

Press Release
Press Launch of
Hong Kong Asian-Pop Music Festival 2017

held at L’hotel Island South, 28th February 2017

The International Federation of the Phonographic Industry (Hong Kong Group) Limited [“IFPI (Hong Kong Group)”] is pleased to announce details of the Hong Kong Asian-Pop Music Festival (“HKAMF”) 2017 at the press launch today (28th February 2017).

Entering into its 7th consecutive edition since the year of 2011, the HKAMF is honored to have the continuous support from Create Hong Kong (“CreateHK”) of the Government of the Hong Kong Special Administrative Region (“HKSAR”) as the lead sponsor, and the Hong Kong Trade Development Council (“HKTDCC”) as collaborator. The show event will be held on 17th March 2017 at the Hong Kong Convention & Exhibition Centre. It will continue on its tradition by engaging the cream performers of popular music from seven countries and regions in Asia, namely the Mainland China, Taiwan, Japan, Korea, Singapore, Malaysia, and the host city Hong Kong, as well as budding recording stars from these seven countries and regions and Thailand. These budding recording artistes will compete for the various awards under the HKAMF 2017 Supernova Contest, namely the HKAMF 2017 Asian Supernova Award, the HKAMF 2017 Best Vocal Performance Award and the HKAMF 2017 Best Stage Performance Award.

The theme of HKAMF 2017 continues to be “Music In One Asia”. Yet, on the occasion of the 20th Anniversary of the Establishment of the HKSAR, HKAMF 2017 has added a thematic production for “20 Years of Hong Kong Music” in which a selection of 20 local recordings from the past two decades will be performed on stage by budding local artistes to pay tribute to the glorious history of Hong Kong popular music. The 20 titles to be performed in the thematic production were selected by public voting and judging by a professional panel.

The organiser is pleased that HKAMF 2017 has been accredited as one of the events celebrating the 20th Anniversary of the Establishment of the HKSAR.

HKAMF 2017 is a star dusted event. IFPI (Hong Kong Group) is proud to have the following superstars at the event, namely – Jiang Dunhao from the Mainland China; NICKTHEREAL Chou from Taiwan; LOVE PSYCHEDELICO from Japan; B1A4 from Korea; Jocie Guo Mei Mei from Singapore; Joyce Chu from Malaysia and Hacken Lee from Hong Kong. HKAMF 2017 is unique as a multi-territory driven event. With the support of music industry associations from participating countries and regions in Asia, namely China Audio-Video and Digital Publishing Association (“CADPA”), Recording Industry Association of Japan (“RIAJ”), Recording Industry Association (Singapore)(“RIAS”), Recording Industry Association of Malaysia (“RIM”), Recording Industry Foundation in Taiwan, IFPI Taiwan (“RIT”) and Thai Entertainment Content Trade Association (“TECA”).

The following artistes are selected to compete in the HKAMF 2017 Asian Supernova Contest. They are “Self-Portrait” from the Mainland China; Yeh Bing Ham from Taiwan; Hitomi Kaji from Japan; Lydia Lee from Korea; Alfred Sim from Singapore; Hanz Koay from Malaysia; Pannawach from Thailand and Jocelyn Chan from Hong Kong.

IFPI (Hong Kong Group) is pleased to have the following celebrities from the eight participating countries and regions as members of the adjudication panel for the awards. They are Andy Ng from the Mainland China; Benjamin Lin from Taiwan, URU from Japan, Professor Lee Kyung Nam from Korea, Eric Ng from Singapore, Tan Vui Chuan from Malaysia, Danai Thongsinthusak from Thailand and Elisa Chan from Hong Kong.

The Chairman of the Organising Committee of HKAMF 2017, Mr. Ng Yu, remarked at today’s press launch that this regional mega event is gaining momentum as a unique regional mega event for music industry, with no parallel as it is one supported by music industry from each of the participating countries and regions. Further, the organising and success of HKAMF could only be made possible under the support of CreateHK, other sponsors, partners and the artiste community. The Organising Committee has relentlessly sought to build the festival by inviting superstar performers for showcase performance, and budding recording artistes to engage in a friendly competition for cultural cross-flow. He envisioned that the HKAMF would become a platform for music exchange to promote music culture in Asia and to foster artistic and performance advancement for up and coming new artistes. All such will continue in building up Hong Kong as a key city for Asian Popular Music.

Ms Fiona Lam, Assistant Head of CreateHK, attended the press launch today to show support to Hong Kong’s music sector. She congratulated the successful organisation of HKAMF 2017 and expressed her gratitude to IFPI (Hong Kong Group) for joining the HKSAR Government in fostering the development of Hong Kong’s music sector.

CreateHK is the founding sponsor of the HKAMF since 2011 and remains to be its lead sponsor.

Co-organised with the HKTDC, a business forum under the theme of “Explore the Collaboration between Chinese mainland’s New Media Platforms and the Music Industry of Hong Kong” will be held on 16th March 2017 at 11:00 a.m. at the Hong Kong Convention & Exhibition Centre (“HKCEC”), Theatre 2. “The HKTDC has long been promoting the exchange of ideas within the pop-music industry, and strengthening Hong Kong as a music hub in Asia,” said Ms. Jenny Koo, HKTDC Director, Service Promotion. “The HKAMF is one of the core events of the Entertainment Expo. We are pleased to have invited experts from both the Chinese mainland and Hong Kong to analyse the new business opportunities arising from this collaboration. We welcome all industry players to join us.”

The HKAMF 2017 show event is to be held on 17th March 2017 at Hall 5B&C of the HKCEC from 7:30 p.m. The live broadcast will commence from 8:00 p.m. sharp.

Aside from the HKAMF 2017 Asian Supernova awards, the HKAMF 2017 Top Viewers' Choice award will also be presented at the show. Live audience as well as TV audience may cast their votes for the most popular contestant of the HKAMF 2017 Asia Supernova Contest via their mobile phones. The contestant with the highest scores in the voting will receive the HKAMF 2017 Top Viewers' Choice award.

HKAMF 2017 is pleased to receive wide support from traditional media and new media. Radio Television Hong Kong will support HKAMF 2017 as its Host Broadcaster to videotaping the show event and supplying the live programme to all other broadcasters. Major TV broadcasters in Hong Kong, including RTHKTV 31, RTHKTV 32, iCable, TVB 8, RTHK Radio 2, as well as LeEco, etc. will live broadcast the show, while TVB J2, nowTV and Phoenix Hong Kong will broadcast the event at a later date. Other local media supporting the event include Commercial Radio, MetroInfo and Headlines Best-buy Magazine, etc.

The organiser also has the support of the following overseas media partners, namely NICONICO from Japan, MBC+ from Korea, Kah Lai Toi from Malaysia, StarHub from Singapore, MCOT from Thailand, Golden TV and KLT International from Taiwan, FairChild Television from Canada, with further support from Channel V, Yoshimoto Azio. Local TV networks that have extended their support to HKAMF 2017 internationally include TVBA, TVBUSA and World TV which will carry the programme.

Public may also show their support to the HKAMF 2017 by attending the show as live audience on 17th March 2017. Free tickets are open for online registration at www.hkamf.org from 00:00:00 on 1st March 2017 to 23:59:59 on 3rd March 2017 (Hong Kong time). The organiser will then conduct a computer random draw of 1,650 winners under the witness of auditors from Patrick Wong C.P.A. Limited. The result will be published in The Standard and Sing Tao Daily as well as on www.hkamf.org on 7th March 2017. Winners may collect 2 tickets each by coming to the office of IFPI (Hong Kong Group) on 11th or 12th March 2017 from 10 a.m. to 5 p.m. (Trade Promotion Competition Licence Number: 48440). More details are available at www.hkamf.org.

Music Fans may also visit the Entertainment Expo 2017's website at www.eexpohk.com, or stay tuned to the broadcasters' programme from RTHK's Radio 2 and Commercial Radio's CR2 as well as Headline Best-Buy Magazine for free tickets to be given out with respect to the promotion of HKAMF 2017.

Enquiries can be made to the organiser at: hkamf@ifpikhk.org.

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Annex:

The 20 songs selected for performance under the production of “20 Years of Hong Kong Music”:

K 歌之王 - 陳奕迅、無賴 - 鄭中基、少女的祈禱 - 楊千嬅、給自己的情書
- 王菲、天梯 - C AllStar、越吻越傷心 - 蘇永康、左右手 - 張國榮、愛
是永恆 - 張學友、好心分手 - 盧巧音、愛的呼喚 - 郭富城、我的驕傲 - 容
祖兒、愛與誠 - 古巨基、花花宇宙 - 陳慧琳、酷愛 - 張敬軒、奇洛李維斯
的回信 - 薛凱琪、爛泥 - 許志安、高妹 - 李克勤、戀愛大過天 - Twins、
終身美麗 - 鄭秀文、囍帖街 - 謝安琪

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