

### **Fifth Hong Kong Music Fair Opens This Saturday** *Some 60 Exhibitors to Take Part, with Fair Open to Public Over the Weekend*

**18 March 2010** – About 60 exhibitors will showcase the latest music products and explore multimedia opportunities at the fifth Hong Kong Music Fair (HKMF), 20-22 March, at the Hong Kong Convention and Exhibition Centre (HKCEC). Jointly organised by the IFPI (Hong Kong Group) and the Hong Kong Trade Development Council (HKTDC), the show also caters to music lovers, with public admission on the first two days.

A business-matching service, which was introduced at the fair last year and attracted more than 300 companies, will return. The fair will also feature a wide array of seminars, performances and product demonstrations.

The Hong Kong Digital Music and Karaoke Awards Presentation Ceremony will take place 21 March, paying tribute to the most popular downloaded and streamed songs, music videos and ring tones. The awards also emphasise the importance of using legal means to download or stream music.

You and your representatives are cordially welcome to cover the fair and related special events. Details are as follows:

#### **Hours**

20 March: 11am-6pm (trade and public session)

21 March: 11am-6pm (public session)

22 March: 11am-5pm (trade session)

#### **Venue**

Hall 3C, HKCEC, Wan Chai

#### **Fair Website**

[www.hkmusicfair.com](http://www.hkmusicfair.com)

#### **Media Enquiries**

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## 2010 Hong Kong Music Fair: Event Highlights

### 20 March (Saturday)

#### Opening Ceremony

Time: noon

Venue: Hall 3C Stage, HKCEC

Guests: Rita Lau, Secretary for Commerce and Economic Development, HKSAR

Ng Yu, Chairman, Working Committee, Hong Kong Music Fair

William Chui, Director, Service Promotion, HKTDC

Leo Ku, HKMF Ambassador

Wang Zhiqiang, Director General, Department of Copyright Management, GAPP

Timothy Fok, member, Legislative Council (Sports, Performing Arts, Culture and Publication)

Samson Tam, member, Legislative Council (Information Technology)

#### Business Matching Ceremony

Time: 2:30pm

Venue: Hall 3C Stage, HKCEC

#### Live Performances

Time: 3pm

Venue: Hall 3C Stage, HKCEC

Participating Exhibitors:

- |                          |   |
|--------------------------|---|
| 1) Golden Typhoon        | Artists: Terence Chui, Chloe Chu, Rubber Band |
| 2) Emperor Entertainment | Artists: Ken Hung, Sherman Chung              |
| 3) TVB                   | Artists: singers from The Voice               |
| 4) Forward Music         | Artists: W-inds                               |

### 21 March (Sunday)

#### Live Performances

Time: noon

Venue: Hall 3C Stage, HKCEC

Participating Exhibitors:

- |               |                              |
|---------------|------------------------------|
| 1) Imusictech | Artists: imusic Stars        |
| 2) BMA        | Artists: Wildchild           |
| 3) WSM        | Artists: Angela Au, Denis Ng |
| 4) WOW Music  | Artists: Sugar Club          |

## Digital Music Awards Presentation Ceremony

Time: 3pm

Venue: Hall 3C Stage, HKCEC

Artists: Awards winners

## Karaoke Awards Presentation Ceremony

Time: 4pm

Venue: Hall 3C Stage, HKCEC

Artists: Award winners

**22 March (Monday)**

## Seminar: Expanding the recording business through technology and innovation

Time: 11am

Venue: Hall 3C Stage, HKCEC

Speakers: Aenil Premji, CSL Ltd

Alan Choy, Music Powerhouse Ltd

David De Busk, Landmark Digital Services

Kenneth Chau, iMusicTech

Hidenori Shima, KDDI

Hongquan Wang, Beijing Golden Music Resources Management Co, Ltd

MC: Chan Fai Hung

## Seminar: Essential elements for the music business under widespread unauthorised file sharing on the net

Time: 2:30pm

Venue: Hall 3C Stage, HKCEC

Speakers: Bonnie Yau, Principal Assistant Secretary, Commerce and Economic Development (Commerce & Industry)

Herman Ho, Star Entertainment (Universe) Ltd

Kenneth Chau, iMusicTech

Ringo Lam, IPROA

Samson Tam, Legislative Council of Hong Kong

York Mok, Hong Kong Internet Service Provider Association

Ricky Fung, IFPI (Hong Kong Group) Ltd

MC: Chan Fai Hung