

**For discussion
on 5 February 2024**

**Legislative Council
Panel on Information Technology and Broadcasting**

Report on the Work of Create Hong Kong

Purpose

This paper updates Members on the work of Create Hong Kong (CreateHK) in respect of the eight creative industries (including Hong Kong Design Centre (HKDC)) from 1 October 2022 to 30 September 2023 and the work plan formulated in response to the relevant initiatives outlined in the Chief Executive's 2023 Policy Address.

Overview of the Development of Cultural and Creative Industries in Hong Kong

2. Cultural and creative industries¹ (CCI) serve as an important driving force for Hong Kong's progression towards a high-value and diversified economy. In 2021, the added value of CCI was around \$124.8 billion, accounting for 4.5% of the Gross Domestic Product (GDP). The number of persons engaged by these industries was around 225 880, representing 6.2% of the total employment in Hong Kong. In particular, creative industries contributed 50.9% of the GDP of the CCI and the number of persons engaged in creative industries accounted for 59.5% of the total employment in the CCI in 2021.

3. CreateHK has maintained a close partnership with the local creative sectors to promote their development as industries, with a view to reinforcing Hong Kong's status as Asia's creative capital.

4. To promote the development of creative industries, the Government has set up the Film Development Fund (FDF) and the CreateSmart Initiative (CSI) to drive the development of the film industry and seven other creative sectors. So far, the Government has injected a total of \$1.54 billion into FDF and \$3.5 billion into CSI to support initiatives and activities advocated and

¹ Creative industries include film, advertising, architecture, design, digital entertainment, music, printing and publishing, and television.

organised by creative industries and relevant stakeholders for the development of local creative industries.

5. Key projects organised, co-organised and funded by CreateHK are at **Annex 1**.

The Work of CreateHK in Support of the Eight Creative Industries

(I) CSI

6. To promote and facilitate the development of Hong Kong's creative industries, the four strategic foci of CSI include-

- (a) nurturing talent and facilitating start-ups;
- (b) exploring markets;
- (c) fostering a creative atmosphere; and
- (d) promoting cross-sectoral and cross-genre collaboration².

As at September 2023, CreateHK has committed a total of \$2.552 billion under CSI. The amount of funding granted to projects, the number of applications received and approved, and the relevant amounts of funding allocated under CSI in the past three years are at **Annex 2**.

Nurturing Talent and Facilitating Start-ups

7. During the reporting period, examples of initiatives on nurturing talent and facilitating start-ups included the following –

- (a) Graduate Internship Programmes provided internship opportunities in digital entertainment and digital advertising industries for young graduates of relevant creative disciplines, including one-year full-time employment and on-the-job training. Since the inception in 2011 to end-September 2023, a total of 625 interns were admitted, including 111 interns admitted during the reporting period;
- (b) Animation Support Programme facilitated start-ups and small companies to produce original creative animations, and to showcase their works in the Hong Kong International Film & TV Market. From its inception in 2012 to end-September 2023, a total of 251 companies were recruited, including 30 companies recruited during the reporting period;

² "Promoting cross-sectoral and cross-genre collaboration" has been a new strategic focus since 1 April 2023.

- (c) Microfilm Production Support Scheme (Music) (formerly known as Support Programme for Advertising and Music Talents (Microfilm Production)) offered funding support and mentorship for start-ups and small advertising production companies. From its inception in 2013 to end-September 2023, a total of 271 companies were recruited, including 32 companies recruited during the reporting period;
- (d) Hong Kong Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme provided funding and mentorship for participating digital advertising start-ups to promote the works of emerging writers. Launched in 2018, the Scheme has completed five editions and nurtured a total of 60 digital advertising start-ups and promoted 60 works by emerging writers so far;
- (e) Ear Up Music Global 2022/23 nurtured local music talent by pairing up 18 local budding singers/bands with six mentors and sponsoring them to perform in overseas music festivals;
- (f) Ear Up Record Label Creation and Incubation Programme 23/24 recruited 18 budding singers/bands and provided them with training to develop their independent/small labels through workshops, training camp and forums;
- (g) The Next Writer Publication Funding Scheme subsidised local emerging writers who have never published or published their works for the first time in the past two years to publish and promote their new works. From its inception in 2020 to end-2023, the scheme launched two editions to support 17 units of emerging writers. Hong Kong Emerging Writer Gala Presentation in the Greater Bay Area was also organised in June 2023 in Macao, Guangzhou, and Shenzhen for the supported emerging writers. In November 2023, as Hong Kong's participation in Shenzhen Reading Month 2023, CreateHK arranged some of these writers to engage in cultural dialogues with their Shenzhen counterparts and to organise book exhibitions. These activities successfully promoted the emerging writers and their works to over 200,000 online and offline readers in the Mainland and Macao. Some of the works published under the Scheme also won in the Hong Kong Publishing Biennial Awards;
- (h) Hong Kong Comics Development and Promotion Support Programme provided funding support and professional mentoring to local comics companies and their artists to support the creation, publication and promotion of their original comics works. From its inception in 2021

to end-September 2023, a total of 30 comic artists were recruited, including 15 comic artists recruited during the reporting period;

- (i) The 5th Design Exchange Programme: The ((Capsule)) Hong Kong showcased 14 local sustainable design projects in the Dutch Design Week held in October 2023 to show the creativity of Hong Kong design to the international audiences. During the showcase period, participating Hong Kong designers not only led guided tours but also had interactions and dialogues with visitors and Dutch design practitioners. They also visited design studios and institutions in the Netherlands to enrich the exchange programme;
- (j) With the theme of Actions to the Sustainability Journey, Fashion Summit (HK) 2023 was held in mid-October 2023. Over 30 local and overseas speakers were invited to exchange insights on the latest trends, innovative technologies, solutions, and opportunities of sustainable fashion. In June 2023, a delegation, which consisted of Hong Kong fashion designers, industry practitioners, and representatives from non-governmental organisations, was arranged to conduct a study tour to Sweden; and
- (k) Digital Economy Accelerator provided training, mentorship, and funding to local design entrepreneurs for developing e-commerce so as to enhance their competitiveness in the digital economy.

Exploring Markets

8. During the reporting period, examples of initiatives on exploring market included the following –

- (a) Funding was provided to The Hong Kong Institute of Architects for organising Roving Architecture Exhibitions at the Venice Biennale, and International Architecture Exhibition at Kuala Lumpur and Nanjing to showcase Hong Kong's unique architectural innovation and urban landscape on the international and Mainland stages. The project will have a response exhibition to be held in Hong Kong in February 2024;
- (b) CIRCULATING · Hong Kong Comics Creation Exchange Project @Angouleme International Comics Festival, France, which led local comic artists to participate in the Angouleme International Comics Festival 2023 in France to showcase their comics works and network with readers and industry practitioners so as to facilitate them to explore overseas business opportunities;

- (c) Launched in 2022, Publishing 3.0 – Hong Kong Smart e-Book Hub Scheme introduced the e-Book Publishing Conversion Platform on 23 April 2023 (World Book Day) which assisted over 60 local publishers to use AI in translating Chinese books into English books and converting them into over 1,700 e-books in Chinese and English, as well as over 2,600 audio books in Cantonese, Putonghua and English to date. The Scheme also built Hong Kong Smart e-book Hub to help outstanding Hong Kong works explore international markets and promote Hong Kong as a regional copyright hub of e-books and audio books. The first collection of the e-book Hub was launched in the Hong Kong Book Fair in July 2023 and then in the Hong Kong Pavilion in Frankfurt Book Fair in October 2023, and successfully attracted the attention of readers, overseas publishers and libraries. At Frankfurt Book Fair, a total of 45 meetings were arranged with various overseas publishers, global e-book, audio book platforms and authors including OverDrive, RB Media, and IG Publishing. Among them, publishers from the Mainland, Russia and Arab countries showed keen interest in the e-Book Hub. It facilitated the opening of collaboration opportunities;
- (d) Funding was provided for printing and publishing companies to participate in major international book fairs, including Bologna Children’s Book Fair (BCBF) and Frankfurt Book Fair, to expand overseas markets;
- (e) Funding was provided for the industry to lead Hong Kong fashion designers to the Paris Fashion Week and Shanghai Fashion Week to open up the Mainland and overseas markets;
- (f) Funding was provided for the industry to lead 15 local designers to “Think Business, Think Hong Kong” events held by the Hong Kong Trade Development Council (HKTDC) in Paris in mid-September 2023. The event showcased Hong Kong’s innovative designs and hosted thematic seminars to promote the strengths of Hong Kong’s creative industries; and
- (g) Funding was provided for the industry to continue the “FabriX” project, which was a pioneering digital fashion initiative. During the London Fashion Week and Paris Fashion Week held in September 2023, digital fashion collections of 12 local emerging designer brands were displayed through augmented reality cameras to bring visitors a one-stop journey from trying on digital fashion to having their own digital fashion in order to explore digital fashion market.

Fostering a Creative Atmosphere

9. During the reporting period, initiatives on fostering a creative atmosphere included the following –

- (a) The third edition of Hong Kong Denim Festival was organised for the public to experience denim culture and learn about the latest trend and technologies of the industry through a wide range of activities such as bazaar, exhibitions, workshops, seminars, guided tours and music performances; and
- (b) The fourth edition of Hong Kong Publishing Biennial Awards (HKPBA) was organised in recognition of outstanding Chinese books and their publishing teams in Hong Kong. Apart from an award presentation ceremony held during the Hong Kong Book Fair 2023, a roving exhibition in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA) was successively held in Shenzhen and Macao bookstores, with the exhibition in Shenzhen held concurrently with an exhibition on Shenzhen Top Ten Books of the Year. The roving exhibition is scheduled to make its final stop in Guangzhou in the first quarter of 2024. Moreover, CreateHK arranged award-winning writers and editors of the fourth edition of HKPBA to have a dialogue with the cultural practitioners in Shenzhen in November 2023 as Hong Kong’s participation in Shenzhen Reading Month 2023.

Promoting Cross-sectoral and Cross-genre Collaboration

10. During the reporting period, cross-sectoral and cross-genre projects included “Chill 11” held in December 2023, which gathered exhibitors and brands from arts and culture, catering and retailtainment sectors to create extraordinary cultural, creative and retailtainment experiences for the public through a wide range of cultural and festive activities together with celebrity performances featuring Hong Kong’s cultural uniqueness.

11. Furthermore, in order to promote cross-sectoral and cross-genre collaboration, CreateHK organised two exchange sessions in 2023 attended by the chairmen/executive committee members of trade associations from arts, culture, creative industries and cross-media creative sectors, as well as performance group leaders and professional body representatives, etc. to exchange ideas and engage in matching activities with a view to exploring possible collaboration amongst them.

The Work of HKDC

12. Since its establishment in 2001, HKDC has been a close strategic partner of the Government in promoting design and related creative industries. It actively promotes the development of different design disciplines in Hong Kong through various flagship projects and talent nurturing programmes. In the past year, HKDC organised five flagship projects and implemented two incubation programmes successfully, with Business of Design Week (BODW), Asia's largest annual design gala, being the most prominent. BODW held by the end of 2022 and 2023 achieved an unprecedented success. The two summits gathered creative leaders and industry elites from different places to explore the trends in design, innovation and brands, with a participation of over 1 million participants engaged in exchange in each edition. HKDC also staged the first-ever large-scale event, GBA Creative Night at the Base in end-2023 in preparation for the commencement of operation in end-2024.

13. Details of the work of HKDC from 1 October 2022 to 30 September 2023 are set out at **Annex 3**.

Future Development

14. To tie in with the work direction of Cultural and Creative Industries Development Agency (CCIDA) (details refer to paragraphs 40 to 41), HKDC is planning to organise a brand new major annual flagship project named Design December. Scheduled to be launched in end-2024, Design December will bring together various design-related signature events in Hong Kong such as BODW, GBA Creative Night, deTour, DesignInspire Chill 11, and other local significant activities in relation to design, with a view to fostering community involvement and enhancing public understanding and awareness of the design, cultural and creative industries. HKDC will especially bring in a renowned French design exhibition, Maison & Objet, as one of the highlights of Design December which will showcase representative and innovative design works and craftsmanship, bringing the information of latest design trends to local citizens and the industries.

Dedicated Funding Arrangement

15. The Government will continue to support HKDC through the dedicated funding under CSI to take forward various activities, with a view to promoting the development of design in Hong Kong and nurturing design/creative talents. Of the new injection of \$2.9 billion, around \$510 million will be earmarked for HKDC to organise five flagship projects, namely BODW, DFA Awards, Knowledge of Design Week, Nurturing Programme of Hong Kong Young Design Talents and Fashion Asia Hong Kong; and to implement Design Incubation Programme and Fashion Incubation Programme. In light of the

findings and recommendations made in the Director of Audit's Report No. 80 published in March 2023, we expect that HKDC will make use of the new injection to review respective flagship projects and incubation programmes, actively enhance the effectiveness of implementing and promoting these projects/programmes, and introduce new project/programme elements for exploring more business opportunities and IP trading for the cultural and creative industries.

16. In addition, to tie in with the commissioning of the Base in end-2024 and to enhance the efficiency of HKDC, HKDC is reviewing and exploring ways to strengthen the skills and infrastructure of its administrative and financial management, including introducing IT equipment and systems, and enhancing the effectiveness of staff performance management, procurement and financial management. We will set aside around \$420 million which, together with the funding for initiation that we earmarked earlier, shall be able to support the operating and activities costs³ of the Base for the coming five years.

Funding HKTDC to Implement Creative Industries-related Projects

17. As a strategic partner of the Government in promoting cultural and creative industries, HKTDC facilitates local creative industries to expand their markets through its extensive contact networks and promotional platforms. CreateHK will continue to work closely with HKTDC and consider organising various projects with regard to the latest direction, to promote the development of cultural and creative industries in Hong Kong. Of the new injection of \$2.9 billion, \$250 million will be set aside for HKTDC to implement its flagship projects for promoting the creative industries. These projects include CENTERSTAGE, DesignInspire Online and Offline Promotions, promotion of arts and culture at the Hong Kong Book Fair and the enhancement to Asia IP Exchange (AsiaIPEX) portal to promote the trading of creative copyrights, thereby fostering the development of arts, cultural and creative sectors as industries etc. To further strengthen our collaboration with HKTDC on IP development, related activities will be organised at publishing forums and international licensing shows to promote trading of creative copyrights in creative industries and exploit business opportunities for the industries.

Evaluation of the Effectiveness of CSI

³ The costs include rent and basic property management fees payable to the Urban Renewal Authority; Government rates and rent and utilities; operating costs of trial runs of priority industries (such as fashion and furniture design, etc.); costs for organising business matching events for the industries and designers, community activities, thematic exhibitions on different design disciplines and other supplementary special events organised at the Base, costs of manpower, publicity and promotion of the above events; and other indirect costs.

18. A real growth has been witnessed in Hong Kong creative industries since the establishment of CSI in 2009. As at end-September 2023, CSI has contributed to 31 260 jobs and received 41 100 requests and enquiries on building business connections. Generally speaking, CSI has benefited 18 320 small and medium-sized enterprises and provided more than 86 800 nurturing opportunities.

19. In addition, the feedback from the participants of the CSI-funded projects shows that 98% of them rated the programmes as “excellent”, “very satisfactory” or “satisfactory” in overall rating. In terms of the usefulness of the CSI-funded programmes, more than 80% of participants felt that the programmes could help them explore new business opportunities, expand network, and/or understand the industry’s position in the global market. The key performance indicators and satisfaction level of participants are at **Annex 4**.

(II) Promoting Further Development of the Film Industry

20. Given its unique position and influence in the international area, the film industry is an integral part of Hong Kong’s soft power. FDF has been supporting Hong Kong’s film industry along four strategic directions, namely, nurturing talent, enhancing local production, expanding markets and building audience. As at September 2023, CreateHK has committed a total of around \$1.06 billion under FDF to support various film productions and other film-related projects. Over 100 emerging directors and producers were engaged in some 100 approved films, which have won more than 160 local and international awards. The number of applications received and approved, and the amount of funding committed under FDF in the past three years are at **Annex 5**.

21. During the reporting period, the work of FDF along the four strategic directions mentioned above is set out as follows –

Nurturing Talent

22. Launched in July 2020, Directors’ Succession Scheme invites veteran directors to partner with young directors to co-produce local films in the spirit of mentorship, with a view to encouraging directors to groom young talents and enhancing the quality and quantity of local film productions. So far, 10 qualified directors have accepted the invitation to each partner with one to two budding directors to produce films.

23. Since its launch in 2013, the First Feature Film Initiative (FFFI) under FDF has successfully identified numerous budding film talents and produced a number of quality local films which have won critical acclaim and achieved

great box office success. The films have been widely supported by the industry and have attained outstanding results in various local and international film exhibitions/film festivals. In view of this, the Government took the initiative to enhance FFFI. Starting from the sixth edition of FFFI held in 2019, the total number of winning teams each year has been doubled from three to a maximum of six with the funding amount for each team significantly increased by around 50%. The eighth edition of FFFI, which was closed for application in September 2023, received an overwhelming response with 76 applications, which is the highest since FFFI was launched, representing an increase of nearly 50% as compared to the seventh edition (51 applications received).

24. We will continue to support the provision of local and overseas training courses for practitioners in different aspects of film production and post-production (such as directors, assistant directors, producers, executive producers, screenwriters, cameramen, art directors, costume designers, and practitioners specialising in film scoring, lighting, dubbing, editing, visual effects design, film restoration, audio mixing, colour grading, special effect shooting, prop making and set preparation, makeup and hair styling, as well as stunt and special effects) to provide the talents required for different positions in film making, thereby enhancing the quality of films.

25. In order to nurture cross-sectoral production teams and expand new distribution markets for the Hong Kong film industry by producing high-quality streaming content, FDF launched the Content Development Scheme for Streaming Platforms in 2023. The Scheme is conducted through a phased competition to recruit participating teams to develop content of mini-series for streaming platforms. The application period of the Scheme ended in June 2023. Over 50 qualified applications received are being assessed.

Enhancing Local Production

26. The Film Production Financing Scheme (FPFS) is one of the earliest initiatives with great attention from the industry. We have enhanced FPFS in May 2020 by raising the production budget limit from \$25 million to \$60 million and the maximum government financing amount from \$6 million to \$9 million, with a view to encouraging local productions and increasing production volume. Since its launch, FPFS has funded a total of 44 film projects.

27. In view of the unprecedented challenges posed by the COVID-19 to the Hong Kong film industry, we have launched the Film Production Financing Scheme - Relaxation Plan (Relaxation Plan) in July 2020 to increase local productions in the short term and render relief to film practitioners at a difficult time. Under the Relaxation Plan, the Government increased the actual

financing amount, arranged earlier disbursement of government funding and granted priority to investors to recover half of their investment. During the reporting period, two applications were approved. The Relaxation Plan has funded a total of 18 film projects since its launch in 2020. This not only promotes the production of more local films with diverse themes but also creates room for the development of the local film industry, especially young emerging talents. The job opportunities created, and the number of directors and producers in charge of directing and production for the first time in the approved projects are at **Annex 6**.

28. As the Relaxation Plan has been well-received since its launch, the original six-month application period was extended for multiple times. In view of the positive response from the industry, application period of the Relaxation Plan has been further extended for one year to 14 January 2025. The Government will consolidate the experiences gained from implementation of the Relaxation Plan to enhance the scheme.

29. In recognition of Hong Kong's role as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan, FDF rolled out the Hong Kong-Asian Film Collaboration Funding Scheme in 2023, to subsidise film projects co-produced by filmmakers in Hong Kong and Asian countries which are rich in Hong Kong and Asian cultural elements, and enable Hong Kong films to go global. The three main creative positions, namely producer, director and screenwriter of the participating project teams must include at least one Hong Kong and one Asian country film practitioner. Each approved film project will receive a maximum grant of \$9 million. The application period of the Scheme ended in late June 2023. Over 20 qualified applications received are being assessed.

Expanding Markets

30. To follow up the five relaxation measures implemented under the Mainland and Hong Kong Closer Economic Partnership Arrangement announced in April 2019 for facilitating entry of Hong Kong films and film practitioners into the Mainland market, we will continue to support and foster collaboration between the Mainland and Hong Kong on film productions, as well as organise film festivals and trade fairs in the GBA.

31. We are also looking into new measures to support promotion of Hong Kong films outside Hong Kong, with a view to facilitating the development of Hong Kong film market.

32. We will continue to collaborate with Hong Kong Economic and Trade Offices (HKETOs) in the Mainland and overseas and the Hong Kong

International Film Festival Society to stage or participate in local film festivals, and organise other promotional activities (such as delegation visits), with a view to encouraging the film industry to expand the overseas market and stepping up the promotion of the brand of “Hong Kong Films” in the Mainland and overseas markets. To celebrate the 25th anniversary of the establishment of HKSAR, CreateHK organised the “Making Waves – Navigators of Hong Kong Cinema” (Making Waves), a touring film programme, together with a film-related photo exhibition from April to December 2022. Among the 15 stops (in 19 cities), five⁴ of them were held from October to December 2022 during the reporting period. In view of the overwhelming response to “Making Waves”, CreateHK staged a new edition of the “Making Waves in 2023” in ten Mainland and overseas cities/film festivals⁵, with directors and artists travelling to Asia, Europe and America to meet the local audience and sharing their creative thoughts. Moreover, FDF provided funding for Asian Film Awards Academy to organise touring screenings and relevant activities of Hong Kong films in Middle Eastern and Asian countries including the United Arab Emirates, Cambodia, Singapore, Malaysia, Indonesia and Thailand. A number of HKETOs were funded by FDF to sponsor screening of Hong Kong films in local film festivals/cities.

33. In 2023, we organised a number of Mainland and overseas delegations with emerging directors and industry representatives to attend different film festivals including Bangkok ASEAN Film Festival in Thailand, Cannes Film Festival in France, Venice International Film Festival in Italy as well as China Golden Rooster and Hundred Flowers Film Festival etc. They participated in various seminars and panel discussions to exchange and share views on different topics. During the visit to Venice, CreateHK and the Directorate General for Cinema and Audiovisual-Ministry of Culture of the Government of Italy signed a memorandum of understanding to strengthen the co-operation in promoting film-related activities and exchanges.

34. We will continue to earmark funding for various annual flagship events including the Entertainment Expo Hong Kong, which provides a financing platform for investors and filmmakers, in order to help Hong Kong filmmakers secure Mainland and international funding.

Building Audience

35. Broadening the local audience base and cultivating movie-going among young people are vital to the sustainability of the long-term development of the local film industry. The Hong Kong Film Development Council will

⁴ Stockholm, Tokyo, Hawaii, Prague and Dubai.

⁵ Udine (Italy), Beijing, Shanghai, Bali, Miskolc (Hungary), Copenhagen, Stockholm, Montreal, Monterrey (Mexico) and Dublin (Ireland).

explore ways to encourage the public to watch movies in cinemas, and encourage more cinemas to screen local film productions. Measures to build audience include the use of FDF to fund –

- (a) The Hong Kong Theatres Association Limited to organise the Cinema Day 2023 on 29 April 2023 and Movie Fiesta: Half-price Spectacular on 1 October 2023 respectively. Members of the public could enjoy films of any format and genre in cinemas at a concessionary ticket price. Both events broke the decade-long single-day attendance record, with over 220 000 moviegoers for the former and over 150 000 moviegoers for the latter respectively. These events help encourage more people to go to cinemas and cultivate the interest among the public in watching movies at cinemas, thereby expanding the audience base;
- (b) The Hong Kong Film Art Association to continue to launch the Love Your Life Film Festival in 2023. There were community screenings in North District Town Hall and special screenings for students at cinemas in various districts. A total of 130 screenings and post-screening talks were held to enhance the interest of appreciating movies among the public, especially students and young people, and to improve their film literacy; and
- (c) The Hong Kong Society for the Blind to organise the Development of Audio Description Services for Hong Kong Films 2023-2025. The project, which includes recording audio description for Hong Kong films, organising appreciation sessions of films with audio description and distributing ticket vouchers, allows the visually impaired to enjoy Hong Kong films and helps expand the audience base.

(III) GBA Development and Belt and Road (B&R) Initiative

36. The GBA Development and the B&R Initiative present new opportunities for Hong Kong's creative industries. To assist the creative industries in seizing the opportunities, CreateHK organised and supported a number of activities to promote the development of the eight creative industries in relevant countries/regions/cities.

The GBA Development

37. During the reporting period, key initiatives to develop the GBA market include –

- (a) Co-organising the second edition of the Guangdong-Hong Kong-Macao Greater Bay Area Film Production Investment and Trade Fair: Scripts in Focus – Film Scriptwriting Advanced Programme with the Film Administration of Guangdong Province and Cultural Affairs Bureau of Macao in 2022 to further deepen film exchange and nurture creative film talent in the GBA;
- (b) Funding the industry for organising the 2022 Hong Kong Shenzhen Bi-City Biennale of Urbanism\Architecture (Hong Kong) and setting up Hong Kong Pavilion at the Shenzhen Hong Kong Bi-City Biennale of Urbanism\Architecture (Shenzhen) in 2022 and 2023, with a view to promoting Hong Kong’s architecture designs through the display of a wide range of architecture projects and urban designs in the two places;
- (c) Funding the industry for organising the 2022 Guangdong-Hong Kong-Macao Greater Bay Area International Film Marketing Certificate Programme, which provided professional courses on film distribution in the Mainland cinema circuit, strategies for film promotion and distribution in the GBA and the Mainland, etc. and including exchange tour to the Mainland;
- (d) Funding the industry for organising the Greater Bay Area promotional tour in Macao, Guangzhou and Shenzhen in 2023 to promote Hong Kong emerging writers and their works;
- (e) Funding the industry for organising fashion shows, music parties, exhibitions and sharing sessions in six GBA cities (namely Hong Kong, Guangzhou, Shenzhen, Foshan, Zhongshan and Zhaoqing) to promote exchange among the fashion design industries in the GBA; and
- (f) Co-organising the Hong Kong Film Show in Guangdong with the Film Administration of Guangdong Province in Guangzhou, Shenzhen and Foshan in 2023, with a total of 66 screenings held to promote Hong Kong films to local audience and expand the audience base of Hong Kong films in the GBA.

The B&R Initiative

38. During the reporting period, key initiatives on developing the B&R market include –

- (a) Supporting overseas HKETOs to organise or participate in local film festivals, including the Udine Far East Film Festival, the Salento

International Film Festival in Italy and the Malaysia International Film Festival, so as to promote Hong Kong films;

- (b) Funding the industry to set up Hong Kong Pavilion at the Comic Fiesta held in Malaysia in 2022 to showcase the work of local comics start-ups, and to lead a delegation to Malaysia for exchange;
- (c) Funding the industry to lead awardees of the Kam Fan Awards and young creative advertising practitioners to participate in the MAD STARS advertising festival held in Korea in 2023, so as to promote Hong Kong's advertising industry;
- (d) Funding the industry to organise the Hong Kong Exhibition at the 18th Venice Biennale International Architecture Exhibition and hold exhibitions in Kuala Lumpur, Malaysia, to showcase Hong Kong's creative architectures;
- (e) Funding the industry to set up the first Hong Kong Pavilion at the Thailand Toy Expo in 2023 to promote Hong Kong's original art toys;
- (f) Funding the industry to set up Hong Kong Pavilion at the BCBF held in Italy in 2023, so as to promote Hong Kong's excellent publications, printing materials, and multi-media publications, thereby facilitating the industry to open up the global market; and
- (g) Funding the industry to organise tour screenings of Hong Kong films in the United Arab Emirates, Singapore, Malaysia, Cambodia, Thailand and Indonesia from 2023 to 2025, so as to promote Hong Kong films and open up local markets.

(IV) *New Initiatives to Promote the Development of Arts, Culture and Creative Sectors as Industries*

39. The Chief Executive's 2023 Policy Address unveiled initiatives to promote the development of arts, culture and creative sectors as industries. Culture, Sports and Tourism Bureau will reinforce the strengths of traditional industries while exploring new areas of growth to promote the development.

Setting up the Cultural and Creative Industries Development Agency

40. Since its establishment in 2009, CreateHK has been supporting the upstream development of creative industries in the city. Its responsibilities and strategic foci centre around nurturing creative talents and start-ups, enhancing Hong Kong's creative image as a whole, fostering a creative

atmosphere in the community, and promoting cross-sectoral and cross-genre collaboration. As announced in the Chief Executive's 2023 Policy Address, CreateHK will be restructured as the CCIDA, which will further promote the development of arts, culture and creative sectors as industries under the industry-oriented principle. The restructure will be implemented in April 2024.

41. CCIDA, which will be restructured from CreateHK, will drive a minimum of 60 Mainland and overseas visits, exhibitions, and showcases annually in order to open up more markets for Hong Kong's cultural and creative industries. To implement the new initiatives related to the development of the cultural and creative sectors as industries, we will also deploy the existing resources of CreateHK and recruit individuals who have relevant work experience in the relevant sectors and knowledge of business operations to CCIDA through open recruitment exercises. We will set up new dedicated teams in CCIDA to manage different areas of work, including –

- (a) Proactively identifying opportunities such as arts festivals, industry showcases and event venues for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status;
- (b) Identifying suitable and promising projects in different cultural and creative sectors, promoting the application of cross-sectoral and cross-genre content, strengthening support to the industries for content distribution, formulating promotional strategies, and expanding markets and providing commercialisation opportunities for the cultural and creative institutions through various media channels;
- (c) Further supporting and facilitating creation and production of cultural intellectual property (IP), facilitating cultural IP transactions, exploring business and commercialisation opportunities to enhance economic benefits; and
- (d) Conducting in-depth research on issues related to cultural and creative industries in Hong Kong and other places, including current situation, market movement and trends, and demands for human resources in local cultural and creative industries, and disseminating industry news.

Injecting around \$1.4 billion into FDF and \$2.9 billion to CSI (around \$4.3 billion in total)

42. The Chief Executive's 2023 Policy Address has announced injecting around \$1.4 billion and \$2.9 billion (around \$4.3 billion in total) into FDF and CSI respectively in 2024-25 to support the development of the film industry and the cultural and creative industries.

43. As regards films, the Government will earmark around \$840 million from the injection of around \$1.4 billion to enhance Hong Kong film production, including launching the Film Financing Scheme for Mainland Market (Mainland Market Scheme) and the Hong Kong-Europe-Asian Film Collaboration Funding Scheme (HKEA Scheme) under FDF. The remaining amount of about \$580 million will be reserved for three aspects of work, namely nurturing talent, expanding markets and building audience. We hope that by strengthening support for the Hong Kong film industry, we can increase its exposure in the Mainland and global film market, facilitate exchanges between the Hong Kong film industry and its counterparts in the Mainland and other countries, and help promising Hong Kong filmmakers to broaden their regional cultural horizons, thereby bringing changes to the Hong Kong film industry.

44. As regards the development of the non-film creative industries, we will inject \$2.9 billion, of which about \$1.72 billion will be earmarked to promote and fund different projects organised by the cultural and creative sectors for nurturing talents, facilitating industry development, exploring markets, fostering a creative atmosphere in the community and promoting more cross-sectoral and cross-genre collaboration. The remainder of about \$1.18 billion will be earmarked for providing funding support to HKDC to continue taking forward projects related to creative industries and nurturing of design/creative talents, including covering the operating and activity costs of the Base, and supporting collaborative efforts with HKTDC to promote cultural IP trading activities, thereby fostering the development of arts, cultural and creative sectors as industries (Details are set out in paragraphs 12 to 17 above).

45. With the new injection, we will provide funding support through CSI to nurture cultural and creative projects with potential for development as industries. In addition, we will proactively assist the sectors in matching services to encourage capital injection of private sector, thereby facilitating creation and production of cultural IP with greater flexibility, and exploring business opportunities.

46. Moreover, taking into account the significance of large-scale and sustainable projects in promoting the development of Hong Kong films, cultural and creative industries, tourism and the economy, we will continue to reach out to different cultural and creative sectors and relevant organisations to gauge their views on the financing/funding ceiling for considering further enhancements to the current mechanism.

Launching Mainland Market Scheme and HKEA Scheme

47. As announced in the Chief Executive's 2023 Policy Address, the Mainland Market Scheme under FDF will be launched to support Hong Kong film companies and the Mainland cultural enterprises to invest in the productions of Hong Kong directors. This will help boost the chance of Hong Kong films for release in the Mainland market and nurture more local directors to enter the Mainland film market. Approved film projects will receive a standard government finance of \$10 million. The Government will earmark an amount of \$200 million for financing 20 film projects in the next two to three years, with a view to providing a greater incentive for private investment. The current FPFS only covers film productions of \$60 million or less which would only be considered as small-scale productions in the prevailing investment environment. Given the hefty budget for co-productions of the Mainland and Hong Kong, medium to large-scale productions would usually involve hundreds of millions of dollars. Upon review, we propose that the Mainland Market Scheme covers films with production budgets ranging from \$25 million to \$150 million in order to attract more private investment to support the production of more Hong Kong films which can enter and fare well in the Mainland market.

48. The original Hong Kong-Asian Film Collaboration Funding Scheme will also be expanded to the HKEA Scheme, which will subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures. This would help promising Hong Kong filmmakers broaden their regional cultural horizons, draw inspiration from film productions of other countries and have better understanding of the market demands of other countries, thereby enabling Hong Kong films to go global. We will launch the Scheme in 2024 with a view to approving four co-productions in the first quarter of 2025, which include at least one production from Europe, and the ceiling of subsidy for each eligible film will be set at \$9 million.

Organising Hong Kong Fashion Design Week

49. The Government plans to consolidate fashion design events currently held in different times, inject new elements and add affiliate activities as appropriate from 2024 onwards. We will invite prestigious fashion brands and industry practitioners from Hong Kong, the Mainland and overseas to join. The agglomeration of designers and relevant industries achieved through the convergence and consolidation of various activities of fashion brands is going to bring enhanced synergetic and promotional effects, making these events a premier flagship of local cultural, creative and tourism industries. We hope

that the flagship event will become the fashion design gala of Asia, raising the status and influence of Hong Kong's fashion design industry in the neighbouring regions, and boosting the city's economy, retail sector and tourism.

50. We have commenced the preparatory work and will continue to actively liaise with the fashion design sector, fashionistas and textile industry practitioners, listen to their views and suggestions, and confirm the event schedule and content to cater for their needs.

The Way Forward

51. The current-term Government is determined to strengthen support for the development of cultural and creative industries. We aim to inject new impetus into the cultural and creative sectors and promote the development of cultural and creative sectors as industries under the industry-oriented principle through FDF and CSI. We will continue to work with HKDC and HKTDC to organise annual spectacular events and enhance the ecosystem of cultural and creative industries.

Advice Sought





52. Members are invited to note the content of this paper and give their views.


Culture, Sports and Tourism Bureau
February 2024

**Key projects of the eight creative industries organised, co-organised and funded by
Create Hong Kong
(1 October 2022 to 30 September 2023)**



Advertising		
<p>(1)</p>	<p>The 6th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme</p> <p>The programme helped nurture talent for the digital advertising industry. 33 graduates were recruited in 2022 for a one-year full-time employment and on-the-job training offered by the participating advertising companies.</p>	
Architecture		
<p>(2)</p>	<p>The Hong Kong Institute of Architects (HKIA) Roving Architecture Exhibitions 2023/24</p> <p>The HKIA organised exhibitions at the 18th Venice Biennale International Architecture Exhibition in Venice, Italy; Kuala Lumpur, Malaysia; and Nanjing respectively, as well as response exhibitions in Hong Kong to showcase the excellent works of the local architecture industry and promote cultural exchange among Hong Kong, the Mainland and the Belt and Road cities.</p>	

Design		
<p>(3)</p>	<p>Design Exchange Programme</p> <p>A showcase to present 14 sustainable design projects in the Dutch Design Week to promote creativity of Hong Kong designers to overseas market. Guided tours, design dialogues and visits to design studios and design organisations were held for participating designers to exchange with exhibition visitors and local industry people, thereby enriching the exchange journey.</p>	
<p>(4)</p>	<p>Promotion of Digital Fashion in London & Paris Fashion Week</p> <p>Further to launching the pilot programme of “FabriX”, a showcase featuring digital fashion collections of 12 local emerging designers was held in September 2023 during the London Fashion Week and Paris Fashion Week to enable visitors to have a one-stop experience from virtual try-on via cameras with augmented reality filters to having their own digital fashion.</p>	
<p>(5)</p>	<p>Hong Kong Denim Festival</p> <p>Bazaars, exhibitions, workshops, forum, guided tours and music performance were held to enable the public to experience denim culture.</p>	

<p>(6)</p>	<p>GBA: Fashion Fusion 2023</p> <p>Fashion shows, exhibitions, fashion music nights and sharing sessions were held in Hong Kong, Guangzhou, Foshan, Zhongshan, Zhaoqing and Shenzhen to promote designer brands from Hong Kong and the Greater Bay Area.</p>	
<p>Digital Entertainment</p>		
<p>(7)</p>	<p>The 5th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme</p> <p>The programme nurtured talent for the digital entertainment sector. 23 graduates were recruited in 2022 for a one-year full-time employment and on-the-job training offered by participating digital entertainment companies.</p>	
<p>(8)</p>	<p>The 11th Animation Support Programme</p> <p>The programme recruited and subsidised 30 animations start-ups and small enterprises for enhancing the skills of their creative talent in developing original animation and showcasing the works in the Hong Kong International Film & TV Market (FILMART).</p>	
<p>(9)</p>	<p>The 2nd Hong Kong Comics Development and Promotion Support Programme</p> <p>The programme provided subsidies and professional mentoring to 15 local comic companies and their artists to support the creation, publication and promotion of their original comic works.</p>	

<p>(10)</p>	<p>CIRCULATING • Hong Kong Comics Creation Exchange Project @Angouleme International Comics Festival, France</p> <p>The programme led local comic artists to participate in the Angouleme International Comics Festival 2023 in France to showcase their comic works and network with readers and industry practitioners, which facilitated them in exploring overseas business opportunities.</p>	
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Music

<p>(11)</p>	<p>Ear Up Music Global 2022/23</p> <p>The programme nurtured local music talents by pairing up 18 budding singers/bands with six mentors and sponsoring them to participate in overseas music festivals.</p>	
<p>(12)</p>	<p>Ear Up Record Label Creation and Incubation Programme 23/24</p> <p>The programme recruited 18 budding singers/bands and provided them with training to develop their independent/small labels through workshops, training camp and forums.</p>	

Printing and Publishing

(13) Participation in International Book Fairs

The local printing and publishing sectors were sponsored to set up a Hong Kong Pavilion at Bologna Children's Book Fair in 2023. Participating exhibitors were able to gain exposure, expand business networks, and establish direct contacts with potential clients and readers.



(14) SZ&HK Co-Reading

Three cultural dialogues and two book exhibitions were in Shenzhen as Hong Kong's first participation in Shenzhen Reading Month, with a view to fostering Shenzhen and Hong Kong co-reading and promoting Hong Kong publications and writers to Mainland readers.








Television

(15) Asia Video Summit 2023

Local small and medium enterprises were sponsored to join the Talent Development Programme and other networking activities of the Asia Video Summit 2023 to deepen their understanding of the latest development of the industry and meet with industry practitioners from Asia and around the world.



Film	
<p>(16) The 41st Hong Kong Film Awards</p> <p>The 41st Hong Kong Film Awards presented 21 awards to recognise outstanding film practitioners with important contributions to the Hong Kong film industry. It encouraged film practitioners to produce high quality films, thereby promoting the development of Hong Kong film industry.</p>	
<p>(17) The 47th Hong Kong International Film Festival</p> <p>It was organised in March and April 2023, with 304 in-theatre and 22 online screenings. The overall admission rate exceeded 80%.</p>	
<p>(18) The 21st Hong Kong – Asia Film Financing Forum (HAF)</p> <p>As significant film financing platform in Asia, HAF returned to the physical mode with online mode for the first time since 2019. Throughout the three-day event, over 1 000 international investors, filmmakers, distributors and buyers from 80 regions participated in the event and 1 004 business meetings were arranged for 43 shortlisted film projects.</p>	

<p>(19)</p>	<p>Hong Kong Film Show in Guangdong</p> <p>It was held in Guangzhou, Shenzhen and Foshan to promote Hong Kong films to the local audience and to develop the audience base in Greater Bay Area.</p>	
<p>(20)</p>	<p>Delegations to Major International Film Festivals</p> <p>CreateHK led two delegations of emergent directors and film industry representatives to Cannes Film Festival and Venice International Film Festival for exchanges with the international film industry representatives.</p>	
<p>(21)</p>	<p>Making Waves – Navigators of Hong Kong Cinema 2023</p> <p>It is a film tour of ten stops in Mainland and overseas cities to promote the films of emergent directors and restored classics. Directors and cast of these films were invited to attend for exchanges with the local audience.</p>	
<p>(22)</p>	<p>Belt and Road Hong Kong Film Gala Presentation</p> <p>The Film Development Fund funded the organisation of Hong Kong film programmes in Belt and Road countries like Thailand, Singapore, Malaysia, Indonesia, Cambodia and United Arab of Emirates to promote Hong Kong films and develop markets there.</p>	

Cross-sectoral Projects

(23) The 5th HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme

The funding-cum-mentoring scheme nurtured 12 digital advertising start-ups to launch marketing activities for promoting the works of 12 emerging writers.



(24) The 11th Microfilm Production Support Scheme (Music)

The Scheme recruited 32 advertising production companies to produce microfilms for 32 local singers/music groups. The microfilms were promoted through television, social media and other channels upon completion.



**CreateSmart Initiative
Number and Funding Amount of Approved Projects (by Strategic Foci)
and Number of Applications Received, Number and Funding Amount of
Approved Projects from 2020 to 2023**

(A) Number and Funding Amount of Approved Projects (by Strategic Foci)

Strategic Foci		Cumulative Total (From June 2009 to 30 September 2023)	From 1 October 2022 to 30 September 2023
(1)	Nurturing talents and facilitating start-ups	317 (\$1.175 billion)	19 (\$109 million)
(2)	Exploring markets	227 (\$658 million)	13 (\$76 million)
(3)	Fostering a creative atmosphere	142 (\$716 million)	8 (\$73 million)
(4)	Promoting cross-sectoral and cross-genre collaboration ⁽¹⁾	1 (\$3.5 million)	1 (\$3.5 million)
Total		687 (\$2.552 billion)	41 (\$262 million)

Note:

Figures may not add up to total due to rounding.

- (1) This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

(B) Number of Applications Received, and Number and Funding Amount of Approved Projects from 2020 to 2023⁽¹⁾

		2020	2021	2022	2023 (Up to end of September)
(a)	Number of applications received	85	69	60	76
(b)	Number of projects approved	46	40	40	33
(c)	Total approved amount (\$ Million)	355.1	259.8	267.7	216.9

Note:

- (1) Including projects under dedicated funding to the Hong Kong Trade Development Council and the Hong Kong Design Centre.

**The Work of Hong Kong Design Centre
(1 October 2022 to 30 September 2023)**

Established in 2001 by five design associations¹, Hong Kong Design Centre (HKDC) has been a close strategic partner of the Government in promoting design and related creative industries. The core missions of HKDC's programmes and activities are to undertake –

- (1) publicity and promotion of Hong Kong's design works;
- (2) promotion of design leadership;
- (3) promotion of design excellence;
- (4) nurturing of design-entrepreneurs; and
- (5) supporting development of Hong Kong's fashion design industry.

These programmes and activities target a wide spectrum of people (including business leaders, entrepreneurs, brand owners, corporate executives, design professionals and students, and the public) and are in line with the Government's strategic foci in promoting the development of creative industries. The work of HKDC from 1 October 2022 to 30 September 2023 is set out below:

(I) Publicity and Promotion of Hong Kong's Design Works

2. With the passing of the pandemic, HKDC gradually resumed organising Mainland and overseas exchange activities in physical format in order to comprehensively publicise and promote Hong Kong's design. For example, local and overseas design masters and industry leaders were invited to Knowledge of Design Week (KODW) and Business of Design Week (BODW), the annual flagship events, to exchange and share their design visions and innovative design thinking, and to promote sustainable urban development. Large-scale physical thematic exhibitions were held under Design Spectrum, with virtual exhibitions for Mainland and overseas audience to appreciate the local design. The previous winners of DFA Awards from different regions were invited to take part in a number of design dialogue sessions. Aiming at fostering more collaboration with Mainland partners, Fashion Asia Hong Kong (FAHK) organised physical exhibitions to display works of our fashion

¹ Namely, the Hong Kong Designers Association; the Chartered Society of Designers, Hong Kong; the Hong Kong Interior Design Association; the Hong Kong Fashion Designers Association; and the Hong Kong Federation of Design and Creative Industries (formerly known as the Hong Kong Federation of Design Associations).

designers in places such as the Greater Bay Area (GBA) and Shanghai. HKDC also organised Design Exchange (dX) Programme 2023 in October 2023, leading a delegation to participate in Dutch Design Week, the largest design event in Northern Europe, to showcase outstanding works of circular design in Hong Kong and to have in-depth exchanges with Dutch and other international designers.

3. HKDC also closely collaborated with other government bureaux/departments to promote a wider adoption of design thinking in public administration services and social innovation. For example, HKDC was engaged as a consultant for the “WELL • BEING” project under the Housing Bureau to assist in creating a living environment with a greater sense of well-being for public housing residents through the processes of “design thinking” and “participatory design”.

(II) Promotion of Design Leadership

4. BODW 2022 was fully supported by the Netherlands as the strategic partner and “CreativeNL”, its platform for creative pioneers. Under the theme of Design for Change, the summit gathered over 90 creative leaders and industry elites around the world to discuss the trends in design, innovation and brands. The summit attracted more than 2 500 attendees, and recorded over 1.3 million online viewership. Concurrent events, including BODW City Programme, Fashion Challenges Forum, 10 Asian Designers to Watch Exhibition, and DFA Awards Presentation Ceremony, were also held during November and December 2022.

5. BODW 2023 summit was held from 29 November to 1 December 2023. As a strategy partner of BODW in 2022, the Netherlands collaborated with the HKDC again as the partner country and organised a series of activities including speeches and forums during the summit. With the theme of Game Changers, the summit brought together more than 90 creative leaders, policymakers and entrepreneurs, focusing on promoting circular design as well as the use of innovative ideas and design thinking to cope with the current challenges and drive towards a sustainable future. Among them, Mrs Barbera Wolfensberger, the Director-General of Culture and Media, Ministry of Education, Culture and Science of the Netherlands, led a Dutch delegation comprising government officials, design masters, business leaders and others to participate in this annual design signature event. HKDC also invited a number of distinguished persons and industry leaders from the Mainland to be the speakers for the summit, and conducted discussion and networking sessions to explore the latest development and business opportunities in the Mainland.

The summit highlighted Hong Kong's unique strength as Asian's design hub connecting the Mainland market with the international design community.

6. KODW 2023 was held from 14 to 16 June 2023. With the support from the Netherlands as the partner country, HKDC organised a total of 16 forums, 11 workshops and masterclasses under the theme of Design Power: Creating a New Circular World. More than 40 global and local creative professionals and business leaders gathered to discuss innovative design solutions for a sustainable future. The event recorded more than 1 700 attendance and over 930 000 TV and online viewership.

7. Besides, HKDC launched a brand new Dutch Inspiration directory in its design knowledge digital platform (bodw+) in 2023, which contained the creative and design works of the Netherlands, the partner country, while nearly 50 Dutch creative organisations had joined to show their support. The directory showcased the Dutch first-class designs in built environment, project consultancy, daily products, tourism services and festivals, retail, fashion and other fields to the industry professionals in Hong Kong, Asia and other regions, with a view to facilitating more business collaboration opportunities.

(III) Promotion of Design Excellence

8. HKDC continued to give recognition to the outstanding achievement of design projects, designers, companies and business leaders through the five major programmes under the DFA Awards. Awards presentation ceremony was held physically and by webcast live through multiple channels in November 2022, and two physical exhibitions were held in Hong Kong and Shanghai from April to June 2023 to showcase the winning works of DFA Awards and DFA Hong Kong Young Design Talent Award (DFA HKYDTA), attracting more than 370 000 visits in total. In order to further promote the vision of DFA Awards to the audiences in Hong Kong as well as those in the Mainland and overseas, in addition to a special series of DFA Awards was broadcast on TV and its online platform, five design dialogue sessions were also hosted by the HKDC, including two physical sessions in Hong Kong and Shanghai, and three online sessions targeting Japan, Korea and other Southeast Asian markets.

9. DFA Design for Asia Awards received nearly 1 000 entries from 23 and 18 economies in 2022 and 2023 respectively. Of the 195 awards in 2022 and 216 awards in 2023, 49 and 58 of them were given to Hong Kong designers respectively.

10. DFA HKYDTA received 175 and 90 applications in 2022 and 2023 respectively. Thirteen winners in each year were granted with the financial support from CreateHK, School of Design of Hong Kong Polytechnic University, and Hong Kong Design Institute to undertake work attachments or studies in the Mainland or overseas in 2023 and 2024 respectively. To strengthen the publicity and build the image of the award, HKDC was in collaboration with a local TV station to launch a TV programme, namely, DFA Hong Kong Young Design Talent Award - A Legend of Creativity, from October to November 2022, through a 3-minute short video to introduce the design and creative stories of 20 alumni as well as sharing of their successful experience and insights in each episode. HKDC will continue to promote DFA HKYDTA and its winners locally and overseas.

11. In 2022-23, HKDC continued to promote design and design thinking culture within the community through the Design Spectrum. Two major thematic exhibitions were organised, among which the “always” exhibition focused on exploring the journey of sustainable development of Hong Kong. It was also one of the accredited events celebrating the 25th anniversary of the establishment of the Hong Kong Special Administration Region. As the public-facing platform of HKDC, the other exhibition of Design Spectrum, “The Full Gamut”, was located at Sham Shui Po District with the theme of connecting fashion with cross-disciplinary design, which enabled HKDC to accumulate experience for stationing in the Sham Shui Po Design and Fashion Base in future. The public could also appreciate the outstanding design works through the dedicated online virtual exhibition. A variety of free activities was provided to the public under Design Spectrum to enhance their awareness and understanding of design.

12. In addition, Design Spectrum partnered with lifestyle product retailers, SPECTRUM and The Barn, to set up DS Pop-up in Central and Western and Sham Shui Po Districts, where works of over 150 local design brands were showcased and more than 200 purchases were made. During the reporting period, exhibitions and the series of promotional activities organised under Design Spectrum attracted a total of over 14 000 visits². Design Spectrum presented the “Re: Full Gamut” design exhibition in the Sham Shui Po Design and Fashion Base from 29 November 2023 to 12 December 2023. The exhibition highlighted the creative journey of fashion design and showcased the cross-disciplinary influence on the fashion industry, with over 40 design projects displayed. Meanwhile, public guided tours were organised to invite the public to explore the inter-connectedness of different disciplines.

² As the number of visitors at SPECTRUM and The Barn was not available, the relevant data for DS Pop-up had not been counted.

(IV) Nurturing of Design-entrepreneurs

13. Design Incubation Programme (DIP), administered by HKDC since May 2012³, offers financial assistance and incubation services to design start-ups over a two-year incubation period to help them build up business network, publicise products and conduct market promotions. HKDC commenced Phase IV of DIP in July 2020, with the target of recruiting 90 incubatees. As at end-September 2023, a total of 353 incubatees, including 90 incubatees under Phase IV of DIP, were admitted. The incubatees from DIP cumulatively attained 210 international awards/honours and 351 local awards/honours, lodged applications for eight patents, 333 trademarks and 63 registered designs, and created 1 721 job opportunities.

(V) Supporting the Development of Hong Kong's Fashion Design Industry

14. HKDC organised a series of events of FAHK in the second half of 2022. Those events included Fashion Asia Digital Series which invited industry leaders and brand experts to share their insights, innovative ideas and practical knowledge on fashion by videos and podcasts; Fashion Challenges Forum which was held physically and by webcast live for the participation of audiences on-site and around the world; and 10 Asian Designers to Watch Exhibition which offered an opportunity for 10 Asian outstanding designers who were handpicked by a panel of professional judges to showcase their works and raise their reputation at home and abroad. In addition, HKDC hosted the Hong Kong Showroom and Pop-up Spaces exhibition to display the works of local emerging design units, and graduates and students of design institutions in Hong Kong, and strived to look for opportunity for local designers to sell their products on e-commerce platforms to increase sales channels and brand exposure.

15. HKDC collaborated with a well-known fashion retailer in March 2023 by displaying the outstanding works of the 10 emerging Asian fashion designers in 2022 at its flagship store in Central, and had an exclusive collaboration with a famous fashion showroom in the Mainland by organising exhibitions during the Shanghai Fashion Week in March and October 2023 respectively to showcase the selected pieces of the designers, and promote their brands and design philosophy. In November of the same year, HKDC hosted the exhibition for the first time at Arts Pavilion, West Kowloon Cultural District. The exhibition not only provided an opportunity for the 10 rising stars

³ DIP was initially launched by Hong Kong Science and Technology Parks Corporation at InnoCentre in 2006, which was taken over by HKDC for administration in May 2012.

in Asia to showcase their works, but also showcased the selected works of Hong Kong designers who had won the 10 Asian Designers to Watch award, demonstrating the thriving fashion design industry in Hong Kong and the emergence of local young design force. HKDC will continue to promote Hong Kong's core position in Asian fashion design and trade development in 2024-25, and organise a series of events of FAHK.

16. HKDC continued to administer the Fashion Incubation Programme (FIP), with a view to promoting the steady development of emerging fashion designers and brands, and offering expert insights and empowering programmes, marketing support and collaboration opportunities to incubatees. HKDC commenced Phase II of FIP in July 2020. As at end-September 2023, a total of 30 incubatees, including 15 as the target for Phase II of FIP, were admitted, and 25 of them graduated from the programme. The incubatees under Phases I and II of FIP attained a total of 18 local and 24 international awards.

Sham Shui Po Design and Fashion Base

17. The Sham Shui Po Design and Fashion Base (the Base) has been handed over to HKDC for renovation works in the end of 2023, which is anticipated to complete by the third quarter of 2024 and commence its operation in the fourth quarter of 2024.

18. The Base aims to promote the development of design and fashion industry, strengthen and enhance Hong Kong's design disciplines, facilitate collaborations in various aspects, and lead and foster the development of the creative industries. The Base will also contribute to the economic development, encourage community participation in design and creative activities, with a view to positioning Sham Shui Po as an attractive landmark for local and international tourists.

19. The Base, being the new headquarter of HKDC, will adopt simplicity in design, allowing visitors to focus on appreciating the design works showcased at the venue. Permanent display fixtures will be reduced so as to allow more flexibility in space usage and give room for designers to curate their exhibitions or events based on different themes. Further, the Base will be installed with a large number of glass windows for bringing in natural light and reducing carbon emission. HKDC will also use existing office furniture and facilities in its new office to reduce wastage.

20. A Design Museum will be set up in the Base to showcase the works of locally award-winning designers and outstanding design works, including

fashion design, from other regions. The Base will also be provided with a Design Library and Material Library which contain the latest journals or materials related to design. Exhibition and event spaces will also be available at the Base for use by other design associations, trade associations and organisations.

21. Before commencing operation of the Base, CreateHK has been providing funding support to HKDC over the years for organising different public engagement and education activities in the Sham Shui Po District. For example, BODW City Programme is held in November and December every year, with over 100 design events organised in Sham Shui Po and other districts which include public exhibitions on design education, workshops, carnivals, bazaars and street performances, etc. HKDC has been collaborating with a number of creative partners, non-profit-making organisations, community service organisations, fabric and fashion units, schools and local shops in Sham Shui Po to boost district economy, nurture young creative talents and inherit craftsmanship, as well as promote social inclusion through design and enhance creative atmosphere in the district for publicity and preparations for the commissioning of the Base.

22. Before commencing the renovation, HKDC organised the first-ever GBA Creative Night at the Base from 28 November to 4 December 2023 with the funding support of CreateHK. The event was jointly organised by eight design and trade associations⁴, showcasing diverse design capabilities and creative achievements of Hong Kong across different sectors. It also provided a platform for the design industry in Hong Kong and the GBA which further facilitated exchanges among industry professionals and stimulated creativity, as well as fostered collaboration in various aspects of creative endeavors and business within the GBA. The one-week event attracted over 3 200 visitors, including around 100 individuals from the GBA and 70 from overseas. The business matching sessions held on the first day of the event successfully facilitated over 180 meetings, allowing the participants to explore opportunities for collaborations with different design sectors. The event garnered media coverage from over 100 publications, including those from Hong Kong, the Mainland and overseas. Following completion of the event, HKDC organised extended activities which included design exhibitions organised with other design associations, guided tours, workshops, etc. to continue fostering a vibrant creative atmosphere within the district.

⁴ The eight design associations and trade associations include HKDC, Hong Kong Designers Association, Hong Kong Fashion Designers Association, Hong Kong Exporters' Association, Hong Kong Furniture and Decoration Trade Association, Industrial Designers Society of Hong Kong, Hong Kong Animation & Cultural Association and Fashion Farm Foundation.

Annex 4

**Create Hong Kong (CreateHK)
Key Performance Indicators and Participants' Satisfaction Level**

(Cumulative position as of end-September 2023 since establishment of CreateHK in June 2009)

(A) Key Performance Indicators (KPIs)⁽¹⁾

		CreateSmart Initiative (“CSI”)	Others⁽²⁾	Total
		(Percentage changes from the position of 30 September 2022)		
(1)	Number of approved projects	687 (+6%)	593 (+10%)	1 280 (+8%)
(2)	Public participation	About 578.6 million (+56%)	About 16.5 million (+3%)	About 595.1 million (+54%)
	<i>(2a) Number of participants</i>	<i>About 86.1 million (+12%)</i>	<i>About 16.5 million (+3%)</i>	<i>About 102.6 million (+10%)</i>
	<i>(2b) Number of viewings/hits received in respect of the websites or social media platforms⁽³⁾</i>	<i>About 491.2 million (+68%)</i>	<i>Not applicable</i>	<i>About 491.2 million (+68%)</i>
	<i>(2c) Number of printed promotional materials distributed⁽³⁾</i>	<i>1 303 100 (+91%)</i>	<i>Not applicable</i>	<i>1 303 100 (+91%)</i>
(3)	Number of job opportunities created ⁽⁴⁾	31 260 (+5%)	13 650 (+5%)	44 900 (+5%)
(4)	Number of small and medium-sized enterprise (SME) benefitted	18 320 (+38%)	170 (+3%)	18 490 (+38%)
(5)	Number of business contacts or enquiries created for SMEs	41 100 (+14%)	100 (0%)	41 200 (+14%)
(6)	Number of awards attained by creative talent who have participated in international competitions with funding support from CreateHK	210 (+15%)	150 (+1%)	360 (+8%)

		CreateSmart Initiative (“CSI”)	Others⁽²⁾	Total
		(Percentage changes from the position of 30 September 2022)		
(7)	Number of nurturing opportunities created for creative talents and start-ups ⁽⁵⁾	86 800 (+5%)	2 900 (0%)	89 700 (+5%)
(8)	Number of television audience reached out by funded award presentation and musical programmes	About 407.2 million (+5%)	About 2 019.0 million (0%)	About 2 426.2 million (+1%)
(9)	Number of media reports ⁽³⁾	43 960 (+43%)	Not applicable	43 960 (+43%)
(10)	Number of business deals secured ⁽³⁾	3 530 (+13%)	Not applicable	3 530 (+13%)
(11)	Number of opportunities to showcase creations and talent ⁽³⁾	30 520 (+13%)	Not applicable	30 520 (+13%)

Note:

Figures may not add up to total due to rounding.

- (1) Mainly cover the projects funded through “CSI”, Film Development Fund (“FDF”), DesignSmart Initiative (has been consolidated with “CSI” since June 2011) (“DSI”) and the projects directly held by CreateHK since the establishment of CreateHK in June 2009.
- (2) Including those projects funded by “FDF” and “DSI” as well as those projects organised by CreateHK since June 2009.
- (3) Only applicable to the projects approved in April 2018 and thereafter.
- (4) Comprising jobs directly created and indirectly created.
- (5) Excluding the opportunities provided by the Design Incubation Programme and the Fashion Incubation Programme.

(B) Participants' Satisfaction Level

		“CSI”	Others ⁽¹⁾	Total
(a)	Percentage of respondents who rated the activities/ programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	98%	99%	98%
(b)	Percentage of respondents who rated the duration/ format/ content/ publicity/ participation fee of the activities/ programmes as “Excellent”, “Very satisfactory” or “Satisfactory” ⁽²⁾	94% - 98%	93% - 98%	94% - 98%
(c)	Percentage of respondents who considered the activities/ programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i> ⁽²⁾	83% - 92%	75% - 89%	83% - 92%
(d)	Percentage of respondents who rated the activities/ programmes as “Definitely Useful”, “Very Useful” and “Useful”	93%	94%	93%

Note:

- (1) Including those projects funded by “FDF” and “DSI” as well as those projects organised by CreateHK since June 2009.
- (2) Relevant satisfaction level covers five items in total. The percentages shown under “CSI” and “Others” refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under “Total”.

**Film Development Fund
Number of Applications Received and Approved, and Approved Amount
from 2020 to 2023**

		2020	2021	2022	2023 (Up to end of September)
(a)	Number of applications received	51	61	39	25
(b)	Number of applications approved	28	30	32	22
(c)	Total approved amount (\$ Million)	117.0	126.7	175.3	105.5

Annex 6

Film Production Financing Scheme under Film Development Fund⁽¹⁾

		Cumulative Total (June 2009 to end September 2023)	1 October 2022 to end of September 2023
(a)	Number of approved projects	53	5
(b)	Number of job opportunities created ⁽²⁾	3 445	325
(c)	Number of film directors who directed a film for the first time	38	3
(d)	Number of producers who produced a film for the first time	23	4

Note:

- (1) Including film projects under Film Production Financing Scheme and Film Production Financing Scheme (Relaxation Plan) approved after June 2009.
- (2) Number of job opportunities created refers to the basic production crew and major casts. Other crews involved on a part-time basis are excluded.