

商務及經濟發展局
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COMMUNICATIONS
AND TECHNOLOGY BRANCH
COMMERCE AND ECONOMIC
DEVELOPMENT BUREAU

1/F-2/F Murray Building
Garden Road
Central, Hong Kong

本局檔號 OUR REF : CTB/B 201/33
來函檔號 YOUR REF :
電話 TEL. NO. : (852) 2189 2221
(852) 2511 1458
傳真 FAXLINE : fnlcheung@cedb.gov.hk
電子郵件 E-mail Address :

14 April 2011

Ms Yue Tin-Po
Clerk to Panel on
Information Technology and Broadcasting
Legislative Council
10/F, Murray Road Multi-storey Carpark Building
2 Murray Road
Central
Hong Kong

Dear Ms Yue,

**Progress Report on the Work of Hong Kong Design Centre and
Promoting the Development of Local Creative Industries**

Following the meeting of the Panel on Information Technology and Broadcasting of the Legislative Council on 13 May 2010 which discussed the above items, I write to provide information on (i) the practices in overseas jurisdictions and the facilitating measures adopted to promote the development of creative industries; (ii) action taken in relation to the consultancy study on creativity index commissioned by the Home Affairs Bureau.

We have identified four countries in Europe and Asia actively promoting creative industries as examples –
United Kingdom

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The Department for Culture, Media and Sport (DCMS) takes charge of developing the UK's creative economy and works closely with key players across government to address and monitor policy that affects the creative industries.

DCMS, Department for Business Enterprise and Regulatory Reform, and Department for Innovation, Universities and Skills jointly published the paper *Creative Britain: New Talents for the New Economy* in February 2008, setting out development strategies for the creative economy in the UK. It includes 26 commitments for the UK Government and industry, aspiring to giving all children a creative education; turning talents into jobs; supporting research and innovation; helping creative businesses grow and access finance; fostering and protecting intellectual property; supporting creative clusters; promoting Britain as the world's creative hub; and keeping strategies up-to-date.

Germany

Germany launched its Cultural and Creative Industries Initiative in 2007 to enhance the competitiveness of these industries, tap their potential for job creation, and enhance the income opportunities of small creative businesses and self-employed artists.

A key component of the initiative is the Centre of Excellence for the Cultural and Creative Industries. It is a federal-level platform dedicated to providing information, advisory and networking services for the cultural and creative industries. It links creative professionals and their particular needs with economic policy-makers, with the ultimate aim of helping creative ideas achieve commercial success. In addition to these services, the Centre also aims to improve access to existing government support programmes, promote advanced education and training, and optimise market opportunities for creative professionals and facilitate their access to international markets.

Korea

Korea Creative Content Agency (KOCCA) is an agency of the Ministry of Culture, Sports and Tourism. Established in May

2009, KOCCA is committed to fostering the growth of Korean creative industries. KOCCA is a combination of five organisations including Korea Broadcasting Institute, Korea Culture and Content Agency, Korea Game Industry Agency, Cultural Contents Center, and Digital Contents Business Group of the Korea IT Industry Promotion Agency. It supports overseas promotion, human resources training, infrastructure establishment and management, etc.

Singapore

The Ministry of Information, Communications and the Arts (MICA) spearheads the development of Singapore's creative industries. MICA's agencies, such as DesignSingapore, the Media Development Authority and the National Arts Council also assist the Ministry's work in developing creative industries. Initiatives include tax reduction for investments in certain activities along the innovation value chain, incubation and apprenticeship programme, conference and workshop, etc.

Turning to the consultancy study on creativity index commissioned by the Home Affairs Bureau, it was targeted to measure the general creativity of Hong Kong as a whole, instead of focusing on creative industries. Hence the creativity index include indicators that are not directly relevant to the work of Create Hong Kong, such as corruption perception, number of non-government organisations, number of listed companies and capitalisation of stock market, etc. To focus on monitoring the development of creative industries, we incline to refer to figures directly reflecting its development, such as cultural and creative industries' contribution to the GDP, number of employment and establishments, which are regularly released by the Census and Statistics Department.

Yours sincerely,



(Miss Fanny Cheung)

for Secretary for Commerce and Economic Development

cc

Head, CreateHK

(Fax: 3101 0863)