

SCED's speech at Disney ImagiNations Hong Kong Award Ceremony (English only)

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Following is the speech by the Secretary for Commerce and Economic Development, Mr Gregory So, at the Disney ImagiNations Hong Kong Award Ceremony today (December 12):

Andrew (Managing Director of Hong Kong Disneyland Resort, Mr Andrew Kam), distinguished guests, finalist teams, ladies and gentlemen,

Good afternoon.

I am delighted to join you today at the Disney ImagiNations Hong Kong Award Ceremony. I would like to congratulate our finalists for coming so far in this competition. This is a meaningful competition which not only adds creative novelty to the Hong Kong Disneyland, but also cultivates our local creative talents. I wish to commend the Hong Kong Disneyland for bringing this inspiring event to Hong Kong. I am also happy to see the familiar faces of last year's champion team. I believe they have had a fruitful trip to the United States and a wonderful internship with the Hong Kong Disneyland.

I guess most of you have already visited Toy Story Land, Grizzly Gulch and Mystic Point, the three new themed areas of the Hong Kong Disneyland. With the completion of Mystic Point earlier this year, the Government and Andrew's team have finished the chapter of the current expansion. But we will not stop here. We are in fact turning a new page of the park's future development with even more attractions. All these expansions require imagination and the involvement of our local talents is crucial. I hope that someday I will be able to personally visit attractions created by our young talents in this room.

Today's event is a perfect combination of two important policy areas under my portfolio: tourism and creative industries. In addition to developing the Hong Kong Disneyland as an important tourism infrastructure, it is also my priority to support the development of creative industries, both of which are important driving forces of our economy.

We want to strengthen our creative sector by, among other things, nurturing creative talents and start-ups, and raising Hong Kong's profile as a creative hub. To support our creative talents and start-ups, we have sponsored internship and trainee programmes for

the advertising and digital entertainment sectors, undertook incubation programmes for the design and digital entertainment sectors, and provided financial support to facilitate participation of creative talents in renowned international competitions.

To promote Hong Kong's international profile, we have also sponsored signature events such as the Business of Design Week, the largest design event in Asia since 2002. We have also lined up over 40 design-related programmes such as exhibitions and community programmes organised throughout the year to showcase Hong Kong's excellence in design.

If I may quote from the motto of Walt Disney Imagineering, "We make the magic". I encourage you all to make full use of these opportunities to push the boundaries of creativity, innovation and possibility, to explore your unbounded "ImagiNations".

Once again, I would like to express my appreciation for all your excellent ideas, and I wish you all the best in your future endeavours.

Thank you very much.

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