

Mega Events Fund first-round application receives good response

A total of 19 applications from non-profit-making organisations in the arts, culture, sports and other fields have been received for the Mega Events Fund (MEF) when the Fund's first-round application closes at noon today (July 31).

“We are satisfied with the good response, which shows that many organisations are interested in organising mega events in Hong Kong. All the applications will be processed in accordance with the procedures laid down by the MEF Assessment Committee,” a spokesman for the Tourism Commission said.

The Assessment Committee was appointed by the Secretary for Commerce and Economic Development to consider applications, monitor progress and evaluate the outcomes of the mega events supported by the Fund. It is chaired by Mr Jeffrey Lam Kin-fung, with members comprising representatives from the tourism, arts, culture, sports and events management sectors as well as officials from the Home Affairs Bureau, Information Services Department and the Tourism Commission.

In assessing the applications, the committee will take into account a number of factors, including the economic, public relations and other benefits that can be brought by the events; the scale of the events; the capability and track record of the applicants; the feasibility of the proposals; the reasonableness of the budget etc. It is estimated that results of the first-round application will be announced in two to three months' time.

“Although the first-round application has closed, we still welcome interested organisations to submit their proposals to us. They will be considered together with other applications received in the second-round,” the spokesman said.

In his 2009-10 Budget, the Financial Secretary has earmarked \$100 million to assist local non-profit-making organisations to host more attractive arts, cultural and sports events over the next three years to further promote Hong Kong as an events capital of Asia. The funding scheme is launched to implement this budget initiative.

Ends/

July 31, 2009 (Friday)