

To Assignment Editor:

26th HKTDC Hong Kong Book Fair Opens Next Week 600+ Cultural Events Among Fair Highlights

8 July 2015 – A record number of more than 580 exhibitors from 33 countries and regions will take part in the 26th HKTDC Hong Kong Book Fair, which runs 15-21 July at the Hong Kong Convention and Exhibition Centre (HKCEC).

More than 600 cultural events will take place at the HKCEC and at venues across Hong Kong. Seven seminar series will also be held, with new spotlights on lifestyle, personal development and spiritual growth. Renowned authors from the Chinese mainland, France, Japan, Taiwan, the United Kingdom and the United States will participate.

The ever-popular English Avenue returns, and will feature a wide variety of books from the Commercial Press, Hachette Book Group, HarperCollins, Metrobooks, Page One, Penguin Group, Random House, Simon & Schuster, Swindon and Wall Street English.

Media Briefing and Tour: 14 July (Tuesday)

A media briefing and fair pre-opening tour will take place next week (14 July), 3pm-4:30pm, at the HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, Wan Chai. The briefing will be held in Cantonese, while questions in English welcome. The speakers are:

- **Benjamin Chau**, Deputy Executive Director, HKTDC
- **Anna Cheung**, Senior Exhibitions Manager, HKTDC
- **Byron Lee**, Senior Exhibitions Manager, HKTDC
- **Daniel Lam**, Senior Exhibitions Manager, HKTDC
- **Leo Ou-fan Lee**, Book Fair's Author of the Year
- **Stephen Chu**, Professor, The University of Hong Kong, School of Modern Languages and Cultures (Hong Kong Studies)

We cordially invite you and your representatives to cover the media briefing, as well as the the fair and related events.

Fair details are as follows:

Hours	15-16 July (Wed-Thurs)	10am-10pm
	17-18 July (Fri-Sat)	10am-midnight
	19-20 July (Sun-Mon)	10am-10pm
	21 July (Tues)	9am-5pm
Website	http://www.hkbookfair.com/en	
Media Registration	Please register at the Media Centre, located at Expo Drive, HKCEC, or the Registration Counter at the Harbour Road Entrance, HKCEC	

Media Enquiries

Please contact the HKTDC's Corporate Communication Department:

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