



Vision

Blueprint for Arts and Culture and Creative Industries Development

Hong Kong to become an “East-meets-West centre for international cultural exchange”



Principles



Integration into the national development



People-oriented and long-term investment



“Diversity with identity” and embracing different development and creations



Market-driven development and integration of culture, sports and tourism



Creative transformation and innovative development



Holistic approach with community participation and cross-sectoral collaboration



Way Forward

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 sectors 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.



Culture, Sports and Tourism Bureau

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

Strategic Directions and Measures

01

Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character



- (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
- (B) Promote the cultural characteristics of **Lingnan legacy**, promote the safeguarding and inheritance of intangible cultural heritage and strengthen collaboration with other cities in the Greater Bay Area
- (C) **Promote profound traditional Chinese culture** by organising and subsidising more activities, exchanges and collaboration related to Chinese culture and history
- (D) Nurture talents who are familiar with profound traditional Chinese culture and complement work on **patriotic education**



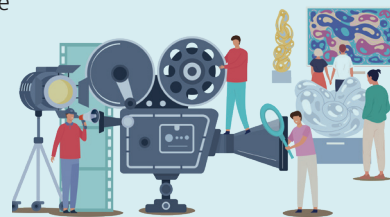
16 measures in total

02

Develop Diverse Arts and Culture Industries with International Perspective



- (A) Develop Hong Kong as the "**capital of creativity**" to foster and support the development of local culture and creative industries
- (B) Develop Hong Kong as the "**capital of pop culture**"
- (C) **Improve** the quantity and quality of **hardware** to facilitate the development of the culture and creative industries
- (D) Enhance cultural **environment**, broaden audience **participation** with a view to improving the achievement and satisfaction of our people



17 measures in total

03

Establish International Platforms to Foster East-meets-West Arts and Cultural Exchange



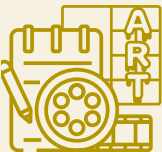
- (A) Consolidate Hong Kong's position as the "**capital of international mega arts and cultural events**" by hosting and supporting more large-scale, diverse and innovative arts and cultural events, thereby providing a platform for cultural exchange between China and the rest of the world while promoting mega events economy
- (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
- (C) Attract arts groups and practitioners from the Mainland and overseas to conduct **cultural exchange** with Hong Kong



14 measures in total

04

Enhance the Ecosystem for the Arts, Culture and Creative Industries



- (A) Promote arts, culture and creativity and **establish relevant industry chain in Hong Kong**
- (B) Develop diverse pathways and nurture local talent, gather talents around the globe, and **enhance ecological chains of the cultural and creative talent pool**
- (C) **Strengthen market forces** to establish mutually beneficial relationships between the arts, culture and creative industries and the business sector
- (D) Support industries to **explore the Mainland and international markets**
- (E) Provide better **infrastructure** and enhance conditions for developing the sectors as industries



24 measures in total