FORM 9	**HKTDC Hong Kong Book Fair 2018** 香港貿發局香港書展 *18-24 / 7 / 2018*

Book Search & Copyright Exchange at Fair Website

Exhibitors can upload their book directory* to the HKTDC Hong Kong Book Fair 2018 website (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 (AsiaIPEX)"** to facilitate international IP transactions.

AsiaIPEX is an online IP trading platform and database where users can easily search and access the IPs they are interested in – copyrights, patents, trademarks or registered designs.   Detailed information will also be provided for users to further explore trading opportunities with 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 for free on AsiaIPEX for wider exposure and connect you to global copyright buyers.

Should you have any enquiries regarding AsiaIPEX, please contact

Mr Chris Leung (Tel: 852 2584 4193; Email: asiaipex@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.

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 2018」的網頁上
(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版權、專利、商標或外觀設計，尋找合適的項目，並可於網上
瀏覽詳盡資料後，與知識產權擁有者進一步洽談交易事宜。平台現已收集超過 27,000 項可
供交易的知識產權項目。

承蒙參展商對香港書展網上版權交易專區的支持，我局將免費上載參展商於版權交易專區的
書目資料至亞洲知識產權交易平台，藉此將參展商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
梁煒基先生 (電話：852 2584 4193；電郵：asiaipex@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《淫藝及不雅物品管制條例》，第一類物品屬非淫藝亦非不雅。

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

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

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

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*

Edeas | Logout

HKTDC
Hong Kong Book Fair
香港書展

Profile | **Upload** | Book | History

Upload Book Data

1. Download excel template

HKBF2015.xls

2. Fill in book details

ISBN A 10 or 13-digit unique ID assigned to each book, usually printed on the back cover.	Title Full title of the book, including subtitle.	Author Seprate multiple authors with a comma ",".	Author Biography Brief introduction of the Author	First published year The year that the book first published.	First published month The month that the book first published.	Language The presenting language of the book.	Synopsis Brief summary about the book.	Publisher The Chinese name of the publisher of the book.	Publisher The English name of the publisher of the book.	Publisher Profile Brief introduction of the Publisher	Open for copyright exchange Mark "Yes" if the book is open for exchange otherwise mark "No".
ISBN/ 國際書號	Title 書目*	Author 作者*	作者背景資料 Author Biography	First published year 初版年份*	First published month 初版月份*	Language 語言*	Synopsis 內容簡介* (Maximum characters 500)	Publisher 出版社 (中文)*	Publisher 出版社 (English)*	出版社背景資料 Publisher Profile (English/ Chinese) (Maximum Character 500)	Open for copyright exchange 版作版權交易 (Yes/No)*
9780747532743	Harry Potter and the Philosopher's Stone	J. K Rowling	am J.K.ROWLING	1997	6 01 - English 英文		Say you've spent the first 10 years of your life sleeping under the stairs 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, 彭倩文 (譯者)	I AM LUOLING	2000	6 02 - Traditional Chinese 繁體中文		在世界的另一個角落裡，有一個神秘的國度，裡面住滿了巫師，騙騙鳳是他們的信念，飛天掃帚是父	香港大學出版社	Hong Kong University Press		No

3. Upload File

(*Please be reminded that **all your exisiting book records and settings** will be replaced with the new values in the uploaded Excel file.)

Choose File | No file chosen   UPLOAD

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

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

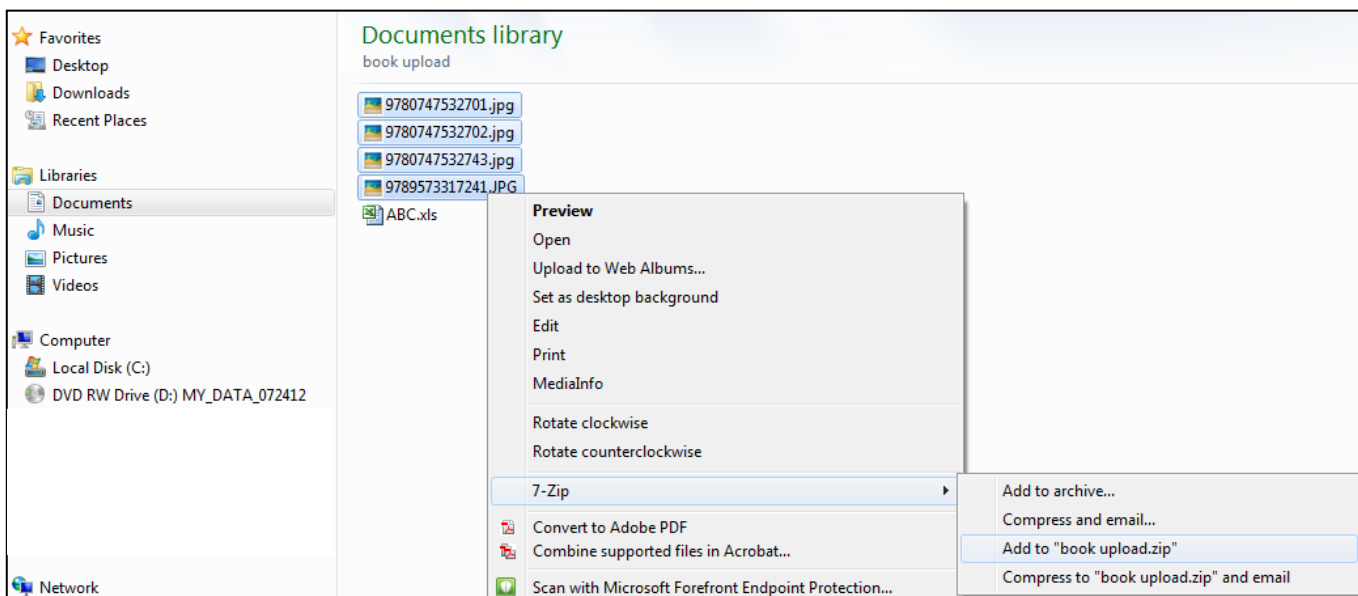# 4. Upload Book Coverimages 上載書封圖片 *

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

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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