

SHKP's ongoing commitment to fostering reading culture 新地持续推广阅读文化



Officiating at the opening ceremony are Raistlin Lau, Under Secretary for Culture, Sports and Tourism (first row, centre); Su Rongcai, Deputy Head of the Publicity Department of the Shenzhen Municipal Committee of the CPC (first row, fifth left); Manda Chan, Director of Leisure and Cultural Services (first row, fourth left); Lowell Cho, Assistant Commissioner for Cultural and Creative Industries (first row, fourth right); Dr Elvin Lee, President of Hong Kong Publishing Federation (first row, fifth right); and Henry Lam, Member of the Executive Committee of Sun Hung Kai Properties (back row, third right)

文化体育及旅游局副局长刘震（前排中）、深圳市委宣传部副部长苏荣才（前排左五）、康文署署长陈咏雯（前排左四）、文创产业发展处文创产业助理专员曹黎淑霞（前排右四）、香港出版总会会长李家驹博士（前排右五）及新鸿基地产执行委员会成员林家强（后排右三）出席启动礼

In support of the government's efforts to cultivate a citywide reading culture, the Group has provided venue support for Hong Kong Reading+ for the second consecutive year. Henry Lam, Member of the Executive Committee of Sun Hung Kai Properties, attended the opening ceremony in mid-April, joining government officials and leaders from the publishing industry to launch a 10-day reading carnival held at New Town Plaza in Sha Tin. Organized by the Hong Kong Publishing Federation, the carnival featured a themed book fair, author sharing sessions, workshops, performances, and other activities.

This year, SHKP offered additional space for the event for the Palace Museum Collection x Hong Kong Intangible Cultural Heritage exhibition, allowing visitors to enjoy free of charge replica paintings from the Palace Museum in Beijing and local intangible cultural heritage. Through a diverse range of activities, SHKP aims to ignite strong passion for reading, arts and culture among the public.

集团积极响应政府推动全城阅读风气，连续第二年为“香港阅读+”提供活动场地。新鸿基地产执行委员会成员林家强于四月中出席启动礼，与政府官员及出版业界为

一连10天在沙田新城市广场举行的阅读嘉年华揭幕。该嘉年华由香港出版总会主办，活动包括专题书展、作家分享、工作坊及表演等。

今年新地提供额外场地，举行“故宫馆藏X香港非遗”展览，让大众免费欣赏北京故宫博物院的画作复制品及香港非物质文化遗产作品，盼通过多元化活动，激发市民对阅读和文化艺术的热情。



SHKP Reading Club sponsored Hong Kong Publishing Professionals Society's annual reading survey again this year. In a panel discussion, SHKP Executive Director Allen Fung (third left) shares his views on the challenges and opportunities on reading amid the rise of AI

集团旗下新阅会连续第二年赞助由香港出版学会进行的香港全民阅读调查报告。新地执行董事冯玉麟（左三）在座谈会中与不同业界代表交流AI发展对阅读的挑战和机遇