

FORM 9

## HKTDC Hong Kong Book Fair

香港貿發局香港書展

19-25 / 7 / 2017

**Book Search & Copyright Exchange at Fair Website**

Exhibitors can upload their book directory\* to the HKTDC Hong Kong Book Fair 2017 website ([www.hkbookfair.com](http://www.hkbookfair.com)), so that readers can get information in advance.

"©opyright Corner ", the online platform for publishers to find new titles and authors, buy copyrights, post and sell copyrights, has been well received since its debut in 2011. Exhibitors are encouraged to upload information of book copyrights for copyright exchange online simultaneously.

For details, please refer to the enclosed "HKTDC Hong Kong Book Fair Book Data Upload Platform User Guide".

**HKTDC also** launched an online intellectual property (IP) trading platform named "**Asia IP Exchange (AsialPEX)**" to facilitate international IP transactions.

AsialPEX is an online IP trading platform and database where users can easily search and access the IPs they are interested in - patents, copyrights, trademarks or registered designs. Detailed information will also be provided for users to further explore trading opportunities with the IP owners. Currently, more than 27,000 IPs are available on the portal for trading purpose.

As a token of appreciation for your support towards the ©opyright Corner of Hong Kong Book Fair, we are planning to list your copyrights on AsialPEX for wider exposure and connect you to global copyright buyers. The listings will be uploaded in September and it is free-of-charge.

Should you have any enquiries regarding AsialPEX, please feel free to contact Ms. Ivy Leung (Tel: 852 2584 4013; Email: [ivy.leung@hktdc.org](mailto:ivy.leung@hktdc.org)).

Remarks :

\*Exhibitors should only display / show / offer for sell / sell CLASS I ARTICLES at Hong Kong Book Fair. Under the Control of Obscene & Indecent Articles Ordinance, CLASS I ARTICLES are neither obscene nor indecent.

表格九

HKTDC Hong Kong Book Fair  
香港貿發局香港書展  
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## 網上「書目搜尋」及「版權交易」服務

參展商現可上載書籍資料\*到「香港貿發局香港書展 2017」的網頁上 ([www.hkbookfair.com](http://www.hkbookfair.com))，讓讀者可以在展覽會前多了解各參展商展出的書籍。

「版權交易專區」是一個讓出版商積極進行書籍版權買賣的網上平台，去年推出後廣受好評。我們鼓勵參展商把售賣版權的書本資料\* 同時上載，以便在隨時隨地在網上進行版權交易。

上載方法簡單，詳情請參閱「[香港貿發局香港書展書籍資料上載使用者手冊](#)」。

此外，香港貿發局亦創立**亞洲知識產權交易平台 (AsiaIPEX)**，本平台為一個網上知識產權交易平台及資料庫，列出多項知識產權項目以促進國際間的知識產權貿易活動。

用家可以按業務需要分別搜索專利、版權、商標或外觀設計，尋找合適的項目，並可於資訊網上瀏覽詳盡資料後，與知識產權擁有人進一步洽談交易事宜。資訊網現已收集超過 27,000 項**可供交易的知識產權項目**。

承蒙 閣下對香港書展網上版權交易專區的支持，我局擬於九月免費將 閣下於版權交易專區的書目資料上載至亞洲知識產權交易平台，藉此將 閣下的作品推廣至國際市場，開拓海外商機。

如對亞洲知識產權交易平台有任何查詢，請聯絡我局梁維芬小姐（電話：852 2584 4013；電郵：[ivy.leung@hktdc.org](mailto:ivy.leung@hktdc.org)）。

備註：

\*「香港書展」展覽期間，祇容許第一類物品於會場內陳列 / 展示 / 提供銷售 / 銷售。根據《淫褻及不雅物品管制條例》，第一類物品屬非淫褻亦非不雅。

香港貿發局香港書展  
書籍資料上載使用者手冊

**HKTDC Hong Kong Book Fair  
Book Data Upload Platform  
User Guide**

# 1. 開設戶口 Sign-up @ [www.hkbookfair.com/exhibitorupload](http://www.hkbookfair.com/exhibitorupload)

**HKTDC**  
**Hong Kong Book Fair**  
香港書展

**Login**

Email:

Password:  [Forgot password?](#)

**LOGIN**

**New user?**

Create your account and import book record

**SIGN UP**

[User Guide](#) [Contact](#)

要開設戶口，請先按登記  
To create an account, please sign up button

**HKTDC**  
**Hong Kong Book Fair**  
香港書展

**Sign Up**

Application ID:

Company Name:

Email:

Password:

**SIGN UP**

**Existing user?**

Login your account to manage book list

**LOGIN**

然後，請輸入閣下的參展 ID、公司名稱、電郵，並設定密碼  
Then, please key-in your application ID, company name, email address and set password

## 2. 登入 Login@ [www.hkbookfair.com/exhibitorupload](http://www.hkbookfair.com/exhibitorupload)

輸入閣下的電郵及密碼，登入上載平台

Login to the platform by key-in your email and password

## 3. Upload Book Data 上載書本資料\*



步驟：

1. 下載範本
2. 填上書籍資料，並將檔案另存至您的個人電腦
3. 上載該檔案
4. 切記不得改動檔案欄目

### Upload Book Data

#### 1. Download excel template

[HKBF2015.xls](#)

#### 2. Fill in book details

ISBN	Title	Author	Author Biography	First published year	First published month	Language	Synopsis	Publisher	Publisher	Publisher Profile	Open for copyright exchange
A 10 or 13 digit unique ID assigned to each book, usually printed on the back cover.	Full title of the book, including subtitle	Separate multiple authors with a comma ","	Brief introduction of the Author	The year that the book first published.	The month that the book first published.	The presenting language of the book.	Brief summary about the book.	The Chinese name of the publisher of the book.	The English name of the publisher of the book.	Brief introduction of the Publisher	Mark "Yes" if the book is open for exchange otherwise mark "No".
ISBN 國際書號	書名	作者	作者背景資料	首次出版年份	首次出版月份	語言	內容簡介	出版商	出版商	出版商背景資料	可作版權交換
9780747532743	Harry Potter and the Philosopher's Stone	J.K. Rowling	See J.K. Rowling	1997		001 - English 英文	Say you've spent the first 10 years of your life sleeping under the stars of a family who loathes you. Then, in an absurd...	Bloomsbury1	Bloomsbury		Yes
9789573317241	哈利波特(1) 神秘的魔法石	J.K. 羅琳, 郭清文 (譯者)	AM L110L.DXG	2000		010 - Traditional Chinese 繁體中文	在世界的另一個角落, 有一個神秘的魔法, 裡面住滿了巫師, 能夠魔術他們的力量, 飛天掃帚...	香港大學出版社	Hong Kong University Press		No

#### 3. Upload File

(\*Please be reminded that all your existing book records and settings will be replaced with the new values in the uploaded

Excel file.)

Choose File No file chosen

UPLOAD

Steps:

1. Download template excel file
2. Insert your book info and save the file in your PC
3. Upload file
4. Be reminded not to amend columns listed in the file

## 4. Upload Book Coverimages 上載書封圖片 \*

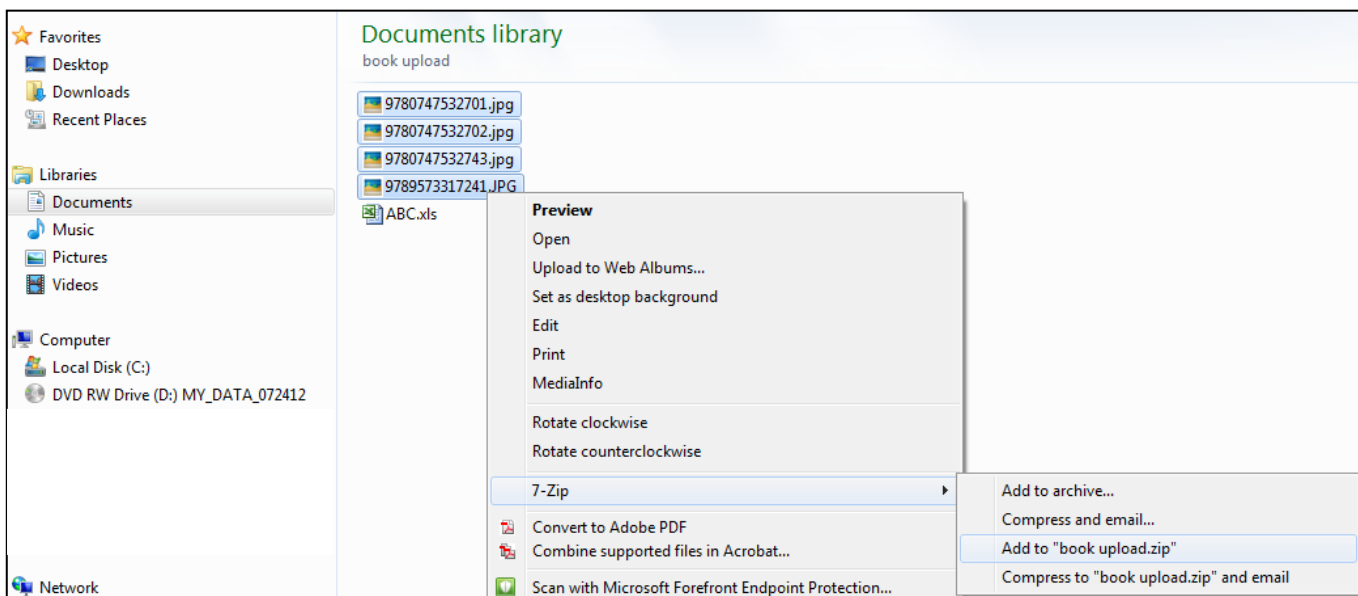
### 4. Upload Zipped Book Cover images

(\*Only **jpg**, **png** and **gif** images are supported. Each image should not exceed **200KB** in size and the minimum width of the image should be **250px** and should be labelled with the **ISBN** of the book as the filename.)

Choose File No file chosen

UPLOAD

1. 在您的個人電腦上，選擇上載圖片 Selected images to upload from your PC
2. 右擊圖片，選擇壓縮檔“zip” Right click on the images, selected “add to zip”
3. 上載該壓縮檔 Upload that zip file
4. 所有圖片檔名稱應與 ISBN 相同 File name of the images should same as the ISBN



## 5. Review uploaded book list 瀏覽上載記錄

出版社名 Logout

HKTDC  
Hong Kong Book Fair  
香港書展

Profile Upload **Book** History

### Book List

Total books: 211  
English: 100  
繁體書: 100  
簡體中文: 11

SEARCH

ISBN	Cover	Title	Author	Publisher
<a href="#">9789571341644</a>	 Add Cover	達文西密碼	丹·布朗 尤傳莉	時報文化出版企業股份有限公司
<a href="#">9789889832865</a>	 Add Cover	富足一生 東尼投資十大心法	東尼 李科偉	天籟出版社
<a href="#">9789620429026</a>	 Add Cover	科學臨證4 變令我變壞	小克	三聯書店(香港)有限公司
<a href="#">9780747551003</a>	 Add Cover	Harry Potter and the Order of the Phoenix	J. K. Rowling	Bloomsbury

← Previous 1 2 3 4 5 Next →

上載完成，請登出系統  
Finish upload. Logout the system

1. 半小時後可瀏覽上載記錄
2. 當欠缺書封時，可以提供圖像檔案

1. Review your own uploaded record 30 minutes later
2. Provide book cover image when it is not available

備註 Remarks :

\* 「香港書展」展覽期間，祇容許第一類物品於會場內陳列 / 展示 / 提供銷售 / 銷售。

根據《淫褻及不雅物品管制條例》，第一類物品屬非淫褻亦非不雅。

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如有查詢，請聯絡 For enquiries, please contact:

### Gary Wu

Project Manager

Edeas Limited

Tel 電話: (852) 2882 4512

Fax 傳真: (852) 2882 3943

Email 電郵: [gary.wu@edeas.hk](mailto:gary.wu@edeas.hk)

Website 網址: [www.edeas.hk](http://www.edeas.hk)

### Anita Yeung

Assistant Manager,

Marketing Communications (Exhibitions)

Hong Kong Trade Development Council

香港貿易發展局展覽事務部助理經理楊麗茹小姐

Tel 電話: (852) 2240 4064

Email 電郵: [anita.ly.yeung@hktcd.org](mailto:anita.ly.yeung@hktcd.org)

Website 網址: [www.hktcd.com](http://www.hktcd.com)