

CreateSmart Initiative

Overview

Introduction

The CreateSmart Initiative (CSI) was established by the Government in June 2009 to promote and speed up the development of local creative industries so as to build Hong Kong into Asia's Creative Capital. The \$300 million CSI aims at providing financial support to projects conducive to the development of creative industries in Hong Kong. It is administered by the Create Hong Kong (CreateHK).

Objectives

The CSI will fund projects with objectives that are in line with our strategic direction to drive the development of the creative industries, namely:

- Nurturing a pool of creative human capital which will form the backbone of our creative economy;
- Facilitating start-ups and development of creative establishments;
- Generating demand for innovation and creativity and expanding local market size for creative industries;
- Promoting creative industries on the Mainland and overseas to help explore outside markets;
- Developing creative clusters in the territory to generate synergy and facilitate exchanges;
- Fostering a creative atmosphere within the community; and
- Promoting Hong Kong as Asia's creative capital.

Eligibility for Application

Applicants should normally be locally registered institutions / organisations, including local academic institutes, industry support organizations, trade and industry associations, professional bodies, research institutes and companies¹. CreateHK and other Government departments are also eligible to apply.

Project elements which are covered under the scope of Film Development Fund, Film Guarantee Fund, and other dedicated Government funding schemes, and those which will receive or have received funding from other Government or known sources will

¹ The applicant should be a body or company established or incorporated under the Hong Kong laws including the Companies Ordinance (Cap 32).

NOT be considered.

Form of Funding Support

Funding support is normally given as a grant and be disbursed by instalments.

Application

Applications can be submitted throughout the year. Each applicant can submit more than one application.

Applicants should refer to the “CreateSmart Initiative Guide” for details on application procedure and eligibility criteria. The guide and application forms are available at CreateHK website (<http://www.createhk.gov.hk>)

Enquiry

Enquiries should be directed to the Secretariat through the following means:

For non-design-related initiatives

Telephone : (852) 2294 2774

Fax : (852) 3165 1389

Website : <http://www.createhk.gov.hk>

E-mail : createsmart@createhk.gov.hk

Address : The CreateSmart Initiative Secretariat

Create Hong Kong
30/F, Immigration Tower,
7 Gloucester Road,
Wan Chai, Hong Kong.

For design-related initiatives

Telephone : (852)2737 2635

Fax : (852)3101 0863

Website : <http://www.createhk.gov.hk>

E-mail : enquiry@design.csi.gov.hk

Address : The CreateSmart Initiative (Design) Secretariat

Create Hong Kong
40/F, Revenue Tower,
5 Gloucester Road,
Wan Chai, Hong Kong.