

[HKSAR Government launches new TV announcements to invite global talent to settle in Hong Kong \(with photos/video\)](#)

The Hong Kong Special Administrative Region Government today (June 5) launched a new set of TV Announcements in the Public Interest (APIs) to appeal to talent across professions on the Mainland and overseas to settle in the city.

A spokesman for Hong Kong Talent Engage (HKTE) said that the new APIs feature the city's vibrant and colourful lifestyle, followed by nine arriving talents of different professions and backgrounds from around the world to share their reasons why they came to Hong Kong.

Among them, in the first episode of the APIs launched today, former National Basketball Association (NBA) of the United States and Chinese Basketball Association (CBA) player Stephon Marbury said that Hong Kong, as an international cultural melting pot, is a "slam dunk" for new opportunities without language barriers. Hong Kong is also a gourmet paradise which features culinary delights from all over the globe.

The API episodes will be broadcast in phases. The unique strengths, advantages and development opportunities of Hong Kong as an international financial centre, an international shipping centre, an international innovation and technology centre, a regional intellectual property trading centre, a core city of the Guangdong-Hong Kong-Macao Greater Bay Area, a mega-events capital, a liveable city and Asia's world city with a simple tax regime, top-quality education and medical services will be featured, showcasing Hong Kong's dual role as an international talent hub and the country's gateway for talent.

The APIs will be broadcast in Hong Kong and beyond through the Dedicated Teams for Attracting Businesses and Talents under the Government's Mainland Offices and overseas Economic and Trade Offices. The first episode has been uploaded to HKTE's website (www.hkengage.gov.hk/en/media/category/stories/) and social media.

