

## SCST begins visit to Beijing (with photos)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, began his itinerary in Beijing upon arrival yesterday (May 9). He first met with the Director of the Hong Kong and Macao Affairs Office of the State Council, Mr Xia Baolong, and introduced the latest work of the Culture, Sports and Tourism Bureau (CSTB). Mr Xia fully recognised the work of the CSTB. He also expressed his hope that Hong Kong's tourism industry will reach new heights on the path to continuous innovation.

Mr Yeung today (May 10) attended the Plaque Unveiling Ceremony for the Palace Museum Hong Kong Cultural Exchange Hub and witnessed the signing of the Memorandum of Co-operation on the Promotion of Chinese Culture and Arts Tech Talent Development in the Mainland and Hong Kong at the Palace Museum in Beijing.

With the support of the Hong Kong Jockey Club (HKJC), the Palace Museum and the HKJC will jointly carry out the Promotion of Chinese Culture and Arts Tech Talent Development in the Mainland for five years. The programme aims to promote Chinese traditional culture through the integration of arts and technology, deepening the understanding and appreciation of Chinese history and culture among younger generations on the Mainland and Hong Kong. In a bid to strengthen social cohesion and promote Chinese culture to the world, the programme also seeks to enhance the capability building of arts tech professionals, as well as facilitating talent development and exchange among talent in the sector.

Mr Yeung met with the Director General of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism and Director of the National Museum of China, Mr Gao Zheng, this afternoon to exchange views and explore co-operation direction on cultural and tourism development. Hong Kong is positioned as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan. The CSTB has been integrating into the national development based on the principle of "shaping tourism with cultural activities and promoting culture through tourism", with a view to developing Hong Kong into an international tourism hub and a core demonstration zone for multi-destination tourism.

Mr Yeung said, "The Ministry of Culture and Tourism has long been supportive to the work of the Government of Hong Kong Special Administrative Region. It gives policy support in cultural and tourism development and provides appropriate assistance in programme implementation. I look forward to deepening collaboration and exchange on culture and tourism fronts between the Mainland and Hong Kong through the exchange."

Mr Yeung will return to Hong Kong tomorrow.

