



Soaring Creativity – Hong Kong Publishing and Printing Industry Joining Three International Book Fairs

11 October 2012

Press Release

Organizer :



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

Frankfurt Book Fair 2012

Opening Reception of Hong Kong Pavilion

Sponsor:



Co-organized by the Hong Kong Publishing Federation and the Hong Kong Printers Association, “The Hong Kong Pavilion at 2012 Frankfurt Book Fair” held an opening reception yesterday (10 October). Officiating guests included Mr Chen Yingming, Deputy Director General of Foreign Exchange and Cooperation Division, General Administration of Press and Publication of the People’s Republic of China (PRC); Ms Helen Yung, Acting Deputy Director, Hong Kong Economic and Trade Office, Berlin, the Government of the Hong Kong Special Administrative Region (HKSAR); Mr Holger Volland, Vice President, Frankfurt Book Fair 2012; Dr Steven Luk and Mr Matthew Yum, Executive Members of the Organizing Committee for the Frankfurt Book Fair 2012, Hong Kong Promotion Committee.

The Hong Kong Pavilion at Frankfurt Book Fair is part of the project, “Soaring Creativity — Hong Kong Publishing and Printing Industry Joining Three International Exhibitions”, which is sponsored by Create Hong Kong (CreateHK) of the HKSAR Government to promote the creativity and achievements of Hong Kong’s publishing and printing industry to the world. Similar pavilion was also set up in the 19th Beijing International Book Fair (29 August to 2 September); and will be set up in the Taipei International Book Exhibition 2013 (30 January to 4 February), to facilitate exchange with worldwide publishers and printers, and promote Hong Kong as international publishing and printing centre.

Dr Steven Luk, Executive Member of the Organizing Committee for the Frankfurt Book Fair 2012, Hong Kong Promotion Committee said, “Frankfurt Book Fair is widely recognized as one of the most important international book fairs. It is an ideal platform for promoting Hong Kong’s publishing and printing industries and assisting the industries to develop the overseas market.” “A well collection of popular and significant publications is placed in the Hong Kong Pavilion, which could best demonstrate Hong Kong’s outstanding publishing and printing technologies, as well as our creative achievements. We hope that, through the exhibits, our fellows of the industries from around the world could understand Hong Kong better so that we can have more opportunities for cooperation,” he said.

Implementation Agent:



香港中華廠商聯合會
市場策劃及推廣有限公司
CMA Marketing Solutions Limited

Suite B, 23/F, CMA Building, 64-66 Connaught Road Central, Hong Kong
42 5761 Fax: (852) 2854 2272 Email: msl@cma.org.hk



Soaring Creativity – Hong Kong Publishing and Printing Industry Joining Three International Book Fairs

Organizer :



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:



Mr Matthew Yum, Executive Member of the Organizing Committee for the Frankfurt Book Fair 2012, Hong Kong Promotion Committee expressed, “The Hong Kong publishing and printing industries have a history of over a century. It has been playing not only a significant role in Hong Kong’s economic and cultural development, but also serves nowadays as an important platform and indispensable part of the creativity industries in Hong Kong.” “The road show project “Soaring Creativity” here today at the Frankfurt Book Fair is our second presentation this year. The first one was already successfully held at the Beijing International Book Fair in August. It will be further extended to the Taipei International Book Exhibition next year. More promotion will be launched to showcase the innovative ideas and creativity of Hong Kong’s publishing and printing industry to the world. Please stay tuned,” he said.

The exhibits of the Hong Kong Pavilion will be donated to the Sinology Department at the Institute of Oriental and East Asian Philology of the Goethe University of Frankfurt after the completion of the Frankfurt Book Fair. Prof. Dorothea Wippermann attended the book donation ceremony held concurrently yesterday to accept the donation on behalf of the Department. The Department is dedicated to the study of language, history, literature and culture of China. Chinese Studies in Frankfurt are geared toward the present; however, they are informed by a deep understanding of the history and cultural traditions of China, their importance to the world and their topicality.



Dr Steven Luk, Executive Member of the Organizing Committee for the Frankfurt Book Fair 2012, Hong Kong Promotion Committee gave a welcome speech.

Implementation Agent:



香港中華廠商聯合會
市場策劃及推廣有限公司
CMA Marketing Solutions Limited

Suite B, 23/F, CMA Building, 64-66 Connaught Road Central, Hong Kong
42 5761 Fax: (852) 2854 2272 Email: msl@cma.org.hk



Soaring Creativity – Hong Kong Publishing and Printing Industry Joining Three International Book Fairs

Organizer :



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:



Mr Matthew Yum, Executive Member of the Organizing Committee for the Frankfurt Book Fair 2012, Hong Kong Promotion Committee gave a welcome speech.



Dr Steven Luk (first of the left) and Mr Matthew Yum (first of the right), Executive Members of the Organizing Committee for the Frankfurt Book Fair 2012, Hong Kong Promotion Committee toasted with Mr Chen Yingming, Deputy Director General of Foreign Exchange and Cooperation Division, General Administration of Press and Publication of the PRC (middle); Ms Helen Yung (second of the right), Acting Deputy Director, Hong Kong Economic and Trade Office, Berlin, the Government of the HKSAR and Mr Holger Volland (second of the left), Vice President, Frankfurt Book Fair 2012.

Implementation Agent:



香港中華廠商聯合會
市場策劃及推廣有限公司
CMA Marketing Solutions Limited

Suite B, 23/F, CMA Building, 64-66 Connaught Road Central, Hong Kong
42 5761 Fax: (852) 2854 2272 Email: msl@cma.org.hk



Soaring Creativity – Hong Kong Publishing and Printing Industry Joining Three International Book Fairs

Organizer :



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:



Dr Steven Luk (middle) and Mr Matthew Yum (left), Executive Members of the Organizing Committee for the Frankfurt Book Fair 2012, Hong Kong Promotion Committee attended the book donation ceremony with Prof. Dorothea Wippermann, Sinology Department, Institute of Oriental and East Asian Philology, Goethe University of Frankfurt.

- END -

Media Enquiry:

Implementation Agent

Ms Chui

Tel: (852)2542 5757/(852)9846 7499

Fax: (852)2854 2272

Email: lily@cma.org.hk

Ms Chau

Tel: (852)2542 8609/(852)9309 6323

Fax: (852)2854 2272

Email: doris@cma.org.hk

Disclaimer: 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) do not reflect the views of the Government of the Hong Kong Special Administrative Region.

Implementation Agent:



香港中華廠商聯合會
市場策劃及推廣有限公司
CMA Marketing Solutions Limited

Suite B, 23/F, CMA Building, 64-66 Connaught Road Central, Hong Kong
42 5761 Fax: (852) 2854 2272 Email: msl@cma.org.hk