

SHKP's ongoing commitment to fostering reading culture 新地持續推廣閱讀文化



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)

文化體育及旅遊局副局長劉震（前排中）、深圳市委宣傳部副部長蘇榮才（前排左五）、康文署署長陳詠雯（前排左四）、文創產業發展處文創產業助理專員曹黎淑霞（前排右四）、香港出版總會會長李家駒博士（前排右五）及新鴻基地產執行委員會成員林家強（後排右三）出席啟動禮

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.

集團積極響應政府推動全城閱讀風氣，連續第二年為「香港閱讀+」提供活動場地。新鴻基地產執行委員會成員林家強於四月中出席啟動禮，與政府官員及出版業界為

一連 10 天在沙田新城市廣場舉行的閱讀嘉年華揭幕。該嘉年華由香港出版總會主辦，活動包括專題書展、作家分享、工作坊及表演等。

今年新地提供額外場地，舉行「故宮館藏X香港非遺」展覽，讓大眾免費欣賞北京故宮博物院的畫作複製品及香港非物質文化遺產作品，盼透過多元化活動，激發市民對閱讀和文化藝術的熱情。



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

集團旗下新閱會連續第二年贊助由香港出版學會進行的香港全民閱讀調查報告。新地執行董事馮玉麟（左三）在座談會中與不同業界代表交流AI發展對閱讀的挑戰和機遇