



Mega Events Economy

盛事經濟

26 January 2024

Culture, Sports and Tourism Bureau
文化體育及旅遊局

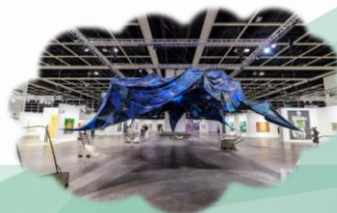
文化 Culture

文化藝術盛事基金

Mega Arts and Cultural Events Fund

- 2023年成立，吸引和支持國際和大型**文化藝術**活動落戶香港
To attract and support international and large-scale **arts and cultural** events to be held in Hong Kong starting from **2023**
- 批出**15**項大型**文化藝術**活動，其中**6**項已經完成或舉行中
15 events have been granted funding support, **6** of which have taken place or commenced.

ComplexCon Hong Kong 2024



Art Basel Hong Kong 2023

Art Central 2023



National Gallery London Exhibition @HKPM

文化 Culture



體育 Sports

「M」品牌計劃

“M” Mark System

- 2023年4月**優化**「M」品牌計劃

Strengthen the “M” Mark System in April 2023

- **截至目前為止**，2023/24年已有破紀錄的**17**項大型國際體育賽事

Record high of **17** major international sports events in 2023/24 as of now

- **預計**2024年有**超過20**項

Expect to have more than **20** major events in 2024



**Aramco Team Series
Hong Kong**
女子高爾夫球團體系列賽



FIA World Rallycross Championship
世界場地越野車錦標賽



**Hong Kong-Zhuhai-Macao Bridge
(Hong Kong Section) Half Marathon**
港珠澳大橋(香港段)半馬拉松賽

旅遊 Tourism

- 成功引進 UIM E1 電動賽艇世界錦標賽總決賽 (2024-2026)
Secured Finale of UIM E1 World Championship (2024-2026)

- 舉辦大型盛事

Host mega events

- 推廣大型盛事

Promote mega events

- 整合資源，推出新架構

Establish new framework by consolidating resources



文體旅局 CSTB

- 以結果為目標
Result-oriented
- 主動
Proactive
- 誠意
Sincerity



Tatler X FEST

HONG KONG




HONG KONG TEAM
VS
INTER MIAMI CF
4 FEBRUARY 2023



香港電影旗袍
Cinderella and Her

2023/11/03-2024/05/03
香港電影資料館展覽廳
Exhibition Hall, Hong Kong Film Archive





Thank you