



# 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

11 October 2013

**Press Release (Immediately)**

## Frankfurt Book Fair 2013 Launch Cocktail Party of Hong Kong Pavilion

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), the “Soaring Creativity - 2013 Frankfurt Book Fair - Hong Kong Pavilion” was officially opened with a launch cocktail party held today (9 October) in the Frankfurt Book Fair.

The organizers of “Hong Kong Pavilion” are honoured to have Mr Wang Yingli, Chief, China Delegation to Frankfurt Book Fair; Mr Bryan Ha, Deputy Director, Hong Kong Economic & Trade Affairs (Central and Eastern Europe), The Government of HKSAR; and Ms Claudia Kaiser, Vice President, Frankfurt Book Fair 2013, as the officiating guests. They joined the other honorary guests, including Dr Elvin Lee, Chairman, “Soaring Creativity” Organizing Committee; Mr K.C. Chiu, Convenor, “Hong Kong Pavilion” of the Frankfurt Book Fair 2013; and Dr Sharon Wong, Executive Committee Member, “Soaring Creativity” Organizing Committee in the toasting ceremony of the “Hong Kong Pavilion”.

The “Hong Kong Pavilion” exhibits over 2,000 high quality books, printed products and electronic books from Hong Kong to showcase the creativity and accomplishments of Hong Kong publishing and printing industries to the world. In addition, an industry delegation is formed for the first time to participate in the Frankfurt Book Fair. The delegation, which comprises 18 Hong Kong publishers and printers, sets up individual showcases inside the “Hong Kong Pavilion” to display around 800 exhibits and network with their overseas clients.

This is the third time for the “Soaring Creativity” project to take part in the Frankfurt Book Fair. It also marks the third stop of the latest edition of “Soaring Creativity” project which participates in five major international book fairs in 2013 and 2014. The project, which has now organized 10 “Hong Kong Pavilions” at different international book fairs since its launch in 2011, is sponsored by Create Hong Kong of the HKSAR Government. It aims to demonstrate Hong Kong’s competitive edges in bilingual publishing and state-of-the-art printing technologies, to facilitate exchange between Hong Kong publishers and printers and their counterparts worldwide, and to promote Hong Kong as an international publishing and printing centre.

Mr K.C. Chiu, Convenor, “Hong Kong Pavilion” of the Frankfurt Book Fair 2013, said in his speech, “When visiting our pavilion, you will discover that Hong Kong printers and publishers have poured unlimited creativity into the production of a variety of books. They have been devoting their time into researching and developing innovative methods and techniques that will best showcase the creativity of different products.”

Organizers 主辦機構



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Dr Sharon Wong, Executive Committee Member, “Soaring Creativity” Organizing Committee also noted, “Hong Kong, as a global city, has a long history of coexistence with, and interaction between Chinese and foreign cultures. With its unique multicultural heritage, vibrant creativity and free economy, Hong Kong is an ideal base for the development of art and culture, print media and multimedia production.”

After exhibiting at the Frankfurt Book Fair, books of the “Hong Kong Pavilion” will be donated to the Frankfurt City Library. The donation ceremony was held immediately after the kick-off ceremony at the “Hong Kong Pavilion”. On behalf of the Library, Dr Sabine Homilius, Executive Head of Office, Frankfurt City Library, accepted the donation at the ceremony.

Frankfurt City Library is one of the most popular public amenities in the city, receiving over 1.5 million visitors last year. Some 38% of its active users are children and teenagers. It has a collection of about 653,270 items, which citizens can search from the library’s extensive query system.

Captions:



Mr K.C. Chiu, Convenor, “Hong Kong Pavilion” of the Frankfurt Book Fair 2013 gave a speech at the Launch Cocktail Party.

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Dr Sharon Wong, Executive Committee Member, “Soaring Creativity” Organizing Committee gave a speech at the Launch Cocktail Party.

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Mr Wang Yingli, Chief, China Delegation to Frankfurt Book Fair (5<sup>th</sup> from the left); Mr Bryan Ha, Deputy Director, Hong Kong Economic & Trade Affairs (Central and Eastern Europe), The Government of HKSAR (5<sup>th</sup> from the right); Dr Elvin Lee, Chairman, “Soaring Creativity” Organizing Committee (4<sup>th</sup> from the right); Dr Sharon Wong (3<sup>rd</sup> from the right), Mr Alex Yan (2<sup>nd</sup> from the right) and Mr Jackson Leung (1<sup>st</sup> from the right), Executive Committee Members, “Soaring Creativity” Organizing Committee; Ms Claudia Kaiser, Vice President, Frankfurt Book Fair 2013 (4<sup>th</sup> from the left); Mr K.C. Chiu, Convenor, “Hong Kong Pavilion” of the Frankfurt Book Fair 2013 (3<sup>rd</sup> from the left); Mr Matthew Yum, Executive Committee Member, “Soaring Creativity” Organizing Committee (2<sup>nd</sup> from the left) and Mr Peter Tse, Vice Chairman, The Hong Kong Printers Association (1<sup>st</sup> from the left) officiated at the Launch Cocktail Party and joined for a group photo .

Implementation Agent

項目執行機構



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Dr Elvin Lee, Chairman, “Soaring Creativity” Organizing Committee (center) and Mr K.C. Chiu, Convenor, “Hong Kong Pavilion” of the Frankfurt Book Fair 2013 (left) at the book donation ceremony. Dr Sabine Homilius, Executive Head of Office, Frankfurt City Library (right), accepted the donation on behalf of the library.

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