

## HKETO, Brussels promotes Hong Kong's business opportunities in respect of I&T and cultural industries in Spain (with photo)

The Special Representative for Hong Kong Economic and Trade Affairs to the European Union of the HKETO, Brussels, Mr Eddie Cheung met with the Director General of the Spanish Chamber of Commerce, Ms Inmaculada Riera, and the Chamber's International Director, Mr Jaime Montalvo, on October 7 (Madrid time) in Madrid, Spain. At the meeting, Mr Cheung highlighted initiatives announced by the Chief Executive in her Policy Address in respect of Innovation and Technology (I&T) and cultural industries.

Mr Cheung highlighted that Hong Kong has been committed to promote the development of I&T, of which research and development (R&D) is an important and indivisible component. The expansion of Hong Kong Science Park and the robust Intellectual Property regime in Hong Kong would provide a safe and fertile field for R&D. As a stepping stone to Asian markets, Hong Kong would be an ideal testing ground for Spanish entrepreneurs.

The two parties also explored collaboration opportunities between Hong Kong and Spain in the cultural industries, including the entertainment field in order to create the immense business opportunities. Presenting the souvenir stamps featuring Bruce Lee, the legendary movie star of Hong Kong, Mr Cheung mentioned that Hong Kong is developing into an East-meets-West Centre for International Cultural Exchange. While films could well showcase the uniqueness of Hong Kong's culture, the Hong Kong Economic and Trade Office in Brussels is supporting the screening of seven Hong Kong feature films at the 54th edition of the Sitges International Fantastic Film Festival of Catalonia, which is taking place in Sitges, Spain, from October 7 to 17 (Sitges time).

Mr Cheung presented a speech in Madrid to the participants in the South Summit which is the leading annual event in southern Europe for entrepreneurs and investors.

