

Cultural and Creative Industries Development Agency leads industry delegation to participate in Beijing International Book Fair (with photos)

The Cultural and Creative Industries Development Agency (CCIDA) of the Culture, Sports and Tourism Bureau led an industry delegation to participate in the 31st edition of the Beijing International Book Fair (BIBF) and organised the Hong Kong Pavilion themed "Strolling through Hong Kong: Intangible Cultural Heritage and Urban Memories". Through showcasing a wide range of Hong Kong intangible cultural heritage (ICH) and diverse Hong Kong cultural and creative works as well as publications and printed matters, the Hong Kong Pavilion presented profound Chinese culture and its inheritance and innovation in Hong Kong, at the same time exhibited the charms of literary excellence of Hong Kong, enhancing the reach of Hong Kong publishing and printing industries in market development and further promoting Hong Kong as an East-meets-West centre for international cultural exchange. The Hong Kong Pavilion was successfully held from June 18 to 22, with enthusiastic responses and a total of about 120 000 visitors recorded in the pavilion over the five-day fair period.

The Commissioner for Cultural and Creative Industries, Mr Victor Tsang, said that the Hong Kong Pavilion demonstrated the continuous strengthened collaborative efforts of the Hong Kong Special Administrative Region Government (HKSARG) and the publishing industry, with the aim of showcasing the power of profound Chinese culture by highlighting the substantial achievements among Hong Kong publications. The Hong Kong Pavilion also unveiled the logo of the World Chinese Literature Festival and marked the launching in Beijing for the eight wordless illustration books published under the Hong Kong Picture Book Publishing Support Programme.

The Hong Kong Pavilion comprised four zones, among which the themed exhibition zone, the zone "A Glimpse of Hong Kong Writers" and the Hong Kong Illustration Zone exhibited over 500 items of Hong Kong publications, printed works and other cultural and creative products, attracting the attention of substantial audiences and publishers in the Mainland; while the zone for business negotiation had more than 50 Hong Kong publishers and printing companies exhibiting their latest creations and engaging in business discussions with potential business partners from around the world. Picture book illustrators sponsored to participate in the fair also visited various publishers during the fair period to broaden their business network and open up more business opportunities.

A number of Hong Kong ICH bearers were invited to the fairground in Beijing to host a series of workshops and demonstrations, so as to enable audiences to gain an in-depth understanding and experience of the ICH. Two

printing industry seminars were also conducted at the Hong Kong Pavilion to promote the latest printing product control practices and discuss industry developments.

The Hong Kong Pavilion was presented by the CCIDA, with the Hong Kong Publishing Federation and the Hong Kong Printers Association as joint implementation organisations, the Beijing Office of the HKSARG, the Innovative Entrepreneur Association, the World Chinese Literature Foundation, the Hong Kong Professionals (Beijing) Association and the Advanced Printing Technology Centre as supporting organisations. Upon completion of the exhibition, the CCIDA donated part of the books exhibited to the Capital Library to sustain the cultural exchange between Beijing and Hong Kong.

A virtual version of the 31st edition of the BIBF Hong Kong Pavilion is also available online (Website: 2025bookfair.hkbibf.com) until the end of 2025 and beyond, allowing more potential business partners and readers to access outstanding Hong Kong publications and printed works. All members of the public are welcome to visit the website.



