

Mega Events Fund supports two events in fifth-round applications and invites sixth-round applications

The Government today (August 1) announced that the Mega Events Fund (MEF) Assessment Committee had decided to support two mega events to be held in Hong Kong in the fifth round of applications, and started to invite the sixth round of applications also.

"The Assessment Committee, after careful deliberation, has earmarked a maximum of \$4.94 million to the two supported events, namely the Hong Kong Cricket Sixes 2011 and the Hong Kong Well-wishing Festival 2012. They are expected to add colour and vibrancy to Hong Kong and further enrich our events calendar. Apart from attracting more visitors to our city, these events will help in enhancing Hong Kong's international profile and raise our status as the events capital of Asia," a Government spokesman said.

"It is expected that over 125 000 locals and visitors will participate in these two events," he added.

Details of the two events are as follows:

(1) Hong Kong Cricket Sixes 2011

The Hong Kong Cricket Association will hold this four-day international cricket tournament in late October this year at the Kowloon Cricket Club. With MEF support, the event's line-up this year will be significantly strengthened. In addition, there will be enhancement in the international marketing and publicity work as well as extended media coverage in Europe and other Pacific Rim countries. The event is expected to draw a total of 14 000 participants, and a maximum of \$3.5 million has been earmarked.

(2) Hong Kong Well-wishing Festival 2012

The Lam Tsuen Wishing Square Development Ltd will stage this festival, which comprises a variety of activities featuring Chinese culture and traditional heritage at the Lam Tsuen Wishing Square, Tai Po, from January 23 to February 6, 2012. Covering the Lunar New Year period in 2012, the event will be enriched by introducing new elements such as the lighting of the largest wishing lantern. It is expected to attract more than 111 000 participants. A maximum of \$1.44 million has been earmarked for this event.

The Government today also announced that the sixth round of applications for the MEF is now open. Local non-profit-making organisations that are planning to organise mega arts, cultural and sports events in Hong Kong before March 31, 2012, are invited to apply for the MEF's funding support. The deadline for this round is noon August 31. Application details, including the application form, a guide to application and some frequently asked questions, are available on the MEF's dedicated website (www.tourism.gov.hk/english/mef/mef.html). Completed applications should be sent to the Secretariat, Mega Events Fund Assessment Committee, at Room 265, 2/F, East Wing, Central Government Offices, Lower Albert Road, Central, Hong Kong.

As the Government is reviewing the way forward of the MEF, a special arrangement will be made in this round to accept applications for mega events that are planned to be held after March 31, 2012. However, the results of these applications will not be announced before the end of 2011. For enquiries, please contact the Secretariat of the MEF Assessment Committee (Tel.: 2810 2500; email: mefsecretariat@cedb.gov.hk).

To enable interested organisations to better understand the MEF's requirements, a briefing session will be held on August 16 at 5pm at Room 215, 2/F, Main Wing, Central Government

Offices, Lower Albert Road, Central, Hong Kong. For registration, please contact the Secretariat on or before August 12.

An Assessment Committee chaired by Mr Jeffrey Lam and comprising members from relevant fields will consider the applications and monitor the progress of the 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 events; 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 term 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.

Ends/Monday, August 1, 2011

Issued at HKT 17:31