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**Creative Industries Leaping
Forward to Innovation and Exploration**
創意工業 — 創新、跨越、開拓

**Eco-friendly Catering to
Promote Greener Eating Culture**
環保餐飲 引領綠色飲食文化

Twinkle Baker Décor – the “Sweet” Maker
一閃一閃 製作幸福甜點

Creative Industries

Leaping Forward to Innovation and Exploration

創意工業 — 創新、跨越、開拓



Creative industries are important impetus for the economic growth in Hong Kong. The Government has placed higher priority on developing the local creative industries to drive the city towards being Asia's cultural and creative capital. Last year, the Federation of Hong Kong Industries added the industries to its family to introduce new inspirations to traditional industries and support diversified development of the industrial sector. **Group 30 (Creative Industries) Chairman Jason Chiu and Vice-Chairman Duncan Chiu** share with the *Hong Kong Industrialist* how the industries cross traditional boundaries and explore unlimited business opportunities through innovation.

創意工業是香港重要的經濟原動力，政府亦漸漸重視本地創意產業的發展，銳意推動香港成為亞洲文化創意都會。去年，香港工業總會將創意工業納入新分組，為傳統工業引進新能量，協助工業多元發展。第30分組（創意工業）主席趙子翹及副主席邱達根與《香港工業家》分享香港創意產業如何以創新跨越傳統界限，開拓無限商機。

Creative Industries in Hong Kong

The concept of creative industries has caught on globally since the 1990s, after the UK government defined it in 1997 as “industries that have their origin in individual creativity, skills and talent and which have potential for wealth and jobs creation through the generation and exploitation of intellectual property”¹. In Hong Kong, the SAR Government incorporated the cultural and creative industries into one of Hong Kong’s six economic areas that enjoy clear advantages and have great potential for further development, and defined its 11 component domains in 2009. Yet, in the international community, various creative industries are vibrant with diversity, but their definitions, components and boundaries are still evolving. Above all, it is unquestionable that creativity, innovation and technology underpin the industries’ foundation.

As Jason Chiu points out, creative industries are not new actually. Their composite cultural

and creative products such as Hong Kong action movies, manga and Cantonese music with distinguishable local characteristics gained popularity decades ago. But he also acknowledges the emergence of those relatively new industries such as the application of innovative technologies, smart products and services in recent years, and the fact that enterprises have expanded e-commerce market to facilitate their business development. All these factors have driven an increasing demand for creative industries and their related services in Hong Kong and sustained the rapid development of the industries in the last decade.

Apart from that, creative industries also help commercialise creative ideas and support traditional industries to emulate business opportunities. Duncan Chiu believes the root of creative industries is to transform ideas into products or services, by means of creativity, design and technology. Besides, through cross-boundary co-operation, he

香港的創意工業

創意工業的概念自90年代起向全球推展。英國政府早於1997年已定義創意工業為「源於個人創意、技術及才華，並擁有潛能透過開發和運用知識產權創造財富及就業機會的行業」¹。香港特區政府亦於2009年把文化及創意產業列為香港具有強大發展潛力的六大優勢產業之一，訂定其中11個組成界別。然而，在國際間，與創意工業相關的行業五花八門，其定義、領域和界別仍在不斷演變。但無可非議的是，創意、創新與技術是創意工業的主要基石。

趙子翹表示，創意工業並非新興行業，當中的文化及創意產物如港產動作電影、富本土特色的漫畫及粵語音樂早於數十年前已大行其道，惟近年有較多新穎的行業如創新科技應用、智能產品及服務相繼冒起，企業亦紛紛開拓電子商貿市場以配合品牌業務發展。香港企業對創意工業相關服務的需求因而與日俱增，成就創意工業近十年間的急速發展。

此外，創意工業亦造就了創意商品化，同時為傳統工業創造更多新機遇。邱達根指，創意工業的根基是把意念轉化成產品或服務，善用創意、設計和技術去把天馬行空的想法實現出來。而創意工業更可與不同工業進行跨領域合作，為他們的傳統業務注入新意。其產品、生產模式及宣傳手法等往往揉合新舊元素，以嶄新型態展示。

創意增值 商機處處

近年各項本地數據均反映創意工業在香港市場中的實力。根據政府統計處數據，文化及創意產業的名義增加價值自2005年起每年平均升幅為9.2%，相對香港名義本地生產總值5.4%的升幅明顯較快。而在增加價值方面，文化及創意產業的增加價值相對於本地生產總值的百分比，亦由2005年的3.8%上升至2013年的5.1%，顯示文化及創意產業具有為香港增值的經濟潛力。²



Group 30 (Creative Industries) Chairman Jason Chiu and Vice-Chairman Duncan Chiu
第30分組（創意工業）主席趙子翹及副主席邱達根

¹ "Hong Kong's Creative Industries - Partner and Trendsetter for the Chinese Mainland". Hong Kong Trade Development Council Research, 29 Jun 2007. <http://economists-pick-research.hktdc.com/business-news/article/Economic-Forum/Hong-Kong-s-Creative-Industries-Partner-and-Trendsetter-for-the-Chinese-Mainland/ef/en/1/1X000000/1X006SXR.htm>.

² "Feature Article - The Cultural and Creative Industries in Hong Kong". *Hong Kong Monthly Digest of Statistics*, Jun 2015. 〈專題文章—香港的文化及創意產業〉。《香港統計月刊》，2015年6月。

The 11 Component Domains of the Cultural and Creative Industries in Hong Kong 香港文化及創意產業的11個組成界別

藝術品、古董及工藝品	Art, antiques and crafts
文化教育及圖書館、檔案保存和博物館服務	Cultural education and libraries, archive and museum services
表演藝術	Performing arts
電影及錄像和音樂	Films, videos and music
電視及電台	Televisions and radios
出版	Publishing
軟件、電腦遊戲及互動媒體	Software, computer games and interactive media
設計	Design
建築	Architecture
廣告	Advertising
娛樂服務	Amusement services

Source: Census and Statistics Department
資料來源：政府統計處

notes that creative industries can bring in new ideas to combine with old elements and revive the tradition by innovative products, production modes and promotional strategies.

Creativity Adds Value and Create Opportunities

Recent local research findings have reflected the potential of creative industries in the Hong Kong market. According to the Census and Statistics Department, the value-addedness of cultural and creative industries in nominal terms has increased at an average annual rate of 9.2 per cent since 2005, which is significantly faster than the average annual growth rate of the nominal GDP of Hong Kong, at 5.4 per cent. The value-addedness of cultural and creative industries as a percentage of Hong Kong's GDP also increased from 3.8 per cent in 2005 to 5.1 per cent in 2013, showing that those industries are poised to be a strong engine for Hong Kong's economic growth.²

Responding to room for developing creative industries in Hong Kong, Jason Chiu states that this small city is already equipped with favourable conditions including a broad international perspective, plentiful creative talent and abundant resources in services, entertainment, cultural and media sectors. In particular, Hong Kong is well-known as a world-class metropolis with distinctive local culture. In addition to the influence of Chinese

culture, Hong Kong has pooled together talent from all over the world and created a unique east-west culture that facilitates cultural exchanges and creates a vital ecosystem for creative industries. Duncan Chiu also adds that the city's geographical position is advantageous for local talent since they can absorb rich international source of information for stimulating creativity on one hand, and to utilise the advantages of China as the world factory in the field of manufacturing to give them easy access to commercialise their ideas into marketable products on the other. At present, given the enormous Mainland market and the domestic sales opportunities there, an ample room is available for enterprises engaged in creative industries to develop in the years to come.

Furthermore, creative industries are beneficial to the long-term development of traditional industries. Despite the global economic downturn in 2014, the income from the core business of Chinese industrial enterprises has risen 5 per cent³, albeit at a slower pace than the growth of the preceding year with a steady baseline. Underpinning this continuous growth is an ongoing transformation and upgrading by the majority of manufacturers. Many of them are deploying more resources to high value-added businesses such as research and development (R&D), product design and brand-building. Both Jason Chiu and Duncan Chiu believe

對於香港創意工業的發展空間，趙子翹指出香港雖是彈丸之地，卻已具備發展創意工業的利好條件，包括廣闊的國際視野、充沛的創意人才以及資源豐富的服務、娛樂、文化及媒體事業。尤其是香港素有「國際大都會」的美譽，本土文化饒有特色，除了深受中華文化影響，亦匯聚來自世界各地的人才，中西融合、多姿多采的文化底蘊不但能有效促進文化交流，更為香港營造了一個蓬勃的創意生態圈，有利發展創意工業。邱達根補充，香港坐擁強大的地利優勢，香港人才一方面能吸收豐富的國際資訊，激發創意思維，另一方面亦能善用中國作為世界工廠在生產領域獨佔鰲頭的優勢，便利他們把創意商品化。當前，內地市場蘊藏龐大內銷商機，為從事創意工業的企業提供更遼闊的業務發展空間。

另外，創意工業亦有利於傳統工業的長遠發展。雖然2014年全球經濟有放緩趨勢，但中國工業企業的主營業務收入仍繼續上升5%³。表現雖然稍遜於前年，但仍有緩中趨穩的跡象。其中主要原因之一，是大部分廠商積極轉型升級，加大投放資源於科技研發、產品設計、品牌開發等較高增值的業務。趙子翹及邱達根均相信，創意工業與傳統工業的跨界別合作，可協助企業因應時代潮流、科技發展及消費者習慣的轉變，向高附加值、可持續性及多元業務方向發展。他們表示，工業界已不再以低成本作競爭力指

² "Marketing Services Demand in China (1): Upgrading Design and Branding". Hong Kong Trade Development Council Research, 5 November 2015. <http://economists-pick-research.hktdc.com/business-news/article/Research-Articles/Marketing-Services-Demand-in-China-1-Upgrading-Design-and-Branding/rp/en/1/1X000000/1X0A46A8.htm>. (中國市場推廣服務需求(一)：提升設計及品牌業務)。香港貿易發展局經貿研究，2015年11月5日。擷取自網頁 <http://economists-pick-research.hktdc.com/business-news/article/Research-Articles/Marketing-Services-Demand-in-China-1-Upgrading-Design-and-Branding/rp/en/1/1X000000/1X0A46A8.htm>



Co-working space creates a community-oriented environment that brings local talent together to connect socially and facilitate exchanges of creative ideas. 共用工作空間營造了一個社群環境，讓本地人才匯聚、進行社交活動及促進創意交流。

the cross-sector co-operation between creative industries and traditional industries can assist enterprises to respond accordingly to changing trends, consumer habits and technological advancement. These industries can work towards the goal of a high value-added, sustainable and diversified business. The fact is observed that low costs can no longer accurately indicate industrial competitiveness. Manufacturers are now adopting innovation and high value-added products to transform traditional industries, thus accelerating the transformation and upgrading of the industrial sector.

Co-working Space Nurtures Creativity

Beyond the favourable factors of Hong Kong as a creative hub, the global trend of co-working space in recent years also helps broaden Hong Kong's creative ecosystem and lays a solid foundation for developing creative industries. This concept, which originates from the US, aims to promote an entrepreneurial

culture and provide affordable working space for entrepreneurs with inadequate capital to share office and facilities with other people with the same pursuit. According to the latest Global Co-working Survey, the number of co-working spaces worldwide was around 7,800 in 2015 while a 13-fold increase was observed when compared to the figure of 600 in 2010.⁴

As for the increasingly popular trend of co-working space, Jason Chiu says that there are around 40 to 50 co-working space of different scales in Hong Kong and that proves a dynamic local entrepreneurial environment. He notes that the trend can be explained by a growth in the number of opportunities offered by society as the Government puts greater emphasis on supporting start-ups, such as offering an annual budget of HKD24 million for the "Technology Start-up Support Scheme for Universities" in six local universities. Successful technology-based entrepreneurial examples such as Facebook

標，而需透過創新及高增值產品，讓傳統企業真正脫胎換骨，加速推動工業升級轉型。

共用工作空間 推動創意

除了香港作為創意基地的利好因素，近年浪潮席捲全球的共用工作空間也有助擴大香港的創意生態，為創意工業奠下良好基礎。共用工作空間的概念起源於美國，旨在推動創業文化，為資金短缺的創業家提供廉價的空間，與志同道合的人共同租用一個辦公室工作並共用設施。根據最新國際共用工作空間統計報告顯示，2015年全球 80 個國家的共用工作空間達7,800 所，較五年前僅 600 所急升 13 倍。⁴

談及共用工作空間愈趨流行，趙子翹指，現時全港有逾四、五十間不同規模的共用工作空間，反映香港的創業氣氛濃厚。背後原因是由於社會賦予年輕人更多機會，政府亦較以往重視創業支援，如每年提供 2,400萬港元予六間大學的「大學科技初創企業資助計劃」，加上科技創業成功例子如 Facebook及阿里巴巴等啟發了年輕創業家作多方面的新嘗試，激勵更多年輕人創業。邱達根更表示，創業家之間的交流互動是創造商機的必要過程，而共用工作空間正好提供一個資源豐富、人才匯聚的環境讓不同背景及有創新想法的人集思廣益，透過激發創意、交流經驗及共用資源，刺激他們的無限想法，實踐創業理念。

建設科研 增強實力

展望未來，趙子翹與邱達根均對創意工業的前景表示樂觀，並預期業界將適切拓展未來發展。去年11月，麻省理工學院宣佈在香港設立創新中心，並計劃將高端科技引進香港，為兩地創業家提供強而有力的科研

What is Co-working?

什麼是共用工作？

The term "Co-working" was coined by Bernard De Koven in 1999.⁵
共用工作 (Co-working) 一詞是由Bernard De Koven於1999年創造。⁵

"The genius of the Co-working is how it allows co-workers to work together, as equals. But separately – each working on their own projects, pursuing their own, separate business interests. In this way, people were free to help each other without worrying about competitive pressures. And the result was productivity, community, and, surprisingly often, deeply shared fun." - Bernard De Koven

「共用工作的精髓在於共用工作者能夠平等工作，同時能分別進行自己的項目，追求各自的商業興趣。這樣賦予了他們自由去互相幫助，在無須顧慮任何競爭壓力下形成具生產力的社群，更驚喜的是，這亦造就了一種共享的樂趣。」 - Bernard De Koven

⁴ Global Co-working Survey 2016". *DeskMag*, November 2015.

⁵ "The Co-working Connection". Deep Fun with Bernard De Koven, 5 Aug 2013. <http://www.deepfun.com/the-coworking-connection/>.



To stimulate creative thinking among industries, Group 30 (Creative Industries) often hosts workshops and seminars to keep FHKI members abreast of the latest global trends.

為激發工業界的創意思維，第30分組（創意工業）經常舉辦工作坊及研討會，助工總會會員緊握全球最新動向。

and Alibaba also inspire more young people to make new attempts and start their own business ventures. Duncan Chiu also points out that interaction and exchange of ideas are crucial in exploring new business opportunities. Co-working space happens to establish a creative environment with sufficient resources and talent to allow people from different backgrounds to benefit from mutual discussion, creativity stimulation as well as sharing resources to put their venture projects into practice.

A Stronger Base with Scientific Research

Looking ahead, both Jason Chiu and Duncan Chiu are optimistic about the outlook of the industries and expect a wider scope in the industries' future development. Last November, the Massachusetts Institute of Technology (MIT) announced its establishment of an innovation node in Hong Kong which is expected to bring further R&D support to entrepreneurs in both places. Duncan Chiu states that the MIT's decision has recognised the strengths of Hong Kong's creative industries, leading the industries to forge ahead in the aspect of scientific research. He reckons that the Government has taken lead to

make considerable efforts in building facilities, funding scientific research as well as setting up the Innovation & Technology Bureau to motivate Hong Kong enterprises to move away from application-based businesses and expand their scope to research and engineering-related fields, thereby solidarising the foundation for creative industries to thrive.

Jason Chiu also quotes research results from Our Hong Kong Foundation and expects a more dominant role of the private sector in expediting the future development of creative industries. According to the research, Hong Kong's total spending on R&D is 0.73 per cent of its GDP, suggesting Hong Kong private enterprises to develop a venture capital market for a more robust innovation and technology structure.⁶ As he points out, on the grounds of supporting start-ups, a well-developed venture capital market incorporating angel investors, private incubators and investment firms must be set up. Additionally, there should be alternative funding such as seed capital and crowdfunding for start-ups to fully utilise the city's financial resources, accelerate the growth of local creative industries and shape Hong Kong into a "Smart City".

支援。邱達根指，這正證明了香港創意產業的實力，並有助帶動香港創意工業邁進科技研究的範疇。他認為政府近年無論在配套建設、投放科研資源或成立創新及科技局等方面已在創意工業中引起牽頭作用，讓香港企業從原來較注重技術應用轉向重視研究及工程相關的工作，使得香港創意工業的基礎更為完善。

趙子翹更引述團結香港基金的最新研究結果，預期香港創意工業的未來發展將大多由私人企業主導。研究指出，香港的研發支出總和只佔本地生產總值的0.73%，建議香港私人企業形成創投市場，為香港培育一個健全的科技創新環境。⁶他表示，在支持初創企業方面，香港必需促進創投市場的發展，該市場中包含天使投資者、風險創投者及創投公司等持份者。而籌措種子資本或眾籌集資等另類基金，均有助創業者充分利用本地商界資源，加速本地創意工業發展，促進香港成為「智慧城市」。

⁶ "The Ecosystem of Innovation and Technology in Hong Kong". Our Hong Kong Foundation, December 2015. (香港創新科技業概況研究報告)。團結香港基金，2015年12月。