



香港館

HONG KONG PAVILION

主辦機構 Organizers:



香港出版總會有限公司
Hong Kong Publishing Federation Limited



香港印刷業商會
THE HONG KONG PRINTERS ASSOCIATION

贊助機構 Sponsor:



CCIDAHK



中華人民共和國香港特別行政區政府
文化體育及旅遊局
Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China



中華人民共和國
香港特別行政區政府
駐粵經濟貿易辦事處

支持機構 Supporting Organization:

South China Book Festival 2025
2025南國書香節

潮開香港

HONG KONG PUBLISHING, PRINTING AND POP CULTURE
香港出版印刷與流行文化

參展商名錄
EXHIBITORS DIRECTORY



香港特別行政區政府 文創產業發展處 支援香港印刷及出版業

香港 HONG KONG
館 PAVILION
— B I B F —

NEXT
初創作家 出版資助計劃
THE NEXT WRITER Publication Funding Scheme

HONG KONG PUBLISHING
BIENNIAL AWARDS

香港出版
雙年獎

世界華語文學節
WORLD CHINESE LITERATURE FESTIVAL

香港
閱讀+

其他主要項目

- 香港書展中推廣文化藝術及知識產權
- 國際書展中設立「騰飛創意——香港館」
- 《飛躍繪本》——香港繪本插畫師國際書展推廣計劃
- 香港繪本出版支援計劃
- 色·式·識：灣區出發，盡顯世界色彩
- 出版 3.0+

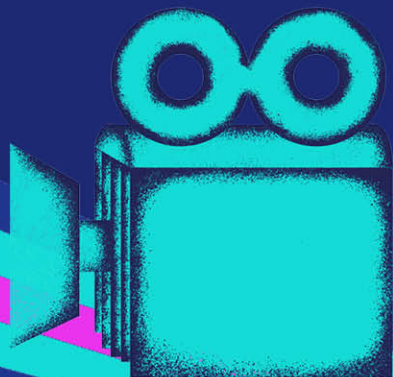
...及其他

查閱文創產業發展處主辦或資助的活動
www.ccidahk.gov.hk/eventcalendar



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騰飛創意—香港館 2025

「騰飛創意—香港館」項目由香港出版總會及香港印刷業商會合辦，並獲文創產業發展處資助，於 2011 年起在多個國際大型書展中設置「香港館」，藉以向其他地區的買家及讀者推廣香港出版和印刷業的創意和成就。

在 2025 年 8 月 15 日至 19 日，本項目參加 2025 南國書香節，除開設實體「香港館」外，也設有線上版，並組織業界參展，展示香港優秀圖書、印刷品及多媒體出版物。優化版「香港館」能夠跨地域、跨時限地加強香港出版及印刷業界與世界各地同業及讀者的接觸，藉此協助香港業界開拓國際市場，創造商機。



香港出版總會

香港出版總會成立於 1994 年，由香港八家出版同業商會及出版企業聯合倡議創立，創會會員包括：香港圖書文具業商會、香港出版人發行人協會、教育圖書零售業商會、中英文教出版事業協會、香港書刊業商會、香港出版學會、香港教育出版商會和聯合出版（集團）有限公司等機構，是香港最具代表性的行業組織。香港出版總會一直致力提昇香港創意出版業的發展，凝聚業界力量，積極關注和維護出版行業的合理權益，加強與華文地區及國際出版業界的交流和合作。

香港印刷業商會

香港印刷業商會於 1939 年創立，是香港歷史最悠久、最具代表性的印刷業組織，不單見證香港印刷業發展，也與業界同步成長。香港印刷業商會透過與各地政府部門及協會的聯繫、出版刊物、建立入門網站、舉辦大型研討會和考察訪問活動、成立培

訓研究中心、提供優惠服務等，加強同業凝聚力，為業界謀求福祉，提升競爭優勢。多年來，商會一直擔任業界的橋樑，已跟內地相關部門建立互信而密切的關係，並帶領同業拓展對外聯繫。

文創產業發展處

文創產業發展處於 2024 年 6 月成立，前身為「創意香港」，是香港特別行政區政府文化體育及旅遊局轄下專責為文化和創意業界提供一站式服務與支援的辦公室，致力為香港營造有利的環境，促進藝術、文化及創意業界的產業化發展。現時的策略重點為培育人才及促進初創企業的發展、開拓市場、推動更多跨界別、跨文化藝術領域的合作、推動文化藝術和創意業界產業化發展，以及推動香港成為亞洲創意之都，並在社會營造創意氛圍，以落實國家《十四五規劃綱要》下香港作為中外文化藝術交流中心的定位。



Soaring Creativity - Hong Kong Pavilion 2025

Co-organized by Hong Kong Publishing Federation and The Hong Kong Printers Association and sponsored by the Cultural and Creative Industries Development Agency (CCIDA), the “Soaring Creativity - Hong Kong Pavilion” project was held since 2011 to showcase the creativity and achievements of Hong Kong’s publishing and printing industries to the world by setting up “Hong Kong Pavilion” in a number of major international book fairs.

From 15 to 19 August 2025, the project joins South China Book Festival 2025 with a physical “Hong Kong Pavilion”, coupled with an online version, for the exhibiting Hong Kong publishers and printers to showcase Hong Kong’s excellent publications, print works and multimedia publications. The enhanced “Hong Kong Pavilion” that enables Hong Kong publishers and printers to be connected with their counterparts and readers around the globe beyond geographical and time boundaries will help Hong Kong’s publishing and printing industries develop new overseas markets and seize business opportunities.



Hong Kong Publishing Federation Limited

Hong Kong Publishing Federation Limited (HKPF) was founded in 1994. It is the most representative trade organization of the publishing industry in Hong Kong. Founding members of HKPF are Hong Kong Book and Stationery Industry Association Company Limited, The Hong Kong Publishers and Distributors Association, Educational Booksellers' Association Limited, The Anglo-Chinese Textbook Publishers Organization Limited, Hong Kong Book & Magazine Trade Association Limited, The Hong Kong Publishing Professionals Society Limited, The Hong Kong Educational Publishers Association Limited and Sino United Publishing (Holdings) Limited. HKPF aims to promote the development of Hong Kong's creative publishing industry, strengthen industry cohesion, protect industry interests, and foster industry cooperation with its counterparts in the Chinese language regions and overseas.

The Hong Kong Printers Association

The Hong Kong Printers Association (HKPA) is the longest-history and most representative printing organization in Hong Kong. Since its establishment in 1939, HKPA has not only witnessed the development of the industry, but has also grown with it. Through its communications with governments and other institutes, its publication and

website, various conferences and study missions, as well as its professional training centre, HKPA has enhanced the cohesion and competitiveness of Hong Kong's printing industry, and has acted as a bridge connecting it with the Mainland and the rest of the world.

The Cultural and Creative Industries Development Agency (CCIDA)

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

香港出版業近年發展及優勢

憑著香港人敏銳的觸覺、多元思維及廣闊視野，香港出版業發展走向現代化及國際化。時至今日，香港已發展成為亞太區重要的圖書集散基地之一，在文化及創意產業和媒體領域上擔當著重要的角色。



開放市場

香港是一個包容性強的市場，各式各樣的作品只要有高質素的内容或創新的意念均能出版。香港的出版業同時受惠於開放市場，來自內地、台灣甚至歐美的圖書，均能在香港找到其蹤影。多元化的作品供應有助提高香港讀者的鑑賞及接受能力，這個氛圍讓較小眾的書籍同時擁有生存空間，為香港出版業界營造優良的發展環境。

成熟市場機制

香港擁有相對成熟的市場運作機制，保障版權意識高，交易條件及形式規範化，加上業界誠信度高，倒帳、掛帳風險較低。而且香港企業受西方影響較早，現代化企業經營意識較高，有利於提高企業經營效益。

中西文化匯聚

香港不但擁有獨特的文化背景，而且位處東西文化交匯點，社會開放加上思潮活躍，讓來自不同地方的文化交匯融和，迸發新的創意，而且經營出版的門檻較低，鼓勵極具創意的新出版社湧現，使本地出版保持活力及競爭力。





創新意念

出色的出版意念有賴優秀的印刷技術配合才能把充滿想像力的書籍活現眼前。香港是世界四大印刷中心之一，印刷技術一直走在世界前列位置。先進的印刷技術將看似不可能的創意化成實體。多年來成功出版的立體書籍，便是其中一個例子。

香港出版總會

- 🌐 www.publishers.com.hk
- ☎ (852) 2578 6000
- @ info@publishers.com.hk
- 📍 香港北角英皇道 75-83 號
聯合出版大廈 26 樓



國際視野

香港的文創產業一直在亞洲佔領先位置，人才輩出，而且更從事跨媒體工作，為出版業界注入新血及新意念。加上香港資訊流通，配合香港人靈活的思維及國際視野，令香港出版業在瞬息萬變的社會中，依然保持不可取締的地位，與時並進。



Recent Development and Competency of Hong Kong Publishing Industry

Hong Kong's publishing industry is heading towards modernization and internationalization with its keen business sense, dynamic thinking and broad vision. Today, Hong Kong has already become a significant distribution centre for books and publications in Asia-Pacific, which empowers Hong Kong to play an important role in the cultural and creative industries as well as in the media domain.



An Open Market

Hong Kong is a diversified market that cultivates a vast diversity of products with quality content or innovative concepts. An open market allows free circulation of imported books from the Mainland, Taiwan, Europe and America, which are all widely available for sale in Hong Kong. Such availability helps Hong Kong readers raise their ability to appreciate and accept wide-ranging literary works. It also enables non-mainstream books to enter the market and enhance the business environment to nurture the industry.

Mature Market Mechanism

Hong Kong enjoys a relatively mature market mechanism with high awareness of copyright protection and standardized trading regulations. Along with high industrial credibility, risks in dead loans and bad debts are relatively low. In addition, Hong Kong enterprises have long been influenced by management styles of western societies. Such influence enables these enterprises to have higher awareness of modern enterprise management, which is beneficial to the continual improvement of overall efficiency in their operations.





Convergence of Eastern and Western Cultures

Hong Kong has a unique cultural background and is positioned at a convergent point of Eastern and Western cultures. The openness of the society and the active tides of thoughts bring together ideas from different cultures, stimulating endless creativity. The low threshold of business operations encourages emergence of new publishers with creative ideas, maintaining the vitality and competitiveness of local publishing industry.

Innovative Ideas

Outstanding publishing concepts cannot come to life without quality printing technologies. Hong Kong, as one of the world's top four printing centers, has always possessed forefront printing technologies that can turn wild fantasies into reality. The long-standing success in pop-up book publishing is a prime example.

International Perspective

Hong Kong's cultural and creative industries have always been in a leading position in Asia. Most of the talent from cultural and creative industries are working across different media, introducing new blood and new concepts to the publishing industry. On top of that, Hong Kong's free flow of information, flexibility and global vision allow her publishing industry to maintain an irreplaceable position in the rapidly changing world.

Hong Kong Publishing Federation Limited

-  www.publishers.com.hk
-  (852) 2578 6000
-  info@publishers.com.hk
-  26/F, SUP Tower,
75-83 King's Road,
North Point, Hong Kong



香港出版及印刷業主導或參與的項目

迎來香港出版及印刷界致力自我強化的同時，推動跨界合作，並在文創產業發展處支持與資助下，推出不同項目，為未來發展奠下更強基石。這些項目包括：

- 香港閱讀+，響應每年4月23日「香港全民閱讀日」舉辦的全港性社區活動，以推廣閱讀；
- 香港出版雙年獎，具專業性及權威性的出版獎項，每兩年一次表揚在香港出版的卓越中文出版物、其作者和出版團隊；
- 想創你未來—初創作家出版資助計劃，藉此培育香港初創作家，並鼓勵香港出版社出版具創意、優秀及具潛力的書籍；
- 出版3.0+，將集中培訓大型語言模型（LLM）及加強內容轉換和多語言翻譯功能，期望項目能藉此促進香港、中國內地、亞太及阿拉伯地區創意產業的產業化進程，同時促進香港作為區域知識產權交易中心和中外文化交流中心。
- 多個跨界別項目，包括《飛躍繪本》——香港繪本插畫師國際書展推廣計劃與香港繪本出版支援計劃，以及香港初創數碼廣告企業X出版宣傳支援計劃，分別支援香港新晉繪本插畫師參加國際書展及相關比賽、推動更多繪本在香港出版，以及香港作家與初創數碼廣告公司合作為其出版著作推出數碼廣告；
- 香港參與深圳讀書月及在粵港澳大灣區（大灣區）其他城市舉行推廣活動，讓更多大灣區讀者認識香港作家及出版物；及
- 「色·式·識：灣區出發，盡顯世界色彩」項目，推廣大灣區印刷標準到全國，以至全世界，讓更多印刷商使用。



部分項目資料

HONG KONG PUBLISHING
BIENNIAL AWARDS



香港出版雙年獎

主辦機構：香港出版學會
聯絡電話：(852) 2138 7986
電郵地址：info@hkpps.org



想創你未來—初創作家出版資助計劃

主辦機構：香港出版總會
聯絡電話：(852) 2340 8869
電郵地址：info@hknextwriter.org



出版3.0+

主辦機構：InnoContent
聯絡電話：(852) 3158 0137
電郵地址：info@publishing3.hk



香港閱讀+

主辦機構：香港出版總會
聯絡電話：(852) 9188 0978
電郵地址：hkreadingcarnival@gmail.com



色·式·識：灣區出發，盡顯世界色彩

主辦機構：香港印刷業商會
聯絡電話：(852) 2527 5050
電郵地址：printers@hkprinters.org



Introduction to the Projects Initiated or Participated by Hong Kong Publishing and Printing Industries

In recent years, the publishing and printing industries have been striving for self-strengthening while promoting cross-sector collaboration. With the support and funding from CCIDA, various projects have been launched to lay a stronger foundation for the industry's future development. These measures include:

- Hong Kong Reading+, a territory-wide community programme that echoes the Hong Kong Reading for All Day to promote reading;
- Hong Kong Publishing Biennial Awards, a professional and prestigious award scheme, which recognizes outstanding Chinese books published in Hong Kong, their authors and publishing teams on a biennial basis;
- The Next Writer Publication Funding Scheme which aims to nurture Hong Kong budding writers and encourage Hong Kong publishers to publish creative and outstanding publications with potentials;
- Publishing 3.0+ focuses on training large language models (LLMs), strengthening content transformation, and expanding multilingual translation capabilities. It aims to drive the development of the creative industries in Hong Kong, Mainland China, the Asia-Pacific, and the Arab world, while promoting Hong Kong as a regional intellectual property trading hub and a centre for international cultural exchange.
- Various cross-sectoral projects including Go! Illustrators – Hong Kong Picture Book Illustrators at International Book Fairs Promotion Scheme, Hong Kong Picture Book Publication Support Scheme and Hong Kong Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme which support Hong Kong picture book illustrators to participate in international book fairs and related competitions, foster more picture book publication in Hong Kong, and support Hong Kong writers to collaborate with digital advertising start-ups to launch digital advertising campaigns for their designated publications;
- Hong Kong's participation in Shenzhen Reading Month and promotion in other cities of the Guangzhou-Hong Kong-Macao Greater Bay Area (GBA) which enable more GBA readers to get to know Hong Kong writers and publications; and
- Colour • Method • Master: GBA Recreates the World's Colour, which promotes the GBA printing standard for adoption by more printers in the country and the world.



Information on some of the projects:

HONG KONG PUBLISHING BIENNIAL AWARDS

雙
香
港
年
獎
出
版

Hong Kong Publishing Biennial Awards

Organizer : Hong Kong Publishing Professionals Society
Telephone : (852) 2138 7986
Email : info@hkpps.org



The Next Writer Publication Funding Scheme

Organizer : Hong Kong Publishing Federation Limited
Telephone : (852) 2340 8869
Email : info@hknexwriter.org



Publishing 3.0+

Organizer : InnoContent
Telephone : (852) 3158 0137
Email : info@publishing3.hk



香港閱讀+

Hong Kong Reading+

Organizer : Hong Kong Publishing Federation Limited
Telephone : (852) 9188 0978
Email : hkreadingcarnival@gmail.com



Colour • Method • Master: GBA Recreates the World's Colour

Organizer : The Hong Kong Printers Association
Telephone : (852) 2527 5050
Email : printers@hkprinters.org



香港印刷業近年發展及優勢

香港的印刷業在國際上享負盛名，憑著頂尖服務、一流人才、優良品質、創新設計意念、相宜價格、環保生產，加上香港極佳的營商環境，包括完善的法律制度、健全的金融體系及優良的基建配套，令香港印刷商贏得海內外買家的口碑和讚譽。



頂尖服務

香港印刷商致力為客戶提供一站式服務，積極尋覓合作夥伴包辦生產線的所有工序，包括物流、郵遞等各類協調服務，讓客戶落實訂單後，就能夠安心等候製成品送達，無需與不同服務供應商接洽及兼顧繁瑣的細節。香港印刷商在生產過程中，更會主動匯報生產進度，讓來自世界各地的客戶加倍安心。

一流人才

香港企業的外貿經驗豐富，精通兩文三語，能與不同地域的客戶直接溝通，掌握客戶真正所需；加上香港從業員擁有環球視野及前瞻性眼光，時刻讓客戶了解環球商貿資訊及趨勢，

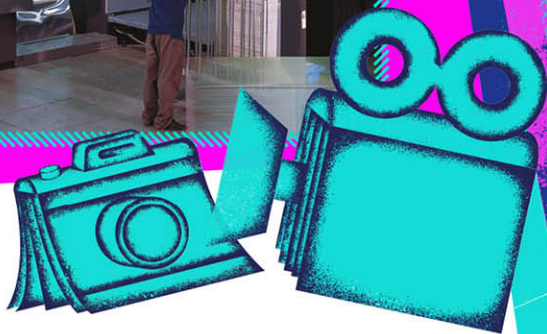
助他們作出最貼近市場需要的決定。香港印刷商於中國內地和東盟國家設廠，亦同時受惠於內地工人精巧的手藝，配合香港優質的管理思維，讓所有印刷品均能達至最優秀的質素。

重視知識產權

香港印刷業明白尊重知識產權是創意文化、社會及商貿發展的重要基石，更是贏取客戶信任的先決條件。許多香港廠家從事書刊印刷，而書刊印刷非常重視知識產權的保護，香港印刷商貫徹誠信可靠的作風，捍衛客戶的知識產權，不容許非法盜用。

綠色印刷

香港印刷業積極推動綠色印刷，廣泛



應用綠色原料（如大豆油墨、可再生樹林製成的紙張）、節能環保的印刷設備及工藝，並對生產廢料進行分類回收，使印刷業早已脫離「黑手黨」的時代，成為低污染的城市型文化產業。近年更引進了更多的創新科技，不但進一步提升生產效率，同時降低能源消耗，為環保作出貢獻。

創意印刷

香港印刷業在社會經濟文化發展中扮演著重要的角色，涵蓋了整條文化創意產業的鏈條。印刷與出版人將各種不同類型作品化成實體書籍的過程中，加入無限創意。香港的印刷商積極研發新科技，並引入創新手法及印刷技術，讓不同作品的創意能發揮得淋漓盡致；他們又將更多別出心裁的創意運用到兒童書

籍、益智玩具中，提升學習興趣，為人類文明傳播、文化教育作出卓越貢獻。

推動印刷標準

在香港印刷業商會屬下印刷科技研究中心的主導及推廣下，Colour Tone Value 計算及應用要求成為印刷業的首套「灣區標準」。在文創產業發展處資助下，香港印刷業商會及印刷科技研究中心會繼續將此套印刷色彩控制方法，推廣至全國及國際印刷商使用。

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Recent Development and Competency of Hong Kong Printing Industry

With their excellent services, abundance of talent, high quality control, fast-adapting innovation, competitive pricing and sustainable production techniques, printers from Hong Kong are often internationally acclaimed. Embedded in a sound, well-developed legal and financial infrastructure, printing enterprises from Hong Kong are welcomed by clients from worldwide.



Top-notch Service

Hong Kong printing companies thrive on providing one-stop service by actively seeking quality partners to undertake every production process, including the coordinating services such as logistics and postage. Not only can the clients be exempted from the hassle of dealing with separate service providers, but they can also receive regular updates on their orders, which enhance their comfort and convenience of the whole trading process.

Extraordinary Manpower

Experienced in foreign trading, the Hong Kong printing industry is supported by a vast network of talent who have excellent communication and language skills, fostering printing services that truly address the needs of clients. With the global vision and foresights, the enterprises can keep the clients updated about the latest market development and global trends. With the sufficient information gathered, they are also

capable of guiding the clients to making the best decisions regarding the current market situation. Since some Hong Kong's enterprises have set up factories in the Mainland as well as ASEAN countries, their clients can enjoy the subtle craftsmanship by the workers there. Together with the superb management system in Hong Kong, the quality of products is ensured.

Respect Intellectual Property Rights

The printing industry in Hong Kong acknowledges intellectual property as a cornerstone of the development of cultural and creative industries, and our broader society. It is also a foundation of a trusted and respectful client relationship. Many printing companies in Hong Kong, especially those specialize in book and magazine printing, invest great effort in protecting intellectual property and safeguarding the contents and concepts of clients' publications from illegitimate use.



Green Printing

Hong Kong printing industry proactively advocates green printing - adapting eco-friendly raw materials such as soy ink and paper made from sustainable forests, using energy-saving printing equipment, as well as recycling waste. With all the constant efforts, the Hong Kong printing industry is classified as a low-polluting urban-cultural industry nowadays. In recent years, the industry has further reduced its energy consumption while increasing the production efficiency through the application of advanced technology as contribution to environment protection.

Creative Printing

The printing industry plays an important role in socio-cultural and economic development in Hong Kong, as a backbone of the supply chain of the cultural and creative industries. In book printing, printers and publishers work hand-in-hand to spark boundless creativity to produced print books in huge varieties. Printers devoted themselves to research and development of innovative methods and techniques, to best showcase the creativity of different

products. As an important medium to inherit human civilization and culture, printers input ingenious ideas into the design of children's books and educational toys that induces learning incentives of children.

Promote Printing Standardization

Spearheaded and promoted by The Hong Kong Printers Association's subsidiary, Advanced Printing Technology Centre (APTEC), the standard outlining the requirements for calculation and application of Colour Tone Value has become the first GBA standard for printing industry. With CCIDA's funding support, The Hong Kong Printers Association and APTEC continue to promote this standard for printing colour control method for wider use by the printers in the whole country and worldwide.

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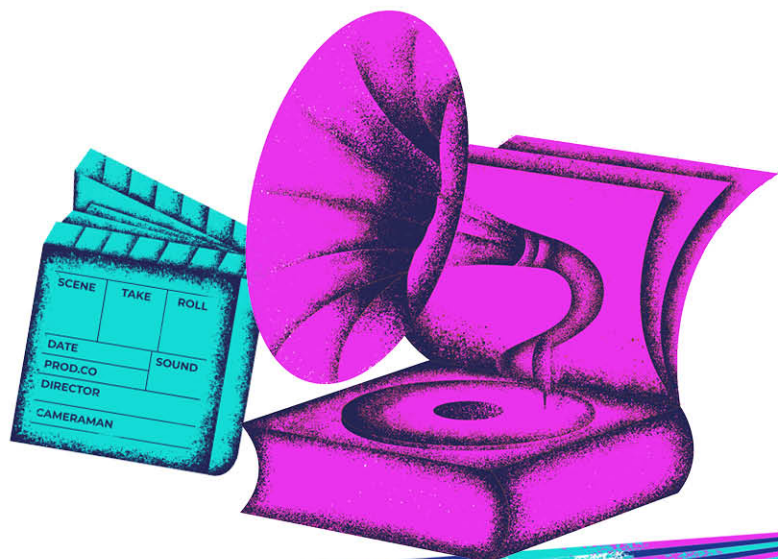
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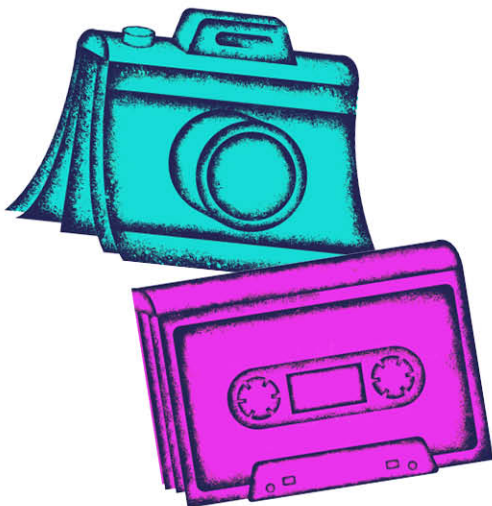
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贊助機構
Sponsor:



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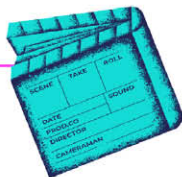
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The Government of the Hong Kong Special Administrative Region
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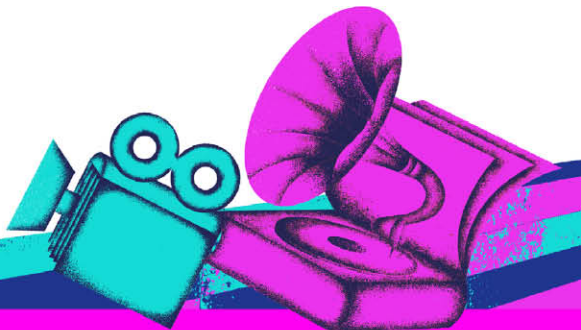


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