

CreateHK restructured as Cultural and Creative Industries Development Agency

Create Hong Kong (CreateHK) of the Culture, Sports and Tourism Bureau (CSTB) is restructured as the Cultural and Creative Industries Development Agency (CCIDA) with effect from today (June 14), to proactively promote the development of arts, culture and creative sectors as industries under the industry-oriented principle of implementing Hong Kong's positioning as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, said, "It was announced in 'The Chief Executive's 2023 Policy Address' that the Government would take the initiative to restructure CreateHK as the CCIDA, which will play a more proactive and positive role in enhancing its support for the development of the arts, culture and creative sectors."

"The CCIDA will set up new dedicated teams to proactively identify external opportunities for relevant industries and lead them to arrange delegations to various showcases worldwide to export Hong Kong's cultural and creative industries, foster business opportunities and enhance Hong Kong's international status. It will continue to identify suitable and promising projects in relevant sectors to promote the application of cross-sectoral and cross-genre content, and strengthen the support for the industries to enable their content distribution. The CCIDA will further facilitate the creation and production of cultural intellectual property (IP), enable cultural IP transactions, and explore business and commercialisation opportunities to enhance economic benefits," Mr Yeung added.

CreateHK was set up in June 2009 as an office dedicated to promoting the development of creative industries in Hong Kong. After the restructuring, the CCIDA will provide one-stop services and support to cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries.