

Second-round applications invited for Mega Events Fund

The Government announced today (October 30) that the second-round applications for the Mega Events Fund (MEF) will open on November 1.

Local non-profit-making organisations are invited to apply for the MEF's funding support to organise mega arts, cultural and sports events in Hong Kong before March 31, 2012.

The deadline for application is at noon on November 30. Completed applications should reach the Secretariat, Mega Events Fund Assessment Committee at Room 265, 2/F, East Wing, Central Government Offices, Lower Albert Road, Central, Hong Kong, before the deadline.

Application details, including application form, guide to application and some frequently-asked questions, are available on MEF's dedicated website <<http://www.tourism.gov.hk/english/mef/mef.html>>. Interested parties can also contact the Secretariat (Tel: 2810 2500; Fax: 2121 8791; Email address: mefsecretariat@cedb.gov.hk) for further enquiries.

An assessment committee chaired by Mr Jeffrey Lam Kin-fung and comprising members from the relevant fields has been formed to consider the applications and monitor progress of the projects. The committee will take into account a number of factors, including the economic, public relations and other benefits of the events; the scale of the event; the capability and track record of the applicants; the feasibility of the proposals;

the reasonableness of the budget, etc. in assessing the applications.

The committee has selected six mega event proposals for funding support out of a total of 19 received during the first-round application for the fund in July this year.

The \$100 million MEF was established in May this year to implement the Financial Secretary's 2009-10 budget initiative 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 the events capital of Asia.

Ends/Friday, October 30, 2009