

# Cultural and Creative Industries Development Agency leads industry delegation to participate in 21st China (Shenzhen) International Cultural Industries Fair (with photos)

The Cultural and Creative Industries Development Agency (CCIDA) under the Culture, Sports and Tourism Bureau led the industry to participate in the 21st China (Shenzhen) International Cultural Industries Expo (ICIF), and sponsored the industry to set up a Hong Kong Pavilion themed "So Stylish, Hong Kong", increasing the industry's exposure on the Mainland and opportunities to explore markets and collaboration. The promotion attracted enthusiastic responses, with a total of about 150 000 visitors recorded in the Hong Kong Pavilion over the four-day fair period, demonstrating Hong Kong's strong cultural influence.

The Commissioner for Cultural and Creative Industries, Mr Victor Tsang, said in his speech during the opening ceremony of the Hong Kong Pavilion held on May 22, that the Hong Kong Pavilion covered many elements to highlight the latest achievements of Hong Kong's cultural and creative industries. There was an extensive portfolio of works from well-known iconic brands and creators with a long history, and also from a number of Hong Kong new-generation creators and brands. The designs presented a rich selection of East-meets-West in Hong Kong's culture, and designers have been committed to continuous reinvention based on the profound cultural heritage of their creations. The Hong Kong Pavilion allowed visitors to understand various aspects of Hong Kong's culture and creative industries, and to experience more deeply what makes Hong Kong a distinguished and unique place.

The Hong Kong Pavilion comprised four zones, exhibiting films, comics, art toys, fashion, jewellery and lifestyle products from 14 units of Hong Kong designers or brands, with an aim to showcase the latest achievements in Hong Kong's cultural and creative industries. Highlights of the pavilion included that the Art Toy Zone was iterated as a creation by three art toy designers, namely Kenny Wong, Lung Ka-sing and Pucky who created their art toys of Molly, Labubu and Pucky respectively; the Fashion Zone featured a classic denim brand and unique Hong Kong fashion designs, motifs and accessories; whereas the Jewellery and Lifestyle Zone featured innovative products by Hong Kong iconic brands, namely Red A, Made by Camel and Chow Tai Fook. The Film and Comics Zone showed footage from eight of the films directed by film director Yang Fan spotlighting multiple remarkable Hong Kong movie scenes and well-known actors, and works from comics artists Joseph Wong, Jerry Cho and Pen So.

The Hong Kong Pavilion also hosted a number of exciting activities

during the fair period, including music and dance performances, fashion parades, sharing times and book signing sessions to showcase the cultural soft power of Hong Kong.

As an international and comprehensive cultural industries exhibition at the national level, the ICIF assumes an important business platform for China's cultural products and projects, promoting the development of Chinese cultural industries and propelling Chinese cultural products to go global. During the fair, Mr Tsang, had meetings with cultural and creative organisations from around the world in order to strengthen connections and join hands with the industry to develop international markets, introducing more outstanding Hong Kong cultural and creative works to counterparts on the Mainland and around the world.

The works and products in the 21st ICIF Hong Kong Pavilion are tentatively planned to be exhibited at the DX Design Hub at 280 Tung Chau Street, Sham Shui Po, Kowloon, in August this year. The exhibition will be open to the public and details will be available in due course.

