Media Release

Longest running book fair pushes the envelope with book illustrations, and film and music zone

Singapore, 31 May 2017 – Singapore Book Fair, an annual event where publishers and book retailers gather, returns this year from 30 May – 5 June at Suntec Singapore Convention & Exhibition Centre, Halls 401 and 402.

With the theme “In Books. We Live”, this year’s Singapore Book Fair, organised by Singapore Press Holdings’ Chinese Media Group, will continue to promote the joy of reading and make reading a part of our lives.

The event, in its 32nd edition, will feature 50 exhibitors from Singapore and the region. Visitors can look forward to a host of activities during the seven-day event, ranging from seminars, book launches to storytelling sessions that aim to cultivate visitors’ interest in reading and learning. Book illustrations, films and music, which complement the world of literature, will also be showcased at the fair.

Mr Ong Ye Kung, Minister for Education (Higher Education and Skills) & Second Minister for Defence will be the Guest of Honour at the Opening Ceremony on 31 May.

As the book fair’s key sponsor, Kwan Im Thong Hood Cho Temple will be supporting the event with $60,000 worth of book vouchers to over 1000 children from low-income families. Each child will be given S$50 worth of book vouchers to purchase books and education materials. These children are beneficiaries from self-help groups including the Chinese Development Assistance Council, Yayasan Mendaki, Sinda and the Singapore Eurasian Association.


Highlights of Singapore Book Fair 2017

Local illustrator Ah Guo showcases his book illustrations
Enter the beautiful world of book illustrations as this year’s Singapore Book Fair partners local illustrator Lee Kow Fong (or popularly known as Ah Guo) who will deck up the event halls with his creations. Visitors can admire his creative and dreamy illustrations, as well as purchase a limited-edition NETS FlashPay card specially designed by the illustrator for Singapore Book Fair 2017.
Film & Music Zone offers free movie screenings and performances

For the first time, a Film & Music Zone will be set up to offer visitors free daily screening of Singapore and foreign movies such as the award-winning film “Panay”《太阳的孩子》from Taiwan and “3688”《想入飞飞》, a Singapore musical film directed by Royston Tan. The audience can also look forward to post-film discussions where directors like Wang Shaudi (王小棣) from Taiwan will be present to take questions from the ground.

Visitors can catch performances by local singers Ling Kai (铃凯), Suming Rupi (舒米恩魯碧) and Laka Umaw (also known as A-Fei) (拉卡·巫茂) (阿飞) from Taiwan at the zone, where they can also browse through books related to films and music. Taiwan’s Chen Wei-Yu (陈威宇), founder of music school Mr. Voice, will share vocal tips with aspiring singers. SPH’s Chinese radio station UFM100.3 will provide live broadcast on site at selected timings during the week.

Theme Zones enhance visitors’ experience

Other theme zones at the fair include a Creative Zone and a Children Experiential Zone. Visitors can shop for crafts and merchandises created by local designers such as 2 Peas in a Pot, Parade Made, Table Topics, and social enterprise Present Present, at the Creative Zone. The Children Experiential Zone offers children’s activities for kids to help them cultivate an interest in reading and learning.

Talks and sharing sessions by authors

The event will continue to feature talks and sharing sessions by renowned authors and speakers from Singapore, Taiwan and Mainland China. They will address topics related to the creative industry, movie-making, current affairs, writing and other interests. Speakers include local renowned media personality Mr Danny Yeo (杨君伟) will share the creative process behind his new book “Yang Sheng Tang” and Mrs Jennifer Yeo, wife of former foreign minister George Yeo and author of “I want to Marry You, but...”, will be targeting young adults with necessary legal knowhow before stepping into a marriage with their partners. Other invited speakers include Lee Kow Fong (阿果), Gan Yao Ming (甘耀明), Liu Liu (六六), Syaman Rapongan (夏满蓝波安), and current affairs commentator Du Ping (杜平).

Mr Baey Yam Keng, Parliamentary Secretary, Ministry of Culture, Community and Youth, will launch his first book, 《一言既出》From the Horse’s Mouth on 2 June at the Singapore Book Fair. All proceeds from his book sales will go towards a new bursary for Tampines North students. The book launch will be graced by Minister for Finance, Mr Heng Swee Keat.

Launch of Chinese Media Group’s Readers Club (华文媒体集团读者俱乐部)

SPH’s Chinese Media Group (CMG) is launching its Readers Club at the Singapore Book Fair today—to reward loyal subscribers of the three Chinese newspapers for their unwavering support through the years.
Subscribers of Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News can download the SPH Rewards App to access discounts and privileges from partner merchants and advertisers of the three papers. Each newspaper has its own unique E-card in the SPH Rewards App. Please refer to the Annex for the full press release.

New books by Chinese Media Group
SPH's Chinese Media Group will be launching seven new books at the fair this year. Please see attached Annex for the book titles and synopses.

Shin Min 50 Photo Exhibition
This exclusive photo exhibition, held in conjunction with Shin Min Daily News’ 50th Anniversary this year, will make its first stop at Singapore Book Fair. The exhibition features 50 specially curated photographs showcasing the Chinese newspaper’s history and milestones, including newsmakers such as the newspaper’s co-founders Mr Leung Yun Chee (梁潤之), founder of Leung Kai Fook (LKF) Medical Company and Mr Louis Cha (Jin Yong 金庸), a renowned martial arts novelist.

Augmented Reality Fun with Ah Guo characters
The familiar characters created by local illustrator Ah Guo, including 乐乐 (boy character), 小P (penguin character) 与泡泡 (pig character) will come alive in 3D form and interact with audiences for interesting perspectives and photo opportunities. Visitors can download the mobile app, MixGo, and scan the standees of these characters located within Singapore Book Fair. These characters will then pop up as 3D figures.

“Dream Chasers” Video Series
A video series, called Dream Chasers, is produced by the organiser to promote Singapore Book Fair 2017. In the videos, we invited children to talk about their dreams and aspirations, and how they are inspired by books and movies. The videos are shown on the Singapore Book Fair’s website and Facebook page.

Key information about Singapore Book Fair 2017

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About Singapore Press Holdings Ltd

Incorporated in 1984, main board-listed Singapore Press Holdings Ltd (SPH) is Asia’s leading media organisation, engaging minds and enriching lives across multiple languages and platforms.

Media
The English/Malay/Tamil Media group comprises the print and digital operations of The Straits Times, The Business Times, The New Paper, Berita Harian and their respective student publications. It also includes subsidiaries Tamil Murasu Ltd, which publishes Tamil Murasu and tabla!; book publishing arm Straits Times Press; SPH Data Services, which licenses the use of the Straits Times Index in partnership with the Singapore Exchange and FTSE-Russell Ltd; financial data company ShareInvestor; the two English stations of SPH Radio - Kiss92 and ONE FM 91.3 and SPH Golf (including SPH Pacom Ltd).

The Chinese Media group publishes three Chinese newspapers in print and digital format - Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News; four student weeklies - zbCOMMA, Thumbs Up, Thumbs Up Junior and Thumbs Up Little Junior, and ZBBZ Newsgazine. It also operates SPH Radio’s Chinese radio station, UFM100.3, and Focus Publishing, which produces a range of books and magazines including U-Weekly.

SPH’s other new media initiatives include AsiaOne, Stomp, zaobao.sg, zaobao.com and SPH Razor.

On an average day, 2.5 million* individuals or 59 per cent of people above 15 years old, read one of SPH’s news publications in print copies or one of our digital platforms.

(* Nielsen Media Index 2016, Monday-Sunday, read any SPH newspapers in print or digital format)
SPH Magazines, SPH’s wholly-owned subsidiary, publishes and produces more than 100 magazine titles and has various online sites, like hardwarezone.com, herworldplus.com and luxuryinsider.com in Singapore and the region, covering a broad range of interests from lifestyle to information technology. It has also invested in digital newsstand Magzter.

SPH also provides out-of-home (OOH) advertising options where it manages large format digital screens and static billboards at key locations in the Central Business District, Orchard Road, City Fringe as well as major heartland hubs.

SPH Buzz is a modern retail convenience chain with a network of stores around the island.

SPH has a 20 per cent stake in MediaCorp TV Holdings Pte Ltd, which operates free-to-air channels 5, 8 and U, and a 40 per cent stake in MediaCorp Press Limited, which publishes the free newspaper, Today.

Properties
SPH REIT is a Singapore-based REIT established to invest in a portfolio of income-producing real estate primarily for retail purposes. SPH REIT comprises Paragon, a premier upscale retail mall and medical suite/office property in Orchard Road and The Clementi Mall, a mid-market suburban mall in the centre of Clementi town.

The Seletar Mall, located in Sengkang, is SPH’s latest retail development. This property is a potential asset to be injected into SPH REIT. SPH’s wholly-owned subsidiary, Times Development Pte Ltd, also developed a 43-storey upmarket residential condominium, Sky@eleven, at Thomson Road.

Other Businesses

Online Classifieds
SPH’s online classifieds include the leading online marketplace for jobs (STJobs, FastJobs), property (STProperty), cars (STCars) and general classifieds (STClassifieds, Trezo), sgCarMart and StreetSine.

SPH’s regional joint venture online classifieds business has a number of leading online classifieds sites in the region.

Events and Exhibitions
Sphere Exhibits, Sphere Conferences, Exhibits Inc and Bizlink Exhibition Services organise innovative consumer and trade events and exhibitions as well as large scale conferences in Singapore and the region.

Healthcare
SPH owns Orange Valley which operates nursing homes.

Education
SPH has a 22 per cent stake in preschool and enrichment provider MindChamps.

For more information, please visit www.sph.com.sg