

## Creative Industries

**Arts, Culture and Creative Industries:** Arts, culture and creative industries are important economic drivers for Hong Kong. They help to strengthen the economic development. They can be a powerhouse for future economic growth and have immense development potential. Creative industries under Create Hong Kong's purview include film, television, music, design, architecture, advertising, digital entertainment, and printing and publishing. According to the latest statistics, Hong Kong has about 225 880 practitioners engaged in arts, culture and creative industries. In 2021, the value added of arts, culture and creative industries stood at about \$124.8 billion, representing around 4.5% of the Hong Kong's Gross Domestic Product.

**Create Hong Kong:** Create Hong Kong as an office dedicated to promoting the development of creative industries in Hong Kong was set up in June 2009 and is put under the Culture, Sports and Tourism Bureau from 1 July 2022 onwards. It provides one-stop services and better support to the industries.

CreateHK focuses on the following areas in driving the development of creative industries –

- (a) nurturing talents and facilitating start-ups;
- (b) exploring markets;
- (c) promoting cross-sectoral and cross-genre collaboration; and
- (d) promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community.

The office is responsible for the administration and management of funding schemes related to creative industries, overseeing the infrastructure for promoting design, i.e. the Hong Kong Design Centre, and providing funding support for the Design Incubation Programme and Fashion Incubation Programme. It is also providing one-stop service for location filming in Hong Kong, for both local and overseas films, and is responsible for the regulatory control of special effects materials for film shooting and theatrical performances.

**CreateSmart Initiative:** The CreateSmart Initiative (CSI) was established in June 2009 to provide financial support to projects with objectives that are in line with the strategic direction to drive the creative industries. Over the years, a total of \$3.5 billion has been injected into the CSI, in batches in 2009 (\$300 million), 2013 (\$300 million), 2016 (\$400 million), 2018 (\$1 billion), 2021 (\$1 billion) and 2023 (\$500 million). As at end of June 2023, a total of 1 278 CSI applications have been received. Among them, 683 projects have been approved involving around \$2.535 billion funding.

**Film Development Fund:** The \$300 million injected into Film Development Fund (FDF) in July 2007 provides financial support for projects conducive to the long-term and healthy development of the local film industry. It aims to encourage more commercial investment in film productions, create a larger mass of film activity and more employment opportunities, and assist the film industry in revitalising and developing further. In May 2019, FDF received a one-off injection of \$1 billion to support initiatives for boosting the development of our film industry in the next few years. This vision would be realised through measures under the four broad directions of (1) nurturing talent; (2) enhancing local production; (3) market expansion; and (4) building audience. As at end of June 2023, a total of 89 applications for financing film productions, 14 applications for film production grant, 9 applications for Directors' Succession Scheme and 293 other film-related projects have been approved, involving around \$1.12 billion funding.

**Hong Kong Design Centre:** The Hong Kong Design Centre (HKDC) has always been a close partner of the Government in promoting design and related creative industries since its establishment in 2001. Established by five designer associations in Hong Kong and supported by the Government, the HKDC aims to promote design as a value-adding activity; raise design standards and foster design-related education; and raise the profile of Hong Kong as an innovation and creative hub. Its highlight each year is the organisation of the Business of Design Week which has become a prestigious and major design event in the region. Recent partners for organising the event include Japan, Germany, Denmark, Belgium, Sweden, Barcelona, Chicago, Italy, Melbourne and the Netherlands. Other major events include DFA Awards, Knowledge of Design Week and Fashion Asia Hong Kong. These events help reinforce Hong Kong's status as a city of design excellence in Asia. To nurture new and emerging designers for the local design sector, HKDC also has run the Nurturing Programme of Hong Kong Young Design Talents since 2012, the Design Incubation Programme since 2012 and the Fashion Incubation Programme since 2016 as supported by the Government. In recent years, the HKDC has also been echoing the Government's policy to promote awareness of the importance of creative and design thinking in the community, organising a series of programmes comprising forums, workshops and related activities with a view to promoting creative and design thinking in the business and education sectors, and also to the wider society.

**Design Incubation Programme:** The Design Incubation Programme (DIP), administered by the HKDC with funding support from the Government, offers financial assistance and incubation services to design start-ups over a two-year incubation period to help them build up business network, publicise products and conduct marketing promotions. It enhances the competitiveness of the design start-ups at their early stage of development through the provision of training programmes, consultancy service, mentorship and networking activities, etc. Since launch of the programme in 2006 till end of June 2023, 353 design incubatees have been admitted under the DIP.

**Fashion Incubation Programme:** The Fashion Incubation Programme (FIP) is a dedicated incubation programme for up-and-coming fashion designers launched in financial year 2016-17. It is funded by the Government and administered by the HKDC. In the two-year programme, each incubatee will expand their creative potential and advance fashion entrepreneurship through projects and collaboration, and at the same time enhance their industry intelligence and resourcefulness through continuous learning and networking opportunities to meet the business opportunities ahead. As at the end of June 2023, 30 incubatees have been admitted to the FIP.