



騰飛創意－香港館 2015-16
(香港出版及印刷業參與三個大型國際展覽)

Soaring Creativity – Hong Kong Pavilion 2015-16
(Hong Kong Publishing and Printing Industry Joining Three International Book Fairs)

October 14th, 2015

Press Release

Organizers :



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



香港印刷業商會
THE HONG KONG PRINTERS ASSOCIATION

Soaring Creativity – Hong Kong Pavilion 2015-16

First stop in Frankfurt Book Fair to explore Publishing & Printing Business Opportunities

Showcase Award-winning Exhibits and Extraordinary Pop-up Books

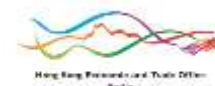
Present Hong Kong Traditional Street Snack “Hong Kong-Style Egg Waffles”

Sponsor :



Supporting

Organization:



Frankfurt Book Fair
2015/10/14-18

Taipei International
Book Exhibition
2016/02/16-21

Bologna Children's Book Fair
2016/04/04-07 (TBC)

(Frankfurt, Germany –October 14th, 2015) “Soaring Creativity – Hong Kong Pavilion” is co-organised 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 (“CreateHK”). This is the fifth consecutive year for Hong Kong’s printing and publishing industries to take part in the Frankfurt Book Fair under the name of “Hong Kong Pavilion”.

The Launch Cocktail Party for the “Hong Kong Pavilion” was held today (October 14th) and, during the Party, the organisers introduced this year’s highlights of the “Hong Kong Pavilion” and held a ceremony to mark donations of Hong Kong publications to the Goethe University. Freshly-made “Hong Kong-Style Egg Waffles” were also served to guests. The organisers expect this year’s “Soaring Creativity – Hong Kong Pavilion 2015-16” project will help Hong Kong publishers and printers explore business opportunities and promote Hong Kong’s creative industries to the world.

The Party was held at the Frankfurt Book Fair Exhibition Hall and organisers were honoured to have Mr Wong XiKai, Director of Service Bureau, The State Administration of Press, Radio, Film and Television of PRC, Ms Ho Siu Ping Betty, Director of The Hong Kong Economic and Trade Office (Berlin), and Ms Yingxin Gong, Director of The German Book Information Centre of the Frankfurt Book Fair as the officiating guests. They were joined by Mr K.C. Chiu, Vice Chairman of the “Soaring Creativity” Organising Committee, Mr Matthew Yum, Chairman and Mr Peter Lau, Vice Chairman of the “Hong Kong Pavilion” of the Frankfurt Book Fair 2015, and Ms Anita Wan, the Executive Committee member of the “Soaring Creativity” Organising Committee at the Launch Party.

Mr Matthew Yum, Chairman of “Hong Kong Pavilion” in Frankfurt Book Fair 2015 said at the Launch Party that the Pavilion themed on “Bringing Creativity to Life”, presents nearly 1,500 outstanding publications, printed matter and electronic publications from 53 Hong Kong publishers and printers. All of these exhibits were selected via open recruitment and assessed by well-known Hong Kong experts from the cultural and creative industries. Some of the exhibits have won numerous international awards. Matthew also mentioned that in Hong Kong, freedom of speech and respect of intellectual property have encouraged the development of creative and high quality products for both publishers and printers. The exhibits can fully show the creativity and accomplishments of both industries to the world and demonstrate Hong Kong’s competitive edge in bilingual publishing and state-of-the-art

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printing technologies.

The First Stop of the “Soaring Creativity” Project – Frankfurt Book Fair

Since 2011, under the sponsorship of CreateHK, the “Soaring Creativity” Project has participated in many international book fairs around the world, including the Beijing International Book Fair, Frankfurt Book Fair, Taipei International Book Exhibition, London Book Fair, South China Book Festival in Guangzhou and the Bologna Children’s Book Fair in Italy by setting up “Hong Kong Pavilion”. The Pavilion has attracted nearly 4.1 million visitors; exhibited over 11,000 publications, printed matter and electronic publications; received over 1,100 business enquiries; and over 140 media interviews. Such results clearly demonstrated the encouraging responses to the “Soaring Creativity” project from the industry players, readers and the media.

The Frankfurt Book Fair will run from October 14th to 18th 2015 and is the first stop of the Project in 2015-16. The Pavilion had received continuous support from the publishing and printing industries, and showcases nearly 1,500 publications, printed matter and electronic publications from 53 local exhibitors as exhibits this year. The Project is committed to promoting development of the printing and publishing industries, particularly in assisting SMEs to explore business outside Hong Kong. Amongst the 32 publishers, 20 printers and 1 electronic publisher exhibiting in the “Hong Kong Pavilion”, over 40 are SMEs, which clearly shows that the Project is a good platform for their business development.

Two main zones have been set up inside the “Hong Kong Pavilion”, namely the Industrial Zone and Corporate Zone. The Industrial Zone displays a variety of publications, printed matter and electronic publications, allowing visitors to have a more complete understanding of Hong Kong’s culture and lifestyle. In addition, 17 booths have been setup in the Corporate Zone for both Hong Kong publishers and printers to showcase their 400 exhibits, with a view to facilitating them to develop business with overseas buyers.

Award-winning Hong Kong publications and printed matters; Extraordinary Pop-up Books Corner

Assisting SMEs’ business development has always been the goal of this Project. This year, many of the excellent SME’s products, which have won numerous awards in both local and international competitions, are showcased in the “Hong Kong Pavilion”. Another highlight is the return of the Pop-up Book Corner, which was highly appreciated by visitors last year. More than 30 amazing pop-up books printed by Hong Kong printers are displayed in the Corner, including those tailor-made by five renowned printers specially for this year’s “Hong Kong Pavilion”. These pop-up books feature the unique characteristics of Hong Kong and showcase the Region’s sophisticated technology and creativity in printing to overseas industry players and worldwide readers.

Serving “Hong Kong Style-Milk Tea” at the Hong Kong Pavilion was a great success last year. The Pavilion continues offering an insight into local cultural activities this year with sponsorship from The Hong Kong Economic and Trade Office (Berlin) by serving “Hong Kong-style egg waffles” which is one of the most favourite street foods enjoyed by Hong Kong people since the 1950s and developed into different flavours since then. “Hong

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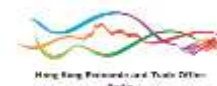


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Kong-Style Egg Waffles” will be freshly made and served inside the “Hong Kong Pavilion” on October 14th between 4:30pm – 5:30pm and on October 15th-17th between 3:00pm - 4:00pm, to visitors of Frankfurt Book Fair from all over the world. They can taste this unique food item from Hong Kong and get a bite of Hong Kong’s cultural characteristics.

Upon completion of the Frankfurt Book Fair, the organisers of the “Hong Kong Pavilion” will donate some of the exhibited publications to the Goethe University Frankfurt to further promote cultural and creativity exchanges between Hong Kong and Germany.

“Hong Kong Pavilion” moving to Taipei and Bologna, Italy next year

After the “Frankfurt Book Fair”, the Pavilion will participate in two other well-known international book fairs between February 16th-21st, 2016 in the “Taipei International Book Exhibition (TIBE)” in Taiwan, and between April 4th-7th, 2016 in the “Bologna Children’s Book Fair (BCBF)” in Italy. TIBE has the cultural relevance to the Chinese Book Market, and has been attracting over 1,800 international exhibitors from over 40 countries to participate every year. Direct book trade will be carried out during the book fair, allowing exhibitors to extend their Asian and overseas markets. BCBF is the world largest and most influential children’s book fair, with over 1,200 exhibitors from over 70 countries participating. It has gathered publishers, copyright agents, authors, children’s illustrators, printers etc. together, and is a perfect platform for copyright negotiations and identifying buyers.

For more information on the “Soaring Creativity” project, please visit the project website: <http://www.bookfairhkpavilion.com>.

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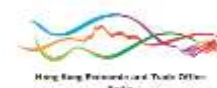


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Photo 1: Mr Matthew Yum, Chairman of “Hong Kong Pavilion” of the Frankfurt Book Fair 2015 mentioned that many exhibits have won numerous awards in local and international competitions, showing the creativity of both industries benefited

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by the openness of society, the freedom of speech and respect of intellectual property.



Photo 2: Ms Betty Ho, Director of The Hong Kong Economic and Trade Office (Berlin) mentioned that “Hong Kong Pavilion” has provided a good platform for the industries of publishing and printing, as well as to promote the Hong Kong creativity industries to the world.



Photo 3: (From left to right) Mr Peter Lau, Vice Chairman of the “Hong Kong Pavilion” of the Frankfurt Book fair 2015; Mr KC Chiu, Vice Chairman of the “Soaring Creativity” Organising Committee; Ms. Betty Ho, Director of The Hong Kong Economic and Trade Office (Berlin); Mr Wong Xikai, Director of Service Bureau, The State Administration of Press, Radio, Film and Television of PRC; Ms Yingxin Gong, Director of The German Book Information Centre of the Frankfurt Book Fair; Mr Matthew Yum, Chairman of “Hong Kong Pavilion” of the Frankfurt Book Fair 2015 and Ms Anita Wan, the Executive Committee member of the “Soaring Creativity” Organising Committee at the Launch Cocktail Party.

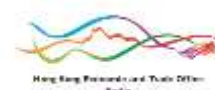
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Photo 4: (From left to right) Mr Liu Yi, General Manager of China Universal Press Publication Company Limited; Mr Peter Lau, Vice Chairman of “Hong Kong Pavilion” of the Frankfurt Book Fair 2015; Mr K.C. Chiu, Vice Chairman of the “Soaring Creativity” Organising Committee, Ms. Betty Ho, Director of The Hong Kong Economic and Trade Office (Berlin); Mr Wong Xikai, Director of Service Bureau, The State Administration of Press, Radio, Film and Television of PRC; Ms Yingxin Gong, Director of The German Book Information Centre of the Frankfurt Book Fair; Mr Matthew Yum, Chairman and Mr Peter Lau, Vice Chairman of “Hong Kong Pavilion” of the Frankfurt Book Fair 2015, and Ms Anita Wan and Ms Ivy Chu, the Executive Committee member of the “Soaring Creativity” Organising Committee have hosted the Toasting Ceremony.



Photo 5: (From Left to Right) The books will be donated to Geotho University Frankfurt after the Fair. Ms Yingxin Gong, Director of The German Book Information Centre of the Frankfurt Book Fair, Mr. K.C. Chiu, Vice Chairman of “Soaring Creativity” Organizing Committee and Ms. Anita Wan, Executive Committee

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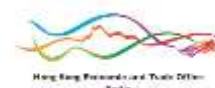


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Member of “Soaring Creativity” Organizing Committee at the Book Donation Ceremony.

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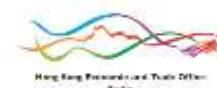


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Photo 6 & 7: Many of the excellent SME's products, which have won numerous awards in both local and international competitions, are showcased in the “Hong Kong Pavilion”.



Photo 8: “Hong Kong-Style Egg Waffles” are freshly made and served at the “Hong Kong

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Pavilion” during the Fair.

For higher resolution photos, please kindly visit the link below:

<http://drive.google.com/open?id=0B6LB-R6Q-bTCN040aG9GUUnR2SU0>

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