



**Paul YUI 俞普慶** (1904–1970.6.25)

**Distributor, Management Personnel**

Yui was born in Shanghai and graduated from the Faculty of Arts at Soochow University. In 1940, he was appointed as manager of the Tianjin branch of Paramount Pictures and was promoted to general manager of its Shanghai headquarters in 1949. Yui was later posted to Singapore to oversee the company's distributing business in Malaysia. In 1957, Yui was hired by Cathay Organisation (Singapore) Ltd as manager of International Films Distributing Agency.

He was appointed as manager of Motion Picture and General Investment Co Ltd (MP & GI) in 1964, responsible for its production operation. In 1965, MP & GI restructured as Cathay Organisation (HK) (1965) Ltd. Over 100 films were produced during his tenure at both MP & GI and Cathay, including prominent works such as *The Romance of Liang Shanbo and Zhu Yingtai* (1964), starring Lucilla You Min and Li Lihua, *Fairy, Ghost, Vixen* (1965), *Escort over Tiger Hills* (1969), *The Homemaker* (1970), *From the Highway* (1970), etc. Yui passed away in Hong Kong on 25 June 1970.