

To Assignment Editor:

Entertainment Expo Press Conference Next Tuesday Asia's Leading Industry Gathering to Feature 10 Multimedia Events

12 March 2015 – Highlights of this year's Entertainment Expo Hong Kong (23 March-19 April) will be presented at a press conference next Tuesday (17 March), at Hong Kong Convention and Exhibition Centre (HKCEC). Entertainment Expo, which is coordinated by the Hong Kong Trade Development Council (HKTDC), is the region's leading entertainment industry gathering.

This year's 11th edition will comprise 10 major multimedia events, covering film, television, digital entertainment and music, namely: HKTDC Hong Kong International Film & TV Market (FILMART), Hong Kong Film Awards Presentation Ceremony, Hong Kong International Film Festival, Hong Kong – Asia Film Financing Forum, Hong Kong Asian-Pop Music Festival, IFPI Hong Kong Top Sales Music Award, ifva, Asian VFX and Digital Cinema Summit, Digital Entertainment Summit, as well as the affiliated event TV World International Forum.

Officials attending the press conference include: Hong Kong SAR Government Permanent Secretary for Commerce and Economic Development, Susie Ho; HKTDC Executive Director, Margaret Fong; HKTDC Entertainment Industry Advisory Committee Chairman, Terry Lai; and Hong Kong singer Jay Fung. Industry leaders will provide highlights of each event.

In support of this year's Entertainment Expo, local cinemas, retail outlets, restaurants and bars will again launch the city-wide campaign "Enjoy Great Movies, Enjoy Special Offers." Details will be announced at the press conference.

We cordially invite you or your representatives to cover the press conference. Details are as follows:

Date: 17 March (Tuesday)

Time: 3pm

Venue: Room S426-7, Level 4, Hong Kong Convention and Exhibition Centre, Wanchai

Note: Photography area, 40cm high, is about four metres from the stage

Guests and Rundown

2:30pm Media registration

3pm Press conference begins

3:02pm Welcome Remarks: Susie Ho, Permanent Secretary for Commerce and Economic Development

3:08pm Susie Ho on stage, accompanied by:

- Margaret Fong, Executive Director, HKTDC

- Terry Lai, Chairman, HKTDC Entertainment Industry Advisory Committee

3:15pm-3:40pm Event highlights presented by representatives of the organisers:

- Peggy Liu, Senior Service Promotion Manager, HKTDC

- Tenky Tin, Director, Hong Kong Film Awards Association

- Li Cheuk To, Artistic Director, Hong Kong International Film Festival Society

- Matthew Poon, Manager, Hong Kong-Asia Film Financing Forum

- Ng Yu, Chairman, IFPI (Hong Kong Group) Ltd

- Colin Cheung, Chairman, IFPI Hong Kong Top Sales Award Presentation

- Jay Fung, Hong Kong's contestant, Hong Kong Asian-Pop Music Festival 2015
- Teresa Kwong, Assistant Programme Director, Hong Kong Arts Centre
- Eddie Chan, Vice President, Association of Motion Picture Post Production Professionals
- Gabriel Pang, Chairman, Hong Kong Digital Entertainment Association
- Peter Lam, Vice Chairman, Hong Kong Television Association

Language: Cantonese (Questions in English and Chinese are welcome)

Website

Entertainment Expo Hong Kong: www.eexpohk.com

Video

Hong Kong Entertainment Expo Video: <http://youtu.be/9vWi8rsxgPQ>

Media Enquiries

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