

**For discussion
on 14 March 2016**

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

**Update on the Work of Create Hong Kong and
Funding Support for the Film Development Fund**

PURPOSE

This paper briefs Members on the work of Create Hong Kong (CreateHK) in 2015 and seeks Members' views on the proposal to inject additional funding of \$20 million into the Film Development Fund (FDF).

OVERVIEW

2. CreateHK is a dedicated agency under the Commerce and Economic Development Bureau (CEDB) for promoting the development of creative industries. CreateHK seeks to nurture talents, support start-ups, foster a creative atmosphere and help the trade explore markets.

3. CreateHK, through the FDF and CreateSmart Initiative (CSI), funds projects initiated by the trade and relevant stakeholders for supporting the development and promotion of creative industries. CreateHK also provides funding to support the basic operation of the Hong Kong Design Centre (HKDC), which is the strategic partner of the Government in promoting design, nurturing design talents, incubating design start-ups and raising the profile of Hong Kong's design sector regionally and internationally¹.

4. As at end December 2015, the FDF has supported 24 film production projects and 116 film-related projects with approved funding of \$68 million and \$201 million respectively since the establishment of CreateHK in June 2009. During the same period, \$549 million² in total has

¹ We briefed this Panel vide LC Paper No. CB(4)436/15-16(07) on 11 January 2016 on the work of the HKDC from November 2014 to October 2015.

² Some \$2 million has been separately committed under the CSI for promoting use of local design services among small and medium enterprises under the Design-Business Collaboration Scheme (DBCS). The DBCS has ceased to accept application since 1 January 2016. We briefed this Panel on 17 July 2015 vide LC Paper No. CB(4)1212/14-15(07) on the discontinuance of the operation of the DBCS.

been committed under the CSI to support programmes categorised into the following three areas –

- (a) Nurturing talents and supporting start-ups \$171 million
- (b) Exploring markets \$201 million
- (c) Fostering a creative atmosphere..... \$177 million

5. The key performance indicators of CreateHK showing the position at the end of 2015 are set out at **Annex 1**.

REVIEW OF THE WORK OF CREATEHK IN 2015

Support for the film sector

6. In 2015, CreateHK continued to promote the development of the film sector in consultation with the Film Development Council in accordance with the four-pronged strategy, i.e. encouraging more local film production, nurturing film production talent, promoting film appreciation among students and young people to build up audiences, and showcasing and promoting the brand of “Hong Kong Films”.

Encouraging more local film production

7. Four movies co-financed by the FDF were screened in 2015. A new Film Production Grant Scheme (FPGS) was launched under FDF in November 2015 to provide subsidies, subject to a cap of \$2 million per movie, to small-budget film productions with production budget not exceeding \$10 million. Applications are invited on a quarterly basis. Out of the eight film project proposals received for the first round of application, one has been approved. Applications for the second round are being considered.

Nurturing film production talent

8. The First Feature Film Initiative (FFFI) was first launched in 2013 on a pilot basis as a talent nurturing initiative to groom new film directors by fully subsidising the production of their first feature-length commercial films. The three winning teams of the first edition of the FFFI completed film production in 2015. Special screenings for distributors have been scheduled for March 2016 to solicit interest in acquisition of the film copyrights. It is anticipated that the three films will be commercially released in 2016.

9. The FFFI was re-launched in March 2015 as a regular project. The competition results of the second edition of the FFFI were announced in January 2016. The cash grant for the winning project of the Higher Education Institution Group has been raised from \$2 million to \$3.25 million while that for the Professional Group from \$5 million to \$5.5 million. The two winning teams will commence film shooting later this year.

Promoting film appreciation among students and young people to build up audiences

10. To cultivate audience, CreateHK provides funding to support the organisation of the annual Hong Kong International Film Festival (HKIFF). HKIFF 2015, held from 23 March to 6 April 2015, presented 360 screenings of 264 film titles from more than 50 countries/regions, and attracted some 72 000 viewers. With additional funding support from CreateHK, the number of international films shown at HKIFF with Chinese subtitles has been increased, discount tickets are offered to students for admission to film festival screenings, and “Film Plus” programmes are organised. We hope this will encourage young people to watch movies and participate in post-screening discussions with film professionals.

Showcasing and promoting the brand of “Hong Kong Films”

11. CreateHK provides subsidies for local films to compete or participate in international film festivals. In 2015, 12 Hong Kong movies benefitted as a result. CreateHK also organised a film show in Guangzhou in November 2015, and assisted the Hong Kong Economic and Trade Offices in organising film shows and festivals to promote Hong Kong movies in Bangkok, Chongqing and Washington, D.C.. CreateHK also assisted local movies to participate in the Second Silk Road International Film Festival held in Shanxi and Fuzhou.

12. The Hong Kong - Asia Film Financing Forum (HAF) has become widely recognised as a significant film financing platform in Asia. It receives funding support from CreateHK through the FDF. The HAF brings filmmakers with upcoming projects from Asia and beyond to Hong Kong for co-production ventures with top financiers, producers, bankers, distributors and buyers. In 2015, 28 film projects (four of which are Hong Kong production or co-production projects) from 16 different countries/regions were selected for showcasing in the HAF. Some 1 000 visitors from 38 countries joined the HAF. 801 business matching meetings between the film production talents and filmmakers/financiers were held.

Location shooting and special effects materials

13. CreateHK facilitates production of local and overseas film and television programmes in Hong Kong. In 2015, CreateHK handled 1 851 filming enquiries and followed up on 513 requests for assistance raised by 169 production crews, including 29 non-local film crews, on matters such as location scouting, obtaining permission for location filming in public or private premises, lane closure, etc.. 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 2015, CreateHK issued 1 374 licences for the use of special effects materials in the production of the above-mentioned programmes.

Support for the non-film creative sectors

14. In 2015, CreateHK continued to support the non-film creative sectors mainly through the CSI. Highlights of the programmes are at **Annex 2**.

Nurturing talents

15. CreateHK provides funding support to internship programmes which target graduates of selected creative disciplines. The CSI provides funding support to the trade bodies of the digital entertainment and digital advertising sectors for subsidising companies which provide graduate trainees with one-year full-time employment and on-the-job training. CreateHK's funding support has also allowed winners of local award programmes to gain international exposure through work attachment, further study and study tours in overseas countries.

16. CreateHK attaches importance to capacity building projects. Local creative talents are able to enrich their professional knowledge and business skills through participation in seminars and workshops funded by CreateHK. For example, the Knowledge of Design Week funded by the CSI provides opportunities for design practitioners and the business community to enrich their design knowledge and gain insights into the latest design trends.

17. To honour the achievements of local creative talents and celebrate excellence, CreateHK sponsors the organisation of design award programmes or competitions, such as DFA Awards, Hong Kong Smart Gifts Design Awards, EcoChic Design Award, HKDA Global Design Awards, etc.. Designers, creative teams from advertising agencies, animation films

and short films have been sponsored by CreateHK to participate in international competitions.

Support for start-ups

18. CreateHK funds programmes to support start-ups in the design, animation and advertising sectors. The Design Incubation Programme (DIP) funded by the Government has admitted 171 incubatees since 2004³. Over the years, the incubatees have filed 286 intellectual property rights (namely six patents, 50 registered designs and 230 trademarks) for registration and attained 198 awards and public recognition, of which 42 were renowned international awards, such as iF Product Design Award and Red Dot Design Award.

19. In 2015, the Animation Support Program continued to help ten start-ups and five small companies produce original creative animation work for exploring business opportunities and promotion at the Hong Kong International Film & TV Market (FILMART) and through television broadcast. The companies participating in the 2015 edition of the Animation Support Program have received over 100 business enquiries from potential clients in local and overseas markets while at least 18 closed deals have been reported.

20. The Microfilm Production Support Scheme (Music) offered financial assistance and mentorship to advertising production companies. Start-ups were given subsidies for producing microfilms, which featured budding singers, for promotion at FILMART and on different media platforms. It is estimated that, since the launch of the programme in 2013, media value of more than \$10 million has been generated while at least six participating companies have closed no fewer than 24 business deals for producing music/dance/concert videos, TV commercials and feature films.

Exploring markets

21. CreateHK assists local creative industries in exploring markets outside Hong Kong. In general, CreateHK requires or encourages the project proponents concerned to accord priority to small and medium enterprises and first-time participants.

22. In 2015, CreateHK continued to provide sponsorship to the Hong Kong Trade Development Council (TDC) for staging two promotional campaigns in the Mainland, namely the “SmartHK” trade fair held in Jinan

³ The HKDC took over the management of the DIP in May 2012. Before that, the DIP was run by the Hong Kong Science and Technology Parks Corporation.

and the “Creativity in Business” seminar series staged in Dalian and Suzhou. The CSI has also provided sponsorship to TDC to support, for the first time, Hong Kong companies from various creative sectors in participating in the symposium of “In Style • Hong Kong” Symposium held in Jakarta in September 2015.

23. On the front of the publishing and printing sectors, CreateHK continues to support the trade to participate in major book fairs, such as the Taipei International Book Exhibition, the Frankfurt Book Fair and Bologna’s Children’s Book Fair.

24. CreateHK also seeks to promote exchange and collaboration between the local trade and their international peers. With the CSI’s sponsorship, ten emerging designer brands set up a showcase and presented their works in a catwalk during the New York Fashion Week held in September 2015. The CSI also supported the participation of Hong Kong’s comic artists in the 2015 Angouleme International Comics Festival in France, which is the largest comics festival in Europe.

Fostering a creative atmosphere

25. CreateHK supports the staging of creative events in Hong Kong with a view to fostering a creative atmosphere in Hong Kong and raising awareness of the achievements of the local creative industries among the general public.

26. In 2015, we supported the staging of several programmes, such as the Hong Kong Asian-Pop Music Festival, deTour, Friday Dress Hong Kong, etc.. CreateHK also funded the project which gave Hong Kong Avenue of Comic Stars at Kowloon Park a facelift. Another project in the pipeline is the Ani-Com Park@Harbour“FUN”, which is a theme-based exhibition area featuring animation and comics characters and located near the Golden Bauhinia Square in Wanchai. The exhibition site will tentatively be launched around mid-2016.

Performance pledges of the CSI

27. CreateHK pledges to notify project applicants of the application and evaluation results within 50 working days after receipt of full information of the applications and the completion reports respectively. CreateHK fully met both pledges in 2015 with regard to 95 project applications and 58 completed projects.

FUNDING SUPPORT FOR THE FDF

2016-17 Budget Initiative

28. The Financial Secretary announced in the 2016-17 Budget Speech that the Government would inject an additional \$20 million into the FDF to subsidise the expenses incurred by locally-produced Cantonese films for distribution and publicity in the Mainland.

Opportunities for Hong Kong-produced Cantonese movies in the Mainland

29. As mentioned in paragraph 6 above, the Government is committed to supporting the development of the local film industry. One of our policy objectives is to encourage more local film productions and thereby provide filmmaking opportunities for new talents. The Mainland is a vast market for Hong Kong films. We have been working in the context of the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA) to facilitate the access of the local film industry to the Mainland market. Under the CEPA, Hong Kong-produced Cantonese movies have been allowed since 2006 to be imported into the Mainland on a quota-free basis for distribution in Guangdong, subject to vetting and approval by the Mainland. Since 2014, the dialect version of motion pictures produced by Hong Kong (which is applicable to Hong Kong-produced Cantonese movies) has been officially allowed for distribution Mainland-wide on a quota-free basis subject to certain conditions.

30. The populous Cantonese-speaking audiences in the southern region of China form a significant market for our small-to-medium budget films which are normally produced in the Cantonese dialect. In 2014, the Guangdong Province has a population of over 100 million. Its cinemas generated box office receipts of 4.15 billion Renminbi (RMB). Since Hong Kong shares a common cultural background and dialect with the Cantonese-speaking region, we foresee significant interest in Hong Kong-produced Cantonese movies in some parts of the Mainland. From the perspective of filmmakers, they also have incentive to gain access to the Mainland market not only for tapping into the Mainland market whose purchasing power is on the rise, but also for increasing their own bargaining power during subsequent stages of negotiations with relevant parties over internet or pay TV royalties.

Problems encountered in gaining access to the Mainland film market

31. While great strides have been made towards encouraging more film productions and nurturing talents by absorbing part of the risks through

the co-financing and grant schemes of the FDF (see paragraphs 7 to 9 above), access to markets is just as crucial. One constraint, however, is the high level of sales and distributions (S&D) expenses in the Mainland. According to the trade, distributors in Guangdong would normally require Hong Kong filmmakers to pledge at least RMB 400,000 (about HK\$475,000) as S&D expenses given the relatively high commercial risks of distributing Hong Kong-produced movies vis-à-vis co-productions or Mainland domestic productions. Since Hong Kong-produced movies are mostly small-to-medium budget projects, some filmmakers have opted not to go for the Mainland market amid cost concerns.

32. To help Hong Kong-produced Cantonese movies tap into the Mainland market, CreateHK has put in place a scheme under the FDF that provides cash subsidies, capped at \$250,000 per film, to cover the S&D expenses of these movies distributed in the Mainland⁴. The response has so far been lukewarm given the concern mentioned in paragraph 31 above. Three movies have so far benefitted from the subsidy.

Enhanced support for Hong Kong-produced Cantonese movies distributed in the Mainland

33. We propose increasing the subsidy for S&D expenses from the current level of \$250,000 to \$500,000 per film. The proposal seeks to incentivise Hong Kong filmmakers to explore the Mainland market by lowering the entry barrier and increasing the risk appetite for the filmmakers. We anticipate that Hong Kong-produced Cantonese movies which are interested in exploring the Guangdong market will welcome the enhanced measure. In particular, small-to-medium budget productions, including those co-financed (under the Film Production Financing Scheme) or subsidised (under the FPGS) by the FDF, will benefit from this measure.

34. We will work with the Film Development Council to formulate the implementation details in due course. The control and review mechanism governing the Government's funding support for projects funded under FDF will also be applicable to this enhanced measure.

Financial implication

35. Given the higher level of the subsidy cap as proposed, we expect that the demand for funding support in this regard will increase.

⁴ The scheme was launched in July 2012 to cover those Hong Kong-produced Cantonese movies distributed in the Guangdong Province. Since July 2015, the scheme has been expanded in scope to also cover those Hong Kong-produced Cantonese movies distributed in the Mainland outside the Guangdong Province.

This will eat into the existing resources already earmarked or planned for the film production projects under the Film Production Financing Scheme, FPGS and FFFI as well as other worthy film-related projects funded by the FDF⁵.

36. We consider it appropriate to inject an additional \$20 million into the FDF to support the enhanced measure. We expect that the funding injection will sustain the enhanced support measure up to around 2019-20. For the purpose of budgetary planning, the indicative cashflow requirements of the additional funding support of \$20 million are as follows –

2016-2017	2017-2018	2018-2019	2019-20	Total
(\$'000)	(\$'000)	(\$'000)	(\$'000)	(\$'000)
2,000	5,000	6,000	7,000	20,000

37. CEDB will continue to support the operation of the FDF within the existing resources.

Way forward

38. Subject to Members' views, we will seek the approval of the Finance Committee of the Legislative Council for the proposal to increase the commitment of the FDF by \$20 million.

Communications and Creative Industries Branch
Commerce and Economic Development Bureau
March 2016

⁵ The uncommitted balance of the FDF as at end January 2016 is \$177.5 million.

Key Performance Indicators of Create Hong Kong¹
(as at end December 2015)

(A) Projects organised or sponsored by Create Hong Kong (“CreateHK”)

		CreateSmart Initiative (“CSI”)	Others²	Total
a.	Number of approved projects	262	265	527
b.	Number of participants	About 11.1 million	About 10.0 million	About 21.1 million
c.	Number of directly created job opportunities ³	1 840	1 950	3 790
d.	Number of indirectly created job opportunities ⁴	8 400	5 390	13 780
e.	Number of small and medium enterprise (SME) beneficiaries	960	70	1 030
f.	Number of business contacts or enquiries created for SMEs	9 300	100	9 400
g.	Number of awards attained by creative talents who have participated in international competitions with funding support from CreateHK	70	110	180
h.	Number of nurturing opportunities created for creative talents and start-ups ⁵	32 500	2 300	34 700
i.	Number of TV audience in respect of awards presentation and musical programmes	About 228.6 million	About 2 015.1 million	About 2 243.8 million

Remark: Except for items (b) and (i) which are approximate numbers as well as items (f) and (h) which are rounded to nearest hundred, others are rounded to the nearest ten. Figures may not add up to total due to rounding.

¹ Mainly cover the projects funded through CSI, Film Development Fund (“FDF”) and DesignSmart Initiative (“DSI”) as well as those projects conducted by CreateHK since its establishment in June 2009. The key performance indicators set out in this Annex do not cover those projects funded by the Design-Business Collaboration Scheme (“DBCS”).

² Including only those projects funded by the FDF and DSI as well as those projects conducted by CreateHK since June 2009.

³ Directly created job opportunities refer to the job opportunities funded by CreateHK’s financial support.

⁴ Indirectly created job opportunities refer to the job opportunities generated by CreateHK’s funded projects but outside the scope of CreateHK’s financial support. They are estimated figures.

⁵ Excluding the opportunities provided by the Design Incubation Programme.

(B) Participants' satisfaction level towards the projects organised or sponsored by CreateHK

		CSI	Others ⁶	Total
a.	Percentage of respondents who rated the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	97%	98%	97%
b.	Percentage of respondents who rated the duration/format/content/publicity/ participation fee of the activities/programmes as “Excellent”, “Very satisfactory” or “Satisfactory”	93% - 97%	90% - 97%	93% - 97%
c.	Percentage of respondents who considered the activities/programmes helped achieve the following objectives: <i>Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry</i>	79% - 90%	72% - 87%	78% - 90%
d.	Percentage of respondents who rated the activities/programmes as “Definitely Useful”, “Very Useful” and “Useful”	91%	90%	91%

Remark: The number of respondents exceeds 56 000.

⁶ Including only those projects funded by the FDF and DSI as well as those projects conducted by CreateHK since June 2009.

(C) Number of CSI's approved projects classified by strategic foci

Exploring markets	97
Nurturing talents and supporting start-ups	109
Promoting Hong Kong as Asia's Creative Capital, fostering creative atmosphere and developing creative clusters	56
Total	262

(D) Design Incubation Programme

a.	Number of incubatees ⁷	171
b.	Number of incubatees which have completed incubation	126
c.	Number of intellectual property rights ⁸ applications registered by incubatees	286
d.	Number of jobs opportunities created by incubatees	826
e.	Number of local and international awards attained by incubatees	198

⁷ Including those under incubation and completed incubation.

⁸ Including trademark, patent and registered design.

(E) Film Production Financing Scheme under the Film Development Fund

a.	Number of approved projects	33
b.	Number of job opportunities created [^]	2 145
c.	Number of film directors who directed a film for the first time	17
d.	Number of producers who produced a film for the first time	20

Remark: [^] The number of job opportunities created covers the basic production crew and major casts. The number of job opportunities created will increase to 5 610 if other crews involved on a part-time basis are counted.

Key programmes funded by Create Hong Kong in 2015

Nurturing talents

Under the **Nurturing Programme of Hong Kong Young Design Talents 2015**, 12 awardees of the Hong Kong Young Design Talent Award receive sponsorship of \$250,000 or \$500,000 each for undertaking overseas training from six to 12 months.



The **2nd Hong Kong Digital Advertising Industry Fresh Graduate Support Scheme** aims at nurturing talents for the local digital advertising industry. A total of 70 graduates were recruited for one-year full time employment and on-the-job training by the participating advertising companies. Career talks, CEO talks and company visits to digital advertising companies were arranged for the participants.



The participants fill positions such as trainees, account executives, project executives, programmers, developers, designers etc.



LIVETUBE MV Awards 2015 is a live music performance platform for signed or new artistes/music groups to perform live. As a talent nurturing initiative, the project provides a platform for creators/ performers to present their music on stage. 13 artistes/music groups staged a live performance at the first preliminary show held in October 2015.



Since LIVETUBE was launched in 2013, three artistes have been signed by music labels. Some other artistes or music groups have gained further exposure and performance opportunities in various ways.

Comix Exchange is a series of exhibitions which promote cross-over collaborations among comics, animation and figurine artists. Each exhibition is delivered by a pair of established and emerging local artists.



Participating artists host talks and workshops for public participation. Emerging artists are able to gain experience and exposure through the collaboration with the established artists.



Under the 2015-16 edition of the “**Hong Kong Short Film: New Action Express**”, filmmakers were sponsored to participate in various major international festivals or competitions.

In 2015, five awards were attained by the filmmakers in the international festivals or competitions. Some filmmakers have gained further exposure to international business development opportunities or participated in other screenings.



Supporting start-ups

Under the 3rd **Animation Support Program**, CSI has provided \$80,000 subsidy to each of the ten participating animation start-ups and \$150,000 subsidy to each of the five participating small companies for producing original creative animation work lasting for three and five minutes respectively. A premiere and networking session, an exhibition at FILMART, and TV promotion are launched in early 2016 to promote the works.

The programme facilitates business and network development and gives the start-ups exposure opportunities.



Under the 2014-15 edition of the **Support Program for Advertising and Music Talents (Microfilm Production)**, each of the 15 advertising production start-ups was provided with a subsidy up to \$80,000 to produce a microfilm, which features budding singers. The produced microfilms were promoted through FILMART, TV, social media etc. with a view to attracting potential business opportunities.



Production start-ups or directors obtained business deals while the artistes gained further acting opportunities through participation in this project. Two microfilms were nominated for awards in the Mainland and two microfilms were invited to be screened at Tainan Short Film Festival.

Exploring markets

Fashion Farm Foundation (FFF) led ten emerging designer brands participating in the **Fashion Guerilla – New York** to set up a showcase and present the designers' works in a catwalk during the New York Fashion Week in September 2015. The participating designer brands displayed their latest collections to buyers, distributors, fashion bloggers and media. Each participating brand received two to three potential buying orders.



Under the **Break the Cocoon, Sparkling Hong Kong 2015** programme organised by the Hong Kong Exporters' Association, an exhibition booth was set up in Ambiente 2015 (one of the largest trade fairs for consumer goods and giftwares in the world) to showcase the winning designs of the third Hong Kong Smart Gifts Design Awards.



The programme also brought 15 winning designers to Ambiente 2015. They presented their designs at the Awards exhibition booth, took part in the trade fair activities, and made calls on some trade associations of Frankfurt. 2 500 buyers were attracted to the pavilion. 130 business enquiries were received.



To strengthen ties with the design sector of Singapore, a Hong Kong Federation of Design Associations (FHKDA) delegation comprising 18 representatives of the member associations of FHKDA made a five-day **Singapore Expedition** in March 2015.



The “**Hong Kong Comix BOOM!! A Two-stops Exhibition Tour in France & Hong Kong**” was a comics exhibition staged at the 42nd Angouleme International Comics Festival in France in late January and early February 2015 and re-staged at the Comix Home Base of Hong Kong in August 2015. The project allowed five local comics and animation artists to showcase their artworks and network with overseas peers and potential partners.

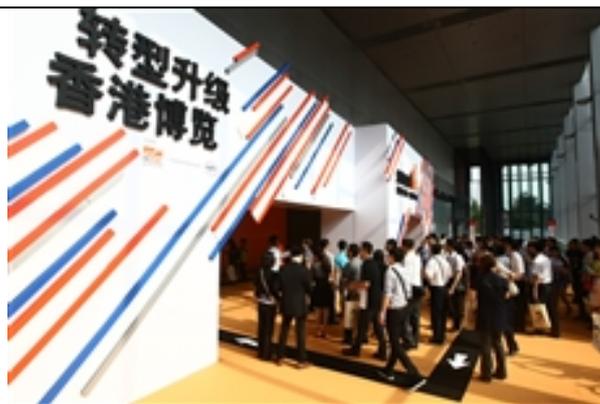


Barcelona is the first-ever partner city of **Business of Design Week (BODW)**. Over 75 business leaders and creative masters shared their thoughts, ideas and expertise at BODW 2015 on how good design helped create cities of the future. BODW inspired the regional audience on creative thinking and design management, and provided a valuable platform for idea exchange and business cooperation.



SmartHK (Jinan), held in May 2015, attracted around 10 000 trade visitors. 65 creative establishments from Hong Kong showcased their products, and 36 of them have benefitted from the CSI sponsorship to participate in the exhibition.

The participating small and medium enterprises have concluded business deals or signed initial partnership agreements with Mainland enterprises.



In the “**Creativity in Business**” series, 48 companies in total participated in the delegations to Dalian of the Liaoning Province and Suzhou of the Jiangsu Province in 2015 to showcase their portfolios.

The series helped promote Hong Kong’s advertising, design, branding and marketing services to the Mainland clients.



CSI supported Hong Kong’s **participation of the printing and publishing sectors in major book fairs** held in Frankfurt, Taipei and Bologna in 2015.

Over the years, the trade received over 1 700 business enquiries at the aforementioned book fairs as well as at the book fairs in Beijing, Guangzhou and London as a result of Government’s support.



The **Exhibition of Hong Kong Author of the Year** and the **Past • Present • Future – Tracking Hong Kong Architecture Exhibition** were organised in September 2015 in Taipei.

The former exhibition featured over 400 exhibits of six Hong Kong Authors of the Year, while the latter exhibition featured winning architectural projects and exhibits presented by Hong Kong young architects. A series of activities, including forum, reader sessions and tour guides were organised concurrently with the exhibitions to promote Hong Kong's publishing and architecture sectors.



Fostering a creative atmosphere

To increase public awareness on local fashion design, FFF launched a **Friday Dress Hong Kong** campaign from May to August 2015. More than 30 celebrities acted as ambassadors and wore outfits designed by local designers. Catwalk, retail activities, window display and exhibition were held to promote 38 local emerging fashion designer brands to the public.



deTour 2015 was held from 27 November to 6 December 2015 at PMQ with a wide variety of public engagement activities, including exhibition, workshop, pop-up shops, design dialogue, etc. Satellite events were also held at various locations. This ten-day event attracted over 100 000 participants or visitors. 63 guided tours for students were organised.



The **Hong Kong Avenue of Comic Stars** at Kowloon Park was re-opened in January 2016. Six new painted sculptures of original characters created by local aspiring comics artists have been added to the existing collection of 24 comics characters which appear in brand new style.



The fifth edition of the **Hong Kong Asian-Pop Music Festival**, a core programme of the Entertainment Expo, was held in March 2015. The show consisted of music performances by top artistes from seven Asian countries/regions and music contest of top new artistes from eight countries/regions in Asia, attracting over 7 100 live audiences.



The show was broadcast to over 18 million local and overseas audience through 23 channels and one internet

platform in 12 countries/regions.

An online public voting was arranged for the community to choose **My 10 Most Liked Hong Kong Architecture in the Century**. Exhibitions featuring winning and shortlisted architecture were staged and a series of architecture lectures and guided tours were conducted with a view to raising awareness, understanding and appreciation among members of the public of Hong Kong's architecture.



The Exhibition of **2015 Hong Kong & Shenzhen Bi-City Biennale of Urbanism\Architecture** was started in December 2015 to promote cross-disciplinary and cross-border exchanges. Concurrent events including lectures, workshops, forums and guided tours were organised to arouse wider public interest in design, architecture, planning and the city development of Hong Kong.

