



Soaring Creativity - Hong Kong Publishing and Printing Industry

Joining International Book Fairs

騰飛創意－香港出版及印刷業參與大型國際書展

24 March 2014

Press Release (Immediately)

Bologna Children's Book Fair 2014

Overwhelming response to Hong Kong Pavilion at its first participation

The first "Hong Kong Pavilion" set up by the Hong Kong publishing and printing industry at the Bologna Children's Book Fair presents some 800 quality books, printed products and electronic books from Hong Kong to showcase the creativity and accomplishments of Hong Kong publishing and printing industry to the world, demonstrate Hong Kong's competitive edges in bilingual publishing and state-of-the-art printing technologies, and facilitate exchange between Hong Kong publishers and printers and their counterparts worldwide.

The "Hong Kong Pavilion" is jointly organized by the Hong Kong Publishing Federation and the Hong Kong Printers Association, and sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region (HKSAR). It is part of the "Soaring Creativity – Hong Kong Publishing and Printing Industry Joining International Book Fairs". The launch cocktail party held today (24 March) in the Bologna Children's Book Fair announced the official opening of "Hong Kong Pavilion".

The organizers of "Hong Kong Pavilion" are honoured to have Ms Alice Choi, Deputy Representative, Hong Kong Economic & Trade Office (Brussels), The Government of HKSAR; and Marco Momoli, Exhibition Director, Bologna Children's Book Fair 2014, as the officiating guests. They joined Mr K.C. Chiu, Convenor, "Hong Kong Pavilion" of the Bologna Children's Book Fair 2014; and Mr Alex Yan, Mr Matthew Yum, and Ms Anita Wan, organizing committee members of the "Soaring Creativity" project in the kick-off ceremony of the "Hong Kong Pavilion".

The "Soaring Creativity" project stages "Hong Kong Pavilion" at five major international book fairs, and the one at the Bologna Children's Book Fair is the final stop of the latest edition for 2013-14. Like the "Hong Kong Pavilions" at other major international book fairs, the one at Bologna Children's Book Fair also received overwhelming response from worldwide visitors to the exhibiting Hong Kong books, printed products and electronic books. Foreign visitors are also glad to see the first showcase of Hong Kong printing and publishing industry at the Bologna Children's Book Fair, which enables them to appreciate the characteristics and competitive edges of Hong Kong in publishing and printing.

The "Hong Kong Pavilion" aims to promote Hong Kong as "Asia's Publishing and Printing Center which brings you the best children's books around the world". The organizer of "Hong Kong Pavilion" not only brings Hong Kong's outstanding exhibits to Bologna, but also a pavilion full of fairy-tale atmosphere. Surrounded by colorful and ingenious illustrations inside the "Hong Kong Pavilion", visitors can immerse

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themselves in a joyful environment. In addition, a delegation comprising 18 Hong Kong publishers and printers also set up individual showcases inside the “Hong Kong Pavilion” to display their exhibits. These showcases act as a business platform for Hong Kong publishers and printers to network with their overseas clients and promote to the industry buyers and professionals from all over the world.

Upon completion of Bologna Children’s Book Fair, books exhibited at the “Hong Kong Pavilion” will be donated to the Istituzione Biblioteche Bologna. The donation ceremony was held immediately after the kick-off ceremony at the “Hong Kong Pavilion”. Mr Pierangelo Bellettini, Director of the Istituzione Biblioteche Bologna, accepted the donation on behalf of the Istituzione at the ceremony.

Istituzione Biblioteche Bologna was established in 2008 by the Municipality of Bologna to manage and coordinate the fifteen public libraries in the area of the city. The fifteen libraries are of various types, which can accommodate and respond to different needs of the citizens.

The 2013-14 edition of “Soaring Creativity” participated in Bologna Children’s Book Fair, as well as South China Book Festival in Guangzhou, Beijing International Book Fair, Frankfurt Book Fair and Taipei International Book Exhibition, to promote Hong Kong’s publishing and printing industry. More details are available at the project website at www.creative-bookfairs.com.

Captions:



1. Mr K.C. Chiu, Convenor, “Hong Kong Pavilion” of the Bologna Children’s Book Fair gave a speech at the Launch Cocktail Party.

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2. Group photo of officiating guests and officers-in-charge of the project at the Launch Cocktail Party. From left to right, Mr. Matthew Yum, organizing committee member of “Soaring Creativity” project; Mr. K.C. Chiu, Convener, “Hong Kong Pavilion” in the Bologna Children’s Book Fair 2014; Ms. Alice Choi, Deputy Representative, Hong Kong Economic & Trade Office (Brussels), the Government of HKSAR; Mr. Marco Momoli, Exhibition Director, Bologna Children’s Book Fair; Mr. Alex Yan and Ms. Anita Wan, organizing committee members of “Soaring Creativity” project,.

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3. Hong Kong Pavilion's book donation ceremony.



4. Visitors visited the Hong Kong Pavilion.

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