

To assignment editor:

Entertainment Expo Hong Kong Opens Next Monday ***Henry Tang, Jack So and Tony Leung to Officiate at the Opening Ceremony***

16 March 2010 – Asia's leading entertainment industry event, Entertainment Expo Hong Kong 2010, will open next Monday at the Hong Kong Convention and Exhibition Centre.

The opening day will include a ceremony officiated by Henry Tang, Chief Secretary for Administration, Hong Kong Special Administrative Region (HKSAR), Tong Gang, Director of Film Bureau, The State Administration of Radio, Film and Television, Jack So, Chairman of the Hong Kong Trade Development Council (HKTDC) and Tony Leung, Hong Kong Entertainment Ambassador.

Entertainment Expo Hong Kong encompasses nine multimedia events including the three founding events: Hong Kong International Film and Television Market (FILMART), the Hong Kong International Film Festival and Hong Kong Film Awards Presentation Ceremony. The HKTDC helps market Entertainment Expo, and organises the FILMART event.

The other six core events include the Asian Film Awards, Hong Kong – Asia Film Financing Forum, Hong Kong Music Fair, IFPI Hong Kong Top Sales Music Award 2009, Digital Entertainment Leadership Forum and Hong Kong Independent Short Film and Video Awards. A webcast about the events is available at: <http://www.youtube.com/HKTDC#p/c/9D82133DACEF99A8/9/BCMOeZozpnl>

You and your representatives are cordially invited to cover the opening ceremony. Details are as follows:

Date: 22 March (Monday)

Time: 6:30-7:35pm

Venue: Grand Foyer, Hong Kong Convention and Exhibition Centre, Wanchai

Rundown: 6:30pm Guests arrive

7:00pm Opening Ceremony Commences

7:35pm End of Opening Ceremony

Officiating Guests: Henry Tang, Chief Secretary for Administration, HKSAR

Tong Gang, Director of Film Bureau, The State Administration of Radio, Film and Television

Jack So, Chairman, HKTDC

Tony Leung, Hong Kong Entertainment Ambassador

Representatives of the organisers of the nine events under Entertainment Expo will also attend the Opening Ceremony.

Press registration: Please bring your name card or press badge and register at the FILMART media centre located in Hall 1C Concourse, HKCEC.

Remarks: The 4th Asian Film Awards (AFA) take place in the Grand Hall at 8:00pm, 22 March, immediately after the Entertainment Expo opening ceremony. Media interested in covering AFA and guests arriving at the red carpet zone should contact the Hong Kong International Film Festival Society at: media_accreditation@hkiff.org.hk

Media Enquiries

For enquiries about **Entertainment Expo Hong Kong** please contact the HKTDC's Corporate Communication Department:

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