



1 September 2025

Ms Heidy Purga
Minister
Ministry of Culture, Estonia

Dear Ms Purga,

Hong Kong Performing Arts Expo 2026

Greetings from the Hong Kong Arts Development Council (HKADC). We are writing to share exciting news with you regarding the second edition of the Hong Kong Performing Arts Expo (HKPAX). Building upon the resounding success of its inaugural edition, we are excited to let you know that HKPAX returns from **9 to 13 October 2026**.

The inaugural HKPAX was held from 14 to 18 October 2024, and with the enthusiastic support from both regional and international communities, the five-day event was well-received by global & local participants and audiences, attracting over 32,000 attendees in total. We have welcomed over 1,600 arts leaders and practitioners from 60 regions and countries, featuring a diverse programme of more than 150 performances, including expo programmes, international showcases, pitch sessions, leadership talks, exhibition, and a series of networking activities. Nearly 100 exhibition booths were set up by local and international arts organisations and professionals to facilitate peer-to-peer exchanges and explore collaborations.

Driven by the goal of strengthening the global network of arts institutions and practitioners, HKADC is delighted to present HKPAX again from 9 to 13 October 2026. This edition will build upon the programme framework of the inaugural HKPAX, and we endeavour to deliver a welcoming platform for all. You may refer to the Annex for details.

A global open call for International Showcases and Pitching Works is now available for online application via www.hkpax.org.hk , extending an invitation to artists and organisations from around the world. We would be honoured by your support in sharing news of this exciting event with your arts community.

We very much look forward to collaborating with you to champion international arts collaborations. Ms. Anne Chan, Co-Director of the Hong Kong Performing Arts Expo, would be pleased to provide further information about HKPAX to you or your designated representative and she can be contacted at +852 2820 1093 or anne_chan@hkadc.org.hk.

A handwritten signature in black ink, appearing to read 'Pheon' or 'Pheon TSANG', written in a cursive style.

Ms. TSANG Suk Yee, Pheon
Chief Executive
Hong Kong Arts Development
Council

Benefits of Joining Hong Kong Performing Arts Expo

HKPAX offers valuable opportunities for arts professionals to gain international exposure and connect with potential partners:

- **Artistic Exposure & Exchange:** elevate your artistic profile and spark new creative collaborations by promoting and showcasing your work to a diverse international market and engaging in stimulating dialogues about the future of art.
- **Talent and Programme Scouting:** Discover groundbreaking artists and productions to invigorate your programming, fostering innovation and attracting new audiences to your organisation or event.
- **Networking and Partnership Building:** Forge invaluable, long-lasting connections with arts professionals from around the globe, opening doors to international collaboration and advancement.
- **Market Insight and Strategy:** Gain a competitive edge in the global arts market by decoding emerging trends, understanding audience preferences, and developing effective strategies for success.
- **Funding and Co-commissioning Opportunity:** Unlock new financial resources for your artistic projects by connecting with potential funders and co-producers.
- **Promotion and Outreach:** Expand your international reach and connect with global presenters or audiences by HKPAX's platform for maximising worldwide visibility and opportunities for touring and artistic exchange.
- **Policy and Global Development:** Contribute to a more vibrant and equitable global arts ecosystem by engaging in critical discussions and gaining insights into policies that shape the future of the sector.
- **Gateway to Asia:** Leverage HKPAX as your strategic launchpad to access the dynamic and rapidly growing arts markets of Asia, particularly China, connecting with key stakeholders and cultural influencers in the region.