

## HKETO, Brussels promotes Hong Kong cinema in Belgium (with photo)

The Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels), together with Create Hong Kong, supported the screening of two Hong Kong films at the Brussels International Fantastic Film Festival (BIFFF) in Brussels, Belgium from April 9 to 21 2024 (Brussels time).

The HKETO, Brussels hosted a reception at the Hong Kong Film Night on April 10 with the screening of a recent Hong Kong heist film "The Moon Thieves" by Yuen Kim-wai. The Special Representative for Hong Kong Economic and Trade Affairs to the European Union, Ms Shirley Yung, spoke at the reception that Hong Kong films are the strongest testimony of the vibrant creativity and unique culture of the city. Hong Kong sees an increasing number of emerging actors and young filmmakers whose productions cover a diversity of genres.

Ms Yung highlighted that the Government of the Hong Kong Special Administrative Region is committed to supporting our film industry to strengthen its international visibility. "To further facilitate international collaborations and elevate Hong Kong cinema to the global stage, the Film Development Fund has recently launched a Hong Kong-Europe-Asian Film Collaboration Funding Scheme", Ms Yung said.

Ms Yung added that while Hong Kong has one of the largest and most dynamic film industries in the world, it also has a thriving art and cultural scene with all kinds of art exhibitions, auctions, galleries, cultural and performing art events awaiting visitors worldwide to check out for themselves.

The BIFFF is one of the most important festivals of its kind in Europe. Some 100 films from the fantasy, horror, thriller and science-fiction genres are being screened at the BIFFF this year, including the other Hong Kong action thriller "Bursting Point" by Dante Lam and Calvin Tong. The BIFFF is also known for its enthusiastic audience participation and huge media coverage.

