

To Assignment Editor:

Entertainment Expo Press Conference Next Monday ***Asia's Top Entertainment Gathering to Feature 10 Multimedia Events***

24 February 2016 – Highlights of next month's Entertainment Expo Hong Kong will be presented at a press conference on Monday, 29 February, at Ocean Terminal, Harbour City, in Tsim Sha Tsui. Entertainment Expo, which takes place 14 March to 4 April, is the leading entertainment industry gathering in Asia.

This year's 12th edition will bring together 10 events, covering film, television, digital entertainment and music: 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, and the TV World International Forum.

Joining the press conference will be Hong Kong SAR Government Secretary for Commerce and Economic Development Gregory So; Hong Kong Trade Development Council (HKTDC) Executive Director Margaret Fong; HKTDC Entertainment Industry Advisory Committee Chairman Terry Lai; and Hong Kong Entertainment Ambassador Leon Lai.

Industry leaders will provide highlights of each of the events. Mr Lai will take part in a group media interview following the press conference.

We cordially invite you or your representatives to cover the press conference:

Date: 29 February (Monday)

Time: 3pm

Venue: Ocean Terminal, Main Concourse, Harbour City, Tsim Sha Tsui

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

Guests and Rundown

- 2:20pm Media registration
- 3pm Press conference begins (MC: Akina Fong)
- 3:02pm Welcome Remarks: Gregory So, Secretary for Commerce and Economic Development
- 3:08pm Gregory So on stage, accompanied by:
 - Margaret Fong, Executive Director, HKTDC
 - Terry Lai, Chairman, HKTDC Entertainment Industry Advisory Committee
 - Leon Lai, Hong Kong Entertainment Ambassador
- 3:15pm MC chats with Leon Lai, Hong Kong Entertainment Ambassador
- 3:18pm Event highlights presented by representatives of the organisers:
 - Peggie 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, Hong Kong Asian-Pop Music Festival 2016 and IFPI (Hong

- Kong Group) Ltd
- Sheldon Lo, Hong Kong's contestant, Hong Kong Asian-Pop Music Festival 2016
 - Connie Lam, Executive Director, Hong Kong Arts Centre
 - Cheung Ka Lik, Vice Chairman, Association of Motion Picture Post Production Professionals
 - Gabriel Pang, Chairman, Hong Kong Digital Entertainment Association
 - Chung Yat Ming, Vice President, Hong Kong Televisioners Association

Language: Cantonese (No simultaneous interpretation. Questions in English are welcome)

Website

Entertainment Expo Hong Kong: www.eexpohk.com

Video

Leon Lai: <http://bit.ly/21cMc3Z>

Media Enquiries

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