

To Assignment Editor:

Sports and Leisure Expo Returns This Summer ***Details to be Announced at Media Luncheon Next Tuesday***

20 June 2018 – The Hong Kong Sports and Leisure Expo will take place on 18-24 July at the Hong Kong Convention and Exhibition Centre (HKCEC). The expo, held alongside the HKTDC Hong Kong Book Fair, will feature eight themed zones, showcasing more than 160 brands from about 130 exhibitors.

Visitors will need only one ticket for admission to the two concurrent fairs, both organised by the Hong Kong Trade Development Council (HKTDC). The arrangement offers a variety of engaging, fun summertime activities under one roof for visitors, especially youths, to cultivate diverse interests in reading, sports, outdoor activities and handicrafts.

To announce details of the seven-day Sports and Leisure Expo and provide a preview of selected exhibits, a media luncheon will be held next Tuesday (26 June). We cordially invite you or your representative to attend the event. Details are as follows:

Date: 26 June 2018 (Tuesday)

Time: 12:30pm

Venue: Congress Plus, 4/F, HKCEC

Hosts: **Byron Lee**, Senior Exhibitions Manager, HKTDC
Daniel Lam, Senior Exhibitions Manager, HKTDC

Exhibitors: InspiringHK Sports Foundation, a local sports charity; Kadokawa Corporation, a Japanese publisher; People On Board, a social enterprise producing board games; Safety Archery Fun, a facilities provider for emerging e-sport HADO; Shriro (HK) Ltd., a photographic equipment distributor; Street Workout Hong Kong, a non-profit organisation promoting street workout

Language: Cantonese (Questions in English or Putonghua are welcome)

Remarks: Journalists attending the luncheon are requested to reply by email to sam.sy.ho@hktdc.org by **3pm on 25 June (Mon)**. The media luncheon will be followed by a press conference about the Hong Kong Book Fair (2:30pm at the HKTDC SME Centre, G/F, HKCEC)

Media Enquiries

For media enquiries, please contact the HKTDC's Communications & Public Affairs Department:

Sam Ho

Tel: (852)2584 4569

Email: sam.sy.ho@hktdc.org

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