

Speech by SCST at Award Ceremony for Disney Imaginations Hong Kong Design Competition 2025 (English only)

Following is the speech by the Secretary for Culture, Sports and Tourism, Miss Rosanna Law, at the Disney Imaginations Hong Kong Design Competition 2025 today (January 24):

Michael (Managing Director, Hong Kong Disneyland Resort, Mr Michael Moriarty), Kelly (Senior Creative Executive, Walt Disney Imagineering Asia, Mr Kelly Willis), finalist teams and friends, ladies and gentlemen,

Good afternoon. I am most delighted to join you all here at this year's version of the award ceremony for the Disney Imaginations Hong Kong Design Competition. I look forward to celebrating and witnessing the wonderful achievements of the most creative young talents in Hong Kong.

Disney Imaginations Hong Kong Design Competition is now one of the best-known youth creative competitions in Hong Kong, providing an amazing platform for youngsters with different geographical, education and professional backgrounds to showcase their technical, artistic and creative expertise since 2011. I feel truly encouraged to learn that this year, the competition has received an overwhelming response, with nearly 200 participating teams. This was more than double as compared to last year. It is also the second consecutive year for the competition to be extended to cities in the Greater Bay Area (GBA) and students from all disciplines.

The overwhelming participation not only exemplifies the flourishing creativity and innovation of the younger generation of Hong Kong and the GBA, but also showcases their aspiration to become global citizens when taking forward projects such as eradicating poverty and hunger, enhancing health and well-being, developing sustainable cities and communities, and reducing inequality. So, thank you Michael and Kelly for creating such a great and meaningful opportunity for nurturing our young talents.

For the finalist teams, may I congratulate you all. This is a very competitive competition, and whether or not you would come on stage in a moment or not, you are already amongst the best. Equally important, you have earned the most important and valuable experience, knowledge and friendship. Do cherish the exciting chemistry created by the diverse views and ideas when exchanging with each other. I am sure that when you look back some years later, this would be one of the most unforgettable journeys of your life.

Speaking of treasuring innovation and creativity of our young generation, the Government is inspired to encourage and support them to seize opportunities and to shine bright in the creative industries, bringing the integration of arts, culture, sports, creativity, tourism and entertainment

in Hong Kong.

The creative industries are not only Hong Kong's new economic drivers, but also a popular career choice among our young people. We aim to promote Hong Kong as Asia's creative capital and to nurture a creative atmosphere in the community. To better foster its development, in 2024 the Government restructured the previous Create Hong Kong under my bureau as the Cultural and Creative Industries Development Agency, now commonly known as the CCIDA. With a more co-ordinated role, the CCIDA provides one-stop services and support with a mission to boost the development of arts, culture and creative sectors as industries. In particular, we have new dedicated teams to proactively identify external opportunities for relevant industries, and lead them to arrange delegations to various showcases worldwide to export Hong Kong's cultural and creative industries, foster business opportunities and enhance Hong Kong's international status. Looking ahead, the CCIDA will continue to unleash the immense potential of the industries, which I believe will present tremendous opportunities for the new blood of the industries.

Today, we are at one of the most creative places in Hong Kong, that is, Hong Kong Disneyland Resort. Together with Disney fans in Hong Kong and worldwide, I eagerly look forward to Hong Kong Disneyland's 20th anniversary celebrations this year, which will certainly bring tourists from around the world, and locals alike, holidays beyond imagination. I believe Michael and Kelly will continue to show us their boundless imaginations and introduce more and more amazing projects and offerings as we move ahead, bringing the Resort to another new height. The Tourism Commission will work closely with Disney to roll out the highly anticipated projects under the multi-year expansion and development plan, that is, the Marvel-themed new area, and to explore new future plans, with a view to enhancing the appeal of Hong Kong Disneyland Resort to visitors from the region, creating business synergy, and consolidating its position as an iconic and landmark tourist attraction in Hong Kong.

As we approach the Lunar New Year, may I also take this opportunity to wish you all a prosperous Year of the Snake filled with good fortune, health, and happiness. Thank you.