



Soaring Creativity – Hong Kong Publishing and Printing Industry Joining Three International Book Fairs

11 October 2012

Press Release

Organizer :



香港出版總會有限公司
Hong Kong Publishing Federation Limited

Frankfurt Book Fair 2012

Sharing Session of Hong Kong Pavilion



香港印刷業商會
THE HONG KONG PRINTERS ASSOCIATION

Co-organized by the Hong Kong Publishing Federation and the Hong Kong Printers Association, “The Hong Kong Pavilion at 2012 Frankfurt Book Fair” held a sharing session yesterday (10 October), inviting outstanding speakers to share their views on the prospect of the publishing and printing industry in Hong Kong and Asia. The speakers included Dr Steven Luk, Director, General Manager & Chief Editor, The Commercial Press (Hong Kong) Limited; Mr Peter Lau, Managing Director, Asia One Product & Publishing Limited; Ms Gigi Lam, Marketing Officer (Publishing Department), Joint Publishing (Hong Kong) Company Limited; and Ms Wong Kit Yi, Assistant General Manager, C & C Offset Printing Company Limited.

Sponsor:



The Commercial Press is the longest-standing modern publishing house in China with over 110-year history. To keep pace with new modes of reading brought about by modern technology, it has produced electronic publications in such areas as art, historical relics, education, history and language learning. These include the world's first multimedia Chinese dictionary CD-ROM, the Hanyu Dacidian CD-ROM, and the SEYBOLD Electronic Publishing Award-winner, Hong Kong Stamps.

Asia One was founded in 1997 on the simple idea of bringing new technology and a wide range of complementary skills under one roof to offer a truly effective, truly comprehensive printing and publishing service in Hong Kong. In fact, over 20% of Hong Kong-listed companies' annual reports are printed by Asia One. It has also built a solid base of domestic and international clients across many other sectors. These include universities, government departments, theme parks, etc.

Joint Publishing (Hong Kong) Company Limited has published nearly 3,000 kinds of books, including nearly 100 sets of books series and classic album. In recent years, an annual average of more than 100 kinds of new books has been published. It reaches more than 100 publishers. Dozens of books have been translated into English, Japanese, French, Italian, German and other texts. The Hong Kong history series has attracted much attention from academic sector at home and abroad.

Implementation Agent:



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C&C is an internationally reputable quality printer. Headquartered in Hong Kong, C&C has 5,000 employees worldwide. It has 4 production bases in Hong Kong and the Mainland as well as 9 overseas sales offices, offering quality and efficient printing services for worldwide customers. Through the years, C&C has won nearly 6,000 printing awards from all over the world, including 58 Benny Award (since 1997) for the year consecutively. The Benny Award is recognized as the Oscar in the printing industry. In 2012, C&C won the second runner-up of the Best of Show Benny Award.



Dr Steven Luk, Director, General Manager & Chief Editor, the Commercial Press Hong Kong Limited gave a presentation on the topic of “Hong Kong as an International Cultural Hub in Greater China”.



Mr Peter Lau, Managing Director, Asia One Product & Publishing Limited shared Asia One’s experience of publishing art books in Hong Kong.

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Ms Gigi Lam, Marketing Officer (Publishing Department), Joint Publishing (Hong Kong) Company gave a presentation on the topic of “ Introducing Chinese Culture to the World”.



Ms Wong Kit Yi, Assistant General Manager, C & C Offset Printing Company Limited shared her views on printing value by Hong Kong.

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