

**For discussion  
on 13 May 2010**

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

**Promoting the Development of Creative Industries**

**Purpose**

This paper briefs Members on the work of the Create Hong Kong (CreateHK) and the relevant initiatives taken by the Government to support local creative industries and develop a creative economy in Hong Kong.

**Creative Industries of Hong Kong**

2. Hong Kong has an edge in the development of various sectors of the creative industries<sup>1</sup>. With the value added to the Gross Domestic Product reaching over \$60 billion each year and around 5% share of Hong Kong's Gross Domestic Product, creative industries have become a strong driving force for the territory's future economic development. At present, Hong Kong has 32 000 creative industry-related establishments, with more than 176 000 practitioners working in the industries.

3. In the 2007 Policy Address, the Chief Executive (CE) pledged that Hong Kong should accelerate the development of creative industries in order to maintain our competitive edge. The CE also announced in the 2008 Policy Address the setting up of a dedicated office to provide coordinated support and one-stop service to the industries. In April 2009, the Task Force on Economic Challenges (TFEC) identified cultural and creative industries as one of the six economic areas with high growth potential.

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<sup>1</sup> Creative industries are defined as those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property.

## **Establishment of CreateHK**

4. In May 2009, the Government put together existing resources to establish CreateHK to spearhead Government's efforts in speeding up the development of creative industries.

5. The Head of CreateHK was engaged by open recruitment and has taken up the responsibility for the overall management of CreateHK, i.e. formulating policies, strategies and initiatives for the development of creative industries; and collaborating with the industries and other organisations to provide one-stop services for the promotion of creative industries.

6. Since its establishment, CreateHK has maintained close contact with the various creative industries organisations and establishments within the territory, and explores with the local creative industries to identify scope for collaborative projects to support the development of the industries.

## **Funding Schemes Administered by CreateHK**

7. To further strengthen the Government's support to the creative industries, the Financial Secretary announced in the 2009-10 Budget the setting aside of \$300 million to provide financial support to the creative industries. The CreateSmart Initiative (CSI) was subsequently established in June 2009 with the Legislative Council's approval to provide funding support for projects conducive to the development of Hong Kong's creative industries. We have also established a vetting committee comprising representatives of the industries, academics, etc. to support CreateHK in assessing the funding applications. The membership list of the vetting committee is at **Annex A**. We have thus far received over 60 applications, and have approved 23 of them, with the total amount of funding allocated reaching \$43 million. A list of the approved projects under CSI since its establishment is at **Annex B**.

8. Other than CSI, CreateHK also administers the \$250 million DesignSmart Initiative (DSI), and the \$320 million Film Development Fund

(FDF). To date, we have received 470 applications to DSI, and approved 323, with total funding of \$145 million allocated. For FDF, we have processed 23 “film production financing” applications and approved 12, with total funding of \$33 million allocated; and received 89 other film-related applications, and approved 58, with total funding of around \$100 million allocated.

### **Strategies to Develop Creative Economy**

9. After consultation with the Legislative Council and the industries, the Government promulgated with the establishment of CreateHK and the CSI a seven-pronged strategy to drive the development of creative industries in Hong Kong. These strategies are –

- (a) nurturing a pool of creative human capital which forms the backbone of our creative economy;
- (b) facilitating start-ups and development of creative establishments;
- (c) generating demand for innovation and creativity and expanding local market size for creative industries;
- (d) promoting creative industries on the Mainland and overseas to help explore outside markets;
- (e) fostering a creative atmosphere within the community;
- (f) developing creative clusters in the territory to generate synergy and facilitate exchanges; and
- (g) promoting Hong Kong as Asia’s creative capital.

The key initiatives taken by the Government in collaboration with the industries under each of the above seven strategic areas are set out in the ensuing paragraphs.

## **(1) Nurturing Creative Human Capital**

### ***Inspiration Programme***

10. With funding support from the FDF, the Hong Kong Comics and Animation Federation and the Hong Kong Productivity Council have implemented the “Introducing Animation Film Arts to the New Senior Secondary Curriculum” project to enrich students’ knowledge of art creation and appreciation through animation and films. A “Film and Animation Teaching Kit”, with materials and illustrations from animation and films, has been developed to facilitate teachers’ delivery of the new secondary school curriculum of visual arts in an innovative manner. Since September 2009, four schools have participated in the pilot use of the teaching kit, which will be introduced to all senior secondary schools in September 2010. We are planning to further introduce creative elements of architecture and design into secondary school curriculum so as to expose our secondary students to more creative elements in order to enhance their creativity development.

11. We sponsored the Hong Kong Institute of Contemporary Culture (HKICC) to organise the inaugural “Make a Difference (MaD)” Forum in January 2010. The three-day event was designed to encourage youngsters between the age of 16 – 30 to develop creative thinking skills, ignite their entrepreneurial spirit and inspire them to think big and international. Renowned international luminaries comprising young entrepreneurs and thought leaders were invited to share their experiences and thoughts with the participating youths in the forum. A range of activities were also organised to enhance the youths’ creativity and invite their active participation in the event. The 2010 MaD attracted the participation of 800 youngsters, including some from the Mainland, Macau, Thailand, South Korea and the United States. Given participants’ positive response, the MaD Youth Forum will again be held in January 2011 and the event is likely to develop into an annual signature event of Hong Kong in the creative field.

12. We have supported a project which helps further develop the documentary filmmaking skill base in Hong Kong by grooming budding talent to produce documentaries with international appeal. The project, titled “Hong Kong to the World”, is co-organised by Radio Television Hong

Kong (RTHK) and the National Geographic Channel (NGC), and consists of workshops and a competition for local talent to produce documentaries about Hong Kong to be broadcast by RTHK and through NGC's global channels. It is believed that the project would help local television production talent to gain valuable international exposure and further develop their production skills and capability for reaching international standard.

### ***Training Programme***

13. The Hong Kong Baptist University (HKBU) set up its Academy of Film in June 2009 and offered four film-related professional higher diploma programmes in September 2009. We funded the HKBU to procure start-up equipment for the Academy with a view to nurturing film talent to support the long term development of the local film industry.

14. The Federation of Hong Kong Filmmakers, with funding support from the FDF, will organise a Film Professionals Training Programme from September 2010 to May 2011. The Programme aims to provide specialized technical training on various streams of the film industry. These students will be able to work hands-on and to join the labour market immediately upon graduation, thereby supplying a useful workforce to the local film industry at frontline level and helping to alleviate manpower shortage encountered by the local industry.

### ***Recruitment Campaign***

15. We have supported a project titled "Industry Promotion and Talent Recruitment Campaign for Hong Kong Online Game Industry" whereby a recruitment campaign was held during the Asia Game Show and Online Game Show 2009. 19 game companies participated in the Campaign and 100 posts were offered. Similar recruitment campaigns would be held in various other venues in 2010.

### ***Internship and Trainee Programmes***

16. We have sponsored the Association of Accredited Advertising Agencies of Hong Kong (HK4As) to launch the "HK4As Student Internship Programme" and "HK4As Graduate Trainee Programme" in 2009, creating in

total 100 job openings for university students and fresh graduates respectively. The Programme aims to provide genuine work experience to local students and graduates for them to better prepare for entering the advertising field. In view of the positive response, HK4As has obtained CSI funding support to launch the 2010 edition of the two programmes with additional offerings.

17. The Hong Kong Designers Association (HKDA) has launched the “Design Trainee Programme” with 50 job offerings with sponsorship from CreateHK. The graduates worked as trainees at the participating design agencies to enable them to acquire the requisite hands-on skills and knowledge to enter the design field.

### ***Grooming Practitioners to the Next Higher Level***

18. As a flagship educational programme organised by the Hong Kong Design Centre (HKDC), the “Reinventing with Design (ReD) 2009” project was designed to help local businesses stay ahead of changing market demands and create value through the use of design. Organised in June 2009, the three-day programme comprising forums and workshops provided practical knowledge on topics including design practices, innovation management, product design, green design and fashion design.

19. We supported through the CSI the “Digital Entertainment Leadership Forum (DELFL) 2010” organised by the Cyberport in March 2010, which attracted participation from 12 countries/regions. The DELFL 2010 activities included sharing by five-time Oscar Award winner Mr Richard Taylor as well as a series of inspiring workshops for local industry practitioners.

### ***Competitions and Awards***

20. With support from CreateHK, the Hong Kong Apparel Society organised its flagship event “Fashion World Talent Awards (FWTA)”. The competition, which combined three creative areas in the fashion field, viz. fashion designers, image stylists and fashion photographers, was designed to discover new creative talent in the fashion business for further grooming. The Grand Final took place in March 2010 and the whole event was

broadcast in local television. It is also available on the web for worldwide audience.

21. We support creative talent to take part in renowned international competitions, with a view to providing opportunities for them to gain exposure and recognition, and raising Hong Kong's status as a creative capital in the international arena. It will also attract the attention of other places about Hong Kong and help expand our overseas market. For instance, we are providing funding support to the Association of Accredited Advertising Agencies of Hong Kong (HK4As) for winners of the HK4As Kam Fan Awards and the HK4As Young Creative Competition to attend International Awards and competitions/workshops respectively. These include the well recognised international awards such as the Cannes Lions as well as young advertising talent competitions such as the Young Spikes. We are also sponsoring winners of the Hong Kong Award for Industries for Consumer Product Design to compete in world renowned design competitions.

22. Under the FDF, we also have a programme to support Hong Kong films for participating in international film festivals. The film "Echoes of the Rainbow" (《歲月神偷》), which was supported by FDF, was awarded the Crystal Bear for the Best Feature Film in the Generation section of the 60<sup>th</sup> Berlinale 2010.

## **(2) Facilitating Start-ups and Development of Creative Establishments**

### ***Small-to-Medium Budget Film Productions***

23. The FDF has been supporting the production of small-to-medium scale films. A total of 12 productions have been supported by the FDF. Amongst them, 9 were submitted by small-scale film production companies, including independent production houses which do not have their own distribution network. Moreover, there are six directors and five producers who took part in the production of a feature film for the first time. This shows that the FDF has played a positive role in nurturing film talent and succeeded in providing finance to the small-scale film production companies for film production, thereby creating a larger mass of film activities for the local film industry.

24. We have introduced measures to improve the operation of the FDF Scheme with the support of the Legislative Council, which include, raising the upper limit of the production budget of a film project to be supported by the FDF from \$12 million to \$15 million and raising the upper limit of Government's contribution per approved film project from 30% to 40% of the production budget. These measures have been implemented with effect from April 2010 and are welcomed by the local film industry.

### *Start-ups in Creative Industries*

25. Under the theme of "Finding Perfect Angels: Early Stage Investors Backing Creative Start-ups", the CSI-sponsored project "Cyberport Venture Capital Forum (CVCF) 2009" was held in November 2009 at the Cyberport and provided a two-way platform to link up the venture investment community and the entrepreneurs in the local digital media, digital content and information and communication technology industries.

26. To facilitate design start-ups, a Design Incubation Programme (DIP) has been operating at the InnoCentre. During the two-year incubation period under the programme, each incubatee is eligible to a financial assistance package to help cover part of the costs in office rental, operation, business promotion and development, training, and technical and management matters, subject to a maximum of \$500,000. As at end-March 2010, 62 design start-ups have been admitted to the InnoCentre as incubatees. These incubatees have so far won 28 awards including the prestigious iF Product Design Awards based in Germany, and have applied for 35 intellectual property rights.

27. With funding support from the Government, the Cyberport's IncuTrain programme aims to support the development of Hong Kong's digital entertainment industry. The programme provides office space, access to specialized hardware and software facilities, business development advice, legal services and marketing support to the incubates at discount rates. The first phase of the project ended in 2009. In December 2008, the Finance Committee of the Legislative Council approved additional funding for further extending the programme.



28. As of July 2009, over 400 headcounts were created among the Cyberport incubatees and alumni, and over 65 original intellectual properties (IPs) were generated. A digital entertainment cluster has been formed, and phase 2 project aims to support up to 55 incubation companies. Overall, as in March 2010, a total of 108 companies have been admitted as incubatees, out of over 230 applications.

### **(3) Generating Demand and Expanding Local Market for Creative Industries**

#### ***New Technology and New Demand***

29. The film industry responded with enthusiasm to the 3-D film-related events staged at the Hong Kong International & TV Market (FILMART) 2010. It is estimated that over 2 000 visitors from all over the world visited the “Hong Kong 3-D Film New Action Pavilion” and attended its related workshops and conferences. Feedback from attendees indicated that the events enabled film workers to learn from world-renowned 3-D experts the production techniques of 3-D movies, which helped enhance the standard of the local production and post-production industries.

30. We supported projects initiated by the industries that make use of technologies to expand their markets. We supported a “New-generation Global Promotion and Distribution Platform for Hong Kong Comics” which seeks to develop a platform for on-line and mobile distribution of Hong Kong comics works. This would enable Hong Kong comics to expand its market through the Internet. We also supported the Hong Kong Institute of Architects on the launch of the “Archinet / Archimap” project which aims to promote Hong Kong’s architectural services through demonstrating the architectural works in Hong Kong via an online platform. It would help local architectural industry to showcase its works and explore new markets on the one hand, and provide a user-friendly database for potential clients and the public to gain easy access in searching for Hong Kong’s architectural excellence on the other hand.

#### ***Blending with New Partners***

31. The Design-Business Collaboration Scheme (DBCS) of the DSI

promotes the interest and investment of small-and-medium-sized enterprises (SMEs) in relation to utilising design and transforming design activities into tradable deliverables. Funding support is given in the form of a matching grant, with DBCS funding supporting 50% of the project cost or \$100,000, whichever is the less. It has been successful in generating demand for design which is beneficial to both the design companies and the SMEs. As at end-March 2010, 271 DBCS projects totalling \$20 million have been approved.

#### **(4) Promoting Creative Industries on the Mainland and Overseas**

##### ***Mainland Markets***

32. We have collaborated with the Hong Kong Trade Development Council (HKTDC) to organise the “Hong Kong Design and Branding Seminar Series in the Pearl River Delta Region” to promote the engagement of Hong Kong companies with expertise in design and branding to assist Mainland enterprises to add value to their businesses. For 2009, five programmes comprising forums, mini-exhibitions and business matching events were held in Dongguan, Foshan, Guangzhou, Shenzhen and Zhongshan respectively and were extremely well received. The 2010 Series will extend the programme to be conducted at Humen, Jiangmen, Guangzhou, Xiamen and Quanzhou during June to September 2010 to further extend the project’s reach.

33. The World Exposition 2010 Shanghai China (“Shanghai Expo”), which was opened on 1 May 2010, is expected to attract 70 million visitors to Shanghai. To introduce to the Mainland market as well as the visitors to Expo Hong Kong’s creative industries and their achievements, we supported through CSI a “Hong Kong: Creative Ecologies – Business, Living, Creativity” project initiated by the HKDC. The six-month project to be launched in May 2010 comprises exhibition and forums, and aims at showcasing Hong Kong’s creative talent and the local creative industries’ global influence.

##### ***New Film Directors in New Film Shows***

34. The Film Development Council (FDC) initiated the “Hong Kong

Film New Action”, a large-scale promotional project to revitalise Hong Kong’s film markets, promote Hong Kong’s new generation film directors, and the 3-D film-making technology and services in Hong Kong since December 2008. Under the project, a series of activities including two “Film Cooperation Business Matching” visits to Beijing and Guangzhou were organized in July 2009 and January 2010 respectively to help explore more collaborative opportunities between the Hong Kong new generation film directors and film investors in the Mainland. Results were encouraging. More than ten new generation film directors have identified potential investors and over ten film projects are in the process of deal negotiation. One of the film projects has already come to a successful deal and is now in the process of production. To keep up the momentum, the FDC is planning to organize more business matching activities in the Mainland.

35. CreateHK is also collaborating with the FDC to organise a Hong Kong Film Show in Guangzhou in end-May 2010 with a view to enhancing Mainland audience’s interest in Hong Kong films. A similar film show in Shanghai is being planned for staging in the last quarter of 2010 to promote Hong Kong films in the Mainland during the Expo period.

### ***Overseas Markets***

36. To promote local creative industries overseas and help explore outside markets, we have supported through the CSI Hong Kong’s participation in regional and international events to promote Hong Kong creativity. These include the MIPCOM 2009 held in France and the Special Interest Group on Graphics and Interactive Techniques (SIGGRAPH) Asia Conference 2009 held in Japan.

37. Moreover, with funding support from CreateHK, the Hong Kong Productivity Council (HKPC) organised a mission to participate in the DigiCon6 Awards 2009 held in Tokyo, Japan, whereby two Hong Kong-produced animations won key awards out of over 2 400 entries from around Asia.

38. CreateHK also sponsored HKTDC the setting up of a Hong Kong Pavilion in the 61<sup>st</sup> Frankfurt Book Fair in 2009. Held annually in mid-October in Frankfurt, the Book Fair is the largest of its kind, and the

most important marketplace for books, media, rights and licences worldwide. The pavilion showcased to the world how Hong Kong evolved into a regional publishing and printing hub and offered a quick tour of the works of some of the city's most acclaimed creative talent. Hong Kong's participation has also strengthened the cooperation between writers and industry professionals of Hong Kong and their counterparts in Germany and beyond.

39. We are supporting Hong Kong Institute of Architects (HKIA) to set up a Hong Kong Pavilion at the 12<sup>th</sup> Venice Biennale International Architecture Exhibition from August to November 2010. The Venice Architecture Biennale is one of the most prestigious, spectacular and influential architectural exhibitions in the world. It will provide excellent opportunities for our architectural industry to exchange with overseas counterparts, promote their architectural design in the international arena, and develop overseas market.

## **(5) Fostering a Creative Atmosphere within the Community**

### ***Media Publicity***

40. To enhance the community's interest in design and providing exposure and inspiration, the HKDC has been commissioning RTHK for producing TV series on design with funding support from the DSI. Following two successful series in the past few years, the Chinese version of the third eight-episode TV series titled "Design Cities" was aired from December 2009 to February 2010 on TVB Jade. Featuring eight design cities around the world, this TV series has won a number of international awards<sup>2</sup> and has achieved good publicity effect to promote the use of design in the community.

### ***Creative Programmes***

41. With CreateHK's funding support, the Hong Kong Ambassador of Design (AoD) organised a fortnight of creative and cultural events titled "DETOUR 2009" in end 2009 at the Former Hollywood Road Police Married

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<sup>2</sup> Awards won are (i) Award of Excellence, cinematography, Accolade Competition (for the episode on Kyoto); (ii) Award of Merit, feature documentary, Accolade Competition (for the episode on Berlin); and (iii) Certificate of Merit, educational program, Hugo Television Awards 2010 (for two episodes on Copenhagen and San Paulo respectively).

Headquarters and at other venues around Hong Kong. The AoD aims to arouse a wider public interest in design, encourage cross-disciplinary and cross-border dialogue between the design professionals from Asia and the world, and promote creativity among Hong Kong students and youth through participation.

### ***Exhibitions and Awards***

42. We have sponsored various creative exhibitions, such as the “Inno Design Tech (IDT) Expo” and the “Hong Kong Music Fair”, to arouse public interest and appreciation towards design, technology and music industry. The IDT Expo 2009 attracted more than 30 000 visitors from both the trade and the public.

43. The Hong Kong leg of the DigiCon6 Awards 2009, organised by HKPC and mentioned in paragraph 37 above, helped foster the local creative atmosphere, recognised the outstanding achievements of digital artists and promoted Hong Kong-produced animations to both overseas and local audiences. The participation of the local digital entertainment industry in the Hong Kong leg of the competition was overwhelming. A series of promotional events was held in Hong Kong to publicise the achievements of the animation artists and arouse public interest.

### **(6) Developing Creative Clusters in the Territory**

44. The InnoCentre Incubation Programme, funded by CreateHK, provides a one-stop shop and a focal point for support and services related to design. It forms a cluster for designers and design-related activities. Apart from start-ups from various design streams, some well established design firms are also tenants at the InnoCentre to fortify the clustering effect. The details are provided at paragraph 26 above. The Cyberport has also formed a cluster of digital entertainment companies, with details set out in paragraphs 27-28 above.

45. It is the Government’s plan to build on existing strength and develop creative cluster within the community. Against this background, the Government recently launched the invitation for proposal exercise to revitalise the Former Hollywood Road Police Married Quarters for creative

industries purposes. The exercise is expected to complete by the end of this year. We expect that the operator selected from this exercise will turn the site into an iconic creative industries centre which provides momentum to speed up development of creative industries in Hong Kong.

## **(7) Promoting Hong Kong as Asia's Creative Capital**

### ***Major Events***

46. We aim to promote Hong Kong's position as the regional creative capital by supporting the organisation of large-scale events at regional and international level. For example, we have been supporting the organisation of the Business of Design Week (BoDW), which is the largest annual design event in Asia and one of the leading design events in the world. The BoDW attracts some 50 000 attendees and visitors annually, with participants coming from the Mainland and other parts of the world. It has attracted world attention and many countries are interested to become its partner. Leading design countries including the United Kingdom, Italy and Netherlands were past partner countries of BoDW. France was the partner country in 2009 and Japan is the partner country in 2010.

47. The annual Entertainment Expo organised each year puts together major events in the field of film, television, music and digital entertainment for synergy and momentum. It has developed into one of the most prestigious and prominent entertainment events to be held in Asia.

48. We are supporting Hong Kong's bid to host the 2011 SIGGRAPH Asia Conference. Hosting SIGGRAPH Asia 2011 in Hong Kong will benefit the digital entertainment, computer graphics and visual effects industries by promoting their works and helping local practitioners to explore Mainland China and overseas markets. The conference will also provide capability building and networking opportunities for local talent, as well as foster Hong Kong's position as a place for regional exchange and collaboration. It is expected that more than 2,500 visitors will be attracted to the event in Hong Kong in 2011 if the bidding for Hong Kong as the host city is successful.

49. It is our plan to help foster the creative atmosphere within the

community by supporting a series of large scale creative events to be held in Hong Kong throughout the year. With our support and the industries' efforts, there is now an eventful annual calendar of creative activities, as set out in **Annex C**. We will continue to encourage and support the organisation of creative events in Hong Kong to further enrich the calendar and to strengthen our position as the creative capital in Asia.

## **Research**

50. In order to build up Hong Kong as the knowledge base for creative industries research in the Greater China region, we have supported the Hong Kong Institute of Contemporary Culture, in collaboration with leading academic institutions and relevant organisations in the region, to conduct strategic researches on creative industries in the Greater China Region. The preliminary research results will be promulgated in forum to be organised in Shanghai during the Expo period. This will help to put Hong Kong in the forefront of the development of creative industries in the Greater China region.

## **Conclusion and the Way Forward**

51. Over the past 12 months, CreateHK has collaborated with various sectors of the creative industries to work jointly for projects conducive to the development of the local creative industries. We will continue with these efforts and identify collaboration opportunities that would further boost the development of creative industries in Hong Kong.

**Communications and Technology Branch**  
**Commerce and Economic Development Bureau**  
**May 2010**

**CreateSmart Initiative Vetting Committee**

<b>No</b>	<b>Position</b>	<b>Name</b>	<b>Remarks</b>
1	Chairman	Mr Victor Lo	Chairman of Hong Kong Design Centre
2	Vice-Chiarman	Hon Andrew Leung	Legislative Councillor Chairman of Vocational Training Council
3	Vice-Chairman	Hon Samson Tam	Legislative Councillor Deputy Chairman of Hong Kong Productivity Council
4	Vice-Chairman	Mrs Selina Chow	Director of Hong Kong Design Centre
5	Members	Professor Bernard Lim	Member of Hong Kong Institute of Architects Professor in Architecture in the Chinese University of Hong Kong
6		Mr C P Leung	Member of the Hong Kong Comics and Animation Federation Ltd
7		Mr Maurice Lee	Vice Chairman of the Arts Development Council



<b>No</b>	<b>Position</b>	<b>Name</b>	<b>Remarks</b>
8		Professor Desmond Hui	Professor of Department of Cultural & Religious Studies of the Chinese University of Hong Kong
9		Dr Carrie Willis	Executive Director of Vocational Training Council
10		Dr Raymond Chan	Council Member of the Hong Kong Productivity Council
11		Mr Charles Mok	Chairman of the Internet Society Hong Kong
12		Mr John Paul Rowan	Vice-President of Savannah College of Art and Design – Hong Kong
13		Mr Stephen Ho	Member of the Hong Kong Institute of Architects
14		Dr Chan Man-hung	Chairman of the Hong Kong Publishing Federation
15		Dr Royce Yuen	Former Chairman of the Association of Accredited Advertising Agencies of Hong Kong
16		Mr Alan Wan	Committee Member of the Hong Kong Comics & Animation Federation Ltd
17		Mr Gabriel Pang	Chairman of the Hong Kong Digital Entertainment Association

<b>No</b>	<b>Position</b>	<b>Name</b>	<b>Remarks</b>
18		Mr Sze Yan-ngai	Founder and Convenor of the Hong Kong Game Industry Association
19		Mr Tom Cheung	Vice President of the Hong Kong Televisioners Association
20		Mr Winnif Pang	Former Chairman of the Hong Kong Designers Association
21		Miss Janet Cheung	Vice Chairman of the Hong Kong Fashion Designers Association
22		Ms Teresa Ho	Executive Committee Member of the Hong Kong Interior Design Association
23		Mr Benjamin Chau	Deputy Executive Director of the Hong Kong Trade Development Council
24		Mr Edmund Sung	Director , Business Consulting of the Hong Kong Productivity Council
25		Ms Gillian Choa	Head of Academic Studies in Theatre and Entertainment Arts of the Hong Kong Academy of Performing Arts
26		Mr Bernard Hui	Committee Member of the Hong Kong General Chamber of Commerce

<b>No</b>	<b>Position</b>	<b>Name</b>	<b>Remarks</b>
27		Mr Pang Chor-fu	Committee Member of the Chinese General Chamber of Commerce
28		Mr Johnny Yu	General Committee Member of the Chinese Manufacturers' Association of Hong Kong
29		Mr Leo Kan	Member of the Federation of Hong Kong Industries
30		Ms Ada Wong	Director of the Hong Kong Design Centre  Chief Executive of the Hong Kong Institute of Contemporary Culture
31		Mr Elton Yeung	Chief Executive Officer of the Composers and Authors Society of Hong Kong (CASH)
32		Ms Colleen Ironside	Member of the Performing Industry Association (Hong Kong) Ltd
33		Mr Ricky Fung	Chief Executive Officer of the International Federation of the Phonographic Industry (Hong Kong Group) Ltd
34		Ms Leong May-seey	Regional Director of the International Federation of the Phonographic Industry Asian Regional Office

<b>No</b>	<b>Position</b>	<b>Name</b>	<b>Remarks</b>
35		Mr Peter Lam Yuk-wah	Vice Chairman of Motion Picture Industry Association Vice President of the Hong Kong Televisioners Association
36		Mr Anthony Lee	Executive Committee Member of the Federation of Hong Kong Filmmakers
37		Mr James Hong	Founder and Vice-Chairman of the Asia HD Association

**Summary of Approved CSI Projects**

(As at April 2010)

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
1	Hong Kong Productivity Council	Promote Hong Kong Animation and Movie Creative Talents via 11th DigiCon6 Awards (Hong Kong)	\$534,500	The CSI has provided funding support to the Hong Kong Productivity Council (HKPC) to organize the Hong Kong DigiCon6 Awards 2009. The best 12 entries/winners from the Hong Kong DigiCon6 Awards represented Hong Kong to compete in the 11th Tokyo Broadcasting System (TBS) DigiCon6 Awards 2009 and formed a delegation to attend the Presentation Ceremony of the Awards on 22 November 2009 in Japan.
2	Hong Kong Trade Development Council	Hong Kong Pavilion at MIPCOM 2009	\$556,400	<p>The CSI has provided funding support to the Hong Kong Trade Development Council (HKTDC) to lead the Hong Kong digital entertainment industry to participate in MIPCOM 2009. MIPCOM is a leading international content market held in Cannes, France, which focuses on digital entertainment content programming for the industry worldwide. The event is recognized as an important platform for buying and selling programs, negotiation of co-productions and development of cross-border business.</p> <p>A Hong Kong Pavilion was set up at MIPCOM 2009 to showcase the strengths and products of the Hong Kong digital entertainment industry. Eleven delegate companies participated in MIPCOM and five delegate companies participated in MIPJUNIOR, a similar event targeted at digital entertainment companies that focus on children animation programs.</p>
3	Hong Kong Cyberport Management	Cyberport Venture Capital Forum 2009	\$408,850	The CSI has provided funding support to the Hong Kong Cyberport Management Co Ltd (HKCMCL) to launch the Cyberport Venture Capital Forum (CVCF). Held on 17th and 18th Nov 2009, CVCF involved keynote speakers, investment panels, an Investor-Investee Dialogue and expert moderators, providing a platform for local and global investors and investees in the Information and Communications Technology, digital media and creative industries to connect. The theme of CVCF 2009 was "Finding Perfect Angels: Early Stage Investors Backing Creative Start-ups". Private angel investors and entrepreneurs were invited to share their insight and experience on how to start-up creative businesses. Distinguished international and local speakers/moderators were also invited from all over the world to share their experiences with local professionals, as entrepreneur skills are essential to the development and sustainability of the creative industries.

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
4	Radio Television Hong Kong	ABU Robocon 2012 Hong Kong	\$2,039,000	<p>The CSI has provided funding support to organize a three year project which would include three Asia-Pacific Broadcasting Union (ABU) Robocon Hong Kong domestic contests to be held in year 2010, 2011 and 2012 as well as to host the International ABU Robocon Contest 2012 in Hong Kong. The proposed venue for this international event is the Arena of Asia World-Expo.</p> <p>During the 3 years leading up to the International ABU Robocon Contest 2012, Radio Television Hong Kong (RTHK) will organize a series of educational activities for the development in innovative technologies, including robot competition, educational workshops and seminars in different levels focusing on concept of creative design, IT and engineering knowledge. Beneficiaries include local students in primary, secondary and tertiary levels, and the general public. These seminars and workshops will encourage the development of creative and critical thinking of local students because they will have to overcome various problems when designing their robot devices.</p> <p>There will also be various networking and sharing events with tertiary and university students and professors from over 20 countries for hosting the event in year 2012. These sharing and networking events will allow local students to learn and exchange ideas with their counterparts as well as with international engineering experts from around the world.</p> <p>Education Bureau (EDB) and Innovation and Technology Commission (ITC) will also give support as the project is in line with their policies to foster the development of cross-platform curriculum and non-curriculum education.</p>
5	Hong Kong Comics and Animation Federation	New-Generation Global Promotion and Distribution Platform for HK Comics	\$1,936,440	<p>The CSI has provided funding support to the Hong Kong Comics and Animation Federation Ltd. (HKCAF) to develop a smart-phone platform for publishing Hong Kong comic works. The project aims to develop a new-generation platform for migrating the paper-based comic works to be published, promoted and distributed on mobile network to the international markets.</p> <p>The platform will help publicise Hong Kong's comic works in the international market, develop its brands globally, and encourage creative content development in Hong Kong.</p>

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
6	Hong Kong Game Industry Association	Industry Promotion and Talent Recruitment Campaign for Hong Kong Online Game Industry	\$1,321,175	<p>The CSI has provided funding support to the Hong Kong Game Industry Association (HKGIA) to organize a year-long "Industry Promotion and Talent Recruitment Campaign for Hong Kong Online Game Industry". Their goal is to project a positive image of the industry, expand the local market size and recruit new blood to join the industry.</p> <p>The theme of the campaign is "New Angle" , and will consist of the following events –</p> <p>(a) December : 4-day Online Game Pavilion in one of biggest game shows (including concurrent seminars, exhibition display and recruitment campaign);</p> <p>(b) April : Promotional and Recruitment Seminars;</p> <p>(c) June : Promotional and Recruitment Road-shows; and</p> <p>(d) September : Game Design Proposal Workshop and Competition.</p>
7	Hong Kong ACM Siggraph Professional Chapter Ltd	Hong Kong Digital Entertainment Industry Study Mission and Pavilion at Siggraph Asia 2009	\$742,774	<p>The CSI has provided funding support to organize a study mission for 20 students and 20 practitioners from the Hong Kong's animation and visual effects industries to attend Siggraph Asia 2009. Held from 16th to 19th Dec 2009 in Yokohama, Japan, the event comprised three elements –</p> <ol style="list-style-type: none"> <li>1. Siggraph Asia Conference - lectures and panels on computer graphics development.</li> <li>2. Hong Kong Digital Entertainment Industry Networking Event - networking reception for Hong Kong delegates to mix with international guests, build up business networks and explore collaboration.</li> <li>3. Hong Kong Pavilion - a pavilion was set up to showcase the latest developments of the Hong Kong animation and visual effects industries and computer graphic products, including award winning works.</li> </ol>

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
8	The Association of Accredited Advertising Agencies of Hong Kong	HK4As Kam Fan Awards Winners Participation in International Awards	\$253,400	The CSI has provided funding support to HK4As for winners of the HK4As Kam Fan Awards and the HK4As Young Creative Competition to attend 3 International Awards Shows and 2 competitions/ workshops respectively. There will be networking activities including conferences and workshops to be held in the 5 Award festivals.
9	Hong Kong Trade Development Council	Inno Design Tech Expo – Trade Hall & Inspiration Hall	\$640,340	The CSI has provided funding support to the Hong Kong Trade Development Council to organize its new initiatives for helping the newly established design and technology companies, the incubatees from the Hong Kong Science & Technology Parks and the InnoCentre, local design companies and the international and regional award winners to exhibit at the Inspiration Hall of the IDT Expo held from 3rd to 5th December 2009 at the HK Convention and Exhibition Centre.
10	Hong Kong Design Centre	Hong Kong: Creative Ecologies – Business, Living, Creativity	\$8,379,000	<p>The CSI has provided funding support to Hong Kong Design Centre (HKDC) to set up an exhibition in Shanghai during the 6-month period of the 2010 World Expo and an exhibition in Hong Kong in February 2011. The exhibitions will showcase Hong Kong's creative talent and global influence.</p> <p>HKDC will also organize a series of forums and conferences during the exhibition period which can help to promote Hong Kong's creative industries in the Mainland and overseas.</p>



	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
11	Radio Television Hong Kong	Hong Kong to the World	\$1,590,000	<p>The CSI has provided funding support to organize a documentary filmmaking competition and its related activities. The project aims to further develop the documentary filmmaking skill base in Hong Kong by grooming budding talent and producing local documentaries with international appeal. Two winning projects would be filmed under the supervision of National Geographic Channel Asia (NGCA), the collaborating party of this project. The two one-hour documentary programmes would then be broadcast by RTHK in Hong Kong and NGCA international satellite cable television channels.</p> <p>Additionally, two public workshops would also be jointly organized by RTHK and NGCA –</p> <ol style="list-style-type: none"> <li>1. before the competition: to present key objectives of the initiative and guidelines on writing a successful proposal and producing a good quality documentary film; and</li> <li>2. after the completion of the winning productions: to feature the two winners for experience sharing on how to produce successful documentaries.</li> </ol>
12	International Federation of the Phonographic Industry (Hong Kong Group) Ltd	Hong Kong Music Fair	\$1,495,000	<p>The CSI has provided funding support to organize the Hong Kong Music Fair 2010, which is one of the core events of the Entertainment Expo that brings leading players in Asia's entertainment industry to Hong Kong for sharing experience and recognizing the excellence of the local industry.</p> <p>A series of programmes would be organized as follows –</p> <ol style="list-style-type: none"> <li>1. Exhibition</li> <li>2. SME Business Matching Program</li> <li>3. IFPI Hong Kong Digital Music Awards</li> <li>4. Digital Technology Forum</li> <li>5. Technology Matching Program</li> </ol> <p>The aims are to promote Hong Kong as the creative hub for effective business development for both domestic and overseas market, enlarge the current base of creative industry players and introduce technologies driven business.</p>

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
13	Radio Television Hong Kong	Cat's World Animation Festival and Short Film Competition	\$3,588,920	<p>The CSI has provided funding support to RTHK to organize a series of animation events under the theme of "Cat's World" including:</p> <ul style="list-style-type: none"> <li>• Animation Competition</li> <li>• International Animation Festival</li> <li>• Seminars, Workshops and Pitching Sessions</li> </ul> <p>The Project aims to encourage and inspire local animation industry, and provide it with networking opportunity with international practitioners. It is expected that the Project would bring out the potential of the local animators and arouse general interests in animation.</p>
14	Internet Professional Association	Archinet / ArchiMap	\$3,907,800	<p>The CSI has provided funding support to develop a platform with an online map environment showcasing 3D architectural works in Hong Kong to serve as an effective communication channel for international professionals, young talents and the general public worldwide.</p> <p>The Project aims to promote Hong Kong's architectural services through demonstrating the architectural works in Hong Kong through an online platform. It would on the one hand help local architectural industry to showcase its works and explore new markets, and on the other hand provide a user-friendly database for potential clients and the public to get easy access in searching for Hong Kong's architectural excellence.</p>
15	The Association of Accredited Advertising Agencies of Hong Kong	HK4As Student Internship Programme	\$485,000	<p>The CSI has provided funding support to HK4As to organize a student internship programme which would provide summer internship openings for tertiary students to prepare them for engagement in the industry upon graduation. During the two-month programme, student interns would gain real-work experience and in-depth understanding of the advertising industry from the insider perspective. Participating advertising agencies would assign mentors to provide guidance and supervision to the interns during the two-month internship period.</p>

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
16	The Association of Accredited Advertising Agencies of Hong Kong	HK4As Graduate Trainee Programme	\$2,890,000	The CSI has provided funding support to HK4As to organize a graduate trainee programme which would provide training places for fresh graduates. During the 12-month programme, trainees would be assigned to different disciplines of an advertising agency such as account management, creative, strategic planning, so as to receive on-the-job and comprehensive training on advertising management and its process. Participating advertising agencies would assign mentors to provide guidance and supervision to the trainees during their training period.
17	Hong Kong Cyberport Management	Digital Entertainment Leadership Forum 2010	\$607,000	<p>The CSI has provided funding support to the Hong Kong Cyberport Management Co Ltd (HKCMCL) to organize the Digital Entertainment Leadership Forum (DELFL) 2010, which formed a core event of the Entertainment Expo 2010. DELFL provided a platform for Hong Kong's creative professionals to meet and connect with leaders in the global digital entertainment industry.</p> <p>The theme of DELFL 2010 is "Seeing 2020: The Next Wave of Digital Creativity". Through the forum and related programmes including get-together gathering and workshops, local industry practitioners could gain insights and be apprised of the latest trends and development of the digital content and media entertainment.</p>
18	Hong Kong Trade Development Council	Hong Kong Animation and Digital Entertainment Pavilion	\$525,500	The CSI has provided funding support to HKTDC to organize and set up a Hong Kong Animation and Digital Entertainment Pavilion in the Hong Kong International Film & TV Market (FILMART) held from 22 – 25 March 2010 at the Hong Kong Convention and Exhibition Centre. The Pavilion and its related activities included conference, roundtable meeting, networking and business matching sessions which aimed to provide a platform for Hong Kong's digital entertainment industry to meet with international digital content producers, potential buyers and business partners and discuss possible collaboration projects.

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
19	HK ACM Siggraph Professional Chapter Ltd	Promoting Hong Kong to be the Host City of SIGGRAPH Asia 2011	\$7,575,224	<p>The CSI has provided funding support to organize the Special Interest Group on Graphics and Interactive Technologies (SIGGRAPH) Asia Conference in Hong Kong in 2011, as well as a series of promotional activities, upon successful bidding for hosting the event in Hong Kong. This is a two-year project and the activities to be organised include –</p> <ul style="list-style-type: none"> <li>• sending a delegation to attend SIGGRAPH 2010 conference in the US to promote Hong Kong as the host for SIGGRAPH Asia 2011 and solicit participation;</li> <li>• setting up a Hong Kong Pavilion in SIGGRAPH Asia 2010 in Korea, SIGGRAPH 2011 in the US and two trade shows in Mainland China in 2011, and sending a study mission to attend these events;</li> <li>• setting up the Hong Kong Pavilion in SIGGRAPH Asia 2011 in Hong Kong;</li> <li>• organising various networking events and reception for SIGGRAPH Asia 2011; and</li> <li>• sponsoring participation of industry practitioners and students in SIGGRAPH Asia 2011 to maximize the benefit of SIGGRAPH Asia to the Hong Kong digital entertainment industry.</li> </ul>
20	Hong Kong Digital Entertainment Association (HKDEA)	Hong Kong Digital Entertainment Summit	\$216,000	<p>The CSI has provided funding support to HKDEA to organise the Hong Kong Digital Entertainment Summit during the Entertainment Expo 2010, which comprised a conference and workshops, held in the Hong Kong International Film &amp; TV Market (FILMART).</p> <p>The conference covered different aspects of the game, animation and digital entertainment industry with speakers from the U.S., Japan, Taiwan/China and Hong Kong. It was an occasion for the industry to learn more about the latest market trends, explore business networking and foster cross-industry collaboration.</p>

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
21	Hong Kong Institute of Architects (HKIA)	The 12 <sup>th</sup> Venice Biennale International Architecture Exhibition (Hong Kong Pavilion)	\$2,281,400	CSI has provided funding support to HKIA, which will collaborate with Hong Kong Arts Development Council, to set up Hong Kong Pavilion at the 12 <sup>th</sup> Venice Biennale International Architecture Exhibition. The prominent event is held in parallel with the Venice Art Biennale and Venice Film Festival. A wide range of architectural projects and urban designs will be exhibited at Venice, to be followed by a response exhibition in Hong Kong to present the creativity of Hong Kong architects and promote Hong Kong's architecture and urban development.
22	Hong Kong Digital Entertainment Association (HKDEA)	Knowledge Update and Market Promotion for HK's Animation Industry via "Annecy 2010" International Animation Film Festival	\$738,365	<p>The CSI has provided funding support to HKDEA to organize Hong Kong animation industry's participation in Annecy International Animation Film Festival 2010. Activities to be organized are as follows –</p> <ul style="list-style-type: none"> <li>● nominate entries for the Annecy Awards Competition</li> <li>● send a study mission with 15 practitioners and 15 tertiary students to attend the Festival</li> <li>● set up a Hong Kong Pavilion</li> <li>● organise a Hong Kong networking event at Annecy 2010</li> <li>● arrange a post-event sharing session</li> </ul>

	<b>Applicant Organisation</b>	<b>Project Name</b>	<b>Sum Approved</b>	<b>Brief Description of Project</b>
23	Hong Kong Institute of Contemporary Culture (HKICC)	Make a Difference Award	\$367,000	<p>The CSI has provided funding support to HKICC to organise the Make A Difference Award to –</p> <ul style="list-style-type: none"> <li>● encourage young people to make a difference – economically, socially, culturally and/or environmentally;</li> <li>● promote creativity and innovation to solve problems and also to identify opportunities through multi-disciplinary collaboration;</li> <li>● enable successful change makers to attain a higher level of achievements;</li> <li>● champion and reward young creative role models; and</li> <li>● brand Hong Kong as a creativity and innovation champion.</li> </ul> <p>There would be two categories of the Award – students and young working adults. It would be open to all young people aged 35 or below and below 30 at the time they launched their ventures in various areas.</p>
<b>Total Approved Sum</b>			<b>\$43,079,088</b>	

## Annual Calendar of Creative Events

Event	Organiser
<b>January</b>	
<p><u>Make a Difference (MaD)</u></p> <p>A three-day event of talks, workshops and activities to develop youngsters' ability to use their creative skills, ignite their entrepreneurial spirit and inspire them to think big and international.</p>	Hong Kong Institute of Contemporary Culture
<p><u>HKTDC Hong Kong International Licensing Show</u></p> <p>The Hong Kong International Licensing Show is the largest of its kind in Asia, showcasing over 300 international trademarks and properties and matching business opportunities for licensors, licensees and licensing agents from around the world.</p>	Hong Kong Trade Development Council (HKTDC)
<p><u>Premier Asian Licensing Awards</u></p> <p>Co-organised by HKTDC and LIMA (International Licensing Industry Merchandisers' Association), the Premier Asian Licensing Awards promote and recognise the outstanding achievements of licensing companies on the development, launch and promotion of licensed properties and trademarks in the Asian markets.</p>	HKTDC
<p><u>HKTDC Hong Kong Fashion Week for Fall / Winter</u></p> <p>HKTDC Hong Kong Fashion Week for Fall/Winter, the biggest fashion event in Asia, is the most important regional trading hub for the industry. In 2010 the fair hosted over 1,700 exhibitors and drew more than 21,000 buyers.</p>	HKTDC

<b>Event</b>	<b>Organiser</b>
<p><u>HKTDC World Boutique, Hong Kong</u></p> <p>HKTDC World Boutique, Hong Kong is the shop window in Asia for top fashion brands. This exciting show is where big names come together to do business. It is Asia's fashion hub, from which the latest trends radiate out through the region.</p>	HKTDC
<b>March</b>	
<p><u>Fashion World Talent Awards</u></p> <p>A competition combining three creative areas i.e. fashion design, image styling and fashion photography to discover new generation fashion talent for further grooming. It has the potential to develop into an annual signature event.</p>	Hong Kong Apparel Society
<p><u>Entertainment Expo</u></p> <p>Entertainment Expo Hong Kong brings together key events in Hong Kong's entertainment calendar for film, television, digital entertainment, music and other cutting-edge elements. The month-long Expo provides a platform of spectacular events for business deals, screenings, recognition of industry excellence and entertainment. It attracts key industry players from across the region to carry out exchange in Hong Kong.</p>	HKTDC
<p><u>Hong Kong International Film Festival (HKIFF)</u></p> <p>One of Asia's premier film festivals, the HKIFF attracts filmmakers, film professionals and film lovers from around the world. Screening over 250 titles from more than 50 countries and regions in 11 venues, the festival held in March this year attracted patronage of more than 580 000.</p>	Hong Kong International Film Festival Society (HKIFFS)



<b>Event</b>	<b>Organiser</b>
<p><u>HKTDC Hong Kong International Film &amp; TV Market (FILMART)</u></p> <p>FILMART is the premier film industry event in Asia and one of the world’s leading events of its kind. Renowned producers, distributors, investors and professionals from around the world use FILMART to launch promotions, network with key industry players and negotiate deals. The 2010 edition attracted over 540 exhibitors and nearly 5,000 visitors from 51 countries and regions.</p>	<p>HKTDC</p>
<p><u>Asian Film Awards (AFA)</u></p> <p>The AFA honours outstanding achievement in Asian movie industry. A jury panel of international industry professionals selects the award winners each year.</p>	<p>HKIFFS</p>
<p><u>Hong Kong – Asia Film Financing Forum (HAF)</u></p> <p>HAF is one of the most important film-financing events in Asia. HAF brings together Asian filmmakers and their film projects with top film financiers, producers, investors, distributors and buyers.</p>	<p>HKIFFS</p>
<p><u>Hong Kong Music Fair</u></p> <p>The Hong Kong Music Fair has been the Asian music industry’s premier event for launching promotions, exchanging ideas, negotiating business deals and networking.</p>	<p>HKTDC / International Federation of the Phonographic Industry (Hong Kong Group) Ltd (IFPI)</p>

<b>Event</b>	<b>Organiser</b>
<p><u>Digital Entertainment Leadership Forum (DELFL)</u></p> <p>DELFL links Hong Kong’s digital creators with their global counterparts, offering industry professionals the opportunity to exchange ideas, share experiences and work together to take digital entertainment to the next level.</p>	<p>Cyberport</p>
<p><b>April</b></p>	
<p><u>Hong Kong Film Awards</u></p> <p>The Hong Kong Film Awards promotes Hong Kong film, recognises outstanding achievement, and encourages industry excellence. The awards, voted by hundreds of industry professionals, is one of Asia’s leading film industry events.</p>	<p>Hong Kong Film Awards Association</p>
<p><u>Hong Kong Independent Short Film and Video Awards (Ifva)</u></p> <p>Ifva has been actively promoting innovative creative media since 1995. In addition to supporting short film, video and interactive media, Ifva also organises pre- and post-award activities to enhance public awareness of creative media and encourage media interaction.</p>	<p>Hong Kong Arts Centre</p>

<b>Event</b>	<b>Organiser</b>
<p><u>IFPI Hong Kong Top Sales Music Award</u></p> <p>The only one of its kind, the IFPI HONG KONG Top Sales Award is based entirely on audited sales by local, regional and international artists and producers in Hong Kong. The award is to merit top sales achievements by recording artistes, with the emphasis on introducing new artistes to the scene. IFPI HONG KONG Top Sales Award targets Chinese communities all over the world via TV, radio and the Internet</p>	IFPI
<p><u>HKTDC International ICT Expo</u></p> <p>International ICT Expo, which brings together 585 information technology suppliers and software applications developers from 20 countries and regions, including new exhibitors from the Netherlands and the UAE. ICT Expo includes seven thematic zones: Enterprise Solutions, Network &amp; Mobility, Digital Living &amp; Multimedia, Home-grown Innovations, IT Outsourcing, E-Logistics &amp; Retail Technologies and Trade Related Services.</p>	HKTDC
<p><u>HKIA Annual Awards</u></p> <p>The HKIA Annual Awards is organised every year to give recognition to outstanding architecture designed by Hong Kong architects. The award was established in 1965 and has been well recognised as the most important architectural award in Hong Kong.</p>	Hong Kong Institute of Architects

<b>Event</b>	<b>Organiser</b>
<b>June</b>	
<p><u>Reinventing with Design (ReD)</u></p> <p>A strategic platform that helps local industries and designers stay ahead of shifting demands through an intense programme. ReD comprises conference, seminars, workshops, forums, and networking luncheon.</p>	<p>Hong Kong Design Centre (HKDC)</p>
<b>July</b>	
<p><u>HKTDC Hong Kong Fashion Week for Spring / Summer</u></p> <p>Entering its 17th year, HKTDC Hong Kong Fashion Week for Spring/Summer has evolved into one of the world's biggest and most glamorous fashion industry events of its kind. Each year, leading designers and suppliers from the Asia-Pacific region and around the world gather to connect with the most influential trade buyers in the industry through Fashion Week. The Spring/Summer 2010 edition boasted an impressive 1,164 exhibitors from 24 countries and regions.</p>	<p>HKTDC</p>
<p><u>HKTDC Hong Kong Book Fair</u></p> <p>A week-long cultural exchange platform comprising exhibition and a series of cultural events that provides the public with a cultural feast while allowing the publication sectors from the mainland, Taiwan and Hong Kong to meet and exchange ideas. In 2009, the fair attracted patronage of over 900 000 and 504 exhibitors from 20 countries and regions.</p>	<p>HKTDC</p>

Event	Organiser
<b>August</b>	
<p><u>Animation Comic Game Hong Kong (ACGHK)</u></p> <p>A four-day festival comprising exhibition and a series of events to promote animation, comic and games developed in the region as well as by international publishers and developers. The 2009 edition of the event attracted patronage of more than 600 000.</p>	<p>Tung Tak Enterprises / Hong Kong Comics and Animation Federation</p>
<b>November</b>	
<p><u>Kam Fan Awards</u></p> <p>An annual award to recognise the best advertising works and the brightest advertising talent in the year. Awards are given for the Print, Broadcast, Ambience, Interactive &amp; Direct, Media, and Integrated categories.</p>	<p>Association of Accredited Advertising Agencies (HK4As)</p>
<p><u>Cyberport Venture Capital Forum</u></p> <p>A two-day event with forum, workshops and side events to connect local entrepreneurs in the ICT, digital media and creative industries with investors to explore how to start up and develop sustainable creative businesses.</p>	<p>Cyberport</p>

<b>Event</b>	<b>Organiser</b>
<b>December</b>	
<p><u>Business of Design Week (BoDW)</u></p> <p>One of the most significant events in the international design calendar, the BoDW is Asia's leading annual event on design, innovation and brands. The event features the BoDW Forum, the most significant platform for designers and business leaders to exchange ideas, and the HKDC Annual Awards Gala Dinner – a glittering event which is regarded as the highlight of the week, as well as a series of side events focusing on design and branding.</p>	HKDC
<p><u>HKTDC Inno Design Tech (IDT) Expo</u></p> <p>A three-day event comprising exhibition, seminars and forums that acts as a platform for developing business opportunities for design and technology sectors. The 2009 IDT Expo attracted more than 340 exhibitors from Hong Kong, the Mainland, France, Japan, Korea, Malaysia, the Netherlands, Spain and Taiwan.</p>	HKTDC

<b>Event</b>	<b>Organiser</b>
<p><u>DETOUR</u></p> <p>Meaning “Design Experience TOUR”, DETOUR is a two-week event comprising a series of activities to arouse wider public interest in design and the local design sector, encourage cross-disciplinary and cross-border dialogue between local and overseas design professionals and promote creativity among Hong Kong students, youths and the community through participation. The 2009 DETOUR was held at the Former Hollywood Road Police Married Quarters.</p>	<p>Ambassadors of Design</p>
<p><u>Asia Game Show crossover Online Game Show</u></p> <p>A four-day exhibition and side events showcasing console and online games. The 2009 edition of the event attracted patronage of 350 000.</p>	<p>Asia HK Association / Game Industry Association / Hong Kong Digital Entertainment Association</p>