



The Group supports 2026 Hong Kong Reading+ 集团支持“2026香港阅读+”



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The Group has provided venue support for Hong Kong Reading+ at New Town Plaza in Sha Tin for three consecutive years, facilitating visitors to join the carnival for promotion of citywide reading.

The nine-day event organized by the Hong Kong Publishing Federation was held in mid-April to tie in with the inaugural National Reading Week and Hong Kong Reading for All Day on 23 April. SHKP Executive Director Allen Fung joined government officials and publishing industry representatives at the opening ceremony to launch the event.

Highlights included a showcase of over 100 award-winning local titles curated by the local publishing industry, alongside a joint Hong Kong-Shenzhen picture books exhibition to foster cultural exchange within the Greater Bay Area. In addition, a book exchange van was stationed near New Town Plaza and Sha Tin Town Hall, inviting visitors to swap books and share the joy of reading.

集团连续三年为“香港阅读+”提供场地，让市民在沙田新城市广场参加推广全民阅读的连串活动。

今年的“香港阅读+”继续由香港出版总会主办。为响应首届全国阅读活动周及4月23日的香港全民阅读日，活动于4月中一连九天举行。集团执行董事冯玉麟、政府官员及出版业代表出席开幕礼，为阅读嘉年华揭开序幕。

活动焦点包括展出由本地出版界精选的逾百本得奖书籍，以及网罗香港与深圳优秀绘本的“共读双城：港深联展”，以促进大湾区文化交流。此外，主办单位亦在新城市广场及沙田大会堂附近设置“流动漂书车”，鼓励市民以书换书，吸收新知识及分享阅读乐趣。



SHKP Executive Director Allen Fung (back row, fourth from right) and distinguished guests at the opening ceremony of 2026 Hong Kong Reading+
新地执行董事冯玉麟(后排右四)及一众嘉宾出席2026香港阅读+开幕礼