亞洲音樂一體化
Music in One Asia

香港亞洲流行音樂節2015
HONG KONG ASIAN-Pop MUSIC FESTIVAL 2015

香港特別行政區政府「創意香港」資助以下活動
以推廣香港成為亞洲影視娛樂之都
Create Hong Kong (CreateHK) of the Government of the Hong Kong Special Administrative Region sponsors the following events to promote Hong Kong as Asia's entertainment capital.

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祝賀
香港亞洲流行音樂節五週年

集結亞洲力量 打造音樂盛世

香港作曲家及作詞家協會 致意

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Mr. Ng Yu

Chairman of the Organizing Committee Hong Kong Asian-Pop Music Festival

Music has no boundaries, and today's technological advancement allows music to further unite the world in a seamless way. That is also what Hong Kong Asian-Pop Music Festival (HKAMF) is all about. It serves as an ideal platform for the wide variety of popular music across different territories in Asia to be showcased in harmony.

The night in music history will be a pop music extravaganza, where stars of the music industry and aspiring new singers compete, exchange insights and deliver out-of-the-world performances. Blazing the stage will be Asia's most powerful voices, galvanizing the crowd into frenzied cheers. That is why the final winner will be every music fan, who embraces the theme "Music In One Asia".

Fifth year into its running, the HKAMF has been receiving continuing support and active participation from the audience. Not only is it the channel endless dynamic energy for singers on stage, they also help boost the confidence of the music festival organizing committee. Taking things to a new height, this year's HKAMF will feature singers from eight territories, instead of seven, to compete on our stage. They include the music talents from the Mainland China, Hong Kong, Taiwan, Japan, Korea, Singapore, Malaysia and starting this year, Thailand. Encouraging a more diverse mix of music in the festival will enhance viewability so that the objective of the HKAMF can be actualized and the festival will be better recognized in the industry.

As one of the most influential music platforms in Asia, the HKAMF will have highly-anticipated mega music stars and the most talented budding recording artists from eight participating countries/regions taking the stage. This year's HKAMF will feature singers from eight territories, instead of seven, to compete on our stage. They include the music talents from the Mainland China, Hong Kong, Taiwan, Japan, Korea, Singapore, Malaysia and starting this year, Thailand. Encouraging a more diverse mix of music in the festival will enhance viewability so that the objective of the HKAMF can be actualized and the festival will be better recognized in the industry.

Congratulations on the fifth anniversary of Hong Kong Asian-Pop Music Festival (HKAMF).

The HKAMF is an annual signature event for Asia's pop music industry. It gathers top and budding singers of Asia in Hong Kong, and promotes Hong Kong as Asia’s pop music hub. To promote "Music in One Asia", the concert will also be broadcast in Asia and worldwide.

Create Hong Kong of the Commerce and Economic Development Bureau has sponsored the HKAMF for five straight years. This year, we welcome singers from Thailand joining us for the first time. They will compete for the "HKAMF Super Nova Award" with other budding singers from Hong Kong, the Mainland, Taiwan, Japan, Korea, Singapore and Malaysia.

On behalf of the Government of Hong Kong Special Administrative Region, I would like to thank the International Federation of the Phonographic Industry (Hong Kong Group) for organising the HKAMF.

I wish you all a wonderful music extravaganza tonight, and the HKAMF 2015 another great success.

J Asia from Hong Kong won the fourth HKAMF Super Nova Award last year. Her achievement was a booster to the Hong Kong music industry and her hard work was evidently worthwhile. I truly hope that singers from Hong Kong will do their best this year, be inspired and not pressured by precedent. It is encouraging to see young performers rising from the previous years, demonstrating outstanding achievements in their music career. N-SONIC and ANDIA from Korea competed in the previous HKAMF with amazing vocal performance and flashy performances. They were eventually signed by Hong Kong record companies. From this, we can see that the star qualities of every potential artiste are under the radar. The road to stardom is only a talent scout away.

We believe the HKAMF each year follows the success of that of the previous year. Let us work towards the goal of making Hong Kong a superpop launched place.

Congratulations on the fifth anniversary of Hong Kong Asian-Pop Music Festival (HKAMF).
A very warm welcome to industry representatives and music lovers attending the 6th Hong Kong Asia Pop Music Festival (HKAMF).

The Hong Kong Trade Development Council (HKTDC) is dedicated to promoting Hong Kong’s multimedia and entertainment industries, and pop music has always been a significant part of the entertainment business. Sponsored by the Hong Kong SAR Government’s CreateHK office, the inaugural HKAMF was introduced by the IFPI Hong Kong Group at the Hong Kong Entertainment Expo in 2011. Since then, the festival, held in March each year, has become a highly anticipated annual pan-Asia music extravaganza for fans and industry players alike. Stars of the music industry from countries and territories across Asia are gathered in Hong Kong to deliver a series of exhilarating performances. This year, emerging talents from Thailand are, for the first time, vying for the prestigious Super Nova Award, competing alongside rising stars from around the region.

I extend our sincere gratitude to CreateHK for its support in helping to make this event such a great success.

In addition to the HKAMF, the HKTDC continues to co-organise the Business Forum with the IFPI Hong Kong Group. The forum this year is entitled “Light Up Music Market in Asia with Surging Digital Platform”. Our distinguished speakers will discuss the development of new media, highlight innovative products in the music industry, and spotlight related business opportunities that are emerging throughout the region.

On behalf of the HKTDC, I would like to express my appreciation to all record companies and media representatives for their staunch support of the HKAMF. The convergence of ideas among creative industries, music lovers and the media will help ring in a new era for the region’s music scene under the theme of “Music In One Asia”.

I wish this year’s Music Festival every success with abundant business opportunities for all participants in the year ahead.

Margaret Fong
Executive Director HKTDC
**Music Showcase 巨星獻藝**

Renowned artists representing 7 regions of Asia participating in the showcase performance

HKAMIF has invited top-ranked artists from 7 participating countries and territories to perform in a music showcase so as to encourage music exchange and communications among the music industry players and to focus on the development of music in one Asia.

**China**

**Zhang Bichen**

Zhang Bichen, 33 years old, was invited to participate in the Sunny Dayu and other music events. She has won multiple awards, including the "K-Pop World Tour Award" and "Most Popular Chinese New Singer of the Year". She has also released several music videos, including "Beautiful Eyes" and "I'm Not Alone". She has also worked with renowned producers such as Yu Feng.

**Taiwan**

**Mavis Fan**

Mavis Fan, 26 years old, is a popular singer and actress in Taiwan. She has won numerous awards, including the "Asia-Pacific Most Popular Male Artist Award" and "Top-Selling Local Male Singer" from TVB's Solid Gold Top 10 Awards and IFPI Hong Kong Top Sales Music Award, respectively. Her singing and acting skills have been recognized in the industry. She released her fourth album "Come 2 Me" and performed in Hong Kong Coliseum. She also won the "Asia-Pacific Most Popular Male Artist Award" in 2015 and 2016 and "Most Popular Male Artist Award" in 2015 and 2016 of TVB's Solid Gold Top 10 Awards.

**Hong Kong**

**HONG KONG**

Kwon Sungho, 60 years old, is a renowned singer and actor. He has won multiple awards, including the "Golden Bell Award" and "Top-Selling Local Male Singer" from TVB's Solid Gold Top 10 Awards and IFPI Hong Kong Top Sales Music Award, respectively. His singing and acting skills have been recognized in the industry. He released his fourth album "Come 2 Me" and performed in Hong Kong Coliseum. He also won the "Asia-Pacific Most Popular Male Artist Award" in 2015 and 2016 and "Most Popular Male Artist Award" in 2015 and 2016 of TVB's Solid Gold Top 10 Awards.

**Raymond Lam**

Raymond Lam, 40 years old, is a popular singer and actor. He has won multiple awards, including the "Golden Bell Award" and "Top-Selling Local Male Singer" from TVB's Solid Gold Top 10 Awards and IFPI Hong Kong Top Sales Music Award, respectively. His singing and acting skills have been recognized in the industry. He released his fourth album "Come 2 Me" and performed in Hong Kong Coliseum. He also won the "Asia-Pacific Most Popular Male Artist Award" in 2015 and 2016 and "Most Popular Male Artist Award" in 2015 and 2016 of TVB's Solid Gold Top 10 Awards.

**With outstanding achievement in acting, Raymond Lam started his singing career and signed up by Hong Kong Emperor Entertainment Group in 2007 as a contracted singer. His first album "Love Is Finding You in Memories" immediately received Gold Disk Award which also made him become the top-selling male newcomer in that year. He released his second album "Your Love" in 2008 and the sales rocketed. In 2009, he stepped on the Hong Kong Coliseum for the "Let's Get Wet Concert" and released the third album "Let's Get Wet" in the same year which won the Platinum Award in 2009. Lam won the "Asia-Pacific Most Popular Male Artist Award" and "Top-Selling Local Male Singer" from TVB's Solid Gold Top 10 Awards and IFPI Hong Kong Top Sales Music Award, respectively. His singing achievement was affirmed in the music industry. He released his fourth album "Come 2 Me" and once again held his second concert "Come 2 Me Beauty Live on Stage" at Hong Kong Coliseum in 2010. He won the "Asia-Pacific Most Popular Male Artist Award" in 2011 and 2012, and "Most Popular Male Artist Award" in 2015 and 2016 of TVB's Solid Gold Top 10 Awards.

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日本

JAPAN

SEKAI NO OWARI

SEKAI NO OWARI is one of the most popular and beloved groups in Japan. Known for their catchy melodies and energetic performances, they have cemented their place in the hearts of many fans. Their unique sound and style have gained them a dedicated following both domestically and internationally.

新加坡

SINGAPORE

Derrick Hoh

Derrick Hoh is a Singaporean super idol who has become famous for his heartwarming and relatable music. With his latest English EP "All I Want", he has captured the hearts of many listeners.

韓國

KOREA

INFINITE

INFINITE is a popular group in South Korea with a unique sound and style. They are known for their energetic performances and catchy melodies. In 2015, they released "All the Story", their fifth album, which topped the charts and became a huge hit.

馬來西亞

MALAYSIA

Victor Wong

Victor Wong is a talented singer from Malaysia. His unique voice and emotional performances are captivating to his fans. In 2016, he released "I Will" and "Believe Me", which became instant hits in Malaysia.


A new generation Singaporean super idol who meets the hearts of teenagers and females of all ages. Derrick is always a natural chamber at events, best representative of an energetic, romantic, cheeky, charismatic personality.

- Winners of the 2015 Most Asian Music Awards (Best Asian Artist) - Singapore
- First Singapore artist to achieve in Singapore in a year
- Featured in the Straits Times as one of the Top ten personalities who achieved exceptional results before reaching 30
- Four out of 8 tracks in his latest English EP "All I Want" charted on Singapore’s English Radio Station FM 98.7 top 20
**SUPER NOVA CONTEST**

**Outline of the Super Nova Contest System**

There will be 2 rounds in the contest:

**First Round**
1. Each contestant shall perform one song of own choice to compete for the entry to the Second Round for the Super Nova Award, as well as for the titles of HKAOF 2015 Best Vocal Performance Award and the HKAOF 2015 Best Stage Performance Award. All contestants will be presented at the end of the First Round.
2. The top 5 scorers to enter the Second Round are selected by combining the scores from the stage performance and vocal performance scores at a weighting of 50:50. Scores from each contestant’s own country's/territory’s adjudication shall be excluded.

**Second Round**
1. Each finalist shall perform one song of own choice to compete for the HKAOF 2015 Super Nova Title.
2. The adjudication panel, all 8 of the members shall give one score after this round. The highest total score finalist won the HKAOF 2015 Super Nova Title.

**Brief Qualification**

**CHINA**

Koala Liu

Koala Liu was born in 1989 in Sichuan Province. She was an outstanding French language student, but love music and music was affected by her parent. She gave up the opportunity of studying in France in order to participate in a singing contest. In 2015 she released her first album ‘Hugging You’ and her work is included in the Baidu Top Ten. The Reuters describes Koala as China’s Adele. In 2014 she won 4 newcomer awards in Mainland China and one of such award in Taiwan.

**TAIWAN**

Sun Shi Shi

Sun Shi Shi is the third generation of Korean born Chinese. She grew up in Korea, but learned Chinese and English language while studying in university. She joined a successful international cultural group as a model, and has since ventured into Music. In 2016 she was invited to perform at Taiwan’s major music award show and started to gain attention from international media. Her music reflects a young girl’s world outlook that is tender and exquisite.
New Zealand
SINGAPORE REUBY

Reuby 擁有天使般的音質，曾於新加坡發行首張單曲 "My Sunshine"，於 Billboarde 十大發行排行，並於新加坡、馬來西亞及泰國舉辦巡演，深受广大聽眾愛戴。

Being Singapore's most promising new singer-songwriter, his vocal quality and song-writing skills reflect a uniquely old soul that sets him distinctly apart from his contemporaries of the same generation. Discovered by Warner Music Singapore, he released his debut single "My Sunshine" on National Day and immediately topped the iTunes Singapore Top Singles chart. In 2015, Reuby begins his music trip to Asia and visits Singapore, Philippines, Hong Kong and Indonesia.

馬來西亞
MALAYSIA POOVA

Poova 是多位位的馬來西亞歌手，獨唱創作藝及創作人。2013年他在VIMA被提名为“最佳流行歌手”，而2014年獲得VIMA三項榮譽。

His original composition "Ain’t My Time Anymore" won him aVIMA award and winner of Best Pop Act at the VIMA 2013, and a winner of a further 3VIMA in 2014 and nominated for an Anugerah Pop (AIP) award 2014.

Poova, an amazing international class performer, has released many albums collaborations with other artists, is what Malaysia’s international music scene is all about.

The Barberettes
KOREA The BARBERETTES

The Barberettes is a 3-piece girl group consisting of Shinee An Wheeler, Grace Kim, and So-hee Park. The group has been a hit with fans and influencers since the 1990s, releasing their first album "The Barberettes" in 2001. The group is known for their unique sound and style.

The Barberettes and the Chum
THAILAND Kingkong & the Chum

Kingkong is a pop-rapper from the UK who has been active in Thailand for several years. He has released several albums and has been a hit with fans.

The group has two members: Jittan Bhanichchit (Chum) - Lead Vocal and Suwit Sowan (Kingkong) - Drummer. The group has been successful in both the Thai and international charts.
**The Adjudicator Panel**

China: Chinese Chuan

Hong Kong: Clarence Hui

Taiwan: Yao, Chien

Japan: herolm

**The Adjudicator Panel consists of 8 music industry celebrities from each participating country/territory.**

Mr. Tian-xuan Tan, National First-Grade Literature Editor, presently served as Vice Editor-in-chief of Guangdong Radio & Television. He graduated from "Xinhua Conservatory of Music" - successfully carried the position of Director of Music FM Radio Guangdong, General Manager of Pacific Audio and Video Corporation, Deputy Director General of Radio Guangdong and Vice Editor of Southern Media Corporation.

Mr. Tan, as an outstanding artist of the national culture promotion and publicity system, has held various positions in his professional career, Vice President of China Television Radio Art Committee and Science Education Communication Committee, Vice Chairman of Guangdong Provincial Association of Popular Music, and on the list of the first Guangdong Radio Television Famous Expert. He has worked in the music communication field for 38 years long, master planned and produced music events like "Music Pioneer Charts", "Top Cantonese Music Billboard", "Guangzhou International Audio and Video Fair “Auto Music Top List” etc. They all enjoyed high reputation in music industry.

2005 Macau Super Nova Contest Hong Kong Selection Panel

The Members:

Philip Chan (TVB)

Assistant Controller Variety and Musical Department

Brian Chan (RTHK)

Head of Radio 2

Jessica Ho (EQ)

Chief Manager of Commercial Radio 2

Candy Tung (CASH)

Head of Corporate Communications

Fung Lei Chi (Music Critic)

Chan Wai Chung Rachel (ATV)

Assistant Controller, Music Development Department

Manfred Wong (Headlines)

Publisher and Music Critic
Byeon, Serrngbok

Byeon, Serrngbok is the chief executive officer of First Media Company and president of EMT ACADEMY of Korea. Since 1990, he has been working as a producer and director of sound engineer.

The artists and the albums he has worked with and produced are Fin.K.L, SooKyun Jang, Son Heung Min, Lee Ki Seung, and Soo Joon. He also worked for several movies and dramas.

Recently he focuses on the music production for K-pop artists and other new idols that lead the K-pop trend.

Dick Lee

Dick Lee is a renowned music producer and composer in Singapore. He has worked with numerous artists and has been recognized for his contributions to the music industry.

Dick Lee's notable works include producing music for famous Singaporean artists like S. Ilyas, Yutaka, and Michelle Chia. He is known for his versatility in producing music across different genres.

Dick Lee's most recent works have been for international tours and performances. He continues to collaborate with various artists, pushing the boundaries of contemporary music.
日期：26/03/2015
Time：11:00 – 12:30
地點：香港會議展覽中心S221室
Venue：Room S221, Hong Kong Convention and Exhibition Centre
主辦單位：香港貿易發展局
Organizers：Hong Kong Trade Development Council
主題：拓展亞洲音樂市場，網絡平台愈發無限
Theme：Lighting Up Music Market in Asia with Singing Digital Platform

# HKAMF 2015
香港亞洲流行音樂節
Hong Kong Asian-Pop Music Festival
商貿論壇
Business Forum

Time Programme
10:30 – 11:00  人場登記
Registration

11:00 – 11:05  司儀簡介論壇內容
Introduction by MC

11:05 – 12:05  嘉賓講者
Speakers
- Facebook亞太地區戰略合作主委
- Ken Cheung, Head of Media Partnerships, Asia Pacific Facebook
- 樂視音樂前首席執行官
- Lei Zhenjian, Vice President, Letv.com and President, Letv Music
- Spotify亞太區音樂業務董事
- Tan Chee Meng, Mr Tan Chee Meng, Director of Label Relations, Spotify (APAC)

12:05 – 12:20  問答環節
Questions & Answers Session

12:20 – 12:25  散發紀念品
Souvenir Presentation

12:30  講座結束
End of Forum

* 講座程序及順序，恕不另行通知 Programme subject to changes without prior notice.
表演嘉宾
Performing Guests

Tan Chee Meng

现任Spotify亞太區的唱片公司關係董事。負責全球的發行業務及與亞太區的音樂合作相關的事項。

TAN CHEE MENG
Spotify亞太區唱片公司關係顧問 (APAC)

在Spotify工作已有多年經驗，特別是在發行業務及與亞太區的音樂合作相關的事項。

Anda

韓國女歌手，畢業於首爾大學高等藝術院，2012年推出首張專輯《不要問》。2016年獲部門編曲獎，並以《不能》獲得最佳新人獎。2018年獲部門音樂特別獎。

ANDA

黃子佼
Mickey Huang

除了主持工作外，黃子佼亦是一名演員。在多部電影及綜藝節目中飾演男主角，包括《斷背山》、《九龍劇場》、《衝鋒巨炮》等。

ICASS 2016

李志剛
Alex Lee

Alex是香港著名音樂製作人，曾為多個歌手和電影配樂，包括《無雙》、《大熱浪》等。他是香港音樂界的重要人物，對香港音樂界有著重要的貢獻。

KANDY

Kandy

Kandy是一位知名的小提琴演奏家，也曾為多個電視節目和電影配樂，包括《無双》、《大熱浪》等。他在音樂界有著重要的地位，對香港音樂界有著重要的貢獻。
Organizer:
ABOUT IFPI (Hong Kong Group)

Established since 1967, International Federation of the Phonographic Industry (Diamond Group) Limited is the representative recording industry organization in Hong Kong. It is one of the 45 member organizations of IFPI Worldwide.

IFPI (Hong Kong Group) aims to protect copyright by fighting against music piracy, drive common interest of members, promote fair market access to the HK's development, develop legal markets and propose new technology for the industry to prosper.

Its membership covers the very majority of record companies that create music copyrights and/or import music products for exploitation under license in Hong Kong.
最強人氣 4K 智能娛樂平台

Letv 超級電視™ X50 Air

機價只需 HK$4,999

Letv 加開頻道12 輸播巨星MV
香港亞洲流行音樂節2015 同步直播！

Letv超級電視 (香港UI版) 率先引領演活會Live Streaming新浪潮，以香港亞洲流行音樂節2015為開炮，更多精彩演唱會與現場音樂節目直播陸續有來。再配合巋新互聯網傳輸技術(OTT)，令你隨時隨地重溫心水演唱會，再配以已預載的 12000+ 小時中港台精彩娛樂節目，打造成最強人氣智能娛樂平台。

指定互聯網電視平台：Letv
細味·型南
港島南區，別有洞天。將科技融於生活，展現時尚品味。
為各地的旅客提供免費無線網絡及完善的戶外泳池、健身中心等設施。無論是商業、購物中心或是南區著名海灘，亦是近在咫尺。身處如心南灣海景酒店，在動靜之間，細味型南色彩。請即預訂。

香港香港仔黃竹坑道55號 電話 (852) 3988 8888
電郵 info@hotelandisouth.com www.hotelandisouth.com

英皇娛樂演藝創意學院
Empire Entertainment Academy for Performing Arts
想晉身成為演藝界台前幕後一份子

歌唱及演員專業文憑課程
(兩年制)

課程目標
香港表演藝術文化在國際舞台的地位舉足輕重，隨着全球各地的發展，演藝業將為文化發展作出貢獻。此課程專為“DSE文憑/不同會考/副學士/專上文憑”學生而設，課程涵蓋理論、演習、演出及專業技能等不同學科層面，全面而深入地訓練學員學習及掌握歌唱及演員的基本技巧，廣闊學員在演藝領域的視野，體驗演藝行業的獨特文化和提高對演員業的未來發展信心，為將來在藝員領域業進行深造。舞蹈、音樂及演出之人士做好充分的準備。

課程特點
1. 完成課程及有關訓練，學員應能進一步提升自我的表現能力、個人自信心及專業技巧，並達到歷史在其他方面在演藝界工作所需學歷和技能。
2. 學廳特別着重學員的演講經驗，不斷為學員尋求更多演出機會，磨鍊好及學好有聲演的學員將有機會被推薦參與不同的演出。

課程費用
面試及報名費：港幣$300 (不設退款) 全額學費：(兩年)港幣$69,800*（本課程提供優惠分期付款計劃）

優先錄取
應屆DSE中學文憑/不同會考/副學士/專上文憑）學生可先於校內或申請報名報名及分校學生

其他課程
歌唱訓練班 證書課程 演員訓練班 證書課程 電視幕後人員 證書課程 跨媒體演藝創意 證書課程

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