

To assignment editor:

Hong Kong Book Fair highlights revealed next Thursday *Introducing line-up of authors, cultural activities and other events*

17 June 2021 – The long-awaited **HKTDC Hong Kong Book Fair**, organised by the Hong Kong Trade Development Council (HKTDC), will be held from **14 to 20 July** at the Hong Kong Convention and Exhibition Centre (HKCEC), providing a feast of books for Hong Kong’s literature lovers along with a broad range of activities and speakers.

This year’s **Book Fair** will present a diverse selection of books for sale, with a number of renowned local authors invited to engage with booklovers at a series of seminars. At the same time, the **HKTDC Hong Kong Sports and Leisure Expo** will showcase products and services covering a wide range of sports and leisure activities, with visitors able to try out many of the newly emerging sporting experiences at first hand. Another treat is in store for the Hong Kong public with the debut of the **World of Snacks**, featuring an amazing selection of candies, nostalgic treats, party snacks and healthy snacks from around the world. With three events in one, visitors can appreciate the triple joy of “Reading, Experiencing and Tasting” in a single visit.

The HKTDC is holding a press conference on **24 June** (Thursday) to introduce details of the Book Fair, including the line-up of guest authors, along with highlights from the Sports and Leisure Expo and World of Snacks. Some of the featured authors will join the press conference, while several feature exhibits from the Book Fair’s Art Gallery, the Sports and Leisure Expo and World of Snacks will be on display.

We invite you or your representative to cover the press conference. Details are as follows:

Date:	24 June 2021 (Thursday)
Time:	2:30-4pm
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, <i>Yazhou Zhoukan</i> ; Member, Hong Kong Book Fair 2021 Cultural Events Advisory Panel Anita Wan , Chairperson, Hong Kong Publishing Professionals Society; Honorary Secretary, Hong Kong Publishing Federation Shirley Loo , Author Su Hei , Author



Media Invitation 採訪邀請

Note: Safety is a top priority for the HKTDC and various measures will be implemented at the press conference to protect the health of all participants. Everyone attending is requested to wear a mask while body temperatures will be measured before people enter the venue.

Websites

Hong Kong Book Fair: www.hkbookfair.com/en

Sports and Leisure Expo: <https://event.hktdc.com/fair/hksportsleisureexpo-en/>

World of Snacks: <https://worldofsnacks.hktdc.com>

Media enquiries

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Hong Kong Book Fair

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Hong Kong Sports and Leisure Expo, World of Snacks

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