



兼具「綠色轉型」與「盈利增值」：與 RBHK 共同定義餐飲包裝新標準
Master the Green Transition: Unlock Premium Value and Define Packaging Standards at RBHK

在香港，餐飲環保化早已不是「選擇題」，而是行業「必答題」。隨著市場對綠色產品的接受度不斷提高，我們觀察到一個明顯的變化：當每一間店都在使用環保餐具時，真正的競爭優勢正轉向包裝的質感與實際功能。消費者不再只滿足於「綠色標籤」，他們更在乎**包裝是否能帶來更好的用餐體驗**。同時，品牌也在**追尋更完整的可持續循環方案**。

In Hong Kong, going green is no longer an "option" for F&B industry—it is a "requirement". As market acceptance of eco-friendly products continues to rise, we have observed a distinct shift: when every shop has adopted sustainable tableware, the true competitive advantage moves towards texture and practical functionality. Consumers are no longer satisfied with just a "green label"; they care more about **whether the packaging enhances the actual dining experience**. Meanwhile, brands are also **pursuing more comprehensive sustainable circularity solutions**.



調研報告顯示，**有 80% 的消費者明確表示願意為可持續產品支付更高的費用**。然而，這份溢價並非無條件的——在環保意識已成主流的今天，市場需求正向更深層次進化：

Research reports indicate that **80% of consumers say they would pay more for sustainable products**. However, this premium is not unconditional. In today's market, where environmental awareness has become mainstream, demand is evolving towards a deeper level:

資料來源 Source: [PwC](#)

- **性能與成本的雙重突破：**餐廳不再只是尋找替代品，而是渴求能節省倉儲空間、且在耐高溫防漏等功能上超越傳統材料的高性價比包裝材料。

Dual Breakthroughs in Performance and Cost: Operators are no longer just looking for "alternatives". They crave cost-effective packaging materials that save storage space and exceed conventional materials in functional areas like heat resistance and leak-proofing.

- **從「產品」到「管理系統」：**品牌不再滿足於單次採購，而是在尋找能涵蓋回收與資源再利用的「廢物管理閉環」，以應對日益增長的 ESG 需求。

From "Products" to "Management Systems": Brands are moving beyond simple procurement. They are seeking "closed-loop waste management" that covers collection and resource recovery to meet growing ESG demands.

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這正是 RBHK 2026 為您準備的舞台。我們誠邀您加入以下兩大核心展區，直接對接尋找優質方案的餐飲決策者：

This is the exact stage RBHK 2026 has prepared for you. We cordially invite you to join our two core sectors and connect directly with F&B decision-makers seeking premium solutions:



食品包裝：無論是更穩定的水性塗層技術，還是更創新的結構設計，協助餐廳在控制成本的同時，保證外賣的品質口碑。

Food Packaging: Whether it is superior aqueous coating technology or innovative structural design, help restaurants maintain their reputation for delivery quality while keeping operational costs under control.



Eco-Innovation Hub：我們招募專業的循環方案技術專家，協助連鎖品牌將廢物管理轉化為可持續的商業資產。

Eco-Innovation Hub: We are recruiting experts in circularity solutions to help chain brands transform waste management into a sustainable strategic asset.

與其隨波逐流，不如引領趨勢。在 RBHK 2026，讓我們一起為香港餐飲業提供更有競爭力的選擇。

Don't just follow the trend—lead it. Join us at RBHK 2026 and provide the Hong Kong F&B industry with a truly competitive choice.

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