

**Hong Kong Film Festival 2009 in Kuala Lumpur  
Gala Premiere at GSC Pavilion KL on 5 March 2009**

**Speech by Ms Subrina Chow  
Director of HK Economic & Trade Office, Singapore**

Deputy Minister Mr. Teng Boon Soon, Secretary General of Unity  
Datuk Dr. Muzahet Bin Masruri, Distinguished Guests, Friends, Ladies  
and Gentlemen,

- On behalf of the Hong Kong Economic and Trade Office in Singapore (the representative office of the Hong Kong Special Administrative Region Government in the ASEAN region), welcome to the first Hong Kong Film Festival in Malaysia!
- The creative industries have long been one of Hong Kong's most successful industries. Currently, we have about 32,000 establishments and more than 170 000 practitioners in our creative industries. Annually, they contribute over HK\$60 billion (about RM29 billion) to our economy, representing around 4% of our GDP. And among all creative industries, our film industry is no doubt our flagship best known in Asia and around the world.

- Since 1997, Hong Kong films and filmmaking talents have won over 300 international awards. Hong Kong films have also been our best cultural ambassador. Many people around the world first get to know our city through our cinema and film talents, some of whom have become household names in both the East and the West.
- Not only are Hong Kong people proud of these achievements of our film industry, we are also keen to support its future development.
- The Hong Kong Special Administrative Region Government set up a Film Development Fund (FDF) in 1999 to support projects conducive to the long-term development of the film industry in Hong Kong. In 2007, the Government established the Hong Kong Film Development Council to advise itself on the policy, strategy and institutional arrangement for the promotion and development of our film industry. It also injected an additional \$300 million into the Film Development Fund and expanded its scope to finance small-to-medium budget film productions.

- To expand overseas markets for Hong Kong movies and promote a new generation of Hong Kong film, the Hong Kong Film Development Council launched a project called "Hong Kong Film: New Action" at the end of last year. The project seeks to encourage greater cooperation among the film talents and investors in Hong Kong, Mainland China, Taiwan, Malaysia and Singapore, to pool resources for the production of Chinese language films and expand their market in the region.
- In this connection, a delegation of new generation Hong Kong film directors, led by the Chairman of the Hong Kong Film Development Council, visited Kuala Lumpur last week. They enjoyed fruitful exchanges with members of the Malaysian film industry as well as students and the media here.
- Indeed, Malaysia has been a major market of Hong Kong movies since 1960s. In this first Hong Kong Film Festival held in Kuala Lumpur, we have chosen eight movies directed by our new generation of film directors. Many of them, including the opening film you are going to see tonight, are shown in Malaysian cinema for the first time. Besides showing you our new directors

brilliant talents, these movies will also reveal to you the evolving character of our charming city and the seven million people who make it tick.

- This Hong Kong Film Festival is also our way of saying thank-you to our Malaysian audience for the faithful support of Hong Kong movies. This is certainly only a beginning, and we hope there will be many more Hong Kong Film Festivals in Malaysia in the years to come.
- Thank you again for joining us tonight. Do sit back and enjoy the movie.