

Press Release

Hong Kong focus at the 16th International Film Festival in Bratislava

The Hong Kong Economic and Trade Office, Berlin (HKETO Berlin) presents “Focus: Hong Kong” at the 16th International Film Festival (IFF) Bratislava in the Slovak Republic from 7 to 14 November. Close to 70 guests from the government, cultural and business sectors attended the premiere of *The White Storm*, a crime thriller directed by the renowned Hong Kong director Benny Chan, in Kino Mladost’ on 10 November, and the post-screening reception.

Being held in co-operation with IFF Bratislava, “Focus: Hong Kong” also features blockbusters like the inspirational *The Way We Dance* by Adam Wong, Fruit Chan’s *The Midnight After* as well as Dante Lam’s *Battle of Wits* and *Better Tomorrow*, two films based on actual crime cases produced by Hong Kong’s Independent Commission Against Corruption and Radio Television Hong Kong.

The 16th IFF Bratislava also presents seven short films made by a young generation of filmmakers from Hong Kong. The festival is a marvelous occasion to showcase the works of these young talents from Hong Kong as they launch their careers in cinema.

Hong Kong has one of the largest and most dynamic film entertainment industries in the world. The local film industry has diversified and broken fresh ground in recent years, and Hong Kong’s films, film talents and professionals have gained worldwide recognition from the international film industry. A very recent example was the selection of reputable Hong Kong director Ann Hui’s *The Golden Era* as the closing movie at this year’s Venice Film Festival this last September.

In her welcome remarks, the Director of HKETO Berlin, Ms Betty Ho, encouraged Slovak film production companies and filmmakers to make the best use of the unique opportunities in Hong Kong: “As a movie lover myself, I genuinely feel that film is a wonderful medium for cultural exchanges. Good movies can transcend cultural or language barriers. Hong Kong has more than a century’s history in film-making, and our films are the best testimony to the vibrant creativity, freedom and diverse culture of our city.”

Ms Ho further emphasised the importance of the strengthening collaboration between Hong Kong’s film industry and Mainland China’s film studios, and encouraged Slovak creative talents to use Hong Kong as the gateway to tap the growing business opportunities in China: “Hong

Hong Kong Economic and Trade Office, Berlin

Address:
Jägerstraße 33, 10117, Berlin

Telephone:
+49 (0) 30 22 66 77 242

Fax:
+49 (0) 30 22 66 77 288

E-mail:
kilian_becker@hketoberlin.gov.hk

Website:
www.hketoberlin.gov.hk



Kong has been performing its role as the bridge between the Mainland of China and the rest of the world brilliantly. Our film industry has in recent years taken advantage of a unique free trade pact with the Mainland China, the Closer Economic Partnership Arrangement, or CEPA, to gain access to the film market in the Mainland.” Hong Kong also regularly hosts important film-related events such as the Hong Kong International Film Festival and the Hong Kong International Film & TV Market. They are usually held in March or April every year.

Link to the Bratislava programme: www.iffbratislava.com/program-2/program-sections-2/

About Hong Kong Economic and Trade Office, Berlin

HKETO Berlin is the official Hong Kong Special Administrative Region Government representative in commercial relations and other economic and trade matters in the Slovak Republic, as well as Austria, the Czech Republic, Germany, Hungary, Poland, Slovenia and Switzerland.

Photo Caption

1. Ms Betty Ho, Director of HKETO Berlin (2nd from the right), giving the welcome remarks for the “Focus: Hong Kong” programme. On her left Mr Vladimír Krajniak, Director of IFF Bratislava.

Contact

Kilian Becker
Head of Public Relations
Hong Kong Economic and Trade Office, Berlin
Tel: +49 (0) 30 22 66 77 24 2
Fax: +49 (0)30 22 66 77 28 8
E-mail: kilian_becker@hketoberlin.gov.hk

HKETO Berlin
11 November 2014

