



To assignment editor:

## Hong Kong Book Fair media pre-tour held next Tuesday *Fair opens on 14 July with host of cultural activities*

**6 July 2021** – The 31<sup>st</sup> 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). With the theme **Inspirational and Motivational Reading** and the tagline “**Reading the World • Inspiring the Mind and Refreshing the Soul**”, this year’s fair aims to encourage the Hong Kong public to seek out inspirational books that can promote sustenance for the mind.

More than **600 online and offline cultural activities** will be held during the fair and the citywide Cultural July campaign, including seminars and thematic exhibitions at the HKCEC’s Art Gallery, bringing cultural enrichment and greater reading pleasure to the public.

The HKTDC is organising a pre-tour of the Book Fair for media friends on 13 July, the day before the fair opens to the public. The tour will preview some fair highlights, including three thematic exhibitions at the **Art Gallery** – namely, **Words to Warm the Heart, Cherished Memories of the Children’s Paradise** and **The Dragon Never Dies – Bruce Lee @80** – as well as insights into the **HKTDC Hong Kong Sports and Leisure Expo** and the **World of Snacks**. The preview will include demonstrations of a number of the hottest new sporting activities and an introduction to popular snacks sourced from around the globe.

This year, a culturally diverse line-up of acclaimed authors and creators will share their creative experience with booklovers at the **Eight Seminar Series**. The **Renowned Writers Seminar Series**, co-organised with *Mingpao* and *Yazhou Zhoukan*, makes a welcome return, while other featured series include **Theme of the Year: “Inspiring the Mind and Refreshing the Soul”**, **English and International Reading, World of Knowledge, Children and Youth Reading, Personal Development and Spiritual Growth, Lifestyle and Hong Kong Cultural and Historical**. More details of the seminars and featured speakers can be found at <https://hkbookfair.hktdc.com/en/Events/Event-Schedule.html>

Running alongside the Book Fair, the **HKTDC Education & Careers Expo** will be held from 15 to 18 July. Adolescents and jobseekers can access the latest useful information on education and career opportunities to help their life planning at this one-stop event. Admission to the expo is free of charge.

We cordially invite you and your representatives to join the pre-tour and cover the upcoming HKTDC events. Details are as follows:

### Media pre-tour

Date:	13 July 2021 (Tuesday)
Time:	3pm-4:30pm
Venue:	HKTDC SME Centre G/F, HKCEC 1 Expo Drive, Wan Chai



## Media Invitation 採訪邀請

Language:	Cantonese (questions in English are welcome)
Speakers:	<b>Benjamin Chau</b> , Deputy Executive Director, HKTDC <b>Byron Lee</b> , Senior Exhibitions Manager, HKTDC <b>Will Li</b> , Senior Exhibitions Manager, HKTDC

**Remarks:** Fair highlights to be previewed during the pre-tour will include the exhibitions at the Art Gallery and several booths from the Hong Kong Sports and Leisure Expo and the World of Snacks. Other parts of the fair will be open to the public from 14 July.

### The 31<sup>st</sup> HKTDC Hong Kong Book Fair, HKTDC Hong Kong Sports and Leisure Expo and World of Snacks

Date	14-20 July 2021 (Wednesday to Tuesday)
Opening hours	14-15 July: 10am-10pm (Level 1 & Level 3) 16-17 July: 10am-midnight (Level 1) 10am-11pm (Level 3) 18-19 July: 10am-10pm (Level 1 & Level 3) 14-19 July: 10am-8pm (Level 5) 20 July: 9am-5pm
Venue	Hong Kong Convention and Exhibition Centre
Admission	Adult: HK\$25 Child: HK\$10 (for primary school students/children under 1.22m tall) * Children aged three and under and adults aged 65 and over will be admitted free of charge
Tickets	Tickets are available at all Hong Kong Ticketing outlets. E-tickets also are available for sale at the 01 Space e-ticketing platform, 7-Eleven stores, Circle K stores and the Octopus App.

<p>Concessionary tickets</p>	<p><b>Morning admission tickets</b> (entry before noon, same price for adults and children): HK\$10 (pay directly by Octopus for admission at the hall entrances only)</p> <p><b>Night admission tickets</b> (entry after 7pm on 14, 15, 18 and 19 July, Wednesday, Thursday, Sunday and Monday, same price for adults and children: HK\$10 (pay directly by Octopus for admission at the hall entrances only)</p> <p><b>Special re-entry promotion:</b> Visitors who purchase a regular adult ticket (HK\$25) or child ticket (HK\$10) dated 14 or 15 July can enjoy free admission once in each of the following timeslots by presenting the re-entry coupon distributed onsite:</p> <ol style="list-style-type: none"> <li>1) 16-18 July (Friday to Sunday) after 7pm</li> <li>2) Another free entry on 19 July (Monday) after 7pm</li> </ol> <p>Note: this offer is not applicable to other types of admission tickets (including morning admission tickets, night admission tickets, concessionary tickets, VIP tickets and complimentary tickets)</p> <p><b>Super Pass:</b> HK\$80 Passholders have unlimited entry to the Book Fair and can use the special access channel to minimise queuing time.</p>
<p>Hong Kong Book Fair website and mobile app</p>	<p><a href="http://www.hkbookfair.com/en">www.hkbookfair.com/en</a> <a href="https://hkbookfair.hktdc.com/HKBookfairApp.html">https://hkbookfair.hktdc.com/HKBookfairApp.html</a></p>    <p>(For event details and seminar registration)</p>
<p>Hygiene measures</p>	<p><a href="https://hkbookfair.hktdc.com/en/Visitor/Health-Tips.html">https://hkbookfair.hktdc.com/en/Visitor/Health-Tips.html</a></p>
<p>Cultural July website</p>	<p><a href="https://hkbookfair.hktdc.com/CulturalJuly">https://hkbookfair.hktdc.com/CulturalJuly</a></p>
<p>Cultural Journey Online</p>	<p><a href="https://hkbookfair.hktdc.com/en/Book-Fair-Online/Cultural-Journey-Online.html">https://hkbookfair.hktdc.com/en/Book-Fair-Online/Cultural-Journey-Online.html</a></p>
<p>English and International Reading Seminar Series (With support from Book Depository)</p>	<p><a href="https://bit.ly/3xY0z1V">https://bit.ly/3xY0z1V</a></p>
<p>Hong Kong Sports and Leisure Expo website</p>	<p><a href="http://www.hkbookfair.com/hksportsleisureexpo/en">www.hkbookfair.com/hksportsleisureexpo/en</a></p>
<p>World of Snacks website</p>	<p><a href="https://worldofsnacks.hktdc.com/en">https://worldofsnacks.hktdc.com/en</a></p>
<p>The Education &amp;</p>	<p><a href="https://hkeducationexpo.hktdc.com/en">https://hkeducationexpo.hktdc.com/en</a></p>



## Media Invitation 採訪邀請

Careers Expo website	
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### Notes

- Media representatives should present their name cards and press cards at the **HKTDC Media Centre** (G/F, New Wing, HKCEC) to collect their press pass.
- A press area will be set up at the back of all seminar venues. **Photo journalists are recommended to bring their telephotographic lens** for shooting.
- If you are interested in interviewing any writers or speakers from the Book Fair, please send requests to [clayton.y.lauw@hktdc.org](mailto:clayton.y.lauw@hktdc.org) for further arrangements.

### Media enquiries

Please contact the HKTDC's Communication & Public Affairs Department:

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