

For immediate release

**Hong Kong Design Centre Welcomes the Measures to Promote the Development of Cultural and Creative Sectors and Enrich the Travel Experience in Hong Kong  
In 2025-26 Budget Address**

**Hong Kong, 28 February 2025** - Hong Kong Design Centre (HKDC) strongly supports the 2025-26 Budget Address delivered by the Financial Secretary, Mr Paul Chan, on attracting and supporting the staging of international or large-scale arts and cultural events in Hong Kong. This initiative aims to promote the development of Hong Kong as an East-meets-West centre for international cultural exchange, enriching the travel experience and attracting more visitors to the city.

HKDC Chairman, Prof. Eric Yim, remarked, 'To align with HKSAR government's implementation of the concept of "tourism is everywhere", collaborating with more international brands, and hosting large-scale arts and cultural events to reinforce Hong Kong's reputation as a premier hub for mega events, DX design hub, operated by Hong Kong Design Centre, will persist in partnering with creative units and organisations from The Mainland and abroad to present fresh and innovative concepts. The hub will leverage its exhibition halls and spaces for a diverse array of design and fashion exhibitions and activities. We believe that the DX design hub, as a creative hub and a new tourism landmark in Hong Kong, will serve as a vital platform for community engagement, creative tourism, and support for the cultural and creative industries, drawing in more design enthusiasts and visitors from across the globe.'

HKDC believes that the government's active promotion of high-quality development in the cultural and creative industries and tourism sector will help enrich local travel experience. Collaborating with international brands to host events is essential in this effort. The Centre partners with the globally recognised storytelling platform PechaKucha to hold regular sharing sessions at the DX design hub. On the other hand, the flagship event 'Business of Design Week' (BODW) assembles creative leaders and entrepreneurs from Hong Kong and abroad, broadening avenues for business collaboration. Furthermore, branded under the inaugural fashion initiative of the HKSAR Government "Hong Kong Fashion Fest" in 2024, the well-established series of Fashion Asia organised by HKDC brought together leaders, professionals, designers and academics from the fashion industry to inspire collaboration and dialogue, providing local and Asian brands and designers with opportunities for business development and visibility.

As the HKSAR Government's strategic partner in promoting the development of Hong Kong's cultural and creative industries, we look forward to continuing to work closely with the HKSAR government to promote the use of design and design thinking across all sectors in Hong Kong, to help identify and nurture design talents and establish brands, all to drive the development of the local design industry and realize the vision of making Hong Kong the capital of creativity.

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**About Hong Kong Design Centre ([www.hkdesigncentre.org](http://www.hkdesigncentre.org))**

Hong Kong Design Centre is a strategic partner of the Government of the Hong Kong Special Administrative Region in leveraging the city's East-meets-West advantage to create value from design.

To achieve our goals we:

- Cultivate a design culture
- Bridge stakeholders to opportunities that unleash the value of design
- Promote excellence in various design disciplines

**About Cultural and Creative Industries Development Agency ([www.ccidahk.gov.hk](http://www.ccidahk.gov.hk))**

The Cultural and Creative Industries Development Agency (CCIDA) established in June 2024, formerly known as Create Hong Kong (CreateHK), is a dedicated office set up by the Government of the Hong Kong Special Administrative Region (HKSAR Government) under the Culture, Sports and Tourism Bureau to provide one-stop services and support to the cultural and creative industries with a mission to foster a conducive environment in Hong Kong to facilitate the development of arts, culture and creative sectors as industries. Its strategic foci are nurturing talent and facilitating startups, exploring markets, promoting cross-sectoral and cross-genre collaboration, promoting the development of arts, culture and creative sectors as industries under the industry-oriented principle, and promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere in the community to implement Hong Kong's positioning as the East meets-West centre for international cultural exchange under the National 14th Five-Year Plan.

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