



Media Release

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HallyuPopFest TO BRING THE BEST OF KOREAN MUSIC AND LIFESTYLE TO SYDNEY THIS AUGUST

K-pop music festival, HallyuPopFest, will be making its highly anticipated debut in Sydney to the Australian audience this August. The best of Korean music and lifestyle will converge at the electrifying K-pop extravaganza on 13 – 14 August at Sydney's Qudos Bank Arena.

The festival will feature a stellar line-up of Korean idol stars performing across both days with boy bands P1Harmony, ASTRO, SF9, and ONEUS, girl groups EVERGLOW and OH MY GIRL, along with solo artists, CHUNG HA, Kep1er, Kai and Chen.

At the first HallyuPopFest event in Sydney, fans will be treated to the best of all things Korean pop culture. Each event day, festivalgoers will get an all-in-one, day-to-night experience, starting with activities at HallyuTown, which includes a red-carpet event, Hi-Wave Meet and Greet session for fans and artists to meet within close proximity but adhering strictly to Covid guidelines. Followed by a spectacular evening concert featuring the headline acts.

The line-up boasts an impressive 10 artists across across 2 days, all performing with creative visuals and effects to give fans a magical experience.

HallyuPopFest is brought to Australia by the NSW Government's tourism and major events agency Destination NSW, global promoter TEG Live, specialising in Australian events, and H.A.H. Entertainment, a global entertainment company, headquartered in Singapore.

Minister for Tourism and Minister for Western Sydney Stuart Ayres said HallyuPopFest reflected the vibrancy and multicultural influence that is building Western Sydney's profile as an international visitor destination.

"Korean music and culture have become a global phenomenon over the past decade and nowhere in Australia is the K-Pop revolution more evident than Western Sydney," Mr Ayres said.

"The opportunity to see some of the world's best K-pop acts and attend meet and greet sessions with the artists will be a once-in-a-lifetime experience for thousands of fans who will be drawn to Western Sydney, providing a significant boost to the local visitor economy.

"Delivering world-class events like HallyuPopFest to Western Sydney is a key pillar of the NSW Government's ambition to make Sydney the events capital and NSW the premier visitor economy of the Asia Pacific."

Selena Ho, CEO of H.A.H. Entertainment.

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Selena Ho, CEO of H.A.H. Entertainment said, "HallyuPopFest was born from the idea that K-pop should be accessible no matter where you are. Fresh off the success of the Asia HallyuPopFest in 2018 and 2019, we are thrilled to bring HallyuPopFest to Australia in 2022! The festival is for all Aussie K-pop fans, from all fandoms to come together and celebrate their idols, share in their love for K-music and dance."

GEOFF JONES - CEO OF TEG LIVE said, "We are incredibly excited about Australia's first-ever HallyuPopFest. Korean culture is beloved here and contributes significantly to Sydney's multiculturalism. K-pop has always been incredibly popular and we cannot wait to welcome these amazing Korean artists. The first HallyuPopFest in Australia is going to be a weekend to remember as it will be an opportunity for Australian fans to immerse themselves in Korean music and lifestyle, and fully embrace the Korean wave."

MEDIA CONTACTS

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