

To Assignment Editor:

25th Hong Kong Book Fair Opens Wednesday ***More Than 300 Cultural Events Among Fair Highlights***

14 July 2014 – A record 570 exhibitors from 31 countries and regions will take part in the 25th HKTDC Hong Kong Book Fair, which opens 16 July and continues through 22 July at the Hong Kong Convention and Exhibition Centre (HKCEC).

More than 300 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 and Personal Development and Spiritual Growth. Celebrated authors from the Chinese mainland, France, Japan, Taiwan, the United Kingdom and the United States will participate.

The popular English Avenue 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: 15 July (Tuesday)

A media briefing and fair pre-opening tour will take place tomorrow (15 July), 3pm-4:30pm, at the HKTDC SME Centre, G/F, HKCEC, 1 Expo Drive, in Wan Chai. The briefing will be held in Cantonese, with questions in English welcome. The speakers are:

- **Benjamin Chau**, Deputy Executive Director, HKTDC
- **Loretta Wan**, Director, Exhibitions Market Development, HKTDC
- **Byron Lee**, Senior Exhibitions Manager, HKTDC
- **Daniel Lam**, Senior Exhibitions Manager, HKTDC

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

Fair details are as follows:

Hours	16-17 July (Wed-Thurs)	10am-10pm
	18-19 July (Fri-Sat)	10am-midnight
	20-21 July (Sun-Mon)	10am-10pm
	22 July (Tues)	9am-5pm
Website	http://www.hkbookfair.com/en	
Video	http://www.youtube.com/playlist?list=PLBrAaPzPW6UowPIQNWoirx7eiPtrq1DCQ	
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:

Joe Kainz

Tel: (852) 2584 4216

Email: joe.kainz@hktdc.org

25th Hong Kong Book Fair Major Events

16 July (Wednesday)

[Where's Broccoli? Adventures of a Toy Broccoli, Kelly Yang](#)

Time: 11:30am-noon

Venue: Meeting Room S426-427

Speaker: Kelly Yang

[Hong Kong through the French Prism of History, François Drémeaux](#)

Time: 2pm-3:30pm

Venue: Meeting Room S426-427

Speaker: François Drémeaux

17 July (Thursday)

[Pray Standing: a Global Life Inspired by Family and a Fortune Teller, Frank Ling](#)

Time: 11am-12:30pm

Venue: Meeting Room S426-427

Speaker: Frank Ling

Moderator: Chan King-Cheung, Deputy Publisher, *Hong Kong Economic Journal*

[The Tragedy of Liberation: a History of the Chinese Revolution, 1945-1957, Frank Dikötter](#)

Time: 2pm-3:30pm

Venue: Meeting Room S426-427

Speaker: Professor Frank Dikötter

Moderator: Chip Tsao

[Nothing to Envy – Uncovering Real Lives in North Korea, Barbara Demick](#)

Time: 6:30pm-8pm

Venue: Meeting Room S426-427

Speaker: Barbara Demick

Moderator: Susanna Cheung Chui-Yung

18 July (Friday)

[Public Session, David Foerkinos](#)

Time: 2pm-3:30pm

Venue: Meeting Room S426-427

Speaker: David Foerkinos

Moderator: Chip Tsao

[Repulse Bay, Olivier Lebé](#)

Time: 6pm-7:30pm

Venue: Meeting Room S426-427

Speaker: Olivier Lebé
Moderator: Peter Gordon

19 July (Saturday)

Buried Treasure in Children's Literature and Dialogue, Peter Suart

Time: 11am-12:30pm
Venue: Meeting Room S222-223
Speaker: Peter Suart
Moderator: May Fung Mei-wah

Public Session, Lawrence Osborne

Time: 5pm-6:30pm
Venue: Meeting Room S224-225
Speaker: Lawrence Osborne
Moderator: Peter Gordon

20 July (Sunday)

The Incarnations – Writing between East and West, Susan Barker

Time: 11am-12:30pm
Venue: Meeting Room S426-427
Speaker: Susan Barker
Moderator: Juliana Liu, BBC News Hong Kong Correspondent

Novel Ideas: Hybrid Storytelling & the Art of Collaboration, Richard Tong and James Ng

Time: 5pm-6:30pm
Venue: Meeting Room S426-427
Speaker: Richard Tong, James Ng

21 July (Monday)

From Novel to Film: Works of Nobel Prize Laureate Mario Vargas Llosa

Time: 3pm-4:30pm
Venue: Meeting Room S426-427
Speaker: Mercedes Vazquez

Chinese Workers in World War 1 – the Unknown History, Mark O'Neill

Time: 6pm-7:30pm
Venue: Meeting Room S426-427
Speaker: Mark O'Neill
Moderator: Chip Tsao