

Opportunities in Creative Industries Sector

Creative Industries is a **priority sector** for the Hong Kong government and is one of the key sectors being looked at by the Hong Kong-UK Business Partnership. The plan is to focus on product design and film production.

Hong Kong is the prime strategic gateway for UK companies wishing to develop their business in the Pearl River Delta (PRD) and wider Mainland China markets, particularly for the creative sector services of **advertising, design and film production**. Hong Kong is the base for much of the creative input to China's burgeoning manufacturing and service sector, and Hong Kong designers are considered some of the best in the region, particularly in the areas of **graphic, product, interior and fashion design**. The ability of Hong Kong designers to integrate western styles with Chinese cultural elements gives them an edge over mainland competitors, and provides scope for complementary and collaborative working with UK designers.

Hong Kong has a robust **media and entertainment** industry. It has one of Asia's largest film production centres and is a strong base for musical production. The Closer Economic Partnership Arrangement (CEPA) has enhanced access to the mainland market for films and related products and services which meet the criteria in terms of Hong Kong value-added. Creative Management is also an area that may provide opportunities for UK companies, particularly for the proposed West Kowloon Cultural District, which will include theatres, museums and an art exhibition centre.

Macao is undergoing rapid economic growth due to the recent liberalisation of its gaming industry. Macao's vision is to be the "Vegas of the Orient". The rapid developments in and building of world

class casinos have attracted a surge of tourists to Macao, mostly from the Mainland. In 2007, a record 27 million tourists visited this city that has a population of only 530,000. Macao was a former Portuguese colony and is very receptive to international styles and artistic trends. The retail sector in Macao is beginning to grow as a result and while there may not yet be the same opportunities for UK companies in Macao as there are in Hong Kong, there are no doubt niche opportunities that present themselves.

Opportunities for companies:

- Design:**
 - Product design
 - Interior design
 - Architectural and building design
- Film and TV:**
 - Digital and special effects
 - Pre and post production
- Music**
 - Live performances

Inward investment to the UK

In recent years, UK Trade & Investment has conducted research in the creative industries sector to identify potential companies to invest in the UK. Two Hong Kong missions to the UK in design and electronic have generated a list of potential companies to work with. A significant number of Hong Kong companies engaged in creative businesses in the UK such as Fang Brothers, Gold Peak Holdings, Daka Developments, Dickson Concepts International and M Moser Associates Ltd etc.



UK Trade & Investment will monitor and maintain close contact with existing investors and look for new investors in the creative and media sectors. Companies in the pipeline are SML Group Ltd, Conde Group, S&W Handbags Ltd, International Cosmetics Suppliers Ltd and Huviv International Group.

Further information on the Creative Industries sector is available on www.uktradeinvest.gov.uk

Contact us to see what opportunities are available in Hong Kong for your business:

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Proposed Activities and Events

<p>UK Group at Amazia Contact UKTI Creative Industries Sector Group Email: victoria.coker@ukti.qsi.gov.uk Web: www.amaziacontent.com</p>	17-20 November 2008
<p>Advertising Producers Association mission and seminar in Hong Kong Contact APA, Email: nicki@a-p-a.net</p>	March 2009
<p>UK Group at Filmart Contact UK Film Council Email: sarah.mckenzie@ukfilmcouncil.org.uk Web: www.hkfilmart.com</p>	23-26 March 2009

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