



HK4As expands its role in local industry

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Hong Kong - The HK4As is expanding its role in the industry with the aim to promote Hong Kong as a hub for creativity and a portal for brands to compete on the global stage.

The HK4A has outlined four key objectives to promote Hong Kong on the global stage, highlighting the industry's profile, standards and effectiveness and exposure of talent.

It is involved in a partnership with HKSAR's CreateHK office to develop and promote Hong Kong's advertising and communications industry across local and international programmes.

Create international exposure of Hong Kong's creative industry by taking part in advertising festivals, creative events, international forums and competitions like AdFest, Spikes, Shanghai Expo Forum and young Lions.

Nurturing local talent through internship and graduate trainee programs to get locals informed and involved at members and affiliate agencies. Partnerships with the creativity community and universities is also being explored.

Traditionally the HK4As has focused on building standards of the industry and promoting advertising and in recent years helped the development of the creative industries in Hong Kong.