

Hong Kong action movies provide excitement at Salento International Film Festival in Tricase, Italy (with photos)

With support from the Hong Kong Economic and Trade Office, Brussels (HKETO, Brussels) and Create Hong Kong, Hong Kong action movies are in the spotlight at the 17th edition of the Salento International Film Festival taking place in Tricase in the Salento peninsula of southern Italy from September 1 to 6 (Tricase time).

The Salento International Film Festival is a major international film festival in the south of Italy. This year, kung fu fighters and action movies are providing excitement in the Festival's "Hong Kong Cinema" programme, which comprises Yuen Woo-ping's "Master Z: The Ip Man Legacy", Wilson Yip's "Ip Man 4: The Finale" and Danny Pang and Oxide Pang's "Out of Inferno".

Speaking before the screening of "Ip Man 4: The Finale" in the evening of September 1, the Deputy Representative of HKETO, Brussels, Miss Fiona Chau, thanked the organiser for its efforts in bringing Hong Kong films to Italian audiences amid the challenging circumstances this year.

Miss Chau pointed out that Hong Kong is a diverse, multifaceted and vibrant city, where East meets West and traditional culture blends well with modern concepts. Hong Kong also takes pride in itself as a creative hub and its movies have been serving as a brilliant cultural ambassador. Miss Chau added that the Hong Kong Special Administrative Region (HKSAR) Government strives to ensure that the right environment is in place in the city for creative industries to flourish. As always, freedom of speech and the free flow of information, ideas and talent are among Hong Kong's core values and are guaranteed by the Basic Law.

The HKSAR Government is supporting the Hong Kong film industry to get through a difficult period this year. It has earmarked around 29 million Euros (around HK\$260 million) under the Film Development Fund to help increase the number of local film productions, nurture young directors and scriptwriting talents and enhance professional training to add value to the industry.

Miss Chau also seized the opportunity of her visit to Tricase to speak at a business seminar, also held on September 1, to promote Hong Kong's strong fundamentals and unique advantages to act as the gateway for Italian companies to enter the Mainland and Asian markets.

