

## Hong Kong and Chinese arts identities star in Australian campaign

Written by Australian Business

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Hong Kong-- [Media OutReach](#) --12 September 2013--Esteemed Hong Kong film producer Nansun Shi and leading Chinese-born contemporary artist Cai Guo-Qiang are among the faces of a campaign to promote Brisbane, Australia's new world city.



The Lord Mayor of Brisbane, Graham Quirk, welcomed guests in Hong Kong at the Choose Brisbane campaign event

Brisbane is host of both the Asia Pacific Screen Awards and the 2014 G20.

The [Choose Brisbane](#) campaign, by economic development board Brisbane Marketing, invites Hong Kong and Chinese decision-makers to consider Brisbane for business and investment, study and conventions when looking to do business in Australia.

"Brisbane is honoured to have Nansun Shi and Cai Guo-Qiang as advocates for our city," said Brisbane Lord Mayor Graham Quirk at the Hong Kong launch of phase two of the campaign

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today.

"Ms Shi was International Jury President for the Asia Pacific Screen Awards in 2011. The awards are now hosted by Brisbane so their involvement in our campaign is a wonderful endorsement.

"Cai Guo-Qiang has a long association with Queensland and our Gallery of Modern Art will host his first solo exhibition in Australia from November.

"Other new faces of the campaign include Brisbane-based cervical cancer vaccine pioneer Professor Ian Frazer and game developer Halfbrick which produced Fruit Ninja, one of the world's most successful mobile apps."

Speaking at the Renaissance Harbour View Hotel, Wanchai, Cr Quirk said the *Choose Brisbane* campaign had been enormously successful since its initial launch in Hong Kong in March.

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"*Choose Brisbane* has so far reached 2.1 million people across Asia through digital advertising, while the website has so far attracted more than 45,000 visitors," said Cr Quirk who is in Hong Kong following the 2013 Asia Pacific Cities Summit in Kaohsiung, Taiwan.

"The campaign reinforces our already strong business and trade ties with Hong Kong and China as well as Brisbane's growing reputation as a trailblazer in the Asia Pacific and our expertise in areas like research, resources, innovation and education."

Cr Quirk said *Choose Brisbane* was a three-year campaign, predominantly in Hong Kong, mainland China and Singapore but also extending into the UK, Europe, Japan and the United States over the next 12 months.

"Phase two includes a refreshed website ( [www.choosebrisbane.com](http://www.choosebrisbane.com) ) as well as billboards, digital and print media placement in the target markets including Hong Kong and mainland China," he said.

Brisbane Marketing CEO John Aitken said the G20 was one of the campaign highlights, demonstrating what Brisbane offered international investors.

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"The image of President Obama and other world leaders has been a powerful tool in the campaign, positioning Brisbane as a global city," Mr Aitken said.

"In its first six months the *Choose Brisbane* campaign featured on more than 3000 outdoor billboard advertisements in Hong Kong, Shanghai, Paris, London and elsewhere.

"Hong Kong business executives surveyed about the campaign said the *Choose Brisbane* message had introduced them to Brisbane's commercial and industrial opportunities along with the city's position as a leader in research and innovation.

"We offer an innovative and diverse business environment, a highly skilled workforce, excellent infrastructure, a similar climate to Hong Kong, world-class educational facilities and a safe, clean environment.

"Mandarin is the second most-spoken language in Brisbane, followed by Cantonese.

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"Brisbane's strong economic growth, political stability and collaborative business environment are also considered very attractive.

"As the G20 Leaders Summit nears, Brisbane will be increasingly in the global spotlight. *Choose Brisbane* is all about making the most of that opportunity for growth."

Mr Aitken also invited Hong Kong alumni of Brisbane educational institutions to become advocates for the city, promoting its study advantages.

Please download the visuals from the Choose Brisbane campaign Phase II from below link:

<https://www.dropbox.com/sh/gs6l4cu5prklizz/1PPMeEBmAL>

For more information on Choose Brisbane, visit [www.choosebrisbane.com](http://www.choosebrisbane.com)

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### Brisbane Facts:

- Brisbane is Australia's new world city
- Brisbane's booming economy, worth \$AU135 billion
- Located on the eastern seaboard of Australia, Brisbane enjoys closer proximity to Asia than any other Australian capital city.
- Brisbane has a population of more than 2 million, set to rise to 3.9 million by 2056.
- Mandarin is the second most common language spoken at home.
- The largest demographic in Brisbane is aged between 24 and 40.
- More than a quarter of Brisbane residents were born overseas.
- Brisbane was named one of the Top 10 Asian Cities of the Future by the London Financial Times fDi Magazine.

### Photo

<http://release.media-outreach.com/release.php/Images/1205>

### Company Logo

<http://release.media-outreach.com/release.php/Images/850>