

**Business Facilitation Advisory Committee  
Task Force on Business Liaison Groups**

*Advertising requirement to make public the intention to open a cinema*

**Background and Trade's Concern**

The Food and Environmental Hygiene Department (FEHD) is delegated by the Secretary for Home Affairs, the licensing authority, to issue or cancel any licence or exercise any other function relating to licensing matters under the Places of Public Entertainment Ordinance (Cap 172).

2. At a recent Business Liaison Group meeting for cinemas, the trade remarked that when opening a new cinema, they were required to advertise in 4 newspapers to make public their intention and the purpose for which the premises would be used. The trade also opined that as newspaper reading was becoming less popular, the Government should consider waiving the advertisement requirement.

**Government's Response**

3. In response, FEHD has advised that it is a statutory requirement under the Places of Public Entertainment Regulations (Cap 172A) that any person desirous of obtaining authority to open any place of public entertainment should first make public his intention to do so and the purpose for which the premises will be used, by exhibiting a notice on the proposed site, or if it is proposed to adapt an existing structure, upon such structure, in such a position that it can be plainly read from the main road upon which the site or structure fronted, or by advertisement in 4 newspapers (2 English and 2 Chinese) circulating in Hong Kong. A copy of the notice or each of the 4 newspapers, as the case may be, should be forwarded to the Licensing Authority before the issue of licence. FEHD has also added that the requirement facilitates the public to be informed of a new application for PPEL so that they can have the chance to offer their views on the application to the licensing authority. Information about the requirement and the compliance options is available in the "Guide to Application for Places of

Public Entertainment Licences (Cinemas/Theatres)” on the department’s website at [http://www.fehd.gov.hk/english/forms/pdf/guide\\_fehd104.pdf](http://www.fehd.gov.hk/english/forms/pdf/guide_fehd104.pdf).

### **Way Forward**

4. Members are invited to note the above and offer comments, if any.

**Food and Environmental Hygiene Department  
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