



HONG KONG ECONOMIC & TRADE OFFICE

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PRESS RELEASE

HK Film Festival 2010 in Kuala Lumpur to open soon

Co-organised by the Hong Kong Economic and Trade Office (HKETO) in Singapore and 988 Radio Station Malaysia, with the support of Golden Screen Cinemas, the Hong Kong Film Festival (HKFF) to be held in Kuala Lumpur, Malaysia, from March 26 to 28 will showcase eight quality Hong Kong films to the Malaysian audience.

The Director of HKETO in Singapore, Ms Subrina Chow, said this second HKFF followed the encouraging response of the Malaysian audience to the pioneer event last year. She hoped the effort would continue to enhance social exchange and promote co-operation between Hong Kong and Malaysia in culture and the arts.

The HKETO in Singapore, which represents the Hong Kong Special Administrative Region Government (HKSARG) in the ASEAN region, is committed to strengthening the economic and trade relations and enhancing cultural and other exchanges between Hong Kong and the ASEAN countries.

The eight films featured in the coming HKFF are: *At The End of Daybreak* (Opening Film); *The Way We Are*; *KJ: Music and Life*; *Mr Cinema*; *Split Second Murders*; *Happy Funeral*; *I Corrupt All Cops*; and *Nobody's Perfect*. Most of them have not been previously screened in Malaysian cinemas.

The selection of films covers a good variety of genres, ranging from drama, comedy, romance to crime thriller and documentary, and includes four winners of prominent film awards.

Ms Chow noted that the opening film *At the End of Daybreak* was produced by Malaysian director, Mr Ho Yuhang, together with a Hong Kong and Malaysian cast. She said: "It is a prime example of ongoing exchanges and co-operation between the Malaysian and Hong Kong film industry."

The HKFF will be launched with the Gala Premiere to be held on March 17. Mr John C Tsang, Financial Secretary of Hong Kong Special Administrative Region, will grace the occasion as its Guest of Honour. Other special guests include Mr Ho Yuhang, director; and Ms Wai Ying-hung, Mr Chui Tien-you and Ms Ng Meng Hui, cast of *At the End of Daybreak*.

Mr Ho Yuhang, Ms Wai Ying-hung, Mr Chui Tien-you and Ms Ng Meng Hui will also attend the HKFF film workshop on March 17 to share with students and audience their experience in film making.

To express appreciation for the faithful support of the Malaysian audience for Hong Kong films, admission to the film workshop on March 17 and the three-day HKFF from March 26-28 will be open to the public and free of charge. The workshop and screenings will be held in GSC Pavilion KL, GSC

Mid Valley and GSC 1 Utama. Please visit www.hketosin.gov.hk, www.988.com.my or www.gsc.com.my for details of ticket collection and further information of the Film Festival.

End/Monday, March 1, 2010.

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新聞稿

吉隆坡 2010 年香港電影節快將舉行

由香港駐新加坡經濟貿易辦事處（香港經貿處）及馬來西亞 988 電台聯合舉辦的香港電影節，獲 Golden Screen Cinemas 為支持院線，將於三月二十六日至二十八日在吉隆坡舉行，向馬來西亞觀眾介紹八齣優秀香港電影作品。

香港經貿處處長周舜宜表示，去年首度舉辦的香港電影節，馬來西亞觀眾反應熱烈，所以今年舉辦第二屆香港電影節，希望繼續推廣香港和馬來西亞兩地在文化藝術方面的交流和合作。

駐新加坡的香港經貿處是香港特別行政區政府在東盟地區的代表，致力加強香港和東盟各國之間的經貿關係，並促進文化及其他方面的交流。

吉隆坡 2010 年香港電影節的參展電影，包括開幕電影《心魔》、《死神傻了》、《絕代雙嬌》、《六樓后座 2 家屬謝禮》、《天水圍的日與夜》、《老港正傳》、《KJ 音樂人生》、及《金錢帝國》。其中大部份未曾在馬來西亞戲院上映。

這八齣精選電影包羅了劇情片、喜劇、浪漫愛情片、警匪故事、以及紀錄片等不同影片種類，其中四齣更曾在著名電影獎項獲獎。

周舜宜處長指出，今屆電影節的開幕電影《心魔》，由馬來西亞導演何宇恆執導，主要演員來自香港和馬來西亞。她說：「這齣電影正是馬來西亞和香港電影界經常交流和合作的最佳例子。」

香港電影節將於三月十七日舉行開幕禮，揭開序幕。香港特別行政區財政司司長曾俊華將蒞臨擔任主禮嘉賓。其他特別嘉賓還有《心魔》導演何宇恆、主要演員惠英紅、徐天佑及黃明慧。

何宇恆、惠英紅，徐天佑及黃明慧還會在三月十七日出席香港電影節電影講座，與學生和觀眾交流電影製作的心得和經驗。

為答謝馬來西亞觀眾多年來對香港電影的愛戴，三月十七日的電影講座和三月二十六日至二十八日三天的電影放映，全部免費招待各界人士。電影講座和電影放映將在GSC Pavilion KL, GSC Mid Valley 及GSC 1 Utama 舉行。有關入場券派發詳情及電影節其他資料，請瀏覽www.hketosin.gov.hk、www.988.com.my及www.gsc.com.my。

完

二〇一〇年三月一日（星期一）