

## **ICBC (Asia) Exclusively Sponsors the Finale Performance of the 49th Hong Kong Arts Festival Promoting Art Across the Border in the Pandemic**

29 March 2021, Hong Kong – Industrial and Commercial Bank of China (Asia) Limited (“ICBC (Asia)”) has been the sponsor of the Finale Performance of the Hong Kong Arts Festival for nine consecutive years, showing steadfast support for the development of arts and culture in Hong Kong. This year, ICBC (Asia) continues to be the exclusive sponsor of the Finale Performance of the 49th Hong Kong Arts Festival, offering the audience a world-class virtual performance from the comfort of their home in pandemic times.

The Festival Finale features the internationally renowned Russian dance group Igor Moiseyev Ballet. Nine of the best-loved dances including *Summer*, *The Shepherds*, *Sirtaki*, *Football*, *Spanish Ballade*, *Pamir Dance*, *Yablochko*, *Gaicho* and *At the Skating Rink* were performed by the vibrant dancers who brought spectacular audio-visual enjoyment to the audience. Being one of the world’s leading dance companies, Russia’s Igor Moiseyev Ballet has always embraced inspiration from the culture, music, history and dance traditions of other countries. The ensemble is regarded as the paragon of folk dance by its diverse genre varieties.

Prior to the performance, Mr. Matthew Cheung Kin-chung, Chief Secretary for Administration of the HKSAR, Mr. Victor Cha, Chairman of the Hong Kong Arts Festival, and Ms. Gao Ming, Chairman and Executive Director of ICBC (Asia) delivered their online welcome remarks respectively to congratulate the success of the 49th Hong Kong Arts Festival and its Finale Performance while recognising the Festival’s prominent role in strengthening the city’s status as a world art hub.

Ms. Gao Ming, Chairman and Executive Director of ICBC (Asia) said, “As the flagship of the overseas business of ICBC, ICBC (Asia) ranks among the key players in the Hong Kong market, serving as an important link to the world and the ‘preferred bank in cross-border finance’ among customers. Having rooted in Hong Kong over the years, ICBC (Asia) has devoted itself to caring for the community and supporting the sustainability of both economy and society. We have been very pleased to sponsor the Hong Kong Arts Festival Finale for nine years in a row to enrich people’s

cultural life. Although the Finale Performance this year is presented online due to the pandemic, the enjoyment we all shared remains unimpeded.”

The Hong Kong Arts Festival is a major international arts festival in the region, and an important cultural event in the international arts scene. The 49th Hong Kong Arts Festival, which opened on 27 February and officially closes on 26 March 2021, featured both in-venue and online programmes performed by leading local and international artists as well as over 250 “PLUS” activities, community and educational events.



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### **Industrial and Commercial Bank of China (Asia) Limited**

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