

For Immediate Release

### **HKDC Welcomes New Measures Announced in Chief Executive's 2025 Policy Address**

Promoting the Incubation of Local Cultural IP and Fostering the Development of Cultural and Creative Industries

**Hong Kong, 17 September 2025** – Hong Kong Design Centre (HKDC) welcomes the initiatives outlined in the Chief Executive's 2025 Policy Address, particularly the measures to advance fashion design and cultural intellectual property (IP) incubation, and to foster development of local cultural and creative industries, strengthening the city's pivotal role as the East-meets-West centre for international cultural exchange.

HKDC Chairman, Mr. Joseph Lo, stated, 'We welcome the Government's proactive efforts in driving the development of the cultural and creative sectors in Hong Kong, while enhancing cultural exports and international collaboration. These initiatives will inject sustained momentum into our creative ecosystem and further consolidate our position as the East-meets-West centre for international cultural exchange. HKDC stands in full support of the Government's policy measures on development of cultural and creative industries through DX design hub and a range of flagship programmes, creating cross-disciplinary exchange platforms for the industry and demonstrating the transformative power of design to fully leverage Hong Kong's distinctive advantages as a creative hub.'

HKDC believes that the cultural IP optimisation measures initiated by the Government will provide significantly support to local cultural and creative designers in producing cultural and creative products with Chinese and Hong Kong cultural features. These initiatives will enhance cross-sector collaboration and broaden market access locally, across the Mainland, and internationally, strengthening Hong Kong's cultural soft power. HKDC has long championed cross-industry collaboration through talent nurturing programmes successfully connected local designers and renowned international IPs, enabling brands to expand their reach and achieve robust growth. Moving forward, HKDC will continue to empower emerging brands by offering more resources to support their sustainable development.

Pursuing the Government's motif of 'Tourism is Everywhere' while promoting the 'Mega Events + Tourism' development to attract more visitors to Hong Kong, HKDC actively organises influential design events, including annual flagship event Business of Design Week (BODW), which invites global creative leaders and entrepreneurs to participate in the summit and foster business opportunities. Furthermore, through a wide range of design activities of BODW in the City, we engage local and overseas brands to infuse creative energy into every corner of the city, allowing citizens and visitors to experience the allure of Hong Kong as a "City of Design".

The Government is committed to developing Hong Kong into a fashion design hub in Asia through the Hong Kong Fashion



Fest. HKDC's initiative 'Fashion Asia Hong Kong' is honored to be selected as one of the core programmes in the inaugural Hong Kong Fashion Fest. For the upcoming second edition of Hong Kong Fashion Fest, the Government will introduce new elements like collaborating with Paris Fashion Week and Milan Fashion Week to promote the trend of digital fashion and sustainable fashion. HKDC will make every endeavour and dedicate fully to assist the Government in creating an effective platform for the industry to exchange and showcase their works.

As a strategic partner of the HKSAR Government, HKDC is committed to promoting design and creative thinking to strengthen Hong Kong's position as an international design hub. HKDC will continue to support the initiatives outlined in the Government's policy, champion the development of the cultural and creative industries, and work hand in hand with the sector to establish Hong Kong as a world-class centre of creativity.

– End –

#### **Media Enquiries**

Yan Li | [yan.li@hkdesigncentre.org](mailto:yan.li@hkdesigncentre.org) | (852) 3793 8413

Inez Chau | [inez.chau@hkdesigncentre.org](mailto:inez.chau@hkdesigncentre.org) | (852) 3793 8497

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

Hong Kong Design Centre is a strategic partner of the Hong Kong SAR Government 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.

Disclaimer: The Government of the Hong Kong Special Administrative Region provides funding support to some of HKDC's activities/projects only, and does not otherwise take part in such funded activities/projects. Any opinions, findings, conclusions or recommendations expressed in this publication and relevant materials/events (or by members of the project teams) are those of HKDC only and do not reflect the views of the Government of the Hong Kong Special Administrative Region, the Culture, Sports and Tourism Bureau, the Cultural and Creative Industries Development Agency, the CreateSmart Initiative Secretariat or the CreateSmart Initiative Vetting Committee.