

**For discussion
on 11 November 2024**

Panel on Information Technology and Broadcasting

**The Chief Executive's 2024 Policy Address
Culture, Sports and Tourism Bureau
Policy Initiatives on Culture and Creative Industries**

Introduction

This paper introduces major initiatives on culture and creative industries of the Culture, Sports and Tourism Bureau (CSTB) in the Chief Executive's 2024 Policy Address to Members.

Development of Arts, Culture and Creative Industries

2. The Third Plenary Session of the 20th Central Committee of the Communist Party of China (CPC Central Committee) adopted the Resolution of the CPC Central Committee on Further Deepening Reform Comprehensively to Advance Chinese Modernization (the Resolution). The Resolution raised major reform measures, including developing a strong socialist culture in China, promoting cultural prosperity, enriching the intellectual and cultural lives of our people, and enhancing China's cultural soft power and the appeal of Chinese culture. With the support of the National 14th Five-Year Plan, the Government gives full play to our cultural resources that blend Eastern and Western characteristics and extensive international connections under the institutional advantages of "One Country, Two Systems", with a view to realising the strategic positioning of Hong Kong as an East-meets-West centre for international cultural exchange and complementing the overall cultural development of the country.

3. The development of arts and culture and creative industries is closely interconnected. Arts and culture often serve as the fertile ground for the development of the creative industries, while the creative industries can also promote the development of arts and culture. Promotion of the development of creative industries helps to build Hong Kong's cultural soft power, and aligns with the realisation of the strategic positioning of Hong Kong as an East-meets-West centre for international cultural exchange.

Promoting Chinese Culture

4. With a view to being more focused on and effective in advocating Chinese culture and promoting patriotic education, the Chinese Culture Promotion Office (CCPO) was established in April this year to co-ordinate and promote programmes, exchange activities and collaborative projects related to Chinese culture and history. CCPO has been actively implementing its work at different levels to continue promoting Chinese Culture to the public since its establishment. The future work priorities of CCPO are set out in the ensuing paragraphs.

5. We will plan for the construction of a museum in the Northern Metropolis to showcase the development and achievements of our country, and plan to cover such areas as its history, politics, economic development and culture, so as to highlight and showcase the development and significant achievements of our country over the years. Prior to the commissioning of the new museum, the Leisure and Cultural Services Department (LCSD) will set up an exhibition gallery in the Hong Kong Museum of History to exhibit relevant contents in phases. The first project is the Glorious Voyage: Splendid Achievements of the People's Republic of China in Its 75 Years exhibition series held from late September 2024 to early February 2025. Through a multifaceted lens, this event enables the public to appreciate the perseverance and development of China over the past 75 years.

6. We will revitalise the historic building of Block 58 of the former Whitfield Barracks in Kowloon Park, Tsim Sha Tsui, and build a new annex to set up a Chinese Culture Experience Centre, which will be an important base for the promotion of Chinese culture, to better promote the integrated development of culture and tourism.

7. The inaugural Chinese Culture Festival (CCF) was successfully held from June to September this year. LCSD intends to turn the CCF into an annual arts and culture brand of Hong Kong so as to provide more opportunities for the public to appreciate and understand the essence of Chinese culture in a holistic manner, and enhance their sense of national identity and cultural confidence.

8. LCSD will continue to present exhibitions of the General History of China series to showcase significant periods in Chinese history in chronological order from the earliest Xia, Shang and Zhou dynasties to modern times. To begin with, an exhibition titled The Ancient

Civilisation of the Xia, Shang and Zhou Dynasties in Henan Province was launched in April 2024 to delve into the origin of Chinese civilisation. An exhibition on the cultural relics of the Qin and Han dynasties will be launched in 2025. The series will conclude in 2029 with an exhibition celebrating the 80th anniversary of the founding of the People's Republic of China.

9. To promote the safeguarding and passing on of intangible cultural heritage (ICH), LCSD will develop a mechanism and criteria in 2025 for recognising the bearers of the items on the Representative List of ICH of Hong Kong in a bid to acknowledge and nurture high-calibre ICH bearers. Training and cultural exchanges will also be strengthened to engage the young generation in the passing on of ICH and raise the viability of Hong Kong's ICH. Besides, LCSD will organise the Hong Kong ICH Month in June every year to make it a cultural icon of Hong Kong for promoting the profound traditional Chinese cultural roots of local ICH items to locals and tourists, with a view to enhancing the appreciation of the richness and beauty of traditional Chinese culture amongst people of Hong Kong, and facilitating the integrated development of culture and tourism.

Producing Films that Promote Chinese Culture

10. As an art form that transcends geographical boundaries, films have extensive influence which can foster cultural exchange and understanding. Taking into account the long history of Chinese culture with profound connotations as well as Hong Kong's unique cultural background, the Cultural and Creative Industries Development Agency (CCIDA) will launch a new funding scheme through the Film Development Fund to provide funding support for the film industry to produce films which promote Chinese culture. The new scheme will be open for applications in 2025, with a view to encouraging creators to incorporate Chinese cultural elements into film productions and showcase these fine traditional Chinese culture to local and global audiences through the power of films, promoting the charm and diversity of Chinese culture.

Developing into an East-meets-West Centre for International Cultural Exchange

11. The Government has formulated clear strategies, and launched different policy measures to support the development of Hong Kong's arts, culture and creative industries, with a view to further consolidating Hong

Kong's role as an East-meets-West Centre for international cultural exchange. The Government had also established a Culture Commission chaired by the Secretary for Culture, Sports and Tourism last year to assist in formulating a Blueprint for Arts and Culture and Creative Industries Development (Blueprint) to enhance our policies and establish an ecosystem for the industries.

12. In the past year or so, we have consulted the Culture Commission on the Blueprint. During this period, we have been continuously refining the draft in light of the various views from the arts and culture sectors as well as socio-economic changes, in order to cater for the long-term development of the sectors. The formulation of the Blueprint is at its final stage. It will cover four major development directions: promoting Chinese culture, promoting the development of diverse arts and culture with an international perspective, fostering arts and cultural exchange between China and the rest of the world, and driving industry development. We will promulgate the Blueprint shortly, with a view to providing a clear vision and direction, so that all stakeholders will strive towards a common goal.

Promoting the Development of the Cultural and Creative Industries

13. CCIDA was established in June 2024 and would promote the development of arts, culture and creative sectors by adopting an industry-oriented approach. CCIDA will continue to provide funding support for and incubate cultural and creative projects with potential for industrialisation through the CreateSmart Initiative for the seven creative sectors¹ other than film. We will promote cross-sectoral and cross-genre collaboration projects and leverage market resources. We will support the industries to participate in trade shows and exhibitions in the Mainland and overseas, and arrange delegations to the Mainland and overseas to explore business opportunities, with a view to bringing in more room for the development of the cultural and creative industries.

14. CCIDA will support design industries of Hong Kong to proactively perform a platform role and become a key node in the design industry chains in the Mainland and foreign countries. We will assist Hong Kong cultural and creative designers to create more cultural and creative products featuring both Chinese and Hong Kong cultural characteristics. We will facilitate more local and non-local cultural and

¹ The seven creative sectors other than film are advertising, architecture, design, digital entertainment, music, printing and publishing, and television.

creative products to register on the Asia IP Exchange Portal (the Portal), and continue supporting the Hong Kong Trade Development Council to enhance the Portal with more market trading elements, including adding more business-matching activities and providing additional market information on intellectual property (IP) trading and professional support services, so as to foster cross-sectoral exchanges and collaboration, promote cultural IP transactions and transformations, and strengthen support for local original works to exploit the Mainland and international markets.

15. As proposed by the Chief Executive in the 2023 Policy Address, the Hong Kong Fashion Design Week (HKFDW) will be held annually starting from 2024. Branded as “Hong Kong Fashion Fest”, the first edition of HKFDW will be held between 20 November and 4 December 2024. Activities include a summit, fashion shows on haute couture, work wears, evening wears and other types of clothes, fashion exhibitions, showcase of the work of Asian award-winning designers, soirée and other fringe activities, etc. Apart from consolidating different fashion design activities, innovative elements and affiliate activities will also be introduced into Hong Kong Fashion Fest as appropriate to attract the participation of prestigious fashion industry players and stakeholders from Hong Kong, the Mainland and overseas. Through co-ordinating the promotions and the content of the events, Hong Kong Fashion Fest can strengthen the synergy of different fashion design activities and drive the development of the design industry, enhance the profile of the local fashion design, and develop Hong Kong into a fashion design hub in Asia.

16. CCIDA will review and re-structure the organisation and functions of the Hong Kong Design Centre (HKDC) to ensure that its future work can complement with the Government’s policy objectives on arts, culture and creative industries more effectively, and to strengthen its corporate governance. After restructuring, HKDC will strengthen and expand its functions, with the focus on assisting small and medium enterprises in the design industries to enhance their product and brand design services, and strengthening the collaboration and interface among local designers, start-ups and Mainland enterprises operating in Hong Kong.

Following up on the Implementation of Relaxation Measures of the Second Agreement concerning Amendment to CEPA Agreement on Trade in Services

17. The Government of the Hong Kong Special Administrative Region signed 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) on 9 October 2024, which includes relaxation measures for further opening up of the Mainland market in trade in services in respect of, inter alia, film, television and advertising services sectors. The CEPA Amendment Agreement II will be implemented on 1 March 2025. CCIDA will closely liaise with the relevant Mainland authorities for the implementation.

Strengthen Long-term Industry Development in the West Kowloon Cultural District

18. West Kowloon Cultural District (WKCD) is one of the most important cultural infrastructure projects of the Government. The West Kowloon Cultural District Authority (WKCDA) will take a leading role in establishing an industry chain for the arts and culture and creative industries of Hong Kong, driving cultural and creative tourism, and enhancing its financial sustainability. The four main measures to strengthen long-term industry development in the WKCD include:

- (i) to leverage the unique advantages of the WKCD as both a world-class cultural hub and an integrated cultural and commercial development to promote the creation of a comprehensive art trading ecosystem in Hong Kong and to build up the strengths of Hong Kong in art trading. WKCDA will proactively attract major auction houses and art galleries in and outside Hong Kong, and organisations providing relevant investment, insurance and other professional services to establish presence in WKCD, attracting art galleries and other art institutions to organise art fairs in WKCD, and exploring the provision of storage, conservation and exhibition facilities and relevant professional services for high-end art collections of local and regional arts and cultural institutions and collectors;
- (ii) to step up efforts to host or secure the hosting of more high-profile international cultural, creative and commercial events with strong visibility and revenue-sharing potential to be held in WKCD, so as to make good use of the world-class hardware to attract more inbound visitors, thereby stimulating local spending and promoting WKCD as a prime destination for major international cultural, creative and commercial events;

- (iii) to organise and curate performing arts programmes and exhibitions to be staged as long-run events locally, in the Mainland and overseas on a commercial basis, and to develop commercial presence on major digital platforms in the Mainland with a view to expanding the sales channels for cultural and creative merchandise for enhancing the profile and influence of WKCD; and
- (iv) to roll out more special experience activities, such as the launch of a brand-new series of *M+ at night* with different themes for three consecutive months since October 2024, and collaborate with the Hong Kong Tourism Board to step up worldwide promotion with a view to branding WKCD as a landmark for cultural and creative tourism.

Mega Arts and Cultural Events (ACE) Fund

19. The Mega ACE Fund aims to attract and support international and large-scale arts and cultural events to be held in Hong Kong, with a view to fostering Hong Kong's development as an East-meets-West centre for international cultural exchange. Since its launch in April 2023, the Mega ACE Fund has received a large number of enquiries and applications, and has been more effective. As of October 2024, 17 applications have been approved. The 15 completed events covered various arts genres and forms (including art fairs, exhibitions, and pop culture festivals, etc.), attracting attendance of over 4.76 million. The response has been positive and significantly exceeded expectations, bringing a positive impact on the arts and cultural ecology of Hong Kong.

20. Apart from some quantifiable indicators such as the number of participants, these projects supported by the Mega ACE fund also bring unquantifiable values to the arts and cultural landscape of Hong Kong. A series of events covering a wide range of arts genres make arts more accessible to the public and tourists, encourage them to appreciate arts and arouse their interest, gradually creating a rich artistic atmosphere within the community. In addition, these projects are in line with the Government's direction of promoting the development of arts and culture industries in Hong Kong, including fostering international cultural exchange with the Mainland and overseas countries, offering platforms for young and emerging artists to showcase their work, and contributing to the development of the industries, etc. For example, Art Central 2024 provided a platform for local young artists to create large-scale art

installation, while the sculpture exhibition “A Path to Glory - Jin Yong’s Centennial Memorial • The World of Wuxia” will tour in the Mainland and overseas, exporting Hong Kong’s local characteristics and Chinese culture. In the long run, the Mega ACE Fund plays an important role in promoting the diversified development of Hong Kong’s arts and culture ecosystem.

21. The start-up stage of the Mega ACE Fund was in early 2023, when the community was recovering from the pandemic. The number and variety of activities were crucial for the construction of a vibrant ecosystem of large-scale arts and cultural events. In addition to supporting events that are established and known to be effective, CSTB has also been actively introducing arts and cultural events with different orientations and genres through the Mega ACE Fund over the past year. These events have enriched the arts and cultural content of Hong Kong and helped regain the confidence of international arts and cultural organisations in staging events in Hong Kong after the pandemic. Taking into consideration the latest developments in Hong Kong’s arts and culture sector and ecology, as well as the various views from the community, CSTB has reviewed the operation and funding mode of the Mega ACE Fund based on the experience gained in the past year. We have consulted the Mega ACE Committee and relevant stakeholders and plan to announce the details later this month.

22. We will enhance the operation of the Mega ACE Fund through the following key areas to strengthen its effectiveness:

- (i) refining the assessment criteria to emphasise the need for the funded events to cover elements that promote tourism and bring economic benefits, with a view to integrating arts and culture with the socio-economic development, so as to bring positive impact to the community as a whole;
- (ii) adopting a fixed application cycle (i.e. 3 rounds of application each year) and setting a ceiling on the number of events to be supported per round, to facilitate advance planning of the industry and better deployment of resources;
- (iii) introducing matching grant to encourage the organisers of the events to solicit commercial sponsorship to follow the overarching principle of industry building; and
- (iv) strengthening the requirements on key performance indicators (KPIs), including adding KPIs in respect of integrated

development of Mega ACE events and tourism so as to better monitor the effectiveness of events and highlight the impact of the Mega ACE fund.

23. Please see **Annex** for the indicators for specific tasks on culture, and creative industries.

Advice Sought

24. Members are invited to note the content of this paper and comment on the above work.

Culture, Sports and Tourism Bureau
November 2024

Indicators for Specified Tasks in 2024 Policy Address

(1) New Indicators

Promoting Chinese Culture

Promote the safeguarding and passing on of ICH, as well as the integrated development of culture and tourism by undertaking the following measures each year starting from 2025:

- Review the bearers of the items on the Representative List of the ICH of Hong Kong and organise no less than 30 activities focusing on passing on, training, promotion, and cultural exchange; and
- Organise the Hong Kong ICH Month to promote Hong Kong's ICH to locals and tourists.

It is expected that at least 100 000 participants will join these activities each year.

East-meets-West Centre for International Cultural Exchange

CCIDA to promote the development of the culture and creative industries by the following initiatives:

- Support cultural IP creators and producers to propel no less than 34 cultural IP projects cumulatively within five years starting from 2025; and
- Drive Hong Kong design industries to participate in around 20 design weeks/fashion weeks/expos/exhibitions every year in the Mainland and overseas.

WKCDA to strengthen the long-term industry development in the WKCD by the following measures:

- Organise/curate at least two performing arts programmes or exhibitions for staging outside Hong Kong in 2025;

- Organise at least 1 200 programmes in 2024-25, including exhibitions and performing arts programmes, and different natures of activities in the Art Park; and
- Commence within 2025 the preparatory work for attracting more stakeholders of the art trading industry chain to establish presence in the WKCD.

(2) On-going Indicators of the 2023 Policy Address

Patriotic Education

Continue to promote patriotic education:

- Organise no less than 50 activities to promote Chinese culture and history annually; and
- Organise a major thematic exhibition to showcase the development and achievements of our country annually.

A total attendance of no less than 700 000 per year is expected for the above initiatives.

East-meets-West Centre for International Cultural Exchange

Promote the development of the culture and creative industries:

- The CCIDA to promote 60 industry mission trips, overseas exhibitions and showcases each year from 2024 onwards, so as to open up more business opportunities for Hong Kong's cultural and creative industries by assisting them to conduct business negotiations and organise exhibitions and showcases in the Mainland and overseas markets;
- Subsidise around 50 projects under the CreateSmart Initiative per year from 2024 onwards;

- Roll out the Hong Kong-Europe-Asian Film Collaboration Funding Scheme by end-2024 with a view to approving four co-productions in Q1 2025, which include at least one production from Europe; and
- Organise the Hong Kong Fashion Design Week each year from 2024 onwards to attract at least 40 000 participants and 500 000 online views.

Continue to implement the 10-year development blueprint for arts and cultural facilities for the improvement and development of cultural facilities with the following proposals:

Phase 1 (2022-2027)

- The total number of seats in performance venues is expected to increase from 30 000 to 34 000 (increase by 13%); and
- The average annual attendance of performance venues is expected to increase from about 3 million to about 3.4 million (increase by 13%).

Phase 2 (2027-2032)

- The number of museums (including those under planning) is expected to increase from 15 to no less than 20 (increase by more than 33%);
- The average annual museum attendance is expected to increase from 5 million to 9 million (increase by 80%);
- The total number of seats in performance venues (including those under planning) is expected to increase from 30 000 to about 50 000 (increase by 67%); and
- The average annual attendance of performance venues is expected to increase from about 3 million to about 5 million (increase by 67%)