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**By email**

23 March 2021

Mr Daniel SIN  
Clerk, Legislative Council Panel on  
Information Technology and Broadcasting  
Legislative Council Complex  
1 Legislative Council Road  
Central, Hong Kong

Dear Mr SIN,

**Panel on Information Technology and Broadcasting  
Follow-up to Meeting on 11 January 2021**

At the Panel meeting held on 11 January 2021, the Chairman requested the Government to provide supplementary information to illustrate the effectiveness of the CreateSmart Initiative (CSI). The Government also undertook to provide supplementary information on the growth in number of establishments in the architecture, design and digital entertainment sectors over the past few years. The information is set out in the ensuing paragraphs.

## **Effectiveness of CSI**

The Government has been fostering the sustainable development of the various creative sectors through, among others, supporting worthwhile projects and programmes that are conducive to the sectors' development under CSI. To facilitate the evaluation of the effectiveness of CSI, 11 key performance indicators (KPIs) are adopted as detailed in Annex 2 of the Panel paper (CB(1)362/20-21(05)). Members may wish to note in particular that, as of end-September 2020, 25 140 job opportunities were created, benefitting 3 940 small and medium-sized enterprises, with around 71 800 nurturing opportunities being provided. For completed projects approved after April 2018 alone, over 1 000 business deals have been secured.

The Government fully recognises the importance of injecting new blood into the creative sectors. One of the strategic foci of the CSI is the nurturing of talents and facilitation of start-ups. For example, it has funded various incubation and internship programmes to train and support young persons for the digital entertainment, digital advertising and design industries, through which over 500 interns have graduated so far. The "Animation Support Programme" has admitted some 160 companies since its inception in 2012.

As regards the well-established Design Incubation Programme, some 290 incubatees have been recruited since its launch in 2012, with over 90% of incubatees graduated for two years still in operation. The creative talents and start-ups nurtured and supported through the various CSI-funded programmes would continue to flourish and contribute to the long-term development of the industries.

Flagship events funded by CSI, for example the "Business of Design Week", are now international iconic events of the design industry. Around 120 international awards have been attained by creative talents nurtured under various CSI-funded projects, including the renowned Red Dot Design Awards, iF Product Design Award, International Design Award and DigiCon6 ASIA Awards. Individual awardees have also been offered the opportunities to collaborate with multi-national brands and companies. These prestigious achievements not only have enhanced Hong Kong's international profile and our position as a world city of creativity and design, but also served as positive reinforcement to our local young and budding creative talents.

## Number of establishments in the architecture, design and digital entertainment industries

The number of establishments in the architecture, design and digital entertainment industries in the past five years are set out in the table below:

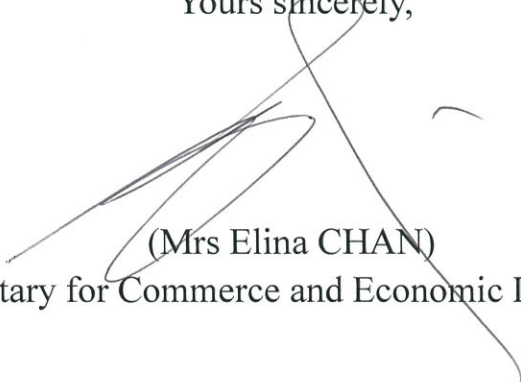
	2015	2016	2017	2018	2019
<b>Architecture</b>	1 300	1 340	1 410	1 480	1 540
<b>Design</b>	6 280	6 340	6 490	6 670	6 870
<b>Digital Entertainment</b>	4 790	4 910	5 180	5 450	5 570

*Source: The Census and Statistics Department (C&SD)*

*Note: Figures are rounded to the nearest ten. Figures in 2020 will be compiled by C&SD in early 2022.*

It is worth noting that the respective number of establishments with these three sectors have increased by 4.1%, 3.0% and 2.2% from 2018 to 2019, which are higher than the growth in the total number of establishments in Hong Kong (0.2%) during the same period.

Yours sincerely,



(Mrs Elina CHAN)  
for Secretary for Commerce and Economic Development