



## GLORIOUS ENTERTAINMENT PRODUCTION GROUP

# Adding Sparkle to Our Lives

When CHRISTOPHER WU enjoyed his childhood firecrackers, he could never have imagined he would bring the same joy to countless others. Here is a tale that is truly written in the stars.

**G**EP Group started as a branch of a multi-generation family business, Glorious Fireworks. GEP's early beginnings started as the small show company that specialized in pyrotechnic/fireworks displays in Hong Kong.

Over the years, it has developed its display market internationally. Its display business has since been diversified into multimedia displays and recently, GEP Group expanded into the distribution of high quality professional-use fireworks globally.

### Moving Up

Christopher Wu started working with fireworks at a young age. He would participate in firework shows during summer breaks as a hobby. At 25, he had taken the opportunity to work as an apprentice under renowned fireworks designer Markus Katterle in Germany.

It was this experience where Chris developed his passion and skill set of not only fireworks design but also gaining extensive knowledge of other multimedia elements including lighting, sound, projection, water and fire effects.

Upon moving to Hong Kong to officially take part in the family business, GEP was established, becoming Chris' main focus.

The market for fireworks displays in Hong Kong has experienced a slow and limited growth. Expansion into international markets was always a key goal for GEP. Building strategic alliances across Asia, USA, and Europe was essential which served as a backbone of its expansion.

"The GEP brand has always been



synonymous with high quality products, attentive service and high regard for safety. Our dedication to upholding this company image is our highest priority," says Wu.

GEP had recently acquired the global distribution rights of the San Tai brand fireworks. San Tai is world renowned for quality and product innovation. Currently, GEP is supplying San Tai and Glorious brand fireworks globally to individual importers as well as major theme parks in the USA and Hong Kong.

GEP provides product development services with its suppliers. Chris is currently undergoing training in Japan for fireworks manufacturing. The country is known to have the best fireworks manufacturers in the world.

His knowledge will be conveyed and transferred to GEP's suppliers, which will further improve quality standards and product innovation within the company. GEP will also play an integral

part in a new factory based in Jiang Xi, China. The company provides consultancy services for fireworks operations for the development of a new international theme park in Shanghai.

"The price war has always been a challenge for GEP in the local market. Gradually, our clients have begun to understand the differences in the quality of pyrotechnics and show design, rather than being simply cost focused."

Francis Wu, Chris' father, has always been an important part of GEP's development. "His guidance and wisdom has always steered us in the right direction," says Chris Wu, adding that the company's success is also due to a strong and capable team. ■

For additional information please visit [www.gepgroup.hk](http://www.gepgroup.hk)