



Robert CHUNG 鍾啟文 (1919.10.31–1993)

Producer, Management Personnel, Director

A native of Guangdong, Chung graduated from The University of Hong Kong and was recruited by film magnate Li Zuyong to head Yung Hwa Motion Picture Studio. He was subsequently sponsored by the studio to study colour photography and film processing in the US, and was promoted to general manager of Yung Hwa Motion Picture Industries Ltd. When International Films Distributing Agency restructured into Motion Picture and General Investment Co Ltd (MP & GI) in 1956, Chung was hired as the general manager of the company. His seven-year tenure coincided with the most fruitful period of MP & GI, during which time he produced over 100 films of different genres and styles.

Chung made his directorial debut with *Education of Love* (1961), followed by *A Fine Romance* (1962) and *Please Remember Me* (1964). Chung resigned in 1962 due to personnel changes at MP & GI; in the same year, he joined Rediffusion Television (RTV) as director of the Chinese channel and TV programme consultant. He resigned from RTV in 1972 and later immigrated to the US where he continued to pursue a career in colour film processing. Chung passed away in September 1993.