

# Speech by CS at Kick-off Ceremony of Entertainment Expo Hong Kong 2025 (English only)

Following is the speech by the Chief Secretary for Administration, Mr Chan Kwok-ki, at the Kick-off Ceremony of Entertainment Expo Hong Kong 2025 today (March 17):

Ms Yan Ni (Deputy Director-General of the International Cooperation Department of the National Radio and Television Administration, Ms Yan Ni), Peter (Chairman of the Hong Kong Trade Development Council, Dr Peter Lam), Leon (Hong Kong Entertainment Ambassador, Mr Leon Lai), distinguished guests, ladies and gentlemen,

Good afternoon. It is my great pleasure to join you all, once again, for the opening ceremony of the 21st Entertainment Expo Hong Kong.

This annual Expo is a vibrant showcase of Hong Kong's film, television, music and digital entertainment events. This year, the Expo features nine major events, each smartly designed to highlight the region's entertainment industry, its digital transformation and opportunities for cross-regional collaboration.

FILMART, one of the Expo's founding events, opens today and runs until March 20. As Asia's leading marketplace for the creative industries, it features over 760 exhibitors from more than 30 countries and regions this year.

A highlight of FILMART this year is Producers Connect, a series of events created to encourage coproductions and collaborations among producers from Hong Kong and around the world.

Another new feature is the AI Hub, which showcases AI innovations and promotes AI usage in the entertainment industry through conferences, forums and exhibitions.

The 49th Hong Kong International Film Festival will begin on April 10. It is Asia's longest-running international film festival, and a pioneer in introducing Hong Kong, Chinese-language and Asian cinema and filmmakers to the world.

The Festival will showcase over 300 screenings from more than 60 countries and regions, along with forums and masterclasses by distinguished international filmmakers.

This Thursday (March 20), the 12th Microfilm Production Support Scheme Awards Ceremony will take place. Awards will be presented, and winning works will be screened. The Scheme supports local advertising production companies and directors by providing funding, professional guidance, training, and

promotion, helping them create original microfilms that showcase creativity and talent.

Then, there is the Hong Kong – Asia Film Financing Forum, which received close to 400 submissions from 45 countries and regions this year. The Forum connects filmmakers with global partners for investment and co-production. Forty-eight film projects were selected for this year's Forum, and new to this year is a section focused on animated feature films at various production stages.

Entertainment Pulse and the Digital Entertainment Summit returns this year, offering in-depth discussions on content creation, generative AI applications and other hot topics.

New to the Expo is tomorrow night's Hong Kong Film Music Fiesta, a music concert celebrating Hong Kong's outstanding composers and filmmakers, and showcasing the unique charm of Hong Kong film music.

Last night, the 18th Asia Film Awards presentation ceremony honoured 30 outstanding films from 25 countries and regions. And on April 27, the 43rd Hong Kong Film Awards presentation ceremony will celebrate the best films from a great year for Hong Kong cinema.

Ladies and gentlemen, the Hong Kong SAR (Special Administrative Region) Government is deeply committed to supporting the development of the entertainment industry in the city. The Cultural and Creative Industries Development Agency, under the Culture, Sports and Tourism Bureau, provides instrumental support through its Film Development Fund and CreateSmart Initiative.

The Government also supports content development for streaming, TV variety shows, and film productions. The newly launched Film Production Financing Scheme 2.0 and Film Production Grant Scheme for Promoting Chinese Culture will bring far-reaching benefits to Hong Kong's cultural and creative industries.

My thanks to the Hong Kong Trade Development Council, our Hong Kong Entertainment Ambassador Leon, and all participating organisations for making this year's Entertainment Expo a success.

I would also like to extend our heartfelt gratitude to the National Radio and Television Administration for their unwavering support of the event over the years.

I wish you all the best in business and entertainment at this year's Expo. And for those from out of town, I know you will have a memorable stay in Hong Kong, a global hub where East meets West for cultural exchange – and entertainment, too.

Thank you very much.