

## Hong Kong-Taiwan Cultural Co-operation Forum premiered in Hong Kong

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The following is issued on behalf of the Hong Kong - Taiwan Cultural Co-operation Committee:

The Hong Kong - Taiwan Cultural Co-operation Committee (HKTCCC) and the Taiwan - Hong Kong Cultural Co-operation Committee (THKCCC) today (May 17) held the Hong Kong -Taiwan Cultural Co-operation Forum (HKTCCF) at the Hong Kong Heritage Museum. Themed as "Forming Cultural Co-operation Platform, Building Chinese Creative Branding", HKTCCF seeks to promote co-operation between the arts and cultural sector and creative industries in Hong Kong and their Taiwan counterparts, and to foster the establishment and development of creative brands in the region.

On the eve of the Forum (May 16), a meeting was held between HKTCCC and THKCCC. The two committees expressed their support for HKTCCF, and looked forward to closer exchange and co-operation between their cultural and creative sectors, with enhanced breath and depth, in the near future. They also mapped out an action agenda, setting out initiatives such as conducting regular visits to the other side; organising the Forum in the two places alternatively; fostering the organisation of thematic exchange projects such as large-scale performance and exhibitions; promoting youth exchange; and stepping up publicity efforts. These measures aim to deepen mutual understanding on the development of cultural and creative industries, and to facilitate formulation of concrete co-operation directions and plans for these industries. Both sides expressed their aspirations to deepen the collaboration and connection between the two places by means of fostering training opportunities for the youths, utilising the function of intermediaries in the cultural and creative scene, and facilitating exchanges among intellectual property rights groups, etc.

With the theme "Chinese Cultural Characteristics and Branding Trends", the plenary session in the morning featured Professor Chang Hsin-kang, Honorary Professor and Yeh-Lu Xun Chair Professor of the Peking University (and former President of the Hong Kong City University); and Professor Apex Lin, Vice-President of the Taiwan Normal University, as speakers. In the afternoon, two group discussions were held, namely "Culture and Performing Arts" and "Film and Digital Entertainment" respectively, on the topics "Cultural and Creative Talents and Sectoral Trends". A paralleled session "Exchange Meeting for Hong Kong and Taiwan Design Professionals" was also held for participants from the two places to discuss the latest

industry developments.

At the closing ceremony of the Forum, Mr Frederic Mao, Convenor of HKTCCC expressed his hope that the arts and cultural sector and creative industries in the two places would, through the platform of HKTCCC and THKCCC, migrate to a more systematic co-operation approach.

Mr Mao said, "The two places have adopted different schemes to train and develop artistic and creative talents having regard to their own circumstances. We hope to have more exchanges of ideas and information with Taiwan on this front so as to better nurture professionals with regional and international insights." He also unveiled HKTCCC's plan to stage a "Hong Kong Week" in Taiwan to showcase Hong Kong's arts and culture to the Taiwan audience in a comprehensive and systematic manner, and introduce to them the cultural characteristics of Hong Kong and the latest developments of our creative industries. The event is expected to strengthen the understanding of the Taiwan community towards Hong Kong's culture and to broaden the exposure of Hong Kong's cultural and creative professionals.

Mr Charles Lee, Chairman of the Hong Kong - Taiwan Economic and Cultural Co-operation and Promotion Council (ECCPC) said in his closing remarks that he had invited Mr Lin Chen-kuo, Chairman of the Taiwan - Hong Kong Economic and Cultural Co-operation Council (THEC), to watch the musical "108 Heroes - Tales from the Water Margin", a collaboration among artists in Hong Kong, Taiwan and the Mainland during the Hong Kong Arts Festival in March, and that more co-operation of similar nature can be explored. "As far as Hong Kong is concerned, I hope that there will be more opportunities for Hong Kong practitioners to stage significant artistic activities in Taiwan, to promote Hong Kong's cultural and creative uniqueness, known for its diversity and integration of the Eastern and Western cultures, the traditional and the contemporary, the popular and the fine arts," said Mr Lee.

He concluded, "There are ample co-operation opportunities for both sides to further develop their cultural potential, to make new cultural exploration and to build up Chinese cultural brands. I hope that we will deepen co-operation based on this solid foundation, tapping into the complementary functions of each other and creating synergy, thus leading to an unprecedented development of the Chinese culture."

HKTCCC was established under ECCPC as the Hong Kong's counterpart of the cultural co-operation committee under THEC in Taiwan. HKTCCC aims to foster

exchange, liaison and co-operation between the two places in the development of the arts and culture and the creative industries as well as encourage the exchange of views and information on issues of mutual concern.

Ends/Tuesday, May 17, 2011

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