

For Immediate Release

**Hong Kong Design Centre Welcomes the Measures to Build Hong Kong Brand on All Fronts and
Develop High-Quality Arts, Cultural and Creative Industries
In 2024-25 Budget Address**

Hong Kong, 1 March 2024 – Hong Kong Design Centre (HKDC) strongly supports the 2024-25 Budget Address delivered by the Financial Secretary, Mr Paul Chan, on building Hong Kong’s brand as a premier destination for business and tourism and developing high-quality arts, cultural and creative industries through the consolidation of mega events and thematic annual conferences and the integration of opportunities created by industry development.

HKDC Chairman, Prof. Eric Yim, remarked, ‘Aligning the strategy of Hong Kong SAR Government to build Hong Kong as a premier destination for business and tourism through the consolidation of mega events and thematic annual conferences and the integration of opportunities created by industry development, HKDC will be launching “Design December”, a new initiative covering over a hundred design-related programmes organised by various organisations, all under one overarching brand. The aim is to promote the collective power of design in Hong Kong and enable the development of Hong Kong into an “East-meets-West Centre for International Cultural Exchange”. HKDC expects this theme-based event will attract design lovers and tourists from all around the world to come to Hong Kong in December.’

HKDC believes that the promulgation of the Blueprint for Arts and Culture and Creative Industries Development signifies a proactive approach from Hong Kong SAR Government towards promoting the development of arts, culture and the creative sectors. The relocation of HKDC to Sham Shui Po Design and Fashion Base around the 4th Quarter, 2024 will provide the best timing to enhance the role of HKDC to serve as a creative anchor in Hong Kong by organising diversified design-related events and offering supports to the cultural and creative sectors.

The vision to turn Hong Kong Fashion Design Week into an Asian fashion design mega event, with the aim of introducing Hong Kong’s fashion design brands internationally, will help foster the continuous development of the fashion design sector in Hong Kong. HKDC will support the initiatives mentioned in the Budget Address through our fashion-design related programmes, including Fashion Asia Hong Kong and the Fashion Incubation Programme.

As the Hong Kong SAR Government’s strategic partner in advancing Hong Kong as an international centre of design excellence in Asia, HKDC welcomes the measures aimed at supporting the cultural and creative industries to bolster the overall competitiveness of our city.

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About Hong Kong Design Centre (www.hkdesigncentre.org)

Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- ◆ Cultivate a design culture
- ◆ Bridge stakeholders to opportunities that unleash the value of design
- ◆ Promote excellence in various design disciplines

About Create Hong Kong (www.createhk.gov.hk)

Create Hong Kong (CreateHK) is a dedicated office set up by the Government of the Hong Kong Special Administrative Region in June 2009 to spearhead the development of creative industries in Hong Kong. From 1 July 2022 onwards, it is under the Culture, Sports and Tourism Bureau. Its strategic foci are nurturing talent and facilitating start-ups, exploring markets, promoting cross-sectoral and cross-genre collaboration, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community. CreateHK sponsors HKDC to organise Business of Design Week (BODW), BODW City Programme, DFA Awards, Knowledge of Design Week, Fashion Asia Hong Kong, Design Incubation Programme and Fashion Incubation Programme, among other projects, to promote Hong Kong design.

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