

**For discussion  
on 10 February 2014**

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

**Update on the Work of Create Hong Kong**

**Purpose**

This paper updates Members on the work of Create Hong Kong (CreateHK) in 2013 and gives a preview of CreateHK's major initiatives in 2014.

**Background**

2. CreateHK is dedicated to supporting the development and promotion of Hong Kong's creative industries. CreateHK works closely with the trade to boost the development of various creative sectors, which cover advertising, architecture, design, digital entertainment, film, printing and publication, television and music.

3. CreateHK is responsible for, among others, administering various funding schemes for supporting creative industries, namely the CreateSmart Initiative (CSI), which includes the Design-Business Collaboration scheme (DBCS) previously funded by the DesignSmart Initiative (DSI); the Film Development Fund (FDF); and the Film Guarantee Fund.

**Supporting the film industry**

*Film production*

4. The FDF was set up in 1999. With additional funding injected to increase the commitment to its existing level of \$320 million, the FDF was enlarged in scope in 2007 to provide financing for up to 40% of the production budget of low-to-medium budget film production projects. The FDF also supports activities which are conducive to the long-term development of the local film industry (i.e. film-related projects), such as film awards programmes, overseas promotion of Hong

Kong films, training of film talents, etc. Since the establishment of CreateHK in June 2009 and up to end December 2013, the FDF has approved 20 film production projects and 71 film-related projects with funding support of about \$57 million and \$132 million respectively.

5. Five movies partially financed by the FDF were screened in 2013. Two of them have been particularly well acclaimed: “*The Way We Dance*” won the Fukuoka Audience Award in Focus at the Asia Fukuoka International Film Festival while “*Bends*” was nominated for participating in a film competition of the Cannes International Film Festival.

6. CreateHK launched in March 2013 the First Feature Film Initiative (FFFI) to provide grants to three selected production teams to fully cover the full production costs of their first feature films<sup>1</sup>, subject to a cap of \$2 million each for the two production teams formed by graduates/students from the higher education institutions and a \$5 million cap for the production team formed by professionals. The FFFI identifies new filmmakers with good potential and enables them to acquire experiences in film production and distribution. The FFFI has been well received. 24 film production teams have submitted screenplay and production proposals, of which 22 met the eligibility criteria. The winning teams will commence principal photography of the films in mid-2014. It is anticipated that the films will be ready for theatrical release by the end of this year. CreateHK will help arrange for private distributors for commercial release of these films through a bidding exercise.

7. CreateHK encourages the local film industry to tap the Mainland market by making use of the preferential treatment for Hong Kong’s film industry under the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), which allows the import of Hong Kong films into the Mainland on a quota-free basis and the distribution of Hong Kong-Mainland co-productions as Mainland motion pictures. CreateHK maintains close dialogues with the Mainland authorities with a view to sorting out the problems encountered by the trade when making use of the relevant CEPA measures. CEPA has stimulated the film production activities for Hong Kong’s film industry. Hong Kong-Mainland co-productions have grown rapidly from about 10 titles per year before 2004 to about 30 titles per year at present, and have

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<sup>1</sup> A feature film is a fictional narrative. It must be a film or digital film suitable for release in commercial cinemas and is not shorter than 80 minutes in running time. Animation films are not covered by FFFI.

also enjoyed tremendous box office success. In 2013, five out of the top 10 domestic box office films on the Mainland were Hong Kong-Mainland co-productions.

#### *Promotion of Hong Kong films*

8. CreateHK assists Hong Kong directors and producers in establishing contacts with potential investors and major film distributors in the Mainland and overseas countries. We have also secured agreement with the Mainland authorities in June 2013 to streamline and speed up the approval procedures for releasing Cantonese Hong Kong movies in the Guangdong Province. In August 2013, CreateHK organised a film show in Guangzhou to promote five Hong Kong produced Cantonese movies among the Mainland audience. During the year, CreateHK has assisted overseas Hong Kong Economic and Trade Offices to organise Hong Kong film festivals in Ho Chi Minh City, Vietnam; Washington D.C. and San Francisco, United States; and Moscow, Russia.

#### *Audience development*

9. As an audience cultivation measure, CreateHK provides funding support to the Hong Kong International Film Festival (HKIFF) Society for organising the annual mega event HKIFF. The film shows of HKIFF 2013 consisted of 403 screenings for 305 film titles from more than 50 countries, attracting more than 82 000 viewers.

#### *Other services*

10. CreateHK facilitates production of local and overseas film and television programmes in Hong Kong by assisting the production crews concerned to obtain permissions for location filming in public and private premises, lane closure, parking of filming vehicles, etc. CreateHK maintains a database on Government and private premises available for location filming, which can be accessible online and at CreateHK's office. Reference materials are also published for both local and international film crews on film production and location filming in Hong Kong, which can also be accessed online. In 2013, CreateHK assisted 175 production crews, including 25 overseas crews among which two were Hollywood mega-productions; and handled 708 filming requests of relatively more complicated nature.

11. CreateHK also performs statutory functions of issuing licences

on the use of special effects materials (e.g. pyrotechnics and inflammable materials) in production of films, television programmes and other entertainment programmes. In 2013, CreateHK issued 1 924 licences for the use of special effects materials in the production of the aforementioned programmes.

## **Supporting the non-film creative sectors**

### *Support through the CSI and other funding sources*

12. In 2013, CreateHK continued to offer funding support to assist the non-film creative sectors and relevant stakeholders in organising promotional and educational programmes for the benefit of the trade and the general public. Highlights of the key programmes sponsored by CreateHK, principally through the CSI, in 2013 are at **Annex**. As at end 2013, funding support amounting to \$333 million has been committed over the years to various support programmes categorised into four areas as follows –

(a) Nurturing talents and facilitating start-ups .....	\$92.5 million
(b) Exploring markets .....	\$124.5 million
(c) Building up a creative city .....	\$115.6 million
(d) Facilitating design-business collaboration .....	\$0.39 million <sup>2</sup>

### *Nurturing talents – opportunities, capacity building and excellence celebration*

13. CreateHK provides funding support to those initiatives which offer internship and performance opportunities to those graduates and budding talents who would like to pursue a career in creative industries respectively. Under two graduate internship support schemes sponsored by the CSI, local digital entertainment and digital advertising companies provide a one-year full-time employment and on-the-job training for graduate trainees. 105 graduates have so far benefitted from the schemes. The LIVETUBE inaugurated in 2013, which is a monthly live performance occasion held at an indoor venue in Kowloon Bay, provides

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<sup>2</sup> The funding amount of around \$0.39 million excludes the funding of \$24.5 million provided under the DSI to the DBCS projects before 24 May 2013.

a platform for over 90 budding and un-signed artistes/bands to present their music on stage.

14. CreateHK works on capacity building for the local creative industries and seeks to broaden the horizon of local creative talents and bring them more international exposure. Specifically, through the CSI, CreateHK sponsored local talents to join local or overseas exchange programmes. For instance, in 2013, CreateHK sponsored young local designers to participate in exchange programmes in Berlin and Brussels. It also sponsored six winners of the Hong Kong Eyewear Design Competition participated in a two-week study tour to the United Kingdom and Italy. CreateHK also continued to offer sponsorships on an annual basis to four awardees of the Hong Kong Young Design Talent Award (YDTA) for undertaking overseas work attachment to enrich their portfolio and broaden their design vision. In 2013, four awardees of the YDTA 2012 commenced their work attachment in Germany, Denmark and the United Kingdom.

15. As regards locally held activities, the World Design Summer Camp funded by the CSI engaged over 120 overseas and local students in design-related cross-cultural exchange activities. CreateHK also sponsored an intensive training course for eyewear designers. It also sponsored the Knowledge of Design Week which updated designers and business executives on the latest design knowledge. The Hong Kong Design Centre (HKDC), which is a strategic partner of the Government in promoting design, also runs a number of training courses for practising designers and executives to sharpen their skills and knowledge.

16. CreateHK attaches importance to celebrating excellence of local creative talents. It supports the organisation of award programmes in Hong Kong and provides incentives for local creative talents to participate in overseas competitions so that the talents can raise their international profiles. For example, CreateHK offers funding support for organising the HKDC Awards and the Hong Kong Designer Association's Global Design Awards. With CreateHK's funding support, the Hong Kong Smart Gifts Design Awards and the EcoChic Design Award honour design excellence in giftware and sustainable fashion respectively.

17. Creative teams from advertising agencies have also been sponsored to participate in international festivals and competitions such as ADFEST (Thailand), The International Cannes Awards (France) and Spikes Asia (Singapore). Six awards were attained in 2013 as a result. In another CSI-sponsored scheme known as “Hong Kong Short Film: New Action Express 2012/2013”, 45 filmmakers were sponsored in 2013 to make 60 trips to participate in various major international film festivals or competitions.

*Facilitating start-ups*

18. The HKDC received funding from CreateHK to run the Design Incubation Programme (DIP). As at end December 2013, the DIP has admitted 141 incubatees, of which 37 were admitted since May 2012 when HKDC took over the management of this programme. Over the years, the incubatees of the DIP have created 584 full-time and part-time jobs. They also filed 190 intellectual property rights (including 4 patents, 21 registered designs and 165 trademarks) for registration and attained 97 awards and public recognition, of which 28 were renowned international awards, such as iF Product Design Award and Red Dot Design Award.

19 In 2013, CreateHK sponsored a support scheme for animation start-ups. 20 participating start-ups were provided with subsidies of \$80,000 each to produce a 3-minute original creative animation work for television broadcast. Thus far, 51 business enquiries have been received by seven of the start-ups which participated in the scheme and 12 deals have been concluded.

20. CSI funding support was also offered to the advertising sector for a funding support and mentoring programme. Each of the 15 participating advertising production start-ups has been provided with a subsidy of up to \$80,000 for producing a microfilm, which features new singers.

*Exploring markets – promotional initiatives, participation in trade fairs, and cross-border exchange and collaboration*

21. CreateHK supports market exploration initiatives for creative

industries by funding Hong Kong's own promotional initiatives outside Hong Kong, Hong Kong's participation in international trade fairs, and facilitating cross-border exchange and collaboration. Generally speaking, CreateHK requires or encourages the project proponents concerned to accord priority to small and medium enterprises (SMEs) and first-time participants.

22. For example, CreateHK provides sponsorship to the Trade Development Council (TDC) for organising in Guangzhou a large-scale event known as "SmartHK" to promote to over some 10 000 trade visitors 84 creative establishments from Hong Kong, of which 61 were SMEs which benefitted from Government's subsidies for participation in this event. Two-thirds of these SMEs were first-time participants. Another CreateHK-sponsored and TDC-organised programme is the "Creativity in Business" seminar series held in Shaoxing and Taipei in 2013 for promoting Hong Kong's advertising, design, branding and marketing services.

23. To promote local emerging fashion brands to overseas markets, two CSI-supported fashion guerilla tours brought a total of 16 emerging designer labels to set up pop-up showrooms in Paris and Tokyo during the Paris Fashion Week and Tokyo Fashion Week held in February and October 2013 respectively. Several designer labels have confirmed purchase orders from overseas buyers and some continue to follow up on potential orders after returning to Hong Kong.

24. CreateHK also supports Hong Kong's participation in international trade fairs, with a view to expanding markets and business networks for our creative industries. The publishing and printing sectors have in recent years secured sponsorship from CreateHK to participate in international book fairs held in Beijing, Frankfurt and Taipei through the setting up of a Hong Kong Pavilion. In 2013, the CSI sponsored for the first time the trade's participation in a major book fair held in Guangzhou, in which designated areas within the Hong Kong Pavilion were allocated to Hong Kong publishers and printers to directly promote their work and services to buyers. Over the years, the trade received over 1 000 business enquiries at the aforementioned book fairs as a result of Government's support.

25. Cross-border exchange and collaboration will help raise the regional or international profiles of our creative industries, build up business contacts, and in turn generate more business opportunities. With CreateHK's funding support, the Hong Kong Federation of Design Associations launched a two-year project in mid-2013 for organising the 4<sup>th</sup> Hong Kong / Shenzhen Culture and Creative Forum 2013, conducting a survey on the design landscapes of Hong Kong and Shenzhen, as well as establishing an online resource platform to facilitate sharing of knowledge and information for Hong Kong and Shenzhen designers. The project is expected to strengthen collaboration in design between Hong Kong and Shenzhen and facilitate business matching between design service users and design companies in the two cities.

26. Among the regional promotional activities organised in Hong Kong and supported by the Government, the most notable ones organised in 2013 are the Business of Design Week (BODW) and SIGGRAPH Asia. BODW is the largest annual design event in Asia and one of the leading design events in the world. Each year, the BODW and its concurrent events attract some 100 000 participants. As for SIGGRAPH Asia, it is a prominent regional event for the digital entertainment industry, which has been held twice in Hong Kong in the past three years. Its 2013 edition was completed in November last year, drawing to Hong Kong some 6 400 participants from over 60 countries or regions.

27. The Global Design Network Symposium 2013 provided a platform for about 30 influential design associations around the world to discuss issues of shared interest. This helped promote networking with places outside Hong Kong and facilitate cross-discipline collaborations.

*Building up a creative city – creative events, creative clusters and creative atmosphere*

28. Just as the development of creative talents and start-ups as well as market development provide essential building blocks for a thriving creative economy, we also need to build up a city that embraces creativity with a synergised combination of creative events, clusters and atmosphere in order to ensure sustainable development of creative industries.

29. Last year, CreateHK sponsored a series of activities relating to animation and comics (ani-com) under the banner of Hong Kong “Ani-Com Summer 2013” to tie in with the opening in July 2013 of the Comix Home Base (CHB), which have been revitalised from the pre-war buildings in Wanchai into an ani-com creative cluster to stage workshops, exhibitions, seminars and archival activities. The “Ani-com Summer 2013” as a large-scale promotional event was held in July and August last year with 14 ani-com related programmes attracting over 900 000 participants.

30. Apart from the continued running of the well-received annual design exhibition, DETOUR, the year 2013 saw the staging of new design events which foster a creative culture in the community. With the sponsorship of the CSI, the Fashion Forward Festival was organised as a large-scale month-long event aiming to create exposure opportunities for local fashion designers and build up a fashion community in Cheung Sha Wan through a range of public engagement activities and events.

#### *Facilitating design-business collaboration*

31. The CSI has since 24 May 2013 supported the DBCS which was previously supported by the DSI. DBCS provides funding support to design-business collaboration projects undertaken by small-medium-sized enterprises (SMEs) and local design companies/academic institutes to promote the interests and investments of SMEs in utilising design. Over the years, the DBCS has offered funding support of \$24.9 million, which generates design businesses amounting to \$52.4 million.

#### **Performance indicators**

32. With CreateHK’s sponsorship, over 310 promotional programmes have been organised in and outside Hong Kong attracting more than 10.4 million participants from Hong Kong and over 50 countries and regions worldwide. In general, participants of these programmes have indicated positive feedback on the programmes.

33. On job creation, nearly 2 600 job opportunities have been created through the promotional and internship programmes funded or

organised by CreateHK (excluding the number of job opportunities created by the DIP as mentioned in paragraph 18 above). It is estimated that 7 600 other job opportunities have been indirectly created as a result of the implementation of these projects.

34. On talent development, CreateHK's support has helped create about 22 000 opportunities for nurturing creative talents and start-up companies. Designers, creative teams from advertising agencies, artistes and producers of featured films, animation films and short films sponsored by CreateHK to participate in international competitions have attained 106 awards since the establishment of CreateHK.

### **Major initiatives in 2014**

35. In 2014, CreateHK will continue to support creative industries on several fronts. The major initiatives are elaborated below.

#### *Supporting the film industry*

36. We are, in consultation with the Film Development Council and members of the film industry, reviewing the FDF with a view to deciding the way forward in supporting the film industry. One particular area that we will look at is the formulation of cost-effective audience development initiatives, which will help encourage cinema patronage for Hong Kong produced films. The review is expected to be completed by the middle of 2014. We will brief this Panel the findings of the review in due course.

#### *Promoting creative clusters*

37. CreateHK is committed to promoting the CHB and the PMQ (i.e. the former Police Married Quarters on Hollywood Road) as the creative industry landmarks for Hong Kong's ani-com and design sectors respectively. The CHB was opened in July 2013 and has attracted over 150 000 visitors since then. CreateHK will continue to work with the Hong Kong Arts Centre, i.e. the operator of the CHB, to explore co-operation opportunities to leverage on the advantages of the CHB as a creative cluster for ani-com practitioners and lovers.

38. The Government-funded revitalisation works for the PMQ have been completed. The soft opening of the PMQ is scheduled for April 2014 and the grand opening is expected to be held in the middle of this year. Upon commencement of operation, the PMQ will provide studios and working space for over 100 designers and practitioners of creative industries. Some of them are start-ups which benefit from concessionary rental. CreateHK will closely liaise with the operator of PMQ to promote the PMQ to the local and overseas design communities as well as members of the public and visitors to Hong Kong upon its opening later this year. CreateHK will also explore the possibility of supporting suitable events to be held at PMQ through the CSI.

*Promoting market and branding development, and facilitating industry exchange in the Mainland and Taiwan*

39. CreateHK will continue to facilitate efforts in promoting Hong Kong's creative industries and tapping markets outside Hong Kong. CreateHK will organise a promotional event known as "Hong Kong Film New Action 2014" during Filmart 2014 to promote the Hong Kong film industry with a focus on 4K cinematography, and digital filmmaking and post-production services offered by Hong Kong.

40. CreateHK will also explore with the TDC the support to be offered in "SmartHK" and the "Creativity in Business" seminar series in 2014, and seek to facilitate collaboration and exchange between Hong Kong and Taiwan in creative industries by continuing to line up creative programmes for staging in Taiwan during the Hong Kong Week organised by the Hong Kong-Taiwan Cultural Co-operation Committee of the Hong Kong-Taiwan Economic and Cultural Co-operation and Promotion Council.

41. CreateHK will continue to support the participation of the local publishing and printing sectors in international book fairs. In 2014, a Hong Kong Pavilion will be set up at the Bologna Children's Book Fair in Italy.

*Supporting the organisation of signature events*

42. The organisation of mega creative events in Hong Kong helps reinforce our position as Asia's creative capital. We will continue to sponsor a series of mega promotional events through the CSI, including awards programmes, large-scale exhibitions and events, seminars, workshops, etc.

43. CSI will continue to sponsor the Hong Kong Asian-Pop Music Festival 2014. To be held in March 2014, the event will feature music performers and contestants from Hong Kong, the Mainland, Taiwan, Japan, Korea, Malaysia and Singapore. The scope of audience will be further expanded by a live broadcast of the event in local cinemas and on a local television channel as well as delayed broadcast on overseas television channels.

44. CSI will provide funding support to set up a Hong Kong Exhibition at the 14th Venice Biennale International Architecture Exhibition. A wide range of architectural projects and urban designs will be exhibited at Venice in June to November 2014 to present the creativity of Hong Kong architects and to promote Hong Kong's architecture and urban development.

Communications and Technology Branch  
Commerce and Economic Development Bureau  
January 2014

**Key programmes sponsored by CreateHK in 2013**

**Nurturing talents and facilitating start-ups**

The *Hong Kong Digital Entertainment Industry New Graduate Support Scheme* aims at nurturing talents for the animation, comics, digital game and post production and visual effect fields of the digital entertainment sector. A total of 48 graduates have been recruited by 37 companies as at end 2013.



*The Hong Kong Digital Entertainment Industry New Graduate Support Scheme*

The *Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme* aims at nurturing talents for the local digital advertising industry. Thus far, a total of 57 graduates have been recruited by 47 advertising companies. While most of the graduate trainees are still within their one-year employment under the scheme, 6 out of 7 trainees who have completed the programme continued their work in the advertising companies. Career talks and CEO/master talks were also conducted for the benefit of the graduates.



*The Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme*

Under the *1<sup>st</sup> Animation Start-up Support Program* funded by CSI, each of the 20 participating animation start-ups was provided with a subsidy of \$80,000 to produce a 3-minute original creative animation work. A premiere and networking session, a dedicated TV programme and an exhibition were launched in 2013 to promote the works.



*The 1<sup>st</sup> Animation Start-up Support Program*

The **2<sup>nd</sup> Hong Kong Comic Camp** is a collaborative project among Guangzhou, Hong Kong, Macao and Taiwan to offer a platform for renowned comic artists from the four regions to share valuable experiences and skills with young comics lovers. 60 participants took part in the six-day programme.



*The 2<sup>nd</sup> Hong Kong Comic Camp*

**LIVETUBE** is a live music performance platform for 90 budding or un-signed artistes/bands to perform live.



*LIVETUBE*

The DigiCon6 Awards (Hong Kong) recognises outstanding animation. In 2013, the **15<sup>th</sup> DigiCon6 Awards (Hong Kong)** selected 13 local winners, of which the top five winners were sponsored to attend the grand final held in Japan. “**Hong Kong Station**” produced by Treehouse Studio from Hong Kong won the **DigiCon6 Creativity Award** among some 900 titles from 8 Asian countries or regions.



*“Hong Kong Station” won the DigiCon6 Creativity Award of the 15<sup>th</sup> TBS DigiCon6 Awards*

The **Nurturing Competent Designers for Local Eyewear Industry** project organised by the Hong Kong Optical Manufacturers Association aimed to nurture eyewear designers. An intensive training course with 39 participants was conducted by overseas speakers in Hong Kong. A two-week study tour to the United Kingdom and Italy was organised for six winners of the Hong Kong Eyewear Design Competition 2012. Shortlisted eyewear designs from the Hong Kong Eyewear Design Competition 2012 and locally-designed spectacle



*Overseas study tour*

frames were showcased in the Shanghai Optical Fair (February 2013) and SILMO Paris (September 2013).



*Exhibition*

The **Shoe Fountain II – Elevate sustainable recognition of “Innovative HK Footwear”** project organised by the Federation of Hong Kong Footwear Limited, the project aimed to nurture footwear designers and promote the locally designed shoes to the market. 50 designers were matched with footwear manufacturers to produce more than 1 000 pairs of designer shoes. The shoe designs were showcased in China International Clothing and Accessories Fair, Beijing (March 2013), International Footwear & Leather Products Exhibition, Guangzhou (May 2013) and Hong Kong Fashion Week (July 2013) as well as two roadshows in local shopping malls and Shoe Fountain corners in retail stores in Hong Kong and Mainland China.

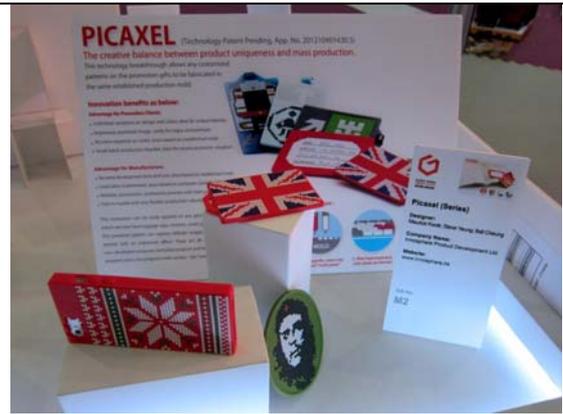


*Roadshows*



*The exhibition at the Hong Kong Fashion Week 2013*

The **Hong Kong Smart Gifts Design Awards 2013** organised by the Hong Kong Exporters' Association recognises local giftware manufacturers which use original design to upgrade their giftware business. Four roving exhibitions showcasing the winning designs were held at the Lifestyle Expo in Jakarta, Indonesia (March 2013), the Hong Kong Gifts and Premium Fair 2013 (April 2013), Hong Kong Design Institute (May 2013) and Times Square (May - June 2013). The four exhibitions attracted over 12 000 visitors. Some corporate winners received enquiries from interested buyers which included local giftware trading company, bank etc. Two student winners received enquiries from interested buyers to turn their concepts into products. The gold award winner from the Student group was given a placement opportunity at a local giftware trading company.



*The exhibition at the Lifestyle Expo in Jakarta, Indonesia*

The **Knowledge of Design Week** consists of conferences, forums, workshops and academic sharing sessions. In 2013, around 30 world-renowned masters and business innovators were invited as speakers and 1 800 participants took part in the programmes.



*The Knowledge of Design Week 2013*

The **EcoChic Design Award** organised by ReDress Limited aimed to raise awareness of sustainable fashion and design, support the development of emerging Hong Kong fashion designers and promote Hong Kong as a sustainable fashion and design hub. Several awardees and finalists from Hong Kong have subsequently established their own sustainable fashion labels.



*The EcoChic Design Award 2013*

The **Hong Kong Berlin Designers Exchange 2013** organised by the Hong Kong Ambassadors of Design (AoD) brought ten Hong Kong young designers to participate in the International Design Festival Berlin held in Germany in June 2013. The participating designers set up an exhibition to showcase their product and fashion designs. Two design teams successfully sold some of their creative works to some bookstores and a gallery in Berlin.



*The Hong Kong Berlin Designers Exchange 2013 programme*

The **Hong Kong Brussels Design September 2013**, also organised by AoD, brought eleven Hong Kong young fashion designers to participate in the Brussels Design September held in Belgium in September 2013.



*The Hong Kong Brussels Design September 2013 programme*

Hong Kong Design Centre organised a 15-day **World Design Summer Camp 2013** in Hong Kong in 2013 for over 120 local and overseas design students to broaden their horizon and encourage cultural and design knowledge exchange. Students participated in a range of programmes including master talks, workshops, seminars, local site visits and a 3-day-2-night study tour to Pearl River Delta.



*World Design Summer Camp 2013*

## Exploring markets

*SmartHK (Guangzhou)* held in August 2013 attracted around 10 000 trade visitors. Over 60 companies from the creative sectors have benefitted from sponsorship from the CSI to participate in the exhibition to explore business opportunities.

In the “*Creativity in Business*” series, over 50 companies participated in the delegations to Shaoxing of Zhejiang and Taipei of Taiwan to showcase their portfolios.



*SmartHK (Guangzhou)*



*“Creativity in Business” series*

Hong Kong hosted *SIGGRAPH Asia* again in November 2013. This prominent regional event of the digital entertainment industry attracted around 6 400 participants from over 60 countries or regions.



*The Hong Kong Pavilion at SIGGRAPH Asia 2013*

CSI supported Hong Kong’s participation at international and major book fairs held in Beijing, Frankfurt, Taipei and Guangzhou.



*The Hong Kong Pavilion at the Taipei International Book Exhibition*

In the 2012/2013 edition of the “**Hong Kong Short Film : New Action Express**”, 45 filmmakers made 60 sponsored trips to participate in various major international festivals/competitions. One of the filmmakers received the “Special Award TV5 Monde for the Best Production” at “18th International Short Film Festival in Drama” in Greece with his work “Meeting of the Half Moons”. Some filmmakers have been invited to participate in other short film festivals, while some others have been offered collaboration opportunities on DVD production or broadcasting.



*Hong Kong Short Film: New Action Express 2012/2013*

In the projects “**Fashion Guerilla-Paris**” and “**Fashion Guerilla-Tokyo**”, Fashion Farm Foundation led eight designer labels to Paris and another eight designer labels to Tokyo to set up pop-up showrooms in end February and mid October 2013 respectively, with a view to helping local emerging fashion brands to explore overseas markets. Participating designer labels showcased their latest collections in the pop-up showrooms. Held concurrently with the Paris Fashion Week 2013 and Tokyo Fashion Week 2013, the pop-up showrooms attracted buyers, distributors, agents and media from worldwide.



*Fashion Guerilla –Paris*

**Fashion Guerilla – Paris** attracted some 1 200 visitors and four participating designer labels have confirmed purchase orders ranging from HK\$20,000 to HK\$140,000 from overseas buyers.



*Fashion Guerilla – Tokyo*

Some 2 000 visitors were recorded in the **Fashion Guerilla – Tokyo**. On average, each participating designer label has received 2 to 3 potential buying orders and made around 20 business contacts during the tour.

The **Global Design Network (GDN) Symposium 2013** was organised by the Hong Kong Federation of Design Associations. A closed-door roundtable for GDN member organisations and a keynote session open to all interested design professionals were organised. An online intelligence platform will be launched in March 2014.

Around 30 influential design organisations attended the roundtable and some 80 attendees including representatives of the member organisations, designers, design students and design professionals attended the keynote session.



*The GDN Symposium 2013*

Being the first-ever comics-themed avenue to promote Hong Kong comics to locals and visitors, the **Hong Kong Avenue of Comic Stars** at Kowloon Park has been well received by the public. Since its opening in September 2012, the Avenue has attracted close to 650 000 visitors and become a new tourist sightseeing point.

In October 2013, the Avenue celebrated its first anniversary with a one-day Fun Day, which attracted around 2 000 participants to take part in a series of comics-themed activities.



*The Hong Kong Avenue of Comic Stars*

## Building up a creative city

The mega event **Hong Kong Ani-Com Summer 2013** held in July and August 2013 helped promote the opening of Comix Home Base as a new comic landmark and to arouse interest in animation and comics in the community.

The event consisted of 14 comics-themed projects such as the Comics and Animation Summer Carnival, the International Animation Festival 2013, the Greatest Animated Commercials from Hong Kong 2013, the Hong Kong Mascot Design Competition etc. The Hong Kong Ani-Com Summer 2013 attracted over 900 000 participants/visitors.

The one-day carnival **Comics and Animation Summer Carnival 2013** was held at the Victoria Park on 6 July. A wide range of interactive activities including game booths, animation screening, comics painting demonstration, cosplay show, live music show were organised for around 3 000 participants at the Carnival.

Through the **International Animation Festival 2013**, 81 selected animation titles were screened. Over 2 900 participants took part in the programmes, which included 25 screening sessions as well as a master class and workshops which enabled local animation artists to foster collaboration with the overseas practitioners.



*Opening of the Comix Home Base in July 2013*



*Comics and Animation Summer Carnival at Victoria Park*



*International Animation Festival 2013 at Hong Kong Arts Centre*



*Greatest Animated Commercials from Hong Kong 2013*



*Hong Kong Mascot Design Competition Awards Presentation Ceremony on 31 August 2013*

The third edition of the **Hong Kong Asian-Pop Music Festival**, a core programme of the Entertainment Expo, was held in March 2013. The show consisted music performances by top artistes and music contest of top new artistes from seven countries/regions in Asia, attracting some 7 000 live audience. The show was also live-cast in four local cinemas and on television. Over 1.5 billion local and overseas television viewers were estimated to have viewed the show via the live/delayed/repeated broadcasts through 24 broadcasters in 12 countries/regions.



*The Hong Kong Asian-Pop Music Festival*

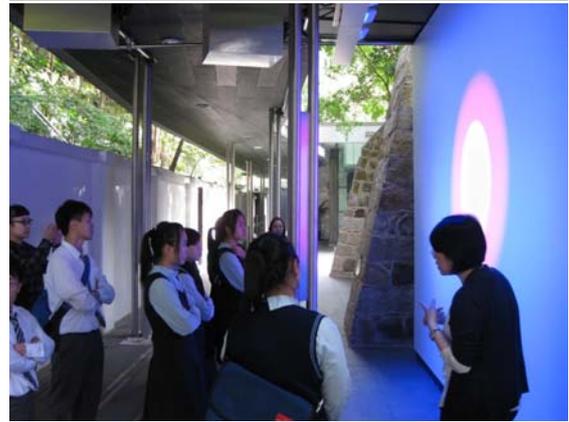
The **14<sup>th</sup> International Comic Artist Conference** held on 16 and 17 November 2013 provided a platform for worldwide comic artists, publishers and other industry players to share their comic culture and the latest market intelligence. The 2-day Conference attracted 574 local and overseas participants. Speakers from Hong Kong, the Mainland, Taiwan, Japan and Korea had been invited to share on different topics of the industry.



*The 1-month Comic Exhibition at Comix Home Base*

To complement the hosting of the Conference, a one-month exhibition featuring over 300 comics artworks from the participating comics artists was arranged, attracting over 8 500 visitors.

**The Imminent Domain: Designing the Life of Tomorrow** exhibition organised by the Asia Society Hong Kong Center showcased the creative works made by four renowned Chinese designers and eight local young creative talents. Forums and workshops were also organised to engage the public participation. The event attracted more than 8 000 participants/visitors.



*“The Imminent Domain: Designing the Life of Tomorrow” Exhibition*

To provide an opportunity for the general public to appreciate the creativity of local young design force, Hong Kong Design Institute organised the **Searching... Becoming 2013** in June 2013 to showcase the creative works of design graduates in exhibition, fashion show, image show, music show, multimedia entertainment show and micro film screening. The events attracted more than 12 000 participants.



*“Searching...Becoming 2013”*

**DETOUR 2013** organised by AoD was held from 29 November to 8 December 2013. The project included exhibitions, installations, stage programmes, workshops, seminars, pop-up stores etc. held at five anchor sites, and satellite events at various locations in Hong Kong. This ten-day event attracted around 66 000 participants / visitors.



*DETOUR 2013*

**Upcycling Fashion and Sustainable Living Exhibition 2013** organised by Chocolate Rain Jewellery & Design Company Limited from September to November 2013 aims at showcasing upcycling fashion and short films of sustainable living, six sessions of DIY workshop and two seminars featuring eco-design. The project enabled local design students to showcase their creative works. With over 200 000 exhibition visitors, the project helped foster appreciation of creativity and the value of design in the local community.



*The Upcycling Fashion and Sustainable Living Exhibition 2013*

Through a range of public engagement activities and events for industry participants such as buyer and media presentations, demonstration sessions on make-up and styling, International Emporium, workshops, seminars, exhibitions, the **Fashion Forward Festival** (“the Festival”) aimed to create exposure opportunity for local fashion designers and build up a fashion community in the district of Cheung Sha Wan.

The Festival runs from mid-December 2013 to end January 2014 with core events taking place during 12 and 16 December 2013. An outdoor catwalk show was held at the opening ceremony. 41 designer brands participated in the International Emporium with a turnover of around HK\$290,000 and over 1 200 visitors were recorded. Eight designer brands participated in the buyer & media presentations and, on average, each brand received 30 business contacts.



*The opening ceremony of the Fashion Forward Festival*



*The Buyer & Media Presentation*