

**For discussion  
on 13 February 2023**

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

**Update on the Progress of the Work of  
Create Hong Kong and Hong Kong Design Centre**

**Purpose**

This paper updates Members on the work of Create Hong Kong (CreateHK) in respect of the eight creative industries and Hong Kong Design Centre (HKDC) from 1 April 2021 to 30 September 2022.

**Overview of the Development of Hong Kong's Creative Industries**

2. Hong Kong has advantages in key creative industries, including advertising, architecture, design, digital entertainment, film, music, printing and publishing, and television. These eight creative industries have flourished and become one of the most dynamic economic sectors in Hong Kong. According to the latest statistics, there are a total of around 29 420 creative industries-related establishments in Hong Kong, with about 136 470 practitioners. In 2020, the added value of the creative industries was about \$59.5 billion, contributing to around 2.3 % of Hong Kong's Gross Domestic Product. With immense development potential, creative industries will have room for diverse developments for young graduates and start-ups. They not only become new economic drivers of Hong Kong, but also help enhance it as a more attractive international metropolis.

3. To promote the development of creative industries, the Government has re-launched the Film Development Fund (FDF) since 2005 and established the CreateSmart Initiative (CSI), a dedicated fund for promoting the other seven creative industries, since 2009. To date, the Government has made an injection of \$1.54 billion and \$3 billion into the FDF and CSI respectively to fund projects and programmes initiated or organised by the industries and relevant stakeholders in support of the development of creative industries in Hong Kong via CreateHK. In addition, CreateHK closely works with two major organisations, i.e. the HKDC and the Hong Kong International Film Festival Society, on the promotion of design and film appreciation respectively.

4. Key projects of the eight creative industries organised, co-organised and funded by CreateHK are at **Annex 1**. Key Performance Indicators and participants' satisfaction level are at **Annex 2**.

## **The Work of CreateHK in support of the Eight Creative Industries**

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

5. To promote and facilitate the development of Hong Kong's creative industries, the three strategic foci of the CSI include nurturing talent and facilitating start-ups, exploring markets, and fostering a creative atmosphere. As at September 2022, CreateHK has committed a total of \$2.291 billion under the CSI. The amount of funding granted to projects, the number of applications received and approved, and the relevant amounts of funding allocated under the CSI in the past three years are at **Annex 3**.

### ***(A) Nurturing Talent and Facilitating Start-ups***

6. During the reporting period, examples of initiatives on nurturing talent and facilitating start-ups include-

- (a) Graduate Internship Programmes, which provided internship opportunities in digital entertainment and digital advertising industries for young graduates of relevant creative disciplines, including one-year full-time employment and on-the-job training. Since the inception in 2011 to end-September 2022, a total of 562 interns were admitted, including 121 interns admitted during the reporting period;
- (b) Animation Support Programme, which facilitated 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-September 2022, a total of 221 companies were recruited, including 60 companies recruited during the reporting period;
- (c) Microfilm Production Support Scheme (Music) (formerly known as Support Programme for Advertising and Music Talents (Microfilm Production)), which offered funding support and mentorship for start-ups and small advertising production companies. From its inception in 2013 to end-September 2022, a total of 239 companies were recruited, including 64 companies recruited during the reporting period;

- (d) Hong Kong Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme which provided funding and mentorship for participating digital advertising start-ups to promote the works of emerging writers. Launched in 2018, the Scheme has completed four editions, nurtured a total of 48 digital advertising start-ups and promoted works of 48 emerging writers so far;
- (e) Hong Kong Game Enhancement and Promotion Scheme, which was launched in 2019 to enhance companies' abilities in games promotion and product profitability. It has completed three editions and provided training and funding support to 36 emerging gaming companies so far;
- (f) 'Make Music Work' Music Creation and Production Talents Nurturing Scheme was launched in 2019. It has completed two editions and provided a series of support and training for a total of 24 composers, 24 lyricists and 24 arrangers so far. They were matched up with suitable experienced music producers and singing units to perform the original songs, and provided with a platform to release them;
- (g) The Next Writer Publication Funding Scheme, which subsidised local emerging writers who have never published or have published their works for the first time in the past two years to publish and promote their new works. From its inception in 2020 to end-September 2022, the Scheme has provided funding support to a total of 18 emerging writers in two editions;
- (h) Hong Kong Comics Development and Promotion Support Programme which was first launched in 2021 to provide funding support and professional mentoring to 15 local comic start-ups and their comic artists to support their creations and promotion of their original comics;
- (i) Fashion Atelier Certificate Programme, which invited the founder of Savile Row Academy from the United Kingdom to teach in person courses on pattern drafting, cutting, fitting and tailoring of menswear and womenswear from June to July 2022. A total of 55 local designers and fashion practitioners were recruited. The Programme widened participants' horizons and enhanced their bespoke tailoring skills; and
- (j) Fashion X AI: 2022-2023 International Salon, which provided training to eight local young fashion designers / design units to use system of the Artificial Intelligence (AI) Based Interactive Design Assistant for

Fashion (AiDF), the first of its kind in Hong Kong, in fashion design, for showcasing their works in fashion shows and touring exhibitions, with a view to applying Hong Kong-invented advanced technology on design.

**(B) *Exploring Markets***

7. During the reporting period, examples of initiatives on exploring markets include-

- (a) funding the Urbanism and Architecture Exhibitions for Excellence in celebration of the 25<sup>th</sup> anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). The project deliverables included architecture exhibitions held in Beijing and Hangzhou and response activities held in Hong Kong to showcase the outstanding performance of the local architecture industry in supporting urbanisation and sustainable development in Hong Kong, the Mainland and cities around the world. The exhibits were also displayed in New York and China International Import Expo in Shanghai;
- (b) funding the Ear Up Record Label Creation and Incubation Programme (Advanced) which was first launched in 2022 to provide, all-round training and funding support covering music production, brand image and market strategy for 18 local music units with a solid audience base and a higher standard in music and performance, to help them enhance popularity and expand market share;
- (c) funding the Publishing 3.0 - HK Smart eBook-Hub launched in 2022, which assists the local industry to use AI in translating Chinese books into English books, to produce eBooks and audio books. The project also aims to develop the Hong Kong Smart eBook-Hub brand that bring outstanding Hong Kong works to international market and promote Hong Kong into a regional copyright hub of eBooks and audio books.
- (d) funding 12 emerging gaming companies via the Hong Kong Game Enhancement and Promotion Scheme to participate in the Tokyo Game Show 2022 with a view to promoting original Hong Kong gaming products;
- (e) funding the industry to lead Hong Kong fashion designers to participate in Paris Fashion Week, Guangdong Fashion Week and Fashion Shenzhen Show to explore the Mainland and overseas markets;

- (f) funding the industrial design industry to collaborate with local brands in designing innovative products. The first “ReMIX · Yesterday’s Future, Invent Tomorrow!” launched a total of over 20 crossover products in 2022, facilitating more collaborations between manufacturers and local industrial designers and bringing in more business opportunities; and
- (g) the FabriX - Digital Fashion 2022, which provided technical guidance on producing digital fashion for 12 local fashion design units to help them build the first marketable digital fashion series to be put on the digital fashion and NFT markets for sale, with a view to encouraging designers to seize the new opportunities and explore digital fashion market.

**(C) *Fostering a Creative Atmosphere***

8. During the reporting period, initiatives on fostering a creative atmosphere include –

- (a) organising the Design Spectrum and the deTour Design Festival in both physical and virtual formats, which included a series of design exhibitions, workshops, talks, design appreciation and promotion programmes;
- (b) organising the Juxtaposed 2022 FASHION META, an exhibition with a synchronisation of virtuality and reality which enabled visitors to create their virtual avatars to try on the creations of Hong Kong fashion designers in the venue through application of arts technology and enter the virtual world of the exhibition;
- (c) organising the fourth edition of Hong Kong Publishing Biennial Awards, which recognise outstanding Chinese books and their publishing teams in Hong Kong. An award presentation will be held during the Hong Kong Book Fair 2023. Roving exhibitions will be held at bookstores in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), while digital advertising campaigns targeting the Mainland market will be staged; and
- (d) the Hong Kong Avenue of Comic Stars in Kowloon Park, which is the world’s first avenue themed on comic characters. The Phase 3 works not only refurbished the sculptures of local comic characters, but also installed the new Comic Wall jointly created by 30 local comic artists in recognition of the outstanding achievements of Hong Kong comic artists.

## *(II) Promoting further development of the film industry*

9. Given its unique position among the eight creative industries, the film industry is an integral part of Hong Kong's soft power. Since 2005, the Government has injected a total of \$1.54 billion into FDF to support Hong Kong's film industry along four strategic directions, namely, nurturing talent, enhancing local production, expanding markets and building audience. FDF has supported various film productions and other film-related projects. Over 90 emerging directors and producers have been engaged in some 90 approved films. As at end-September 2022, the funded films have won more than 150 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 4**.

10. During the reporting period, the work of FDF in the four strategic directions mentioned above are as follows-

### *(A) Nurturing Talent*

11. We continue to implement the measures rolled out since July 2020 in response to the unprecedented challenges posed by the COVID-19 to the Hong Kong film industry, with a view to adding value to the industry, helping it tide over this difficult period and re-energising our film industry. The measures include nurturing budding directors and scriptwriting talents, and organising advanced professional training courses. In particular, under the Director's Succession Scheme which encourages qualified directors to groom young talents, 10 qualified directors have accepted the invitation to take up the post of producer and each of them partners with one to two budding directors to produce films.

12. Aiming at identifying and nurturing local screenwriting talent to help incubate quality screenplays thereby enhancing the quality of Hong Kong productions, the Scriptwriting Incubation Programme is held in the format of competition in phases, and has been opened for application since August 2020. There was an overwhelming response with over 1 500 applications. After three rounds of screening, 10 winning screenplays were selected and each winning screenplay received a total funding of \$0.41 million.

13. The Federation of Hong Kong Filmmakers and the Hong Kong Film Director's Guild received a total funding of around \$20 million to organise the Skills Programme for Hong Kong Filmmakers and the Hong Kong Film Directors' Guild's In-depth Professional Training. These two programmes

have successfully concluded, attracting an overwhelming response from the industry with around 2 000 participants in total.

14. FDF granted a funding to the Hong Kong Film Directors' Guild in January 2022 to organise the new In-depth Professional Training 2022. In addition to the original courses on post-production sound effects, computer visual effects and colour grading, courses on 3D scanning and cinematography were also added to the new training programme to provide more comprehensive training for participants to grasp the latest technology in film production, thereby enhancing the professionalism of film practitioners. The courses commenced in mid-June 2022 and concluded in August 2022 with 118 graduates.

15. Since its launch in 2013, the First Feature Film Initiative (FFFI) under FDF has successfully identified numerous budding film talents and produced quality local films which have won critical acclaim and achieved great box office success. The films have been widely supported by the industry and have attained outstanding results in multiple 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 seventh edition of FFFI was held in 2021 under which a total of six winning film proposals were selected.

16. Apart from nurturing budding directors and scriptwriters, we will also continue to support the provision of local and overseas training courses for practitioners in different aspects of film production and post-production (such as lighting, dubbing, editing and visual effects design) to provide the manpower required for different positions, thereby enhancing the quality of films.

## **(B) *Enhancing Local Production***

17. The Film Production Financing Scheme (FPFS) is one of the earliest initiatives that received 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 increase production volume. During the reporting period, two applications under FPFS were approved, namely *Look Up* (《一樣的天空》) and *Mama's Affair* (《阿媽有咗第二個》). These two films were released in 2022 and the box office of *Mama's Affair* exceeded \$40 million.

18. 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) 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. During the reporting period, 13 applications were approved under the Relaxation Plan. Among them, *Chilli Laugh Story* (《闖家辣》) was released in 2022, recording a box office of over \$30 million. In view of the industry's positive response to the Relaxation Plan, the original six-month application period has been extended multiple times to 14 January 2024 (42 months in total). 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 5**.

**(C) Expanding Markets**

19. In order to follow up the five relaxation measures implemented under the Mainland and Hong Kong Closer Economic Partnership Arrangement announced in April 2019, we will continue to support and foster collaboration between the Mainland and Hong Kong on film productions, and organise film festivals and trade fairs in the GBA, with a view to facilitating entry of Hong Kong films and film practitioners into the Mainland market.

20. We are also looking into new measures to support distribution and publicity of small-to-medium budget Hong Kong films inside and outside Hong Kong, with a view to facilitating market development of relevant film productions.

21. We will continue to collaborate with Hong Kong Economic and Trade Offices (HKETOs) in the Mainland and overseas 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 the overseas market and step up the promotion of the brand of "Hong Kong Films" in the Mainland and overseas markets. In particular, the Asian Film Awards Academy will organise touring exhibitions and road shows of Hong Kong films in three Middle Eastern and Asian countries (namely Israel, the United Arab Emirates and Japan) in 2023.

22. We will continue to earmark funding for annual flagship events, such as the Hong Kong Film Awards and the Entertainment Expo Hong Kong (the Expo), and the financing platform for investors and filmmakers in the Expo, so as to help Hong Kong filmmakers secure Mainland and international funding.



**(D) *Building Audience***

23. Broadening the local audience base and promoting the habit of watching movies among young people are vital to sustain the long-term development of the local film industry. The Hong Kong Film Development Council will explore measures to cultivate the interest amongst young people and students in watching movies at cinemas, and encourage more cinemas to screen local film productions. Measures to build audience include the use of FDF to fund –

- (a) the Hong Kong Film Art Association to launch the Love Your Life Film Festival, a free film screening programme in which 39 screening activities and post-screening talks were held from December 2021 to September 2022, with a view to enhancing the interest of audience, especially students and young people in appreciating movies and improving their film literacy; and
- (b) the Hong Kong Society for the Blind to organise the Development of Audio Description Services for Hong Kong Films Project 2020-2022 from November 2020 to October 2022, recording audio description for Hong Kong films, organising film appreciation sessions and distributing ticket vouchers for the visually impaired to enjoy Hong Kong films.

**(III) *GBA Development and Belt and Road (B&R) Initiative***

24. The GBA Development and the B&R Initiative present new opportunities for Hong Kong's creative industries. To assist the creative industries in seizing the opportunities, CreateHK organised and supported a number of activities to promote the development of the eight creative industries in relevant countries/regions/cities.

**(A) *The GBA Development***

25. During the reporting period, key initiatives to develop the GBA market include-

- (a) organising touring exhibitions in four Mainland GBA cities (i.e. Shenzhen, Zhuhai, Foshan and Dongguan) to showcase the works and creative thinking of Hong Kong's creative industries, and promote our designs and professional services;

- (b) co-organising 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 2021 and 2022, and co-organising the 2021 Greater Bay Area Film Production Investment Training Workshop (「粵港澳電影創投會培訓工作坊」) in 2021 in Guangzhou to further deepen film exchange and nurture creative film talent in the GBA;
- (c) co-organising the Showcasing Hong Kong's Glamour in the GBA: Hong Kong Film Screening in Celebration of the 25th Anniversary of Hong Kong's Return to the Motherland (「光影灣區·香江風華——慶祝香港回歸祖國 25 周年香港電影展映活動」) with the Film Administration of Guangdong Province in Guangzhou, Shenzhen, Zhuhai, Foshan, Dongguan and Zhongshan in 2022 to promote Hong Kong films to local audience;
- (d) funding the industry to organise the 2022 Hong Kong Shenzhen Bi-City Biennale of Urbanism\Architecture (Hong Kong) and to participate in the Shenzhen Hong Kong Bi-City Biennale of Urbanism\Architecture (Shenzhen) by setting up a Hong Kong Pavilion, with a view to promoting Hong Kong's architecture designs through the display of a wide range of architecture projects and urban designs in the two places;
- (e) funding the industry to organise the FASHION FORWARD GBA 2022 in collaboration with six design institutions and industry organisations from Hong Kong, Macao, Zhuhai and Shenzhen with activities such as fashion shows, exhibitions and fashion music parties held in Hong Kong, Guangzhou, Zhuhai, Foshan and Shenzhen, so as to promote exchange among the fashion design industries in the GBA;
- (f) funding the industry to organise the Greater Bay Area Urban Design Awards in recognition of outstanding urban designs in the GBA;
- (g) funding printing and publishing companies to participate in the 2022 South China Book Festival in Guangzhou via an online virtual Hong Kong Pavilion, and to organise the physical exhibition on Hong Kong's award-winning and integrated publishing and printing works (香港出版及印刷得獎暨綜合作品展) at Guangzhou bookstores, with a view to promoting Hong Kong books and printed materials; and
- (h) funding the industry to organise the 2022 Guangdong-Hong Kong-

Macao Greater Bay Area International Film Marketing Certificate Programme, which provided courses on film distribution in Hong Kong, the Mainland and overseas for film practitioners in Hong Kong, Macao and the Mainland to nurture film distribution professionals for Hong Kong and the GBA.

**(B)     *The B&R Initiative***

26.     During the reporting period, key initiatives on developing the B&R market include-

- (a) funding the industry to lead awardees of the Kam Fan Awards and young creative advertising practitioners to participate in the creative advertising festivals held in Thailand and Korea, so as to promote Hong Kong's advertising industry;
- (b) supporting overseas HKETOs to organise or participate in local film festivals, including the Udine Far East Film Festival and the Salento International Film Festival in Italy, so as to promote Hong Kong films;
- (c) funding the industry to organise tour screenings of Hong Kong films in 2021 in Singapore, Malaysia and Indonesia, so as to promote Hong Kong films and explore the local markets;
- (d) funding the industry to organise the Hong Kong Collateral Event at the 17th Venice Biennale International Architecture Exhibition to showcase Hong Kong's creative architectures;
- (e) organising the Making Waves - Navigators of Hong Kong Cinema touring film shows and Hong Kong film photography exhibitions in 2022 in Italy, Indonesia, Korea and Singapore, etc. ,so as to promote Hong Kong films; and
- (f) funding the industry to organise the 2022 Hong Kong Art Toy Story Exhibition, Thailand Chapter, which showcased in Bangkok the works of 15 Hong Kong toy designers from different generations to promote Hong Kong's original art toys.

**(IV)     *New measures to promote the development of Hong Kong into the East-meets-West centre for international cultural exchange***

27.     The National 14th Five-Year Plan indicated clear support for Hong Kong to develop into an East-meets-West centre for international cultural exchange. . As stated in the 2022 Policy Address by the Chief Executive, the

Government is committed to fostering the cultural development of Hong Kong with measures to enrich arts and cultural contents. To promote Hong Kong pop culture to scale new heights and expand its Mainland and overseas markets, we will focus on the film, TV and streaming platforms and enhance the CSI. Details of the relevant measures are as follows –

(A) *Enhancing the CSI*

28. To continue to promote the creative industries as Hong Kong's economic drivers, we propose enhancing the CSI by adding a new strategic focus to the current three foci, "promoting cross-sectoral and cross-genre collaboration". With CreateHK playing a leading and co-ordinating role, we aim to encourage the creation of diversified and unique creative projects to promote Hong Kong pop culture to scale new heights and go global, and expand the industry's development capacity. The measure will also facilitate in-depth development and commercialisation of the arts and culture, sports and tourism industries.

(B) *Support Local Television Stations to Co-produce Television Variety Programmes with Their Counterparts in the Mainland and Asia*

29. Pop culture is an important part of the cultural ecology. Hong Kong's pop culture, covering television programmes, the film industry, pop music, etc., reflects people's livelihoods and local characteristics, and has accompanied many generations of Hong Kong people. In the past, many outstanding works and prominent celebrities gained huge popularity in the Mainland and among ethnic Chinese communities in Southeast Asia and won international acclaim. The rise of online social media platforms and streaming platforms, coupled with the rapid development of pop culture in neighbouring regions, has boosted the diversification of creative industries and posed many challenges to Hong Kong's entertainment industry, including the television industry. The 2022 Policy Address has proposed to support the co-production of television variety programmes by local television stations and Mainland/Asian production teams to enhance the soft power of Hong Kong's pop culture, open up a broader market for relevant industries and their peripheral products (e.g. clothing and lifestyle products), and further our collaborations with foreign and Mainland TV sectors. In order to enable audiences from different places to appreciate our unique pop culture and nurture more talents in the relevant industries, CreateHK is looking into the provision of appropriate funding and support, through enhancement of the CSI, to local television industry for co-operating with its counterparts in other regions..

(C) *Content Development Scheme for Series and Internship Scheme*

30. We will launch the Content Development Scheme for Streaming Platforms in the format of competition. Participating teams will be recruited to develop content of series to be broadcast on streaming platforms, with a view to nurturing cross-sectoral production teams and facilitating Hong Kong film industry to enter new distribution markets by creating quality streaming content. Each shortlisted team will be awarded \$0.6 million to \$1.2 million as script development fee for creation of a production proposal and the full script of the first six to twelve episodes. Each winning team will be awarded up to a maximum of \$4.5 million to produce the first episode or first two episodes of the series. Together with the script development fee awarded at the shortlisting stage, each winning team will receive a maximum grant of \$5.7 million.

(D) *HK-Asian Film Collaboration Funding Scheme*

31. In recognition of Hong Kong's role as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan, we will launch the HK-Asian Film Collaboration Funding Scheme. It will subsidise film projects co-produced by filmmakers in Hong Kong and Asian countries to produce films that are rich in Hong Kong and Asian culture, 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 Hong Kong and one Asian country film practitioner. Each approved film project will receive a maximum grant of \$9 million.

## **The Work of HKDC**

32. Established in 2001 by five design associations<sup>1</sup>, 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: (I) publicity and promotion of Hong Kong's design works; (II) promotion of design leadership; (III) promotion of design excellence; (IV) nurturing of design-entrepreneurs; and (V) 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)

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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 (formerly known as the Hong Kong Federation of Design Associations).

and are in line with the Government's strategic foci in promoting the development of creative industries. The work of HKDC is set out below—

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

33. Due to the pandemic, HKDC organised overseas exchange programmes by different means. For example, local and overseas speakers were invited to Knowledge of Design Week (KODW) and Business of Design Week (BODW), the annual flagship activities, to explore and share knowledge and new thinking of design, and to identify new opportunities for promoting urban development. Major physical thematic exhibitions were held at Design Spectrum, with virtual exhibitions especially for overseas friends to appreciate Hong Kong's design. All previous winners from different regions were invited to DFA Awards to take part in a series of online design dialogues. Aiming at fostering more collaboration with Mainland partners, Fashion Asia Hong Kong organised activities including physical exhibitions to display works of our fashion designers in places such as the GBA and Shanghai. These activities helped Hong Kong continue to play the role as an East-meets-West centre for international cultural exchange during the pandemic.

*(II) Promotion of Design Leadership*

34. Themed on Global Design Reset with the United Kingdom as the strategic partner, BODW 2021 highlighted the needs for fresh thinking and collaborative creativity across disciplines to navigate in a state of flux under the new normal. Over 80 local and overseas speakers were invited to share their insights. All programmes were conducted in a hybrid format and broadcast both online and offline, attracting a global audience of over 840 000. Also, concurrent events including BODW City Programme, Fashion Challenges Forum, 10 Asian Designers to Watch Exhibition and DFA Awards Presentation Ceremony were held during November and December 2021.

35. Being the first international design summit held at M+ from 30 November to 3 December 2022, BODW 2022 was organised with the full support of the Netherlands as the strategic partner and CreativeNL, its platform for creative pioneers. With the theme of Design for Change, the summit gathered over 90 creative leaders around the world to discuss the trends in design, innovation and brands. It was also the first time since 2018 to successfully invite representatives from different countries, including industry elites from the United Kingdom, France, Thailand, Singapore and the Netherlands, to Hong Kong for the event. More than 2 500 persons took part in the summit in person, while there was a viewership of over 1 million views for live broadcasting. BODW 2022 was also one of the celebrations for the 25<sup>th</sup> anniversary of the establishment of the HKSAR.

36. HKDC organised KODW 2021 in June 2021 with the theme of Reimagining Service Economy. As a platform for exchange and connection in knowledge on creativity and design, KODW 2021 held ten panel sessions, and eight virtual and in-person workshops for participants from over 60 countries and regions around the world. There was a viewership of over 370 000 from around the world for all panel sessions. KODW 2022 was held from August to October 2022. Joining hands with strategic partners such as Dutch Design Week and CreativeNL, it enabled over 40 elites, entrepreneurs and creative leaders in design industry from all over the world to discuss new design thinking and explore new potential opportunities on the theme of Regeneration by Design. By using extended reality (XR) technologies to produce a series of panel discussions for the first time, the event created an immersive real-time virtual setting for audiences. Such programmes were simulcast live on television and online, with a global viewership of over 450 000.

37. Besides, HKDC launched bodw+, a new design knowledge platform, in October 2021, with the objectives of turning it into Asia's leading online design portal, providing design information and contents on the most up-to-date trends, gathering local and international design elites in various disciplines, and establishing a platform for inspiring and exchanging creative ideas. HKDC won the Digital - Public Organisation award for its launch of bodw+ in the Hong Kong Business Technology Excellence Awards 2022 held by Hong Kong Business magazine.

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

38. HKDC has continued to give recognition to the outstanding achievements of design projects, designers, companies and business leaders through the five major programmes under the DFA Awards. From April 2021 to September 2022, a total of four physical exhibitions were held in Hong Kong and Tokyo, Japan to showcase the winning works of DFA Awards and DFA Hong Kong Young Design Talent Award (DFA HKYDTA), attracting around 220 000 visits in total<sup>2</sup>. Targeting different markets, including Mainland, Hong Kong, Taiwan, Japan, Korea and other Southeast Asian countries, HKDC hosted 13 online design dialogues. In addition, awards presentation ceremony was held physically and webcast live through multiple channels due to the pandemic. In order to further promote the ideas of DFA Awards to the public home and abroad, HKDC worked with a television station on a feature on DFA Awards for broadcasting on television and its online channel.

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<sup>2</sup> Including the exhibition held at Eslite Bookstore in the Causeway Bay, Hong Kong, in which the number of visitors of the Bookstore was counted as the attendance of the exhibition.

39. DFA Design for Asia Awards received nearly 1 000 entries from 17 and 23 economies each year in 2021 and 2022 respectively. Of the 180 awards in 2021 and the 195 awards in 2022, 41 and 49 of them were given to Hong Kong designers respectively.

40. A total of 169 and 175 applications were received in DFA HKYDTA in 2021 and 2022 respectively. Fourteen and thirteen winners were granted financial support from CreateHK, Hong Kong Polytechnic University School of Design and Hong Kong Design Institute to undertake overseas work attachments or studies in 2023 respectively. DFA HKYDTA Alumni Sharing Night, its extension programme, was held in October 2021, when past winners shared their overseas working experiences with new winners. HKDC will continue its publicity work of DFA HKYDTA and the winners locally and overseas.

41. In 2021-22, HKDC, in collaboration with the Urban Renewal Authority, continued to implement the design initiative of Design Spectrum at 7 Mallory Street, a cluster of Grade 2 historic buildings in Wan Chai. Apart from four major thematic exhibitions, virtual exhibitions were also specially organised for the enjoyment of public during the pandemic. A variety of free activities was also provided to the public at Design Spectrum to enhance their awareness and understanding of design. In addition, HKDC presented a design showcase at the site where works of over 90 local design brands were available to visitors for on-site purchase. More than 300 purchases were made during the above period. During the report period, exhibitions and the series of promotional activities organised by Design Spectrum attracted a total of over 320 000 visits. Moving out from 7 Mallory Street in August 2022, Design Spectrum presented a design exhibition titled “always” from 22 November 2022 to 29 January 2023 at the Central Market and PMQ in succession. The exhibition focused on exploring the sustainable development of Hong Kong and displayed over 50 design projects. Meanwhile, events such as public guided tours, workshops and designer sharing sessions were organised.

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

42. Design Incubation Programme (DIP), which has been administered by HKDC since May 2012<sup>3</sup>, 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 market promotions. HKDC commenced Phase IV of the DIP in July 2020, with the goal of recruiting 90

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<sup>3</sup> DIP was initially launched by Hong Kong Science and Technology Parks Corporation at InnoCentre in 2006 and transferred to HKDC for administration in May 2012.



incubatees. As at end-September 2022, a total of 344 incubatees, including 81 incubatees under Phase IV of the DIP, were admitted. The assessment of the remaining 9 applications from incubatees has also been completed. Admitted incubatees moved to incubation centres between December 2022 and January 2023. Participating companies under DIP has cumulatively attained 186 international awards/honours and 333 local awards/honours, lodged applications for eight patents, 333 trademarks and 62 registered designs, and created 1 659 job opportunities.

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

43. HKDC organised the events series of Fashion Asia Hong Kong in the second half of 2021. Those events included Fashion Challenges Forum, which was held physically and webcast live for the participation of audiences on-site and around the world; 10 Asian Designers To Watch Exhibition, in which 10 Asian outstanding designers carefully selected by a professional panel had opportunities to showcase their works and promote the ideas behind their brand design in the GBA and Shanghai through exclusive collaboration projects with famous galleries and retailers on the Mainland so as to boost their popularity on national and international stages; Hong Kong Showroom and Pop-up Spaces, exhibitions to showcase the works of local emerging design units, and graduates and students of design institutions in Hong Kong; and the relaunched Fashion Asia Digital Series, which invited industry leaders and brand experts to share their insights, innovative ideas and practical knowledge on fashion by videos and podcasts.

44. HKDC continued to administer Fashion Incubation Programme (FIP), with a view to promoting the steady development of emerging fashion designers and brands, and offering expert advice, mentorship, marketing support and collaboration opportunities to incubatees. Its Phase II was commenced in July 2020. As at end-September 2022, a total of 30 incubatees, including 15 incubatees as the goal of Phase II, have been admitted in FIP. Participating incubatees under Phases I and II of FIP have attained 13 local awards and 19 international awards in total.

45. HKDC continued to promote Hong Kong's core position in Asian fashion design and trade development in 2022-23, and organised the events series of Fashion Asia Hong Kong including Fashion Asia Digital Series, Hong Kong Showroom and Pop-up Spaces exhibitions, Fashion Challenges Forum and 10 Asian Designers To Watch Exhibition. In 2023-24, HKDC will co-operate with local retailers again to organise 10 Asian Designers To Watch Exhibition in Hong Kong and will co-organise a roving exhibition with famous galleries on the Mainland in mid-March 2023.

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

46. Sham Shui Po Design and Fashion Project (the Project) is expected to be completed in 2023-24 and will be operated by HKDC after completion. HKDC and the design consultant have commenced facility planning and design, and held several rounds of consultation from 2021 to 2022 to seek valuable advice from community members of Sham Shui Po, the design sector, fashion and textile industries, young designers, curators, etc., so as to enhance the design.

47. Before the commencement of operation of the Project, HKDC will continue to organise different design promotions and public engagement and education activities in Sham Shui Po. For example, its 3-year creative tourism project of Design District Hong Kong (#ddhk), jointly curated with Tourism Commission, connects with the district uniqueness of Sham Shui Po, engages fabric shops, creative shops and various sectors of the community, and organises characteristic tourism events for a crossover of fashion and various design sectors. Besides, with the funding support of CreateHK, BODW City Programme is held from November to December every year. It consists of public exhibitions on design education, workshops, carnivals, bazaars and street performances. Held in association with a number of creative partners, non-profit-making organisations, community service organisations, fabric and fashion units, schools and local shops in Sham Shui Po, these activities boost district economy, nurture young creative talents and inherit craftsmanship. They also promote social inclusion through design and enhance creative atmosphere in the district in order to make publicity and preparations for the soon-to-complete Project.

### **Evaluation of the Effectiveness of the CSI and the Way Forward**

48. Since the establishment of the CSI in 2009, the Government has made five injections, totalling \$3 billion, to support the development of the seven non-film sectors of creative industries. The last injection of \$1 billion was made in 2021.

#### **(I)** *Evaluation of the Effectiveness of the CSI*

49. A real growth has been witnessed in Hong Kong creative industries since the establishment of the CSI in 2009. As at end-September 2022, the CSI has contributed to 29 630 jobs and 36 100 requests and enquiries on building business connections. Generally speaking, the CSI has benefited

13 230 small and medium-sized enterprises and provided more than 82 800 nurturing opportunities.

50. The CSI also brings intangible benefits to creative industries. For example, it has enhanced the international profile of Hong Kong and reinforced the recognition of international media in Hong Kong as a city of creativity and design. BODW, an event launched by HKDC since 2002, and other flagship events have become annual international events in the design industry. The local and overseas publicity and media coverage of the CSI-funded projects can enhance the understanding of creative sectors among Hong Kong people and promote Hong Kong's soft power abroad.

51. 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 felt that the programmes could help them explore new business opportunities, expand network, and/or understand the industry's position in the global market.

## *(II) Way forward*

52. The Government will continue to attach importance to the development of creative industries and promote the development of creative industries through the CSI in accordance with the strategic foci mentioned above. We will also continue to collaborate with HKDC in organising annual flagship programmes/activities to nurture talents and start-ups, and promoting the Sham Shui Po Project to enhance the ecosystem for the industries.

53. Meanwhile, we will continue to collaborate with the Hong Kong Trade Development Council (HKTDC) in organising programmes/activities through its extensive contact networks and promotional platforms to facilitate local creative industries to expand their markets. Having regard to the latest direction of development of the creative industries, we will consider launching new promotional programmes/activities, including those for promoting fashion design and pop culture.

54. As at 30 November 2022, the amount of unused funds for the CSI was about \$400 million. Subject to the circumstances, we will consider the need of an injection into the CSI and to seek the necessary funding approval from the Legislative Council (LegCo) in accordance with the established mechanism.

*(III) Control Mechanism*

55. The CSI Vetting Committee will continue to assess funding applications, review the progress of the projects and examine the completion of the reports. It will also make recommendations to the Permanent Secretary for Culture, Sports and Tourism (PSCST). The Vetting Committee is comprised of non-officials appointed by the Secretary for Culture, Sports and Tourism, including practitioners from the creative industries, academia and relevant professional sectors. The current membership of the Vetting Committee is at **Annex 6**. As the Controlling Officer of the CSI, PSCST decides, having regard to the advice of the Vetting Committee, whether to approve the applications and disburse funds. Other than the designated projects implemented by HKDC and HKTDC through dedicated funding, any individual projects requiring funding of more than \$10 million must obtain approval from the Finance Committee of the LegCo.

56. We will closely monitor and review the use of the funds under the CSI having regard to the actual operational needs and the needs of the industries. Where justified and necessary, we will adjust as appropriate the earmarked amounts for the projects concerned provided that the overall commitment of the CSI will not be exceeded.

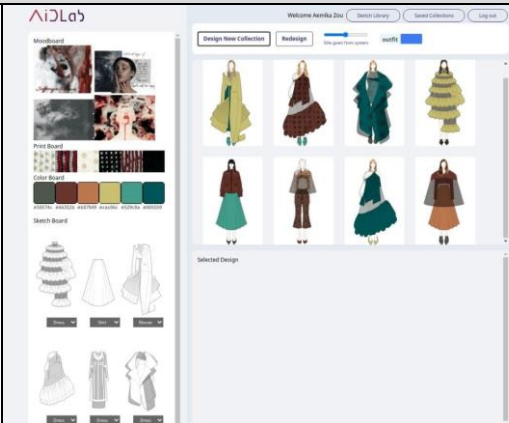



**Advice Sought**

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




**Culture, Sports and Tourism Bureau  
February 2023**


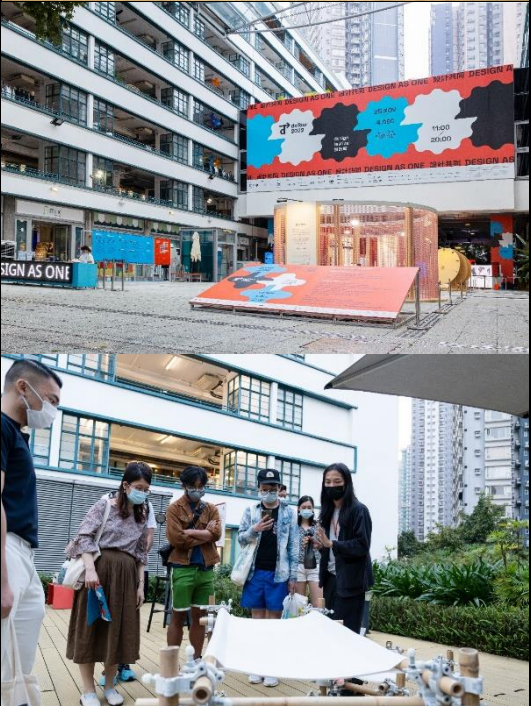

**Key projects of the eight creative industries organised, co-organised and funded by  
Create Hong Kong  
(1 April 2021 to 30 September 2022)**

| <b>Advertising</b>  |   |  |
|---------------------|---|--|
| <b>(1)</b>          | <p><b>The 5<sup>th</sup> Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme</b></p> <p>The programme helped nurture talent for the digital advertising industry. 46 Graduates were recruited in 2021 for a one-year full-time employment and on-the-job training offered by the participating advertising companies.</p>  |    |
| <b>Architecture</b> |   |  |
| <b>(2)</b>          | <p><b>2022 Hong Kong &amp; Shenzhen Bi-City Biennale of Urbanism\ Architecture</b></p> <p>A wide range of architectural projects and urban designs was exhibited in Hong Kong and Shenzhen, with a view to enriching the local cultural life, arousing public's interest in arts, design, architecture and city development of Hong Kong, and promoting cross-disciplinary and cross-border exchanges.</p>                      |   |
| <b>(3)</b>          | <p><b>HKIA Architecture Exhibitions in Beijing and Hangzhou</b></p> <p>An exhibition each was held in Beijing and Hangzhou with a series of response events and a virtual exhibition in Hong Kong respectively, with a view to showcasing the excellence of the local architecture industry in underpinning and supporting the urbanisation and sustainable development of Hong Kong, the Mainland and cities of the world.</p> |  |





| Design |  |  |
|--------|--|--|
| (4)    | <p><b>Use of Artificial Intelligence in Fashion Design</b></p> <p>Local young fashion designers were trained to use Hong Kong's first designer-led artificial intelligence system in fashion design, which translates research deliverables to practical application. The designs were presented at the fashion show and roving exhibition in "Fashion X AI: 2022-2023 International Salon".</p> |      |
| (5)    | <p><b>FabriX – Digital Fashion 2022</b></p> <p>Local fashion designers were provided with technical support to develop their first digital fashion collection for launching on digital fashion marketplace and NFT platform.</p>   |   |
| (6)    | <p><b>Juxtaposed 2022</b></p> <p>With the use of arts technology, an exhibition was held in physical and virtual format which enabled visitors to create virtual avatars to try on the creations of local fashion designers and entered a virtual world of the exhibition.</p>   |    |



|     |  |  |
|-----|--|--|
|     |  |    |
| (7) | <p><b>FASHION FORWARD GBA 2022</b></p> <p>Fashion shows, exhibitions, fashion music nights and sharing sessions were held in Hong Kong, Guangzhou, Zhuhai, Foshan and Shenzhen to promote designer brands from Hong Kong and the Greater Bay Area.</p> |   |
| (8) | <p><b>ReMIX</b></p> <p>Industrial designers were matched with local brands to collaborate and develop new, crossover product series to achieve win-win results and explore more business opportunities.</p>  |  |

|                              |   |  |
|------------------------------|---|--|
|                              |   |    |
| (9)                          | <p><b>deTour 2022</b></p> <p>A design festival in physical and virtual format with exhibition, workshops and talks to foster creative atmosphere.</p>   |   |
| <b>Digital Entertainment</b> |   |  |
| (10)                         | <p><b>The 5<sup>th</sup> Hong Kong Digital Entertainment Industry Fresh Graduate Support Scheme</b></p> <p>The programme nurtured talent for the digital entertainment sector. In 2021, 27 graduates were recruited for a one-year full-time employment and on-the-job training offered by participating digital entertainment companies.</p> |  |






|      |   |  |
|------|---|--|
| (11) | <p><b>The 10<sup>th</sup> Animation Support Programme</b></p> <p>30 Start-ups and small animation enterprises were recruited and subsidised for enhancing the skills of their creative talent in creating original animation works.</p>   |    |
| (12) | <p><b>The 3<sup>rd</sup> Hong Kong Game Enhancement and Promotion Scheme</b></p> <p>12 Game start-ups were provided with comprehensive support to enhance the quality and profitability of their games, and sponsorship to attend Tokyo Game Show to promote local works to the international markets and explore business opportunities.</p> |   |
| (13) | <p><b>Hong Kong Comics Development Promotion Support Programme</b></p> <p>First launched in 2021, the programme provided subsidies and professional guidance to 15 local comics start-ups and their artists, supporting the production and promotion of their original comics works.</p>  |  |
| (14) | <p><b>Hong Kong Avenue of Comic Stars (Phase 3)</b></p> <p>Hong Kong Avenue of Comic Stars in Kowloon Park is the world's first Avenue of Stars featuring comic characters. In Phase 3 of the project, sculptures of local comic characters were refurbished and a Comic Wall jointly created by 30 local comic artists was installed.</p>    |  |

| Music                   |   |  |
|-------------------------|---|--|
| (15)                    | <p><b>“Make Music Work II” - Music Creation and Production Talents Nurturing Scheme</b></p> <p>36 Local composers, lyricists and music arrangers were provided with comprehensive support and training. Each team of music talent was paired up with a music producer and singers. The scheme also provides channels for publishing their original songs.</p>   |    |
| Printing and Publishing |   |  |
| (16)                    | <p><b>Participation in International Book Fairs</b></p> <p>The local printing and publishing sector was sponsored to set up a virtual Hong Kong pavilion during the South China Book Festival 2022 and conduct offline marketing activities in bookshops in Guangzhou. Participating exhibitors were able to gain exposure, expand business networks, and establish direct contacts with potential clients and readers.</p> |   |
| (17)                    | <p><b>The 2<sup>nd</sup> Next Writer Publication Funding Scheme</b></p> <p>Nine groups of local writers, who have never published, or have published for the first time in the last two years, were subsidised to publish and promote their new works.</p>  |  |
| (18)                    | <p><b>Publishing 3.0 - HK Smart eBook-Hub Promotion Scheme</b></p> <p>By building the brand “Hong Kong Smart eBook-Hub”, constructing a platform to facilitate the operation of the eBook-Hub and planning an 18-month marketing and publicity campaign, the project assisted the local publishing industry in converting quality printed publications to eBooks and audio books, and</p>                                   |  |







|                   |  |  |
|-------------------|--|--|
|                   | exploring the local and overseas eBook markets.  |  |
| (19)              | <p><b>The 4<sup>th</sup> Hong Kong Publishing Biennial Awards</b></p> <p>Through promoting outstanding publications on different media platforms and organising various promotional and marketing activities, the project would attract media coverage and enhance public's understanding of the local publishing industry.</p>                              |    |
| <b>Television</b> |  |  |
| (20)              | <p><b>Asia Video Summit 2022</b></p> <p>190 Local small and medium enterprises were sponsored to join the community outreach programmes and other networking activities of the Summit held in Singapore. The participating enterprises learnt the latest development of the industry and met with industry practitioners from Asia and around the world.</p> |  |
| <b>Film</b>       |  |  |
| (21)              | <p><b>The 40<sup>th</sup> Hong Kong Film Awards</b></p> <p>The 40<sup>th</sup> Hong Kong Film Awards presented 21 awards to recognise outstanding filmmakers with important contributions to the Hong Kong film industry. It encouraged filmmakers to produce high quality films and promoted the development of Hong Kong film industry.</p>                |  |

|             |  |  |
|-------------|--|--|
| <p>(22)</p> | <p><b>The 46th Hong Kong International Film Festival</b></p> <p>The event was rescheduled to August 2022 due to the pandemic. A total of 305 physical screenings and 41 online screenings were held with the overall attendance rate exceeding 70%.</p>  |    |
| <p>(23)</p> | <p><b>Hong Kong Film Show in Guangdong</b></p> <p>Hong Kong films were screened in Guangzhou, Shenzhen and Foshan with a view to promoting Hong Kong films and building audience in the Greater Bay Area.</p>  |   |
| <p>(24)</p> | <p><b>Hong Kong Film Show in Guangdong for Celebration of the 25th Anniversary of the Establishment of the Hong Kong Special Administrative Region</b></p> <p>To celebrate the 25<sup>th</sup> anniversary of the establishment of the Hong Kong Special Administrative Region, screenings of Hong Kong films were held in Guangzhou, Shenzhen, Zhuhai, Foshan, Dongguan and Zhongshan jointly with the Film Administration of Guangdong Province.</p> |  |



|                    |  |  |
|--------------------|--|--|
| <p><b>(25)</b></p> | <p><b>Making Waves – Navigators of Hong Kong Cinema</b></p> <p>To celebrate the 25<sup>th</sup> anniversary of the establishment of the Hong Kong Special Administrative Region, a touring programme of film screenings and photo exhibitions were held in various cities in the Mainland and overseas, showcasing the films of new Hong Kong directors and restored classic films. The photo exhibition showcased the works of four Hong Kong unit photographers.</p> |      |
| <p><b>(26)</b></p> | <p><b>One Belt One Road Hong Kong Film Gala Presentation 2020</b></p> <p>Subsidised screening tour of Hong Kong films in Belt and Road countries, including Singapore, Malaysia and Indonesia, with a view to promoting Hong Kong films and expanding markets in these countries.</p>  |   |
| <p><b>(27)</b></p> | <p><b>Hong Kong New Talents</b></p> <p>Screenings of Hong Kong films were held in various overseas cities in Italy, the United States, the United Kingdom, Australia and Spain. A total of 16 works of Hong Kong new directors were showcased.</p>   |    |

|                                |   |  |
|--------------------------------|---|--|
|                                |   |    |
| <b>Cross-sectoral Projects</b> |   |  |
| (28)                           | <b>The 4<sup>th</sup> HK Digital Advertising Start-ups X Publishing (Writers) Promotion Support Scheme</b><br><p>The funding-cum-mentoring scheme nurtured 12 digital advertising start-ups to launch marketing activities for promoting the works of 12 emerging writers.</p>                          |    |
| (29)                           | <b>The 10<sup>th</sup> Microfilm Production Support Scheme (Music)</b><br><p>32 Advertising production start-ups were recruited to produce a microfilm each featuring local singers/music groups. The microfilms were promoted through television, social media and other channels upon completion.</p> |   |
| (30)                           | <b>2022 Hong Kong Art Toy Story Exhibition, Thailand Chapter</b><br><p>An exhibition was held for 15 Hong Kong designers of art toys in Bangkok, Thailand in 2022.</p>  |  |

|             |  |  |
|-------------|--|--|
| <p>(31)</p> | <p><b>The 4<sup>th</sup> Cross-Matching Showcase in HK International Licensing Show 2023</b></p> <p>A series of mentoring and training programmes, workshops and business matching activities was organised for 45 local budding character designers and owners of licensable intellectual properties. A Hong Kong Pavilion was set up.</p>                            |  |
| <p>(32)</p> | <p><b>Roving Exhibitions in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA)</b></p> <p>Create Hong Kong organised roving exhibitions in four Mainland GBA cities (Shenzhen, Zhuhai, Foshan and Dongguan) in 2021 to showcase the works and creative thinking of Hong Kong's creative industries, and to promote Hong Kong's design and professional services.</p> |  |

## Annex 2

### Create Hong Kong (CreateHK) Key Performance Indicators and Participants' Satisfaction Level

(Cumulative position as of end-September 2022 since establishment of CreateHK in June 2009)

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

|     |   | CreateSmart Initiative ("CSI")                          | Others <sup>(2)</sup>       | Total                         |
|-----|---|---|-----------------------------|-------------------------------|
|     |   | (Percentage changes from the position of 31 March 2021) |                             |                               |
| (1) | Number of approved projects   | 646<br>(+11%)   | 540<br>(+14%)               | 1 186<br>(+12%)               |
| (2) | Public participation  | About 370.6 million<br>(+60%)                           | About 16.1 million<br>(+7%) | About 386.7 million<br>(+57%) |
|     | <i>(2a) Number of participants</i>  | About 76.8 million<br>(+7%)                             | About 16.1 million<br>(+7%) | About 92.9 million<br>(+7%)   |
|     | <i>(2b) Number of viewings/hits received in respect of the websites or social media platforms <sup>(3)</sup></i>                    | About 293.2 million<br>(+84%)                           | Not applicable              | About 293.2 million<br>(+84%) |
|     | <i>(2c) Number of printed promotional materials distributed <sup>(3)</sup></i>  | 682 800<br>(+71%)                                       | Not applicable              | 682 800<br>(+71%)             |
| (3) | Number of job opportunities created <sup>(4)</sup>  | 29 630<br>(+15%)  | 13 060<br>(+19%)            | 42 690<br>(+16%)              |
| (4) | Number of small and medium-sized enterprise (SME) benefitted  | 13 230<br>(+108%)                                       | 170<br>(+6%)                | 13 400<br>(+106%)             |
| (5) | Number of business contacts or enquiries created for SMEs   | 36 100<br>(+26%)  | 100<br>(0%)                 | 36 200<br>(+26%)              |
| (6) | Number of awards attained by creative talent who have participated in international competitions with funding support from CreateHK | 180<br>(+52%)   | 150<br>(+1%)                | 330<br>(+24%)                 |



|      |   | <b>CreateSmart Initiative (“CSI”)</b>                          | <b>Others <sup>(2)</sup></b>  | <b>Total</b>                   |
|------|---|--|-------------------------------|--------------------------------|
|      |   | <b>(Percentage changes from the position of 31 March 2021)</b> |                               |                                |
| (7)  | Number of nurturing opportunities created for creative talents and start-ups <sup>(5)</sup>   | 82 800<br>(+13%)   | 2 900<br>(0%)                 | 85 700<br>(+13%)               |
| (8)  | Number of television audience reached out by funded award presentation and musical programmes | About 388.6 million<br>(+4%)                                   | About 2 019.0 million<br>(0%) | About 2 407.6 million<br>(+1%) |
| (9)  | Number of media reports <sup>(3)</sup>  | 30 780<br>(+94%)   | Not applicable                | 30 780<br>(+94%)               |
| (10) | Number of business deals secured <sup>(3)</sup>   | 3 120<br>(+145%)   | Not applicable                | 3 120<br>(+145%)               |
| (11) | Number of opportunities to showcase creations and talent <sup>(3)</sup>                       | 27 070<br>(+18%)   | Not applicable                | 27 070<br>(+18%)               |

Note:

Figures may not add up to total due to rounding.

- (1) Mainly cover the projects funded through “CSI”, Film Development Fund (“FDF”), DesignSmart Initiative (has been consolidated with “CSI” since June 2011) (“DSI”) and the projects directly held by CreateHK since the establishment of CreateHK in June 2009.
- (2) Including those projects funded by “FDF” and “DSI” as well as those projects organised by CreateHK since June 2009.
- (3) Only applicable to the projects approved in April 2018 and thereafter.
- (4) Comprising jobs directly created and indirectly created.
- (5) Excluding the opportunities provided by the Design Incubation Programme and the Fashion Incubation Programme.

**(B) Participants' Satisfaction Level**

|     |  | <b>“CSI”</b> | <b>Others <sup>(1)</sup></b> | <b>Total</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%    | 92% - 98%                    | 93% - 98%    |
| (c) | Percentage of respondents who considered the activities/ programmes helped achieve the following objectives:<br><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%    | 73% - 89%                    | 82% - 91%    |
| (d) | Percentage of respondents who rated the activities/ programmes as “Definitely Useful”, “Very Useful” and “Useful”  | 93%          | 92%                          | 93%          |

Note:

- (1) Including those projects funded by “FDF” and “DSI” as well as those projects organised by CreateHK since June 2009.
- (2) Relevant satisfaction level covers five items in total. The percentages shown under “CSI” and “Others” refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under “Total”.

### Annex 3

**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 2019 to 2022**

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

| <b>Strategic Foci</b> |  | <b>Cumulative Total<br/>(From June 2009 to<br/>30 September 2022)</b> | <b>From 1 April 2021 to<br/>30 September 2022</b> |
|-----------------------|--|---|---|
| (1)                   | Nurturing talents and facilitating start-ups | 298<br>(\$1.066 billion)  | 34<br>(\$211 million)                             |
| (2)                   | Exploring markets                            | 214<br>(\$582 million)  | 19<br>(\$114 million)                             |
| (3)                   | Fostering a creative atmosphere              | 134<br>(\$643 million)  | 13<br>(\$125 million)                             |
| <b>Total</b>          |  | <b>646</b><br><b>(\$2.291 billion)</b>                                | <b>66</b><br><b>(\$451 million)</b>               |

Note: Figures may not add up to total due to rounding.

**(B) Number of Applications Received, Number and Funding Amount of Approved Projects from 2019 to 2022 <sup>(1)</sup>**

|     |   | <b>2019</b>  | <b>2020</b>  | <b>2021</b>  | <b>2022<br/>(Up to end of<br/>September)</b> |
|-----|---|--------------|--------------|--------------|--|
| (a) | Number of applications received           | 101          | 85           | 68           | 39   |
| (b) | Number of projects approved               | 60           | 46           | 40           | 32   |
| (c) | <b>Total approved amount (\$ Million)</b> | <b>305.2</b> | <b>355.1</b> | <b>259.8</b> | <b>222.9</b>                                 |

Note:

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

**Annex 4**

**Film Development Fund  
Number of Applications Received and Approved, and Approved Amount  
from 2019 to 2022**

|     |   | <b>2019</b> | <b>2020</b>  | <b>2021</b>  | <b>2022<br/>(Up to end of<br/>September)</b> |
|-----|---|-------------|--------------|--------------|--|
| (a) | Number of applications received           | 42          | 51           | 61           | 21   |
| (b) | Number of applications approved           | 27          | 28           | 30           | 23   |
| (c) | <b>Total approved amount (\$ Million)</b> | <b>56.9</b> | <b>117.0</b> | <b>126.7</b> | <b>115.7</b>                                 |

## **Annex 5**

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

|     |   | <b>Cumulative Total<br/>(June 2009 to end<br/>September 2022)</b> | <b>1 April 2021 to end of<br/>September 2022</b> |
|-----|---|---|--|
| (a) | Number of approved projects                                     | 48  | 15   |
| (b) | Number of job opportunities created <sup>(2)</sup>              | 3 120   | 975  |
| (c) | Number of film directors who directed a film for the first time | 29  | 10   |
| (d) | Number of producers who produced a film for the first time      | 16  | 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.

**CreateSmart Initiative Vetting Committee  
Membership  
(August 2021 - July 2023)**

The CreateSmart Initiative Vetting Committee comprises professionals, representatives from the private sector, academics and other relevant members of the public. Its functions are to assess applications, make recommendations to the Permanent Secretary for Culture, Sports and Tourism, monitor and review the quality of approved projects.

The membership of the CreateSmart Initiative Vetting Committee is set out as follows —

**Chairperson**

Ms CHAN Tak-chi, Bonnie

**Vice-Chairpersons**

Mr CHEUNG Yick-lun, Alan, M.H.

Dr LAU Kin-wah, Kevin, M.H., J.P.

Prof TANG Man-bun, Stephen, B.B.S.

Mr TING Wai-cheung, Bernie

Prof Hon William WONG Kam-fai, M.H.

**Members**

Mr Antony CHAN

Mr CHAN Chak-bun, Benny

Ms Cherry CHAN

Mr CHAN Chi-kin

Mr CHAN Ka-yeung, Edmund

Mr CHENG Chung-pong, Calvin

Mr Victor CHENG

Ms Bonita CHEUNG

Ms CHEUNG Yee-mei, Emily

Mr CHIEN Kwok-keung, Kenny

Mr Gordon CHIN

Ms CHOI Yi-tak, Rosanna

Ms CHU Tsun-mi, Onie  
Ms FONG Kit-yin, Jessica  
Ms FUNG Wing-ki, Vicky  
Mr HO Chun-hung, Keith  
Dr HO Ming-wai, Celine  
Mr Eddie HUI  
Dr Tris KEE  
Mr Dylan KWOK  
Ms Gammy KWOK  
Mr LAM Gee-yu, Will  
Ms LAM Hiu-ying, Juliana  
Ms Janko LAM  
Ms LAM Yee-nee, Elita  
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Dr LEE Pui-yuen, Vincie  
Dr LEE Yu-hin, Brian  
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Ms Gloria LEUNG  
Ms May LEUNG  
Dr LIU Kam-hing, Bobby  
Mr MA Kwai-yung, Gerry, J.P.  
Ms MOK Mo-kit, Daisy  
Dr Tracy MOK  
Mr Derrick NGAN  
Mr Orange SEE  
Mr SHUM Wai-lam, William  
Mr SZETO Kwong-chiu, Ralph  
Mr TAM Chi-hang, Keith  
Mr Michael TAM  
Mr Kent WONG  
Dr WONG Yin-yue, Sharon  
Mr Mountain YAM  
Mr YEUNG Kwok-keung, Patrick  
Mr Karr YIP  
Mr Franklin YU  
Mr YUEN Yiu-fai, Wilson