

SCST commences visit to Beijing (with photos)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, began his visit to Beijing yesterday (September 11). He called on the General Administration of Sport of China (GASC) yesterday afternoon. Mr Yeung briefed its Director, Mr Gao Zhidan, about the progress of Hong Kong's preparation for the 15th National Games, with a focus on the arrangements of Hong Kong and cross-boundary events, the information system, market developments, publicity, media and broadcasting arrangements etc, as well as promotion of sports development in the Greater Bay Area in the future. Mr Yeung said that the Hong Kong Special Administrative Region Government will spare no efforts in maintaining close liaison with the Guangdong Provincial Government and the Macao Special Administrative Region Government to cohost the "simple, safe and wonderful" Games.

Mr Yeung attended the World Conference on Tourism Cooperation and Development 2024 this afternoon (September 12) and witnessed the signing of a Memorandum of Understanding between the Hong Kong Tourism Board and the World Tourism Cities Federation (WTCF) on cohosting the WTCF Fragrant Hills Tourism Summit in Hong Kong in April 2025.

Mr Yeung later met with Vice Mayor of Beijing Municipality and the Executive Vice-Chair of the WTCF Council, Ms Sima Hong, for a brief discussion on local culture, tourism and industry development on both sides. Mr Yeung also mentioned Hong Kong's tourism developments and a proposal on an upcoming cultural and tourism collaboration with Beijing, with a view to enhancing the integration of culture and tourism in line with the country's development strategies, achieving the objective of being an East-meets-West centre for international cultural exchanges under the National 14th Five-Year Plan.

To better promote the concept of "tourism is everywhere", Mr Yeung also visited a Beijing hutong this morning to gain a first-hand experience of a city-walk, a trendy way of travelling in Beijing. The stroll along special routes offered a glimpse into the city's culture and history, as well as an opportunity to learn how the local government promotes relevant programmes and implements the concept of "tourism is everywhere".

Mr Yeung will depart from Beijing for Hong Kong tomorrow (September 13).

