### 文创产业发展处主要数据1

# Major Figures of Cultural and Creative Industries Development Agency<sup>1</sup>

(截至 2025 年 6 月底) (as at end June 2025)

### (A.1) 文创产业发展处(文创处)主办或资助业界举办的项目

Projects organised or sponsored by Cultural and Creative Industries Development Agency (CCIDA)

		创意智优计划 <sup>2</sup> CreateSmart Initiative <sup>2</sup> ("CSI")	其他 <sup>3</sup> Others <sup>3</sup>	总计 Total
a.	获批项目数目	823	695	1 518
	Number of approved projects			
b.	公众的参与程度	About	About	About
	Public participation	1 091.2 million	30.1 million	1 121.3 million
		约10亿9120万	约3010万	约11亿2130万
	b1. 参加人数	About	About	About
	Number of participants	103.6 million	30.1 million	133.7 million
		约1亿360万	约3010万	约1亿3370万
	b2. 网站或社交媒体平台的浏览次数/点击率 4	About	N/A	About
	Number of viewings/ hits received in respect	985.2 million	不适用	985.2 million
	of the websites or social media platforms⁴	约9亿8520万		约9亿8520万
	b3. 派发的印刷宣传品的数量 <sup>4</sup>	2 414 200	N/A	2 414 200
	Number of printed promotional materials distributed <sup>4</sup>		不适用	

Including those projects funded by FDF and DSI as well as those projects organised by CCIDA since June 2009. Since the major figures for the projects under DSI, FDF's Film Production Financing Scheme and Film Production Grant Scheme, and CCIDA's funded projects cannot be broken down by either CCIDA's strategic foci or the four-pronged strategy in promoting the development of the film sector, the totals under Table (A.3), Table (A.4) and Table (A.5) cannot add up to the figures under "Others" of Table (A.1).

Only applicable to the projects approved in April 2018 and thereafter.

 $<sup>^1</sup>$  文创产业发展处(文创处)由政府于 2009 年 6 月成立的创意香港办公室改组而成。本主要数据主要涵盖自 2009 年 6 月成立后透过创意智优计划、电影发展基金、设计智优计划(已于 2011 年 6 月并入创意智优计划)所资助的项目,以及由文创处主办的项目。

The Cultural and Creative Industries Development Agency (CCIDA) was restructured from Create Hong Kong, which was established by the Government in June 2009. The major figures mainly cover the projects funded through CSI, Film Development Fund ("FDF"), DesignSmart Initiative (has been consolidated with CSI since June 2011) ("DSI") and the projects directly held by CCIDA since the establishment in June 2009.

<sup>&</sup>lt;sup>2</sup> 包括设计创业培育计划(第三期及之后)、时装创业培育计划以及其他在香港贸易发展局及香港设计中心专项拨款下的获 批项目。

Including Design Incubation Programme (DIP) (Phase III and thereafter), Fashion Incubation Programme (FIP) as well as other projects under dedicated funding to Hong Kong Trade Development Council (HKTDC) and Hong Kong Design Centre (HKDC).

<sup>&</sup>lt;sup>3</sup> 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。由于设计智优计划、电影发展基金下的电影制作融资计划和电影制作资助计划,以及由文创处主办的项目的主要数据不能按文创处策略焦点或促进电影业发展的四项策略作划分,因此表(A.3)、表(A.4)及表(A.5)的总计加起来并不与表(A.1)下"其他"的数字相符。

<sup>4</sup> 只适用于2018年4月及之后获批的项目。

		创意智优计划 <sup>2</sup> CreateSmart Initiative <sup>2</sup> ("CSI")	其他 <sup>3</sup> Others <sup>3</sup>	总计 Total
c.	创造的工作机会数目 <sup>5</sup>	37 250	16 860	54 110
	Number of created job opportunities <sup>5</sup>			
d.	中小企受惠数目	32 750	190	32 940
	Number of small and medium enterprise (SME)			
	beneficiaries	55.000	100	56 000
e.	为中小企创造的业务联系或查询数目	55 800	100	36 000
	Number of business contacts or enquiries created			
c	for SMEs	270	100	450
f.	获文创处资助参加国际比赛的创意人才所获得	270	180	450
	的奖项数目   Number of superdo attained by anostive telepte who			
	Number of awards attained by creative talents who			
	have participated in international competitions with funding support from CCIDA			
		06.000	2 400	100.200
g.	培育创意人才及新成立公司的机会数目 <sup>6</sup>	96 800	3 400	100 200
	Number of nurturing opportunities created for			
1	creative talents and start-ups <sup>6</sup>	A1 .	A1 .	A1 4
h.	获资助的电视广播的颁奖典礼及音乐节目的 	About	About	About
	观众数目 Nambur of TV and in manual of annuals	543 million	2 024.2 million	2 567.1 million
	Number of TV audience in respect of awards	约5亿4300万	约20亿2420万	约25亿6710万
i.	presentation and musical programmes	77 640	N/A	77 640
1.	媒体报导的次数 <sup>7</sup>	// 640		// 640
	Number of media coverage <sup>7</sup>		不适用	
j.	达成商业交易的数目 <sup>7</sup>	7 890	N/A	7 890
	Number of business deals secured <sup>7</sup>		不适用	
k.	展示创意作品的机会次数 7	39 900	N/A	39 900
	Number of opportunities to showcase creations or		不适用	
	talent <sup>7</sup>			

注释:除项目(a)为实数外,项目(b),(b1),(b2)和(h)为约数,项目(b3),(e)和(g)为四舍五入至最接近的百位数,以及项目 (c),(d),(f),(i),(

Remark: Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

<sup>5</sup> 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

<sup>6</sup> 不包括设计创业培育计划及时装创业培育计划提供的培育机会。

Excluding the opportunities provided by DIP and FIP.

<sup>7</sup> 只适用于 2018 年 4 月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

# (A.2) 按文创处策略焦点划分的创意智优计划<sup>8</sup> CSI classified by CCIDA's strategic foci<sup>8</sup>

### # 文创处策略焦点:

- # CCIDA's strategic foci:
  - A 培育人才及促进初创企业的发展
    Nurturing talents and facilitating start-ups
  - B- 开拓市场

**Exploring markets** 

- C 推动更多跨界别、跨文化艺术领域的合作 Promoting cross-sectoral and cross-genre collaborations
- D 推动香港成为创意之都,并营造创意氛围 Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere

	Promoting Hong Kong as A	1	文创处策略焦点# CCIDA's strategic foci <sup>#</sup>			
		A	В	C <sup>+</sup>	D	Total
a.	获批项目数目 Number of approved projects	352	268	10	193	823
b.	公众的参与程度 Public participation	About 313.8 million 约 3 亿 1 380 万	About 372.4 million 约 3 亿 7 240 万	About 25.3 million 约 2 530 万	About 379.6 million 约3亿7 960万	About 1 091.2 million 约 10 亿 9 120 万
	b1. 参加人数 Number of participants	About 18.7 million 约1 870 万	About 34.3 million 约3 430 万	About 41 000 约4.1 万	About 50.5 million 约 5 050 万	About 103.6 million 约1 亿 360 万
	b2. 网站或社交媒体平台的浏 览次数/点击率 <sup>9</sup> Number of viewings/ hits received in respect of the websites or social media platforms <sup>9</sup>	About 294.6 million 约2 亿 9 460 万	About 336.9 million 约3亿3690万	About 25.2 million 约2 520 万	About 328.5 million 约3亿2850万	About 985.2 million 约9亿8520万
	b3. 派发的印刷宣传品的数量 <sup>9</sup> Number of printed promotional materials distributed <sup>9</sup>	550 500	1 124 600	101 000	638 100	2 414 200
c.	创造的工作机会数目 <sup>10</sup> Number of created job opportunities <sup>10</sup>	12 600	8 490	150	16 010	37 250
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	14 440	4 060	10	14 240	32 750

<sup>&</sup>lt;sup>8</sup> 包括设计创业培育计划(第三期及之后)、时装创业培育计划以及其他在香港贸易发展局及香港设计中心专项拨款下的获批项目。

Only applicable to the projects approved in April 2018 and thereafter.

Comprising jobs directly created and indirectly created.

Including the DIP (Phase III and thereafter), the FIP as well as other projects under dedicated funding to HKTDC and HKDC.

<sup>9</sup> 只适用于 2018 年 4 月及之后获批的项目。

<sup>10</sup> 包括直接创造和间接创造的工作机会。

		文创处策略焦点# CCIDA's strategic foci#				总计
		A	В	C+	D	Total
e.	为中小企创造的业务联系或查	22 500	29 400	0	4 000	55 800
	询数目					
	Number of business contacts or					
	enquiries created for SMEs					
f.	获文创处资助参加国际比赛的	200	70	0	§	270
	创意人才所获得的奖项数目					
	Number of awards attained by					
	creative talents who have					
	participated in international					
	competitions with funding					
	support from CCIDA					
g.	培育创意人才及新成立公司的	96 800	0	0	0	96 800
	机会数目11					
	Number of nurturing					
	opportunities created for					
	creative talents and start-ups <sup>11</sup>					
h.	获资助的电视广播的颁奖典礼	About	About	0	About	About
	及音乐节目的观众数目	69.8 million	13.5 million		459.6 million	543 million
	Number of TV audience in	约 6 980 万	约1350万		约 4 亿 5 960 万	
	respect of awards presentation	50 0 700 70	59133073		59 4 [2 3 700 7]	593 [2] + 300 / [
	and musical programmes					
i.	媒体报导的次数12	24 500	31 900	1 180	20 060	77 640
	Number of media coverage <sup>12</sup>					
j.	达成商业交易的数目 12	890	4 040	10	2 960	7 890
	Number of business deals					
	secured <sup>12</sup>					
k.	展示创意作品的机会次数 12	11 300	21 600	50	6 950	39 900
	Number of opportunities to					
	showcase creations or talent <sup>12</sup>					

注释: + 此为2023年4月1日新增的策略重点,并只适用于2023年4月1日及之后获批的项目。

#### § 数值少于5。

除项目(a)为实数外,项目(b),(b1),(b2)和(h)为约数,项目(b3),(e)和(g)为四舍五入至最接近的百位数,以及项目(c),(d),(f),(i),(j)和(k)为四舍五入至最接近的十位数。由于进位关系,个别数字加起来可能与总计略有出入。

Remark: + This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.

### § Value less than 5.

Except item (a) which is the exact figure, items (b), (b1), (b2) and (h) are approximate numbers, items (b3), (e) and (g) are rounded to nearest hundred as well as items (c), (d), (f), (i), (j) and (k) are rounded to the nearest ten. Figures may not add up to total due to rounding.

<sup>11</sup> 不包括设计创业培育计划及时装创业培育计划提供的培育机会。

Excluding the opportunities provided by the DIP and the FIP.

<sup>12</sup> 只适用于2018年4月及之后获批的项目。

Only applicable to the projects approved in April 2018 and thereafter.

# (A.3) 按促进电影业发展的四项策略划分的电影发展基金下的<u>其他电影相关计划</u>

Other film-related projects under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

### # 促进电影业发展的四项策略:

# The four-pronged strategy in promoting the development of the film sector:

A- 推广香港电影

Promotion of Hong Kong films

B- 培训人才

Nurturing talents

C- 提高观众对电影的兴趣和欣赏能力

Enhancing audience's interest in and appreciation of films

D- 其他有利香港电影业发展的项目

Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#				总计 Total
		A	В	C	D	
a.	获批项目数目 Number of approved projects	210	93	75	13	391
b.	参加人数 Number of participants	About 4 million 约 400 万	About 898 000 约 89.8 万	About 2.1 million 约210万	About 6 000 约 6 千	About 7 million 约 700 万
c.	创造的工作机会数目 <sup>13</sup> Number of created job opportunities <sup>13</sup>	2 130	3 480	2 540	80	8 220
d.	中小企受惠数目 Number of small and medium enterprise (SME) beneficiaries	70	20	0	0	90
e.	为中小企创造的业务联系或查 询数目 Number of business contacts or enquiries created for SMEs	40	0	0	0	40
f.	获文创处资助参加国际比赛的创意人才所获得的奖项数目 Number of awards attained by creative talents who have participated in international competitions with funding support from CCIDA	20	60	§	10	80

<sup>13</sup> 包括直接创造和间接创造的工作机会。

Comprising jobs directly created and indirectly created.

		促进电影业发展的四项策略# The four-pronged strategy in promoting the development of the film sector#			总计 Total	
		A	В	C	D	
g.	培育创意人才及新成立公司的 机会数目 Number of nurturing opportunities created for creative talents and start-ups	0	2 300	0	0	2 300
h.	获资助的电视广播的颁奖典礼 及音乐节目的观众数目 Number of TV audience in respect of awards presentation and musical programmes	About 2 001 million 约 20 亿 100万	0	About 15.6 million 约 1 560 万	0	About 2 016.6 million 约 20 亿 1 660 万

# 注释: § 数值少于5。

除项目(a)为实数外,项目(b)和(h)为约数,项目(g)为四舍五入至最接近的百位数,以及项目(c),(d)和(f)为四舍五入至最接近的十位数。由于进位关系,个别数字加起来可能与总计略有出入。

#### Remark: § Value less than 5.

Except item (a) which is the exact figure, items (b) and (h) are approximate numbers, item (g) is rounded to nearest hundred as well as items (c), (d) and (f) are rounded to the nearest ten. Figures may not add up to total due to rounding.

# (A.4) 电影发展基金下的电影制作融资计划及资助计划 14

### Film Production Financing and Granted Projects under Film Development Fund 14

a.	获批项目数目	75
	Number of approved projects	
b.	创造的工作机会数目^	4 875
	Number of job opportunities created^	
c.	首次参与执导的导演数目	60
	Number of film directors who directed a film for the first time	
d.	首次负责制作的监制数目	29
	Number of producers who produced a film for the first time	
e.	已于香港商业电影院上映的电影数目	56
	Number of films released at commercial theatres in Hong Kong	
f.	在本地及国际电影颁奖典礼/电影节获提名数目	138
	Number of nominations at local and international film awards	
	ceremony/film festivals	
g.	在本地及国际电影颁奖典礼/电影节获取的奖项数目	130
	Number of awards achieved at local and international film awards	
	ceremony/film festivals	

注释: ^ 创造的工作机会数目涵盖电影制作的基本剧组人员及主要演员。如计及其他以兼职形式聘请的人员,则电影制作 计划所创造的工作机会数目约为 12 750。

Remark: ^ Number of job opportunities created refers to the basic production crew and major casts. The number of job opportunities created by the Film Production Scheme is estimated to be 12 750 if other crews involved on a part-time basis are counted.

 $<sup>^{14}</sup>$  包括自 2009 年 6 月起的电影制作融资计划及于 2015 年 11 月至 2018 年 2 月期间的电影制作资助计划下获资助的项目。不包括获批后被撤回的项目。

Including the funded projects approved under the Film Production Financing Scheme since June 2009 and the Film Production Grant Scheme launched between November 2015 and February 2018. Excluding projects withdrawn after approval.

# (A.5) 电影发展基金下的首部剧情电影计划

# First Feature Film Initiative under Film Development Fund

a.	获资助电影数目	30
	Number of films subsidised	
b.	首次参与执导的导演数目	32
	Number of film directors who directed a film for the first time	
c.	在本地及国际电影颁奖典礼/电影节获提名数目	180
	Number of nominations at local and international film awards	
	ceremony/film festivals	
d.	在本地及国际电影颁奖典礼/电影节获取的奖项数目	127
	Number of awards achieved at local and international film awards	
	ceremony/film festivals	
e.	已于香港商业电影院上映的电影数目	18
	Number of films released at commercial theatres in Hong Kong	

### (B.1) 参加者对文创处主办或资助业界举办项目的满意程度

### Participants' satisfaction level towards the projects organised or sponsored by CCIDA

		创意智优计划 CreateSmart Initiative ("CSI")	其他 <sup>15</sup> Others <sup>15</sup>	总计 Total
a.	对活动/计划的整体评价为优良/非常满意/满意的 回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	98%	99%	98%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	95% - 98%	94% - 98%	94% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比: <i>加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域*</i> Percentage of respondents who considered the activities/programmes helped achieve the following objectives: Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry*	86% - 93%	75% - 89%	85% - 93%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	94%	92%	94%

注释: 回复问卷人数约 322 000。

\* 有关的满意程度共涵盖五个项目,「创意智优计划」及「其他」显示的数据为该五个项目中满意程度最高及最低的百分比,而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 322 000.

\* Relevant satisfaction level covers five items in total. The percentages shown under "CSI" and "Others" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

<sup>15</sup> 包括自 2009 年 6 月起由电影发展基金、设计智优计划所资助及由文创处主办的项目。由于设计智优计划、电影发展基金下的电影制作融资计划和电影制作资助计划,以及由文创处主办的项目的主要数据不能按文创处策略焦点或促进电影业发展的四项策略作划分,因此表(B.3)的总计并不与表(B.1)下"其他"的数字相符。

Including those projects funded by the FDF and DSI as well as those projects organised by CCIDA since June 2009. Since the major figures for the projects under DSI, FDF's Film Production Financing Scheme and Film Production Grant Scheme, and CCIDA's funded projects cannot be broken down by either CCIDA's strategic foci or the four-pronged strategy in promoting the development of the film sector, the total under Table (B.3) does not match with the figures under "Others" of Table (B.1).

# (B.2) 按文创处策略焦点划分的参加者对创意智优计划项目的满意程度 Participants' satisfaction level towards the CSI projects classified by CCIDA's strategic foci

# # 文创处策略焦点:

### # CCIDA's strategic foci:

A - 培育人才及促进初创企业的发展 Nurturing talents and facilitating start-ups

B- 开拓市场

**Exploring markets** 

C- 推动更多跨界别、跨文化艺术领域的合作

Promoting cross-sectoral and cross-genre collaborations

D- 推动香港成为创意之都,并营造创意氛围

Promoting Hong Kong as Asia's creative capital and fostering a creative atmosphere

	文创处策略焦点#				总计
					Total
	Α	В	C <sup>+</sup>	D	
	99%	99%	97%	98%	98%
回复者百分比					
Percentage of respondents who rated the					
activities/programmes as "Excellent", "Very satisfactory" or					
"Satisfactory"					
对活动时间/形式/内容/宣传/参加费用的评价为优良/非常	95% -	95% -	92% -	94% -	95% -
满意/满意的回复者百分比*					
Percentage of respondents who rated the	98%	99%	97%	98%	98%
duration/format/content/publicity/					
participation fee of the activities/programmes as					
"Excellent", "Very satisfactory" or "Satisfactory"*					
认为活动/计划帮助达到以下目标的回复者百分比: <i>加强</i>	86% -	89% -	83% -	83% -	86% -
对行业的知识、拓展联系网络、发掘新商机、加深了解	0.00/	2.40/	0.507		000/
行业在全球市场上的定位、扩阔业界领域*	93%	94%	86%	91%	93%
Percentage of respondents who considered the					
activities/programmes helped achieve the following					
objectives: Enhance Knowledge in the Business, Expand					
Contact Network, Explore New Business Opportunities,					
Better Understand the Industry's Position in the Global					
Markets, Broaden the Scope about the Industry*					
认为活动/计划肯定有用/很有用/有用的回复者百分比	94%	95%	90%	93%	94%
Percentage of respondents who rated the					-
activities/programmes as "Definitely Useful", "Very Useful"					
and "Useful"					
	activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory" 对活动时间/形式/内容/宣传/参加费用的评价为优良/非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"* 认为活动/计划帮助达到以下目标的回复者百分比:加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry* 认为活动/计划肯定有用/很有用/有用的回复者百分比Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful"	回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory" 对活动时间/形式/内容/宣传/参加费用的评价为优良/非常 病意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*  认为活动/计划帮助达到以下目标的回复者百分比:加强 对行业的知识、拓展联系网络、发掘新商机、加深了解 行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry*  认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful"	对活动/计划的整体评价为优良/非常满意/满意的 99% 99% 99% 99% 99% 99% 99% 99% 99% 99	CCIDA's strategic foci	対活动/计划的整体评价为优良/非常满意/满意的 回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory" or "Sa

#### 注释: 回复问卷人数约 302 000。

- + 此为2023年4月1日新增的策略重点,并只适用于2023年4月1日及之后获批的项目。
- \* 有关的满意程度共涵盖五个项目,「文创处策略焦点」显示的数据为该五个项目中满意程度最高及最低的百分比,而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 302 000.

- + This strategic focus was newly added on 1 April 2023 and only applicable to projects approved on 1 April 2023 and thereafter.
- \* Relevant satisfaction level covers five items in total. The percentages shown under "CCIDA's strategic foci" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

# (B.3) 按促进电影业发展的四项策略划分的参加者对电影发展基金下<u>其他电影相关计划</u>项目的满意程度 Participants' satisfaction level towards the <u>other film-related projects</u> under Film Development Fund classified by the four-pronged strategy in promoting the development of the film sector

### # 促进电影业发展的四项策略:

# The four-pronged strategy in promoting the development of the film sector:

A- 推广香港电影

Promotion of Hong Kong films

B- 培训人才

Nurturing talents

C – 提高观众对电影的兴趣和欣赏能力 Enhancing audience's interest in and appreciation of films

D — 其他有利香港电影业发展的项目
Other projects conducive to the development of the Hong Kong film industry

		促进电影业发展的四项策略# The four-pronged strategy in promoting				总计 Total
		the d	evelopment	of the film s	ector#	
		A	В	C	D	
a.	对活动/计划的整体评价为优良/非常满意/满意的 回复者百分比 Percentage of respondents who rated the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"	99%	98%	99%	99%	99%
b.	对活动时间/形式/内容/宣传/参加费用的评价为优良/ 非常满意/满意的回复者百分比* Percentage of respondents who rated the duration/format/content/publicity/ participation fee of the activities/programmes as "Excellent", "Very satisfactory" or "Satisfactory"*	95% - 97%	92% - 97%	96% - 98%	97% - 100%	95% - 98%
c.	认为活动/计划帮助达到以下目标的回复者百分比:加强对行业的知识、拓展联系网络、发掘新商机、加深了解行业在全球市场上的定位、扩阔业界领域* Percentage of respondents who considered the activities/programmes helped achieve the following objectives: Enhance Knowledge in the Business, Expand Contact Network, Explore New Business Opportunities, Better Understand the Industry's Position in the Global Markets, Broaden the Scope about the Industry*	93% - 95%	77% - 94%	76% - 86%	89% - 98%	78% - 90%
d.	认为活动/计划肯定有用/很有用/有用的回复者百分比 Percentage of respondents who rated the activities/programmes as "Definitely Useful", "Very Useful" and "Useful"	97%	92%	93%	97%	93%

注释: 回复问卷人数约 16 000。

\*有关的满意程度共涵盖五个项目,「促进电影业发展的四项策略」显示的数据为该五个项目中满意程度最高及最低的百分比,而「总计」显示的数据以总回覆者人数计算有关最高及最低的百分比。

Remark: The number of respondents was around 16 000.

\* Relevant satisfaction level covers five items in total. The percentages shown under "The four-pronged strategy in promoting the development of the film sector" refer to the highest and lowest satisfaction level among those five items, and total number of respondents is used for calculating the highest and lowest satisfaction level for the percentages shown under "Total".

# (C) 设计创业培育计划及时装创业培育计划

# **Design Incubation Programme and Fashion Incubation Programme**

		设计创业培育计划16	时装创业培育计划
		Design Incubation	Fashion Incubation
		Programme <sup>16</sup>	Programme
a.	培育公司数目17	353	30
	Number of incubatees <sup>17</sup>		
b.	已完成培育计划的公司数目	329	30
	Number of incubatees which have completed incubation		
c.	培育公司注册的知识产权18数目	407	17
	Number of intellectual property rights <sup>18</sup> applications registered		
	by incubatees		
d.	培育公司创造的就业机会数目	1 726	73
	Number of jobs opportunities created by incubatees		
e.	培育公司获取的本地及国际奖项数目	658	53
	Number of local and international awards attained by		
	incubatees		

Including those under incubation and completed incubation.

Including trademark, patent and registered design.

<sup>&</sup>lt;sup>16</sup> 涵盖自 2006 年由香港科技园于创新中心推出的第一期至现时在创意智优计划资助下开始的最新一期(第四期)。 Covering from the rollout of Phase I by the Hong Kong Science and Technology Park Corporation at InnoCentre in 2006 up to the current phase (Phase IV) under the funding support of CSI.

<sup>17</sup> 包括正在培育及已完成培育的公司。

<sup>18</sup> 包括商标、专利及外观设计等。