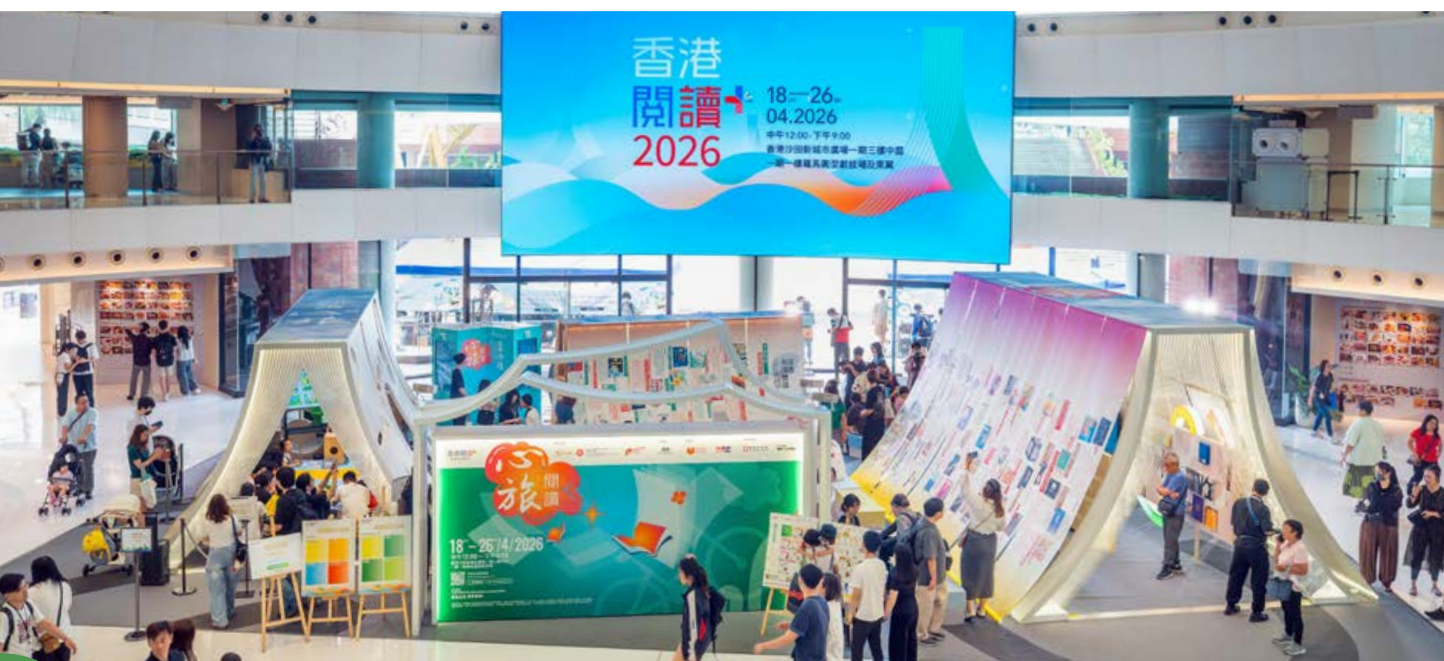




The Group supports 2026 Hong Kong Reading+ 集團支持「2026香港閱讀+」



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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.

集團連續三年為「香港閱讀+」提供場地，讓市民在沙田新城市廣場參加推廣全民閱讀的連串活動。

今年的「香港閱讀+」繼續由香港出版總會主辦。為響應首屆全國閱讀活動週及4月23日的香港全民閱讀日，活動於4月中一連九天舉行。集團執行董事馮玉麟、政府官員及出版業代表出席開幕禮，為閱讀嘉年華揭開序幕。

活動焦點包括展出由本地出版界精選的逾百本得獎書籍，以及網羅香港與深圳優秀繪本的「共讀雙城：港深聯展」，以促進大灣區文化交流。此外，主辦單位亦在新城市廣場及沙田大會堂附近設置「流動漂書車」，鼓勵市民以書換書，吸收新知識及分享閱讀樂趣。



SHKP Executive Director Allen Fung (back row, fourth from right) and distinguished guests at the opening ceremony of 2026 Hong Kong Reading+
新地執行董事馮玉麟(後排右四)及一眾嘉賓出席2026香港閱讀+開幕禮