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For Immediate Release



THE ASSOCIATION OF ACCREDITED
ADVERTISING AGENCIES OF HONG KONG
香港廣告商會

Three Teams of Creatives Selected by HK4As to Compete in International Awards Shows

Today 3 teams of Young Creatives from HK4As Member Agencies competed to represent Hong Kong to 3 overseas Awards (Young Creatives section) this year.

Their participation in these awards is sponsored by Create Hong Kong (CreateHK) as part of its effort to nurture creative talents and widen their horizons. CreateHK is the dedicated office set up by the Hong Kong SAR Government to spearhead the development of creative industries

3 Teams of top winners will be selected to represent the HK4As and compete in the Adfest Young Lotus in March, Cannes Young Lions in June, and the Young Spikes in September.

The 3 top teams of winners who will represent the HK4As are:

For Young Lions

Mr. Lai Ming Lok, Assistant Art Director, Euro RSCG Partnership
Mr. Lau Ming Him, Interactive Assistant Art Director, Euro RSCG Partnership

For Young Spikes

Mr. Hui Ka Kit, Art Director, Grey Hong Kong
Ms. Chen Xin Xin, Copywriter, Grey Hong Kong

For Young Lotus at AdFest

Mr. Tang Man Ho, Assistant Art Director, BatesAsia Hong Kong
Mr. Tsui Lap Shing, Assistant Art Director, BatesAsia Hong Kong

and they were judged by:

- **Ms. Cindy Kwong** - Senior Manager (Industry Support), Create Hong Kong
- **Ms. Annisa Lee** - Associate Professor, School of Journalism and

Communication, the Chinese University of Hong Kong

- **Mr. Chris Kyme** - Director, Kymechow Communications Limited

The HK4As has been supporting its young members to international exchange programs and international awards competitions to broaden their exposure overseas. The HK4As wishes to thank the CreateHK for sponsoring the winners to compete in the overseas international awards since 2009.

For more information, please contact:

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Encl. Photos of Winners and Judges

Caption:

1. HK4As Executive Director- Ms. Angela Ng
2. Judge - Ms. Annisa Lee
3. Judge - Ms. Cindy Kwong
4. Judge - Ms. Chris Kyme
5. Judging
6. Winners - Mr. Hui Ka Kit and Ms. Chen Xin Xin from Grey
7. Winners - Mr. Lai Ming Lok and Mr. Lau Ming Him from Euro
8. Winners - Mr. Tang Man Ho and Mr. Tsui Lap Shing from BatesAisa

About HK4As

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 29 Full Members and 25 Affiliated Members.