



# 騰飛創意－香港館2017 (香港出版及印刷業參與法蘭克福書展)

## Soaring Creativity – Hong Kong Pavilion 2017 (Hong Kong Publishing and Printing Industry Joining The Frankfurt Book Fair)

October 11<sup>th</sup>, 2017

Press Release

主辦機構：

### Soaring Creativity – Hong Kong Pavilion 2017

Participating for the 7<sup>th</sup> Time at the Frankfurt Book Fair

Explore Hong Kong's Personalized and Local Culture

The "Creative Corner" Returns Showcasing Joint-Award Exhibits



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(Frankfurt, Germany – October 11<sup>th</sup>, 2017) "Soaring Creativity – Hong Kong Pavilion" is co-organized by the Hong Kong Publishing Federation and The Hong Kong Printers Association, and sponsored by the Government of the Hong Kong Special Administrative Region's Create Hong Kong ("CreateHK"). This is the seventh consecutive year that Hong Kong's printing and publishing industries are taking part in the Frankfurt Book Fair under the name "Hong Kong Pavilion".

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The Cocktail Launch Party of the "Hong Kong Pavilion" was held today (October 11<sup>th</sup>). During the Party, the organizers introduced this year's highlights of the "Hong Kong Pavilion" and held a ceremony to mark the donations of Hong Kong publications to the International Youth Library. Freshly-made "Hong Kong-Style French Toast" was also served to guests in attendance. The organizers wish that this year's "Soaring Creativity – Hong Kong Pavilion 2017" project will help Hong Kong publishers and printers explore business opportunities and promote the strength of Hong Kong's creative industries to the world.

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The Party was held at the Frankfurt Book Fair Exhibition Hall and organizers were honoured to have Mr. Zhang Pukuan, Director General, Government Service Bureau, State Administration of Press, Publication, Radio, Film, and Television of the People's Republic of China; Ms. LO Hau Wai, Alison, Deputy Director of Hong Kong Economic and Trade Office (Berlin); and Ms. Ruth Kumpmann, Director, Key Account Management and International Sales of Frankfurt Book Fair as the officiating guests. They were joined by Mr. K.C. Chiu, Chairman of the "Soaring Creativity" Organizing Committee, Mr. Matthew Yum, Chairman, and Mr. Peter Lau, Vice Chairman of the "Hong Kong Pavilion" of the Frankfurt Book Fair 2017; Mr. Alex Yan, Ms. Anita Wan and Mr. King Lai, the Executive Committee members of the "Soaring Creativity" Organizing Committee at the Launch Party.

Mr. Matthew Yum, Chairman of the "Hong Kong Pavilion" at the Frankfurt Book Fair 2017 expressed his gratitude to the Hong Kong Publishing Federation and The Hong Kong Printers Association for once again organizing the "Soaring Creativity – Hong Kong Pavilion 2017". And it is a great honour for them to receive a "CreateHK" sponsorship for "Soaring Creativity" projects for the seventh consecutive year.

**Positive word-of-mouth prompts huge interest as exhibits break a new record**

The Frankfurt Book Fair is the largest trade show in the industry anywhere in the world,

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as well as the largest communications platform for the Chinese and western publication industries. This year, the “Hong Kong Pavilion” received continuous support from the publishing and printing industries, and showcased nearly 1,700 publications, printed materials and electronic publications from 65 local exhibitors as exhibits this year. The Project is committed to promoting the development of the printing and publishing industries, particularly in assisting SMEs to explore business outside of Hong Kong. Amongst the 37 publishers, 27 printers and one electronic publisher exhibiting at the “Hong Kong Pavilion”, over 70 percent are SMEs. This year, the organizer arranged independent areas for 27 publishers and printers, and those areas highlighted over 500 exhibits which clearly demonstrated that the Project is an ideal platform for their business development.

Throughout these years, “Soaring Creativity” has become a celebrated platform for the publication and printing industry with a number of exhibits records generating increasing interest. The “Hong Kong Pavilion” held at Frankfurt and other international book fairs attracted nearly 4.5 million visitors; exhibited more than 16,000 publications, printed matter and electronic publications; received almost 1,800 cases of business enquiries; and was covered in over 190 media reports worldwide. Such results clearly demonstrate the encouraging response to the “Soaring Creativity” project from industry players, readers and the media. All of these figures prove the success and effectiveness of the “Hong Kong Pavilion”.

### Showcasing local culture through printing industry innovations at the Creative Corner

The theme of the pavilion this year is “Creative Achievements of Hong Kong”. To incorporate local creative elements in this project, the organizer invited Hong Kong illustrator artist Mr. Dragon Ken to be the project’s Chief Visual Designer who was responsible for the pavilion’s artwork, and incorporating Hong Kong unique culture and customs in the pavilion’s design. The industrial zone also added a new category of “Hong Kong Featuring”, focusing on showcasing around 50 publications about Hong Kong society and culture. It presented another image of Hong Kong apart from its well-regarded status as a global international financial center, and a fusion of how eastern culture embraces some western traditions.

The “Creative Corner” returns to the “Hong Kong Pavilion 2017” since its well-regarded presence last year. The “Creative Corner” for 2017 has the theme of “Personalize X Local Hong Kong/Chinese Culture” and exhibited tailor-made printings such as albums with classic views of Hong Kong, handbooks and calendars printed with photographs of Hong Kong society, and 3D paper carvings of Chinese lanterns which embrace the traditions and latest technologies from the printing industry. It aims to promote the Hong Kong printing industry, conveying that it is up to date with the latest trends, while help overseas buyers to search for products about traditional Hong Kong, thus, creating international business opportunities.

### Award-winning Hong Kong publications facilitate further exchanges in the industry

The theme of “Hong Kong Pavilion 2017” emphasizes Hong Kong’s achievements in the publication and printing industries. 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 materials and electronic publications, allowing visitors to have a more complete understanding of Hong Kong’s culture and lifestyle, and highlights both local and

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international publications that have received awards.

The “Hong Kong Pavilion” cooperates with three representable awards including the “Hong Kong Publication Biennial Award” organized by the “Hong Kong Publishing Professionals Society Limited” and sponsored by “Create”; “Hong Kong Book Prize” co-organized by “Radio Television Hong Kong” and the “Hong Kong Publishing Federation”; and the “Hong Kong Book Award” co-organized by “The Hong Kong Trade Book Publishers Association Limited” and “Plaza Hollywood” to showcase their awarded publications at the Frankfurt Book Fair 2017.

### Walk through Hong Kong’s creativity from the inside-out in a uniquely designed pavilion

For an in-depth understanding about Hong Kong and to attract a larger audience, Chief Visual Designer Dragon Ken incorporated Hong Kong’s unique cultures elements in his work, including the Cheung Chau Bun Festival, Tai Hang fire dragon dance, the dragon boat water parade of Tai O, and recreating the Kowloon Walled City. By assimilating these distinctive traditions into the pavilion’s design, Ken wished to bring Hong Kong’s culture to a global audience.

The Pavilion continues to offer insights into local cultural activities this year with a sponsorship from the Hong Kong Economic and Trade Office (Berlin). The Hong Kong Style food and drinks successfully attracted a large number of visitors in the past few years. After introducing milk-tea, egg waffles, and egg-roles, this year the Pavilion brings Hong Kong style French toast to the Frankfurt Book Fair 2017. Visitors can join and experience Hong Kong’s traditional tastes and lifestyle. Activities will be held at the reception of the Hong Kong Pavilion, from 4:30 p.m. to 5:30 p.m. on the 11<sup>th</sup> of October, and from 3 p.m. to 4 p.m. on the 12<sup>th</sup> to 14<sup>th</sup> October.

Mr. Matthew Yum believes the “Soaring Creativity - Hong Kong Pavilion 2017” offers different and insightful angles on the creativity of Hong Kong’s publishing and printing industries to visitors from all over the world. Together with the local cultural activities, visitors can gain an all-round experience of what makes Hong Kong so special — its rich local culture, heritage and lifestyle.

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“Soaring Creativity” Organizing Committee members introduced the special printing technology to Ms. Alison LO, Deputy Director of Hong Kong Economic and Trade Office (Berlin).



Mr. Matthew Yum, Chairman of the “Hong Kong Pavilion” of the Frankfurt Book Fair 2017 mentioned that a record-breaking of 27 publishers and printers have participated in the “Hong Kong Pavilion” by setting up their Corporate Booths to showcase over 500 pieces of their outstanding products in this year.

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Ms. Alison LO, Deputy Director of Hong Kong Economic and Trade Office (Berlin) said that “Hong Kong Pavilion” had developed as a platform for business matching as well as promoting culture and creative exchange between Hong Kong and the world.



Mr. Zhang Pukuan, Director General, Government Service Bureau, State Administration of Press, Publication, Radio, Film, and Television of the People’s Republic of China (middle), Ms. Alison Lo, Deputy Director of Hong Kong Economic and Trade Office (Berlin) (left 4), Ms. Ruth Kumpmann, Director, Key Account Management and International Sales of Frankfurt Book Fair (right 4), together with “Soaring Creativity” Organizing Committee hosted the kick off ceremony in the Launch Cocktail Party of Hong Kong Pavilion.

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Representatives of China Delegation of Frankfurt Book Fair 2017 and “Soaring Creativity” Organizing Committee wished Hong Kong Pavilion every success.



The Book Donation Ceremony was jointly hosted by Mr. K.C. Chiu, Chairman, and Ms. Anita Wan, Executive Committee Member, of “Soaring Creativity” Organizing Committee, donate the exhibited books to Dr. Christiane Raabe from the International Youth Library in Munich, to extend the cultural exchange between Hong Kong and German.

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Ms. Alison Lo, Deputy Director of Hong Kong Economic and Trade Office (Berlin) and Ms. Ruth Kumpmann, Director, Key Account Management and International Sales of Frankfurt Book Fair delighted to enjoy the freshly made “Hong Kong Style French Toast” which was specially brought from Hong Kong.

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

To download photos: [https://drive.google.com/open?id=0B5Q8x\\_aYW9IJTuk3NjU5YVM2ck0](https://drive.google.com/open?id=0B5Q8x_aYW9IJTuk3NjU5YVM2ck0)

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