中 港 台 日 韓 星 馬 泰

環·抱
亞洲音樂
MUSIC IN ONE ASIA



hkAmf HK ASIAN-POP MUSIC FESTIVAL

香港亞洲流行音樂節2016
HONG KONG ASIAN-POP MUSIC FESTIVAL 2016

主辦機構：Organiser ifpi HONG KONG GROUP

主要贊助機構：Leading Sponsor CREATEHK

支持機構：Supporting Organisation HKTDC 香港貿發局

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香港亞洲流行音樂節2016
HONG KONG ASIAN-POP MUSIC FESTIVAL 2016

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歡迎辭 WELCOME SPEECH

吳雨先生
Mr. Ng Yu

香港亞洲流行音樂節籌委會主席
Chairman of Organizing Committee
Hong Kong Asian-Pop Music Festival

「環・抱亞洲音樂」是今年「香港亞洲流行音樂節」的主題，大會希望透過音樂，將環保訊息帶給亞洲不同地區的人民，祈願能為環保出一分力，帶出齊心保護環境的目標，孕育出亞洲地區的美好將來。

「香港亞洲流行音樂節」今年已經是第6屆舉行，成為亞洲區每年的重量級音樂節目，一如過往，大會將亞洲8個地區的精英音樂猛將匯聚於香港同場切磋觀摩，共同合力展現充滿創意的音樂力量！

此外，籌委會每年均會邀請亞洲各個地區的樂壇新星參與比賽，「亞洲超級新星大賽」，讓他們為將來的巨星之路踏出第一步。

過去曾參與新星大賽的歌手，有些已經脫穎而出！如去年三料冠軍日本代表Gille發展理想，得到各界樂迷的認同，同時成為了日本澳門觀光大使。

曾參加第一屆「亞洲超級新星大賽」的陳偉霆現在成為了中國大陸地區無論在歌影視三方面均炙手可熱的超級人氣偶像！

韓國代表N-Sonic及Anda亦先後簽約香港唱片公司，在力捧下成為亞洲區火熱藝人。

以上足以証明「香港亞洲流行音樂節」是個不可多得的音樂平台，令有潛質的新星得以發光發熱。

今年的「香港亞洲流行音樂節」我們繼續與香港貿易發展局合辦商貿論壇，今次將會以近年大熱的「韓流文化」為主題，多位重量級嘉賓將會從不同角度分析及探討從「韓流文化」帶出的音樂娛樂發展及經濟商機，對業界充滿啟發性。

2016年的「香港亞洲流行音樂節」同樣將亞洲地區的樂壇精英及新星共聚一堂，為音樂出一分力， 同時亦為環保出一分力， 我們誠意邀請各位一同參與，一同進入亞洲音樂世界！

"Music In One Asia" is the theme of the Hong Kong Asian-Pop Music Festival (HKAMF) this year. To support environmental causes and uphold the idea of building a greener future, the HKAMF organizing committee will dedicate its efforts toward encouraging environmental protection through music to all of the people in Asia.

Entering its sixth year, the HKAMF has become one of the most influential annual events of music in Asia. Similar to previous years, the HKAMF will feature the most outstanding musical talents from eight Asian countries/regions to compete on our stage in Hong Kong. Together they will showcase their creativity and unleash the power of music.

The most talented budding recording artistes from participating countries/regions of Asia will take their first step to stardom by competing for the Asian Supernova Award. Numerous contestants of the past have shot to fame and success! A prime example being Gille from Japan who won three awards last year. Not only has she achieved wide recognition from music fans, but she has also become the Macau tourism ambassador from Japan.

The contestant for the 1st Asian Supernova Competition William Chan is now a superstar sensation of the music, TV and film industries in Mainland China.

N-Sonic and Anda from Korea have also been signed respectively under renowned Hong Kong record companies, who are now incontestably popular artistes in Asia.

These success stories have proven that the HKAMF is a valued music platform for aspiring new talents to deliver out-of-this-world performances.

The HKAMF Business Forum this year will discuss the "Korean wave", a trendsetting cultural phenomenon in the spotlight over the years. A number of acclaimed guest speakers will analyze and explore the business opportunities that Korean culture fosters and its development in the music industry, sharing insights with industry players.

HKAMF 2016 will again be an ideal platform for music industry elites and new talents to support music, while promoting environmental awareness. We would like to invite you to join us at this Asian music extravaganza!

獻辭 FOREWORD



蘇錦樑先生, GBS, JP
Mr. Gregory SO Kam-leung, GBS, JP

商務及經濟發展局局長
Secretary for Commerce and Economic Development

香港特別行政區政府很高興連續六年贊助「香港亞洲流行音樂節」。這活動為亞洲樂壇提供一個重要的交流平台。

今屆「香港亞洲流行音樂節」繼續有來自亞洲多個國家及地區的頂尖歌手與新晉歌手同場演出，除了為觀眾帶來一場極盡視聽之娛的音樂盛事外，亦凸顯香港作為亞洲區內的音樂樞紐。

香港特別行政區政府將會繼續與業界緊密合作，推動本地音樂業的發展。

我謹藉此機會代表香港特別行政區政府感謝國際唱片業協會(香港會)再次舉辦「香港亞洲流行音樂節」，並歡迎亞洲音樂同業及歌手來港參與這項盛事。

祝願「香港亞洲流行音樂節2016」承先啟後，碩果豐收。

The Government of the Hong Kong Special Administrative Region (HKSAR) is pleased to sponsor, for the sixth year in a row, the Hong Kong Asian-Pop Music Festival (HKAMF). The event provides an important platform for music exchange within Asia.

This year's HKAMF continues to feature top and budding singers from a number of Asian countries and regions to bring a music extravaganza to the audience, underlining Hong Kong as Asia's music hub.

The HKSAR Government will continue to work closely with the music industry to promote the growth of Hong Kong's music sector.

On this occasion, on behalf of the HKSAR Government, I would like to express our gratitude to the International Federation of the Phonographic Industry (Hong Kong Group) for organising, once again, the HKAMF, and to welcome members of the music fraternity and singers from Asia.

I am confident that this year's HKAMF will go from strength to strength.



歡迎辭 WELCOME SPEECH

方舜文小姐
Ms. Margaret Fong

香港貿易發展局總裁
Executive Director of the HKTDC

歡迎各位業界代表和喜愛音樂的朋友參加第六屆「香港亞洲流行音樂節」。

推廣香港的影視娛樂行業穩健發展和開拓商機乃香港貿易發展局一項重要工作。自2011年國際唱片業協會(香港會)首次舉辦「香港亞洲流行音樂節」以來，香港貿發局一直給予大力支持。轉眼間，這個音樂匯演今年已經踏入第六屆，並已成為亞洲區內樂迷熱切期待的年度盛事。今屆「香港亞洲流行音樂節」雲集來自八個亞洲地區的樂壇巨星和新晉歌手，以音樂交流切磋、提拔具備潛質的樂壇新星，為區內熱愛音樂的朋友呈獻精彩絕倫的演出。

除了「香港亞洲流行音樂節」的矚目演出，今年香港貿發局亦繼續與國際唱片業協會(香港會)合辦「香港亞洲流行音樂節－商貿論壇」，促進業界緊密交流。今年論壇的主題為「K-POP傳奇－韓國流行音樂開創亞洲新機遇」，邀請韓國、中國內地及香港的業界代表聚首一堂，探討韓國流行音樂如何帶動亞洲流行文化及當中的商機。

我謹代表香港貿發局衷心感謝創意香港的鼎力支持，令這個音樂盛會得以舉行，並感謝各大唱片公司、台前幕後的工作人員，以及新聞界對「香港亞洲流行音樂節」的踴躍支持。我深信，樂迷的熱烈參與，媒體的廣泛關注，再集合業界跨地區的力量，我們一定可以實現今屆「環抱亞洲音樂」的大會主題。

最後，我祝願亞洲音樂行業有更美好的發展，商機無限！

I am delighted to welcome industry representatives and music lovers to the 6th Hong Kong Asian-Pop Music Festival (HKAMF).

The Hong Kong Trade Development Council (HKTDC) is committed to promoting Hong Kong's growing multimedia and entertainment industries by exploring new business avenues. This is why the HKTDC has been a keen supporter of the HKAMF since its launch by the International Federation of the Phonographic Industry (IFPI) Hong Kong Group in 2011.

In five short years, this music extravaganza has become firmly established as a highly anticipated annual gathering for music fans throughout the region. A platform for emerging talents and a facilitator of cultural interaction, this year's HKAMF welcomes established stars and new artists from eight countries and regions across Asia to deliver a series of exhilarating performances.

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 "K-Pop Legend – How Korean Pop Music Opens Up New Opportunities in Asia". Our distinguished speakers from Korea, the Chinese mainland and Hong Kong will discuss how Korean music is shaping Asia's pop culture and analyse business opportunities arising from this trend.

Our sincere gratitude to CreateHK for its support in helping to make this event such a great success. On behalf of the HKTDC, I would like to express my appreciation to all record companies, production crews 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 and abundant business opportunities for all participants in the year ahead.

ENTERTAINMENT EXPO

香港影視娛樂博覽

14/3-4/4/2016 www.eexpohk.com



始創項目 Founding Events:

HKTDC
Hong Kong International Film & TV Market (FILMART)
香港國際影視展

20th Edition

香港國際電影節
HK International Film Festival *

香港電影金像獎
Hong Kong Film Awards

核心項目 Core Events:

HONG KONG - ASIA FILM FINANCING FORUM
HAF 香港亞洲電影投資會

hkAmf * HK ASIAN-POP MUSIC FESTIVAL

iffpiHK 香港獨立短片及錄像大賞 PUBLIC AWARD

ifva * Hong Kong Arts Centre

The 9th Asian VFX and Digital Cinema Summit
AMP4 第九屆數字電影特效高峰論壇

數碼娛樂論壇
Digital Entertainment Summit

TV WORLD International Forum
電視世界國際論壇

* 歡迎公眾參與 Open to the public

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全力支持 Supported by:

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HONG KONG TOURISM BOARD 香港旅遊發展局

全力策動 Coordinated by:

HKTDC 香港貿發局

HKAMF 2016

表演嘉賓
MUSIC SHOWCASE

亞洲8地參加切磋演出歌手
Renowned artistes representing 8 regions of Asia participating in the showcase performance

香港亞洲流行音樂節邀請了亞洲八個國家及地區的超級巨星，進行音樂表演，以鼓勵業界交流並配合亞洲音樂一體化的發展。

HKAMF has invited top-ranked artistes from 8 participating countries/territories to perform in a music showcase so as to encourage music exchange and communications amongst the music industry players and to fall in line with the development of music in one Asia.

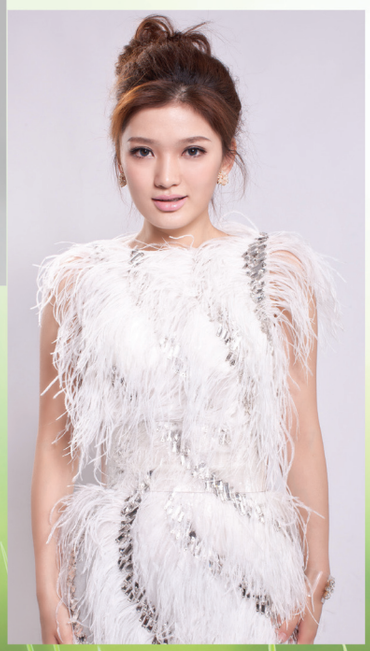
（排名不分先後 No order implied）



中國內地 MAINLAND CHINA
張磊 Zhang Lei

張磊由2012年開始發佈歌曲，2014年參加新疆“絲路庭州音樂節”。
2015年參加“中國好聲音第四季”，獲得全國總冠軍，正式加入樂壇。

Zhang Lei debut in the year 2012. He advanced his career by successfully joining the “Silk Road Music Festival”. His biggest break came when he was awarded the Champion in the fourth season of The Voice of China; solidifying his music career.



中國內地 MAINLAND CHINA
丁丁 Ding Ding

丁丁是中國流行女歌手、影視演員及模特兒。她於2006年開始模特兒工作，2009年參加綜藝節目獲得第三名。2012年參加中國好聲音節目，打入16強。2013年推出首張個人專輯，成為人氣年輕偶像歌手。

Ding Ding is a singer cum actress and model from China. While her modelling career began in the year 2006 and later branched into performance and entertainment, she achieved the third place at TV variety show in 2009. In 2012, her in-roads to singing career began by being one of the 16 finalists in The Voice of China contest. Ding Ding later released her debut album in 2013 and is now recognised as an upcoming idol singing talent.

香港 HONG KONG

許志安 Andy Hui



許志安於1986年參加新秀歌唱大賽獲得亞軍，從而與唱片公司簽約成為合約歌手，後來得到梅艷芳欣賞合唱一曲，得到公眾認識。1988年推出首張個人專輯，至今已推出過數十張專輯，舉辦多次個人演唱會，更曾獲得多個最受歡迎男歌手獎項，是香港樂壇實力派男歌手。

Andy Hui's illustrious singing career first started as the 1st Runner-up at a major TV talent scouting contest in 1986. Soon he was awarded a recording contract. He rose to fame after being invited by super star Anita Mui for a duet recording, which gave him a major hit. Andy first solo album in 1988 firmly established him as a star with unique vocal style and repertoire. The rest was history in the making with numerous music awards supporting him as a treasured local recording star with sustaining power.



台灣 TAIWAN

F.I.R.

FIR是台灣知名樂團，成立於2003年，樂團名稱是3位成員英文名的縮寫，同時有Fairyland in Reality的意思。2004年推出首張專輯，一炮而紅，成為台灣人氣樂團。出道至今共發行過七張專輯，多首歌曲成為流行榜冠軍，曾獲得多個不同音樂獎項，而且他們更於世界各地舉行巡迴演唱會，是台灣的代表性樂團之一。

F.I.R. is a famous band from Taiwan. It was established in 2003 and their name was taken from the initials of the 3 members but often coined as Fairyland in Reality. Their debut album in 2004 firmly established their musical power as one of the most influential and popular band from Taiwan. F.I.R. has now 7 album releases with multiple mega hits and numerous music accolades achieved. Their many world tours further established them as one of the greatest bands from Taiwan.



日本 JAPAN
w-inds.

由主音橘慶太(KEITA)千葉涼平(RYOHEI)及緒方龍一(RYUICHI)三人組成的w-inds.
01年3月14日正式出道，首張細碟「Forever Memories」引爆全日本w-inds.旋風。首張大碟「w-inds.~ 1st message~」及至之後多張單曲全部也打進Oricon唱片銷售公信榜第1位。並數度出演“紅白歌合戰”。每年夏天在日本國內舉行10萬人concert tour之外，w-inds.旋風更席卷台灣・香港・韓國・中國・泰國・等亞洲各地區！更被邀請中國・北京為日中邦交紀念活動，在中國國家主席胡錦濤來日本時作演出！在香港方面，2007年w-inds.成為首隊被香港政府邀請出席香港回歸十週年演出的外國隊伍！09年至15年間，更7度來港演出！

w-inds.由04開始連續10年獲得IFPI(HK)日韓部門最高銷量大獎、創下紀錄！2015年，w-inds.成為首隊日本組合及歌手，獲日本駐香港總領事館總領事頒發「總領事表彰」獎狀，彰顯協助促進日本與香港、澳門等海外國家及地區之間的相互理解和親善友好的個人或團體！

w-inds. is one of the hottest groups from Japan, formed by Keita, Ryohei and Ryuichi. w-inds was established on 2001 with the debut single “Forever Memories”, then followed with the debut album “w-inds. ~ 1st message~” which scored No.1 in the ORICON chart. They participated NHK Red & White Singing Contests for 6 times and is recognized a super hit group in Asia Pacific region, in particular a favorite in the Mainland China market. They were the first oversea group to be invited for the 10th Anniversary of Hong Kong Re-unification Event.

w-inds. scored the Best Selling Japan/Korea Release for 10 years running in the IFPI Hong Kong Top Sales Music Awards, and which sets a record. As a further accolade, w-inds. was presented with a special award from Japan Consul General in Hong Kong in 2015 in recognition of their contribution in bridging music culture and harmony among Japan, Hong Kong and Macau.

韓國 KOREA
AOA

AOA是韓國人氣女子組合，團名意思是Ace Of Angels，由7位成員組成，風格是K-Pop及舞曲為主。她們於2012年出道，曾推出多張單曲及迷你專輯，全部都成為流行榜大熱，同時獲得多個音樂獎項。除了韓語之外，她們更加學習日語，於2014年開始進軍日本樂壇，在日本亦廣受歡迎，是亞洲區的人氣偶像團隊。

AOA is a Top Hit Korean Girl Group, the name means Ace of Angels, that are currently active with 7 members, they are a K-pop Dance group. AOA was established in 2012, they released several singles & mini albums, all reached top hits on the charts and they also scored with various music awards. AOA entered the Japanese market in 2014, they are one of the hottest idol groups in the Asian region.



新加坡 SINGAPORE
潘嘉麗 Kelly Poon



潘嘉麗是新加坡歌、影、視人氣藝人，流利中英文雙語，能作曲作詞，是個多才多藝的藝人，在亞洲多個地區都有極高知名度。她共推出了5張唱片專輯，獲得多項音樂獎項，一曲「情人」更加勇奪多個流行榜冠軍。

Kelly Poon is an all-round popular singer/film/TV artiste from Singapore. while she speaks English & Chinese fluently, she is also a well known music composer in the Asia-Pacific region. She has altogether 5 albums released in the region with various music award achievements, among which the hit song “Lover” scored No.1 in many Music Charts.



馬來西亞 MALAYSIA
茜拉 Shila Amzah

茜拉Shila Amzah是馬來西亞近年著名國際級歌手，知名唱作人、舞者、演員及製作人。父親是馬來西亞知名歌星，茜拉4歲已開始跟隨父親進出錄音室，9歲開始歌唱事業，10歲已推出個人專輯。2012年參加東方衛視「聲動亞洲」獲得多個評委及選手的讚嘆，贏得冠軍。2014年參加「我是歌手」節目，廣被中國觀眾認識，正式踏入中國樂壇。2015年推出兩首中文單曲，進軍香港樂壇，獲得多個音樂獎項，首張中文專輯於2016年推出。

Shila Amzah is a Malaysian award winning singer/songwriter, dancer, actress and producer. From the age of 4, Shila was already going to recording studio with her dad, a famous singer in Malaysia. She began making music when she was 9 years old and released her debut album at the age of 10. In 2012, she participated in the Asia Wave TV show in China and won the Champion. Shila became more popular in China after winning the third runner up of “I am a Singer” TV Show. In 2015, she released two Chinese singles and scored various music awards. Her first Chinese album will be released in 2016.

泰國 THAILAND
朗嘎拉姆 Viseskul Vanatsaya

朗嘎拉姆是一名剛滿16歲的泰國少女，父母皆是泰國人。父母親皆不懂中文。在拉姆7歲的時候，她的父母偶然買到鄧麗君的CD，拉姆聽後非常喜歡鄧麗君的歌。在沒有學過中文的情況下，便會唱鄧麗君的數十首歌，咬字清晰，韵味十足。在她13歲那年，當有緣的好心人發現拉姆時，她雖然一句中文也不會，却知道鄧麗君的故事，她就已經懷着到中國發展的夢想。2014年，北京電視台舉辦環球春晚，泰國電視台推選了拉姆到北京錄製環球春晚節目。2014年3月，拉姆正式到北京學習及生活。2014年，拉姆進入中國音樂學院就讀，正式開始學習音樂。至目前，拉姆會唱近百餘首鄧麗君的歌。除此之外，拉姆也學習其他中文歌曲。2015年4月「中國好聲音」力邀拉姆參加，獲得那英組四强及全國16强。朗嘎拉姆深情演唱的《千言万語》和《獨上西樓》以神似“鄧麗君再來”而轟動世界華人樂壇。

Viseskul Vanatsaya is a young singing talent from Thailand. The story began when she was at the age of 7; her parents bought her a Teresa Teng CD. She loved it so much and started singing Teresa’s songs even though she did not know Chinese. When she was 13, someone discovered her great like-ness to Teresa’s voice and planned to bring her to China. In 2014, Beijing TV invited her to sing at the New Year’s Show. With that encouragement, she moved to study and live in Beijing. In 2015, she took the “The Voice of China” TV contest and her fame started to spread as an re-incarnation of the great voice quality of Teresa Teng’s.



香港亞洲流行音樂節2016

亞洲超級新星大賽
Asian Supernova Competition

參賽資格簡介

參賽歌手 由中國內地、香港、台灣、日本、韓國、星加坡、馬來西亞、泰國八地(排名不分先後)唱片業界各自選派代表參與，該代表必須於過去三年內曾首次推出音樂CD / 唱片。

Brief Qualification

Contestants The contest is open to all new recording artistes from the participating countries/territories that have debut with record release (CD/DVD) within the last 3 years commercially. For HKAMF 2016, the countries/territories are : Mainland China, Taiwan, Japan, Korea, Singapore, Malaysia, Thailand and the host city Hong Kong.

今年的香港亞洲流行音樂節將8個地區參賽歌手/樂隊分為紅組及藍組，現場觀眾可即場網上投票，選出最受歡迎新星隊際大獎。
投票網址：hkamf.popcast.tv

The contestants from the 8 countries/territories will be divided by draw into a Red Team and a Blue Team. Audiences may vote online during the live event for their favourite team via hkamf.popcast.tv. The winning team will be awarded the Most Favourite Team Award during the show.

請登入
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紅組 Red Team

中國內地 MAINLAND CHINA

大粉樂隊

“大粉”是來自北京的一支極具實力的復古根源搖滾樂隊。由3位成員組成，樂隊成立於2011年，榮獲2011豆瓣網阿比鹿音樂獎的年度最佳新人獎。他們曾參加日本Summer Sonic音樂節及其他大型音樂節，演出經驗豐富。樂隊以Blues音樂主為，充滿復古搖滾樂風味。

The Power Powder is a Indie Rock band from Beijing, China. Formed by 3 members in late 2011, they frequented many live house events and quickly won the Best New Act of The Year organised by DOUBAN social media; and soon followed by various recognitions. They participated the Japan Summer Sonic Music Festival and other key music events for furtherance of their musical experience in Blues and Classic Rock.



台灣 TAIWAN

謝震廷 Eli Hsieh

謝震廷是位年青創作歌手、吉他手、音樂製作人，2007年時他只有13歲，參加台灣超級星光大道》進入前十強，成績亮眼。2009年被資深音樂製作人王治平引薦，簽約成為華研唱片專屬詞曲作者，並參與創作培訓與音樂製作。2010年參加台灣《超級星光大道－星光傳奇賽》以創作歌手之姿重返電視舞台。2011年與創作歌手吳汶芳共組Double 2樂團，擔任和音吉他手。2012年開始以獨立音樂人到全台Live House巡迴演出，並與經紀人蔡政勳共組樂團。2013年與十全媒體娛樂正式簽約，成為旗下首位創作男藝人。　在音樂網站發表多首創作Demo，受到諸多知名影評、樂評、音樂雜誌等大力推薦。2015年展開台灣環島巡迴演出，門票全數售罄。2015正式發行個人首張國語專輯，並於2016年1月舉辦個人演唱會。

Eli Hsieh is a young singer-song-writer, guitarist & producer. He participated in singing contest at the early age of 13 and succeeded as one of the 10 finalists. In 2009, he was engaged as a contracted song composer. Eli participated another singing contest on 2010 again; then he formed the group called Double 2 with another singer-song-writer in 2011. Eli tour around various live houses in Taiwan and form another band with his manager. He was officially signed as a recording artist in 2013, after strongly recommended by various artists, critics and music magazines. His first album was released in 2015, soon followed was his own concert in January, 2016.

日本 JAPAN

Millea

MILLEA在日本札幌出生，自小喜歡唱歌，為實現音樂夢想，成長後移居東京發展，期間出席超過150場公開演唱。2015年MILLEA正式推出單曲，得到樂迷認同。除唱歌以外，她更是6個日本電台節目的主持。

MILLEA was born in Sapporo, Japan. She loves singing even at her young age. To realise her potential in developing a music career, she moved to Tokyo when she grew up. With over 150 show appearances to her experience, she began her recording career in the year 2015 by releasing her first single. It was widely accepted in the market. MILLEA's public reach now includes hosting 6 radio shows in Japan.





馬來西亞 MALAYSIA

Nicole

賴淞鳳來自馬來西亞吉隆坡，精通英文、國語、粵語、馬拉語、客家語。2012年參加Astro新秀大賽成為冠軍，一鳴驚人。2013年推出首張EP，受廣大樂迷歡迎，之後於馬來西亞各地巡迴演唱，獲得豐富表演經驗。2015年推出第二張EP，同樣有極佳成績，更勇奪多個不同音樂獎項，是馬來西亞的人氣歌手。

Nicole comes from Kuala Lumpur of Malaysia. She is fluent in English, Mandarin, Cantonese, Malay and Hakka. In 2012, she took part in the Astro New Star Competition and came first. She was signed to the label and released her first EP in the year 2013. It became very popular. This brought her a touring career all over Malaysia that further advanced her performance excellence. In 2015, her second EP achieved various music awards and she is fast becoming a very popular artiste in Malaysia.

藍組
Blue Team

香港 HONG KONG

羅孝勇 Sheldon Lo

羅孝勇出生於澳洲，年幼時受祖父薰陶，對音樂產生興趣，成長後為實現音樂夢想，回港參加香港無線電視舉行的歌唱選秀節目「超級巨聲2」，取得季軍。其後更於「2012年度TVB全球華人新秀歌唱大賽」脫穎而出，勇奪金獎。2013年被唱片公司賞識，簽約成為合約歌手。2014年推出單曲，獲得各大媒體一致好評，同年12月推出首歌個人EP。

Sheldon was born in Australia. His love of music at his young age was influenced by his Grand Father. His returning to Hong Kong opportuned him to participate in a singing contest organised by TVB and he won the 2nd Runners Up title. His bigger opportunity came when he won the grand prize at the 2012 International Chinese New Talent Singing Championship by TVB. A recording contract soon put him on the road map to be reckoned as a new musical force from Hong Kong, as shown by his debut release and followed by an EP in 2014.



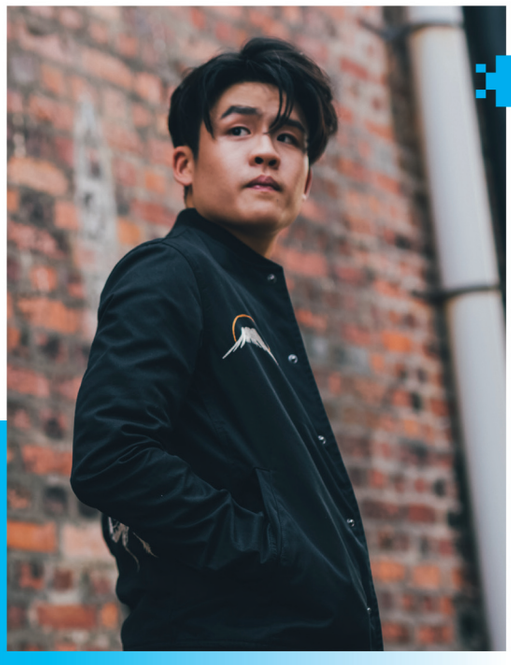
韓國 KOREA

LU:KUS

LU:KUS是韓國5人男子組合，2014年推出首支單曲，5位成員平均身高184cm以上，俊俏外表加上精彩歌舞表演，令他們大受歡迎。至今已經推出3首單曲，亦計劃於2016年打入日本市場。

LU:KUS is a Korean boy-group with debut single released in 2014. Their tall and handsome appeal, together with excellent stage and vocal performance made them very popular in the Korean market. So far they already have released 3 hit singles and they planned to enter the Japanese market in 2016.





新加坡 SINGAPORE

Gentle Bones

Gentle Bones是來自新加坡的創作歌手，他的音樂旅程由2010年開始，拿起結他開始創作音樂。他於2012發佈首支單曲Until We Die，在電台及網上媒體都廣受歡迎。他於2014推出的EP成為新加坡iTunes的冠軍，他亦參與多個大型音樂節演出。

Gentle Bones is a singer/songwriter from Singapore. He started his music journey in 2010 by picking up the guitar and composed his own music. He recorded his first song “Until We Die” in 2012. It became popular on radio and the internet. In 2014, he released his first record and it went to No.1 in the Singapore iTunes Store chart. He is now a frequent performer at major music events and festivals.

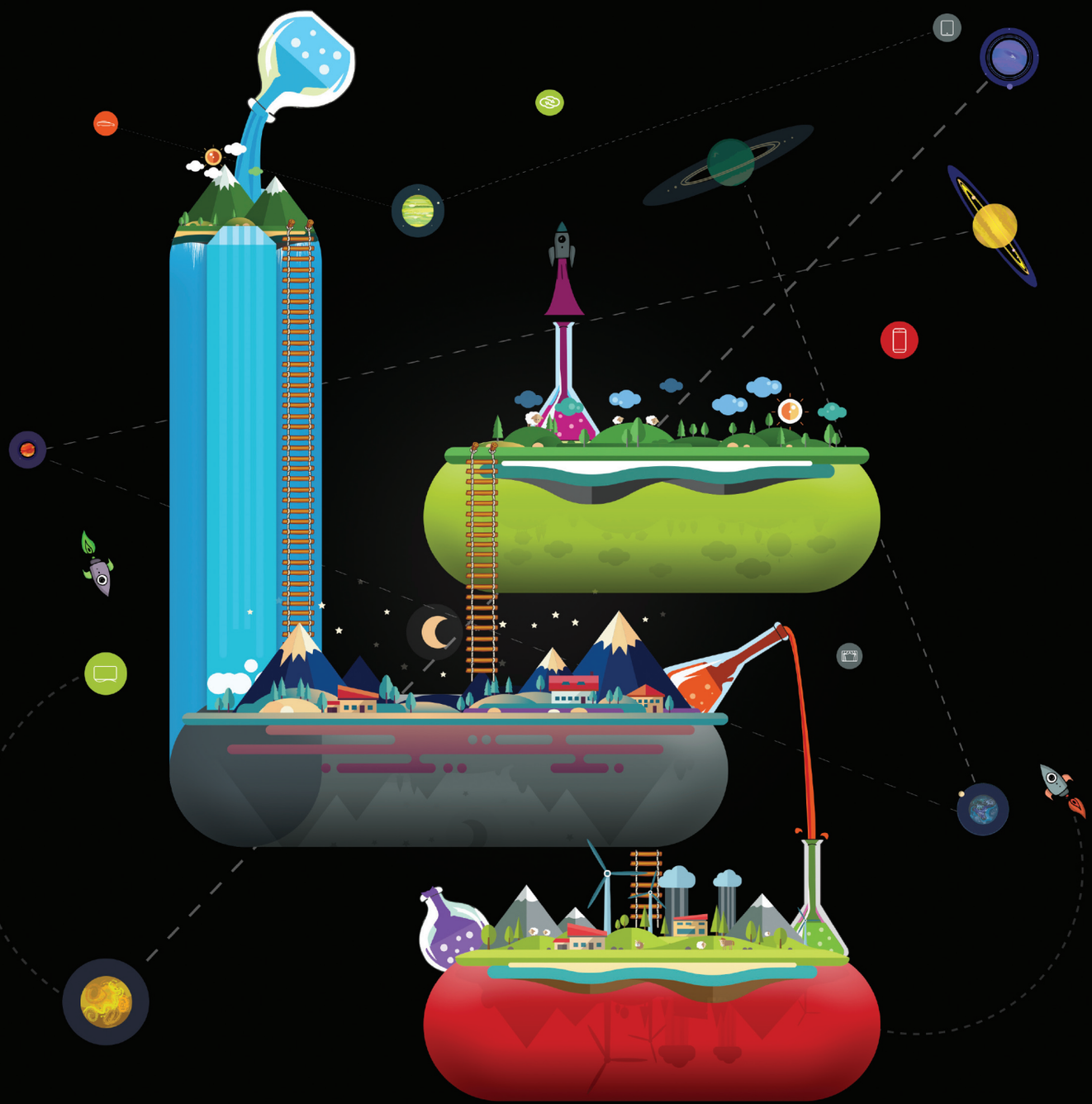


泰國 THAILAND

Fivera

FIVERA是由5位歌手組成，組合名稱是由FIVE及ERA組成，意思是由5位成員將音樂帶入新紀元。他們的風格是將流行音樂及古典歌劇混成一體，他們稱之為Operatic Pop，將經典金曲改成為歌劇風格，在泰國廣受歡迎，為樂壇帶來新沖擊。

FIVERA is a vocal group by five young members, the name of the group is a mixture FIVE & ERA, which means five members bring the music to new era. FIVERA has a unique style of combining pop music with classical opera treatment, they call it Operatic Pop, re-arrange classic pop tunes with opera style, they bring new excitement to Thailand music scene.



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香港亞洲流行音樂節

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2015全年直播演出367場，超過2億人觀看直播

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“樂視音樂節”“明星超級官網”等明星產品及
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香港亞洲流行音樂節2016

亞洲超級新星大賽 Asian Supernova Competition

評審團
The Adjudication Panel

評審團由八人組成，每個參與的國家／地區均應邀選派一位國際知名音樂人代表出任評審。

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

中國 CHINA
卓麓山 Zhuo Lu Shan



卓麓山 - 湖南衛視資深藝人統籌
卓麓山由1995年起擔任電台DJ。1997年起擔任湖南衛視各大晚會導演及藝人統籌，參與製作多個熱門節目，包括：湖南衛視超級女聲、快樂女聲、快樂男聲及我是歌手等。他是專業大型音樂類節目導演及資深藝人統籌。

Zhuo Lu Shan - Hu Nan TV Artiste Co-odinator
Zhuo Lu Shan first started work as a Radio DJ in Mainland China in 1995. In 1997, he served as a show producer and artiste co-ordinator for Hu Nan TV, produced a series of very popular music programmes starting with trend setting “Super Voice Super Girl” which later developed into the recent success “I’m a singer”. He now holds senior position in mega show production.

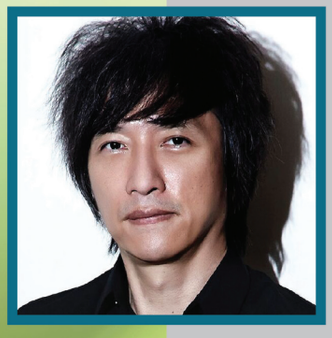
香港 HONG KONG
鍾鎮濤 Kenny Bee



全球華人影、視、歌三棲藝人鍾鎮濤（阿Bee）。自1973以溫拿樂隊主音歌手出道以來，在各個領域均取得傲人成績。音樂方面，推出過40多張個人專輯，2015年榮獲香港電台頒發金針獎，是樂壇傳奇人物。他從影近40年拍攝100多部經典影視作品，深得觀眾喜愛。他剛於2016年農曆年與溫拿樂隊完成8場演唱會。

Kenny Bee is a legendary artiste from Hong Kong known by all Chinese communities globally with success spanning music, movie and television over decades. He first started as one of the 2 lead singers and keyboardist of The Wynners in 1973. He has to date over 40 albums, 100 movies and countless awards to his credit, with notable mentioning of the Life-time Achievement Award honored by RTHK. He completed 8 shows with The Wynners in Chinese New Year of 2016.

台灣 TAIWAN
薛忠銘 Jamie Hsueh



薛忠銘，台灣著名音樂製作人，2011年獲得香港年度叱咤樂壇流行榜金獎，2012年獲得台灣金曲獎最佳單曲製作人，曾為以下巨星製作歌曲，包括: 張學友、陳奕迅、張惠妹、張信哲、鄭秀文、蔡依林、F4等等。

Jamie Hsueh is a famous performer and music producer from Taiwan. His musical achievement included winning the Gold Prize awarded by Commercial Radio in Hong Kong in 2011, and Taiwan Golden Melody Award in 2012. Jamie music creativity was much sought after by artistes including big named recording stars; to name just a few: Jacky Cheung, Eason Chan, A-Mei, Jeff Chang, Sammi Cheng, Jolin Tsai & F4.

（排名不分先後 No order implied）

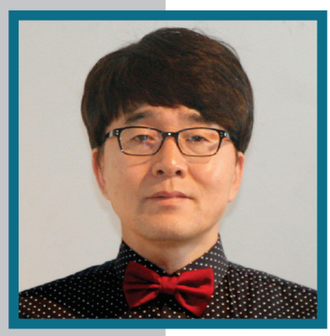
日本 JAPAN
Jeff Miyahara



Jeff Miyahara是一位日本成功的流行音樂製作人，同時亦是日本J-POP Music Group的行政總裁及創作總監，可謂多才多藝。經由Jeff製作的冠軍流行曲超過三千三百萬銷量，同時更榮獲多個不同音樂獎項，入行10年的Jeff更是愈戰愈勇，不斷製作不同音樂作品。Jeff Miyahara是日本及韓國混血兒，於美國洛杉磯成長，擁有多元文化及多語言背景，令他的創作及製作更加國際化，他除了是個國際性音樂人之外，更加是泛亞地區的著名節目主持。由Jeff主導的J-POP Music Group近年可算極具野心，集合眾多一級音樂人及技師泡製出多項頂級作品，由他一手打造的Chris Hart就是個好例子，在日本創造出75萬以上的銷量傳奇。

Jeff Miyahara is a multi-talented and successful music producer from Japan. He is also the CEO & Creative Director of J-Pop Music Group. His award winning works accounted for over 33 million in record sales, and scored many music awards during his 10 year music career. He is half Japanese, half Korean and raised in LA. With his multi-cultural and multi-lingual background, his creativity is therefore international styled. His J-Pop Music Group further unites other creative forces to become hit makers; exemplified by Chris Hart that achieved the sales of 750,000+ album sales in Japan.

韓國 KOREA
金昌勳 Kim Chang Hoon



金昌勳是首爾藝術學院的教授，主力在學院教導有關演唱會策劃及製作，他本人更加有超過二十年的演唱會策劃、監製經驗，包括國際巨星Michael Jackson、Bon Jovi、Michael Learns To Rock、Westlife的演唱會。他更是韓國演唱會監製協會及江南文化藝術基金的顧問。

Kim Chang Hoon is a Professor at Seoul Arts College, lectures on Concert Planning, Concert Director and Show Business. He has over 20 years of solid experience in Concert Planning and Production for many artistes including international big stars such as Michael Jackson, Bon Jovi, Michael Learns To Rock & Westlife. He currently is the consultant at Korea Concert Producer Association & Gangnam Foundation for Arts & Culture.

星加坡 SINGAPORE
梁伯君 George Leong



梁伯君是新加坡知名音樂製作人，經驗豐富，曾合作的藝人包括: 張國榮、梅艷芳、杜德偉、鄭秀文、莫文蔚、黃鶯鶯、陳淑樺、梁靜茹等等。同時亦為多套熱門電影製作主題曲，例如：紅玫瑰白玫瑰、霸王別姬、金枝玉葉、夜半歌聲、神鵰俠侶等等。

George Leong is a well-known and award winning music producer from Singapore. Having worked for broadcasters, record labels, show producers and film production houses across Asian markets, he worked with numerous superstars including Leslie Cheung, Anita Mui, Alex To, Sammi Cheng, Tracy Hwang, Sarah Chen, Sandy Lam Karen Mok and Fish Leong, to name just a few. He also produced theme songs for numerous Chinese blockbusters such as “Farewell My Concubine”, “He is a woman, he is a man” and “The Romance of the Condor Heroes” etc.

馬來西亞 MALAYSIA
管啟源 Kuan Chi Yuan



管啟源由2003年開始活躍於音樂事業，主力擔任監製、錄音技師及作曲家，曾在華語音樂市場製作超過200首歌曲，是馬來西亞音樂市場的重要角色。他曾擔任多個電視真人秀及國際性選美的評審，同時亦是報章及時裝雜誌的作家，可謂多才多藝。

Kuan Chi Yuan is actively involved in the music industry since 2003 as a producer, recording engineer and song writer. He produced more than 200 songs in the regional Chinese music market, played an important role in the Malaysian entertainment industry. He has been a judge-panelist for many TV reality shows and international beauty pageants. His talent was further attested in being a columnist for major publications and fashion magazines.

泰國 THAILAND
Wongwid Wannasriyapong



Wongwid Wannasriyapong是泰國知名歌手及歌唱老師，曾推出多張唱片，同時亦是電台及電視節目主持, 是位多才多藝的全能音樂人。

Wongwid Wannasriyapong comes from a Bachelor of Mass Communication background but his interest and career has always been with singing performance and voice tuition in various music foundations. Having won many awards, his multi-talents includes working as a Radio DJ and TV host.

2016亞洲超級新星大賽香港區選拔委員會

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- 馮禮慈
  香港樂評人

HKAMF 2016 Asian Supernova Competition Hong Kong Selection Panel

The Members :
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  Assistant Controller, Music Development Department
- Candy Tung (C.A.S.H.)
  Head of Corporate Communications
- Manfred Wong (Headlines)
  Publisher and Music Critic
- Jessica Ho (CR2)
  Assistant Director
- David Ho (RTHK)
  Head,Radio 2
- Fung Lai Chi
  Music Critic

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Special Performing Guests

GILLE



1987年宮崎縣出生的GILLE，大學時代單身越美學習聲樂。2010年底以TASHA Gee藝名初試啼聲，以獨立歌手身份出道。隨後主打曲「WILL」凌厲唱功而廣為樂迷認識！之後新曲「花瓣」更被選為BS-TBS「地球生命SPECIAL非洲生命之搖籃」主題曲。2011年間，正式加盟大型唱片公司，以神秘歌手身份，命名為GILLE，正式進入唱片界，以翻唱其他歌手名曲，個人風格改篇，例如 ADELE名曲「Rolling In The Deep」，日本J POP大熱曲番唱成英語曲，放上You Tube而成為大型話題，其中她選唱了AKB48名曲「Flying Get」以英語版音樂映像點擊率更達180萬！連AKB之父，秋元康也稱讚GILLE的歌聲是 DIAMOND VOICE！ 2015年3月，GILLE被選拔為第5屆香港亞洲流行音樂節之日本參賽歌星，憑著演唱此曲「Flying Get」，技驚四座！不但贏得全場總冠軍~ HKAMF2015超級新星大獎，並且囊括所有獎項，即是HKAMF2015最佳舞台演繹大獎及HKAMF2015最佳歌曲演繹大獎，成為史上第一位在香港亞洲流行音樂的比賽內同時勇奪三獎。GILLE從而聲名大噪！去年年底更被澳門邀請擔任日本澳門旅遊大使。今年重臨HKAMF舞台表演，必屬大眾之期待。

GILLE was born 1987 in her beautiful hometown Miyazaki, Japan. As a dedicated singer and song writer, she took vocal performance studies in the U.S. university. Back in Japan, she first tested music in-roads to the market as TASHA Gee in the late 2010 as an indie singer. Then she went mainstream by signing to a major label as a recording artiste in 2011. By adopting a new name GILLE and appeared as a mystery singer on the web, her renditions of famous local and international hits such as “Rolling In The Deep” and the English version of AKB48’s immensely popular J-Pop hit “Flying Get” raised instant recognition and much buzz on social media and the web. Her rendition and singing received praise from the producer founder of AKB48; Mr. Yasushi Akimoto quoted her as a “Diamond Voice”. After unveiling her true identity, the name GILLE was established. An opportunity came to her via HKAMF 2015 where she was elected as Japan’s Contestant. Her stage performance as well as her powerful musical style won for her an un-precendented sweep of all 3 HKAMF awards : The HKAMF2015 Super Nova Award, the HKAMF2015 Best Stage Appearance Award and the HKAMF2015 Best Vocal Performance Award. As HKAMF was broadcast regionally, she became talk-of-the town instantly. This invariably led to things happening for her; one of which was the invitation to be the Ambassador of Tourism between her home town Japan and Macau. We are pleased to have the opportunity to invite GILLE to return performance at HKAMF 2016. We are certain that this will be a music fans’ delight.

雷琛瑜 J.ARIE



J.Arie雷琛瑜是香港唱作歌手，自中學時期開始作曲，並擁有八級鋼琴底子，大學時期亦擔任香港獨立樂隊主音，演出經驗豐富。於一次公開歌唱比賽中得到評判引薦，開始唱Demo，經監製引薦下，得到金牌經理人黃柏高Paco賞識，2013年正式簽約太陽娛樂文化。自加入樂壇後，勇奪多個音樂獎項，當中更獲得「香港亞洲流行音樂節2014」的香港亞洲流行音樂節超級新星大獎，實力非凡。除音樂方向發展外，最近亦參與電影拍攝，進行多方面發展，進軍影壇。

香港亞洲流行音樂節2016歡迎J.Arie重臨同一舞台表演，為香港音樂藝能界顯示實力。

J.Arie is a home grown singer-musician-song writer. Aided by her great piano performance skills and her love of music, J. Arie started to perform and enter local song contests even while she was in high school, often performing with an ensemble. She went on to winning song contests one after another, such as the Championship in the Joint Universities Singing Contest in 2011. It was a major decision in life for her to decide choosing music or to practice law. We are happy she did choose music when she took up a recording contract, encourage by Mr. Paco Wong, to Sun Entertainment Culture Ltd in 2013. Her first self-panned single received much attention in the market. With it, she was chosen as Hong Kong’s contestant at HKAMF 2014. The rest is history. Hong Kong had the first taste of a local recording artiste winning the title of Super Nova at HKAMF 2014, among very fierce competitions from regional contestants. She was kept busy during the time in composing, recording, acting and show performances.

Hong Kong must be proud of her to return performance at HKAMF 2016, to show the world the great Hong Kong music talent.



糖兄
Fung@SugarClub



伍定彥
Don Ng



張可永
Byron Cheung



彭永琛
Sean Pang



劉威煌
Ryan Lau



羅啟聰
KIS Law



譚芷昀
Celine Tam



陳慧敏
Vivian Chan



丁悅
Tiffany Ting



谷微
Vivian Koo



陳凱彤
Lilian Chan



陳詩欣
Eunice Chan



可嵐
Colleen

大會司儀
Master of Ceremonies



黃子佼
Mickey Huang

台灣著名主持及藝人，活躍於亞洲各地。至今已在中國內地、台灣及星馬地區擔任過數百個電視節目、頒獎禮、新聞發佈會等其他活動的主持，當中主持過的大型活動包括多屆台灣金曲獎頒獎典禮、金馬獎頒獎禮及KKBOX數位音樂風雲榜等等。豐富的主持經驗及技巧亦為他贏得多個主持獎項，包括分別在2000年、2001年及2013年三度獲得台灣金鐘獎綜藝節目主持人獎。除主持工作外，黃子佼亦是一名音樂人，曾自製十張專輯，及為多位著名歌手包括郭富城、林志穎、李玟、許志安等撰寫歌曲歌詞。他曾出演電影、電視劇撰寫及出版多本著作、雜誌專欄以及參與設計工作等，是一名多才多藝的藝人。

Huang is a famous Taiwan MC and artiste and active in different Asian regions. He has hosted hundreds of TV programs, awards presentation ceremonies, press conferences and other events in Mainland China, Taiwan, Singapore and Malaysia. The huge events he has hosted included Taiwan Golden Melody Awards, Golden Horse Awards and KKBOX Music Awards. His hosting experience and technics won him lots of MC awards including winning for three times the “Best Host in a Variety Programme” of Golden Bell Awards in 2000, 2001 and 2013 respectively. Besides hostin, he also does music works. He produced ten albums, and wrote lyrics for many well-known singers including Aaron Kwok, Jimmy Lin, Coco Lee and Andy Hui. He also acted in movies and TV dramas; wrote and published books and magazine columns; made designs. Those prove him to be versatile artiste.



李志剛
Alex Lee

李志剛，香港電台第二台著名唱片騎師，音樂知識及主持經驗豐富，曾擔任多個大型綜合節目司儀：包括：「香港電台十大中文金曲頒獎典禮」、「CASH流行曲創作大賽」、「香港慶回歸大匯演」、「新春花車巡遊」、「香港美酒佳餚巡禮」等大型活動，亦曾擔任有線電視、亞洲電視、NowTV、衛星電視CHannel　V音樂節目主持，現主持香港電台第二台節目「Made in Hong Kong」及「環球榜」，對國際樂壇及亞洲流行音樂極為熟悉，是流行樂壇的活字典。

Alex is a renowned disc jockey of Radio 2-Radio Television Hong Kong. He has profound knowledge of music and considerable experence in program hosting. He has acted as master of ceremony for many specials and events like the “Top Ten Chinese Gold Song Awards Presentation, the HKSAR Handover Ceremony, International Chinese New Year Night Parade etc. He has also hosted music programs of Cable TV Hong Kong, Asia Television Limited and Channel V. Alex is most knowledgeable in international music and he is identified as a dictionary for pop music.



糖妹（黃山怡）
Kandy

女唱作歌手糖妹，曾為多名知名歌手作演出嘉賓包括：S.H.E.、蘇打綠、范曉萱、許哲珮、Olivia、伍佰及林宥嘉等，奠定了實力演唱派基礎。糖妹除音樂創作外，更參與多個電影、電視劇演出及電視節目主持。甜美的外形更獲廣告商垂青，成為新一代廣告小天后。性格開朗的糖妹亦參與無數慈善活動，並為不同的團體作慈善大使。近年更投入寫作方面發展，除於雜誌及報章定期發表文章外，更推出散文集、旅遊書及寫真集。

Kandy is a singer-song-writer. She has worked with some well-known singers as performing guests, including S.H.E., Sodagreen, Mavis Fan, Peggy Hsu, Olivia Ong, Wu Bai and Yoga Lin, laying the basis for the strength of her live performances. Besides music creation, she has also participated in several movies, TV drama performances and television program hosting. Kandy’s caressingly sweet image has gained her a lot of attention and interests from advertisers, and she is becoming the new favorite for advertisements and business endorsements. With her cheerful personality, Kandy has also participated in many charitable events, and taken up the role in being the ambassador of goodwill for some charity groups. In recent years, Kandy has been in vesting more time and effort in writing, besides her columns on magazines and newspapers, she has also released a collection of essays, travel books and photo portfolios.

歷屆參與新人的發展

Successful cases from previous contestants

「香港亞洲流行音樂節」作為獨特的跨文化音樂盛會，為亞洲各地區的音樂界人士及媒體，創造了一個跨市場平台，以推廣音樂文化，並提供培養、介紹及推廣亞洲矚目新星的機會，成為樂壇新人奮力跳躍，踏上音樂巨星之路的最佳舞台。

The Hong Kong Asian Pop Music Festival is a unique music mega event in Asia, supported by the music industry bodies from the 8 participating countries/territories, aimed at advancing popular music cultural and business cross-flow,using the contest for Supernova as a catalyst.



陳偉霆 William Chan

2011年代表香港參賽的歌手陳偉霆，唱而優則演，被封新一代男神，風靡大江南北，囊括多項人氣大獎，風頭無兩。

William Chan represented Hong Kong in 2011. He took a sizeable step forward in his acting career, following already well established success as a singer. Garnering numerous renowned awards, he is now hailed as one of Greater China's hottest superstars.



ALi

2012年的超級新星，韓國ALi，以極具穿透力嘅歌喉、出色嘅歌藝紅遍韓國，更被稱為「主題曲歌姬」，唱紅多首熱播韓劇主題曲。

ALi was the winner of the Super Nova Award in 2012. After showcased her powerful and unique vocal style, ALi further developed in Korea and in the region; and gained the fame of Diva of Drama Theme Song.



Anda

韓國的Anda，在2013年成功晉升決賽歌手，亦獲得香港唱片公司的青睞及力棒，將音樂事業版圖擴展至整個亞太區。

Anda was one of the 3 finalists at HKAMF2013. She quickly won the hearts of audiences and was signed to the Hong Kong entertainment group EEG for regional development. She returned to HKAMF2015 for special performance.



N-SONIC

2014年最佳舞台演繹大獎得主，韓國的N-SONIC，賽後強勢攻入香港及龐大的內地市場， 作著名產品代言人， 更應邀往印度展開巡迴演唱會並大受歡迎，成為首隊在印度舉辦單獨演唱會的韓流組合。

N-Sonic was the winner of Best Stage Performance Award in 2014. Their success at HKAMF prompted label interest in signing to a Hong Kong - Korean entertainment group - StarGaze, thereafter N-Sonic had a string of successes in Korea, Hong Kong, India and the Mainland markets including product endorsements. Undoubtedly, HKAMF provided the platform for regional development of artistes.



J.Arie

當然不得不提2014年的超級新星，香港J.Arie，努力向多元化歌手路進發，除用心創作音樂之外，亦積極參與電影製作，及擔任節目主持，技驚四座讓人刮目相看。

As host city for the mega event, Hong Kong was extremely excited to see its homegrown singer-composer-musician J.Arie won the Super Nova title in 2014. Her career quickly developed into acting, programme host, all supported by continued record releases by her label, Sun Entertainment Group. J.Arie is now a household name as an emerging artiste from Hong Kong, thanks to HKAMF.



GILLE

上屆來自日本嘅Gille，不但贏得「亞洲超級新星大獎」，更同時勇奪「最佳舞台演繹大獎」、「最佳歌曲演繹大獎」，成為首位三料冠軍的參賽歌手。節目作亞洲區電視直播之下，一夜間成為亞太各國話題，受娛樂媒體高度關注。GILLE於出道時期製作的5首歌曲，更因而首度以數位發行方式於香港及台灣推出。她更被委任成為日本澳門觀光大使。

GILLE's exceptional performances at HKAMF2015 swept all 3 HKAMF awards in an un-precedented manner. She immediately became the talk of the town in music communities across the region. GILLE further developed both within Japan and in the region. She was soon named the Tourism Ambassador – Japan – Macau, promoting tourism between her home town and Macau.

「香港亞洲流行音樂節」作為起飛的平台，鼓勵新星透過競爭激發進步，並駕齊驅，將亞洲音樂推向全世界。

HKAMF the regional mega event is poised to make regional stars, supported and promoted by the region.

HKAMF 2016

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

商貿論壇
BusinessForum

主旨
大會邀請了多位來自韓國、中國內地及香港的講者一同探討韓國流行音樂如何帶動亞洲流行文化的發展，讓業界掌握最新的商機。

Objective
Top-notch speakers from Korea, Chinese mainland and Hong Kong are invited to explore the secrets of success for K-Pop and the related business opportunities among Asian countries/regions.

日期 Date	：	17 / 3 / 2016 （星期四Thursday）
時間 Time	：	11:00 - 13:00
地點 Venu	：	香港會議展覽中心演講廳2 Theatre 2, Hong Kong Convention and Exhibition Centre
主辦單位 Organisers	：	香港貿易發展局 Hong Kong Trade Development Council 國際唱片業協會（香港會） IFPI (Hong Kong Group)
主題 Theme	：	「K-POP傳奇」- 韓國流行音樂開創亞洲新機遇 K-Pop Legend – How Korean Pop Music Opens Up New Opportunities in Asia

時間 Time	程序表 Programme
10:30 : 11:00	入場登記 **Registration**
11:00 : 11:05	簡介論壇內容 **Introduction** 主持人 Moderator : 香港電台韓流節目《大韓璇風》主持陳秋璇小姐 Ms Maze Chan, Host of Korean Pop Culture Programme – K-POP Upbeat , RTHK
11:05 : 12:30	專題 1 : **K-POP的行銷魅力與未來發展** **Topic 1 : K-pop and its future – The keys to successful branding in local and overseas markets** 專題 2 : 藝人管理實戰：如何孕育樂壇新秀 **Topic 2 : Nurturing new stars – Looking into the essential role of artiste management** 講者 **Speakers:** – 韓國CJ E&M Corporation Mnet Content Business總裁 辛炯冠先生 Mr Shin Hyung Kwan, President, Mnet Contents Business CJ E&M Corporation, Korea – 中國湖南廣電集團芒果娛樂副總裁 王柯先生 Mr Wang Ke, Vice President, Mango Entertainment, Hunan Broadcasting System, Chinese mainland – 香港東亞唱片(集團)有限公司董事 陳志光先生 Mr Gary Chan, Director, East Asia Music (Holding) Limited, Hong Kong – 香港星淘娛樂集團有限公司行政總裁及執行董事 樊寶強先生 Mr Tony Fan, CEO & Executive Director, Star Gaze Entertainment Group Limited, Hong Kong – 韓國唱作女歌手、藝人李河璘小姐 Ms Harin Lee, Singer-songwriter and Artist, Korea
12:30 : 13:00	問答環節 **Questions & Answers Session**
13:00	論壇結束 **End of Forum**

*節目程式如有變動，恕不另行通知 Programme is subject to changes without prior notice.

講者 Speaker



辛炯冠 Shin Hyung Kwan

韓國CJ E&M Corporation Mnet Contents Business總裁
President, Mnet Contents Business
CJ E&M Corporation, Korea

辛炯冠先生是韓國流行音樂文化風靡全球的幕後功臣之一，現為韓國CJ E&M Corporation旗下媒體事業部音樂電視頻道Mnet之總裁。他入行二十年，在業內享負盛名，帶頭創作及改進許多以韓國流行音樂為題材的電視節目，包括選秀節目《Superstar K》、《Show Me The Money》、流行音樂榜《M Countdown》，以及《Mnet亞洲音樂盛典》（Mnet Asian Music Awards / MAMA）、《KCON》等大型音樂頒獎典禮及韓流音樂節。辛炯冠先生以他豐富的創作經驗敏銳的生意觸覺，持續引領韓國樂壇的發展。

A key architect behind the global K-Pop craze, Mr. Shin Hyung Kwan serves as the President of Mnet, Korea's leading Music Contents Business Unit within CJ E&M Corporation. Throughout his 20-year illustrious career, Mr. Shin has spearheaded the creation and evolution of many of K-Pop's representative TV shows including <Superstar K>, <Show Me The Money>, and <M Countdown> as well as biggest awards and festivals like the <Mnet Asian Music Awards (MAMA)> and <KCON>. Mr. Shin continues to utilize his vast creative experience and business acumen to cast vision on what's next for the industry.

講者 Speaker



王柯 Wang Ke

中國湖南廣電集團芒果娛樂副總裁
Vice President of Mango Entertainment,
Hunan Broadcasting System, Chinese mainland

王柯，監製，製作人，芒果娛樂副總裁，芒果娛樂北京公司總裁，曾參與創辦天娛傳媒，任職天娛傳媒副總裁，負責藝人、電視節目、電視劇、電影、演唱會等工作，參與的項目有電影《竊聽風雲》、《十月圍城》、《開心魔法》、《小時代》系列、《唐人街探案》等，電視劇有《一起來看流星雨》系列、《吉祥天寶》、《七個朋友》、《童話二分之一》、《凰圖騰》、《落跑甜心》等，電視節目有《超級女聲》、《快樂男聲》等。

2014年創辦湖南廣電旗下新內容公司芒果娛樂，操刀湖南衛視《只因單身在一起》周播劇項目，與南都娛樂合作網絡視頻節目《週一見》，2015打造深圳衛視《閃亮的爸爸》欄目，《只因單身在一起》話劇全國巡演等。

Wang Ke, who is a producer, hold the position of Vice President of Hunan Mango Entertainment Limited and the President of Mango Entertainment Beijing Company. Mr. Wang is one of the founder of ee-Media and he was the Vice President of ee-Media, who was responsible for entertainers, variety shows, dramas, films, concerts and so on. He was participated in the film project, such as OVERHEARD, BODYGUARDS AND ASSASSINS, MAGIC TO WIN, TINY TIMES, DETECTIVE CHINATOWN, drama project, such as Let's Watch The Meteor Shower series, Auspicious Precious, Seven Friends, 1/2 Fairy Tales, War of Desire, Runaway Honey, and variety shows project, such as Super Girls and Super Boys.

In 2014, the subsidiary company of GBS, new Hunan Mango Entertainment Ltd was founded and focused on the content. The weekly show Single Villa for Hunan TV was produced, so long as See You On Monday, which is an online show cooperated with South Entertainment. In 2015, Hunan Mango Entertainment produced Shiny Fathers for Shenzhen TV, as well as the Single Villa national tour.

講者 Speaker



陳志光 Gary Chan

香港東亞唱片(集團)有限公司董事
Director, East Asia Music (Holding) Limited, Hong Kong

陳志光先生，為寰亞傳媒集團有限公司之執行董事，負責該公司及其附屬公司之非電影業務。陳先生彼為豐德麗多間附屬公司之董事。陳先生畢業於英格蘭華威大學，持有管理學理學士學位。彼在中國及香港多個傳媒及娛樂領域累積超過二十五年經驗。陳先生加入寰亞公司前為華納唱片（香港）有限公司董事總經理，並曾任香港百代唱片有限公司及 SCMP.com Limited 等公司之高層人員。

Mr Chan Chi Kwong, is the Executive Director of Media Asia Group Holdings Limited and is in charge of non-film operations of the Company and its subsidiaries. Mr Chan graduated from the University of Warwick in England with a Bachelor of Science degree in Management Sciences. He has over 25 years of experience in various media and entertainment fields in the PRC and Hong Kong. Prior to joining the Company, Mr. Chan was the managing director of Warner Music Hong Kong Limited and had served as senior executives of the companies like EMI Hong Kong Limited and SCMP.com Limited.

講者 Speaker



李河璘 Harin Lee

韓國唱作女歌手、藝人
Singer-songwriter and Artist, Korea

來自韓國的創作女歌手Harin(李河璘)，前韓國女團Sugar之成員，現正式以Solo出道，進軍大中華市場。Harin李河璘，現全力在港發展，並且希望打入大中華區。首張EP《不可理喻》，由Harin包辦了作曲以及韓文版的韓文歌詞，還有改編成廣東話版的《點算》，以及普通話版的《不可理喻》。

Harin Lee, a singer-songwriter from Korea, is now making her presence in the Greater China market, after graduated from the Korean girl idol group “Sugar” and went solo.Developing her career in Hong Kong as a stepping-stone towards the Greater China region, Harin has released her first EP titled “不可理喻” (Unreasonable), which consists of Korean songs composed and written by herself, as well as Cantonese and Mandarin versions of the title song.

講者 Speaker



樊寶強 Tony Fan

香港星淘娛樂集團有限公司行政總裁及執行董事
CEO & Executive Director,
Star Gaze Entertainment Group Limited, Hong Kong

由90年代初期在「寶麗金唱片公司」現稱「環球唱片公司」，專注負責本地市場推廣及廣告宣傳。在任其間曾負責不同的歌星宣傳，如鄧麗君、張國榮、譚詠麟、許冠傑、張學友，陳慧嫻等歌星，並取得輝煌的業績。期後在SONY BMG Music Entertainment現稱SONY MUSIC Entertainment，在任期間也漸漸開始負責中港兩地的市場推廣及廣告宣傳。

最後在英皇娛樂集團有限公司負責中港台三地市場推廣及廣告宣傳工作，曾負責在內地不同地方歌星宣傳如容祖兒，謝霆鋒，林峯，陳奕迅等等……此外還負責宣傳中港兩地不同類型的音樂會。因此而加深了解內地市場及內地文化局的規則，令往後的事業發展定下了基礎。在任期間並開始終接觸電影行業，並了解電影行業的工作直至現在的「Star Gaze Entertainment Group Ltd.」任董事兼任行政總裁，主要業務包括版權買賣，電影製作，唱片製作及發行，音樂出版，藝人管理，商品授權，以及在亞洲和世界各地區舉辦演唱會。

Began his career in the music industry in 1990’s at PolyGram Records Ltd, which is now known as Universal Music Group, Tony was in charge of the company’s local marketing and advertising. He was responsible for the brilliantly successful promotion of many superstars including Teresa TENG, Leslie CHEUNG, Alan TAM, Sam HUI, Jacky CHEUNG and Priscilla CHAN. Afterwards, he joined SONY BMG Music Entertainment, now known as SONY MUSIC Entertainment, and began to take charge of the company’s marketing and advertising in China and Hong Kong.

Most recently, Tony played a significant role at Emperor Entertainment Group (EEG), leading the marketing and advertising campaigns in China, Hong Kong and Taiwan. He travelled city to city in the Mainland China, overseeing the promotions for Joey YUNG, Nicolas TSE, Raymond LAM, Eason CHAN, etc. He was also responsible for the marketing of a variety of music concerts in China and Hong Kong. Those experiences gave him a better understanding of the Mainland market and the industry regulations and had set a very solid foundation for his career development. At EEG he also got to get involved with the film industry, which furthermore broadened his insight. Tony is currently the Director and CEO of Star Gaze Entertainment Group Ltd. His major duties include copyright licensing, production and distribution of film and music, music publishing, artistes management, merchandise licensing, as well as organizing concerts in Asia and around the world.

香港亞洲流行音樂節2016籌委會成員
Hong Kong Asian-Pop Music Festival 2016 Organizing Committee

籌委會主席	吳雨先生　行政總裁 英皇娛樂集團有限公司	Chairman	Mr. Ng Yu　Chief Executive Officer Emperor Entertainment Group Ltd.
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	鄺敏慧小姐　董事 維高文化		Ms. Flora Kwong　Director WOW Music Ltd.
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	馮添枝先生　總裁 國際唱片業協會（香港會）有限公司		Mr. Ricky Fung　Chief Executive Officer IFPI (Hong Kong Group) Ltd.
	梁民福先生　總裁 香港音像版權有限公司		Mr. James Leung　Chief Executive Officer Phonographic Performance (South East Asia) Ltd.
	王子田先生　反盜版總監 國際唱片業協會（香港會）有限公司		Mr. Patrick Wong　Director of Anti Piracy Operations IFPI (Hong Kong Group) Ltd.
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	翟淑卿小姐 香港貿易發展局代表		Ms. Clare Chap Hong Kong Trade Development Council Representative

ifpi
HONG KONG GROUP

主辦機構：國際唱片業協會（香港會）
國際唱片業協會（香港會）有限公司是香港唱片行業的代表機構，於1967年成立，是國際唱片業協會（IFPI）建立的45個聯盟成員之一。

該會致力於打擊音樂盜版以及保障版權、發展會員的共同利益、推廣市場開發及完備的版權法例，以及介紹新科技以推動唱片業發展。

國際唱片業協會（香港會）的會員來自香港絕大部份之錄音錄像版權人及代理商，囊括本地及國際之音像及卡拉OK版權，藉此有效地簽發音像製品之廣播及公開播放有關牌照。

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

IFPI(Hong Kong Group) Limited aims to protect copyright by fighting against music piracy, drive common interest of members, promote fair market access for HK's development, develop legal amendments 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.

贊助及支持機構
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香港會亞洲流行音樂節2016得以圓滿舉辦，有賴多間機構的鼎力支持及慷慨贊助。謹代表活動籌委會向以下機構致上衷心感謝。

籌委會主席　吳雨

On behalf of the organizating committee of HKAMF 2016, I sincerely offer our gratitude to the following organizations for their generous support and sponsorship that contribute to the success of the event.

Chairman　Ng Yu

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CREATEHK

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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

HONG KONG - ASIA FILM FINANCING FORUM
HAF
香港亞洲電影投資會

(14 - 16/3/2016)

ENTERTAINMENT EXPO
香港影視娛樂博覽

(14/3 - 4/4/2016)

17th DigiCon6 ASIA HONG KONG
Asia's SUPREME SHORT MOVIE CONTEST

第十七屆DigiCon6 Asia
(香港區選拔賽) 頒獎典禮
17th DigiCon6 Asia (Hong Kong)
Award Presentation Ceremony

(14/3/2016)

TV WORLD International Forum
電視世界國際論壇

(15/3/2016)

數碼娛樂論壇
Digital Entertainment Summit

(16/3/2016)

微電影支援計劃(音樂篇)

頒獎典禮暨首映禮
3rd Microfilm Production Support Scheme (Music)
Award Presentation Ceremony cum Premiere

(17/3/2016)



香港電影金像獎
Hong Kong Film Awards
頒獎典禮
Presentation Ceremony

(3/4/2016)

hkAmf
HK ASIAN-POP MUSIC FESTIVAL
香港亞洲流行音樂節

(18/3/2016)

香港國際電影節
HK International Film Festival

(21/3 - 4/4/2016)

參與香港國際影視展
Participation in Hong Kong International Film & TV Market (FILMART)

(14 - 17/3/2016)

HONG KONG Film New Action 2016

珠三角地區外景拍攝及電影製作服務
Location Filming and Film Production Services in the Pearl River Delta Region

香港動畫及數碼娛樂館
Hong Kong Animation & Digital Entertainment Pavilion

TV WORLD 電視世界

HONG KONG SHORT FILM
NEW ACTION EXPRESS
香港短片新里程

第三屆動畫支援計劃
The 3rd Animation Support Program

微電影支援計劃(音樂篇)
3rd Microfilm Production Support Scheme (Music)

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The above information is subject to change without further notice.

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