



**Soaring Creativity – Hong Kong Pavilion 2016-17**  
 (Hong Kong Publishing and Printing Industry Joining Three International Book Fairs)  
 騰飛創意－香港館 2016-17 (香港出版及印刷業參與三個大型國際展覽)

19<sup>th</sup> October 2016

Press Release

Dear Editors / News / Culture / Education Reporters,

**Soaring Creativity – Hong Kong Pavilion 2016-17**  
 (Hong Kong Publishing and Printing Industry Joining Three International Book Fairs)

Organizers :



Sponsor :



**“Hong Kong Pavilion” in Frankfurt Book Fair**  
**“Creative Corner” makes debut to show “100% Hong Kong Creativity”**

(Frankfurt, Germany – 19<sup>th</sup> October 2016) “Soaring Creativity – Hong Kong Pavilion 2016-17” is co-organized by the Hong Kong Publishing Federation (HKPF) and The Hong Kong Printers Association (HKPA), sponsored by Create Hong Kong (“CreateHK”) of the Government of the Hong Kong Special Administrative Region and supported by The Hong Kong Economic and Trade Office in Berlin and Brussels. It will participate in three international book fairs by setting up a “Hong Kong Pavilion”, with the first stop at the Frankfurt Book Fair 2016 (FBF).

The “Hong Kong Pavilion” was officially launched today at Hall 4.0, Stand A12. This is the sixth consecutive years for the Hong Kong publishing and printing industries to participate in the FBF, the world’s largest book fair and a leading platform for international rights sales.

Mr. Zhang Yang Sheng, Head of China Delegation, Mr. Lin Ting Yan Harry, Acting Director, The Hong Kong Economic and Trade Office (Berlin) and Ms. Weidel Leonie, Project Manager, German Book Office Beijing of Frankfurt Book Fair were the officiating guests for the Launch Cocktail Party of Hong Kong Pavilion. They were joined by Mr. K.C. Chiu, Chairman of “Soaring Creativity” Organizing Committee, Mr. Matthew Yum, Chairman of “Hong Kong Pavilion” in Frankfurt Book Fair 2016, Mr. Peter Lau, Vice Chairman of the “Hong Kong Pavilion” in Frankfurt Book Fair 2016, and Ms. Anita Wan, Executive Committee member of the “Soaring Creativity” Organizing Committee for the kick-off ceremony.

Mr. Matthew Yum, Chairman of “Hong Kong Pavilion” in Frankfurt Book Fair 2016, said in his opening speech at the Launch Cocktail Party that this year’s “Hong Kong Pavilion” carrying the theme of “Colourful Hong Kong” exhibits over 1,500 publications, printed matters and electronic books from 53 local publishers and printers. The exhibits cover over 10 categories, including awarded books, arts, children books, lifestyle and more. A record-breaking of 24 publishers and printers also participate in the “Hong Kong Pavilion” by setting up their Corporate Booth to showcase over 500 pieces of their outstanding products.

Another highlight of this year’s “Hong Kong Pavilion” is the “Creative Corner”. It shows an approximately 4-meter-height giant poster with 17 local illustrators to demonstrate “100% Hong Kong Creativity”. These illustrators are nominated by Hong Kong publishers and printers to showcase Hong Kong’s strength in illustration.

Frankfurt Book Fair  
2016/10/19-23

Taipei International Book Exhibition  
2017/02/08-13

Bologna Children’s Book Fair  
2017/04/03-06

Implementation Agent:



Room 805, 8/F, Nan Fung Commercial Centre, 19 Lam Lok Street, Kowloon Bay, Hong Kong  
 Tel: (852) 3568 6078 Fax: (852) 3568 6085 Email: info@onepoints.com.hk



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In order to promote the cultural and creative exchanges between Hong Kong and Germany, the organisers will also donate the publications exhibited at the Hong Kong Pavilion to the International Youth Library after the FBF. A ceremony was held today during the Launch Cocktail Party to signify the donation.

Freshly-made Hong Kong-Style One-bite Egg Rolls are also served to the guests of today's Launch Cocktail Party and other guests of the "Hong Kong Pavilion" during the exhibition for their free tasting. The activity will be held in designated hours inside the "Hong Kong Pavilion" from 19<sup>th</sup> – 22<sup>nd</sup> October 2016 for visitors to experience Hong Kong's culture from a different angle through a free bite of Hong Kong's delicacy.

For more information, please refer to the corresponding supplements:

- [1. Frankfurt Book Fair 2016 - Project Information on Hong Kong Pavilion](#)
- [2. Frankfurt Book Fair 2016 - Fact Sheet of Hong Kong Pavilion](#)
- [3. Frankfurt Book Fair 2016 – List of Award Winning Exhibits](#)
- [4. Frankfurt Book Fair 2016 – List of Illustrators in Creative Corner](#)

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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

### Photo Descriptions :

Photo 1 :

Organizers :



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Mr. Peter Lau, Vice Chairman of “Hong Kong Pavilion” of the Frankfurt Book Fair 2016, Mr. K.C. Chiu, Chairman of “Soaring Creativity” Organizing Committee, Mr. Lin Ting Yan Harry, Acting Director, The Hong Kong Economic and Trade Office (Berlin), Mr. Zhang Yang Sheng, Head of China Delegation, Ms. Weidel Leonie, Project Manager, German Book Office Beijing of Frankfurt Book Fair, Mr. Matthew Yum, Chairman of the “Hong Kong Pavilion” of the Frankfurt Book Fair 2016, Ms. Anita Wan, Executive Committee member of “Soaring Creativity” Organizing Committee are hosting the toasting ceremony on the Launching Cocktail Party of Hong Kong Pavilion.

Frankfurt Book Fair  
2016/10/19-23

Photo 2 :



Taipei International Book Exhibition  
2017/02/08-13

Mr. Matthew Yum, Chairman of the “Hong Kong Pavilion” of the Frankfurt Book Fair (FBF) 2016 said at the Launch Cocktail Party that the “Hong Kong Pavilion”, themed on “Colourful Hong Kong” this year, is in its sixth year in joining the FBF to help Hong Kong publishers and printers develop their overseas market.

Bologna Children's Book Fair  
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Photo 3 :



Mr. Lin Ting Yan Harry, Acting Director, 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 4 :



Hong Kong-Style One-bite Egg Roll are freshly made and served at the Hong Kong Pavilion. Mr. Zhang Yang Sheng, Head of China Delegation, Mr. Lin Ting Yan Harry, Acting Director, The Hong Kong Economic and Trade Office (Berlin) and Mr. K.C. Chiu, Chairman of “Soaring Creativity” Organizing Committee were interested in the Egg Roll.

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Photo 5 :



Visitors from different countries expressed great interest in the illustration exhibits of Creative Corner inside the Hong Kong Pavilion in the Frankfurt Book Fair.

Photo 6 :



(From Left to Right) The books will be donated to International Youth Library after the Fair. Ms. Petra Woerschling, Deputy Director of The International Youth Library, Mr. K.C. Chiu, Vice Chairman of “Soaring Creativity” Organizing Committee and Ms. Anita Wan, Executive Committee Member of “Soaring Creativity” Organizing Committee at the Book Donation Ceremony.

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

<https://drive.google.com/drive/folders/0BzK1rbFvk5euUF9iMGVEYWgwRE0?usp=sharing>

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