

Speech by SCED at award ceremony for Disney ImagiNations Hong Kong Design Competition 2017 (English only)

Following is the speech by the Secretary for Commerce and Economic Development, Mr Edward Yau, at the award ceremony for the Disney ImagiNations Hong Kong Design Competition 2017 today (December 18):

Terruce (Acting Managing Director of Hong Kong Disneyland Resort, Mr Terruce Wang), Howard (General Manager and Regional Executive of Walt Disney Imagineering Asia, Mr Howard Brown), Jo (Senior Manager of Design and Show Quality of Walt Disney Imagineering, Ms Jo Phoa), guests,

I am very happy to be here on this sunny day as I came back from Argentina yesterday night. I am more than happy to see so many young people joining this competition for the seventh year. I had the privilege of talking to them just now, and it is in fact quite fascinating to hear from them what they have done in joining the competition. I think it is a very appropriate reflection of the theme of the ImagiNations Hong Kong Design Competition, which emphasises three "Ds" - the first is "dream", the second "design" and the third "diversity".

Hong Kong is a city of dreams because we have transformed ourselves from a little fishing village half a century ago to a manufacturing centre and a financial centre. I would say, for tomorrow, Hong Kong should be a very multi-faceted international city that can fulfil people's dreams, and also rise to another height by design and also diversity. Young people have such a good privilege to dream, and also put their dreams to reality. I think today, you have seen all the participants being on this journey and vision, putting their dreams to reality.

Design is such an important concept in modern society. Design does not confine to people doing arts, culture, product or graphic design. These days, I think, design is a problem solver, design is a game changer, design is something we put things or a problem to a better reality, with more artistic performance and being closer to the people whom it serves. And that is the reason why the Government has also put design as one of the major policy drivers for Hong Kong.

Irrespective of what industry or trade we are progressing in, we need to bring in design concepts as a game changer to make Hong Kong a design city in the years to

come. And, of course, Hong Kong is a diverse city - people around this park today signify this. I believe that Hong Kong Disneyland Park is one of the very international parks where we can draw an audience from all over the world. And I believe that is what Hong Kong is good at.

I have just learnt from Howard that Hong Kong is the only city outside the US so far with the WDI (Walt Disney Imagineering) set up. I think they chose Hong Kong for exactly the reasons I have mentioned in the above. For all the awardees you see today, I think that is a great demonstration that Hong Kong is the city for design, for dreaming, and for reflecting diversity.

I understand that Mr Walt Disney once said, "Disneyland will never be completed, as long as there is imagination left in the world." I think that is a very appropriate statement to say that in a city like Hong Kong where we have the Disneyland Park, Hong Kong is a place with a lot of imagination.

May I take this opportunity to congratulate once again all our awardees for their excellent jobs. And I hope that one day they will continue to dream, and also put all their dreams into reality in serving Hong Kong and the world. Thank you.

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