



CHUI Hin-wai 崔顯威 (1957.08–)

Director, Cinema Management Personnel

Chui Hin-wai (also known as Chui Hung-kai) was born in Hong Kong and raised in a modest household, where he began contributing to the family income from a young age. At 14, he took a summer job at Ruby Theatre, marking the beginning of a lifelong connection with the cinema industry. After completing Form Five at Wah Ying College in 1975, Chui briefly worked in a factory before rejoining Ruby Theatre as a full-time employee. Starting as an usher, his proactive and enthusiastic nature soon led him to dabble in a wide range of responsibilities, including scheduling films, selling tickets, hand-painting posters, designing display cabinets for lobby stills and operating projectors. Over time, he rose through the ranks to become vice house manager, house manager, and eventually manager.

In October 1988, Chui was transferred to the cinema management department of Sil-Metropole Organisation Limited, where he oversaw the management of various cinemas across Hong Kong, including their establishment and closure. At Sil-Metropole, Chui witnessed more than three decades of transformation in the local film industry, and held several senior positions including deputy general manager, director and director of asset management. He also held key roles in its affiliated companies until his retirement in 2019, including studio manager of Clear Water Bay Film Studio, director of Southern Film Co Ltd, and both director and general manager of Kiu Fat Investment Corporation Limited.

In the early 1980s, Chui became actively involved in the Hong Kong Theatres Association Limited. He served as member of the supervisory board and the executive committee, vice chairman and chairman, advocating for the rights and welfare of industry professionals. Following his retirement, he continued to serve as a non-executive committee member.

In 2012, Chui joined the board of directors of the South China Film Industry Workers Union, primarily handling property and tenancy-related affairs.
