**Annex IV**

**Report on External Promotion Work on Hong Kong by**

**Information Services Department**

The Information Services Department (ISD) is the government’s news and communications agency. It helps develop and implement the government’s public relations strategy outside Hong Kong, working closely with the government’s offices overseas and in the Mainland, as well as Hong Kong Team members.

1. Following are the major promotion and publicity measures implemented by the ISD to project a favourable image of Hong Kong overseas and in the Mainland:
2. **Inviting guests to visit Hong Kong**
3. Under the ISD’s visitor programmes, the department invites and sponsors prominent guests from overseas and the Mainland to come to Hong Kong. These sponsored visitors, including government officials, political leaders, academics, think-tank members, top businessmen and financial executives, as well as media representatives, can see for themselves the latest development in the city, and bring home the good stories of Hong Kong. The ISD designs tailor-made itineraries for the sponsored visitors. Besides, the ISD also sponsors media-organised international conferences held in Hong Kong to attract prominent guests to come for these events, e.g. Caixin Summer Summit in June, Tatler Gen.T Asia Summit and SCMP’s Family Business Summit in November this year.
4. **Outbound visits by senior government officials**
5. The overseas and Mainland visits of senior government officials serve as a good opportunity to tell the good stories of Hong Kong. To maximise the publicity impact of the visits of the Chief Executive (CE) and Principal Officials, advertorials and digital advertisements are placed in major local or international news publications and their websites to promote Hong Kong’s edges and opportunities. Out-of-home (OOH) advertising at the international airport of the visit destinations and major spots downtown is also adopted. Press conference and media interviews are arranged in the visit destinations to present the true picture of Hong Kong.
6. **“Hong Kong – Where the World looks ahead” publicity campaign**
7. Launched in July 2023, “Hong Kong - Where the World Looks Ahead” publicity campaign aims to raise awareness globally about the city’s competitive advantages and exciting opportunities for businesses and talents. Promotional materials, including videos, printed and animated advertisements are produced for the campaign.
8. **“Immersive Hong Kong” roving exhibitions in ASEAN**
9. Themed "Hong Kong - Where the World Looks Ahead", the “Immersive Hong Kong” roving exhibitions with a creative twist of art tech showcase the city's unique strengths, advantages and opportunities to visitors of the ASEAN community, inviting them to visit, do business with or invest in Hong Kong. The exhibition was first held in Jakarta in July to tie in with CE’s visit, and then in Bangkok in October to tie in with the stage of Hong Kong Week by the HKSAR Government. Both exhibitions were well-received and generated significant coverage of Hong Kong in traditional and social media. The next destination will be Kuala Lumpur in March 2024.
10. Exhibition visitors can also join an interactive game, "Snap a cool shot @Immersive Hong Kong", for a chance to win a round-trip air ticket to Hong Kong. A total of 800 round-trip air tickets between Jakarta/Bangkok and Hong Kong sponsored by Airport Authority HK were made available through the game.
11. **Media partnership**
12. The ISD collaborates with multiple, respected international and Mainland media partners and diversifed channels to target audiences to provide rolling coverage on Hong Kong’s strengths, advantages and opportunities. In 2023-24, the ISD works with BBC, Euronews, Financial Times, SCMP and Xinhua News Agency for a series of publicity projects, including online content hubs, production of TV segments, online videos, print advertorials, infographics, social media content as well as TV and online advertisements.
13. **Social media and digital marketing**
14. The ISD runs a Brand Hong Kong website ([www.brandhk.gov.hk/](file:///D:\Users\gymng\AppData\Local\Temp\notesC7A056\www.brandhk.gov.hk\)) and eight social media platforms to promote the international image of Hong Kong as Asia’s World City, with amplification of the publicity effect by digital and social media marketing. The eight BrandHK platforms are YouTube, Youku, Facebook, Instagram, X, LinkedIn, Wechat and Weibo. Under the digital marketing campaign, various publicity means such as engaging KOLs and KOCs, programmatic ads, paid social, etc are adopted.
15. **Other Marketing Channels**
16. The ISD makes use of OOH advertising, inflight entertainment advertising on major airlines, and TV panels at all boundary control points in Hong Kong, besides social media platforms, to extend the coverage and reach of audiences. The ISD also co-brands with large-scale and/or international events held in Hong Kong, such as Art Basel, Clockenflap, Hong Kong Tennis Open andHong Kong Sevens, etc.
17. **Production of publicity booklet and fact sheets**
18. The ISD produces “HKConnect”, a handy promotional booklet which introduces the strengths, advantages and opportunities of Hong Kong. The 2022-23 version of the booklet is available in five languages – English, Chinese, Bahasa Indonesia, Malay, Thai. Besides, a series of fact sheets covering major themes such as Hong Kong’s value proposition, its international rankings, finance, economic performance, infrastructure, education, green living, arts and culture, innovation and technology, the city’s role in the National 14th Five-Year Plan, talent admission, etc. are compiled and updated regularly. The booklet and fact sheets are also uploaded to the BrandHK website for public viewing.

**Information Services Department**

**November 2023**