

## **LEGISLATIVE COUNCIL PANEL ON FINANCIAL AFFAIRS**

### **Report on the Progress of the Campaign to Relaunch Hong Kong's Economy**

This paper reports further on the progress of the economic relaunch campaign and gives an account of the latest position regarding Hong Kong Harbour Fest.

#### **BACKGROUND**

2. The outbreak of Severe Acute Respiratory Syndrome (SARS) in March 2003 dealt a severe blow to the economy of Hong Kong and its image – both internationally and in the Mainland. The Chief Executive announced on 23 April 2003 a \$11.8 billion economic relief package, within which \$1 billion was set aside to embark on large scale publicity and promotional activities to relaunch Hong Kong, *i.e.* the economic relaunch campaign. It was the intention of the Government that the campaign should be a joint effort involving the community at large, the business sector and the Government.

2. In May 2003, the Financial Secretary set up and chaired two ad hoc bodies, namely the Economic Relaunch Strategy Group (ERSG) (with official and non-official participation) to advise on a comprehensive framework for the campaign, and the Economic Relaunch Working Group (ERWG) (consisting of officials only) to consider and decide which proposed projects should be supported under the campaign.

3. The Director-General of Investment Promotion (DGIP) was assigned the additional duties of providing secretariat support for ERSG and ERWG, acting as the Controlling Officer for the \$1 billion item created to fund the entire campaign, and dispensing allocations from it in accordance with the decisions of ERWG.

#### **FINANCIAL COMMITMENT**

4. The ERWG received a total of 95 proposals for relaunch projects and

approved 84 of them. A breakdown of the committed budget is summarised below –

<b>Category</b>	<b>Provisional budget as approved by FC (as at 30.5.2003) (\$ million)</b>	<b>Committed budget as approved by ERWG (as at 20.10. 2003)<sup>Note (a)</sup> (\$ million)</b>	<b>No. of projects approved</b>
Business, trade & investment	90	49.29	37
-Tourism & local consumption	417	414.13	9
Cultural, sports & community	125	57.55	26
Media & publicity	83	66.99	5
Major cultural & sports & sports events, and other activities, etc.	200	123.81	3
Contingency	85	3.5	4
<b>Total :</b>	<b>1 000</b>	<b>715.27</b> <sup>Note (b)</sup>	<b>84</b> <sup>Note (b)</sup>

*Note:*

(a) *At the meeting on 20 October 2003, the ERWG decided not to consider any further spending proposals for the campaign.*

(b) *Of the 84 approved projects, two projects (total provisional budget of which amounted to \$3,616,000) were subsequently cancelled.*

5. A summary of the approved relaunch projects is provided at **Annex A**. Most of the relaunch projects were completed in 2003-04. The accounts of some recently completed projects are being finalised, and a few on-going projects will be completed in 2004-05. The latest estimate of the total expenditure for the

campaign, taking into account the two cancelled events and the unspent balance of other individual projects, is in the order of \$660 million.

## **HARBOUR FEST**

6. Harbour Fest took place during the period from 17 October to 9 November 2003, being one of the major events under the economic relaunch campaign. It was organised by the American Chamber of Commerce in Hong Kong (AmCham) with the Government as the major sponsor. The ERWG agreed the Government should underwrite the event up to a maximum of \$100 million of the net deficit in the form of a sponsorship fee. In accordance with the Sponsorship Agreement, AmCham submitted the audited accounts of the festival to the Government on 27 February 2004. A copy of the audited accounts and the breakdown of the revenue and expenditure statements are at **Annex B**.

7. Harbour Fest featured a total of 16 outdoor world-class entertainment shows at Tamar, including one free show<sup>1</sup>. They attracted a total audience of nearly 125,900. Some 89,000 tickets were sold to the public, of which about 9,000 were corporate tickets. A breakdown of the audience turn out for the festival as provided by AmCham is at **Annex C**.

8. As part of Harbour Fest, AmCham produced a one-hour TV video on the festival. It was broadcast in the USA on the MTV2 (22 and 25 January 2004) and MTV channels (8 February 2004). AmCham is arranging with other TV networks to air the video in other places including Hong Kong.

9. The Administration is examining the detailed statements of the audited accounts submitted by AmCham, and is awaiting further information from AmCham, such as the viewership rating scores for the three broadcasts in the USA and the plan for further broadcast in other overseas markets, etc.

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<sup>1</sup> One of the three performing groups booked for the Harbour Fest show on 24 October 2003 was unable to come to Hong Kong. The organiser had either to cancel the show or to go ahead with the show with the remaining two groups and deal with the likely significant claims for refund. In either case, the organiser still had to pay in full the artist fees for the two remaining groups. Having regard to all the circumstances, the organiser decided to proceed with the show and make the tickets free for all.

## **WAY FORWARD**

10. The Administration will submit a final report on the campaign to the Panel after the remaining projects have been completed.

*Invest Hong Kong*  
*April 2004*

## **Annex A**

### **Economic Relaunch Programme**

#### **Progress Report of Approved Funding Allocations**

Appendix A	Business, Trade & Investment
Appendix B	Tourism & Local Consumption
Appendix C	Cultural, Sports & Community
Appendix D	Media & Publicity
Appendix E	Major Cultural & Sports Events, and Other Activities
Appendix 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</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
<b><u>Business, Trade &amp; Investment (Provisional budget : HK\$90,000,000)</u></b>							
02	<b>Liverpool Football Club Asian Tour</b>	22-27 Jul 2003	InvestHK	1,170,000	1,170,000	0	Project completed.

**Brief description of proposal**

Title sponsorship of the Liverpool Football Team's visit to HK. The programme included 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 HK is 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 HK.

**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.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
11	<b>Production of short films for broadcast on local TV channels, and shown in cinemas &amp; other media outlets</b>	Jul/Aug 2004	TELA/ ISD	12x\$500,000@	11x\$500,000@		Project completed.
				6,000,000	5,500,000	0	

**Brief description of proposal**

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 be broadcast on local TV channels using Government free airtime, and through the arrangement of the Federation to be shown in cinemas and other media outlets.

**Objective**

Boost morale and confidence of HK people.

**Target audience**

Local community, and overseas audience at suitable occasions.

**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.

A gala premiere was organised by the Federation to launch the 1:99 Film Project on 4 August 2003 at Times Square. Since August 2003, these films have been shown in local cinemas (182 screens), on TV (as APIs on TVB, ATV and Cable TV channels), in outdoor multimedia outlets, on buses and ferries, and accessible on the Internet on NOW.com. They were also featured in programmes produced by HKTDC, FCC, RTHK CNN and were distributed in the videodisk format locally.

Through the arrangement of the Federation, the films have been shown on TV and in cinemas in Singapore, Malaysia, Indonesia, Brunei, Japan, Taiwan and the Philippines since August 2003, and were screened worldwide along with Jackie Chan's movie "medallion". The HKETOs also arranged the screening of the short films in overseas film festivals.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

The project have 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.



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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
18	<b>Photo exhibition, luncheon speaking engagement &amp; cultural performance by HKAPA students</b>		CITB/ London ETO				
	<b><u>Brief description of proposal</u></b>						
	a) Photo exhibitions in major cities in the UK and continental Europe for 8 months.	Jul 2003 - Feb 2004		185,000	185,000	0	a) Programme completed.
	b) Luncheon speaking engagement by SFST in July 2003.	14 Jul (London) & 17 Jul (Zurich)		80,000	66,354	0	b) Programme completed.
	c) Cultural performance by the HKAPA students in July 2003.	14 Jul (London)		99,000	72,075	0	c) Programme completed.
				364,000	323,429	0	

**Objective**

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

**Target audience**

The photo exhibitions targeted members of general public (estimated to reach 0.55 million 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).

**Outcome/Evaluation**

The photo exhibitions staged in major cities in the UK and Russia were well received. Some 35,000 visitors viewed the photos on display. The photos were also displayed in receptions and functions organised by London ETO in a number of cities in the UK and continental Europe for a more targeted group of business-oriented personalities. The photos would continue to be displayed in suitable functions organised by the London ETO.

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 circles attended the reception in Zurich. Over 350 distinguished guests attended the concert. The events were well-received and timely to convey the relaunch HK messages.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
19	Re-packaging the 8th Annual "Made in HK" Film Festival in Washington DC	Cancelled	CITB/ Washington ETO	386,000	0	0	Project cancelled because the guest of honour was unable to attend the activities building around the festival.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
27	<b>Additional confidence building activities organised in conjunction with the HK Fashion Week for Spring/Summer 2004 &amp; the HK Gifts &amp; Premium Fair/HK Houseware Fair</b>		CITB/ HKTDC				Project completed.
	<b><u>Brief description of proposal</u></b>						
a)	Additional cocktail party tied in with the HK Fashion Week for Spring/Summer 2004, including fashion parade cum musical and dancing performance.	8 Jul 2003		2,500,000	1,034,223	0	
b)	Additional carnival in connection with the HK Gifts & Premium Fair/ HK Houseware Fair, including cocktail party cum musical and dancing performance.	24 Jul 2003		1,500,000	1,189,407	0	
				4,000,000	2,223,630	0	
	<b><u>Objective</u></b>						
	Convince international/ Mainland communities that they should come to HK for business & leisure.						
	<b><u>Target audience</u></b>						
a)	400 – 450 (primarily overseas buyers)						
b)	800 – 1 000 (primarily overseas buyers)						
	<b><u>Outcome/Evaluation</u></b>						
a)	A total of 320 guests attended the HK Fashion Splash including international buyers, heads of overseas associations, overseas journalists, consumer corporations, major fashion companies, 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 of HKSAR Government for the HK fashion and garment industry. Many believed that the HK economy would remain as vibrant and competitive as ever. The event attracted extensive local and overseas media coverage.						
b)	A total of 806 people attended the Carnival Exotica, including international buyers, consumer corporations, 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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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
<b>28</b>	<b>Confidence building programme for overseas HK business associations</b>		CITB/ HKTDC				
	<b><u>Brief description of proposal</u></b>						
a)	Sponsored visit to HK by leaders of the HK Business Associations and Federation of HK business associations worldwide cum briefing on the latest SARS development in HK;	8-10 Jul 2003		1,100,000	1,015,376	0	a) Programme 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 .	Jul 2003 - Mar 2004		1,200,000	0	1,200,000	b) Ongoing programme.
				<hr/> 2,300,000	<hr/> 1,015,376	<hr/> 1,200,000	
	<b><u>Objective</u></b>						
a)	Build long term confidence both locally & overseas in our capability to combat SARS;						
b)	Convince international/ Mainland communities that they should come to HK for business & leisure.						
	<b><u>Target audience</u></b>						
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.						
	<b><u>Outcome/Evaluation</u></b>						
a)	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 helped spread the HK message back home through speaking engagements, luncheons, various media channels and sending emails to their local constituents. So far, a total of 23 luncheons/seminars have been organised by sponsored visitors after they returned to their own countries.						

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
29	<b>Supporting the watch and jewellery industries' participation in the Basel Fair in April 2004</b>	15-22 Apr 2004	CITB/ HKTDC				Ongoing project.
	<b><u>Brief description of proposal</u></b>						
	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	0	2,000,000	
	b) To lower HK companies' participation fee by an estimated 10%-12% in order to attract more exhibitors.			5,000,000	0	5,000,000	
				7,000,000	0	7,000,000	

**Objective**

Enhance international awareness of "Hong Kong returns to Basel" after SARS.

**Target audience**

Watch & jewellery industries.

**Latest progress**

The publicity campaign to promote the new Hong Kong pavilion in Baselworld 2004 commenced in September 2003. The number of exhibitors participating in the Hong Kong pavilion in Baselworld 2004 (i.e. 333 companies) has already exceeded that of Baselworld 2003 (i.e. 312 companies).

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
30	<b>Creation of "back to business" publicity by invitation of trade leaders/ personalities/ celebrities to HK</b>		CITB/ HKTDC				Project completed.
	<b><u>Brief description of proposal</u></b>						
	a) Invitation of Dignitaries / Heads of Trade / Business Associations to attend the HK Gifts & Premium / HK Houseware Fairs	23-26 Jul 2003		800,000	469,054	0	
	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	66,876	0	
				4,900,000	535,930	0	

**Objective**

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

**Target audience**

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.

**Outcome/Evaluation**

- a) A total of 27 delegates including Chairmen, Presidents and Directors of important international business associations attended the fairs in Hong Kong. A comprehensive programme in which meetings and briefings with relevant government officials and representatives of local business associations were arranged for the delegates to have a better understanding of HK and its business opportunities. According to the feedbacks from sponsored visitors, they were convinced that they should come to HK for business and leisure.
- b) The response to the Tripartite Forum of FILMART was good. Around 200 audiences and more than 20 overseas and local journalists attended the event. The feedback from the audience was positive and the initiative of this event was appreciated in the light of CEPA.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
31	<b>"HK Welcomes You" relaunch campaign in major Asean countries</b>	Aug 2003	CITB/ Singapore ETO				Project completed.
	<b><u>Brief description of proposal</u></b>						
a)	Coorganised with HKTB and with the support of HKTDC, a 'Hong Kong Welcomes You' fair featuring a photo exhibition, cultural performance, demonstrations of traditional craftsmanship etc. in the form of roadshow in Malaysia, Thailand and Singapore.	8-10 Aug (Kuala Lumpur) 24-26 Aug (Bangkok) 19-21 Sep (Singapore)		473,000	313,781	0	Exclusive of an amount of \$80,194 borne by the Singapore ETO.
b)	HK Gala Dinner with performance by HKAPA students in Malaysia (officiated by SEDL), Thailand (officiated by DGTI) and Singapore.	11 Aug (Kuala Lumpur) 25 Aug (Bangkok) 19 Sept (Singapore)		380,000	380,000	0	
c)	Photo Exhibition in the Philippines and Indonesia	2-3 Aug (Manila)		93,000	46,600	0	Photo exhibition in the Philippines held as scheduled. Photo exhibition in Indonesia cancelled.
				<u>946,000</u>	<u>740,381</u>	<u>0</u>	

**Objective**

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

**Target audience**

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.

**Outcome/Evaluation**

Each of the fair in Kuala Lumpur, Bangkok and Singapore attracted some 18,000 people during the 3-day weekend roadshows. In Manila, the fair attracted about 8,000 visitors. The Opening Ceremony of the fair on each occasion was well attended by representatives of the travel trade and business community.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

A clear message has been conveyed by staging the fairs that Hong Kong is SARS free and business is back to normal. The fair and its extensive publicity successfully helped spread the message across that HK remains Asia's world city and one of the most popular destinations in Asia for travelling and doing business.

Senior government officials including SEDL and DGTI officiated at the gala dinner in Kuala Lumpur and Bangkok respectively. Each dinner was attended by over 120 guests who were prominent figures in the cities. The turn out in the HK Gala Dinner on each occasion were high. All attendants agreed that HK remains a city of life and charms to them.



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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
32	Launching of HK films at the Melbourne International Film Festival (MIFF)	23 Jul - 10 Aug 2003	CITB/ Sydney ETO	339,000	334,003	0	Project completed.

**Brief description of proposal**

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

**Objective**

- a) Convince international/ 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 event stirred up a considerable degree of public interests in HK films in Melbourne. The HK Cinema reception at the "HK Nite" was attended by more than 250 guests at senior corporate, government and community levels. The associated media report provided a good opportunity to promulgate the relaunch message and to give local audience an update on HK after SARS.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
33	<b>A sustained outreach exercise to key interlocutors</b>	Jul 2003 - Mar 2004	CITB/ Sydney ETO	58,000	58,000	0	Project completed.

**Brief description of proposal**

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

**Objective**

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

**Target audience**

3,000 key interlocutors in Australia and New Zealand.

**Outcome/Evaluation**

Information on the latest economic, social and political development in Hong Kong, CEPA, Hong Kong's close partnership with the Pearl River Delta, etc. was conveyed to key members of the business, academic and political community in Australia and New Zealand. Positive feedback was received from the ETO's interlocutors and there were a good number of follow up enquiries on issues such as CEPA.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
34	<b>Special supplement in The Australian - Report on post-SARS Hong Kong</b>	17 Oct 2003 and thereafter one-month online publicity	CITB/ Sydney ETO	239,000	230,308	0	Project completed.

**Brief description of proposal**

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

**Objective**

Convince international/ 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.

**Outcome/Evaluation**

The Special Supplement attracted some 459,000 readers while some 401,000 visits to the Australian's website were recorded during the posting period. The positive stories in the Special Supplement have achieved the objectives of lifting the profile of Hong Kong post-SARS and convincing readers that Hong Kong was once again a safe and profitable place for business and travel. It also presented a balanced third party account of post-SARS Hong Kong. The Hong Kong message was also well received by the ETO's interlocutors.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
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	0	1,314,000	Ongoing project.

**Brief description of proposal**

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

**Objective**

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

**Target audience**

Total circulation of targeted trade papers about 80,000 per issue.

**Latest progress**

Up to March 2004, 48 insertions have been placed in major exhibition industry trade papers with total circulation of about 1.1 million.

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				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
37	Additional 'dollar for dollar' advertising campaigns targeted at exhibitors & visitors	Jul 2003 - Jun 2004	CITB/ HKECIA	2,900,000	0	2,900,000	Ongoing project.

**Brief description of proposal**

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

**Objective**

Convince international/ 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.

**Latest progress**

So far, four applications totalling \$417,274.99 have been approved by HKECIA.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
38	Asian Exhibition Forum on relaunch strategy and action plans for Asia's exhibition industry	28 Aug 2003	CITB/ HKECIA	686,000	431,321	0	Project completed.

**Brief description of proposal**

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

**Objective**

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

**Target audience**

200 overseas and local industry representatives

**Outcome/Evaluation**

A total of 296 overseas and local industry representatives attended the Forum. Feedbacks from sponsored speakers and foreign journalists / editors were positive. There was substantial media coverage of the event, both before and after the event, and both locally and internationally.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
40	<b>Reception &amp; music performance by HKAPA students in Utrecht, Brussels, Paris &amp; Frankfurt</b>	8,9,10,16 Jul 2003	CITB/ Brussels ETO	480,000	480,000	0	Project completed. A shortfall of \$110,000 was absorbed by the Brussels ETO.

**Brief description of proposal**

Music performance by the Academy Chamber Music Ensemble of the HKAPA in Utrecht, Brussels, Paris and Frankfurt (all with cocktail receptions beforehand) to relaunch HK 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/ 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 HK had rebounded from the SARS.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
41	<b>Placement of 4 newspaper supplements in Seattle Post-Intelligencer in the State of Washington</b>	Oct 2003	CITB/ San Francisco ETO	156,000	140,400	0	Project completed.

**Brief description of proposal**

Sponsorship of a 1-page supplement in 'Seattle Post-Intelligencer' for four consecutive Tuesdays in October and November on various topics about HK, 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/ Mainland communities that they should come to HK for business & leisure.

**Target audience**

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

**Outcome/Evaluation**

A series of four supplements about HK was placed in Seattle Post-Intelligencer for four consecutive Tuesday in October 2003, covering HK's history, living environment, landscape, culture, food, its being Asia's world city and a place for business. They serve as educational materials as well as interesting background information about HK.

With a readership of 440,000, the Seattle Post-Intelligencer is widely read in Seattle, the Washington State and the Pacific Northwest. The HK series was also delivered to 400 classrooms covering about 12,000 students. The supplements were well received by the students as well as adult readers in Seattle, and reached out to 452,000 readers in the areas concerned.



<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
42	<b>Radio promotion of HK by building on the annual HK Dragon Boat Festival in New York</b>	1-10 Aug 2003	CITB/ New York ETO	168,000	168,000	0	Project completed.

**Brief description of proposal**

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/ 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 attract the largest number of participating teams (109 teams) and more than 30,000 spectators. The radio promotion has also generated interest in HK. The Festival and the Hong Kong booth have received good editorial and photo coverage in local print and electronic media.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
52	<b>The Hong Kong Dragon Boat Festival in Atlanta</b>	Sep 2003	New York ETO	500,000	499,980	0	Project completed. \$99,656 was borne by the Hong Kong Association in Atlanta which was the organiser of the event.
	<b><u>Brief description of proposal</u></b>						
	Sponsoring the HK 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.						
	<b><u>Objective</u></b>						
	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/ Mainland communities that they should come to HK for business & leisure.						
	<b><u>Target audience</u></b>						
	About 4,000 participants and spectators for the HK Dragon Boat festival, over 20,000 participants and spectators for the World Championship, plus numerous electronic and printed media audience.						
	<b><u>Outcome/Evaluation</u></b>						
	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 also attracted much media attention, the organisers and participants of the World Championships commented that 'the event would not have been the same without the HKETO booth.						

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
53	Fujian-Hong Kong Week	21-27 Aug 2003	BJO	870,000	870,000	0	Project completed.

**Brief description of proposal**

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

**Objective**

- a) Convince international/ 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 relaunch 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**

It was the first promotional event of HKSARG in the Mainland after SARS and the signing of the CEPA agreement. The 1-week programme included an opening ceremony, an exhibition on the implementation of "one country two systems" and various development in HK, a series of business and investment promotion seminars, a gala dinner and other soft elements such as fireworks and performance by the HK Police Band.

About 250 government officials and business representatives from HK attended the event, including the FS, SEDL and SCIT, among others. On the Fujian side, Governor Lu Zhangong pledged and delivered his personal support for the event. Each of the individual seminars was participated by a provincial leader at Deputy Governor level. The provincial government mobilised all 9 city governments to participate in the event.

The spending contributed to only part of the overall expenditure of the project. The shortfall was met out of BJO's own budget.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

About 1,200 representatives of Fujian business sector representatives attended the various seminars, some 30,000 people came to see the exhibition, and more than 10,000 people saw the performance by the Police Band, which was broadcast live on Fujian Cable TV. The event was given prominent and extensive coverage in the local media.

Favourable reaction and feedback were received from speakers and participants from HK. During the week's programme, 6 cooperative agreements were signed with a view to strengthening business ties between the two sides and exploring further business opportunities on the various fronts.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
56	<b>Luncheon reception for senior business, government and political contacts at the Melbourne Cup race venue in November 2003</b>	Nov 2003	CITB/ Sydney ETO	143,000	142,519	0	Project completed.

**Brief description of proposal**

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

**Objective**

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

**Target audience**

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

**Outcome/Evaluation**

The luncheon was able to attract a select group of very senior members of the business community and government officials. It provided a valuable opportunity for the ETO to address and impress upon the opinion leaders that Hong Kong would remain as the premier business hub in Asia, and that it was profitable for Australian companies to do business in Hong Kong.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
57	<b>A high-level business conference with speakers from HK 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</b>	25-28 Oct 2003	CITB/ Sydney ETO	576,000	454,240	0	Project completed.

**Brief description of proposal**

A high-level business conference in Sydney featuring opportunities for Australian companies in HK. High-level corporate players from HK, and prominent local business leaders who have links with HK would be invited as speakers. The conference was planned to coincide with and culminate in the HK 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 HK. SEDL was to 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/ 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</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation**

The two high-level conferences on business opportunities in Hong Kong in Sydney and Melbourne received very positive feedback from over 300 participants comprising senior members of the business community, academics, government officials and media representatives. Speakers from the Australian business sector and the Australian Trade Commission provided third party endorsements for Hong Kong's economic strengths and prospects. The business conferences provided an effective tool for raising the profile of Hong Kong and showcasing the strengths and advantages it offers as a place for business. Many participants were also greatly encouraged by the success stories of Australian companies using Hong Kong as foothold to launch their business into the Mainland. The ETO received some 30 enquiries in relation to the investment environment in Hong Kong as a direct result of the business conferences. The events and SEDL's visit also generated a number of positive media reports.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
58	<b>Title sponsorship of the 8th Annual Northern California International Dragon Boat Championship in September 2003 in San Francisco</b>	27-28 Sep 2003	CITB/ San Francisco ETO	102,000	99,751	0	Project completed.

**Brief description of proposal**

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

**Objective**

Convince international/ 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**

The general feedback was very positive. It was a perfect fit of promoting the Brand HK 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 HK during the 2-day Festival. The extensive print, radio and TV media coverage of the Festival was complementary in helping spread the HK message to the international communities.



<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
59	<b>Promotion Programme for the CS in Silicon Valley and San Francisco in mid-September 2003</b>	19-24 Sep 2003	CITB/ San Francisco ETO	590,000	583,245	0	Project completed.

**Brief description of proposal**

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

**Target audience**

300 leaders from businesses, government and the media.

**Outcome/Evaluation**

CS 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 HK 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 HK. 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</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
60	<b>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</b>	27 Nov - 2 Dec and early 2004	CITB/ Tokyo ETO	1,500,000	1,500,000	0	Project completed. A shortfall of \$138,000 due to fluctuation of exchange rate was absorbed by the Tokyo ETO.

**Brief description of proposal**

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 would be officiated by SHA. To capitalise on the interests to be generated, a cultural heritage mission to HK would be organised around the lunar new year in 2004.

**Objective**

Convince international/ 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 was expected to attract more than 30,000 viewers and members of the general public who visit the department store during the week.

**Outcome/Evaluation**

The "Hong Kong Week" cultural exhibition was kicked off by a ceremony officiated by SHA on 27 Nov 2003 and was held until 2 Dec 2003 at the Daimaru Tokyo Store. It was organised in collaboration with the Japanese NPO Asian Cultural Exchange Association, and dovetailed to another event organised by the HKTG under the "Live it Love it" campaign - an exhibition on modern culture of HK held in the vicinity during the same period.

The general feedback and the public reception of the activities were positive and encouraging. The two exhibitions, which attracted altogether some 500,000 visitors, have jointly presented the vivid image of HK as an interesting and exciting place to visit. The message of a safe, secure and vibrant HK was widely disseminated through the extensive publicity plan of the "Hong Kong Week" campaign.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

The event was followed by the First Asian Ikebana Exhibition in HK from 30 Jan to 1 Feb 2004 and a cultural mission to HK from 29 Jan to 1 Feb 2004.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
61	<b>Sponsored visit to HK by selected Board Members of HK Business Associations worldwide to attend the HK Forum in HK in October</b>	27-31 Oct 2003	CITB/ HKTDC	5,300,000	2,997,425	0	Project completed. Provisional outturn.

**Brief description of proposal**

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

**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/ 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.

**Outcome/Evaluation**

Of the 329 participants of the HK Forum, 102 Association Board members were under sponsorship representing 21 countries. The sponsored programme proved to be effective and all participants were impressed by HK's speedy recovery from SARS and the immense opportunities offered by CEPA.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
63	Hong Kong promotion in Miami in October 2003	Oct 2003	CITB/ New York ETO	794,000	726,547	0	Project completed.

**Brief description of proposal**

A promotional event organised in collaboration with HKTB, TDC and the local government authorities and communities groups throughout the month of October 2003, which comprised the following activities -

- |  |                |
|--|----------------|
| a) HK Dragon Boat Festival in Miami.   | 11-12 Oct 2003 |
| b) HK Film Festival in Ft. Lauderdale. | 18-26 Oct 2003 |
| c) Tourism promotion.                  |                |

**Objective**

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

**Target audience**

Targeted at 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.

**Outcome/Evaluation**

The festivals were well attended. Over 13,000 visitors attended the Dragon Boat Festival. The opening ceremony and the VIP reception of the Dragon Boat Festival were attended by key officials of the Miami-Dade County. Representatives of President Bush and Governor Bush read out the message from the President and the Governor. Twenty-two teams took part in the race while some 50 booths were set up in the Park. Over 2,500 people visited the colourful Hong Kong Booth, put on BrandHK dragon tattoos and/or collected "Hello from Hong Kong" postcards and other publicity materials.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

At the Film Festival, ten screenings of six Hong Kong films attracted about 1,500 moviegoers. The 1:99 short films that carry a powerful message and the excellent cinematic skills of Hong Kong film workers impressed the audience.

The flurry of Hong Kong activities has attracted considerable mainstream printed and electronic media interest. The events have also helped to strengthen Hong Kong's tie with the Florida State, in particular, the Miami-Dade County, the Broward County, former Hong Kong residents and other Chinese and local organizations. In view of the overwhelming responses, the Park and Recreation Department of the Miami-Dade County and the UCA intend to organize the second Hong Kong Dragon Boat Festival next year.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
64	<b>Sponsoring a panel of the Milken Institute's 2003 State of the State Conference to be held in October 2003 in Los Angeles</b>	30 Oct 2003	CITB/ San Francisco ETO	211,000	210,196	0	Project completed.

**Brief description of proposal**

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 was to be capitalised to gain maximum exposure of the HK messages including the promotion of HK at the venue.

**Objective**

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

**Target audience**

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

**Outcome/Evaluation**

The Conference was attended by some 500 California's leading corporate executives, financial analysts, policy makers, academics and journalists. The objective of giving maximum exposure of the messages of Hong Kong was successfully achieved. Through the discussion of the panelists, the audience was able to have a good understanding of the relationship between California and Asia as well as the business potential of Hong Kong. Publicity materials had reached about 300 guests who had visited the ETO's information desk. The feedback was very positive.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
68	<b>Additional programme to promote HK during the 7th China International Fair for Investment and Trade (CIFIT) in Xiamen</b>		CITB				Project completed.
	<b><u>Brief description of proposal</u></b>						
	a) A HK Dinner hosted by the FS for the leading CPG/ provincial leaders and Mainland/ overseas business participants in CIFIT.	8 Sep 2003		233,406	175,702	0	
	b) A high-level seminar, co-organised with the Ministry of Commerce of the CPG, to promote the business opportunities which HK would enjoy under CEPA. 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.	9 Sep 2003		27,740	28,555	0	
	c) An enlarged Hong Kong pavilion to promote HK's services and investment environment.	8-11 Sep 2003		420,160	252,161	0	
	d) Publicity			135,160	120,000	0	
	e) Contingency			61,235	7,844	0	
				<u>877,701</u>	<u>584,262</u>	<u>0</u>	

**Objective**

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

**Target audience**

250 guests to be invited to the dinner and 350 guests to the seminar. Over 10,000 audience could be reached by HK Pavilion Exhibition.

**Outcome/ Evaluation**

As part of CIFIT, the series of HK events highlighted the enhanced role of HK as the gateway to the Mainland markets following the signing of CEPA. With an attendance of about 200 officials and businessmen from HK and the Mainland, the HK Dinner also provided a good opportunity for networking. The CEPA seminar attracted a turnout of over 350 guests, in addition to the HK and Mainland media representatives covering the programme. The HK Pavilion, situated next to the Ministry of Commerce pavilion at the centre of the exhibition hall, also attracted a large number of CIFIT participants. One of the indicators was the number of promotional bags distributed by the HKTDC on the spot, totalling at 9,000.



<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
70	<b>The 17th Asian Trade Promotion Forum</b>	22-24 Feb 2004	CITB/HKTDC	650,000	650,000	0	Project completed.

**Brief description of proposal**

To host the 17th annual meeting of the Asian Trade Promotion Forum (ATPF), where heads of the Trade Promotion Organisations (TPOs) from 21 member economies would exchange trade promotion initiatives and cooperation opportunities.

**Objective**

- a) Convince international/ Mainland communities that they should come to HK for business & leisure.
- b) Reaffirm confidence among TPOs that HK is an important hub and Asia's premier business centre despite the SARS incident.

**Target audience**

55 heads of TPOs and accompanying staff from 21 member economies.

**Outcome/Evaluation**

Evaluation report under preparation.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
72	<b>Sponsoring the European Leadership Forum 2003 in Paris</b>	1-2 Dec 2003	InvestHK	1,000,000	1,000,000	0	Project completed.

**Brief description of proposal**

Sponsorship of the European Leadership Forum 2003 in Paris organised by the BusinessWeek - an international event providing great opportunity to present HK's advantages as an ideal location for investment in Asia to over 300 senior European businessmen, and regain their confidence and interest in HK. As part of the package, 3 full-page advertisements would be placed in BusinessWeek Europe edition with total circulation of 110,000.

**Objective**

- a) Convince international/ Mainland communities that they should come to HK for business & leisure.
- b) Create awareness of the advantages of investing in HK and an opportunity for meeting with potential investors in Europe.

**Target audience**

At least 300 senior executives of major corporations in France and continental

**Outcome/Evaluation**

The Forum was attended by 470 European delegates and was the most successful one Business Week has organised in Europe. The Forum was opened by the French Minister of Foreign Affairs. The overall feedback provided in direct contacts to Hong Kong's representatives was positive.

SREC participated in the panel discussion titled 'European Trade Relations: Strengthening alliances in the global stage' and hosted a luncheon and delivered a presentation on 'Investment opportunities in Hong Kong and China'. CEPA was one of the major topics covered.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
73	<b>Luncheon hosted by SEDL in Demark and Netherlands to promote Hong Kong as part of the relaunch programme in Europe</b>	12&16 Sep 2003	CITB/ Brussels ETO	313,000	254,000	0	Project completed.

**Brief description of proposal**

A luncheon and reception cum photo exhibition at Copenhagen on 12 September and a luncheon at Amsterdam on 16 September to capitalise on SEDL's duty visit to Denmark and the Netherlands. The events were organised with the support of HKTB and Cathay Pacific in presenting a short film promoting the multicultural faces of HK (at Copenhagen), and sponsoring a set of return air tickets to HK for lucky draw (for both events in Copenhagen and Amsterdam).

**Objective**

- a) Build long term confidence both locally & overseas in our capability to combat
- b) Maximise international awareness of lifting of WHO & CDC travel advisory.
- c) Encourage return to normal economic activities.
- d) Convince international/ Mainland communities that they should come to HK for business & leisure.

**Target audience**

Approximately 400 guests from the political, diplomatic, business, cultural and media communities in the two countries.

**Outcome/Evaluation**

The photo exhibition and the two luncheons attracted an influential and prominent audience comprising 400 guests from the political, business, cultural and media circles. SEDL had successfully conveyed the Hong Kong message to a captive audience that Hong Kong was back in business-healthier, were competitive and with new vitality. The media interviews with SEDL also attracted very good press coverage in both countries.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
74	<b>Sponsoring the 2003 Venture Capital Summit organised by the Centre for Innovation and Entrepreneurship at Santa Clara University's Leavey School of Business</b>	8 Oct 2003	CITB/ San Francisco ETO	78,000	78,000	0	Project completed.

**Brief description of proposal**

As a Platinum Sponsor for the event which aimed to explore with start-up companies tradeoffs and opportunities in foreign markets and how they could become successful in the near future. The sponsorship package included full-page advertisement in Silicon Valley Biz Ink's October 1st issue on Globalisation and US\$5,000 worth of advertising in following issues, among other things.

**Objective**

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

**Target audience**

400-500 business leaders, financiers, venture capitalists, start-ups, academics and media.

**Outcome/Evaluation**

The event included a seminar with panel discussions, a reception and a dinner party for speakers and sponsors. About 350 participants attended the summit. Feedback was very positive, and many attendees enquired information about HK at the reception and during the dinner. Through participation as a sponsor in this event, the ETO has also successfully publicised HK amongst the business and financial sectors in Silicon Valley and the Bay Area, and reached out to 14,500 readers of the Silicon Valley Biz Ink which are mostly CEOs and partners of Silicon Valley companies.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
75	<b>A series of Hong Kong supplements <i>Newspapers in Education</i> (NIE) on Hong Kong in San Francisco</b>	3-24 Feb 2004	CITB/ San Francisco ETO	195,000	195,000	0	Project completed.

**Brief description of proposal**

The ETO sought to work with San Francisco Chronicle, the leading newspaper in the Bay Area, to promote HK by producing a series of supplements *Newspapers in Education* (NIE) on HK. The NIE on HK was to be published on four consecutive Tuesdays beginning 3 Feb 2004, with the over-arching theme of "Hong Kong: Asia's world city". Apart from reaching students in the Bay Area, the NIE on HK was to be included in every copy of the San Francisco Chronicle every Tuesday in Feb 2004.

**Objective**

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

**Target audience**

Over 1.1 million adult readers and 25,000 student readers.

**Outcome/Evaluation**

Serving as an introduction about Hong Kong, the supplements covered Hong Kong's history, living environment, landscape, culture, food and Hong Kong as Asia's world city as well as the place for business. The supplements were well received by the students/teachers as well as adult readers in the Bay Area. The supplements have facilitated adult readers to have a better understanding of Hong Kong. They have also effectively helped build a good image of Hong Kong with the student population and arouse their interests in visiting/learning more about Hong Kong.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
76	<b>Top up events for the 7th Beijing Hong Kong Economic Cooperation Symposium</b>	23-25 Oct 2003	BJO	1,141,000	857,596	0	Project completed.

**Brief description of proposal**

An annual event coorganised by the Beijing Municipal Government (BMG) and the HKTDC, aiming to strengthen economic cooperation and exchange between the two places. A HK Dinner, a TV show and other tourism marketing & promotional programmes by HKTB were presented as top up activities to maximise publicity for HK in a bid to boost HK's image in the Capital.

**Objective**

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

**Target audience**

400-450 guests for the HK Dinner, comprising HK government officials and businessmen attending the Symposium, BMG officials and local enterprises. The TV show was expected to attract about 6,000 audiences on site, and would be broadcast by Beijing TV (BTV) Station regionally with a potential audience of 2 million.

**Outcome/Evaluation**

Some 370 guests attended the HK Dinner, including HK government officials (led by the FS) and businessmen attending the Symposium, BMG officials (headed by the Mayor) and local enterprises. The TV show attracted some 6,000 audience on site, and was broadcast by BTV regionally to a catchments audience of 2 million. Through National Cable Network, the show was also made available to a wider audience throughout the Mainland. The HK TVB also broadcast the programme in Hong Kong to 1 million viewers, and through its satellite service, also reached out overseas countries such as the USA, Canada, Australia and some Asian countries. The show was well received. The tourism marketing and promotional programme also gained extensive media coverage.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
85	<b>Sponsoring the invitation of Bill Clinton, former US President, to HK as keynote speaker for the BusinessWeek CEO Forum</b>	5-6 Nov 2003	InvestHK	780,000	780,000	0	Project completed.

**Brief description of proposal**

Sponsoring 50% of the fee for inviting Bill Clinton, former President of the USA, to HK as keynote speaker for the BusinessWeek CEO Forum. The total cost was US\$200,000. The balance 50% was funded by a local businessman.

InvestHK was the host sponsor of the event, bearing the sponsorship fee out of the departmental budget.

**Objective**

- a) Convince international/ Mainland communities that they should come to HK for business & leisure.
- b) Create publicity in the international press.

**Target audience**

Over 300 overseas and local businessmen attending the Forum.

**Outcome/Evaluation**

Bill Clinton presented the Stars of Asia Awards at the Business Week CEO Forum, and delivered the Closing Keynote at the Forum. The speech lasted for about 40 minutes. The presence of Clinton drew 667 delegates to the Forum, which was double the original target. 25% of the participants were from overseas. Clinton also attended the Rolling Stones concert, part of the Harbour Fest, at Tamar Site.

Clinton's presence at the CEO Forum drew a large audience of business leaders and senior executives, and generated a lot of local as well as international press coverage. 37 local press stories and 32 regional press clippings have been monitored. The coverage has been positive and projected the image that Hong Kong is an international city where business leaders meet to discuss important issues.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
87	<b>Business luncheon plus photo-cum-stamp exhibition in Stockholm, Sweden</b>	8 Oct 2003	CITB/ Brussels ETO	260,000	260,000	0	Project completed. A shortfall of \$10,000 was absorbed by the Brussels ETO.
	<b><u>Brief description of proposal</u></b>						
	A business luncheon at Stockholm, with keynote speeches delivered by the Special Representative for HK Economic & Trade Affairs to the European Communities (SREC) and the Director/ Europe of HKTDC. Prior to the luncheon, a photo exhibition entitled "Hong Kong Vision", presenting the multicultural faces of HK in black and white photos, and a stamp exhibition presenting four special water bird stamps jointly issued by the Hongkong Post and Sweden Post, would be held.						
	<b><u>Objective</u></b>						
	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) Encourage return to normal economic activities.						
	d) Convince international/ Mainland communities that they should come to HK for business & leisure.						
	<b><u>Target audience</u></b>						
	Approximately 150 guests from the political, diplomatic business, cultural and the media communities.						
	<b><u>Outcome/Evaluation</u></b>						
	An influential and prominent audience (180 plus guests) attended the exhibition and the luncheon. SREC and the European Director of the HKTDC took the opportunity to promote understanding of the CEPA and Hong Kong's strategic role as the gateway to China. This programme helped to focus the Nordics' attention on the economic strengths of Hong Kong. The Hong Kong Day was well received by the Swedish community. The ETO's interlocutors expressed keen interest in the latest development of Hong Kong and were eager to learn more of CEPA and the new business opportunities that CEPA could offer. The message of Hong Kong being not only a place for business but also a city to visit was well spread to a captive and prominent audience from the political and business circles, who will, in turn, help spread the positive message of Hong Kong through their own contacts.						
				<b>Sub-total :</b>	<b>49,286,701</b>	<b>26,093,539</b>	<b>12,414,000</b>
				<b>% Commitment</b>	<b>54.76%</b>		<b>Revised Estimate = (b)+(c)</b> <b>38,507,539</b>



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

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
<b>Tourism &amp; Local Consumption (Provisional fund: HK\$417,000,000)</b>							
21	<b>Tourism promotion &amp; boost local consumption - "We Love HK" &amp; Boao Tourism Forum</b>		EDLB/TC				Project completed.
	<b><u>Brief description of proposal</u></b>						
	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	0	
	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	0	
				11,100,000	8,713,736	0	
	<b><u>Objectives</u></b>						
	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.						
	<b><u>Target audience</u></b>						
	"We love HK" targeted general public in HK and the Boao Forum targeted leaders of the travel trade and VVIPs at Ministerial level.						
	<b><u>Outcome/Evaluation</u></b>						
	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.						

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
22	<b>HKTB Tourism relaunch programme</b>	June 2003 to early 2004  (extended to March 2005)	EDLB/HKTB				On-going project.
	<b><u>Brief description of proposal</u></b>						
	a) Trade and consumer promotions including trade shows, website marketing, roadshows, campaigns promotions;			27,000,000	0	27,000,000	
	b) Hosting of familiarisation visits and programmes for trade and media;			33,000,000	0	33,000,000	
	c) Worldwide advertising targeted at key source markets;			157,000,000	0	157,000,000	
	d) PR promotions and activities including worldwide roadshows in 28 cities;			53,000,000	0	53,000,000	
	d) Tracking studies to track travellers' perception of HK;			7,000,000	0	7,000,000	
	f) Destination happenings & promotions e.g. shopping & dining promotions, Welcome Pack & card, Mega Events and themed activities.			102,000,000	0	102,000,000	
				<hr/> 379,000,000	<hr/> 0	<hr/> 379,000,000	

**Objectives**

- 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.

**Target audience**

Worldwide travel trade partners, consumers, visitors and the media.

**Progress**

The tourism relaunch promotional effort has been extended to March 2005 to sustain the impact, especially for long-haul market which has yet to revive fully.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
48	<b>Indoor Trial World Championship (ITWC)</b>	5-6 Dec 2003	EDLB/TC	3,900,000	3,900,000	0	Project completed.

**Brief description of proposal**

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, packaged with other entertainment programmes into a carnival-like attraction with strong tourist and local mass appeal.

The event is part of the ITWC international circuit, and was expected to draw the world's top motorcyclists as well as their fans and supporters from overseas. It would be the first ITWC event to be held in Asia. The ITWC competitions draw wide international publicity including extensive television coverage on the Mainland, in Asia, Europe and North America.

**Objectives**

- a) Maximise international awareness of lifting of WHO and CDC travel advisory;
- 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;
- 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;
- 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.

**Target audience**

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).

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation**

The championship race achieved a rate of attendance of 73%. Both LCSD and HKT B observed that the event was interesting and drew good response from the audience. The Travel Industry Council of Hong Kong and major tour operators commented that ITWC would take time to build and had potential to grow. They see strong potential to market the event in the Mainland, especially the northern cities where competitive motorcycling is very popular. The event's main press conference and the opening ceremony drew strong media turn-outs and the media coverage was positive and extensive. The ITWC's international sanctioning authority, the Federation International of Motorcycles (FIM), has shown its strong support by giving Hong Kong a sanction to host the event for three consecutive race seasons. The Hong Kong organiser is bound under its sponsorship agreement with Government to continue to organise the next two ITWC events at their own costs. Plans are already in hand to hold the next event in Jan 2005. We will facilitate the forthcoming competition working with the relevant departments and parties.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
49	<b>Rooftop pyrotechnics for the launch month of Harbour Lighting Plan</b>	Dec 03 to Feb 04	EDLB	8,640,000	8,640,000	0	- Project Completed.

**Brief description of proposal**

Augmentation of the initial launch month of the Harbour Lighting Plan with the use of special pyrotechnics from 17 January 2004 to 18 February 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) 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.

**Outcome/Evaluation**

The pyrotechnic displays were successfully staged on the rooftop of 10 buildings during the launch month and were very well received by the tourism industry, visitors and local community. There was also extensive and positive coverage in the media. There have been numerous requests for similar displays in future.

- The \$8.64M includes the pyrotechnic displays, consultancy services for the pyrotechnic displays, and broadcast arrangements for the complementary soundtrack.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
71	Sponsoring Yuming Matsutoya's "Shangri-la II Concert" in Hong Kong	10 & 11 Oct 2003	EDLB/TC	500,000	500,000	0	Project Completed.

**Brief description of proposal**

A two-performance project taking place at Hong Kong Coliseum on 10 and 11 October 2003 featuring Ms Yuming Matsutoya, "Japanese Queen of Pop Music", and the Russian Extraordinary Ice Circus. The concert is being actively marketed in Japan to attract Japanese visitors to Hong Kong.

**Objective**

- a) Build long term confidence both locally & overseas (*especially in Japan*) in our capability to combat SARS;
- b) Maximise international awareness of lifting of WHO & CDC travel advisory (*especially in Japan*);
- 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) Establish Hong Kong as the Premier destination for mass night-time entertainment in Asia with a world class spectacular.

**Target audience**

Direct participants - 12 000, mainly Japanese visitors and Hong Kong people

Indirect audience - The Japanese public in general, reached via publicity activities aimed at promoting Hong Kong as a safe destination

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation**

The concert achieved good sales of 95% (out of a final seating capacity of 10,300), and drew some 2,800 Japanese visitors. It also brought a 200-strong production team to Hong Kong from overseas. Considerable economic benefits were generated.

The concert's promotional video was broadcast on Fuji Network for about a month, as well as the concert itself. The network has a claimed reach to 98% of the Japanese population. This has helped to promote Hong Kong to the Japanese public and boost their confidence in Hong Kong.

A highly respected artist not just in Japan but also Asia, Mrs Matsutoya was the first Japanese artist to perform in Hong Kong after the SARS outbreak. The concert was a high-quality extravaganza. It has helped to boost Hong Kong's position as a regional entertainment hub.

A goodwill offer of tickets to SARS victims and hospital staff was well-received and acknowledged by the Amoy Gardens Owners Committee and Hospital Authority.



<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
77	<b>Promotion of Hong Kong at the General Assembly of the World Tourism Organisation in Beijing</b>	21 Oct 2003	EDLB/TC	1,450,000	656,729	0	Project completed.

**Brief description of proposal**

Promotion of Hong Kong at the General Assembly of the World Tourism Organisation (WTO) in Beijing. A luncheon function was hosted on 21 October 2003 for all delegates from member countries/organisations attending the WTO General Assembly.

**Objective**

- a) Convince international & Mainland communities that they should come to HK for business & leisure;
- b) Raise the profile of Hong Kong among the international tourism leaders.

**Target audience**

800 - 900 top decision makers from 141 full member countries in tourism worldwide, including ministers, senior officials and leading members of the tourism industries; top and senior officials from affiliated members as well as heads of international organizations (such as the WTO, PATA, IATA and WTTC.)

**Outcome/Evaluation**

The Hong Kong Luncheon hosted by the Secretary for Economic Development and Labour was accepted as one of the official social programmes of the General Assembly. In total, around 550 persons attended the luncheon.

The guests had shown interest in the promotional displays during the Luncheon. The overall arrangements of the event, including the quality of the function and the transportation arrangement, met guests' expectations.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
90	<b>Creation and production of a multi-media Harbour Lighting Show to be staged nightly at Victoria Harbour (re-titled as "A Symphony of Lights")</b>	20 Dec 2003 onwards  (postponed to 17 January 2004 onwards)	EDLB/TC	7,720,000	7,720,000	0	This is an on-going project but the relaunch funding is for the creation and production of the launch of the programme, which was completed. The recurrent expenditure of the project will not require relaunch funding.
	<b><u>Brief description of proposal</u></b>	This 20-minute Show would combine special light and sound effects to tell the story of Hong Kong through showcasing the key buildings along the waterfront of the Harbour. This was a joint venture by the government, the PLA Forces and the private sector.					
	<b><u>Objective</u></b>	<ul style="list-style-type: none"> <li>a) Get local economy growing again by boosting local consumption &amp; tourism;</li> <li>b) Convince international &amp; Mainland communities that they should come to HK for business &amp; leisure;</li> <li>c) Continue to boost morale and enhance the confidence of the local community;</li> <li>d) Promote Hong Kong as the tourist destination for night-time entertainment in Asia with a world class spectacular.</li> </ul>					
	<b><u>Target audience</u></b>	About 200,000 visitors and local residents per night during the first month when the show is enhanced with rooftop pyrotechnic displays. Thereafter, on average 100,000 visitors per night throughout the year.					
	<b><u>Outcome/Evaluation</u></b>	"A Symphnoy of Lights" was launched on 17 January 2004 and has been very well received by the tourism trade, visitors and the local community. There has also been extensive and positive coverage in the media, including TV/press coverage in the Mainland, USA, Germany and Australia.					

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
91	<b>Mainland-targeted publicity programme for 2004 Hong Kong Arts Festival</b>	Feb - Mar 2004	EDLB/TC	550,000	550,000	0	Project completed.

**Brief description of proposal**

This programme aims to enhance publicity for the 2004 Hong Kong Arts Festival in the target cities of Beijing, Shanghai and Guangzhou. The Information Services Department and the Hong Kong Tourism Board will provide advice and assistance to the Hong Kong Arts Festival Society in taking forward this programme.

**Objective**

- 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) Help draw well-off consumers from Beijing, Shanghai and Guangzhou to Hong Kong, while the Arts Festival's varied programme and extended duration will encourage them to make return visits or extend their stay. This will generate tourism income for Hong Kong and help promote Hong Kong in general in these major Mainland markets.
- e) Help promote HK in general in these major Mainland markets.

**Target audience**

Expatriate and local residents of Beijing, Shanghai and Guangzhou

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
95	Promotion of Hong Kong at the 53rd Miss World Pageant	8-10 Nov 2003	EDLB/TC	1,270,300	1,270,300	0	Project completed.

**Brief description of proposal**

The 53rd Miss World Pageant was held at On-going, Hainan in the Mainland on 6 December 2003. This was the first time for the event to be held in Asia and in the Mainland. To drum up the publicity, the Miss World Pageant Organising Committee arranged for the 105 participating contestants to visit major cities in the Mainland such as Xian, Shanghai, Beijing and Hong Kong in November 2003 before the contest. Hong Kong was the first stop and these contestants stayed in Hong Kong for 3 days from 8–10 November 2003.

A series of publicity and charity activities in Hong Kong has been planned for the Miss World beauty contestants by the Phoenix Satellite TV, the official broadcaster of the event. These include city tour ride on open-top buses from Golden Bauhinia Square to Causeway Bay and Western Market, sightseeing visits at the Peak and several Local Community Economy spots at various districts, participation in the traditional Bowl Feast, location filming at the Tsing Ma Bridge and a charity dinner. These activities were video-taped and condensed for broadcasting during the final of the beauty contest held on 6 Dec 2003. The Phoenix Satellite TV requested for financial assistance to support hosting Miss World's stay in Hong Kong

**Objective**

- a) Convince international & Mainland communities that they should come to HK for business & leisure;
- b) Raise Hong Kong's profile internationally through this international event

**Target audience**

The Miss World Pageant contest will be broadcast in the Mainland and 168 countries with an estimated audience of 2.1 billion.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
<b><u>Outcome/Evaluation</u></b>							
The activities in Hong Kong received satisfactory reporting and coverage by local mass media. The Miss World Pageant 2003 also drew the attention of a global audience and through this event, the charm and glamour of Hong Kong have been successfully portrayed to the Mainland community and the world.							
				<b>Sub-total :</b>	<b>414,130,300</b>	<b>31,950,765</b>	<b>Revised Estimate = (b)+(c)</b>
				<b>% Commitment</b>	<b>99.31%</b>	<b>379,000,000</b>	<b>410,950,765</b>

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

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
<b><u>Cultural, Sports &amp; Community Programme (Provisional budget : HK\$125,000,000)</u></b>							
07	Exercise for All Day	4 Jun 2003	LCSD	2,500,000	2,051,330	0	Project completed.

**Brief description of proposal**

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**

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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
08	HK Chinese Orchestra - Drum Festival	13 Jul - 1 Nov 2003	LCSD	1,500,000	1,500,000	0	Project completed. The actual expenditure was \$2,028,000 and the shortfall of \$528,000 was absorbed by the HK Chinese Orchestra in the production cost.

**Brief description of proposal**

An outdoor rally at Victoria Park on 13 Jul 2003 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**

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

**Target audience**

Overseas tourists & local community.

**Outcome/Evaluation**

It 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 Bo'ao 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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
10	<b>Shaolin Wushu Performance cum Promotional Scheme</b>	July - Dec 2003	LCSD				Project completed.
	<b><u>Brief description of proposal</u></b>						
	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 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			
	b) Training Camps			300,000			
	c) Shaolin Physical Exercise Training Courses			300,000			
				1,200,000	1,004,227	0	

**Objective**

Promote the practice and appreciation of Shaolin wushu.

**Target audience**

15,000 participants.

**Outcome/Evaluation**

Eight Shaolin Wushu Performance roving demonstrations were completed with 13,638 participants (both local residents and overseas tourists). Three of the seven training camps were cancelled due to typhoon, and 760 campers were recruited for the remaining four training camps. A total of 90 Shaolin physical exercise training courses were organised from Aug to Dec 2003 in 18 districts.

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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
15	<b>Starry Starry Night Wanchai Street Party</b>	8,15,22 Jun 2003	HAD	400,000	398,352	0	Project completed.

**Brief description of proposal**

- a) 40 food/drink booths with tables and seats will be set up at the pedestrianised 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**

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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
16	High Tea for HK - 「擦一擦，擦靚香港」	20 Jun - 1 Jul 2003	HAD	2,000,000	1,740,300	0	Project completed.

**Brief description of proposal**

- 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**

Boost local confidence and encourage return to normal life

**Target audience**

General public.

**Outcome/Evaluation**

The events were jointly organised 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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
17	Disney Family Movie Night - "A Celebration of Life"	5-6 Jul 2003	HAD	1,100,000	686,858	0	Project completed.

**Brief description of proposal**

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/ 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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
23	Asia Cultural Cooperation Forum	28-30 Sep 2003	HAB	3,500,000	3,019,443	0	Project completed.

**Brief description of proposal**

A conference on creative industries, with invitation extended to Cultural Ministers, cultural leaders/ creative entrepreneurs in 10 Asian economies (APEC members).

**Objective**

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Convince international/ 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.

**Outcome/Evaluation**

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.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
24	<b>Euro-Asia Snooker Master Challenge</b>	21-24 Aug 203	LCSD	3,500,000	2,765,410	0	Project completed.

**Brief description of proposal**

To line up the world's best snooker players from Europe and Asia to compete in the tournament held at the Hong Kong Convention & Exhibition Centre. 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.

**Objective**

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- 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.

**Target audience**

4 000 spectators plus viewers through TV and internet could be reached.

**Outcome/Evaluation**

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.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
25	<b>Credit Suisse Privilege International Super Stars Diving and Synchronized Swimming Extravaganza</b>	26-27 Jul 2003	LCSD	1,400,000	1,160,352	0	Project completed.

**Brief description of proposal**

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 synchronised 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.

**Objective**

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- b) Encourage return to normal economic activities;
- 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.

**Target audience**

3,600 spectators.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation**

Over 3 000 spectators enjoyed the world-class diving and synchronised 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. This helped spread the message to the neighbouring countries that Hong Kong is a safe place for business and leisure. 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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
35	Tuen Mun Summer Fantasy	26 Jul - 31 Aug 2003	HAD	350,000	350,000	0	Project completed.

**Brief description of proposal**

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

- 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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation**

Number of visitors to the beaches increased by over 90% from 26 Jul to 21 Aug. Number of visitors to the shopping malls also increased by 15%. The amount of sales of the shops in nearby shopping malls was 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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
43	HK Cultural Industries Expo	1 Aug 2003 - 30 Nov 2004	HAB	3,500,000	0	3,500,000	On-going project.

**Brief description of proposal**

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

The Expo includes 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 was scheduled for Nov 2003 in London, 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/ 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.

The two outstanding project activities - career talk and Beijing Book Fair, will be held in July 04 and Sept 04 respectively.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
45	<b>Chinese National Basketball Men's Team vs. Melbourne Tigers Exhibition Match (re-titled as HSBC Hong Kong International Basketball Challenge 2003 China vs. Melbourne)</b>	6 Aug 2003	LCSD	2,940,000	1,553,370	0	Project completed.

**Brief description of proposal**

A high level performance match between the Chinese National basketball Men's Team and the top ranked Australian Basketball Team, Melbourne Tigers in the Hong Kong Coliseum. The well-known Chinese National Basketball Team brought its full squad including Yao Ming and Bateer to Hong Kong.

**Objective**

- 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/ Mainland communities that they should come to HK for business & leisure.

**Target audience**

10 000 spectators.

**Outcome/Evaluation**

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.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

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.

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.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
46	<b>Pacific Century Insurance International Volleyball Challenge-Hong Kong</b>	5-7 Sep 2003	LCSD	3,378,000	2,904,416	0	Project completed.

**Brief description of proposal**

A tournament of four top ranked national ladies' teams for a 3-day competition at the Hong Kong Coliseum. The 4 participating teams were China, Korea, Dominican Republic and Australia.

**Objective**

- 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/ Mainland communities that they should come to HK for business & leisure.

**Target audience**

30,000 spectators plus those who watch the games over TV locally and worldwide broadcasting.

**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 Sep 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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
47	<b>Panerai Around the Island Race</b>	2 Nov 03	LCSD	897,000	882,674	0	Project completed.

**Brief description of proposal**

An international yacht racing event in which world class yachting, windsurfing and rowing sportsman competing and circumnavigating around the Hong Kong Island, involving more than 300 vessels. A half hour show to be produced for broadcast to over 200 million potential households in over 120 countries to promote Hong Kong.

**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/ Mainland communities that they should come to HK for business & leisure.

**Target audience**

10,000 audience.

**Outcome/Evaluation**

Among those being invited to compete were the top yachting and windsurfing stars. 4 Olympic Sailing Gold Medallists, 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 took part in this event. Both Prince Joachim and Princess Alexandria of Denmark participated in and officiated at the event.

A land-based carnival, including windsurfing simulator and rowing machine play-in, fireboat display, visit aboard the police marine launch and Madame Maurine, bouncy castle and games stalls, etc was held at the RHKYC for the enjoyment of local and overseas participants.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

The running of the race was recorded and edited into a half hour show for worldwide broadcasting. Over 200 million households in over 120 countries could see this spectacular event running against the Hong Kong Cityscape. This has helped spread the message extensively to different parts of the world that Hong Kong has recovered from SARS and is a safe place to visit.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
51	<b>Credit Suisse Privilege World Women's Squash Open 2003</b>	7-13 Dec 03	LCSD	1,600,000	1,336,379	0	Project completed.

**Brief description of proposal**

A event 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 were 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 would be featured in this sports event.

**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/ 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.

**Outcome/Evaluation**

Over 54 world's top women's squash stars had produced an excellent entertainment for over 5,000 fans. The event generated extensive publicity for Hong Kong locally and internationally as the semi-final and final matches were live-broadcasted at Cable TV and delayed-broadcasted to about 100 countries globally. In addition, on-site large LED screen monitor and wall projection were set up to display the matches held at the Hong Kong Cultural Centre Piazza. A live score board was also constructed at the official website allowing internet browsers and overseas media to obtain the scores and results immediately. The WSF reported the highest coverage of audience with a record number of nations and considered Hong Kong to be their favourite destination for the event and "a famous part of squash culture for enthusiasts around the world".



<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
54	<b>The Champion of the World Tennis (retitled as Watsons Water Champions Challenge (Tennis))</b>	8-10 Jan 04	LCSD	3,491,000	3,491,000	0	Project completed.

**Brief description of proposal**

To invite two biggest names in men's tennis and the top two players in ladies tennis to compete in two thrilling singles matches plus a mixed doubles match, a 2-day event to be held at Victoria Park Tennis Centre Court.

**Objective**

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- 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) Promote HK 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 HK.

**Target audience**

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

**Outcome/Evaluation**

The Watsons Water Champions Challenge was a 3-day international tennis tournament with 9 world class male and female players. The tournament consisted of Mens Singles event, Ladies Singles event and Mixed Doubles event.

The event was a success with full stands, enthusiastic sponsors and enormous media coverage. The success of this event proved that Hong Kong was capable of hosting major sports event and further raised its profile on the world stage and hence created a platform for commercial sponsors to engage in sports events in future.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
55	<b>Hong Kong Open Badminton Championships 2003</b>	27 Oct - 2 Nov 03	LCSD	2,270,000	2,245,246	0	Project completed.

**Brief description**

A 6-star event of the World Grand Prix Circuit - the first top star world-class badminton tournament ever held in Hong Kong. It was also one of the qualifying events for the national badminton players to obtain admission tickets for participating in the Olympic Games, Athens 2004. Some 300 top badminton players from around 30 countries and regions were expected to participate.

**Objective**

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- 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.

**Target audience**

20 000 spectators for 6-day tournament.

**Outcome/Evaluation**

The event was successfully held from 27 Oct to 2 Nov 03 at Queen Elizabeth Stadium(QES). Over 15,000 spectators enjoyed the world-class badminton tournament at QES while over million of spectators enjoyed the live broadcasting of the final match and the delay broadcasting of the daily highlights on television through TVB. Moreover, another 400 local young athletes joined the skill demonstration session by top-player such as Chen Hong (China), Xie Xingfang (China) and Anders Boesen (Denmark) on 1 Nov 2003 at QES.

Besides, the event was broadcasted in other Asian countries such as Philippines, Vietnam, Singapore, Indonesia, Malaysia and Thailand through satellite.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
62	<b>The Inaugural Far East &amp; South Pacific (FESPIC) Youth Games 2003, Hong Kong, China</b>	23 - 27 Dec 03	HAB	2,000,000	2,000,000	0	Project completed.

**Brief description**

Hosted by the Hong Kong Sports Association for the Physically Disabled (HKSAP), the Games aimed 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 involved five sports events, namely Athletics, Badminton, Boccia, Swimming and Table Tennis, to be held in various LCSD venues. By the closing of the 1<sup>st</sup> entry (Mar 2003), 16 overseas countries had 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 was expected that the number of attending athletes and officials would increase to 700 by the final entry (Oct 2003).

**Objective**

- a) Get local economy growing again by boosting local consumption and 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) 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

**Outcome/Evaluation**

Evaluation report under preparation.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
67	<b>Women's World Cup Table-tennis 2003</b>	17-19 Dec 03	LCSD	1,750,000	1,264,969	0	Project completed.

**Brief description of proposal**

An invitation competition sanctioned by the International Table Tennis Federation (ITTF) targeting at top female table-tennis players in the world. 16 world top ranking female players were expected to participate in the event held in the Queen Elizabeth Stadium, 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.

**Objective**

- a) Maximise international awareness of lifting of WHO & CDC travel advisory;
- 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.

**Target audience**

10,000 spectators for the 3-day tournament plus viewers through international and local TV broadcasting.

**Outcome/Evaluation**

The event was successfully held and over 7,300 spectators enjoyed the world class tournament plus over millions viewers through live broadcasting of CCTV Sports Channel and delayed broadcasting of the TVB Jade Channel. This has helped spread the message to overseas countries that Hong Kong has recovered from SARS and is a safe place for business and tourism. Moreover, as the standard of the play was very high, it stimulated public interest in table tennis and further enhanced table tennis development in the territory.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
79	<b>Wushu Performance in Canada</b>	2-12 Feb 2004	LCSD/ Toronto ETO	1,426,340	1,426,340	0	Project completed.

**Brief description of proposal**

To invite the Hong Kong Wushu Team to visit Calgary and Edmonton as Hong Kong's Good Will Ambassadors. Performances were scheduled during the 10-day visit to tie in with the Chinese New Year promotion in the two cities, comprising demonstration by major games medal winners of HK Wushu Union as well as teams from the local Chinese Martial Arts Association in Canada.

**Objective**

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

**Target audience**

5,000 spectators.

**Outcome/Evaluation**

The delegation paid goodwill visit to the local elderly centres and exchanged demonstrations with the local martial arts associations in Calgary and Edmonton, which were well received by the local society. During the 10-day visit, the delegation met with the Mayor as well as the Government officials and attended local radio and press interview. All these generated extensive publicity for Hong Kong. Moreover, the proceeds of the performance in Calgary and Edmonton were donated to the local elderly centres and the University of Alberta respectively. It created a great impact and strengthened the relationship between Hong Kong and Canada. It provided an excellent opportunity for the enthusiasts to enjoy the outstanding skills of our games medal winners of Hong Kong Wushu Union. This event helped spread the message that Hong Kong has recovered from SARS and projected a positive and healthy image for Hong Kong.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
80	<p><b>North American Tour of Hong Kong Ballet - presenting The Great Archer</b></p> <p><b>Brief description of proposal</b> To invite Hong Kong Ballet to perform its 2003 production, The Great Archer, in four selected cities (including San Jose, Washington DC, Toronto &amp; Vancouver) in May 2004. One performance will be lined up for each city, and publicity will be generated both for the performance tour and for Hong Kong.</p> <p>The Hong Kong Ballet will line up 4-5 additional performances on its own at no additional resources to reach out wider audiences.</p> <p><b>Objective</b></p> <p>a) Build long term confidence both locally &amp; overseas in our capability to combat b) Maximise international awareness of lifting of WHO &amp; CDC travel advisory; c) Encourage return to normal economic activities; d) Convince international/ Mainland communities that they should come to HK for business &amp; leisure. e) Rebuild Hong Kong's image as a vibrant and sophisticated international city with a rich fusion of Eastern and Western cultures.</p> <p><b>Target audience</b> Mainstream middle-class audience and the ETOs' contacts in various sectors, including key politicians, business and community leaders as well as diplomats. The estimated size of audience in each city is as follows - San Jose : 500 Washington DC : 500 Toronto : 1,000 Vancouver : 1,000</p>	May-04	LCSD/ Toronto ETO Washington ETO San Francisco ETO	5,350,000	0	5,350,000	Project not yet implemented.
81	<b>2004 World Wushu Sanda Cup</b>	21-24 Apr 2004	LCSD	3,230,000	0	0	Event cancelled as the Hong Kong Wushu Union could not get the hosting right for this event.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
82	Hong Kong Cycle Classic	4 Jan 2004	LCSD	3,038,000	2,730,413	0	Project completed.

**Brief description of proposal**

One of the world ranking events sanctioned by the Union Cycliste Internationale (International Federation of Cycling) and the Hong Kong Cycling Association. About 120 riders from 20 professional teams all over the world were to race at the circuit of 96 km between Wanchai and Admiralty, via popular tourist attractions of the Golden Bauhinia Square, Reunification Monument, Hong Kong Convention & Exhibition Centre and Tamar Square.

**Objective**

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

**Target audience**

Tens of thousand spectators at roadside of the race circuit plus those who watch the games on TV with worldwide coverage.

**Outcome/Evaluation**

Hong Kong Cycle Classic was successfully held on 4 January 2004 at the Golden Bauhinia Square. Celebrity riders included World Champions, medalists of the Commonwealth Games and Olympic Games took part in the event. Thousands of spectators enjoyed watching the world-class cycling event at the venue and millions of spectators from Hong Kong and Mainland China who watched the program via TVB Sports World and CCTV Channel Five respectively. Moreover, the celebrities also participated in tourism promotional activities to visit the Repulse Bay and the Peak. The event successfully accomplished the objective to raise the profile of Hong Kong as an international city in Asia.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	

**Outcome/Evaluation (Cont'd)**

Moreover, it offered an excellent opportunity for local cycling fans to meet the cycling stars like David Millar (World Champion and Tour de France Stage Winner), Franz Stocker (World Champion), Bruno Risi (6 times World Champions), Scott McGrory & Brett Aitken (Olympic Gold Medalists) and Robert Hayles (Silver Medalist for Commonwealth Games). During the period, it was the talk of the town and had attracted overwhelming response from the public. The event helped to further boost up cycling development in the territory.



<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
88	<b>Omega Hong Kong Open 2003 (Golf)</b>	4-7 Dec 2003	LCSD	2,730,000	2,730,000	0	Project completed.

**Brief description of proposal**

The longest running professional golf tournament in Asia and the oldest professional sporting event in Hong Kong, jointly sanctioned by the PGA European Tour and Asian PGA Tour. The 4-day competition took place at the Hong Kong Golf Club and was open to 138 players, including 4 star players from the two professional tour and other big names.

**Objective**

- 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/ Mainland communities that they should come to HK for business & leisure.
- e) Continue to boost morale and enhance the confidence of the local community.

**Target audience**

32,000

**Outcome/Evaluation**

Over 20000 spectators witnessed the world-class tournament. The programme were broadcasted over 18 countries through TVB, CNBC Europe, Viasat Sport, Urheilutelevision, Sports+, Sport of Premiere Sports, Golf+, Sky Sports. The Golf channel, MNET, Fox Sports, Guandong Satellite, Beijing Sports, SBS Golf and Astrosport. Besides, more than 20 local media had covered the event. Another 80 participants comprising post-primary and pro-secondary schools students enjoyed a free Golf Clinic instructed by Darren Clanke and Choi Kyung-ju on 2 December 2003. The event successfully provided an ideal platform to project the position image of Hong Kong as the Asia's leading venue for world-class event, business and investment.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
89	<b>Publicity programme to promote in HK &amp; the Mainland Local Community Economy projects and district characteristics</b>	Nov 03 - Jun 04	HAD	2,000,000	0	2,000,000	On-going project.

**Brief description of proposal**

The use of electronic media, such as TV channels, and the printed media including newspapers, posters and other publicity platforms in HK and the Mainland to promote the various Local Community Economy activities, with a view to encouraging cross-district local consumption and attracting more Mainland visitors to HK.

**Objective**

- a) Get local economy growing again by boosting local consumption and 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.

**Target audience**

HK residents & Mainland visitors.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
94	<b>A 3-month programme to promote HK particularly Sham Shui Po District, as the hub for computer &amp; communication products</b>	Dec 03 - Feb 04	HAD	500,000	331,762	0	Project completed.
	<b><u>Brief description of proposal</u></b>						
	A 4-day exhibition-cum-carnival (Christmas IT Carnival) to be held near the Golden Computer Centres and Apliu Street in Sham Shui Po, with over 100 on-street booths for the sale of IT and communications products, as well as for IT-related educational games; and a weekend bazaars and carnivals from Dec 2003 to Feb 2004 at a pedestrianised road near the Golden Computers Centres.						
	The budget for the whole event is \$1.78 million. The shortfall is to be covered by commercial sponsorship and revenue from renting out booths.						
	<b><u>Objective</u></b>						
	a) Encourage return to normal economic activities. b) Get local economy growing again by boosting local consumption and 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.						
	<b><u>Target audience</u></b>						
	Over 300,000 visitors (including local residents and Mainland visitors) for the Christmas IT Carnival and around 10,000 visitors per each weekend.						
	<b><u>Outcome/Evaluation</u></b>						
	Evaluation report under preparation.						
				<b>Sub-total :</b>	<b>57,550,340</b>	<b>37,572,841</b>	<b>10,850,000</b>
				<b>% Commitmen</b>	<b>46.04%</b>		
							<b>Revised Estimate = (b)+(c )</b>
							<b>48,422,841</b>

**Economic Relaunch Programme**  
**Summary of Approved Funding Allocations**  
**Media & Publicity**

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c ) (HK\$)	
<b>Media &amp; Publicity (Provisional fund HK\$83,000,000)</b>							
03	<b>Postcard campaign</b>	June to end 2003	ISD	3,000,000	1,124,707	0	Project completed.

**Brief description of proposal**

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.

**Objective**

Spread the message that Hong Kong is a safe place to visit.

**Target audience**

1 million copies for communities outside Hong Kong.

**Outcome/Evaluation**

The project was part of Government's outreach campaign to disseminate reassurance messages. Two batches of pre-paid postcards totalling 1.3 million copies were printed for collection at post offices and district offices - initially to spread the message that Hong Kong was a safe place to visit, and subsequently to promote Hong Kong as an ideal place for business and leisure. Virtually, all the 1.3 million cards were distributed and some 214,000 were posted. It appeared that many people were keeping the postcards rather than posting them. The Chief Executive, the Financial Secretary and representatives of various sectors of the public officiated at the launching ceremony which received good publicity through the media. This project was in addition to the e-messages which we encouraged our interlocutors to send to their contacts around the world.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c ) (HK\$)	
04	<b>Engagement of a PR Consultant</b>	9 May to 15 Aug 2003	ISD	1,295,000	1,295,000	0	Project completed.

**Brief description of proposal**

Engagement of a PR consultant for relaunching Hong Kong.

**Objective**

To map out a relaunching strategy and devise plans for implementing the strategy.

**Target audience**

To serve the Economic Relaunch Working Group.

**Outcome/Evaluation**

Burson-Marsteller was engaged for the period indicated to assist the Government in its economic relaunch efforts. It provided PR advice to the Economic Relaunch Strategy and Working Groups, Information Services Department and other relevant bureaux and departments. The communications programme submitted by the company was built around a three-phase plan - (1) response, (2) reassurance, and (3) recovery. The programme was revised and adopted by the Government and various initiatives including the launching of a global advertising campaign and the creation of a dedicated web site were implemented under the three phases. The communications exercise brought home the message that Hong Kong was a safe place to visit, live and do business.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c ) (HK\$)	
05	<b>General advertising</b>	May 2003 to Mar 2004	ISD	50,000,000	22,996,875	0	Project completed.

**Brief description of proposal**

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**

Promote HK as an ideal place for business and leisure.

**Target audience**

International, Mainland & local communities.

**Outcome/Evaluation**

Four rounds of advertisements were placed, namely :

- upon the lifting of the WTO travel advisory in May 2003, in 26 major newspapers in Europe and Asia-Pacific;
- upon the lifting of the CDC travel advisory in June 2003, in 9 major newspapers in the US;
- a "Let's Help Relaunch HK Together" ad in 16 Hong Kong newspapers in June 2003; and
- an ad promoting the abundance of events taking place in Hong Kong in 43 major newspapers in the US, Europe, Asia-Pacific and the Mainland in late September-early October 2003.

The advertisements also directed people to the Hong Kong LookingAhead website for more information. They were considered a direct and effective means to promote HK post-SARS.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c ) (HK\$)	
65	TV programmes	Dec 2003	ISD	550,000	550,000	0	Project completed.

**Brief description of proposal**

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 community that they should come to HK for business & leisure;
- b) 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.

**Outcome/Evaluation**

The series of five programmes was shown at prime time over the Christmas festive season. They were on the Hong Kong economy, opportunities for German interests, political structure, tourism and the culture and traditions of Hong Kong. The programmes provided an excellent showcase of Hong Kong's attractions as a place to visit, live and do business. The series is expected to be repeated later this year.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation (HK\$)</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>	
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)		
66	<b>Other promotional and publicity efforts</b>	Until end of financial year 03/04	ISD	12,150,000	0	8,620,414	On-going project.	
	<b><u>Brief description of proposal</u></b>	Promotion of relaunch activities through publicity vehicles including video news release, APIs, video films, posters, leaflets, displays, website and souvenirs.		(A few projects are still in progress)			Most of the projects have been completed with a few still in progress. Please see outcome/ evaluation.	
	<b><u>Objective</u></b>	<ul style="list-style-type: none"> <li>a) Encourage return to normal economic activities;</li> <li>b) Get local economy growing again by boosting local consumption &amp; tourism;</li> <li>c) Convince international &amp; Mainland communities that they should come to HK for business &amp; leisure;</li> <li>d) Continue to boost morale and enhance the confidence of the local community.</li> </ul>						
	<b><u>Target audience</u></b>	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)						
	<b><u>Outcome/Evaluation</u></b>	The projects have been completed or are in progress. Those completed include three rounds of video news releases on the lifting of the WHO travel advisory and on the shows in the early part of the relaunch programme, the creation of a Hong Kong LookingAhead website and the production of printed promotional material and souvenirs used in connection with relaunch activities. Those in progress include the production of a video film showcasing Hong Kong's attributes as Asia's world city, a photo book on Hong Kong and the branding of air bridges at the airport. The completed projects have proved to be effective publicity tools in getting across the messages about Hong Kong's recovery.						
				<b>Sub-total :</b>	<b>66,995,000</b>	<b>25,966,582</b>	<b>8,620,414</b>	<b>Revised Estimate = (b)+(c)</b>
				<b>% Commitment</b>	<b>80.72%</b>			<b>34,586,996</b>



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

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
<b>Major Events (Provisional fund: HK\$200,000,000)</b>							
01	<b>Forbes Global CEO Conference 2004 cum Forbes Global's 200 Best Small Companies Awards</b>		InvestHK				On-going project.
	<b><u>Brief description of proposal</u></b>						
	a) i Host sponsorship of 2004 Conference with the following entitlements:	Sep 2004 (Duration-3 days)		12,640,000			
	ii Advertising in Forbes magazine;	Sep 03 to March					
	iii Advertorials in Forbes magazine;	Sep 03 to March					
	iv Forbes CEO Conference in USA;	1-3 Oct 03					
	v Receptions at Forbes properties;	July 03 to March					
	b) Forbes Global 's 200 Best Small Companies Award Ceremony	Oct 03		1,170,000			
	<b><u>Objective</u></b>			13,810,000	0	13,810,000	
	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.						
	<b><u>Target audience</u></b>						
	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>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
26	<b>Real Madrid Football Club - Match in HK</b>	10 Aug 2003	LCSD/ InvestHK	10,000,000	392,678	0	Project completed.

**Brief description of proposal**

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.

**Objective**

- 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 & 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**

40,000 spectators. Local & overseas media.

**Outcome/ Evaluation**

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.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
39	International Autumn Festival (re-titled as Hong Kong Harbour Fest )	17 Oct - 9 Nov 03	InvestHK	100,000,000	100,000,000	0	Project completed.

**Brief description of proposal**

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)

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed</u>	<u>Revised Estimate for on-going projects</u>	<u>Project Status/ Remarks</u>
<b><u>Outcome/Progress</u></b>							
Hong Kong Harbour Fest was staged from 17 October to 9 November 2003. 16 concerts of international, Asian and local artists were held at the Tamar site. The total audiences totalling over 100,000 attended the concerts. A special TV programme was aired on MTV channels for three times in January and February in the USA, and broadcast in Hong Kong and other regions is being lined-up.							
			<b>Sub-total :</b>	<b>123,810,000</b>	<b>100,392,678</b>	<b>13,810,000</b>	<b>Revised Estimate = (b)+(c )</b>
			<b>% Commitment</b>	<b>61.91%</b>			<b>114,202,678</b>

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

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Remarks</u>
				(a) (HK\$)	(b) (HK\$)	(c) (HK\$)	
<b>Contingency (Provisional fund: HK\$85,000,000)</b>							
13	<b>SARS Clinical Management Workshop</b>	13-14 June 2003	HWFB	1,120,000	1,114,005	0	Project completed.

**Brief description of proposal**

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.

**Objectives**

Share experience in tackling SARS on various fronts.

**Target audience**

150-200 delegates from overseas, Mainland and Hong Kong.

**Outcome/Evaluation**

Over 170 participants, with representations from Canada, USA, UK, France, Australia, Singapore, Vietnam, Guangdong, Beijing, Macau, Hong Kong, WHO Geneva and WHO Regional Office.

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.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Remarks</u>
50	<b>The 7th South East Asian Survey Congress</b>	3-7 Nov 2003	LandsD	900,000	393,675	0	Project completed.

**Brief description of proposal**

The 7<sup>th</sup> 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. up to \$1995. by the HKSAR Government.

**Objective**

- a) Boost morale in HK;
- b) Build long term confidence both locally & overseas in our capability to combat SARS;
- 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.

S/N Project Item

Project date

Bureau/ Dept

Approved  
Allocation

Actual/  
Provisional  
Expenditure  
for completed  
projects

Revised  
Estimate for  
on-going  
projects

Remarks

Outcome/Evaluation

The congress was well attended by 281 delegates from 25 countries/ regions including delegates and exhibitors from the Mainland. A survey was carried out amongst the exhibitors and the feedback was in general favourable. Also, quite good comments were received from delegates. In a UK survey journal, a professor in his Chairman's Report commented "SEASC 2003 was the best organised conference I have ever attended, ...".

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Remarks</u>
78	<b>Sponsoring the Centenary of Flight Celebration in Hong Kong: One Hundred Days of Celebration of One Hundred Years of Powered Flight</b>		CAD				
	<b><u>Brief description of proposal</u></b>						
1)	Aviation Days organised by the provisional Hong Kong Aviation Development Council and the Hong Kong Air Cadet Corps at the Kai Tak Airport Terminal, with aviation exhibition and aircraft display open to the public.	13-14 Dec 03		300,000	300,000	0	Part 1 & 2 of the project completed.
2)	A top level aviation roundtable conference at Conrad Hong Kong with the theme Greater China Aviation in the New Century: Stronger, Higher, Faster and with international participation.	19-20 Feb 04		400,000	400,000	0	
3)	Aerospace Forum Asia project coordination and administration expenses			500,000	0	500,000	
4)	Establishment of an aviation scholarship fund to be launched in conjunction with an aviation careers exhibition.	2nd quarter of 2004		200,000	0	200,000	Part 4 planned to take place in the second quarter of 2004.
				1,400,000	700,000	700,000	

**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 & enhance the confidence of the local community;
- d) Promote co-operation with the Pearl River region, while underling the importance of Hong Kong as an international and regional aviation hub and Gateway to China

**Target audience**

- 1) General local public, students, representatives of the local business community and the aviation industry, members of the overseas consular corps and media, and overseas visitors.
- 2) Industry leaders, overseas invited guests and local and foreign media.
- 3) The general public



<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Remarks</u>
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**Outcome/Evaluation**

- 1) The Aviation Days 2003 was held from 13 to 14 Dec 2003 at the ex-Kai Tak Airport Apron. HK\$0.3 million was allocated. Thirty two organizations, including CAD and GFS, took part in the two-day event. The Permanent Secretary for Economic Development and Labour (Economic Development) and other guests officiated the opening of the event. The number of visitors to the event exceeded 27,000.
  
- 2) The two-day Asia Pacific Civil Aviation Management Roundtable was held from 19 to 20 February 2004. HK\$0.4 million was allocated under the Government's Economic Relaunch Fund to organize the event. Over 110 participants from 57 local and overseas organizations, including EDLB and CAD, participated in the discussion sessions. The event was officiated by Mr. Stephen Ip, Secretary for Economic Development and Labour. Mr. Gao Hong Feng, Vice Minister of the General Administration of Civil Aviation of China (CAAC) also delivered an address at the occasion.

<u>S/N</u>	<u>Project Item</u>	<u>Project date</u>	<u>Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual/ Provisional Expenditure for completed projects</u>	<u>Revised Estimate for on-going projects</u>	<u>Remarks</u>
86	<b>Sponsoring the luncheon of the International Finance Corporation Conference</b>	16 Oct 03	FSTB	78,000	77,715	0	Project completed.
	<b><u>Brief description of proposal</u></b>	A conference on corporate sustainability to be jointly organized by the International Finance Corporation (IFC) of the World Bank and the Financial Times (FT) at JW Marriott Hotel in Hong Kong.					
	<b><u>Objective</u></b>	<ul style="list-style-type: none"> <li>a) Encourage return to normal economic activities;</li> <li>b) Convince international &amp; Mainland communities that they should come to HK for business &amp; leisure;</li> </ul>					
	<b><u>Target audience</u></b>	Over 120 delegates of the conference					
	<b><u>Outcome/Evaluation</u></b>	The conference was successful and well received by the participants. The Government's support on the event reinforced our efforts to relaunch Hong Kong and to restore confidence of overseas investors in resuming business activities in Hong Kong. Important overseas institutional investors were given an opportunity to come and see for themselves that Hong Kong was safe to visit and that businesses had returned to normal after the SARS outbreak in early 2003.					
				<b>Sub-total :</b>	<b>3,498,000</b>	<b>2,285,395</b>	<b>700,000</b>
				<b>% Commitment</b>	<b>4.12%</b>		<b>Revised Estimate = (b)+(c )</b> <b>2,985,395</b>

## **Annex B**

### **Hong Kong Harbour Fest Account Statements**

Appendix A Audited accounts of Red Canvas

Appendix B Breakdown of the income and expenditure of Hong Kong Harbour Fest provided by AmCham to supplement the audited accounts of Red Canvas

*Remark: The Administration is awaiting AmCham's clarification of some figures and the status of Appendix B as to whether it should form part of the audited accounts of Harbour Fest.*

**Frank Martin, sas**  
President



**THE AMERICAN  
CHAMBER OF COMMERCE  
IN HONG KONG**

美  
國  
商  
會

February 27, 2004

**Mr. Mike Rowse, JP**  
Director General  
Invest Hong Kong  
15/F, One Pacific Place  
Queensway, Hong Kong

Dear Mr. Rowse,

Re: Harbour Fest

Enclosed herewith is a set of audited accounts of Red Canvas Limited.

Yours sincerely,

**RED CANVAS LIMITED**  
**紅紙有限公司**

**REPORTS AND FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2003**



**WONG BROTHERS & CO.**  
**CERTIFIED PUBLIC ACCOUNTANTS**

**RED CANVAS LIMITED**  
**紅紙有限公司**

**REPORTS AND FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2003**

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**RED CANVAS LIMITED**  
**紅紙有限公司**

**DIRECTORS' REPORT**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

The directors have pleasure in presenting their report and the audited financial statements for the year ended 31 December 2003.

**Principal activities**

Red Canvas Limited is a Limited Liability company that was incorporated under Hong Kong law on 31 May 2000. The company remained dormant until 13 August 2003 when it was activated to serve as a Special Purpose Vehicle to handle the financial transactions relating to the Hong Kong Harbour Festival 2003 (the "Festival"). The Festival was a five week series of musical concerts held for the revival of Hong Kong in the wake of the SARS epidemic. The company has never had any employees and has only two directors who have never received compensation of any type.

The company has been audited from the date of activation through 31 December 2003 and the financial results are attached herewith. All transactions during that period, as well as during the subsequent period were solely related to the Festival.

In reviewing the financial statements the directors would like to point out some pertinent issues.

Revenue was generated from two prime sources - sponsorship and ticket sales. The Government of the Hong Kong Special Administrative Region (the "Government") provided the major sponsorship amounting to HK\$100 million. This money was paid under a contractual agreement to the American Chamber of Commerce in Hong Kong ("AmCham") who in turn contracted with Red Canvas Limited to organise the Festival. The agreement called for all funds to be returned to the Government via AmCham in the event that ticket sales and other sponsorship revenue exceeded expenses. As can be seen by the attached financial statements, as of 31 December 2003, the revenue did not exceed the expenses and it is not expected to be the case in subsequent periods.

It should be pointed out that while the Government has sponsored the Festival in the amount of HK\$100 million the Government has, in fact, received cash benefits through the payment of income taxes and land rental of the government site in the amount of HK\$10,494,282. This would mean that the Government's total net sponsorship is reduced to HK\$89,505,718 which is only 12% higher to the estimated amount projected on 4 September 2003 when the Festival was announced publicly.

Beyond the cash returned to the Government as mentioned in the above paragraph, we have calculated that a large amount of the total Festival revenue has gone directly back into the Hong Kong economy mainly to support small local businesses that helped organise the Festival. This amount approximates HK\$63,733,000, inclusive of HK\$10,494,282 paid to local authorities. We see that as an important contribution to small service and supply companies in Hong Kong at a time when their businesses were suffering as a result of the SARS epidemic.

**RED CANVAS LIMITED**  
**紅紙有限公司**

**DIRECTORS' REPORT**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

**Principal activities (Cont'd)**

We would further point out that a professional video of parts of the Festival has been produced and has appeared on nationwide television throughout the United States of America on three separate occasions. Negotiations are underway to have this video aired in many countries of the world including locally in Hong Kong. We fully expect these negotiations to be successful and anticipate that the Festival video, which clearly promotes Hong Kong, will reach hundreds of millions of homes throughout the world. We are currently evaluating a monetary value to Hong Kong of this promotion but based on our preliminary study of the cost of typical programmes on national and global television networks, we think this value of the Festival video is substantial and should run into millions of Hong Kong dollars.

As a result of the above, it is the opinion of the directors that the financial results of Red Canvas Limited should be viewed in the context of total value to the Government and its citizens rather than in the financial numbers reflected in these accounts.

**Results and dividends**

The results of the company for the year ended 31 December 2003 are set out in the income statement on page 6.

The state of affairs of the company as at 31 December 2003 is set out on page 7.

**Share capital**

Particulars of the share capital are set out in note 10 to the financial statements.

**Directors**

The directors who held office during the year and up to the date of this report are:-

James Edward Thompson  
Sally Anne Barrington Thompson

**Management contracts**

The company has not entered into any contract whereby the management and administration of the whole or any substantial part of the company's business have been undertaken by a party other than the company's directors or employees.

**Directors' interests in contracts**

No contract of significance to which the company was a party, and in which a director of the company had a material interest, whether directly or indirectly, subsisted at the end of the year or at any time during the year.



**RED CANVAS LIMITED**  
**紅紙有限公司**

**DIRECTORS' REPORT**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

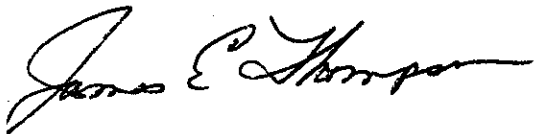
**Directors' interests in shares**

At no time during the year was the company a party to any arrangements to enable the directors of the company to acquire benefits by means of the acquisition of shares in, or debentures of the company or any other body corporate.

**Auditors**

A resolution proposing that Wong Brothers & Co., Certified Public Accountants, be reappointed as auditors of the company will be put to the Annual General Meeting.

On behalf of the board



**Chairman**

Dated 27 FEB 2004



Partners : Andrew C F Chan      S M Kan  
             Charles C L Chow      Ricky W P Wong  
             Gordon C P Cheng

陳昌寬會計師      簡迅鳴會計師  
鄭耀林會計師      黃煒培會計師  
鄭松波會計師

Consultant : Andrew C S Lam

顧問: 林志成會計師

**Auditors' Report to the Shareholders of  
RED CANVAS LIMITED  
(Incorporated in Hong Kong with limited liability)**

We have audited the financial statements on pages 6 to 14 which have been prepared in accordance with accounting principles generally accepted in Hong Kong.

**Respective responsibilities of directors and auditors**

The Companies Ordinance requires the directors to prepare financial statements which give a true and fair view. In preparing financial statements which give a true and fair view it is fundamental that appropriate accounting policies are selected and applied consistently.

It is our responsibility to form an independent opinion, based on our audit, on those financial statements and to report our opinion solely to you, as a body, in accordance with section 141 of the Companies Ordinance, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

**Basis of opinion**

We conducted our audit in accordance with Statements of Auditing Standards issued by the Hong Kong Society of Accountants. An audit includes examination, on a test basis, of evidence relevant to the amounts and disclosures in the financial statements. It also includes an assessment of the significant estimates and judgements made by the directors in the preparation of the financial statements, and of whether the accounting policies are appropriate to the company's circumstances, consistently applied and adequately disclosed.

We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance as to whether the financial statements are free from material misstatement. In forming our opinion we also evaluated the overall adequacy of the presentation of information in the financial statements. We believe that our audit provides a reasonable basis for our opinion.

**Fundamental uncertainty**

In forming our opinion, we have considered the adequacy of disclosures made in note 1 to the financial statements concerning the dependence of the company on the continuing financial support of the shareholders. The financial statements have been prepared on a going concern basis and do not include any adjustments that would result from the withdrawal of such financial support. Our opinion is not qualified in this respect.

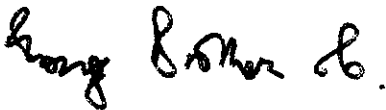
**WONG BROTHERS & CO.**

CERTIFIED PUBLIC ACCOUNTANTS

**Auditors' Report to the Shareholders of  
RED CANVAS LIMITED  
(Incorporated in Hong Kong with limited liability)**

**Opinion**

In our opinion the financial statements give a true and fair view of the state of the company's affairs as at 31 December 2003 and of its loss and cash flows for the year then ended and have been properly prepared in accordance with the Companies Ordinance.



**Wong Brothers & Co.  
Certified Public Accountants  
Hong Kong, 27 FEB 2004**

**RED CANVAS LIMITED**  
**紅紙有限公司**

**INCOME STATEMENT**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

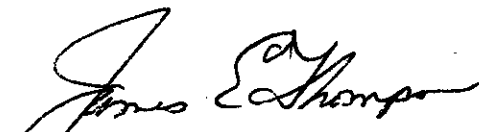
	Notes	2003 HK\$	2002 HK\$
<b>Turnover</b>	4	55,208,207	-
<b>Cost of services provided</b>		(155,779,107)	-
		<u>(100,570,900)</u>	<u>-</u>
<b>Government sponsorship fee received</b>	4	100,000,000	-
<b>Other revenue</b>	4	20,053	-
<b>Administrative and other operating expenses</b>		(74,405)	(37,149)
<b>Loss before taxation</b>	5	<u>(625,252)</u>	<u>(37,149)</u>
<b>Taxation</b>	7	-	-
<b>Loss after taxation</b>		<u><u>(625,252)</u></u>	<u><u>(37,149)</u></u>

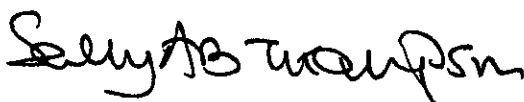
**RED CANVAS LIMITED**  
**紅紙有限公司**

**BALANCE SHEET AS AT 31 DECEMBER 2003**

ASSETS	Notes	2003		2002	
		HK\$	HK\$	HK\$	HK\$
<b>Current assets</b>					
Accounts receivable		3,983,677		-	
Bank balances and cash		<u>10,168,276</u>		<u>1,000</u>	
			14,151,953		1,000
<b>Current liabilities</b>					
Trade and other payables	8		<u>(14,814,334)</u>		<u>(38,129)</u>
<b>NET LIABILITIES</b>			<u>(662,381)</u>		<u>(37,129)</u>
<b>CAPITAL AND RESERVES</b>					
Share capital	10		20		20
Accumulated losses			<u>(662,401)</u>		<u>(37,149)</u>
			<u>(662,381)</u>		<u>(37,129)</u>

Approved by the board of directors  
on 27 FEB 2004

  
Director

Director 

**RED CANVAS LIMITED**  
**紅紙有限公司**

**CASH FLOW STATEMENT**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

	Note	2003 HK\$	2002 HK\$
<b>Cash flows from operating activities</b>			
Loss before taxation		(625,252)	(37,149)
Adjustments for:			
Interest income		(12,345)	-
Operating profit before working capital changes		(637,597)	(37,149)
Increase in trade and other receivables		(3,983,677)	-
Increase in trade and other payable		14,776,205	38,129
<b>Net cash inflow from operating activities</b>		<u>10,154,931</u>	<u>980</u>
<b>Cash flows from investing activities</b>			
Interest income		12,345	-
<b>Net cash inflow in investing activities</b>		<u>12,345</u>	<u>-</u>
<b>Cash flows from financing activities</b>			
Issue of ordinary share capital		-	20
<b>Net cash inflow in financing activities</b>		<u>-</u>	<u>20</u>
<b>Increase in cash and cash equivalents</b>		10,167,276	1,000
<b>Cash and cash equivalents at beginning of the year</b>		<u>1,000</u>	<u>-</u>
<b>Cash and cash equivalents at end of the year</b>	11	<u><u>10,168,276</u></u>	<u><u>1,000</u></u>

**RED CANVAS LIMITED**  
**紅紙有限公司**

**STATEMENT OF CHANGES IN EQUITY**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

	<b>Share capital HK\$</b>	<b>Accumulated losses HK\$</b>	<b>Total HK\$</b>
Allotment on 31 May 2000	20	-	20
Net loss for the period	-	(37,149)	(37,149)
<b>Balance at 31 December 2002</b>	<u>20</u>	<u>(37,149)</u>	<u>(37,129)</u>
Net loss for the year	-	(625,252)	(625,252)
<b>Balance at 31 December 2003</b>	<u>20</u>	<u>(662,401)</u>	<u>(662,381)</u>

**RED CANVAS LIMITED**  
**紅紙有限公司**

**NOTES TO FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

**1. BASIS OF PREPARATION OF FINANCIAL STATEMENTS**

The financial statements have been prepared on a going concern basis which contemplates the realisation of assets and settlement of liabilities in the ordinary course of business. Losses incurred in previous and current years resulted in a deficiency of net assets at the balance sheet date. The application of the going concern basis is on the understanding that the present financial support provided by the shareholders shall continue in the foreseeable future. Should the company be unable to continue its operations due to withdrawal of such financial support, adjustments would have to be made to reduce the value of assets to their recoverable amount and to provide for any further liabilities which might arise.

**2. PRINCIPAL ACTIVITIES**

The principal activities of the company during the year are to organise, manage, convene and promote the "Hong Kong Harbour Festival 2003", the arts and entertainment festival held on the Tamar site in Central, Hong Kong between 1 October 2003 and 30 November 2003.

**3. PRINCIPAL ACCOUNTING POLICIES**

The financial statements are prepared under historical cost convention and in accordance with accounting principles generally accepted in Hong Kong.

**3.1. Leases**

Payment under operating leases is charged to the income statement on a straight line basis over the lease terms.

**3.2. Government sponsorship fee received**

Government sponsorship fee received is recognised as income over the periods necessary to match them with the related costs.



**RED CANVAS LIMITED**  
**紅紙有限公司**

**NOTES TO FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

**3.3. Revenue recognition**

Sale of tickets is recognised upon delivery of the ticket.

Commission received are recognised when the services are rendered, the revenue can be reliably estimated and it is probable that the revenue will be received.

Interest income is accrued on a time basis by reference to the principal outstanding and at the interest rate applicable.

Sponsorship fee received is recognised according to the terms of sponsorship agreements.

**3.4. Foreign currencies translations**

Transactions in foreign currencies are translated into Hong Kong dollars at exchange rates ruling at the transaction dates. Monetary assets and liabilities denominated in foreign currencies are translated into Hong Kong dollars at the approximate market rates of exchange ruling at the balance sheet date. Exchange differences arising on translation are dealt with in the income statement.

**3.5. Cash equivalents**

Cash equivalents represent cash at bank.

**3.6. Taxation**

Income tax expense represents the sum of the tax currently payable and deferred tax.

The tax currently payable is based on taxable profit for the year. Taxable profit differs from income as reported in the income statement because it excludes items of income or expenses that are taxable or deductible in other years and it further excludes items that are never taxable or deductible. The liability for current tax is calculated using tax rates that have been enacted or substantively enacted at the balance sheet date.

Deferred tax is the tax expected to be payable or recoverable on differences between the carrying amounts of assets and liabilities in the financial statements and the corresponding tax bases used in the computation of taxable profit, and is accounted for using the balance sheet liability method. Deferred tax liabilities are generally recognised for all taxable temporary differences, and deferred tax assets are recognised to the extent that it is probable that taxable profits will be available against which deductible temporary differences can be utilised.

**RED CANVAS LIMITED**  
**紅紙有限公司**

**NOTES TO FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

**4. TURNOVER AND OTHER REVENUE**

	2003 HK\$	2002 HK\$
<b>Turnover</b>		
Ticket sales	49,603,135	-
Sponsorship fee received	4,858,147	-
Commission received	746,925	-
	<u>55,208,207</u>	<u>-</u>
<b>Government sponsorship fee received</b>	<u>100,000,000</u>	<u>-</u>
<b>Other revenue</b>		
Gain on exchange	6,908	-
Bank interest income	12,345	-
Sundry income	800	-
	<u>20,053</u>	<u>-</u>
	<u>155,228,260</u>	<u>-</u>

The Government sponsored a maximum sum of HK\$100,000,000 as a contribution towards the cost of services provided for holding the "Hong Kong Harbour Festival 2003" for the period from 1 October 2003 to 30 November 2003.

**5. LOSS BEFORE TAXATION**

	2003 HK\$	2002 HK\$
<b>Loss before taxation is stated after charging:</b>		
Auditors' remuneration	56,000	4,000
Operating lease rentals		
- Plant and machinery	11,237	-
- Land and building	2,154,255	-
	<u>2,154,255</u>	<u>-</u>

Included in the Income Statement were amounts paid or accrued for the direct benefit of the Government in respect of taxes on artist fees and site rental amounting to HK\$10,494,282. In addition, the company paid local artist fees and suppliers amounting to HK\$53,239,429.

**RED CANVAS LIMITED**  
**紅紙有限公司**

**NOTES TO FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

**6. STAFF COSTS AND DIRECTORS' REMUNERATION**

There was no staff cost paid during the year (2002 : Nil).

None of the directors received any remuneration in respect of their services rendered for the year (2002 : Nil).

**7. TAXATION**

**Current tax**

Provision for Hong Kong Profits Tax is not required as the company sustained a taxation loss during the year (2002 : Nil).

**Deferred tax**

Deferred tax assets have not been recognised in respect of the following items:

	2003 HK\$	2002 HK\$
Accumulated unused tax losses	638,000	-

The deferred tax assets of accumulated unused tax losses do not expire under current tax legislation.

**8. TRADE AND OTHER PAYABLES**

	Note	2003 HK\$	2002 HK\$
Accounts payable		11,884,958	-
Provision for tax for artists		2,817,100	-
Amount due to a director	9	39,534	32,129
Accruals		72,742	6,000
		14,814,334	38,129

**9. AMOUNT DUE TO A DIRECTOR**

The advance is unsecured, interest free and without fixed repayment term.

**RED CANVAS LIMITED**  
**紅紙有限公司**

**NOTES TO FINANCIAL STATEMENTS**

**FOR THE YEAR ENDED 31 DECEMBER 2003**

**10. SHARE CAPITAL**

	2003		2002	
	No. of shares	Amount HK\$	No. of shares	Amount HK\$
<b>Authorised, issued and fully paid</b>				
Ordinary shares of HK\$ 10 each				
At beginning and end of year	<u>2</u>	<u>20</u>	<u>2</u>	<u>20</u>

**11. ANALYSIS OF CASH AND CASH EQUIVALENTS**

	2003 HK\$	2002 HK\$
Bank balances and cash	<u>10,168,276</u>	<u>1,000</u>

**12. CONTINGENT LIABILITIES**

Included in the accounts receivable is a sponsorship fee receivable from a sponsor in the amount of US\$300,000 which is in dispute. The company has taken legal action against the sponsor to pursue the settlement but the sponsor has denied the claim and lodged a counter claim against the company for breach of the sponsorship agreement. The directors, upon consulting their legal advisers, are of the opinion that provisions for doubtful debts and contingent liabilities are considered not necessary as the outstanding debt is likely to be recoverable.

**13. COMPARATIVE FIGURES**

The comparative figures represented an accounting period from 31 May 2000 (date of incorporation) to 31 December 2002.

Hong Kong Harbour Festival 2003  
Income and Expenditure  
December 31, 2003

Appendix B to Annex B

	<u>2003</u>
<b>INCOME</b>	
Revenue-Ticket Sales	\$49,603,134.55
Revenue-Sponsorship	4,858,147.06
Revenue-Merchandising/Concessions	746,924.94
Revenue-TV Rights	0.00
Revenue-Government Funds	100,000,000.00
Revenue-Handling Charges	800.00
Revenue-Interest Income	12,344.71
<b>TOTAL INCOME</b>	<b><u>155,221,351.26</u></b>
<b>EXPENDITURE</b>	
Artist Fee -Talent	(76,436,724.72)
Artist Fee -Third Party	(2,034,173.76)
Artist Fee -Riders	(2,115,536.51)
Artist Fee-Tax	(8,472,627.50)
Operations-Utilities	(451,762.20)
Operations-Ticketing	(2,093,073.06)
Operations-Site Preparation/Manager	(25,662,795.37)
Operations-Production Costs	(3,412,975.99)
Operations-Noise Control	(154,600.00)
Operations-Equipment Rental	(11,237.30)
Operations-Licence	(880.00)
Operations-Security	(396,116.00)
Operations-Chalet	(54,000.00)
Marketing-Advertising-Production	(1,977,756.04)
Marketing-Advertising-Radio	(130,450.08)
Marketing-Advertising-Prints	(2,870,818.92)
Marketing-Hotline	(5,000.00)
Marketing-Promotional Materials	(5,500.00)
Marketing-Web	(28,750.00)
Marketing-Programs	(278,550.00)
Marketing-Public Relations	(621,514.50)
TV Production	(7,684,064.11)
Insurance-Cancellation/Non-Appeara	(5,792,233.80)
Insurance-Public Liability	(854,150.00)
Rental-Site Rental	(2,140,454.70)
Rental-Other Rental	(13,800.00)
Air Fare	(7,353,308.76)
Hotel	(2,492,777.40)
Local Transportation	(441,110.00)
Porter Services	(5,175.00)
Commission-IMG	(922,832.06)
Professional-Tax Preparation	(66,450.00)
Professional-Legal	(439,627.60)
Professional-Immigration	(310,366.00)
Professional-Audit Fee	(56,000.00)
Bank Charges	(60,342.50)
Forex	931.25
<b>TOTAL EXPENDITURE</b>	<b><u>(155,846,602.63)</u></b>
<b>NET DEFICIT</b>	<b><u>(625,251.37)</u></b>

## **Annex C**

### **Hong Kong Harbour Fest Attendance**

Breakdown of the attendance for Hong Kong Harbour Fest

(Extracted from Mr. James Thompson's letter of 5 March 2004 to the Independent Panel of Inquiry on Harbour Fest)

*Remark: The number of "Comp/Other" attendance figure for Family Fest(2) is in brackets. According to Mr James Thompson's letter, it indicates that there were fewer attendees at these two shows than tickets issued.*

	<i>Prince</i>	<i>Craig David</i>	<i>Family Fest (2)</i>	<i>Joe Carreras</i>	<i>Twins/ L.A.T.U</i>	<i>Westlife</i>	<i>Air Supply</i>	<i>Gipsy Kings</i>	<i>Asian All Stars</i>	<i>Santana</i>	<i>Gary V (2)</i>	<i>Nell Young</i>	<i>Rolling Stones (2)</i>	<i>Grand Total</i>
Capacity	11,751	13,151	26,302	13,151	13,151	13,151	13,151	13,151	13,151	13,151	26,302	13,151	24,682	207,396
Attendees	10,471	6,940	16,009	5,778	12,494	6,431	8,297	4,822	4,736	12,152	6,294	7,836	23,812	125,872
%	89%	53%	61%	44%	95%	49%	63%	35%	36%	92%	24%	60%	96%	61%
Sold HKT	4,720	3,785	12,235	4,348	-	5,881	6,563	2,709	608	11,018	2,128	4,266	20,985	78,247
Sold Corporate	404	433	397	463	-	77	951	1,410	1,386	438	1,964	370	1,015	9,308
Free Show	-	-	-	-	12,494	-	-	-	-	-	-	-	-	12,494
<b>subtotal</b>	<b>5,124</b>	<b>4,218</b>	<b>12,632</b>	<b>4,811</b>	<b>12,494</b>	<b>5,958</b>	<b>7,514</b>	<b>4,119</b>	<b>1,994</b>	<b>11,457</b>	<b>4,092</b>	<b>4,636</b>	<b>22,000</b>	<b>101,049</b>
														<b>49%</b>
Sponsors	160	160	260	160	-	160	160	160	160	160	320	160	320	2,340
Media	18	18	16	18	-	98	128	98	98	58	228	98	68	944
Home Affairs *	-	-	4,200	-	-	-	-	-	-	-	-	-	-	4,200
Hospital Authority	1,500	-	-	-	-	-	-	-	-	-	-	-	-	1,500
Community Chest	-	-	2,400	-	-	-	-	-	-	-	-	-	-	2,400
Band/Promoter	380	591	290	62	-	100	35	134	450	68	577	161	100	2,958
Promotion	22	22	48	18	-	28	28	28	28	28	44	26	34	354
Hotels	-	4	-	45	-	24	62	30	102	22	12	76	8	385
Schools	362	-	-	-	-	-	-	-	-	-	-	-	-	362
Production	-	-	-	-	-	10	12	12	54	19	-	13	431	551
Comp/Other	2,805	1,927	(3,837)	664	-	53	358	41	1,850	340	1,021	2,666	851	8,839
<b>subtotal</b>	<b>5,847</b>	<b>2,722</b>	<b>3,377</b>	<b>967</b>	<b>-</b>	<b>473</b>	<b>783</b>	<b>503</b>	<b>2,742</b>	<b>695</b>	<b>2,202</b>	<b>3,200</b>	<b>1,812</b>	<b>24,823</b>
<b>Total</b>	<b>10,471</b>	<b>6,940</b>	<b>16,009</b>	<b>5,778</b>	<b>12,494</b>	<b>6,431</b>	<b>8,297</b>	<b>4,622</b>	<b>4,736</b>	<b>12,152</b>	<b>6,294</b>	<b>7,836</b>	<b>23,812</b>	<b>125,872</b>

\* Tickets delivered to Home Affairs Office for distribution to orphanages and under privileged children – outcome of distribution is unknown

\*\* There were two shows each for : Family Fest, Gary V and the Rolling Stones. All figures are for the sum of the two shows.