

## Mega Events Coordination Group convenes meeting (with photos)

The Mega Events Coordination Group (the Group) chaired by the Deputy Financial Secretary, Mr Michael Wong, with the Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, as deputy, convened a meeting today (March 8), with a view to strengthening co-ordination of major events and promoting mega event economy.

At the meeting, the Group discussed the progress and arrangements of the Hong Kong Tourism Board (HKTB) serving as the first point of contact in promoting mega events in Hong Kong. The dedicated team of the HKTB, providing first-stop support, has commenced operation by liaising with event organisers and conducting preliminary assessments on event proposals. The assessments cover the benefits of hosting relevant events in Hong Kong and the necessary supporting arrangements. The HKTB will also invite views from the industry or experts, bureaux, departments, or relevant statutory bodies before submitting recommendations to the Government.

The Group also reviewed how to establish and update the calendar of mega events in Hong Kong. The assessment of an event is mainly based on three considerations, namely whether it can attract the public and tourists to participate, whether it can help increase Hong Kong's visibility on the global radar, and whether it can demonstrate Hong Kong's strategic positioning. The Group agreed to strive for the early publication of the calendar of mega events in Hong Kong for the second half of the year, with a view to allowing the operators in various industries, such as tourism, hotels, catering and retail, to seize the opportunity and to plan, prepare, and promote early for turning popularity into prosperity.

In addition, the Group focused its discussion on enhancing the publicity of mega events for creating an atmosphere of citywide involvement and enjoyment. Radio Television Hong Kong (RTHK) introduced to the Group the newly produced multimedia magazine-style information programme "Mega Events Mega Hong Kong", which provides daily updates on events in town through TV, radio and online platforms, as well as related publicity efforts to keep the public abreast of upcoming events in Hong Kong. The TV programme is to be broadcast daily on RTHK TV 31 and TV32, with announcements to be broadcast on Radio 1, Radio 2, Radio 3, Radio 5 and a Putonghua channel in different programmes daily. The Information Services Department and the HKTB also presented their respective efforts in the publicity of mega events.

Mr Wong said, "As the event capital of Asia, Hong Kong will host nearly 150 mega events throughout the year, with over 80 in the first half. The various events attract visitors from around the world and bring substantial economic benefits. They also provide intangible benefits to Hong Kong, such as positive global exposure and the consolidation and enhancement of Hong Kong's status as an international city. The Government will reach out more

proactively to attract various mega events to anchor in Hong Kong, strengthen the co-ordination, and ensure that the events receive sufficient interdepartmental support. We will continue to adopt a multipronged approach to promote the mega event economy."

Members attending the meeting today also included the Permanent Secretary for Culture, Sports and Tourism, Mr Joe Wong; the Under Secretary for Commerce and Economic Development, Dr Bernard Chan; the Under Secretary for Financial Services and the Treasury, Mr Joseph Chan; the Under Secretary for Innovation, Technology and Industry, Ms Lillian Cheong; the Director of Food and Environmental Hygiene, Ms Irene Young; the Director of Information Services, Mr Fletch Chan; the Director-General of Investment Promotion, Ms Alpha Lau; the Commissioner for Transport, Ms Angela Lee; the Executive Director of the HKTB, Mr Dane Cheng; the Deputy Executive Director of the Hong Kong Trade Development Council, Mr Patrick Lau; and other representatives of relevant bureaux and departments including the Security Bureau, the Fire Services Department, the Hong Kong Police Force, the Immigration Department and RTHK.

