

Fourth-round applications invited for Mega Events Fund

The Government announced that the fourth round of applications for the Mega Events Fund (MEF) opened today (September 16).

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 October 15. 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 the application form, guide to application and some frequently asked questions, are available on the MEF's dedicated website (www.tourism.gov.hk/english/mef/mef.html).

For enquiries, interested parties can contact the secretariat by telephone (2810 2500), email (mefsecretariat@cedb.gov.hk), or fax (2121 8791).

An assessment committee chaired by Mr Jeffrey Lam Kin-fung and comprising members from relevant fields will consider the applications and monitor the 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 background, governance structure, resources, capability and track record of the applicants; the feasibility of the proposals, and the reasonableness of the budget in assessing the applications.

The \$100 million MEF was established in May 2009 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 up to March 31, 2012 to further promote Hong Kong as the events capital of Asia.

Ends/16 September, 2010