

October 14, 2009
For Immediate Release



HK4As echoes CE's Policy Address on Creative Industry

The HK4As (Association of Accredited Advertising Agencies of Hong Kong) welcomes today's Policy Address by the Chief Executive at which support for creative industry was highlighted.

In a same mission to lead, champion and drive the development of the creative economy in Hong Kong, the HK4As is pleased to hear about the continuous support by the Chief Executive & the CreateHK Office with the initiatives to support the ad industry to gain more overseas participation. "Hong Kong is emerging as a leader in the Asian creative arena, and our 4As Members have had outstanding performances at International competitions, as the recent victories of a number of Grand Prix Award winners in world famous shows such as the Cannes Advertising Awards & the Spikes Ad Festival are to go by. Support from the Government will definitely bring about Hong Kong's Creative Industry to greater heights and wider realms if our ad talents are able to realize their potentials by having even more participation in international world-class events," said Royce Yuen, Chairman of the HK4As.

Earlier in the year, the HK4As worked together with the CEDB (Commerce & Economic Development Bureau) to create 100 employment opportunities which included a full time trainee program for graduates, and summer internships, which by far had successfully placed over 60% in member agencies under the Association.

"The HK4As is glad to see that so many of our younger generation embraced the opportunity and expressed so much enthusiasm in joining the ad industry. We will be pleased to offer more employment opportunities to those who expressed interest," said Mr. Yuen. "Training the new generation will continue to be our mission, and now we can do even more with the financial subsidies."

"The pledge made in the Policy Address will be a step forward for the HKSAR Government to enhance the competitiveness of the creative sector and commitment to the growth of the creative industry. For the ad industry which

will benefit, these incentives will arouse public awareness, encouragement and interest to the profession, and in turn help drive the creative industry as a competitive advantage of Hong Kong.”

For more information, please contact:

Angela Ng - Executive Director, HK4As Tel : 2882 6828 / 9049 1742

Vivian Ho – Events & PR Executive , HK4As Tel: 2882 6699/ 9367 4499

E-mail : hk4as@aaa.com.hk