

[SCST continues visit to Zhejiang Province \(with photos\)](#)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, continued his visit to Zhejiang Province today (August 2). Accompanied by the Head of Create Hong Kong, Mr Victor Tsang, Mr Yeung visited Versatile Media, an integrated media company in Hangzhou which specialises in advertising and film production. Mr Yeung learned about the company's creating process and the adoption of top-notch virtual production techniques in the making of films, advertising and brand building projects.

Mr Yeung and members of the Legislative Council's Panel on Home Affairs, Culture and Sports then visited Hengdian World Studios in Dongyang to get a grasp of the studio's development and opportunities arising for film industry workers. Mr Yeung also met with Hong Kong film industry players to exchange views on the development of Hong Kong's film industry on the Mainland and its integration into the national development.

Mr Yeung said, "The National 14th Five-Year Plan expressed clear support for Hong Kong to develop into an East-meets-West centre for international cultural exchange, giving full recognition to the flourishing and diverse growth of arts, culture and creative industries in Hong Kong over the past years and providing the sector with endless opportunities. The Film Development Fund rolled out the HK-Asian Film Collaboration Funding Scheme to subsidise film projects co-produced by filmmakers from Asian countries to produce films that are rich in Hong Kong and Asian culture, and help Hong Kong films break into overseas markets. With the country's support, I believe the film industry will work magic in carrying forward Chinese culture and play a part in enhancing the country's soft power."

Mr Yeung will return to Hong Kong tomorrow (August 3).



