

HKETO, Brussels hosts receptions in Belgium and France to celebrate Chinese New Year (with photos)

â€‹The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) hosted a Chinese New Year reception in Brussels, Belgium on January 27 to kick-start its series of celebration activities for the Year of the Snake. It was followed by a reception held in Paris, France on January 28.

The reception in Brussels has been named one of the most celebrated social events in the diplomatic circle in Europe and attracted some 270 guests from officials from the European institutions, national governments, diplomatic missions, as well as senior representatives from trade and business, academia, arts and cultural sectors, the media as well as the Chinese community. The event was supported by the Belgium-Hong Kong Society.

The Special Representative for Hong Kong Economic and Trade Affairs to the European Union, Ms Shirley Yung, pointed out in her welcoming remarks that Hong Kong has maintained its distinctive advantages under the "one country, two systems" principle, including a common law system, an independent judiciary, free flow of capital, goods, information and talents, and a free port with low and simple tax system. "Hong Kong remains the prime gateway and super connector between China and the rest of the world, offering unmatched opportunities for entrepreneurs, artists, innovators and talents."

Ms Yung said 2025 would be a spectacular year for Hong Kong to be filled with countless mega events. "Hong Kong's appeal as a global destination continues to grow", Ms Yung said as Hong Kong recorded 45 million visitors in 2024. "This growth reflects the unique experiences Hong Kong offers", Ms Yung added. She also highlighted that Hong Kong has substantially reduced the liquor tax, making it an even more attractive hub for global wine and liquor trade.

To showcase Hong Kong's unique blend of natural beauty, urban vibrancy, and cultural richness, the guests in Brussels were welcomed by a mini-exhibition on the charms of Hong Kong contributed by the Hong Kong Tourism Board.

Coincided with the much celebrated re-launch of the direct flight between Brussels and Hong Kong coming August, the guests attending the reception in Brussels were encouraged to visit Hong Kong to grasp the unmatched opportunities offered by the city for entrepreneurs, artists, and innovators alike.

HKETO, Brussels also took the opportunity to showcase Hong Kong as an East-meets-West centre for international cultural exchange. A cross-media performance fused with Chinese kung-fu, modern electronic music, comic and animation inspired by Hong Kong action movies was presented by the Hong Kong

Arts Centre (Comix Home Base) in collaboration with different Hong Kong artists.

HKETO, Brussels organised another Chinese New Year reception in Paris (January 28) which attracted 300 guests of various backgrounds including government representatives, businessmen, academic, the media and members of the local Chinese community. The guests were greeted by an enchanting music performance comprising Chinese and European classics and Hong Kong pop presented by Hong Kong artists, showcasing our unique East-meets-West culture. The reception was hosted in co-operation with Hong Kong Trade Development Council and the France Hong Kong Business Association.



