

# Blueprint for Arts and Culture and Creative Industries Development



**Culture, Sports and  
Tourism Bureau**

The Government of the  
Hong Kong Special Administrative Region  
of the People's Republic of China





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## Foreword

Our country is an ancient civilisation, which has never ceased to thrive in the past five thousand years. Today, our country not only has an increasing influence in the international arena, but is also on the path of modernisation in such different fields of material civilisation as economy and technology. The long-standing, rich and profound traditional Chinese culture is the foundation of our spiritual civilisation, giving us the confidence and strength to showcase cultural soft power to the world and strive towards the goal of a strong socialist culture with Chinese characteristics.

In the Report to the 20th National Congress, General Secretary Xi Jinping mentioned the significant task of “Building Cultural Confidence and Strength and Securing New Successes in Developing Socialist Culture”, and instructed the deployment of “Developing cultural programs and the cultural sector” and “Extending the reach and appeal of Chinese civilisation” to encourage people-centered cultural creation and production of more outstanding works that inspire the people, at the same time stay firmly rooted in Chinese culture, tell the good stories of China, make China’s voice heard, present a China that is credible, appealing and respectable, as well as foster Chinese culture to go global.

The Third Plenary Session of the 20th Central Committee of the Communist Party of China (CPC Central Committee) concluded victoriously on 18 July 2024. The Plenary Session adopted the Resolution of the CPC Central Committee on Further Deepening Reform Comprehensively to Advance Chinese Modernisation. The Resolution mentioned, among others, that the institutions and mechanisms for developing cultural programmes and industries will be improved. Our country will promote cultural prosperity, enrich the intellectual and cultural lives of our people, and enhance China’s cultural soft power and the appeal of Chinese culture.

The National 14th Five-Year Plan has expressed clear support for Hong Kong to develop into an “East-meets-West centre for international cultural exchange”, allowing Hong Kong to fully leverage its strengths in international connectivity and experiences in external exchanges under “One Country, Two Systems” to enhance the reach and appeal of Chinese culture and promote the great rejuvenation of the Chinese nation. In his important speech delivered on 1 July 2022, President Xi Jinping mentioned that Hong Kong must maintain its unique status and advantages. Hong Kong has the distinctive advantages of enjoying strong support of the Motherland while being closely connected to the world. Such favourable conditions are cherished by the people of Hong Kong as well as the Central Government. The Central Government fully supports Hong Kong in maintaining its distinctive status and edges in the long run. President Xi also mentioned in his “four proposals” that we must improve governance, continue to create strong impetus for growth, earnestly address people’s concerns and difficulties in livelihood, and work together to safeguard harmony and stability.



## Foreword

Under the complex and volatile geopolitical situation, Chinese culture assimilates the best of various cultures and evolves over time. It showcases how different civilisations co-exist harmoniously in the course of transformation and progression. Hong Kong, a place where the cultures of East and West meet, has been playing a connecting role between China and the rest of the world for many years. The role as an “East-meets-West centre for international cultural exchange” presents significant opportunities to Hong Kong. We should capitalise on our advantages to promote Chinese culture through international curatorial and creation techniques. Chinese culture has been providing the local arts and culture sectors with rich nutrients and inspirations, and unique creation has also been aspired by embracing both Chinese and western cultures in Hong Kong, enabling Hong Kong to tell the good stories of China. The markets and opportunities offered by our country also facilitate the further development of the depth and breadth of the local arts, culture and creative industries, overcoming the constraints in venue, audience base and market size.

The current-term Government has laid down the direction of Hong Kong’s cultural policies in respect of cultural content, infrastructure, talent nurturing, etc. in the 2022 Policy Address. Further measures have been put forward in the 2023 and 2024 Policy Addresses for developing Hong Kong as an “East-meets-West centre for international cultural exchange”. A macro and far-sighted “Blueprint for Arts and Culture and Creative Industries Development” (the Blueprint) can better articulate the visions, principles and strategic directions for the development of the arts, culture and creative industries in Hong Kong. The Government’s effort alone is not sufficient for driving the development of the arts, culture and creative sectors. Professional participation of the industries and contributions from the community and business sectors are equally important. One of the objectives of the Blueprint is to align the visions and goals of all stakeholders so that all can work towards a common goal. Having regard to the experiences of world-renowned centres for arts and cultural exchange, such as London, New York and Tokyo, the Blueprint not only provides guidance to enable the industries and the community to understand development priorities, but also demonstrates our strategies in and determination to achieving Hong Kong’s position as an “East-meets-West centre for international cultural exchange”.



## Foreword

More than 20 years ago, in 2000, a Culture and Heritage Commission was set up by the Government of the Hong Kong Special Administrative Region (HKSAR). Over the past two decades, the landscape of the arts, culture and creative industries in Hong Kong has undergone significant changes. The current-term Government established a new Culture Commission, chaired by the Secretary for Culture, Sports and Tourism, on 1 March 2023. The Culture Commission is responsible for advising the Government on matters including formulating the Blueprint, strategies for promoting the development of the arts, culture and creative industries, encouraging the participation of the private market, fostering arts and cultural exchanges between Hong Kong and the Mainland as well as the rest of the world, and realising the vision of developing Hong Kong as an “East-meets-West centre for international cultural exchange”. The Culture, Sports and Tourism Bureau (CSTB) invited the Culture Commission to have in-depth discussions on the above topics in Q2 and Q3 of 2023, and invited their views on the framework of the Blueprint in Q4. The CSTB also invited views from the Panel on Home Affairs, Culture and Sports of the Legislative Council on the proposed strategic directions of the Blueprint in November 2023. The CSTB then proceeded with formulation of the Blueprint, and consulted industry stakeholders continuously in 2024. The Culture Commission reviewed and offered their views on the draft Blueprint in 2024.

This Blueprint sets out the latest development of the arts, culture and creative industries in Hong Kong, and draws up a clear vision, principles and strategic directions to promote the development of the arts, culture and creative industries, leverage the market to enhance our cultural appeal to other parts of the world, and at the same time enhance the social cultural atmosphere and to boost the citizen’s sense of achievement and happiness.





## Chapter 1 Hong Kong's Cultural Positioning

According to the United Nations Educational, Scientific and Cultural Organisation, culture is a set of distinctive spiritual, material, intellectual and emotional features of a society or a social group that encompasses, not only art and literature, but also lifestyles, human rights, value systems, traditions and belief. Culture is subject to interpretations and understandings which can differ among individuals. In general, “culture” comprises “folk culture” and “high arts”. From the perspective of “folk culture”, culture is more closely related to everyday life, i.e. the so-called popular culture, and covers values, customs, traditions, languages and behaviours, etc. in society. “High arts”, on the other hand, refers to a variety of specific art forms which can be used to showcase cultural substance and values.

Although the understanding of culture by “folk culture” and “high arts” helps formulate the definition at the conceptual level, the two levels of culture are inextricably linked. “Folk culture”, which is closely related to our daily life, can be seen as the soil for “high arts”, and in turn “high arts” can further enhance the “folk culture” of the general public. Therefore, pursuing arts and cultural creations in Hong Kong means extracting the aesthetic elements and experiences from the values and social context of Hong Kong, and then enabling the contents of various arts and cultural activities to display a distinctive culture. Different forms of arts and culture present specific cultural and aesthetic values, thereby creating Hong Kong’s cultural image.

### A Cultural Environment Embracing “Diversity with Identity”

Arts and culture as well as cultural identity evolve over time in response to the changes in societal environment. In 2003, the then Culture and Heritage Commission commented the cultural environment of Hong Kong as “attracting and embracing cultural pluralism”, “encompassing diversity with identity” and “deeply rooted in Chinese cultural traditions and concurrently with a global vision”, and agreed that Hong Kong should continue to develop along such direction.



## Chapter 1 Hong Kong's Cultural Positioning

“Diversity with identity” means that the culture of Hong Kong is a Chinese culture with a global vision. On the one hand, Hong Kong should continue to embrace Chinese culture as our roots and integrate other cultures from non-Chinese communities. In other words, “pluralism” is reflected by the co-existence of a diverse array of cultures with Chinese culture as the core. On the other hand, while Hong Kong’s culture is rooted in Chinese culture, our presentation of Chinese culture may not be identical to that in the Mainland due to our unique historical development. That said, Hong Kong’s culture is much more than just assimilation of western cultural elements.

Inherited primarily from Lingnan legacy, Hong Kong’s culture integrates western cultural elements at the same time. Taking Cantonese opera as an example, which has long been regarded as a traditional art form of Lingnan tradition, many Cantonese opera productions in Hong Kong are adapted from plays of the traditional Chinese repertoire and they also integrate western elements such as the theatrical scene structure and cinematic performance techniques. Based on Chinese classical literature, Hong Kong’s martial arts novels also adopt the forms of western artistic expression such as characterisation, psychological depiction and application of cinematic techniques, blending Chinese and western cultures to create distinctive contemporary martial arts novels.

Hong Kong has not only inherited traditional Chinese culture, but has also integrated the nutrients of western culture as well as the cultural elements developed by ourselves into our cultural fabrics. These cultural expressions and experiences not only co-exist in Hong Kong, but also intertwine with one another to transform and develop into a unique cultural character embracing diversity, innovation, cross-sectoral collaboration, high arts and popular culture. This character is deeply rooted in our everyday life and macro-culture. Hong Kong should showcase our uniqueness and self-positioning in cultural exchanges with the world, rendering us a driving force for further development of Chinese culture.





## Chapter 1 Hong Kong's Cultural Positioning

### Cultural Environment under "One Country, Two Systems"

With the unique advantages under "One Country, Two Systems", Hong Kong continues to preserve and capitalise on its unparalleled cultural character and identity. Hong Kong residents enjoy the freedom to participate in literary and artistic creation as well as other cultural activities as stipulated in the Basic Law. The HKSAR Government can formulate our own cultural policies, and the HKSAR continues to engage in external affairs in an appropriate capacity, maintain and develop relations with foreign states and regions and relevant international organisations in the appropriate fields, including the economic, trade, financial and monetary, shipping, communications, tourism, cultural and sports fields.

Hong Kong's development is an integral part of the overall national development. The Report to the 20th National Congress highlights that our country must develop a socialist culture with Chinese characteristics, stay firmly rooted in Chinese culture, collect and refine the defining symbols and best elements of Chinese culture and showcase to the world. Our country should also accelerate the development of its discourse and narrative systems to tell the good stories of China, make China's voice heard, and present a China that is credible, appealing and respectable. Under "One Country, Two Systems", we will leverage Hong Kong's cultural characteristics to better assume the connecting role between China and the rest of the world and to showcase to the world the profound traditional Chinese culture and Hong Kong's unique culture. At the same time, we will follow the development direction of our country on "shaping tourism with cultural activities and promoting culture through tourism" to achieve integration of culture and tourism and a positive interplay between the two. On enhancing cultural recognition with the Mainland, the arts, culture and creative industries serve as vital channels for establishing cultural connections between the two places, fostering people-to-people bond and promoting mutual learning and exchange.



## Chapter 1 Hong Kong's Cultural Positioning

In his important speech delivered on 1 July 2022, President Xi Jinping expressed his hope that “all fellow compatriots in Hong Kong will carry on the mainstream values, which are characterised by the love of both the Motherland and Hong Kong as the core and are in conformity with the principle of “One Country, Two Systems”, and they will continue to follow the profound traditions of inclusiveness, seeking common ground while reserving differences, and keeping an unyielding spirit and the courage to strive for success with a view to creating a better future”. In fact, Chinese culture itself is embracing and receptive. Meanwhile, in the face of global changes, we need to understand the roots of our culture and deepen our understanding of national culture. With the cultural characteristics of diversity with identity, openness and inclusiveness, Hong Kong embraces diverse cultures under the mainstream values which are in conformity with the principle of “One Country, Two Systems”. Hong Kong should capitalise on its own advantages, play to the strength of the favourable conditions provided under “One Country, Two Systems”, thereby better playing the connecting role between China and the rest of the world and serving as a gateway and a platform to tell the good stories of China.





## Chapter 1 Hong Kong's Cultural Positioning

### "Arts and Culture Sectors" and "Arts, Culture and Creative Industries"

Other than the categorisation between "folk culture" and "high arts", there are differences between the "arts and culture sectors" and "arts, culture and creative industries".

"Arts, culture and creative industries" generally refer to cultural activities that are included in the economic sectors, including the eight industries defined by the Government (viz. advertising, architecture, design, digital entertainment, film, music, printing and publishing, and television). "Arts, culture and creative industries" place emphasis on the application of arts and can further spur "peripheral creative industries", which share some characteristics of "creative industries" or serve as conditions to support the operation of the "arts, culture and creative industries". Examples of "peripheral arts, culture and creative industries" are exhibitions (such as arts expos), venue management, media software, patent licensing, product manufacturing, tourism, etc. On the other hand, "arts and culture sectors" usually involve high arts of specific art forms which form important parts of whole-person education and development.

While the "arts and culture sectors" and "arts, culture and creative industries" are two different concepts, there are exchanges and interactions between the two and they complement each other. For instance, Hong Kong films have long been navigating the realms of mass entertainment and arts and cultural activities. In order to cater to the appetite of the mass market, the "arts, culture and creative industries" may adopt a more popularised and commercialised way of expression. They, however, also serve as an entry point to enhance the public's interest in, and their ability to appreciate, arts and culture, thereby conducive to audience building.

As arts and culture symbolise the cultural landscape and cultural identity of a place, they should not be fully defined by the market. It is also impossible to mass-produce some forms of artistic and cultural expression lest they will lose their aesthetic value and meaning. The roles and strategies of the Government in promoting the developments of the "arts and culture sectors" and "arts, culture and creative industries" may not be the same. This Blueprint will cover aspects of both "arts and culture sectors" and "arts, culture and creative industries".

## Chapter 2 Current Development of the Arts, Culture and Creative Industries

### Changes in the Cultural Landscape of Hong Kong

Since the Culture and Heritage Commission promulgated its report in 2003, the cultural landscape of Hong Kong has undergone significant changes. These changes include:

#### Enhanced role of the Government in the development of the arts, culture and creative industries

The CSTB was established in July 2022 with the goal of “enhancing Hong Kong’s position as an ‘East-meets-West centre for international cultural exchange’ under the 14th Five-Year Plan, reinforcing Hong Kong’s leading position in the international arts auction market and facilitating the development of arts, culture and creative industries”. In June 2024, the CSTB further restructured “Create Hong Kong” as the “Cultural and Creative Industries Development Agency” (CCIDA) to take forward the industry-oriented principle proactively with a view to further promoting the development of arts, culture and creative sectors as industries. As reflected in the structure of the Government, we are taking a more proactive role in driving cultural development, promoting cultural policies, consolidating resources and fostering cross-sectoral collaborations and industry building of the arts and culture sectors and creative industries. By amalgamating the portfolios of sports and tourism under the same policy bureau, we also aim to achieve more effectively the synergy among the policy portfolios concerned, thereby achieving the vision of developing Hong Kong as an “East-meets-West centre for international cultural exchange”.

#### Gradual completion of more cultural facilities

The Government has all along been the major provider of arts and cultural facilities with limited participation of the private sector. Over the past two decades, the Government has continuously increased the allocation of resources on cultural facilities to promote arts and cultural development. A total of 15 museums, two visual art centres, and 16 performing arts venues are now under the management of the Leisure and Cultural Services Department (LCSD). In addition, the Hong Kong Coliseum and the Queen Elizabeth Stadium have been used as performing venues on top of hosting sports events. Similarly, the exhibition gallery of the Hong Kong Central Library has been used for holding arts and cultural exhibitions. Upon the gradual opening of the facilities in the East Kowloon Cultural Centre, it will become the hub and training ground for arts technology.





## Chapter 2 Current Development of the Arts Culture and Creative Industries



## Chapter 2 Current Development of the Arts, Culture and Creative Industries

The current-term Government has also obtained funding approval of the Legislative Council for the construction of the New Territories East Cultural Centre and the Heritage Conservation and Resource Centre. In 2023, 6.35 million visitors patronised the LCSD's museums, while the total audience for local cultural programmes staged at the LCSD's venues was over 350,000. Looking ahead, the Kai Tak Sports Park will provide an additional venue for arts and cultural activities.

### West Kowloon Cultural District (WKCD)

The Government decided in 2006 to fund the construction of the WKCD, which has become one of the largest integrated arts and cultural districts in the world. The WKCD is a strategic investment by the Government to upgrade Hong Kong's arts and cultural infrastructure and meet the development needs in the long run, providing the infrastructure that is required for the long-term development of the arts, culture and creative industries in Hong Kong. The Government provided a one-off allocation of \$21.6 billion to the WKCD Authority in 2008, and has committed expenditure of over \$25.8 billion for the integrated basement and other infrastructure in the WKCD, including drop-off points for vehicular traffic, pedestrian footbridges and landing facilities. The Freespace, Xiqu Centre, M+ and the Hong Kong Palace Museum, among others, have been completed and opened to the public, whereas the Lyric Theatre Complex is now under construction and scheduled to be completed in 2026.

Since their opening until September 2024, M+ and the Hong Kong Palace Museum have respectively received a total of 7 million and 2.69 million visitors. In 2023-24, the WKCD Authority hosted performing arts programmes of different nature, attracting over 185 000 audience. The WKCD, together with the cultural facilities under the LCSD, will continue to serve as a platform for local culture and Chinese culture to go global, which can in turn help cultivate a more vibrant cultural atmosphere, promote the integration of arts and culture with education, and develop a well-established cultural ecosystem.



Courtesy of the West Kowloon Cultural District Authority



## Chapter 2 Current Development of the Arts Culture and Creative Industries

### Significant increase in funding resources for the development of arts and culture

The Government's funding support for arts and cultural groups (arts groups) and artists has grown in the past two decades. The funded projects covered various art forms and implementation methods. The Government's spending on arts, culture and creative industries has several major components, namely, the Government's recurring expenses (including subvention for organisations such as the Hong Kong Arts Development Council (HKADC)), capital expenditures, the Arts Portion of the Arts and Sport Development Fund, Cantonese Opera Development Fund, the Film Development Fund (FDF) and the CreateSmart Initiative (CSI). Apart from providing funding support to the arts, culture and creative industries, resources have also been devoted to creating an ecosystem and conditions for industry development, including encouraging the sectors to explore different sources of income so that they can not only move towards the commercial mode of operation and reduce reliance on Government's funding, but also make further contribution to Hong Kong's economy.

In the recent ten years (i.e. from 2015-16 to 2024-25), the total annual Government spending (including on software and hardware) has increased from \$4.15 billion to \$7.31 billion, representing a growth of 76%. Since 2005, the Government has established the Cantonese Opera Development Fund (with injections of over \$244 million over the years) to nurture talents and ensure the continuous development of Cantonese Opera. The Government also provides funding through the Arts Portion of the Arts and Sport Development Fund to support the Arts Capacity Development Funding Scheme and selected projects of the HKADC, with an annual expenditure of around \$80 million. The Arts Portion of the Arts and Sport Development Fund has also funded certain new initiatives covered in the 2022 and 2023 Policy Addresses, including launching a new internship programme and supporting the Hong Kong awardees of China National Arts Fund to conduct cultural exchanges. The total commitment over five years for these initiatives exceeds \$200 million.



## Chapter 2 Current Development of the Arts, Culture and Creative Industries

As regards the creative industries, the FDF was set up in 1999 to provide partial financing for low-to-medium-budget film productions and offer opportunities for talents aspiring to join the film industry. In 2023-24, the expenditure on supporting the industry was about \$140 million. Create Hong Kong, established in 2009 and restructured as CCIDA in 2024, is responsible for spearheading and promoting the development of the creative industries in Hong Kong. Projects covering such sectors as advertising, architecture and design, etc. have received funding support with the aim of nurturing talents. The annual expenditure on supporting the sectors is around \$200 million to \$300 million.

The Government has encouraged the forging of partnerships between the arts and culture sectors and private enterprises so as to enable the former to explore more income sources. This would not only enhance their ability to raise private donations and reduce reliance on Government's funding, but also foster a culture of offering support for arts and culture in society. The Government launched the Arts Capacity Development Funding Scheme in 2011, and the Art Development Matching Grants Scheme in 2016, and they provided a total matching funding of \$1.11 billion over the years.

It is evident from the above that there have been significant changes over the past 20 years in terms of the diversity of funding sources, management of funding projects and funding amounts. Arts groups and artists have also been better equipped for industry development and sustainable development of the relevant sectors.





## Chapter 2 Current Development of the Arts Culture and Creative Industries

### **Enhanced professional participation of major strategic partners and the arts, culture and creative sectors**

Other than significantly increasing resources, the Government also strengthens collaboration with major strategic partners, including the WKCD Authority, HKADC, Hong Kong Arts Centre, Hong Kong Design Centre etc., to promote the development of the arts, culture and creative industries.

The WKCD is an integrated arts and cultural district which provides the needed infrastructure for the long-term development of arts and culture in Hong Kong. The WKCD Authority has vigorously promoted the industry development and sustainable development of the arts, culture and creative industries, has played a leading role in establishing an industry chain for the arts, culture and creative industries, thereby building up Hong Kong's strengths and capacities in art trading, promoting the WKCD as a prime location for major international cultural, creative and commercial events, exporting original arts, cultural and creative content as well as promoting the WKCD as a must-visit landmark for cultural and creative tourism, while identifying and nurturing arts talents.

On top of grant allocation to arts groups and artists, the HKADC has been playing major roles including advocacy on arts development and grant policy, as well as promotion, development and organisation of arts events. It has become a diverse arts organisation which promotes development and management of arts through different schemes as well as actively nurtures local artists and arts groups with potential.

The Hong Kong Design Centre has been a strategic partner of the Government in promoting design and related culture and creative industries. With dedicated funding from the CSI, it actively promotes the development of different design disciplines in Hong Kong through various flagship projects and talent nurturing programmes.

The professional participation of the sectors has been crucial for the development of the arts, culture and creative industries in Hong Kong over the past two decades. Taking performing arts as an example, the long-established Hong Kong Arts Festival and the major performing arts groups (MPAGs) have been contributing to the local arts scene through developing quality programmes, audience building, and conducting cultural exchange activities. On the other hand, productions of small-and-medium-sized arts groups of different scales and stages of development, as well as creations of artists, have been enriching local cultural contents, facilitating the establishment of a thriving and diversified arts and cultural ecosystem.

## Chapter 2 Current Development of the Arts, Culture and Creative Industries

### More mega arts and cultural events in Hong Kong

Taking contemporary arts as an example, Hong Kong saw its first international contemporary art fair, “Art HK”, in 2010, which catalysed the emergence of art fairs and art trading industry. The success of “Art HK” resulted in its acquisition by “Art Basel”, one of the leading international contemporary art fairs, in 2012. “Art Basel Hong Kong”, coupled with “Affordable Art Fair” and “Art Central”, have successfully turned Hong Kong into one of the centres for contemporary art fairs in Asia, leading to the rapid development of the local art market, including the art auction market. Hong Kong has also become one of the three largest art markets in the world, alongside New York and London. Compared to 20 years ago, there has also been an improved coordination among large-scale arts and cultural events, making it easier to catch the attention of both local and international audience. For example, the month of March every year is the “Art March”, which brings together various international mega arts events and activities, including Art Basel Hong Kong, Art Central and the Hong Kong Arts Festival.

### Wider community participation

Joining hands with local arts groups, educational institutions and community organisations, the LCSD has launched various audience building and arts education schemes in the community and schools with a view to enhancing the interest of the public and students in and appreciation of the performing arts, as well as taking forward the “Community Arts Programme” in all 18 districts of Hong Kong to further promote arts development and strengthen the artistic atmosphere in the community. In 2023-24, around 2 000 activities and 32 online programmes were held, with over 200 000 participants and 28 000 views respectively. Furthermore, the Music Office promotes knowledge and appreciation of music in the community, especially among young people, through the provision of instrumental and ensemble training and diverse music activities. In 2023-24, over 7 000 students were trained, and more than 400 events were organised, attracting over 179 000 participants. Other stakeholders such as the WKCD Authority and HKADC also organise different types of activities to promote arts in the community.



## Chapter 2 Current Development of the Arts Culture and Creative Industries

### More efforts on talent nurturing

Talent is the driving force behind the development of arts and culture. Arts education is currently covered in both primary and secondary school curricula, the aim of which is to cultivate students' creativity, interest, skills as well as ability to appreciate art. On tertiary education, the Hong Kong Academy for Performing Arts (HKAPA) currently trains about 1 000 full-time equivalent students, with an annual graduates of about 250. In the QS University Rankings announced in 2024, the HKAPA ranks the first in Asia in "Performing Arts" category. The nurturing of talents is also an essential component to establish an ecosystem which is conducive to the sustainable development of the arts, culture and creative industries. The Government has launched various internship and training programmes (e.g. the training scheme for arts administrators and professional training for conservators) to provide opportunities and career pathways for individuals aspiring to join the arts, culture and creative industries, especially young people. Furthermore, the "Design Incubation Programme" and "Fashion Incubation Programme" provide financial support and incubation services to design start-ups and fashion designers with potential, assisting them in developing their business networks, promoting their products and undertaking marketing campaigns.

### Rapid development of arts tech

The development of digital technology, digitisation, decentralised technology and artificial intelligence in recent years has brought significant innovations to the creation, promotion, experience and transactions of the arts, culture and creative industries. On the promotion front, digital media channels, digitisation and decentralised technologies have not only greatly reduced the barriers to showcasing, storing and owning artworks, but also facilitated the expansion of audience across different geographical regions. Data collected by digital platforms has also made it easier for artists and arts groups to understand the views and taste of the audience. On the creative front, the application of artificial intelligence technology has become increasingly common in the arts world in recent years, with many artists making use of artificial intelligence in their creations.

Arts technology is not only a means to create new cultural content, but also a way to revitalise traditional forms of arts and culture. For example, the integration of stage technology with traditional Chinese opera performances has enabled the audience to have more interactions with the performances through more sensual experiences when viewing the shows. Arts technology provides significant opportunities for artists and creative talents in both cultivating more innovative cultural works and promoting new artistic content while preserving traditional culture by the arts and culture sectors, and helps expand the audience base.

## Chapter 2 Current Development of the Arts, Culture and Creative Industries

### Integration into the cultural development of our country

There are close connection and exchanges between Hong Kong and the Mainland (particularly with cities in the Greater Bay Area), in terms of both macro planning and daily exchanges between arts groups. At the level of macro planning, our country attaches great importance to Hong Kong, and has positioned Hong Kong as an “East-meets-West centre for international cultural exchange”. At the same time, our country has actively formulated policies that support the development of Hong Kong’s arts, culture and creative industries. For example, the China National Arts Fund has been fully opened to Hong Kong and Macao since 2021, allowing arts organisations and artists from the two SARs to apply for funding directly. In terms of exchanges between arts groups, there has been increasingly frequent interaction between the Mainland and Hong Kong. For instance, collaborative projects such as co-production of movies have provided opportunities for Hong Kong to reach a larger market and create new possibilities. Artists and production teams from Hong Kong have also become more proactive in understanding the characteristics and demands of the Mainland market, while applying local topics in their works to showcase the unique cultural appeal of Hong Kong. Moreover, there have been closer and more diverse collaborations in production and creation. For example, Hong Kong’s arts groups would collaborate with Mainland actors or artists during their tours in the Mainland. There is also mutual influence between the arts and cultural scenes of Hong Kong and the Mainland. With more convenient people flow between the Mainland and Hong Kong, there is a gradual integration of the two markets. Hong Kong citizens now travel to the Mainland to watch large-scale productions, whereas Mainland residents come to Hong Kong to attend performances, broadening the market and audience base for Hong Kong’s arts and culture sectors.

The Government has been actively promoting cultural exchange with the Mainland in recent years. A total of \$135 million has been allocated over the five-year period starting 2023-24 to support Hong Kong’s performing arts groups and artists to participate in performances and productions in the Greater Bay Area. It is expected that 1 000 local artists will participate each year, attracting 40 000 audience in the area.





## Chapter 2 Current Development of the Arts Culture and Creative Industries

### East-meets-West centre for international cultural exchange

With Hong Kong embarking on a new chapter from stability to prosperity, coupled with our positioning as an “East-meets-West centre for international cultural exchanges” as bestowed to us under the 14th Five-Year Plan, Hong Kong leverages its cultural positioning which is rooted in Chinese culture and integrate it with our own cultural characteristics and advantages, to provide a platform with international reach and drive innovation of Chinese culture through these exchanges.

As an “East-meets-West centre for international cultural exchange”, Hong Kong continues to play a unique role in connecting China with the international community and facilitating the dialogues between Chinese and other civilisations. Hong Kong also continues to manifest and showcase the essence of profound traditional Chinese culture that carries contemporary value and global significance. In addition to enhancing the appeal and influence of Chinese culture, this also serves to improve the overall competitiveness of Hong Kong’s arts, culture and creative industries and attract talents from various fields. To create greater competitive advantages, the future development of the arts, culture and creative industries should focus on strengthening content creation, promoting digitisation and fostering integration with tourism. Moreover, talents are the driving force behind the arts and cultural exchange between China and the rest of the world. Apart from strengthening nurturing of local talents, attracting high-end talents and elites from the Mainland and overseas to Hong Kong and facilitating the alignment of rules and mechanisms in the arts and cultural fields between the Mainland and Hong Kong are also essential conditions to bring in talents to Hong Kong.



## Chapter 2 Current Development of the Arts, Culture and Creative Industries

Since its establishment, the CSTB has been developing Hong Kong as the “East-meets-West centre for international cultural exchange” through the following four strategies:

### **(1) Developing world-class cultural facilities and a pluralistic cultural environment**

It is the objective of the Government to provide more hardware to host diversified local and international arts and cultural activities, and to enrich contents so that citizens are provided with more opportunities to enjoy arts and cultural programmes. On the front of hardware, the Government currently manages a number of venues, including Hong Kong City Hall, Hong Kong Cultural Centre and Hong Kong Museum of Art. The East Kowloon Cultural Centre has come into operation by phases. The WKCD has been developed as the largest cluster of cultural facilities in Hong Kong. Moreover, the New Territories East Cultural Centre and the Heritage Conservation and Resource Centre in Tin Shui Wai are being built by the Government.

In terms of content, the Government has increased funding provision and encouraged private donations to support MPAGs, the HKADC, museums, etc, and implement the Cantonese Opera Development Fund, FDF, CSI, etc., so that people from all walks of life have the opportunity to enjoy and participate in different types of arts and cultural programmes and activities.

### **(2) Enhancing cultural exchange and co-operation with the Mainland and strengthening our connections with overseas arts and cultural organisations**

The Government strives to strengthen connections with the Mainland and overseas arts and cultural organisations by capitalising on the advantage under “One Country, Two Systems” to facilitate our country connecting with overseas through arts and culture and further establish Hong Kong’s standing in the international arts arena to promote Chinese culture. The CSTB has signed 29 Agreements on Cultural Co-operation with the Ministry of Culture and Tourism, the National Cultural Heritage Administration, various provincial and municipal governments in the Mainland as well as the Macao SAR Government. Separately, we have signed Memoranda of Understanding on Cultural Co-operation with more than 20 countries. The WKCD Authority has also signed collaborative agreements with 21 leading arts and cultural institutions from around the world.





## Chapter 2 Current Development of the Arts Culture and Creative Industries

In addition, the Government actively organises and supports large-scale international arts and cultural activities, including the “Asian Cultural Co-operation Forum”, and the “Museum Summit”, as well as the “Hong Kong Performing Arts Expo” and the “Hong Kong International Cultural Summit” organised by the HKADC and WKCD Authority respectively. These events serve to provide a platform for arts and cultural exchange at the international level, and strengthen Hong Kong’s position as the “East-meets-West centre for international cultural exchange”. The Government also organises events such as the “Hong Kong Week” in the Mainland and overseas cities to showcase Hong Kong’s diverse artistic achievements to audiences in different regions, thereby playing its active role of “bringing in” different cultures while enabling Chinese culture to “go global”.

### (3) Leveraging technology

In recent years, the Government has been promoting the use of technology and digitalisation in the arts, culture and creative industries, and the application of technology in arts and cultural creations. The objective is to enhance the capacity and capability of the arts and culture sectors, enabling them to achieve more in the production. Currently, MPAGs are encouraged to explore the application of arts technology in their stage creations and performances through the “Arts Technology Funding Pilot Scheme”, whereas the “Arts Capacity Development Funding Scheme” encourages small-and-medium-sized arts groups to engage in more explorations on arts technology.

Moreover, the Government is upgrading the technology facilities of the performing and exhibition venues under the LCSD, and has allocated funds to the arts groups to enhance application of technology in performances and audience experience. Meanwhile, the East Kowloon Cultural Centre will be developed as the hub and training ground for arts technology.

### (4) Nurturing talents

Talent is an essential component for the development of the arts, culture and creative industries. Our aim is to provide opportunities and career pathways for young people aspiring to join the arts, culture and creative industries and to expand our arts and cultural talent base. To this end, the Government has worked with our major partners including the WKCD Authority, HKAPA and HKADC to help aspiring youth join the arts and culture sectors, including launching internship programmes in different arts and cultural fields. The Government has also allocated funding to enhance training for conservators. The construction of a Heritage Conservation and Resource Centre at Tin Shui Wai will further provide a good platform for training and exchange of conservators. Separately, the Government appointed Mr Tan Dun and Mr Xu Bing as “Ambassadors for Cultural Promotion” in 2023 and 2024 respectively to assist in the planning of large-scale art projects in Hong Kong as well as the nurturing of talents.

## Chapter 2 Current Development of the Arts, Culture and Creative Industries

### Arts, Culture and Creative Industries' Contribution to the Economy

Arts, culture and creative industries form an important component of Hong Kong's economy. In measuring the economic contribution of the arts, culture and creative industries, the Census and Statistics Department covers 11 sectors, viz. arts, antiques and crafts; cultural education and library, archive and museum services; performing arts; film, video and music; television and radio; publishing; software, computer games and interactive media; design; architecture; advertising; and amusement services.

Figure 1 shows that the value added of the cultural and creative industries increased from \$52.3 billion in 2005 to \$122.1 billion in 2022<sup>1</sup>, showing a growth rate of over 100%. The contribution to the Gross Domestic Product (GDP) by percentage also increased from 3.8% in 2005 to 4.5% in 2022.

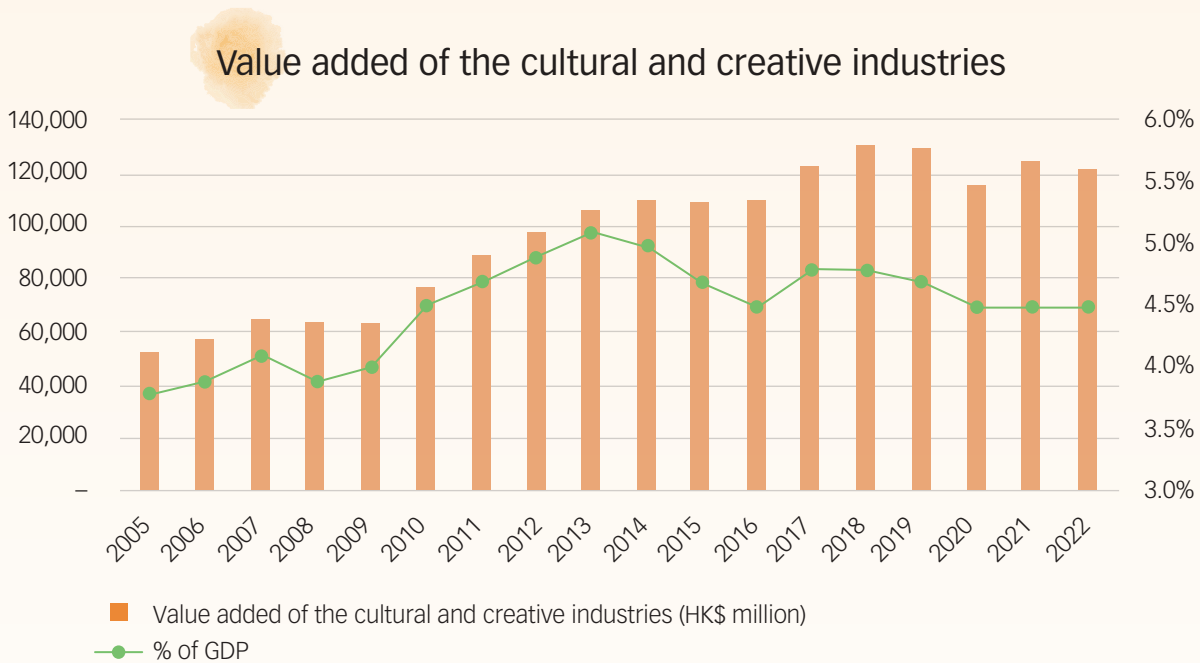


Figure 1: Value added of the cultural and creative industries (2005-2022)

<sup>1</sup> The coverage of the cultural and creative industries was revised in the 2019 statistical year. The relevant figures for 2017 and 2018 have been adjusted accordingly after 2019.



## Chapter 2 Current Development of the Arts Culture and Creative Industries

The arts, culture and creative industries also provide considerable number of employment opportunities in Hong Kong. Since 2005, there has been a significant increase in the number of people employed in these industries. Figure 2 shows that the employment in the related industries increased from 171 990 in 2005 to 221 280 in 2022<sup>2</sup>, with the percentage share of the total employment in Hong Kong rising from 5.1% to 6.1%, representing an increase of one percentage point.

### Number of persons engaged in the cultural and creative industries



Figure 2: Number of persons engaged in the cultural and creative industries (2005-2022)

<sup>2</sup> See footnote 1.

## Chapter 2 Current Development of the Arts, Culture and Creative Industries

### Arts, Culture and Creative Industries in Hong Kong: Strengths and Challenges

#### International experiences

Apart from examining the changes in the cultural landscape in Hong Kong and the current development of relevant sectors, we have also studied the long-term development plans in arts and culture of Australia, Japan and the United Kingdom (UK), as well as the experiences of neighbouring regions such as South Korea in developing their cultural and creative industries. While each of the above places may have different focuses and objectives in developing their arts, culture and creative industries, Hong Kong may make reference to the following policy directions and measures:

- Build a sustainable ecosystem/Investment in talents and infrastructure: To drive the long-term development of the sectors, the policy documents/long-term plans of Australia, Japan and the UK, emphasise the importance of talent nurturing, in particular support for young arts practitioners and emerging arts groups. As regards the government's financial support, while it should be focused and yet comprehensive, it should also move towards a diversified mode in order to bring in market resources which can in turn ensure that public money is well spent.



## Chapter 2 Current Development of the Arts Culture and Creative Industries

- Enrich arts and cultural content: All governments of the above-mentioned places are actively investing in a bid to enrich and diversify the content of their arts, culture and creative industries, albeit with different emphases. For example, London and Tokyo put greater emphasis on large-scale and internationalised arts and cultural events and activities with the aim of building city brand and attracting tourists from all over the world. On the other hand, South Korea focuses on developing content industry as well as building and developing industry chains.
- Global perspective and promote cultural exchanges: One of the directions of Japan's culture policy is to link the city with the rest of the world and actively promote international cultural exchanges, so as to manifest Tokyo's hub function of the arts and culture sectors. The UK emphasises enhancing their international standing and soft power through cultural exports, and positions London as a "World City". The culture industry in South Korea also aims at exporting, with overseas offices set up by the relevant organisations to provide support to the industry and promote co-operation.
- Drive industry development: All policy documents/long-term plans of the above places expect that the arts, culture and creative industries have a role in boosting economic growth. Specific measures to drive industry development include investing in the establishment and development of commercial platforms, encouraging the private sector at the policy level to support the development of arts and culture, and assisting the arts and culture sectors to establish connection with the business sector. Among others, South Korea's policies on industry development are more diversified and proactive.





## Chapter 2 Current Development of the Arts, Culture and Creative Industries

### Strengths and opportunities

In light of the current development of Hong Kong's arts, culture and creative industries as well as the policy directions and experiences of other places in developing the sectors, we have come to the following conclusion in respect of the advantages and challenges for the future development of the arts, culture and creative industries of Hong Kong.

First, Hong Kong has many advantages which enable it to develop into an "East-meets-West centre for international cultural exchanges". Hong Kong has a rich foundation of traditional Chinese culture and at the same time is influenced by western culture. On this basis, Hong Kong has developed a distinct cultural perspective that blends the East and the West. Past experiences have demonstrated that the culture of Hong Kong, rooted in Chinese culture, has the capacity to continuously blend with different cultural elements and forms. Such a multifaceted cultural perspective has not only created an environment which is conducive to the diverse development of the arts, culture and creative industries, but has also facilitated the dialogues between Chinese and western cultures on the same platform, enabling the hosting of internationally-renowned arts and cultural exchange platforms and events in Hong Kong. Moreover, Hong Kong has all along been playing the connecting role between China and the rest of the world. Together with the institutional advantages under "One Country, Two Systems" and being a transportation hub in Asia, Hong Kong is in a geographically favourable position to connect our country with different cities in the world. As an international metropolitan, Hong Kong's bilingualism in English and Chinese has also provided a platform for mutual understanding and interaction between the Chinese and English-speaking worlds. These inherent advantages, combined with our international connectivity and experiences built up over the years, have given Hong Kong edges in terms of integrating and promoting exchanges of Chinese and western cultures.

In addition, as observed in the sections above, with the completion of more arts and cultural facilities, increased Government funding, availability of creative talents and emergence of market opportunities, the arts, culture and creative industries in Hong Kong have undergone continuous innovations in the past two decades and they are on a solid foundation for further development especially in terms of industry development. In fact, with its cultural characteristics embracing diversity and being internationalised, the unique geographical location as well as a well-established information network, Hong Kong possesses favourable conditions for promoting the development of the relevant sectors as industries.

Furthermore, the National 14th Five-Year Plan has clearly supported the development of Hong Kong into an "East-meets-West centre for international cultural exchange". This positioning bestowed to us by our country is not only in line with how the cultural landscape of Hong Kong has evolved over the years, but will also bring about abundant opportunities to the relevant sectors. The close connection between Hong Kong and the cities in the Greater Bay Area has also enabled the arts, culture and creative industries to reach a larger market and greater development potential.

## Chapter 2 Current Development of the Arts Culture and Creative Industries

### Weaknesses and threats

Having said the above, we need to recognise the weaknesses in our arts, culture and creative industries, and the challenges that Hong Kong is currently facing. Comparing with other cities where the arts, culture and creative industries are their major industries, the relevant sectors in Hong Kong need to exert more efforts in driving industry development. Despite that Hong Kong is in a favourable position for fostering cultural exchanges between China and the rest of the world, and its pop culture which has had a glorious page not only maintains its far-reaching influence in Asia and the world but also remains a valuable component of our local creative industries to date, the rapid development of pop culture in neighbouring regions as well as the rise of social media and online streaming platforms have resulted in the diversification of creative industries and posed many challenges to the creative industries in Hong Kong.

Apart from the above, despite the gradual completion of cultural facilities of different scales in Hong Kong, the lack of venues continues to hinder the development of the local arts, culture and creative industries. In managing arts and cultural facilities, the Government has been guided by the principle of catering to the overall needs of different sectors and citizens and has endeavoured to allocate resources to different users as fairly as possible. Such an approach may not take full account of the unique characteristics of the arts and culture sectors. As compared with nearby cities including Macao and some Mainland cities, there are relatively more constraints on venue supply in Hong Kong. Also, the governments in neighbouring places have been actively investing in their arts, culture and creative industries through different means, posing further competition and challenges to Hong Kong.

Talents are crucial to industry development and cultivating a more diverse and dynamic environment for arts and culture. Nonetheless, Hong Kong has been facing manpower shortage in areas including arts promotion, arts administration and management, as well as art trading and conservation, and arts technology, hindering the development of the arts, culture and creative industries.

Moreover, noting from the experiences of other places, improvements to industry chains cannot rely solely on Government's funding. Hong Kong needs to put in more efforts in promoting cross-sectoral and cross-genre collaborations. As compared with other places such as Japan, South Korea and the UK, a culture of private sector support for arts and cultural development in Hong Kong is weak. Incentives and support system for private sector are not well developed either. While some private organisations in Hong Kong may be interested in supporting local arts and cultural development, there is no appropriate channel for them to do so. Furthermore, small-and-medium-sized arts groups do not have enough capacity and channels to promote their works to the business sector.

## Chapter 3 Vision of the Arts, Culture and Creative Industries

### Vision

Hong Kong to become an “East-meets-West centre for international cultural exchange”. We should leverage our cultural characteristics which are rooted in Chinese culture and embracing western culture to enhance international cultural exchanges and promote people-to-people bonds, thereby fostering the development of high-quality arts, culture and creative industries to enrich society’s cultural experience and drive economic development, providing a continuous impetus to enable sustainable development of Hong Kong’s arts and culture in the long run while telling the good stories of China and Hong Kong.

When mapping out the specific policies and taking forward the related work for implementing the policies, we need to follow the six principles below:



#### **Integration into the national development:**

Hong Kong’s development is an integral part of the overall national development. Developing Hong Kong as the “East-meets-West centre for international cultural exchange” is a positioning bestowed to us by our country having regard to the current development context. Hong Kong should continue to play the connecting role between China and the rest of the world, leverage its unique cultural advantages to preserve and promote the profound traditional Chinese culture and enhance the appeal and influence of Chinese culture, thereby facilitating the world to better understand and appreciate China and Hong Kong and promoting people-to-people bonds. The formulation of our policies to promote the development of Hong Kong’s arts, culture and creative industries should be complementary with the national culture strategy.





## Chapter 3 Vision of the Arts, Culture and Creative Industries



### **“Diversity with identity” and embracing different development and creations:**

Hong Kong has all along embraced the strengths of Chinese and western cultures. We should continue to maintain a cultural foundation which is rooted in Chinese culture, and embrace different cultures from all over the world at the same time. Capitalising on our advantages as a free and open society, we should to create an environment that encourages creativity. We should ensure that the arts and culture and creative industries can engage in diverse creation while safeguarding the interests of our country and the general public.



### **Creative transformation and innovative development:**

While protecting and preserving traditional culture, we need to constantly seek innovation so that our culture can keep pace with changes in society and environment.



### **People-oriented and long-term investment:**

The development of the arts, culture and creative industries is a long-term investment. We should approach nurturing of talents and development of hardware from a forward-looking perspective. The public is the core of the development of the arts, culture and creative industries. Arts and culture reflect the values of the public, and cultural policies should give priority to the needs and development of “people”, which include cultivating and attracting talents, expanding audience base, as well as enhancing Hong Kong’s cultural literacy through cultural and artistic endeavours.



## Chapter 3 Vision of the Arts, Culture and Creative Industries



### **Market-driven development and integration of culture, sports and tourism:**

We should emphasise market forces when developing the arts, culture and creative industries. “Shaping tourism through cultural activities, and promoting culture through tourism” is the guiding principle laid down by our country for the integrated development of culture and tourism. In fostering the development of Hong Kong’s arts, culture and creative industries, the CSTB adopts the organic an integrated development of culture, sports and tourism as a principle.



### **Holistic approach with community participation and cross-sectoral collaboration:**

A holistic approach is essential for fostering the development of the arts, culture and creative industries, encompassing policy areas such as planning, education, etc. It also requires the participation and consensus of the community. We will continue to work closely with major strategic partners and stakeholders of the sectors, and gauge the views and suggestions of the community and encourage cross-sectoral resources support.



## Chapter 4 Strategic Directions

### Strategic Directions

To achieve the vision of the arts, culture and creative industries of Hong Kong, we have formulated four strategic directions, and will work together with major strategic partners including the WKCD Authority, HKADC, different industry stakeholders and local arts and culture groups, as well as will drive participation of the business and other sectors. The four strategic directions and the four strategies of the current-term government to develop Hong Kong as the “East-meets-West centre for international cultural exchange” as mentioned in Chapter 2 are coherent and intertwined with one another, and they together provide a comprehensive development roadmap for the arts, culture and creative industries of Hong Kong.

01

#### Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

We should emphasise Chinese cultural contents and renderings in Hong Kong’s culture, so as to establish cultural characteristics which correspond to “One Country, Two Systems”, and contribute to the development and promotion of Chinese culture.

#### Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

We should enrich and create contents of the arts, culture and creative industries through an atmosphere that promotes diverse creations with international perspective and creative freedom, thereby continuously fostering Hong Kong’s unique cultural characteristics as a melting pot of the East and the West.

02





## Chapter 4 Strategic Directions

03

### Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

We should drive cultural exchange between China and the rest of the world by presenting, promoting and showcasing profound Chinese culture in a way that is more connected with the international community, thereby facilitating the dialogue between Chinese and other civilisations, telling the good stories of China and Hong Kong, and promoting the integration of culture, sports and tourism at the same time.

### Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

04

We should build a comprehensive and sustainable ecosystem for the arts, culture and creative industries, develop platforms which are conducive to industry development, and encourage the private sector's participation and support for the development of the sectors.



## Chapter 4 Strategic Directions

### Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

With our country's strong support and our close connection with arts and cultural organisations of the Mainland, Hong Kong's foundation in Chinese culture has been growing stronger with high quality. This has given us an edge in developing Chinese cultural contents with an international perspective.

We should put greater emphasis on Chinese culture related contents and international cultural elements in Hong Kong's culture, and establish cultural characteristics which correspond to "One Country, Two Systems", and contribute to the creative transformation and innovative development of profound traditional Chinese culture.

We should leverage the strength of our "root", which is the rich cultural substance and heritage of Chinese culture, and the institutional strength under "One Country, Two Systems", to ensure the inheritance, transformation and development of profound traditional Chinese culture in Hong Kong. We should also actively encourage our people, especially the younger generation, to understand and appreciate the arts, culture and creative industries, and inspire their creativity through arts and culture so that they can bring profound traditional Chinese culture onto the international stage and tell the good stories of China in a better way, thereby achieving the objective of strengthening people-to-people bonds.

Our goal is to promote profound traditional Chinese culture and to enhance the community's understanding and appreciation. In developing cultural contents with character of Hong Kong, we strive to ensure the inheritance, transformation and innovation of profound traditional Chinese culture in Hong Kong.

## Chapter 4 Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

### *Measures*

(A) Enhance the structure of museums to enrich our people's understanding of Chinese culture and at the same time attract tourists to drive the economy, including:

- (1) Establish a museum in the Northern Metropolis dedicated to showcasing the development and achievements of our country covering such important topics as politics, economics, cultural development, as well as the history of the Chinese Communist Party and national security, etc.
- (2) Set up a Chinese Culture Experience Centre in the historic buildings of Kowloon Park to serve as an important base for promoting Chinese culture.
- (3) Review the long-term development of the Hong Kong Intangible Cultural Heritage Centre in Sam Tung Uk Museum to better showcase and introduce more intangible cultural heritage of our country (in particular those of Hong Kong), and to promote its inheritance and innovative transformation.
- (4) Consolidate and enhance the overall planning of museums in Hong Kong, increase the number of museums under LCSD and highlight their characteristics, contents and positioning, to further enrich the local cultural scene and bring new impetus to the development of culture.





## Chapter 4 Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

(5) Consider the positioning and functions of private museums, and how they can dovetail with the development of public museums.

(B) Promote the cultural characteristics of the Lingnan legacy, promote the safeguarding and inheritance of intangible cultural heritage and strengthen collaboration with other cities in the Greater Bay Area, including:

- (1) Regularly update the inventory of intangible cultural heritage and the Representative List of the Intangible Cultural Heritage of Hong Kong, highlight each year selected items that can illustrate Hong Kong's profound and distinctive cultural characteristics, launch the "Hong Kong Intangible Cultural Heritage Month" to enhance the public's understanding of intangible cultural heritage of our country and Hong Kong, and further participate in their innovative transformation.
- (2) Develop a mechanism and criteria for recognising the bearers of the items on the Representative List of the Intangible Cultural Heritage of Hong Kong, thereby promoting the inheritance and transformation of these items for creation of more cultural and creative products.
- (3) Support high-quality development of Cantonese opera and collaborate with other cities in the Greater Bay Area to nurture the contemporary Cantonese opera culture which also inherits traditional characteristics.



## Chapter 4 Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

- (4) Use the Greater Bay Area as a base to accentuate the profound characteristics of the Lingnan legacy, thereby fostering people-to-people bonds of the area and jointly promoting the inheritance and development of the Lingnan legacy.
- (5) Foster the general public's interests in Chinese literature as well as the literacy quality of the community, enhancing cultural confidence.

**(C) Promote profound traditional Chinese culture by organising and subsidising more activities, exchanges and collaboration related to Chinese culture and history, including:**

- (1) The Chinese Culture Promotion Office will actively take the lead to plan and organise more thematic exhibitions, educational activities, performance, exchanges and collaboration relating to Chinese culture and history.
- (2) Organise the "Chinese Culture Festival" regularly to showcase the exemplary arts projects that are China National Arts Fund awardees, programmes receiving national arts and cultural awards as well as Chinese opera, dance, drama and Cantonese opera, etc. in collaboration with arts groups, and organise series of exhibitions and talks at the same time.
- (3) Fund through the FDF the film industry to unleash local creativity and produce films that promote profound traditional Chinese culture.

## Chapter 4 Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

(D) Nurture talents who are familiar with profound traditional Chinese culture and complement work on patriotic education, including:

- (1) Bring different arts projects related to Chinese culture into school campuses to enable students to appreciate arts, cultural and creative performances and participate in different arts, cultural and creative activities, thereby promoting their understanding of Chinese arts, cultural and creative works and nurturing their interests from an early age.
- (2) Organise more multimedia exhibitions, workshops and other events with interactive elements targeting young people and students on themes relating to national identity, achievements of our country and Chinese culture, and encourage them to take part in exchanges and internships in the Mainland, enhancing their understanding of the country.
- (3) In arts and cultural events, e.g. “Chinese Culture Festival”, etc., designating specific sessions for students and arrange them to watch the final rehearsal, and providing opportunities for young people and students to participate in the preparatory work of programmes so as to increase their involvement and develop an interest in Chinese culture.





## Chapter 4 Strategic Directions

### Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

Hong Kong is a melting pot of culture with a free and open environment. With its unique geographical location and close connection with the Mainland and international arts and culture sectors, we have developed a distinct creative atmosphere where the Chinese and western cultures meet, and this gives us an edge in driving the development of the arts, culture and creative industries. We should leverage this uniqueness and advantage to enrich the content of the arts, culture and creative industries, and enable the culture of Hong Kong to become a showcase of Chinese culture that embraces internationalisation.

Hong Kong's distinctive pop culture is also our unique and internationally appealing strength. Like other major international cultural capitals, we need to develop unique and rich cultural contents. We should make use of the international influence of Hong Kong's pop culture to showcase our unique cultural characteristics and experiences.

We endeavour to enrich the cultural substance of the society and enhance the artistic, cultural and creative atmosphere in Hong Kong through different activities and projects of the arts, culture and creative industries.

Our goal is to develop Hong Kong as a world-class capital of cultural creativity, and to host more large-scale, diverse and innovative arts and cultural events, with a view to enriching our arts and cultural contents, and at the same time encouraging the participation of the community and the business sector.



## Chapter 4 Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

### Measures

(A) Develop Hong Kong as the “capital of creativity” to foster and support the development of local culture and creative industries, including:

- (1) CCIDA will guide and support the sectors to promote cross-sectoral and cross-territory collaboration in full force, assist the sectors in exploring overseas markets and nurture new cultural and creative projects in Hong Kong.
- (2) Promote and support local culture and creative industries by displaying arts, cultural and creative works of local artists and designers in Government offices and buildings (e.g. artistic designs and installation of sculptures, etc.), and encourage the public organisations and private enterprises to do the same, thereby cultivating an arts and cultural atmosphere in Hong Kong and providing more market opportunities for local artists to showcase their works.
- (3) Promote and support the development of the signature mega cultural and creative events, including “Art March”, “Hong Kong International Film and TV Market”, “Entertainment Expo”, “Business Design Week” and “Hong Kong Fashion Fest”, etc.





## Chapter 4 Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

### (B) Develop Hong Kong as the “capital of pop culture”, including:

- (1) Establish a “Pop Culture Centre” to showcase achievements of Hong Kong’s pop culture to provide nutrients for the development of pop culture, and as a landmark and a tourist attraction to foster the development of tourism.
- (2) Develop the “Pop Culture Festival” into a signature event, highlighting the creativity of Hong Kong’s pop culture in embracing cultures of the East and West as well as old and new, and the cross-genre collaboration between high arts and pop culture, thereby inspiring the cultural inheritance and creativity among the younger generation.
- (3) Promote the private sector to organise more pop culture events in Hong Kong, including pop concerts and music festivals, to attract youth participation and drive the development of tourism and the economy. The WKCD can leverage on its advantages to develop more programmes such as WESTK POPFEST.





## Chapter 4 Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

- (4) Strengthen the promotion of Hong Kong's unique pop culture in the Mainland and overseas to enhance the soft power of Hong Kong's pop culture and its economic benefits, including curating overseas performances and events as part of Hong Kong's "Pop Culture Festival" and supporting the co-production of television variety programmes by local television stations and those in the Mainland and overseas.
- (5) Support the development of the film industry, including supporting private investment in the productions by Hong Kong directors; encouraging and facilitating film projects co-produced by filmmakers from Hong Kong and other regions, assisting promising Hong Kong filmmakers to broaden their horizons on cultures of different regions and better understand creations for cross-territory markets, and re-establishing the influence of Hong Kong films in overseas markets by among others launching the "Hong Kong-Europe-Asian Film Collaboration Funding Scheme".



## Chapter 4 Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

### (C) Improve the quantity and quality of hardware to facilitate the development of the culture and creative industries, including:

- (1) Leverage market force and encourage private developers to incorporate more arts, culture and creative facilities into their projects, including making better use of the existing commercial spaces or malls.
- (2) Study the possibility of relaxing limitations of different venues to increase the supply of performance and exhibition spaces, such as allowing live performances to be held in cinemas and turning existing space in industrial buildings into small theatres or black-box theatres.
- (3) Implement the “10-year Development Blueprint on Arts and Cultural Facilities” in an orderly manner to upgrade and expand existing cultural facilities such as museums, public libraries and performing venues, etc.
- (4) Strive for resources and identify sites in new development areas for constructing performance venues and other arts, cultural and creative facilities.
- (5) Make good use of multi-purpose Kai Tak Sports Park, Hong Kong Coliseum and other outdoor and indoor leisure spaces to provide venues for arts and cultural activities of different forms and scales.





## Chapter 4 Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

(D) Enhance cultural environment, broaden audience participation with a view to improving the achievement and satisfaction of our people, including:

- (1) Reshape the function and design of public libraries and cultural facilities to promote reading and foster a reading culture, promote excellent publications and encourage writing, and support the development of the publishing industry.
- (2) Strengthen the promotion of integration of arts into the community, making it easier for citizens to access and participate in arts, cultural and creative activities, attracting them to understand and appreciate arts and culture, and enriching their lives through the popularisation of arts.
- (3) Promote the collaboration between schools and arts groups to enable the latter to bring different art forms into school campuses so that the students will have more opportunities to engage closely with arts, cultural and creative activities, thereby broadening students' learning experiences, cultivating their artistic sensitivity, enhancing their ability to appreciate arts, inspiring their creativity, and further expanding the audience base.
- (4) Work together with the Education Bureau to provide more opportunities for primary and secondary school students to appreciate arts, cultural and creative performances outside school campuses, better utilise the related facilities and participate in the related activities, with the aim of promoting and encouraging them to understand arts, cultural and creative works.





## Chapter 4 Strategic Directions

### Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

Hong Kong has all along played the connecting role between China and the rest of the world and fostered collaboration with the international arts and culture sectors, including Belt and Road countries. The cultural policies of the Government in the past has laid a good foundation for Hong Kong to become an “East-meets-West centre for international cultural exchange”. The increasingly close exchanges with the Mainland has provided Hong Kong with the opportunity to reach a larger market and greater development potential. These are not only the strengths that Hong Kong possesses, but also bring about new opportunities for further taking forward the development of the arts, culture and creative industries.

We should capitalise on Hong Kong’s institutional strength under “One Country, Two Systems”, our international connectivity, and our internationalised curatorial and creative skills, as well as leverage our position in order to drive cultural exchange between China and the rest of the world. We would present, promote and showcase profound traditional Chinese culture in a way that is more connected to the international community, playing our role as an “East-meets-West centre for international cultural exchange”.

As an “East-meets-West centre for international cultural exchange”, we should strengthen our exchange and collaboration with the arts, culture and creative sectors in the Mainland and overseas, thereby developing Hong Kong as the hub for arts, cultural and creative exchange, collaboration and promotion. While capitalising on the established international networks for cultural exchange, we should identify opportunities and explore new channels so as to strengthen cultural export. We also aim to attract tourists through international arts and cultural exhibitions and performances, thereby promoting the integration of culture, sports and tourism.

Our goal is to leverage our strength in international connectivity as an “East-meets-West centre for international cultural exchange” to promote profound traditional Chinese culture to the world and tell the good stories of China. We will also consolidate Hong Kong as the capital of international mega arts and cultural events and establish multifarious platforms for cultural exchange, bringing together the arts and culture sectors in Hong Kong, the Mainland and overseas with a view to making Hong Kong the hub for arts, cultural and creative exchange and mutual learning.

## Chapter 4 Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

### Measures

(A) Consolidate Hong Kong's position as the "capital of international mega arts and cultural events" by hosting and supporting more large-scale, diverse and innovative arts and cultural events, thereby providing a platform for cultural exchange between China and the rest of the world while promoting mega events economy, including:

- (1) Attract large-scale cultural and creative events from overseas to be held in Hong Kong and nurture local brands of mega cultural events through "Mega Arts and Cultural Events Fund", and facilitate participation of, and collaboration with, the business sector (including attracting international brands to organise events in Hong Kong).
- (2) Capitalise on international mega arts events such as Art Basel Hong Kong and Art Central to attract arts groups and artists from the Mainland and overseas to showcase their talents in Hong Kong and explore opportunities for exchange and collaboration.
- (3) Strive to develop local signature events, such as the "Hong Kong Performing Arts Expo", and further promote the events to the Mainland and overseas.
- (4) Support MPAGs, the HKADC, museums, and through funding support of the Cantonese Opera Development Fund, the FDF, the CSI, etc., to organise different types of exhibitions, performances, cultural and creative activities and movie shooting, thereby driving cross-sectoral collaboration, broadening audience bases and further popularising the arts, culture and creative industries.



Courtesy of Art Basel





## Chapter 4 Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

(B) Utilise Hong Kong’s internationalised curatorial and creative skills to promote profound traditional Chinese culture and Hong Kong’s unique culture locally and overseas, develop related arts and culture industries, and encourage the industry to participate in national arts and culture work, including:

- (1) Make the most of Hong Kong’s world-class culture facilities (e.g. Hong Kong Museum of Art, M+ and Hong Kong Palace Museum) to seek collaboration with renowned Mainland and international museums in organising large-scale exhibitions or summits, and capitalise on the international arts events held in Hong Kong (e.g. Art Basel Hong Kong), to facilitate the arts and cultural dialogue and exchange between the East and the West, and to export locally-curated exhibitions for touring overseas.
- (2) Foster collaboration with the arts and culture sectors in the Mainland and encourage co-productions between local and Mainland arts and culture sectors so as to promote Chinese culture with the joint efforts of the two places. Leverage the advantage of Hong Kong’s connectivity with the world and ability to deliver performance in a manner that resonates with global audiences to showcase creations encompassing rich Chinese culture on the international stage. By doing so, we aim to achieve a result where the whole is greater than the sum of its parts and to drive export of profound traditional Chinese culture.





## Chapter 4 Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

- (3) Encourage the arts and culture sectors of Hong Kong to apply for China National Arts Fund and provide funding to local arts and cultural projects that are China National Arts Fund awardees to conduct cultural exchanges outside Hong Kong.
- (4) Provide funding support for Hong Kong artists to participate in major international arts, cultural and film events, and encourage arts practitioners with potential to conduct exchange on such areas as performance, exhibition, creation, etc. outside Hong Kong, thereby broadening the experiences and horizons of local practitioners, assisting them to establish network with overseas institutions, promoting and exporting the distinguished art works of local artists.
- (5) Utilise the Mainland and overseas offices of the HKSAR Government, as well as the Mainland and international network of the Hong Kong Tourism Board, to step up the efforts on arts and cultural promotion, and provide stronger support to local arts groups for conducting arts, cultural and creative exchanges in the Mainland and overseas by making good use of the enhanced dedicated funding and manpower support for cultural exchange.
- (6) Organise “Hong Kong Week” in Mainland and overseas cities in order to promote arts and cultural exchange and collaboration between Hong Kong and other places, showcase the achievements of Hong Kong’s arts, culture and creative industries, as well as promote profound traditional Chinese culture in the international arena.



## Chapter 4 Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

(C) Attract arts groups and practitioners from the Mainland and overseas to conduct cultural exchange with Hong Kong, including:

- (1) Encourage and invite more Mainland and overseas arts groups and practitioners to perform in Hong Kong through events including “Chinese Culture Festival”, “Asian Ethnic Cultural Performance”, “Hong Kong Arts Festival”, “Freespace Jazz Fest” and “Black Box Chinese Opera Festival”, and organise more large-scale international forums and thematic culture festivals with a view to driving cultural exchange. Promote collaboration among local, Mainland and overseas arts groups and artists to explore more opportunities for cultural export and jointly promote the arts, culture and creative industries.
- (2) Make use of the platform provided by “Hong Kong Performing Arts Expo” as a signature event to showcase the artistic standard of performing arts in Hong Kong and the Mainland, introduce the performing arts market of the Greater Bay Area (including Hong Kong), attract overseas arts groups and practitioners, and develop Hong Kong as the hub and platform for arts, cultural and creative exchange, collaboration and promotion.
- (3) Strengthen collaboration of public museums and libraries with museums and libraries in the Mainland and other parts of the world in organising major exhibitions and related academic and professional exchanges in Hong Kong and soliciting the exhibition of their precious cultural relics in Hong Kong to achieve the sharing of resources.
- (4) Promote exchanges and co-production of Hong Kong and international arts groups and practitioners to elevate creative standards.



Courtesy of Hong Kong Performing Arts Expo



## Chapter 4 Strategic Directions

### Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

As pointed out in Chapter 2, the evolution of the local arts, culture and creative industries over the past 20 years, coupled with Hong Kong's inherent conditions, have given us an edge in developing the relevant sectors as industries. We will take advantage of Hong Kong's strength and actively drive industry development.

Notwithstanding the above, insofar as industry chain and ecosystem are concerned, there is yet comprehensive support to the arts, culture and creative industries for development as industries. Together with the limitation posed by venue supply, the sectors have been hindered from moving to industry development on a larger scale. We should make reference to the experiences of other places in establishing an ecosystem and platforms for the sectors, with a view to breaking through bottlenecks and striving to foster the development of industries.

We will build an ecosystem which is conducive to the sustainable development of the arts, culture and creative industries through nurturing talents and improving infrastructure, etc. Moreover, we will encourage content creation and development and promote cross-sectoral and cross-genre collaborations by developing and expanding commercial platforms for the arts, culture and creative industries. Additionally, we will connect the sectors with the business sector, thereby encouraging the private sector to participate and invest in the development of the arts, culture and creative industries.

Our goal is to enhance the ecological chains and career pathways for cultural and creative talents, pool Mainland and overseas talents to Hong Kong, foster more cross-sectoral and cross-genre collaborations to drive content creation and development, and develop robust platforms for the arts, culture and creative industries.





## Chapter 4 Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

### Measures

#### (A) Promote arts, culture and creativity and establish relevant industry chain in Hong Kong, including:

- (1) Leverage the advantages of the WKCD to enhance strengths of Hong Kong in art trading, including proactively attracting from outside Hong Kong major auction houses and art galleries, and organisations which provide relevant investment, insurance and other professional services to establish local presence; and build storage, restoration and exhibition facilities for high-end private art collections.
- (2) Enhance the “Asia IP Exchange” portal of the Hong Kong Trade Development Council (HKTDC), support the relevant sectors to engage in more extensive intellectual property trading activities, attract more investors to participate in intellectual property trading activities and facilitate various types of local creations to go global.
- (3) Provide training programmes for arts groups and practitioners on marketing, ticket sales and social media, etc., thereby enhancing their capability to commercially promote their own works.
- (4) Establish a one-stop service centre in the Greater Bay Area to support the industry, especially the small-and-medium-sized arts groups and individual artists, to tap the market of the Greater Bay Area for building a larger audience base, and to utilise various venues in the Greater Bay Area for rehearsal, artistic creation and storage.
- (5) Provide more subsidies and incentives to encourage more exploration of arts technology by arts groups and strengthen the collaboration with tertiary institutions to better integrate technology and digital contents with arts and culture.
- (6) Establish a database for the arts, culture and creative industries so as to provide a solid basis for the formulation of policies and measures.



## Chapter 4 Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

(B) Develop diverse pathways and nurture local talent, gather talents around the globe, and enhance ecological chains of the cultural and creative talent pool, including:

- (1) Conduct a comprehensive review of the current funding mechanism for arts groups, including the funding system for MPAGs, small-and-medium-sized arts groups and Cantonese opera, as well as the booking system for allocating performing venues; introduce a funding mechanism that is tied to performance and artistic standards, including adopting key performance indicators as the assessment criteria, thereby expanding the audience base; and establish an “in-and-out” system for MPAGs, so as to encourage continuous innovation and artistic excellence as well as increase the mobility of the funding mechanism so that the small-and-medium-sized arts groups with potential can have more opportunities to advance.
- (2) Groom promising emerging arts groups and practitioners and nurture exceptionally distinguished budding arts groups and artists through targeted support measures.
- (3) Leverage Hong Kong’s unique arts and cultural conditions to attract cultural elites from around the world to move to Hong Kong, and review the category of arts, cultural and creative talents covered in the current “Talent List” from time to time to enhance the creative standards.



## Chapter 4 Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

- (4) Work with industry stakeholders to assess the current manpower situation and future demand for manpower resources in the arts, culture and creative industries and further engage the industries and tertiary institutions in respect of different task areas such as arts promotion, arts administration and management, art trading and conservation, and arts technology etc., so as to formulate training strategies that align with the industry development.
  - (5) Steer the HKAPA in implementing its 10-year strategic plan, taking forward the establishment of another campus of the HKAPA in the Northern Metropolis and raising the proportion of non-local students, thereby injecting impetus for the development of arts and culture in the Greater Bay Area including Hong Kong.
  - (6) Continue to implement and enhance various internship and training programmes (covering performing arts, arts administration, cultural heritage conservation, arts technology, film, design, fashion, etc.) to provide opportunities and career pathways for individuals aspiring to join the arts, culture and creative industries.
  - (7) Encourage the local arts and culture sectors to collaborate with Mainland arts and cultural institutions to facilitate local arts practitioners in obtaining professional accreditations that are commonly recognised in the Mainland.
- (C) Strengthen market forces to establish mutually beneficial relationships between the arts, culture and creative industries and the business sector, including:**
- (1) Launch the “Signature Performing Arts Programme Scheme” to tap funding from the private sector in addition to the Government’s subsidy and venue support, with a view to nurturing representative and large-scale local performing arts productions as long-running signature events and major tourism products and nurturing local talents.
  - (2) Expand the strategic foci of the CSI to commercial projects, thereby attracting more injection of private sector capital into cultural and creative projects, and encouraging more cross-sectoral and cross-genre collaborations with creativity and rich cultural elements.
  - (3) Promote connection of the arts, culture and creative industries with the private organisers or sponsors to facilitate support from the business community to promising arts groups and practitioners, and to help arts groups and practitioners to look for prospective private institutions or producers.



## Chapter 4 Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

### (D) Support industries to explore the Mainland and international markets, including:

- (1) Proactively lead the sectors to different parts of the world for exhibitions and showcases and identify opportunities outside of Hong Kong for them.
- (2) Fully capitalise on our distinctive advantage given by the strong support of the Motherland to encourage designers from Hong Kong to collaborate with major museums and cultural and creative institutions in the Mainland to co-create cultural and creative products.
- (3) The WKCD Authority will organise and curate long-running performing arts programmes and exhibitions in and outside of Hong Kong on a commercial basis, and expand the sales channels for cultural and creative merchandise.
- (4) Nurture and provide funding support for cross-sectoral production teams to develop new content on streaming platform and produce drama series, thereby exploring new market for local content. Explore ways to encourage the creation of more short videos (reels) to unleash the creative potential of local communities.
- (5) Expand, refine and establish more international commercial platforms, including those for visual arts (Art Basel Hong Kong), performing arts (Hong Kong Performing Arts Expo), film and television (Entertainment Expo and Hong Kong International Film and TV Market), fashion (Hong Kong Fashion Fest) and design (Business of Design Week) in order to enhance the cultural and artistic atmosphere of Hong Kong, create a thriving arts, culture and creative industries environment for the local creative community, provide important platforms for arts groups, arts practitioners and galleries to engage in business or other collaborations, and promote the development of related industries.



Courtesy of Art Basel

## Chapter 4 Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

(E) Provide better infrastructure and enhance conditions for developing the sectors as industries, including:

- (1) Review the booking policy of arts and culture venues managed by the Government so that the use of such venues for professional performances and group uses can be handled separately, thereby driving the development of the sectors as industries.
- (2) Enhance the “Pilot Scheme on the Use of School Venues by Arts Groups” to encourage schools to establish partnership with arts groups, and open school premises and facilities for local small-and-medium-sized arts groups for rehearsal uses during non-school hours, thereby providing sufficient infrastructure for arts groups.
- (3) Make use of the “East Kowloon Cultural Centre Academy for Arts Tech” to provide systematic training and produce different types of arts technology programmes, making it the base for accelerating the integration of arts and technology and fostering the development of arts technology.



## Chapter 5 Expected Targets

This Blueprint provides a clear vision and strategic directions for the development of the arts, culture and creative industries. We anticipate that ten years later (in 2034), the value added and employment of the arts, culture and creative industries would be \$200 billion (\$122.1 billion in 2022) and 264 000 (221 280 in 2022) respectively.

The action plans of each of the measures under the strategic directions are as follows—

### Action Plan

#### Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

##### (A) Enhance the structure of museums

- |  |  |
|--|--|
| (1) Plan for the establishment of a museum dedicated to showcasing the development and achievements of our country | Commenced                              |
| (2) Set up a Chinese Culture Experience Centre   | Works expected to be commenced in 2025 |
| (3) Review the long-term development of the Hong Kong Intangible Cultural Heritage Centre                          | To commence in 2025                    |
| (4) Review the overall planning of museums in Hong Kong  | Commenced                              |
| (5) Consider the positioning and functions of private museums  | To commence in 2025                    |

##### (B) Promote the characteristics of the Lingnan legacy

- |   |                     |
|---|---------------------|
| (1) Launch the "Hong Kong Intangible Cultural Heritage Month"   | From 2025           |
| (2) Develop a mechanism and criteria for recognising the bearers of the items on the Representative List of the Intangible Cultural Heritage of Hong Kong | To commence in 2025 |
| (3) Support high-quality development of Cantonese opera   | Commenced           |
| (4) Promote the inheritance and development of the Lingnan legacy   | To commence in 2025 |
| (5) Foster general public's interest in Chinese literature  | To commence in 2025 |



## Chapter 5 Expected Targets

		<b>Action Plan</b>
<b>(C)</b>	<b>Organising and subsidising more activities, exchanges and collaboration</b>	
	(1) Chinese Culture Promotion Office to actively take the lead to plan and organise activities	Commenced
	(2) Organise “Chinese Culture Festival” regularly	Commenced
	(3) Fund the film industry to produce films that promote the profound traditional Chinese culture	To commence in 2025
<b>(D)</b>	<b>Nurture talents who are familiar with profound traditional Chinese culture</b>	
	(1) Bring different arts projects related to Chinese culture into school campuses	Commenced
	(2) Organise more Chinese cultural projects targeting at youth and students	To commence in 2025
	(3) Enhance participation of youth and students in the “Chinese Culture Festival”	From 2025

### Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

<b>(A)</b>	<b>Develop into a “capital of creativity”</b>	
	(1) Promote cross-sectoral and cross-territory collaboration, assist the sectors in exploring markets	Commenced
	(2) Display arts, cultural and creative works of local artists and designers in Government offices and buildings	From 2025
	(3) Strengthen the promotion and support the development of signature mega cultural and creative events	To commence in 2025
<b>(B)</b>	<b>Develop into a “capital of pop culture”</b>	
	(1) Plan for the establishment of a “Pop Culture Centre”	Commenced
	(2) Develop the “Pop Culture Festival” into a signature event	Commenced
	(3) Promote the private sector to organise more pop culture events in Hong Kong	To commence in 2025
	(4) Strengthen the promotion of Hong Kong’s unique pop culture in the Mainland and overseas	To commence in 2025
	(5) Support film development	Commenced

## Chapter 5 Expected Targets

## Action Plan

<b>(C)</b>	<b>Improve the quantity and quality of hardware</b>	
	(1) Explore measures to encourage private developers to incorporate more arts, culture and creative facilities into their projects	To commence in 2025
	(2) Study the possibility of relaxing limitations of different venues	To commence in 2025
	(3) Implement the “10-year Development Blueprint on Arts and Cultural Facilities” in an orderly manner	Commenced
	(4) Strive for resources and identify sites in new development areas for constructing performance venues and other arts, cultural and creative facilities	Commenced
	(5) Make good use of multi-purpose outdoor and indoor spaces to provide venues for arts and cultural activities	Commenced
<b>(D)</b>	<b>Enhance cultural environment, broaden audience participation</b>	
	(1) Review the function and design of public libraries and cultural facilities	To commence in 2025
	(2) Strengthen the promotion of integration of arts into the community	From 2025
	(3) Promote the collaboration between schools and arts groups	Commenced
	(4) Provide more opportunities for primary and secondary school students	Commenced

### Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

<b>(A)</b>	<b>Consolidate position as “capital of international mega arts and cultural events”</b>	
	(1) Attract large-scale cultural and creative events from overseas to be held in Hong Kong	Commenced
	(2) Capitalise on international mega arts events to attract arts groups and artists from the Mainland and overseas to Hong Kong	Commenced
	(3) Step up efforts to develop local signature events	From 2025
	(4) Drive cross-sectoral collaboration, broaden audience bases	From 2025

## Chapter 5 Expected Targets

		<b>Action Plan</b>
<b>(B)</b>	<b>Utilise Hong Kong’s internationalised curatorial and creative skills to promote profound traditional Chinese culture and Hong Kong’s unique culture locally and overseas</b>	
	(1) Make the most of world-class culture facilities to facilitate the arts and cultural dialogue and exchange between the East and the West	Commenced
	(2) Foster collaboration with the arts and culture sectors in the Mainland	Commenced
	(3) Provide funding to local arts and cultural projects that are China National Arts Fund awardees to conduct cultural exchanges outside Hong Kong	Commenced
	(4) Provide funding support for Hong Kong artists to participate in major international arts, cultural and film events	Commenced
	(5) Utilise the networks in the Mainland and overseas to step up the efforts on arts and culture promotion	From 2025
	(6) Organise “Hong Kong Week” in Mainland and overseas cities	Commenced
<b>(C)</b>	<b>Attract arts groups and practitioners from the Mainland and overseas to conduct cultural exchange with Hong Kong</b>	
	(1) Encourage and invite more Mainland and overseas arts groups and practitioners to perform in Hong Kong	From 2025
	(2) Make use of “Hong Kong Performing Arts Expo” to showcase the artistic standard of performing arts in Hong Kong and the Mainland	Commenced
	(3) Strengthen collaboration of public museums and libraries with museums and libraries in the Mainland and other parts of the world	From 2025
	(4) Promote exchanges and co-production of Hong Kong and international arts groups and practitioners	Commenced



## Chapter 5 Expected Targets

## Action Plan

## Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

**(A) Promote arts, culture and creativity and establish relevant industry chain in Hong Kong**

- |   |                     |
|---|---------------------|
| (1) Leverage the advantages of the WKCD to enhance strengths of Hong Kong in art trading                            | From 2025           |
| (2) Support the relevant sectors to engage in more extensive intellectual property trading activities               | Commenced           |
| (3) Provide training programmes for arts groups and practitioners on marketing, ticket sales and social media, etc. | From 2025           |
| (4) Plan for the establishment of a one-stop service centre in the Greater Bay Area                                 | To commence in 2025 |
| (5) Provide more subsidies and incentives to encourage more exploration of arts technology by arts groups           | From 2025           |
| (6) Study the way forward of establishing a database for arts, culture and creative industries                      | Commence in 2025    |

**(B) Enhance ecological chains of the cultural and creative talent pool**

- |   |                     |
|---|---------------------|
| (1) Review the funding mechanism for arts groups  | Commenced           |
| (2) Support promising emerging arts groups and practitioners  | Commenced           |
| (3) Review the "Talent List" to strengthen efforts in attracting cultural elites from around the world to move to Hong Kong   | To commence in 2025 |
| (4) Review manpower demand  | Commenced           |
| (5) Steer the HKAPA to implement its 10-year strategic plan   | Commenced           |
| (6) Implement and enhance various internship and training programmes  | Commenced           |
| (7) Facilitate local arts practitioners in obtaining professional accreditations that are commonly recognised in the Mainland | From 2025           |

## Chapter 5 Expected Targets

		<b>Action Plan</b>
<b>(C)</b>	<b>Strengthen market forces</b>	
	(1) Launch the “Signature Performing Arts Programme Scheme”	Commenced
	(2) Expand the strategic foci of the CSI	From 2025
	(3) Promote connection of the arts, culture and creative industries with the private organisations or sponsors	Commenced
<b>(D)</b>	<b>Support industries to explore the Mainland and international markets</b>	
	(1) Proactively lead the sectors to different parts of the world for exhibitions and showcases	Commenced
	(2) Encourage designers from Hong Kong to collaborate with major museums and cultural and creative institutions in the Mainland	Commenced
	(3) The WKCD Authority will organise and curate long-running performing arts programmes and exhibitions in and outside of Hong Kong on a commercial basis	From 2025
	(4) Nurture and provide funding support for cross-sectoral production teams	Commenced
	(5) Expand, refine and establish more international commercial platforms	From 2025
<b>(E)</b>	<b>Provide better infrastructure</b>	
	(1) Review the booking policy of arts and culture venues managed by the Government	To commence in 2025
	(2) Review the “Pilot Scheme on the Use of School Venues by Arts Groups”	To commence in 2025
	(3) The “East Kowloon Cultural Centre Academy for Arts Tech” to provide systematic training and produce programmes	Commenced

## Chapter 6 Concluding Remarks

Over the past two decades, the cultural environment in Hong Kong has undergone significant changes in terms of institutional structure, hardware and software, community participation, talent nurturing etc., contributing to the unique cultural environment of Hong Kong today. This Blueprint recapitulates the changes in the past two decades, and looks forward to future development in the lens of the present cultural environment. The arts, culture and creative industries evolve with time in response to changes in societal environment. It requires the consolidated efforts of the Government, the sectors as well as all walks of the community to drive their development.

Since its establishment in July 2022, the CSTB has been committed to promoting the all-rounded development of the arts, culture and creative industries. We would like to thank the Culture Commission and stakeholders for offering views and feedback through different platforms and channels. Their contributions facilitated our formulation of this Blueprint. This Blueprint aims to provide an outline of strategic directions and measures on all fronts for the development of the arts, culture and creative industries. In fact, the work of the current-term Government in the past two years, including the measures announced in the 2022 to 2024 Policy Addresses as well as the 2023-24 and 2024-25 Budgets (see **Annex** for details of specific measures) are in line with the Blueprint.

The Government will take into account the socio-economic changes, views and response of the sectors, and the continuous development of arts and culture, when closely communicating with the Culture Commission and stakeholders in reviewing the priorities and action plans of the strategic directions and measures. We will also seek to obtain resources to take forward relevant initiatives in order to drive the long-term development of the arts, culture and creative industries in an orderly and effective manner.





## Annex

### Policy Measures to Promote the Development of the Arts, Culture and Creative Industries that have been Announced / Launched by the Current-term Government in Policy Addresses and Budgets

#### Strategic Direction 1: Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

Year of Announcement	Policy Measures
2022	Inject funding into the “Cantonese Opera Development Fund” to further support Cantonese opera practitioners in enhancing their professional standards and pursuing continuous training, with a view to facilitating the long-term development of the Cantonese opera sector.
2023	<p>Establish the “Chinese Culture Promotion Office” in 2024. The dedicated office will plan and implement programmes, exchanges and collaborations on Chinese culture and history in order to promote the Chinese culture and enhance the national identity and cultural confidence amongst the public.</p> <p>Commence preparatory work for setting up a museum to showcase national development and achievements, covering areas such as history, politics, economic development and culture, with a view to deepening public understanding of our country and national affairs.</p> <p>Covert in 2024 the existing Hong Kong Museum of Coastal Defence into the Hong Kong Museum of the War of Resistance and Coastal Defence, with exhibitions focusing on the history of the War of Resistance. More programmes on related themes will be organised.</p> <p>Starting from 2024, organise “Chinese Culture Festival” on a regular basis to offer the public with more opportunities to enjoy distinctive Chinese cultural programmes, including Chinese opera, signature performances, outstanding local arts projects recognised by the “China National Arts Fund” as well as film screenings, etc.</p>

Year of Announcement	Policy Measures
2024	Designate the Northern Metropolis for developing a museum to showcase the development and achievements of our country, commence preparatory work for its contents and curatorial direction, and set up an exhibition gallery in the Hong Kong Museum of History for displaying the relevant contents in phases before the completion of the new museum.
	Set up a Chinese Culture Experience Centre in the historic buildings of Kowloon Park to serve as an important base for promoting Chinese culture.
	Continue to organise the Chinese Culture Festival in 2025 and establish it into an annual signature event in order to enhance national identity and cultural confidence of the public.
	Continue to present exhibitions of the General History of China Series to showcase significant periods of Chinese history in chronological order.
	Develop a mechanism and criteria in 2025 for recognising the bearers of the items on the Representative List of the Intangible Cultural Heritage of Hong Kong, and launch the “Hong Kong Intangible Cultural Heritage Month” to promote the safeguarding and passing on of intangible cultural heritage and deepen the public’s understanding of such.
	Provide financial support to the film industry under the FDF to produce films that promote Chinese culture, for showcasing the fine traditional Chinese culture to the audience.



## Annex

### Strategic Direction 2: Develop Diverse Arts and Culture Industries with International Perspective

Year of Announcement	Policy Measures
2022	Starting from 2023, organise an annual “Pop Culture Festival” to showcase the uniqueness of Hong Kong’s pop culture, feature Hong Kong’s creativity and charisma in integrating diverse cultures, and stimulate the vitality of the younger generation. Consider setting up a “Pop Culture Centre” in the long run.
	Starting from 2023, support the co-production of television variety programmes by local television stations and their counterparts in the Mainland and Asia. This helps promote the unique pop culture of Hong Kong to audience of the respective places and nurture talents in the sectors concerned.
	Starting from 2023, provide subsidy to support co-productions between Hong Kong and Asian film sectors, with a view to re-establishing the influence of Hong Kong films in the Asian markets.
	Earmark funding to upgrade the facilities of the performing venues under the LCSD, with a view to enabling arts groups to further apply technology in their performances and enhance audience experience.
	Regularise the “Community Arts Scheme” to promote the integration of arts into our community.
	Formulate plans to enhance and expand the existing cultural facilities as well as construct museums, libraries and performance venues in the New Development Areas.
	Study the possibility of providing appropriate incentives to encourage developers to include arts and cultural facilities in their developments.





**Year of Announcement**

**Policy Measures**

**2023**

Inject \$500 million into the CSI to support the development of the creative industries, encourage more cross-sectoral and cross-genre collaboration on creative and cultural programmes, and promote the co-production of television variety programmes by local television stations with the Mainland and Asian production teams to enhance the influence of Hong Kong’s pop culture. The CSI will also provide funding support for the Hong Kong Design Centre and the HKTDC to implement flagship events and incubation programmes.

Prepare for setting up a “Pop Culture Centre” as a local cultural landmark and a tourist attraction.

Launch the “Film Financing Scheme for Mainland Market” under the FDF to support Hong Kong film companies and Mainland cultural enterprises to invest in the productions of Hong Kong directors for release in the Mainland market.

Modify the “Hong Kong-Asian Film Collaboration Funding Scheme” under the FDF as the “Hong Kong-Europe-Asian Film Collaboration Funding Scheme” in 2024 to assist promising Hong Kong filmmakers to broaden their horizons on cultures of different regions, bringing new perspectives to Hong Kong films.

Organise a series of activities including promotions in local bookshops in collaboration with different stakeholders to promote reading for all around the “Reading for All Day” on 23 April every year starting from 2024, and sponsor the publishing sector to organise reading promotion activities.



## Annex

### Strategic Direction 3: Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange

Year of Announcement	Policy Measures
2022	<p>Set up the “Mega Arts and Cultural Events Fund” in 2023 to attract and support large-scale arts and cultural events to be held in Hong Kong, with a view to further developing Hong Kong into an “arts and cultural hub”.</p> <p>Allocate funding for organising the first Hong Kong Performing Arts Expo in 2024 to facilitate exchange and develop a platform for industry building.</p> <p>Organise the “4th Guangdong - Hong Kong - Macao Greater Bay Area Culture and Arts Festival” in 2024 to showcase the excellent work of Hong Kong and the Greater Bay Area cities, manifesting Hong Kong’s status as an international cultural exchange platform and metropolis in the Greater Bay Area.</p> <p>Starting from 2023, provide funding support to the local arts projects that are “China National Arts Fund” awardees to conduct arts and cultural exchanges outside Hong Kong, so as to promote Chinese culture and tell the good story of China.</p> <p>To extend “Hong Kong Week” to cover overseas cities since 2023, bringing our arts and cultural projects encompassing rich Chinese culture to more places, thereby enhancing overseas audience’s understanding of Chinese culture.</p>
2023	<p>Provide funding for holding the “4th Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival” in 2024.</p> <p>Provide funding for supporting performing arts groups and artists in Hong Kong in taking part in performances and productions in the Greater Bay Area in the coming five years.</p> <p>Starting from 2024, increase the annual recurrent provision for cultural exchanges for 40% so as to support more local arts groups and artists to perform, stage exhibitions or participate in other activities in places outside Hong Kong.</p> <p>Starting from 2024, strengthen the arts and culture promotion work by the Mainland and overseas offices, so as to help facilitate cultural exchanges and promote people-to-people bonds.</p>

Year of Announcement	Policy Measures
<p><b>2024</b></p>	<p>Organise the first Hong Kong Performing Arts Expo in 2024 to provide an integrated platform for showcasing top-notch performing arts productions. This will facilitate exchanges and create business opportunities for these programmes and creative talents.</p>
	<p>Organise the “4th Guangdong-Hong Kong-Macao Greater Bay Area Culture and Arts Festival” in 2024.</p>
	<p>Set up in 2024 a “Mega Events Coordination Group” which is responsible for high-level steering work of mega events.</p>
	<p>Stage more mega-events, boost their promotion and co-ordination and maximise their economic and publicity benefits to enhance Hong Kong’s international image.</p>
	<p>The WKCD Authority will step up efforts to secure the hosting of more international cultural, creative and commercial events to be held in the WKCD, so as to make good use of the world-class hardware to enhance the international status of the WKCD and attract more inbound visitors, thereby stimulating local spending and promoting the WKCD as a prime destination for major international cultural, creative and commercial events.</p>
	<p>The WKCD Authority will roll out more special experience activities and collaborate with the Hong Kong Tourism Board to step up worldwide promotion with a view to branding the WKCD as a landmark for cultural and creative tourism.</p>





## Annex

### Strategic Direction 4: Enhance the Ecosystem for the Arts, Culture and Creative Industries

Year of Announcement	Policy Measures
2022	Starting from 2023, launch a new scheme to nurture and provide funding support for cross-sectoral production teams to develop new content on streaming platforms and produce first episodes of drama series, with a view to increasing the opportunities for Hong Kong productions to be broadcast on streaming platforms and exploring new distribution channels.
	Study how to support the industry to widen the scope of copyright trading activities under the comprehensive intellectual property legal framework and regime in Hong Kong in 2023.
	Invite the HKTDC to enhance its “Asia IP Exchange portal” in respect of the culture, arts and creative industries.
	Support the HKAPA to study its role in the long-term nurturing of arts and cultural talents for Hong Kong and even the Greater Bay Area, as well as consider the long-term need of establishing another campus in the Northern Metropolis and the accommodation needs of non-local students with a view to nurturing talents.
	Provide funding support in 2023 for an internship programme that lasts for 12 to 18 months to offer placement opportunities in local arts groups and the WKCD for graduates of the HKAPA and other tertiary institutions majoring in culture and arts-related disciplines so as to provide career pathway for such graduates.
	Allocate funding for providing professional training for the conservators of the LCSD and those of the Hong Kong Palace Museum, as well as increase the number of places under the museum trainees (conservation) programme and the summer internship programme.
	Continue to collaborate with the WKCD in nurturing more professionals to develop Hong Kong into a regional centre for arts conservation and restoration.

Year of Announcement	Policy Measures
	<p>Provide new resources in 2023 to fund small and medium-sized arts groups comprising mainly graduates in the past five years and individual artists, who have aspirations and development potential, and have not received public subsidies before, and herby grooming budding arts groups</p> <p>Implement the “Arts Technology Funding Pilot Scheme” in 2023 to encourage the nine MPAGs to apply arts technology to enrich their stage production.</p> <p>Inject funding into the “Arts Capacity Development Funding Scheme” to encourage small and medium-sized arts groups to further explore the use of arts technology under the scheme.</p> <p>Earmark funding to develop East Kowloon Cultural Centre as the hub and training ground for arts technology so as to provide systemic training.</p>
<b>2023</b>	<p>Starting from 2023, extend the strategic foci of the CSI to encourage more cross-sectoral and cross-genre collaboration on creative and cultural programmes, thereby promoting the in-depth and commercialised development of the culture, arts, sports and tourism industries.</p> <p>Restructure in 2024 the existing Create Hong Kong as the Cultural and Creative Industries Development Agency, which will proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle.</p> <p>Plan for the launch of the “Signature Performing Arts Programme Scheme” to support representative and large-scale local performing arts productions to be staged as long-run performances and to attract overseas audience, or for touring overseas to promote the development of the performing arts industry.</p> <p>Organise the “Hong Kong Fashion Design Week” within 2024 featuring various local prominent fashion events in order to promote the Hong Kong brands on fashion and textile design, the development of the design industry and the hosting of major events in this area.</p>

## Annex

Year of Announcement	Policy Measures
	<p>Launch the “Pilot Scheme on the Use of School Venues by Arts Groups” in 2024 to further open up some school venues for rehearsals by arts groups after school hours on a pilot basis to foster the development of the arts and cultural industries, and to build audience through the provision of more opportunities for students to access art creations.</p>
<p><b>2024</b></p>	<p>Inject about \$1.4 billion and \$2.9 billion into the FDF and the CSI to support projects in various areas such as film, arts and design.</p> <p>Starting from 2024, organise the “Hong Kong Fashion Design Week” annually, and develop it as an annual signature event in order to develop Hong Kong into a fashion design hub in Asia</p> <p>Launch the “Signature Performing Arts Programme Scheme” which will support production of representative and large scale local signature performing arts programmes to be staged as long-running performances so that they can become another cultural icon of Hong Kong.</p> <p>Provide funding support for and incubate more cultural and creative projects with potential for industry development through the CSI, strengthen cross-sectoral collaboration, and leverage market resources.</p> <p>Facilitate more local and non-local cultural and creative products to register on the Asia IP Exchange Portal, thereby fostering cross-sectoral exchange, collaboration and business matching, and promoting transaction and transformation of cultural intellectual property.</p> <p>Support Hong Kong design industries to proactively perform a platform role and become a key node in the design industry chains in the Mainland and foreign countries.</p>





**Year of Announcement**

**Policy Measures**

The WKCD Authority will leverage the advantages of the WKCD to promote the establishment of an industry chain of the arts and culture and creative industries and the creation of an art trading ecosystem in Hong Kong to build up the strengths of Hong Kong in art trading, including proactively attracting major auction houses and art galleries in and outside Hong Kong, and organisations providing relevant investment, insurance and other professional services to establish presence in the WKCD; and build storage, restoration and exhibition facilities for high-end private art collections.

The WKCD Authority will organise and curate performing arts programmes and exhibitions to be staged as long-run events locally, in the Mainland and overseas on a commercial basis, and expand the sales channels for cultural and creative merchandise for promoting the development of arts and culture as an industry.



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## **Culture, Sports and Tourism Bureau**

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