

SCED leads creative industries delegation to Shanghai (with photos)

The Secretary for Commerce and Economic Development, Mr Frederick Ma, led a delegation of about 30 representatives from the local creative industries to attend the opening ceremony of the 2007 Shanghai International Creative Industry Week today (November 15).

He visited a cross-sector "Creative HKG" pavilion which showcased the developments and achievements of Hong Kong's creative industries.

Mr Ma said, "Creative industries have developed rapidly around the world in recent years. The economic drive and opportunities they brought about cannot be under-estimated."

Creative industries have become a crucial element of Hong Kong's economy. With the value added to the Gross Domestic Product amounting to \$50 billion, the industries have created a strong driving force for the territory's future development. At present, Hong Kong has more than 30,000 creative-industry related establishments and 160,000 practitioners in the field.

Mr Ma said, "Hong Kong has a competitive edge in different sectors of creative industries." He pointed out that Hong Kong's film industry was an exemplar in bringing Hong Kong to the global market and winning worldwide acclaim. Other sectors in the creative industries are also thriving with blossoming talent and numerous achievements.

"However, facing increasingly intense competition from our neighbouring regions as they catch up, Hong Kong must accelerate its development of creative industries. The Government will work with the industries to promote Hong Kong as a creative capital."

The Financial Secretary will set up a steering committee and work with the industries to draw up overall strategic plans and complementary measures.

"We are very excited and looking forward to participating

in this year's creative industry week to conduct fruitful exchanges with Shanghai, the Yangtze River Delta, other areas on the Mainland, and other countries and regions, "Mr Ma said.

The "Creative HKG" pavilion was jointly set up by the Commerce and Economic Development Bureau and the Hong Kong Economic and Trade Office in Shanghai, together with industry associations from the local design, architecture, urban planning, culture, motion picture, television, comics, animation and digital entertainment sectors. A selection of creative industry projects is featured in the pavilion to bring Hong Kong's innovative ideas and vibrant talent to visitors.

Mr Ma said he hoped that through taking part in the exhibition and seminars, Hong Kong creative industries could gain experience from areas including Shanghai and the Yangtze River Delta and establish an exchange platform with relevant parties, thereby opening up new business opportunities.

Mr Ma will host a gala dinner tonight for exhibitors from other countries and regions. He will join a networking reception hosted by the event organiser where the Hong Kong Dance Company will give a performance called "Qingming Riverside".

Tomorrow, Mr Ma will take part in seminars on "Hong Kong Creativeness" organised by the Hong Kong Institute of Contemporary Culture to exchange views with industry professionals on the development of creative industries.

Ends/Thursday, November 15, 2007

Issued at HKT 17:42



The Secretary for Commerce and Economic Development, Mr Frederick Ma, Vice Director of Shanghai Economic Commission, Mr Le Jing Peng, toast with the guests at the gala dinner.



(From left) The Permanent Secretary for Commerce and Economic Development (Communications and Technology), Mrs Rita Lau; Vice Mayor of Shanghai Municipal Government, Mr Hu Yan Zhao; the Secretary for Commerce and Economic Development, Mr Frederick Ma; the Director of Shanghai ETO, Mr Patrick Chan; and Secretary of Hongkou District Committee of Shanghai Municipality, Mr Sun Wei Guo, at the HK Pavilion.