

For Immediate Release

***HK Express Brings the World to Hong Kong, as the Official Airline  
of the 38<sup>th</sup> Hong Kong International Film Festival***

**Hong Kong, 27 February, 2014** – HK Express has confirmed their commitment to supporting Hong Kong’s thriving arts scene, announcing today that they will be the Official Airline Partner of the 38<sup>th</sup> Annual Hong Kong International Film Festival (HKIFF). The HKIFF opens with a star-studded ceremony and Gala Premiere to be held at the Hong Kong Convention and Exhibition Centre on 24 March, 2014.

This year, the key theme of the Hong Kong International Film Festival is “The World Comes to Hong Kong”. As one of Asia’s most reputable platforms for filmmakers, film professionals and filmgoers from all over the world will come to Hong Kong to launch new works and experience outstanding films. There will be more than 280 movie screenings, with a strong emphasis on films depicting elements of Asian culture, and an agenda dedicated to supporting emerging Asian filmmaking talent.

HK Express will be running a Facebook competition for fans to win VIP passes to the opening ceremony of HKIFF, as well as giveaways to various screening events. HK Express will also offer Facebook fans the chance to win Cinefan monthly memberships, so movie lovers are encouraged to “Like” the HK Express Facebook page and sign up to their online newsletter at [hkexpress.com](http://hkexpress.com). Festival goers will also receive an exclusive boarding pass from HK Express’ cabin crew at HKIFF’s key events featuring special offers and competitions.

Additionally, HK Express and HKIFF has collaborated with filmmaker James Kwan to produce an exciting 30-second trailer, which will be shown before each of the festival screenings.

“As a low-fare airline, one of the many great services we provide is the ability for people to move about the region at a low-cost, expanding their knowledge and taking their learnings back home with them,” said Mr. Andrew Cowen, Deputy CEO of HK Express, “We live in a global culture, and as the cost of travel decreases, so will the boundaries between cultures. We couldn’t be prouder to be supporting this great cultural event, which is sure to do Hong Kong proud.”

Mr. Roger Garcia, Executive Director of the Hong Kong International Film Festival Society, said; “We are delighted this year to collaborate with Hong Kong’s own low-fare airline, HK Express. Our festival theme of ‘The World Comes to Hong Kong’ expresses our mutual love of travel whether by plane or by movies. For us at the festival, and our audiences, cinema is a way of life, and life is about travel and discovery. We hope that our festival audiences will discover the affordability of travel that HK Express now brings to the market, and that HK Express passengers will take a seat at our film festival as well to continue the adventure!”

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**About HK Express:**

HK Express commenced flights on 27 October 2013 from their home in Hong Kong, as Hong Kong’s only low-fare airline. HK Express flies to Phuket and Chiang Mai in Thailand, Taichung in Taiwan, Kunming in Mainland China, Kota Kinabalu (Sabah) and Penang in Malaysia, Tokyo-Haneda, Osaka Kansai and Fukuoka (commences 10 April, 2014) in Japan and Seoul-Incheon in Korea (commences 30 March, 2014).

For more information, please visit [hkexpress.com](http://hkexpress.com), follow us on Sina Weibo: [weibo.com/hkexpress](http://weibo.com/hkexpress) or refer to our Facebook fan page: [hkexpress.com/facebook](http://hkexpress.com/facebook)

**About the Hong Kong International Film Festival (HKIFF):**

The Hong Kong International Film Festival (HKIFF) is one of Asia’s most reputable platforms for filmmakers, film professionals and filmgoers from all over the world to launch new works and experience outstanding films.

Screening over 280 titles from more than 50 countries in 11 major cultural venues across the territory, the Festival is Hong Kong’s largest cultural event that reaches an audience of over 600,000, including 5,000 business executives who attend the Hong Kong International Film & Television Market (FILMART), a concurrent event of the HKIFF.

Committed to discovering new talent, the Festival premieres the breadth of Chinese cinema and showcases Asian talents. As a lifestyle event, festival-goers can enjoy world-class films, attend

seminars hosted by leading filmmakers from around the world, visit film exhibitions, join celebration parties, and more.

The Festival draws extensive media coverage from over 500 local and international press members and continues to grow in importance as one of the premier platforms to launch films in Asia.

The 38th HKIFF will be held from 24 March to 7 April, 2014.

即時發佈

## **HK Express 為第 38 屆香港國際電影節指定航空公司 全力推動電影藝術發展 讓旅客欣賞精彩出色電影**

(香港·2014年2月27日)本地唯一一間以香港為家的低成本航空公司 HK Express 正式宣佈成為第三十八屆香港國際電影節 (HKIFF) 的指定航空公司，乘載各地電影業界人士及影迷匯聚香港，欣賞電影光影藝術。

第三十八屆香港國際電影節以「世界匯聚香港」為主題設計，讓全球各地的專業電影人及影迷匯聚香港國際電影節，欣賞最新的精彩影片，體驗出色優秀的作品。今年，大會搜羅世界各地超過 280 部作品，當中部分作品更具有亞洲文化色彩，希望藉此與電影業一起支持新一代投身演藝創作，為電影業帶來更多新鮮的創意。

多個國際專業電影界精英將會來港出席會議，身為是次電影節指定航空公司，HK Express 將會全面為一眾亞洲區包括日本、韓國、台灣及泰國的演講者及電影製作人提供航班服務，讓他們輕鬆往來香港出席是次盛事。HK Express 更會於 Facebook 專頁推出比賽，送出電影節開幕典禮貴賓入場券及放映活動的精美禮品。同時，電影愛好者只需登入 HK Express Facebook 專頁「讚好」及於 [hkexpress.com](http://hkexpress.com) 訂閱電子報，成為 fans 後即有機會贏取電影節發燒友 (Cinefan) 每月會籍，欣賞更多優質電影。此外，HK Express 更與電影製作人 James Kwan 攜手合作，特別精心製作一段長達 30 秒的短片，並將於每齣電影播放前放映，供各觀眾欣賞。

HK Express DCEO Andrew Cowen 表示：「作為一家低成本航空公司，我們致力提供優質的服務，讓旅客以相宜價錢探索亞洲，發掘更多新事物。我們生活在一個文化薈萃的地方，隨著旅遊

的成本降低，遊歷世界變成觸手可及的事情，HK Express 很高興能為亞洲最享負盛名的電影交流平台之一的國際電影節出力，支持香港具藝術意義的文化盛事。」

香港國際電影節協會執行董事 Roger Garcia 表示：「很榮幸能與以港為家的低成本航空公司 HK Express 合作，今次主題『世界滙聚香港』正好表達我們雙方都愛透過旅行或電影探索世界。電影是大家生活的一部分，我們希望電影節的觀眾能發現 HK Express 帶給大家平遊大地的樂趣外，乘搭 HK Express 的旅客亦能欣賞電影節送給大家精彩電影。」

### **有關 HK Express**

HK Express 於 2013 年 10 月 27 日啟航，正式成為本地唯一以香港為家的低成本航空公司，現時航點包括：布吉(泰國)、清邁(泰國)、台中(台灣)、昆明(中國)、檳城(馬來西亞)、亞庇(馬來西亞)、首爾-仁川(韓國)(將於 2014 年 3 月 30 日正式啟航)、東京-羽田(日本)、大阪-關西(日本)，以及福岡(日本)(將於 2014 年 4 月 10 日正式啟航)。

如需更多資訊，可瀏覽 HK Express 網頁 [hkexpress.com](http://hkexpress.com)、登入 HK Express 新浪微博專頁 [weibo.com/hkexpress](http://weibo.com/hkexpress) 或 Facebook 專頁 [hkexpress.com/facebook](http://hkexpress.com/facebook)。

### **香港國際電影節簡介**

香港國際電影節是亞洲最享負盛名的電影交流平台之一。世界各地的電影業界人士及影迷聚首於此，既展示新片，亦欣賞佳作。

電影節是香港最大型的文化活動，每年搜羅來自 50 多個國家，超過 280 部作品，在香港 11 個主要文化場地上映，吸引觀眾人數超過 60 萬人次，當中包括 5,000 位出席香港國際影視展 (FILMART) 的電影業界人士。

電影節既展示華語電影的多姿多采，亦發掘亞洲影壇新血，而影迷不但可觀看世界級的電影，更有機會與頂尖電影人直接對話、參觀展覽、出席慶祝派對和其他精彩活動。

電影節每年吸引超過 500 中外媒體報導，使電影節繼續成為亞洲重要的電影發佈和交流平台。

第三十八屆香港國際電影節將於 2014 年 3 月 24 日至 4 月 7 日舉行。