



HONG KONG WEEK A HIT FOR HKNZBA

The Hong Kong Business Association's (HKNZBA) inaugural "Hong Kong Week", September 14-20, wrapped up with calls from participants for it to become an annual event.

The week started with a trade and tourism exhibition in Newmarket, Auckland, featuring material from the Hong Kong Economic and Trade Office (HKETO), Hong Kong Trade Development Council (HKTDC), Hong Kong Tourism Board and Invest Hong Kong.

Curated by Alex Lee, founder of the Asian New Zealand Film Festival Trust and sponsored by HKETO, the film festival saw five award-winning films representing the latest genre in movie making from Hong Kong.

A Chinese food and NZ wine appreciate banquet hosted early in the week was attended by nearly 200 people. Sponsored by HKTDC it successfully provided a focus on HK's drive to become the wine hub for Asia.

A film seminar just prior to the first movie screening, also promises to deliver more interest in Hong Kong, and a strong contingent of people from NZ's film sector to attend FILMART in Hong Kong in March next year.

President Eva Ho says the week was far too short for many, who want to see it back next year. She says the HKNZBA is thrilled with the result and optimistic of receiving great support next year. She expressed special thanks to sponsors – HKETO, HKTDC, Asia NZ Foundation, Religion, Flipmind, Triangle and Stratos Television, NZ Chinese Herald and Mandarin Pages, HP8 and Twilight Vineyards.



STAGE GETS SET FOR NZ-HK FILM & DIGITAL ENTERTAINMENT GROWTH



Duncan Pescod (pictured), Hong Kong Government's Permanent Secretary for communications and technology from the Commerce and Economic Development Bureau, was hosted by the Hong Kong Business Association and the ANZ Bank Asia New Zealand Relationship Banking Unit in Auckland on November 6.

Mr Pescod was in Auckland as part of his visit to New Zealand to look at the NZ film sector and to sign an arrangement to encourage greater joint film and other digital entertainment projects, including TV games and animation, between HK and NZ.

The arrangement encourages business-to-business contact and investment in content production and will make exchange of technology and training easier.

Mr Pescod told film makers, the media and members of the HKNZBA and ANZ staff he was impressed with the passion in the industry in New Zealand.

While in Wellington he visited Weta Workshop and Park Rd Post and saw footage from the recent top rating HK movie "Red Cliff Part 1" partially post produced there. Later in Auckland he visited Henderson Valley Studios and the sets for "Legend of the Seeker".

He told filmmakers that they should regard Hong Kong as a safe place in terms of intellectual property (IP) protection and as an ideal springboard into Mainland China's rapidly growing film and digital entertainment market.

Separately, an agreement on knowledge sharing between NZ and HK's digital sectors was also signed in Wellington between the NZ Institute of Screen Innovators and HK's Cyberport.

Mr Pescod's visit took place while Hong Kong and New Zealand officials are working to conclude negotiations for a Closer Economic Partnership (CEP) agreement. In a further example of the deepening relationship between New Zealand and Hong Kong, an "Arrangement on Cooperation in Wine-related Business", was signed in Hong Kong on October 28.

UPCOMING EVENTS



The 10th Hong Kong Forum 1 - 5 December

Hosted by the HKTDC, the Hong Kong Forum is the annual flagship event of the Federation of Hong Kong Business Associations Worldwide. For more info click [here](#).



Yellow River Cantata

Manukau Symphony Orchestra & Music Association Auckland, with support from the People's Republic of China Ministry of Culture are proud to present the New Zealand premiere of Xinghai Xian's *Yellow River Cantata*, conducted by Uwe Grodd.

Saturday 5 December at 7:30 pm & Sunday 6 December at 2:30 pm
TelstraClear Pacific Events Centre, Manukau City

Buy tickets at www.ticketdirect.co.nz or phone 09 976 7777

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