



開拓國內演出市場

Exploring the Mainland Market

藝發局一直致力向國內外推廣本港優秀的藝術節目，加強在開拓內地及國際市場和網絡的角色，為本地藝術家及藝團拓展更多海外演出機會。2017年12月11至13日，本局獲中國對外文化集團中演演出院線發展有限責任公司邀請，首次參與於廣州大劇院舉行的「中國（廣州）國際演藝交易會暨絲綢之路國際劇院聯盟年會」（演交會）。

藝發局在過去兩年支持本地藝術家及藝團參與多個享負盛名的大型藝術節及藝術博覽會，包括香港音樂系列（英國倫敦）、杜塞爾多夫國際舞蹈博覽會（德國）、澳亞藝術節（澳洲阿德萊德）、首爾國際舞蹈節（韓國）、釜山國際舞蹈博覽會（韓國）、首爾表演藝術博覽會（韓國）、當代戲劇雙年展（深圳）及關渡藝術節（台北）。藝發局於演交會上向國內外藝術機構、演藝公司、節目製作公司、代理等，宣傳及推廣這些於海外亮相的精彩作品。

本地編舞曹德寶作品《土炮》及綠葉劇團作品《爸爸》獲安排於演交會的「國內、港澳台及國際優秀劇目」作展演。藝發局亦在演交會期間設置展位，並資助香港藝團代表 / 藝術家出席，親身宣傳及推廣作品。



綠葉劇團作品《爸爸》
Papa by Théâtre de la Feuille



本地編舞曹德寶作品《土炮》
Made in Hong Kong by local choreographer, Hugh Cho

With its ceaseless commitment in promoting outstanding Hong Kong arts productions abroad, HKADC has strengthened the development of the Mainland and overseas markets, as well as their networks. The efforts have yielded more performing opportunities for local artists and arts organisations abroad. Upon an invitation of China Arts and Entertainment Group Ltd., HKADC participated in the 2017 China International Performing Arts Fair and Silk Road International League of Theatres Annual Conference (the Conference), held at the Guangzhou Opera House from 11 to 13 November 2017.

In the past two years, HKADC has supported local artists and arts organisations to participate in a variety of world-renowned large-scale arts festivals and expos, ranging from the Hong Kong Music Series in London; Internationale Tanzmesse nrw in Germany; OzAsia Festival in Adelaide, Australia; Seoul International Dance Festival, Busan International Dance Market and Performing Arts Market in Seoul, Korea; Contemporary Theatre Biennale in Shenzhen to Kuandu Arts Festival in Taipei. At the Conference, HKADC took the opportunity to introduce and promote the brilliant Hong Kong productions to Mainland and overseas arts organisations, performance arts companies, production houses and agents.

Hong Kong productions selected for performance in the Outstanding Drama from Mainland China, Hong Kong, Macao, Taiwan and Overseas Programme at the Conference were *Made in Hong Kong* by local choreographer, Hugh Cho and *Papa* by Théâtre de la Feuille. HKADC also set up exhibition booth and subsidised Hong Kong artists/arts organisations to plug and promote their productions at the event.