

# London ETO celebrates Hong Kong Cinema in Stockholm (with photos)

The Hong Kong Economic and Trade Office, London (London ETO), the Film Development Fund and the Cultural and Creative Industries Development Agency of Hong Kong supported the Asian Film Festival's "Eyes on Hong Kong" specials held in Stockholm, Sweden, from September 11 to 13 (Stockholm time). A reception was held on 12 September 12 before the screening of "The Lyricist Wannabe" to celebrate the Hong Kong cinema, greeting over 30 guests from the local cultural and business sectors.

The Director-General of the London ETO, Mr Gilford Law, addressed the audience before the screening. Mr Law said, "As outlined in the National 14th Five-Year Plan, Hong Kong is dedicated to becoming an East-meets-West centre for international cultural exchange. Sharing a similar vision, the Asian Film Festival provides a platform for Hong Kong's unique stories and artistic expressions to reach global audiences."

Mr Law added, "We are delighted to present "The Lyricist Wannabe", a film that reflects not only the story of a young girl's pursuit of her dreams but also the resilient spirit of Hong Kong, a city that continually aspires, innovates, and reaches new heights. In the first half of 2024 alone, Hong Kong welcomed over 21 million visitors, marking a significant increase of more than 60 per cent% compared to the same period last year. This growth underlines Hong Kong's appeal as a vibrant destination where ambition and culture blend seamlessly, offering a unique experience to all who visit."

The three-day film festival featured three Hong Kong films, namely including "The Moon Thieves", "The Lyricist Wannabe" and "Fly Me To The Moon".



