Rita can freely claim to be one of only four music entrepreneurs in the world, and one of the UK’s leading entrepreneurs. She is in Korea this week for a trade mission. However, her new role as Hong Kong’s chief executive has propelled her into a world of global media attention. She is in Korea for an international trade mission to explore opportunities for future investments. Her role has been hailed as a significant step forward for Hong Kong’s economic development.

Local artists are increasingly performing in their native languages. In the arts, the belief is that this diversity will appeal to the global market and help local artists achieve international recognition. This trend has been driven by the increased accessibility and affordability of recording equipment and digital distribution platforms. 

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