

SCED continues Shanghai visit (with photos)

The Secretary for Commerce and Economic Development, Mr Frederick Ma, and representatives from Hong Kong's creative industries participated today (November 16) in a seminar on "Hong Kong Creativeness" organised by the Hong Kong Institute of Contemporary Culture during the 2007 Shanghai International Creative Industry Week.

The seminars are supported by the Shanghai Federation of Arts and Literature Circles, the Shanghai Academy of Social Science and other organisations.

Mr Ma said, "The creative industries on the Mainland are booming in recent years. The Hong Kong Special Administrative Region Government is also committed to promoting the development of this field. The Financial Secretary will set up a steering committee and work with the industries to draw up overall strategic plans and complementary measures."

"Hong Kong and Shanghai, as well as the Yangtze River Delta, all have their distinct advantages and competitive edge. We can co-operate and complement each other to jointly strengthen our development and explore new opportunities."

The Hong Kong Economic and Trade Office in Shanghai has commissioned a consultancy study on the feasibility of co-operation between Hong Kong and the Yangtze River Delta Region in developing creative industries, which will provide a solid foundation for future collaboration.

Mr Ma took the opportunity to introduce the West Kowloon Cultural District project being planned in Hong Kong. The project will be developed as a cultural and creative focal point in the Asia-Pacific region.

During his trip, Mr Ma also visited the National RFID Industrialisation (Shanghai) Base. He toured the showroom and production line to learn about the development and application of RFID technology in Shanghai, as well as to explore co-operation in the area.

Together with the delegation, Mr Ma also visited the

Shanghai World Expo Coordination Bureau and met with its Director, Mr Hong Hao. They toured the construction site of the Shanghai World Expo and gained a better understanding of the plans and arrangements for the expo to prepare for Hong Kong's participation in the event.

Mr Ma, and the Permanent Secretary for Commerce and Economic Development (Communications and Technology), Mrs Rita Lau, also paid a courtesy call on the Vice Mayor of Shanghai, Mr Tang Dengjie, to share views on the development of creative industries and economic relation between Hong Kong and Shanghai.

Ends/Friday, November 16, 2007

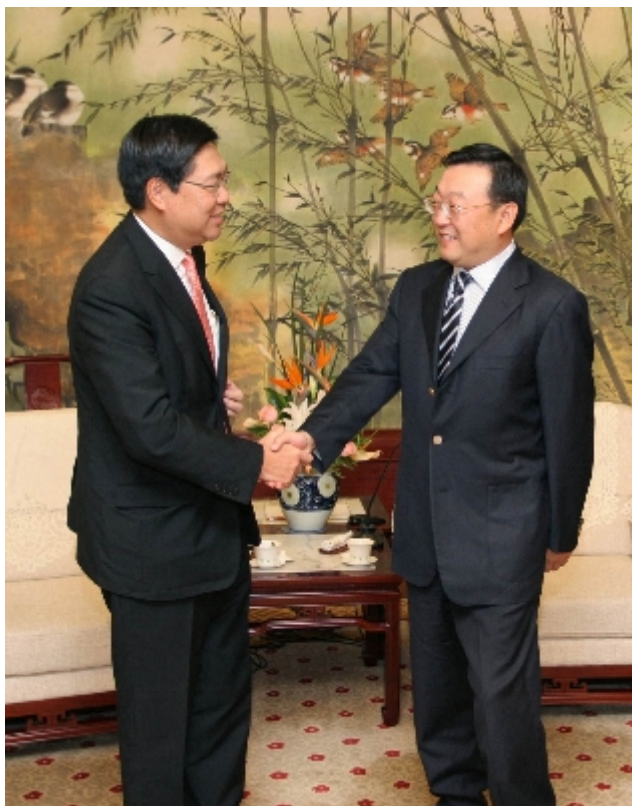
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The Secretary for Commerce and Economic Development, Mr Frederick Ma (left), chats with contemporary artist Mr Danny Yung (centre) and Hong Kong designer Mr Freeman Lau at the "Creative HKG" pavilion.



The Secretary for Commerce and Economic Development, Mr Frederick Ma (centre), exchanges views with the participants of the "Hong Kong Creativeness" seminar on ways to enhance co-operation between Hong Kong, Shanghai and the Yangtze River Delta, in creative industries.



The Secretary for Commerce and Economic Development, Mr Frederick Ma (left), today (November 16) pays a courtesy call to Vice-Mayor of Shanghai, Mr Tang Dengjie, to share views on the development of creative industries and economic relation between Hong Kong and Shanghai.