

## SCST meets with representatives of cultural and tourism authorities from Mainland provinces and cities (with photos)

The Secretary for Culture, Sports and Tourism, Mr Kevin Yeung, today (June 15) met with leaders of cultural and tourism authorities from various Mainland provinces, cities and autonomous regions, who visited Hong Kong to join the International Travel Expo in Hong Kong, to exchange views on enhancing collaboration between Hong Kong and the Mainland on cultural and tourism fronts. Inspector at Level 2 of the Department of Hong Kong, Macao and Taiwan Affairs of the Ministry of Culture and Tourism of the People's Republic of China Ms Cui Suxiang and the Director of the Asia Tourism Exchange Center, Mr Zhang Dong, were also present.

Mr Yeung said, "The country attaches great importance to the high-quality development of tourism, with the major direction of enhancing the country's economic structure, promoting Chinese culture and realising the principle of 'shaping tourism with cultural activities and promoting culture through tourism' via the development of tourism. We look forward to joining hands with cultural and tourism authorities on the Mainland in taking forward the exchanges and collaboration, demonstrating our country's cultural soft power as well as the appeal of Chinese civilisation, and telling the good stories of China and Hong Kong."

Hong Kong is positioned as an East-meets-West centre for international cultural exchange under the National 14th Five-Year Plan. The Government of the Hong Kong Special Administrative Region strives to strengthen cultural exchanges and co-operation with the Mainland and overseas bodies. The Government has allocated resources to further collaborate with governments and cultural organisations on the Mainland and overseas, with a view to better promoting Chinese culture to the world.

Hong Kong has been promoting exchanges and collaboration with the Mainland in tourism and various areas of arts and culture. The 37th International Travel Expo commences today, bringing together leaders of cultural and tourism authorities from various provinces, cities and autonomous regions. Those who joined the meeting included representatives of the cultural and tourism authorities from Hebei Province, Liaoning Province, Jiangxi Province, Hubei Province, Guangxi Zhuang Autonomous Region, Sichuan Province and Xinjiang Uygur Autonomous Region.

