



Promoting Mega Event Economy

Introduction

Hong Kong has long been recognised as Asia's world city and an events capital.

Various mega events, international conferences, exhibitions and the like are not only being looked to by the public, but will also attract tourists around the world to participate and experience Hong Kong's unique glamour. These events can drive the business of multiple sectors, such as tourism, hotel, catering and retail, bringing huge economic benefits to Hong Kong. It is roughly estimated that every 1.5 million tourists can contribute to around 0.1 percentage point of growth in Gross Domestic Product.

Since the full resumption of normal travel in early 2023, many mega events have taken place in Hong Kong. They include Art Basel Hong Kong, Hong Kong Sevens, FIVB Volleyball Nations League, Hong Kong International Dragon Boat Races, Hong Kong Cyclothon, Hong Kong Wine & Dine Festival, Hong Kong WinterFest and a fashion show presented by a renowned French luxurious brand. The success of these events has showcased Hong Kong's dynamism and attractiveness as an events capital.

The Government will continue to join hands with all sectors of society to propel and attract more international mega events to be held in Hong Kong, with a view to demonstrating the city's charm as an events capital, promoting mega event economy and reinforcing Hong Kong's status as a global city.

The calendar of mega events in Hong Kong in the first half of 2024 is enclosed, which covers the following mega events in the areas of cultural and arts, sports, finance and economy, innovation and technology, as well as conference and exhibition.

Cultural and Arts

- Art March in 2024 will assemble an array of large-scale cultural and arts events, including the Hong Kong Arts Festival, Entertainment Expo, Hong Kong International Film Festival, Asian Film Awards, Art Basel Hong Kong, Art Central, Art@Harbour, Hong Kong Flower Show, activities on Jin Yong's centennial memorial, a fashion show presented by a renowned international brand, etc. ComplexCon, a major international pop culture event, will take place in Asia for the first time, gathering pop culture enthusiasts from around the globe.
- The Leisure and Cultural Services Department will organise the second Hong Kong Pop Culture Festival from April to July.
- The West Kowloon Cultural District Authority will also host the first-ever Hong Kong International Cultural Summit in March, bringing together leaders from arts and cultural institutions worldwide to promote international cultural exchange.

Festive Events

- Following the grandest-ever Hong Kong New Year Countdown Celebrations firework extravaganza on New Year's Eve of 2023, a series of large-scale celebration events will be staged during the Lunar New Year (LNY), including the International Chinese New Year Night Parade on the first day of the LNY (February 10) and the fireworks display at Victoria Harbour on the second day of the LNY (February 11).
- Various festive events will be presented in the first half of 2024 to showcase Hong Kong's attribute as a melting pot of Chinese and Western cultures, such as outdoor heart-shaped installations across the city during the Valentine's Day period in February, Ap Lei Chau Hung Shing Culture Festival in March, Bun Carnival in May, the Hong Kong International Dragon Boat Races in June and more.

Sports

- Three noteworthy football matches to be held in early 2024, namely the World Football Masters Cup 2024 in January, Tatler XFEST Hong Kong in February and the Chinese New Year Cup on the fourth day of the LNY (February 13).
- A number of major international sports events are scheduled in the first half of 2024, including the Hong Kong Marathon in January, Hong Kong Sevens and FIBA 3x3 Universality Olympic Qualifying Tournament 1 in April, as well as the FIVB Volleyball Nations League in June.

Finance and Economy

- The 17th Asian Financial Forum in January was held in physical mode for the first time since the full resumption of normalcy in Hong Kong, attracting close to 70 Mainland and overseas business delegations to attend.
- The Hong Kong Monetary Authority will organise “Hong Kong Green Week – Finance Stream” in February, featuring a series of green and sustainable finance-related keynote addresses, panel discussions, roundtable dialogues and so on.
- “Financial Mega Event Week” in March will gather worldwide financial leaders by having the Wealth for Good in Hong Kong Summit for global family offices and asset owners, One Earth Summit organised by Institute of Sustainability and Technology with the co-organisation of the World Economic Forum’s Giving to Amplify Earth Action initiative, and the first Global Investors’ Symposium organised by Milken Institute.

Innovation and Technology

- “Hong Kong Green Week” will be held in February, covering a series of events organised by different institutions which aim to support Hong Kong’s development of green technology and green finance.
- InnoEX and Digital Economy Summit will be held in April, promoting cross-territorial and cross-sectoral collaboration in innovation and technology.

Conference and Exhibition

- Over 100 large-scale conferences and exhibitions are expected to take place in the first half of 2024, including the Hong Kong International Diamond, Gem & Pearl Show in February, World Cargo Symposium and WOW (World of Web3) Summit in March, and International Council for Commercial Arbitration Congress in May.