



Creative Industries

Creative Industries: Creative industries are important economic drivers for Hong Kong. They help to increase the innovation capacity of the economy and can be a powerhouse for future economic growth. Hong Kong has developed a leading edge in key areas of creative industries like film, television, music, design, architecture, comics and animation, games and digital entertainment, etc. According to the latest statistics, Hong Kong has around 32 000 creative industry-related establishments, with more than 170 000 practitioners engaged. The industries create an added value to Hong Kong's Gross Domestic Product (GDP) of more than \$60 billion annually, representing around 4% of the GDP.

Create Hong Kong: Create Hong Kong is a brand new office dedicated to promoting the development of creative industries in Hong Kong was set up under the Communications and Technology Branch of the Commerce and Economic Development Bureau in June 2009. It provides one-stop services and better support to the industries.

The office adopts a comprehensive and multi-pronged approach to implement a strategy to drive the creative industries covering seven areas:

- (1) nurturing a pool of creative human capital which will form the backbone of Hong Kong's creative economy;
- (2) facilitating start-ups and the development of creative establishments;
- (3) generating demand for innovation and creativity and expanding local market size for creative industries;
- (4) promoting creative industries on the Mainland and overseas to help explore outside markets;
- (5) fostering a creative atmosphere within the community;
- (6) developing creative clusters in the territory to generate synergy and facilitate exchanges; and
- (7) promoting Hong Kong as Asia's creative capital.

The office is responsible for the administration and management of funding schemes related to creative industries: CreateSmart Initiative, DesignSmart Initiative, Film Development Fund, etc.

CreateSmart Initiative: The \$300 million CreateSmart Initiative (CSI) was established in June 2009 to provide financial support to projects with objectives that are in line with the strategic direction to drive the creative industries but not covered by the Film Development Fund, the DesignSmart Initiative and the Film Guarantee Fund. Applications to the CSI will be assessed by an independent vetting committee comprising members from the different creative industries as well as representatives from relevant professions, quasi-Government and non-Government organisations, the academia and the private sector.

DesignSmart Initiative: The \$250 million DesignSmart Initiative, launched in June 2004, aims to strengthen Government support for design and innovation, and to promote the wider use of design and innovation in industries to help them move up the value chain. It comprises two main elements, namely, financing a design support programme and setting up the InnoCentre as a one-stop shop for a design cluster. The design support programme is to finance projects in four categories: design research; design/business collaboration; design professional continuing education; and promoting and honouring design excellence. As at end of May 2009, a total of 352 applications have been received requesting \$215 million funding. Among them, 251 projects (\$125.3 million) have been approved. The InnoCentre aims at creating and sustaining a cluster of high value-added design activities among design professionals, interns and companies, where creative ideas will be stimulated, nurtured, researched, promoted, commercialized and branded. A design incubation programme is run at the InnoCentre to nurture new design start-ups. As at end of May 2009, 51 incubatees have been admitted.

Film Development Fund: The \$300 million Film Development Fund (FDF) provides financial support for projects conducive to the long-term and healthy development of the local film industry. It aims to encourage more commercial investment in film productions, create a larger mass of film activity and more employment opportunities, and assist the film industry in revitalising and developing further. It will fund projects and activities including: providing limited funding support for small-to-medium budget film productions; enhancing efforts to promote Hong Kong films on the Mainland and overseas; enhancing initiatives to train talents in the various aspects of the film production and distribution; and enhancing the interest and appreciation of Hong Kong films by the local audience. As at mid-June 2009, a total of 13 film projects and 29 other film-related projects have been approved, involving \$78.6 million funding.

Hong Kong Design Centre: The Hong Kong Design Centre has been a strategic partner of the Government in promoting design since its establishment in 2001. Founded by five leading design professional bodies in Hong Kong and supported by the Government, the Centre aims to promote design as a value-adding activity; raise design standards and foster design-related education; and raise the profile of Hong Kong as an innovation and creative hub. It also plays an important and active role in the development of the InnoCentre. Its highlight each year is the organisation of the Business of Design Week which has become a prestigious and major design event in the region. Previous partners for organising the event include UK, Italy and Holland.

