

2010 Manpower Survey Report
Printing and Publishing Industries

Printing and Publishing Training Board
Vocational Training Council

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SECTION I

INTRODUCTION

The Training Board

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

The Survey

1.2 During the period from mid-May to mid-October 2010, the Training Board conducted a survey to collect up-to-date manpower information of the printing and publishing industries. The survey was carried out with the assistance of the Census and Statistics Department.

1.3 The following information was collected from the survey:

- (a) the number of employees employed at the time of the survey,
- (b) the number of employees under training,
- (c) the number of existing vacancies,
- (d) employers' forecast of the total number of employees by May 2011,
- (e) employers' views on the preferred education, training mode and training period of employees,
- (f) the average income of employees,
- (g) the number of employees promoted,
- (h) with production workshop in Mainland,
- (i) difficulties encountered in recruitment, and
- (j) employees' training needs.

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

Scope of Survey

1.5 The survey covered the following industries:

(A) ***Printing Industry***

- HSIC 581201 - Newspaper printing
- HSIC 181100 - Job printing
- HSIC 181201, 181202, 181299 - Printing and allied industries (mainly bookbinding; ornamentation of cards; photo-engraving; typesetting; and label embossing etc.)
- HSIC 170201, 170202 - Containers and boxes of paper and paperboard (for activities related to printing only)
- HSIC 829300 - Printing agents

Selected Organizations

(B) ***Publishing Industry***

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

Selected Organizations

Note: HSIC denotes Hong Kong Standard Industrial Classification

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

1.7 Under the classifications mentioned in paragraph 1.5 above, there were 4 892 and 1 276 establishments respectively in printing and publishing industries recorded by the Census and Statistics Department. The distribution of establishments by HSIC Classification are shown in Tables 1.1 and 1.2 and Figures 1.1 and 1.2:

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

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

Figure 1.1 : Distribution of Printing Establishments by Branch

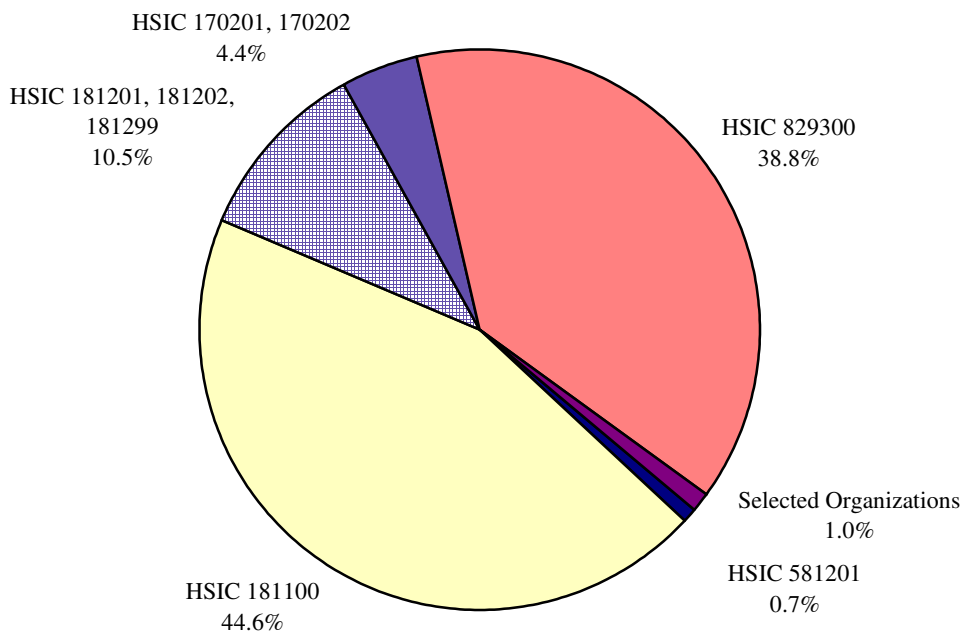
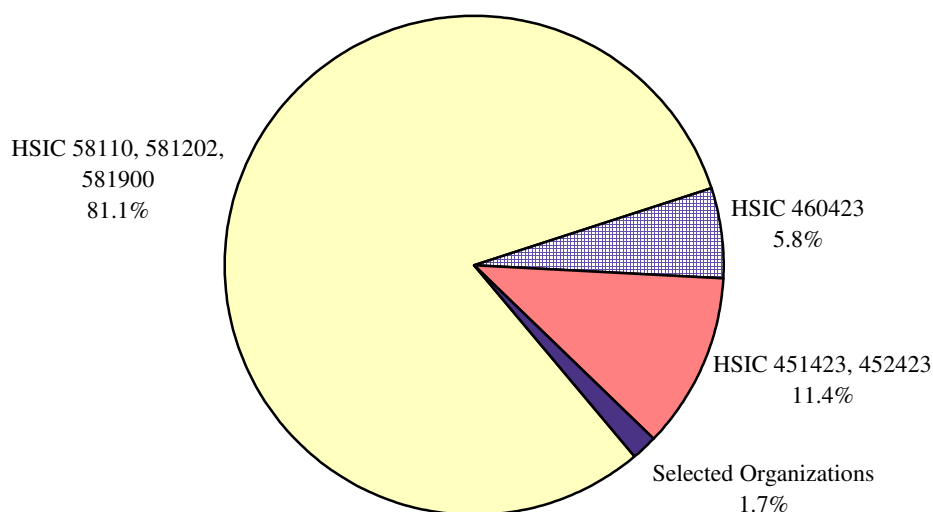


Table 1.2 : Distribution of Establishments by HSIC Classification in the Publishing Industry

Branch	Number of Establishments	Percentage of Total Number of Establishments
HSIC 58110, 581202, 581900 - Publishing and allied industries	1 149	81.1%
HSIC 460423 - Wholesales of books, periodicals and newspapers	82	5.8%
HSIC 451423, 452423 - Import and export of books, periodicals and newspapers	162	11.4%
Selected Organizations	24	1.7%
Total	1 417	100%

Figure 1.2 : Distribution of Publishing Establishments by Branch



1.8 Owing to resources constraint, a stratified random sampling method was used to select samples for the survey fieldwork out of 649 printing and related establishments, including the educational and training institutions and the printing department/agencies of the Government of the Hong Kong Special Administrative Region; and 272 establishments in the publishing industry.

Publicity

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

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

Method of the Survey

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

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

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

Response to the Survey

1.13 Of the 961 establishments (including 45 new cases), 684 supplied their manpower information. 131 establishments either had closed, moved or were no longer engaged in work related to the printing and publishing industries. 29 establishments had declined to supply any information. The effective response rate was 91.7%.

The Report

1.14 This report presents the findings of the survey, the Training Board's forecast of the manpower needs of the printing and publishing industries and recommendations on measures to meet these needs. In the report, the terms "workforce", "employees" and "workers" refer to the total number of persons (excluding trainees and apprentices) employed in the 53 principal jobs; the term "trainees" includes all trainees receiving any form of training and apprentices undergoing an apprenticeship.

SECTION II

SURVEY FINDINGS

Number of Workers Employed

2.1 The survey revealed that during the period from mid-May to mid-October 2010, the printing and publishing industries employed a total of 21 148 and 9 328 employees in 26 and 27 principal jobs respectively. In terms of branches, there were 733 in newspaper printing, 12 710 in job printing, 1 948 in other printing and allied industries, 610 in containers and boxes of paper and paperboard, 4 138 in printing agents and 1 009 in selected organizations in the printing industry; while there were 7 871 in publishing and allied industries, 257 in wholesales of books, periodicals and newspapers, 805 in import and export of books, periodicals and newspapers and 395 in selected organizations in the publishing industry. With regards to job level, there were 1 661 technologists/managers, 8 733 technicians, 9 643 craftsmen and 1 111 unskilled workers employed in the printing industry; whereas there were 1 148 managers, 3 365 supervisors, 4 815 technical support employees in the publishing industry. Details of the manpower statistics are shown in Appendices 5 and 6 respectively. The distribution of employees by branch and job level of the printing and publishing industries are shown in Tables 2.1 and 2.2 and Figures 2.1 to 2.4:

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

Job Level Branch	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees
Newspaper Printing	38	188	482	25	733	3.5%
Job Printing	888	3 546	7 462	814	12 710	60.1%
Other Printing and Allied Industries	87	782	971	108	1 948	9.2%
Containers and Boxes of Paper and Paperboard	17	149	382	62	610	2.9%
Printing Agents	540	3421	146	31	4 138	19.6%
Selected Organizations	91	647	200	71	1 009	4.7%
Total	1 661	8 733	9 643	1 111	21 148	100%
Percentage of Total Number of Employees	7.8%	41.3%	45.6%	5.3%	100%	

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

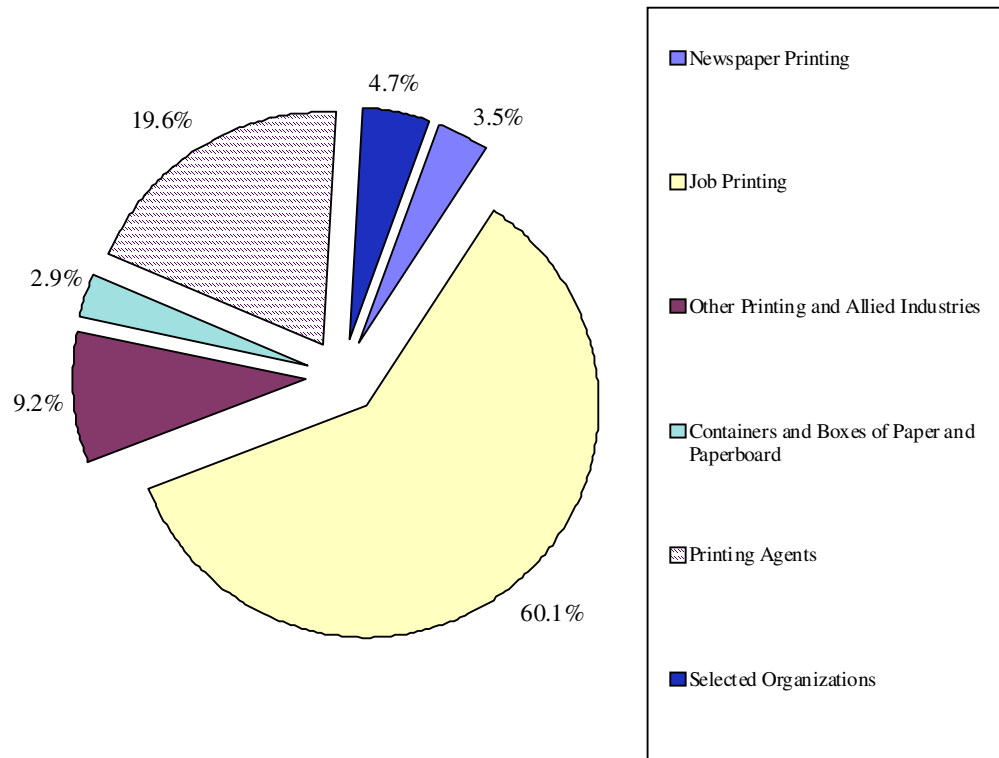


Figure 2.2 : Distribution of Employees by Job Level in the Printing Industry

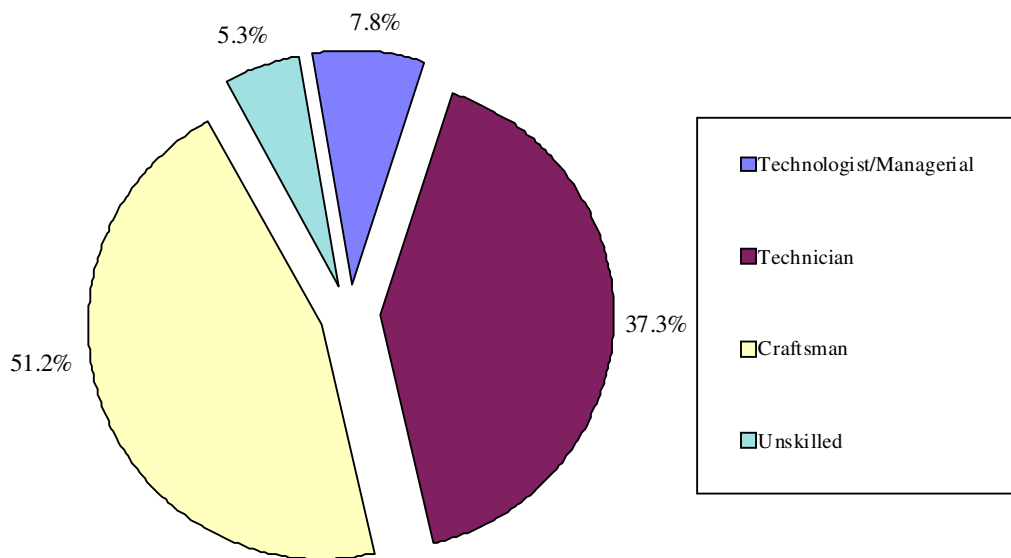


Table 2.2 : Distribution of Employees by Branch and Job Level in the Publishing Industry

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

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

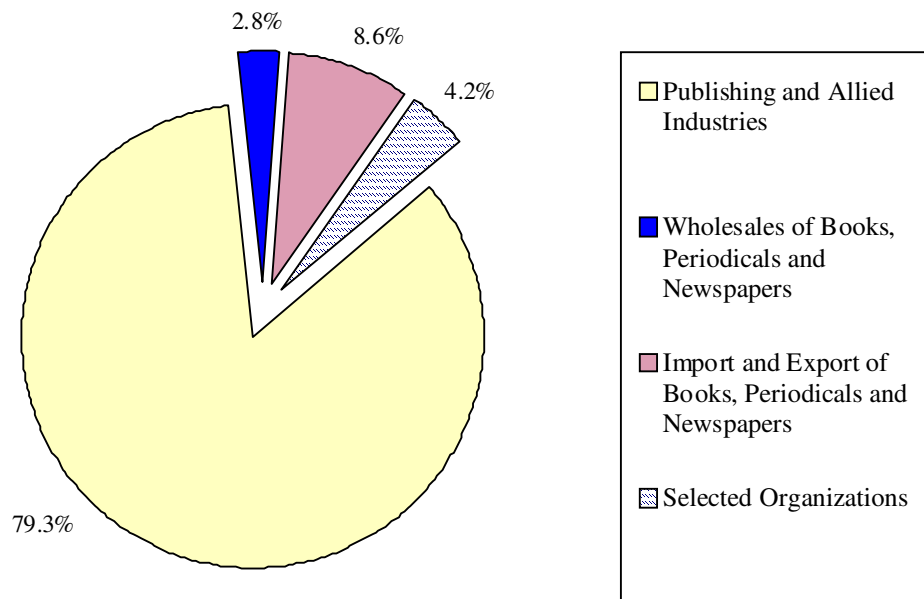
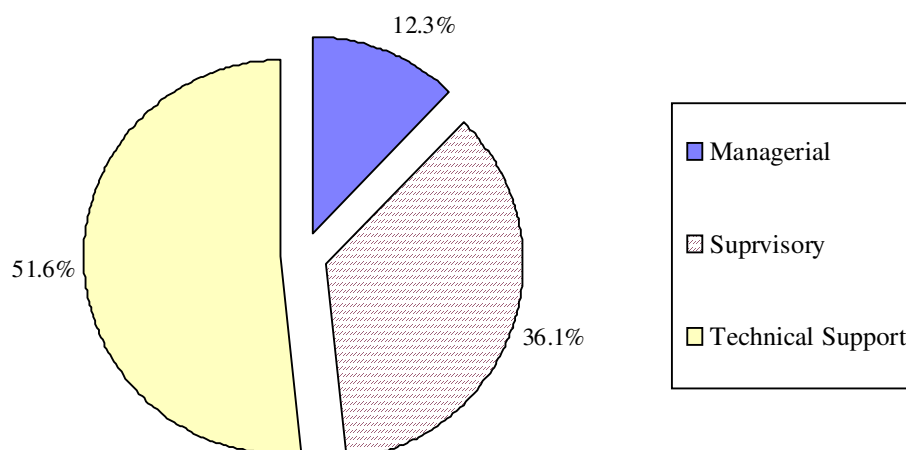


Figure 2.4 : Distribution of Employees by Job Level in the Publishing Industry



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

Table 2.3 : Distribution of Employees by Job Level in the Manpower Surveys of the Printing Industry between 1990 and 2010

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

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

Figure 2.5 : Distribution of Employees by Job Level in the Manpower Surveys of the Printing Industry between 1992 and 2010

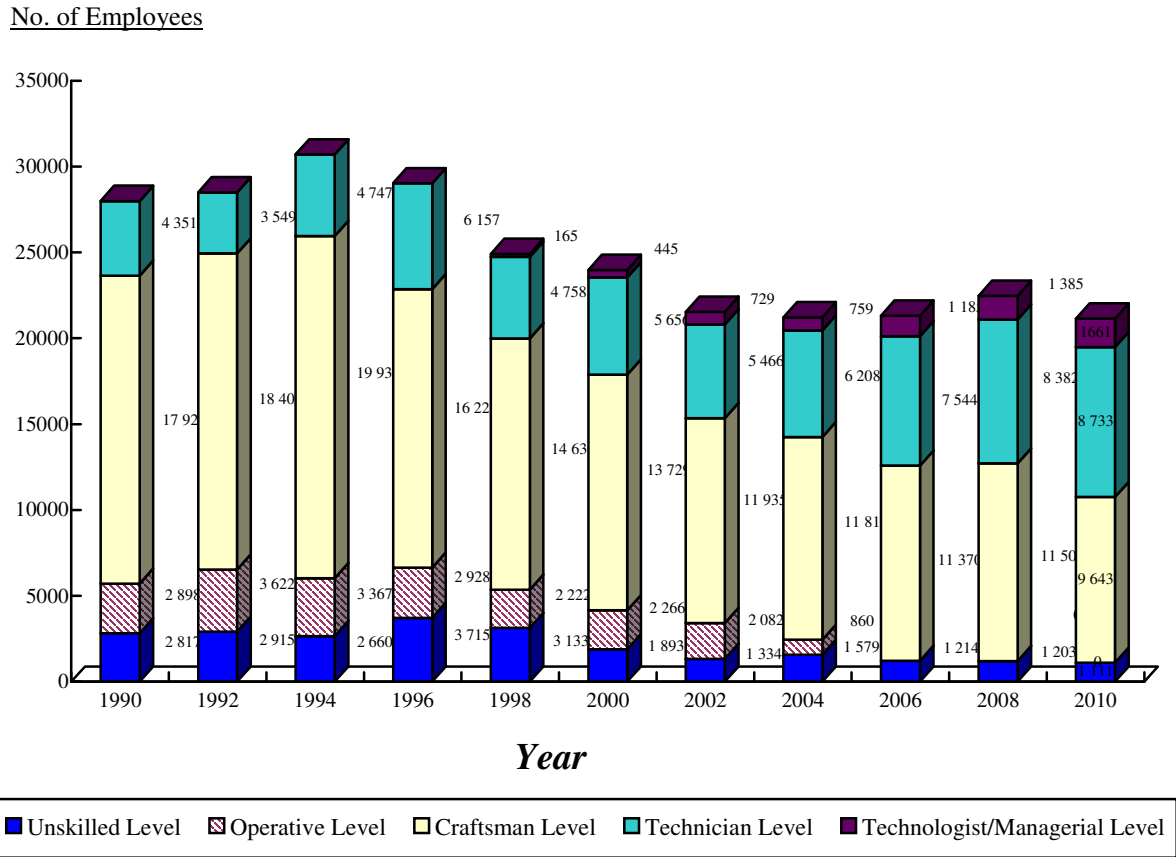
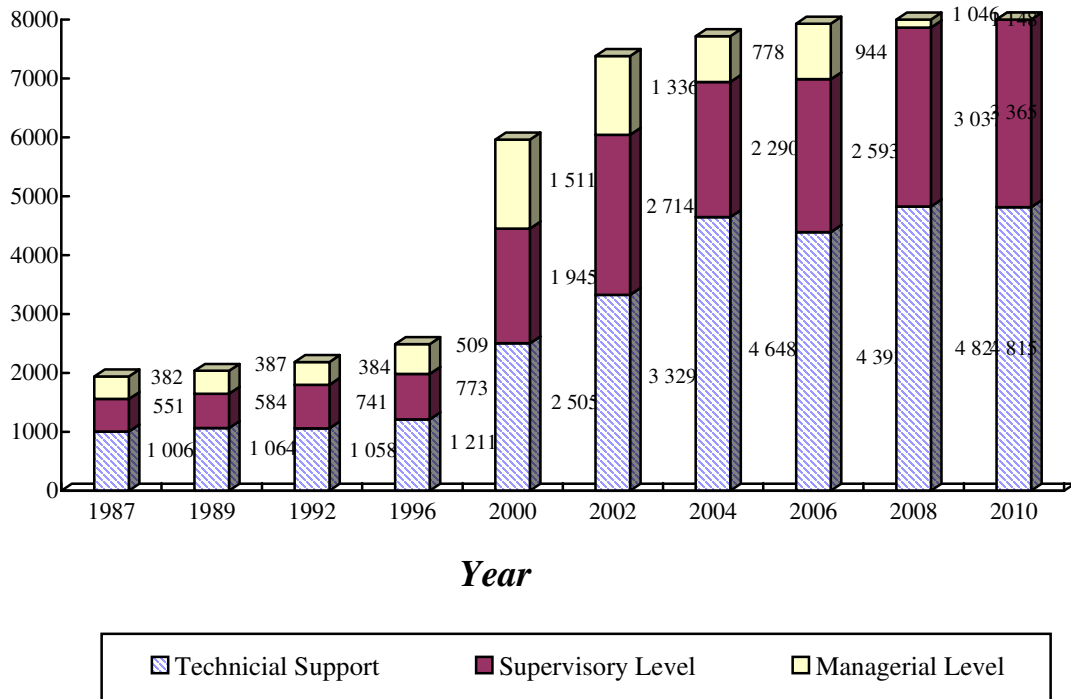


Table 2.4 : Distribution of Employees by Job Level in the Manpower Surveys of the Publishing Industry between 1987 and 2010

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

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

No. of Employees



Number of Trainees

2.3 At the time of the survey, there were 34 and 1 trainees representing 0.2% and 0.01% of the total number employed in the printing and publishing industries. Details of the trainee statistics are shown in Appendices 5 and 6. The distribution of trainees by branch and job level in the printing industry is shown in Tables 2.5:

Table 2.5 : Distribution of Trainees in the Printing Industry

Job Level Branch	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees at the Same Branch
Newspaper Printing	-	-	-	-	-	-
Job Printing	-	2	21	-	23	0.2%
Other Printing and Allied Industries	-	-	-	5	5	0.3%
Containers and Boxes of Paper and Paperboard	-	-	-	-	-	-
Printing Agents	-	2	-	-	2	0.4%
Selected Organizations	-	-	2	2	4	0.4%
Total	-	4	23	7	34	0.2%
Percentage of Total Number of Employees at the Same Level	-	0.4%	0.2%	0.6%	0.2%	

Number of Vacancies

2.4 At the time of survey, the total number of job vacancies was 235 and 123, or 1.1% and 1.3% of the total number employed in the printing and publishing industries respectively. Details of vacancies statistics are shown in Appendices 5 and 6 respectively. The distribution of vacancies by branch and by job level is shown below in Tables 2.6 and 2.7:

Table 2.6 : Distribution of Vacancies by Branch and by Job Level in the Printing Industry

Branch \ Job Level	Technologist/ Managerial	Technician	Craftsman	Unskilled	Total	Percentage of Total Number of Employees at the Same Branch
Newspaper Printing	-	-	6	-	6	0.8%
Job Printing	1	55	42	4	102	0.8%
Other Printing and Allied Industries	-	-	4	-	4	0.2%
Containers and Boxes of Paper and Paperboard	-	-	7	-	7	1.2%
Printing Agents	1	86	-	-	87	2.1%
Selected Organizations	1	5	10	13	29	2.9%
Total	3	146	69	17	235	1.1%
Percentage of Total Number of Employees at the Same Level	0.2%	1.7%	0.7%	1.5%	1.1%	

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

Branch \ Job Level	Managerial	Supervisory	Technical Support	Total	Percentage of Total Number of Employees at the Same Branch
Publishing and Allied Industries	3	40	78	121	1.5%
Wholesales of Books, Periodicals and Newspapers	-	-	-	-	-
Import and Export of Books, Periodicals and Newspapers	-	-	1	1	0.2%
Selected Organizations	-	1	0	1	0.3%
Total	3	41	79	123	1.3%
Percentage of Total Number of Employees at the Same Level	0.3%	1.2%	1.6%	1.3%	

Forecast Workforce by May 2011

2.5 Employers forecast that there would be 21 370 and 9 429 employees employed in the printing and publishing industries respectively by May 2011. Details of forecast workforce for the printing industry and publishing industry are shown in Appendices 5 and 6. The employers' forecasts by job level are shown below in Tables 2.8 and 2.9:

Table 2.8 : Employers' Manpower Requirement by May 2010 and Manpower Forecast by May 2011 in the Printing Industry

Job Level	Number of Employees Employed at Time of Survey	Number of Vacancies	Total Manpower Requirement at Time of Survey	Forecast of Total Number of Employees by May 2011	Forecast Increase (+)/ Decrease (-) in Number of Employees
Technologist/ Managerial	1 661	3	1 664	1 663	-0.1%
Technician	8 733	146	8 879	8 855	-0.3%
Craftsman	9 643	69	9 712	9 724	+0.1%
Unskilled	1 111	17	1 128	1 128	-
Total	21 148	235	21 383	21 370	-0.1%

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

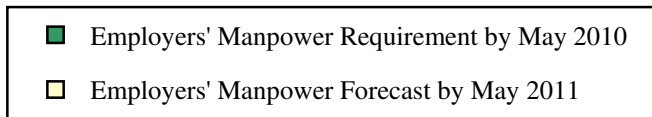
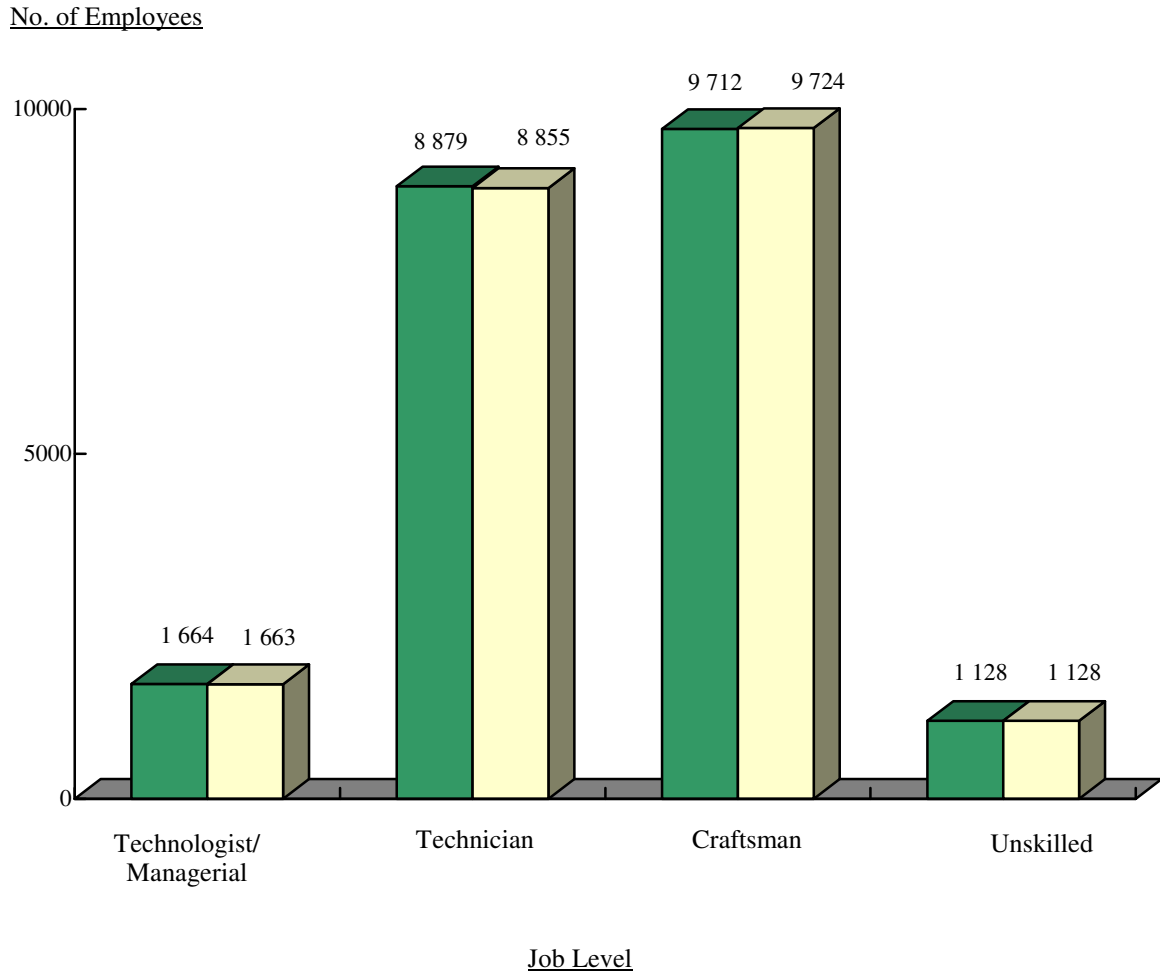
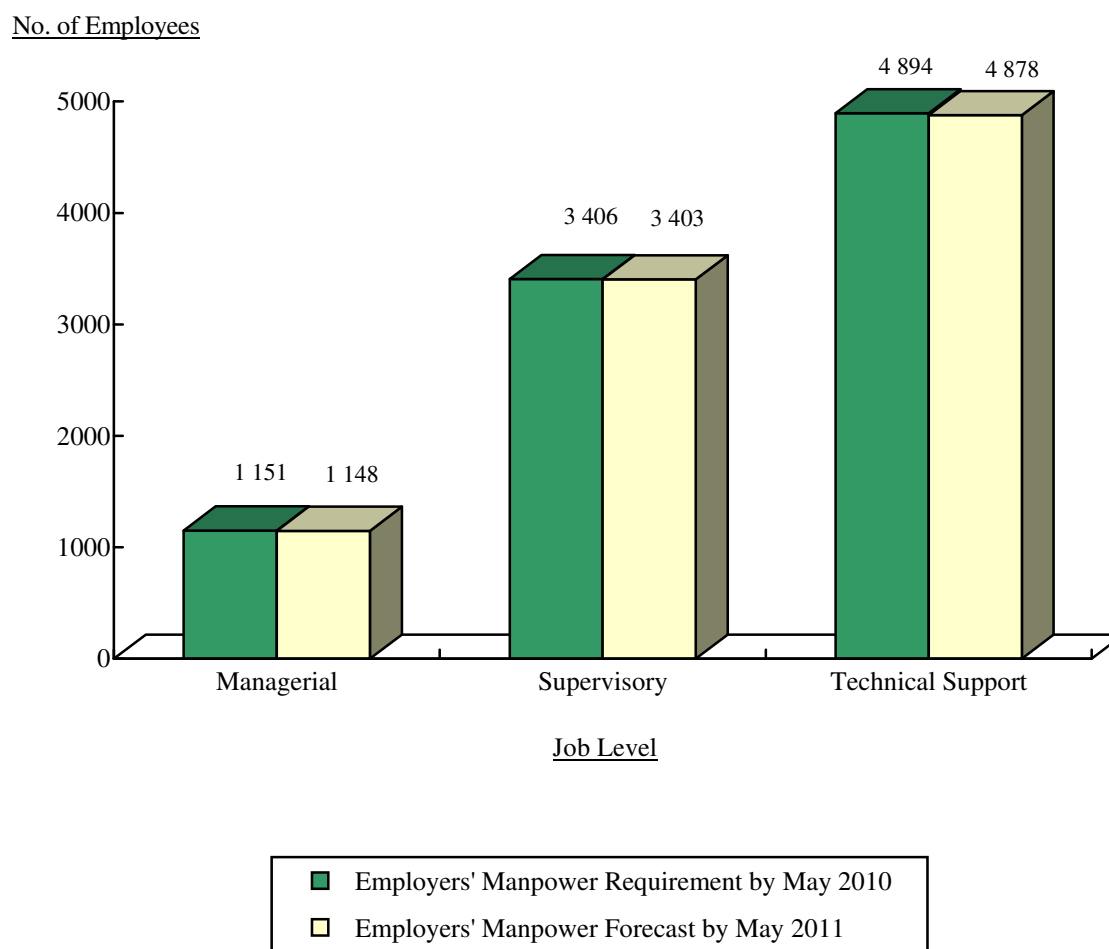


Table 2.9 : Employers' Manpower Requirement by May 2010 and Manpower Forecast by May 2011 in the Publishing Industry

Job Level	Number of Employees Employed at Time of Survey	Number of Vacancies	Total Manpower Requirement at Time of Survey	Forecast of Total Number of Employees by May 2011	Forecast Increase (+)/ Decrease (-) in Number of Employees
Managerial	1 148	3	1 151	1 148	-0.3%
Supervisory	3 365	41	3 406	3 403	-0.1%
Technical Support	4 815	79	4 894	4 878	-0.4%
Total	9 328	123	9 451	9 429	-0.2%

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



Preferred Education

2.6 The majority views of employers in the printing and publishing industries on the preferred education of their employees at each job level are shown in Tables 2.10 and 2.11:

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

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

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

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

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

Preferred Period of Training

2.8 The majority views of employers in the printing and publishing industries on the preferred period of training for their employees at each job level are shown in Tables 2.12 and 2.13:

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

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

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

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

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

Preferred Mode of Training

2.10 The majority views of employers in the printing and publishing industries on the mode of training for their employees at each level are shown in Tables 2.14 and 2.15:

Table 2.14 : Employers' Views on Preferred Mode of Training in the Printing Industry

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

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

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

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

Total Monthly Income Range of Employees

2.12 The distribution of employees by total monthly range in the two industries is shown in Tables 2.16 and 2.17:

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

Job Level	\$6,500 or below	\$6,501 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$25,000	\$25,001 - \$30,000	\$30,001 or above	Unspecified	Total
Technologist/Managerial	-	-	13	69	316	324	163	198	578	1 661
Technician	271	401	1 036	3 184	1 502	374	11	68	1 868	8733
Craftsman	536	440	2 634	3 858	524	-	16	-	1 635	9 643
Unskilled	179	273	327	82	-	-	-	-	250	1 111
Total	986	1 114	4 010	7 193	2 360	698	190	266	4 331	21 148
Total Number of Employees in Percentage	4.6%	5.2%	19.0%	34.0%	11.2%	3.3%	0.9%	1.3%	20.5%	100%

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

Job Level	\$6,000 or below	\$6,001 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or above	Unspecified	Total
Managerial	-	-	-	27	15	253	246	123	183	301	1 148
Supervisory	25	101	134	640	786	692	239	88	-	660	3 365
Technical Support	98	39	961	1 818	827	52	3	1		1 016	4 815
Total	123	140	1 095	2 485	1 628	997	488	212	183	1 977	9328
Total Number of Employees in Percentage	1.3%	1.5%	11.7%	26.6%	17.5%	10.7%	5.2%	2.3%	2.0%	21.2%	100%

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

Technical and Non-technical Staff

2.14 The distribution of technical and non-technical staff in the printing and publishing industries is shown below in Table 2.18:

Table 2.18 : Distribution of Technical and Non-technical Staff in the Printing and Publishing Industries

	<u>Technical Staff</u>	<u>Non-technical Staff</u>	<u>Total</u>	<u>Percentage of Technical Staff</u>
Printing Industry	21 148	7 623	28 771	73.5%
Publishing Industry	9 328	4 885	14 213	65.6%
Total	30 476	12 508	42 984	70.9%

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

2.15 The survey revealed that about 41.2% and 60.4% of the employers in the printing and publishing industries respectively had forecasted the business situations would be either the same or better in the coming year. The distribution of employers' view is shown in Tables 2.19 and 2.20.

Table 2.19 : Views of Employers in the Printing Industry on the Business Situation for the Coming Year

Employment Size	Business Situation				
	Better	Same	Worse	Unspecified	Total
1 - 9	227	1 196	2 199	89	3 711
10 - 49	58	201	142	18	419
50 & Over	9	36	1	9	55
All	294	1 433	2 342	116	4 185
Percentage of Firms	7.0%	34.2%	56.0%	2.8%	100%

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

Employment Size	Business Situation				
	Better	Same	Worse	Unspecified	Total
1 - 9	148	504	449	42	1143
10 - 49	29	86	20	7	142
50 & Over	11	34	3	11	59
All	188	624	472	60	1 344
Percentage of Firms	14.0%	46.4%	35.1%	4.5%	100%

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

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

**Table 2.21 : Number of Employees Deployed to Work Outside
Hong Kong in the Printing Industry**

Job Level	Number of Employees	Total Number of Employees at the Same Job Level	Percentage of Total Number of Employees at the Same Job Level
Technologist/Managerial	107	1 661	6.4%
Technician	194	8 733	2.2%
Craftsman	8	9 643	0.1%
Total	309	20 037	1.5%

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

2.17 The survey revealed that among 1 404 Hong Kong publishing companies, 116 of them operated with production workshops in Mainland China and employed 1 691 Mainland employees. The later figure does not include employees who are Hong Kong residents. The distribution of the Mainland employees by job level is as below:

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

Job Level	Number of Employees in Mainland China	Number of Employees in Hong Kong
Managerial	41	1 148
Supervisory	80	3 365
Technical Support	570	4 815
Total	691	9 328

Employees Promoted in the Printing Industry

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

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

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

Employees Promoted in the Publishing Industry

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

Table 2.24 : Number of Employees Promoted in the Publishing Industry

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

Employees' Major Difficulties in Recruitment in the Printing Industry

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

Table 2.25 : Number of Companies Facing Difficulties in Recruitment in the Printing Industry

Branch	Companies Facing Difficulties in Recruitment	Companies Not Facing Difficulties in Recruitment	No Recruitment in the Past 12 Months
Newspaper Printing	4	-	6
Job Printing	94	211	1 560
Other Printing and Allied Industries	39	46	342
Containers and Boxes of Paper and Paperboard	13	-	172
Printing Agents	70	68	1 472
Selected Organizations	6	6	31
Total	226	331	3 583

Table 2.26 : Major Difficulties in Recruitment in the Printing Industry

Job Level \ Reasons	Candidates Lacked the Relevant Skills/ Expertise	Candidates Lacked the Relevant Experience	Candidates Lacked the Relevant Academic Qualification	Candidates Language Skills were Poor	Candidates Found the Remuneration Package Not Attractive	Candidates were unwilling to work on Shift	Candidates were unwilling to work in Mainland China	Others	Total
Technologist / Managerial	5	6	1	5	2	-	-	2	21
Technician / Supervisory	52	90	4	11	23	19	1	12	212
Craftsman	58	43	5	11	43	21	-	34	215
Total	115	139	10	27	68	40	1	48	448

Employers' Major Difficulties in Recruitment in the Publishing Industry

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

Table 2.27 : Number of Companies Facing Difficulties in Recruitment in the Publishing Industry

Branch	Companies Facing Difficulties in Recruitment	Companies Not Facing Difficulties in Recruitment	No Recruitment in the Past 12 Months
Publishing and Allied Industries	48	136	518
Wholesales of Books, Periodicals and Newspapers	3	6	20
Import and Export of Books, Periodicals and Newspapers	10	21	74
Selected Organizations	3	4	16
Total	64	167	628

Table 2.28 : Major Difficulties in Recruitment in the Publishing Industry

Branch \ Reasons	Candidates Lacked the Relevant Skills/Expertise	Candidates Lacked the Relevant Experience	Candidates Lacked the Relevant Academic Qualification	Candidates Language Skills were Poor	Candidates Found the Remuneration Package Not Attractive	Candidates were unwilling to work on Shift	Candidates were unwilling to work in Mainland China	Others	Total
Managerial	2	1	3	1	-	-	-	-	7
Supervisory	9	15	1	1	-	3	-	25	54
Technical Support	15	14	4	5	6	7	-	29	80
Total	26	30	8	7	6	10	-	54	141

Employees' Training Needs in the Printing Industry

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

Table 2.29 : Three Important Employees' Training Needs in the Printing Industry

Job Level	The 3 most important skills/knowledge that employees need to enhance	
	Order	Skills/Knowledge
Technologist/ Managerial	1	Spoken English & Putonghua
	2	Quality Management
	3	Customer Services
Technician/ Supervisory	1	Spoken English & Putonghua
	2	Pre-press Technique
	3	Printing Technique and Computer Graphics Website Design
Craftsman	1	Printing Technique
	2	Pre-press Technique
	3	Post-printing Technique

Employees' Training Needs in the Publishing Industry

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

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

Job Level	The 3 most important skills/knowledge that employees need to enhance	
	Order	Skills/Knowledge
Managerial	1	Spoken English & Putonghua
	2	Editing
	3	Marketing Management
Supervisory	1	Editing
	2	Spoken English & Putonghua
	3	Publishing Production
Technical Support	1	Spoken English & Putonghua
	2	Computer Graphics & Webpage Design
	3	Artwork / Design

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

Engagement in Electronic Publishing in the Publishing Industry

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

Table 2.31 : Employees Engaged in Electronic Publishing in Publishing Industry

Branch	Online Publishing	CD-ROM	No. of Employees
Publishing and Allied Industries	251	23	515
Wholesales of Books, Periodicals and Newspapers	-	-	-
Import and Export of Books, Periodicals and Newspapers	-	-	-
Selected Organizations	9	3	40
Total	160	26	555

Appendix 1: MANPOWER STATISTICS IN THE PRINTING INDUSTRY

附錄1：印刷業人力統計數字

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者人數	Number of Vacancies at Date of Survey 調查期間的空缺額	Forecast Number of Employees by June 2011 估計到二〇一一年六月時的僱員人數
TECHNOLOGIST / MANAGERIAL LEVEL 技師／管理級				
General Manager 總經理	363	-	-	363
Production/Quality Manager 生產經理／廠務經理／品質經理	407	-	1	407
Sales / Customer Services / Marketing Manager 營業／客戶服務／市場推廣經理	837	-	1	838
Procurement Manager 採購經理	30	-	-	30
Information Technology Manager (Printing) 資訊科技經理(印刷)	24	-	1	25
Sub-total 小計	1 661	-	3	1 663
TECHNICIAN / SUPERVISORY LEVEL 技術員／督導級				
Cost Estimator 印刷估價員	222	-	1	223
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制員／品質管制員	899	2	9	908
Sales Representative 營業代表	4 914	2	99	4 995
Overseer/Supervisor 督導員／管理員	479	-	5	484
Electrical & Mechanical Maintenance Technician (Printing) 機電維修(印刷)技術員	315	-	2	317
Designer/Design Officer 設計員/設計主任	565	-	25	584
Prepress Technician 印前技術員	885	5	5	890
Purchasing Officer/Controller 印刷物料採購員/控制員	146	-	-	146

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者 人數	Number of Vacancies at Date of Survey 調查期間 的空缺額	Forecast Number of Employees by June 2011 估計到二〇一 一年六月時的 僱員人數
TECHNICIAN / SUPERVISORY LEVEL (Continued) 技術員／督導級 (續)				
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	236	-	-	236
Information Technology (Printing) Technician 資訊科技(印刷)技術員	72	-	-	72
Sub-total 小計	8 733	9	146	8855
CRAFTSMAN LEVEL 技工級				
Electronic Prepress System Craftsman 電子印前系統操作技工	937	-	13	950
Offset Lithographic Platemaker 柯式版製作技工	585	-	2	587
Digital Printing System Craftsman 數碼印刷系統操作技工	231	2	8	239
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	4 286	-	7	4 293
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	719	21	-	719
Other Printing Machine Craftsman 其他印刷機械技工	624	-	11	647
Binding Craftsman 裝訂技工	1 263	-	13	1 276
Die Cutting / Tool Making Craftsman 啤盒工／造模工	293	-	3	296
Package Finishing Machine Craftsman 包裝盒完成機技工	214	-	4	218
Other Print Finishing Craftsman 其他印後機械技工	491	-	8	499
Sub-total 小計	9 643	23	69	9 724

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者 人數	Number of Vacancies at Date of Survey 調查期間 的空缺額	Forecast Number of Employees by June 2011 估計到二〇一 一年六月時的 僱員人數
UNSKILLED LEVEL 非技術人員級				
General Worker 雜工	1 111	-	17	1 128
Sub-total 小計	1 111	-	17	1 128
GRAND TOTAL 總計	21 148	32	235	21 370

Appendix 2 : MANPOWER STATISTICS IN THE PUBLISHING INDUSTRY

附錄2 : 出版業人力統計數字

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者人數	Number of Vacancies at Date of Survey 調查期間 的空缺額	Forecast Number of Employees by June 2011 估計到 二〇一一年 六月時的 僱員人數
MANAGERIAL LEVEL 經理級				
Managing Director/ General Manager/Publisher/ Chief Executive Director/President 董事經理／總經理／ 出版人／社長	277	1	-	278
Editorial Director/Chief Editor/ Managing Editor/Publishing Director 總編輯／主編	217	-	1	215
Design Director/Art Director 設計總監／美術總監	85	-	-	85
Production Director/ Production Manager 製作總監／製作經理	57	-	1	57
Marketing Director/ Marketing Manager 市場總監／市場經理	142	-	-	142
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業經理（報刊）	112	-	1	113
Sales Director/Sales Manager (Book Publications) 營業總監／營業經理監事（書刊）	70	-	-	70
Editorial Manager 編輯經理	175	-	-	175
Manager (E-publishing) 經理（電子出版）	13	-	-	13
Sub-total 小計	1 148	1	3	1 148
SUPERVISORY LEVEL 主任級				
Commissioning Editor/ Acquisition Editor 策劃編輯	473	-	1	474
Senior Editor 高級編輯	1 144	-	6	1 147
Senior Designer 設計師	436	-	-	436

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者人數	Number of Vacancies at Date of Survey 調查期間的空缺額	Forecast Number of Employees by June 2011 估計到二〇一一年六月時的僱員人數
SUPERVISORY LEVEL (Continued) 主任級 (續)				
Production Supervisor 製作主任	89	-	-	89
Sales Supervisor 營業主任	716	-	6	722
Marketing/Publicity Supervisor 市場/宣傳主任	167	-	26	193
Customer Services Supervisor/ Officer (Books) 客戶服務主任(書籍)	182	-	1	183
Circulation Supervisor (Magazine & Newspapers) 發行主任(報刊)	142	-	-	142
Supervisor (E-publishing) 主任(電子出版)	16	-	1	17
Sub-total 小計	3 365	-	41	3 403
TECHNICAL SUPPORT LEVEL 技術輔助人員級				
Assistant Editor/Copy Editor/ Art Editor/Proof Reader 助理編輯/稿件編輯/ 美術編輯/校對員	1 509	-	54	1 549
Art Designer 美術設計員	590	-	4	594
Illustrator 插圖員	108	-	-	108
Desktop Publishing (DTP) Operator 桌面排版操作員	361	-	-	361
Production Assistant 製作助理	199	-	-	199
Sales Representative/ Sales Executive 營業代表/營業主任	1 568	-	15	1 583
Marketing/Publicity Assistant 市務助理/宣傳助理	439	-	3	442
Other Publishing Related Jobs (Programmer and Designer/ Cartographer) 其他出版業有關職位(電腦程式編 寫員及設計/繪圖員)	30	-	3	17

Job Title 職稱	Number of Employees Employed 現有僱員人數	Number of Trainees 受訓者人數	Number of Vacancies at Date of Survey 調查期間的空缺額	Forecast Number of Employees by June 2011 估計到二〇一一年六月時的僱員人數
TECHNICAL SUPPORT LEVEL 技術輔助人員級 (續)				
Designer/Illustrator (Multimedia/Internet department) 設計員 / 插圖員 (多媒體 / 網絡部門)	11	-	-	11
Sub-total 小計	4 815	-	79	4 878
GRAND TOTAL 總計	9 328	1	123	9 429

Appendix 3 : PREFERRED EDUCATION OF EMPLOYEES IN THE PRINTING INDUSTRY

附錄3：印刷業僱員宜有的教育程度

Job Level 技能等級	University Degree or Above 大學學位 或以上	Higher Diploma/ Associate Degree 高級文憑/ 副學士	Diploma/ Higher Certificate 文憑/ 高級證書	Certificate/ Secondary 5 - 7 證書/ 中五至 中七程度	Craft Certificate/ Below Secondary 5 技工證書/ 中五以下 程度	Unspecified 未列明者	Total Number of Employees 總計
Technologist/ Managerial 技師/管理	435	216	332	211	29	438	1 661
Technician/ Supervisory 技術員/督導	478	867	1 116	4 717	447	1 108	8 733
Craftsman 技工	-	30	207	1 999	6 425	682	9 643
Total Number of Employees 總計	913	1 113	1 655	6 927	6 901	2 528	20 037

Appendix 4: PREFERRED EDUCATION OF EMPLOYEES IN THE PUBLISHING INDUSTRY

附錄4：出版業僱員宜有的教育程度

Job Level 技能等級	University Degree or Above 大學學位 或以上	Higher Diploma/ Associate Degree 高級文憑/ 副學士	Diploma/ Higher Certificate 文憑/ 高級證書	Certificate/ Secondary 5 - 7 證書/ 中五至 中七程度	Below Secondary 5 中五以下 程度	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	955	6	18	33	-	-	1 012
Supervisory 主任	1 589	861	265	318	15	-	3 048
Technical Support 技術輔助人員	498	904	649	2 039	104	-	4 194
Total 總計	3 042	1 771	932	2 390	119	-	8 254

**Appendix 5 : PREFERRED TRAINING PERIOD OF EMPLOYEES
IN THE PRINTING INDUSTRY**

附錄5：印刷業僱員宜有的訓練期

Job Level 技能等級	4 Years or Above 四年或 以上	3 to Less Than 4 Years 三年至 四年以下	2 to Less Than 3 Years 二年至 三年以下	1 to Less Than 2 Years 一年至 二年 以下	6 to Less Than 12 Months 六至 十二個月 以下	Below 6 Months 六個月 以下	Unspecified 未列明者	Total Number of Employees 總計
Technologist/ Managerial 技師／管理	527	231	357	21	5	46	474	1 661
Technician/ Supervisory 技術員／ 督導	1 466	692	2 075	2 166	337	524	1 473	8 733
Craftsman 技工	1 539	999	1 181	2 086	2 118	350	1370	9 643
Total 總計	3 532	1 922	3 613	4 273	2 460	920	3 317	20 037

Appendix 6 : **PREFERRED TRAINING PERIOD OF EMPLOYEES
IN THE PUBLISHING INDUSTRY**

附錄6：出版業僱員宜有的訓練期

Job Level 技能等級	4 Years or Above 四年 或以上	3 to Less Than 4 Years 三至 四年 以下	2 to Less Than 3 Years 二至 三年 以下	1 to Less Than 2 Years 一至 二年 以下	6 to Less Than 12 Months 六至 十二個月 以下	Below 6 Months 六個月 以下	Unspecified 未有說明	Total Number of Employees 總計
Managerial 經理	660	74	89	7	-	70	248	1 148
Supervisory 主任	640	840	493	205	3	611	573	3 365
Technical Support 技術輔助 人員	208	344	1 850	764	221	497	931	4 815
Total 總計	1 508	1 258	2 432	976	224	1 178	1 752	9 328

Appendix 7 : PREFERRED TRAINING MODE OF EMPLOYEES
IN THE PRINTING INDUSTRY

附錄7：印刷業僱員宜有的訓練形式

Job Level 技能等級	On-the-Job Training 在職訓練	Apprenticeship 學徒訓練	Others 其他	Unspecified 未列明者	Total Number of Employees 總計
Technologist/ Managerial 技師／管理	1 175	7	19	460	1 661
Technician/ Supervisory 技術員／督導	6 902	160	279	1 392	8 733
Craftsman 技工	6 923	1 353	129	1 238	9 643
Total 總計	15 000	1 520	427	3 090	20 037

Appendix 8 : PREFERRED TRAINING MODE OF EMPLOYEES
IN THE PUBLISHING INDUSTRY

附錄8：出版業僱員宜有的訓練形式

Job Level 技能等級	On-the-Job Training 在職訓練	Apprenticeship 學徒訓練	Others 其他	Unspecified 未列明者	Total Number of Employees 總計
Managerial 經理	915	3	4	226	1 148
Supervisory 主任	2 794	3	31	537	3 365
Technical Support 技術輔助人員	3 832	139	57	787	4 815
Total 總計	7 541	145	92	1 550	9 328

Appendix 9: DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE
IN THE PRINTING INDUSTRY

附錄9：印刷業僱員每月收入的分布情況

Job Title 職稱	\$6,500 or below 以下	\$6,501 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$25,000	\$25,001 - \$30,000	\$30,001 or above 以上	Unspecified 未列明者	Total 總計
TECHNOLOGIST/MANAGERIAL LEVEL 技師／管理級										
General Manager 總經理	-	-	-	6	68	29	39	77	144	363
Production/Quality Manager 生產經理／廠務經理／ 品質經理	-	-	-	9	100	88	67	52	91	407
Sales / Customer Services / Marketing Manager 營業／客戶服務／市場 推廣經理	-	-	13	47	146	195	50	65	321	837
Procurement Manager 採購經理	-	-	-	5	-	9	2	1	13	30
Information Technology Manager (Printing) 資訊科技經理(印刷)	-	-	-	2	2	3	5	3	9	24
Sub-total 小計	-	-	13	69	316	324	163	198	578	1 661
TECHNICIAN/SUPERVISORY LEVEL 技術員／督導級										
Cost Estimator 印刷估價員	-	26	4	118	25	14	-	-	35	222
Production Planner / Production Controller / Quality Controller 生產策劃員／生產管制 員／品質管制員	-	24	75	411	152	25	4	2	206	899
Sales Representative 營業代表	261	307	609	1 575	757	173	3	36	1 193	4 914
Overseer/Supervisor 督導員／管理員	-	-	20	130	87	85	1	21	135	479
Electrical & Mechanical Maintenance Technician (Printing) 機電維修(印刷)技術員	-	-	-	62	178	4	2	9	60	315
Designer/Design Officer 設計員／設計主任	-	3	151	231	63	56	-	-	61	565
Prepress Technician 印前技術員	10	41	110	538	66	12	1	-	107	885
Purchasing Officer/Controller 印刷物料採購員/控制員	-	-	22	35	41	3	-	-	45	146
Technical Services/Products (Printing) Technician 技術/產品(印刷)技術員	-	-	42	44	136	2	-	-	12	236

Job Title 職稱	\$6,500 or below 以下	\$6,501 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$25,000	\$25,001 - \$30,000	\$30,001 or above 以上	Unspecified 未列明者	Total 總計
TECHNICIAN/SUPERVISORY LEVEL (Continued) 技術員/督導級 (續)										
Information Technology (Printing) Technician 資訊科技(印刷)技術員	-	-	3	40	15	-	-	-	14	72
Sub-total 小計	271	38	1 558	3 224	1 785	805	27	71	874	8 382
CRAFTSMAN LEVEL 技工級										
Electronic Prepress System Craftsman 電子印前系統操作技工	-	40	330	381	86	-	8	-	92	937
Offset Lithographic Platemaker 柯式版製作技工	2	2	143	244	36	-	4	-	154	585
Digital Printing System Craftsman 數碼印刷系統操作技工	-	10	91	85	14	-	1	-	30	231
Printing Machine Craftsman (Offset Litho) (Sheet-fed) 單張給紙式柯式平版機 印刷技工	168	70	1 063	2 113	235	-	2	-	635	4 286
Printing Machine Craftsman (Offset Litho) (Web-fed) 捲筒給紙式柯式平版機 印刷技工	-	4	50	395	100	-	-	-	170	719
Other Printing Machine Craftsman 其他印刷機械及包裝印 刷操作技工	75	123	157	182	-	-	-	-	87	624
Binding Craftsman 裝訂技工	216	123	468	173	32	-	1	-	250	1 263
Die Cutting / Tool Making Craftsman 啤盒工/造模工	7	24	76	127	-	-	-	-	59	293
Package Finishing Machine Craftsman 包裝盒完成機技工	21	16	87	43	-	-	-	-	47	214
Other Print Finishing Craftsman 其他印後機械技工	47	28	169	115	21	-	-	-	111	491
Sub-total 小計	536	440	2 634	3 858	524	-	16	-	1 635	9 643
UNSKILLED LEVEL 非技術人員級										
General Worker 雜工	179	273	327	83	-	-	-	-	250	1 111
Sub-total 小計	179	273	327	83	-	-	-	-	250	1 111
GRAND TOTAL 總計	986	1 114	4 010	7 193	2 360	698	190	266	4 331	21 148

Appendix 10 : DISTRIBUTION OF EMPLOYEES BY MONTHLY INCOME RANGE
IN THE PUBLISHING INDUSTRY

附錄10：出版業僱員每月收入的分布情況

Job 職稱	\$6,000 or below 或以下	\$6,001 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above 或以上	Unspecified 未列明者	Total 總計
MANAGERIAL LEVEL 經理級											
Managing Director/ General Manager/ Publisher/Chief Executive Director/ President 董事經理／總經 理／出版人／社長	-	-	-	25	2	27	67	16	69	71	277
Editorial Director/ Chief Editor/ Managing Editor/ Publishing Director 總編輯／主編	-	-	-	-	2	22	35	46	63	49	217
Design Director/ Art Director 設計總監／ 美術總監	-	-	-	-	2	26	18	5	13	21	85
Production Director/ Production Manager 製作總監／ 製作經理	-	-	-	-	2	13	17	7	-	18	57
Marketing Director/ Marketing Manager 市場總監／ 市場經理	-	-	-	-	5	35	24	26	8	44	142
Sales Director/Sales Manager (Newspaper and Magazine Publications) 營業總監／營業 經理（報刊）	-	-	-	-	-	39	21	12	1	39	112
Sales Director/ Sales Manager (Book Publications) 營業總監／營業 經理監事（書刊）	-	-	-	2	2	17	1	-	17	31	70
Editorial Manager 編輯經理	-	-	-	-	-	74	52	11	10	28	175
Manager (E-publishing) 經理（電子出版）	-	-	-	-	-	-	11	-	2	-	13
Sub-total 小計	-	-	-	27	15	253	246	123	183	301	1 148

Job 職稱	\$6,000 or below 或以下	\$6,001 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above 或以上	Unspecified 未列明者	Total 總計
SUPERVISORY LEVEL 主任級											
Commissioning Editor/Acquisition Editor 策劃編輯	-	25	-	128	127	94	51	1	-	47	473
Senior Editor 高級編輯	25	49	25	105	239	312	143	31	-	215	1 144
Senior Designer 設計師	-	25	50	43	96	126	12	6	-	78	436
Production Supervisor 製作主任	-	-	-	6	21	27	5	-	-	30	89
Sales Supervisor 營業主任	-	2	7	223	221	62	10	25	-	166	716
Marketing/Publicity Supervisor 市場／宣傳主任	-	-	2	20	41	31	-	-	-	73	167
Customer Services Supervisor/Officer (Books) 客戶服務主任 (書籍)	-	-	41	90	12	13	-	-	-	26	182
Circulation Supervisor (Magazine & Newspapers) 發行主任 (報刊)	-	-	9	23	29	21	10	25	-	25	142
Supervisor (E-publishing) 主任 (電子出版)	-	-	-	2	-	6	8	-	-	-	16
Sub-total 小計	25	101	134	640	786	692	239	88	-	660	3 365
TECHNICAL SUPPORT LEVEL 技術輔助人員級											
Assistant Editor/ Copy Editor/ Art Editor/ Proof Reader 助理編輯／稿件 編輯／美術編輯／ 校對員	50	6	229	570	357	29	3	1	-	264	1 509
Art Designer 美術設計員	-	5	69	239	174	-	-	-	-	103	590
Illustrator 插圖員	-	-	38	43	16	4	-	-	-	7	108
Desktop Publishing (DTP) Operator 桌面排版操作員	-	4	53	171	103	8	-	-	-	22	361
Production Assistant 製作助理	-	3	60	73	11	-	-	-	-	52	199
Sales Representative Sales Executive 營業代表／營業 主任	48	10	390	563	119	2	-	-	-	436	1 568

TECHNICAL SUPPORT LEVEL (Continued) 技術輔助人員級 (續)

Job 職稱	\$6,000 or below 或以下	\$6,001 - \$8,000	\$8,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$45,000	\$45,001 - \$60,000	\$60,001 or Above 或以上	Unspecified 未列明者	Total 總計
Marketing/Publicity Assistant 市務助理/ 傳宣助理	-	11	119	152	28	1	-	-	-	128	439
Programmer (Multimedia / Internet Department) 程式員 (多媒體/ 網站部 門)	-	-	-	7	13	8	-	-	-	2	30
Designer / Illustrator (Multimedia / Internet Department) 設計員/ 插圖員 (多媒體/ 網站部 門)	-	-	3	-	6	-	-	-	-	2	30
Sub-total 小計	98	39	961	1 818	827	52	3	1	-	1 016	4 815
GRAND TOTAL 總計	123	140	1 095	2 485	1 628	997	488	212	183	1 977	9 328

Appendix 11: **EMPLOYEES' TRAINING NEEDS (ALL SECTORS)(PRINTING)**
 附錄11：僱員所需的訓練（各門類）（印刷業）

Job Title 職稱	No. of Employees 僱員人數					
	Technologist/Managerial 技師／管理		Technician/Supervisory 技術員／督導		Craftsman 技工	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
Management Skills 管理技能						
Production Management 製作管理	72	136	164	244	23	72
Quality Management 品質管理	47	173	167	271	28	79
Marketing Management 經銷管理	27	172	131	225	16	69
Customer Services 客戶服務	35	176	159	273	19	72
China-related Knowledge 有關中國的知識						
Political, Social and Economic Development in the Mainland China 在中國內地的政治、 社會和經濟發展	88	72	192	149	51	26
Laws and Regulatory Restrictions for Access to China Market 進入中國市場的法律 和經濟發展	57	88	193	154	78	2
Trade and Industry Environment in Mainland China 在中國內地的行業及 營商常規	70	81	200	126	77	4
IT Skills 資訊科技的技能						
Computer Graphics and Webpage 電腦圖像處理與網頁設計	83	85	197	362	99	131
E-commerce Knowledge and Applications 電子商務的知識及應用	89	86	174	176	79	89
Media Technology 媒體科技	104	64	236	188	107	71
Language Skills 語文技能						
Spoken English 英語會話	86	159	327	344	153	129
Putonghua 普通話	94	131	334	327	153	139

Job Title 職稱	No. of Employees 僱員人數					
	Technologist/Managerial 技師／管理		Technician/Supervisory 技術員／督導		Craftsman 技工	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
Industry Specific Skills 業內專業技能						
Pre-press Technique 印前技術	54	148	188	472	146	288
Printing Technique 印刷技術	43	146	164	395	122	356
Post-printing Technique 印後技術	50	121	210	333	120	251
Production Coordination and Project Management 生產協調及項目管理	17	142	114	227	65	158
Estimation and Costing 估價及成本	26	145	117	343	62	194
Repair and Maintenance 機械維修及保養	53	77	99	154	128	131
Colour Management 色彩管理	8	152	154	283	110	224
Products Structure 產品結構	26	136	109	277	62	189
Materials Application 物料應用	22	128	128	299	67	194
Quality Assurance 品質保證	15	145	103	328	66	237

Appendix 12 : EMPLOYEES' TRAINING NEEDS (ALL SECTORS)(PUBLISHING)

附錄12：僱員所需的訓練（各門類）（出版業）

Job Title 職稱	No. of Employees 僱員人數					
	Managerial 經理		Supervisory 主任		Technical Support 技術輔助人員	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
Management Skills 管理技能						
Production Management 製作管理	13	50	78	98	35	29
Quality Management 品質管理	15	50	79	148	33	29
Marketing Management 經銷管理	16	62	70	99	15	55
Customer Services 客戶服務	11	59	56	153	35	39
China-related Knowledge 有關中國的知識						
Political, Social and Economic Development in the Mainland China 在中國內地的政治、 社會和經濟發展	10	21	77	90	7	61
Laws and Regulatory Restrictions for Access to China Market 進入中國市場的法律 和經濟發展	12	23	80	67	9	61
Trade and Industry Environment in Mainland China 在中國內地的行業及 營商常規	11	25	28	69	9	63
IT Skills 資訊科技的技能						
Computer Graphics and Webpage 電腦圖像處理與網頁設計	53	12	63	157	88	95
E-commerce Knowledge and Applications 電子商務的知識及應用	53	15	51	103	74	51
Media Technology 媒體科技	46	14	59	156	76	75
Language Skills 語文技能						
Spoken English 英語會話	69	92	125	223	81	133
Putonghua 普通話	71	66	100	180	167	46

Job Title 職稱	No. of Employees 僱員人數					
	Managerial 經理		Supervisory 主任		Technical Support 技術輔助人員	
	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要	Need 需要	Great Need 十分需要
Industry Specific Skills 業內專業技能						
Editing 編輯	39	28	60	285	43	68
Artwork/Design 稿件設計	33	20	89	150	27	118
Publishing Production 出版製作	7	46	93	167	19	110
Marketing 市場推廣	10	49	71	176	10	93
Sales and Customer Service 銷售及客戶服務	7	53	36	177	63	70
Logistics 物流	11	16	16	112	37	75