

# Drawing on new animation talent

Local animation start-ups and small enterprises that participated in the 6th Animation Support Program are set to premiere their work on March 5. Launched in 2012, the programme provides comprehensive support to animators to enhance the quality of Hong Kong's animation industry.

News.gov.hk spoke to two of the participants and the Hong Kong Animation & Cultural Association's General Secretary to find out how the programme helps local animators build up their businesses.

The story appears on news.gov.hk today (February 24) in both text and video format.