



## Promoting Mega Event Economy

### Introduction

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

Different types of mega events and exciting activities fully demonstrate the dynamism and attractiveness of Hong Kong as an events capital, and bring 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.

The Government is vigorously promoting mega event economy. In the first half of 2024 alone, more than 100 mega events have been held in Hong Kong. They include the fireworks display during the Lunar New Year, an array of large-scale cultural and arts events during Art March 2024, Hong Kong Sevens, Asian Financial Forum, Digital Economy Summit, InnoEX, Global Talent Summit · Hong Kong and more.

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 second half of 2024 is enclosed, which covers cultural, arts and creative events; festivals, celebrations, galas and carnivals; sports; finance, economy, innovation and technology events, as well as conventions and exhibitions.

### *Cultural, Arts and Creative Events*

- As a melting pot of the East and West, Hong Kong is an important hub for cultural exchange and serves as a platform to promote the appeal of Chinese culture in the international community. The inaugural Chinese Culture Festival will be held from June to September.

Through diversified and interactive offerings, the two festivals aim at enhancing the public's understanding and recognition of the Chinese culture, as well as promoting the vast and profound artistic heritage of Chinese culture. Separately, the Chinese Kungfu x Dance Carnival, themed around the harmony between Chinese martial arts and dance, will be held in July.

- The inaugural Hong Kong Performing Arts Expo, sponsored by the Culture, Sports and Tourism Bureau and organised by the Hong Kong Arts Development Council, will bring a series of exciting world-class performing arts programmes in October. It will build a platform for outstanding performing arts of the Mainland and Hong Kong, as well as promote exchanges and negotiation of deals, with a view to expanding overseas opportunities, establishing sustainable collaborative relationships and fostering the development of arts and culture industries.
- In the second half of the year, a series of fashion design events will be held one after another. CENTRESTAGE to be held in September is an iconic fashion event in Asia. The inaugural Hong Kong Fashion Design Week in November, which will bring together designers and related industries, will be a flagship initiative for Hong Kong's cultural, creative and tourism industries.
- The Sai Kung Hoi Arts Festival and Design District Hong Kong (#ddHK) will make a welcome return in November and December respectively. They are engaging creative arts and cultural tourism projects designed for visitors by the Tourism Commission.
- M+ and Hong Kong Museum of Art will present "I.M. Pei: Life is Architecture" and "Fragrance of Time - In Search of Chinese Art of Scent" exhibitions respectively from June 2024, demonstrating Hong Kong's charm of inclusive and multifaceted culture, and attracting locals and visitors from different places.

### *Festivals, Celebrations, Galas and Carnivals*

- 2024 marks the 75th anniversary of the founding of the People's Republic of China. The Government will hold an exhibition from September to December to showcase the glorious achievements of the country in various aspects. A fireworks display will also be staged on the night of October 1 to celebrate the National Day with the public.
- Festive events such as the Mid-Autumn Lantern Carnivals and Tai Hang Fire Dragon Dance in September, Hong Kong WinterFest from November, and the New Year Countdown Celebrations on the New

Year's Eve will demonstrate Hong Kong's attribute as a melting pot of Chinese and Western cultures and bring joy to the community.

- Various events will be presented in the second half of 2024 to feature the attractiveness of Hong Kong as a gourmet paradise. During the Hong Kong Wine and Dine Festival in October and Taste Around Town in November, fine wines and food from different countries and regions will be brought back to Hong Kong.

### *Sports*

- A number of internationally renowned sports events showcasing Hong Kong's capabilities in hosting world-class sports events and the position as a centre for major international sports events are scheduled in the second half of 2024, including the 2024 World Lacrosse Women's U20 Championship in August, Hong Kong Open Badminton Championships in September, 2024 WBSC Baseball5 World Cup and Hong Kong Cyclothon in October, TransLantau by UTMB and Oxfam Trailwalker in November, and Hong Kong STREETATHON in December.

### *Finance, Economy, Innovation and Technology Events*

- The Belt and Road Summit in September will bring together government officials and business leaders from countries and regions along the Belt and Road to explore the vast business opportunities brought by the Belt and Road Initiative.
- The Hong Kong FinTech Week and the Global Financial Leaders' Investment Summit will be held in October and November respectively, where global financial leaders and representatives from relevant organisations will have in-depth discussions on the development trend and opportunities of Fintech and the global financial market.
- SmartCon 2024, a flagship innovation and technology event, will take place in Hong Kong for the first time. 2024 Future Science Prize Week to be held in November tentatively will gather world-class scientists to share their insights on issues of frontier science, thereby promoting exchange among international research talents.

### *Conventions and Exhibitions*

- The inaugural Super Terminal Expo will be held in November, during which professionals from different industries will exchange views on issues relating to airport, port, railway, logistics and construction innovations etc.

- A host of large-scale conventions and exhibitions will take place in the second half of 2024 to promote trade in various industries and overall economic development, including the Hong Kong Book Fair and Ani-com & Games Hong Kong in July, as well as the Philanthropy for Better Cities Forum and Jewellery & Gem WORLD Hong Kong in September.