



## Media Invitation 採訪邀請

To Assignment Editor:

### **HKTDC to Host New Sports and Leisure Expo in Hong Kong *Details about Event to be Announced at Monday Press Luncheon***

**20 June 2017** – Hong Kong Trade Development Council (HKTDC) will launch a new Hong Kong Sports and Leisure Expo on 21-26 July at the Hong Kong Convention and Exhibition Centre (HKCEC). The inaugural event, which will take place alongside the HKTDC Hong Kong Book Fair, will offer six themed zones and welcome over 80 exhibitors.

The overlapping events are expected to provide visitors, including many young people, a fun-filled summertime activity. The HKTDC as organiser is offering free admission to the Sports and Leisure Expo for visitors of the Book Fair.

To announce details including a preview some of the products to be shown at the new five-day sports and leisure trade event, a press luncheon will take place next Monday (26 June). We cordially invite you or your representative to cover the event. Details are as follows:

- Date:** 26 June 2017 (Monday)  
**Time:** 12:30pm  
**Venue:** Metal Room, Congress Plus, 4/F, HKCEC  
**Hosts:** **Byron Lee**, Senior Exhibitions Manager, HKTDC  
**Daniel Lam**, Senior Exhibitions Manager, HKTDC  
**Exhibitors:** The Hong Kong Federation of Youth Groups, football concept store Futbol Trend, ITC product agent Leader Radio Technologies, Sup Publishing Logistics, Nikon Hong Kong  
**Language:** Cantonese (Questions in English or Putonghua are welcome)  
**Remarks:** Those attending the sports event luncheon are requested to reply by **23 June (Fri), 5pm**  
The press 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**

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