
Media Information

For Immediate Release

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Swire anniversary book clinches top prize at the inaugural Hong Kong Publishing Biennial Awards

Swire is pleased to announce that *"The Taikoo Way – Swire in China for 150 Years"* has clinched the top prize in the "Commercial and Management" category at the inaugural Hong Kong Publishing Biennial Awards. The commemorative book was commissioned by the Swire group to mark a century and a half of doing businesses in Mainland China.

Organised by the Hong Kong Publishing Professionals Society and sponsored by CreateHK, the Hong Kong Publishing Biennial Awards recognise the outstanding work of the city's publishing industry. The inaugural awards were also supported by the Commerce and Economic Development Bureau, Home Affairs Bureau, Hong Kong Arts Development Council, Hong Kong Trade Development Council and Hong Kong Publishing Federation. Over 400 books published between 1st January 2015 and 31st December 2016 were entered for the awards, with more than 80 publishers competing for the grand prizes in ten award categories. Up to ten entries were shortlisted for each category, and a judging panel comprising professional book publishers, academics and representatives from the cultural sector in Hong Kong, Mainland China and Taiwan picked the best entries based on the books' content, writing skills, design and editing.

Published in March 2016, *"The Taikoo Way – Swire in China for 150 Years"* was jointly launched by Swire and Joint Publishing (H.K.) Co., Ltd, in celebration of the Swire group's 200th anniversary and the 150th anniversary of the opening of its first office in Mainland China. The book tells the story of how a small trading firm evolved into the global conglomerate it is today, and highlights the fact that the name "Taikoo" is intricately woven into the history of trade with China.

Mr James Tong, Director Public Affairs for John Swire & Sons (H.K.) Limited, said: "The story of Swire's 150-year history in China is a testament to the group's long-term business strategy and also reflects the many historical changes in the Chinese economy. We are delighted that our commemorative book was recognised by the professional judging panel at the Hong Kong Publishing Biennial Awards. We would like to thank Joint Publishing, which launched the book with us in Hong Kong and Mainland China. We would also like to congratulate Professor Stephanie Chung Po-yin on putting together such a well-written and researched book. It was a huge task, for which we are very grateful."

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Ms Anne Lee, Deputy Editor-in-Chief of Joint Publishing (H.K.) Co., Ltd. said: “Swire invested considerable time and resources and also shared its valuable archive materials with us in the publication of this thoroughly readable book. We would also like to acknowledge the hard work and skill of Professor Stephanie Chung, an experienced writer, who has put together such an engaging history from these materials, and of our long-term partner Format, for their work on the book’s graphic design. It was a great collaboration between all parties involved and we were very honoured to be part of it. We look forward to seeing many more collaborations of this type, with the aim of raising the standard of the Hong Kong publishing industry.”

Written by Professor Stephanie Chung Po-yin of Hong Kong Baptist University, whose research involved the study of more than 1,000 archive documents and photographs over the course of two and a half years, *“The Taikoo Way – Swire in China for 150 Years”* chronicles the business experiences of the Swire family over six generations. After establishing a branch in Shanghai in 1866, Swire ventured into the trading and shipping market, established a dockyard, and created the well-known Taikoo Sugar brand. From this solid foundation, the firm developed world renowned Cathay Pacific Airways, acquired a Coca-Cola bottling franchise, and diversified into the property business. Swire today is a multinational corporation with diversified business interests in China that range from property investment and aircraft engineering to cold storage and retailing.

The royalties from the sales of the book have been donated to the Swire Group Charitable Trust, the philanthropic arm of Swire Pacific Limited (HKSE00019/ 00087), and will be used to support a broad range of charities and activities in the fields of the arts and culture, education and environment.

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