



# Mega Events Economy

# 盛事經濟

26 January 2024

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

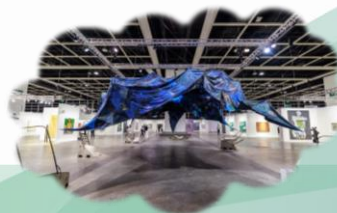
# 文化 Culture

## 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