoi-chiu\*

Mr Clarence LOK Wai-ho

Mr LUI Chun-pong\*

Ms Tammy MAN Suk-ping#

Mr MA Cho-lik

Mr NG Yau-sang#

Ms Brenda PANG On-kei\*

Mr POON Chi-wai\*

Ms Connie SIU Yuen-wah

Mr TSUI Pak-wai

Mr Edward WONG Man-kit#

Mr Jason WONG Jan-hoi#

Mr Gary WU Tsz-kei

Ms YAU Lai-ching\*

Ms YIP Pui-chu\*

Ms Emily YAN Laura Ka-po#

Director of Government Logistics (or his / her representative)

Director-General of Trade and Industry (or his / her representative)

Commissioner for Labour (or his / her representative)

Executive Director of the Vocational Training Council (or his representative)

#### **Secretary**

Ms Bertha HO Chui-ying

Note:       \* up to 31 March 2025

              # since 1 April 2025

## Appendix 2

### **Terms of Reference of the Print Media 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 Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.
4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.
5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.
6. To tender advice in respect of skill assessments, trade tests and certification, if appropriate, for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.
8. 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 VPET in the industry.
9. To organise seminars/conferences/symposia on VPET for the industry.
10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.
11. 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.
12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

## Appendix 3

### Membership of Working Party on Manpower Survey

#### **Convenor**

Mr MA Cho-lik

#### **Members**

Mr Victor CHEUNG Chung-choi

Ms CHEUNG Wing-yee

Ms Ivy CHU So-ching\*

Ms KWOK Wai-ching#

Mr LAI King-lung

Mr Clarence LOK Wai-ho

Ms Tammy MAN Shuk-ping#

Mr NG Yau-sang#

Ms Brenda PANG On-kei\*

Mr TSUI Pak-wai

Mr Edward WONG Man-kit#

Mr Jason WONG Jan-hoi#

Mr Gary WU Tsz-kei

Ms Emily YAN Laura Ka-po#

Ms YIP Pui-chu\*

Executive Director of Vocational Training Council (or his representative)

#### **Secretary**

Ms Bertha HO Chui-ying

Note:       \* up to 31 March 2025

              # since 1 April 2025

## Appendix 4

### Definition of Terms

Full Time Employees	“Full Time Employees” refers to persons who works at least 18 hours per week for 4 weeks or more and are under the payroll of the sampled company / company for the specified job, disregarding whether the employees are deployed to work in other places (including the Chinese Mainland).
Vacancies	“Vacancies” refers to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel at the time of survey.
Vacancy Rate	“Vacancy rate” refers to the vacancies as a percentage of the total number of employees and vacancies.
Average Monthly Income	“Average monthly income” refers to the average monthly remuneration package during the past 12 months before enumeration, including basic salary, regular overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. It is an average figure among employees engaging in the same principal job.
Turnover Rate	“Turnover rate” refers to the number of employees left as a percentage of the total number of employees and vacancies.
Postgraduate Degree	“Postgraduate degree” refers to a higher degree(s) (e.g. master degree) offered by local or non-local education institutions, or equivalent.
First Degree	“First degree” refers to the first degree(s) offered by local or non-local education institutions, or equivalent.
Sub-degree	“Sub-degree” refers to the Associate Degree, Higher Diploma, Professional Diploma, Higher Certificate, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local institutions.

Diploma / Certificate	“Diploma / certificate” refers to technical and vocational education programmes, including Diploma / Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level or equivalent.
Secondary 4 to 7	“Secondary 4 to 7” refers to the education programmes under the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
Secondary 3 or below	“Secondary 3 or below” refers to secondary 3 or below, or equivalent.

## **Appendix 5   Survey Documents**

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

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 PP/4/2(2025)

Your Reference 來函檔號



10 January 2025

Dear Sir/Madam,

**2025 Manpower Survey of the  
Print Media and Publishing Industries**

The Print Media and Publishing Training Board (the Training Board) of the Vocational Training Council (VTC), is responsible for matters pertaining to manpower training in the industry. To collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the above survey from **January to February 2025**. I am writing to enlist your kind assistance by providing the relevant information to the survey and your co-operation would be much appreciated.

I enclose the following documents for your reference and completion:

- (a) The Questionnaire;
- (b) Explanatory Notes (Appendix A); and
- (c) Job Descriptions for Principal Jobs (Appendix B).

The VTC has appointed **Mercado Solutions Associates Ltd. (MSA)** to conduct the above survey. During the survey period, the enumerator of **MSA** will contact your company for the survey and answer the questions you may have. If necessary, visit will be made to your company to assist in completing and collecting the questionnaire. Alternatively, you may return the copy of the completed questionnaire to **MSA** via fax (2538 8123) or email (ms@mercadosolutions.com).

I wish to assure you that the information provided will be handled **in strict confidence** and published on an aggregate basis without reference to individual companies.

The salient findings and the survey report will be uploaded to the Manpower Survey Information System of the VTC after completion of the survey. The link is as follows:

<https://manpower-survey.vtc.edu.hk/>



If you have any queries, please feel free to contact the following hotline during 9:30 a.m. to 6:00 p.m. from Monday to Friday :

- ✧ For matters regarding completion and return of questionnaire(s), please contact **Ms. LI** of MSA on 2598 0909.
- ✧ In case you want to approach the VTC directly, please contact **Mr. Edward CHAN** of the VTC **Manpower Survey (Statistical Team)** on 3907 6862.

Yours faithfully,

(LAU Man-pong Peter)  
Chairman

Print Media and Publishing Training Board

Encl.



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

Telephone No 電話

Fax No 傳真

Our Reference 本局檔號 PP/4/2(2025)

Your Reference 來函檔號



執事先生／女士：

### 2025 年印刷媒體及出版業人力調查

職業訓練局(VTC)屬下印刷媒體及出版業訓練委員會(訓練委員會)，負責就業內人力訓練事宜提供意見。本會將於 **2025 年 1 月至 2 月** 期間進行調查，蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。現謹代表訓練委員會致函，懇請 貴公司善意協助提供相關資料，以便進行上述人力調查。

茲夾附下述文件，供 貴公司參閱及填寫：

- (1) 調查問卷；
- (2) 附註（附錄 A）；及
- (3) 主要職務工作說明（附錄 B）。

VTC已委託**米嘉道資訊策略有限公司(米嘉道)**協助進行上述人力調查。調查期間，**米嘉道**的統計員將聯絡 貴公司進行訪問及解答相關問題。如有需要，統計員會造訪 貴公司協助填寫並收回已填妥的問卷。 貴公司亦可將完成的問卷，以傳真(2538 8123)或電郵(ms@mercadosolutions.com)交回**米嘉道**。

調查所得的資料將**絕對保密**，局方在發表報告時，只會公布合計數字，不會提及個別公司情況。


調查完成後，調查的結果及報告將會上載至人力調查資訊系統。 網址如下：

<https://manpower-survey.vtc.edu.hk/tc>



如對調查有任何查詢，請於星期一至五上午九時半至下午六時聯絡以下人士：

- ✧ 如查詢有關填寫及寄回問卷事宜，請與**米嘉道 李小組**聯絡（電話：2598 0909）。
- ✧ 如希望直接與 VTC 聯絡，請致電 **VTC 人力調查（統計組）陳兆銘先生**（電話：3907 6862）。

  
印刷媒體及出版業訓練委員會主席  
劉文邦

二零二五年一月十日  
附件



<b>CONFIDENTIAL</b> WHEN ENTERED WITH DATA	填 入 數 據 後 即 成 <b>機 密 文 件</b>
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VOCATIONAL TRAINING COUNCIL  
職 業 訓 練 局

**THE 2025 MANPOWER SURVEY OF**  
**THE PRINT MEDIA AND PUBLISHING INDUSTRIES**  
 印刷媒體及出版業2025年人力調查

The 2025 Manpower Survey of the print media and publishing industries aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **2 January 2025** by answering the questionnaire. Thank you.

印刷媒體及出版業2025年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2025年1月2日**的人力情況填寫此問卷。多謝合作。

**Establishment Information**  
機構資料

(For official use) Industry Code _____
---

NATURE OF BUSINESS:  
業務性質

- |  |  |
|--|--|
| <input type="checkbox"/> Newspaper printing<br>報紙印刷  | <input type="checkbox"/> Job printing<br>商業印刷  |
| <input type="checkbox"/> Service activities related to printing (book binding, photo-engraving, typesetting, etc.)<br>印刷的相關活動 (書籍釘裝、印刷版製作、排字等) | <input type="checkbox"/> Manufacture of containers & boxes of paper & paperboard<br>紙容器、紙盒及紙板容器的製造 |
| <input type="checkbox"/> Printing agent<br>印務代理  | <input type="checkbox"/> Printing suppliers and metal can printing firms<br>印刷器材及物料供應商、金屬罐製造商      |
| <input type="checkbox"/> Printing Department of the academic institutions and Government<br>學術機構及政府的印刷部門                                       | <input type="checkbox"/> Others :<br>其他 : _____  |

TOTAL NO. OF PERSONS ENGAGED: \_\_\_\_\_  
僱 員 總 人 數

**Details of Contact Person\***  
聯絡人資料\*

NAME OF PERSON TO CONTACT: \_\_\_\_\_  
聯 絡 人 姓 名

POSITION: \_\_\_\_\_  
職 位

TEL. NO. : \_\_\_\_\_  
電 話

FAX NO. : \_\_\_\_\_  
圖 文 傳 真

E-MAIL : \_\_\_\_\_  
電 郵

\* The information provided will be used for the purpose of this and subsequent manpower surveys.  
所提供資料將用作是次及日後人力調查之用。

## Part I – Manpower Information

### 第一部份 – 人力情況

For each principal job, please fill in the total number of employees as at survey reference date. The employees **include all those under Hong Kong company's payroll, disregarding whether the employees are deployed to work in other places (including the Mainland).**

請填寫 貴機構於統計日期僱用的每個主要職務的僱員總數，僱員包括 貴公司在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B'至'E'欄。

#### Principal Jobs (Full-time Employees) 主要職務 (全職僱員)

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。				
(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Full-Time Employees as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 全職僱員人數 (受訓者／學徒*除外)	(C) No. of Full-Time Vacancies as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 全職空缺額 (受訓者／學徒*除外)	(D) No. of Full-Time Trainees/ Apprentices# as at Survey Reference Date  在統計日期的 全職受訓者／學徒# 人數	(E) Average Monthly Income* 每月平均收入*  Code 編號 1 \$15,000 or below 或 以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$45,000 5 \$45,001 - \$60,000 6 Over \$60,000以上
e.g.: Job Title A (3 employees and 2 vacancies) 例子：職位甲 (3名僱員, 1名受訓者及2個空缺)	3	2	1	5
<b>Technologist / Managerial Level 技師／管理級</b>				
101 General Manager 總經理				
102 Production / Prepress / Quality Manager 生產經理／印前經理／品質經理				
103 Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣經理				
104 Procurement Manager 採購經理				
105 Information Technology Manager (Printing) 資訊科技經理 (印刷)				
<b>Technician / Supervisory Level 技術員／督導級</b>				
201 Cost Estimator 印刷估價員				
202 Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／品質管制員				
203 Sales Representative / Customer Service Officer / Job Controller / Marketing Staff 營業代表／客戶服務員／跟單員／市場推廣員				
204 Overseer / Supervisor 監工／管理員				
205 Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員				
206 Designer / Design Officer 設計員／設計主任				
207 Prepress Technician 印前技術員				
208 Purchasing Officer / Controller 印刷物料採購員／控制員				
209 Technical Services/Products (Printing) Technician 技術／產品 (印刷) 技術員				
210 Information Technology (Printing) Technician 資訊科技 (印刷) 技術員				

# The term "trainees/ apprentices" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」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。

\* Includes basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus.

每月收入包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。

Job  
Code  
職位  
編號

<b>(A)</b> Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	<b>(B)</b> No. of <b>Full-Time</b> <b>Employees</b> as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 <b>全職僱員</b> 人數 (受訓者／學徒#除外)	<b>(C)</b> No. of <b>Full-Time</b> Vacancies as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 <b>全職空缺額</b> (受訓者／學徒#除外)	<b>(D)</b> No. of <b>Full-Time</b> Trainees/ Apprentices# as at Survey Reference Date  在統計日期的 <b>全職</b> 受訓者／學徒# 人數	<b>(E)</b> Average Monthly Income* 每月平均收入*  <div> <u>Code</u>            編號            1 \$15,000 or below 或              以下            2 \$15,001 - \$20,000            3 \$20,001 - \$30,000            4 \$30,001 - \$45,000            5 \$45,001 - \$60,000            6 Over \$60,000以上         </div>
Please enter a zero '0' in the box if there is no employee / vacancy. 如沒有僱員／空缺，請在方格內填入 '0'。				
<b>Craftsman Level 技工級</b>				
301 Prepress System Operator 電子印前系統操作員				
302 CTP Operator CTP 操作員				
303 Digital Printing System Operator 數碼印刷系統操作員／噴畫操作員				
304 Offset Printing Machine Operator (Sheet-fed) 柯式平版印刷機操作員				
305 Offset Printing Machine Operator (Web-fed) 柯式輪轉印刷機操作員				
306 Other Printing Machine Operator 其他印刷機械及包裝印刷操作員				
307 Binding Operator 裝訂操作員				
308 Die Cutting / Tool Making Operator 啤盒工／造模工				
309 Package Finishing Machine Operator 包裝盒完成機操作員				
310 Other Print Finishing Operator 其他印後機械操作員				
<b>Unskilled Level 非技術工人級</b>				
401 General Worker 雜工				
<b>Other Relevant Staff 其他相關人員</b>				

For Official Use				
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# The term "trainees/ apprentices" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」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。

\* Includes basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus.

每月收入包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。

**Part II**  
**第二部份**

**Age distribution of Employees**

**僱員年齡分佈**

1. Please indicate the age range distribution of **full-time employees**.

請指出 貴機構**全職僱員**的年齡分佈。

Job level 職級	30 or below 30 歲或以下	31 – 40 31 至 40 歲	41 – 50 41 至 50 歲	51 – 60 51 至 60 歲	61 or above 61 歲或以上
Technologist / Managerial Level 技師／管理級	%	%	%	%	%
Technician / Supervisory Level 技術員／督導級	%	%	%	%	%
Craftsman Level 技工級	%	%	%	%	%

**Expected Change in Future**

**未來變化**

2. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**.

(Please tick in the box as appropriate)

相對於現在，請指出 貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上“✓”號。)

- (i) Business volume  
業務額

☐ (a) Better  
較佳

☐ (b) Stable  
穩定

☐ (c) Worsen  
較差

☐ (d) Uncertain  
不肯定

- (ii) Number of full-time employees  
全職員工數目

☐ (a) Increase  
增加

☐ (b) Same  
不變

☐ (c) Decrease  
減少

Please indicate the reasons leading to **“better” or “worsen”**.

請說明引起**較佳或較差**的原因。

3. Estimated percentage of business in **digital printing** in the next 12 months.

未來12個月**數碼印刷**業務佔機構業務百分比。

%

4. To meet the emerging trends of the industry, will your establishment have the following plan(s) in the future?

**(i) introduce new job position(s) and/or (ii) drastic changes in job duties/job specifications on existing job(s)**

為配合行業的新興趨勢，貴機構在未來是否有以下計劃？(i) 引入**新職位** 及/或；(ii) 對現有職位的**職務或工作規範**作出重大改變

☐ Yes 有 → Please fill in the table below 請填寫下表

Job Title 職位名稱	New Job 新職位	Existing Job 現有職位	Job Descriptions / Changes in Job Duties/Specifications 職位描述 / 職務或工作規範的轉變
	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	

☐ No 沒有

## New Recruitment

### 新聘僱員

5. Please state the number of full time employees who were **newly recruited** in the **past 12 months**.  
(If there is no recruitment, please fill "0" in the box)  
請列出 貴機構在過去十二個月內**新招聘**的全職僱員人數。(如沒有招聘，請在方框內填上“0”)

	Technologist / Managerial Level 技師／管理級	Technician / Supervisory Level 技術員／督導級	Craftsman Level 技工級
(a) Total 總人數			
(b) Number of new recruits <b>with</b> experience in print media industry 新招聘中，具印刷媒體業經驗的僱員人數			

## Employees Left

### 僱員離職

6. Please state the number of full time employees who had **left** in the **past 12 months**.  
(If there is no employees left, please fill "0" in the box)  
請列出 貴機構在過去十二個月內全職僱員的**離職**人數。(如沒有僱員離職，請在方框內填上“0”)

- (a) Technologist / Managerial Level  
技師／管理級
- (c) Craftsman Level  
技工級

- (b) Technician / Supervisory Level  
技術員／督導級



## Recruitment Difficulties

### 招聘困難

7. Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in the **past 12 months**.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

	Technologist / Managerial Level 技師／管理級	Technician / Supervisory Level 技術員／督導級	Craftsman Level 技工級
(a) No recruitment was taken place 沒有招聘	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and <b>did not encounter difficulties</b> in recruitment 有招聘，並 <b>沒有</b> 遇到招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may tick “✓” one or more options.) 有招聘，所遇到的困難是：(可剔“✓”選多於一項。)			
(i) Candidates lacked the relevant skills/expertise 應徵者並無相關技能／知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Candidates' language skills (including Putonghua) were poor 應徵者語文能力(包括普通話)水平欠佳	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Candidates found the fringe benefits not attractive 應徵者認為附帶福利欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) 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"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Candidates were unwilling to work in the mainland of China 應徵者不願意到中國內地工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify): 其他(請說明)：	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### Preferred Education Level and Years of Experience of Employees

#### 僱員宜有的教育程度及相關年資

8. Please choose **preferred** education level and years of experience of full-time employees.  
請選擇全職僱員**宜有**的教育程度及相關年資。

Job level 職級	Technologist / Managerial Level 技師／管理級	Technician / Supervisory Level 技術員／督導級	Craftsman Level 技工級
<b>(a) Education Level</b> (Please tick “√” <b>1 box</b> for each job level) <b>教育程度</b> （每職級請剔“√” 選一項）			
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位（例如高級文憑）	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>(b) Years of Experience</b> (Please tick “√” <b>1 box</b> for each job level) <b>相關年資</b> （每職級請剔“√” 選一項）			
(i) 15 years or more 十五年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 10 years to less than 15 years 十年至十五年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 7 years to less than 10 years 七年至十年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 5 years to less than 7 years 五年至七年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) 2 years to less than 5 years 兩年至五年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Less than 2 years 兩年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Training Needs

### 培訓需要

9. Please indicate the training areas required to deal with the emerging trend and development of the industry by choosing the corresponding codes. (You may choose up to three options for each job level)  
請選擇相應的編號，指出僱員所需要的訓練範疇，以配合行業的新興趨勢及發展。（各職級可選最多三項）

Job level 職級	1	2	3
<i>Example 例子:</i>			
<b>Code of training areas</b> 訓練範疇	105	202	302
Technologist / Managerial Level 技師／管理級			
Technician / Supervisory Level 技術員／督導級			
Craftsman Level 技工級			

Code 編號	Type of Skills and/ or Knowledge 技能／知識的類別	Code 編號	Type of Skills and/ or Knowledge 技能／知識的類別	Code 編號	Type of Skills and/ or Knowledge 技能／知識的類別
(I)	<b>Management Skills</b> 管理技能	(IV)	<b>Industry Specific Skills</b> 業內專業技能	(V)	<b>China-related Knowledge</b> 有關中國的知識
101	Production management 生產管理	401	Pre-press technique 印前技術	501	Political, social and economic development in the mainland of China 在中國大陸的政治、社會和經濟發展
102	Quality management 品質管理	402	Printing technique 印刷技術	502	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展
103	Marketing management 經銷管理	403	Post-printing technique 印後技術	503	Trade and industry environment in the mainland of China 在中國大陸的行業及營商常規
104	Customer services 客戶服務	404	Production coordination and project management 生產協調及項目管理	599	Others 其他 _____
105	Human resources management 人事管理	405	Estimation and costing 估價及成本		
106	Green management 綠色管理	406	Repair and maintenance 機械維修及保養	(VI)	<b>Soft Skills</b> 軟性技巧
199	Others 其他 _____	407	Colour management 色彩管理	601	Communication skills 溝通技巧
(II)	<b>Language Skills</b> 語文技能	408	Products structure 產品結構	602	Teamwork 團隊合作
201	English 英語	409	Materials application 物料應用	603	Problem solving 解難技巧
202	Chinese 中文	410	Quality Assurance 品質保證	604	Creative and design thinking 創意及設計思維
299	Others 其他 _____	411	Environment laws and safety compliance 環保法例及安全法規	605	Presentation skills 演示技巧
(III)	<b>IT Skills</b> 資訊科技的技能	412	Packaging design 包裝設計	606	Negotiation skills 談判技巧
301	E-commerce knowledge and applications 電子商貿的知識及應用	413	Security printing and privacy protection 防偽印刷及私隱保障	607	Business ethics 商業道德
302	Media technology 媒體科技	414	AI-Powered design AI人工智能驅動的設計	608	Global vision 國際視野
303	Artificial Intelligence 人工智能	415	Design concept 設計概念	699	Others 其他 _____
304	Smart production management 智能化生產管理	499	Others 其他 _____		
399	Others 其他 _____				

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。



The 2025 Manpower Survey of the  
Print Media and Publishing Industries  
印刷媒體及出版業2025年人力調查

Explanatory Note

附 註

Part I

第一部份

1. Principal Jobs – Column ‘A’

主要職務 —— ‘A’欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查表內部分職稱可能有別於 貴機構所採用者。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有印刷媒體及出版業的主要職務未載於工作說明（附錄B），請一併填入‘A’欄內，並簡述其所屬的職務類別及等級。

2. Number of Full-time Employees as at Survey Reference Date – Column ‘B’

在統計日期的全職僱員人數 —— ‘B’欄

For each principal job, please fill in the total number of full-time employees as at survey reference date.  
請填寫 貴機構於統計日期僱用的每個主要職務的全職僱員總數。

‘Full-time Employees’ refer to those who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include all employees under Hong Kong establishment’s payroll, disregarding whether those are deployed to work in other places (including the mainland of China).

「全職僱員」是指在 貴機構全職工作達4星期或以上，同時每星期工作不少於18小時的員工。此數目應包括 貴機構在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

3. Number of Full-time Vacancies as at Survey Reference Date – Column ‘C’

在統計日期的全職空缺額 —— ‘C’欄

Please fill in the total number of existing full-time vacancies as at survey reference date for each type of job. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

請填上 貴機構每一主要職務在統計日期的全職空缺額。「統計日期的空缺額」是指該職位於統計日期仍懸空，須立刻填補，而現正積極招聘人員填補。

4. Number of Full Time Trainees/Apprentices as at Survey Reference Date – Column ‘D’  
在統計日期的全職受訓者／學徒人數 —— ‘D’欄

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

請填寫正在全職接受訓練的僱員總數，包括正在接受各種形式訓練的受訓者，以及根據學徒合約受聘的學徒。

5. Average Monthly Remuneration Package of full-time employees – Column ‘E’  
全職僱員之每月平均薪酬 —— ‘E’欄

Please enter the code of average monthly remuneration package of full-time employee(s) during the past 12 months for each principal job. This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在‘E’欄填入每個主要職務的全職僱員過去12個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。若從事同類工作的僱員多於一名，則請取其平均收入。

## **Part II** **第二部份**

6. Question 1 – Age distribution of Employees  
問題1 — 僱員年齡分佈

Please indicate the percentage distribution of age range of full-time employees.

請指出 貴機構全職僱員的年齡分佈。

7. Question 2 – Expected Change in Future  
問題2 —— 未來變化

When comparing with the current situation, please indicate your views on the expected change in the next 12 months.

相對於現在，請指出 貴機構預計在未來十二個月之預期變化。

- (i) Business volume and provide the reasons leading to better or worse.  
業務額及指出引起較佳或較差的原因。
- (ii) Number of full-time employees  
全職僱員數目

8. Question 3 – Percentage of business for digital printing / electronic publishing  
問題3 —— 數碼印刷／電子出版佔機構業務百分比

Please fill in estimated percentage of business in digital printing (*applicable for print media only*) / electronic publishing (*applicable for publishing only*) for the coming year.

請填寫未來一年數碼印刷業務(只適用於印刷媒體)／電子出版業務(只適用於出版)佔機構業務百分比。

9. Question 4 – New Job Position / Changes in Job Duties  
問題4 —— 新職位／改變的現有職位

◆ Please indicate the new job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.  
請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

◆ Please indicate the existing job(s) that are foreseen to undergo drastic changes in job duties/job specifications.  
請指出 貴機構預計將有職務或工作規範上重大改變的現有職位。

10. Question 5 – New Recruitment

問題5 —— 新聘僱員

- (a) Please fill in the total number of full-time employees who were newly recruited in the past 12 months.  
請填入 貴機構在過去十二個月內新招聘的全職僱員人數。
- (b) Please fill in the number of new recruits with experience in print media and publishing industries.  
請填入 貴機構的新招聘中，具印刷媒體及出版業經驗的僱員人數。

11. Question 6 – Employees who had left the Establishment

問題6 —— 已離職僱員

Please fill in the number of full-time employees who had left in the past 12 months.  
請填上 貴機構過去十二個月內全職僱員的離職人數。

12. Question 7 – Recruitment Difficulties

問題7 —— 招聘困難

Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in the past 12 months.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

13. Question 8 – Preferred Education Level and Years of Experience

問題8 —— 宜有的教育程度及相關年資

Please indicate the preferred education level and years of experience of full-time employees.  
請選擇全職僱員宜有的教育程度及相關年資。

Definition of Preferred Level of Education:

宜有的教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to First degrees offered by local or non-local education institutions, or equivalent.  
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma of Applied Education (DAE), or equivalent.  
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、應用教育文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.  
「中三或以下」是指中三或以下，或同等教育程度。

14. Question 9 – Training areas

問題9 —— 培訓範疇

To deal with the development of the industry, please indicate the training areas required for full-time employees.  
為配合行業的新興趨勢，請指出全職僱員在未來所需要的訓練範疇。

**The 2025 Manpower Survey of the Print Media and Publishing Industries****印刷媒體及出版業2025年人力調查****Description for the Principal Jobs (Print Media Industry)****主要職務的工作說明 (印刷媒體業)**

<b>Code 編號</b>	<b>Principal Job 主要職務</b>	<b>Job Description 工作說明</b>
<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 / Prepress / Quality Manager 生產經理／印前經理／品質經理	Plans and executes prepress / print production procedure. Takes charge of production, manages and directs the production department personnel to maintain quality and productivity and to exercise effective production and cost control. Plans, organises, directs and controls quality control procedures in all stages of production to ensure incoming materials and products comply with required standards and specifications. 從事策劃與執行已經制訂的印刷／印前生產方針，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。
<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記錄。記錄已完成或製作中的印件所需的實際成本（材料及工資）；定期修訂成本單位預算、工資率及各變動成本因素；為廠方編製週期財務決算表。

Code 編號	Principal Job 主要職務	Job Description 工作說明
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 / Customer Services Officer / Job Controller / Marketing Staff 營業代表／客戶服務員／跟 單員／市場推廣員	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 監工／管理員	Controls, organises and oversees production in his department. 控制、組織及管理屬下部門的生產工作。
205	Electrical & Mechanical Maintenance Technician (Printing) 機電維修（印刷）技術員	Installs, maintains and repairs printing machinery and equipment. 裝卸、保養及修理印刷機械及裝置。
206	Designer / Design Officer 設計員／設計主任	Handles the design and layout of company publications and the jobs provided by customers (including staff bulletins, product brochures and promotion publications). 處理公司刊物及客戶提供之工作(包括員工通訊、產品宣傳/推廣印刷品等)的設計及排版工作。
207	Prepress Technician 印前技術員	Ensure that images and text are ready to print on various surface. Able to handle operation of prepress workflow with automation / graphic software. 確保圖像及文字檔案的準確性，並從事在紙張或其他材料上的印刷。能夠利用相關軟件處理印前工作流程。
208	Purchasing Officer / Controller 印刷物料採購員/控制員	Handles the procurement of printing equipment and materials, and takes charge of warehousing work. 處理採購印刷器材及物料事宜，並負責物料倉存等工作。
209	Technical Services/Products (Printing) Technician 技術／產品（印刷）技術員	Engages in the assembly, demonstration and instruction of printing equipment, materials and products. 從事印刷器材、物料及產品的裝配、示範及指導。
210	Information Technology (Printing) Technician 資訊科技(印刷)技術員	Assists in the planning, design and maintenance of computerised administration and manufacturing information systems in the company. 協助策劃、設計及維護印刷公司的電腦化行政及生產資訊系統。
<b>Craftsman Level      技工級</b>		
301	Prepress System Operator 電子印前系統操作員	Turns a digital image into a printed page; takes a digital image and retouch it as necessary; adjust imposition and ensure the image and text are ready for printing. 將圖像輸出為數碼打稿；可將圖像及檔案作出相關修正；印刷輸出檔處理，確保一切就緒可供印刷。
302	CTP Operator CTP 操作員	Masters the process of plate-making and quality check on plate to ensure the plate matching with imposition proof. 掌握鋅版輸出、檢查鋅版品質，以確保鋅版與藍紙匹配。

Code 編號	Principal Job 主要職務	Job Description 工作說明
303	Digital Printing System Operator 數碼印刷系統操作員／ 噴畫操作員	Makes ready, sets up, operates and maintains digital production equipment. 準備、調較、操作及保養數碼生產器材。
304	Offset Printing Machine Operator (Sheet-fed) 柯式平版印刷機操作員	Makes ready, sets up, operates and maintains sheet-fed single or multi colour offset printing machines. 準備、調較、操作及保養單張單色或多色柯式平版印刷機。
305	Offset Printing Machine Operator (Web-fed) 柯式輪轉印刷機操作員	Makes ready, sets up, operates and maintains web-fed offset printing machines including newspaper printing machines. 準備、調較、操作及保養柯式輪轉印刷機包括印報章印刷機。
306	Other Printing Machine Operator 其他印刷機械及包裝印刷操 作員	Makes ready, sets up, operates and maintains screen, plastic card, label, printed circuit board, gravure, flexographic, pat print, etc. printing machines. 準備、調校、操作及保養絲網/膠咭/凸版標籤/電路版/凹版/柔性版/Pat Print等印刷機。
307	Binding Operator 裝訂操作員	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 Operator 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線刀。
309	Package Finishing Machine Operator 包裝盒完成機操作員	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 Operator 其他印後機械操作員	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	Handles odd jobs, loads or unloads paper, or packs products and undertakes any other manual work. 擔任零碎工作，裝上或卸落紙張，或製成品包裝，以及從事其他勞力工 作。



<b>CONFIDENTIAL</b> WHEN ENTERED WITH DATA	填 入 數 據 後 即 成 <b>機 密 文 件</b>
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**VOCATIONAL TRAINING COUNCIL**  
**職 業 訓 練 局**

**THE 2025 MANPOWER SURVEY OF**  
**THE PRINT MEDIA AND PUBLISHING INDUSTRIES**  
**印刷媒體及出版業2025年人力調查**

The 2025 Manpower Survey of the print media and publishing industries aims at collecting manpower information of the industry concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **2 January 2025** by answering the questionnaire. Thank you.

印刷媒體及出版業2025年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2025年1月2日**的人力情況填寫此問卷。多謝合作。

**Establishment Information**  
**機構資料**

(For official use) Industry Code _____
---

**NATURE OF BUSINESS:**  
**業 務 性 質**

- |   |   |
|---|---|
| <input type="checkbox"/> Publishing of Newspaper<br>報紙出版                                  | <input type="checkbox"/> Publishing (books, directories, mailing lists, magazines, periodicals, etc.)<br>出版及有關活動<br>(書籍、工商名錄、郵寄名冊、雜誌及期刊等出版) |
| <input type="checkbox"/> Wholesales of books, periodicals and newspapers<br>書報及期刊批發       | <input type="checkbox"/> Import / export of books, periodicals and newspapers<br>書報及期刊進出口貿易   |
| <input type="checkbox"/> Publishing Department of the selected organisations<br>選定機構的出版部門 | <input type="checkbox"/> Others :<br>其他 : _____   |

**TOTAL NO. OF PERSONS ENGAGED:** \_\_\_\_\_  
**僱 員 總 人 數**

**Details of Contact Person\***  
**聯絡人資料\***

**NAME OF PERSON TO CONTACT:** \_\_\_\_\_  
**聯 絡 人 姓 名**

**POSITION:** \_\_\_\_\_  
**職 位**

**TEL. NO. :** \_\_\_\_\_  
**電 話**

**FAX NO. :** \_\_\_\_\_  
**圖 文 傳 真**

**E-MAIL :** \_\_\_\_\_  
**電 郵**

\* The information provided will be used for the purpose of this and subsequent manpower surveys.  
所提供資料將用作是次及日後人力調查之用。

## Part I – Manpower Information

### 第一部份 – 人力情況

For each principal job, please fill in the total number of employees as at survey reference date. The employees include all those under Hong Kong company's payroll, disregarding whether the employees are deployed to work in other places (including the Mainland).

請填寫 貴機構於統計日期僱用的每個主要職務的僱員總數，僱員包括 貴公司在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

Please complete columns 'B' to 'E' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各'B'至'E'欄。

#### Principal Jobs (Full-time Employees) 主要職務(全職僱員)

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

Job Code 職位 編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄B)	(B) No. of Full-Time Employees as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 全職僱員人數 (受訓者／學徒除外)	(C) No. of Full-Time Vacancies as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 全職空缺額 (受訓者／學徒除外)	(D) No. of Full-Time Trainees/ Apprentices# as at Survey Reference Date  在統計日期的 全職受訓者／學徒# 人數	(E) Average Monthly Income* 每月平均收入*  Code 編號
	Please enter a zero '0' in the box if there is no employee / vacancy. 如沒有僱員／空缺，請在方格內填入 '0'。				1 \$15,000 or below 或 以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$45,000 5 \$45,001 - \$60,000 6 Over \$60,000以上
e.g: 例子:	Job Title A (3 employees and 2 vacancies) 職位甲 (3名僱員, 1名受訓者及2個空缺)	3	2	1	5
<b>Managerial Level 經理級</b>					
151	Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理／總經理／出版人／社長				
152	Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監				
153	Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理				
154	Production Director / Production Manager 製作總監／製作經理				
155	Marketing Director / Marketing Manager 市場總監／市場經理				
156	Sales Director / Sales Manager (Newspaper, Journal and Magazine Publications) 營業總監／營業經理（報刊）				
157	Sales Director / Sales Manager (Book Publications) 營業總監／營業經理（書籍）				
158	Editorial Manager / Managing Editor 編輯經理／主編				
159	Digital Content Manager 數碼內容經理				
<b>Supervisory Level 主任級</b>					
251	Commissioning Editor / Acquisition Editor 策劃編輯				
252	Senior Editor 高級編輯				
253	Designer 設計師				
254	Production Supervisor 製作主任				
255	Sales Supervisor 營業主任				
256	Marketing / Publicity Supervisor 市場／宣傳主任				
257	Customer Services Supervisor / Officer (Books) 客戶服務主任（書籍）				
258	Digital Content Supervisor 數碼內容主任				

# The term "trainees/ apprentices" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」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。

\* Includes basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus.  
每月收入包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。



Job  
Code  
職位  
編號

(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of <b>Full-Time</b> Employees as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 <b>全職僱員</b> 人數 (受訓者／學徒除外)	(C) No. of <b>Full-Time</b> Vacancies as at Survey Reference Date (Excl. trainees/ apprentices #)  在統計日期的 <b>全職空缺額</b> (受訓者／學徒除外)	(D) No. of <b>Full-Time</b> Trainees/ Apprentices# as at Survey Reference Date  在統計日期的 <b>全職</b> 受訓者／學徒# 人數	(E) Average Monthly Income* 每月平均收入*  Code 編號 1 \$15,000 or below 或 以下 2 \$15,001 - \$20,000 3 \$20,001 - \$30,000 4 \$30,001 - \$45,000 5 \$45,001 - \$60,000 6 Over \$60,000以上
	Please enter a zero '0' in the box if there is no employee / vacancy. 如沒有僱員／空缺，請在方格內填入 '0'。			
<b>Technical Staff Level 技術人員級</b>				
351 Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯／校對員				
352 Assistant Designer 助理設計師				
353 Illustrator 插圖員				
354 Desktop Publishing (DTP) / E-publishing Technician 桌面排版／電子出版操作員				
355 Production Assistant 製作助理				
356 Sales Representative / Sales Executive 營業代表／營業主任				
357 Marketing / Publicity Assistant 市務助理／宣傳助理				
<b>Other Relevant Staff 其他相關人員</b>				

For Official Use

# The term "trainees/ apprentices" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」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。

\* Includes basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus.

每月收入包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。

## Part II 第二部份

### Age distribution of Employees 僱員年齡分佈

1. Please indicate the age range distribution of **full-time employees**.  
請指出 貴機構**全職僱員**的年齡分佈。

Job level 職級	30 or below 30 歲或以下	31 – 40 31 至 40 歲	41 – 50 41 至 50 歲	51 – 60 51 至 60 歲	61 or above 61 歲或以上
Managerial Level 經理級	%	%	%	%	%
Supervisory Level 主任級	%	%	%	%	%
Technical Staff Level 技術人員級	%	%	%	%	%

### Expected Change in Future 未來變化

2. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**.  
(Please tick in the box as appropriate)

相對於現在，請指出 貴機構預計在**未來十二個月**於下列之預期變化。(請在適當的格內填上“✓”號。)

(i) Business volume  
業務額

- ☐ (a) Better  
較佳
- ☐ (b) Stable  
穩定
- ☐ (c) Worsen  
較差
- ☐ (d) Uncertain  
不肯定

(ii) Number of full-time employees  
全職員工數目

- ☐ (a) Increase  
增加
- ☐ (b) Same  
不變
- ☐ (c) Decrease  
減少

Please indicate the reasons leading to **“better” or “worsen”**.

請說明引起**較佳或較差**的原因。

3. Estimated percentage of business in **electronic publishing** in the next 12 months.  
未來12個月**電子出版業務**佔機構業務百分比。

 %

4. To meet the emerging trends of the industry, will your establishment have the following plan(s) in the future?

(i) **introduce new job position(s)** and/or (ii) **drastic changes in job duties/job specifications on existing job(s)**

為配合行業的新興趨勢，貴機構在未來是否有以下計劃？(i) 引入**新職位** 及/或；(ii) 對現有職位的**職務或工作規範**作出重大改變

☐ Yes 有 → Please fill in the table below 請填寫下表

Job Title 職位名稱	New Job 新職位	Existing Job 現有職位	Job Descriptions / Changes in Job Duties/Specifications 職位描述 / 職務或工作規範的轉變
	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	
	<input type="checkbox"/>	<input type="checkbox"/>	

☐ No 沒有

## New Recruitment

### 新聘僱員

5. Please state the number of full time employees who were **newly recruited** in the **past 12 months**.  
(If there is no recruitment, please fill "0" in the box)  
請列出 貴機構在過去十二個月內新招聘的全職僱員人數。(如沒有招聘, 請在方框內填上 "0")

	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級
(a) Total 總人數			
(b) Number of new recruits with experience in publishing industry 新招聘中, 具出版業經驗的僱員人數			

## Employees Left

### 僱員離職

6. Please state the number of full time employees who had **left** in the **past 12 months**.  
(If there is no employees left, please fill "0" in the box)  
請列出 貴機構在過去十二個月內全職僱員的離職人數。(如沒有僱員離職, 請在方框內填上 "0")

(a) Managerial Level  
經理級

(b) Supervisory Level  
主任級

(c) Technical Staff Level  
技術人員級

## Recruitment Difficulties

### 招聘困難

7. Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in the **past 12 months**.  
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級
(a) No recruitment was taken place 沒有招聘	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and <b>did not encounter difficulties</b> in recruitment 有招聘, 並 <b>沒有</b> 遇到招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘, 所遇到的困難是: (可剔"✓"選多於一項。)			
(i) Candidates lacked the relevant skills/expertise 應徵者並無相關技能/知識	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Candidates lacked the relevant experience 應徵者缺乏相關經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Candidates lacked the relevant academic qualification 應徵者未具相關學歷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Candidates' language skills (including Putonghua) were poor 應徵者語文能力(包括普通話)水平欠佳	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Candidates found the remuneration package not attractive 應徵者認為薪酬欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Candidates found the fringe benefits not attractive 應徵者認為附帶福利欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) 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"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Candidates were unwilling to work in the mainland of China 應徵者不願意到中國內地工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify): 其他(請說明): _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Preferred Education Level and Years of Experience of Employees

## 僱員宜有的教育程度及相關年資

8. Please choose **preferred** education level and years of experience of full-time employees.

請選擇全職僱員**宜有**的教育程度及相關年資。

Job level 職級	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級
<b>(a) Education Level</b> (Please tick “✓” <b>1 box</b> for each job level) <b>教育程度</b> (每職級請剔“✓” 選 <b>一項</b> )			
(i) Postgraduate Degree 研究生學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) First Degree 學士學位	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Diploma/Certificate 文憑／證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Secondary 4 to 7 中四至中七	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Secondary 3 or below 中三或以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>(b) Years of Experience</b> (Please tick “✓” <b>1 box</b> for each job level) <b>相關年資</b> (每職級請剔“✓” 選 <b>一項</b> )			
(i) 15 years or more 十五年或以上	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) 10 years to less than 15 years 十年至十五年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) 7 years to less than 10 years 七年至十年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) 5 years to less than 7 years 五年至七年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) 2 years to less than 5 years 兩年至五年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Less than 2 years 兩年以下	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) No experience 無經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No such level of staff 沒有相關職級員工	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Training Needs

### 培訓需要

9. Please indicate the training areas required to deal with the emerging trend and development of the industry by choosing the corresponding codes. (You may choose up to three options for each job level)

請選擇相應的編號，指出僱員所需要的訓練範疇，以配合行業的新興趨勢及發展。（各職級可選最多三項）

Job level 職級	1	2	3
<i>Example 例子:</i>			
<b>Code of training areas</b> <b>訓練範疇</b>	105	252	302
Managerial Level 經理級			
Supervisory Level 主任級			
Technical Staff Level 技術人員級			

Code 編號	Type of Skills and/ or Knowledge 技能／知識的類別	Code 編號	Type of Skills and/ or Knowledge 技能／知識的類別	Code 編號	Type of Skills and/ or Knowledge 技能／知識的類別
(I)	<b>Management Skills</b> <b>管理技能</b>	(IV)	<b>Industry Specific Skills</b> <b>業內專業技能</b>	(V)	<b>China-related Knowledge</b> <b>有關中國的知識</b>
151	Production management 製作管理	451	Editing 編輯	501	Political, social and economic development in the mainland of China 在中國大陸的政治、社會和經濟發展
102	Quality management 品質管理	452	Design and artwork production 設計及稿件製作	502	Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展
103	Marketing management 經銷管理	453	Publishing production 出版製作	503	Trade and industry environment in the mainland of China 在中國大陸的行業及營商常規
104	Customer services 客戶服務	454	Marketing 市場推廣	551	Understanding of One Belt One Road initiatives 瞭解「一帶一路」倡議
105	Human resources management 人事管理	455	Sales and customer service 銷售及客戶服務	552	Understanding of Greater Bay Area initiatives 瞭解大灣區相關計劃
152	Content resources management 內容資源管理	456	Logistics 物流	553	Understanding Hong Kong's role for the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Long-Range Objectives Through the Year 2035 瞭解在國家「十四五規劃」和2035年遠景目標綱要下香港的角色
153	Copyright Management 版權管理	457	IP management, copyright, trademark and patent 知識產權管理、版權、商標及專利	599	Others 其他
199	Others 其他	458	e-publishing and e-learning product development 電子出版及電子學習產品發展		
(II)	<b>Language Skills</b> <b>語文技能</b>	459	Digital marketing and social media marketing 數碼市場推廣及社交媒體市場推廣	(VI)	<b>Soft Skills</b> <b>軟性技巧</b>
251	Spoken English 英語會話	460	Sustainability, ESG and Supply chain management and innovation 可持續發展、ESG及供應鏈管理與創作	601	Communication skills 溝通技巧
252	Putonghua 普通話	461	Information retrieval to execute editorial tasks 認識信息的檢索	602	Teamwork 團隊合作
253	Professional English for publishing 出版專業英語	462	Regulations for publishing 出版法規	603	Problem solving 解難技巧
254	Chinese Communication for publishing 出版中文傳意	463	Contract drafting skills 合約草擬技巧	651	Conflict resolution 解決糾紛
299	Others 其他	464	Planning skills 策劃能力	605	Presentation skills 演示技巧
(III)	<b>IT Skills</b> <b>資訊科技的技能</b>	499	Others 其他	606	Negotiation skills 談判技巧
351	Computer graphics and webpage design 電腦圖像處理與網頁設計			607	Business ethics 商業道德
301	E-commerce knowledge and applications 電子商貿的知識及應用			608	Global vision 國際視野
302	Media technology 媒體科技			652	Use of social media platform 社交媒體運用
352	Generative AI, ChatGPT and big data 生成式人工智能、ChatGPT及大數據			699	Others 其他
353	Network and Cybersecurity 網絡及網絡安全				
354	Utilisation and storage of content resources 內容資源的運用及儲藏				
399	Others 其他				

End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

The 2025 Manpower Survey of the  
Print Media and Publishing Industries  
印刷媒體及出版業2025年人力調查

Explanatory Note

附 註

**Part I**

**第一部份**

1. Principal Jobs – Column ‘A’

主要職務 —— ‘A’欄

- (a) Please go through column ‘A’ and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.  
請瀏覽 ‘A’ 欄，選取適用於 貴機構的主要職務。有關詳細的工作說明，請參閱附錄B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.  
調查表內部分職稱可能有別於 貴機構所採用者。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。
- (c) In the event where an employee’s duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.  
如 貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column ‘A’ titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.  
如 貴機構另有印刷媒體及出版業的主要職務未載於工作說明（附錄B），請一併填入‘A’欄內，並簡述其所屬的職務類別及等級。

2. Number of Full-time Employees as at Survey Reference Date – Column ‘B’

在統計日期的全職僱員人數 —— ‘B’欄

For each principal job, please fill in the total number of full-time employees as at survey reference date.

請填寫 貴機構於統計日期僱用的每個主要職務的全職僱員總數。

‘Full-time Employees’ refer to those who have worked for the same employer for 4 weeks or more and for not less than 18 hours in each week. The number should include all employees under Hong Kong establishment’s payroll, disregarding whether those are deployed to work in other places (including the mainland of China).

「全職僱員」是指在 貴機構全職工作達4星期或以上，同時每星期工作不少於18小時的員工。此數目應包括貴機構在香港人事編制內的所有僱員，不論是否有派駐往其他地方工作（包括中國內地）。

3. Number of Full-time Vacancies as at Survey Reference Date – Column ‘C’

在統計日期的全職空缺額 —— ‘C’欄

Please fill in the total number of existing full-time vacancies as at survey reference date for each type of job. “Existing Vacancies” refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

請填上 貴機構每一主要職務在統計日期的全職空缺額。「統計日期的空缺額」是指該職位於統計日期仍懸空，須立刻填補，而現正積極招聘人員填補。

4. Number of Full Time Trainees/Apprentices as at Survey Reference Date – Column ‘D’

在統計日期的全職受訓者／學徒人數 —— ‘D’欄

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

請填寫正在全職接受訓練的僱員總數，包括正在接受各種形式訓練的受訓者，以及根據學徒合約受聘的學徒。

5. Average Monthly Remuneration Package of full-time employees – Column ‘E’

全職僱員之每月平均薪酬 —— ‘E’欄

Please enter the code of average monthly remuneration package of full-time employee(s) during the past 12 months for each principal job. This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在‘E’欄填入每個主要職務的全職僱員過去12個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。若從事同類工作的僱員多於一名，則請取其平均收入。

**Part II**

**第二部份**

6. Question 1 – Age distribution of Employees

問題1 — 僱員年齡分佈

Please indicate the percentage distribution of age range of full-time employees.

請指出 貴機構全職僱員的年齡分佈。

7. Question 2 – Expected Change in Future

問題2 —— 未來變化

When comparing with the current situation, please indicate your views on the expected change in the next 12 months.

相對於現在，請指出 貴機構預計在未來十二個月之預期變化。

(i) Business volume and provide the reasons leading to better or worse.  
業務額及指出引起較佳或較差的原因。

(ii) Number of full-time employees  
全職僱員數目

8. Question 3 – Percentage of business for digital printing / electronic publishing

問題3 —— 數碼印刷／電子出版佔機構業務百分比

Please fill in estimated percentage of business in digital printing (*applicable for print media only*) / electronic publishing (*applicable for publishing only*) for the coming year.

請填寫未來一年數碼印刷業務(只適用於印刷媒體)／電子出版業務(只適用於出版)佔機構業務百分比。

9. Question 4 – New Job Position / Changes in Job Duties

問題4 —— 新職位／改變的現有職位

◆ Please indicate the new job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.

請指出 貴機構未來將會引入的新職位(如有)，以配合行業的新興趨勢。

◆ Please indicate the existing job(s) that are foreseen to undergo drastic changes in job duties/job specifications.

請指出 貴機構預計將有職務或工作規範上重大改變的現有職位。

10. Question 5 – New Recruitment

問題5 —— 新聘僱員

- (a) Please fill in the total number of full-time employees who were newly recruited in the past 12 months.  
請填入 貴機構在過去十二個月內新招聘的全職僱員人數。
- (b) Please fill in the number of new recruits with experience in print media and publishing industries.  
請填入 貴機構的新招聘中，具印刷媒體及出版業經驗的僱員人數。

11. Question 6 – Employees who had left the Establishment

問題6 —— 已離職僱員

Please fill in the number of full-time employees who had left in the past 12 months.

請填上 貴機構過去十二個月內全職僱員的離職人數。

12. Question 7 – Recruitment Difficulties

問題7 —— 招聘困難

Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in the past 12 months.

請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

13. Question 8 – Preferred Education Level and Years of Experience

問題8 —— 宜有的教育程度及相關年資

Please indicate the preferred education level and years of experience of full-time employees.

請選擇全職僱員宜有的教育程度及相關年資。

Definition of Preferred Level of Education:

宜有的教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.  
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to First degrees offered by local or non-local education institutions, or equivalent.  
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.  
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.  
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma of Applied Education (DAE), or equivalent.  
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、應用教育文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.  
「中三或以下」是指中三或以下，或同等教育程度。

14. Question 9 – Training areas

問題9 —— 培訓範疇

To deal with the development of the industry, please indicate the training areas required for full-time employees.

為配合行業的新興趨勢，請指出全職僱員在未來所需要的訓練範疇。



**The 2025 Manpower Survey of the Print Media and Publishing Industries****印刷媒體及出版業2025年人力調查****Description for the Principal Jobs (Publishing Industry)****主要職務的工作說明 (出版業)**

<b>Code 編號</b>	<b>Principal Job 主要職務</b>	<b>Job Description 工作說明</b>
<b>Managerial Level 經理級</b>		
151	Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理／總經理／出版人／社長	Responsible for policy formulation, developing policy and strategy for E-publishing business and the profitable operation of the company. Develops and recommends strategic objectives. Plans, budgets, organises, directs and controls, edits publishing, and promotes sales activities, develop the content utilization and storage plan, formulate the transformation and future development plan for publishing. 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；制定內容運用及儲藏方案；制定出版轉型及未來發展藍圖。
152	Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監	Responsible for editorial policy and standards, departmental organisation and procedures, the profitability of new publications, authors' royalty policy and legal implications especially copy-right. Co-ordinates editorial and research activities with production, design and marketing departments, and monitors schedules of E-publishing business, master copyright business and planning development trends of best-selling books in local and overseas markets. 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；掌握本地及海外市場暢銷圖書之版權貿易實況、策劃案例及規劃發展趨勢。
153	Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理	Responsible for design standards, departmental organisation and procedures. Co-ordinates and supervises outsourced work, Understands the utilisation and storage of content resources, masters the application of professional design software. 負責設計標準、部門組織及工作程序，協調及管理外判的工作；瞭解內容資源運用及儲藏；掌握及應用專業設計軟件。
154	Production Director / Production Manager 製作總監／製作經理	Responsible for production standards, departmental organisation and procedures. Supervises purchasing; assesses new suppliers and materials. Checks estimates, and monitors schedules and costs, masters the application of professional editing software. 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；掌握及應用編輯專業軟件。
155	Marketing Director / Marketing Manager 市場總監／市場經理	Responsible for marketing policy, departmental organisation and procedures. Prepares sales forecasts, conducts market research; supervises sales, publicity and marketing services activities. Develops local and overseas markets; sells subsidiary rights and markets books produced by other publishers for whom the company acts as agent, masters the use of social media in the publishing market. 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；掌握社交媒體在出版市場的運用。

Code 編號	Principal Job 主要職務	Job Description 工作說明
156	Sales Director / Sales Manager (Newspaper, Journal and Magazine Publications) 營業總監／營業經理（報刊）	Develops the sales of a magazine's advertising space. 主理雜誌廣告位的銷售。
157	Sales Director / Sales Manager (Book Publications) 營業總監／營業經理（書刊）	Develops the publishing activities and logistic management. 主理出版業務及物流倉存管理
158	Editorial Manager / Managing Editor 編輯經理／主編	Responsible for implementing the publishing plans. Supervises the writers and editors to complete the script writing and editing works, familiar with publishing cooperation regulations and copyright laws, understands the trade situation in the copyright market, masters and utilises successful book planning cases. 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；掌握出版合作條例及版權法規；掌握版權市場的貿易實況；掌握及運用暢銷書策劃案例。
159	Digital Content Manager 數碼內容經理	Responsible for implementing the policy and strategy for all sorts of digital contents (i.e. video, reels, audio, music) and monitoring schedules of the business, understands the utilisation and storage of publishing content resources. 負責發展數碼內容（如：影片、視頻、音訊、音樂等）之政策和策略，及監察該業務之進度；瞭解出版內容資源的運用及儲藏。
<b>Supervisory Level 主任級</b>		
251	Commissioning Editor / Acquisition Editor 策劃編輯	Responsible for the development of E-publishing content. Plans article topics, commissions authors, assesses projects and liaises with authors. Draws up overall magazine contents. Prepares design and production briefs. Monitors publishing schedules. Briefs marketing department. 負責執行電子出版內容。策劃選題，聘請作者，評估計劃，與作者聯絡；概括定出刊物的內容；草擬設計及製作摘要；監察出版進度；指示市場推廣部門。
252	Senior Editor 高級編輯	Responsible for verifying and checking of different kinds of text books and magazines and supervises the making up work repeatedly in the process of preparing the script including translation, proofreading etc. 負責審核及編輯不同書籍及刊物的工作，並跟進稿件在製作過程中的工作，包括翻譯及校對工作等。
253	Designer 設計師	Responsible for design specifications for individual books and magazines. Commissions illustrations and photographs. Marks up typescript for prepress and prepares rough page layouts and cover/jacket artwork. Prepares design work on publicity brochures and web page design. 負責不同書籍或刊物的設計；安排製作插圖及照片；審閱稿件及加上指示以便排版，製備粗略的內頁版樣構想和封頁的美術稿；負責宣傳品的美術設計及互聯網網頁設計。
254	Production Supervisor 製作主任	Prepares estimates and production schedules. Monitors quality control. Chooses suppliers and places orders. Supervises colour separation, typesetting and printing / binding suppliers. Maintains schedules and keeps costs within estimates. 製備預算和製作進度表；控制品質；選擇適合的供應商，訂購物料；督導版面製作和印刷／裝訂工作；使製作符合進度，保持支出在預算內。
255	Sales Supervisor 營業主任	Organises and supervises the sales force. 組織推銷工作和督導推銷及客戶聯繫。

Code 編號	Principal Job 主要職務	Job Description 工作說明
256	Marketing / Publicity Supervisor 市場／宣傳主任	Prepares and distributes catalogues and promotional materials. Plans and executes promotional campaigns for publications, including advertising, direct mail campaigns, point-of-sale material. Organises exhibitions and supervises inspection copy service. Familiar with the use of various social media platforms in the publishing market. 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；認識各社交媒體在出版市場的運用。
257	Customer Services Supervisor / Officer (Books) 客戶服務主任（書籍）	Plans and controls customer services including enquiries and customer records. 策劃和管理客戶服務，包括查詢服務和客戶記錄。
258	Digital Content Supervisor 數碼內容主任	Oversees the creations, development and management of digital content. 監管數碼內容創作、開發及管理之工作。
<b>Technical Staff Level 技術人員級</b>		
351	Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯 ／校對員	Checks typescripts and suggests improvements, handles photo research, copyright clearance. Checks proofs, dummies, artwork, blueprints. Familiar with information retrieval and publishing-related laws. 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；認識信息檢索及出版有關法例。
352	Assistant Designer 助理設計員	Designs graphic art work and web page including using of CAD system. 製備美術正稿及網頁，包括採用電腦設備。
353	Illustrator 插圖員	Produces illustrative drawings, charts, and diagrams applied to all parts of a book, adding interesting images to the overall visual presentation, and further enhances the readability and clarity of book content. 為書中各部分，製作合適的插圖、圖表及圖解，以求透過有趣的圖像，增強全書的整體視覺效果，使內容更清晰，並進一步提高全書的可讀性。
354	Desktop Publishing (DTP) / E-publishing Technician 桌面排版／電子出版操作員	Inputs and processes data, edits text and illustrations on desktop publishing terminal; operates computer output devices for both print and E-publishing platforms. 在電腦桌面排版系統輸入及處理資料，編輯內文，圖像處理；操作電腦輸出設備，供紙張印刷及電子出版平台。
355	Production Assistant 製作助理	Assists in the production of books and magazines. 協助書本和雜誌的印製事宜。
356	Sales Representative / Sales Executive 營業代表／營業主任	Visits bookshops, schools and other organisations to promote sales. 往書店、學校及其他銷售渠道推銷刊物。
357	Marketing / Publicity Assistant 市場助理／宣傳助理	Assists with publicity and customer services operations. Familiar with social media platform and develop related sales channels. 協助宣傳及客戶服務等工作；認識社交媒體及開拓有關銷售渠道。

## Appendix 6

### Quality Control Measures

#### **Prior to fieldwork preparation**

- Collect contact information of the sampled establishments
- Group sampled establishments to the same business organisation

#### **Thorough training of fieldwork staff**

- Industry briefing workshop by VTC
- Intensive briefing and training session by MSA in consultation with VTC

#### **Monitoring of the fieldwork execution**

- Well-trained enumerators who are experienced in conducting establishment surveys
- Closely monitor fieldwork progress and work of enumerators
- Debriefing sessions twice a week

#### **Measures to increase the response rate**

- Strategic directions given by VTC
- Assistance from the Training Board and trade associations, etc.

#### **Checking of the completed questionnaires**

- Sample check of completed questionnaires by an independent team of QC checkers
- 100% vetting of the completed questionnaires by VTC

#### **Double data entry and data validation**

- Double data entry system
- Validation of collected data via computer programming and systems

#### **Data analysis by VTC**

- Comparison of survey findings with last round
- Benchmarking with relevant manpower information (if deemed appropriate)

## Appendix 7

### Response Profile

	(a) No. of valid cases*	(b) No. of cases successfully enumerated	(b) / (a) Effective response rate
Print Media Industry	371	359	96.8%
Publishing Industry	214	192	89.7%
<b>Total :</b>	<b>585</b>	<b>551</b>	<b>94.2%</b>

Note: \* Excluding sampled establishments which had been ceased operation, had not employed any PP relevant technical employees, nil reply to the survey, etc., at the time of survey.

## **Appendix 8   Statistical Tables**

Table 8.1: Manpower Statistics by job level by principal job of the Print Media Industry

表8.1: 印刷媒體業按職級及主要職務劃分的人力統計

	No. of Full-time Employees as at Survey Reference Date 在統計日期的全職僱員人數	No. of Full-time Vacancies as at Survey Reference Date 在統計日期的全職空缺額	No. of Full-time Trainees / Apprentices <sup>#</sup> as at Survey Reference Date 在統計日期的全職受訓者／學徒 <sup>#</sup> 人數
<b>Technologist / Managerial Level 技師／管理級</b>	<b>1 288</b>	<b>5</b>	
101 General Manager 總經理	222	0	
102 Production / Prepress / Quality Manager 生產經理／印前經理／品質經理	290	3	
103 Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣經理	657	1	
104 Procurement Manager 採購經理	72	1	
105 Information Technology Manager (Printing) 資訊科技經理 (印刷)	47	0	
<b>Technician / Supervisory Level 技術員／督導級</b>	<b>5 353</b>	<b>72</b>	<b>1</b>
201 Cost Estimator 印刷估價員	89	0	0
202 Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／品質管制員	443	5	0
203 Sales Representative / Customer Service Officer / Job Controller / Marketing Staff 營業代表／客戶服務員／跟單員／市場推廣員	2 994	31	0
204 Overseer / Supervisor 監工／管理員	199	0	0
205 Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	315	19	0
206 Designer / Design Officer 設計員／設計主任	433	2	1
207 Prepress Technician 印前技術員	478	6	0
208 Purchasing Officer / Controller 印刷物料採購員／控制員	142	3	0
209 Technical Services/Products (Printing) Technician 技術／產品 (印刷) 技術員	165	6	0
210 Information Technology (Printing) Technician 資訊科技 (印刷) 技術員	95	0	0
<b>Craftsman Level 技工級</b>	<b>4 738</b>	<b>63</b>	<b>6</b>
301 Prepress System Operator 電子印前系統操作員	193	0	0
302 CTP Operator CTP 操作員	213	2	0
303 Digital Printing System Operator 數碼印刷系統操作員／噴畫操作員	773	11	6
304 Offset Printing Machine Operator (Sheet-fed) 柯式平版印刷機操作員	1 680	36	0
305 Offset Printing Machine Operator (Web-fed) 柯式輪轉印刷機操作員	308	2	0
306 Other Printing Machine Operator 其他印刷機械及包裝印刷操作員	381	6	0
307 Binding Operator 裝訂操作員	715	4	0
308 Die Cutting / Tool Making Operator 啤盒工／造模工	103	2	0
309 Package Finishing Machine Operator 包裝盒完成機操作員	77	0	0
310 Other Print Finishing Operator 其他印後機械操作員	295	0	0
<b>Unskilled Level 非技術工人級</b>	<b>610</b>	<b>10</b>	<b>0</b>
401 General Worker 雜工	610	10	0
<b>Overall 總計</b>	<b>11 989</b>	<b>150</b>	<b>7</b>

# The term "trainees/ apprentices" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」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。

Table 8.2: Manpower Statistics by job level by principal job of the Publishing Industry

表8.2: 出版業按職級及主要職務劃分的人力統計

	No. of Full-time Employees as at Survey Reference Date 在統計日期的全職僱員人數	No. of Full-time Vacancies as at Survey Reference Date 在統計日期的全職空缺額	No. of Full-time Trainees / Apprentices <sup>#</sup> as at Survey Reference Date 在統計日期的全職受訓者／學徒 <sup>#</sup> 人數
<b>Managerial Level 經理級</b>	<b>1 522</b>	<b>8</b>	
Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理／總經理／出版人／社長	282	0	
152 Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監	296	1	
153 Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理	110	2	
154 Production Director / Production Manager 製作總監／製作經理	95	0	
155 Marketing Director / Marketing Manager 市場總監／市場經理	183	1	
156 Sales Director / Sales Manager (Newspaper, Journal and Magazine Publications) 營業總監／營業經理（報刊）	139	3	
157 Sales Director / Sales Manager (Book Publications) 營業總監／營業經理（書刊）	93	0	
158 Editorial Manager / Managing Editor 編輯經理／主編	231	1	
159 Digital Content Manager 數碼內容經理	93	0	
<b>Supervisory Level 主任級</b>	<b>2 476</b>	<b>34</b>	<b>2</b>
251 Commissioning Editor / Acquisition Editor 策劃編輯	162	0	0
252 Senior Editor 高級編輯	693	5	0
253 Designer 設計師	478	16	1
254 Production Supervisor 製作主任	160	0	0
255 Sales Supervisor 營業主任	379	8	1
256 Marketing / Publicity Supervisor 市場／宣傳主任	223	3	0
257 Customer Services Supervisor / Officer (Books) 客戶服務主任（書籍）	141	0	0
258 Digital Content Supervisor 數碼內容主任	240	2	0
<b>Technical Staff Level 技術人員級</b>	<b>4 217</b>	<b>153</b>	<b>13</b>
351 Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯／校對員	2 018	105	6
352 Assistant Designer 助理設計員	404	13	0
353 Illustrator 插圖員	69	0	0
354 Desktop Publishing (DTP) / E-publishing Technician 桌面排版／電子出版操作員	560	8	4
355 Production Assistant 製作助理	203	2	0
356 Sales Representative / Sales Executive 營業代表／營業主任	599	19	3
357 Marketing / Publicity Assistant 市務助理／宣傳助理	364	6	0
<b>Overall 總計</b>	<b>8 215</b>	<b>195</b>	<b>15</b>

# The term "trainees/ apprentices" includes all trainees receiving any form of training and apprentices under a contract of apprenticeship.

「受訓者／學徒」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。



Table 8.3: Percentage Distribution of Average Monthly Remuneration Package of Full-time Employees

by job level by principal job of the Print Media Industry

表8.3: 印刷媒體業按職級及主要職務劃分的全職僱員每月平均薪酬分佈

	\$60,001 or above 或以上	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below 或以下	Number of full-time employees 全職僱員人數
<b>Technologist / Managerial Level</b> <b>技師／管理級</b>	<b>9.5%</b>	<b>12.5%</b>	<b>47.0%</b>	<b>30.9%</b>	<b>0.2%</b>	<b>0.0%</b>	<b>1 288</b>
101 General Manager 總經理	19.9%	18.4%	48.0%	13.3%	0.5%	0.0%	222
102 Production / Prepress / Quality Manager 生產經理／印前經理／品質經理	10.0%	14.5%	44.5%	31.0%	0.0%	0.0%	290
103 Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣經理	6.5%	10.8%	47.0%	35.5%	0.2%	0.0%	657
104 Procurement Manager 採購經理	7.5%	3.0%	53.7%	35.8%	0.0%	0.0%	72
105 Information Technology Manager (Printing) 資訊科技經理 (印刷)	4.8%	11.9%	47.6%	35.7%	0.0%	0.0%	47
<b>Technician / Supervisory Level</b> <b>技術員／督導級</b>	<b>0.1%</b>	<b>0.4%</b>	<b>12.8%</b>	<b>66.7%</b>	<b>19.0%</b>	<b>1.1%</b>	<b>5 353</b>
201 Cost Estimator 印刷估價員	0.0%	0.0%	1.5%	56.7%	41.8%	0.0%	89
202 Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員 ／品質管制員	1.0%	0.5%	8.0%	82.1%	8.5%	0.0%	443
203 Sales Representative / Customer Service Officer / Job Controller / Marketing Staff 營業代表／客戶服務員／跟單員／市場推	0.0%	0.4%	15.3%	58.5%	24.0%	1.9%	2 994
204 Overseer / Supervisor 監工／管理員	0.0%	1.0%	22.2%	72.2%	4.5%	0.0%	199
205 Electrical & Mechanical Maintenance Technician (Printing) 機電維修 (印刷) 技術員	0.0%	0.0%	4.4%	76.4%	19.3%	0.0%	315
206 Designer / Design Officer 設計員／設計主任	0.0%	0.0%	18.4%	68.4%	13.2%	0.0%	433
207 Prepress Technician 印前技術員	0.0%	0.4%	5.7%	85.8%	8.1%	0.0%	478
208 Purchasing Officer / Controller 印刷物料採購員／控制員	0.0%	2.5%	1.7%	79.8%	16.0%	0.0%	142
209 Technical Services/Products (Printing) Technician 技術／產品 (印刷) 技術員	0.0%	0.0%	9.0%	69.9%	21.2%	0.0%	165
210 Information Technology (Printing) Technician 資訊科技 (印刷) 技術員	0.0%	0.0%	1.3%	96.2%	2.5%	0.0%	95
<b>Craftsman Level 技工級</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>29.4%</b>	<b>62.4%</b>	<b>7.0%</b>	<b>4 738</b>
301 Prepress System Operator 電子印前系統操作員	0.0%	0.0%	0.5%	36.8%	53.5%	9.2%	193
302 CTP Operator CTP 操作員	0.0%	0.0%	3.0%	22.7%	63.1%	11.1%	213
303 Digital Printing System Operator 數碼印刷系統操作員／噴畫操作員	0.0%	0.0%	2.0%	37.8%	58.0%	2.2%	773
304 Offset Printing Machine Operator (Sheet-fed) 柯式平版印刷機操作員	0.0%	0.0%	1.2%	36.9%	59.8%	2.1%	1 680
305 Offset Printing Machine Operator (Web-fed) 柯式輪轉印刷機操作員	0.0%	0.0%	3.2%	22.4%	70.8%	3.6%	308
306 Other Printing Machine Operator 其他印刷機械及包裝印刷操作員	0.0%	0.0%	0.0%	32.4%	51.8%	15.8%	381
307 Binding Operator 裝訂操作員	0.0%	0.0%	0.7%	11.6%	79.7%	7.9%	715
308 Die Cutting / Tool Making Operator 啤盒工／造模工	0.0%	0.0%	0.0%	37.3%	58.8%	3.9%	103
309 Package Finishing Machine Operator 包裝盒完成機操作員	0.0%	0.0%	0.0%	24.6%	40.6%	34.8%	77
310 Other Print Finishing Operator 其他印後機械操作員	0.0%	0.0%	0.0%	6.5%	63.5%	30.0%	295
<b>Unskilled Level 非技術工人級</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>30.7%</b>	<b>69.1%</b>	<b>610</b>
401 General Worker 雜工	0.0%	0.0%	0.0%	0.2%	30.7%	69.1%	610
<b>Overall 總計</b>	<b>1.0%</b>	<b>1.5%</b>	<b>11.2%</b>	<b>44.9%</b>	<b>34.8%</b>	<b>6.5%</b>	<b>11 989</b>

**Table 8.4: Percentage Distribution of Average Monthly Remuneration Package of Full-time Employees by job level by principal job of the Publishing Industry**

**表8.4: 出版業按職級及主要職務劃分的全職僱員每月平均薪酬分佈**

	\$60,001 or above 或以上	\$45,001 - \$60,000	\$30,001 - \$45,000	\$20,001 - \$30,000	\$15,001 - \$20,000	\$15,000 or below 或以下	Number of full-time employees 全職僱員人數
<b>Managerial Level 經理級</b>	<b>13.8%</b>	<b>25.1%</b>	<b>46.9%</b>	<b>14.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1 522</b>
151 Managing Director / General Manager / Publisher / Chief Executive Director / President 董事經理／總經理／出版人／社長	39.7%	28.2%	31.0%	1.2%	0.0%	0.0%	282
152 Editorial Director / Chief Editor / Publishing Director 總編輯／出版總監	21.6%	16.9%	58.9%	2.5%	0.0%	0.0%	296
153 Design Director / Art Director / Design Manager 設計總監／美術總監／設計經理	1.1%	31.5%	47.8%	19.6%	0.0%	0.0%	110
154 Production Director / Production Manager 製作總監／製作經理	0.0%	36.0%	42.7%	21.3%	0.0%	0.0%	95
155 Marketing Director / Marketing Manager 市場總監／市場經理	7.0%	31.7%	35.9%	25.4%	0.0%	0.0%	183
156 Sales Director / Sales Manager (Newspaper, Journal and Magazine Publications) 營業總監／營業經理（報刊）	0.8%	20.2%	33.6%	45.4%	0.0%	0.0%	139
157 Sales Director / Sales Manager (Book Publications) 營業總監／營業經理（書刊）	0.0%	29.9%	57.5%	12.6%	0.0%	0.0%	93
158 Editorial Manager / Managing Editor 編輯經理／主編	1.2%	22.6%	63.7%	12.5%	0.0%	0.0%	231
159 Digital Content Manager 數碼內容經理	8.7%	15.9%	59.4%	15.9%	0.0%	0.0%	93
<b>Supervisory Level 主任級</b>	<b>0.0%</b>	<b>3.1%</b>	<b>29.5%</b>	<b>52.8%</b>	<b>14.6%</b>	<b>0.2%</b>	<b>2 476</b>
251 Commissioning Editor / Acquisition Editor 策劃編輯	0.0%	11.5%	46.0%	32.4%	10.1%	0.0%	162
252 Senior Editor 高級編輯	0.0%	7.3%	24.6%	66.0%	2.1%	0.0%	693
253 Designer 設計師	0.0%	1.0%	38.0%	37.0%	24.1%	0.0%	478
254 Production Supervisor 製作主任	0.0%	0.0%	41.2%	51.1%	7.6%	0.0%	160
255 Sales Supervisor 營業主任	0.0%	0.6%	15.8%	58.8%	23.8%	0.9%	379
256 Marketing / Publicity Supervisor 市場／宣傳主任	0.0%	0.0%	31.6%	37.4%	31.0%	0.0%	223
257 Customer Services Supervisor / Officer (Books) 客戶服務主任（書籍）	0.0%	0.0%	12.1%	61.7%	26.2%	0.0%	141
258 Digital Content Supervisor 數碼內容主任	0.0%	0.0%	36.1%	62.9%	1.0%	0.0%	240
<b>Technical Staff Level 技術人員級</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.9%</b>	<b>42.6%</b>	<b>52.3%</b>	<b>2.2%</b>	<b>4 217</b>
351 Editor / Assistant Editor / Art Editor / Proof Reader 編輯／助理編輯／美術編輯／校對員	0.0%	0.0%	3.6%	53.9%	42.0%	0.6%	2 018
352 Assistant Designer 助理設計員	0.0%	0.0%	3.1%	16.4%	79.0%	1.5%	404
353 Illustrator 插圖員	0.0%	0.0%	0.0%	47.8%	52.2%	0.0%	69
354 Desktop Publishing (DTP) / E-publishing Technician 桌面排版／電子出版操作員	0.0%	0.0%	2.6%	27.5%	68.1%	1.8%	560
355 Production Assistant 製作助理	0.0%	0.0%	0.0%	35.9%	60.3%	3.8%	203
356 Sales Representative / Sales Executive 營業代表／營業主任	0.0%	0.0%	3.4%	42.3%	48.4%	5.9%	599
357 Marketing / Publicity Assistant 市務助理／宣傳助理	0.0%	0.0%	0.7%	28.9%	65.9%	4.4%	364
<b>Overall 總計</b>	<b>2.6%</b>	<b>5.7%</b>	<b>19.4%</b>	<b>40.3%</b>	<b>30.9%</b>	<b>1.1%</b>	<b>8 215</b>

**Table 8.5: Percentage Distribution and Ranking of Future Training Areas Required for Full-time Employees by job level of the Print Media Industry**

表8.5: 印刷媒體業按職級劃分全職僱員所需要的培訓範疇的百分比及排名

Training Areas 培訓範疇	Percentage 百分比			Ranking 排名		
	Technologist / Managerial Level 技師／管理級	Technician / Supervisory Level 技術員／督導級	Craftsman Level 技工級	Technologist / Managerial Level 技師／管理級	Technician / Supervisory Level 技術員／督導級	Craftsman Level 技工級
<b>(I) Management Skills 管理技能</b>						
101 Production management 生產管理	31.0%	16.8%	1.3%	3	4	20
102 Quality management 品質管理	31.2%	17.7%	1.2%	2	3	21
103 Marketing management 經銷管理	51.9%	38.9%	0.9%	1	1	23
104 Customer services 客戶服務	22.4%	29.8%	2.8%	5	2	15
105 Human resources management 人事管理	26.3%	2.1%	0.0%	4	28	-
106 Green management 綠色管理	3.1%	0.6%	0.0%	18	35	-
199 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>(II) Language Skills 語文技能</b>						
201 English 英語	4.3%	3.0%	1.2%	13	20	21
202 Chinese 中文	0.8%	0.2%	0.3%	31	37	29
299 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>(III) IT Skills 資訊科技的技能</b>						
301 E-commerce knowledge and applications 電子商貿的知識及應用	15.0%	11.5%	0.4%	7	11	25
302 Media technology 媒體科技	3.9%	4.7%	1.5%	16	13	17
303 Artificial intelligence 人工智能	11.3%	4.0%	1.4%	8	15	18
304 Smart production management 智能化生產管理	7.2%	3.3%	0.4%	9	18	25
399 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>(IV) Industry Specific Skills 業內專業技能</b>						
401 Pre-press technique 印前技術	1.4%	12.1%	37.1%	28	10	2
402 Printing technique 印刷技術	2.5%	12.7%	68.1%	20	9	1
403 Post-printing technique 印後技術	0.0%	3.7%	26.4%	-	16	3
404 Production coordination and project management 生產協調及項目管理	5.8%	13.4%	11.7%	11	7	8
405 Estimation and costing 估價及成本	2.3%	13.1%	7.2%	22	8	10
406 Repair and maintenance 機械維修及保養	1.6%	2.2%	18.9%	27	26	6
407 Colour management 色彩管理	3.3%	2.2%	21.0%	17	27	5
408 Products structure 產品結構	0.6%	3.0%	9.1%	34	20	9
409 Materials application 物料應用	2.1%	0.9%	18.7%	23	33	7
410 Quality assurance 品質保證	4.7%	15.6%	22.0%	12	5	4
411 Environment laws and safety compliance 環保法例及安全法規	0.8%	1.6%	0.3%	31	30	27
412 Packaging design 包裝設計	0.0%	0.3%	2.9%	-	36	14
413 Security printing and privacy protection 防偽印刷及私隱保障	2.1%	4.6%	1.6%	23	14	16
414 AI-powered design AI人工智能驅動的設計	4.3%	1.3%	1.4%	13	32	18
415 Design concept 設計概念	2.5%	2.3%	0.3%	20	25	27
499 Others 其他	0.2%	0.1%	0.0%	35	38	-

Training Areas 培訓範疇	Percentage 百分比			Ranking 排名		
	Technologist / Managerial Level 技師／管理級	Technician / Supervisory Level 技術員／督導級	Craftsman Level 技工級	Technologist / Managerial Level 技師／管理級	Technician / Supervisory Level 技術員／督導級	Craftsman Level 技工級
<b>(V) China-related Knowledge 有關中國的知識</b>						
501 Political, social and economic development in the mainland of China 在中國大陸的政治、社會和經濟發展	1.2%	2.8%	0.0%	29	24	-
502 Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展	0.8%	3.0%	0.0%	31	23	-
503 Trade and industry environment in the mainland of China 在中國大陸的行業及營商常規	6.0%	3.6%	0.0%	10	17	-
599 Others 其他	0.0%	0.1%	0.0%	-	39	-
<b>(VI) Soft Skills 軟性技巧</b>						
601 Communication skills 溝通技巧	15.6%	15.1%	5.2%	6	6	11
602 Teamwork 團隊合作	2.1%	1.5%	3.8%	23	31	13
603 Problem solving 解難技巧	4.1%	9.0%	3.9%	15	12	12
604 Creative and design thinking 創意及設計思維	2.7%	3.0%	0.2%	19	20	30
605 Presentation skills 演示技巧	0.0%	3.1%	0.0%	-	19	-
606 Negotiation skills 談判技巧	2.1%	1.6%	0.0%	23	29	-
607 Business ethics 商業道德	0.0%	0.6%	0.9%	-	34	23
608 Global vision 國際視野	1.2%	0.0%	0.2%	29	-	30
699 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>Total number of establishments with such level of full-time employees 具有此職級全職僱員的公司數目</b>	<b>535</b>	<b>1931</b>	<b>1157</b>			

**Table 8.6: Percentage Distribution and Ranking of Future Training Areas Required for Full-time Employees by job level of the Publishing Industry**  
表8.6: 出版業按職級劃分全職僱員所需要的培訓範疇的百分比及排名

Training Areas 培訓範疇	Percentage 百分比			Ranking 排名		
	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級
<b>(I) Management Skills 管理技能</b>						
151 Production management 製作管理	16.0%	6.3%	0.0%	5	18	-
102 Quality management 品質管理	16.0%	5.9%	1.7%	5	21	26
103 Marketing management 經銷管理	29.8%	12.4%	3.5%	1	6	22
104 Customer services 客戶服務	18.6%	16.3%	10.5%	4	2	9
105 Human resources management 人事管理	29.3%	8.3%	0.0%	2	15	-
152 Content resources management 內容資源管理	14.4%	6.3%	0.0%	7	18	-
153 Copyright management 版權管理	23.7%	9.8%	1.4%	3	13	27
199 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>(II) Language Skills 語文技能</b>						
251 Spoken English 英語會話	0.8%	3.0%	0.9%	31	28	32
252 Putonghua 普通話	0.0%	0.7%	0.5%	-	34	34
253 Professional English for publishing 出版專業英語	0.3%	6.1%	4.1%	38	20	21
254 Chinese communication for publishing 出版中文傳意	0.8%	5.8%	8.5%	31	24	12
299 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>(III) IT Skills 資訊科技的技能</b>						
351 Computer graphics and webpage design 電腦圖像處理與網頁設計	0.0%	11.1%	9.1%	-	9	10
301 E-commerce knowledge and applications 電子商貿的知識及應用	3.7%	12.1%	7.7%	21	8	13
302 Media technology 媒體科技	2.7%	12.6%	13.8%	25	5	5
352 Generative AI, ChatGPT and big data 生成式人工智能、ChatGPT及大數據	4.5%	4.3%	4.4%	17	26	20
353 Network and cybersecurity 網絡及網絡安全	0.0%	2.8%	1.9%	-	29	23
354 Utilisation and storage of content resources 內容資源的運用及儲藏	0.0%	0.6%	5.3%	-	35	16
399 Others 其他	2.1%	0.0%	1.0%	28	-	31
<b>(IV) Industry Specific Skills 業內專業技能</b>						
451 Editing 編輯	6.6%	24.3%	42.4%	16	1	1
452 Design and artwork production 設計及稿件製作	2.4%	12.4%	32.9%	27	6	2
453 Publishing production 出版製作	12.2%	10.0%	13.4%	9	11	6
454 Marketing 市場推廣	8.2%	16.1%	9.1%	13	3	10
455 Sales and customer service 銷售及客戶服務	0.8%	15.0%	12.1%	31	4	8
456 Logistics 物流	0.0%	0.4%	1.8%	-	36	24
457 IP management, copyright, trademark and patent 知識產權管理、版權、商標及專利	7.4%	5.9%	6.8%	14	21	15
458 E-publishing and e-learning product development 電子出版及電子學習產品發展	4.0%	10.0%	7.1%	19	11	14
459 Digital marketing and social media marketing 數碼市場推廣及社交媒體市場推廣	9.6%	5.9%	4.6%	10	21	18

Training Areas 培訓範疇	Percentage 百分比			Ranking 排名		
	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級	Managerial Level 經理級	Supervisory Level 主任級	Technical Staff Level 技術人員級
460 Sustainability, ESG and supply chain management and innovation 可持續發展、ESG及供應鏈管理與創作	3.5%	9.8%	0.5%	23	13	34
461 Information retrieval to execute editorial tasks 認識信息的檢索	0.0%	0.0%	0.1%	-	-	37
462 Regulations for publishing 出版法規	0.8%	3.3%	4.6%	31	27	18
463 Contract drafting skills 合約草擬技巧	0.3%	0.0%	0.0%	38	-	-
464 Planning skills 策劃能力	7.2%	6.9%	0.1%	15	17	37
499 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>(V) China-related Knowledge 有關中國的知識</b>						
501 Political, social and economic development in the mainland of China 在中國內地的政治、社會和經濟發展	1.9%	1.7%	1.8%	30	31	24
502 Laws and regulatory restrictions for access to China's market 進入中國市場的法律和經濟發展	0.8%	0.4%	1.3%	31	36	28
503 Trade and industry environment in the mainland of China 在中國內地的行業及營商常規	3.7%	0.9%	1.3%	21	32	28
551 Understanding of One Belt One Road initiatives 瞭解「一帶一路」倡議	0.3%	0.0%	0.0%	38	-	-
552 Understanding of Greater Bay Area initiatives 瞭解大灣區相關計劃	0.8%	0.4%	0.0%	31	36	-
553 Understanding of Hong Kong's role for the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Long-Range Objectives Through the Year 2035 瞭解在國家「十四五規劃」和2035年遠景目標綱要下香港的的角色	0.0%	0.0%	0.0%	-	-	-
599 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>(VI) Soft Skills 軟性技巧</b>						
601 Communication skills 溝通技巧	4.0%	4.8%	15.4%	19	25	4
602 Teamwork 團隊合作	8.8%	8.3%	12.3%	12	15	7
603 Problem solving 解難技巧	13.8%	10.4%	15.7%	8	10	3
651 Conflict resolution 解決糾紛	4.5%	0.2%	0.1%	17	39	37
605 Presentation skills 演示技巧	0.8%	0.2%	1.2%	31	39	30
606 Negotiation skills 談判技巧	9.3%	0.0%	0.0%	11	-	-
607 Business ethics 商業道德	3.2%	0.9%	0.6%	24	32	33
608 Global vision 國際視野	2.1%	0.0%	0.3%	28	-	36
652 Use of social media platform 社交媒體運用	2.7%	2.0%	4.8%	25	30	17
699 Others 其他	0.0%	0.0%	0.0%	-	-	-
<b>Total number of establishments with such level of full-time employees 具有此職級全職僱員的公司數目</b>	401	563	807			