

**For discussion  
on 13 February 2012**

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

**Proposal to create a permanent post of  
Senior Principal Executive Officer under Create Hong Kong cum  
Update on the Work of Create Hong Kong**

**PURPOSE**

We seek Members' support to create a permanent post of Senior Principal Executive Officer (SPEO) (D2) under Create Hong Kong (CreateHK). We also take this opportunity to give an update on the work of CreateHK in 2011.

**PROPOSAL**

2. We propose to create a permanent SPEO post as Assistant Head (1) of Create Hong Kong (AH(1)) to underpin Head of Create Hong Kong (H of CHK) and assist in the formulation and delivery of support services to the creative industries save the film sector<sup>1</sup>, administration of funding schemes for creative industries, housekeeping of the Hong Kong Design Centre (HKDC) as well as resource management and office administration of CreateHK. For the support to the creative industries, AH(1) will assist in the formulation of policies and strategies, development, execution and implementation of measures and programmes to support the creative sectors concerned, liaison with creative sectors, both local and outside Hong Kong, to promote collaboration.

3. The job description of the proposed SPEO post and the proposed

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<sup>1</sup> The film sector is under the purview of the Secretary-General of the Film Development Council (SG(FDC), which is a non-civil service position at the equivalent rank of D2. The Finance Committee approved on 24 June 2011 the Administration's proposal vide EC(2011-12)4 to retain the non-civil service position of SG(FDC) for a period of two years from November 2011 to November 2013. SG(FDC) is also designated as Assistant Head of CreateHK.

organisation chart of CreateHK after the creation of the post are at **Annex 1** and **Annex 2** respectively.

## **CONSIDERATIONS**

4. Creative industries are important economic drivers for Hong Kong. The Government has identified cultural and creative industries as one of the six economic areas with high growth potential. Based on the latest statistics, Hong Kong has around 34 000 cultural and creative industries-related establishments with more than 189 000 practitioners. In 2010, cultural and creative industries contributed value added of nearly \$78 billion, or about 4.6% of Hong Kong's Gross Domestic Product (GDP). This represents a 22.8% increase in terms of value-added of GDP in 2010 over that of 2009.

5. CreateHK was set up in June 2009 under the Communications and Technology Branch (CTB) of the Commerce and Economic Development Bureau. It is a dedicated office which provides coordinated support and one-stop services to local creative industries. It adopts a seven-pronged strategy, which involves nurturing talents, supporting the development of start-up companies, expanding the size of local market, helping creative industries explore outside markets, fostering creative atmosphere within the community, developing creative clusters and promoting Hong Kong as Asia's creative capital. An update on the work of CreateHK since the last report<sup>2</sup> to this Panel on 10 January 2011 is at **Annex 3**.

6. The office currently has two directorate posts, namely H of CHK, which is ranked at D3 and takes charge of CreateHK, and Secretary-General of the Film Development Council (SG(FDC)) cum Assistant Head of CreateHK (to be re-titled to "SG(FDC) cum AH(2)" if the creation of the SPEO post is approved), which is pitched at the equivalent rank of D2 and is dedicated to film-related matters. The proposed AH(1) will strengthen the directorate support in the following areas of work as set out in paragraphs 7 to 16.

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<sup>2</sup> LC Paper No. CB(1)932/10-11(05)

## **Supporting the development of creative industries**

7. CreateHK is tasked to formulate strategies and plans to promote the development of creative sectors. CreateHK provides funding support to those projects which are conducive to the development of creative industries. Funded projects include supporting the participation of local creative talent in international competitions; providing paid internship opportunities in creative sectors; and assisting the trades in organising activities in the Mainland and overseas to demonstrate the abilities of our creative talent; establishing a platform for promotion of business and marketing activities, etc. Funding support has also been provided to design and branding-related research exercises, design and business collaboration projects, a design incubation programme, professional continuing education programmes, etc. CreateHK also assists in the staging of signature creative events in Hong Kong, including the annual Business of Design Week, DETOUR, etc. Given such a wide portfolio of duties, CreateHK needs substantial steering and co-ordinating efforts in devising promotional programmes and implementing initiatives, which involve various public and private organisations. CreateHK has only one directorate officer – being H of CHK himself, to provide such steering and coordination oversight for non-film (as well as film-related) matters. H of CHK is over-stretched. The only other directorate staff in CreateHK focuses on film-related matters.

8. It is important to strengthen the directorate support to H of CHK so as to provide him with assistance in formulating strategies, in executing and implementing various initiatives, and reviewing the effectiveness of such initiatives. Having a sufficiently senior member of the Executive Officer Grade would serve the purpose as he will possess strong organisational and leadership capabilities, with extensive programme execution and managerial experience.

## **Facilitating the expansion of markets beyond Hong Kong**

9. CreateHK needs to strengthen its efforts to help local creative industries to expand their markets beyond Hong Kong and in Mainland China. This is particularly true after the Central People's Government reaffirmed in 2011 in the 12<sup>th</sup> National Five-Year Plan support for Hong Kong's strategic policy to develop creative industries. We also see more collaboration opportunities with Taiwan in creative industries.

10. In this connection, CreateHK needs to liaise and work with the stakeholders to explore collaboration opportunities in promoting the trades. For instance, CreateHK has been working with the creative industries and the Trade Development Council in organising exhibitions and trade seminars in various places in Mainland China to promote Hong Kong's creative industries.

11. We expect the aforementioned work to further increase as we continue to look for opportunities to deepen economic co-operation between Hong Kong and the Mainland as well as more economic collaboration initiatives with Taiwan. The proposed AH(1) will possess the necessary skills and lead such efforts in engaging the industry players and other parties within or outside government, evaluating the needs of creative sectors, reviewing the effectiveness of the existing measures, and exploring with the relevant Mainland authorities concerned on new Mainland Hong Kong Closer Economic Partnership Agreement (CEPA) measures.

### **Administering funding schemes**

12. CreateHK is responsible for administering funding schemes for promoting the development of creative industries. There is at present the CreateSmart Initiative (CSI), which was set up in June 2009, to provide funding support to those projects which are conducive to the development of creative industries. The previous DesignSmart Initiative (DSI) was to fund design-related projects until June 2011, when it merged with the CSI by phases with the exception of the Design Business Collaboration Scheme (DBCS) and the Design Incubation Programme (DIP)<sup>3</sup>. CreateHK runs secretariats to vet funding applications under these schemes, monitor the progress of approved projects, handle disbursement of funding, and provide secretarial support to the CSI Vetting Committee and the DBCS Assessment Panel. CreateHK also oversees the administration of DIP and monitors the performance of the administrator of DIP. As at end December 2011, CreateHK has since establishment committed over \$200 million under CSI and DSI for some 230 approved projects. We expect that the number of applications will continue to rise.

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<sup>3</sup> DBCS provides matching grant to encourage small and medium-sized enterprises in using design services while DIP nurtures design start-ups.

13. The proposed AH(1) will be expected to help H of CHK to oversee the administration and management of the CSI, DBCS and DIP, review and improve the schemes, provide managerial support to the CSI Vetting Committee and the DBCS Assessment Panel in vetting funding applications, and liaise closely with the creative sectors to actively promote the use of CSI.

### **Housekeeping the Hong Kong Design Centre**

14. CreateHK is responsible for the housekeeping of the Hong Kong Design Centre (HKDC). HKDC has been the Government's major partner in promoting design in Hong Kong and has received Government funding support for its operation since its establishment in 2001. On 14 November 2011, Members supported in principle vide LC Paper No. CB(1)274/11-12(05) the Administration's proposal to allocate a non-recurrent funding capped at \$107.5 million to support HKDC's operation from 1 July 2012 to 30 June 2015 and enable it to organise two anchor events, namely Business of Design Week and the HKDC Awards for three years starting 2012. The Administration has also proposed vide LC Paper No. CB(1)990/11-12(03) to task HKDC to run the second phase of the DIP to admit 60 additional incubatees in three years.

15. Public funding constitutes the bulk of HKDC's income. To ensure proper use of public funding and corporate governance of HKDC, H of CHK participates in the Board of Directors (the Board) of HKDC and its committees as Government's representative. The proposed AH(1) will help share out H of CHK's commitment in this regard by helping to oversee the housekeeping matters of HKDC, liaise with the Board and senior management of HKDC direct on key issues, and participate in the meetings of the Board and its committees.

### **Office administration of CreateHK**

16. The proposed AH(1) will also help oversee the financial and human resource management as well as office administration of CreateHK, the workload of which has increased over time. For instance, the actual expenditure of CreateHK has increased by almost 20% from \$179 million in 2010-11 to the revised estimate of \$212 million in 2011-12. The size of its

workforce has also doubled to over 60 staff since the establishment of CreateHK, comprising various civil service grades and non-civil service contract staff.

### **Rationalising directorate support for H of CHK**

17. In submitting to the Establishment Sub-committee of the Legislative Council the proposal to establish CreateHK and create a one-grade rank of H of CHK vide EC(2009-10)1, the Administration envisaged, and Members noted, that H of CHK would be underpinned by two directorate officers or equivalent, i.e. AH(1) and SG(FDC) cum AH(2). We were then considering that upon the merger of the Office of the Telecommunications Authority (OFTA) and the Broadcasting Division of the Television and Entertainment Licensing Authority (TELA) to form the Office of the Communications Authority, a D2 officer could be spared for redeployment to CreateHK. Having reviewed the work load of OFTA and TELA, however, redeployment was no longer practicable. As such, we would need to seek approval for the creation of a new directorate post.

18. With the proposed AH(1) to provide relief for H of CHK, the latter would be able to supervise CreateHK's work from a macro level, set strategic goals for different sections of CreateHK, and formulate long-term policies to drive the development of the creative economy. H of CHK will also be able to devote more time on strategic issues pertaining to creative industries, such as the longer term options for HKDC to achieve financial sustainability, and the sustainable development of the film industry; and the future operation of creative clusters such as the InnoCentre and the Former Police Married Quarters on Hollywood Road.

19. We consider it appropriate for the proposed AH(1) post to be pitched at the rank of SPEO (D2) given the nature of the support required and the complexity involved. An SPEO will bring with him rich experience and skills in terms of programme execution, resource management and administration of funding schemes and support. This also ensures that the proposed AH(1) will have sufficient experience and independence in policy and strategy formulation, engaging senior figures of creative industries, and representing the Government in negotiating with the authorities outside Hong Kong over CEPA and other economic collaboration initiatives.

### **Establishment under the proposed post of AH(1)**

20. There are currently 18 non-directorate civil service officers and 9 non-civil service contract staff in the Industry Support, Design, Digital Entertainment and Administration sections. They report directly to H of CHK. Under the proposal, these sections will be put under the purview of the proposed AH(1) post.

### **Alternatives considered**

21. We have carefully examined the existing directorate staffing of CTB (including CreateHK). SG(FDC) is already fully stretched in overseeing the specialised function and operation of the Film Services Office of CreateHK, and has no spare capacity for sharing out the work of other creative sectors. Looking beyond CreateHK, CTB has two directorate officers at D2 level. Principal Assistant Secretary for Commerce and Economic Development (Communications and Technology)A is fully committed to handling matters relating to broadcasting and control of obscene and indecent materials. Principal Assistant Secretary for Commerce and Economic Development (Communications and Technology)B is heavily engaged in matters in respect of telecommunications and the establishment of the Communications Authority. Having regard to the already stretched directorate staffing and service needs under the purview of CreateHK and CTB, it is operationally not possible for other officers of comparable ranks in CreateHK or CTB to take up the duties of the proposed AH(1). If the SPEO post could not be created, the directorate support would remain inadequate, which would affect the effective and efficient operation of CreateHK and in turn the Government's support for creative industries in the long run.

### **FINANCIAL IMPLICATIONS**

22. The proposed creation of an SPEO post will bring about an additional notional annual salary cost at mid-point of \$1,611,600. The additional full annual average staff cost, including salaries and staff on-cost, is \$2,156,000. CTB will absorb the additional expenditure from within their resources in 2012-13 and will include necessary provision in the Estimates of subsequent years to meet the cost of the proposal.

## **WAY FORWARD**

23. Subject to Members' views, we will consult the Standing Committee on Directorate Salaries and Conditions of Service and seek the Establishment Sub-committee's endorsement on the proposed creation of a permanent SPEO post under CreateHK.

Communications and Technology Branch  
Commerce and Economic Development Bureau  
February 2012

## Job Description

### Assistant Head of Create Hong Kong (1)

**Rank:** Senior Principal Executive Officer (D2)

**Designation:** Assistant Head of Create Hong Kong (1)

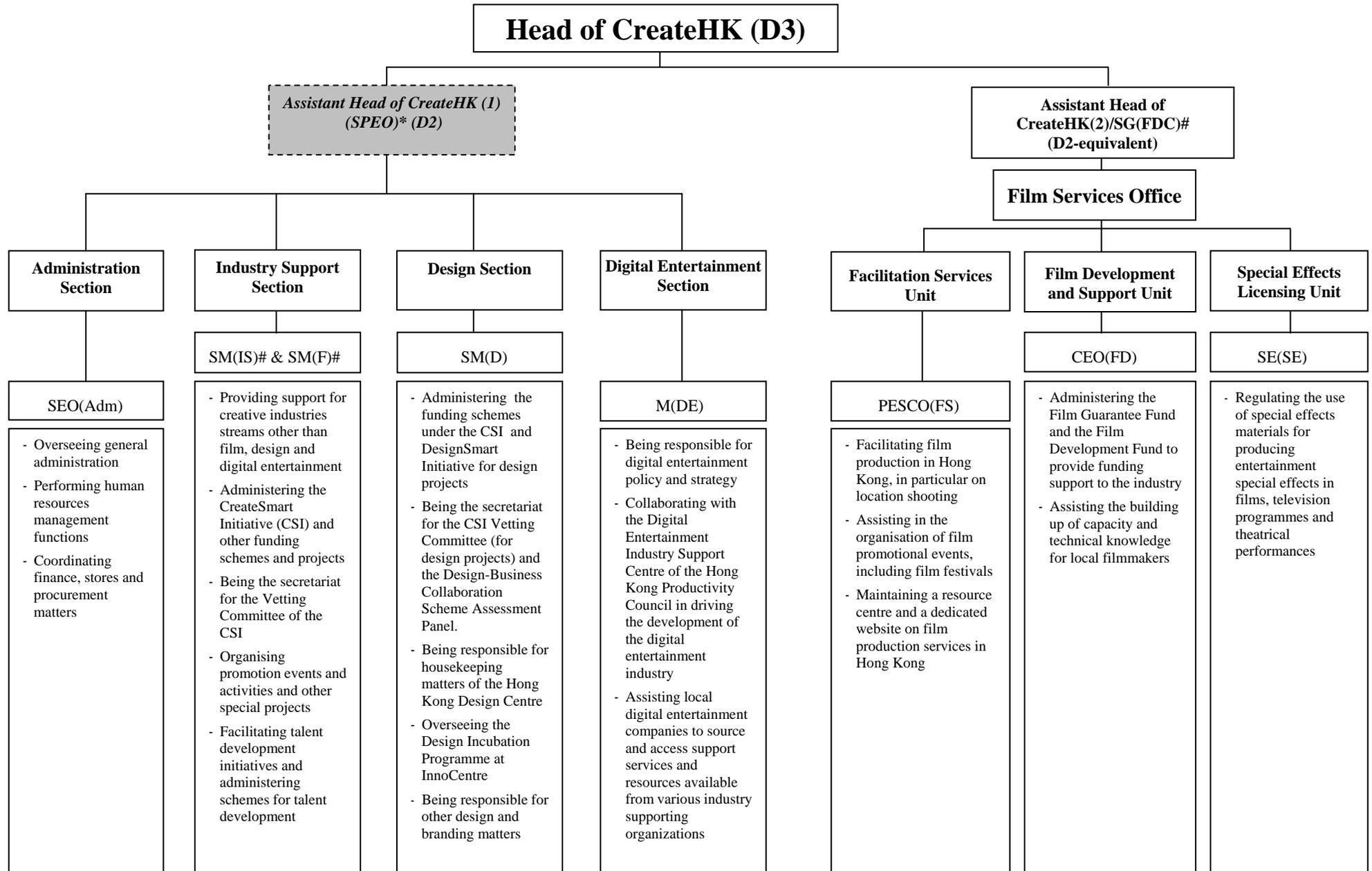
**Responsible to:** Head of Create Hong Kong (CreateHK)

#### Main Duties and Responsibilities –

- (i) To assist the Head of CreateHK in formulating strategies for the development of creative industries.
- (ii) To assist the Head of CreateHK in planning and implementing initiatives to drive the creative economy, and review the effectiveness of such initiatives.
- (iii) To assist the Head of CreateHK in liaising with the local creative industry and other public organisations as well as bodies outside Hong Kong and to explore collaboration opportunities with them to promote creative industries of Hong Kong.
- (iv) To assist the Head of CreateHK in overseeing the administration and management of the funding schemes established to promote the development of creative industries, as well as the secretariats serving the vetting committees and assessment panels of the funding schemes.
- (v) To support the Head of CreateHK in public relation efforts, including speaking at seminars and briefing local and overseas media.
- (vi) To be responsible for the housekeeping matters of the Hong Kong Design Centre and the matters relating to the Design Incubation Programme.
- (vii) To represent the Head of CreateHK or acting as his/her alternative at Board of Directors of the Hong Kong Design Centre and other boards/committees.
- (viii) To supervise the Administration Section of CreateHK and be responsible for overall planning, management and control of resources and manpower, as well as staff development and management.

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Proposed Organisation Chart of the Create Hong Kong (CreateHK), Communications and Technology Branch



Legend: \* The proposed SPEO post will be designated as Assistant Head of CreateHK (1). Heads of Industry Support Section, Design Section, Digital Entertainment Section and Administration Section, i.e. SM(IS), SM(F), SM(D), M(DE) and SEO(Adm) will report directly to Assistant Head of CreateHK (1).

# Non-civil service position

Abbreviations: SG(FDC): Secretary-General(Film Development Council); Senior Executive Officer(Administration); SM(IS): Senior Manager(Industry Support); SM(F): Senior Manager(Funding); SM(D): Senior Manager(Design); M(DE): Manager(Digital Entertainment); PESCO(FS): Principal Entertainment Standards Control Officer(Film Services); CEO(FD): Chief Executive Officer (Film Development); SE(SE): Senior Engineer(Special Effects)

## **Update on the Work of Create Hong Kong from January 2011 to December 2011**

CreateHK provides support to the local creative industries based on the seven-pronged strategy<sup>1</sup> formulated by the Government to drive the development of creative industries in Hong Kong. To this end, CreateHK is responsible for, among others, administering funding schemes which support the development of creative industries, supporting incubation programmes for the benefit of local creative start-ups, and offering one-stop support services for the trades.

### **Funding Schemes Administered by CreateHK**

2. The \$300 million CreateSmart Initiative (CSI) aims to provide financial support to initiatives that are conducive to the development and promotion of creative industries. Projects approved under the CSI include those which support small and medium enterprises (SMEs) engaged in creative industries and creative talents to participate in overseas exhibitions and competitions respectively to brand build their services and products.

3. Design-related projects used to be funded under the \$250 million DesignSmart Initiative (DSI). With effect from June 2011, design-related projects have been considered and funded under the CSI, with the exception of those projects funded under the Design-Business Collaboration Scheme (DBCS) of the DSI and the Design Incubation Programme (DIP). We informed this Panel in May 2011 vide LC Paper

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<sup>1</sup> The strategies are –

- a. training of local talent;
- b. supporting the development of start-up companies;
- c. developing local market;
- d. expanding Mainland and overseas markets;
- e. fostering a creative atmosphere within the community;
- f. developing creative clusters; and
- g. supporting the organisation of signature events to promote Hong Kong as Asia's creative capital.

No. CB(1)2134/10-11(01) of the consolidation of the DSI and the CSI, which arises from the Government's initiative to rationalise the funding arrangements for creative sectors. Approved design-related projects include conferences, workshops, exhibitions, design competitions and awards, training courses, etc.

4. The \$320 million Film Development Fund (FDF) finances the production of small-to-medium budget films, and provides funding support to the projects which are beneficial to the long-term and healthy development of the film industry. The FDF has continued to play a positive role in providing finance to small-scale film production companies for film production and nurturing film talent. Amongst the 10 film productions financed by FDF since the establishment of CreateHK, five were produced by small-scale film production companies, including independent production houses which do not have their own distribution network. Four directors and one producer took part in the production of feature film for the first time through the support of FDF.

5. As of end December 2011, CreateHK has committed \$321.29 million for the approved projects since its establishment in June 2009. The number of funding applications received and projects approved, as well as the total funding committed for the approved projects, is set out below -

<b>Funding Scheme</b>	<b>Number of funding applications received</b>	<b>Number of approved projects</b>	<b>Total funding committed for the approved projects (\$ million)</b>
<b>CSI</b>	182	70	146.44
<b>DSI</b>	243	164	61.32
<b>FDF (film-related projects)</b>	59	42	86.62
<b>FDF (film productions)</b>	27	10	26.91
<b>Total</b>	<b>511</b>	<b>286</b>	<b>321.29</b>

## **Incubation Programmes Supported by CreateHK**

6. The DIP operated at the InnoCentre since early 2006 provides start-up assistance for design SMEs through the provision of office facilities, training for business development, and other assistance such as consultancy services. The Cyberport Digital Entertainment Incubation-cum-Training Scheme (IncuTrain) was set up in early 2006 with a focus on enterprise development. It offers rent-free office, consultancy services and training to help SMEs and start-ups commercialise their creative ideas and develop their business, forming a cluster of creative digital media and content enterprises at the Cyberport. Key figures in respect of the two incubation programmes as of end December 2011 are set out below -

<b>Incubation Programmes</b>	<b>Number of Incubatees</b>	<b>Number of Intellectual Property Attained</b>	<b>Number of Awards Attained</b>
DIP	100	59	51
IncuTrain	100	100	82
<b>Total</b>	<b>200</b>	<b>159</b>	<b>133</b>

## **Support for the Local Creative Industries**

7. CreateHK has since establishment rendered assistance and support to some 140 promotional programmes, which have attracted more than 2.7 million participants from Hong Kong and more than 50 countries and regions. These programmes range from annual signature events, including Entertainment Expo, DETOUR and Business of Design Week, to inaugural events such as Hong Kong Asian-Pop Music Festival, Asia Online Game Awards, Fashion Visionaries, Toys Paradise – Creativity and Toy Culture of Hong Kong and many others.

8. Over the years, Government's funding support provided through CreateHK has directly created close to 1 300 job opportunities. Some further 4 300 job opportunities have been indirectly created as a result of the implementation of these projects. More than 1 000

full-time and part-time staff have been engaged by the incubatees of DIP and IncuTrain during the incubation period. Separately, close to 3 000 study and training opportunities have been created as a result of CreateHK's sponsorship or support.

9. In general, participants of those programmes sponsored by CreateHK have positive feedback on the programmes. CreateHK will continue to ask sponsorship recipients to carry out participants' satisfaction survey so as to facilitate CreateHK's assessment of the value for money in respect of Government's sponsorship provided.

10. In 2011, CreateHK continued to work with members of the trades in promoting the development of creative industries. In particular, we sponsored programmes that help nurture the next generation of creative talent. We have been vigorously promoting accomplishments of Hong Kong's creative industries to the Mainland, Taiwan as well as abroad and are committed to helping them explore new markets. We are also committed to assisting industry groups in organising major local creative events that attract enterprises, talents and academics related to creative industries from around the world to visit Hong Kong, thereby consolidating the city's status as Asia's creative capital.

### *Nurturing Talent*

11. With the support from the FDF, the one-year full-time Film Professional Training Programme, operated by the Federation of Hong Kong Filmmakers to train up much needed manpower for the local film industry, was successfully completed in the summer of 2011. More than 110 young persons graduated from the Programme, amongst which over 80% have joined the film sector after graduation.

12. The CSI sponsored the development of a teaching kit for the appreciation of architecture in secondary school curriculum; and the launch of the Hong Kong Digital Entertainment Industry New Graduate Support Scheme, which aims at nurturing new talents in animation, comics, digital game and post production and visual effect fields of the digital entertainment sector. Under the graduate support scheme, local digital entertainment companies will provide a one-year full-time

employment and on-the-job training for up to 60 graduate trainees.

13. CreateHK also provides financial support to facilitate participation of creative talents and creative works in renowned international competitions, so that our creative talents can gain exposure and recognition abroad, thus raising the profile of Hong Kong's creative industries and that of Hong Kong as a creative capital in the international arena. Designers, creative teams from advertising agencies, artists and producers of featured films, animated films and short films in international competitions who have benefit in this context have attained 73 awards since the establishment of CreateHK in 2009.

### ***Promotion outside Hong Kong***

14. CreateHK worked with the industries in organising promotional and business matching activities so as to help the creative sectors tap into the fast-growing Mainland market, as well as to facilitate exchanges with their counterparts in Taiwan. In addition to the "Creativity in Business" series held in Dongguan, Wenzhou and Fuzhou in July, August and September 2011 respectively, a large-scale promotional event, "SmartHK", was first held at Guangzhou in May 2011. Both events helped promote Hong Kong's expertise in design, branding, marketing and advertising to our potential clients in the Mainland. A delegation formed by Hong Kong designers also attended the 2011 International Design Alliance Congress Taipei held in October.

15. We supported Hong Kong's participation in major international exhibitions and events to promote our creative industries. For example, a touring exhibition was held at the Angoulême International Comics Festival and Paris in January and February 2011 respectively to showcase the development of Hong Kong comics and to initiate future collaboration between Hong Kong comic artists and European publishers. Hong Kong Pavilion was set up at the Beijing International Book Fair and Frankfurt Book Fair to showcase the creativity and accomplishment of Hong Kong's publishing and printing sectors.

16. On the film front, we assisted the overseas Hong Kong

Economic and Trade Offices (ETO) in organising Hong Kong Film Festivals in Malaysia, Singapore, New York and Washington DC to promote Hong Kong films in overseas markets. CreateHK collaborated with the Radio, Film and TV Administration of Guangdong Province and Macao Youth Federation in organising the 1st Guangdong Hong Kong Macao Youth Film Festival in January and February 2011 to enhance exchange and collaboration among the younger generation of film directors and producers of Guangdong, Hong Kong and Macau. It served as a platform to provide wider investment network for film projects initiated by young filmmakers in these regions. Through a series of promotional activities such as film shows, seminars and business matching sessions, we aimed to elevate the development of Chinese film industry as a whole. The film show of 20 screenings for 10 selected films conducted in Hong Kong attracted more than 800 young audiences whereas the seminars were attended by 160 members of the film industry from Hong Kong and the Mainland. The business matching sessions involved 65 projects with participation of more than 20 Hong Kong filmmakers.

17. CreateHK led a delegation of Hong Kong filmmakers to attend the Berlinale 2011 held in mid-February, in particular as special guests in the Capital Regions for Cinema event attended by filmmakers from Berlin, Paris, Rome and Madrid. The visit enhanced exchanges between filmmakers in Hong Kong and the European countries.

18. CreateHK collaborated with the Hong Kong Film Development Council (HKFDC) in organising the “Hong Kong Film New Action 2011 – Beyond Box Office Symposium” in March 2011 on online film distribution, cross-media collaboration and film investment for the stakeholders of the local film industry and related new media sectors, and guest speakers from the Mainland, Asian region, the United States and Europe to share their experiences and to explore business opportunities.

19. CreateHK participated in the Busan International Film Commission & Industry Showcase (BIFCOM) in October 2011 and set up a booth to showcase Hong Kong as a choice filming location as well as to update the latest development of the Korea film industry and to meet

with potential Korean film crews who intended to conduct location filming in Hong Kong.

20. We collaborated with the HKFDC in organizing a delegation visit to Taiwan with a view to facilitating Hong Kong film investors, Hong Kong younger generation film producers and filmmakers to participate in the Golden Horse Film and TV Film Project Promotion with their selected film projects during Taipei Golden Horse Film Festival in November 2011, and to participate in the activities of Golden Horse Awards Ceremony held at the same time as the film festival.

***Supporting the organisation of major creative events to promote Hong Kong as Asia's creative capital***

21. The year 2011 saw the organisation of some major creative events for the first time ever in Hong Kong. The hosting of SIGGRAPH Asia 2011 in December attracted more than 7 700 participants from over 50 countries or regions. The Hong Kong Asian-Pop Music Festival held in March and the Asia Online Game Awards held in August are new additions to Hong Kong's calendar of creative events. Other signature events include Make a Difference (MaD) Forum 2011 and the response exhibition to The 12th Venice Biennale International Architecture Exhibition in Hong Kong.

**Preview of CreateHK's Major Initiatives in 2012**

22. The Government has designated 2012 as "Hong Kong Design Year". A range of design-related events and programmes will be held throughout the year for our local community and visitors. As a presenter of the "Hong Kong Design Year", CreateHK will work with the organiser, Hong Kong Design Centre (HKDC), in making use of the platform to showcase Hong Kong's strengths as a regional design hub, foster the community's interest in design and celebrate design excellence and talent in Hong Kong.

23. In 2012, CreateHK will also continue to support creative industries on several fronts, as elaborated in the ensuing paragraphs.

### ***Nurturing talent and start-up***

24. In order to nurture design start-ups and talent to propel the further development of the design sector, the Government launched the DIP in 2006 under the DSI. It is considered that the DIP is a worthwhile cause and should be extended to support more design start-ups. As HKDC has been Government's strategic partner in promoting design in Hong Kong and has good understanding of the needs of the design community, it stands in a good position to take on the operation of the second phase DIP. Subject to approval by the Finance Committee of the Legislative Council for the funding required of the second phase DIP, HKDC will recruit no less than 60 incubatees within three years starting from May 2012.

### ***Supporting the organisation of signature events***

25. CreateHK will sponsor the Hong Kong Asian-Pop Music Festival 2012, which will be hosted in Hong Kong again in March 2012 and feature music performers and contestants from Hong Kong, the Mainland, Taiwan, Japan, Korea, Malaysia and Singapore. The show is expected to reach out to over 10 million viewers through its broadcast in the participating Asian countries and territories.

26. CreateHK sponsors, under the CSI, the staging of the Hong Kong exhibition of the Hong Kong-Shenzhen Bi-City Biennale of Urbanism and Architecture 2011/2012, which will be organised during February to April 2012. A wide range of architectural projects and urban designs will be exhibited with the aim to enriching cultural life in Hong Kong and arouse wider public interests in art, design, architecture, and city development of Hong Kong.

27. Under the CSI's sponsorship, the Avenue of Comic Stars will be set up in Kowloon Park to display the figurines of Hong Kong comics characters and symbols of selected comics artists for two years starting August 2012, with the aims to foster the creative atmosphere in the community, expand the market of Hong Kong comics and promote Hong Kong comics to the Mainland and overseas. The Avenue of Comic Stars is expected to attract over 800 000 visitors.

***Promoting market and branding development, and facilitating industry exchange in the Mainland and Taiwan***

28. CreateHK will participate in the Hong Kong International Film & TV Market (Filmart) 2012, which is a premier film industry event in Asia and one of the world's leading events of its kind. The 2011 edition attracted over 590 exhibitors and over 5,000 visitors from 54 countries and regions. CreateHK will make use of the platform of Filmart to promote Hong Kong's film industry by setting up a promotional booth and organising a symposium on the model of "multi-media, cross platform" and business matching activities.

29. We will make use of Wuhan's "Hong Kong Week", which will be held in April this year to promote Hong Kong's brands and products and explore the Mainland market under the theme of "Vogue + Creativity". A Hong Kong Comics Pavilion will be set up in Wuhan during the Hong Kong Week to promote Hong Kong's comics industry.

30. We plan to collaborate with other Government bureaux/departments and public organisations to promote market and branding development, and facilitate industry exchange in the Mainland and Taiwan. For example, we will support the organisation of the Hong Kong Youth Film Festival in "Hong Kong Week" to be held in Taiwan in end 2012, to promote the film productions of Hong Kong new directors, including commercial feature films and short films, to young audiences in Taiwan and to open up more exposure opportunities for these directors. We will also explore with the organisations concerned the support which CreateHK can offer to "SmartHK" and "Creativity in Business" series, which will be held in Hangzhou and the Pearl River Delta region respectively this year.