

HKETO Jakarta promotes Hong Kong creative talent in Indonesia (with photos)

The Hong Kong Economic and Trade Office in Jakarta (HKETO Jakarta) supported the participation of Hong Kong designers and comic artists in the "Hong Kong Art Toy Story 2024@Jakarta" event in Jakarta, Indonesia, to promote Hong Kong's creative industries and talent and enhance cultural and people-to-people exchanges between the two places.

The "Hong Kong Art Toy Story 2024@Jakarta", being held in Jakarta from November 15 to 24, features five main sections showcasing over 330 art toy creations by Hong Kong designers. With a view to promoting cross-industry collaboration, the exhibition also includes a special section presenting new art toys created through the first-ever collaboration between six Hong Kong designers and six Hong Kong comic artists.

Addressing the opening ceremony today (November 16), the Director-General of the HKETO Jakarta, Miss Libera Cheng, said that under the National 14th Five-Year Plan, Hong Kong is strategically positioned as an East-meets-West centre for international cultural exchange. The Hong Kong Special Administrative Region (HKSAR) Government is taking forward policy measures on all fronts to promote such exchanges.

"The 'Hong Kong Art Toy Story 2024 @ Jakarta' marks the second time that the Cultural and Creative Industries Development Agency (CCIDA) has provided funding to the Innovative Entrepreneur Association for staging a large-scale exhibition in countries along the Belt and Road Initiative, following the last chapter in Bangkok, Thailand, in 2022. To promote the development of the arts and culture and creative industries of Hong Kong, the CCIDA will support 60 industry mission trips, overseas exhibitions and showcases each year to open up more business opportunities for Hong Kong's arts and cultural and creative industries by assisting them to conduct business negotiations and organise exhibitions and showcases in Mainland and overseas markets," she said.

She added that the HKSAR Government will continue to promote and expedite the development of Hong Kong's creative industries through the CreateSmart Initiative, incubating more cultural and creative projects with potential for industrialisation, to build Hong Kong as Asia's Creative Capital.

