IBC Paper 03/2023

**International Business Committee**

**External Promotion on Hong Kong**

Following the return of Hong Kong to normalcy after the COVID-19 pandemic early this year, the Government and Hong Kong Inc. partner organisations have been proactively promoting Hong Kong’s new potentials, advantages and opportunities at full steam to overseas and Mainland audiences.

1. In January 2023, the Government set up the Task Force on Promoting and Branding Hong Kong with the aim of exploring novel ways to promote Hong Kong to the world. Chaired by the Financial Secretary, Mr Paul Chan, the Task Force advises the Government on the overall strategy of promoting Hong Kong's advantages and focuses on devising narratives for the city’s new situation, potentials and opportunities under its new development stage. Through appropriately tapping the views of the market and stakeholders, as well as direct communication and public relations promotion, it aims to allow friends and stakeholders in Hong Kong, the Mainland and overseas regions to have a more comprehensive understanding of Hong Kong's advantages and opportunities so that the city's edges can be fully known, understood and recognised.
2. The Government launched a global promotional campaign "Hello Hong Kong" in February 2023 to showcase Hong Kong's new attractions, new developments and new opportunities to the global audience. It is a large-scale global promotional campaign focusing on four major areas. They include (i) "Hello Hong Kong" as the over-arching theme to attract visitors to the city; (ii) sponsored visits for prominent guests; (iii) going out to tell good Hong Kong stories; and (iv) launching more MICE and mega events.
3. In the Policy Address announced by the Chief Executive, Mr John Lee in October 2023, he said that Hong Kong will “actively promote, in the local and the international arenas, the success story of ‘One Country, Two Systems’, presenting the openness and cultural vibrancy in Hong Kong and our distinctive advantage as a conduit between our motherland and the world. We will also be telling our local and international audiences the true and good stories of our city.”
4. The annexes outline the efforts of the relevant government bureaux and departments, Hong Kong Trade Development Council and Hong Kong Tourism Board, which are key players in promoting and branding Hong Kong in the overseas and Mainland regions, in telling the good stories of Hong Kong in 2023.

**Commerce and Economic Development Bureau**

**Constitutional and Mainland Affairs Bureau**

**Culture, Sports and Tourism Bureau**

**Information Services Department**

**November 2023**