

For Immediate Release

**HKDC Supports Injection of \$1 Billion to CreateSmart Initiative  
to Support the Development of the Creative Industries  
in Policy Address by Chief Executive Mrs. Carrie Lam**

**Hong Kong, 25 November 2020** – Hong Kong Design Centre (HKDC), the HKSAR Government’s strategic partner in promoting the wide and strategic use of design, is pleased to see the injection of \$1 billion into the Create Smart Initiative (CSI) as the government’s “pledge and determination to vigorously promote the development of the creative industries” as outlined in the Chief Executive Policy Address today. According to the Policy Address, the funding would be used to further promote the creative industries, including providing support for them to adapt to the impact arising from the ‘new normal’ under the pandemic.

HKDC is a non-governmental organisation established in 2001 with the public mission of establishing Hong Kong as an international centre of design excellence in the Greater Bay Area and in Asia. It oversees a series of programmes to promote good design and design thinking across sectors, professions, industries and age groups, with the aim of fostering a good design culture and human-centred innovation in the community.

Among the initiatives supported by the government, HKDC is furthering its plans to realise the design and fashion project in Sham Shui Po, which will tentatively be launched in 2023/24. Located in a redevelopment project by the Urban Renewal Authority, the project aims to nurture a new generation of creative talents and cultivate a stronger design culture. HKDC hopes that this new fashion and design landmark in the district can help boost the development of the creative industries and the local economy.

In addition, HKDC welcomes the Chief Executive’s policies to foster stronger linkages with nearby economies and cities, especially the incentives to increase design and innovation exchanges with the Greater Bay Area, as well as other Belt and Road and

international economies. This collaborative outlook will enhance Hong Kong's resources and opportunities for building a good design culture and cultivating more design talents and businesses, thus strengthening Hong Kong's creative economy and its position as an international design hub in Asia.

Prof. Eric Yim, Chairman of Hong Kong Design Centre said, "We are pleased to see the government's commitment to promoting the creative industries in the Policy Address, through the \$1 billion funding to the CreateSmart Initiative. With the impact that the pandemic has wreaked across various sectors, cultivating design thinking, promoting people-centred innovation and building a better society with good design become of foremost importance as we move forward."

### **About Hong Kong Design Centre**

Hong Kong Design Centre (HKDC) is a non-governmental organisation, and was founded in 2001 as a strategic partner of the HKSAR Government in establishing Hong Kong as an international centre of design excellence in Asia. Our public mission is to promote wider and strategic use of design and design thinking to create business value and improve societal well-being, with the aim of advancing Hong Kong as an international design centre in Asia. Learn more about us at [www.hkdesigncentre.org](http://www.hkdesigncentre.org)

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