



Soaring Creativity – Hong Kong Pavilion 2018  
(Hong Kong Publishing and Printing Industry Joining Two International Book Fairs)  
騰飛創意－香港館2018  
(香港出版及印刷業參與兩個大型國際展覽)

28 March, 2018

【Press Release】

Dear Editors / News / Culture / Education Reporters,

**Soaring Creativity – Hong Kong Pavilion 2018**

**“Creative Achievements of Hong Kong” showcasing Hong Kong’s Creativity with award winning exhibits to promote business opportunities**

(Bologna, Italy – 28 March, 2018) The “Soaring Creativity – Hong Kong Pavilion 2018”, which is co-organised by the Hong Kong Publishing Federation and the Hong Kong Printers Association, sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR), and supported by the Hong Kong Economic and Trade Office Brussels (HKETO, Brussels), participated in this year’s Bologna Children’s Book Fair (BCBF) by setting up a dedicated “Hong Kong Pavilion” under the theme of “Creative Achievements of Hong Kong”.

A total of 63 Hong Kong exhibitors, comprising 39 publishers, 23 printers and 1 electronic publisher, showcased their over 1,200 items of outstanding books, printed matters and electronic publications in the “Hong Kong Pavilion” to promote the creativity and achievements of Hong Kong’s publishing and printing industries, and to explore overseas markets.

The BCBF 2018 is held from 26 to 29 March, with the Launch Cocktail Party of the “Hong Kong Pavilion” held today (26 March, 2018). The organisers of the “Hong Kong Pavilion” were honoured to have Ms. Zhao Xiu Ling, Deputy Director-General of Department of Press, Newspaper and Magazine, State Administration of Press, Publication, Radio, Film and Television of the People’s Republic of China, Ms Fiona Chau, Deputy Representative of HKETO, Brussels, and Mr Marco Momoli, Exhibition Director of BCBF 2018 as the officiating guests. 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 BCBF 2018, and Mr Matthew Yum and Ms Anita Wan, Executive Committee Members of the “Soaring Creativity” Organizing Committee in the kick-off ceremony.

Mr Alex Yan, Chairman of the “Hong Kong Pavilion” of the BCBF 2018 said in the Launch Cocktail Party that this year’s “Hong Kong Pavilion”, under the theme of “Creative Achievements of Hong Kong”, aimed to continue the cultural and creativity exchange between Hong Kong and Italy. Among its over 1200 exhibits from 39 publishers, 23 printers and 1 electronic publisher, over a hundred are winning books and printed matters in Hong Kong and international publishing and printing awards. They were exhibited to demonstrate the richness of Hong Kong’s creativity and sophisticated techniques in publishing and printing, while helping Hong Kong publishers and printers explore more business opportunities. The increasing number of exhibitors every year proved that the “Hong Kong Pavilion” provides an effective platform for Hong Kong publishers and printers to explore overseas market.

He also thanked CreateHK for sponsoring the “Soaring Creativity – Hong Kong Pavilion” over the years, and HKETO, Brussels for supporting the Hong Kong Pavilion in BCBF since 2014.

**Award winning books and printed matters displayed in “Hong Kong Pavilion”**

There were an Industrial Zone and a Corporate Zone inside the “Hong Kong Pavilion” in BCBF 2018. In the Industrial Zone, a dedicated area was set up to showcase over a hundred winning local publications and printed matters in Hong Kong and international awards. These awards include the three major local publishing awards, namely the “Hong Kong Publishing Biennial Awards” organized by the Hong Kong Publishing Professionals Society Limited and sponsored by CreateHK, the “Hong Kong

Organizers :



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



香港印刷業商會  
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2018/02/6-11

Taipei International Book Exhibition

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項目執行機構：



ONE POINTS  
MARKETING AND PR COMPANY LIMITED  
— 墨市場策劃及公關有限公司

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Book Prize” co-organized by Radio Television Hong Kong and the Hong Kong Publishing Federation, and the “Hong Kong Golden Book Awards” co-organized by The Hong Kong Trade Book Publishers Association Limited and Plaza Hollywood, and the international printing competitions, including “China Print Awards”, “Premier Print Awards” and “Gold Ink Awards”, etc.

These awarded exhibits cover a wide range of topics from history, literature, children, language, art, lifestyle, to travel and science, that aim to showcase Hong Kong’s strength in publishing and printing industries. The organizers purposefully set up the dedicated area for awarded exhibits to help create more business opportunities for the local publishers and printers by providing a high-level interactive platform for them to demonstrate their excellent design ideas, vivid content and sophisticated printing technology to the world.

### Creative Corner demonstrates outstanding children’s books

The highly acclaimed “Creative Corner” also returned to this year’s “Hong Kong Pavilion” with an exciting selection of Hong Kong children’s books to help bring new business opportunities to Hong Kong publishers and printers with their counterparts.

As for the corporate zone of the “Hong Kong Pavilion” that is specially presented by 26 Hong Kong publishing and printing exhibitors, it showcased their selected books and printed matters and the multifaceted publishing and printing industries in Hong Kong.

### Convergence of oriental and occidental cultures into booth design exemplifies Hong Kong’s creativity

The three-sided open booth design was another highlight of the “Hong Kong Pavilion” this year. Its design which showed the convergence of oriental and occidental cultures through images of Hong Kong’s iconic buildings and traditions, went well with the decoration under the theme of children’s books, and served to bring more visitors to the “Hong Kong Pavilion”.

To sustain the cultural and creative exchanges between Hong Kong and Italy, the organizers will donate part of the publications exhibited in the “Hong Kong Pavilion” to the University for Foreigners of Siena (Italy) upon the completion of the BCBF 2018. A ceremony was held today during the Launch Cocktail Party to signify the donation with Dr Andrea Scibetta representing the University of Foreigners of Siena to receive the donation.

To further promote Hong Kong’s culture, freshly made “Hong Kong-Style French Toast” was also served for free inside the “Hong Kong Pavilion” during the Launch Cocktail Party, and at 3:30pm to 4:30pm daily from 27 to 28 March.

More Information on “Hong Kong Pavilion” at Bologna Children’s Book Fair 2018 is as below:

Date	Time	Programme	Location
26 March, 2018 (Mon)	4:30 PM – 5:30 PM	Launch Cocktail Party of “Hong Kong Pavilion”	Hong Kong Pavilion (Hall 22, Stand A19)
27 – 28 April, 2017 (Tue - Wed)	3:30 PM – 4:30 PM	Free Tasting of “Hong Kong-Style French Toast” (while stock last)	Hong Kong Pavilion (Hall 22, Stand A19)

Photo Caption:

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

Sponsor :



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Mr. Alex Yan, Chairman, “Hong Kong Pavilion” in the Bologna Children’s Book Fair 2018, delivered an opening speech at the Launch Cocktail Party.

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(From left to right) Mr. Matthew Yum, Executive Committee Member, “Soaring Creativity” Organizing Committee, Mr. K.C. Chiu, Vice Chairman, “Soaring Creativity” Organizing Committee, Ms. Fiona Chau, Deputy Representative, Hong Kong Economic & Trade Office, Brussels, Ms. Zhao Xiu Ling, Deputy Director-General of Department of Press, Newspaper and Magazine, State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, Mr. Marco Momoli, Exhibition Director, Bologna Children’s Book Fair 2018, Mr. Alex Yan, Chairman, “Hong Kong Pavilion” in the Bologna Children’s Book Fair 2018, Ms. Anita Wan, Executive Committee Member, “Soaring Creativity” Organizing Committee officiated at the Kick off Ceremony of the

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“Hong Kong Pavilion” in the Bologna Children’s Book Fair 2018.



(From left to right) Mr. Matthew Yum, Executive Committee Member, “Soaring Creativity” Organizing Committee, Mr. K.C. Chiu, Vice Chairman, “Soaring Creativity” Organizing Committee, Ms. Fiona Chau, Deputy Representative, Hong Kong Economic & Trade Office, Brussels, Ms. Zhao Xiu Ling, Deputy Director-General of Department of Press, Newspaper and Magazine, State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China, Mr. Marco Momoli, Exhibition Director, Bologna Children’s Book Fair 2018, Mr. Alex Yan, Chairman, “Hong Kong Pavilion” in the Bologna Children’s Book Fair 2018, Ms. Anita Wan, Executive Committee Member, “Soaring Creativity” Organizing Committee officiated at the Launch Cocktail Party of the “Hong Kong Pavilion” in the Bologna Children’s Book Fair 2018.



Organizers :



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The “Hong Kong Pavilion” in the Bologna Children’s Book Fair served free tasting of Hong Kong Style French Toast. Ms. Zhao Xiu Ling, Deputy Director-General of Department of Press, Newspaper and Magazine, State Administration of Press, Publication, Radio, Film and Television of the People’s Republic of China (middle), Ms. Fiona Chau, Deputy Representative, Hong Kong Economic & Trade Office, Brussels (left), and Mr. Alex Yan, Chairman, “Hong Kong Pavilion” in the Bologna Children’s Book Fair 2018 (right) enjoyed the freshly made “Hong Kong Style French Toast”.

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The three-sided open booth design – Hong Kong Pavilion

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“Creative Corner” in Hong Kong Pavilion

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For more information about the “Soaring Creativity HK – HK Pavilion 2018”

Please visit the project website at : [www.bookfairhkpavilion.com](http://www.bookfairhkpavilion.com)

or Facebook page at: [www.facebook.com/SoaringCreativityHK](http://www.facebook.com/SoaringCreativityHK)

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