

LEGISLATIVE COUNCIL PANEL ON FINANCIAL AFFAIRS

Supplementary information on activities of the campaign to relaunch Hong Kong's economy

This paper provides supplementary information about the individual activities of the campaign to relaunch Hong Kong's economy after the outbreak of Severe Acute Respiratory Syndrome (SARS), funded by the \$1 billion budget of the campaign.

BACKGROUND

2. On 11 October, the Administration gave a progress report to the Financial Affairs Panel on the projects funded under the Relaunch initiative as at 17 September and briefed Members on the latest development of the campaign. Members requested the Administration to provide more information on each of the projects covered in the progress report.

3. In gist, as at 17 September, the Economic Relaunch Working Group (ERWG), chaired by the Financial Secretary, considered a total of 69 proposals, 62 of which were approved with a total commitment of \$679.611 million. Within two month after completion of an approved relaunch project, the concerned subject bureau/department will submit an evaluation report and a final statement of accounts to the Director-General of Investment Promotion (DGIP), who will then report to the ERWG.

INFORMATION ON EACH OF THE APPROVED PROJECTS

4. A summary of each of the approved relaunch projects as at 17 September, including objectives, target audience, contents and budget etc., is provided at **Annexes A to F**. For those projects completed before end-July, a brief evaluation and the actual expenditure are also included.

5. Members are invited to note the information provided in the Annexes.

Invest Hong Kong
October 2003

**Economic Relaunch Programme
Summary of Approved Funding Allocations**

Annex A Business, Trade & Investment

Annex B Tourism & Local Consumption

Annex C Cultural, Sports & Community

Annex D Media & Publicity

Annex E Major Events

Annex F Contingency

**Economic Relaunch Programme
Summary of Approved Funding Allocations
Business, Trade & Investment**

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
<u>Business, Trade & Investment (Provisional fund HK\$90,000,000)</u>						
02	Liverpool Football Club Asian Tour	22-27 July 2003	InvestHK	1,170,000	1,170,000	Project completed.

Brief description

Title sponsorship of the Liverpool Football Team's visit to Hong Kong. The programme includes a welcome press conference, a gala dinner, a training session for invited guests and promotional events leading up to the match between the Liverpool Football Team and the HK football team. The match was broadcast by local terrestrial TV.

Objective

Help create worldwide awareness that Hong Kong is now a safe place to visit and an Asian hub where world class events take place.

Target audience

International and local media, foreign businesses and general public in Hong Kong.

Outcome/Evaluation

The event was very well received by the public and the media. InvestHK invited more than 150 representatives from foreign chambers in HK to attend the gala dinner welcoming the Liverpool Football Club. The visit by the Club to the Peak, which attracted a lot of fans and media attention, had created a very good and positive PR impact.

The visit by the Club conveyed an important message to investors, traders and tourists that HK had fully recovered and was back on the right track as an important destination.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
11	Production of short films for broadcast on local TV channels, and shown in cinemas & other media outlets	Produced by July 2003 and shown since Aug 2003	TELA/ISD	12x\$500,000@	11x\$500,000@	Project completed.

Brief description

Production of 12 one-minute short films by famous local movie directors with the assistance of the Federation of HK Film Workers (the Federation) to boost the morale and confidence of Hong Kong people. The films will be broadcast on local TV channels using Government free airtime. Arrangements will be made to show these films in cinemas and other media outlets by the Federation.

Objective

To boost morale and confidence of HK people.

Target audience

Local community. The films are also shown to overseas audience at suitable

Outcome/Evaluation

By the end of July 2003, 11 films were completed and the remaining film was shelved due to unavailability of the suggested director.

The project has attracted media attention since its inception. The variety of the themes of the 11 films produced and the impact of these films were the main talking points in the media. They were of the view that the films have encouraged people to have a more positive outlook and have served as a reminder that HK people should continue to be alert to similar crisis.

6,000,000	5,500,000
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<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
18	Photo exhibition, luncheon speaking engagement & cultural performance by APA students		London ETO			
	<u>Brief description</u>					
a)	Photo exhibitions in major cities in the UK and continental Europe for 8 months	July 2003 to Feb 2004		185,000	185,000	a) ongoing
b)	Luncheon speaking engagement by SFST in July 2003	14 July (London) & 17 July (Zurich)		80,000	80,000	b) completed
c)	Cultural performance by APA students in July 2003	14 July (London)		99,000	99,000	c) completed
	<u>Objective</u>					
	Convince international and Mainland communities that they should come to HK for business & leisure			364,000	364,000	
	<u>Target audience</u>					
	The photo exhibitions targeted members of general public (estimated to reach 0.55million people) while the speaking engagement and cultural performance targeted the ETO's contacts in the financial, business, political and the media sectors (about 250 guests by invitation in total).					
	<u>Outcome/Evaluation</u>					
	Some 15 leading financial investors attended the luncheon in London and some 120 guests from the business and financial sectors, alongside interlocutors from political and diplomatic circumstances attended the reception in Zurich. Over 350 distinguished guests attended the concert. The events were well-received and timely to convey the relaunch Hong Kong messages.					
19	Re-packaging the 8th Annual "Made in HK" Film Festival in Washington DC	Cancelled	Washington ETO	386,000	0	Project cancelled because the guest of honour was unable to attend the activities building Project completed.
27	Additional confidence building activities organised in conjunction with the HK Fashion Week for Spring/Summer 2004 & the HK Gifts & Premium Fair/HK Houseware Fair		CITB/ HKTDC			

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
	<u>Brief description</u>					
a)	Additional cocktail party tied in with the HK Fashion Week for Spring/Summer 2004, including fashion parade cum musical and dancing performance	8 July 2003		2,500,000	1,034,223	
b)	Additional carnival in connection with the Hong Kong Gifts & Premium Fair/HK Houseware Fair, including cocktail party cum musical and dancing performance	24 July 2003		1,500,000	1,189,407	
				4,000,000	2,223,630	
	<u>Objective</u>					
	Convince international and Mainland communities that they should come to HK for business & leisure					
	<u>Target audience</u>					
a)	400 – 450 (primarily overseas buyers)					
b)	800 – 1 000 (primarily overseas buyers)					
	<u>Outcome/Evaluation</u>					
a)	A total of 320 guests attended the Hong Kong Fashion Splash including international buyers, heads of overseas associations, overseas journalists, consumer corps, major fashion chairs, local department stores, etc. Favourable comments were received from guests on the event and in particular the designers' collections. Overseas guests and journalists were impressed by the fact that it was a first ever fashion event held at the Government House, which demonstrated the support from HKSAR Government for the Hong Kong fashion and garment industry. Many believed that the Hong Kong economy would remain as vibrant and competitive as ever. The event has attracted extensive local and overseas media coverage.					
b)	A total of 806 people attended the Carnival Exotica, including international buyers, consular corps, overseas journalists, local buying offices, department store buyers. The upbeat and lively ambience at the event was well received. Post event media coverage in both local and overseas was recorded.					

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28	Confidence building programme for overseas HK business associations		CITB/ HKTDC			
	<u>Brief description</u>					
	a) Sponsored visit to HK by the leaders of the HK business associations and Federation of HK business associations worldwide cum briefing on the latest SARS development in HK;	July to Dec 2003		1,100,000	1,015,376	a) completed
	b) Provision of financial support to programmes initiated by the overseas HK business associations to restore confidence in HK, including inviting speakers from HK to speak at their seminars/luncheons .	July 2003 to March 2004		1,200,000	1,200,000	b) ongoing
				2,300,000	2,215,376	
	<u>Objective</u>					
	a) Build long term confidence both locally & overseas in our capability to combat SARS;					
	b) Convince international and Mainland communities that they should come to HK for business & leisure.					
	<u>Target audience</u>					
	(a) 30 leaders of the Hong Kong business associations and Federation of HK Business Associations worldwide;					
	(b) 8 000 members and the respective local business communities.					
	<u>Outcome/Evaluation</u>					
	32 Federation and Association leaders, representing 17 countries, participated in the sponsored visits. The briefing programme proved to be effective and all participants were impressed by HK's speedy recovery from SARS. The participants have been enthusiastic in spreading the HK message back home through speaking engagements, luncheons, various media channels and sending emails to their local constituents. A total of 23 luncheons/seminars have been organised in spreading the message to overseas business community.					

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29	Supporting the watch and jewellery industries' participation in the Basel Fair in April 2004	April 2004	CITB/ HKTDC			Project not yet implemented.
	<u>Brief description</u>					
a)	To publicize the new HK pavilion location by advertisements, press activities, etc, in order to attract more buyers to the HK pavilion			2,000,000	2,000,000	
b)	To lower HK companies' participation fee by an estimated 10%-12% in order to attract more exhibitors			5,000,000	5,000,000	
	<u>Objective</u>					
	Enhance international awareness of "HK returns to Basel" after SARS.			7,000,000	7,000,000	
	<u>Target audience</u>					
	Watch & jewellery industries					

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
30	Creation of "back to business" publicity by invitation of trade leaders/ personalities/ celebrities to HK		CITB/ HKTDC			Programme completed.
	<u>Brief description</u>					
	a) Invitation of Dignitaries / Heads of Trade / Business Associations to attend the Hong Kong Gifts & Premium / Hong Kong Houseware Fairs	23 to 26 July 2003		800,000	527,718	
	b) Raising the profile of HK International Film & TV Market 2003 (FILMART) by inviting international and local celebrities to the Gala Opening and high level speakers for the Tripartite Forum.	24 Sep 2003		4,100,000	75,000	
	<u>Objective</u> Convince international and Mainland communities that they should come to HK for business & leisure.			4,900,000	602,718	
	<u>Target audience</u> 50 multipliers who are head of overseas chambers, trade bodies etc and international and local celebrities and a total of 700 participants for the FILMART.					
	<u>Outcome/Evaluation</u> A total of 27 delegates including Chairmen, Presidents and Directors of important international business associations joined the programme. Delegates were convinced that they should come to Hong Kong for business and leisure.					

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31	"HK Welcomes You" relaunch campaign in major Asean countries	Aug 2003	Singapore ETO			Project completed.
	<u>Brief description</u>					
	a) A 'Hong Kong Welcomes You' fair featuring a photo Exhibition, cultural performance, demonstrations of traditional craftsmanship etc. in the form of roadshow in Singapore, Malaysia and Thailand. It was co-organised with HKTB and with the support of TDC.	8-10 Aug (Kuala Lumpur), 24-26 Aug (Bangkok), 19-21 Sept (Singapore)		473,000	473,000	
	b) Hong Kong Gala Dinner with performance by APA students in Singapore, Malaysia (officiated by SEDL) and Thailand (officiated by DDGTI)	11 Aug (Kuala Lumpur), 25 Aug (Bangkok), 19 Sept (Singapore)		380,000	380,000	
	c) Photo Exhibition in the Philippines and Indonesia (cancelled)	2-3 Aug (Manila)		93,000	93,000	
				946,000	946,000	
	<u>Objective</u>					
	Convince international and Mainland communities that they should come to HK for business & leisure.					
	<u>Target audience</u>					
	The 'HK Welcomes You' fair targeted members of the general public (expected to attract some 5,000 to 7,000 visitors daily) while the gala dinners targeted at about 120 guests, including senior government officials, business leaders, the media, representatives of the tourism and travel trade etc.					
	<u>Outcome/Evaluation</u>					
	The fairs were well received and each of the 3 gala dinners were attended by some 120 targeted participants. They were successful and timely to convey the message that business in HK is back to normal and that HK remains Asia's world city and one of the most popular destinations in Asia for travelling and doing business.					

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32	Launching of HK films at the Melbourne International Film Festival (MIFF)	23 July - 10 Aug 2003	Sydney ETO	339,000	339,000	Project completed.

Brief description

A "HK Nite" to tide in with the screening of HK films at the MIFF and sponsorship of MIFF.

Objective

- a) Convince international and Mainland communities that they should come to HK for business & leisure;
- b) Promote HK's film industry.

Target audience

The reception at "HK Nite" targeted some 250 politicians, government officials, business and community leaders and the media while the screening of HK films would reach some 6,000 viewers from the community, and the publicity via MIFF was expected to reach 744,000 audience.

Outcome/Evaluation

Nine HK films were screened at 19 sessions during MIFF and attracted a total attendance of 6,293 viewers. The HK Cinema reception at the "HK Nite" was attended by more than 250 targeted guests and together with the associated media reports provided a good opportunity to promulgate the relaunch message and to give local audience an update on HK.

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33	A sustained outreach exercise to key interlocutors	July 2003 to March 2004	Sydney ETO	58,000	58,000	Ongoing

Brief description

Four mailing exercises to promulgate the latest news of HK's post-SARS economic re-launch, including CEPA.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

3,000 key interlocutors in Australia and New Zealand.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
34	Special supplement in The Australian - Report on post-SARS HK	Special report on 17 Oct and one-month online publicity after publication	Sydney ETO	239,000	239,000	Ongoing

Brief description

Special Supplement in The Australian – Report on post-SARS Hong Kong to re-focus Hong Kong’s position as the premier business hub, rebuild the confidence of investors and businessmen in Australia that it is both safe and profitable to do business in and with Hong Kong.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

300,000 readers of The Australian and 239,000 visitors to the paper’s website.
4,000 for mailing to targeted audience and distribution at functions organised by HKETO, Sydney.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
36	Placing advertisements for promoting the exhibition industry in HK & HK's exhibition calendar	2nd half of 2003 and 1st half of 2004	CITB/ HKECIA	1,314,000	1,314,000	Ongoing

Brief description

Placement of advertisements in major exhibition industry trade papers in second half of 2003 and first half of 2004.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

Total circulation about 80,000 per issue.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
37	Additional 'dollar for dollar' advertising campaigns targeted at exhibitors & visitors	July 2003 to June 2004	CITB/ HKECIA	2,900,000	2,900,000	Ongoing

Brief description

To support additional advertising campaigns by exhibition companies for rescheduled international fairs in publications targeted at exhibitors and visitors.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

International fairs to be held in Hong Kong from the latter half of 2003 to first half of 2004.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
38	Asian Exhibition Forum on relaunch strategy and action plans for Asia's exhibition industry	28 Aug 2003	CITB/ HKECIA	686,000	431,321	Project completed.

Brief description

To hold the first Asian Exhibition Forum in Hong Kong to discuss relaunch strategy and actions plans for Asia's exhibition industry.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

200 overseas and local industry representatives

Outcome/Evaluation

A total of 301 overseas and local participants attended the Forum.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
40	Reception & music performance by HKAPA students in Utrecht, Brussels, Paris & Frankfurt	8,9,10,16 July 2003	Brussels ETO	480,000	480,000	Project completed.

Brief description

Music performance by the Academy Chamber Music Ensemble of the Hong Kong Academy of Performing Arts in Utrecht, Brussels, Paris and Frankfurt (all with cocktail receptions beforehand) to relaunch Hong Kong in Europe and to celebrate the 6th Anniversary of the HKSAR. The programme was co-organised with HKTB, HKTDC, Cathay Pacific and with the support of a number of Europe-based business organisations.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure

Target audience

Approximately **800 - 1,000 guests** from the political, diplomatic, business, cultural and media communities in the four cities

Outcome/Evaluation

The APA ensemble was warmly received and the receptions and gala dinner were well attended by 800 targeted audience comprising mainly representatives from European institutions and national governments, business, cultural and media figures. TVBS, the biggest Chinese TV Channel in Europe broadcast a feature introducing the performance and carrying the positive views from the Europeans contacts that they believed Hong Kong had rebounded from the SARS.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
41	Placement of 4 newspaper supplements in Seattle Post-Intelligencer in the State of Washington	October 2003	San Francisco ETO	156,000	156,000	Ongoing

Brief description

Sponsorship of a 1-page supplement in 'Seattle Post-Intelligencer' for four consecutive Tuesdays in October and November on various topics about Hong Kong, including HK as Asia's world city and the place for business. It includes a series of pre-publication newspaper advertisements and mailings.

Objective

- a) Encourage return to normal economic activities;
- b) Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

440,000 adult readers and 12,000 student readers.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
42	Radio promotion of HK by building on the annual HK Dragon Boat Festival in New York	1 - 10 Aug 2003	New York ETO	168,000	168,000	Project completed.

Brief description

Radio promotion of HK building on the annual HK Dragon Boat Festival on 9-10 August in two popular radio stations in New York

Objective

- a) Encourage return to normal economic activities;
- b) Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

1010 WINS channel could reach 7.5 million listeners of high income bracket in 3 weeks, and WFAN channel could reach over 2 million sports fan in 2 weeks.

Outcome/Evaluation

There were 34 prime time spots broadcast in the two main channels. Four versions of radio script were produced to promote the Festival and to call on travelling to and doing business in HK. Internet banners were also part of the package ran from 1 - 10 Aug. The radio promotion has helped attracted the largest number of participating teams (109 teams) and more than 30,000 spectators. The radio promotion has also generated interests on HK.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
52	The Hong Kong Dragon Boat Festival in Atlanta	Sep 2003	New York ETO	500,000	500,000	Project completed.

Brief description

Sponsoring the Hong Kong Dragon Boat Festival in Atlanta on 27 September. Also using the event venue at Lake Lanier to promote HK throughout September during which the 33rd International Canoe Federation World Championships took place. The Championships would attract tens of thousands of competitors, spectators and the media from over 70 countries.

Objective

- a) Build long term confidence both locally & overseas in our capability to combat SARS;
- b) Maximise international awareness of lifting of WHO & CDC travel advisory;
- c) Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

About 4,000 participants and spectators for the Hong Kong Dragon Boat festival, over 20,000 participants and spectators for the World Championship, plus numerous electronic and printed media audience.

Outcome/Evaluation

The promotion was a great success. The HKETO booth was very popular and had attracted visits by almost all the 8,000 participants and spectators of the two events. While the Dragon Boat Festival has also attracted much media attention, the organisers and participants of the World Championships have commented that 'the event would not have been the same without the HKETO booth.

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53	Fujian-Hong Kong Week	21-27 Aug 2003	BJO	870,000	870,000	Project completed.

Brief description

A large-scale event to promote HK in Fujian and enhance bilateral economic cooperation. The programme includes an exhibition, media publicity and a series of seminars to promote various sectors and investment in HK.

Objective

- a) Convince international and Mainland communities that they should come to HK for business & leisure;
- b) Promotion of HK's businesses and professional services on a larger scale in the wake of re-launch efforts.

Target audience

The exhibition could reach 70,000 visitors and 1,000 officials and business executives from HK and Fujian to participate in the seminars and related activities. The related media publicity could reach the whole province.

Outcome/Evaluation

Serious enquiries about investing in HK were received after the seminar and positive feedback were received from the HK speakers and participants.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
56	Luncheon reception for senior business, government and political contacts at the Melbourne Cup race venue in November 2003	Nov 2003	Sydney ETO	143,000	143,000	Project not yet implemented.

Brief description

A luncheon reception for selected targets at the Melbourne Cup race, the most popular racing event in Australia, the national importance of which is emphasised by the fact that it merits a public holiday in Victoria. The race meeting is attended by the elite of Australian society, and attracts many overseas VIP visitors. The luncheon reception will be held at a strategically-position "Hong Kong" marquee close to the finished point of the race.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

Around 50 senior business, government and political contacts of the ETO.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
57	A high-level business conference with speakers from Hong Kong in Sydney to coincide with the Hong Kong Australia Business Association Business Awards Presentation Gala Dinner; and support for SEDL's luncheon briefings in Melbourne and Adelaide	25-28 Oct 2003	Sydney ETO	576,000	576,000	Project not yet implemented.

Brief description

A high-level business conference in Sydney featuring opportunities for Australian companies in Hong Kong. High-level corporate players from Hong Kong, and prominent local business leaders who have links with HK will be invited as speakers. The conference is planned to coincide with and culminate in the Hong Kong Australia Business Association Business Awards Presentation Gala Dinner that evening, a black-tie event held to honour the winners of various awards relating to international trade and business between Australia and Hong Kong. SEDL has agreed to attend and speak at both the conference and the awards dinner among his other speaking engagements and meetings in Melbourne and Adelaide to spread the relaunch message to the business community.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

400 key business contacts of the ETO.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
58	Title sponsorship of the 8th Annual Northern California International Dragon Boat Championship in September 2003 in San Francisco	27-28 Sep 2003	San Francisco ETO	102,000	102,000	Project completed.

Brief description

Title sponsorship of the 8th Annual Northern California International Dragon Boat Championship and Festival at Lake Merced, San Francisco which attracts wide media coverage. Entitlements include top billing in communications, logo and banner display, radio promotion, advertisement in the race programme etc. The occasion was maximised to promote and publicise Hong Kong in the Bay Area in the period of relaunch Hong Kong before and during the Festival.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

Around 18,000 - 20,000 paddlers, volunteers and spectators plus TV viewers of the race.

Outcome/Evaluation

It was a perfect fit of promoting the Brand Hong Kong dragon logo alongside the largest boat championship race in the West Coast which embraces the same concepts of energy, dynamism and east meets west that HK values. Some 25,000 participants and spectators were exposed to the promotional messages of Hong Kong during the 2-day Festival. The extensive print, radio and TV media coverage of the Festival was complementary in helping spread the Hong Kong message to the international communities.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
59	Promotion Programme for the CS in Silicon Valley and San Francisco in mid-September 2003	19-24 Sep 2003	San Francisco ETO	590,000	590,000	Project completed.

Brief description

CS meeting with top business executives and luncheons in Silicon Valley and San Francisco with CS as keynote speaker.

Objective

- a) Encourage return to normal economic activities;
- b) To convince international communities that they should come to HK for business and leisure.

Target audience

300 leaders from businesses, government and the media.

Outcome/Evaluation

CS successfully conducted a high-level promotional visit to San Francisco and San Jose and met with business groups including the Pacific Council on International Policy and Committee, leading corporate executives and the media. The opportunity was maximised to promote and publicise Hong Kong post-SARS at the function venues. The combination of CS keynote speech, against the backdrop of promotional materials distributed in print and slide show format, gave the targeted audience a full exposure to the key messages of Hong Kong. San Francisco Chronicle published a report on the interview with CS and the visit also attracted media reports.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
60	A one-week exhibition in Tokyo to showcase Hong Kong's cultural heritage in November 2003 plus a follow-up mission to Hong Kong in early 2004	27 Nov - 2 Dec and early 2004	Tokyo ETO	1,500,000	1,500,000	Project not yet implemented.

Brief description

A one-week exhibition to showcase HK's cultural heritage in a major department store in Tokyo anchoring on flower arrangement, Chinese calligraphy, tea appreciation and ceramics plus cultural performance and Tai Chi demonstrations at the margins. The event will be officiated by SHA. To capitalise on the interests to be generated, a cultural heritage mission to Hong Kong will be organised around the lunar new year in 2004.

Objective

Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

Apart from thousands of invited guests from the relevant cultural groups, the exhibition is expected to attract more than 30,000 viewers and members of the general public who visit the department store during the week.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
61	Sponsored visit to Hong Kong of selected Board Members of Hong Kong Business Associations worldwide to attend the Hong Kong Forum in Hong Kong in October	27-31 Oct 2003	CITB/TDC	5,300,000	5,300,000	Project not yet implemented.

Brief description

To sponsor selected Board Members of HK Business Associations worldwide to attend the HK Forum (jointly organised by TDC and the Federation of HK Business Association Worldwide) in Hong Kong.

Objective

- a) Build long term confidence both locally & overseas in our capability to combat SARS;
- b) Encourage return to normal economic activities;
- c) Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

144 Board Members (from 48 HK business associations/chapters under the national organisations in 21 countries) who have never participated in any previous HK Forum before.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
63	Hong Kong promotion in Miami in October 2003	Oct 2003	New York ETO	794,000	794,000	Ongoing

Brief description

The Hong Kong promotion is organised in collaboration with HKTB, TDC and local government authorities and communities groups throughout the month of October. It comprises -

- a) Hong Kong Dragon Boat Festival in Miami (11-12 Oct)
- b) Hong Kong Film Festival in Ft. Lauderdale (18-26 Oct)
- c) tourism promotion

Objective

- a) Build long term confidence both locally & overseas in our capability to combat SARS;
- b) Maximise international awareness of lifting of WHO & CDC travel advisory;
- c) Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

The whole event targets both local people in Florida, travel agents from all over US and tourists coming to the hub of cruise-ship travel. It could reach 30,000 participants and spectators for the Dragon Boat Festival in Miami; 2,000 viewers in Ft. Lauderdale area and 300,000 US travel agents and tourists.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
64	Sponsoring a panel of the Milken Institute's 2003 State of the State Conference to be held in October 2003 in Los Angeles	30 Oct 2003	San Francisco ETO	211,000	211,000	Project not yet implemented.

Brief description

Sponsoring a panel to bring together knowledgeable individuals to discuss the prospects for California-Asia ties with emphasis on their business and economic dimensions before a captive audience. The occasion will be capitalised to gain maximum exposure of the Hong Kong messages including the promotion of Hong Kong at the venue.

Objective

- a) Encourage return to normal economic activities;
- b) Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

500 leaders from businesses, policy makers, academics and journalists.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
68	Additional programme to promote Hong Kong during the 7th China International Fair for Investment and Trade (CIFIT) in Xiamen	8-11 Sep 2003	CITB			Project completed.
	<u>Brief description</u>					
	a) A Hong Kong Dinner hosted by the Financial Secretary (FS) for the leading CPG/ provincial leaders and Mainland/ overseas business participants in CIFIT (8 Sept).			233,406		
	b) A high-level seminar, co-organised with the Ministry of Commerce of the CPG, to promote the business opportunities which Hong Kong would enjoy under CEPA (9 Sept). The officiating guests and speakers include Madam Ma Xiuhong 馬秀紅 (Deputy Minister of Commerce (MoC)), FS, Mr Wang Liaoping 王遼平 (Director of MoC's Department of Taiwan, HK and Macao Affairs), DS(CI)1, Mr Chan Wing-kee (President of the Chinese Manufacturers Association of Hong Kong), a services sector representative from HK and Beijing and Guangdong officials.			27,740		
	c) An enlarged Hong Kong pavilion to promote HK's services and investment environment (8 – 11 Sept)			420,160		
			Publicity	135,160		
			Contingency	61,235		
				<u>877,701</u>	877,701	
	<u>Objective</u>					
	Convince international and Mainland communities that they should come to HK for business & leisure					
	<u>Target audience</u>					
	250 guests were invited to the dinner and 350 guests to the seminar; over 10,000 audience could be reached by HK Pavilion Exhibition					
	<u>Outcome/ Evaluation</u>					
	As part of CIFIT, the series of Hong Kong events have highlighted the enhanced role of Hong Kong as the gateway to the Mainland markets following the signing of CEPA. With an attendance of about 200 officials and businessmen from Hong Kong and the Mainland, the Hong Kong Dinner has provided a good opportunity for networking. The CEPA seminar attracted a turnout of over 350 guests, in addition to the Hong Kong and Mainland media representatives covering the programme. The Hong Kong Pavilion, situated next to the Ministry of Commerce pavilion at the centre of the exhibition hall, also attracted a large number of CIFIT					
			Sub-total :	44,869,701	37,570,746	
			% Commitment	49.86%	41.75%	

Economic Relaunch Programme
Summary of Approved Funding Allocations
Tourism & Local Consumption

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual spending (HK\$)</u>	<u>Remarks</u>
Tourism & Local Consumption (Provisional fund: HK\$417,000,000)							
	21	Tourism promotion & boost local consumption - "We Love HK" & Boao Tourism Forum		EDLB/TC			Project completed.
		<u>Brief description</u>					
	a)	Support "We love HK" Campaign organised by the trade to stimulate local consumption and foster community involvement and confidence building;	June/July 2003		1,500,000	739,850	
	b)	To co-organise a tourism forum in HK on "Revitalising Asia Tourism" with BoAo Forum and the World Tourism Organisation.	13-15 July 2003		9,600,000	7,973,886	
					11,100,000	8,713,736	
		<u>Objectives</u>					
	a)	Encourage return to normal economic activities;					
	b)	Get local economy growing again by boosting local consumption & tourism;					
	c)	Convince international & Mainland communities that they should come to HK for business & leisure.					
		<u>Target audience</u>					
		"We love HK" targeted general public in HK and the Boao Forum targeted leaders of the travel trade and VVIPs at Ministerial level.					
		<u>Outcome/Evaluation</u>					
	a)	The campaign was successful in encouraging local spending. More than \$67M awards were offered by 473 merchants in 3 phases. Overwhelming response from the public and the awards were redeemed quickly.					
	b)	Total number of audience was 1,200 persons including registered delegates and 200 from media. 25 government delegations and 7 international organisations participated. 650 journalists attended various conference events.					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual spending (HK\$)</u>	<u>Remarks</u>
	22	HKTB Tourism relaunch programme	June 2003 to early 2004	EDLB/HKTB		Exp for Jun-15Sep03	
		<u>Brief description</u>					
		a) Trade and consumer promotions including trade shows, website marketing, roadshows, campaigns promotions;			27,000,000	10,800,000	
		b) Hosting of familiarisation visits and programmes for trade and media;			33,000,000	8,300,000	
		c) Worldwide advertising targeted at key source markets;			157,000,000	16,400,000	
		d) PR promotions and activities including worldwide roadshows in 28 cities;			53,000,000	17,000,000	
		d) Tracking studies to track travellers' perception of HK;			7,000,000	2,400,000	
		f) Destination happenings & promotions e.g. shopping & dining promotions, Welcome Pack & card, Mega Events and themed activities.			102,000,000	41,500,000	
					379,000,000	96,400,000	
		<u>Objectives</u>					
		a) Encourage return to normal economic activities;					
		b) Convince international & Mainland communities that they should come to HK for business & leisure;					
		c) Attract tourists to Hong Kong.					
		<u>Target audience</u>					
		Worldwide travel trade partners, consumers, visitors and the media.					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual spending (HK\$)</u>	<u>Remarks</u>
	48	Indoor Trial World Championship (ITWC)	5-6 Dec 2003	EDLB/TC	3,900,000	t.b.c.	
		<p><u>Brief description</u> A two-day event forming part of a world championship series with top motorcyclists in the world competing for championship points on an indoor obstacle course. The event will be packaged with other entertainment programmes into a carnival-like attraction with strong tourist and local mass appeal.</p> <p>Hong Kong will be the first Asian city to host an ITWC event. These events are known to draw the top motorcyclists' fans from overseas. ITWC competitions are given wide-international publicity including extensive television coverage on the Mainland, in Asia, Europe and North America.</p> <p><u>Objectives</u></p> <p>a) Maximise international awareness of lifting of WHO and CDC travel advisory;</p> <p>b) Get local economy growing again by boosting local consumption & tourism;</p> <p>c) Convince international & Mainland communities that they should come to HK for business & leisure;</p> <p>d) Continue to boost morale and enhance the confidence of the local community;</p> <p>e) The event's nature as an action sport will help project an energetic and healthy image for Hong Kong which will be widely televised overseas and reported in the international media;</p> <p>f) The participation of a large contingent of top international motorcyclists will help increase overseas confidence in Hong Kong as a safe destination. This will be reinforced further by the fact that Hong Kong is the first Asian venue for this world championship circuit.</p> <p><u>Target audience</u></p> <p>* Visitors and local residents of all ages; * On-venue spectators: 6,200; * International TV viewers: over 881,000,000 households in 191 territories (reference: 2001 World Championships).</p>					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual spending (HK\$)</u>	<u>Remarks</u>
49		Rooftop pyrotechnics for the launch month of Harbour Lighting Plan	Dec 03 to Jan 04	EDLB	8,640,000	t.b.c.	

Brief description

Augmentation of the initial launch month of the Harbour Lighting Plan with the use of special pyrotechnics from 20 December 2003 to 18 January 2004 which will enhance the lighting shows. Inclusion of pyrotechnics will give the Show an even more stunning presentation and raise the profile of the event in our tourism promotion.

Objective

- a) Get local economy growing again by boosting local consumption & tourism;
- b) Convince international & Mainland communities that they should come to HK for business & leisure;
- c) Continue to boost morale and enhance the confidence of the local community;
- d) To establish Hong Kong as the Premier destination for mass night-time entertainment in Asia with a world class spectacular.

Target audience

A mass direct audience of local residents and tourists of approximately 100,000 per show with pyrotechnic display plus worldwide media coverage.

Sub-total :	402,640,000	105,113,736
% Commitment	96.56%	25.21%

**Economic Relaunch Programme
Summary of Approved Funding Allocations
Cultural & Community**

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
<u>Cultural & Community Programme Provisional fund HK\$125,000,000</u>							
	07	Exercise for All Day	4 June 2003	LCSD	2,500,000	2,051,330	Project completed.

Brief description

Mass physical exercises as well as stage variety show to be launched to reinforce the message on the importance to show the community, both local and international, that life has been returned to normal after the SARS outbreak.

Objective

To promote a healthy living style as well as united community spirit

Target audience

Local community

Outcome/Evaluation

Over 18,000 participants of different ages from different districts participated in this spectacular event. The message on the importance of physical exercise to health was disseminated through the appeal from entertainment and sports celebrities and mass sports performances by National Sports Associations. Simple exercises were introduced to encourage the public to perform physical exercise frequently in their daily life. The event also attracted a lot of media coverage.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
08		HK Chinese Orchestra - Drum Festival	13 July - 1 Nov 2003	LCSD	1,500,000	1,500,000	The actual expenditure was \$2,028,000 and the HK Chinese Orchestra has absorbed the deficit of \$528,000 in the production cost.

Brief description

An outdoor rally at Victoria Park on 13 July to mark the opening of the Drum Festival of the Hong Kong Chinese Orchestra. The HK Chinese Orchestra has attempted 3 Guinness Records including the World's largest drum, Gong and the performance by an ensemble of 3,140 drummers.

Objective

To boost morale and enhance the confidence of the local community through appreciation of Chinese music.

Target audience

Overseas tourists & local community.

Outcome/Evaluation

The event was not only an event attracting international attention but also a successful community building event. Through a widely conducted open recruitment of drummers from youth groups, community arts groups and centres, 3,140 drummers were ensembled. The outdoor rally was attended by 60,000 participants including 60 delegates of the BoAo Tourism Conference, the 3,140 drummers and members of the public. The event was well received by the public and widely covered by international and local media.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	10	Shaolin Wushu Performance cum Promotional Scheme	July - Dec 2003	LCSD			
		<u>Brief description</u> The Abbot of Shaolin and his followers were invited to stage a series of programmes promoting Shaolin wushu. The programmes included eight performances and roving demonstrations to be held from 5 to 9 July, followed by a training camp and workshops in August and 90 training courses in the second half of the year to introduce the Shaolin Physical Exercise.					
		a) Shaolin Wushu Performance cum Roving Demonstrations			600,000	600,000	Eight Shaolin Wushu Performance roving demonstrations were successfully completed with 13,638 participants.
		b) Training Camps			300,000	190,000	Three of the seven training camps were cancelled due to typhoon. 760 campers were recruited for the remaining four training camps.
		c) Shaolin Physical Exercise Training Courses			300,000	260,000	A total of 90 Shaolin physical exercise training courses will be organised from August to December 2003 in 18 districts.
					1,200,000	1,050,000	

Objective

To promote the practice and appreciation of Shaolin wushu.

Target audience

15,000 participants.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
		<u>Outcome/Evaluation</u> Eight Shaolin Wushu performances cum roving demonstrations were attended by over 13 000 local participants and overseas tourists. The spectacular performances had helped promoted the practice and appreciation of Shaolin wushu and the enrolment to the subsequent training camps and training courses was overwhelming.					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	15	Starry Starry Night Wanchai Street Party	8,15,22 June 2003	HAD	400,000	398,000	Project completed. Actual spending provided.

Brief description

- a) 40 food/drink booths with tables and seats will be set up at the pedestrianized zone in Lockhart Road.
- b) Live performance, e.g., jazz music, guitar music and marching band parade will be produced to create festive atmosphere.
- c) Participatory activities, such as, best costume contest, beer contest, on-street karaoke and dancing will be organized.
- d) Selling of roses on father's day (15 June) for charity fund-raising.

Objective

To boost local confidence and encourage return to normal life and to boost local consumption.

Target audience

30,000-40,000 residents/visitors for 3 Sundays

Outcome/Evaluation

26 bars & restaurants participated in the Street Party providing 40 food booths. In general, the bars & restaurants reflected that they had a good business volume during the 3 party days than the normal Sundays. New customers were attracted. They considered the potential for better business of this section of Lockhart Road could be enlivened, The DC members, the local personalities and shop operations highly remarked the Party was entertaining, eventful and spectacular which helped the promotion the business and image of the area and the district.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	16	High Tea for HK - 「擦一擦，擦靚香港」	20 June - 1 July 2003	HAD	2,000,000	1,750,000	Project completed.

Brief description

- a) Dinner on 1 July for 1,200 members of the community to celebrate the 6th Anniversary of the HKSAR.
- b) TV show (both at dinner and be broadcast at the same time) as entertainment and promotion for Hong Kong.
- c) A series of TV quiz for the distribution of dinner and movie tickets to promote food business and entertainments in Hong Kong.
- d) Free tickets for 10,000 cinema-goers on 1 July.
- e) Special promotions by restaurants and food establishments on 1 July.

Objective

To boost local confidence and encourage return to normal life

Target audience

General public

Outcome/Evaluation

The events were jointly organized by various associations from the catering industry through the "We Love HK" campaign. Generally speaking, these events were well received by the members of the public, the leaders of the catering industry as well as some LegCo and DC members. The atmosphere at the Hong Kong International Trade and Exhibition Centre was good and the participants had enjoyed the evening very much.

Through these activities, we created a festive atmosphere after SARS to stimulate domestic consumption. More than 200,000 residents registered with the "Mass Coining System" (匯應通) in order to be enrolled and 9,000 residents were selected by the computer.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	17	Disney Family Movie Night - "A Celebration of Life"	5 and 6 July 2003	HAD	1,100,000	687,000	Project completed.

Brief description

20-minute live show with Disney figures and 80-minute animated film screening "The Lion King" at HK Stadium

Objective

- a) Boost morale in HK;
- b) Maximise international awareness of lifting of WHO & CDC travel advisory;
- c) Encourage return to normal economic activities;
- d) Get local economy growing again by boosting local consumption & leisure;
- e) Convince international and Mainland communities that they should come to HK for business & leisure;
- f) Continue to boost morale and enhance the confidence of the local community.

Target audience

15,000 for each show (i.e. 30,000 in total).

Outcome/Evaluation

More than 23,800 people including more than 1,000 under-privileged and SARS-affected children attended the show. All of them thoroughly enjoyed the performance and movie. Many of those present expressed favourable comments. Mickey and his friends brought joy to many children and their families. The event brought the Hong Kong community closer together, sharing the fun and laughter.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	23	Asia Cultural Cooperation Forum	28-30 Sep 2003	HAB	3,500,000	3,500,000	Project completed.

Brief description

Cultural Ministers, cultural leaders/creative entrepreneurs from 8 Asian economies (APEC members), attend the Forum. The forum included a Ministers' meeting, keynote speeches, open forums, panel discussion sessions and an official dinner. Side programmes included cultural activities and visits. The event received highly favourable feedbacks from participants, who were very impressed by our thriving cultural scene and creative talents.

Objective

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Convince international and Mainland communities that they should come to HK for business & leisure;

Target audience

4 VIPs from each of the 10 Asian economies including Cultural Minister, officials and cultural leaders attended the Forum. The open sessions were attended by a total of 500 people.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
24		<p>Euro-Asia Snooker Master Challenge</p> <p><u>Brief description</u> The Euro-Asia Snooker Master challenge lined up the world's best snooker players from Europe and Asia to compete in the tournament. Participating snooker players included world champion and world ranking number one title holder Mark Williams (Wales), Stephen Hendry (Scotland, World Ranking No. 2), Ken Doherty (Ireland, World Ranking No. 6), Jimmy White (England, World Ranking No. 15), Marco Fu (Hong Kong, World Ranking No. 19 and Asian Ranking No. 1), James Wattana (Thailand, Asian Ranking No. 2), Shokat Ali (Pakistan, Asian Ranking No. 3) and Ding Junhui (China, China Ranking No.1, World Under-21 Champion) who competed in Hong Kong in a 4-day tournament. The event was held on 21 to 24 August 2003 at Hong Kong Convention & Exhibition Centre.</p> <p><u>Objective</u></p> <p>a) Maximise international awareness of lifting of WHO & CDC travel advisory;</p> <p>b) Convince international and Mainland communities that they should come to HK for business & leisure;</p> <p>c) Continue to boost morale and enhance the confidence of the local community.</p> <p><u>Target audience</u> 4 000 spectators plus viewers through TV and internet could be reached.</p> <p><u>Outcome/Evaluation</u> Around 4 800 spectators enjoyed the world-class snooker tournament. The programmes were broadcast in China, North East Asia, South East Asia, India, Middle East and United Kingdom through TVB, ESPN Sports Star Channel, CCTV, Astro TV, SCV TV and British Eurosport. Besides, over 20 local media had covered the event. Another 100 audience witnessed a free 9-Ball Pool demonstration by World No. 1 Mark Williams and World No. 15 Jimmy White on 20 August 2003. The event successfully accomplished the objective to raise the profile of Hong Kong as a major sports events capital in Asia.</p>	21-24 Aug 2003	LCSD	3,500,000	3,500,000	Project completed.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	25	Credit Suisse Privilege International Super Stars Diving and Synchronized Swimming Extravaganza	26-27 July 2003	LCSD	1,400,000	1,160,000	Project completed.

Brief description

To invite World Class Diving and Synchronized Swimming Teams from Australia, China, Japan and Russia to give demonstration in a 2-day event. This diving and synchronized swimming demonstration event brought winners of the 10th FINA World Swimming Championship including World Class Diving and Synchronized Swimming Teams from Australia, China, Canada and Russia to Hong Kong to give two performance to over 4 000 spectators and 300 000 TV viewers. Among the teams invited, the Diving Teams of China and Russia are ranked the 1st and 2nd whilst the Synchronized Swimming Teams of Russia and Canada are also ranked the 1st and 3rd in the World Championships.

The following famous divers visited Hong Kong with their national teams such as, Luo Yu-tong (羅玉通) (China, 1st Ranking in Men 10m Platform Synchronized, World Cup 2002), Xu Mian (許冕) (China, 1st Ranking in Women 10m Platform, World Championships 2001), Robert Newbery (Australia, 1st Ranking in Men 10m Synchronized Diving Grand Prix 2003), Matthew Helm (Australia, 1st Ranking in Men 10m Synchronized, Diving Grand Prix 2003) and Alexander Dobroskok (Russia, 1st Ranking in Men 3m, Springboard, Diving Grand Prix 2003). The event took place in the Kowloon Park Swimming Pool.

Objective

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Encourage return to normal economic activities;
- c) Convince international and Mainland communities that they should come to HK for business & leisure;
- d) Continue to boost morale and enhance the confidence of the local community.

Target audience

3,600 spectators

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
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Outcome/Evaluation

Over 4 000 spectators enjoyed the world-class diving and synchronized swimming team's performance. The programmes were broadcasted in North East Asia, South East Asia and India in a total of 19 times through Cable TV and ESPN Sports Star Channel. Over 16 local media had covered the event. Moreover, the athletes also participated in tourism promotional activities to visit the famous scenic spots of Hong Kong including the Peak, Stanley Bay Market and Repulse Bay. The event also stimulated public interest in diving and synchronized swimming and fostered the development of the sports in the territory.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	35	Tuen Mun Summer Fantasy	26 July - 31 Aug 2003	HAD	350,000	350,000	Project completed.

Brief description

A series of water sport/beach activities and carnivals taking place at the famous beaches in Tuen Mun with the following highlights :

- a) A kick-off carnival which includes demonstrations of water ski and jet ski, beach volley ball competition, lighting decoration switching-on ceremony;
- b) A show staged by TVB for territory-wide promotion plus other activities;
- c) Shopping at participating merchandise displaying the "summer fantasy" logo sticker or poster enjoy special discount offers;
- d) Shuttle bus services arranged for visitors from Tsim Sha Tsui to Tuen Mun and vice versa, as well as between Tuen Mun town centre, Golden Beach, Butterfly Beach and Lung Kwu Tan;
- e) Lightings decorations and buntings will be installed at Golden Beach and Butterfly Beach to enhance the atmosphere of the beaches.
- f) Shuttle bus services, available at least on a half-hourly basis, will be arranged to bring visitors in between town centre, Golden Beach, Butterfly Beach and Lung Kwu Tan (a favourite barbecue site) in order to boost up local business.

Objective

- a) Boost morale in HK;
- b) Encourage return to normal economic activities;
- c) Get local economy growing again by boosting local consumption and tourism;
- d) Continue to boost morale and enhance the confidence of the local community.

Target audience

A total of 200,000 residents and visitors for Saturday and Sunday for six weeks.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
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Outcome/Evaluation

No. of visitors to the beaches have increased by over 90% from 26 July to 21 Aug. No. of visitors to the shopping malls have increased by 15%. The amount of sales of the shops in nearby shopping malls has been boosted, ranging from 10 % to 30%. This event has given a golden opportunity, through the various publicity measures and programmes organized, to promote Tuen Mun as a place of relaxation and enjoyment. Feedback from TMDC members and local personalities are very positive.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	43	HK Cultural Industries Expo	1 Aug - Jun 2004	HAB	3,500,000	3,500,000	

Brief description

A 10-month programme to showcase Hong Kong's achievements in three cultural industries (publishing, printing, design), and to enhance business opportunities.

The Expo will include publicity events; international symposiums; product exhibitions (in Hong Kong and UK, US, Tokyo, Beijing and Taiwan); professional and student excellence awards schemes; careers expo (including on-site recruitment), etc. The first overseas exhibition on Hong Kong's creative industries will be held in London in November, followed by a seminar on the subject to facilitate exchange of ideas between the Hong Kong cultural industries representatives and their overseas counterparts.

Objective

- a) Build long term confidence both locally & overseas in our capability to combat SARS;
- b) Encourage return to normal economic activities;
- c) Convince international and Mainland communities that they should come to HK for business & leisure;
- d) Continue to boost morale and enhance the confidence of the local community.

Target audience

Overseas and local entrepreneurs, businessmen, professionals, and academics of the design, publishing and printing sectors; tourists, local students and the community-at-large. Total 500,000 participants

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	45	Chinese National Basketball Men's Team vs. Melbourne Tigers Exhibition Match (re-titled as HSBC Hong Kong International Basketball Challenge 2003 China vs Melbourne)	6 Aug 2003	LCSD	2,940,000	1,544,000	Project completed.
		<p><u>Brief description</u> The Chinese National basketball Men's Team gave a high performance match with the top ranked Australian Basketball Team, Melbourne Tigers on 6 August in the Hong Kong Coliseum. The well-known Chinese National Basketball Team brought its full squad including Yao Ming and Bateer to Hong Kong.</p> <p><u>Objective</u></p> <ul style="list-style-type: none"> a) Maximise international awareness of lifting of WHO & CDC travel advisory; b) Encourage return to normal economic activities; c) Get local economy growing again by boosting local consumption and tourism; d) Convince international and Mainland communities that they should come to HK for business & leisure. <p><u>Target audience</u> 10 000 spectators</p>					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
		<p><u>Outcome/Evaluation</u></p> <p>The event helped to strengthen Hong Kong's position as a major sports events capital of Asia and achieved global exposure of Hong Kong after the SARS outbreak. It generated extensive publicity for Hong Kong internationally as the match was broadcasted to various overseas countries/territories through ESPN Sport Star Channel, CCTV as well as TVB. This has helped spread the message extensively to different parts of the world that Hong Kong has recovered from SARS. It provided an excellent opportunity for local basketball fans to enjoy the outstanding skills of the world-class basketball stars. It also stimulated public interest in basketball and fostered the development of the sports in the territory.</p> <p>The exhibition match was successfully held on 6 August 2003 at the Hong Kong Coliseum. More than 10 000 spectators enjoyed the top class basketball match. In addition, over 2000 youth participants enjoyed to watch an exciting training session of the Chinese National Basketball Men's Team on 5 August 2003 at Southorn Stadium. Practical session with the popular NBA star such as Yao Ming (姚明) and Bateer (巴特爾) was conducted after the training session. Moreover, the athletes also participated in tourism promotional activities to visit the famous scenic spots of Hong Kong including the Golden Bauhinia Square and Pacific Place.</p> <p>The Chinese National Basketball Men's Team played a match with the top ranked Australian basketball Team, Melbourne Tigers, and had produced a night of excellent entertainment for over 10 000 fans, which was a new record of attendance for basketball event at the Hong Kong Coliseum.</p>					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	46	Pacific Century Insurance International Volleyball Challenge-Hong Kong	5-7 Sep 2003	LCSD	3,378,000	3,378,000	Project completed.
		<u>Brief description</u>					
		A tournament of four top ranked national ladies' team would be invited to Hong Kong for a 3-day competition at the Hong Kong Coliseum. The 4 participating teams were China, Korea, Dominican Republic and Australia.					
		<u>Objective</u>					
		a) Maximise international awareness of lifting of WHO & CDC travel advisory;					
		b) Encourage return to normal economic activities;					
		c) Get local economy growing again by boosting local consumption and tourism;					
		d) Convince international and Mainland communities that they should come to HK for business & leisure.					
		<u>Target audience</u>					
		30,000 spectators plus those who watch the games over TV locally and worldwide broadcasting.					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
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Evaluation

After recovery from the SARS, this event is the first large-scale international women's volleyball competition held in Asia. It generated extensive publicity for Hong Kong as the match was broadcasted locally through Cable TV. Around 20 local journalists specially came to cover the event. This has helped spread the message that Hong Kong has recovered from SARS's impact and is a safe place to visit. More than 19 200 spectators enjoyed the matches between the 4 top-notch women's volleyball teams. In addition, over 1000 primary students participated in a free and exciting training session of the Chinese Volleyball Women's Team on 31 August 2003. Demonstration, as well as practical session with the popular volleyball star such as Yany Hao (楊昊), Zhao Ruirui (趙蕊蕊) and Liu Yanan (劉亞男) were conducted after the training session. Another "Training Session" on 4 September 2003 was also opened to some 2 000 public at the Hong Kong Coliseum. Moreover, the athletes also participated in tourism promotional activities, such as to attend the ceremony of "Raising of National Flag" at the Golden Bauhinia Square.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	47	Panerai Around the Island Race	2 Nov 03	LCSD	897,000	897,000	

Brief description

This is an international yacht racing event in which world class yachting, windsurfing and rowing sportsman will compete and circumnavigate around the Hong Kong Island. A half hour show will be produced for broadcast to over 200 million potential households in over 120 countries to promote Hong Kong. The competition will involve more than 300 vessels setting sail in the Victoria Harbour just off the Royal Hong Kong Yacht Club (RHKYC) to circumnavigate around Hong Kong Island. This will produce a spectacular sight for both the general public and the media from both sides of the famous Victoria Harbour.

Among those being invited to compete are the top yachting and windsurfing stars. 4 Olympic Gold Medalist, Valdemar Bandolowski, Erik Hansen, Thomas Flach and Bernad Jakel, 6 windsurfers (Jian YIN (China) and Yuan Guo Zhou (China), Lee Korsitz (Israel), Amelie Lux (Germany), Ricardo Santos (Brazil) and Joeri Van Dijk (Netherlands)) and teams from Oracle and K-challenge and around 290 local players including Lee Lai-shan, Ho Chi-ho, Chan Wai-kei, Chan Wai-man, Chan King-yin, Sam Wong and Yu Wing-ho will be invited to take part in this event. Both Prince Joachim and Princess Alexandria of Denmark have confirmed that they will participate in and officiate at the event. To add attraction to the programme, a land-based carnival, including windsurfing simulator and rowing machine play-in, fireboat display, visits aboard the police marine launch and Madame Maurine, bouncy castle and games stalls, will be held at the RHKYC for the enjoyment of local and overseas participants.

Objective

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Get local economy growing again by boosting local consumption and tourism;
- c) Convince international and Mainland communities that they should come to HK for business & leisure.

Target audience

10,000 audience

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	51	Credit Suisse Privilege World Women's Squash Open 2003	7-13 Dec 03	LCSD	1,600,000	1,600,000	

Brief description

The event is sanctioned by the World Squash Federation and the Women's International Squash Players Association as the premier international squash competition in 2003. To add attraction to the tournament, the final and semi-final matches will be held at a 4-sided clear view portable squash court erected outside the Hong Kong Cultural Centre. The Victoria Harbour as well as the world famous night scene of Hong Kong will be featured in this sports event. The Women's World Open will provide an opportunity for squash fans to watch top world professional squash players, who come from all over the world in action during the one-week competition.

A tournament for 64 world-class squash players, including Hong Kong's Rebecca Chiu, World Ranking No. 18 and Asian Ranking No. 1, with the other world's top players from 16 countries to compete in over 50 matches for 7 days. It is expected world ranking number one title holder Natalie Pohrer (USA), and other top ranked players from all over the world such as Carol Owens (New Zealand, World Ranking No. 2), Rachael Grinham (Australia, World Ranking No. 3), Linda Charman (England, World Ranking No. 4), Vanessa Atkinson (Netherlands, World Ranking No. 5), Omneya Abdel Kawy (Egypt, World Ranking No. 12), Isabelle Stoehr (France, World Ranking No. 15), Pamela Nimmo (Scotland, World Ranking No. 17), Madeline Perry (Ireland, World Ranking No. 19) and Sharon Wee (Malaysia, World Ranking No. 20) will compete in this tournament. The preliminaries and finals will take place in HK

Objective

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Get local economy growing again by boosting local consumption and tourism;
- c) Convince international and Mainland communities that they should come to HK for business & leisure;
- d) Continue to boost morale and enhance the confidence of the local community.

Target audience

10,000 spectators

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	54	The Champion of the World Tennis (retitled as Watsons Water Champions Challenge (Tennis))	8-10 Jan 04	LCSD	3,491,000	3,491,000	

Brief description

The two biggest names in men's tennis and the top two players in ladies tennis in the world will be invited to compete in two thrilling singles matches plus a mixed doubles match. The Event would be held over a two-day period at Victoria Park Tennis Centre Court.

Objective

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Convince international and Mainland communities that they should come to HK for business & leisure;
- c) Continue to boost morale and enhance the confidence of the local community;

To promote Hong Kong as the major sports events capital of Asia through this high profile tennis event. The event will also help raise the standard of tennis in Hong Kong.

Target audience

6 000 spectators plus those who watch the games over TV with world-wide coverage.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	55	Hong Kong Open Badminton Championships 2003	27 Oct - 2 Nov 03	LCSD	2,270,000	2,270,000	

Brief description

The Championships is a 6-star event of the World Grand Prix Circuit. With funding from Government, Hong Kong Badminton Association will upgrade the event from a 1-star to a 6-star event, which is the highest star ranking in the World Grand Prix tournament. This is also one of the qualifying events for the national badminton players to obtain admission tickets for participating in the Olympic Games, Athens 2004. In this connection, the event will be the first top star world-class tournament ever held in Hong Kong, an event similar to a World Badminton Championships. It is anticipated that some 300 top badminton players from around 30 countries and regions will be attracted.

Objective

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Convince international and Mainland communities that they should come to HK for business & leisure;
- c) Continue to boost morale and enhance the confidence of the local community.

Target audience

20 000 spectators for 6-day tournament.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
62		The Inaugural Far East & South Pacific (FESPIC) Youth Games 2003, Hong Kong, China	23 - 27 Dec 03	HAB	2,000,000	2,000,000	

Brief description

The Hong Kong Sports Association for the Physically Disabled (HKSAP) will host the Games from 23 December 2003 to 27 December 2003. The main objective of the Games is to foster sports participation among the disabled youth in the FESPIC Region and to nurture potential youth disabled athletes as stars of future. The Games will involve five sports events, namely Athletics, Badminton, Boccia, Swimming and Table Tennis, which will be held in various LCSD venues. By the closing of the 1st entry (March), 16 overseas countries have confirmed their participation in the Games involving 402 athletes and 134 officials, namely, China, Chinese Taipei, East Timor, Hong Kong, India, Indonesia, Japan, Korea, Laos, Macau, Malaysia, Myanmar, Nepal, Papua New Guinea, Singapore, Thailand. It is expected that by the time of final entry (October), there will be more participating countries and the number of athletes and officials will be increased to 700.

Objective

- a) Get local economy growing again by boosting local consumption and tourism;
- b) Convince international and Mainland communities that they should come to HK for business & leisure;
- c) Continue to boost morale and enhance the confidence of the local community;
- e) establish Hong Kong as an attractive venue for hosting international sports events of different nature and size, thereby bringing in more tourists and other economic benefits;

To establish Hong Kong as an attractive venue for hosting international sports events of different nature and size, thereby bringing in more tourists and other economic benefits.

Target audience

12,500 audience

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual Spending/ Revised Estimate (HK\$)</u>	<u>Remarks</u>
	67	Women's World Cup Table-tennis 2003	17-19 Dec 03	LCSD	1,750,000	1,750,000	
		<p><u>Brief description</u> This prestigious event is an invitation competition sanctioned by the International Table Tennis Federation (ITTF) which covers top female table-tennis players in the world. It is expected that 16 world top ranking female players will participate in the event. World-class table tennis players, including the top 6 world ranking players and the holders of the European Champion, Asian Champion, African Champion, Latin American Champion, North American Champion and Oceania Representative will be invited to compete in this tournament which will be held in the Queen Elizabeth Stadium.</p>					
		<p><u>Objective</u></p> <p>a) Maximise international awareness of lifting of WHO & CDC travel advisory; b) Convince international and Mainland communities that they should come to HK for business & leisure; c) Continue to boost morale and enhance the confidence of the local community.</p>					
		<p><u>Target audience</u> 10,000 spectators for the 3-day tournament plus viewers through international and local TV broadcasting.</p>					
					Sub-total :	39,276,000	36,376,330
					% Commitment	31.42%	29.10%

Economic Relaunch Programme
 Summary of Approved Funding Allocations
Media & Publicity

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>	
Media & Publicity (Provisional fund HK\$83,000,000)								
	03	Postcard campaign	June to end 2003	ISD	3,000,000	1,500,000	Revised estimate.	
		<u>Brief description</u>						
		Pre-paid postcards would be distributed to the local people for them to send to their friends and relatives overseas. The cards would be available at the post offices.						
		<u>Objective</u>						
		To spread the message that Hong Kong is a safe place to visit.						
		<u>Target audience</u>						
		1 million copies for communities outside Hong Kong.						

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
	04	Engagement of a PR Consultant	9 May to 15 Aug 2003	ISD	1,295,000	1,295,000	Project completed. Actual spending provided.
		<p><u>Brief description</u> Engagement of a PR consultant for relaunching Hong Kong.</p> <p><u>Objective</u> To map out a relaunching strategy and advice plans for implementing of the strategy.</p> <p><u>Target audience</u> To serve the Economic Relaunch Working Group.</p>					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
	05	General advertising	May 2003 to Mar 2004	ISD	50,000,000	35,000,000	Revised estimate.

Brief description

Advertisement carried out by phases with the first round to start from 30 May to 3 June 2003, whereby advertisement would be placed in 26 major newspapers in Asia, Europe and Australia. Further ads would be placed at subsequent rounds in other countries, for example, in the US after the lifting of the travel warning by the US CDC.

Objective

The ads were designed to promote HK as an ideal place for business and leisure.

Target audience

International, Mainland & local communities.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
	65	TV programmes	Dec 2003	ISD	550,000	550,000	

Brief description

A series of TV programmes to promote Hong Kong in economic recovery to be shown on N-TV, the CNN-owned German-language satellite news and business TV network which broadcasts throughout Europe. The project will include two film crews visiting Hong Kong in November.

Objective

- a) Convince international & Mainland communities that they should come to HK for business & leisure;
- b) To show the international community that Hong Kong has recovered and is as strong, if not more so than before.

Target audience

33 million households in Germany, Austria and Switzerland.

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
66		Other promotional and publicity efforts	Until end of financial year	ISD	12,150,000	12,150,000	Detailed breakdown of budget at Appendix 1.
		<u>Brief description</u>					
		Promotion of relaunch activities through publicity vehicles including video news release, APIs, video films, posters, leaflets, displays, website and souvenirs.					
		<u>Objective</u>					
		a) Encourage return to normal economic activities;					
		b) Get local economy growing again by boosting local consumption & tourism;					
		c) Convince international & Mainland communities that they should come to HK for business & leisure;					
		d) Continue to boost morale and enhance the confidence of the local community.					
		<u>Target audience</u>					
		Different target groups covering both the local community and those from around the world including internet users, participants of various relaunch activities, and 30 million airport passengers (expected passenger flow in 2003/04)					
				Sub-total :	66,995,000	50,495,000	
				% Commitment	80.72%	60.84%	

Other Promotional and publicity efforts

Budget breakdown

**Approved Allocation
(HK\$)**

a) <u>Videos</u> : Production of video news releases and video documentaries to publicise major events and activities during different phases of the relaunch for broadcast globally through major TV networks, the HKETOs, etc. So far, three video news releases have been produced.	4,000,000
b) <u>Promotional material</u> : The current range of promotional material such as books, leaflets and posters will be updated taking into account the post SARS situation in HK for use overseas and in Hong Kong.	1,850,000
c) <u>Air Bridges</u> : To brand about half (18) of the air bridges at Hong Kong International Airport for 12 months from December 2003 to promote Hong Kong as Asia's world city to some 30 million passengers using the airport.	2,700,000
d) <u>Display advertising</u> : To use various types of display material such as lamp post buntings, banners and signage to help promote the relaunch events and activities.	2,000,000
e) <u>Souvenirs</u> : To produce a range of souvenirs in support of the promotional efforts for distribution overseas, to visitors and to people taking part in international meetings and relaunch events and activities.	1,500,000
f) <u>Website</u> : Design and development of a website dedicated to the relaunch efforts (Hong Kong Looking Ahead).	<u>100,000</u>
	<u>12,150,000</u>

Economic Relaunch Programme
Summary of Approved Funding Allocations
Major Events

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
<u>Major Events (Provisional fund: HK\$200,000,000)</u>							
01		Forbes Global CEO Conference 2004 cum Forbes Global's 200 Best Small Companies Awards		InvestHK			
		<u>Brief description</u>					
	a)	i) Host sponsorship of 2004 Conference with the following entitlements:	April/May 2004 (Duration-3 days)		12,640,000	12,640,000	
		ii) Advertising in Forbes magazine;	Sep 03 to March 04				
		iii) Advertorials in Forbes magazine;	Sep 03 to March 04				
		iv) Forbes CEO Conference in USA;	1-3 Oct 03				
		v) Receptions at Forbes properties;	July 03 to March 04				
	b)	Forbes Global 's 200 Best Small Companies Award Ceremony	Oct 03		1,170,000	1,170,000	
		<u>Objective</u>			13,810,000	13,810,000	Detailed breakdown of budget at Appendix 1.
	a)	Advertising campaign to regain international investor confidence and build momentum to the CEO Conference;					
		To create awareness among important US businessmen and generate leads;					
		The combination of events, advertising and conference will quickly build excitement of what Hong Kong has to offer;					
	b)	To network and build business relationship with the 200 winning Asian companies who are potential investors. The association of Hong Kong with these successful SMEs will also enhance our image as Asia's World city.					
		<u>Target audience</u>					
		Each conference or event is expected to attract 200-350 CEOs from around the world and attract international media attention. The advertising has wide coverage by over one million circulation in the USA and worldwide.					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
<u>Major Events (Provisional fund: HK\$200,000,000)</u>							
	26	Real Madrid Football Club - Match in HK	10 Aug 2003	LCSD/ InvestHK	10,000,000	823,000	Project completed.
		<p><u>Brief description</u> The Hong Kong Football Association invited the Spanish football club, Real Madrid to give a match with the China National Soccer Team in the Hong Kong Stadium. This is the first Asian tour of the Club, bringing its full squad including players such as Beckham, Ronaldo, Figo, Zidane, Carlos, Raul, Hierro.</p> <p><u>Objective</u></p> <p>a) Maximise international awareness of lifting of WHO & CDC travel advisory;</p> <p>b) Encourage return to normal economic activities;</p> <p>c) Get local economy growing again by boosting local consumption & tourism;</p> <p>d) Convince international & Mainland communities that they should come to HK for business & leisure;</p> <p>e) Continue to boost morale & enhance the confidence of the local community.</p> <p><u>Target audience</u> 40,000 spectators. Local & overseas media.</p> <p><u>Outcome/ Evaluation</u> The event helped to strengthen Hong Kong's position as the major sports event capital of Asia and achieved global exposure for Hong Kong after the SARS outbreak. It generated extensive publicity for Hong Kong internationally and over 23 countries/ territories broadcast the match live or on a delayed arrangement. Around 50 overseas journalists had specially followed the team to Hong Kong and covered the event. This has extensively helped spread the message that Hong Kong has recovered from SARS's impact and is a safe place to visit. The moderate financial support provided by the Government was considered well-spent.</p>					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
Major Events (Provisional fund: HK\$200,000,000)							
	39	International Autumn Festival (re-titled as Hong Kong Harbour Fest)	17 Oct - 9 Nov 03	InvestHK	100,000,000	100,000,000	Detailed breakdown of budget at Appendix 2.

Brief description

Organised by the American Chamber of Commerce in Hong Kong (AmCham), the Festival will feature world-class entertainment and variety shows in Hong Kong by international renowned entertainers and celebrities. It will be held at the Tamar site in Oct/Nov 2003, where a gigantic stage in the form of a Hollywood Bowl with temporary seating facilities will be constructed to accommodate an audience up to 10,000 to 20,000 per occasion. A variety of programmes including concerts by international singers, family festival, NBA Basketball and X Games, comedy shows etc., will be held during the four weekends to attract local residents, short-haul visitors from neighbouring countries, as well as tourists from other parts of the world.

As part of the programme, ABC will produce and air TV special "Live from Hong Kong" in USA during the peak viewing period and the TV specials will be distributed to other networks e.g. BBC for worldwide broadcast.

Objective

- a) Boost morale in HK;
- b) Encourage return to normal economic activities;
- c) Get local economy growing again by boosting local consumption & tourism;
- d) Convince international & Mainland communities that they should come to HK for business & leisure;
- e) Continue to boost morale & enhance the confidence of the local community.

Target Audience

Estimated total number of visitors: 88,000 (12,000 each Friday & 10,000 in total each Saturday & Sunday)

Sub-total :	123,810,000	114,633,000
% Commitment	61.91%	57.32%

**Hong Kong
International Autumn Festival**

Budget Summary	Total in HK\$	Total in US\$
Expenses :		
Venue Construction/Facilities	15,341,100	1,966,800
Venue Operations	15,828,100	2,029,300
Talent	73,320,000	9,400,000
Television Production	7,800,000	1,000,000
Marketing and Promotions	<u>3,900,000</u>	<u>500,000</u>
<i>Total Expenses</i>	<i>116,189,200</i>	<i>14,896,100</i>
Revenues :		
Tickets (based on 12,000 each Friday @ \$150 + 10,000 Sat/Sun @ \$100)	11,200,000	1,435,900
MDSE (10% royalty on \$15/head)	132,000	16,925
Sponsorships/VIP Sections	1,560,000	200,000
Television Rights (secondary mkts)	3,120,000	400,000
Concessions Royalty (5% sales)	<u>100,000</u>	<u>12,820</u>
<i>Total Revenues</i>	<i><u>16,112,000</u></i>	<i><u>2,065,645</u></i>
Total Expenditure	100,077,200	12,830,455

US\$ = HK\$7.8

Economic Relaunch Programme
Summary of Approved Funding Allocations
Contingency

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
<u>Contingency (Provisional fund: HK\$85,000,000)</u>							
	13	SARS Clinical Management Workshop	13-14 June 2003	HWFB	1,120,000	1,050,000	Project completed.
		<p><u>Brief description</u> A two-day conference on clinical management of SARS was co-hosted by HKSAR Government and the WHO on 13-14 June 2003 at the Hong Kong Convention & Exhibition Centre. High ranking WHO officials and chief physicians of high standing who have been looking after SARS patients in nearby countries were invited to attend the conference. The conference was also open to health care professional interested in the event.</p> <p><u>Objectives</u> To share experience in tackling SARS on various fronts.</p> <p><u>Target audience</u> 150-200 delegates from overseas, Mainland and Hong Kong.</p> <p><u>Outcome/Evaluation</u> Over 170 participants, with representations from Canada, USA, UK, France, Australia, Singapore, Vietnam, Guangdong, Beijing, Macau, Hong Kong, WHO Geneva and WHO Regional Office.</p> <p>Key message reported in the press included WHO's comments about Hong Kong's "exemplary work" to bring SARS under control. WHO also praised Hong Kong's efforts in combating SARS.</p>					

<u>Category</u>	<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Revised Estimate/ Actual Spending (HK\$)</u>	<u>Remarks</u>
Contingency (Provisional fund: HK\$85,000,000)							
	50	The 7th South East Asian Survey Congress	3-7 Nov 2003	LandsD	900,000	900,000	

Brief description

The 7th South East Asian Survey Congress, organised by the Hong Kong Institute of Surveyors (HKIS), and co-organised by the Lands Department, in association with survey organisations of ASEAN countries, Australia, New Zealand and the FIG, will be held during the period 3.11.2003 to 7.11.2003. There will be technical sessions throughout the 5 days, during which papers will be presented. After the technical sessions, optional technical tours will be organised. Each delegate will be subsidized 50% of the registration fee, i.e. \$1995. by the HKSAR Government.

Objective

- a) Boost morale in HK;
- b) Build long term confidence both locally & overseas in our capability to combat
- c) Maximise international awareness of lifting of WHO & CDC travel advisory;
- d) Encourage return to normal economic activities;
- e) Get local economy growing again by boosting local consumption & tourism;

- f) Convince international & Mainland communities that they should come to HK for business & leisure;
- g) Continue to boost morale & enhance the confidence of the local community;
- h) To showcase our surveying achievements in the Lands Department.

Target audience

500 delegates including 400 from overseas (and China) and 100 from local.

Sub-total :	2,020,000	1,950,000
% Commitment	2.38%	2.29%