



盛事經濟

Mega Events Economy

財政司副司長

Deputy Financial Secretary

2024年1月26日



- 香港是亞洲國際都會，非常適合舉辦國際大型盛事
 - 2024上半年有超過**80項**大型盛事舉行，涵蓋文化藝術、體育、金融經濟、貿易展覽等
 - 為市民和世界各地旅客帶來歡樂
 - 帶動旅遊、酒店、餐飲、零售等行業的經濟收益
 - 鞏固和提升香港的國際城市地位
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- Hong Kong is Asia's world city and is primed for hosting mega events.
 - In the first half of 2024, more than **80** mega events will be held, covering culture and art, sports, finance, trade exhibitions, etc.
 - Bringing joy to citizens and tourists from around the world.
 - Driving economic benefits in tourism, hotel, catering, retail and other industries.
 - Consolidate and enhance Hong Kong's status as an international city.



1. 更主動出擊 Reaching Out More Proactively

- 爭取更多國際級大型盛事落戶香港
- 旅發局利用現有網絡，聯同香港貿易發展局/政府駐海外辦事處，全球物色不同類型盛事
- 更主動為在港舉辦的盛事增值
 - 加入本地元素
 - 例如：文化、藝術、美食、購物或主題旅遊周邊活動
- Attract more mega events to be held in Hong Kong.
- Hong Kong Tourism Board will make use of its existing network, together with HKTDC, HKETOs, to identify different events.
- Add value to mega events to be held in Hong Kong.
 - Add local elements
 - Enhance in town hospitality services, such as cultural, art, gourmet, shopping or themed tourism activities.




2. 加強統籌協調 Enhance Overall Coordination

- 政府會成立跨部門統籌協調組
 - 由財政司副司長任組長、文化體育及旅遊局局長任副組長
 - 確保在港舉辦的盛事，得到充足的跨部門支援
 - 確保政策局/部門/法定機構有緊密的溝通和合作
 - 推動支持和便利盛事在香港成功舉辦的文化
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- Establish an inter-departmental coordination group
 - Team Leader: Deputy Financial Secretary
 - Deputy Team Leader: Secretary for Culture, Sports and Tourism
 - Ensure receiving sufficient cross-departmental support
 - Ensure close communication and collaboration between bureau/departments/statutory bodies
 - Promote a culture of supporting and facilitating mega events in Hong Kong



2. 加強統籌協調 Enhance Overall Coordination

 香港旅遊發展局
成立專組 (第一站聯絡窗口)

Hong Kong Tourism Board
Establish a dedicated team (first point of contact)

- 與活動主辦機構溝通
- 作初步評估
- 向政府提供建議
- Liaise with event organisers
- Make preliminary assessment
- Provide advice to the Government



3. 推動全城投入 Build City-wide Ambience

- 加強宣傳推廣
 - 提高市民認知
 - 香港電台  推出全新製作節目
 - 政府新聞處與其他媒體合作
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- Enhance publicity
 - Raise public awareness
 - RTHK to launch new multi-media program
 - Information Services Department to cooperate with other media



謝謝
Thank you

