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9 September 2013

Mr Derek LO
Clerk to Panel
Legislative Council Panel on Economic Development
Legislative Council Secretariat
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Derek,

**Legislative Council Panel on Economic Development
Follow-up to the meeting on 22 November 2010
“Mega Events Fund”**

At the meeting of the Legislative Council Panel on Economic Development held on 22 November 2010, Members discussed the “Mega Events Fund” (“the MEF”) and requested the Administration to provide supplementary information on the scope of funding for MEF-sponsored events. Our response is as follows:

The Controlling Officer of the MEF, on the recommendation of MEF Assessment Committee (AC) decides on the maximum amount of funding and the scope of support for each event proposed to be supported by the MEF. Our basic principle is that the Government’s total financial contribution (including the MEF funding support) must not exceed 50% of the event’s total expenditure. To ensure the proper use of the allocated MEF funding, the MEFAC and the Controlling Officer of the MEF may decide, on a case-by-case basis, to impose appropriate terms and conditions on the MEF-sponsored event. The organizer concerned must comply with these terms and conditions accordingly.

Generally speaking, the MEFAC or the Controlling Officer of the MEF may specify that the MEF funding should be used for enlarging the scale of the event, enhancing the publicity of the event outside Hong Kong and raising the event's international profile, securing exposure, publicity and third party endorsement for Hong Kong, enriching the content of the event and promoting tourist attendance, etc. As the content, scale and nature of each mega event is different, the actual allocation of MEF funding for individual event varies. The MEFAC and its Secretariat will continue to strictly monitor the organization of each event to ensure that the MEF funding is used properly in accordance with the relevant terms and conditions.



(Ms Emily MO)
for Commissioner for Tourism