

(Translation)

Minutes of the 1st Meeting of the Working Group on Boosting Local Economy of
Sham Shui Po District Council (7th Term)

Date : 15 January 2024 (Monday)

Time : 10:30 a.m.

Venue : Conference Room, Sham Shui Po District Council

Present

Chairman

Mr WONG Chun-hung, Hanson

Members

Mr HO Kwan-chau, Leo

Ms WU Wanqiu

Mr LEE Wing-man

Mr LAM Ka-fai, Aaron

Mr LAM Wai-man, Raymond

Mr CHEUNG Tak-wai

Mr LEUNG Ping-kin

Ms KWOK Yin-lai

Mr CHAN Wai-ming

Mr CHAN Lung-kit

Ms CHEN Lihong

Ms CHUM Pik-wa

Ms LAU Pui-yuk

Mr LO Chi-chiu

Dr PONG Chiu-fai

In Attendance

Mr WONG Yan-yin, Paul, JP	District Officer (Sham Shui Po)
Miss FUNG Yi-ching, Janice	Assistant District Officer (Sham Shui Po) 2, Sham Shui Po District Office
Ms HO Kam-ping, Jennifer	Senior Executive Officer (District Council), Sham Shui Po District Office
Miss CHIN Wai-sheung, Doris	Senior Liaison Officer 1, Sham Shui Po District Office
Miss CHAN Ka-wai, Eunice	Acting Senior Liaison Officer 2, Sham Shui Po District Office
Ms LEUNG Ka-yee, Carol	Acting Senior Liaison Officer 3, Sham Shui Po District Office
Miss YEUNG Yik-ling, Ran	Liaison Officer (Building Management) 1b
Prof HO Tat-kei, Alfred	Professor, Department of Public and International Affairs, City University of Hong Kong
Prof Joseph Francis WONG	Professor of Practice, Department of Public and International Affairs, City University of Hong Kong
Mr KONG Chun-hin	Research Assistant, Department of Public and International Affairs, City University of Hong Kong
Mr Calton FUNG	Manager, China Hong Kong Newly Emerged Sports Association
<u>Secretary</u>	
Miss LI Mei-wah, Venus	EO I (District Council), Sham Shui Po District Office

Opening Remarks

The Chairman welcomed members and representatives to the 1st meeting of the Working Group on Boosting Local Economy (“WGBLE”) and reminded Members to declare interests as necessary.

Item 1: Specific Proposals for Organising Activities to Promote the Development of District Economy

2. Mr Paul WONG introduced SSPDC Paper No. 7/2024 with a slide presentation. He referred to the previous activities of the Sham Shui Po District Office to promote the development and employment opportunities for the aviation industry, highlighting the importance of offering opportunities for the development of industries in the promotion of district economy, and the needs and operability of medium and long-term district development should be taken into account as well.

Item 2(a): Lightsaber Spin in the Shell @Sham Shui Po

3. The Chairman introduced the activity of Item 2(a) and Miss Doris CHIN was invited to report on the activity progress.

4. Miss Doris CHIN introduced the content of the activity and reported on the preparation progress with a slide presentation, and Mr Calton FUNG, the representative of China Hong Kong Newly Emerged Sports Association, was invited to present the lightsaber and demonstrate the new sport.

5. Mr Calton FUNG presented the development of lightsaber dueling overseas and in Hong Kong, and displayed a video demonstration of the sport. He added that the activity would be mainly experiential in nature.

6. Mr Paul WONG added that the activity would be demonstrated by coaches and the public would be arranged to briefly try the sport under safe conditions. The activity was expected to attract foot traffic and bring business to the shops in the vicinity.

7. The enquiries and views of members were consolidated as follows: (i) enquired about the specific content, time and venue of the activity; (ii) enquired about the cost of the equipment for lightsaber dueling; (iii) suggested popularising the activity and enquired whether it would be developed in the long term; (iv) suggested strengthening the engagement of district stakeholders, such as involving the shops, with an aim to promote the economy; (v)

suggested taking into account the needs of the neighbourhood when considering the activity arrangements; and (vi) enquired about the supervision and safety considerations of the activity.

8. Mr Paul WONG gave a consolidated response: (i) lightsaber dueling as a professional sport had specific requirements for equipment, and a simpler and beginner-friendly version might be designed for the public; (ii) discussions were being conducted with different departments about the venue to ensure sufficient space for the activity, and arrangements would be adjusted as necessary; (iii) the main purpose of the activity was to attract foot traffic by showcasing the new sport; (iv) agreed that collaboration with shops was important while the activity duration and area should be taken into consideration; (v) continuous sharing and communication between Members and district stakeholders were encouraged and welcomed to further enhance the effectiveness of the activity; and (vi) due consideration would be given to the needs of residents and shops in the neighbourhood when formulating the time schedule for the activity.

9. Mr Calton FUNG added that efforts could be made to enhance public understanding of lightsaber dueling first to lay a foundation for its sustainable development in the long term.

Item 2(b): Something Special @Sham Shui Po

10. The Chairman introduced the activity of Item 2(b) and Miss Eunice CHAN was invited to report on the activity progress.

11. Miss Eunice CHAN introduced the content of the activity and reported on the preparation progress with a slide presentation.

12. The enquiries and views of members were consolidated as follows: (i) enquired about the approaches for inviting stalls for the bazaar and the participation requirements; (ii) suggested collaborating with restaurants to further promote the district economy; (iii) suggested strengthening promotion through the proposed mascot; (iv) enquired about the mechanism for monitoring the quality of bazaar stalls; (v) suggested enhancing promotion, such as through online approaches; (vi) suggested strengthening the engagement of ethnic minorities; (vii) expected that the activity would showcase the local features of Sham Shui Po; (viii) suggested adding activities related to design and traditional fabric artwork elements, for example a design competition; and (ix) suggested encouraging the participants to engage and interact in the community to showcase a sense of neighbourliness.

13. Mr Paul WONG responded to some of the views: (i) fabric artwork and leather in the activity were related to the traditional industry in Sham Shui Po; (ii) the effectiveness of the activity could be used as a short-term reference to establish and adjust its long-term positioning;

(iii) would consider adding ethnic minority elements, and pointed out that fabric artworks and leather were the core themes of the activity while creation by the youth was regarded as the sub-theme which could be changed in the future following the social trends; and (iv) would proactively consider strengthening promotion through the proposed mascot.

14. Miss Eunice CHAN added that: (i) stall operators were recruited mainly through Hong Kong Design Centre and Hong Kong Design Institute, while institutions would also be contacted to encourage student participation as so to strengthen community engagement; and (ii) would consider adding ethnic minority elements if appropriate channels and networks were available.

15. Mr Paul WONG added that inviting institutions and teenagers to the activity would not only show that the Home and Youth Affairs Bureau attached importance to youth development, but also allow the possibilities of utilising and exploring resources and potential of young people.

Item 2(c): Fete des Fleurs

16. The Chairman introduced the activity of Item 2(c) and Ms Carol LEUNG was invited to report on the activity progress.

17. Ms Carol LEUNG introduced the content of the activity and reported on the preparation progress with a slide presentation.

18. Mr Paul WONG expected that the activity would attract the public to visit different spots in the district, boosting the overall district economy.

19. The enquiries and views of members were consolidated as follows: (i) suggested adding Pak Tin Estate in Shek Kip Mei into the flower appreciation route; (ii) suggested considering the designation of an iconic flower to be the district flower; (iii) suggested cooperating with other local organisations to implement a one-stop tour with a view to strengthening promotion and enhancing the synergy of the activity; (v) suggested installing night-time lighting decorations to attract foot traffic; (vi) suggested tying in promotions with the flowering period and providing directional signage for flower appreciation routes; (vii) suggested additional “check-in” spots for flower appreciation, such as the Cheung Sha Wan Promenade or the long span footbridge connecting Hoi Ying Estate and Hoi Tat Estate; (viii) enquired about the planting plan of flower species for the district; (ix) suggested inviting florists as stall operators in the bazaar; and (x) explained the importance of publicity and promotion.

20. Mr Paul WONG gave a consolidated response: (i) briefly explained the planning role of the Leisure and Cultural Services Department (“LCSD”) in district planting; (ii) the focus was placed on the long-term development of the activity and adjustment would be made by stages; (iii) enquiries and suggestions regarding the activity content could be addressed later; (iv) consideration would be given to the allocation of resources when adopting activity proposals; and (v) Members were encouraged to assist in the promotion of the activity.

Item 3: A Study on Transforming Sham Shui Po into a Fashion District

21. The Chairman introduced Item 3 and Prof Alfred HO was invited to share the study findings.

22. Mr Paul WONG introduced Prof Alfred HO’s academic achievements and research interests.

23. Prof Alfred HO introduced his study and analysed the possibility of Sham Shui Po being transformed into a fashion district with a slide presentation.

24. Mr Paul WONG pointed out the importance of maintaining the competitiveness of the district, and explained the advantages brought to the overall development by multi-faceted collaboration with district organisations.

25. The enquiries and views of members were consolidated as follows: (i) suggested making connection between the commercial areas and streets in the district for further development to boost economy and increase visitor spending; (ii) expressed the expectation of establishing a district branding for Sham Shui Po through fashion, and suggested strengthening the development of software in the long term, such as by holding fashion shows in the district; (iii) emphasised the importance of the “Government, industry, academic and research sectors” and expressed concern on the sustainability of resources; (iv) suggested driving the development by geographic area and conducting a study in this regard; and (v) were aware of the government policy to support industries, and emphasised the consideration on the cost and effective use of public space. It was also suggested to explore the feasibility of fashion shows on the street.

26. Mr Paul WONG responded by stating that the Working Group served as a discussion platform for various stakeholders, and emphasising the importance of medium to long-term sustainable development. In response to the feasibility of closing road sections temporarily for events, he quoted the example of “Hong Kong Denim Festival”.

27. Prof Alfred HO concluded by stating the characteristics of Sham Shui Po District and its opportunities. He suggested enhanced efforts be made in this regard to drive the district development and shared information about the current relevant projects of the City University of Hong Kong. He continued with his views and expectations on the “Government, industry, academic and research sectors” as well as the role of District Council, and advocated that policies and activities should complement one another.

Item 4: Any Other Business

28. Mr Paul WONG gave a brief with slides on the “check-in” spots featuring the 12 animals of the Chinese zodiac in the Cheung Sha Wan Promenade by LCSD, and called on Members to promote and encourage the residents to go take photos.

Item 5: Date of Next Meetings

29. The next meeting would be held after the Lunar New Year holidays. There being no other business, the meeting ended at 12:30 p.m.

District Council Secretariat
Sham Shui Po District Office
March 2024