

## Fifth-round applications invited for Mega Events Fund

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The Government announced today (March 18) that the fifth round of applications for the Mega Events Fund (MEF) will open on March 21.

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

The deadline for applications is noon on April 21. 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](http://www.tourism.gov.hk/english/mef/mef.html)).

To enable interested organisations to better understand the MEF's requirements, a briefing session will be held on March 29 at 5pm at Room 215, 2/F, Main Wing, Central Government Offices, Lower Albert Road, Central, Hong Kong. For registration and reservation of seats, please contact the Secretariat by telephone (2810 2500), email ([mefsecretariat@cedb.gov.hk](mailto:mefsecretariat@cedb.gov.hk)), or fax (2121 8791) on or before March 25. Interested parties can also contact the Secretariat for any further enquiries.

An Assessment Committee chaired by Mr Jeffrey Lam Kin-fung and comprising members from relevant fields will consider applications and monitor the progress of projects. In assessing the applications, 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.

The \$100 million MEF was established in May 2009 for a tenure of three years to assist local non-profit-making organisations in hosting more attractive arts, cultural and sports events to further promote Hong Kong as the events capital of Asia.

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