



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

5 April 2016

Press Release

Dear Editors / News / Culture / Education Reporters,

Organizers :

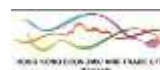


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Soaring Creativity – Hong Kong Pavilion 2015-16

Hong Kong’s reading culture promoted at the Bologna Children's Book Fair 2016

through Hong Kong Pavilion

**by showcasing the internationally acclaimed award-winning items, special pop-up exhibits
and freshly made Hong Kong-Style Egg Waffles**

(Bologna, Italy – 4 April 2016) Hong Kong is one of the publishing and printing centres in Asia. Its publishing and printing industries is an important pillar of the cultural and creative industries of Hong Kong. In order to help industry players further develop the international market, the “Soaring Creativity” project sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR) has been organizing Hong Kong publishers and printers to take part in various international book fairs throughout the years, including the Bologna Children's Book Fair (BCBF) whose 2016 edition will have 45 Hong Kong publishers and printers participating in the Hong Kong Pavilion.

The Hong Kong Pavilion in the BCBF 2016 is part of the “Soaring Creativity – Hong Kong Pavilion 2015-16” project, which is jointly organised by the Hong Kong Publishing Federation and the Hong Kong Printers Association, sponsored by Create Hong Kong and supported by the Hong Kong Economic and Trade Offices in Brussels (HKETO, Brussels), the Government of HKSAR. It is the third year for Hong Kong’s printing and publishing industries to take part in the BCBF by setting up the Hong Kong Pavilion and this year’s theme is “Bringing Creativity to Life”. The organisers aimed to help Hong Kong publishers and printers explore business opportunities and promote Hong Kong’s creative industries to the world through the Hong Kong Pavilion.

The Launch Cocktail Party of the Hong Kong Pavilion in BCBF 2016 was held today (4 April 2016) at Hall 29, Stand B6. During the Party, the organizers introduced highlights of this year’s Hong Kong Pavilion. A ceremony was also held to mark donations of Hong Kong publications to a local university in Italy, and freshly-made Hong Kong-Style Egg Waffles were served to the guests.

The organisers of the Hong Kong Pavilion were honoured to have both Ms Alice Choi, Deputy Representative, HKETO, Brussels, and Ms Daniela Marmocchi, International Unit of Bologna Children’s Book Fair 2016 as the officiating guests of the Launch Cocktail Party. They were joined by Mr K.C. Chiu, Vice Chairman of the “Soaring Creativity” Organising Committee; Mr Alex Yan, Chairman of the Hong Kong Pavilion of the Bologna Children’s Book Fair 2016; and Mr Matthew Yum and Ms Anita Wan, Executive Committee Members of the Soaring Creativity project.

Mr Alex Yan said at the Launch Cocktail Party that the Hong Kong Pavilion, themed for “Bringing Creativity to Life” was in its third year in joining the BCBF. He mentioned that a book is a carrier of

Frankfurt Book Fair
2015/10/14-18

Taipei International Book Exhibition
2016/02/16-21

Bologna Children’s Book Fair
2016/04/04-07

Implementation Agent:



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wisdom. He believes reading is the best way for children to learn. Sometimes when we least expect it, reading a certain book can be a life-changing experience. A book plays an important role in a childhood and our printing and publishing industry also play an essential role in Hong Kong, to carry our unique culture around the world. Hong Kong is a regional publishing centre, together with a well-developed printing industry. Freedom of expression and value the spirit of the rule of law are important factors attracting a concentration of prestigious international publications to Hong Kong. All these advantages attract many major international publishers and printers to set up their regional offices in Hong Kong.

The Hong Kong Pavilion in BCBF 2016 has two main zones, namely the Industrial Zone and the Corporate Zone. While the Industrial Zone displays a large number of publications, printed matters and electronic publications, allowing visitors to gain a wide understanding of Hong Kong’s culture and lifestyle, 20 booths have been set up in the Corporate Zone for Hong Kong publishers and printers to showcase their 400 exhibits, with a view towards facilitating them to develop business with overseas buyers.

A dedicated area is also set up in the Hong Kong Pavilion to showcase nearly 80 award-winning publications and printed matters from Hong Kong, and a “Pop-up Book Area” showcasing over 30 amazing pop-up books printed by Hong Kong printers. Five of these pop-up books are specially tailor-made for this year’s Hong Kong Pavilion, in order to demonstrate the diversity of Hong Kong’s creativity, passion and craftsmanship.

To further promote Hong Kong’s intangible culture, freshly made Hong Kong-Style Egg Waffles will be served at the Hong Kong Pavilion during the BCBF 2016, in order to promote Hong Kong’s culture via three dimensions of sight, smell and taste. It is a step forward after last year’s success by serving Hong Kong-Style Milk Tea at the Hong Kong Pavilion. Hong Kong-Style Egg Waffle is an all-time favourite street snack enjoyed by Hong Kong locals since the 1950s and have different flavours since then. Visitors of Hong Kong Pavilion can taste this unique food item from Hong Kong and get a bite of Hong Kong’s cultural characteristics.

In order to promote the cultural and creative exchanges between Hong Kong and Italy, the organisers will donate all the publications exhibited at the Hong Kong Pavilion to the University for Foreigners of Siena (ITALY) upon the completion of the Bologna Children’s Book Fair. Representative of the University of Foreigners of Siena, Mr. Andrea Scibetta received the donation at a ceremony during the Launch Cocktail Party of Hong Kong Pavilion.

The BCBF 2016 is the final stop for Hong Kong publishers and printers to participate in international book fairs under the 2015-16 edition of “Soaring Creativity” project. The other two stops are the Frankfurt Book Fair held in October 2015 and the Taipei International Book Fair held in February 2016. The organisers of “Soaring Creativity” project have received continuous support from Hong Kong publishers and printers and have recruited 45 exhibitors, which include 23 publishers, 20 printers and 2 electronic publishers. These exhibitors have displayed over 1, 000 outstanding books, printed matters and electronic publications from Hong Kong at BCBF 2016.

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The Information of Hong Kong Pavilion at Bologna Children's Book Fair 2016 is as below:

| Date | Time | Programme | Location |
|-----------------------------------|-------------------|--|---|
| 04 / 04 / 2016 (Mon) | 4:30 PM – 5:30 PM | Launch Cocktail Party of Hong Kong Pavilion | Hong Kong Pavilion (Hall 29, Stand B6) |
| 05 – 06 / 04 / 2016 (Tue, Wed) | 3:00 PM – 4:00 PM | Free tasting of Hong Kong Style Egg-Waffle | Hong Kong Pavilion (Hall 29, Stand B6) |



For more information about the "Soaring Creativity HK – HK Pavilion 2015-16"

Please visit the project website at : www.bookfairhkpavilion.com

or Facebook page at: www.facebook.com/SoaringCreativityHK

For more information, please refer to the corresponding supplements:

1. Bologna Children's Book Fair 2016 - Project Information on Hong Kong Pavilion
2. Bologna Children's Book Fair 2016 - Fact Sheet of Hong Kong Pavilion
3. List of Award Winning Publications and Printed Matters in Hong Kong Pavilion

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Disclaimer: Create Hong Kong of the Government of the Hong Kong Special Administrative Region provides funding support to the project only, and does not otherwise take part in the project. Any opinions, findings, conclusions or recommendations expressed in these materials/events (or by members of the project team) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communications and Creative Industries Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

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Photo Descriptions:

Photo 1:



(From left to right) Mr Matthew Yum, Executive Committee Member of the Soaring Creativity Organising Committee; Mr K.C. Chiu, Vice Chairman of the Soaring Creativity Organising Committee; Ms Alice Choi, Deputy Representative, HKETO - Brussels; Ms Daniela Marmocchi, International Unit of Bologna Children's Book Fair 2016; Mr Alex Yan, Chairman of the Hong Kong Pavilion in the Bologna Children's Book Fair 2016; and Ms Anita Wan, Executive Committee Member of the Soaring Creativity Organising Committee are hosting the Toasting Ceremony at the Launch Cocktail Party of the Hong Kong Pavilion.

Photo 2:



Mr Alex Yan, Chairman of the Hong Kong Pavilion in the Bologna Children's Book Fair 2016 said at the Launch Cocktail Party that the Pavilion themed on "Bringing Creativity to Life" is in its third year in joining the BCBF, which helps Hong Kong publishers and printers to develop the overseas market.

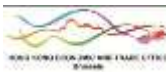
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Photo 3:



Representative of the University of Foreigners of Siena, Mr. Andrea Scibetta (right) received the donation from Matthew Yum, Executive Committee Member of the Soaring Creativity Organising Committee and Ms Anita Wan, Executive Committee Member of the Soaring Creativity Organising Committee.

Photo 4:



Hong Kong-Style Egg Waffles are freshly made and served at the Hong Kong Pavilion during the Bologna Children's Book Fair 2016.

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Photo 5:



Visitors from different countries expressed great interest in the exhibits of Pop-up Books Area inside the Hong Kong Pavilion in the Bologna Children's Book Fair 2016.

For higher resolution photos, please kindly visit the link below:
<https://www.sendspace.com/file/v4914b>

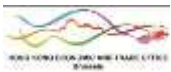
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