



# Communicating Hong Kong's Recovery





# Overview

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- Moving the economy of HK back to the development track after SARS
- Focus on the impact on incoming travellers, and the plunge of local consumption
- Full participation by business sector and the community under Government's driving force and coordination



# Way Forward : Machinery

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- Two-Tier
- Economic Relaunch Working Group led by FS, including SCIT, SEDL, SFST, SHA, DIS
- Economic Relaunch Strategy Group, chaired by FS, with representatives of relevant sectors, major local and foreign chambers of commerce, academics, think-tanks and relevant Policy Secretaries
- Policy Secretaries to coordinate activities within their scope of responsibilities
- Both serviced by InvestHK



## Way Forward : Consultation

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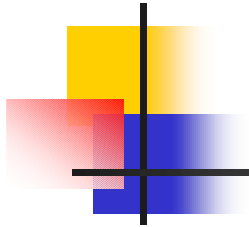
- Solicit views and comments of LegCo, members of the public and the community
- Meet with political parties
- Welcome community input:
  - [relaunchhk@investhk.gov.hk](mailto:relaunchhk@investhk.gov.hk)
  - *Fax : 3107 9008*
- Grateful for the valuable input in the past week, and look forward to more



# Key Considerations

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- Three phases
  - Response
  - Reassurance
  - Recovery
- No. 1 task - contain the spreading of SARS
- Get prepared for relaunch
- Engage the whole community



# Response Phase



# Response Phase

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- Hong Kong is still in this phase
- Containing the disease with promising results
- Address imagery
- Set stage for reassurance phase
- Containment is critical to relaunch

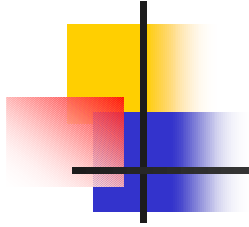


# Response Phase: Messages

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- Prudence not panic
- Good progress : science triumphs
- Global challenges : global response
- Hong Kong heroes





# Reassurance Phase



# Reassurance Phase: Considerations

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- Timed to lifting of travel advisory
- Fact-based and science-focused messages
- Must not be promotional
- Based on WHO/CDC indicators
- Must leverage third-party experts
- Change imagery
- Begin in HK
- Timing for relaunch



# Reassurance Phase: Messages

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- Restore international and local confidence in HK
- A safe city : science-based
- Overcome the disease : moving back to normal
- International medical health care standards



# Reassurance Phase: Messengers

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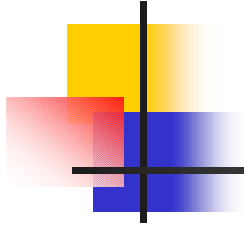
- WHO/CDC
- Hong Kong health authorities
- Global public health experts and officials
- Hong Kong officials
- Hong Kong civic and business leaders
- Hong Kong people



## Reassurance Phase: Ideas

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- Message of the day
- Large events – salute to health care workers, concerts, etc.
- Mobilize various sectors for recovery efforts
- Government to Government communications
- Mobilize third-party experts
- Advertising
- Exhibition and convention/meeting
- International conference on public health in HK



# Recovery Phase

## **Building an Even Stronger Image of Hong Kong**



# Recovery Phase: Considerations

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- Coordinate message/ theme
- Orchestrate and sequence activities



# Recovery Phase: Key Messages

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- Life back to normal
- Even better than before : public health care, united society
- Still best for Asia Pacific regional operations and excellent gateway to China
- Safe to visit, and worth a visit





# Recovery Phase: Ideas

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- Stage major international events to promote HK
- High profile incoming visit programme by international political and business celebrities
- Eye catching promotion of HK as visitor destination
- Local celebration



# Action Timeline

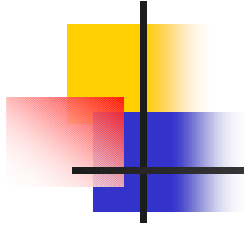
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**TRAVEL  
ADVISORY  
LIFTED**

**RESPONSE**

**REASSURANCE**

**RECOVERY**



Views are most welcome  
for  
relaunching Hong Kong economy

THANK YOU