

[SCST meets with Director-General of Shandong Provincial Department of Culture and Tourism \(with photos\)](#)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, today (May 30) met with the Director-General of Shandong Provincial Department of Culture and Tourism, Ms Wang Lei, to exchange views on collaboration between Hong Kong and Shandong on cultural and tourism fronts.

Mr Yeung said, "Hong Kong is positioned as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan. The country's Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area clearly supports Hong Kong in developing into an international tourism hub and a core demonstration zone for multi-destination tourism. Since its establishment, the Culture, Sports and Tourism Bureau has been integrating into the national development based on the principle of 'shaping tourism with cultural activities and promoting culture through tourism'. Shandong Province is rich in tourism and cultural resources. The two sides can collaborate and contribute to creating unique experiences in Chinese culture and tourism, as well as telling the good stories of China and Hong Kong."

Hong Kong has been promoting exchanges and collaboration with Shandong Province in arts and culture including performing arts and exhibitions, which were well-received by the public of both sides. Various performing groups in Shandong Province have been invited to join the China Opera Festival presented by the Leisure and Cultural Services Department (LCSD). The Shandong Provincial Department of Culture and Tourism also jointly organised "Genesis and Spirit – Enchanting Shandong · An Exhibition on the Intangible Cultural Heritage of Shandong" with the LCSD in 2019.

Moreover, the Hong Kong Tourism Board (HKTB) has been maintaining communication with the travel trade of Shandong province to promote Hong Kong's tourism to Shandong. This year, the HKTB arranged travel agents of Shandong to join the "Hello Hong Kong" Mainland China Travel Trade Familiarization Group in Hong Kong and the MICE (meetings, incentive travels, conventions and exhibitions) industry meetup in Shanghai to offer them the latest information on MICE travel and the most direct resources matching platform, in order to facilitate the recovery of Hong Kong's MICE tourism.

