

HKETO, Brussels supports Hong Kong design in Bologna Children's Book Fair 2024 (with photo)

â€‹The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) supported the launch of Hong Kong Pavilion in the 61st Bologna Children's Book Fair (BCBF) held in Bologna, Italy from April 8 to 11 (Bologna time).

The Hong Kong Pavilion as sponsored by Create Hong Kong of the Government of the Hong Kong Special Administrative Region, co-organised by Hong Kong Publishing Federation and the Hong Kong Printers Association, is themed "Soaring Creativity" to showcase the creativity and achievements of Hong Kong's publishing and printing industry to the world.

Under "one country, two systems", Hong Kong's sound legal and financial systems, robust protection of intellectual property, sophisticated logistical network, professional and multicultural workforce enable the city to become a regional publishing centre attracting international news and book publishers set up in Hong Kong for the Chinese market and Asian editions.

Officiated and spoke at the opening ceremony of the Hong Kong Pavilion in the BCBF held on April 8 in Bologna, the Deputy Representative of the HKETO, Brussels, Miss Fiona Li said that "Hong Kong is leading in design and creativity as we promote arts and culture, and creative industries". Miss Li wished the guests appreciate the design, the creativity and the quality of the Hong Kong books and encouraged them to visit Hong Kong for vibrant arts and culture.

The BCBF is one of the world's most established professional fair for children's books. It is an ideal platform to promote Hong Kong's publishing and printing industry which is internationally renowned for its efficient services, quality products, innovative design and green production.

