



For Immediate Release

Celebrating the 20th Anniversary of Hong Kong Drum Festival launched by Hong Kong Chinese Orchestra

Chinachem Group Presents “One Beat, One World: Connecting Through the Drum” Carnival & 5G Live Concert

Spreading the Positivity through the Power of Drumming at West Kowloon Cultural District

(HONG KONG, 14th October 2023) – The Arts Park of the West Kowloon Cultural District was filled with drum music today (October 14), resounding throughout the Victoria Harbour. Organised by the Hong Kong Chinese Orchestra and presented by Chinachem Group, “One Beat, One World: Connecting Through the Drum” Carnival and 5G Live Concert attracted thousands of visitors and audiences to participate in drumming activities and enjoy wonderful performances.

In celebration of the 20th anniversary of the Hong Kong Drum Festival launched by Hong Kong Chinese Orchestra, the most sought-after event of the Programme “One Beat, One World: Connecting Through the Drum” presented by Chinachem Group was held with the aims of spreading via online platforms and offline events the positive spirit through the power of drumming, and re-establishing the reputation of Hong Kong as the “events capital” after our return to normalcy.

Officiating guests of “One Beat, One World: Connecting Through the Drum” Carnival and 5G Live Concert included Mr Joe Wong Chi-cho, Permanent Secretary for Culture, Sports and Tourism; Dr Elizabeth Wang Ming-chun (Liza Wang); Legislative Council Member Vincent Cheng Wing-shun; Mr Wen Hongwu, General Manager, Bauhinia Culture Holdings Limited; Mr Edward Yu Kin Keung, District Officer, Yau Tsim Mong District Office; Mrs Betty Fung Ching Suk-ye, CEO, West Kowloon Cultural District Authority; Mr Kenny Koo, Executive Director and CEO, Hutchison Telecommunications Hong Kong Holdings Limited, the 5G Strategic Partner of Hong Kong Chinese Orchestra; Mr Donald Choi Wun Hing, Executive Director and CEO, Chinachem Group; Mr HH Wong, Executive Director and COO, Chinachem Group; Ms Sylvia Chung, Chief Business Impact Officer, Chinachem Group; Dr Benjamin WK Chan, Chairman, Hong Kong Chinese Orchestra, Professor Yan Huichang, Hong Kong Chinese Orchestra and Dr Celina Chin Man Wah, Executive Director, Hong Kong Chinese Orchestra.

Besides, guests also included Consuls from various countries, socialities and renowned persons from cultural and business fields, such as Wong Kwok Hing, Commissioner of Correctional Services; Ellen Wong, Honorary Mentor & Board Member, Priscilla Chi, Executive Committee Vice President Members, Joan Tong and May Lam, members for Wing Yin Association; Ng Yu, Alex Fong, Maria Chung and her daughter Jeannie Lam, Eric Cheng, Gigi Chao, Dominic Lam, Nancy Lee, Mable Cho, Sam Lau, Gigi Paulina Ng, Maria Lee and Bernadette Tsui, etc.

Chinachem Group’s Executive Director and CEO, Donald Choi, said, “Committed to supporting and fostering arts and culture, Chinachem Group believes in the power of art which can inspire and enhance life qualities. We are honoured to collaborate with the Hong Kong Chinese Orchestra, the world-class orchestra, for the first time, to present an enthralling series of activities titled ‘One Beat, One World: Connecting Through the Drum’ over six months, with the aims of connecting citizens from all walks of life, promoting mental well-being, and injecting positive energy into our society.”

Professor Yan Huichang, Artistic Director and Principal Conductor for Life, Hong Kong Chinese Orchestra said, "We are grateful to the Culture, Sports and Tourism Bureau, Hong Kong Tourism Board and ChinaChem Group for their support of our "One Beat, One World: Connecting Through the Drum" Carnival and 5G Live Concert held at the Art Park of the West Kowloon Cultural District today. We are also honoured that Mr John Lee, Chief Executive of the HKSAR, kicked off our event with his video greeting and gave his recognition to the event a good example in advancing the positive interplay between culture and tourism. The Hong Kong Chinese Orchestra will continue to bring musical feasts to the public and promoting fine Chinese and Hong Kong stories."

This signature event featured various exciting activities, like the setup of a giant 3.47-metre-tall Peace Drum for everyone to play, the stage performance made by the winning teams of the Hong Kong Synergy 24 Drum Competition, the parade performed by the drumming teams recognised as Intangible Cultural Heritage of China, including Shanxi Jiangzhou Drum Troupe, Shaanxi Province Yan'an City An'sai Waist Drum Troupe, and Chaoyang District Chengnan Zhongjing Yingge Team. As an event of free admission, visitors also participated in and enjoyed a wide range of activities like drumming workshops, game booths, food and drink counters, for spending a happy weekend with friends and families.

Moreover, the not-to-be-missed grand finale live concert showcased outstanding drum performances from around the world. Artistic Director Yan Huichang led the Hong Kong Chinese Orchestra in collaboration with renowned virtuosos from all over the world, including Dori from Korea, Yosuke Oda from Japan, Azaguno from Africa, Abbos Group from Uzbekistan, Anthony Fernandes from the United States, Shanxi Jiangzhou Drum Troupe from Mainland China and Gekko from Hong Kong. The on-site audience received a *Bolan Gu* (Chinese rattle drum) to play music with the performers on stage.

The concert was livestreaming via 5G to reach a global audience at Hong Kong Chinese Orchestra Youtube Channel, RTHK TV 32, and live broadcasting at Hong Kong Cultural Centre Concert Hall (10 Salisbury Road, Tsim Sha Tsui) and Room A504, Yuen Long District Community Services Building (4 Tai Yuk Rd, Yuen Long).

Organised by the Hong Kong Chinese Orchestra and presented by Chinachem Group, "One Beat, One World: Connecting Through the Drum" programme is a series of drumming activities taken place over six months for public engagement. The highlights include the "Connecting the Community Through Drumming" training and performance across 18 districts, and for ethnic minorities as well as young persons in custody with the support of Home Affairs Department and district councils. Elite instructors from Hong Kong Chinese Orchestra were arranged to teach participants the drumming skills. A two-minute highlight video was premiered at the WKCD event.

Other highlights of the programme include the online game "#DrumChallenge", video performances by world drumming teams, percussion workshops at Central Market and Nina Mall, and a music wellness workshop at Nina Hotel Tsuen Wan West. All of these activities demonstrate the commitment of Hong Kong Chinese Orchestra and Chinachem Group to supporting our society through music and promoting social inclusion.

For more information about the Hong Kong Drum Festival 20th Anniversary events, please visit the Hong Kong Chinese Orchestra website at www.hkco.org or Facebook.



About Hong Kong Drum Festival

After the SARS outbreak in 2003, when Hong Kong was in dire need of revitalisation, the HKCO launched the Hong Kong Drum Festival (the Festival) to uplift the morale of local residents through various activities including interactive programmes, drum competitions and concerts. The Festival was also aimed at enabling people from all walks of life to understand and experience the beauty of Chinese music and culture. Since then, it has become a popular annual cultural event in Hong Kong, providing a range of cultural activities and fulfilling its social function by giving back to society.

About Hong Kong Chinese Orchestra

The Hong Kong Chinese Orchestra has won the accolades as “a leader in Chinese ethnic music” and “a cultural ambassador of Hong Kong”. It is often invited to perform at famous venues and festivals all over the world. Its award-winning track record in the arts, governance and administration, arts education, and marketing and promotion, has placed it in a leading position among full-sized Chinese music ensembles in the international arena today. The Orchestra is set up in four sections: bowed-strings, plucked-strings, wind and percussion. The bowed-string section has been using the Award-winning Eco-Huqin series developed by the Orchestra since 2009. The HKCO explores new frontiers in music through commissioning over 2,400 new works of various types and styles, whether as original compositions or arrangements. In 2021, the HKCO launched the ‘Net Concert Hall’, the first ever online Chinese Music Gallery in the world. Please visit www.hkco.org.

About Chinachem Group

Since 1960, Chinachem Group has been a leading property developer in Hong Kong, with a portfolio covering residential, commercial, retail and industrial buildings for sales and investment, in addition to operating hotels, property management as well as healthcare and elderly services. The Group actively seeks to make a positive contribution to society through its adherence to the ‘Triple Bottom Line’, a commitment that its activities will benefit People, bring Prosperity to the community and preserve the Planet. Please visit www.chinachemgroup.com/en.

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