

Speech by SCST at Asia+ Festival 2024 programme parade

Following is the speech by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, at the Asia+ Festival 2024 programme parade today (August 20):

Dear Consuls General, guests, friends from the cultural, media and tourism sectors,

Welcome to the programme parade of the Asia+ Festival 2024.

Under the National 14th Five-Year Plan, Hong Kong is actively developing into an East-meets-West centre for international cultural exchange. To this end, the first Asia+ Festival was launched last year and attracted over 62 000 participants. It was recognised as one of the items in the list of "People's Livelihood and People-to-people Connectivity Projects" in the Third Belt and Road Forum for International Cooperation hosted by President Xi in 2023.

Building on this inaugural success, we host the second Asia+ Festival this year, with distinguished artists from nearly 30 countries from Asia, the Middle East and the Belt and Road regions. There will be more than 100 performances and activities, anticipating drawing over 100 000 participants. We are grateful to the Consulates General and overseas cultural organisations in Hong Kong for their unfailing support. This year's programme offers a rich and diverse spectrum of dynamic multimedia dance performances, concerts by internationally acclaimed master pianist and superstar vocalist, imaginative participatory multimedia music programme, and a new "Middle Eastern Series" with performances that blend the styles of the Middle East and the West. We will also engage with local communities by exploring new venues and organising outreach activities, at the same time, to offer visitors a taste of the multicultural vibrancy and vitality of our city.

The logo of the Asia+ Festival symbolises the window to the world, Hong Kong's advantage to connect itself with other parts of Asia and the world, where the city serves as a platform to various countries and regions for sustainable collaborations. I invite you to join us and experience together the charm of various cultures and peoples in Hong Kong. Thank you.