中華人民共和國香港特別行政區政府
InvestHK 投資推廣署
The Government of the Hong Kong Special Administrative Region
of the People's Republic of China

Driving Hong Kong's Film and Television Industry to New Heights via Content and Technology

Alibaba Pictures is establishing its second headquarters in Hong Kong, as it targets both film and TV business development opportunities in the city. The company collaborates with top Hong Kong film and television companies to co-create high-quality content while also nurturing talent for the industry.
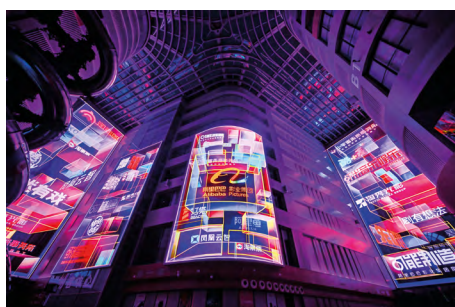
> **We have always believed that film talent rooted in local culture, with an Eastern aesthetic and an international perspective, are key to maintaining our unique competitiveness in the global film market.**
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> **Li Jie**
> **President**
> **Alibaba Pictures**

Alibaba Pictures Group, part of China's leading digital entertainment conglomerate Alibaba Digital Media and Entertainment Group, has embraced a strategy of integrating content and technology in its film and television production, online distribution and licensing activities. This approach is not only driving the digital transformation of the industry, but also creating exceptional entertainment experiences for users.

Alibaba Pictures has closely collaborated with the Hong Kong film industry and jointly has produced over 20 high-quality Hong Kong films to date. At FILMART 2024, the Group launched the Hong Kong Cultural and Art Industry Revitalisation Programme as part of a long-term investment commitment in Hong Kong. Since then, several outstanding Hong Kong films have been released. *Time Still Turns the Pages* has won numerous domestic and international accolades, while *The Last Dance* became the highest-grossing Chinese-language film in Hong Kong history, achieved over RMB200 million in box office revenue in Mainland China and winning major honours at the 43rd Hong Kong Film Awards, including Best Actress and Best Supporting Actor. Elsewhere, Alibaba Pictures has also advanced talent development through its scholarship with Hong Kong Baptist University, supporting 10 emerging filmmakers.

Hong Kong Entertainment Market Enjoys Unique Advantages

As an international entertainment hub with a sophisticated film market, complement with well-established talent development scheme and strong film management experience, Hong Kong was the first international recognised Chinese-language film industry player. Alibaba Pictures has been increasing its investment in Hong Kong, further enhancing the city's role at the forefront of Chinese-language film and television on the global stage. In addition, Hong Kong's international status and advanced infrastructure are driving closer integration between Mainland and Hong Kong film industries, while the city's efficient business environment is proving vital for attracting international investors.

Li Jie, President of Alibaba Pictures, said "By officially establishing a second headquarters for Alibaba Pictures in Hong Kong, we are committed to the Hong Kong film industry and demonstrate our confidence and readiness to collaborate with top Hong Kong film companies to create a bright new era for Hong Kong filming industry."

Besides film and television, the Group also plans to expand its cross-disciplinary collaborations in Hong Kong, by leveraging content and technology to drive new creative industry initiatives.

Invest Hong Kong has supported Alibaba Pictures' expansion in Hong Kong, facilitating industry connections, and providing networking opportunities and market insights, promotional resources and visa advice.

Alibaba Pictures

- Alibaba Pictures Group is an integrated entertainment platform with content and technology as the core, covering content production, promotion and distribution, IP merchandising licensing and commercial management, cinema and entertainment event ticketing management, and internet data services for the entertainment industry

- The Group acquired Damai, China's leading comprehensive live event service provider, in 2023, significantly expanding its presence in the live entertainment industry. It continues to diversify its entertainment business through technological innovations, including AI, digital humans and virtual production