

London ETO promotes Hong Kong films at London East Asia Film Festival 2018 (with photos)

The Hong Kong Economic and Trade Office, London (London ETO) is promoting the vibrant filmmaking industry of Hong Kong in the United Kingdom by sponsoring the Hong Kong Programme of the London East Asia Film Festival (LEAFF) 2018, with screenings in London from October 31 to November 2 (London time) and in Oxford today (November 2, London time).

LEAFF was first launched in 2015 to champion the growing collaboration and diversity in East Asian film-making. With the support of London ETO, Hong Kong films have all along played an important part of LEAFF. This year, the Festival has brought over four Hong Kong films as part of its special Hong Kong Programme. In addition to a launch Gala screening of the European Premiere of Felix Chong's highly acclaimed action film "Project Gutenberg", the festival also features "Distinction" by Jevons Au; "Tomorrow is Another Day" by Chan Tai-lee; and the documentary "I've Got the Blues" by Angie Chen. The Gala screening of Project Gutenberg was followed by a question-and-answer session with director Felix Chong and a Hong Kong Night Reception, while the special in-competition screening of Distinction yesterday (November 1, London time) was followed by a question-and-answer session with director Jevons Au.

Speaking at the Gala screening of Project Gutenberg which launched the LEAFF Hong Kong Programme on October 31 (London time), the Director-General of the London ETO, Ms Priscilla To, highlighted Hong Kong's success in film-making. "Despite the fact that Hong Kong is only a small city with a population of about seven million, Hong Kong is one of the world's largest film production bases. Many of our talent in the film making industries, including actors and actresses, directors, cinematographers and producers, have become household names in the world, and our films have also been inspirational to many outside Hong Kong," Ms To said. "This year is already the third occasion we have partnered with LEAFF, and we are very pleased to once again bring some of the best films produced by Hong Kong directors to film lovers in London."

"The Hong Kong Government is committed to supporting our local film industry. In her second Policy Address announced in October 2018, our Chief Executive, Mrs Carrie Lam, reaffirmed our commitment to build up the brand name for Hong Kong Films. She also announced the injection of one billion Hong Kong dollars into the Film Development Fund, with a view to boosting the development of our film industry through measures under the four broad directions, i.e. nurturing talent, enhancing local production, market expansion, and building audience. Indeed, many excellent productions like 'Tomorrow is Another Day' that we feature this year were made with the support of the Film Development Fund. " Ms To added.

LEAFF 2018 is being held in London and Oxford from October 25 to

November 4 (London time). For more information visit: www.LEAFF.org.uk.

