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HONG KONG TOURISM BOARD 香港旅遊發展局

The Hon James Tien GBS, JP Chairman
主席 田北俊議員 GBS, JP



Your Ref: CB (3)/PAC/R49

10 March 2008

Clerk, Public Accounts Committee
Legislative Council Secretariat
Legislative Council Building
8 Jackson Road
Central, Hong Kong
Attn: Ms Serena Chu

Dear Ms Chu

The Director of Audit's Report on the Results of Value for Money Audits (Report No. 49)

Chapter 6: Hong Kong Tourism Board (HKTB) Planning, execution and evaluation of marketing activities

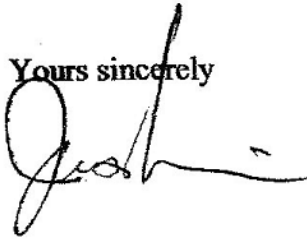
I am writing to respond to your letter dated 5 March 2008 concerning the approval authority in the Hong Kong Tourism Board (HKTB) for entering into a sponsorship agreement.

Since I only took up chairmanship of the Hong Kong Tourism Board in April 2007, I do not think it is appropriate for me to comment on the arrangements concerning the former Executive Director's authority to approve the sponsorship agreement for the International Chinese New Year Parade in 2006 and 2007.

As for the present arrangements, the HKTB management has been following the approval limit under the existing Procurement Guidelines for signing sponsorship agreements. As Chairman of the HKTB, I do consider there is a need for specific guidelines on the signing of sponsorship agreements. In particular, those agreements that involve substantial amount of money and span across more than one year should be submitted to the Board for consideration. I have therefore instructed the HKTB management to develop a set of guidelines on the signing of sponsorship agreements, and submit these to the Board/Committee for approval as appropriate.

Please feel free to contact me in case you have any questions or need further information.

Yours sincerely

A handwritten signature in black ink, appearing to read 'James Tien', with a long horizontal flourish extending to the right.

James Tien
Chairman