

# CreateSmart Initiative

## Overview

### *Introduction*

The CreateSmart Initiative (CSI) is 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 CreateSmart Secretariat established under 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 talent to form the backbone of our creative economy;
- helping local talent set up their own business amidst the high cost of operation in Hong Kong;
- generating new demand for innovation and creativity and expanding local market size
- generating sustainable and expandable demand for local creativity in Mainland and overseas markets;
- fostering a more creative and cultural environment within the local community;
- strengthening creative clusters to build up Hong Kong's creative capacity, generate synergy and facilitate exchanges; and
- developing Hong Kong as a creative capital in the region.

### ***Eligibility for Application***

Applicants should be a locally registered institution / organization engaged in creative industries or a related body, which include the following: local academic institutes, industry support organizations, trade and industry associations, professional bodies, research

institutes and companies <sup>1</sup>. CreateHK and other Government departments are also eligible to apply. Projects which are covered under the scope of Film Development Fund, Film Guarantee Fund and DesignSmart Initiative will 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:

The CreateSmart Secretariat  
Create Hong Kong  
30/F, Immigration Tower

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

7 Gloucester Road  
Wan Chai, Hong Kong

Applicants can also visit the Create Hong Kong website  
(<http://www.createhk.gov.hk>) for more details.

### *Enquiry*

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

Telephone : (852) 2294 2774  
Fax : (852) 3165 1389  
Website : <http://www.createhk.gov.hk>  
E-mail : [createsmart@createhk.gov.hk](mailto:createsmart@createhk.gov.hk)