

## Reminder

To Assignment Editor:

### **29<sup>th</sup> Hong Kong Book Fair Opens Tomorrow** ***With Record Exhibitor Numbers and Heavyweight Line-up***

**17 July 2018**– The 29<sup>th</sup> HKTDC Hong Kong Book Fair opens Wednesday (18 July) at the Hong Kong Convention and Exhibition Centre (HKCEC) and will continue through 24 July. A record number of 680 exhibitors from 39 countries and regions will present books on a wide range of topics and in various languages. Under the theme of the year, “Romance Literature,” the 2018 Book Fair Art Gallery will feature a thematic exhibition “Love Between the Lines” showcasing famous Hong Kong romance writers. Other exhibitions to be held at the Art Gallery will include “Photo Gallery of Silk Road”, “A Journey to Zhejiang” and “A Gem of Chinese Culture - Cantonese Opera”.

Renowned authors from the Chinese mainland, Taiwan, Singapore, France, Latvia, Spain and the United Kingdom will take part in an array of events, including the World of Knowledge Seminar Series and the English Reading and Creative Writing Seminar Series.

The popular English Avenue will feature a wide variety of books from Commercial Press, Popular Book Company Ltd and Confidence Book Club.

We cordially invite you and your representatives to visit the fair and attend associated events.

Fair details are as follows:

#### **The 29<sup>th</sup> HKTDC Hong Kong Book Fair**

Date	18-24 July 2018 (Wednesday to Tuesday)
Opening Hours	18 - 19 July: 10am-10pm 20 - 21 July: 10am-Midnight (Hall 3 opens till 11:00 pm) 22 - 23 July: 10am-10pm 24 July: 9am-5pm
Venue	Hong Kong Convention and Exhibition Centre
Admission	Adult Ticket: HK\$25 Child Ticket: HK\$10 (for primary school students / children under 1.22m tall) * Children under 3 and adults over 65 will be admitted free of charge
Tickets	Tickets are available now at Hong Kong Ticketing and designated 7-11 and Circle K stores. Visitors can also purchase tickets on-site at the fairground ticket office. The public can purchase admission e-tickets via Tap & Go mobile wallet and Octopus & O! ePay App from now on. More information is available on Tap & Go and Octopus websites.

Concessionary Tickets	<p><b>Morning Admission Ticket</b> (entry before noon): HK\$10 (only on sale at the fairground each day)</p> <p><b>Special Re-entry Promotion:</b> Visitors who purchase a regular adult ticket (HK\$25) or child ticket (HK\$10) dated 18 or 19 July can enjoy one-time free admission on 20, 21 or 22 July (Fri, Sat, Sun) after 5 pm by presenting the whole stub attached to the admission ticket. The offer is not applicable to other types of admission tickets (including morning admission tickets, concessionary tickets, VIP tickets and complimentary tickets.) Visitors with Hong Kong Book Fair tickets valid for 18-24 July can also visit the second Hong Kong Sports &amp; Leisure Expo</p> <p><b>Super Pass: HK\$80</b> Pass holders have unlimited entry to the book fair and can use a special entrance to avoid queuing.</p>
Book Fair Website / Mobile app	<p><a href="http://www.hkbookfair.com">http://www.hkbookfair.com</a>  <a href="http://hkbookfair.hktdc.com/HKBookfairApp.html">http://hkbookfair.hktdc.com/HKBookfairApp.html</a>            (For details and seminar registration)</p>
Cultural July Website	<p><a href="http://hkbookfair.hktdc.com/CulturalJuly">http://hkbookfair.hktdc.com/CulturalJuly</a></p>
Hong Kong Sports & Leisure Expo Website	<p><a href="http://www.hktdc.com/hksportsleisureexpo">www.hktdc.com/hksportsleisureexpo</a></p>

## Media enquiries

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## The 29<sup>th</sup> Hong Kong Book Fair Major Events

### 18 July (Wednesday)

#### International Publishing Forum

**Theme: The Global Trend of Publishing with the Application of Technology**

Time: 2pm-4:30pm

Venue: Meeting Room S224-225

Speakers: Dr Elvin Lee, Chairman of Hong Kong Publishing Federation

Fang Jun, Expert of knowledge service industry; Partner of KChain Lab

Natasha Leung, Senior Publishing Manager, Pearson Hong Kong

Luo Li, Senior Vice President of China Literature

Moderator: Edmund Chan, Associate Director, City University of Hong Kong Press

Hong Kong Trade Development Council 香港貿易發展局

38/F Office Tower, Convention Plaza, 1 Harbour Road, Wan Chai, Hong Kong

香港灣仔港灣道1號會展廣場辦公大樓38樓

Tel: (852) 2584 4333 Fax: (852) 2824 0249

[www.hktdc.com](http://www.hktdc.com)

Remarks: Simultaneous interpretation into English and Mandarin will be provided.

## **Romance Along The Silver Way: Baroque Love Poetry and Prose from the Spanish-speaking World**

Time: 6:30pm – 8pm

Venue: Meeting Room S428

Speakers: Maria Jose Pareja Lopez, Nashua Gallagher, Diana Coronado

### **19 July (Thursday)**

#### **Israel and China: From the Tang Dynasty to Silicon Wadi**

Time: 3pm-4:30pm

Venue: Meeting Room S222-223

#### **Europe and literature – Current Trends in European Literature and the EUPL-winning novel *Doom 94 (Jelgava '94)***

Time: 6:30pm-8pm

Venue: Meeting Room S428

Speaker: Janis Jonevs

Moderator: Owen Wong

### **20 July (Friday)**

#### **The Power of Women In the 18<sup>th</sup> Century**

Time: 6pm-7:30pm

Venue: Meeting Room S222-223

Speaker Chantal Thomas

### **21 July (Saturday)**

#### **Ponti: Movies, Malay Myths and Local Monsters**

Time: 11am-12:30pm

Venue: Meeting Room S222-223

Speaker Sharlene Teo

Moderator: Chip Tsao

#### **The English Class System in Young Adult Literature and Beyond**

Time: 6pm-7:30pm

Venue: Meeting Room S222-223

Speaker M.A. Bennett

Moderator: Chip Tsao

## 22 July (Sunday)

### **Rebellious Daughters, Sisters and Wives: Non-Conforming Women as Archetypes in Indian Diaspora Fiction Writing**

Time: 3pm-4:30pm

Venue: Meeting Room S222-223

Speaker: Balli Kaur Jaswal

Moderator: Nashua Gallagher

## 23 July (Monday)

### **Culture in Revolution: The Shanghai Museum and China's Mao period**

Time 3pm-4:30pm

Venue: Meeting Room S222-223

Speaker: Denise Y. Ho

Moderator: John Carroll

\* Full event schedule available on Book Fair website: [www.hkbookfair.com/en](http://www.hkbookfair.com/en)