

Launching ceremony for Cultural and Creative Industries Development Agency

The launching ceremony for the Cultural and Creative Industries Development Agency (CCIDA) of the Culture, Sports and Tourism Bureau, restructured from Create Hong Kong, was held today (June 24). The CCIDA also announced at the ceremony the signing of Memoranda of Understanding (MOUs) with three prominent cultural and creative brands from the Mainland, which marks a new chapter for the cultural and creative industries in Hong Kong.

Addressing the ceremony, the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, said, "The launching ceremony marks an important milestone in the development of Hong Kong's cultural and creative industries. It signifies that the CCIDA will take on a new mission. It will foster a better environment in Hong Kong, and adopt an industry-oriented approach to further promote the industrialisation of arts, cultural and creative sectors, dovetailing with the National 14th Five-Year Plan, which aims to develop Hong Kong into an East-meets-West centre for international cultural exchange."

With a view to facilitating more collaboration between Hong Kong brands and the Mainland cultural and creative brands, the CCIDA signed MOUs with three prominent Mainland cultural and creative brands. Among them, two MOUs were signed in Beijing on June 19, which are about the collaboration on the brand "the National Museum of China Innovative" with the National Museum of China (Beijing) Cultural Industry Development Co Ltd, and the collaboration on the brand "the Palace Museum Cultural and Creative Products Hong Kong Space" with the Guangzhou Tai Lai Digital Cultural Tourism Co Ltd. In addition to a video screening of the two signing ceremonies, an MOU on the collaboration of "Great Wall Cultural Creativity" was also signed at the ceremony with Changcheng Cultural and Creative (Beijing) Culture Co Ltd. The MOUs aim to advance the partnership between the CCIDA and the relevant Mainland cultural and creative brands in areas of market development, promotion and exchanges, with a view to encouraging Hong Kong brands to create more cultural and creative products that feature the characteristics of the National Museum of China, the Palace Museum and Great Wall culture, as well as Hong Kong's unique charms.

The CCIDA will strive to establish an ecosystem that is conducive to the development of the culture, arts and creative industries. In addition to the current support of various programmes, the CCIDA will set up a new dedicated team to actively assist the industry in expanding overseas markets and strengthening the promotion of intellectual property creation as well as production, thereby creating more business opportunities for the industry and enhancing Hong Kong's international standing.