

Mega Events Fund invites applications for support under Tier 2 of funding scheme

The Government today (June 1) announced that the Mega Events Fund (MEF) has invited local non-profit-making organisations to apply for the MEF's funding support under its Tier 2 scheme to organise mega arts, cultural, sports and entertainment events in Hong Kong on or before March 31, 2017.

The MEF was established in May 2009 for a term of three years. In his 2012-13 Budget, the Financial Secretary proposed to allocate \$150 million to the MEF and extend its operation for five years. Following a review, the Mega Events Fund Assessment Committee proposed to modify the MEF into a two-tier scheme to enhance flexibility and facilitate its effective operation. The funding proposal was approved by the Finance Committee of the Legislative Council in April 2012.

Under the new scheme, Tier 1 aims to attract internationally acclaimed mega events to Hong Kong, and Tier 2 will be an enhanced version of the previous scheme which aims to provide funding support to local non-profit-making organisations to host mega events in Hong Kong.

Apart from arts, culture and sports events, the new scheme also covers entertainment events such as street parades, beer festivals, pop concerts, fashion shows and more. Such mega events should be of considerable scale, able to attract tourists, raise Hong Kong's profile internationally, contain elements for further development into an international event and allow participation by the local public.

The deadline for application is noon on July 6. 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_tier2.html). Completed applications should be sent to the Secretariat, Mega Events

Fund Assessment Committee, at 22/F, West Wing, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong.

The Government will also reactivate the assessment of those cases submitted in the second half of 2011 but which had been put on hold pending the passage of the new scheme.

A briefing session for interested organisations will be held on June 14 at 5pm at Conference Room No. 6, G/F, Central Government Offices, 2 Tim Mei Avenue, Tamar, Hong Kong, to enable them to better understand the requirements of the MEF. For reservation of seats, please contact the Secretariat on or before June 12 by telephone (2810 2500) or email (mefsecretariat@cedb.gov.hk).

An Assessment Committee comprising members from relevant fields will consider the applications and monitor the progress of the funded events. 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.

Ends/Friday, June 1, 2012

Issued at HKT 17:01

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