

To Assignment Editor:

## The 28<sup>th</sup> Hong Kong Book Fair Opens Next Wednesday *Record-breaking Exhibitor Numbers and Heavyweight Line-up*

**13 July 2017** – The 28<sup>th</sup> HKTDC Hong Kong Book Fair opens next Wednesday (19 July) at the Hong Kong Convention and Exhibition Centre (HKCEC) and will continue through 25 July. A record number of about 670 exhibitors from 36 countries and regions will present books on a wide range of topics and in various languages. Under this year's theme "Travel," the Book Fair will feature nine travel authors at the Art Gallery by showcasing the photos taken and souvenirs obtained from their journeys. Historian Jason Wordie will share his insights on Macau and its history.

Renowned authors from the Chinese mainland, France, Spain, the United Kingdom and the United States will take part in an array of events, including the World of Knowledge Seminar Series as well as the English Reading and Creative Writing Seminar Series.

The popular English Avenue will feature a wide variety of books from Commercial Press, Cosmos Culture Ltd, Metrobooks, Popular Book Company Ltd, SUP Publishing, and Wall Street English.

We cordially invite you and your representatives to attend the following events:

Fair details are as follows:

Fair Dates	19-25 July 2017 (Wednesday to Tuesday)
Opening Hours	19-20 July 2017 (Wed-Thur) : 10am – 10pm 21 - 22 July 2017 (Fri-Sat) Level 1 : 10am–midnight Level 3 : 10am-11pm 23-24 July 2017 (Sun-Mon) : 10am-10pm 25 July 2017 (Tue) : 9am-5pm
Venue	Hong Kong Convention and Exhibition Centre 1 Harbour Road, Wan Chai, Hong Kong
Major Exhibit Categories	<ul style="list-style-type: none"> <li>• Books and Publications</li> <li>• Children's and Teen's Books</li> <li>• Religious &amp; Spirituality Books</li> <li>• Stationery and Art &amp; Crafts Products</li> <li>• e-Books &amp; e-Learning Resources: e-Book Readers, Audio Visual Learning Aids, Educational Software</li> <li>• Learning Centres</li> <li>• Hobby Goods</li> <li>• Multimedia Products</li> </ul>
Admission	<p><b>Adult Ticket: HK\$25</b> <b>Child Ticket : HK\$10</b> (for children under 1.22m tall / primary school students)</p> <p><b>Morning Admission Ticket (entry before noon) : HK\$10</b> (Available for sale at the fairground only each day)</p>

	<p><b>Re-entry promotion: Regular tickets dated 19 and 20 July can enjoy free admission on 21, 22 or 23 July after 5pm by presenting the whole stub attached to the admission ticket.</b></p> <ul style="list-style-type: none"> <li>• <i>Children under 3 and seniors over 65 can enjoy free admission</i></li> <li>• <i>There will be no admission to the venue 45 minutes before the Fair's announced daily closing time</i></li> </ul> <p>Visitors with Hong Kong Book Fair tickets can also visit the inaugural Hong Kong Sports &amp; Leisure Expo</p> <p>E-tickets are available at Tap &amp; Go mobile wallet</p>
Tourist Ticket Offer	<p>Holders of valid overseas travel documents may receive a special offer of HK\$10 for admission (only for walk-in, same price for adults and children)</p>
Official Website	<p><a href="http://www.hkbookfair.com/en">www.hkbookfair.com/en</a></p>
Media Registration	<p>Please register at the Media Centre, located at Expo Drive, HKCEC, or the Registration Counter at the Harbour Road Entrance, HKCEC</p>

## Media Enquiries

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## The 28<sup>th</sup> Hong Kong Book Fair Major Events

### 19 July (Wednesday)

#### International Publishing Forum

**Theme: Crisis or Opportunities—Latest Global Trend of Publishing**

Time: 2pm-4pm

Venue: Meeting Room S224-225

Speakers: Victor Wang, co-founder, ZhenFund; Florian Poppe, Production Director, Lonely Planet Publications Pty Ltd; Chao Cheng-ming, Chairman and General Manager, China Times Publishing Company, Taiwan; Chairman, Taipei Book Fair Foundation

Moderator: Edmund Chan, Associate Director, City University of Hong Kong Press

#### Meet the author and signing session with Florence de Changy, author of *Le vol MH370 n'a pas disparu*

Time: 6pm-8pm

Venue: "Welcome to France!" Booth, Grand Foyer

Speaker: Florence de Changy

#### The Silver Way: Travel-writing across the Pacific of the 16<sup>th</sup>-19<sup>th</sup> Centuries

Time: 6:30pm-8pm

Venue: Meeting Room S428

Speakers: Peter Gordon, Juan José Morales

## 20 July (Thursday)

### **Sir Robert Hart, the Irishman who ran the Imperial Maritime Customs of the Qing dynasty from 1863 to 1911**

Time: 3pm-4:30pm

Venue: Meeting Room S222-223

Speaker: Mark O'Neill

Moderator: Chip Tsao

## 21 July (Friday)

### **Africa's Best Storyteller Meets the Hong Kong Public**

Time: 3pm-4:30pm

Venue: Meeting Room S222 – 223

Speaker: Alain Mabanckou

Moderator: Dr Manis Meyer

### **A reading session by the Consuls General of the European Union**

Time: 5:45pm

Venue: Grand Foyer

### **Alliance Française: French Speak-dating with Our Beloved Comics Heroes**

Time: 6:30pm-7:15pm

Venue: Grand Foyer

### **Access All Areas: In Conversation with Sara Wheeler**

Time: 7pm-8:30 pm

Venue: Meeting Room S222-223

Speaker: Sara Wheeler

Moderator: Kate Whitehead

## 22 July (Saturday)

### **Hong Kong Cops and Triads Films: Between West and East**

Time: 11:30am - 1pm

Venue: Meeting Room S224-225

Speakers: Arnau Lanuque, Sam Ho

### **The Travel Rider: In Conversation with Tim Moore**

Time: 6pm-7:30pm

Venue: Meeting Room S222-223

Speaker: Tim Moore

Moderator: Antony J Chan

### **"Travel: a cultural experience" Panel Discussion with Atout France and travel experts**

Time: 6:30pm-7:15pm

Venue: Grand Foyer

## 23 July (Sunday)

### **Transcending Boundaries: A panel discussion with Sara Wheeler, Tim Moore and Chip Tsao**

Time: 11:30am-1pm

Venue: Meeting Room S222-223

Speakers: Sara Wheeler, Tim Moore, Chip Tsao

### **Meeting The Little Prince: a crossed perspective between Hong Kong and French artists/ creators**

Time: 2:30pm-4pm

Venue: Meeting Room S224-225

Speakers: Cédric Fernandez, Michelle Chan, Aria Lui

Moderator: Nicolas Delsalle-Mun

## 24 July (Monday)

### **Macao – People and Places, Past and Present**

Time: 2:30pm-4pm

Venue: Meeting Room S222-223

Speaker: Jason Wordie

### **Taking on Hercule Poirot: In Conversation with Sophie Hannah**

Time: 7pm-8:30 pm

Venue: Meeting Room S222-223

Speaker: Sophie Hannah

Moderator: Linda Kennedy

\* Full event schedule available at the Book Fair website: [www.hkbookfair.com/en](http://www.hkbookfair.com/en)