

# Government releases Blueprint for Arts and Culture and Creative Industries Development (with photos/video)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, promulgated the Blueprint for Arts and Culture and Creative Industries Development (the Blueprint) today (November 26), setting out a clear vision, principles and strategic directions for the future development of the arts, culture and creative industries to further consolidate Hong Kong's position as an East-meets-West centre for international cultural exchanges.

Mr Yeung said, "The Blueprint is a comprehensive policy document of the Government on the long-term development of the arts, culture and creative industries. It sets out a clear vision, principles and strategic directions to foster future development to enhance the appeal of Hong Kong's culture, while at the same time boost citizens' sense of achievement and happiness, and further consolidate Hong Kong's position as an East-meets-West centre for international cultural exchanges and build a diversified cultural environment."

The Blueprint sets out a total of 71 measures under four strategic directions. The strategic directions and the relevant highlights are as follows:

## (1) Promote Profound Traditional Chinese Culture and Develop Cultural Contents with Hong Kong Character

- Enhance the structure of museums to enrich Hong Kong people's understanding of Chinese culture and at the same time attract tourists to drive the economy;
- 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;
- Promote profound traditional Chinese culture by organising and subsidising more activities, exchanges and collaboration related to Chinese culture and history; and
- Nurture talents who are familiar with profound traditional Chinese culture and complement work on patriotic education.

## (2) Develop Diverse Arts and Culture Industries with International Perspective

- Develop Hong Kong as the "capital of creativity" to foster and support the development of local culture and creative industries;
- Develop Hong Kong as the "capital of pop culture";
- Improve the quantity and quality of hardware to facilitate the

development of the cultural and creative industries; and

- Enhance the cultural environment and broaden audience participation with a view to improving the achievements and satisfaction of Hong Kong people.

### (3) Establish International Platforms to Foster East-meets-West Arts and Cultural Exchanges

- 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 exchanges between China and the rest of the world while promoting a mega-events economy;
- 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; and
- Attract arts groups and practitioners from the Mainland and overseas to conduct cultural exchanges with Hong Kong.

### (4) Enhance the Ecosystem for the Arts, Culture and Creative Industries

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

Mr Yeung said, "The Blueprint is a starting point for us to continue taking forward our work building on the existing foundation. The Government will maintain close communication with the sectors with an open mind to review the priorities and action plans of the strategic directions and measures, and actively and pragmatically promote the long-term development of the arts, culture and creative industries."

Mr Yeung also thanked the Culture Commission for its active participation since its establishment in March 2023. The Culture Commission has held six meetings so far, and held in-depth discussions over areas including Chinese culture promotion, international cultural exchanges, arts and cultural talent nurturing, and industry development, offering constructive and valuable advice to the Government during the formulation of the Blueprint.

The Government will collaborate with major strategic partners, different industry stakeholders and the local arts and culture community, and will drive participation of the business sector and other areas to take forward measures set out in the Blueprint and drive the development of the arts, culture and creative industries together, taking into account the continuous development of society.

The full text of the Blueprint has been uploaded to the website of the Culture, Sports and Tourism Bureau ([www.cstb.gov.hk](http://www.cstb.gov.hk)).

