

Hong Kong showcases its creative minds in Shanghai

The Secretary for Commerce and Economic Development, Mr Frederick Ma, will lead a creative industries delegation to make Hong Kong's debut in the 2007 Shanghai International Creative Industry Week on Thursday (November 15). The delegation will showcase the developments and achievements of Hong Kong's creative industries, and help explore business opportunities in the Mainland market.

Members of the delegation include the Permanent Secretary for Commerce and Economic Development (Communications and Technology), Mrs Rita Lau, and representatives from the local design, architecture, urban planning, culture, motion picture, television, comics, animation and digital entertainment sectors.

A cross-sector "Creative HKG" pavilion will be jointly staged by the Commerce and Economic Development Bureau, Hong Kong, the Hong Kong Economic and Trade Office in Shanghai, and industry associations including the Hong Kong Design Centre, Hong Kong Institute of Architects, Hong Kong Institute of Planners, Hong Kong Institute of Contemporary Culture, Hong Kong Televisioners Association, and Hong Kong Comics and Animation Federation. A selection of key projects in creative industries will be on display to present Hong Kong's innovative ideas and vibrant talent to visitors.

The delegation will first attend the opening ceremony of the event, where Mr Ma will give remarks on behalf of the Hong Kong Special Administrative Region (HKSAR) Government.

The delegates will then join a gala dinner to be co-hosted by the HKSAR Government and the event organiser. Mr Ma will address the dinner as the guest of honour. They will then attend a networking reception hosted by the event organiser, where the Hong Kong Dance Company will give a performance.

On November 16, Mr Ma will participate in seminars on "Hong Kong Creativeness" organised by the Hong Kong Institute of Contemporary Culture during the industry week. He will share views with industry professionals from Hong Kong, the Mainland and other areas on the development of creative

industries.

The Shanghai International Creative Industry Week will be held from November 15 to 21 at 1933 Old Millfun on 10 Shajing Road, Hongkou District, Shanghai. Held for the third time, the exhibition has built on two years of success and become a leading event to exhibit creative industry excellence to the international audience and promote exchanges.

Occupying more than 1,000 square metres, the "Creative HKG" pavilion's highlights will include:

- Architecture: HKIA members' outstanding works in Shanghai, HKIA Annual Awards, and the Hong Kong Exhibition at La Biennale di Venezia
- Planning: Forging the Hong Kong Victoria Harbour Culture Ring, Transformation of the Hong Kong Old Airport to Liveable Space for the Community, and Sustaining the Long Valley Wetland Preservation Legend
- Design: 9707 Project - Outstanding developments of Hong Kong's design industry in the past 10 years
- Culture: "Tian Tian Xiang Shang, Hong Kong Creative Synergy"
- Film: Hong Kong's film industry and Hong Kong - ideal choice for location filming
- Television: "Concept of Vision, Built Together" - Hong Kong's television industry
- Animation and Comics: Outstanding achievements of Hong Kong's comics industry
- Digital Entertainment: Outstanding achievements of Hong Kong's digital entertainment industry

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