

# Creative Economy Development Strategy for Hong Kong



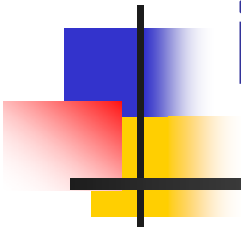
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香港特別行政區政府  
商務及經濟發展局  
通訊及科技科



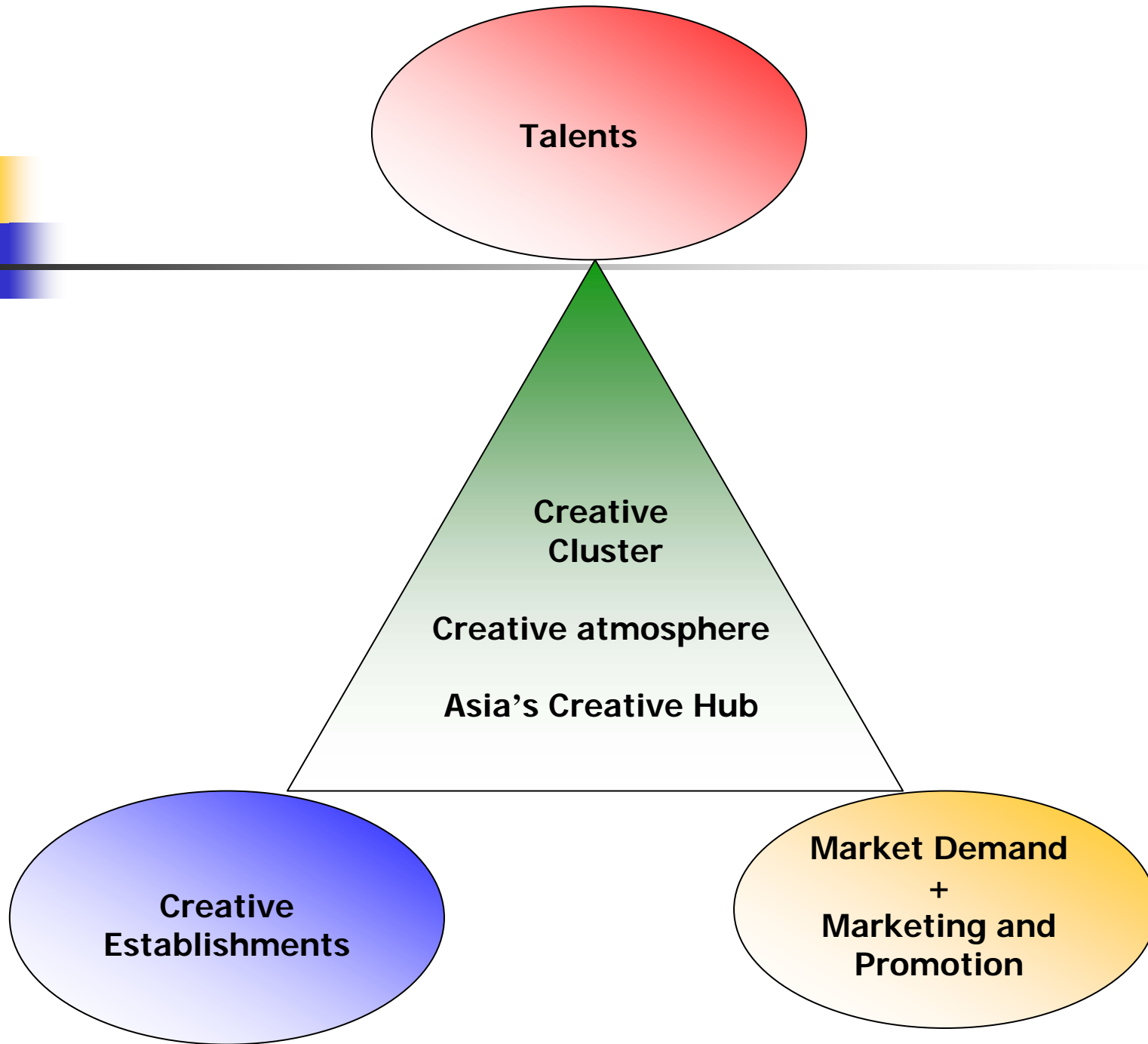
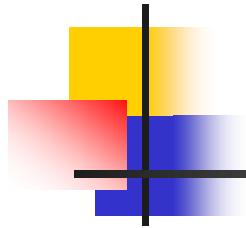
**Communications and Technology Branch**  
**Commerce and Economic Development Bureau**  
The Government of the Hong Kong Special Administrative Region

Vision: to build Hong Kong  
into a regional creative capital





Mission: to foster a conducive environment in Hong Kong to facilitate creative industries development





# Talent

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- Nurture local creative talents which will form the backbone of our creative economy
- Attract talents from outside Hong Kong



# Creative Establishments

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- Facilitate the establishment of creative start-ups
- To help local talents set up their own business amidst the high cost of operation in HK



## Market Demand

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- To sustain the survival and growth of our creative industry establishments by generating demand and expanding local market size



# Marketing and Promotion

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- To promote local creative industry in the Mainland and overseas
- To generate sustainable and expandable demand for local creativity in Mainland and overseas markets





# Marketing and Promotion

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Assist creative SMEs  
to participate in  
marketing activities  
outside HK

Continue Mainland and  
Overseas promotion  
e.g. Shanghai Expo 2010,  
9707 overseas  
promotion, etc

Assist professional  
bodies / NGOs to stage  
overseas promotion  
(e.g. Venice Biennale  
for Architecture)



## Creative Clusters

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- Some areas in HK characterised by a particularly active presence of cultural and creative activities, e.g. Hollywood Road, “Soho” and Shek Kip Mei
- To build on existing strength and establish creative clusters to become the focal point of creative economy



# Creative Atmosphere

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- To foster a creative atmosphere through producing and promoting a more creative environment in Hong Kong and holding together people participating in the creative activities



## Asia's Creative Hub

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- To develop HK's position in creativity and innovation in the region
- To introduce major signature events
- To attract talents to come to HK for creative ideas and exchange or as a base for them to develop creative businesses and enrich HK's diversity in creativity
- Promote Hong Kong as Asia's creative hub



# The Way Forward

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- Immediate:
  - Refine development strategy taking into account industry views
  - Set up the dedicated office: “CreateHK”
- Mid-term:
  - Develop and implement support measures
  - Commission in-depth study for the long-term creative industry development
- Long-term:
  - Formulate long-term strategy based on the results of the commissioned study



Thank You!

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