

For Immediate Release

**Hong Kong Design Centre Welcomes Chief Executive's 2024 Policy Address
and the Efforts of Enhancing Cultural Soft Power
and Promoting Development of Cultural and Creative Industries**

Hong Kong, 16 October 2024 – Hong Kong Design Centre (HKDC) welcomes the initiatives outlined in the Chief Executive's 2024 Policy Address, particularly the measures introduced by the Cultural and Creative Industries Development Agency. By adopting an industry-oriented approach, these initiatives aim to foster growth and development within the cultural and creative sectors.

HKDC Chairman, Prof. Eric Yim, remarked, 'We welcome the Government's commitment to enhancing the transformation of our cultural system and cultural confidence. Strengthening collaborations with the Mainland's creative industries, especially in the Greater Bay Area, is crucial. With the upcoming launch of the Design and Fashion Base in Sham Shui Po, HKDC is poised to support these initiatives, and assist SMEs in the design industry to enhance their product and brand design services while fostering collaboration and interface with start-ups and Mainland enterprises operating in Hong Kong.'

HKDC acknowledges the government's plan to restructure our organisation and functions to enhance service provision. As a non-profit organisation serving the design and creative industries in Hong Kong for over two decades, HKDC strives to support these sectors in various aspects. With the government's continuous support, we anticipate that HKDC will be able to provide broader support to both the design and creative industries and the business sectors.

The government's initiative to establish Hong Kong Fashion Design Week as an annual signature event will help foster the development of the fashion industry and position Hong Kong as a fashion design hub in Asia. HKDC believes that our fashion design-related programmes, including Fashion Asia Hong Kong and the Fashion Incubation Programme, will continue to provide appropriate ingredient and sturdy support to this initiative.

As the Hong Kong SAR Government's strategic partner in promoting design and design thinking to strengthen Hong Kong's position as an international design hub, HKDC welcomes the measures aimed at supporting the creative and cultural industries to bolster the overall competitiveness of our city.

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About Hong Kong Design Centre (www.hkdesigncentre.org)

Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- ◆ Cultivate a design culture
- ◆ Bridge stakeholders to opportunities that unleash the value of design
- ◆ Promote excellence in various design disciplines

About Cultural and Creative Industries Development Agency (www.ccidahk.gov.hk)

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

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