



Soaring Creativity – Hong Kong Pavilion 2014-15
(Hong Kong Publishing and Printing Industry Joining Two International Book Fairs in Europe)
騰飛創意—香港館2014-15
(香港出版及印刷業參與歐洲地區兩個大型國際書展)

9 October 2014

Press Release (Immediate Release)

Soaring Creativity – Hong Kong Pavilion 2014-15
Hong Kong Publishing and Printing Industry Joining Frankfurt Book Fair
2014

**Aromatic “Hong Kong Pavilion” overflowing with
scent of Literature and Hong Kong-style Milk Tea**

“Soaring Creativity – Hong Kong Pavilion 2014-15” is co-organized by Hong Kong Publishing Federation and The Hong Kong Printers Association and sponsored by Create Hong Kong (CreateHK) office of the Government of Hong Kong Special Administrative Region (HKSAR) to set up Hong Kong Pavilion in different international book fairs. The Opening Ceremony of “Hong Kong Pavilion” in Frankfurt Book Fair 2014 was held yesterday (8 October). The organizers were honoured to have Mr. Chen Yujiang, Consultant of General State Administration of Press, Publication, Radio, Film and Television of the People’s Republic of China (SAPPRFT), Mr. Yang Wenhui, Director of General State Administration of Press, Publication, Radio, Film and Television of Yunnan Province, Mr. Sun Baolin, Deputy Director of Publication Quality Supervision and Inspection of SAPPRFT, Ms. Betty Ho, Director of The Hong Kong Economic and Trade Office in Berlin and Mr. Holger Volland, Vice President of the Frankfurt Book Fair, to officiate at the Opening Ceremony. They were joined by Mr K. C. Chiu, Vice Chairman of “Soaring Creativity” Project, Mr Alex Yan, Chairman of “Hong Kong Pavilion” in the Frankfurt Book Fair 2014, Mr. Matthew Yum and Ms. Anita Wan, Executive Committee Members of “Soaring Creativity” Project.

“Hong Kong Pavilion” bringing different cultures to fingertips of worldwide buyers

Since 2011, the “Soaring Creativity” project have set up “Hong Kong Pavilion” for 14 times in different major book fairs around the world, including Beijing International Book Fair, Taipei International Book Exhibition, London Book Fair, Frankfurt Book Fair, South China Book Festival in Guangzhou and Bologna Children’s Book Fair, to promote Hong Kong’s publishing and printing sectors worldwide. The various Hong Kong Pavilions have so far attracted nearly four million visitors, exhibited over 9,000 items of books, printed matters and electronic publications, received nearly 1,000 business inquiries and received over 120 media interviews. The remarkable results clearly demonstrated the overwhelming response to the “Soaring Creativity” project by the Mainland Chinese and overseas industry buyers, readers and media.

Frankfurt Book Fair is the third stop of the “Soaring Creativity” project in

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Frankfurt Book Fair
2014/10/8—12

Bologna Children’s Book Fair
2015/3/30—4/2

Implementation Agent:



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2014-15. This is also the fourth time for the “Hong Kong Pavilion” to participate in the Frankfurt Book Fair. The organizers have continuously received support from the Hong Kong publishers and printers by grouping over 40 exhibitors, which include 24 publishers, 17 printers and 3 electronic publishers, to participate and display their outstanding exhibits in the “Hong Kong Pavilion” in Frankfurt Book Fair this year.

Two main zones were set up inside the “Hong Kong Pavilion”, namely Industrial Zone and Corporate Zone. The Industrial Zone has displayed over 1,000 outstanding books, printed matters and electronic publications, in different categories ranging from children books, popular books, literature, biography, arts, history, lifestyle, medical, health, travel, science, to special printed matters, etc. All these exhibits were selected by a team of leading figures from Hong Kong’s cultural community, with a view to fully demonstrating the creativity and accomplishment of the Hong Kong’s publishing and printing industry to the world, and Hong Kong’s competitive edges in bilingual publishing and state-of-the-art printing technologies, as well as to promote exchange between Hong Kong’s publishing and printing sectors and their counterparts worldwide. The diversified exhibits are anticipated to enable the visitors of “Hong Kong Pavilion” to have a more complete understanding of Hong Kong’s culture and lifestyle.

As for the Corporate Zone, a total of 17 publishers and printers have showcased their some 400 exhibits to facilitate the development of business with worldwide buyers by establishing direct contact with them.

Promoting appreciation of the Inventory of Intangible Cultural Heritage beyond Reading

Mr. Alex Yan, Chairman of “Hong Kong Pavilion” in Frankfurt Book Fair 2014 said at the Opening Ceremony, “This year’s ‘Hong Kong Pavilion’ is themed on ‘Hong Kong’s Inspiring Creativity’ by showcasing over 1,400 outstanding books, printed matters and electronic publications from over 40 publishers and printers. It provides a perfect platform for overseas buyers to learn more about the special features of Hong Kong’s publishing and printing sectors. Hong Kong is well-known for its convergence of Western and Eastern cultures. Many publications are published in Hong Kong with rich and unique themes. Our printed matters are also welcomed by buyers as you could see from the printing-related exhibits being displayed in the ‘Hong Kong Pavilion’, which include award winning printed matters, children books and multi-media products. They have always been among the most popular items in the Frankfurt Book Fair. You could see the advanced printing techniques in these exhibits, which were developed by Hong Kong’s printers themselves and are best demonstrations of our creativity”.

“I would also like to take this opportunity to introduce the freshly made ‘Hong

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Kong-style Milk Tea’ which is served in the ‘Hong Kong Pavilion’ for the first time. The ‘Hong Kong-style Milk Tea’ has already been recognized as one of the Inventory Items of Intangible Cultural Heritage in Hong Kong. I invite all of you to enjoy this Milk Tea that is so Hong Kong-style while meeting with your partners or reading our selections”, said Mr. Yan.

“Hong Kong-Style Milk Tea” will be served at the “Hong Kong Pavilion” during the period of 8 to 11 October daily between 3pm and 4pm.

Upon the completion of the Frankfurt Book Fair, the organizers will donate all the books displayed in the “Hong Kong Pavilion” to Frankfurt City Library to promote the cultural and creativity exchanges between Hong Kong and Germany. The donation ceremony was held immediately after the Opening Ceremony of the “Hong Kong Pavilion”. Ms Birgit Lotz, Executive Director of Central Libraries, Frankfurt Public Library accepted the donation on behalf of the library at the ceremony. Frankfurt City Library is one of the most popular public facilities in the city. It has an admission of over 1.5 million visitors and 38% of the active users are children and teenagers. The Library has a collection of 653,270 items which are available for public access through the library’s database.

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

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Mr Alex Yan, Chairman of “Hong Kong Pavilion” in the Frankfurt Book Fair 2014 delivered an Opening Speech at the Opening Ceremony.

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(From left to right) Mr. Matthew Yum, Executive Committee Member of “Soaring Creativity” Project, Mr. K.C. Chiu, Vice Chairman of “Soaring Creativity” Project, Ms. Betty Ho, Director of The Hong Kong Economic and Trade Office in Berlin, Mr. Chen Yujiang, Consultant of General State Administration of Press, Publication, Radio, Film and Television of China, Mr. Holger Volland, Vice President of the Frankfurt Book Fair, Mr. Alex Yan, Chairman of “Hong Kong Pavilion” at the Frankfurt Book Fair 2014 and Ms. Anita Wan, Executive Committee Member of “Soaring Creativity” Project officiated at the Opening Ceremony.



The officiating guests were joined by Mr. Yang Wenhui, Director of General State Administration of Press, Publication, Radio, Film and Television of Yunnan Province (1st from the right) and Mr. Sun Baolin, Deputy Director of Publication Quality Supervision and Inspection of SAPPRFT (2nd from the left) at the toasting ceremony to congratulate on the opening of “Hong Kong Pavilion” in the Frankfurt Book Fair 2014. The officiating guests include Mr. Chen Yujiang, Consultant of General State

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Administration of Press, Publication, Radio, Film and Television of China of the People's Republic of China (SAPPRFT) (Centre); Ms. Betty Ho, Director of The Hong Kong Economic and Trade Office in Berlin (4th from the left); Mr. Holger Volland, Vice President of the Frankfurt Book Fair (4th from the right); Mr. K.C. Chiu, Vice Chairman of "Soaring Creativity" Project (3rd from the left); Mr. Alex Yan, Chairman of "Hong Kong Pavilion" at the Frankfurt Book Fair 2014 (3rd from the right); Mr. Matthew Yum, Executive Committee Members of "Soaring Creativity" Project (1st from the left) and Ms. Anita Wan, Executive Committee Members of "Soaring Creativity" Project (2nd from the right).

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Mr. K.C. Chiu, Vice Chairman of "Soaring Creativity" Project (centre) and Ms. Anita Wan, Executive Committee Members of "Soaring Creativity" Project (right) at the book donation ceremony. Ms Birgit Lotz, Executive Director of Central Libraries, Frankfurt Public Library (left), accepted the donation on behalf of the library.

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Mr. Chen Yujiang, Consultant of General State Administration of Press, Publication, Radio, Film and Television of the People's Republic of China (SAPPRFT) (right) and Mr. Sun Baolin, Deputy Director of Publication Quality Supervision and Inspection of SAPPRFT(left) were enjoying the authentic "Hong Kong Style Milk Tea" in the "Hong Kong Pavilion".

- End -

Media Enquiry

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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.

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