

# Celebrating Hong Kong Cinema at London East Asia Film Festival (with photos)

The Hong Kong Economic and Trade Office, London (London ETO) and Create Hong Kong supported the London East Asia Film Festival (LEAFF) from October 18 to 29 (London time), showcasing a selection of seven Hong Kong films with live Questions and Answers (Q&A) with Hong Kong actors Louis Koo and Ng Siu-hin, actress Stephy Tang and director Au Cheuk-man.

A reception, themed "Hong Kong Happy Hour", was hosted by the London ETO on October 22 before the screening of "As It Burns", marking the film's world premiere. The reception welcomed creative talents from Hong Kong and over 50 guests from the local cultural and business sector.

The Director-General of the London ETO, Mr Gilford Law, addressed the audience of "As It Burns". Mr Law said, "The London ETO is proud to partner with LEAFF for the eighth time to shine a spotlight on Hong Kong Cinema. As the 'Hollywood of the East', Hong Kong benefits from a strong presence of creative and ambitious talents. Together with the support from the Hong Kong Special Administrative Region Government, evidenced by initiatives like the Film Development Fund, the Scriptwriting Incubation Programme and the Director's Succession Scheme, we are eager to unleash the potentials and powers of emerging Hong Kong creative talents, so as to support our city to become a centre for international cultural exchange as underpinned by the National 14th Five-Year Plan."

The LEAFF presented seven Hong Kong films, with the world premiere of "As It Burns" and the other six films making their UK premieres. The full line-up includes "As It Burns", "Cyber Heist", "In Broad Daylight", "Lonely Eighteen", "Mad Fate", "Stand Up Story" and "Vital Signs". On October 22, Director Au Cheuk-man and actor Ng Siu-hin's Q&A session was held after the screening of "Stand Up Story", while the Q&A session with actress Stephy Tang was held after the screening of "As It Burns". The Q&A session with actor Louis Koo will be held after the screening of "Vital Signs" on October 29.



