

## Press Release

Hong Kong, 13 November 2023

### **Subject: Bangladesh proudly showcased its arts and culture in the 'Asia+ Festival: Asian Ethnic Cultural Performance' in Hong Kong SAR**

The Consulate General of Bangladesh in Hong Kong participated in the 'Asia+ Festival: Asian Ethnic Cultural Performance' organized by the Leisure and Cultural Services Department of Hong Kong SAR on 12 November 2023. This year's theme of the event was "Charm of Hues- National Costume and Headdress Exhibition". Twenty three countries namely Bangladesh, China, Cambodia, India, Indonesia, Japan, Kazakhsatn, Korea, Kuwait, Laos, Malaysia, Nepal, Macao, Mongolia, Pakistan, the Philippines, Qatar, Saudi Arab, Singapore, Sri Lanka, Turkiye, the United Arab Emirates and Vietnam showcased their arts and culture through variety of dances, musical instrument performance, fashion show and martial art performances.

The Secretary for Culture, Sports, and Tourism of Hong Kong, Deputy Commissioner of the Ministry of Foreign Affairs of the People's Republic of China in Hong Kong, the Director of LCSO inaugurated the event. Ms. Israt Ara, Consul General was invited in the opening ceremony of the event. The Chief Executive of the Hong Kong SAR, Hon. John Lee delivered a pre-recorded video message in the opening ceremony.

At the initiative of the Consulate, Bangladeshi students studying in different universities in Hong Kong performed a dance and a fashion show displaying different traditional costumes and headdress of Bangladesh. The dance performance and fashion show of Bangladesh captivated the audiences.

Besides, the Consulate installed a booth in the exhibition section of the event. In line with the theme of the event, Bangladeshi headdress such as pagri, orna, tupi, mathal, orna and other products including organic tea, handicraft, jute products, nakshi katha etc. were displayed in the booth. Local people including children, students, media personnel, foreigners showed interest to explore rich and diverse culture of Bangladesh. A Bangladeshi bridal costume was also displayed in the Exhibition Hall. The programmed attracted 30000 participants.

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