

**For discussion
on 9 January 2017**

**Legislative Council Panel on
Information Technology and Broadcasting
Update on the Work of Create Hong Kong**

PURPOSE

This paper updates Members on the work of Create Hong Kong (CreateHK) in 2016.

OVERVIEW

2. Based on the statistical framework which takes into account only those creative sectors under the purview of CreateHK¹, the value added of Hong Kong's creative industries in 2015 was \$57 billion. From 2005 to 2015, the value added of creative industries in nominal terms increased at an average annual rate of 5.4%. Creative industries' share of Hong Kong's GDP was 2.4% in 2015.

3. It is the Government's vision to entrench Hong Kong's position as a trend setting creative hub where investors and buyers would look for high-value business opportunities, products, services and talents. To drive the development of creative industries, our current areas of focus are –

- (a) **talent and start-up nurturing** (i.e. a nurture-based ladder of capacity-building support initiatives targeting graduates, practitioners and start-ups);
- (b) **market development** (i.e. bringing “high value” customers to Hong Kong, and taking our talents and products to the Mainland and overseas markets); and

¹ The statistical framework adopted by the Census and Statistics Department for creative industries covers 11 cultural and creative sectors: (1) art, antiques and crafts; (2) cultural education and library, archive and museum services; (3) performing arts; (4) film, video and music; (5) television and radio; (6) publishing; (7) software, computer games and interactive media; (8) design; (9) architecture; (10) advertising; and (11) amusement services. Statistics pertaining to creative industries quoted in this paper represent a sub-set of the statistics of cultural and creative industries.

- (c) **promotion of cross-sectoral and cross-territorial collaboration** (i.e. encouraging crossover collaboration, and strengthening ties between Hong Kong and other countries/cities to facilitate sharing of experiences, exchange and collaboration).

4. Through the CreateSmart Initiative (CSI) and the Film Development Fund (FDF), CreateHK provides funding support to programmes and events initiated by the trade and relevant stakeholders to drive the development and promotion of Hong Kong's creative industries. CreateHK also works closely with the Hong Kong Design Centre (HKDC) and the Hong Kong International Film Festival Society (HKIFFS) and provides them with funding support to promote design and film appreciation respectively.

5. As at end December 2016, the FDF has supported 26 film production projects and 130 film-related projects with approved funding of \$70 million and \$221 million respectively since the establishment of CreateHK in June 2009. During the same period, \$785 million² in total has been committed under the CSI to support programmes categorised into the following three areas –

- (a) Nurturing talents and supporting start-ups \$313 million
- (b) Exploring markets \$237 million
- (c) Fostering a creative atmosphere..... \$235 million

Information pertaining to the number of applications received and approved as well as the funding committed under the CSI and FDF in the past three years is set out in **Annex 1**. CreateHK's key performance indicators showing the position as at end September 2016 are set out at **Annex 2**. Information pertaining to the key programmes funded by CreateHK in 2016 is set out in **Annex 3**.

REVIEW OF THE WORK OF CREATEHK IN 2016

Support for the film sector

6. In 2016, CreateHK continued to work with the Film Development Council to promote the development of the film industry.

² Some \$2 million has been separately committed under the CSI for promoting use of local design services among small and medium enterprises under the Design-Business Collaboration Scheme (DBCS). The DBCS has ceased to accept application since 1 January 2016. We briefed this Panel on 17 July 2015 vide LC Paper No. CB(4)1212/14-15(07) on the discontinuance of the operation of the DBCS.

Encouraging more local film production

7. FDF supports commercial film productions through the Film Production Financing Scheme (FPFS) and the Film Production Grant Scheme (FPGS)³. In 2016, CreateHK has continued to encourage more local commercial film productions through both schemes. Two movies co-financed by FDF were under production while one movie (namely “The Moment”) was screened in 2016. Since the launching of the FPGS in 2015, FDF has subsidised the production of three local movies and created 195 job opportunities⁴. However, no box office record is available for those film projects approved in 2016 as they have not yet been theatrically released.

Nurturing film production talent

8. The First Feature Film Initiative (FFFI), a talent nurturing initiative launched in 2013 under which the Government provides full subsidy to new directors for producing their first feature-length commercial films, has had a successful year in 2016. The first edition of FFFI has awarded funding to three projects, namely “Weeds on Fire”, “Mad World” and “Opus 1”. With the gradual completion of production of the film projects it funds, the FFFI has proved its worth in discovering new film talents and grooming new directors. “Weeds on Fire” was commercially released in Hong Kong in August 2016 and achieved a box office of about \$4.7 million. “Mad World”, on the other hand, has been recognised by the film trade for its quality and won two awards at the 2016 Golden Horse

³ FDF was first approved vide FCR(98-99)47 by the Finance Committee (FC) of the Legislative Council for setting up in April 1999 for a period of five years with an initial commitment of \$100 million to support projects conducive to the long-term development of the film industry of Hong Kong. In March 2005, FC approved vide FCR(2004-05)48 the revival of FDF with a commitment of \$20 million. In July 2007, the Government further increased the commitment for FDF by \$300 million and expanded its scope to set up the FPFS. The Government further increased the commitment for FDF by \$200 million in May 2015 to set up the FPGS, and by \$20 million in June 2016 to enhance funding support for Hong Kong-produced Cantonese movies distributed in the Mainland.

FPFS provides financing to low-to-medium budget films with production budget not exceeding \$25 million per film. Government’s contribution of financing is up to 40% of the approved budget or the actual production cost, whichever is the lower, and capped at \$6 million per movie. FPGS provides subsidy to low-budget film productions with production budget not exceeding \$10 million per film. The grant is capped at 20% of the approved production budget or actual production cost, whichever is the lower. Previous discussions at this Panel and the FC have in general highlighted the importance of having a commercial element in those movies supported by FDF.

⁴ FPGS was launched in November 2015 and the first batch of applications was approved in March 2016. The number of job opportunities created refers to the basic production crew and major casts. If other crew members involved on a part-time basis are counted, the number is 510.

Awards⁵. The film production work in respect of “Opus 1” had just been completed in late 2016.

9. The two winning teams of the second edition of FFFI commenced shooting of their films in 2016. Their film productions are expected to be completed in 2017. As for the third edition of FFFI, selection of winning projects is underway and results are expected to be announced in January 2017.

Promoting film appreciation among students and young people to build up audiences

10. CreateHK works closely with HKIFFS on the front of audience cultivation. The Hong Kong International Film Festival (HKIFF), mainly funded by the Government, is an annual signature film appreciation programme. HKIFF 2016 presented 369 screenings of 248 film titles from more than 60 countries/region and attracted over 80 000 viewers. Government’s funding support has allowed for Chinese subtitling for international films shown at HKIFF, subsidising students’ admission to film festival screenings and organising various “Film Plus” programmes which enable young people to watch high quality films and participate in post-screening discussions with film professionals.

11. In December 2016, screening facilities at the North District Town Hall (NDTH) commenced operation after completion of the relevant installation and upgrading works to allow movie screening. The project was jointly initiated by CEDB and the Home Affairs Bureau to promote film culture through encouraging movie-going and participation in related activities among residents. The screening facilities would also make it convenient for residents of North District to watch movies in their own district. To tie in with the launching of the screening facilities, CreateHK and the HKIFFS have jointly presented a film screening programme, "Cine-rama@North District Town Hall", which will run for about a year and half. There will be free screenings of classic and quality movies in different genres as well as post-screening talks to enhance understanding of film culture among movie-goers.

Driving Hong Kong’s development as a film financing platform in Asia and promoting the brand of “Hong Kong Films”

12. CreateHK has continued to provide funding support to the Hong Kong Trade Development Council (HKTDC) for promoting

⁵ Mr Wong Chun and Ms Elaine Jin won Best New Director and Best Supporting Actress respectively at the Golden Horse Awards 2016 with "Mad World".

Entertainment Expo Hong Kong 2016. As a key part of the Entertainment Expo, the Hong Kong International Film & TV Market (FILMART) organised by HKTDC serves as the largest marketplace in Asia offering a cross-media and cross-territorial trade and networking platform covering film financing, post-production, digital entertainment, licensing, etc. In 2016, FILMART attracted more than 800 exhibitors from over 30 countries and regions and over 7 300 visitors.

13. CreateHK also funds the Hong Kong - Asia Film Financing Forum (HAF), which is a major film financing platform matching filmmakers with financiers, producers, bankers, distributors and buyers. HAF is another key programme of the Entertainment Expo. In HAF 2016, 28 film projects from 14 countries or regions (including four Hong Kong production or co-production projects) were selected for showcasing and 867 business matching meetings held. Some 1 000 visitors from 38 countries joined the HAF. As at 31 October 2016, 17 out of 59 film projects showcased in HAF 2014 and HAF 2015 have completed production, representing a success rate of 29%. As it takes time for business deals to materialise, the success rate for HAF 2016 has yet to be known.

14. CreateHK has since 1 July 2016 enhanced support for Hong Kong-produced Cantonese movies distributed in the Mainland by increasing the maximum amount of subsidy covering expenses incurred for distribution and publicity in the Mainland from \$250,000 to \$500,000. CreateHK has so far received one application since the introduction of the enhanced support measure⁶. CreateHK also organised a film show in Guangzhou to promote Hong Kong movies, and assisted the Hong Kong Economic and Trade Offices to organise Hong Kong film festivals in Changsha and Wuhan.

Location shooting and special effects materials

15. CreateHK facilitates production of local and overseas film and television programmes in Hong Kong. In 2016, CreateHK handled 2 073 filming enquiries and followed up on 605 requests for assistance raised by 184 production crews, including 23 non-local film crews, on matters such as location scouting, obtaining permission for location filming in public or private premises, lane closure, etc.

16. CreateHK also performs statutory functions of issuing licences on the use of special effects materials (e.g. pyrotechnics and inflammable

⁶ It takes time for applicants to submit audited accounts on the promotional and distribution expenses incurred in the Mainland and documentary proof on the number of cinemas which have screened the movies concerned.

materials) in production of films, television programmes and other entertainment programmes. In 2016, CreateHK issued 1 557 licences for the use of special effects materials in the production of the above-mentioned programmes.

Support for the non-film creative sectors

17. In 2016, CreateHK continued to support the non-film creative sectors (i.e. advertising, architecture, design, digital entertainment, music, television and printing and publishing) mainly through the CSI. It also collaborated with HKDC and various design-related bodies on the front of design⁷.

Nurturing talents

18. CreateHK supports initiatives that promote the manpower development of creative industries. More specifically, with support from CreateHK, mainly through the CSI –

- (a) Digital entertainment and digital advertising companies have offered graduates of selected creative disciplines internship opportunities which comprise one-year full-time employment and on-the-job training. Since the launch of the relevant programmes in 2011, 176 graduates have benefitted from the relevant programmes and 122 of them continue to pursue a career in creative industries. In 2016, 52 additional interns have been admitted under the programmes concerned;
- (b) The Hong Kong Interior Design Association has since 2015 introduced a two-year programme, which covers a mentorship scheme for fresh graduates and young interior design practitioners. Sixty-three mentees have been recruited so far. Other components of the programme include course development on interior design in collaboration with post-secondary education institutions, professional development programmes for practitioners, etc.;
- (c) CreateHK has continued to sponsor programmes such as the Knowledge of Design Week (KODW) to enrich the knowledge of design practitioners and the business community;

⁷ Paragraphs 18 to 21 of the paper below mainly focus on the non-film sectors in general. Further details of the CreateHK's work in 2016 to promote design, such as the Business of Design Week (BODW) and the Design Incubation Programme, which relate to the work of HKDC, will be covered under a separate agenda item on the work of HKDC later this year.

- (d) Eleven winners of the Hong Kong Young Design Talent Award 2016 will receive funding support of \$250,000 or \$500,000 to pursue work attachment in overseas design companies for six to 12 months in 2017. Winners of the CreateSmart Young Design Talent Special Award, i.e. those who receive funding support of \$250,000, may also opt for further overseas study; and so far two winners have tentatively indicated their plan to pursue further study overseas;
- (e) Creative talents have participated in overseas advertising and short film festivals/competitions. For example, 12 local talents attended the Clermont-Ferrand International Short Film Festival and Market in France to showcase their award-winning short films. Two local animators have received subsidies from CreateHK to join a one-week training programme at the Walt Disney Studio in Los Angeles in September 2016; and
- (f) Award programmes and competitions such as DFA Awards, Hong Kong Smart Gifts Design Awards, EcoChic Design Award, etc. have been held to honour the achievement of creative talents.

Facilitating start-ups

19. CreateHK has funded programmes to support start-ups in the design⁸, animation, mobile game, advertising and music sectors. For instance –

- (a) The Animation Support Programme has continued to help start-ups/small companies produce original creative animation works, which will be showcased at FILMART and on television. Since the programme was launched in 2012, 50 start-ups or small companies have benefitted so far and another 15 have been further recruited in 2016;
- (b) The Mobile Game Start-ups Support Programme, which was launched for the first time in 2016, has subsidised 10 start-up companies to produce original mobile game content to showcase their creativity and technical capability;

⁸ As indicated in footnote 7, the Design Incubation Programme run by HKDC to promote design start-up will be covered in another paper for the Panel.

- (c) The Support Programme for Advertising and Music Talents (Microfilm Production) has offered funding support and mentorship to advertising production companies. Since the programme was launched in 2013, 48 start-ups or small companies have benefitted so far and another 18 have been further recruited in 2016; and
- (d) The Ear Up Record Label Creation and Incubation Programme has provided funding support for a talent nurturing scheme in the music sector to provide training on the development of an independent/small and medium enterprise (SME) label. The programme was launched for the first time in 2016, and benefitted 12 singers/bands and some 1 400 participants of the forums and music performances held in 2016.

Exploring markets

20. CreateHK has continued to assist local creative industries in exploring markets outside Hong Kong. With support from CreateHK –

- (a) HKTDC staged in 2016 two promotional campaigns in the Mainland, namely the SmartHK trade fair in Chengdu and the “Creativity in Business” seminar series conducted in Ningbo and Shenyang. SmartHK, which promoted Hong Kong’s total business solution to Mainland enterprises in terms of industrial transformation and upgrading, attracted some 11 000 trade visitors. A total of 36 SMEs engaged in creative industries such as advertising, branding, design, etc., out of a total of 158 participating companies including those from outside creative industries, benefitted from CreateHK’s subsidies for participating in the SmartHK trade fair. As for the “Creativity in Business”, it promoted Hong Kong’s advertising, design, branding and marketing services to potential clients in the Mainland. Some 38 companies have benefitted in 2016;
- (b) The publishing and printing sector has participated in major international book fairs such as the Taipei International Book Exhibition, Bologna’s Children’s Book Fair and the Frankfurt Book Fair. 211 companies have benefitted in 2016, compared to 198 in 2015;
- (c) A Hong Kong Exhibition was set up at the 15th Venice Biennale International Architecture Exhibition to showcase a wide range of architectural projects and urban designs from Hong Kong between May and November 2016; and

- (d) Two comics artists have participated in the 2016 Angouleme International Comics Festival in France, which is the largest comics festival in Europe.

Fostering a creative atmosphere

21. CreateHK supports the staging of creative events in Hong Kong to foster a creative atmosphere in Hong Kong and raise awareness of the achievements of the local creative industries among the general public. In 2016, CreateHK supported the staging of several programmes, such as the Hong Kong Asian Pop Music Festival, deTour, the Second Hong Kong-Shenzhen Design Biennale, etc. CreateHK also supported Phase 2 of the Hong Kong Avenue of Comic Stars in Kowloon Park to give a new look to the Avenue starting from January 2016, as well as Ani-Com Park@Harbour“Fun” (the Ani-Com Park) near the Golden Bauhinia Square in Wanchai, which was opened in end April 2016 and showcased figurines of animation and comics characters. CreateHK also funded the 17th Asian Congress of Architects held in Hong Kong in September 2016.

Performance pledges of the CSI

22. CreateHK pledges to notify project applicants of the application and evaluation result within 50 working days after receipt of full information of the applications and the completion reports respectively. Among the 112 projects in respect of which the project applicants have been informed of the application results in 2016, 106 (95%) met the performance pledge. Among the 42 projects in respect of which the project applicants have been informed of the evaluation results in 2016, 32 (76%) projects met the performance pledge. Failure to meet the performance pledges is mainly attributable to the growing complexity of funding applications and hence the need to take longer time to process. CreateHK will closely monitor the situation and seek to expedite the processing of funding applications and completion reports in future.

Fashion Initiatives

23. The Government announced in the 2016-17 Budget that it would implement the following three proposals of the Advisory Group on Implementation of Fashion Initiatives –

- (a) strengthening promotion of local fashion designers and emerging fashion brands in Hong Kong and overseas;

- (b) establishing an incubation programme for fashion designers; and
- (c) setting up a resource centre to provide technical training and support for young designers.

24. To provide exposure opportunities to local fashion brands and designers and increase public awareness of local fashion design, CreateHK sponsored a number of fashion events both locally and overseas in 2016. These include the Hong Kong Young Talent Alumni Fashion Show; a fashion show and exhibition featuring fashion pieces created with smart textile; a fashion show featuring both established and up-and-coming designers; a fashion exhibition staged in Taipei, etc. CreateHK also provided funding support to Fashion PMQ, a business-to-customer fashion event in September 2016 to complement CENTRESTAGE organised by HKTDC; and Fashion Asia 2016 Hong Kong, which consists of large-scale fashion forum and an exhibition featuring ten Asian designers. With funding support from CreateHK, eight and ten emerging designer brands set up a showcase and present their works in a catwalk during the Paris Fashion Week held in March and October respectively last year.

25. In response to the views expressed by the industry and with funding support from the Trade and Industry Department, the Clothing Industry Training Authority has set up a sample development centre which has commenced operation since November 2016.

26. Regarding the incubation support for fashion designers, resources have been earmarked resources for the Fashion Incubation Programme which will be organised by HKDC. The programme aims to admit a total of 15 incubatees in the coming three years.

Promotion of cross-sectoral and cross-territorial collaboration

27. Cross-sectoral and cross-territorial collaboration are important in fostering the further development of Hong Kong's creative industries. Hong Kong annually hosts creative signature events, such as BODW, HKIFF, the Entertainment Expo (including FILMART). These events draw creative talents and buyers from different parts of the world to Hong Kong and, more importantly, help build up the 'Hong Kong Brand'. Funding support for these events which carry creative industry focus and are cross-sectoral and cross-territorial in nature is mainly provided by the CSI. These signature events help enshrine and strengthen Hong Kong's role as a key exchange conduit between the Mainland and the rest of the world and a major business development platform for creative industries in the region.

28. Strengthening our ties with other countries or regions also helps facilitate networking, promote the brand of “Hong Kong Creative Hub” and open up new markets for Hong Kong. Apart from establishing ties with the 12 BODW partner countries or cities, we have been working closely with cities in the Pearl River Delta, e.g. Guangzhou and Shenzhen, and have in recent years furthered our ties with the Republic of Korea. Over the past few years, Hong Kong has entered into Memoranda of Understanding or co-operation agreements on creative industries with the Guangdong Province, Shenzhen and Korea. CreateHK will continue to foster links with other countries, regions or cities, with a view to creating more business and networking opportunities for the local creative industries.

29. In the coming year, CreateHK will continue to, through the CSI, fund projects with a view to nurturing talents, developing our markets and promoting cross-sectoral and territorial collaborations.

Commerce and Economic Development Bureau
January 2017

Annex 1

**Funding Status of the CreateSmart Initiative (CSI) and
the Film Development Fund (FDF)
from 2014 to 2016**

		2014	2015	2016
CSI	Number of applications received	78	75	80
	Number of projects approved	42	51	42
	Total approved amount	\$93.2 million	\$123.0 million	\$235.6 million (including approved funding of \$106.5 million for Phase 3 of the Design Incubation Programme and the Fashion Incubation Programme)
FDF	Number of applications received	29	36	40
	Number of projects approved	22	27	18
	Total approved amount	\$35.3 million	\$43.7 million	\$28.5 million

Key Performance Indicators of Create Hong Kong**(A) Projects organised or sponsored by Create Hong Kong (“CreateHK”)**

(Cumulative position up to end September 2016 since the establishment of Create Hong Kong in June 2009)

		CreateSmart Initiative (“CSF”)	Others¹	Total
(Percentage changes against the position up to end December 2015 last reported to the Panel in March 2016.)				
a.	Number of approved projects	295 (+13%)	290 (+9%)	585 (+11%)
b.	Number of participants	About 14.0 million (+26%)	About 10.5 million (+5%)	About 24.4 million (+16%)
c.	Number of directly created job opportunities ²	2 060 (+12%)	2 140 (+10%)	4 200 (+11%)
d.	Number of indirectly created job opportunities ³	9 880 (+18%)	5 710 (+6%)	15 590 (+13%)
e.	Number of small and medium enterprise (SME) beneficiaries	1 230 (+27%)	70 (+4%)	1 300 (+26%)
f.	Number of business contacts or enquiries created for SMEs	11 800 (+26%)	100 (-)	11 900 (+26%)
g.	Number of awards attained by creative talents who have participated in international competitions with funding support from CreateHK	71 (+3%)	108 (+1%)	179 (+2%)
h.	Number of nurturing opportunities created for creative talents and start-ups ⁴	37 100 (+14%)	2 300 (+2%)	39 400 (+13%)
i.	Number of TV audience reached out by those funded awards presentation and musical programmes	About 249.4 million (+9%)	About 2 016.8 million (+0.1%)	About 2 266.1 million (+1%)

Remark:

- (1) “Others” mainly cover those projects funded by Film Development Fund (“FDF”) and DesignSmart Initiative (“DSI”) as well as the projects directly conducted by CreateHK since its establishment in June 2009.
- (2) Directly created job opportunities refer to the job opportunities funded by CreateHK’s financial support.
- (3) Indirectly created job opportunities refer to the job opportunities generated by CreateHK’s funded projects but outside the scope of CreateHK’s financial support. They are estimated figures.
- (4) Number of nurturing opportunities created for creative talents and start-ups exclude those provided by the Design Incubation Programme, which will be separately covered in another report to be submitted to this Panel.
- (5) Figures may not add up to total due to rounding.

(B) Participants' satisfaction level towards the projects organised or sponsored by CreateHK

		CSI	Others	Overall
a.	Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	97%	98%	97%
b.	Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	92% - 97%	91% - 98%	92% - 97%
c.	Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i>	80% - 90%	72% - 89%	79% - 90%
d.	Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	91%	90%	91%

Remark:

- (1) "Others" mainly cover those projects funded by Film Development Fund ("FDF") and DesignSmart Initiative ("DSI") as well as the projects directly conducted by CreateHK since its establishment in June 2009.
- (2) The number of respondents was around 65 000.

(C) Number and funding amount of CSI's approved projects classified by strategic foci

		Cumulative total from June 2009 to December 2016	2016 only
a.	Nurturing talents and supporting start-ups	124 (\$313.0 million)	15 (\$142.3 million)
b.	Exploring markets	111 (\$236.9 million)	14 (\$35.7 million)
c.	Promoting Hong Kong as Asia's Creative Capital, fostering creative atmosphere and developing creative clusters	69 (\$234.6 million)	13 (\$57.6 million)
Total		304 (\$784.5 million)	42 (\$235.6 million)

(D) Film Production Financing Scheme under the FDF

		Cumulative total from June 2009 to December 2016	2016 only
a.	Number of approved projects	23	1
b.	Number of job opportunities created ¹	1 495	65
c.	Number of film directors who directed a film for the first time	11	1
d.	Number of producers who produced a film for the first time	16	0

Remark:

- (1) Number of job opportunities created refers to the basic production crew and major casts. The number of job opportunities created by the Film Production Financing Scheme is estimated to be 3 910 if other crew members involved on a part-time basis are counted.
- (2) Only the projects approved since June 2009 were counted.

Key programmes funded by CreateHK in 2016

Advertising	
<p>3rd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme</p> <p>The programme helped nurture talents for the digital advertising industry. Thirty-three graduates were recruited in 2016 for a one-year full time employment and on-the-job training by the participating advertising companies.</p>	 A group of seven people, four men and three women, are standing in a line in front of a large presentation board. They are dressed in business casual attire. The board behind them has various charts and text, likely related to the digital advertising industry.
<p>Support Program for Advertising and Music Talents (Microfilm Production)</p> <p>18 advertising production start-ups were provided with funding support to produce a microfilm, which features budding singers. The produced microfilms were promoted through FILMART, social media etc.</p> <p>Three microfilms have been invited to be screened at film festivals such as the Festival de Cannes Short Film Corner 2016 while two microfilms have attained the Best Micro-Movie Award in the Global Micro Movie Festival.</p>	 A large group of people, approximately 50-60 individuals, are posing for a group photo on a stage. They are arranged in several rows, with some sitting on the floor in front. The background features a large screen displaying a logo and text, and the stage is lit with warm lights.
Architecture	
<p>The 17th Asian Congress of Architects</p> <p>A two-day congress of the Architects Regional Council Asia (ARCASIA) was hosted for the first time in Hong Kong in September 2016.</p>	

The Hong Kong Institute of Architects also organised a five-day student exchange programme for around 220 architecture students from Hong Kong and other parts of Asia, and an exhibition showcasing exemplary works from the 19 member institutes of ARCASIA and winning entries of a student competition.



15th Venice Biennale International Architecture Exhibition (Hong Kong Exhibition)

13 work pieces contributed by 16 exhibitors were showcased in Venice. Up to mid-September 2016, the exhibition was covered by 25 local and international media channels and has attracted 18 000 visitors.



A response exhibition will be staged in Hong Kong in 2017.



Design

Business of Design Week (BODW) 2016

Chicago is the partner city of BODW 2016. Business leaders and creative masters offered their insights on design and architectural topics from urban renewal to public space use. BODW inspired participants on creative thinking and design management, and provided an important platform for facilitating idea exchange and business cooperation.



2nd Hong Kong - Shenzhen Design Biennale

The design biennale was held in Hong Kong from September and November 2016 to showcase the co-creation and collaboration between Hong Kong and Shenzhen. Programmes included workshops, exhibitions, seminars, pop-up shops, talks to engage design practitioners, business professionals, students and the general public.



Digital Entertainment

Grasping Vibrancy@Comix Home Base

The programme aimed at promoting animation and comics to a wider audience. The Hong Kong Comic Artists Original Scripts Joint Exhibition and the Hong Kong Comics and Animation Federation Open Day were held in July and August 2016, attracting a total of 12 700 visitors.



2nd Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme

The programme nurtured talents for the digital entertainment sector. In 2016, 19 graduates in digital entertainment related subjects were recruited for a one-year full time employment and on-the-job training by the participating digital entertainment companies.



Film

The 14th Hong Kong Asia Film Financing Forum

The Hong Kong Asia Film Financing Forum is a Hong Kong-based international collaboration platform for co-financing and co-production among filmmakers and financiers. Its 14th edition was held at Hong Kong Convention and Exhibition Centre on 14-16 March 2016. Over 1 000 filmmakers and financiers from 38 countries and regions participated in the event.



Hong Kong Film New Action 2016 - Film Facilitation and Production Services in the Pearl River Delta Region

Seminars and networking activities were held during FILMART 2016 from 14 to 17 March 2016 to publicise the competitive edges of the film facilitation and production services in Guangdong, Hong Kong and Macao, with a view to enhancing regional collaboration and branding the Pearl River Delta Region as a film production hub.



Music

Hong Kong Asian-Pop Music Festival

The Hong Kong Asian-Pop Music Festival is a core programme of the Entertainment Expo. The show consisted of music performance by top

artistes and music contest of top new artistes from eight countries/ regions in Asia, attracting over 7 000 live audience.

The show was broadcasted to places outside Hong Kong and could reach out to over 20 million audiences.



Ear Up Record Label Creation & Incubation Program

12 talented singers/bands have been recruited and provided with training in developing their independent/small and medium enterprise labels through nine workshops and three forums. The singers/bands also presented their original music on stage in a total of seven performances.



Printing and publishing

Participation in international book fairs

CreateHK sponsors the participation of the printing and publishing sectors in international and major book fairs by setting up Hong Kong pavilion in Frankfurt, Taipei and Bologna book fairs in 2016. Participating companies have benefitted from the opportunities to increase exposure and expand business networks as well as



<p>direct contacts with the readers.</p>	
<p>Workshops on new media and new forms of publishing</p> <p>A total of six workshops were organised in April 2016. Renowned local, Mainland and Taiwan industry practitioners and leading experts of publishing/transmedia production have been invited to share their experience on transmedia and different forms of publishing. The programme allowed some 670 participants to acquire new knowledge on transmedia publishing production and keep themselves abreast of the latest developments of the publishing industry.</p>	
<p>Television</p>	
<p>TV World 2016</p> <p>In the Opening Forum of TV World 2016, organised under the theme of “Belt & Road Business Opportunities for the Global TV Industry”, four overseas industry practitioners and professionals shared their insights on the market development of television-related industries.</p> <p>Workshops and discussion forums were also organised to allow local industry practitioners to gain a better understanding about the recent developments in the television industry and acquire knowledge on the latest television content production technology. Some 770 participants joined these programmes.</p>	