



To Assignment Editor:

27th HKTDC Hong Kong Book Fair Opens Next Month *Press Conference Next Week to Unveil Fair Highlights*

22 June 2016 – More than 600 exhibitors from over 30 countries and regions will take part in the HKTDC Hong Kong Book Fair, which opens 20 July and continues through 26 July at the Hong Kong Convention and Exhibition Centre (HKCEC).

The 27th edition of the fair will feature a wide range of cultural events at the HKCEC and at venues across Hong Kong. Celebrated authors from Hong Kong, the Chinese mainland, France, India, Mexico, Spain, Taiwan and the United Kingdom will participate.

The Hong Kong Trade Development Council (HKTDC), the fair's organiser, will hold a press conference on 28 June to announce highlights of the fair, including the speaker line-up, special exhibitions at the fair's Art Gallery and seminar series.

We cordially invite you and your representatives to attend the press conference. Details are as follows:

Date: 28 June 2016 (Tue)

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**, Acting Executive Director, HKTDC

Yau Lop Poon, Editor-in-Chief, Yazhou Zhoukan and member of Hong Kong Book Fair 2016 Cultural Events Advisory Panel

Dr Albert Yeung, Honorary Chairman, Hong Kong Novelist Association

Edmund Chan, Director, Hong Kong Publishing Federation and Editorial Manager of City University of Hong Kong Press

Fair Website: <http://hkbookfair.hktdc.com/en/index.html>

Videos: <https://youtu.be/pRgbiuyI6G0>

Media Enquiries

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