

CONTROLLING OFFICER'S REPLY

CSTB321

(Question Serial No. 1666)

Head: (95) Leisure and Cultural Services Department

Subhead (No. & title): ()

Programme: (4) Performing Arts

Controlling Officer: Director of Leisure and Cultural Services (Vincent LIU)

Director of Bureau: Secretary for Culture, Sports and Tourism

Question:

It is mentioned in paragraph 176 of the Budget Speech that the Government will organise the 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), with more than 100 arts and cultural activities taking place in Hong Kong and different cities of the GBA. In this connection, please inform this Committee of the following:

What is the current status of the preparation for the Festival? Will the Government strengthen its cooperation with the Hong Kong Tourism Board to package this mega event as a tourism project that attracts Mainland and overseas tourists?

Will the Government communicate with relevant Mainland authorities to encourage more National Class One Performers (such as Peking opera actors with distinctive Chinese characteristics) to perform in Hong Kong and take part in exchange activities so as to promote Chinese culture and give Hong Kong an additional selling point in respect of the integration of tourism and culture?

Asked by: Hon LEE Wai-wang, Robert (LegCo internal reference no.: 36)

Reply:

The 4th “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Culture and Arts Festival” (Festival), co-organised by the Ministry of Culture and Tourism of the People’s Republic of China, the People’s Government of Guangdong Province, the Government of the Hong Kong Special Administrative Region (HKSAR) and the Government of the Macao Special Administrative Region, will be hosted by the HKSAR for the first time in 2024. The Festival is scheduled to be held from October 19 to November with over 100 performances and exchange activities to take place in Hong Kong and other cities in the GBA. The Culture, Sports and Tourism Bureau and the Leisure and Cultural Services Department (LCSD) have actively commenced preparations, including planning the opening programme and supporting arts groups of Hong Kong and other GBA cities in the co-production of touring programmes and joint publicity work during the Festival. We expect the programmes to be confirmed in

the second quarter of this year, and various publicity campaigns will be launched in the third quarter.

The LCSD will collaborate closely with the Hong Kong Tourism Board (HKTB) and the tourism industry at all times in various ways, including actively promoting the Festival to Mainland and overseas tourists through the HKTB's network and platforms, and leveraging on different social media platforms such as Facebook, WeChat, Xiaohongshu and other channels to step up publicity. In addition, information about the Festival will be shared through the networks of the Mainland Offices and the overseas Economic and Trade Offices of the HKSAR Government to attract tourists to Hong Kong to enjoy performances and participate in cultural activities during the Festival.

The LCSD is currently negotiating with various municipal governments/arts organisations in the GBA to confirm the performances by visiting artists and exchange activities to be held in Hong Kong during the Festival so as to showcase works from the GBA with a flavour of Lingnan culture, many of which are based on the theme of promoting Chinese culture. These will include many outstanding artistic gems, such as a special edition of the dance drama "Wing Chun" co-produced with the Shenzhen Municipal Bureau of Culture, Sports, Tourism, Radio & Television; Hong Kong premiere of the Cantonese opera film "The Legend of White Snake" co-organised with the Foshan Cantonese Opera Troupe, with Li Shuqin, the leading female actor and National Class One Performer, to be invited to Hong Kong for a talk and a sharing session; and the new historical Cantonese opera "Princess Wencheng", which is produced by the Guangzhou Cantonese Opera Troupe and stars Li Xiyi, a National Class One Performer and winner of the China Theatre Plum Blossom Award.

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