

[Effective Exchange Rate Index](#)

The effective exchange rate index for the Hong Kong dollar on Monday, March 11, 2024 is 104.5 (down 0.1 against last Saturday's index).

The effective exchange rate index for the Hong Kong dollar on Saturday, March 9, 2024 was 104.6 (down 0.1 against last Friday's index).

[SCST attends press conference for Hong Kong Cultural and Art Industry Revitalisation Program by Alibaba Digital Media and Entertainment Group](#)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, officiated at a press conference to announce the Hong Kong Cultural and Art Industry Revitalisation Program (the Program) of Alibaba Digital Media and Entertainment Group (ADME Group) today (March 11) during the Hong Kong International Film and TV Market (FILMART) at the Hong Kong Convention and Exhibition Centre. The Chairman and Chief Executive Officer of Alibaba DME Group, Mr Fan Luyuan, and the President and Executive Director of Alibaba Pictures, Mr Jerry Li, also attended as the representatives of the organiser.

"We eagerly hope that ADME Group will work more closely with the film and TV industry of Hong Kong to develop new modes of co-operation and explore business areas, to nurture new talent, and to create rich and diversified content for film and TV, which will bring the development of our film and TV entertainment industry to the next level," Mr Yeung said.

ADME Group announced that they would invest HK\$5 billion in the development fund in the next five years and make Hong Kong their second base. The Program will focus on film production and distribution, rights acquisitions, TV series production, investments in concerts, collaboration with performance venues, and talent development etc. It will also work with leading local film and TV companies to co-produce films for cinemas, TV dramas, and dramas for streaming platforms etc.

The Culture, Sports and Tourism Bureau is dedicated to organising various events and actively participating in large-scale film festivals both on the Mainland and overseas through Create Hong Kong, thereby promoting the role and advantages of Hong Kong's film and TV industry, attracting Mainland and overseas corporations to expand their businesses in Hong Kong, and

strengthening co-operation with the local film and TV industry in the production of quality content.

The Program is also facilitated by Invest Hong Kong in relation to providing assistance in setting up offices and starting businesses in Hong Kong, as well as arranging to participate in various networking events to meet the local trade and representatives of relevant associations.

[Applications for Bun Scrambling Competition in Cheung Chau to close next Monday](#)

The application period for joining the Bun Scrambling Competition, which is the finale of the 2024 Bun Carnival in Cheung Chau, will end next Monday (March 18). Physically fit climbers aged 18 or above who are interested should seize the chance to join.

The selection contest, to be held on April 14, will be divided into two rounds. Twenty-four contestants recording the shortest time in the preliminary round, including no fewer than six female participants, will be eligible to enter the semi-final, during which they will compete for the 12 finalist places.

The 12 finalists, comprising no fewer than three female participants, will be shortlisted in the selection exercise to enter the Bun Scrambling Final to be held from 11.30pm on May 15 to 12.45am on May 16. Trophies will be awarded to the champion and the first and second runners-up in the men's division and the champion in the women's division. The contestant who bags the most buns within the specified time will be the prize winner of the "Full Pockets of Lucky Buns".

To acknowledge the outstanding achievements of the winners and make the event more appealing, any male or female athlete who has won the first prize three times in the Bun Scrambling Competition from 2016 will become the "King of Kings" or the "Queen of Queens" of the competition and be awarded a trophy.

The maximum number of entrants for the Bun Scrambling Competition is 200. If the applications received exceed the quota, places will be allocated by ballot. Applicants who live, work or study on Cheung Chau will have priority in the ballot. All selected applicants are required to complete the safety training sessions on bun tower climbing and prevention of falls on April 7 before they are eligible for the competition.

Prospectuses and enrolment forms for the Bun Scrambling Competition are

now available at any District Leisure Services Office of the Leisure and Cultural Services Department (LCSD), and any sports centre in the Islands District. They can also be obtained from the 2024 Bun Carnival dedicated website (www.lcsd.gov.hk/en/bun/index.html).

Completed enrolment forms should be returned by hand or by post to the Islands District Leisure Services Office of the LCSD at Room 622, 6/F, Harbour Building, 38 Pier Road, Central, Hong Kong, or by fax to 2854 3949, on or before March 18.

The 2024 Bun Carnival is jointly organised by the Hong Kong Cheung Chau Bun Festival Committee and the LCSD. Besides the Bun Scrambling Competition, the Climbing Carnival to be held on May 5 will comprise bun tower climbing relay competitions, a bun tower climbing fun day, game stalls, handicrafts and variety shows. A Wishing Bun Tower will be set up and winning works of the Student Drawing Competitions will be displayed. Members of the public are welcome to join the carnival on the spot.

For enquiries, please contact the Islands District Leisure Services Office of the LCSD at 2852 3220, or visit the 2024 Bun Carnival dedicated website (www.lcsd.gov.hk/en/bun/index.html).

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Missing woman in Wong Tai Sin located

A woman who went missing in Wong Tai Sin has been located.

Tsang Maan-sho, aged 37, went missing after she left her residence on Yi Lun Street on January 25 morning. Her family made a report to Police on March 4 morning.

The woman was located near Kimberley Road, Tsim Sha Tsui yesterday (March 10) morning. She sustained no injuries and no suspicious circumstances were detected.