

# HKETO Jakarta promotes Blueprint for Arts and Culture and Creative Industries Development in Malaysia (with photos)

The Hong Kong Economic and Trade Office in Jakarta (HKETO Jakarta) is supporting local comic companies under the Hong Kong Comics Development and Promotion Support Programme to take part in Comic Fiesta 2024 in Kuala Lumpur, Malaysia, to promote Hong Kong's creative talent and the latest Blueprint for Arts and Culture and Creative Industries Development.

Speaking at the opening ceremony for the Hong Kong Pavilion today (December 21), the Director-General of the HKETO Jakarta, Miss Libera Cheng, said that the Programme has recruited a total of 47 local comic companies since its inception in 2021. It provides funding and professional mentoring to these companies and their artists to support the creation, publication and promotion of original comic work.

"Comic Fiesta is one of the largest comic exhibitions in Malaysia. Comic companies under the Programme have attended this event for three consecutive years. Some Hong Kong comic products have even been identified by the local trade in Malaysia for publication in the Malay language, manifesting the global influence of Hong Kong's creative industries."

Miss Cheng added that the Blueprint for Arts and Culture and Creative Industries Development promulgated last month has introduced a series of relevant measures, such as supporting the industry in exploring international markets and assisting local arts practitioners to establish overseas networks for promoting and exporting their distinguished artwork. The HKETO Jakarta will continue to step up efforts on arts and cultural promotion, with a view to consolidating Hong Kong's status as an East-meets-West centre for international cultural exchange.

Also attending the opening ceremony were the Director of Malaysia of the Hong Kong Trade Development Council, Ms Hoh Jee Eng, and industry leaders from both places.

Comic Fiesta 2024 is attended by 17 Hong Kong comic companies under the third edition of the Programme. The two-day exhibition will conclude tomorrow (December 22).

