

# Over 20 countries and regions showcase cultural riches at Asia+ Festival's Asian Ethnic Cultural Performances today (with photos)

To develop Hong Kong into an East-meets-West centre for international cultural exchange, this year's Asia+ Festival, presented by the Culture, Sports and Tourism Bureau and organised by the Leisure and Cultural Services Department (LCSD), continues to collaborate with consulates general and overseas cultural organisations in Hong Kong to stage the Asian Ethnic Cultural Performances. This afternoon (November 10), a vast range of stage performances were held at the Hong Kong Cultural Centre Piazza and Foyer. A total of 23 Asian and Belt and Road countries and regions participated in this edition. Artistic talent gathered to showcase their cultural riches through ethnic music and dances, costume displays, handicrafts and special snacks. The event was filled with cheers and attracted over 32 000 citizens and tourists.

Addressing the Asia+ Festival ceremony, the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, said that the festival was recognised as one of the items on the list of People's Livelihood and People-to-people Connectivity Projects at the Third Belt and Road Forum for International Cooperation. Asia+ strives to establish itself as an international cultural brand that contributes to cultural bonding and integration between countries and regions.

Other officiating guests at today's ceremony included Deputy Commissioner of the Office of the Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in the Hong Kong Special Administrative Region, Mr Pan Yundong; the Acting Director of Leisure and Cultural Services, Miss Eve Tam; the Commissioner for Belt and Road, Mr Nicholas Ho, and representatives from Consulates-General in Hong Kong of the participating countries of the Asia+ Festival. The ceremony was followed immediately by a series of ethnic stage performances, giving local audiences a glimpse of the diverse charms of Asian cultures.

Among the participating countries, Kuwait arranged for over 20 members from the Kuwaiti Orchestra Team and the Hamad Bin Hussein Folklore Performance Group to fly in from Kuwait to perform traditional Middle East instruments and ethnic dances for the first time. The groups also performed on November 8 and 9 at different places across the territory, as part of the Kuwaiti Culture, Art and Literature Week. This was a testament to Hong Kong's strengths as an East-meets-West centre for international cultural exchange.

Besides these offerings, the Asian Ethnic Cultural Performances also feature the "Sartorial Splendour – National Costume Exhibition" until

November 17 at the Hong Kong Cultural Centre Foyer. On display are beautiful costumes and accessories that Asian people wear during festive events and celebratory performances. These include Bangladesh's Saree bridal gown, Kazakhstan's nomadic tribal clothing; Sri Lanka's village wedding costumes; China's bridal dress with dragon and phoenix embroideries; as well as wedding attire from Russia, Indonesia, Korea, Nepal and more. Members of the public are welcome to visit for free.

This year, a total of 23 countries and regions took part in the Asian Ethnic Cultural Performances, namely Hong Kong, China; Macao, China; Bangladesh; Cambodia; Indonesia; Japan; Kazakhstan; Korea; Kuwait; Laos; Malaysia; Mongolia; Myanmar; Nepal; Pakistan; the Philippines; Russia; Saudi Arabia; Singapore; Sri Lanka; Thailand; Türkiye and Vietnam.

Additionally, an online programme recapturing today's highlights will be broadcast on November 24 on the LCSD's Community Programmes Office website ([www.cpo.gov.hk/activity/en-aecp-2024-carnival/](http://www.cpo.gov.hk/activity/en-aecp-2024-carnival/)).

The second Asia+ Festival is running from September to November, highlighting the arts and cultures of nearly 30 Asian and Belt and Road countries and regions. Apart from stage programmes, there are also thematic exhibitions, an outdoor carnival, film screenings, outreach activities and more, numbering over 100 in total. For programme enquiries and concessionary schemes, please call 2370 1044 or visit [asiaplus.gov.hk/2024/en/](http://asiaplus.gov.hk/2024/en/).



