



## **HUANG Yah-bai** 黃也白 (1917.1.16–1999.9.4)

### **Publicist, Production Manager, Executive Producer, Producer**

A Shanghai native, Huang graduated from the Xinhua College of Art and kick-started a career in the news media. Having worked as an editor at *Huamei wanbao*, a Shanghai evening newspaper, he founded *Cheng Post* in Shanghai. He later became chief editor for *Shanghai Daily* in Hong Kong. He ventured into the film industry in 1952 as publicity manager for Yung Hwa Motion Picture Industries Ltd in Hong Kong, and continued to assume the role when Yung Hwa was taken over by International Films Distributing Agency (the predecessor of Motion Picture and General Investment Co Ltd [MP & GI], which later restructured into Cathay Organisation [HK] [1965] Ltd). Huang left Cathay in 1969 after 16 years' service as publicity manager. He later worked briefly for Shaw Brothers (Hong Kong) Ltd.

He established New Century Film Company in 1970, producing a total of four films including *My Love, My Wife* (1970) and *A Time for Lying* (1971). He later set up Man Sing Film Company in 1974 and produced another three films including *Infernal Street* (1973) and *The Dauntless Bumpkin* (1974). Serving as chairman of the Hong Kong and Kowloon Cinema & Theatrical Enterprise Free General Association from 1966 to 1973, Huang's contributions earned him recognition and several awards presented by the Taiwan government, including two Golden Horse Awards.