



Two decades of promoting reading for all 深耕廿载推动全民阅读



Group Executive Director Christopher Kwok said President Xi Jinping has expressed his wish for everyone to actively engage in reading. SHKP has been promoting reading since 2005 and is honoured to provide a bustling venue for the 2024 Hong Kong Reading+ carnival to foster a love of reading in the city. Group Executive Director Gao Yizhong said, "President Xi Jinping once mentioned, 'I hope that all of society will participate in reading.' Since 2005, SHKP has actively promoted reading. This time, it is a great honor to provide a high-traffic venue for activities, driving the atmosphere of reading for all."

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The Group has been a strong advocate for reading for almost two decades. In support of government's designation of 23 April as Hong Kong Reading for All Day starting from 2024, the Group provided the venue of New Town Plaza in Shatin for 2024 Hong Kong Reading+, a four-day carnival held at the end of April.

Organized by the Hong Kong Publishing Federation and sponsored by Create Hong Kong of the Culture, Sports and Tourism Bureau, 2024 Hong Kong Reading+ featured a series of exciting events. They included an exhibition, a book fair, musical performances, parent-child workshops as well as seminars by renowned writers including a talk by Hideko Yamashita, the acclaimed Japanese writer of the global bestseller "DanShaRi". In addition to supporting the carnival, New Town Plaza launched online and offline activities during the Hong Kong Reading Week, from 20 to 28 April, to promote reading.

集团在过去近20年积极推广阅读，适逢政府从今年起将4月23日订为“香港全民阅读日”，集团全力支持并为“2024香港阅读+”提供场地，让主办单位于四月下旬连续四日在沙田新城市广场举行嘉年华活动。

由香港出版总会主办、文化体育及旅游局“创意香港”赞助的“2024香港阅读+”嘉年华，呈献了一系列精彩活动，包括展览、书展、音乐表演、亲子工作坊及作家讲座，并邀请日本著名作家、全球畅销书《断舍离》作者山下英子举办分享会。沙田新城市广场更于“香港悦读周”期间（即4月20日至28日）举行线上线下活动，进一步推广阅读风气。



The Group sponsored the Hong Kong Publishing Professionals Society's annual reading survey. In a panel discussion on the survey results, Group Executive Director Allen Fung (middle) shares the Group's longstanding efforts to promote reading in the community over the years.

集团赞助香港出版学会进行“2024年香港全民阅读调查”。在调查结果的发布会上，集团执行董事冯玉麟（中）欣然分享集团于过去致力推动青少年的阅读兴趣。