

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. Our creative industries have immense development potential. Hong Kong has developed a leading edge in key areas of creative industries like film, television, music, design, architecture, advertising, digital entertainment, and publishing and printing, etc. According to the latest statistics, Hong Kong has around 41 300 cultural and creative industry-related establishments, with about 212 800 practitioners engaged. In 2016, the value added of cultural and creative industries stood at about \$110 billion, representing around 4.5% of the Hong Kong's Gross Domestic Product.

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

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

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

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

CreateSmart Initiative: The CreateSmart Initiative (CSI) was established in June 2009 to provide financial support to projects with objectives that are in line with the strategic direction to drive the creative industries. Over the years, a total of \$2 billion has been injected into the CSI, in batches in 2009 (\$300 million), 2013 (\$300 million), 2016 (\$400 million) and 2018 (\$1 billion). As at end of August 2018, a total of 875 CSI applications have been received. Among them, 435 projects have been approved involving around \$1,023 million funding.

Film Development Fund: The \$300 million injected into Film Development Fund (FDF) in July 2007 provides financial support for projects conducive to the long-term and healthy development of the local film industry. It aims to encourage more commercial investment in film productions, create a larger mass of film activity and more employment opportunities, and assist the film industry in revitalising and developing further. 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 nurture 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. Following the injection of an additional \$200 million into the FDF in May 2015, a Grant Scheme has been introduced to subsidise small-budget film productions. As at end of August 2018, a total of 54 applications for financing film productions, 11 applications for film production grant and 197 other film-related projects have been approved (including applications approved but subsequently withdrawn by respective applicants), involving around \$524 million funding.

Hong Kong Design Centre: The Hong Kong Design Centre (HKDC) has always been a close partner of the Government in promoting design and related creative industries since its establishment in 2001. Established by five designer associations in Hong Kong and supported by the Government, the HKDC aims to promote design as a value-adding activity; raise design standards and foster design-related education; and raise the profile of Hong Kong as an innovation and creative hub. Its highlight each year is the organisation of the Business of Design Week which has become a prestigious and major design event in the region. Recent partners for organising the event include Japan, Germany, Denmark, Belgium, Sweden, Barcelona, Chicago, Italy and Melbourne. In recent years, the HKDC has been commissioned by the Government to administer the Design Incubation Programme and the Fashion Incubation Programme. The HKDC also runs the Hong Kong Young Design Talent Award to nurture new blood for the local design sector. As design is becoming highly valued, the Government has devoted further resources for promoting design thinking among people of different age groups through the HKDC. The Government has provided more resources for the HKDC to implement a series of measures to reinforce Hong Kong's status as a city of design excellence in Asia.

Design Incubation Programme: The Design Incubation Programme (DIP), administered by the HKDC with funding support from the Government, aims at nurturing design start-

ups. It enhances the competitiveness of the design start-ups at their early stage of development through the provision of office space, training programmes, consultancy service, mentorship, networking activities, as well as financial support on subsidised office rental and business operating expenses, etc. over a two-year incubation period. Since launch of the programme in 2006 till end of August 2018, 224 design incubatees have been admitted under the DIP.

Fashion Incubation Programme: The Fashion Incubation Programme (FIP) is a dedicated incubation programme for up-and-coming fashion designers launched in financial year 2016-17. It is funded by the Government and administered by the HKDC. In the two-year programme, each incubatee will expand their creative potential and advance fashion entrepreneurship through projects and collaboration, and at the same time enhance their industry intelligence and resourcefulness through continuous learning and networking opportunities to meet the business opportunities ahead. As at the end of August 2018, 12 incubatees have been admitted to the FIP.