

# HKSAR Government welcomes measures by relevant Central authorities to further facilitate entry of Hong Kong film industry into Mainland market

The Hong Kong Special Administrative Region (HKSAR) Government today (April 16) welcomed the five relaxation measures agreed by relevant Central authorities, to further facilitate entry of Hong Kong films and film practitioners into the Mainland market.

The five relaxation measures are:

1. To remove the restriction on the number of Hong Kong people participating in Mainland film productions;
2. To remove the restriction on percentage of artistes and requirement of Mainland-related plots in motion pictures jointly produced by the Mainland and Hong Kong (Mainland-Hong Kong co-productions);
3. To waive the fees for establishing Mainland-Hong Kong co-production projects;
4. To allow Hong Kong films and film practitioners to apply for nomination for awards in Mainland film festivals; and
5. To allow Hong Kong film companies to apply for incentives for distributing and promoting outstanding Mainland motion pictures and Mainland-Hong Kong co-productions in Hong Kong, Macao and overseas.

The Secretary for Commerce and Economic Development, Mr Edward Yau, said, "This is another round of further relaxation measures offered by the Mainland authorities for the Hong Kong film industry since the implementation of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) and its Supplements. Implementation of the measures would further enhance the flexibility of producing Mainland-Hong Kong co-productions and reduce relevant production costs. It would encourage Hong Kong film industry to play a more active role in production and promotion of Mainland films and co-productions, enhance the reputation and recognition of Hong Kong films in the Mainland and provide more opportunities in the Mainland for local film industry, thereby furthering the development of film industries in the two places."

"With a wealth of talent who are flexible and of global vision, there is huge potential for the Hong Kong film industry to further develop in the Mainland market. I hope that the film industry will tap the new measures, while continue to leverage existing advantages, to expand Mainland and overseas markets and further promote the brand of "Hong Kong Films"."

Mr Yau said that the Commerce and Economic Development Bureau will

follow up with the relevant Central authorities on the details for early implementation of the new measures.

He reiterated that the HKSAR Government has been committed to developing Hong Kong's creative industries, including the film industry. The Chief Executive in her 2018 Policy Address announced the proposal to make an injection of \$1 billion into the Film Development Fund, with a view to boosting development of the film industry under four broad directions, namely nurturing talent, enhancing local production, expanding markets, and building audience. Measures to be launched include enhancing the First Feature Film Initiative and the Film Production Financing Scheme. Regarding the proposals of the industry for facilitating Mainland-Hong Kong co-productions and entry of Hong Kong productions into the Mainland market, the Government has conducted multiple discussions with relevant Central authorities to seek their support.