

LEGISLATIVE COUNCIL PANEL ON FINANCIAL AFFAIRS

Campaign to relaunch Hong Kong's economy

The Administration intends to seek the approval of the Finance Committee on 30 May 2003 for the creation of a new commitment of \$1,000 million to provide funds for a special campaign to relaunch Hong Kong's economy following the Severe Acute Respiratory Syndrome (SARS) outbreak. Members are invited to give their views on the proposal as set out in paragraph 2.

PROPOSAL

2. Hong Kong's economy and image both internationally and in the Mainland have suffered a major blow as a result of the outbreak of SARS. The Director-General of Investment Promotion (DGIP) proposes to create a commitment of \$1,000 million to undertake a comprehensive campaign locally, internationally and in the Mainland to restore Hong Kong's reputation and get the economy moving again.

JUSTIFICATION

3. The consequences of the SARS outbreak for Hong Kong's economy have been severe. The number of airline passengers has dropped by about 70%. Hotel occupancy which is normally over 80% is running at about 20% having at one stage been as low as single digit in some cases. Retail sales have taken a hammering and the local catering industry has also been hard hit. Economists have lowered their forecasts of our GDP growth this year, with the private sector consensus forecast lowered from 2.8% before the outbreak of SARS to 1.7% currently. Some have forecast even lower growth. The unemployment rate has gone back to the high in recent years of 7.8% and seems likely to go higher in the short term.

4. To respond to the consequences of SARS, the Chief Executive announced on 23 April that the government was making available a sum of \$11.8

billion as an economic relief package. Of this amount, \$1 billion had been set aside to launch large-scale publicity and promotions internationally and locally to help various economic activities back to normal. The Financial Secretary briefed the Financial Affairs Panel of the Legislative Council on the overall package, also on 23 April.

5. As regards the publicity and promotional activities, the Financial Secretary briefed the Financial Affairs Panel on the overall approach on 12 May and subsequently met with individual members of the Council to seek their views. Other officials have also consulted representatives of various sectors under their purview on possible activities. To provide advice on and help oversee implementation of the various economic relaunch aspects, the Financial Secretary has set up two ad hoc bodies : the Economic Relaunch Working Group (ERWG) comprising government officials, and the Economic Relaunch Strategy Group (ERSG) which comprises the same government officials plus members of the business community, academics and other relevant parties. The ERSG has endorsed a comprehensive framework for relaunching the economy as per *Enclosure A*.

6. On the basis of proposals submitted by various Bureaux, departments, other organisations and inputs from other sectors in line with the framework, DGIP has prepared a budget to implement the campaign as per *Enclosure B*. It should be emphasised that the breakdown is provisional only. While it represents the government's current thinking, it will be important to remain flexible and adjust the programme and allocation in the light of changing circumstances. Apart from the activities proposed, various quarters of the community have also been organising promotional events to encourage local consumption and attract tourists. Government will continue to provide assistance in promotion and coordination.

Commerce, Industry and Technology Bureau

7. The Secretary for Commerce, Industry and Technology proposes to conduct a programme of activities aimed at the export-related industries, the conventions and exhibitions sector as well as the business community overseas and in the Mainland community of Hong Kong post-SARS. The overall objective of these activities will be to re-assert to the outside world Hong Kong's position as the premier hub of business in this region, rebuild the confidence of the people

of Hong Kong as well as investors in Hong Kong, and to assure our business partners around the world that it is both safe and profitable to do business in and with Hong Kong. This programme of activities will mainly be carried out through the Economic and Trade Offices (ETOs) around the world, Invest Hong Kong (InvestHK) as well as the Trade Development Council (TDC), as briefly outlined below:

- (a) The Heads of ETOs will embark on an intensified programme of engaging the local media, leading business personalities, journalists and politicians in their host countries to spread the right messages about Hong Kong. This will be done through press briefings, media interviews, e-newsletters, speaking engagements and personal calls. They will be planning and supporting the overseas promotional tours led by senior officials, as well as the invitation of important personalities of their host countries to visit Hong Kong. ETOs will coordinate their efforts with the overseas offices of the other agencies of SARG, namely TDC and the Hong Kong Tourism Board (HKTB), to achieve synergy among their publicity programmes and to maximize the overall impact. Individual ETOs will also conduct other specialised events, such as cultural performances, photo exhibitions on life in Hong Kong, etc, according to the sentiments and circumstances in their host countries.
- (b) DGIP will be launching a series of special publicity events from July to the end of the year designed to boost investors' confidence, including a reception for new foreign investors in Hong Kong, an event in celebration of international business with participation by the international chambers of commerce, and high-level business conferences which will provide occasions to gather top international business leaders here.
- (c) TDC will step up the publicity for its scheduled exhibitions/fairs and relaunch some exhibitions which have been affected due to the SARS outbreak, for instance the Gifts and Premium Fair in July. To restore the confidence of buyers, it will launch extensive direct mailing to reach past and potential buyers, conduct tele-marketing to past buyers and offer special tour packages in cooperation with carriers and HKTB. It will organise special PR/media activities to

coincide with Hong Kong's participation in important overseas exhibitions. TDC will also run a major advertisement campaign that will synchronize with the advertisements that Information Services Department (ISD) and HKTB will be placing in the overseas media, but with a slant on attracting business travellers back to Hong Kong.

- (d) Renowned movie directors from the Federation of Hong Kong Film Workers would produce 12 short films, each lasting one-minute to support Government's publicity effort to boost the morale and confidence of Hong Kong people. ISD would arrange to show these films as announcement in the public interest on TV. Arrangements would also be made to show these films in cinemas and other media outlets. The Television and Entertainment Licensing Authority is coordinating this project. The films are expected to be ready by batches in June/July 2003.

Economic Development and Labour Bureau

8. The Tourism Sector has been hardest hit by the effects of the SARS crisis most notably as a result of the WHO travel advisory. It is essential that concerted efforts are made to rebuild confidence in Hong Kong as the premier city tourist destination in Asia. To this end, the HKTB will institute a worldwide marketing campaign integrated with Government's general marketing efforts but targeted specifically at the tourism trade and consumers in both long haul and short haul destinations. This worldwide campaign will include a series of high profile trade promotion activities and events that involve Hong Kong firms in the travel and tourism sectors.

9. The HKTB is working closely with the hotel, airlines and the travel trade in Hong Kong to organise a series of destination events and promotions building on Hong Kong's existing strengths of shopping, dining etc. The plan is to cover the period July 2003 to the first quarter of 2004. Promotional activities in Hong Kong will include value added campaigns under which tourists will be able to increase their purchasing power or extend their visit to Hong Kong at no additional cost to them. In order to provide a focused target for these efforts, the HKTB is also planning a special event to build up to a climax for the series of promotion activities. The special event will comprise sponsored visits of VVIPs and other special promotion activities from other important markets. There will

be a number of exciting incentive promotions as well as a whole range of discounts and incentive packages. We will also take the opportunities to launch various activities to encourage consumption by local residents.

10. In preparation for this the HKTB will set up a number of familiarisation visits for key trade partners, leading decision makers in the travel trade and tourism related media. To raise Hong Kong's profile within the international and regional tourist markets, major events and promotion will take place over the six-month period provisionally from July 1 to first quarter of 2004. These will be focused to ensure that the HKTB's media efforts will be integrated with Government's overall media campaign and will target each market in a suitable and effective manner.

11. To ensure that the marketing campaign is as effective as possible, the HKTB will also monitor the effects of its campaigns throughout the period and conduct a three-phase study to assess the perception of Hong Kong. This study will ensure that the marketing campaigns are effective and that they can be adjusted as the campaign period proceeds.

12. In addition to these marketing efforts, the government will actively engage the World Tourism Organisation, the World Travel and Tourism Council, and the Pacific Asia Travel Association to play a full part in international efforts to rebuild confidence in tourism. To this end, there will be high profile tourism events to be held in Hong Kong later this year to be organised in conjunction with the leading international non-governmental groups. Hong Kong will also participate actively in other international events to showcase our comeback plans and target tourists and local residents in our key markets.

13. The funds earmarked under the commitment for the HKTB and the Tourism Commission will be used to ensure that Hong Kong remains the premier city tourist destination in the world.

Home Affairs Bureau

14. The Home Affairs Department will be organising a wide range of activities to stimulate domestic consumption as well as promoting the unique

characteristics of individual districts to promote local community economy and domestic tourism. Some examples are:

- (e) special promotional events with the catering and entertainment industries (e.g. High Tea for Hong Kong);
- (f) street carnivals and fairs (e.g. Starry Starry Night Street Party in Wanchai);
- (g) events to promote uniqueness of districts (e.g. Computer Festival in Shamshuipo, Park to Park Ride in Shatin and Taipo, Summer Fantasy in Tuen Mun, etc.); and
- (h) mass activities (e.g. Dance and Dance in Central and Western).

15. The Leisure and Cultural Services Department will step up its community sports and cultural programmes with a view to promoting community spirit, encouraging a healthy and balanced living style and to proactively launch Hong Kong as a centre for world class cultural and sports events. It will pursue these objectives in conjunction with the arts groups and sports associations, not only to facilitate the participation of the local community but also to promote the reputation of Hong Kong in the international arts and sports circles.

16. These events can be grouped broadly into three main categories:

- (a) events to encourage participation in sports and cultural appreciation. In addition to inviting national sportsmen to Hong Kong to organise demonstrations and coaching sessions, we further propose to offer free admission to sports centres, museums and swimming pools on 1 July and four Sundays in July;
- (b) programmes to promote community spirit through arts and sports activities, for example, the opening event of the Drum Festival will present the world's biggest drum and involve participants not only within Hong Kong but also from different parts of the world, a large scale musical to be produced by local arts groups, and a full day with the theme on Sports for All; and
- (c) supporting the organisation of international sports events and visits of world class athletes in Hong Kong, and sponsoring overseas

promotional tours of local arts groups.

Information Services Department

17. An effective and well co-ordinated media and publicity programme forms a key component of the overall plan to relaunch Hong Kong. It will be carried out in conjunction with the private sector, Hong Kong Family members including the HKTB and the TDC, as well as Hong Kong's ETOs overseas. The programme seeks to restore local and overseas confidence in Hong Kong and to attract visitors and business people, thereby reviving the economy. It aims to drive home focused messages, which will evolve as we move from the Reassurance Phase to the Recovery Phase. The programme will comprise the following elements:

- advertisements in the print media
- media partnership programmes
- publicity vehicles, including publications, video films, websites and displays
- roadshows and speaking engagements overseas and in the Mainland
- sponsored VIP visits and journalist programmes
- a postcard campaign among the community to enable them to share their love of Hong Kong internationally

Other activities

18. In parallel with the proactive information and publicity efforts, we are also planning a limited number of mega events in the sporting and cultural fields. In addition to providing an outlet for local people, thereby restoring the "feel good" factor, these will bring additional visitors to Hong Kong and also indirectly attract positive publicity. Because such events depend on the availability of a limited number of heavily committed world famous acts, and negotiations are commercially sensitive, it is not possible to give further details at this stage.

19. The impact of SARS on financial services has so far been relatively mild in comparison with other hard-hit sectors. However, it is necessary to

reinforce our image as an international financial centre, we will reach out to their international counterparts and key contacts in the financial sector, such as government authorities, financial regulators, credit rating agencies, investment banks and financial institutions, in various major international financial centres to apprise them of the current actual situation here and to encourage them to visit and to further strengthen their ties and cooperation with Hong Kong in financial services. Besides, we will also organise, or co-organise with international organisations, international events such as seminars, conferences and meetings to encourage overseas financial market participants to come to Hong Kong to see for themselves that our city is back to normal. We are also soliciting the support of our contacts locally and overseas to help to disseminate these messages through their contact networks all over the world.

20. In addition, we will continue to explore other possible events in various areas with a view to boosting our international profile, such as international conference or seminar on health care. We will also work together with the private sector and the general community with a view to providing necessary assistance to them in promotion and coordination of their activities.

FINANCIAL IMPLICATIONS

21. We propose a commitment of \$1,000 million. As with other commitments, any funds surplus to requirements will return to the Centre.

22. The activities supported by the commitment are on a one-off basis, and will not generate additional recurrent expenditure.

ADMINISTRATION OF THE COMMITMENT

23. The Commerce, Industry and Technology Bureau, the Economic Development and Labour Bureau, the Home Affairs Bureau, the ISD and other bureaux and departments involved in organising relaunch activities will file applications to InvestHK. DGIP will administer the funds in accordance with directions of the ERWG. DGIP will keep the Legislative Council Panel on Financial Affairs posted on applications on a regular basis.

URGENCY

24. As the World Health Organisation lifted the travel advisory on Hong Kong on 23 May, we need to move quickly to implement the campaign to relaunch the economy as quickly as possible. Accordingly this item has been placed on the agenda for the Finance Committee meeting on 30 May.

ADVICE SOUGHT

25. Members are invited to give their views on the proposed campaign to relaunch Hong Kong's economy.

Invest Hong Kong
May 2003

Reassurance Phase

Timing

To commence before WHO lifts travel advisory, and raise volume and tempo when WHO lifts travel advisory.

Objectives

2. (a) Boost morale in Hong Kong
- (b) Build long term confidence both locally and overseas in our capability to combat SARS
- (c) Maximise international and Mainland awareness of lifting of WHO travel advisory
- (d) Encourage return to normal economic activities

Key Messages

3. (a) Hong Kong has contained SARS and we are a safe city.
- (b) The WHO has recognised our ongoing efforts by lifting the travel advisory.
- (c) We remain vigilant and prepared for the future. We have taken steps to make Hong Kong cleaner and enhance our world-class medical system.
- (d) Support the local economy.

Major Activities

4.
 - (a) High-profile announcement on lifting of travel advisory
 - (b) Media coverage both locally and internationally, ideally with a photogenic event
 - (c) Events to pay tribute to the medical and health care professionals
 - (d) International road show by top medical and scientific personnel
 - (e) Community leaders encourage return to normal daily activities
 - (f) Initiatives to promote local consumption
 - (g) Community initiatives to boost local morale, e.g. Operation Unite, Chambers of Commerce

5. An itemised action plan is attached.

Action Checklist

<u>Timing</u>	<u>Activities</u>	<u>Action Party</u>
Day 1 (i.e. Lifting of travel advisory by WHO)	- High profile press conference	Government
	- Media interviews with theme “Science Speaks”	Government, medical experts
	- Letter to contacts around the world	Government
	- Briefing for medical/science/health community, consuls general and international chambers	Government
Day 2	- Launch global postcard /e-mail campaign	Community
	- Outreach to governments/institutions overseas to lift other bans	Government
	- Arrange for third party endorsers to come out	Government, endorsers
Week 1	- Regular media interviews with specific themes	Government
	- Fact-based media advertising worldwide to publicise WHO decision	Government
	- Senior officials participate in public events to underline return to normalcy	Government
	- Senior officials spread out to visit local venues	Government
From June	- Second phase of “We Love Hong Kong” campaign	Government, community
	- Boost Local Community Economy initiatives	Government, Community
Additional initiatives, dates tbc	- Events to pay tribute to the medical and health care professionals	Government

- Overseas road show by top medical and scientific personnel begins Government, medical experts
- Initiatives to be announced by Team Clean Government

Recovery Phase

Timing

A few events to start quite early in the Reassurance Phase. Programme to intensify around two weeks after lifting of WHO travel advisory. Sustain strongly for at least six months, then evaluate.

Objectives

2. (a) Get our economy growing again by promoting local consumption and boosting tourism
- (b) Convince the international and Mainland communities that they should come to Hong Kong for business and leisure
- (c) Continue to boost morale and enhance the confidence of the local community

Key Messages

3. (a) Hong Kong is Asia's World City. We have emerged stronger and better.
- (b) Hong Kong is healthier and cleaner now, and will improve still further in future.
- (c) Hong Kong remains Asia's key business and financial centre and the best location for regional operations.
- (d) Hong Kong is safe to visit, and worth visiting.
- (e) Hong Kong community is united in its resolve to build a better future.

Major Activities

4.
 - (a) Launch of global tourism campaign on basis of extraordinary bargain packages, sustained with programme of new activities each month
 - (b) Launch mega sale
 - (c) Visits by Mainland and international dignitaries
 - (d) Sustain media relations efforts. Undertake recovery – focused advertising
 - (e) Organise major sports and cultural events with world famous names
 - (f) Boost international profile of and attendance at forthcoming trade shows and business conventions
 - (g) International road shows by senior officials to raise Hong Kong's profile. Particular focus on financial centres.

5. An itemised action plan is attached.

Action Checklist

<u>Timing</u>	<u>Activities</u>	<u>Action Party</u>
June	- Launch and sustain aggressive media relations	Government
Late June/ early July	- “Second Wave” advertising campaign – why Hong Kong is worth visiting	Government
July	- Major Sporting Event	Government
	- Government House Reception for new foreign investors	Government
	- Launch mega sale	Community
	- Additional boost for TDC’s Gift & Premium Fair and Book Fair	Community
3 rd Quarter	- Launch of global tourism campaign on basis of extraordinary bargain packages, sustained with programme of new activities each month	Government, Community
	- Visits by Mainland and international dignitaries	Government
	- Visits to major financial centres: New York, London, Tokyo, Zurich, Frankfurt	Government
	- Major cultural event	Government
	- Additional boost for TDC’s Food Expo	Community
	- International public health conference	Government
	- Road shows by senior officials to major business centres	Government
	- Pan-Asian Tourism Conference	Government
4 th Quarter	- CASBAA Convention in Hong Kong	Government
	- Business Conference on Hong Kong in London	Government
	- Business Week CEO Forum in Hong Kong	Government

Relaunch Campaign Budget

	\$million
Initiatives to boost business, trade and investment (as per attached list)	90
Tourism and local consumption (as per attached list)	417
Culture and community programmes (as per attached list)	125
Media and publicity programme (as per attached schedule)	83
Mega sports and cultural events	200
Contingency	85
	<hr/> 1,000

Proposed activities for relaunching Hong Kong
(Economic and Trade Offices)

Activities	Proposed schedule
An intensified programme to spread the right messages about Hong Kong in important markets	Now to 2004
Overseas promotional tours led by senior officials	Second half of 2003 to 2004
Invitation of important personalities to visit Hong Kong	Second half of 2003 to 2004
Specialized events about Hong Kong in important markets	Second half of 2003 to 2004

Proposed activities for relaunching Hong Kong
(Invest Hong Kong)

Activities	Proposed schedule
A local reception for new foreign and Mainland investors in Hong Kong	July 2003
An event in celebration of international business in Hong Kong	July/August 2003
High-level business conferences	Second half of 2003 to 2004

Proposed activities for relaunching Hong Kong
(Trade Development Council)

Activities	Proposed schedule
Enhanced publicity and promotion for scheduled exhibitions/fairs and invite celebrities/personalities to Hong Kong during major TDC activities in Hong Kong	Now to 2004
Relaunch exhibitions which have been postponed due to the SARS outbreak, such as Hong Kong Houseware Fair 2003 / Hong Kong Gifts & Premium Fair 2003, Hong Kong International Film & TV Market and Hong Kong Book Fair	June 2003 – 2004
Extensive marketing campaigns to restore the confidence of buyers	Now to 2004
Special PR/media activities to coincide with Hong Kong's participation in important overseas exhibitions	Now to 2004
Major advertisement campaign that will synchronize with the advertisements that ISD and HKTBC will be placing in the overseas media	In the coming months

Proposed activities for relaunching Hong Kong
(Hong Kong Tourism Board)

Activities	Proposed Schedule
Worldwide advertising targeted at key source markets timed to coincide with in-market events in the key markets of the Americas, Europe, Australia and New Zealand, North Asia, South and Southeast Asia, Taiwan and the Mainland.	July 2003 to early 2004
Trade & consumer promotions – trade shows, website marketing, roadshows, campaigns/promotions among key corporate clients and other important market segments, etc.	July 2003 to early 2004
Media-related promotions and activities in support of the main marketing efforts, including worldwide roadshows in 28 cities.	July 2003 to early 2004
Tracking studies – a 3-phase study to track travellers' perception of Hong Kong. This information will also be used to refine and enhance the overall strategy during the promotional period.	July 2003 to early 2004
Destination happenings & events – shopping & dining promotions, Welcome Pack & Card, Mega Events and themed activities to enhance the attractiveness and competitiveness of Hong Kong as Asia's top city tourist destination.	July 2003 to early 2004
Familiarization visits and programmes for trade and media – senior trade partners and invitees from the travel trade as well as the media will be invited to rebuild their confidence and interest in Hong Kong.	July 2003 to early 2004

Proposed activities for relaunching Hong Kong
(Tourism Commission)

Activities	Proposed Schedule
Support “We Love Hong Kong” campaign organised by the trade to stimulate local consumption and foster community involvement and confidence building.	June/July 2003
Participation in/hosting of international events organised by or in conjunction with non-governmental agencies such as the World Tourism Organisation.	August 2003 and October 2003
Support for world-class tourism events to be organized in Hong Kong. This is intended to provide sponsorship for private sector organized events that have a high international profile and are capable of attracting tourists to Hong Kong.	July 2003 to 2004

Proposed activities for relaunching Hong Kong
(Home Affairs Bureau)

Activities	Proposed Schedule
<p>“Hong Kong Cultural Industries Festival”</p> <ul style="list-style-type: none"> • A series of activities to promote creative industries in Hong Kong and enhance our international status in the sector. 	July – December 2003
<p>“Asia-Pacific Cultural Cooperation”</p> <ul style="list-style-type: none"> • Modelling on APEC, to establish a forum for cultural ministers/leaders in the region to exchange views on cooperation and development. The theme will be on creative industries. • Programmes will also include sessions for academics, entrepreneurs and adventure capitalists. 	October/November 2003
<p>“International Symposium on Public Art in Urban Space”</p> <ul style="list-style-type: none"> • An international forum for the arts community, architects, town planners and business leaders to explore how to promote arts in urban space. • Co-organize with relevant Consul-Generals. 	November/December 2003
<p>“Welcome Celebrities”</p> <ul style="list-style-type: none"> • To invite international celebrities in sports and cultural sectors to visit Hong Kong and participate in our events and activities, as appropriate. 	July – December 2003

Proposed activities for relaunching Hong Kong
(Home Affairs Department)

Activities	Proposed schedule
<p>“Starry Starry Night Street Party”</p> <ul style="list-style-type: none"> • bars and restaurants at proposed pedestrianized zones, such as, Lockhart Road, Jaffe Road, Paterson Street, etc. to set up food booths, tables and seats with live music and entertainment 	Sundays in June and a second phase later in the year
<p>“Park to Park Ride from Shatin to Tai Po”</p> <ul style="list-style-type: none"> • members of public participating in the cycling ride will be offered with consumption coupons for patronising restaurants and shops in Shatin 	Late June/July 2003
<p>“Summer Fantasy”</p> <ul style="list-style-type: none"> • a series of water sport/beach activities and carnivals taking place at the famous beaches in Tuen Mun, etc 	July – August 2003
<p>“Dance and Dance”</p> <ul style="list-style-type: none"> • theme dancing performance will be presented during lunch and/or early evening at Chater Garden while members of public can dance freely to the music 	early July 2003
<p>“Cartoon Classics, Parade and Carnival”</p> <ul style="list-style-type: none"> • Proposals include combination of activities to be organized at HK Stadium, including classic cartoons, parade of mascots, etc. 	July 2003
<p>“High Tea for Hong Kong” (Phase I)</p> <ul style="list-style-type: none"> • members of the public can enjoy high tea/dinner, etc at exceptionally low price at participating restaurants and hotels. 	Late June to July 2003

<p>“High Tea for HK” (Phase II) – “Let’s Have Fun!”</p> <ul style="list-style-type: none"> • a follow up to “High Tea for HK” • members of public patronizing participating restaurants will be entitled to special offers in various entertainment activities, e.g. cinemas. Special promotion activities will also be arranged. By ‘clustering’ promotion of various leisure activities, it is hoped that a synergistic effect will be produced leading to an increase in spending. 	<p>July – September 2003</p>
<p>“Traditions of China”</p> <ul style="list-style-type: none"> • to promote colourful traditional events of the lunar calendar, e.g. dance of fire dragons around Mid-Autumn, etc 	<p>September 2003 and beyond</p>
<p>“East meets with West”</p> <ul style="list-style-type: none"> • Soho carnivals plus “Dried Seafood Festival”, a combination of interesting features of the Central and Western district, etc 	<p>September 2003 and beyond</p>
<p>“HK Computer Festival 2003 Encore – PC DIY 1000”</p> <ul style="list-style-type: none"> • 1000 students to assemble PCs by themselves (DIY) in an attempt to break Guinness Record; sales promotion, etc 	<p>October 2003</p>

Proposed activities for relaunching Hong Kong
(Leisure and Cultural Services Department)

(A) Encouraging community participation in sports and cultural appreciation:-

Activities	Proposed schedule
LCSD Open House and Promotion Days	1 July and 4 consecutive Sundays in July
Sport-for-all Day	Early June
Shaolin Wushu Performance cum Promotional Scheme	July to December 2003
World Wushu Spectacular	9 November 2003
A series of demonstrations and coaching sessions by China National Squad, including diving, synchronized swimming, gymnastics, table tennis etc.	August/September 2003
Snooker Invitation Tournament	Late August 2003
Chinese basketball star demonstration and coaching sessions	Early September 2003

(B) Promoting community spirit through arts and sports activities

Activities	Proposed schedule
Hong Kong Chinese Orchestra (HKCO) – Drums Festival	July to November 2003
Dance the Night Away – 4 Sat-evening carnivals at parks and piazzas	4 Saturday evenings in Sept/Oct 2003
Mid-Autumn Festival – Setting up a 10-metre high lantern and display it at Hong Kong Cultural Centre Piazza (an enhancement of existing programme)	9 Sept – 10 Oct 2003
Hong Kong Philharmonic Orchestra (HKPO) – MUSIC ALIVE	29 Oct 2003
Musical “We are One Family” (明月何曾是兩鄉)	Nov/Dec 2003
X'mas Carnival (an enhancement of existing programme)	24 December 2003
2003 New Year's Eve Countdown Carnival (an enhancement of existing programme)	31 December 2003

(C) Bringing Hong Kong back to the international sports and arts arena

Activities	Proposed schedule
International Volleyball Invitation Match	1 September 2003
ITTF (International Table Tennis Federation) Pro Tour Grand Final	September/December 2003
Hong Kong Open Badminton Championships 2003	October – November 2003
Sponsoring world class golfers to participate in the scheduled Golf Hong Kong Open	December 2003
Sponsoring world class tennis players to participate in the scheduled Hong Kong Ladies Challenge 2004	31 Dec 2003 – 3 Jan 2004
Sponsoring world class helmsmen to participate in the scheduled Round the Island Race (Yachting)	8 February 2004
Hong Kong Dance Company performing at the Tel Aviv Performing Arts Centre	December 2003
Hong Kong Chinese Orchestra Europe Concert Tour 2004	30 Jan – 14 Feb 2004
Hong Kong International Bauhinia Dance Competition	June – July 2004 2 weeks
Hong Kong International Cricket Sixes	November 2003
Hong Kong Squash Women's Open	November/December 2003
Cycling - 2003 Tour of the South China Sea	December 2003

Proposed activities for relaunching Hong Kong
(Information Services Department)

Activities	Proposed Schedule
Advertisement in the print media (not including those targeted by other members of Hong Kong Inc)	May to 2004
Media partnership programmes	June to 2004
Publicity vehicles including publications, video films, websites and displays	May to 2004
A postcard campaign among the community	June to end 2003