

參展商名錄 EXHIBITORS DIRECTORY

閱·賞香港 READ·CHERISH HONG KONG

南國書香節



香港館
HONG KONG PAVILION

主辦機構 Organizers :



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



香港印刷業協會
THE HONG KONG PRINTERS ASSOCIATION

贊助機構 Sponsor :





香港特別行政區政府 「創意香港」 支援香港印刷及出版業

Create Hong Kong of the Government of the Hong Kong Special Administrative Region supports Hong Kong's printing and publishing industry

**想創你未來－初創作家
出版資助計劃
The Next Writer Publication
Funding Scheme**

**香港出版雙年獎
Hong Kong Publishing
Biennial Awards**

**騰飛創意－香港館¹
Soaring Creativity –
Hong Kong Pavilion**

**出版 3.0 – 香港智能
電子書庫推廣計劃
Publishing 3.0 – HK Smart
eBook-Hub Promotion Scheme**

**及其他
...and others**

¹ 在內地及歐洲大型國際書展中展出香港圖書及印刷品
Showcase of Hong Kong publications and printed matters at
major international book fairs in the Mainland and Europe

項目如有更改，恕不另行通知。
Projects are subject to change without further notice.

只列出部分示範項目。
查閱創意香港贊助的各項活動
Here shows some exemplary projects only.
For various events sponsored by CreateHK
www.createhk.gov.hk/eventcalendar



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參展商聯絡資料 (印刷商)
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騰飛創意－香港館 2022

「騰飛創意」項目由香港出版總會及香港印刷業商會合辦，香港特別行政區政府「創意香港」贊助，於 2011 年起在多個國際大型書展中設置「香港館」，藉以向其他地區的買家及讀者推廣香港出版和印刷業的創意和成就。在 2022 年下半年，「騰飛創意」於南國書香節及北京國際圖書博覽會期間開設線上及 / 或線下「香港館」，並組織業界參展，展示香港優秀圖書、印刷品和電子書籍，協助業界開拓海外市場，促進他們與各地同業的交流。

香港出版總會

香港出版總會成立於 1994 年，由香港八家出版同業商會及出版企業聯合倡議創立，創會會員包括：香港圖書文具業商會、香港出版人發行人協會、教育圖書零售業商會、中英文教出版事業協會、香港書刊業商會、香港出版學會、香港教育出版商會和聯合出版(集團)有限公司等機構，是香港最具代表性的行業組織。香港出版總會一直致力提昇香港創意出版業的發展，凝聚業界力量，積極關注和維護出版行業的合理權益，加強與兩岸四地以及世界各地出版業界的交流和合作。

香港印刷業商會

香港印刷業商會於 1939 年創立，是香港歷史最悠久、最具代表性的印刷業組織，不單見證香港印刷業發展，也與業界同步成長。香港印刷業商會透過與各地政府部門及協會的聯繫、出版刊物、建立入門網站、舉辦大型研討會和考察訪問活動、成立培訓研究中心、提供優惠服務等，加強同業凝聚力，為業界謀求福祉，提升競爭優勢。多年來，商會一直擔任業界的橋樑，已跟內地相關部門建立互信而密切的關係，並帶領同業拓展對外聯繫。



Soaring Creativity - Hong Kong Pavilion 2022

Co-organized by 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, the “Soaring Creativity” project was held since 2011 to showcase the creativity and achievements of Hong Kong’s publishing and printing industry to the world by setting up “Hong Kong Pavilion” in a number of major international books fairs. In the latter half year of 2022, the project set up online and /or offline “Hong Kong Pavilion” in or during the 2022 South China Book Festival, and the Beijing International Book Fair. In addition to showcasing Hong Kong’s excellent publications, print works and electronic books, the “Hong Kong Pavilion” also aims to help Hong Kong publishers and printers develop new markets and facilitate exchanges with their counterparts worldwide.

Hong Kong Publishing Federation

Hong Kong Publishing Federation (HKPF) was founded in 1994. It is the most representative trade organization of the publishing industry in Hong Kong. Foundation members of HKPF are Hong Kong Book and Stationery Industry Association Company Limited, The Hong Kong Publishers and Distributors Association, Educational Booksellers’ Association Limited, The Anglo-Chinese Textbook Publishers Organization Limited, Hong Kong Book & Magazine Trade Association Limited, The Hong Kong Publishing Professionals Society Limited, The Hong Kong Educational Publishers Association Limited and Sino United Publishing (Holdings) Limited. HKPF aims to promote the development of Hong Kong’s creative publishing industry, strengthen industry cohesion, protect industry interests, and foster industry cooperation with its counterparts on the Mainland, Taiwan, Macau and overseas.

The Hong Kong Printers Association

The Hong Kong Printers Association (HKPA) is the longest-history and most representative printing organization in Hong Kong. Since its establishment in 1939, HKPA has not only witnessed the development of the industry, but has also grown with it. Through its communications with governments and other institutes, its publication and website, various conferences and study missions, as well as its professional training centre, HKPA has enhanced the cohesion and competitiveness of Hong Kong’s printing industry, and has acted as a bridge connecting it with the Mainland and the rest of the world.

香港出版業的近年發展及優勢

憑著香港人敏銳的觸覺、多元思維及廣闊視野，香港出版業發展走向現代化及國際化。時至今日，香港已發展成為亞太區重要的圖書集散基地之一，在文化及創新產業和媒體領域上擔當著重要的角色。



開放市場

香港是一個完全開放的市場，包容性強，不同的作品，只要有高質素的內容或創新的意念，均能出版。同時受惠於開放市場，內地、台灣甚至歐美圖書，均能在香港找到其蹤影，多元化的作品供應有助提高香港讀者的鑑賞及接受能力，這個氛圍讓較小眾的書籍同時擁有生存空間，為香港出版業界營造優良的發展環境。

成熟市場機制

香港擁有相對成熟的市場運作機制，版權意識高，交易條件及形式規範化，加上業界誠信度高，倒帳、掛帳風險較低。而且香港企業受西方影響較早，現代化企業經營意識較高，有利於提高企業經營效益。

中西文化匯聚

香港不但擁有獨特的文化背景，而且位處東西文化交匯點，社會開放加上思潮活躍，讓來自不同地方的文化交匯融和，迸發新的創意，而且經營出版的門檻較低，每年均會湧現極具創意的新出版社，使本地出版保持活力及競爭力。





意念創新

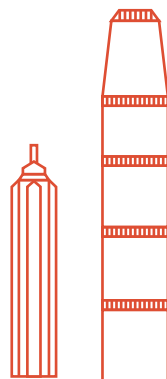
出色的出版意念有賴優秀的印刷技術配合。香港是世界四大印刷中心之一，印刷技術一直走在世界前列位置。先進的印刷技術將看似不可能的創意化成實體。近年成功出版的立體書籍，便是其中一個例子。

國際視野

香港的創意產業一直在亞洲佔領先位置，人才輩出，而且更從事跨媒體工作，為出版業界注入新血及新意念。加上香港資訊流通，配合香港人靈活的思維及國際視野，令香港出版業在瞬息萬變的社會中，依然保持不可取締的地位，與時並進。

香港出版總會

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-  info@publishers.com.hk
-  香港北角英皇道 75-83 號
聯合出版大廈 26 樓



Recent Development and Competency of Hong Kong Publishing Industry

Hong Kong's publishing industry is heading towards modernization and internationalization with its keen business sense, dynamic thinking and broad vision. Today, Hong Kong has already become a significant distribution centre for books and publications in Asia-Pacific, which empowers Hong Kong to play an important role in the cultural and creative industries as well as in the media domain.



An Open Market

Hong Kong is a completely open and diversified market that cultivates a vast diversity of different products with quality content or innovative concepts. An open market also allows the free circulation of imported books from the Mainland, Taiwan, Europe and America, which are all widely available for sale in Hong Kong. Such availability helps readers raise their ability to appreciate and accept wide-ranging literary works. It also enables non-mainstream books to enter the market and creates a healthy environment for further development.

Mature Market Mechanism

Hong Kong enjoys a relatively mature market mechanism with high awareness of copyright issues and standardized trading regulations. Along with high industrial credibility, risks in dead loans and bad debts are relatively low. In addition, Hong Kong enterprises have long been influenced by management styles of western societies. Such influence enables these enterprises to have higher awareness of modern enterprise management, which is beneficial to the continual improvement of overall efficiency in their operations.





Convergence of Eastern and Western Culture

Hong Kong has a unique cultural background and is positioned at a convergent point of Eastern and Western cultures. The openness of the society and the active tides of thoughts bring together ideas from different cultures, stimulating endless creativity. The low threshold of business operations encourages emergence of new publishers with creative ideas every year, maintaining the vitality and competitiveness of the local publishing industry.

Innovative Ideas

Outstanding publishing concepts cannot come to life without quality printing technologies. Hong Kong, as one of the world's top four printing centers, has always possessed forefront printing technologies that can turn wild fantasies into reality. The recent success in pop-up book publishing is a prime example.

International Perspective

Hong Kong's creative industries have always been in a leading position in Asia. Most of the talent from creative industries are working across different media, introducing new blood and new concepts to the publishing industry. On top of that, Hong Kong's free flow of information, flexibility and global vision allow her publishing industry to maintain an irreplaceable position in the rapidly changing world.

Hong Kong Publishing Federation

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-  (852) 2578 6000
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獎項及支援計劃介紹

近年來，出版業界致力自我強化的同時，推動跨界合作，並在「創意香港」支持與贊助下，設立專業獎項及支援計劃，為未來發展奠下更強基石。這些項目包括：

- 設立具專業性及權威性的出版獎項——香港出版雙年獎，每兩年評選及頒發一次，對卓越的香港出版物、作者，以及出版團隊給予肯定和表彰，藉以鼓勵業界繼續提升及出版優秀作品；
- 設立想創你未來——初創作家出版資助計劃，藉此培育初創作家，並鼓勵出版社出版具創意、優秀及具潛力的書籍；
- 參與為本港初創數碼廣告企業而設的支援計劃，有關企業為本地新晉作家及其指定出版著作設計、製作及執行一系列數碼廣告及宣傳活動，藉此提升參與作家及其著作的曝光率。同時，在培育本地數碼廣告創意人才之餘，為本地作家開拓宣傳新路向；及
- 推出出版 3.0 —— 香港智能電子書庫計劃，協助本地出版業界深度及廣泛應用新科技。



獎項及支援計劃資料：



HONG KONG PUBLISHING BIENNIAL AWARDS
雙年獎
香港出版

香港出版雙年獎

主辦機構：香港出版學會
聯絡電話：(852) 2138 7986
電郵地址：info@hkpps.org



想創你未來——初創作家出版資助計劃

主辦機構：香港出版總會
聯絡電話：(852) 2340 8869
電郵地址：info@hknexwriter.org



出版 3.0 —— 香港智能電子書庫計劃

主辦機構：香港出版總會
聯絡電話：(852) 2516 6268
電郵地址：info@hkrrls.org.hk



香港初創數碼廣告企業 × 出版宣傳支援計劃

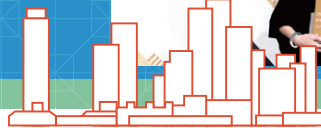
主辦機構：香港互動市務商會
聯絡電話：(852) 3594 6722
電郵地址：digiad@hkaim.org



Introduction to Awards and Support Schemes

In recent years, the publishing industry has been striving for self-strengthening while promoting cross-sector collaboration. With the support and funding from CreateHK, various professional awards and support schemes have been launched with the aim to lay a stronger foundation for the industry's future development. These measures include:

- Established a professional and prestigious publishing award — Hong Kong Publishing Biennial Awards, which are assessed and presented on a biennial basis to recognize outstanding Hong Kong publications, authors, and publishing teams, as well as to continuously encourage more publications of higher quality;
- Introduced The Next Writer Publication Funding Scheme which aims to nurture local budding writers and encourage publishers to publish creative and outstanding publications with potentials;
- Participating in the support scheme for local digital advertising start-ups to design, produce and execute digital advertising campaigns for local emerging writers and their designated publications to enhance their exposure. While the scheme nurtures local digital advertising talent, it also creates new opportunities for local writers to promote their publications; and
- Launched the Publishing 3.0 - Hong Kong Smart e-Book Hub Scheme, which aims to facilitate the trade's wide and in-depth application of new technologies.



Information on the Awards and Support Schemes:



Hong Kong Publishing Biennial Awards

Organizer : Hong Kong Publishing Professionals Society
 Telephone : (852) 2138 7986
 Email : info@hkpps.org



The Next Writer Publication Funding Scheme

Organizer : Hong Kong Publishing Federation
 Telephone : (852) 2340 8869
 Email : info@hknextwriter.org



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

Publishing 3.0 - Hong Kong Smart e-Book Hub Scheme

Organizer : Hong Kong Publishing Federation
 Telephone : (852) 2516 6268
 Email : info@hkrrls.org.hk



Hong Kong Digital Advertising Start-ups x Publishing (Writers) Promotion Support Scheme

Organizer : Hong Kong Association of Interactive Marketing
 Telephone : (852) 3594 6722
 Email : digiad@hkaim.org



香港印刷業的近年發展及優勢

香港的印刷業在國際上享負盛名，憑著頂尖服務、一流人才、優良品質、創新設計意念、相宜價格、環保生產，加上香港極佳的營商環境，包括完善的法律制度、健全的金融體系及優良的基建配套，令香港印刷商贏得海內外買家的口碑和讚譽。



頂尖服務

香港印刷商致力為客戶提供一站式服務，積極尋覓合作夥伴包辦生產線的所有工序，包括物流、郵遞等各類協調服務，讓客戶落實訂單後，就能夠安心等候製成品送達，無需與不同服務供應商接洽及兼顧繁瑣的細節。香港印刷商在生產過程中，更會主動匯報生產進度，讓來自世界各地的客戶加倍安心。

一流人才

香港企業的外貿經驗豐富，精通兩文三語，能與不同地域的客戶直接溝通，掌握客戶真正所需；加上香港從業員擁有環球視野及前瞻性眼光，時刻讓客戶了解環球商貿資訊及趨勢，助他們作出最

貼近市場需要的決定。香港印刷商於內地設廠亦同時受惠於內地工人精巧的手藝，配合香港優質的管理思維，讓所有印刷品均能達至最優秀的質素。

重視知識產權

香港印刷業明白尊重知識產權是創意文化、社會及商貿發展的重要基石，更是贏取客戶信任的先決條件。許多香港廠家從事書刊印刷，而書刊印刷非常重視知識產權的保護，香港印刷商貫徹誠信可靠的作風，捍衛客戶的知識產權，不容許非法盜用。



綠色印刷

香港印刷業積極推動綠色印刷，廣泛應用綠色原料（如大豆油墨、可再生樹林製成的紙張）、節能環保的印刷設備及工藝，並對生產廢料進行分類回收，使印刷業早已脫離「黑手黨」的時代，成為低污染的城市型文化產業。近年更引進了更多的創新科技，不但進一步提升生產效率，同時降低能源消耗，為環保作出貢獻。

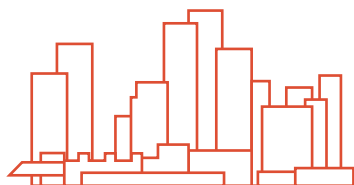
創意印刷

香港印刷業在社會經濟文化發展中扮演著重要的角色，涵蓋了整條文化創意產業的鏈條。印刷與出版人將各種不同類型作品化成實體書籍的過程中，加入無限創意。香港的印刷商積極研發新科

技，並引入創新手法及印刷技術，讓不同作品的創意能發揮得淋漓盡致；他們又將更多別出心裁的創意運用到兒童書籍、益智玩具中，提升學習興趣，為人類文明傳播、文化教育作出卓越貢獻。

香港印刷業商會

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Recent Development and Competency of Hong Kong Printing Industry

The printing industry in Hong Kong is internationally renowned for its excellent services, professional working teams, rewarding and quality products, innovative design and green production. Together with the sound legal and financial systems and the well-developed infrastructure, Hong Kong's printing enterprises are endorsed by the worldwide clients.



Top-notch Service

Hong Kong printing companies thrive on providing one-stop service by actively seeking quality partners to undertake every production process, including the coordinating services such as logistics and postage. Not only can the clients be exempted from the hassle of dealing with separate service providers, but they can also receive regular updates of their orders, which enhance their comfort and convenience of the whole trading process.

Extraordinary Manpower

Enterprises in Hong Kong have rich experience in foreign trading. They are operated by bilingual employees who can effectively communicate with clients from different regions and fully understand their actual needs. With the global vision and foresights of the enterprises, they are able to keep the clients updated about the latest market development and global trends.

With the sufficient information gathered, they are also capable of guiding the clients to making the best decisions regarding the current market situation. Since some of the enterprises have set up factories in the Mainland, clients can enjoy the subtle craftsmanship by the workers there. Together with the superb management system in Hong Kong, the quality of products is ensured.

Respect for Intellectual Property

The printing industry in Hong Kong acknowledges the importance of the intellectual property and regarded it as a cornerstone of the development of creative industries, and our society. It is also a prerequisite for the acquisition of the clients' trust and respect. In view of this, the printing companies in Hong Kong put great effort in protecting the intellectual property and safeguarding the contents and concepts of clients' publications from illegitimate use.





Green Printing





Hong Kong printing industry proactively advocates green printing by applying ecofriendly raw materials such as soy ink and paper made from sustainable forests, using energy-saving printing equipment, as well as recycling waste. With all the efforts put constantly, the printing industry is no longer a high-polluting industry but classified as a low-polluting urban-cultural industry nowadays. In recent years, the industry has further reduced energy consumption while increasing the production efficiency through the application of more advanced technology. It also further leads to a better environment.

Creative Printing

Hong Kong printing industry plays an important role in socio-cultural and economic development by covering the entire production chain of the cultural and creative industries. Printers and publishers


have poured unlimited creativity into the production of a variety of books. In addition, they have devoted their time into researching and developing innovative methods and techniques to best showcase the creativity of different products. They have also achieved an outstanding contribution to human civilization and cultural education by inputting extra creativity into the design of children books and educational toys, which is essential in stimulating the learning interests of children.

The Hong Kong Printers Association

-  www.hkprinters.org
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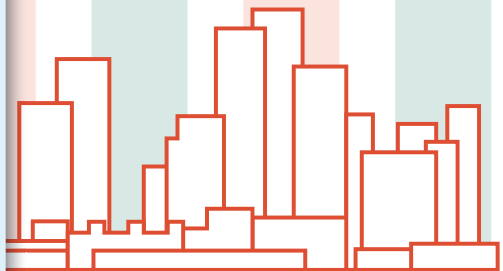
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