

**A CULTURAL AND CREATIVE EXCHANGE PARTNERSHIP BETWEEN THE  
NATIONAL ARTS COUNCIL OF SOUTH AFRICA AND THE  
HONG KONG ARTS DEVELOPMENT COUNCIL**

**Media Statement: For immediate release**

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The National Arts Council of South Africa (NAC) and the Hong Kong Arts Development Council (HKADC) are pleased to announce they have entered into a global strategic partnership that will create international market access for South African and Hong Kong artists in the Music, Visual Arts, Crafts, Dance, Theatre, Literature creative disciplines. This partnership was conceptualised during a recent Hong Kong working visit of NAC officials hosted by the South African Consulate-General in Hong Kong.

On the 2<sup>nd</sup> of February 2024, the NAC's Interim Chief Executive Officer, Ms Julie Diphofa will welcome the Chief Executive of the HKADC, Dr. Winsome Chow and the Executive Director, Ms Heidi Chu for the official signing of the Memorandum of Understanding (MOU) between the two organisations. This partnership will foster cultural and creative exchanges between South Africa and Hong Kong for the benefit of artists.

As an indication of commitment to the partnership, both entities have embarked on an inaugural project that will have creatives from both Countries jointly curating new musical pieces featuring African and Chinese music at the Hong Kong Performing Arts Expo (HKPAX) in Hong Kong to be held in October 2024 and the South African Expo in 2025.

Furthermore, the NAC has commenced with the partnership project and will be selecting emerging and established South African artists who are proficient in South African indigenous music instruments and string instruments to form part of this historical Expo. The artists will be selected from various marginalised provinces in South Africa. The HKADC will also provide five artists and a music director to oversee the production. Selected artists will receive financial support.

*"As the Council of the NAC, we are deliberate on our mission to make the NAC an accessible and responsive funding agency, delivering public value by leveraging partnerships to foster the development, promotion and sustainability of the arts sector. As such, we are excited about this international collaboration and believe it will amplify the impact of our initiatives and contribute to the overall growth of the arts sector."* echoed the Chairperson of the Council H.R.H. Princess Celenhle Dlamini.

*"The NAC looks forward to a transformative collaboration with the HKADC as it aligns with its strategic objectives of creating international market access for South African artists. On behalf of the NAC, I would like to use this opportunity to thank the HKADC for expressing interest in the South African arts and we are confident that this collaboration will play a significant role in strengthening the development and promotion of arts in both regions."* said, Ms. Julie Diphofa, the Interim-CEO of the NAC.

Ms Winsome Chow, Chief Executive of Hong Kong Arts Development Council, said, *"The signing of MoU between HKADC and NAC of South Africa marks an important milestone for promoting the arts and cultural exchange and collaboration between Hong Kong and South Africa. We hope the Hong Kong Performing Arts Expo will provide a platform for both talented Hong Kong and South African artists to showcase their outstanding works to audiences in both places."*

*Ms Heidi Chu, Executive Director of the Hong Kong Performing Arts Expo said that "the collaboration is an exciting step to develop Hong Kong into an East-meets-West centre for international cultural exchanges that inspires new ideas."*

The NAC shareholder, the Department of Sport Arts and Culture (DSAC) has commended the NAC for its effort in creating more opportunities for the arts sector through this groundbreaking partnership that will create jobs, global exposure and opportunities for many of our incredibly talented artists in South Africa.

**Ends.**

Enquiries:

**General:** info@nac.org.za

**Media:** media@nac.org.za

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### **About The National Arts Council of South Africa (NAC)**

The National Arts Council is an Agency of the National Department of Sport, Arts and Culture. It was established in April 1997 through an act of Parliament (Act No. 56 of 1997). It is the largest Arts & Culture funding agency in South Africa, responsible for serving most of the arts disciplines namely, Dance, Music, Theatre, Craft, Literature, Visual Arts and Multidiscipline.

<https://www.nac.org.za>

### **About the Hong Kong Arts Development Council (HKADC)**

Established in 1995, the Hong Kong Arts Development Council (HKADC) is a statutory body set up by the Government to support the broad development of the arts in Hong Kong. Its major roles include grant allocation, policy and planning, advocacy, promotion and development, and special projects.

<https://www.hkadc.org.hk/en>