

商務及經濟發展局
通訊及科技科

香港添馬添美道二號
政府總部西翼二十一樓



COMMUNICATIONS
AND TECHNOLOGY BRANCH
COMMERCE AND ECONOMIC
DEVELOPMENT BUREAU

21/F, West Wing
Central Government Offices
2 Tim Mei Avenue
Tamar, Hong Kong

本局檔號 OUR REF :
來函檔號 YOUR REF :
電話 TEL. NO. : (852) 2810 2713
傳真 FAXLINE : (852) 2511 1458
電子郵件 E-mail Address: ichchang@cedb.gov.hk

4 June 2014

Ms YUE Tin-Po
Clerk, Panel on
Information Technology and Broadcasting
Legislative Council
Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Ms Yue,

**Briefing by the Secretary for Commerce and Economic Development
on relevant policy initiatives featuring in the
Chief Executive's 2014 Policy Address**

We write in response to Members' request raised at the special meeting of the Legislative Council Panel on Information Technology and Broadcasting held on 28 January 2014 for the Administration to provide information on its efforts to facilitate Hong Kong's publishing industry in developing the Mainland market, including efforts undertaken under the Mainland and Hong Kong Closer Economic Partnership Arrangement ("CEPA").

Create Hong Kong of the Commerce and Economic Development Bureau has been providing support to the publishing sector of Hong Kong mainly through the CreateSmart Initiative (“CSI”). For example, the CSI provided funding support to the Hong Kong Publishing Federation and the Hong Kong Printers Association for setting up Hong Kong pavilions at the Beijing International Book Fair from 2011 to 2013 and the South China Book Festival held in Guangzhou in 2013. This allows Hong Kong publishers to promote their latest and award-winning publications to the Mainland market, facilitates business matching and creates networking opportunities. Since 2013, Hong Kong publishers have been allocated designated areas within the Hong Kong pavilions so that they could directly promote their work and services to buyers.

CEPA is the most liberalised free trade agreement signed by the Mainland. However, there is no provision under CEPA which allows Hong Kong companies to publish publications in the Mainland. Hong Kong books have to be imported through authorised publication import agents of the Mainland. Over the years, the Government has been lobbying the Mainland authorities concerned to further relax the requirements for access to the Mainland publishing market by Hong Kong publishers. We will continue to follow up this issue.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ivanhoe Chang', with a large, stylized initial 'I'.

(Ivanhoe Chang)

for Secretary for Commerce and Economic Development