

LEGISLATIVE COUNCIL PANEL ON FINANCIAL AFFAIRS

**Progress Report of the
Campaign to Relaunch Hong Kong's Economy
After the Impact of Severe Acute Respiratory Syndrome**

This paper reports on the latest progress of the economic relaunch campaign since the last update submitted to this Panel in April 2004.

BACKGROUND

2 Finance Committee has approved \$1 billion for the economic relaunch activities following the disruption caused by the Severe Acute Respiratory Syndrome (SARS) outbreak in March 2003. The Economic Relaunch Working Group (ERWG) chaired by the Financial Secretary has considered a total of 95 funding proposals for these activities and approved 84 of them. The cumulative financial commitment approved is \$715.27 million. A breakdown of the projects by policy area is summarised below.

<u>Category</u>	<u>Projects Considered</u>	<u>Projects Approved</u>
Business, trade & investment	43	37
	<i>Note 1</i>	
Tourism & local consumption	9	9
Cultural, sports & community	31	26
	<i>Note 2</i>	
Media & publicity	5	5
Major cultural & sports events, and other activities	3	3
Others/ Contingency	4	4
Total	95	84

Note 1. 5 projects not endorsed by ERWG

1 project subsequently withdrawn by the organiser

Note 2. 4 projects not endorsed by ERWG, 1 of which proceeded with support by way of revenue foregone

1 project withdrawn by the subject bureau

3 DGIP is designated as the Controlling Officer for the \$1 billion vote for the economic relaunch programme and manages the funds in accordance with the decisions of ERWG. For each project endorsed by ERWG, InvestHK transferred the approved sum to the respective subject bureaux/ departments by way of an Allocation Warrant. All subject bureaux/ departments are required to submit evaluation reports within two months upon completion of the projects.

UP-TO-DATE POSITION

4 As at end October 2004, 79 of the 84 approved projects had been completed, three were still ongoing and two had been cancelled. The latest estimate of the overall expenditure is \$643 million, which represents 89.9% of the funds approved by ERWG. The completion dates of the three ongoing projects have been extended as follows.

SN	Project item	Subject Bureau/ Dept	Original Completion Date	Revised Completion Date
22	Hong Kong Tourism Board's tourism relaunch programme	EDLB/ HKTB	Early 2004	End of 2004-05 financial year
43	HK Cultural Industries Expo	HAB	June 2004	Dec 2004
89	Publicity programme for Local Community Economy Projects	HAD	June 2004	Dec 2004

5. Project SN22 will continue until the end of the current financial year in order to sustain the momentum of tourism revival. The Hong Kong Tourism Board has already committed funds for all the planned activities in 2004-05. The other two projects, namely SN43 and 89, are still in progress pending completion of some residual activities before end 2004.

6 The latest estimate of the overall expenditure with breakdown by policy area is appended below. A summary of each individual approved project is at **Annex.**

<u>Category</u>	Provisional	Financial	Latest Estimate
	<u>Allocation</u>	<u>Commitment</u>	<u>of Expenditure</u>
	(\$ million)	(\$ million)	(\$ million)
Business, trade & investment	90	49.29	34.63
Tourism & local consumption	417	414.13	410.92
Cultural, sports & community	125	57.55	47.75
Media & publicity	83	66.99	34.32
Major cultural & sports events, and other activities	200	123.81	112.64
Others/ Contingency	85	3.50	2.98
Total	1,000	715.27	643.24

WAY FORWARD

7 The Administration will submit a final report on the campaign after all the remaining projects have been completed.

Invest Hong Kong
December 2004

Annex

Economic Relaunch Programme

Progress Report on the Approved Projects

(as at the position of 31 October 2004)

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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
<u>Business, Trade & Investment (Provisional budget : HK\$90,000,000)</u>						
02	Liverpool Football Club Asian Tour	22-27 Jul 2003	InvestHK	1,170,000	1,170,000	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.

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 on 25 Jul 2003. The visit by the Liverpool football team to the Peak on 26 Jul attracted a lot of fans and media attention and created a very good and positive PR impact. The team's training session prior to the match was also very well received by over 2,000 soccer fans. The InvestHK Football Challenge 2003 was held on 27 Jul at the HK Stadium when the Liverpool football team played against the HK team. About 40,000 spectators had enjoyed the match, which was also broadcast live on TVB and reported in the international media including financial dailies, news agencies and BBC, etc.

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 a place for international events.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
11	Production of short films for broadcast on local TV channels, and shown in cinemas & other media outlets	Jul/Aug 2004	TELA/ ISD	12x\$500,000@ 6,000,000	11x\$500,000@ 5,500,000	Project completed.

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 Jul 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 Aug 2003 at Times Square. Since Aug 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 Aug 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.

This 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 had encouraged people to have a more positive outlook and served as a reminder that HK people should continue to be alert to similar crisis.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
18	Photo exhibition, luncheon speaking engagement & cultural performance by HKAPA students		CITB/ London ETO			Project completed.
	<u>Brief description of proposal</u>					
	a) Photo exhibitions in major cities in the UK and continental Europe for 8 months.	Jul 2003 - Feb 2004		185,000	185,000	
	b) Luncheon speaking engagement by SFST in Jul 2003.	14 Jul (London) & 17 Jul (Zurich)		80,000	66,353	
	c) Cultural performance by the HKAPA students in Jul 2003.	14 Jul (London)		99,000	72,075	
				364,000	323,428	
	<u>Objective</u>					
	Convince international/ Mainland communities that they should come to HK for business & leisure.					
	<u>Target audience</u>					
	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).					
	<u>Outcome/Evaluation</u>					
	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.					
19	Re-packaging the 8th Annual "Made in Hong Kong" Film Festival in Washington DC	9-10 Jul 2003	CITB/ Washington ETO	386,000	0	Project cancelled because the guest of honour was unable to attend the activities building around the festival.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
27	Additional confidence building activities organised in conjunction with the HK Fashion Week for Spring/Summer 2004 & the HK Gifts & Premium Fair/HK Houseware Fair		CITB/ HKTDC			Project completed.
	<u>Brief description of proposal</u>					
	a) Additional cocktail party tied in with the HK Fashion Week for Spring/Summer 2004, including fashion parade cum musical and dancing performance.	8 Jul 2003		2,500,000	1,034,223	
	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	
				4,000,000	2,223,630	
	<u>Objective</u>					
	Convince international/ Mainland communities that they should come to HK for business & leisure.					
	<u>Target audience</u>					
	a) 400 – 450 (primarily overseas buyers)					
	b) 800 – 1 000 (primarily overseas buyers)					
	<u>Outcome/Evaluation</u>					
	a) A total of 320 guests attended the 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 recorded.					

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				(a) (HK\$)	(b) (HK\$)	
28	Confidence building programme for overseas Hong Kong business associations		CITB/ HKTDC			Project completed.
	<u>Brief description of proposal</u>					
	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	
	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	936,908	
				2,300,000	1,952,284	
	<u>Objective</u>					
	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.					
	<u>Target audience</u>					
	a) 30 leaders of the HK business associations and Federation of HK Business Associations worldwide;					
	b) 8 000 members and the respective local business communities.					
	<u>Outcome/Evaluation</u>					
	a) 32 Federation and Association leaders, representing 17 countries, participated in the sponsored visits and attended the briefings. 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 the sponsored visitors after they returned to their own countries.					
	b) A total of 14 HK Business Associations made use of the funding in hosting speaking engagements and inviting 15 HK speakers to speak to their members and the local business communities overseas. These provided 16 different speaking occasions for HK speakers and the HK message was delivered to over 1,400 overseas business individuals covering 9 countries. Most attendants were impressed by HK's recovery from SARS, the immense opportunities offered by CEPA and the booming economic strengths of HK and PRD.					
	While the target size of audience covered all the members of the HK business associations worldwide, there were only 14 HK business associations hosting speaking engagements with the funds provided. Although there were only 1,400 persons attending the events, it is expected that they will share on the HK message to business people they encounter in their country, and thus the word-of-mouth effect is multiplied into thousands.					

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				(a) (HK\$)	(b) (HK\$)	
29	Supporting the watch and jewellery industries' participation in the Basel Fair in April 2004	15-22 Apr 2004	CITB/ HKTDC			Project completed.
	<u>Brief description of proposal</u>					
	a) To publicise the new HK pavilion location by advertisements, press activities, etc, in order to attract more buyers to the HK pavilion.			2,000,000	1,297,022	
	b) To lower HK companies' participation fee by an estimated 10%-12% in order to attract more exhibitors.			5,000,000	4,791,946	
				<hr/> 7,000,000	<hr/> 6,088,968	

Objective

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

Target audience

Watch & jewellery industries.

Outcome/Evaluation

A massive publicity campaign was launched from Sep 2003 to Apr 2004 to inform buyers especially the European buyers of the location of the HK Pavilion. Exhibitors of the BaselWorld 2003 participating in the HK Pavilion again in 2004 also enjoyed 11% subsidy of their participating fee. The number of exhibitors participating in the HK Pavilion this year (333 companies) had exceeded that in the previous year (312 companies).

Most of the participating exhibitors reported more than 10% increase in business order. The subsidy also helped exhibitors relieve some of the hardship resulting from their forced withdrawal from the 2003 event. According to a research agency, a total of 67,839 people entered the HK Pavilion. There was also extensive media coverage of the HK Pavilion - a total of 144 coverage in print media and 11 electronic news were recorded in Europe and USA in addition to the 57 clippings monitored in HK.

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				(a) (HK\$)	(b) (HK\$)	
30	Creation of "back to business" publicity by invitation of trade leaders/ personalities/ celebrities to Hong Kong		CITB/ HKTDC			Project completed.
	<u>Brief description of proposal</u>					
	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	
	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	
				4,900,000	535,930	

Objective

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

Target audience

- a) 50 multipliers who are head of overseas chambers, trade bodies etc;
- b) 500 participants for the gala opening and 200 participants for the tripartite forum.

Outcome/Evaluation

- a) A total of 27 delegates including Chairmen, Presidents and Directors of important international business associations (i.e. multipliers) attended the fairs in HK. 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 feedback of the sponsored visitors, they were convinced that they should come to HK for business and leisure.
- b) Instead of securing Hollywood-based celebrities to the Gala Opening on 24 Sep 2003, the HKTDC had engaged the support from Mr Jackie Chan to be the HK Film Ambassador. Hence, the provision for the gala dinner (which was for securing celebrities) were unused. The response to the Mainland-HK-Overseas Cooperation Tripartite Forum held on the same day was good. Around 200 audiences and more than 30 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\$)	
31	"Hong Kong Welcomes You" relaunch campaign in major Asean countries	Aug 2003	CITB/ Singapore ETO			Project completed.
	<u>Brief description of proposal</u>					
a)	Co-organised 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	313,780	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	
c)	Photo Exhibition in the Philippines and Indonesia.	2-3 Aug (Manila)		93,000	46,600	Photo exhibition in Indonesia was cancelled.
				<u>946,000</u>	<u>740,380</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.

A clear message has been conveyed by staging the fairs that HK 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\$)	
32	Launching of HK films at the Melbourne International Film Festival (MIFF)	23 Jul - 10 Aug 2003	CITB/ Sydney ETO	339,000	334,003	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\$)	
33	A sustained outreach exercise to key interlocutors	Jul 2003 - Mar 2004	CITB/ Sydney ETO	58,000	55,719	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 HK 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 HK, CEPA, HK'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.

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				(a) (HK\$)	(b) (HK\$)	
34	Special supplement in The Australian - Report on post-SARS Hong Kong	17 Oct 2003 and thereafter one-month online publicity	CITB/ Sydney ETO	239,000	230,307	Project completed.

Brief description of proposal

Special Supplement in The Australian – Report on post-SARS HK 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, 239,000 visitors to the paper’s website and 4,000 for mailing to targeted audience and distribution at functions organised by the Sydney ETO.

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 HK post-SARS and convincing readers that HK was once again a safe and profitable place for business and travel. It also presented a balanced third party account of post-SARS HK. The HK message was also well received by the ETO’s interlocutors.

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				(a) (HK\$)	(b) (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	1,164,033	Project completed.
	<u>Brief description of proposal</u>					
	Placement of advertisements for promotion of the exhibition industry in HK and HK's exhibition calendar in major exhibition industry trade papers in the second half of 2003 and first half of 2004.					
	<u>Objective</u>					
	Convince international/ Mainland communities that they should come to HK for business & leisure.					
	<u>Target audience</u>					
	Total circulation of targeted trade papers about 80,000 per issue.					
	<u>Outcome/Evaluation</u>					
	A total of 56 insertions were placed in 10 international and 12 Chinese major exhibition, convention and travel magazines for the period from Oct 2003 to Jun 2004, with a total circulation of 600,000 copies.					

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				(a) (HK\$)	(b) (HK\$)	
37	Additional 'dollar for dollar' advertising campaigns targeted at exhibitors & visitors	Jul 2003 - Jun 2004	CITB/ HKECIA	2,900,000	600,113	Project completed.

Brief description of proposal

A "dollar for dollar" programme of additional advertising campaigns by organisers targeted at exhibitors and visitors, in which the Government would match the additional funding up to a pre-set ceiling.

Objective

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

Target audience

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

Outcome/Evaluation

A total of six applications were received and approved, with total payment of \$600,113. All the sponsored exhibitions recorded increase in overseas visitors/ buyers/ exhibitors, ranging from 2% to 88%. The sponsored exhibition organisers were of the view that the provision of matching funds, in addition to their own increased spending, had helped their events to explore new source of international exhibitors and/or visitors from some emerging markets.

The reason for underspent of the provision was due to the unexpected small number of applications. According to HKECIA, the small number of applications was because of several international exhibitions scheduled for Jul and Aug 2003 had been cancelled or re-scheduled; some re-scheduled events had difficulty of getting space at HKCEC as all time slots had almost been full already; with an unsecured tenancy at HKCEC and an unforeseeable business environment after SARS, many show organisers had trimmed down their overall advertising budget making them ineligible for application.

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				(a) (HK\$)	(b) (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	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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
40	Reception & music performance by HKAPA students in Utrecht, Brussels, Paris & Frankfurt	8,9,10,16 Jul 2003	CITB/ Brussels ETO	480,000	480,000	Project completed. A shortfall of \$110,000 was absorbed by the Brussels ETO.
	<u>Brief description of proposal</u>					
	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.					
	<u>Objective</u>					
	Convince international/ Mainland communities that they should come to HK for business & leisure					
	<u>Target audience</u>					
	Approximately 800 - 1,000 guests from the political, diplomatic, business, cultural and media communities in the four cities.					
	<u>Outcome/Evaluation</u>					
	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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
41	Placement of 4 newspaper supplements in Seattle Post-Intelligencer in the State of Washington	Oct 2003	CITB/ San Francisco ETO	156,000	140,400	Project completed.

Brief description of proposal

Sponsorship of a 1-page supplement in 'Seattle Post-Intelligencer' for four consecutive Tuesdays in Oct on various topics about HK, including HK as Asia's world city and the place for business, and the placement of 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 Oct 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
42	Radio promotion of Hong Kong by building on the annual HK Dragon Boat Festival in New York	23 Jul - 10 Aug 2003	CITB/ New York ETO	168,000	167,800	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 local mainstream radio stations in New York over a three-week period from Jul to August 2003.

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 helped attracted the largest number of participating teams (109 teams) and more than 30,000 spectators. The radio promotion also generated interests in HK. The Festival and the HK booth received good editorial and photo coverage in local printed and electronic media.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
52	The Hong Kong Dragon Boat Festival in Atlanta	27 Sep 2003	New York ETO	500,000	499,980	Project completed. \$99,656 was borne by the HK Association in Atlanta which was the organiser of the event.

Brief description of proposal

Sponsoring the HK Dragon Boat Festival in Atlanta to promote HK's spirit and healthy image, and using the event venue at Lake Lanier to promote HK and the Festival throughout Sep, during which the 33rd International Canoe Federation World Championship would take place and was expected to attract tens of thousands of competitors, spectators and the media from over 70 countries.

Objective

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

Target audience

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.

Outcome/Evaluation

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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
53	Fujian-Hong Kong Week	21-27 Aug 2003	BJO	870,000	870,000	Project completed. The spending contributed to only part of the overall expenditure of the project. The shortfall was met out of BJO's own budget.
	<u>Brief description of proposal</u>	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.				
	<u>Objective</u>	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.				
	<u>Target audience</u>	The exhibition was expected to attract 70,000 visitors, and 1,000 officials and business executives from HK and Fujian were expected to participate in the seminars and related activities. The related media publicity could reach the whole province.				
	<u>Outcome/Evaluation</u>	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.				
		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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
56	Luncheon reception for senior business, government and political contacts at the Melbourne Cup race venue in November 2003	4 Nov 2003	CITB/ Sydney ETO	143,000	142,519	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 HK would remain as the premier business hub in Asia, and that it was profitable for Australian companies to do business in HK.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
57	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	25-28 Oct 2003	CITB/ Sydney ETO	576,000	511,769	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 had links with HK were 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.

Outcome/Evaluation

The two high-level conferences on business opportunities in HK 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 HK's economic strengths and prospects. The business conferences provided an effective tool for raising the profile of HK 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 HK as foothold to launch their business into the Mainland. The ETO received some 30 enquiries in relation to the investment environment in HK 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
58	Title sponsorship of the 8th Annual Northern California International Dragon Boat Championship in San Francisco	27-28 Sep 2003	CITB/ San Francisco ETO	102,000	99,751	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 ETO would ride on the occasion to maximise the publicity of HK in the Bay Area in the period of relaunch HK in the run up to 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 enthusiastic and 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
59	Promotion Programme for the CS in Silicon Valley and San Francisco	19-24 Sep 2003	CITB/ San Francisco ETO	590,000	583,245	Project completed.

Brief description of proposal

A promotion programme for CS meeting with top business executives and luncheons in Silicon Valley and San Francisco and delivering keynote speech at a luncheon reception.

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

The 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
60	A one-week exhibition in Tokyo to showcase Hong Kong's cultural heritage plus a follow-up mission to Hong Kong	27 Nov - 2 Dec 2003 and early 2004	CITB/ Tokyo ETO	1,500,000	1,500,000	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.

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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
61	Sponsored visit to Hong Kong by selected Board Members of HK Business Associations worldwide to attend the HK Forum	27-31 Oct 2003	CITB/ HKTDC	5,300,000	2,973,152	Project completed.

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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
63	Hong Kong promotion in Miami	Oct 2003	CITB/ New York ETO	794,000	726,547	Project completed.

Brief description of proposal

A series of promotional events organised in collaboration with HKTB, HKTDC and the local government authorities and communities groups throughout the month of October 2003 -

- a) HK Dragon Boat Festival in Miami;
- b) HK Film Festival in Ft. Lauderdale;
- c) Tourism promotion (HK Tour).

11-12 Oct 2003
18-26 Oct 2003

Objective

- a) Build long term confidence both locally & overseas in our capability to combat SARS;
- b) Maximise international awareness of lifting of WHO & CDC travel advisory;
- c) Convince international/ 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 was expected to 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 HK Booth, put on BrandHK dragon tattoos and/or collected "Hello from Hong Kong" postcards and other publicity materials.

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

The flurry of HK activities attracted considerable mainstream print and electronic media interest. The events also helped to strengthen HK's tie with the Florida State, in particular, the Miami-Dade County, the Broward County, former HK 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 intended to organize the second HK Dragon Boat Festival next year.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
64	Sponsoring a panel of the Milken Institute's 2003 State of the State Conference to be held in Los Angeles	30 Oct 2003	CITB/ San Francisco ETO	211,000	210,196	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 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, government and the media.

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 HK message was successfully achieved. Through the discussion of the panellists, the audience was able to have a good understanding of the relationship between California and Asia as well as HK's business potential. 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
68	Additional programme to promote Hong Kong during the 7th China International Fair for Investment and Trade (CIFIT) in Xiamen		CITB			Project completed.
	<u>Brief description of proposal</u>					
	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	
	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.	9 Sep 2003		27,740	28,555	
	c) An enlarged HK pavilion to promote HK's services and investment environment.	8-11 Sep 2003		420,160	252,161	
	d) Publicity			135,160	120,000	
	e) Contingency			61,235	7,844	
				<hr/> 877,701	<hr/> 584,262	

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 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
70	The 17th Asian Trade Promotion Forum	22-24 Feb 2004	CITB/HKTDC	650,000	487,850	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

The meeting was attended by a record turn out of 18 TPO heads and 35 accompanying staff. All targeted TPOs were represented by their heads and senior executives, except Sri Lanka, Brunei and Nepal. The FS was the Guest of Honour at the inaugural ceremony and SCIT also hosted a cocktail reception at the Government House.

The TPO participants were deeply impressed by HK's significant rebound and speedy recovery from SARS. The event helped to convince the international and Mainland communities that they should come to HK for business and leisure. It also reassured the Asian TPOs that HK is an important trade platform and a premier business centre in Asia.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
72	Sponsoring the European Leadership Forum 2003 in Paris	1-2 Dec 2003	InvestHK	1,000,000	875,000	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 Europe.

Outcome/Evaluation

The Forum was attended by 470 European delegates and was the most successful forum the Business Week has organised in Europe. It was opened by the French Minister of Foreign Affairs. The SREC also 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.

The overall feedback was positive. The event provided an opportunity for InvestHK to raise the awareness of HK as an ideal investment location, and the benefits of CEPA to European business leaders. Representatives of InvestHK were able to network with important European businessmen, some of whom have been long time target contacts.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
73	Luncheon hosted by SEDL in Demark and Netherlands to promote Hong Kong as part of the relaunch programme in Europe	12&16 Sep 2003	CITB/ Brussels ETO	313,000	254,028	Project completed.

Brief description of proposal

A luncheon and reception cum photo exhibition at Copenhagen on 12 Sep 2003 and a luncheon at Amsterdam on 16 Sep 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 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.

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 HK message to a captive audience that HK was back in business-healthier, was 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
74	Sponsoring the 2003 Venture Capital Summit organised by the Centre for Innovation and Entrepreneurship at Santa Clara University's Leavey School of Business	8 Oct 2003	CITB/ San Francisco ETO	78,000	78,000	Project completed.

Brief description of proposal

Acting 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 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
75	A series of Hong Kong supplements <i>Newspapers in Education</i> (NIE) on Hong Kong in San Francisco	3-24 Feb 2004	CITB/ San Francisco ETO	195,000	195,000	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 HK, the supplements covered HK's history, living environment, landscape, culture, food and HK 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 HK. They have also effectively helped build a good image of HK with the student population and arouse their interests in visiting/learning more about HK.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
76	Top up events for the 7th Beijing Hong Kong Economic Cooperation Symposium	Oct - Nov 2003	BJO	1,141,000	857,596	Project completed.

Brief description of proposal

An annual event co-organised by the Beijing Municipal Government (BMG) and the HKTDC, aiming to strengthen economic cooperation and exchange between the two places. The following activities were planned in addition to the usual trade seminars -

- | | |
|--|----------------------|
| a) A HK Dinner | 23 Oct 2003 |
| b) TV show (to be funded by ISD) | 25 Oct 2003 |
| c) Tourism marketing & promotion programme (partially funded by HKTB). | 18 Oct - 16 Nov 2003 |

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, Beijing Municipal Government officials (headed by the Mayor) and local enterprises. The TV show attracted some 6,000 audience on site, and was broadcast by Beijing TV 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 HK 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
85	Sponsoring 50% of the fee for inviting Bill Clinton, former US President, to HK as keynote speaker for the Business Week CEO Forum	5-6 Nov 2003	InvestHK	780,000	780,000	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 HK is an international city where business leaders meet to discuss important issues.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
87	Business luncheon plus photo-cum-stamp exhibition in Stockholm, Sweden	8 Oct 2003	CITB/ Brussels ETO	260,000	260,000	Project completed.

Brief description of proposal

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.

A shortfall of \$9,191.52 was absorbed by the Brussels ETO.

Objective

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

Target audience

Approximately 150 guests from the political, diplomatic business, cultural and the media communities.

Outcome/Evaluation

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 HK's strategic role as the gateway to China. This programme helped to focus the Nordics' attention on the economic strengths of HK. The HK Day was well received by the Swedish community. The ETO's interlocutors expressed keen interest in the latest development of HK and were eager to learn more of CEPA and the new business opportunities that CEPA could offer. The message of HK 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 HK through their own contacts.

Sub-total :	49,286,701	34,627,211
% Commitment		70.26%

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

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
Tourism & Local Consumption (Provisional fund: HK\$417,000,000)						
21	Tourism promotion & boost local consumption - "We Love Hong Kong " & Boao Tourism Forum		EDLB/TC			Project completed.
	<u>Brief description of proposal</u>					
	a) Support "We love HK" Campaign organised by the trade to stimulate local consumption and foster community involvement and confidence building;	Jun/Jul 2003		1,500,000	739,850	
	b) Co-organise a tourism forum in HK on "Revitalising Asia Tourism" with Boao Forum and the World Tourism Organisation.	13-15 Jul 2003		9,600,000	7,973,886	
				11,100,000	8,713,736	
	<u>Objectives</u>					
	a) Encourage return to normal economic activities;					
	b) Get local economy growing again by boosting local consumption & tourism;					
	c) Convince international & Mainland communities that they should come to HK for business & leisure.					
	<u>Target audience</u>					
	"We love HK" targeted general public in HK and the Boao Forum targeted leaders of the travel trade and VVIPs at Ministerial level.					
	<u>Outcome/Evaluation</u>					
	a) The campaign was successfully launched in 3 phases, each spearheaded by the tourism coalition, the retail coalition and the catering coalition in HK respectively. More than \$67M-worth awards were offered by 473 merchants in the 3 phases. There was overwhelming response from the public and the awards were redeemed quickly. According to a questionnaire survey conducted after the campaign to collect the participating merchants feedback, about 51% saw an increase in sales and a rise in the traffic to their outlets during the campaign period. Hence, it indicated that the campaign had successfully encouraged people to spend locally at the time when HK was severely affected by SARS.					

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	

Outcome/Evaluation (Cont'd)

b) The Conference was held on 14-15 Jul 2003 in the HKCEC. Invitation was sent to 54 economies including the 26 Boao initiating countries, plus USA, Canada, New Zealand, some European countries, Macau SAR, Taiwan and some major international organisations and trade representatives. The total number of registered delegates was 1,000 and the overall attendance was 1,200 persons including 200 from the media. There were delegates from 49 destinations, 25 government delegations and 7 international organisations participating in the event. For media's participation, 650 journalists from 139 media agencies (of which 49 were overseas agencies including those based in HK) attended various conference activities. The event had aroused considerable interest among the international and local media.

The delegates participated actively in the discussion sessions, with positive and useful exchange between the government and private sectors, and amongst individual tourism trades. Heads of delegations attending the Ministers' Round-Table had adopted a "Hong Kong Declaration on International Co-operation on Revitalisation of Asian Tourism". The Boao Forum for Asia and the World Tourism Organisation were very impressed by the professional way the Conference was organised and the hospitality offered to the visiting delegates, especially that the whole event had been put together only within six weeks.

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

Target audience

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

Progress update

The campaign is implemented in two phases. Phase 1 covered various promotional activities held between 23 Jun 2003 and 15 Sep 2003, i.e. following immediately the uplift of WHO's travel advisory on HK. The tourism sector had rebounded very quickly since the SARS was over. There was continuous growth in visitor arrivals from Jul 2003 to Sep 2003 and the hotel occupancy rate also climbed up from 18% in May 2003 to 88% in Aug 2003.

The launching of HKTB's new global advertising campaign "Hong Kong - Live it, Love it!" has marked the commencement of Phase 2 of the campaign since 16 Sep 2003. A number of mega-events were held between mid Sep 2003 and Mar 2004, including the Mid Autumn Lantern Celebration in Sep 2003, the HK International Musical Fireworks Competition in Oct 2003, the HK Winterfest from Nov 2003 to Jan 2004, the International Chinese New Year Night Parade in Jan 2004, and the Hong Kong Shopping Festival from end Jun to Aug 2004.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	

Progress update (Cont'd)

Year 2003 ended up with 15.5 million visitor arrivals, a modest drop of 6% year-on-year and was the second highest year on record. Visitor arrivals increased by 14.7% year-on-year to 4.9 million during the first quarter of 2004.

Although the objectives set for the campaign have largely been achieved already, the HKTB will continue its work to sustain market growth and to enhance its marketing efforts in 2004-05 to fully revive the long-haul market. Hence, the project completion date has been extended to Mar 2005.

Up to Sep 2004, the total visitor arrivals of 15.5 million was 52.1% ahead as compared with the same period in 2003 and 34.2% ahead of the 2002 figure. Performance from the long-haul markets was encouraging with arrivals all exceeding the 2002 level.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u> (a) (HK\$)	<u>Actual Expenditure</u> (b) (HK\$)	<u>Project Status/ Remarks</u>
48	Indoor Trial World Championship (ITWC)	5-6 Dec 2003	EDLB/TC	3,900,000	3,900,000	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 was part of the ITWC international circuit, and drew the world's top motorcyclists as well as motorcycling fans and supporters from overseas. It was 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 would help project an energetic and healthy image for HK to be widely televised overseas and reported in the international media;
- f) The participation of a large contingent of top international motorcyclists would help increase overseas confidence in HK as a safe destination. This would be reinforced further by the fact that HK 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>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	

Outcome/Evaluation

The ITWC was held at the HKCEC and the programme comprised a world championship race that formed part of the 2003-04 international ITWC series, two exhibitions and entertainment shows and an outdoor demonstration session at the Golden Bauhinia Square. The outdoor session also comprised a seminar on safe driving conducted by the HK Police.

The funding was provided as seed money to help meet the total cost for staging the event in HK for the first time. As a condition for the sponsorship, the organiser is contractually bound to organise the event in HK in the two immediate ensuing seasons of the ITWC, i.e. 2004-05 and 2005-06, at their own cost.

The championship race achieved an attendance rate of 73%. Both LCSD and HKTB observed that the event was interesting and drew good response from the audience. The Travel Industry Council in HK and major tour operators concurred that the ITWC had growth potential given time to build. They saw strong potential to market the event in the Mainland, especially the northern cities where competitive motorcycling was 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), also showed its strong support by giving HK a sanction to host the event for three consecutive race seasons.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u> (a) (HK\$)	<u>Actual Expenditure</u> (b) (HK\$)	<u>Project Status/ Remarks</u>
49	Special 'rooftop' pyrotechnics for the launch month of Harbour Lighting Plan	Dec 03 to Jan 04	EDLB	8,640,000	8,609,295	Project Completed.
	<p><u>Brief description of proposal</u> Augmentation of the initial launch month of the Harbour Lighting Plan with the use of special pyrotechnics which complemented the lighting shows by providing spectacular finale element. The pyrotechnic element was specially designed so that it formed a synergistic and integrated option not conflicting with any element of the Harbour Lighting Plan.</p> <p><u>Objective</u> 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 HK as the Premier destination for mass night-time entertainment in Asia with a world class spectacular.</p> <p><u>Target audience</u> A mass direct audience of local residents and tourists of approximately 100,000 per show with pyrotechnic display plus worldwide media coverage.</p> <p><u>Outcome/Evaluation</u> The pyrotechnic displays were successfully staged on the rooftop of 10 buildings during the launch month of the Harbour Light Show - "A Symphony of Lights" from 17 Jan to 18 Feb 2004, and were very well received by the tourism industry, visitors and local community. It was estimated that the Show enhanced with rooftop pyrotechnics during the period had attracted an audience of 800,000 to the Tsim Sha Tsui waterfront. Many spectators in other locations were also able to enjoy the enhanced show. There was also extensive and positive coverage in the media, both locally and outside HK. The displays were proved to be very popular with both visitors and locals alike. In view of its popularity, rooftop pyrotechnics was staged again to enhance the Show on the Golden Week of 1 May 2004, during the period from 30 Jun to 4 Jul 2004 and 2-7 Oct 2004, with sponsorship from the HKT B.</p> <p>The enhanced Show also helped to boost local economy. Tour ferries operators, hotels and restaurants in Tsim Sha Tsui had used the Show to market their business which increased by an average of 30% when the Show was enhanced with rooftop pyrotechnics.</p>	(postponed to the period from 17 Jan to 18 Feb 2004)	The \$8.64M included 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>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
71	Sponsoring Yuming Matsutoya's "Shangri-la II Concert" in Hong Kong	10 & 11 Oct 2003	EDLB/TC	500,000	500,000	Project Completed.

Brief description of proposal

A two-performance project taking place at the HK Coliseum featuring Ms Yuming Matsutoya, "Japanese Queen of Pop Music", and the Russian Extraordinary Ice Circus. The concert was actively marketed in Japan to attract Japanese visitors to HK.

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 HK 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 HK people.

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

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 HK from overseas.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	

Outcome/Evaluation (Cont'd)

The concert's promotional video featuring both Matsutoya and Jackie Chan was broadcast on Fuji Network for about a month, and the concert itself was also carried on the same TV network. The network claims to reach 98% of the Japanese population. This helped to promote HK to the Japanese public and boost their confidence in HK.

A highly respected artist not just in Japan but also Asia, Matsutoya was the first Japanese artist to perform in HK after the SARS outbreak. The concert was a high-quality extravaganza. It helped to boost HK'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>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
77	Promotion of Hong Kong at the General Assembly of the World Tourism Organisation in Beijing	21 Oct 2003	EDLB/TC	1,450,000	656,854	Project completed.

Brief description of proposal

Promotion of HK at the General Assembly of the World Tourism Organisation (WTO) in Beijing with a luncheon function 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 HK 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 HK Luncheon hosted by SEDL was accepted as one of the official social programmes of the General Assembly. Invitations were extended to all delegates attending the General Assembly, including top and senior tourism officials from governments, national tourism organisations and companies from the travel and tourism related sectors. International and Mainland media were also invited. In total, around 550 persons attended the luncheon.

SEDL delivered a keynote speech at the luncheon in which he told the audience how HK had overcome the impact of SARS and that HK was on the road to recovery. Feedback from the audience were generally positive, who were appreciative of SEDL's message and the tourism development in HK. They also showed 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>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u> (a) (HK\$)	<u>Actual Expenditure</u> (b) (HK\$)	<u>Project Status/ Remarks</u>
90	<p>Creation and production of a multi-media Harbour Lighting Show to be staged nightly at Victoria Harbour</p> <p><u>Brief description of proposal</u></p> <p>A 20-minute Show combining special light and sound effects to tell the story of HK 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.</p> <p><u>Objective</u></p> <p>a) Get local economy growing again by boosting local consumption & tourism;</p> <p>b) Convince international & Mainland communities that they should come to HK for business & leisure;</p> <p>c) Continue to boost morale and enhance the confidence of the local community;</p> <p>d) Promote HK as the tourist destination for night-time entertainment in Asia with a world class spectacular.</p> <p><u>Target audience</u></p> <p>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.</p> <p><u>Outcome/Evaluation</u></p> <p>"A Symphony of Lights" was launched on 17 Jan 2004 and staged nightly at Victoria Harbour. The show has been very well received by the tourism trade, visitors and the local community, and has been included in the itineraries of almost all night tours for visitors. It was estimated that the Show had attracted an audience of 800,000 to the Tsim Sha Tsui waterfront during the launch month in Jan 2004 and 100,000 during the 1 May 2004 Golden Week. Many spectators in other locations were also able to enjoy the show. The show also drew extensive and positive coverage in the media, both locally and outside HK. The latter included TV/press coverage in the Mainland, USA, UK, Australia, Singapore, Germany and Italy.</p> <p>The Show has helped to boost tourism and established HK as Asia's premier destination for large scale outdoor entertainment at night-time. The extensive international media coverage has helped to widely publicise the show and attract more visitors to HK. It has also helped to boost local economy as tour ferries operators, shops, hotels and restaurants in Tsim Sha Tsui have used the Show to market and increase their business.</p>	20 Dec 2003 onwards (postponed to 17 Jan 2004 onwards)	EDLB/TC	7,720,000	7,720,000	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.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
91	Mainland-targeted publicity programme for 2004 Hong Kong Arts Festival	Before Feb 2004	EDLB/TC	550,000	550,000	Project completed.

Brief description of proposal

This programme aimed to enhance publicity for the 2004 HK Arts Festival in the target cities of Beijing, Shanghai and Guangzhou. The HKTb provided advice and assistance to the HK Arts Festival Society to take 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 HK, 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 HK and help promote HK 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

Outcome/Evaluation

The Mainland-targeted promotion programme was implemented between Nov 2003 and Jan 2004 to tie in with the commencement of the 2004 HK Arts Festival on 3 Feb. It featured a major promotion of the Festival in the Mainland focusing on Beijing, Shanghai and Guangzhou through media activities, direct mail publicity and advertising. The programme generated considerable publicity in the national and major print and electronic media, as well as on mass-penetration internet portals. There was also considerable coverage in leading cultural and lifestyle magazines, TV and radio programmes. This amounted to significant publicity value considering the extensive reach of these media nationwide and within the high-spending group targeted. The HKTb highly rates the programme in terms of raising Mainland awareness of and interest in HK Arts Festival.

69 "Arts Festival" travel packages, offered to Mainland consumers for the first time, were sold. A total of 97 tickets were sold through these packages and direct booking via the internet. Additional sales were believed to have been made to Mainland visitors already in HK over-the-counter and through other channels such as local friends and relatives.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u> (a) (HK\$)	<u>Actual Expenditure</u> (b) (HK\$)	<u>Project Status/ Remarks</u>
95	Promotion of Hong Kong at the 53rd Miss World Pageant	8-10 Nov 2003	EDLB/TC	1,270,300	1,270,300	Project completed.

Brief description of proposal

The 53rd Miss World Pageant was scheduled for 6 Dec 2003 for the first time to be held in Asia at Hainan in the Mainland. The Miss World Pageant Organising Committee had arranged for the 105 participating contestants to visit major cities in the Mainland such as Xian, Shanghai, Beijing and HK in Nov 2003 before the contest. HK was the first stop and these contestants stayed in HK for 3 days from 8–10 Nov 2003.

A series of publicity and charity activities in HK was planned for the Miss World beauty contestants by the Phoenix Satellite TV, the official broadcaster of the event. The Phoenix Satellite TV requested for financial assistance to support hosting Miss World's stay in HK.

Objective

- a) Convince international & Mainland communities that they should come to HK for business & leisure;
- b) Raise HK'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.

Outcome/Evaluation

The activities organised by the Phoenix TV for the participating contestants of the Miss World Pageant 2003 during their stay in HK included 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 broadcast in the Mainland and 168 countries covered by the Phoenix TV network during the final of the beauty contest held on 6 Dec 2003.

The activities in HK 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 HK have been successfully portrayed to the Mainland community and the world.

Sub-total : 414,130,300 410,920,185
% Commitment 99.22%

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

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

Brief description of proposal

Mass physical exercises as well as variety show to be staged after the lifting of WHO's travel advisory on HK to reinforce public awareness on the importance of regular physical exercise for the benefit of health.

Objective

Promote a healthy living style as well as united community spirit.

Target audience

Local community.

Outcome/Evaluation

A variety show with mass sports performance was staged at the grass pitch of the HK Stadium. 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. The message of "HK is back to normal" was widely publicised through advertisements, promos and media coverage.

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				(a) (HK\$)	(b) (HK\$)	
08	Opening Rally of HK Chinese Orchestra - Drum Festival	13 Jul 2003	LCSD	1,500,000	1,500,000	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 to mark the opening of the Drum Festival of the HK Chinese Orchestra. The HK Chinese Orchestra 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

20,000 audience of tourists & local community

Outcome/Evaluation

The Opening Rally was attended by about 60,000 audience/ participants including 60 delegates of the Boao Tourism Conference and an ensemble of 3,140 drummers. It was well received by the public and widely covered by the media. It proved to be a successful event in boosting the morale of HK people after the SARS attack. It also served to showcase to the international and Mainland communities HK's vitality in the arts.

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				(a) (HK\$)	(b) (HK\$)	
10	Shaolin Wushu Performance cum Promotional Scheme	Jul - Dec 2003	LCSD			Project completed.
	<u>Brief description of proposal</u>					
	A series of programmes including Shaolin Wushu performance, roving demonstrations, workshop for instructors, training camps and training courses.					
	a) Shaolin Wushu Performance cum Roving Demonstrations	5-9 Jul 2003		600,000		
	b) Training Camps	22 Jul - Aug 2003		300,000		
	c) Shaolin Physical Exercise Training Courses	Aug - Dec 2003		300,000		
				1,200,000	1,004,227	
	<u>Objective</u>					
	Promote the practice and appreciation of Shaolin wushu.					
	<u>Target audience</u>					
	15,000 participants.					
	<u>Outcome/Evaluation</u>					
	The Shaolin programmes were organised from Jul 2003 to mid-Jan 2004. It comprised a series of events, including 8 performances and roving demonstrations which involved 13,638 participants (including 256 overseas visitors); 7 training camps participated by 760 campers (including 39 from overseas); and 90 training courses held in 18 districts for the public with 2,434 participants. The overwhelming response from the public showed that the programmes had achieved the objectives of arousing public interest on Shaolin culture and learning Shaolin physical exercise for the benefit of health.					

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				(a) (HK\$)	(b) (HK\$)	
15	Starry Starry Night Wanchai Street Party	8,15,22 Jun 2003	HAD	400,000	398,352	Project completed.

Brief description of proposal

- a) Setting up 40 food/drink booths with tables and seats at the pedestrianised zone in Lockhart Road;
- b) Staging live performance, e.g., jazz music, guitar music and marching band parade to create festive atmosphere;
- c) Organising participatory activities, such as, best costume contest, beer contest, on-street karaoke and dancing; and
- 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

The Party was held on 3 consecutive Sundays in Jun 2003, each with a specific theme. A total of 26 bars & restaurants participated in the events providing 40 food booths on a wide range of traditional cuisine. The activities attracted excellent media publicity and people were impressed with the variety of international food, beer and the fantastic performance. In general, the bars & restaurants reflected that they had a good business volume during the 3 party days than the normal Sundays. It was estimated that about 40,000 visitors had been to the Party during the period. New customers were attracted. The DC Members, the local personalities and shop operators highly remarked the Party was entertaining, eventful and spectacular which helped promoting the business and image of the area and the district.

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				(a) (HK\$)	(b) (HK\$)	
16	「擦一擦，擦靚香港」 - A series of relaunch events leading to 1 July celebration (High Tea for Hong Kong)	20 Jun - 1 Jul 2003	HAD	2,000,000	1,740,300	Project completed.

Brief description of proposal

- | | |
|--|----------------|
| a) Dinner on 1 Jul for members of the community to celebrate the 6th Anniversary of the HKSAR ; | 1 Jul 2003 |
| b) TV show at dinner (with TV broadcast) as entertainment and promotion for HK; | 1 Jul 2003 |
| c) A series of TV quiz for the distribution of dinner and movie tickets to promote food business and entertainments in HK; | 20-27 Jun 2003 |
| d) Promotion for cinema-going (buy-one-get-one-free for the 2.30 p.m. session on 1 July); | 1 Jul 2003 |
| e) Promotion for food industry (encouraged restaurants and good establishments to give special offers on 1 Jul). | 1 Jul 2003 |

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, leaders of the catering industry as well as some LegCo and DC Members. The dinner on 1 Jul was held at the HK International Trade & Exhibition Centre, catering for 1,200 participants to celebrate the 6th anniversary of the HKSAR. The atmosphere was good and the participants had enjoyed the evening very much. Free tickets for 10,000 cinema-goers were also distributed on 1 Jul.

Through these activities, a festive atmosphere after SARS was created 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 for an award of either free cinema tickets or food vouchers. According to TVB, the 5-day programme had recorded a viewership figure of 5.72 million (i.e. an average of 1.14 million TV viewers per day).

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				(a) (HK\$)	(b) (HK\$)	
17	Disney Family Movie Night - "A Celebration of Life"	5-6 Jul 2003	HAD	1,100,000	686,858	Project completed.

Brief description of proposal

A joint HKSARG and Walt Disney Presentation at the HK Stadium, featuring a 20-minute live show with Disney figures and a 80-minute animated film screening "The Lion King".

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 HK community closer together, sharing the fun and laughter.

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				(a) (HK\$)	(b) (HK\$)	
23	Asia Cultural Cooperation Forum	28-30 Sep 2003	HAB	3,500,000	3,019,443	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. 500 audiences for the open sessions.

Outcome/Evaluation

Cultural Ministers, cultural leaders/creative entrepreneurs from 8 Asian economies (APEC members) attended the Forum. The Forum included a Ministers' meeting, addressing the culture and creative industries in today's globalised world, with keynote speeches, open forums and panel discussion sessions. Side programmes included cultural activities and visits as well as luncheon and dinner at the historical and cultural venues. Feedback towards the two open forums from both the delegations and some 1,000 local participants were very favourable. The meeting was highly commended as fruitful and thought-provoking and the participants were very impressed by the thriving cultural scene and creative talents in HK.

The visits of the 40 VIPs to HK showed that HK is "business and leisure as usual" and raised HK's profile as an international cultural metropolis as well as cultural and creative hub of Asia. After the completion of the event, the HAB was approached by several international organisations to explore the possibility of organising events in HK.

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				(a) (HK\$)	(b) (HK\$)	
24	Euro-Asia Snooker Tournament (Master Challenge)	21-24 Aug 2003	LCSD	3,500,000	2,765,410	Project completed.

Brief description of proposal

To line up the world's best snooker players from Europe and Asia to compete in HK, aiming to invite the world champion and world ranking number one title holder Mark Williams (Wales), and other top ranked players from Europe and Asia such as Stephen Hendry (Scotland, World Ranking No. 2), Ken Doherty (Ireland, World Ranking No. 6), Jimmy White (England, World Ranking No. 15), Marco Fu (HK, 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) for a 4-day competition.

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

Over 4 800 spectators enjoyed the world-class snooker tournament held at the HKCEC on 21-24 Aug 2003. Another 100 youngsters witnessed a free 9-Ball Pool demonstration by World No. 1 Mark Williams and World No. 15 Jimmy White on 20 Aug 2003 at Homantin Sports Centre. The snooker legends also participated in tourism promotional activities to visit the Jumbo Restaurant in Aberdeen.

The programme was 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, 23 media agencies, including all the 3 local TV stations, all 12 major local newspapers and Reuters, Xinhua News Agency and others had covered the event. The wide media coverage in Asian and European countries helped to showcase HK as the Asia's world city, and extensively spread the message to overseas countries that HK had recovered from the SARS impact and is a safe place for business and leisure. The event also helped stimulate local public interest in snooker and would enhance snooker development in HK.

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				(a) (HK\$)	(b) (HK\$)	
25	International Super Stars Diving & Synchronised Swimming Show (Subsequently presented as the "Credit Suisse Privilege International Super Stars Diving and Synchronized Swimming Extravaganza")	26-27 Jul 2003	LCSD	1,400,000	1,160,352	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 in HK.

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.

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 HK is a safe place for business and leisure. The athletes also participated in tourism promotional activities to visit the famous scenic spots of HK including the Peak, Stanley Bay Market and Repulse Bay. The event also helped stimulate public interest in diving and synchronized swimming and would help foster the development of the sports in HK.

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				(a) (HK\$)	(b) (HK\$)	
35	Tuen Mun Summer Fantasy	26 Jul - 31 Aug 2003	HAD	350,000	350,000	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 with demonstrations of water ski and jet ski, wake boarding, banana boat, jet ski and stage performance at Golden Beach;
- b) A show staged by TVB for territory-wide promotion plus other activities;
- c) Beach volleyball competition, stage performance by local talents and participatory activities on Saturdays and Sundays between end-Jul and end-Aug at Golden Beach and Butterfly Beach;
- d) In-water demonstration ensured by banana boat ride throughout Aug and Sep as a pilot scheme to test the feasibility of commercialising water sports activities in the vicinity of Golden Beach as one of the LCE initiatives;
- 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.

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

Outcome/Evaluation

It was a major campaign organised by the Tuen Mun DC and HAD, and was co-organised by LCSD and SWD. The programme comprised a series of activities and events held at Golden Beach, Butterfly Beach and Lung Kwu Tan between 26 Jul and 31 Aug 2003, which aimed at promoting and boosting local tourism and consumption, and enhancing the morale and confidence of the local community.

According to a survey conducted by HAD, 82% of the respondents from shop operators indicated an increase in patronage and 55% of the respondents believed that the event was conducive to boosting sale. The increase in sale profits of shops in the nearby shopping malls ranged from 10% to 30%. The two major shopping malls in Tuen Mun also recorded an increase in customer flow by about 15%. A survey by LCSD also recorded an increase of patronage by 91% to Golden Beach and Butterfly Beach during the whole period when compared to the same period in the previous year.

Through the various publicity measures and programmes organised, this event helped to promote Tuen Mun as a place of heritage and tradition as well as relaxation and enjoyment. Feedback from the Tuen Mun DC Members and local personalities were very positive. It also provided invaluable experience and lessons to learn for further promotion of Tuen Mun tourism and local economy in future.

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				(a) (HK\$)	(b) (HK\$)	
43	Hong Kong Cultural Industries Expo	1 Aug 2003 - June 2004 (extended to Dec 2004)	HAB	3,500,000	3,500,000	On-going project with timetable adjustment. Provisional outturn of expenses.
	<u>Brief description of proposal</u>	A 4-phase 10-month programme to showcase HK's achievements in three cultural industries (publishing, printing, design), and to enhance business opportunities.				
		The Expo would included publicity events; international symposiums; product exhibitions (in HK and UK, US, Tokyo, Beijing and Taiwan); professional and student excellence awards schemes; careers expo (including on-site recruitment), etc. About 30 international/ local renowned business leaders, academics and personalities in the relevant sectors were expected to participate in the event.				
	<u>Objective</u>	<ul style="list-style-type: none"> 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. 				
	<u>Target audience</u>	Overseas and local entrepreneurs, businessmen, professionals, and academics of the design, publishing and printing sectors; tourists, local students and the community-at-large. Total 500,000 participants.				
	<u>Progress Update</u>	The programme has proceeded in four stages: from raising the cultural awareness of the general public to strengthening and building HK as Asia's cultural industries centre via a series of local events and large scale symposium, as well as the making of a HK Cultural Industries VCD and participating in overseas promotional fairs. All major activities have already been completed according to the agreed schedule, except for one overseas exhibition - the International Cultural Industry Fair Shenzhen, to be held in Nov 2004.				

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				(a) (HK\$)	(b) (HK\$)	
45	Chinese National Basketball Men's Team vs. Melbourne Tigers Exhibition Match (subsequently presented as "HSBC Hong Kong International Basketball Challenge 2003 China vs. Melbourne")	6 Aug 2003	LCSD	2,940,000	1,553,370	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 HK Coliseum. The well-known Chinese National Basketball Team would bring its full squad including Yao Ming and Xue Yu-yang to HK before taking part in the Asian Basketball Championship.

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 exhibition match was held on 6 Aug 2003 at the HK Coliseum. More than 10,000 spectators enjoyed the top class basketball match. In addition, over 2000 youth participants enjoyed to watch a free and exciting training session of the Chinese National Basketball Men's Team on 5 Aug at Southern 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. The athletes also participated in tourism promotional activities to visit the famous scenic spots of HK including the Golden Bauhinia Square and Pacific Place.

The event helped to strengthen HK's position as an event capital of Asia and achieved global exposure of HK after the SARS outbreak. It generated extensive publicity for HK internationally as the match was broadcast to various overseas countries/territories through TVB and ESPN Sport Star Channel. Around 40 local and overseas journalists specially followed the team to cover the event. This helped spread the message extensively to different parts of the world that HK had recovered from SARS and is a safe place to visit. Besides, it provided an excellent opportunity for local basketball fans to enjoy the outstanding skills of the world-class basketball stars. It helped stimulate public interest in basketball and would foster the development of the sports in HK.

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				(a) (HK\$)	(b) (HK\$)	
46	Volleyball Superchallenge (subsequently presented as "Pacific Century Insurance International Volleyball Challenge-Hong Kong")	5-7 Sep 2003	LCSD	3,378,000	2,904,416	Project completed.

Brief description of proposal

A tournament of four top ranked national ladies' teams for a 3-day competition in HK aiming at China, Japan, USA and Russia.

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.

Outcome/Evaluation

The 3-day tournament was held on 5-7 Sep 2003 at the HK Coliseum. More than 19,000 spectators enjoyed the four world-class women volleyball teams from China, Korea, Dominican Republic and Australia. In addition, over 1,000 primary students participated in a free training session with the Chinese Women Volleyball Team on 31 Aug at La Salle College. 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 was also opened to some 2,000 public at the HK Coliseum. The athletes also participated in tourism promotional activities to visit famous scenic spots in HK such as attending the national and HKSAR flags hoisting ceremony at the Golden Bauhinia Square and the Peak to boost tourism.

This event was the first large-scale international women's volleyball competition held in Asia after recovery from SARS. It generated extensive publicity for HK as the match was broadcast to different territories through Cable TV. Around 20 local journalists specially followed the team to cover the event. This helped spread the message that HK had recovered from SARS's impact and is a safe place to visit.

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				(a) (HK\$)	(b) (HK\$)	
47	Around the Island Race (Yacht)	2 Nov 03	LCSD	897,000	882,674	Project completed.

Brief description of proposal

An international yacht racing event involving 300 vessels with top helmsmen and rowers in the world setting sail in the Victoria Harbour off the Golden Bauhinia Square to circumnavigate around HK Island.

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

The event was successfully held on 2 Nov 2003 at Victoria Harbour and Royal HK Yacht Club. A total of 235 boats with about 1,500 competitors participated in this event. The number of spectators was estimated to be about 12,000. Top-level players included 4 Olympic Sailing Gold Medallists, 6 windsurfers and teams from Oracle and K-challenge and around 290 local players including Lee Lai-shan and others. Both Prince Joachim and Princess Alexandria of Denmark participated in and officiated at the event.

The running of the race was recorded and extracted into a half hour show for worldwide broadcasting. Over 200 million households in over 120 countries could see this spectacular event running against the HK cityscape. This helped spread the message extensively to different parts of the world that HK had recovered from SARS and is a safe place to visit. The event also helped to raise the profile of HK as an Event Capital in Asia.

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				(a) (HK\$)	(b) (HK\$)	
51	World Women's Squash Open (subsequently presented as "Credit Suisse Privilege World Women's Squash Open 2003")	7-13 Dec 03	LCSD	1,600,000	1,336,379	Project completed.

Brief description of proposal

A tournament for 64 top and world-class players to compete in HK in over 50 matches for 7 days - 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 to be held at a 4-sided clear view portable squash court erected outside the HK Cultural Centre. The Victoria Harbour as well as the world famous night scene of HK 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

The event was held on 7-13 Dec 2003 at the HK Squash Centre and the HK Cultural Centre. All final matches were held at a glass-enclosed outdoor court placed at the Piazza of HK Cultural Centre. Over 54 world's top women squash stars took part in the tournament. More than 4,000 spectators attended the top class squash matches and over 5,000 general public watched the finals through the on-site LED screen monitor and wall projection on the outer wall of HKCC. Another 1,000 participants also enjoyed other promotional activities such as the junior squash clinic, celebrity match and mini-squash trials attended by local and other top world squash players.

The event generated extensive publicity for HK locally and internationally as the semi-final and final matches were live-broadcast at Cable TV and delayed-broadcast 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 HK 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 HK to be their favourite destination for the event and "a famous part of squash culture for enthusiasts around the world". The event also helped strengthen HK's position as the events capital of Asia and spread the message extensively to the world that HK had recovered from SARS and is a safe place to visit.

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				(a) (HK\$)	(b) (HK\$)	
54	The Champions of World Tennis (subsequently presented as "Watsons Water Champions Challenge")	Early Sep 2003	LCSD	3,491,000	3,250,693	Project completed.

Brief description of proposal

A 2-day event in HK to be held at the Victoria Park Tennis Centre Court, inviting 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.

(re-scheduled to 8-10 Jan 2004

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 event was held on 8-10 Jan 2004 in a 3-day international tournament featuring 9 world-class male and female players in Men's Singles, Ladies' Singles and Mixed Doubles events. In addition to the tournament, a range of promotional and social activities were organised.

Over 15,000 spectators witnessed and enjoyed the matches and over millions of TV viewers could also watch the tournaments through TVB live and delay broadcast. All tickets of the finals were sold out before the commencement of the event. The Reuters and CNN also carried several minutes of news coverage worldwide, and the tournament was broadcast on a live and delayed basis to many countries in Asia, Europe and the USA. It helped publicise to the world that HK was free of SARS and is a safe place to visit, and market HK as a suitable venue for hosting world-class events. Besides, it also helped stimulated the public interest in tennis and further boost up the tennis development in HK.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
55	Hong Kong Open Badminton Championships 2003	28 Oct - 2 Nov 03	LCSD	2,270,000	2,245,246	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 HK. 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. More than 200 top-ranking badminton players 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 held from 28 Oct to 2 Nov 2003 at Queen Elizabeth Stadium (QES). A total of 269 players from 28 nations and regions took part in the championship. Over 15,000 spectators enjoyed this world-class tournament. Besides, another 400 local young athletes took part in the clinic and skill demonstration session conducted by top players on 1 Nov at QES. Those world-class athletes were also invited to visit some scenic spots in HK as such the Peak and the Jumbo Restaurant.

The event was widely covered as headline stories of sports news. Over million of TV viewers could watch the live broadcasting of the final match and the delay broadcasting of the daily highlights on television through TVB. Besides, the event was also broadcast in other Asian countries such as Philippines, Vietnam, Singapore, Indonesia, Malaysia and Thailand through satellite. It was covered by 82 newspapers during the period, and 5 overseas journalists stayed in the Stadium to report the event. This helped spread the message extensively to overseas countries that HK had recovered from SARS and is a safe place for business and tourism.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
62	The Inaugural Far East & South Pacific (FESPIC) Youth Games 2003, Hong Kong, China	23 - 27 Dec 03	HAB	2,000,000	2,000,000	Project completed.

Brief description

Hosted by the HK 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 1st 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, HK, 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 HK 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

A total of 15 nations/ territories with more than 480 athletes and officials participated in this inaugural event. Five sports including athletics, badminton, boccia, swimming and table tennis were organized for the physically disabled and three (except badminton & boccia) for the intellectually disabled. Total number of events was 200 for the physically disabled and 38 for the intellectually disabled. The Games received positive and encouraging comments on providing an opportunity for disabled youths to participate in international competitions. It also helped promote sports participation and development in the FESPIC region by motivating the member nations/territories to identify potential athletes.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
67	Women's World Cup Table-tennis 2003 (subsequently presented as "2003 Volkswagen Women's World Cup (Table Tennis)")	17-19 Dec 03	LCSD	1,750,000	1,264,969	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 held on 17-19 Dec 2003 at Queen Elizabeth Stadium (QES), featuring 16 top world-class female players. The response was overwhelming. Over 7,300 spectators enjoyed the world-class tournament at QES and 300 local young athletes joined the youth clinic and skill demonstration session conducted by top players on 20 Dec at Wai Tsuen Sports Centre. Over million of TV viewers could also enjoy the tournament on live broadcasting of all matches through CCTV Sports Channel and the delayed broadcasting of the TVB Jade Channel. The event was also broadcast in many cities in China and other Asian countries through CCTV. It attracted extensive media coverage both locally and internationally. This helped spread the message to overseas countries that HK had recovered from SARS and is a safe place for business and tourism. It also helped stimulate public interest in table tennis and further enhance table tennis development in HK.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
79	Wushu Performance in Canada (subsequently presented as Hong Kong-Canada Wushu Spectacular)	2-12 Feb 2004	LCSD/ Toronto ETO	1,426,340	1,074,562	Project completed.

Brief description of proposal

Toronto ETO invited the HK Wushu Team to visit Calgary and Edmonton, Alberta as HK'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 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.

Target audience

5,000 spectators.

Outcome/Evaluation

During the 10-day visit, two formal Wushu performances were held at venues each had a full-house capacity of 1,700 spectators. The proceeds of the performance were donated to the local elderly centres and the University of Alberta. Led by PSHA, the delegation also paid courtesy visit to the Mayor of Calgary, the Health Minister, local community, business leaders and local charity organisations. These activities were widely covered by local media in the two Canadian cities, and generated extensive publicity for HK. It helped create an impact to the local society and strengthen the friendly relationship between HK and the two cities. It also helped promote the healthy image of HK, and spread the message that HK was back to normal after SARS and was again as vibrant as ever.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
80	North American Tour (4 cities) of Hong Kong Ballet	May 04	LCSD/ Toronto ETO Washington ETO San Francisco ETO	5,350,000	5,350,000	Project completed. A shortfall of \$42,845 was absorbed by the respective ETOs.
	<u>Brief description of proposal</u>					
	Three North America ETOs jointly invited HK Ballet to perform its 2003 production, The Great Archer, in four selected cities (including San Jose, Washington DC, Toronto & Vancouver) in May 2004. One performance would be lined up for each city, with publicity to be generated both for the performance and for HK in general.					
	The HK Ballet would line up 4-5 additional performances on its own at no additional resources to reach out wider audiences.					
	<u>Objective</u>					
	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.					
	e) Rebuild HK's image as a vibrant and sophisticated international city with a rich fusion of Eastern and Western cultures.					
	<u>Target audience</u>					
	Mainstream middle-class audience and the ETOs' contacts in various sectors, including key politicians, business and community leaders as well as diplomats, with estimated size of audience in each city as follows -					
	San Jose : 500					
	Washington DC : 500					
	Toronto : 1,000					
	Vancouver : 1,000					

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
	<u>Outcome/Evaluation</u>					
	<p>The 72-member HK Ballet delegation performed two of its productions - Legend of the Great Archer and The Last Emperor to full-houses in four cities - Toronto, Vancouver, San Jose and Washington DC in May 2004, reaching a total of 8,400 audiences. The North America Premiere of Legend of the Great Archer in Toronto was officiated by the SHA. Leading the delegation to Vancouver and San Jose, the PSHA also conducted numerous goodwill activities with the presence of HK Ballet's representatives. The final performance in Washington was graced by the US Secretary for Labour, Minister of the Embassy of the People's Republic of China, the Chairman of Council for International Cooperation in Washington DC and other distinguished guests.</p> <p>The Ballet received an extensive and high profile media coverage locally and overseas for the tour, including 18 media activities, 124 interviews, 35 advertisements, 10 reviews and 2 advertorials. The tour succeeded in achieving a very high visibility and maximum exposure for HK. The performance also formed part of the continuous effort to promote HK as Asia's world city in North America and to rebuild its image as a vibrant and sophisticated international city with a rich fusion of Eastern and Western culture.</p>					
81	2004 World Wushu Sanda Cup	21-24 Apr 2004	LCSD	3,230,000	0	Event cancelled as the HK Wushu Union could not get the hosting right for this

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
82	Hong Kong Cycle Classic	4 Jan 2004	LCSD	3,038,000	2,650,413	Project completed.

Brief description of proposal

One of the world ranking events sanctioned by the Union Cycliste Internationale (International Federation of Cycling) and the HK 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, HKCEC and Tamar Square.

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) 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

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

Outcome/Evaluation

It was the first-ever HK Cycle Classic with 120 top local and overseas cyclists from 17 countries speeding around a 2.8 kilometre course on the HK Island, including celebrity riders of World Champions, medalists of the Commonwealth Games and Olympic Games. About 2,500 spectators enjoyed the world-class cycling event at the venue and millions of spectators from HK and the Mainland could watch the program via TVB Sports World and CCTV Channel Five respectively. The event was extensively covered by major mass media in HK, including newspapers, radio, TVs and some international on-line news networks. The celebrities also participated in some tourism promotional activities to visit Repulse Bay and the Peak. The event helped raise the profile of HK as an international city in Asia. The success of the event also proved that HK is capable of hosting major sports events which draw public attention and hence create a platform for commercial sponsors to engage in sports business.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
88	Omega Hong Kong Open 2003 (Golf)	4-7 Dec 2003	LCSD	2,730,000	2,730,000	Project completed.

Brief description of proposal

The longest running professional golf tournament in Asia and the oldest professional sporting event in HK, jointly sanctioned by the PGA European Tour and Asian PGA Tour. The 4-day competition was open to 138 players, including 4 star players from both professional tours, to compete at the HK Golf Club.

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 (including 10,000 spectators on the tournament days & 20,000 for other fringe activities)

Outcome/Evaluation

The competition took place on 4-7 Dec 2003 at the HK Golf Centre in Fanling. Over 20,000 spectators witnessed the world-class tournament and over millions of TV viewers could watch the tournament through TVB delay broadcast. Another 80 participants comprising primary and post-secondary school students enjoyed a free Golf Clinic demonstrated by top players on 2 December at Tuen Mun Recreation & Sports Centre. The professional golfers also participated in the Pro-Am Tournament Dinner with local celebrities to raise fund for the HK Cancer Fund.

The programme was also broadcast to over 18 countries through TVB, CNBC Europe, Viasat Sport, Urheilutelevision, Sports+, Premiere Sports, Golf+, Sky Sports, The Golf channel, MNET, Fox Sports, Guangdong Satellite, Beijing Sports, SBS Golf and Astrosport. Besides, more than 20 local media and other 31 overseas media agencies had covered the event. This helped showcase HK as the Asia's world city, and extensively spread the message to overseas that HK had recovered from SARS and is a safe place for business and tourism.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
89	Publicity programme to promote in HK & the Mainland Local Community Economy projects and district characteristics	Nov 03 - Jun 04	HAD	2,000,000	2,000,000	On-going project with time-table adjustment.

(extended to Dec 2004)

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.

Progress Update

The project comprised five publicity programmes and a series of promotional materials were publicised in each of the programme, namely the production of TV episodes, posters, giant banners, visitors' guides and promotion of District characteristics in newspaper. Most of the activities have already been completed except for the newspaper promotion. It was considered necessary to spread out the programmes to a longer period with a view to maximising the publicity effect. Hence, the project completion date has been extended to Dec 2004.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
94	A 3-month programme to promote Hong Kong particularly Sham Shui Po District, as the hub for computer & communication products	Dec 03 - Feb 04	HAD	500,000	329,224	Project completed.

Brief description of proposal

A 3-month programme to promote HK, particularly Sham Shui Po District, as the hub for computer and communication products, through organising two major events -

- a) Christmas IT Carnival - a 4-day exhibition-cum-carnival near the Golden Computer Centres and Apliu Street in Sham Shui Po, with about 110 on-street booths for the sale of IT and communications products 11-14 Dec 2003
- b) Winter Weekend Carnivals - a series of weekend bazaars and carnivals with IT talk, IT booths, performances by district organizations, game booths, booths operated by district NGOs at a pedestrianised road near the Golden Computers Centres Dec 03 - Feb 04

The budget for the whole event is \$1.78 million with shortfall to be covered by commercial sponsorship and revenue from renting out booths.

Objective

- 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.

Target audience

Over 300,000 visitors (including local residents and Mainland visitors) for the Christmas IT Carnival and around 10,000 visitors per each weekend for the Winter Weekend Carnivals.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
	<u>Outcome/Evaluation</u>					
	The 4-day event of Christmas IT Carnival attracted around 300,000 visitors (of which around 6% were tourists) and created around \$150M business turnover. The event was widely reported in the media and was regarded as one of the most successful local community economy activities.					
	The Winter Carnivals took place every Saturday and Sunday afternoon from 6 Dec 2003 to 11 Jan 2004 (excluding 13-14 Dec 2003 when the Christmas IT Carnival was held). The Carnivals solicited wide support from the community, agencies and institutions, IT companies, district organizations, etc and was very well received by the public. It provided a good-IT related education-cum-entertainment programme for many families. The event attracted a lot of visitors (estimated at least 10,000 visitors per weekend) and reinforced the image of Sham Shui Po as an IT hub. Incidentally, it provided opportunities for handicapped people to support themselves through productive economic activities.					
				Sub-total :	57,550,340	47,748,218
				% Commitment		82.97%

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

<u>S/N</u> <u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
			(a) (HK\$)	(b) (HK\$)	
Media & Publicity (Provisional fund HK\$83,000,000)					
03 Postcard campaign	Jun to end 2003	ISD	3,000,000	1,124,707	Project completed.

Brief description of proposal

Pre-paid postcards to be distributed to the local people for them to send to their friends and relatives overseas.

Objective

Spread the message that HK is a safe place to visit.

Target audience

1 million copies for communities outside HK.

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 HK was a safe place to visit, and subsequently to promote HK 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 CE, FS 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 our interlocutors were encouraged to send to their contacts around the world.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a) (HK\$)	(b) (HK\$)	
04	Engagement of a PR Consultant	9 May to 15 Aug 2003	ISD	1,295,000	1,295,000	Project completed.

Brief description of proposal

Engagement of a PR consultant for relaunching HK.

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 3 months to assist the Government in its economic relaunch efforts. It was charged with the development of a communications strategy for relaunching HK once the outbreak of SARS had been brought under control. It also provided on-going counsel and PR advice to the Economic Relaunch Strategy and Working Groups, ISD and InvestHK.

The communications programme submitted by the company was built upon a three-phase strategic 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 HK is a safe place to visit, live and do business.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u> (a) (HK\$)	<u>Actual Expenditure</u> (b) (HK\$)	<u>Project Status/ Remarks</u>
05	Global advertising	May 2003 to Mar 2004	ISD	50,000,000	22,996,875	Project completed.

Brief description of proposal

A global advertising campaign would be carried out by phases whereby advertisement to be placed in 26 major newspapers in Asia, Europe and Australia upon the lifting of WHO's travel advisory, and further advertisement to 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 in -

- 26 major newspapers in Europe and Asia-Pacific upon the lifting of WHO's travel advisory in May 2003;
- 9 major newspapers in the US upon the lifting of the CDC travel advisory in Jun 2003;
- 16 HK newspapers on "Let's Help Relaunch HK Together" in Jun 2003; and
- 43 major newspapers in the US, Europe, Asia-Pacific and the Mainland between late Sep and early Oct 2003 on the attractions of HK promoting the abundance of relaunch activities taking place in HK.

The advertisements were intended to publicise the fact that SARS was over and that HK had remained an attractive a place for tourism and business. They were deliberately taken out in major newspaper in major cities. The general feedback and public perception of the advertisements were generally positive, as was the media coverage of the campaign.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u> (a) (HK\$)	<u>Actual Expenditure</u> (b) (HK\$)	<u>Project Status/ Remarks</u>
65	A series of TV programmes to promote Hong Kong in economic recovery to be broadcast throughout Europe	Dec 2003	ISD	550,000	550,000	Project completed.

Brief description of proposal

A series of TV programmes to promote HK 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 involved two film crews visiting HK in Nov 2003.

Objective

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

Target audience

33 million households in Germany, Austria and Switzerland.

Outcome/Evaluation

Two production teams from the N-TV network visited HK in Oct & Nov 2003 to film materials for five programmes on HK, which were broadcast at prime time over the Christmas and New Year holiday season in Dec 2003. Each of the programmes was repeated three times in Jul 2004.

The programmes were on the HK economy, its opportunities for German interests, political structure, tourism and the culture and traditions. They showed HK at its best to a wide audience in Europe and provided an excellent showcase of HK's attractions as a place to visit, live and do business. In the German homes alone, the programmes had reached 1.56 million people. The programmes were seen by many more people in Austria and Switzerland though the viewership there was not monitored.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project Date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u> (a) (HK\$)	<u>Actual Expenditure</u> (b) (HK\$)	<u>Project Status/ Remarks</u>
66	Other promotional and publicity efforts	May 2003 - Mar 2004	ISD	12,150,000	8,351,371	Project completed.
	<u>Brief description of proposal</u> Promotion of relaunch activities through publicity vehicles including video news releases, APIs, video films, posters, leaflets, displays, website and souvenirs.	(extended to Sep 2004)				
	<u>Objective</u> a) Encourage return to normal economic activities; b) Get local economy growing again by boosting local consumption & tourism; c) Convince international & Mainland communities that they should come to HK for business & leisure; d) Continue to boost morale and enhance the confidence of the local community.					
	<u>Target audience</u> Different target groups covering both the local community and those from around the world including internet users, participants of various relaunch activities, and 30 million airport passengers (expected passenger flow in 2003/04)					
	<u>Outcome/Evaluation</u> All items have been completed. These included three rounds of video news releases on the lifting of the WHO travel advisory, the creation of a HK Looking Ahead website, the production of a video film showcasing HK's attributes as Asia's world city, the branding of air bridges at the airport, and the production of printed promotional materials and souvenirs which formed an integral part of the activities organised for the economic relaunch.					
			Sub-total :	66,995,000	34,317,953	
			% Commitment		51.22%	

Economic Relaunch Programme
Summary of Approved Funding Allocations
Major Cultural & Sports Events, and Other Activities

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
				(a)	(b)	
				(HK\$)	(HK\$)	
<u>Major Cultural & Sports Events, and Other Activities (Provisional fund: HK\$200,000,000)</u>						
01	Forbes Global CEO Conference 2004 cum Forbes Global's 200 Best Small Companies Awards	Jul 2003 - May 2004	InvestHK			Project completed.
	<u>Brief description of proposal</u>	(Extended to Sep 2004)				
	a) Forbes Global's 200 Best Small Companies Awards Ceremony	Oct 2003		1,170,000	1,170,000	
	b) Host sponsorship for the 2004 Conference with the following entitlements:	Apr/May 2003 (re-scheduled to 21-23 Sep 2004)		12,640,000	11,145,662	
	Advertising in Forbes magazine;	Sep 2003 - Mar 2004				
	Advertorials in Forbes magazine;	Sep 2003 - Mar 2004				
	Forbes CEO Conference in USA;	1-3 Oct 2003				
	Receptions at Forbes properties;	Jul 2003 - Mar 2004 (extended to Sep 2004)		13,810,000	12,315,662	
	<u>Objective</u>					
	a) Regain international investor confidence in HK and enhance our image as Asia's World City;					
	b) Create awareness of HK, especially among important US businessmen and generate potential leads of foreign direct investment;					
	b) Network and build business relationship with the 200 winning Asian companies who are potential investors.					
	<u>Target audience</u>					
	Each conference or event is expected to attract 200-350 CEOs from around the world and attract international media attention. The advertising has wide coverage by over one million circulation in the USA and worldwide.					

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
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Outcome/ Evaluation

The Forbes CEO Conference in Virginia, USA was completed in Oct 2003.

The Forbes Global's 200 Best Small Companies Award Ceremony was completed in Nov 2003. Forbes identified a list of 200 best run small public companies (with turnover under a billion). The criteria for selection were profitability, earnings and sales growth. The winners from Asia were recognized at a dinner event where they were presented with the awards.

Advertising in Forbes magazine was completed in Dec 2003 with a total of 5 advertising pages featured in Forbes US and Global editions.

Advertorials in Forbes magazine were completed in Dec 2003. Advertorials written by Forbes, including interviews and anecdotes of HK's Investment Promotion Ambassadors, on what makes HK a great place for investment were featured in 5 consecutive issues between Oct and Dec 2003.

DGIP hosted a dinner with Forbes at the Silicon Valley Forbes magazine galleries in Mar 2004, and a cocktail reception on board the Forbes Highlander yacht in New York on 27 Sep 2004.

The Forbes Global CEO Conference was originally scheduled for Apr/ May 2004. With the 2003 Forbes Conference just completed in Shanghai in Sep 2003, Forbes, the organiser, was concerned about the likely impact on the level of attendance to the HK Conference if the interval between the 2 annual events was only 7 months apart. Hence, it was decided that the 2004 Conference should be postponed to Sep 2004.

The Conference was held on 21-23 Sep 2004. Over 350 delegates attended the Conference, of which 55% were from overseas. The CE gave an opening address at the gala dinner on 21 Sep, which was also attended by Governor Huang Hua-hua of the Guangdong Province. The event attracted a lot of media attention as a number of speakers were prominent business and political leaders. The media coverage was all positive.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
26	Real Madrid Football Club - Match in Hong Kong	10 Aug 2003	LCSD/ InvestHK	10,000,000	326,678	Project completed.

Brief description of proposal

The HK Football Association invited the Spanish football club, Real Madrid to give a match with the HK Representative Team in the HK Stadium. This was the first Asian tour of the Club, bringing its full squad including players such as Beckham, Ronaldo, Figo, Zidane, Carlos, Raul, Hierro.

(the match was actually held on 8 Aug 2003)

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 exhibition match was held on 8 Aug 2003 with more than 40,000 spectators enjoyed a top-class football match. Prior to the event, another 30,000 audiences comprising trainees of youth football schemes, SARS affected families, the elderly and the disabled, etc, watched a free and entertaining training session of the Real Madrid football team on 7 Aug 2003. The team also participated in a Community Chest dinner to raise fund.

The event helped strengthen HK's position as the major sports event capital of Asia and achieved global exposure for HK after the SARS outbreak. It generated extensive publicity for HK 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 HK and covered the event. This helped extensively spread the message that HK had recovered from the SARS impact and is a safe place to visit.

The HKFA further refunded a sum of \$66,000 to the Government after final accounting, and hence the net balance of the final expenditure that calls on public funds was reduced to \$326,678.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</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	Project completed.

Brief description of proposal

Organised by the American Chamber of Commerce in Hong Kong (AmCham), the Festival featured world-class entertainment and variety shows in HK by international renowned entertainers and celebrities. A gigantic stage in the form of a Hollywood Bowl with temporary seating facilities was to be constructed at Tamar to accommodate an audience up to 10,000 to 12,000 per occasion. The Festival would comprise a variety of programmes including concerts by international singers, family festival, NBA Basketball and X Games, comedy shows etc., during the four consecutive 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 proposal, ABC would produce and air a TV special "Live from HK" in USA during the peak viewing period and the TV special would 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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Project Status/ Remarks</u>
	<u>Outcome/ Evaluation</u>					
	Harbour Fest was staged at Tamar over 4 consecutive weekends from 17 Oct to 9 Nov 2003, featuring a total of 16 world-class outdoor shows by international, Asian and local artists. A temporary stadium was constructed at the site providing a total capacity of 13,000 seats. A total attendance of 125,872 audiences attended the various concerts.					
	A one-hour TV programme of "HK Rocks" capturing highlights of the Festival was produced and was broadcast in the USA on the MTV channels for three times in Jan and Feb 2004. The number of viewers in USA was estimated to be in the order of 1 million. The TV film was also broadcast in HK and over 30 other places in Asia and the Middle East in May 2004, and in Europe in Jul/Aug 2004.					
	The public reception of the Festival was mixed with regard to the local community. From the media reports, the attendees were generally impressed by the quality of the performances and the high professional standard of the production. On the other hand, the Festival was surrounded by some controversies, essentially because of some organisational problems and the negative publicity that it had received from the local media.					
				Sub-total :	123,810,000	112,642,340
				% Commitment		90.98%

Economic Relaunch Programme
Summary of Approved Funding Allocations
Contingency

<u>S/N</u> <u>Project Item</u>	<u>Proposed</u> <u>Project date</u>	<u>Subject</u> <u>Bureau/ Dept</u>	<u>Approved</u> <u>Allocation</u>	<u>Actual</u> <u>Expenditure</u>	<u>Remarks</u>
			(a) (HK\$)	(b) (HK\$)	
<u>Contingency (Provisional fund: HK\$85,000,000)</u>					
13 SARS Clinical Management Workshop	13-14 Jun 2003	HWFB	1,120,000	1,114,005	Project completed.

Brief description of proposal

A two-day conference on clinical management of SARS co-hosted by HKSAR Government and the WHO in HK. High ranking WHO officials and chief physicians of high standing 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 HK.

Outcome/Evaluation

The 2-day workshop was conducted on 13-14 Jun 2003 at the HKCEC. It was well received by the local and international scientific community. Over 170 participants were recorded, which included representations from Canada, USA, UK, France, Singapore, Vietnam, Guangdong, Beijing, Macau, HK, WHO Geneva and its regional and countries offices. About 60 media representatives attended the opening ceremony and 45 were present in the concluding press conference.

Key messages reported in the press included WHO's compliments about HK's efforts in combating SARS and its "exemplary work" to bring SARS under control, and that clinical experts around the world were sharing their knowledge and experience in SARS clinical management in the 2-day meeting.

Taking the opportunity of the workshop, Dr David Hyemann, Executive Director, Communicable Disease of WHO, was invited to visit HK to meet with senior officials and the media. During the 2-day visit, he met with the CE, made a presentation on "SARS - Global Alert and Global Response" at a welcome reception, visited Amoy Garden and the community facilities, visited the Police HQs for a briefing session on the MIIDSS and e-SARS and jointly conducted a meet-the-media session with SHWF. Over 160 guests attended the welcome reception and about 50 media representatives attended the meet-the-media session.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Remarks</u>
50	The 7th South East Asian Survey Congress	3-7 Nov 2003	LandsD	900,000	393,675	Project completed.

Brief description of proposal

Co-organising the 7th South East Asian Survey Congress with the HK Institute of Surveyors (HKIS), in association with survey organisations of ASEAN countries, Australia, New Zealand and the FIG. There would be technical sessions throughout the 5-day congress, followed by some optional technical tours. Each delegate would 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.

Outcome/Evaluation

The Congress was held at the Kowloon Shangri-La Hotel on 3-7 November 2003, and followed by a local technical visit to the LandsD and to the Cartography and Cadastre Bureau of the Macau SAR. Participation was restricted to registered delegates and invited distinguished guests.

S/N Project Item

Proposed
Project date

Subject
Bureau/ Dept

Approved
Allocation

Actual
Expenditure

Remarks

Outcome/Evaluation (Cont'd)

Five renowned speakers in the surveying field, both in the region and international, were present to give inspiring and forward looking talks at the Congress. A total of 70 papers were presented in the 24 parallel Technical Sessions. There were 281 registered delegates coming from 25 countries/ regions, though the figure was lower than what was estimated a year ago, yet close to those in the previous congresses. In addition, some 30 undergraduates of the HK PolyU attended a half-day Technical Session, which provided a good learning opportunity for them. The lower than expected turnout could be attributable to the outbreak of SARS earlier in the year. The subsidy of the registration fees under the economic relaunch programme had helped boost up the number of overseas delegates.

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>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Remarks</u>
78	The Centenary of Flight Celebration in Hong Kong: One Hundred Days of Celebration of One Hundred Years of Powered Flight		CAD			Project completed.

Brief description of proposal

Sponsoring part of the activities of the Centenary of Flight celebration organised by the Aerospace Forum Asia (AFA), a regional non-profit association of aviation industry professionals dedicated to advancing awareness and discussion on all aspects of the aerospace business. The sponsored activities included the following -

1) Aviation Days organised by the provisional HK Aviation Development Council and the HK Air Cadet Corps at the Kai Tak Airport Terminal, with aviation exhibition and aircraft display open to the public;	29 -30 Nov 2003 (re-scheduled to 13-14 Dec 2003)			300,000	300,000
2) The second Asia Pacific Management Roundtable organised by Economist Conferences;	18-20 Feb 2004			400,000	390,000
3) Financial support to AFA on project management costs, additional secretariat support and preliminary marketing and promotional expenses;				500,000	510,000
4) Establishment of an aviation scholarship fund to be launched in conjunction with an aviation careers exhibition.	2nd quarter of 2004			200,000	200,000
				1,400,000	1,400,000

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 HK as an international and regional aviation hub and Gateway to China

Target audience

- 1) On item (1), general public, students and overseas visitors.
- 2) On item (2), 100-150 delegates from the local community, the region and the rest of the world
- 3) On item (4), students.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Remarks</u>
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Outcome/Evaluation

The Aviation Days 2003 was held on 13-14 Dec 2003 at the ex-Kai Tak Airport Apron. The 2-day event included aircraft display, exhibition by aviation organisations, career talks, demonstrations etc, which were open to the general public. Thirty two organizations took part in event. The PSEDL (Economic Development) and representatives from other government departments and major aviation organisations attended the opening ceremony. The number of visitors to the event exceeded 27,000.

The 2-day Asia Pacific Civil Aviation Management Roundtable was held on 19-20 Feb 2004 at Conrad Hong Kong. The theme topic was "Greater China Aviation in the new Century: Stronger, Higher, Faster". Over 110 participants from 57 local and overseas organizations participated in the discussion sessions. It provided a good opportunity for information exchange and experience sharing between participants from HK and other countries/regions. The event was officiated by SEDL, and Mr. Gao Hong Feng, Vice Minister of the General Administration of Civil Aviation of China (CAAC) also delivered an address at the occasion.

The scholarship funds were established for aviation related training by the HK PolyU and the Institute of Vocational Education. Matching funds were provided by the two institutions and each institute has set up a scheme to administer the funds under agreed principles. The allocated funds were transferred directly to two institutes in Sep 2004.

<u>S/N</u>	<u>Project Item</u>	<u>Proposed Project date</u>	<u>Subject Bureau/ Dept</u>	<u>Approved Allocation</u>	<u>Actual Expenditure</u>	<u>Remarks</u>
86	Sponsoring the luncheon of the International Finance Corporation Conference in Hong Kong	16 Oct 03	FSTB	78,000	77,715	Project completed.

Brief description of proposal

A conference on corporate sustainability was to be jointly organized by the International Finance Corporation (IFC) of the World Bank and the Financial Times (FT) at JW Marriott Hotel in HK. The Government would promote the relaunch HK message by supporting the event in the form of sourcing senior government official to speak at the conference and by financial support. The FS would give an opening address at the conference.

Objective

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

Target audience

Over 120 delegates of the conference

Outcome/Evaluation

The conference was successful and well received by the participants. The Government's support on the event reinforced our efforts to relaunch HK and to restore confidence of overseas investors in resuming business activities in HK. Important overseas institutional investors were given an opportunity to come and see for themselves that HK was safe to visit and that businesses had returned to normal after the SARS outbreak in early 2003.

Sub-total :	3,498,000	2,985,395
% Commitment		85.35%