

# JUST LIVE BRINGS PREMIUM ENTERTAINMENT TO THE GLOBAL STAGE

The company creates dazzling entertainment experiences for audiences from Hong Kong to the world.

“Hong Kong’s position as an international financial and cultural exchange centre underpins our global entertainment IP investments, cross-border operations, and international collaborations.”

**KELLY LIU**

Executive Director and CEO  
Just Live



Just Live is a global production and operation company centred on leading technology-driven performing arts intellectual properties (IPs). By originating and acquiring premier technology-driven performing arts IPs, the company establishes a complete business model that spans content design and production to global operations, enabling diversified commercial value. This approach ensures the sustainable management and scalable monetisation of IP assets, driving the company’s vision of becoming the “Global Leader in the Creation and Operation of Leading Technology-Driven Performing Arts IPs”.

Since its inception, Just Live has captivated audiences with world-class productions across diverse genres. Its debut presentation, Festilumi, an immersive light experience created by the co-founder of Cirque du Soleil, lit up the Wan Chai Harbourfront Event Space. Other highlights include IMAGINE NATION, a grand-scale magic show, and A Dream of Red Mansions by the National Ballet of China, a mesmerising performance that blends classical ballet with rich Chinese cultural elements.



Headquartered in Hong Kong, Just Live is now expanding its footprint across Asia, bringing exceptional live experiences to wider audiences.

## Hong Kong: A Global Base for Entertainment

Explaining the company’s decision to anchor its global operations in Hong Kong, Kelly Liu, Executive Director and CEO of Just Live, said, “Hong Kong’s position as an international financial and cultural exchange centre underpins our global entertainment IP investments, cross-border operations, and international collaborations. Its transparent legal system and highly globalised business environment make it an ideal location for companies seeking success on the world stage. The city also offers a deep pool of professional talent and a dynamic international atmosphere that fosters the growth of global arts.”

## Bridging Eastern and Western Cultures

Hong Kong’s cultural and entertainment scene continues to evolve, seamlessly blending its rich artistic traditions with a spirit of innovation. “The Asian cultural and entertainment market is growing rapidly and becoming increasingly competitive. We must embrace creativity to stay ahead,” said Liu. “At Just Live, we focus on live entertainment and top-tier cultural and entertainment IPs. Our goal is to create more resident shows in Hong Kong and bring in world-class production and operations teams to strengthen the city’s role as a bridge between Eastern and Western cultures.”

Looking ahead, the company plans to launch more projects in the city, while introducing new IPs such as Nezha and Hong Kong Jungle. Beyond Hong Kong, Just Live also seeks to expand into strategic markets including Singapore, Korea, and Japan.

Liu appreciated the support from InvestHK, noting, “They connected us with local suppliers, shared valuable market insights, and deepened our understanding of Hong Kong’s entertainment landscape. As Hong Kong innovates, its future as a live entertainment and IP investment hub is very promising. We are optimistic and ready to grow with Hong Kong.”

Watch the video:



## Just Live

- Just Live is operated by Show Plus (Hong Kong) Investment Limited, a dynamic entertainment company that develops and acquires premium cultural and entertainment IP
- Highlights from Just Live’s portfolio include Festilumi, IMAGINE NATION and A Dream of Red Mansions

[just-live.com.hk](http://just-live.com.hk)