



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



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

香港館 HONG KONG PAVILION

2026 南國書香節

SOUTHERN CHINA BOOK FAIR

漢朝流

字在

港故事

EXHIBITORS DIRECTORY

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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



HONG KONG PUBLISHING
BIENNIAL AWARDS

香港出版
雙年獎



其他主要項目

- 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
- 香港書展中設立世界文藝廊，及舉辦國際出版論壇與IP圓桌會議
- 世界華語文學大會及世界華語文學獎
- 出版 3.0+

...及其他

項目如有更改，恕不另行通知。

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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2026南國書香節「香港館」

2026南國書香節「騰飛創意——香港館」項目自2011年推出以來，一直由香港出版總會與香港印刷業商會（以下統稱為「主辦機構」）合辦，並獲香港特別行政區政府文創產業發展處(前稱「創意香港」)資助，通過在不同國際書展設立香港館，致力向全球推廣香港出版及印刷業的創意成就。

在2026年8月27日至31日，本屆項目在南國書香節設立「香港館」，以「潮流字在：港故事」為主題，以「字」作為文化載體聚焦香港光影文化、文學創作、作家足跡及城市書寫等內容，呈現文字背後承載的城市敘事，促進文字、影像與城市意象之間的跨媒介對話。主題亦回應國家「以文塑旅、以旅彰文」的政策方向，推動香港文字文化在文旅層面的延展與應用。展覽將以具創意及新穎的視覺設計及策展方式，展現香港光影文化、文字創作及城市敘事脈絡。

香港出版總會

香港出版總會成立於1994年，由香港八家出版商會聯合發起並經全體會員創立，創會會員包括：香港圖書文具業商會、香港出版人協會、協會圖書零售業商會、中央文教出版事業協會、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升香港創意出版業的整體實力，積極關注和維護出版行業的合理權益，加強與本地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，亦是現時香港印刷業發展、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、提供優質服務等，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。

香港特別行政區政府文創產業發展處

文創產業發展處(文創處)於2024年6月成立，前身為自2009年設立的「創意香港」。文創處是香港特別行政區政府文化體育及旅遊局轄下為文化和創意業界提供一站式服務與支援的專責辦公室，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。文創處的策略重點為培育人才及促進初創企業的發展、開拓市場、推動更多跨界別跨領域的合作、推動文化藝術和創意業界產業化，以及在社會營造創意氛圍，以加強香港成為亞洲創意之都和中外文化藝術交流中心的定位。

網站：www.ccidahk.gov.hk



2026 SOUTHERN CHINA BOOK FAIR – HONG KONG PAVILION

The **"Soaring Creativity – Hong Kong Pavilion"** project was first launched in 2011. Since its inception, it has been jointly organised by the **Hong Kong Publishing Federation** and the **Hong Kong Printers Association** (hereinafter collectively referred to as the **"Organisers"**), with sponsorship from the **Cultural and Creative Industries Development Agency (CCIDA)** (formerly known as "Create Hong Kong") of the Government of the Hong Kong Special Administrative Region. Through setting up Hong Kong Pavilion at different international book fairs, the project is dedicated to showcasing and promoting the creativity and achievements of Hong Kong's publishing and printing industries to audiences worldwide.

From **27 to 31 August 2026**, the project sets up Hong Kong Pavilion at this year's Southern China Book Fair by adopting the theme **"Stories in Script: Hong Kong Narratives"**. Taking the written word as a cultural medium, the themed exhibition in the Hong Kong Pavilion explores Hong Kong's film and entertainment culture, literary creations, the journeys of local authors, and the city's literary landscape. It reveals the urban stories embedded within words while fostering cross-media dialogue among text, visual imagery, and the city's cultural identity.

The theme also aligns with the national strategy of **"shaping tourism with cultural activities and promoting culture through tourism"**, encouraging broader applications of Hong Kong's literary and textual heritage in cultural tourism.

Through innovative exhibition design and creative curatorial approaches, the Hong Kong Pavilion will present the rich interplay of Hong Kong's film and entertainment culture, literary creativity, and evolving urban narratives, offering visitors a vibrant and immersive cultural experience.

HONG KONG PUBLISHING FEDERATION LIMITED

Hong Kong Publishing Federation Limited (HKPF) was founded in 1994. It is the most representative trade organisation 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 Organisation 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 organisation 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.

CULTURAL AND CREATIVE INDUSTRIES DEVELOPMENT AGENCY OF THE GOVERNMENT OF THE HONG KONG SPECIAL ADMINISTRATIVE REGION (CCIDA)

The Cultural and Creative Industries Development Agency (CCIDA), formerly known as Create Hong Kong (CreateHK) since 2009, was established in June 2024. CCIDA is a dedicated office under the Culture, Sports and Tourism Bureau of the Government of the Hong Kong Special Administrative Region (HKSAR Government) to provide one-stop services and support to the cultural and creative sectors with a mission to foster a conducive environment in Hong Kong to facilitate development of the arts, culture and creative sectors as industries. CCIDA's strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and multi-disciplinary collaboration, promoting industrialisation of the arts, culture and creative sectors under the industry-oriented principle, and fostering a creative atmosphere in the community, thereby reinforcing Hong Kong as Asia's creative capital and our positioning as the East-meets-West centre for international cultural exchange.

Website: <http://www.ccidahk.gov.hk>



香港出版業近年發展及優勢



憑著香港人敏銳的觸覺、多元產業及廣闊視野，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內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，來自中國內地、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，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形式湧現，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，才能將充滿想像力的書籍呈現眼前。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。先進的印刷技術有助將不同創意轉化為實體作品，多年來成功出版的**立體書籍**，便是其中一個例子。

國際視野

香港的文創產業一直在亞洲佔有重要地位，人才輩出，不少業界人才更積極參與跨媒體創作，為出版業注入新活力與新意念。加上香港資訊流通便捷，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全球市場中持續保持競爭優勢，與時並進。

香港出版總會



香港出版總會有限公司
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RECENT DEVELOPMENT AND COMPETITIVE ADVANTAGES OF HONG KONG'S PUBLISHING INDUSTRY

Driven by Hong Kong people's keen market insight, diverse industries and global outlook, the city's publishing industry has evolved towards modernisation and internationalisation. Today, Hong Kong has become one of the major book distribution hubs in the Asia–Pacific region, playing an important role in the cultural and creative industries as well as the media sector.

AN OPEN MARKET

Hong Kong is an open and inclusive publishing market where works of all genres can find opportunities for publication, provided they offer quality content or innovative ideas. Benefiting from its open market environment, publications from Chinese Mainland, Taiwan, Europe and North America are widely available in Hong Kong. The diversity of publications enhances readers' appreciation and acceptance of different genres while creating room for niche titles to flourish, fostering a vibrant and sustainable publishing ecosystem.

A MATURE MARKET MECHANISM

Hong Kong enjoys a relatively mature publishing market with strong copyright awareness and well-established trading practices. Coupled with high industry integrity, the risks of bad debts and payment defaults remain relatively low. Influenced by international business practices at an early stage, Hong Kong enterprises have developed a high level of modern management expertise, contributing to greater operational efficiency and sustainable business growth.

CONVERGENCE OF EASTERN AND WESTERN CULTURES

Hong Kong possesses a unique cultural heritage while serving as a meeting point between Eastern and Western cultures. Its open society and dynamic exchange of ideas allow diverse cultures to converge and inspire new creativity. The relatively low barriers to publishing encourage innovative publishing formats and creative expression, enabling the local publishing industry to remain vibrant and competitive.





INNOVATIVE IDEAS

Outstanding publishing concepts rely on exceptional printing technology to bring imaginative ideas to life. **Hong Kong, as one of the world's four major printing centres**, has long been at the forefront of printing technology. Its advanced printing capabilities transform creative ideas into tangible publications. The successful publication of **pop-up books** over the years is a prime example of Hong Kong's excellence in printing craftsmanship.

INTERNATIONAL PERSPECTIVE

Hong Kong's cultural and creative industries have long played a significant role in Asia, attracting outstanding talent and fostering cross-media collaboration that brings fresh ideas and new vitality to the publishing industry. Coupled with the free flow of information, the flexibility and global outlook of Hong Kong people, these strengths enable Hong Kong's publishing industry **to maintain its competitive edge in the rapidly evolving global market while continuing to move forward with the times.**

HONG KONG PUBLISHING FEDERATION LIMITED



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

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香港出版及印刷業主導 或參與的項目

近年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+**，響應國家每年4月第四周「全民閱讀活動周」及每年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；
- ✿ 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，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；及
- ✿ 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。

部分項目資料



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



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



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 projects include:

-  **Hong Kong Reading+,** a territory-wide community programme that echoes the National Reading Week held in the fourth week of April each year and the "Hong Kong Reading for All Day" held on 23 April each year 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 emerging writers and encourage Hong Kong publishers to publish creative and outstanding publications with potentials;
-  **Various cross-sectoral projects** including *Go! Illustrators – Hong Kong Picture Book Illustrators at International Book Fairs Promotion Scheme* and *Hong Kong Picture Book Publication Support Scheme* which support Hong Kong picture book illustrators to participate in international book fairs and related competitions and foster more picture book publication in Hong Kong; and
-  **Hong Kong's participation in Shenzhen Reading Month** and promotion in other cities of the Guangdong–Hong Kong–Macao Greater Bay Area (GBA), which enable more GBA readers to get to know Hong Kong writers and publications.

INFORMATION ON SOME OF THE PROJECTS:



Hong Kong
Publishing Biennial
Awards

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



The Next Writer
Publication Funding
Scheme

Organiser: Hong Kong Publishing
Federation Limited
Tel: (852) 2340 8869
Email: info@hknextwriter.org



Hong Kong
Reading+

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



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，加上香港優越的營商環境，包括完善的法律制度、健全的金融服務及優良的基建配套，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，無需與不同夥伴處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，亦同時受惠於中國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。

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。

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，並對生產廢棄物進行分類回收，使印刷業早已脫離「黑手業」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，「印刷流程控制的色調值（CTV）計算及應用要求」已成為印刷業的首個「灣區標準」。在香港特別行政區政府文創產業發展處支持下，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、品牌商和設計師使用。

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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.

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.

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 in making the best decisions regarding the current market situation.

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 the 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 a contribution to environmental 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 produce printed 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 civilisation and culture, printers input ingenious ideas into the design of children's books and educational toys that induce learning incentives of children.

PROMOTE PRINTING STANDARDISATION

Initiated and promoted by the subsidiary of The Hong Kong Printers Association (HKPA), Advanced Printing Technology Centre (APTC), "Requirements for calculation and application of Colour Tone Value (CTV) in print workflow" has become the first GBA standard for printing industry. With CCIDA's support, HKPA and APTC continue to promote this standard for printing colour control method for wider use by printers, brand owners and designers in the whole country and worldwide.

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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

香港特區政府在內地成立的五個辦事處之一。

於2002年7月成立，目的是加強香港與駐粵辦服務地域（包括廣東、福建、廣西和海南）的聯繫和溝通。

在廣東深圳、福建福州和廣西南寧成立隸屬於駐粵辦的駐深圳聯絡處、駐福建聯絡處和駐廣西聯絡處。

十一大職能

- （一）**增進服務省區與香港特區政府的溝通聯繫**——促進香港與服務省區的合作；
- （二）**推進粵港澳大灣區建設**——向在大灣區內地城市的港人港企推廣大灣區建設所帶來的機遇和在有需要時提供適切的支援；
- （三）**加強經貿聯繫**——透過加強與服務省區政府及有關當局的合作，進一步發展及加強經貿關係；
- （四）**支援香港企業**——與在服務省區經營業務的港商加強溝通，以及向有關當局反映及跟進港商共同關注的經貿問題；
- （五）**支援青年**——支援香港青年到服務省區創業、就業、就讀、實習及交流；
- （六）**支援內地企業「出海」**——作為「出海專班」的成員，主動招攬有意拓展海外業務的內地企業以香港為平台「出海」；
- （七）**促進投資**——配合香港特區政府的引進重點企業辦公室，主動招攬目標企業；提供有關投資香港的資料和服務，協助服務省區企業到香港投資；
- （八）**吸引人才**——配合香港特區政府的人才服務辦公室，主動招攬目標人才；
- （九）**推廣香港**——透過交流和宣傳活動，介紹香港的發展和成就，促進香港與服省區居民的相互認識及理解；
- （十）**協助港人**——為身處服務省區的香港居民提供緊急支援服務；
- （十一）**香港特區旅行證件申領服務**——處理合資格香港居民申領香港特區護照、換領香港特區簽證身份書及回港證事宜。



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