

**For discussion  
on 11 November 2024**

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

**Report on the Work of  
Cultural and Creative Industries Development Agency**

**Purpose**

This paper updates Members on the work of the Cultural and Creative Industries Development Agency (CCIDA) and Create Hong Kong (CreateHK) before restructuring in respect of the eight creative industries (including Hong Kong Design Centre (HKDC)) since 1 October 2023 and its future work plan.

**Overview of the Development of Cultural and Creative Industries in Hong Kong**

2. Cultural and creative industries<sup>1</sup> showcase Hong Kong's unique cultural landscape which help uplift Hong Kong's international image and status as well as serve as an important driving force for Hong Kong's economic development. In 2022, the added value of the cultural and creative industries was around \$122.1 billion, accounting for 4.5% of the Gross Domestic Product (GDP). The number of persons engaged by these industries was around 221 280, representing 6.1% of the total employment in Hong Kong. In particular, creative industries contributed 51.1% of the GDP of the cultural and creative industries and the number of persons engaged in creative industries accounted for 59.1% of the total employment in the cultural and creative industries in 2022.

**Establishment of CCIDA**

3. Since its establishment in 2009, CreateHK has been supporting the development of creative industries in the city, nurturing creative talent and start-ups, enhancing Hong Kong's creative image as a whole, fostering a creative atmosphere in the community, as well as promoting cross-sectoral and cross-genre collaboration.

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<sup>1</sup> Creative industries include film, advertising, architecture, design, digital entertainment, music, printing and publishing, and television.

4. To further promote the development of arts, culture and creative sectors as industries, we have completed the restructuring of CreateHK as CCIDA in June 2024 pursuant to the 2023 Policy Address. CCIDA is playing a more proactive and positive role to strengthen its support for the development of the arts, cultural and creative sectors, including identifying opportunities for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status. We will continue identifying suitable and promising projects in the sectors, promoting the application of cross-sectoral and cross-genre content, strengthening support to the industries for content distribution; further facilitating creation and production of cultural intellectual property (IP), facilitating cultural IP transactions, and exploring business and commercialisation opportunities to enhance economic benefits. CCIDA will continue to work closely as partners with the local cultural and creative sectors and proactively implement the industry-oriented principle to promote the development of arts, culture and creative sectors, with a view to generating economic impetus for the community and enhancing the cultural soft power of Hong Kong, in line with the Nation's 14th Five-Year Plan to position Hong Kong as an East-meets-West centre for international cultural exchange.

5. To promote the development of the cultural and creative industries, the Government set up the Film Development Fund (FDF) and the CreateSmart Initiative (CSI) to drive the development of the film industry and seven other creative sectors. So far, the Government has injected a total of \$2.9 billion and \$6.4 billion into FDF and CSI respectively to provide funding support for taking forward the initiatives and activities advocated and organised by creative industries and relevant stakeholders that are conducive to the development of local creative industries.

6. Key projects organised, co-organised and funded by CCIDA and CreateHK before restructuring are at **Annex 1**.

## **The Work of CCIDA in Support of Cultural and Creative Industries**

### ***(I) CSI***

7. To promote and facilitate the development of Hong Kong's creative industries, the four strategic foci of CSI include –

- (a) nurturing talent and facilitating start-ups;
- (b) exploring markets;

- (c) promoting cross-sectoral and cross-genre collaboration; and
- (d) fostering a creative atmosphere.

As at June 2024, CCIDA has committed a total of \$3.094 billion under CSI. The amount of funding granted to projects, the number of applications received and approved, and the relevant amounts of funding allocated under CSI in the past three years are at **Annex 2**.

### ***Nurturing Talent and Facilitating Start-ups***

8. Since 1 October 2023, examples of initiatives on nurturing talent and facilitating start-ups included the following –

- (a) Graduate Internship Programmes provided internship opportunities in digital entertainment and digital advertising industries for young graduates of relevant disciplines, including one-year full-time employment and on-the-job training. From its inception in 2011 to end June 2024, a total of 640 interns were admitted. In 2023, participating companies offered one-year full-time employment and on-the-job training to a total of 68 graduates;
- (b) Animation Support Programme supported start-ups and small companies to produce original creative animations, and to showcase their works in the Hong Kong International Film & TV Market. From its inception in 2012 to end June 2024, a total of 281 companies were recruited, including 30 companies recruited since October 2023;
- (c) Hong Kong Game Enhancement and Promotion Scheme was launched in 2019 to enhance the companies' ability to promote their games and increase product profitability. Four editions have since been launched, providing training and funding to a total of 48 emerging game companies, including 12 companies recruited since October 2023;
- (d) AI-Assisted Animation Production Pilot Scheme was launched in 2023. It provided subsidies to six selected local animation companies to produce six animation shorts with the assistance of artificial intelligence (AI), and matched each company with two interns to nurture new blood for the industry. Moreover, the Scheme subsidised the setting up of a Hong Kong Pavilion at the Annecy International Animation Film Festival held in France in June 2024 to showcase the competence of Hong Kong animation companies, and to facilitate exploration of overseas markets;

- (e) Make Music Work – Music Creation and Production Talents Nurturing Scheme was launched in 2019. Its third edition provided a series of support and training for 12 composers, 12 lyrics writers and 12 arrangers. They were matched with experienced music producers and singing units, and provided with a platform to release their original songs;
- (f) The Next Writer Publication Funding Scheme subsidised local emerging writers, who have never published or published their works for the first time in the past two years, to publish and promote their new works. Since its inception in 2020, three editions have been launched, supporting a total of 26 units of emerging writers. Nine units of successful emerging writers in the third edition were selected in July 2024. All award-winning works are expected to be published by mid-2025;
- (g) Hong Kong Comics Development and Promotion Support Programme provided funding support and professional mentoring to local comics companies and their artists to support the creation, publication and promotion of their original comics works. Since its inception in 2021, a total of 47 comics companies were recruited in the three editions launched, including 17 comics companies recruited since October 2023; and
- (h) 15 local young designers were trained to use the “AI-based Interactive Design Assistant for Fashion” in fashion design. A fashion show was held in London in July 2024 and another one, alongside an exhibition, will be held in Hong Kong in the first quarter of 2025 to showcase the project achievements.

### ***Exploring Markets***

9. Since 1 October 2023, examples of initiatives on exploring market included the following –

- (a) Funding was provided for Hong Kong Institute of Architects’ Roving Architecture Exhibitions to organise the response exhibition in Hong Kong in February 2024, after the 18th Venice Architecture Biennale in Venice, Italy; the exhibitions in Kuala Lumpur, Malaysia; and in Nanjing, to showcase the outstanding works of Hong Kong’s architecture industry;
- (b) Funding was provided for 30 local digital entertainment companies to drive delegations to take part in and set up a Hong Kong Pavilion at the

China International Cartoon and Animation Festival held in Hangzhou in May 2024, in order to provide a platform for the participating companies to showcase their intellectual properties and creative works, and assist them in exploring new markets in the Mainland;

- (c) Funding was provided for printing and publishing companies to participate in major international book fairs, including Frankfurt Book Fair in Germany in October 2023, Bologna Children's Book Fair (BCBF) in Italy in April 2024 and Beijing International Book Fair (BIBF) in June 2024 to expand Mainland and overseas markets;
- (d) Funding was provided for the industry to organise the “Go! Illustrators – Hong Kong Picture Books Illustrators at International Book Fairs Promotion Scheme” to assist eight emerging picture book illustrators to participate in the BCBF in April 2024, the BIBF in June 2024, and relevant picture book or illustration competitions, with a view to broadening their international horizons and expanding their markets. One of the selected picture book illustrators was shortlisted as the 16 finalists of the Silent Book Contest 2024<sup>2</sup>, being the first Hong Kong picture book illustrator to attain such outstanding achievement, while another selected picture book illustrator was invited by a foreign publisher to jointly publish a French version of her picture book;
- (e) Funding was provided for the industry to set up a Hong Kong Pavilion at the Augmented World Expo Europe to promote Hong Kong's cultural and creative industries via AI. Funding was also provided for 20 digital entertainment-related local companies to incorporate AI, extended reality (XR) and other technologies in cultural and creative projects, such as games, ArtTech, drones shows, etc. This is also one of the key initiatives on developing the Belt and Road (B&R) market;
- (f) Funding was provided for the industry to organise the “Colour · Method · Master: GBA ReCreates the World's Colour” project to formalise Colour Tone Value (abbreviated as “CTV”) initiated by Hong Kong as “Guangdong-Hong Kong-Macao Greater Bay Area (GBA) Standard”; and in the long-term, to establish CTV technology as China's mainstream printing colour control method, thereby solidifying China's position in the global printing industry;
- (g) Funding was provided for the industry to lead Hong Kong fashion designers to the Paris Fashion Week from late February to early March

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<sup>2</sup> The Contest, which is one of the major competitions of the BCBF, received a total of 250 entries from 57 countries in 2024.

2024 and Shanghai Fashion Week in March 2024 to open up the Mainland and overseas markets;

- (h) Funding was provided for the industry to participate in the Maison&Objet exhibition in Paris in January 2024, during which the works of 13 local designers were displayed to showcase Hong Kong's strength in design; and
- (i) Funding was provided for digital fashion initiative "FabriX" to set up an augmented reality try-on kiosk at the ComplexCon 2024 Hong Kong, a pop culture extravaganza debuting in Asia in March 2024, to showcase the virtual garments created by 11 designers from Hong Kong, the Mainland and overseas.

### ***Promoting Cross-sectoral and Cross-genre Collaboration***

10. Since 1 October 2023, initiatives on promoting cross-sectoral and cross-genre collaboration included the following –

- (a) Hong Kong Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme provided funding and mentorship for participating digital advertising start-ups to promote the works of emerging writers. Launched in 2018, the Scheme has completed six editions and nurtured a total of 69 digital advertising start-ups and promoted 69 works of emerging writers, among which 11 start-ups were nurtured and the works of 11 emerging writers were promoted by these start-ups since 1 October 2023; and
- (b) Funding was provided to the industry to set up a sport-themed Comics Park on Wan Chai Harbourfront Promenade in July 2024 to display figurines of Hong Kong comic characters and comic decorations with sport elements, with a view to promoting Hong Kong comics and sports to local citizens and tourists.

### ***Fostering a Creative Atmosphere***

11. Since 1 October 2023, initiatives on fostering a creative atmosphere included the following –

- (a) Funding was provided for the industry to organise fashion shows and exhibitions at the Sham Shui Po Design and Fashion Base (the Base) from November to December 2023 to showcase the works of 30 fashion designers from Hong Kong and the Greater Bay Area (GBA);

- (b) Funding was provided for holding “ImagineLand”, the launching programme of the “Hong Kong Pop Culture Festival 2024” in April 2024. “ImagineLand”, which featured a concert, a photo corner combining elements of movie scenes and fashion design, and art booths, was presented to promote Hong Kong pop culture and showcase the talent and creativity of the new generation singers and fashion designers in Hong Kong;
- (c) Support was given to the co-production of television variety programmes by the three local television stations and their counterparts in the Mainland or Asia for promoting Hong Kong pop culture to go global; and
- (d) Funding was provided for the industry to organise “2024 Hong Kong Reading +” carnival, which featured a highlighted exhibition, a book fair, reading sharing sessions and workshops from 20 to 23 April 2024, together with 32 reading activities held from 23 April to 30 June 2024 to dovetail the “Hong Kong Reading for All Day” on 23 April designated by the Government for the promotion of reading.

### ***The Work of HKDC***

12. Since its establishment in 2001, HKDC has been a close strategic partner of the Government in promoting design and related cultural and creative industries. It actively promotes the development of different design disciplines in Hong Kong through various flagship projects and talent nurturing programmes. Since 1 October 2023, HKDC has organised five flagship projects<sup>3</sup> and implemented two incubation programmes<sup>4</sup> successfully, with Asia’s largest annual design gala - Business of Design Week (BODW), being the most noteworthy event in particular. BODW 2023 held at the end of 2023 was unprecedentedly successful. The summit gathered creative leaders and industry elites from different places to explore the trends in design, innovation and brands, with over 1.2 million participants engaged in exchange. BODW 2024 scheduled for December 2024 has invited a number of heavyweight speakers to deliver more than 40 forums and keynote speeches to global audience.

13. In addition, the Base will be commissioned in December 2024. Following the successful debut of GBA Creative Night at the Base in 2023,

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<sup>3</sup> The five flagship projects include Business of Design Week, DFA Awards, Knowledge of Design Week, Nurturing Programme of Hong Kong Young Design Talents and Fashion Asia Hong Kong.

<sup>4</sup> The two incubation programmes are the Design Incubation Programme and the Fashion Incubation Programme.

HKDC will organise GBA Creative Fortnight in December 2024 to foster collaboration between Hong Kong and GBA through innovative design projects.

14. Details of the work of HKDC since 1 October 2023 are set out at **Annex 3**.

### ***Evaluation of the Effectiveness of CSI***

15. A real growth has been witnessed in Hong Kong CCI since the establishment of CSI in 2009. As at end June 2024, CSI has created 33 110 jobs and received 48 700 requests and enquiries on building business connections. Generally speaking, CSI has benefited 22 450 small and medium-sized enterprises (SMEs) and provided more than 90 700 nurturing opportunities.

16. In addition, the feedback from the participants of the CSI-funded projects shows that 98% of them rated the programmes as “excellent”, “very satisfactory” or “satisfactory” in overall rating. In terms of the usefulness of the CSI-funded programmes, more than 80% of participants considered that the programmes could help them explore new business opportunities, expand network, and enhance their understanding of the industry’s position in the global market. The key performance indicators and satisfaction level of participants are at **Annex 4**.

## ***(II) Promoting Further Development of the Film Industry***

17. Given its unique position and influence in the international community, the film industry is an integral part of Hong Kong’s soft power. FDF has been supporting Hong Kong’s film industry along four strategic directions, namely, nurturing talent, enhancing local production, expanding markets and building audience. As at June 2024, CCIDA has committed a total of around \$1.17 billion under FDF to support various film productions and other film-related projects. Over 100 emerging directors and producers were engaged in some 100 approved films, which have won more than 180 local and international awards. The number of applications received and approved, and the amount of funding committed under FDF in the past three years are at **Annex 5**.

18. Since 1 October 2023, the work of FDF along the four strategic directions mentioned above is set out as follows –

### ***Nurturing Talent***



19. Launched in July 2020, Directors' Succession Scheme invites veteran directors to partner with young directors to co-produce local films in the spirit of mentorship, with a view to encouraging directors to groom young talents and enhancing the quantity of quality local film productions. The participating directors include Derek YEE Tung-sing, Peter CHAN Ho-sun, Gordon CHAN Ka-seung, Mabel CHEUNG Yuen-ting, Fruit CHAN, Stanley KWAN Kam-pang, Dante LAM Chiu-yin, Wilson YIP Wai-shun and Sylvia CHANG Ai-chia. The funding for each film is approximately \$9 million. One team has completed its filming, while two others will begin filming in 2025. The remaining six teams are in the process of script preparation.

20. Since its launch in 2013, the First Feature Film Initiative (FFFI) under FDF has successfully identified numerous budding film talents and produced a number of quality local films, which have not only won critical acclaim with great box office success and is well received by the industry, but also attained outstanding results in various local and international film exhibitions/film festivals. In view of this, the Government took the initiative to enhance FFFI. Starting from the sixth edition of FFFI held in 2019, the total number of winning teams each year has been doubled from three to a maximum of six with the funding amount for each team significantly increased by around 50%. The eighth edition of FFFI, which was closed for application in September 2023, received an overwhelming response with 76 applications, which is the highest since its inception, representing an increase of nearly 50% as compared to the 51 applications received in the seventh edition. The assessment work has entered its final phase. We will announce the results within November.

21. We will continue supporting the provision of local and overseas training courses for practitioners in different aspects of film production and post-production (such as directors, assistant directors, producers, executive producers, screenwriters, cameramen, art directors, costume designers, and practitioners specialising in film scoring, lighting, dubbing, editing, visual effects design, film restoration, audio mixing, colour grading, special effect shooting, prop making and set preparation, makeup and hair styling, as well as stunt and special effects) to provide the talents required for different positions in film making, thereby enhancing the quality of films. We have also strengthened our collaboration with the Mainland in film talent training by providing funding to support film industry in organising overseas training programmes through FDF. Two film professionals were sent to Beijing for a short-term sound mixing internship in October 2023.

22. In order to nurture cross-sectoral production teams and help the film industry explore new distribution markets through the creation of high-quality streaming content, FDF launched the Content Development Scheme for Streaming Platforms in 2023. The Scheme recruits teams through a phased

competition to develop content of mini-series for streaming platforms. The application period of the Scheme ended in June 2023 with over 50 qualified applications received. Ten projects were shortlisted in phase one of the Scheme in February 2024. Each shortlisted team has received a script development fee of \$0.6 million to \$1.2 million for developing the full scripts of an entire mini-series as well as a one-on-one script-writing consultation workshop conducted by relevant stream content development consultants from overseas between June and August 2024. The ten shortlisted projects advanced to phase two have submitted full scripts and production proposals from which judges will select four winning projects to advance to phase three. Each winning project will receive \$4.5 million for producing and completing the pilot episodes. Assessment work is in progress.

23. To enhance the streaming content developing and pitching skills of Hong Kong film and TV practitioners, we organised a two-day Streaming Content Development Workshop on 3 and 4 July 2024. Speakers were esteemed international scriptwriters and specialists, including Susan Stanton, scriptwriter of the US award winning TV series “Succession”; Ryu Yong-jae, scriptwriter of the Korea film “Peninsula”; and Yu Zheng, producer of the Mainland TV series “Story of Yanxi Palace”. It aimed to create more collaborations on streaming content between Hong Kong and overseas countries through exchanges between local practitioners and the speakers and other guests.

### ***Enhancing Local Production***

24. The Film Production Financing Scheme (FPFS) is one of the earliest initiatives that draw great attention from the industry. We have enhanced FPFS in May 2020 by raising the production budget limit from \$25 million to \$60 million and the maximum government financing amount from \$6 million to \$9 million, with a view to encouraging local productions and increasing production volume. Since its launch, FPFS has funded a total of 44 film projects.

25. In view of the unprecedented challenges posed by the COVID-19 to the Hong Kong film industry, we have launched the Film Production Financing Scheme - Relaxation Plan (Relaxation Plan) in July 2020 to increase local productions in the short term and render relief to film practitioners at a difficult time. Under the Relaxation Plan, the Government increased the actual financing amount, arranged earlier disbursement of government funding and granted priority to investors to recover half of their investment. The Relaxation Plan has funded a total of 19 film projects since its launch in 2020. This not only promotes the production of more local films with diverse themes but also creates room for the development of the local film industry, especially

young emerging talents. The job opportunities created, and the number of directors and producers in charge of directing and production for the first time in the approved projects are at **Annex 6**.

26. As the Relaxation Plan has been well received since its launch, the original six-month application period was extended for multiple times. In view of the positive response from the industry, the application period of the Relaxation Plan has been further extended to 14 January 2025. The Government will consolidate the experiences gained from implementation of the Relaxation Plan and actively consider various aspects to enhance the scheme. The review results are expected to be released before the Relaxation Plan ends.

27. In recognition of Hong Kong's role as an East-meets-West centre for international cultural exchange under the Nation's 14th Five-Year Plan, FDF rolled out the Hong Kong-Asian Film Collaboration Funding Scheme in 2023 to subsidise film projects co-produced by filmmakers in Hong Kong and Asian countries which are rich in Hong Kong and Asian cultural elements, and enable Hong Kong films to go global. The three main creative positions, namely producer, director and screenwriter of the participating project teams must include at least one film practitioner from Hong Kong and Asian countries respectively. Each approved film project will receive a maximum grant of \$9 million. The application period of the Scheme ended in late June 2023. A total of 24 qualified applications were received. The approval to two projects was announced during the Cannes Film Festival in France in May 2024.

28. The original Hong Kong-Asian Film Collaboration Funding Scheme was expanded to become the Hong Kong-Europe-Asian Film Collaboration Funding Scheme (HKEA Scheme) in 2024, which is to subsidise film projects co-produced by filmmakers from European and Asian countries to produce films featuring Hong Kong, European and Asian cultures, and enable Hong Kong films to go global and have easier access to overseas markets. HKEA Scheme is open for application from 28 June 2024 to 22 November 2024. The ceiling of subsidy for each eligible film is set at \$9 million. The results are expected to be released in the first quarter of 2025.

29. We have also launched the Film Financing Scheme for Mainland Market under FDF to support Hong Kong film companies and Mainland cultural enterprises to invest in the productions of Hong Kong directors. This helps to boost the chance of Hong Kong films releasing in the Mainland market and to nurture more local directors capable of entering the Mainland film market. Approved film projects will receive a standard government finance of \$10 million. The funding scheme covers films with production budgets ranging from \$25 million to \$150 million for attracting more private investment

to support the production of more Hong Kong films that stand a good chance of releasing in the Mainland market with good box-office receipts. The funding scheme was open for application year-round from 6 May 2024 onwards.

### ***Expanding Markets***

30. We launched the Film Festival Promotion Scheme to support the promotion of Hong Kong films outside Hong Kong, with a view to facilitating the development of the Hong Kong film market. We led delegations, comprising emerging directors and industry representatives from Hong Kong, to film festivals in the Mainland and overseas countries, including the Beijing International Film Festival, Cannes Film Festival in France, Venice International Film Festival in Italy, Toronto International Film Festival in Canada and Busan International Film Festival in South Korea. We organised a series of different kinds of activities including seminars and panel discussions on co-production and filmmaking, a masterclass by Ann Hui, Hong Kong film screenings and screenings for marketing, networking events like “Hong Kong Night”, and the setting up of a Hong Kong Pavilion to help local film companies showcase the latest Hong Kong films to the world, attracting over 7 000 film industry practitioners and film lovers. The film industry representatives exchanged views and explored the collaboration possibilities with industry practitioners from around the world through the film festivals. During the Cannes Film Festival in May 2024, the Culture, Sports and Tourism Bureau and the Centre national du cinéma et de l’image animée of France signed a Memorandum of Understanding (MOU) on film and television co-operation to strengthen exchange and collaboration between Hong Kong and France in the area of film and television as well as arts and culture.

31. We will continue to collaborate with Hong Kong Economic and Trade Offices (HKETOs) in the Mainland and overseas countries and the Hong Kong International Film Festival Society to stage or participate in local film festivals, and organise other promotional activities (such as delegation visits), with a view to encouraging the film industry to expand overseas markets and stepping up the promotion of the brand of “Hong Kong Films” in the Mainland and overseas markets. CCIDA has continued to organise the “Making Waves - Navigators of Hong Kong Cinema” touring film programme and a film-related photo exhibition in five cities<sup>5</sup>. Participating directors and cast members travelled to Asia, Europe and America to meet the local audience. Moreover, FDF provided funding for the Asian Film Awards Academy to organise the Belt and Road Hong Kong Film Gala Presentation and film-related events in Singapore, Thailand and Indonesia, and Asian Cinerama in the United Arab Emirates, Japan and Israel. FDF also provided funding for overseas HKETOs to sponsor screenings of Hong Kong films in the local film festivals / cities where they are

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<sup>5</sup> Montreal (Canada), Monterey (Mexico), Dublin (Ireland), Tokyo (Japan) and Udine (Italy).

located. Screenings held in 16 film festivals / cities have been sponsored in total.

32. We will continue to earmark funding for various annual flagship events including the Entertainment Expo Hong Kong, which provides a financing platform for investors and producers, enabling Hong Kong filmmakers to secure Mainland and international capital.

### ***Building Audience***

33. Broadening the local audience base and cultivating movie-going among young people are vital to the sustainability of the long-term development of the local film industry. Measures to build audience include the use of FDF to fund –

- (a) The Hong Kong Theatres Association Limited to organise the Cinema Day 2024 on 21 April 2024 and 10.1 Movie Fiesta: Half-Price Spectacular 2024 on 1 October 2024. Members of the public could enjoy films of any format and genre in cinemas at a concessionary ticket price. The former attracted over 200 000 moviegoers while the latter attracted over 189 000 moviegoers. Both broke the attendance record of respective same days. The events help encourage more people to go to cinemas and cultivate the interest among the public in watching movies at cinemas, thereby expanding the audience base;
- (b) The Hong Kong Film Art Association to continue to organise the Love Your Life Film Festival in 2023. There were community screenings in North District Town Hall and special screenings for students at cinemas in various districts. A total of 130 screenings and post-screening talks were held to enhance the interest of appreciating movies among the public, especially students and young people, and to improve their film literacy. This year's Love Your Life Film Festival is planned to have a total of 180 screenings and post-screening talks; and
- (c) The Hong Kong Society for the Blind to organise the Development of Audio Description Services for Hong Kong Films 2023-2025. The project, which includes recording audio description for Hong Kong films, organising film shows with audio description and distributing ticket vouchers, allows the visually impaired to enjoy Hong Kong films and helps expand the audience base.

34. The Film Development Council will continue to study measures to cultivate the public's interest in watching movies at cinemas and encourage

more cinemas to screen local films, supporting the long-term development of the Hong Kong film industry.

### ***(III) The GBA Development and B&R Initiative***

35. The GBA Development and the B&R Initiative present new opportunities for Hong Kong's cultural and creative industries. To assist the cultural and creative industries in seizing the opportunities, CCIDA organised and supported a number of activities to facilitate the industries to expand markets and strengthen cooperation.

#### ***The GBA Development***

36. Since 1 October 2023, key initiatives to develop the GBA market included –

- (a) Co-organising the third edition of the Guangdong-Hong Kong-Macao Greater Bay Area Film Production Investment and Trade Fair: Scripts in Focus – Film Scriptwriting Advanced Programme with the Film Administration of Guangdong Province and Cultural Affairs Bureau of Macao in 2024 to further deepen film exchange and nurture creative film talent in GBA;
- (b) Organising a series of events under the theme “SZ&HK Co-Reading” in Shenzhen in November 2023 as programmes of Hong Kong's first participation in Shenzhen Reading Month. The events included a book exhibition of the Next Writer Publication Funding Scheme, a joint book exhibition of Hong Kong Publishing Biennial Awards and Shenzhen Top Ten Books of the Year, and dialogue sessions between Hong Kong writers and cultural practitioners from Shenzhen;
- (c) Funding the publishing industry to organise a roving exhibition of the winning entries of the 4th Hong Kong Publishing Biennial Awards in Shenzhen, Macao and Guangzhou from November 2023 to March 2024;
- (d) Funding Hong Kong emerging character designers and owners of licensable intellectual properties to participate in the delegation visits to Guangzhou and Foshan in January 2024 to exchange ideas with local toy/licensed product manufacturers, start-ups and incubation centres;
- (e) Funding the co-production of television variety programmes by local television stations with their counterparts in the Mainland (including

Guangdong Province). The first co-produced television variety programme with Guangdong Radio and Television was broadcast in GBA, Malaysia and Canada in February 2024;

- (f) Funding the film industry to organise the International Film Camp in April 2024 in Macao, engaging a number of veteran filmmakers as mentors to provide individual guidance and share professional knowledge about filmmaking with young filmmakers from Hong Kong, Macao, the Mainland and all over Asia;
- (g) Funding the design industry from April to June 2024 to organise fashion shows, fashion music nights and exhibitions in Guangzhou, Shenzhen and Zhuhai to promote exchange among the fashion design industries in GBA; and
- (h) Setting up the Hong Kong Creative Gallery at the China (Shenzhen) International Cultural Industries Fair in May 2024 to showcase the works of local designers and brands and promote Hong Kong's cultural and creative industries.

### ***The B&R Initiative***

37. Since 1 October 2023, key initiatives on developing the B&R market included –

- (a) Funding the fashion design industry to organise a large-scale fashion exhibition and a fashion show in hybrid mode between October and November 2023 in Bangkok, Thailand as a programme of Hong Kong Week 2023@Bangkok;
- (b) Funding the digital entertainment industry to set up the Hong Kong Pavilion at the Comic Fiesta in Malaysia in December 2023 to showcase the works of local comic start-ups and organise a delegation visit to Malaysia for industry exchange;
- (c) Funding the design industry to showcase the innovative products co-designed by Hong Kong designers and local brands in Bangkok in the Bangkok Design Week in Thailand between January and February 2024;
- (d) Funding the art toy industry to set up the Hong Kong Pavilion at the Thailand Toy Expo in April 2024 to facilitate Hong Kong's original art toy designers to explore the market;

- (e) Funding the film industry to organise the Belt and Road Hong Kong Film Gala Presentation, during which tour screenings of Hong Kong films were held in Thailand and Indonesia from October 2023 to June 2024, in order to promote Hong Kong films and expand overseas markets; and
- (f) Visiting countries along the B&R, including Thailand and Vietnam, between April and June 2024 to promote the Hong Kong Fashion Design Week and invite fashion designers and industry players from those countries to participate in and support the event. During the visits, CCIDA also reached out to local television industry practitioners to promote its funding support to Hong Kong television stations to co-produce television variety programmes with their counterparts in Asia.

## **Future Work Plan**

38. The current-term Government is determined to promote the development of cultural and creative industries and has implemented various initiatives to strengthen Hong Kong's position as an "East-meets-West centre for international cultural exchange". With the restructuring taking place in June 2024, CCIDA is playing a more proactive and positive role to promote the development of creative sectors as industries under the industry-oriented principle. We will drive a minimum of 60 Mainland and overseas visits, exhibitions, and showcases annually.

39. To implement the new initiatives related to the development of the cultural and creative sectors as industries, CCIDA has set up new dedicated teams to manage different areas of work and recruited individuals who have relevant work experience in the relevant sectors and knowledge of business operations to support the new tasks which include –

- (a) Proactively identifying opportunities such as arts festivals, industry showcases and event venues for the relevant industries and leading creative industries to arrange delegations to various showcases worldwide, thereby exporting Hong Kong's cultural and creative industries, fostering business opportunities, and enhancing Hong Kong's international status. For example, since its establishment, CCIDA has already driven 25 visits, overseas exhibitions and showcases to assist Hong Kong's cultural and creative industries to open up more business and showcasing opportunities in markets in the Mainland and overseas;



- (b) Promoting application of cross-sectoral and cross-genre content, formulating promotional strategies, and expanding markets and providing commercialisation opportunities for the cultural and creative institutions through various media channels;
- (c) Further supporting and facilitating creation and production of cultural IP, facilitating cultural IP transactions, exploring business and commercialisation opportunities to enhance economic benefits; and
- (d) Conducting in-depth research on issues related to cultural and creative industries in Hong Kong and other places, including current situation, market movement and trends, and demands for human resources in local cultural and creative industries, and disseminating industry news.

***To take forward initiatives of the 2024 Policy Address***

40. As announced in the 2024 Policy Address, CCIDA will continue to drive the development of the cultural and creative sectors as industries under the industry-oriented principle. Relevant measures include –

- (a) providing funding support for and incubating more cultural and creative projects with potential for industrialisation through CSI, strengthening cross-sectoral collaboration and leveraging market resources;
- (b) facilitating more registration of local and non-local cultural and creative products on the Asia IP Exchange Portal to foster cross-sectoral exchange, collaboration and business matching, and promoting transactions and transformation of cultural IP;
- (c) supporting Hong Kong design industries to proactively perform a platform role and become a key node in the design industry chains in the Mainland and overseas;
- (d) making the new flagship Hong Kong Fashion Design Week an annual signature event to develop Hong Kong into a fashion design hub in Asia;
- (e) restructuring the organisation and functions of HKDC, so as to assist SMEs in the design industry to enhance their services in product and brand design, and strengthen collaboration and interface with start-ups and Mainland enterprises operating in Hong Kong; and

- (f) providing funding support to the film industry under FDF for producing films that promote Chinese culture, to showcase the fine traditional Chinese culture to the audience.

***To provide funding support for and incubating more cultural and creative projects with potential for industrialisation through CSI***

41. CCIDA will continue to provide funding support through CSI to the seven creative sectors other than film to nurture more cultural and creative projects with potential for development as industries and take forward the following work –

- (a) strengthening support for the cultural and creative sectors to incubate more projects with potential for industrialisation, and provide funding support for them to participate in industry showcases and exhibitions in the Mainland and overseas, and to drive delegations to the Mainland and overseas for exploring business opportunities. Examples include providing funding support for the industry to showcase works of Hong Kong designers in Maison&Objet in January 2025 and Milan Design Week in April 2025, and to lead local designers to participate in design weeks and design events in the Mainland;
- (b) promoting cross-sectoral and cross-genre collaboration projects to bring in more diversity and broader scope for development, adding new momentum to the industries. Examples include providing funding support to start-ups/small advertising production companies and singers/music groups to collaborate and release music microfilms; and
- (c) providing funding support for cultural and creative projects with potential for industrialisation to set up business or expand their related business and leverage market resources, so as to broaden the development scope for the industries. Examples include providing funding support and professional mentoring to promising Hong Kong illustrators to help them publish picture books and promote their published works at book fairs in Hong Kong, the Mainland and overseas, with a view to expanding the market for picture books publishing in Hong Kong as well as exploring more business opportunities for Hong Kong publishers; and providing funding support to creative industries of art toy, comics, and music, etc. for cross-sectoral collaboration and launching cross-over products, so as to leverage market resources and explore business opportunities.

***Strengthening External Promotion and Developing Cultural IP Projects***

42. As a strategic partner of the Government in promoting cultural and creative industries, the Hong Kong Trade Development Council (HKTDC) facilitates market expansion of the local cultural and creative sectors leveraging on its extensive contact networks and promotional platforms. CCIDA will continue to work closely with HKTDC and consider organising flagship projects that are conducive to the development of the cultural and creative industries in Hong Kong, including CENTERSTAGE, DesignInspire Online and Offline Promotions, promotion of arts and culture at the Hong Kong Book Fair, etc.

43. CCIDA will continue to sponsor HKTDC to enhance the Asia IP Exchange Portal by incorporating more market trading elements, such as including more business-matching activities and providing additional market information on IP trading and professional support services, with a view to facilitating cross-sectoral collaborations (such as crossovers between character IPs and webtoons / mobile games), and strengthening support for local original works to enter the Mainland and international markets. CCIDA will also collaborate with HKTDC to organise activities to promote transactions and transformation of cultural IP, and explore business opportunities.

44. CCIDA signed MOUs with three prominent Mainland cultural and creative brands<sup>6</sup> in June 2024 to support Hong Kong cultural and creative designers in creating more cultural and creative products featuring both Chinese culture and Hong Kong characteristics. We will facilitate more registration of local and non-local cultural and creative products on the Asia IP Exchange Portal to foster cross-sectoral exchange, collaboration and business matching, and promote transactions and transformation of cultural IP, thereby creating business opportunities.

45. Separately, CCIDA will maintain proactive communication with the cultural and creative sectors to stay abreast of their views and suggestions, and formulate targeted support measures to cater for their needs. We will continue to encourage and sponsor the cultural and creative sectors to organise different projects, and identify suitable and promising projects in different sectors. We will also devise promotional strategies to expand the market and create commercialisation opportunities for cultural and creative institutions through various media promotion initiatives, thereby driving the creation of local cultural IP.

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<sup>6</sup> CCIDA signed MOUs with three prominent Mainland cultural and creative brands in June 2024: one with National Museum of China (Beijing) Cultural Industry Development Co., Ltd. on “the National Museum of China Innovative”, one with Guangzhou Tai Lai Digitals Cultural Tourism Co., Ltd. on “the Palace Museum Cultural and Creative Products Hong Kong Space”, and one with Changcheng Cultural and Creative (Beijing) Culture Co., Ltd. on “Great Wall Cultural Creativity”.

### ***Promoting Hong Kong design industries to perform a platform role***

46. The Hong Kong design industry is well developed with an important advantage of a fine blend of Chinese and foreign cultures. CCIDA will make good use of Hong Kong's advantages as a melting pot of the East and West cultures by actively "bringing in" international design brands while driving the Hong Kong design industry to "go global", with a view to promoting interaction and development of the design industries in Hong Kong, the Mainland and overseas, and to perform a platform role and promote Hong Kong as a key node in the design industry chains in the Mainland and overseas, thereby promoting the interaction and development of the design industries in Hong Kong, the Mainland and overseas.

### ***Organising Hong Kong Fashion Fest***

47. As announced in the 2023 Policy Address, Hong Kong Fashion Design Week (HKFDW) would be organised annually starting from 2024 to consolidate various fashion design events for promoting Hong Kong's fashion and textile design brands as well as promoting Hong Kong as a prime destination for hosting major cultural and creative events. In the past year, CCIDA actively maintained on-going communication and discussion with fashion design and apparel industries as well as other relevant stakeholders, and conducted a series of preliminary activities. For example, in April 2024, CCIDA signed a Co-operation Agreement with the Orient International (Holding) Co. Ltd. to establish a strategic partnership with Shanghai Fashion Week; holding delegation visits to Milan, Paris and countries along the B&R from April to September 2024 to promote HKFDW and invite fashion designers and industry players from those countries to participate in and support the event. In September 2024, key stakeholders from the textile industry and other relevant business sectors were invited to a briefing session on the details of HKFDW and its latest developments in order to solicit their support and work out the implementation details.

48. HKFDW will be branded as "Hong Kong Fashion Fest". The core programmes of the inaugural Hong Kong Fashion Fest will take place at different locations in Hong Kong from 20 November to 4 December 2024<sup>7</sup>, offering a variety of programmes, including –

<b>Programme (there may be different types of activities under each programme)</b>	<b>Organiser</b>	<b>Period</b>
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<sup>7</sup> Individual activities may last up to late December, including Celebrating 30 years of Shanghai Tang up to 15 December and Motifx Exhibition and Pop-up Shop @ Chinese Arts & Craft up to 29 December.

The Fashion Union - A Platform to Celebrate the Beauty of Workwear	Hong Kong Design Institute	20 to 27 November
Motifx - Revitalizing Historical Chinese Pattern for Modern Design	Hong Kong Design Institute	28 November to 29 December
Fashion Summit (HK) 2024	Clothing Industry Training Authority	1 to 30 November
VIRTUOSE : The Artistry of Couture & Couture Reverie	Hong Kong Fashion Designers Association	25 November to 4 December
Celebrating 30 years of Shanghai Tang	PMQ	26 November to 15 December
VOGUE Loves Hong Kong Celebration	Hong Kong Fashion Council	28 November
Fashion Asia 2024	HKDC	29 November to 1 December

49. The inaugural Hong Kong Fashion Fest will include a high-level summit and a forum exploring and driving the industry for sustainable fashion business development, fashion shows and exhibitions showcasing the work of local and overseas designers in haute couture fashion, workwear, evening wear and other types of clothing, exhibition and pop up shop showcasing works of Chinese traditional craftsmanship and design techniques, display of the success stories of a notable local brand, showcase of the work of Asian award-winning designers, and a cross-sector soiree. In addition to consolidating a variety of fashion design events, innovative elements and affiliate activities will also be incorporated to attract prestigious fashion brands and industry players from Hong Kong, the Mainland and abroad to the Hong Kong Fashion Fest.

50. Hong Kong Fashion Fest will showcase Hong Kong's soft power in fashion design and apparel industries. As a platform for local and international fashion designers and brands, it will enhance collaboration among local and overseas fashion design industries and foster the development of Hong Kong fashion design industries. As a brand-new flagship event, we will coordinate promotions and programmes to enhance synergy. It is envisaged that the Hong Kong Fashion Fest will attract around 150 000 representatives from fashion design industry and the public from over 15 countries or regions. We will develop the Hong Kong Fashion Fest into an annual signature event, with a view

to promoting the development of the fashion design industry, elevating the profile of local fashion design on the international stage, and developing Hong Kong into a fashion design hub in Asia.

### *Future Development of HKDC*

51. To better support SMEs, it is announced in the 2024 Policy Address that the organisation of HKDC will be restructured to strengthen and expand its functions, enabling HKDC in support the work of the Government in promoting the development of the cultural and creative sectors as industries. CCIDA is actively working on the review and the restructuring.

52. The restructured HKDC will focus on assisting SMEs in the design industry to enhance their services in product and brand design, and strengthening collaboration and interface between local designers, start-ups and Mainland enterprises operating in Hong Kong. Moreover, HKDC will organise more external exchange activities, including leading the industry, particularly SMEs, to participate in exhibitions and exchanges in the Mainland and overseas<sup>8</sup>, in order to drive the Hong Kong design industry to “go global” and explore more business opportunities. HKDC will also proactively promote collaboration between Hong Kong and foreign organisations and bring in international brands<sup>9</sup>, thereby fostering internationalisation of the Hong Kong design industry.

53. Appropriate adjustments will be made to and new elements will be incorporated into the existing flagship projects and incubation programmes to further enhance their effectiveness.

54. With the commissioning of the Base, which will serve as the new headquarters of HKDC, in December this year, HKDC will play a pivotal role in advancing the development of the design and fashion industries. The Government will continue to, through the dedicated funding under CSI, support HKDC in carrying out its existing activities, operating the Base and organising relevant activities, as well as taking forward the enhanced services and projects after restructuring. Of the \$2.9 billion injected into CSI in 2024, a total of about \$930 million has been earmarked for HKDC to organise five flagship projects and two incubation programmes from 2024-25 to 2028-29, and support the costs for operating the Base and organising activities<sup>10</sup>. We will, having

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<sup>8</sup> For example, Maison&Objet, Salone del Mobile, Shanghai Fashion Week, China International Cartoon & Animation Festival, and Hangzhou Cultural and Creative Industry Expo.

<sup>9</sup> For example, Maison&Objet from France and Salone del Mobile from Italy.

<sup>10</sup> The costs include rent and basic property management fees payable to the Urban Renewal Authority; Government rates and rent and utilities; costs for organising business matching events for the industries and

regard to the review outcome and HKDC's actual needs, maintain close communication with HKDC and suitably allocate the earmarked fund to support HKDC to implement its enhanced services and projects after the restructuring.

### ***Producing films that promote Chinese culture***

55. As an art form that transcends geographical boundaries, films can foster cultural exchanges and understanding given their extensive influence. Having regard to China's profound historical and cultural heritage as well as Hong Kong's unique cultural background, the Government will launch a new funding scheme under FDF as announced in the 2024 Policy Address in October to provide funding support for the film industry to produce films bearing the distinctive hallmarks of Chinese culture. These films are empowered to further promote Chinese culture to audience around the world by presenting the elements of the fine traditional Chinese culture and showcasing its charm and diversity. It is our aim that the funding scheme will be open for application in 2025.

### ***More preferential treatment to explore the Mainland market***

56. The Second Agreement Concerning Amendment to the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) Agreement on Trade in Services (CEPA Amendment Agreement II) signed on 9 October 2024 further relaxes the requirements and restrictions for the film<sup>11</sup>, television<sup>12</sup> and

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designers, community activities, thematic exhibitions on different design disciplines and other supplementary special events organised at the Base, costs of manpower, publicity and promotion of the above events; and other indirect costs.

<sup>11</sup> Hong Kong service suppliers can directly invest in or establish enterprises engaging in film production in the Mainland. This facilitates their participation in film production in the Mainland, not only jointly produced films but also purely Mainland productions. More precise control over production resources, processes and cycles will also be exercised, providing greater flexibility and development opportunities for Hong Kong service suppliers to enter the Mainland film market. In addition, under the CEPA Amendment Agreement II, Hong Kong service suppliers are allowed to establish enterprises to directly distribute Hong Kong films in the Mainland. This "Hong Kong productions distributed by Hong Kong enterprises" approach allows Hong Kong service suppliers, who are better acquainted with Hong Kong films, to take up the role of distributing their own productions, providing firmer support for the development of Hong Kong's film industry in the Mainland market and increasing the exposure of Hong Kong films there.

<sup>12</sup> The measures remove the quantitative restriction on Hong Kong people participating as principal creative personnel in online television dramas and relax the proposal requirement of co-produced television dramas, thus increasing the flexibility of co-production of television dramas and promoting further cooperation between the television industry of the Mainland and Hong Kong. Television dramas co-produced by the Mainland and Hong Kong will be permitted to be broadcast and distributed in the same way as Mainland produced television dramas after being approved by the relevant Mainland provincial radio and television administration, thus shortening the time required for the approval of television dramas since those productions will no longer be subject to the approval by the National Radio and Television Administration.

advertising service<sup>1312</sup> sectors in Hong Kong to tap into the Mainland market, bringing greater flexibility and development opportunities for relevant sectors. The CEPA Amendment Agreement II will be implemented on 1 March 2025. To ensure smooth implementation of the policy, CCIDA will communicate with relevant authorities in the Mainland on the implementation details.

## **Advice Sought**

57. Members are invited to note the content of this paper and give their views.



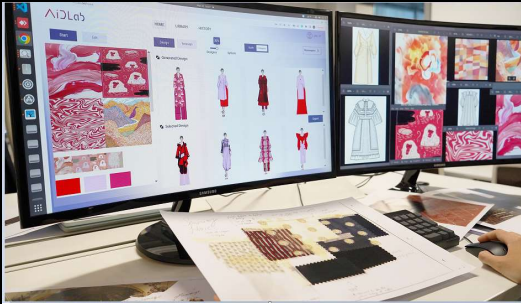
**Culture, Sports and Tourism Bureau**  
**November 2024**





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<sup>13</sup> The measures include allowing Hong Kong service suppliers to provide advertising services in the mode of cross-border supply, and providing more preferential treatment to Hong Kong service suppliers to develop online media agency services in the Mainland. These measures relax the restriction on the business scope of the advertising industry to facilitate further development of Hong Kong service suppliers in the Mainland market, encourage the cooperation between the advertising institutions in Hong Kong and the Mainland, enhance knowledge exchange and establishment of joint ventures, and encourage the Hong Kong service suppliers to actively develop their Mainland business.







**Key projects of the eight creative industries organised, co-organised and funded by the Cultural and Creative Industries Development Agency and Create Hong Kong before restructuring (since 1 October 2023)**




<b>Advertising</b>	
<b>(1)</b>	<p><b>The 6th Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme</b></p> <p>The programme helped nurture talent for the digital advertising industry. 41 graduates were recruited in 2023 for a one-year full-time employment and on-the-job training offered by participating advertising companies.</p>
	
<b>Architecture</b>	
<b>(2)</b>	<p><b>The Hong Kong Institute of Architects (HKIA) Roving Architecture Exhibitions 2023/24 (Hong Kong Stop)</b></p> <p>The programme subsidised the response exhibition in Hong Kong to showcase the outstanding works of Hong Kong architecture industry after its 18th International Architecture Exhibition – La Biennale di Venezia and exhibitions in Kuala Lumpur and Nanjing.</p>
	
<b>Design</b>	
<b>(3)</b>	<p><b>Promotion of the Use of Artificial Intelligence (AI) in Fashion Design</b></p> <p>15 local young designers were trained to use the “AI-based Interactive Design Assistant for Fashion” for fashion design. Fashion shows and exhibitions would be held to showcase the project achievements.</p>
	

<p>(4)</p>	<p><b>“FabriX” Project to Promote Digital Fashion</b></p> <p>With the use of augmented reality try-on kiosk to present digital fashion created by 11 designers from Hong Kong, the Mainland and overseas in ComplexCon 2024 Hong Kong held in March 2024.</p>	
<p>(5)</p>	<p><b>Showcase of Hong Kong Design in Maison&amp;Objet in Paris</b></p> <p>A showcase was held to present the works of 13 local designers in Maison&amp;Objet in Paris in January 2024.</p>	
<p>(6)</p>	<p><b>GBA: Fashion Fusion 2024</b></p> <p>Fashion shows, exhibitions and fashion music nights were held in Guangzhou, Shenzhen and Zhuhai to promote designer brands from Hong Kong and other cities in the Greater Bay Area.</p>	
<p><b>Digital Entertainment</b></p>		
<p>(7)</p>	<p><b>The 5th Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme</b></p> <p>The programme nurtured talent for the digital entertainment industry. 27 graduates were recruited in 2023 for a one-year full-time employment and on-the-job training offered by participating digital entertainment companies.</p>	

<p><b>(8)</b></p>	<p><b>AI-assisted Animation Production Pilot Scheme</b></p> <p>Launched in 2023, the programme subsidised six companies to produce six 15- to 20-minute AI-assisted animations, and matched two interns for each company. The project aimed at assisting the selected companies in creating animation content with the assistance of AI and fully exploring the potential of AI applications in the animation sector. Participating companies also joined the Annecy Festival 2024 in France to explore overseas market.</p>	
<p><b>(9)</b></p>	<p><b>Setting up “Hong Kong Pavilion” at the Augmented World Expo (AWE) Europe</b></p> <p>The programme promoted Hong Kong’s cultural and creative industries via AI. 20 local companies were funded to apply technology such as AI, Extended Reality (XR) in cultural and creative projects to uplift the soft power of Hong Kong’s cultural and creative industries in international market.</p>	
<p><b>(10)</b></p>	<p><b>The 3rd Hong Kong Comics Development and Promotion Support Programme</b></p> <p>The programme provided funding support and professional guidance to 17 local comic companies and their artists to support the creation, publication and promotion of their original comic works.</p>	



(11)	<p><b>China International Cartoon and Animation Festival (CICAF)</b></p> <p>A delegation of 30 local digital entertainment companies was subsidised to take part in CICAF exhibitions in Hangzhou to promote Hong Kong comics, games, art toys and related industries.</p>	
<b>Music</b>		
(12)	<p><b>“Make Music Work” – Music Creation and Production Talents Nurturing Scheme</b></p> <p>The programme provided funding support to organise a nurturing and mentoring scheme for 12 composers, 12 lyrics writers and 12 music arrangers to promote Hong Kong music production.</p>	
<b>Printing and Publishing</b>		
(13)	<p><b>Participation in International Book Fairs</b></p> <p>The local printing and publishing sectors were sponsored to set up a Hong Kong Pavilion at Frankfurt Book Fair in October 2023, Bologna Children’s Book Fair and Beijing International Book Fair in April and June 2024 respectively. Participating exhibitors were able to gain exposure, expand business networks, and establish direct contacts with potential buyers and readers.</p>	
(14)	<p><b>Promoting Hong Kong Picture Book Illustrators and Comics Artists through International Book Fairs</b></p> <p>The programme subsidised Hong Kong picture book illustrators to participate in international illustration / picture book competitions in the Mainland and overseas, and attend Bologna Children’s Book Fair and Beijing International</p>	

	Book Fair for networking with publishers from all over the world to expand their markets.	
(15)	<p><b>2024 Hong Kong Reading +</b></p> <p>To dovetail with the first “Hong Kong Reading for All Day” on 23 April 2024, a carnival held at New Town Plaza in Sha Tin, which included a highlighted exhibition, talks by renowned writers and parent-child workshops, as well as a series of citywide reading activities, was organised with a view to creating a reading atmosphere and fostering reading habits in the community.</p>	
(16)	<p><b>SZ&amp;HK Co-Reading</b></p> <p>Three cultural dialogues and two book exhibitions were held in Shenzhen as Hong Kong’s first participation in Shenzhen Reading Month, with a view to fostering Shenzhen and Hong Kong co-reading and introducing Hong Kong publications and writers to Mainland readers.</p>	
<b>Film</b>		
(17)	<p><b>The 42nd Hong Kong Film Awards</b></p> <p>21 awards were presented to recognise outstanding film practitioners with important contributions to the Hong Kong film industry. It encouraged film practitioners to produce high quality films and uplift the standard of film production, thereby promoting the development of Hong Kong film industry.</p>	



<p><b>(18)</b></p>	<p><b>The 48th Hong Kong International Film Festival</b></p> <p>The Festival held in March and April 2024 played a total of 326 in-theatre screenings, with an overall admission rate of almost 80%.</p>	
<p><b>(19)</b></p>	<p><b>The 22nd Hong Kong – Asia Film Financing Forum (HAF)</b></p> <p>As a significant film financing platform in Asia, the three-day event attracted over 800 international investors, filmmakers, distributors and buyers from over 30 countries and regions, and 1 150 business meetings were arranged for 47 shortlisted film projects.</p>	
<p><b>(20)</b></p>	<p><b>Hong Kong Week@Bangkok</b></p> <p>“Next Generation: Emerging Directors Exhibition &amp; Hong Kong Film Gala Presentation” was held in Bangkok from 22 October to 11 November 2023 to promote Hong Kong films with movie scene exhibition and screenings of seven films.</p>	
<p><b>(21)</b></p>	<p><b>Signing of Memorandum of Understanding (MOU) with International Film Institutes</b></p> <p>CSTB signed an MOU with the Centre national du cinéma et de l'image animée (CNC) in France in May 2024 during Cannes Film Festival to establish new connection and cooperation with international film industry and foster the development of Hong Kong film industry.</p>	

<p><b>(22)</b></p>	<p><b>Delegations to Major International Film Festivals</b></p> <p>CCIDA led delegations of emergent directors and film industry representatives to Cannes Film Festival, Venice International Film Festival, Berlin International Film Festival, Beijing International Film Festival and Shanghai International Film Festival for exchanges of views with the international film industry representatives.</p>	
<p><b>(23)</b></p>	<p><b>Making Waves: Navigators of Hong Kong Cinema 2024</b></p> <p>The film tours took place in seven overseas cities to promote the works of up-and-coming directors and restored classics. Directors or cast of the films concerned were present to exchange with local audience.</p>	
<p><b>(24)</b></p>	<p><b>Hong Kong Film Gala Presentation</b></p> <p>We sponsored film industry organisations to organise Hong Kong film tour to Belt and Road countries such as Thailand, Singapore, Malaysia, Indonesia, Cambodia and United Arab Emirates to promote Hong Kong films and expand markets outside Hong Kong.</p>	
<p><b>Cross-sectoral Projects</b></p>		
<p><b>(25)</b></p>	<p><b>The 6th Hong Kong Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme</b></p> <p>The funding-cum-mentoring scheme nurtured 11 digital advertising start-ups to launch marketing activities for promoting the works of 11 emerging writers.</p>	

**(26) Promoting Hong Kong Comics & Sports by Setting up Comics Park on Wan Chai Harbour Front Promenade**

The project displayed figurines of Hong Kong comic characters and comic decorations with sport elements to promote Hong Kong comics and sports to Hong Kong citizens and tourists.





**Annex 2**

**CreateSmart Initiative**  
**Number and Funding Amount of Approved Projects (by Strategic Foci)**  
**and Number of Applications Received, Number and Funding Amount of**  
**Approved Projects from 2021 to 2024**

**(A) Number and Funding Amount of Approved Projects (by Strategic Foci)**

<b>Strategic Foci</b>		<b>Cumulative Total (From June 2009 to 30 June 2024)</b>	<b>From 1 October 2023 to 30 June 2024</b>
(1)	Nurturing talents and facilitating start-ups	336 (\$1.315 billion)	19 (\$140 million)
(2)	Exploring markets	242 (\$743 million)	15 (\$85 million)
(3)	Promoting cross-sectoral and cross-genre collaboration <sup>(1)</sup>	3 (\$18 million)	2 (\$14 million)
(4)	Fostering a creative atmosphere	158 (\$1.018 billion)	16 (\$302 million)
<b>Total</b>		739 (\$3.094 billion)	52 (\$541 million)

Note:

Figures may not add up to total due to rounding.

- (1) This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

**(B) Number of Applications Received, and Number and Funding Amount of Approved Projects from 2021 to 2024 <sup>(1)</sup>**

		<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024 (Up to end of June)</b>
(a)	Number of applications received	69	60	105	53
(b)	Number of projects approved	40	40	59	26
(c)	<b>Total approved amount (\$ Million)</b>	<b>259.8</b>	<b>267.7</b>	<b>466.4</b>	<b>291.8</b>

Note:

- (1) Including projects under dedicated funding to the Hong Kong Trade Development Council and the Hong Kong Design Centre.

**The Work of Hong Kong Design Centre  
(since 1 October 2023)**

Established in 2001 by five design associations<sup>1</sup>, Hong Kong Design Centre (HKDC) has been a close strategic partner of the Government in promoting design and related creative industries. The core missions of HKDC's programmes and activities are to undertake –

- (1) publicity and promotion of Hong Kong's design works;
- (2) promotion of design leadership;
- (3) promotion of design excellence;
- (4) nurturing of design-entrepreneurs; and
- (5) supporting development of Hong Kong's fashion design industry.

These programmes and activities target a wide spectrum of people (including business leaders, entrepreneurs, brand owners, corporate executives, design professionals and students, and the public) and are in line with the Government's strategic foci in promoting the development of cultural and creative industries. The work of HKDC since 1 October 2023 is set out as below:

*(I) Publicity and Promotion of Hong Kong's Design Works*

2. HKDC has been organising various forms of design exchange activities. For examples, local and overseas speakers were invited to the annual flagship events of Knowledge of Design Week (KODW) and Business of Design Week (BODW) to explore and exchange design knowledge and innovative thinking, and to find new opportunities for promoting urban development; large-scale physical thematic exhibitions were held under Design Spectrum, with online virtual exhibitions for appreciation of local designs by audience from the Mainland and overseas; DFA Awards organised various design symposiums and seminars in different districts; and Fashion Asia Hong Kong (FAHK) expanded its collaboration with different partners to organise physical exhibitions displaying works of fashion designers. These activities help Hong Kong demonstrate its role as an East-meets-West centre for international cultural exchange.

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<sup>1</sup> Namely, the Hong Kong Designers Association; the Chartered Society of Designers, Hong Kong; the Hong Kong Interior Design Association; the Hong Kong Fashion Designers Association; and the Hong Kong Federation of Design and Creative Industries.

3. HKDC also closely collaborated with other government departments to promote adoption of design thinking in public administration services and social innovation. For example, HKDC was engaged by the Housing Bureau as its design thinking consultant to assist in creating a living environment with a greater sense of well-being for public housing residents.

*(II) Promotion of Design Leadership*

4. BODW 2023 was held from 27 November to 2 December 2023. Concurrently, its summit was held from 29 November to 1 December at Freespace in the West Kowloon Cultural District for the first time. In collaboration with the partner of the year, the Netherlands, and its platform for creative pioneers, CreativeNL, HKDC organised a series of activities, such as keynote speeches and forums during the summit. Under the theme of Game Changers, the summit brought together over 90 creative leaders, policymakers and entrepreneurs to focus on addressing current global challenges, and applying innovative ideas and design thinking to drive circular design towards a sustainable future. The summit attracted more than 7 500 attendees and recorded over 1.2 million TV and online viewership. BODW 2023 not only facilitated exchange in the fields of design, business, and academic between Hong Kong and the Netherlands, but also successfully expanded the cooperation and long-term development across various sectors.

5. With France as the partner of the year in 2024, HKDC organised KODW 2024 from 25 to 27 June 2024 with the theme of Inter/Section: Crafting Tomorrow's Design. A total of 30 forums, seven workshops and five masterclasses were hosted. The event gathered over 30 design masters as well as pioneers and leaders of the cultural and creative industries from all over the world to have an in-depth discussion on innovative fusion of craftsmanship and technology, and to exchange, ideate and envision the future of design, business and society. The event attracted more than 2 300 participants, and had its global online premiere on HKDC's design knowledge digital platform (bodw+) as well as other online and social media platforms on 17 July 2024, in order to promote the knowledge and application of cultural and creative designs to global audience.

6. Besides, HKDC launched the French Inspiration directory on bodw+ in 2024, covering cultural, creative and design works of France as the partner country of 2024. The preparatory work had commenced since early 2024, with a number of French cultural and creative organisations joining to show their positive support. The directory aims to showcase the French premier designs

in fields including the built environment, project consultancy, daily products, tourism services and festivals, retail and fashion, etc. to industry players in Hong Kong, Asia and other regions, with a view to fostering more collaboration opportunities. The initial version of the directory was published in late July 2024, with its full version to be available in late November 2024.

### *(III) Promotion of Design Excellence*

7. HKDC continued to give recognition to the outstanding achievement of design projects, designers, companies and business leaders through the five major programmes under the DFA Awards, and organised various activities to promote design excellence. For example, an award presentation ceremony was held at the Hong Kong Jockey Club Auditorium of the Hong Kong Palace Museum in late November 2023; a special programme of DFA Award was broadcast on the channel and online platform of a local television station in December 2023 to further promote the vision of DFA Awards to Hong Kong and abroad. In addition, DFA Awards exhibition was held at the Central Market from late November to early December 2023; and two exhibitions were held at large chain bookstores in Hong Kong during the period from May to September 2024 to showcase the selected works of previous winners of DFA Awards and DFA Hong Kong Young Design Talent Award (DFA HKYDTA). The aforesaid three exhibitions attracted over 310 000 visitors in total. Apart from organising exhibitions and design dialogue sessions locally, HKDC also targeted the Greater Bay Area (GBA) markets, by setting up an exhibition at the China Import and Export Fair in late April 2024 to showcase the works of some of the previous winners. Three Hong Kong winners, including two DFA HKYDTA winners, attended the opening of the exhibition and related networking activities with a view to facilitating cooperation and exchanges between the two places. HKDC also organised a number of seminars and networking activities targeting the overseas markets, such as Japan, Korea and India, to promote the DFA Awards, thereby attracting more participation from overseas designers and companies.

8. Among 216 awards of DFA Design for Asia Awards in 2023, 58 were given to Hong Kong designers. In 2024, the Awards received around 900 entries from 18 economies.

9. DFA HKYDTA received 90 and 136 applications in 2023 and 2024 respectively. 13 DFA HKYDTA awardees in 2023 were provided with financial support from the Cultural and Creative Industries Development Agency, School of Design of Hong Kong Polytechnic University and Hong Kong Design Institute to undertake work attachments or studies outside Hong

Kong in 2024-25. Apart from local promotions, , HKDC also recommended and led previous DFA HKYDTA winners to go global to participate in design activities in the GBA in November and December 2023, such as Guangzhou Design Week to expand their networks. The DFA HKYDTA Alumni Networking Night held in June 2024 invited a number of awardees who had returned to Hong Kong after completing overseas work attachments to share their experiences and insights, enhancing exchange and connection among awardees of different editions.

10. As a public-facing platform, HKDC continued to promote design and design thinking culture within the community through Design Spectrum in 2023-24. Two major thematic exhibitions were organised, among which “Re: Full Gamut” showcased the collaborative efforts of the design industries in GBA, and was one of the highlights of the GBA Creative Night. A dedicated virtual exhibition was also available online for the public. The other exhibition, “Pass The Baton”, was divided into three major sections to delve into the concept of inheritance, encompassing both tangible and intangible aspects. Besides, Design Spectrum offered a wide range of free activities for public participation, aiming at enhancing their knowledge and understanding of design. It also partnered with a lifestyle product retail shop, The Barn, and Eslite Spectrum at Cityplaza, Hong Kong to set up DS Pop-ups during the respective periods of March to August 2024 and April to September 2024. Works of over 130 local design brands were showcased and for sale at the pop-ups, and more than 120 purchases were achieved. The exhibitions and a series of promotional activities organised under Design Spectrum attracted a total of over 120 000 visits<sup>2</sup>. From 19 October to 17 November 2024 at the Sham Shui Po Design and Fashion Base (the Base), Design Spectrum will organise the third part of “Pass The Baton” focusing on how design can enhance the visibility of the value of inheritance and open up possibilities of preservation and adaptation in different scenarios. The exhibition will showcase more than 50 design projects, and guided tours will be organised to invite members of the public to join to pass the baton with new ways of thinking.

#### *(IV) Nurturing of Design-entrepreneurs*

11. Design Incubation Programme (DIP)<sup>3</sup>, implemented by HKDC since May 2012, offers financial assistance and incubation services to design start-ups over a two-year incubation period to help them build up business network,

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<sup>2</sup> Since The Barn was not able to provide visitor records, some visitors to DS Pop-up were not included in the calculation.

<sup>3</sup> DIP was initially launched by Hong Kong Science and Technology Parks Corporation at InnoCentre in 2006, which was taken over by HKDC for implementation in May 2012.

publicise products and perform marketing tasks. As at end June 2024, a total of 353 incubatees, including 90 incubatees under Phase IV of DIP, were admitted. The incubatees from DIP cumulatively attained 226 international awards/honours and 363 local awards/honours, lodged applications for eight patents, 336 trademarks and 63 registered designs, and created 1 725 job opportunities.

12. HKDC continued to implement the Fashion Incubation Programme (FIP) with a view to promoting the steady development of emerging fashion designers and brands, and offering expert insights and empowering programmes, marketing support and collaboration opportunities to incubatees. As at end June 2024, a total of 30 incubatees were admitted and 25 of them graduated from the programme. The incubatees under Phases I and II of FIP attained a total of 19 local and 30 international awards.

13. In March 2023, HKDC launched the Digital Economy Accelerator programme, which was carried out in three phases, aiming to equip Hong Kong design entrepreneurs with digital economy skills and industry knowhow to strengthen their brand and business development, and in turn to expand into the markets in Greater China and around the globe. In the meantime, the programme aims to stimulate innovative thinking and synergy through building close liaison among the design and digital industries. A total of 81 companies were admitted to the programme and received professional training in e-commerce and digital marketing, with 16 of them selected to receive funding support to put their e-commerce strategies into practice.

*(V) Supporting the Development of Hong Kong's Fashion Design Industry*

14. HKDC organised a series of events of FAHK in the second half of 2023. Those events included Fashion Asia Digital Series which invited industry leaders and brand experts to share their insights, innovative ideas and practical knowledge on fashion by videos; Fashion Challenges Forum was held physically and by webcast live to allow simultaneous participation of audience on-site and around the world; and 10 Asian Designers to Watch Exhibition, which was held at Arts Pavilion in West Kowloon Cultural District for the first time, not only offered an opportunity for the 10 Asian outstanding designers who were handpicked by a panel of professional judges to showcase their works, but also exhibited the selected works of Hong Kong designers who had won the 10 Asian Designers to Watch award, demonstrating the thriving fashion design industry in Hong Kong and the achievements attained by the emergence of local young design force. In addition, HKDC collaborated with a renowned fashion retailer to host the Hong Kong Showroom and Pop-up

Spaces exhibition at its flagship store in Causeway Bay in March 2024 to display the works of local emerging design units, and graduates and students of design institutions in Hong Kong, and successfully helped local designers sell their design products on e-commerce platform to increase sales and brand exposure. HKDC will continue to promote Hong Kong's core position in Asian fashion design and trade development, and envisage to launch a series of events of FAHK in the second half of 2024.

### *Sham Shui Po Design and Fashion Base*

15. The Base will be operated by HKDC in December 2024. The Base aims to promote the development of the design and fashion industry, and serve as a centre for multi-level collaboration and networking, with a view to further promoting the development of cultural and creative industries in Hong Kong. HKDC officially took over the Base from the Urban Renewal Authority in October 2023 and held the first GBA Creative Night (from 28 November to 4 December 2023) before commencement of the renovation work. More than 700 guests attended the opening ceremony on 28 November and over 3 200 participants joined the one-week event. After hosting the GBA Creative Night, HKDC commenced the tendering process and fitting-out works for the Base. The Base will be dedicated to promoting economic development, encouraging community participation in design, cultural and creative activities, and positioning Sham Shui Po as a glamorous tourist attraction for local citizens and tourists. The facilities in the Base include Design Library and Material Library to provide designers with the latest design books, journals and innovative materials. The Design Museum showcases the design works of DFA Awards winners, as well as outstanding Asian designs covering various fields from fashion to service design. Exhibition and event spaces will also be available at the Base for booking by other design associations.

16. Prior to the commissioning of the Base, HKDC organised a series of warm-up events called “Unleashing Creativity in SSP”, inviting different stakeholders such as non-governmental organisations, design and fashion organisations, District Council, to join so as to promote exchanges among various parties. HKDC will organise more influential and creative events when the Base officially commences operation, with a view to establishing it as an important stronghold for the local design sector.

### *Place-making Projects*

17. HKDC organised “Chubby Hearts Hong Kong” from 14 to 24 February 2024. Through the popular public artworks displayed in London

by a renowned British fashion designer Anya Hindmarch, the event showcased the wonders of 20 different locations in Hong Kong, attracting tourists to visit different districts of Hong Kong and thus encouraging economic activities. Additionally, HKDC organised free guided tours during the event, benefiting 300 students from low-income families and those with special educational needs. The entire programme attracted over 730 000 participants.

18. BODW City Programme is a community extension of BODW, dedicated to developing Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. Under the theme of Game Changers, BODW City Programme 2023 focused on communicating circularity and celebrating local game changers, and paved the way for a sustainable future in three directions, namely Design and City, Design and Business, and Design and Lifestyle. Over 100 design events were held in November and December 2023 across various districts in Hong Kong, including public exhibitions on design education, workshops, and guided tours. HKDC also collaborated with a number of creative partners, non-profit organisations, community service organisations, fabric and fashion units, schools and local shops in the districts to boost district economy, nurture young creative talents and inherit craftsmanship. BODW City Programme will be revitalised into BODW In The City in 2024-25, focusing on collaboration between business and design. Through collaborating with brands and retail partners, design-related activities will be organised in various districts across the city from 2 to 16 December 2024, with a view to promoting creative vibe in the community while showcasing Hong Kong's design charms to the cultural and creative industries, design enthusiasts, commercial sector, tourists, and the general public.



**CreateSmart Initiative**  
**Key Performance Indicators and Participants' Satisfaction Level**

**(A) Key Performance Indicators (KPIs)<sup>(1)</sup>**

		<b>Up to end of June 2022</b>	<b>Up to end of June 2023</b>	<b>Up to end of June 2024</b>
(1)	Number of approved projects	640	683 (+7%)	739 (+8%)
(2)	Total approved amount	\$2.254 billion	\$2.535 billion (+12%)	\$3.094 billion (+22%)
(3)	Public participation	About 313 million	About 553.7 million (+77%)	About 787.3 million (+42%)
	<i>(3a) Number of participants</i>	<i>About 76.3 million</i>	<i>About 83.6 million (+10%)</i>	<i>About 92.3 million (+10%)</i>
	<i>(3b) Number of viewings/ hits received in respect of websites or social media platforms <sup>(2)</sup></i>	<i>About 236.1 million</i>	<i>About 468.9 million (+99%)</i>	<i>About 693.1 million (+48%)</i>
	<i>(3c) Number of printed promotional materials distributed <sup>(2)</sup></i>	<i>612 800</i>	<i>1 274 600 (+108%)</i>	<i>1 946 700 (+53%)</i>
(4)	Number of job opportunities created <sup>(3)</sup>	29 140	31 240 (+7%)	33 110 (+6%)
(5)	Number of small and medium-sized enterprise (SME) benefitted	11 400	16 410 (+44%)	22 450 (+37%)
(6)	Number of business contacts or enquiries created for SMEs	35 300	40 700 (+15%)	48 700 (+19%)

		<b>Up to end of June 2022</b>	<b>Up to end of June 2023</b>	<b>Up to end of June 2024</b>
(7)	Number of awards attained by creative talent who have participated in international competitions with funding support from Cultural and Creative Industries Development Agency	180	210 (+16%)	220 (+8%)
(8)	Number of nurturing opportunities created for creative talents and start-ups <sup>(4)</sup>	82 800	86 800 (+5%)	90 700 (+4%)
(9)	Number of television audience reached out by funded award presentation and musical programmes	About 388.6 million	About 407.1 million (+5%)	About 409.2 million (+1%)
(10)	Number of media reports <sup>(2)</sup>	28 780	40 570 (+41%)	58 480 (+44%)
(11)	Number of business deals secured <sup>(2)</sup>	3 000	3 530 (+18%)	4 350 (+23%)
(12)	Number of opportunities to showcase creations and talent <sup>(2)</sup>	26 780	30 480 (+14%)	35 450 (+16%)

Note:

Figures in brackets refer to percentage change over the same period in preceding year.

- (1) Except for “Number of approved projects” and “Total approved amount”, other indicators are captured with relevant data collected at specific time point. Due to variations of durations of individual projects and different timing of data collection, and figures reflected in the indicators being cumulative, comparisons cannot be made annually or at specified timeframe.
- (2) Only applicable to projects approved in and after April 2018.
- (3) Comprising jobs directly and indirectly created. Jobs directly created refer to the number of jobs with emolument supported by funding of approved project. The durations of the jobs depend on the durations of individual projects.
- (4) Excluding opportunities provided by the Design Incubation Programme and the Fashion Incubation Programme.

**(B) Participants' Satisfaction Level <sup>(1)</sup>**

		<b>Up to end of June 2022</b>	<b>Up to end of June 2023</b>	<b>Up to end of June 2024</b>
(a)	Percentage of respondents who rated the activities/ programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	98%	98%	98%
(b)	Percentage of respondents who rated the duration/ format/ content/ publicity/ participation fee of the activities/ programmes as “Excellent”, “Very satisfactory” or “Satisfactory” <sup>(2)</sup>	93% - 98%	94% - 98%	94% - 98%
(c)	Percentage of respondents who considered the activities/ programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i> <sup>(2)</sup>	83% - 91%	83% - 92%	84% - 92%
(d)	Percentage of respondents who rated the activities/ programmes as “Definitely Useful”, “Very Useful” and “Useful”	93%	93%	93%

Note:

- (1) Participants refer to those who participated in the events of approved projects, but exclude project grantees. The total number of respondents were around 198 000, 227 000 and 249 000 up to end of June 2022, 2023 and 2024 respectively.
- (2) Relevant satisfaction level covers five items in total. The percentages refer to the highest and lowest satisfaction levels among those five items.

**Annex 5**

**Film Development Fund  
Number of Applications Received and Approved, and Approved Amount  
from 2021 to 2024**

		<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024 (Up to end of June)</b>
(a)	Number of applications received	61	39	62	37
(b)	Number of applications approved	30	32	27	29
(c)	<b>Total approved amount (\$ Million)</b>	<b>126.7</b>	<b>175.3</b>	<b>127.9</b>	<b>81.7</b>

## **Annex 6**

### **Film Production Financing Scheme under Film Development Fund <sup>(1)</sup>**

		<b>Cumulative Total (June 2009 to end of June 2024) <sup>(3)</sup></b>	<b>1 October 2023 to end of June 2024</b>
(a)	Number of approved projects	54	2
(b)	Number of job opportunities created <sup>(2)</sup>	3 510	130
(c)	Number of film directors who directed a film for the first time	37	0
(d)	Number of producers who produced a film for the first time	24	0

Note:

- (1) Including film projects under Film Production Financing Scheme and Film Production Financing Scheme (Relaxation Plan) approved after June 2009.
- (2) Number of job opportunities created refers to the basic production crew and major casts. Other crews involved on a part-time basis are excluded.
- (3) Excluding projects withdrawn after approval is granted.