<u>Hong Kong animations showcased in</u> <u>Germany (with photo)</u>

The Hong Kong Economic and Trade Office, Berlin (HKETO Berlin) continues to support young Hong Kong filmmakers by sponsoring the participation of a Hong Kong delegation in the Stuttgart International Festival of Animated Film (ITFS) from April 30 to May 5. As a co-operation partner of the ITFS, HKETO Berlin joined hands with the Hong Kong Art Centre (HKAC) to showcase the work of Hong Kong animators in Stuttgart, Germany.

The ITFS is one of the most outstanding events for animated film worldwide. The Festival presents a full, up-to-date spectrum of animated filmmaking and its intersections with visual effects, architecture, art, design, music and games. The ITFS offers a platform for directors, production companies and distributors where they can showcase their films and transmedia projects to an interested, broad audience and numerous industry representatives.

The "Focus Hong Kong" features a series of Hong Kong animations: comic and animation artist Kongkee together with animation artist Wong Ping presented some of their works as part of the In Persona section on May 2. Their session was followed by Moving Tales of Hong Kong Animations showcasing a collection by seven talented Hong Kong artists presenting a look of all aspects of daily life in Hong Kong in a 70-minute tour. The comic-based performance The Fate of Assassins by Haze Tsui Ka Hei is also part of the Hong Kong programme that was curated by the HKAC.

At the "Focus Hong Kong" Reception on May 2, the Director of HKETO Berlin, Mr Bill Li, highlighted the importance of the film industry for Hong Kong's development into a value-added and diversified economy. "We will promote further development of the local film industry, and nurture more talents. We also welcome film production professionals from around the world including Germany to work in Hong Kong" he said, making reference to the Talent List Hong Kong. Animators Kongkee and Wong Ping mingled with the guests to share insight into their work and to answer questions.

Hong Kong is aspiring to become the arts and cultural hub in Asia. Known for its inexhaustible source of film talents, the city attracts young filmmakers and actors bringing inspirations and new ideas to enrich Hong Kong's film industry. Creative industries in general are important economic drivers for Hong Kong, enhancing the economy's innovation capacity and driving its growth in future. Hong Kong has a leading edge in key creative sectors such as film, television, music, design, architecture, advertisement, comics and animation, games and digital entertainment, printing and publishing.

About HKETO Berlin

HKETO Berlin is the official Hong Kong Special Administrative Region Government representative in commercial relations and other economic and trade matters in Germany as well as Austria, the Czech Republic, Hungary, Poland, the Slovak Republic, Slovenia, and Switzerland.

