



For Immediate Release

## **Hong Kong Dance Company Appoints Meggy Cheng as Executive Director**

(Hong Kong – 10 October 2023) Hong Kong Dance Company (the Company) announced today that the Board of Directors has appointed Meggy Cheng as the Company’s Executive Director after open recruitment. Cheng will assume duties on 12 October 2023, leading the Company’s corporate strategy, business operations, brand promotion, programme planning, art education, and other areas. She will head the Company together with Artistic Director Yang Yuntao.

Cheng is an experienced art administrator. She has worked in senior management positions in various arts organisations, including Chung Ying Theatre Company, Hong Kong Philharmonic Orchestra, and M+ of the West Kowloon Cultural District. In her early career, she led the strategic planning, communications and marketing for international brands at various multinational advertising agencies. As an art enthusiast, she devoted herself to integrating business entrepreneurship with art management practices after joining the art sector and won numerous awards in the industry. (See appendix for details)

Tsang Kee Kung, MH, Chairman of the Board of Directors of the Company, said, “On behalf of the Company, I am excited to welcome Meggy to the Company as our new Executive Director. Meggy is mature and capable and possesses extensive and rich experience in art administration. The Board of Directors is confident that she and Artistic Director Yang Yuntao will collaborate well. Under their leadership, the Company will continue to pursue excellence and reach new heights in the realm of our outstanding Chinese cultural heritage.”

Yang said, “I look forward to working with Meggy. With her enthusiasm for art and her holistic achievements in art management, I believe she will bring in refreshed practices and innovative thinking into the Company. We will work together in optimising the Company’s vision and mission to promote the appreciation of contemporary Chinese dance, and strive for creativity while inheriting the essence of Chinese culture.”

Cheng said, “I am honoured and delighted to be appointed as Executive Director of the Company. I have always had an inseparable bond with art, and I hope that the experience I have gained in different art organisations can be transformed into valuable

resources and motivation, allowing me and the Company’s Board of Directors, Artistic Director, elite dancers, and professional colleagues from various departments to move towards an even more dazzling future.”

The Company has just successfully opened its 2023/24 dance season with *A Dance of Celestial Rhythms*, which has met with resounding popularity and garnered universal acclaim. The Company will continue to advocate enriching cultural exchanges with Mainland, regional, and overseas counterparts through touring performances and festival participation. Following its earlier visits to Beijing and Xinjiang, the *Convergence* tour has been extended to Bangkok, Tokyo, and Kanazawa in October and November. The Company will proudly co-present the performances of *Convergence* and *HerStory* with West Kowloon Cultural District in Hong Kong in December. Please stay tuned for details.

### **About Meggy Cheng, Executive Director**



Meggy Cheng received a Master of Arts in Cultural Management at The Chinese University of Hong Kong (Dean’s List Honour), a Bachelor of Arts Degree at The University of Hong Kong and a Diploma in Drama at The Hong Kong Academy for Performing Arts.

In Cheng’s early career, she led the strategic planning, communications and marketing at various multinational advertising agencies for international brands including McDonald’s Hong Kong, Rejoice, Procter & Gamble (HK, Mainland, Taiwan). As an art enthusiast, she devoted herself to integrating business entrepreneurship with art management practices after joining the art sector as Head of Marketing, Communications and Development, Chung Ying Theatre Company; Director of Marketing and Communications, Hong Kong Philharmonic Orchestra; and Head of Branding and Marketing, M+, West Kowloon Cultural District Authority, specialised in branding and marketing strategies, driving profit and stimulating participation.



Cheng was awarded the Scholarship for the “Clare Leadership Programme 2018/19” by the Hong Kong Arts Development Council to undertake one-year training in the United Kingdom. She was named the “Marketer of the Year 2019” and awarded the “Distinguished Marketing Leadership Awards” at the HKMA/TVB Awards for Marketing Excellence 2019 by Hong Kong Management Association, the first person in the arts sector to gain such recognition. In 2023, she led the marketing team on “Yayoi Kusama: 1945 to Now” campaign and awarded the “Now TV Gold Award” at the HKMA/ViuTV & Now TV Awards for Marketing Excellence 2023.

### **Media Materials**

For using all images, please refer to the file names for photo captions, 2023.

Courtesy of Hong Kong Dance Company.

Click [here](#) to download the images.

### **Media Enquiries**

Jenny Lam — Head of Marketing and Communications

Tel: (852) 3103 1830      Fax: (852) 2851 3607

Email: [jenny@hkdance.com](mailto:jenny@hkdance.com)

Freya Cheung — Marketing Officer

Tel: (852) 3103 1809      Fax: (852) 2851 3607

Email: [freya@hkdance.com](mailto:freya@hkdance.com)



## **Hong Kong Dance Company**

### **“Dancing across East and West, Moving to the Tempo of Hong Kong”**

#### **Mission Statement**

We are nurtured in the cultural tradition of China, combining with the creativity of contemporary art, to impress the world with Chinese dance of Hong Kong character.

Established in 1981, Hong Kong Dance Company (HKDC) is committed to promoting Chinese dance with contemporary artistic visions and Hong Kong character. Since its inception, HKDC has staged over 200 productions over the decades, many of which were highly popular and critically acclaimed. Recent productions include *The Legend of Mulan*, *Red Poppies*, *Spring Ritual-Eulogy*, *The Butterfly Lovers*, *Storm Clouds*, *L'Amour Immortel*, *Dream of the Past: Ancient Chinese Court Dances*, *Reveries of the Red Chamber*, *Chinese Hero: A Lone Exile*, *Vipassana*, *Lady White of West Lake*, *Tale of Three Cities*, *Waiting Heart*, *Liu Sanjie*, *Ode to the Silk Road*, *Dance of Strings*, *A Tale of the Southern Sky*, *Mazu the Sea Goddess*, *The Moon Opera*, *Shan Shui: An Ode to Nature*, *Nine Songs*, *Nezha: Untold Solitude*, *Myth of the Dancing Durumi*, as well as *Convergence*, a culminating work created through a three-year interdisciplinary research study on Chinese dance and Chinese martial arts traditions.

As a cultural ambassador of Hong Kong, HKDC constantly brings the city's unique artistic style to the world by touring to different cities across the globe, engaging local audiences and encouraging cultural exchange. In recent years, we have brought our award-winning productions to Lincoln Center in New York, Kennedy Center in Washington, D.C., Sony Centre in Toronto, Concourse Theatre in Chatswood, Sydney, Southbank Centre in London, the Belarusian State Academic Musical Theatre in Minsk, Arko Arts Theatre in Seoul, National Centre for the Performing Arts in Beijing, Tianqiao Acrobatics Theatre in Beijing, Shanghai Grand Theatre, Shanghai International Dance Centre, Hangzhou Grand Theatre, Guangzhou Opera House, Taipei New Stage and Taiwan Traditional Theatre Center, among others.

Hong Kong Dance Company was incorporated in 2001 as a charitable and non-profit-making institution, and is financially supported by the Government of the Hong Kong Special Administrative Region as one of the major performing arts companies in Hong Kong