

To Assignment Editor:

## **25<sup>th</sup> Hong Kong Book Fair Opens Next Month** ***Press Conference Next Week Will Unveil Fair Highlights***

**18 June 2014** – Some 570 exhibitors from 30 countries and regions will take part in the HKTDC Hong Kong Book Fair, which opens 16 July and continues through 22 July at the Hong Kong Convention and Exhibition Centre (HKCEC).

The 25<sup>th</sup> edition of the fair will feature more than 500 cultural events at the HKCEC and at venues across Hong Kong. Celebrated authors from the Chinese mainland, France, Japan, Taiwan and the United States will participate.

The Hong Kong Trade Development Council (HKTDC), the fair's organiser, will hold a press conference on 23 June to announce fair highlights, including the speaker line-up, special exhibitions at the fair's Art Gallery and the seminar series.

We cordially invite you and your representatives to cover the event. Details are as follows:

Date: 23 June (Monday)

Time: 2:30pm-4pm

Venue: HKTDC SME Centre  
G/F, HKCEC  
1 Expo Drive, Wan Chai

Language: Cantonese (Questions in English are welcome.)

Speakers: **Benjamin Chau**, Deputy Executive Director, HKTDC

**Yau Lop Poon**, Editor-in-Chief, *Yazhou Zhoukan* and member of the Hong Kong Book Fair Cultural Events Advisory Panel

**Dr Oliver Chou**, Senior Writer (Culture), *South China Morning Post* and member of the Hong Kong Book Fair Cultural Events Advisory Panel

**Patrick Sinn**, Honorary Secretary, Hong Kong Publishing Federation

Website: <http://www.hkbookfair.com/en>

Videos: <http://www.youtube.com/playlist?list=PLBrAaPzPW6UowPIQNWoirx7eiPtrq1DCQ>

### **Media Enquiries**

Please contact the HKTDC's Corporate Communication Department:

Joe Kainz

Tel: (852) 2584 4216

Email: [joe.kainz@hktdc.org](mailto:joe.kainz@hktdc.org)