

Speech by SCST at Launching ceremony of Art March 2024

Following is the speech by the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, at the launching ceremony of Art March 2024 today (February 22):

Ladies and gentlemen,

Good morning. Welcome to the Launching Ceremony of Art March 2024.

Every March in Hong Kong, art lovers and visitors enjoy the many international and local arts and cultural events converged in the city. My bureau, the Culture, Sports and Tourism Bureau, has been pulling together the hard efforts of the arts and cultural sectors to enrich the ambience of mega arts and cultural events in Hong Kong. And this year for the first time, we launch "Art March" as a brand to promote multiple events organised, funded, or supported by the Government. We hope that everyone could enjoy an unforgettable experience immersed in the artistic vibe of Hong Kong during March every year.

Under "Art March", we showcase the blend of Eastern and Western cultures and the unique colour of Hong Kong as an East-meets-West centre for international cultural exchanges. Ranging from arts and culture, pop, as well as TV and film, various happenings including exhibitions, film events, a cultural summit and a fashion show, welcome all walks of life. This year, we are delighted to see again the well-received events in the past, as well as new-event brands in Hong Kong, making the city's vibrant cultural landscape more colourful.

We strive to showcase to the world the unique charm and diverse characteristics of Chinese culture in Hong Kong, thereby assisting our country to strengthen its international influence. We also aim to maximise the economic benefits of mega arts and cultural events. Tourism-related industries, such as hotels, retail and catering, are encouraged to join hands with the arts and cultural sectors in polishing the brand of "Art March" to provide citizens and visitors with an enriched artistic journey. You will also find exciting events including free ice cream distribution, tram rides and Star Ferry rides at different times in March to promote "Art March" and its programmes. Please stay tuned for the details to be announced in March.

Last but not least, on behalf of the Hong Kong Special Administrative Region Government, I would like to thank all the event organisers and partners for supporting and participating in "Art March". I wish all of you a unique arts and cultural journey in this coming March.