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For Immediate Release



**HK4As' young creatives sponsored by CreateHK  
to compete International Awards Shows**

Thirteen young creatives from advertising creative agencies competed for 5 places in the HK4As' (The Association of Accredited Advertising Agencies of Hong Kong) Young Creatives Competition for sponsorship to 2 international awards competitions.

The HK4As has been supporting its young members to international exchange programs and international awards competitions to broaden their exposure overseas in the past. This year's competition has 2 remarkable enhancements. The representatives are to attend as mixed teams chosen from a various agencies to add variety to the talent pool, as well as to build teamwork among colleagues who had not worked together before.

The second milestone to this year's HK4As Young Creatives Competition is the inaugural sponsorship from the Create Smart Initiative(CSI) of CreateHK of the Commerce and Economic Development Bureau (CEDB), which has the same mission of nurturing young blood for the creative economy.

Since sending out invitations to this competition, the HK4As has received overwhelming response from its Members, according to its Executive Director Ms Angela Ng. "We have a line up of 15 young creatives for the competition. All candidates had to take part in a screening test on 5 February by the 3 judges Ms Ida Lee, Principal assistant secretary of Communications & Technology Branch of CEDB, Mr Antony Chow - Advisor of HK4As, and Mr KC Tsang, an ad veteran who is now Assistant professor in School of Design of The Hong Kong Polytechnic University."

Ms Ida Lee was particularly impressed by the innovative ideas presented by these young competitors. "I think if you give any topic to these youngsters, their work will be so much different from the old school of thoughts as they have such different exposure and views which are so interesting. We are confident that they will be bring pride to Hong Kong in the 2 International Awards which we send them to" said Ms Lee. "CreateHK Office is pleased to support such worthwhile endeavour of the advertising industry, and I am impressed by such enthusiastic responses shown."

The HK4As' representative team who will be competing in the ADFEST Young Lotus Workshop in Thailand in March are Kiu Chan and Timothy Li from Leo Burnett. The other team making up of Halo Cheng from Grey, Kain Law from Euro RSCG and Arthur Tse from JWT will be competing at the Young Spikes Awards in Singapore in September.

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*The Association of Accredited Advertising Agencies of Hong Kong (the HK4As) is an association of major advertising agencies in Hong Kong. The Association's objectives include the setting and maintaining of standards of business ethics, enforcing an advertising standard code, acting as a means of arbitration between agencies, and providing a forum for the exchange of views between advertising agencies and others engaged in the industry. The Association currently has 22 Full Members and 16 Affiliated Members.*