



Press Release

For Immediate Release

Festive Korea 2016

Sabrina Ho appointed as Honorary Ambassador to promote Korean culture

[21 November 2016, Hong Kong] Festive Korea is organized by the Consulate General of the Republic of Korea in Hong Kong and Macau. Stepping towards its 6th anniversary, Festive Korea hosts over 30 programmes including Kung Fu musical performance, fashion show, classical music, exhibitions, movies and Korean gastronomy. Festive Korea is delighted to announce that Ms. Sabrina Ho has been appointed as their Honorary Ambassador Korean Culture of Hong Kong and Macau in recognition of her support to promote Korean culture.

A presentation ceremony was held on 17 November at the Consulate General of the Republic of Korea in Hong Kong and Macau. Ambassador Kim Kwang-Dong, Consul General of the Republic of Korea in Hong Kong and Macau presented the “Certificate of Appreciation” to Ms. Sabrina Ho for her support to Festive Korea, especially in community outreach and education programmes. Complimentary tickets were offered to students to enjoy Festive Korea programmes, promoting Korean cultural exchange with Hong Kong and Macau. Ms. Angela Leong also attended the ceremony to show her support.

“I am delighted to be the Honorary Ambassador Korean Culture of Hong Kong and Macau. As an art-lover myself, I am particularly keen to support art development of the young generation. Nowadays, while Kpop is so influential, I would like to invite everyone to discover the other side of the Korean culture, such as the traditional yet innovative programmes including performances and exhibitions brought by Festive Korea this year. I am glad to be part of this cultural festival and contribute to promoting Korean cultural development in Hong Kong and Macau.” Sabrina said.

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About Festive Korea

Festive Korea is organized by the Consulate General of the Republic of Korea in Hong Kong and Macau, in collaboration with the Ministry of Foreign Affairs, Ministry of Culture, Sports and Tourism of the Republic of Korea and Home Affairs Bureau of the Government of Hong Kong SAR. Aiming to heighten the appreciation and enjoyment of Korean art and culture in diverse disciplines including opera, contemporary dance, fashion show, classic & pop musical, cinema, exhibition, gourmet and more, provide a fantastic Festival Korea to HK people. And the cultural festival has attracted millions of audience since it was first launched in 2011.



Festive Korea Highlighted Programme Trailer: <https://www.youtube.com/watch?v=LMofE3ZbzMk>

Official website: festivekorea.com

Media enquiry

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