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Korean Wave

In Hong Kong, many people are obsessed with different aspects of Korean culture like food, dramas and music. It has started to gain popularity since the Korean drama 'Jewel in Palace' (starring Lee Young-ae) was aired in 2003. This TV drama is regarded as the pioneer of the Korean Wave in Hong Kong.

I am a foodie. Becoming a gourmet is my dream job. Therefore, I keep researching about Korean food. People in Hong Kong were influenced by a famous Korean drama 'My Love From The Star'. The main characters of the drama often ate fried chicken with beer. Such combination of food and drink became a big hit because of the effects of Korean stars. After this drama, many shops opened to sell fried chicken and beer. If you stroll in Causeway Bay and Mong Kok, you will see a lot of Korean restaurants and long queues outside them. People keep posting photos of K-food and some web celebrities introduce K-food through social networking media.

While K-food is popular in Hong Kong, it is a bit sad that Hong Kong people gradually forget about local iconic snacks such as curry fish balls, egg puffs and fake shark's fin soup.

In Hong Kong, we often follow foreign trends without our own style or individuality. I think the Korean trend is lasting and won't fade away in a few years.