



# 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)

30 March 2015

Press Release (Immediate Release)

### “Hong Kong Pavilion” with Victorious Return in Bologna Children’s Book Fair 2015 Hong Kong’s Inspiring Creativity

(Bologna, Italy – 30 March 2015) With tremendously impressive success from last year, “Hong Kong Pavilion” which is jointly organized by the Hong Kong Publishing Federation and the Hong Kong Printers Association returns to the Bologna Children’s Book Fair (BCBF) in 2015. The Pavilion comes back under the theme of “Hong Kong’s Inspiring Creativity” to present over 1,000 outstanding Hong Kong publications, printed matters and electronic publications to showcase the creativity and accomplishments of Hong Kong publishing and printing industry to the world and demonstrate Hong Kong’s competitive edge in bilingual publishing and state-of-the-art printing technologies. The “Hong Kong Pavilion” also aims to enable positive exchange between Hong Kong publishers and printers and their counterparts worldwide.

The “Hong Kong Pavilion” in the BCBF 2015 is part of the “Soaring Creativity – Hong Kong Pavilion 2014-15 (Hong Kong Publishing and Printing Industry Joining Two International Book Fairs in Europe)” (“Soaring Creativity”) project which is sponsored by Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region (HKSAR). The Opening Ceremony of “Hong Kong Pavilion” in BCBF 2015 was held today (30 March). The organizers of “Hong Kong Pavilion” are honoured to have Ms. Alice Choi, Deputy Representative, Hong Kong Economic and Trade Office, Brussels, The Government of HKSAR, and Mr. Marco Momoli, Exhibition Director, Bologna Children’s Book Fair 2015 as the officiating guests. They are joined by Mr. K.C. Chiu, Vice Chairman of “Soaring Creativity” Organizing Committee; Mr. Matthew Yum, Chairman of “Hong Kong Pavilion” of the Bologna Children’s Book Fair 2015; Mr. Alex Yan and Ms. Anita Wan, Executive Committee Members of the “Soaring Creativity” project at the Opening Ceremony of the “Hong Kong Pavilion”.

#### Pop-up books unleash the creativity of Hong Kong’s printers at “Hong Kong Pavilion”

The “Soaring Creativity” has two editions, one for joining international book fairs in Europe and another one for joining those in Greater China. The project stages “Hong Kong Pavilion” at five major international book fairs around the world, including South China Book Festival in Guangzhou, Beijing International Book Fair, Frankfurt Book Fair and Taipei International Book Exhibition, as well as the BCBF which is the final stop of the 2014-15 term. “Hong Kong Pavilion” has always attracted numerous worldwide visitors and receives

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Hong Kong Publishing Federation Limited



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Sponsor :



Supporting

Organization:



Frankfurt Book Fair  
2014/10/8 – 12

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

Implementation agent :



Room 727, 7/F., Metro Centre II, 21 Lam Hing Street, Kowloon Bay, Kowloon, Hong Kong  
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overwhelming responses from them. Mainland and overseas visitors are highly impressed by the Hong Kong's publications, printed matters and electronic publications showcased at the "Hong Kong Pavilion", which allow them to appreciate the characteristics and competitive edges of Hong Kong's publishing and printing industry.

Hong Kong publishers and printers participated in the BCBF in the format of "Hong Kong Pavilion" for the first time in 2014. Following the success, the organizers have received continuous support from Hong Kong publishers and printers by grouping over 45 exhibitors again. They include 26 publishers, 18 printers and 3 electronic publishers, who will display their outstanding exhibits inside the "Hong Kong Pavilion". Two main zones are also set up, namely Industrial Zone to display over 1,000 outstanding books, printed matters and electronic publications from Hong Kong, and the Corporate Zone with individual shelves set up by 20 Hong Kong publishers and printers to showcase and promote their products for them to explore business opportunities with overseas buyers.

Another highlight of this year's "Hong Kong Pavilion" in BCBF is the first-ever showcase of over 30 specially selected pop-up books from Hong Kong. The Hong Kong printers bring together a comprehensive overview of their extraordinary skills, by highlighting various illustrations, creativity and pop-up techniques to overseas buyers and readers so as to explore business opportunities. This year, the organizers are honoured to have the support from four renowned Hong Kong printers; namely C&C Joint Printing Company (Hong Kong) Limited, Hung Hing Off-Set Printing Company Limited, Leo Design & Packaging Solution Limited and RR Donnelley Asia Printing Solution Company Limited. They have tailor-made Pop-up Books for the "Hong Kong Pavilion" in BCBF by featuring the characteristics of Hong Kong to showcase Hong Kong's sophisticated technology and creativity in printing to worldwide readers.

### Experience HONG KONG style at Bologna

To further Hong Kong's intangible culture, freshly made "Hong Kong-Style Milk Tea" will be served in the "Hong Kong Pavilion" during the book fair period on 30 March at 4:30pm – 5:30pm and 31 March to 1 April daily between 2:30pm and 4:30pm to visitors from various countries for them to experience the traditional cultural heritage of Hong Kong. The art of "Hong Kong-Style Milk Tea" has been recognised as one of the Inventory Items of Intangible Cultural Heritage in Hong Kong. Together with the iconic milk tea, a variety of classical Hong Kong snacks and savouries will be served to all guests and readers on the day of the Opening Ceremony at the "Hong Kong Pavilion", bringing the taste of Hong Kong to Bologna readers.

### Continue the exchange between Hong Kong and Italy

Upon the completion of Bologna Children's Book Fair, the organizers will donate all the publications exhibited at the "Hong Kong Pavilion" to the University for Foreigners of Siena (ITALY) to promote the cultural and creativity exchanges between Hong Kong and Italy. The

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book donation ceremony was held immediately after the opening ceremony of the “Hong Kong Pavilion”, with Prof. Carla Bagna of the University for Foreigners of Siena (ITALY) accepting the donation on behalf of the university at the ceremony.

The University for Foreigners of Siena (ITALY) is a public university specialized in the study of Italian language and culture as well as intercultural contact and foreign languages. It is also a meeting point where one can encounter languages and cultures from all over the world, and where can learn about different multicultural realities.

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

Photo 1: Mr. Matthew Yum, Chairman of “Hong Kong Pavilion” of the Bologna Children’s Book Fair 2015 delivered an Opening Speech at the Opening Ceremony.

Photo 2: (From left to right) Ms. Alice Choi, Deputy Representative, Hong Kong Economic and Trade Office, Brussels, The Government of HKSAR, Mr. Marco Momoli, Exhibition Director, Bologna Children’s Book Fair 2015, Mr. K.C. Chiu, Vice Chairman of “Soaring Creativity” Organizing Committee; Mr. Matthew Yum, Chairman of “Hong Kong Pavilion” of the Bologna Children’s Book Fair 2015, Mr. Alex Yan and Ms. Anita Wan, Executive Committee Members of the “Soaring Creativity” project at the Opening Ceremony of the “Hong Kong Pavilion”.

Photo 3: The officiating guests at the toasting ceremony to congratulate on the opening of “Hong Kong Pavilion” in the Bologna Children’s Book Fair 2015.

Photo 4: Mr. K.C. Chiu, Vice Chairman of “Soaring Creativity” Project and Ms. Anita Wan, Executive Committee Members of “Soaring Creativity” Project at the book donation ceremony. Prof. Carla Bagna of the University for Foreigners of Siena (ITALY), accepted the donation on behalf of the library.

Photo 5: Four characteristics of Hong Kong tailor-made Pop-up Books are placed on a rotating display stand, which attract visitors to enjoy and even highlight its sophisticated technology and creativity in printing.

Photo 6: Two main zones are set up inside “Hong Kong Pavilion”, namely Industrial Zone and Corporate Zone to showcase and promote their products for them to explore business opportunities with overseas buyers.

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### “Hong Kong Pavilion” Opening Hours

Date	Time
30 March to 1 April (Monday to Wednesday)	9:00am to 6:30pm
2 April (Thursday)	9:00am to 3:00pm

### Complimentary Drink of Hong Kong-Style Milk Tea

Date & Time: 30 March 2015, 4:30 – 5:30 pm  
 31 March – 1 April 2015, 2:30 – 4:30pm  
 Venue: Reception counter of “Hong Kong Pavilion”  
 Service: Limited supply on first come first served basis

### 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) are those of the project organizers only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Communication and Technology Branch of the Commerce and Economic Development Bureau, Create Hong Kong, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.

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