Controlling officer: the Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) will account for expenditure under this Head.

Estimate 2018–19 \$2,633.7m

Establishment ceiling 2018–19 (notional annual mid-point salary value) representing an estimated 219 non-directorate posts as at 31 March 2018 rising by 23 posts to 242 posts as at 31 March 2019.....

\$167.8m

In addition, there will be an estimated 23 directorate posts as at 31 March 2018 rising by three posts to 26 posts as at 31 March 2019.

Commitment balance..... \$100,125.6m

Controlling Officer's Report

Programmes

Programme (1) Director of Bureau's Office

programme contributes to Policy Area 27. Intra-Governmental Services (Secretary for Commerce and Economic Development).

Programme (2) Commerce and Industry Programme (3) Subvention: Hong Kong **Trade Development Council** These programmes contribute to Policy Area 6: Commerce and Industry (Secretary for Commerce and Economic Development).

Programme (4) Posts, Competition Policy and Consumer Protection

These programmes contribute to Policy Area 4: Posts, Competition Policy and Consumer Protection (Secretary for Commerce and Economic Development).

Programme (5) Subvention: Consumer Council

Programme (6) Travel and Tourism **Programme (7) Subvention: Hong Kong Tourism Board**

These programmes contribute to Policy Area 5: Travel and Tourism (Secretary for Commerce and Economic Development).

Programme (8) Public Safety

This programme contributes to Policy Area 7: Public Safety (Secretary for Commerce and Economic Development).

Programme (9) Subvention: Competition Commission

This programme contributes to Policy Area 4: Posts, Competition Policy and Consumer Protection (Secretary for Commerce and Economic Development).

Detail

Programme (1): Director of Bureau's Office

	2016–17	2017–18	2017–18	2018–19
	(Actual)	(Original)	(Revised)	(Estimate)
Financial provision (\$m)	12.4	12.5	12.6 (+0.8%)	13.2 (+4.8%)

(or +5.6% on2017–18 Original)

Aim

The aim is to ensure the smooth operation of the Office of the Secretary for Commerce and Economic Development.

Brief Description

The Office of the Secretary for Commerce and Economic Development is responsible for providing support to the Secretary for Commerce and Economic Development in undertaking political work. This includes the support provided by the Under Secretary and the Political Assistant. The office is also responsible for providing administrative support to the Secretary for Commerce and Economic Development in carrying out his duties. The work includes the planning, co-ordination and implementation of all arrangements for the Secretary's public, media and community functions.

Programme (2): Commerce and Industry

	2016–17	2017–18	2017–18	2018–19
	(Actual)	(Original)	(Revised)	(Estimate)
Financial provision (\$m)	196.7	738.2	258.4 (-65.0%)	599.7 (+132.1%)

(or -18.8% on 2017–18 Original)

Aim

4 The aims are to encourage Hong Kong's trading partners, through multilateral, regional and bilateral means, to remove barriers to trade and investment; to promote Hong Kong's strengths so as to maintain international business confidence in Hong Kong; to develop Hong Kong as a competitive and knowledge-based economy by increasing the added value and productivity of Hong Kong's industries and enhancing the long-term competitiveness of small and medium enterprises (SMEs); to foster our trading and investment ties with the Mainland and support our businesses in seizing the opportunities created by the Mainland and Hong Kong Closer Economic Partnership Arrangement (CEPA), the National 13th Five-Year Plan and the Belt and Road Initiative; to attract external direct investment to Hong Kong; to maintain a modern and comprehensive intellectual property (IP) regime which complies fully with international standards and serves Hong Kong's needs; and to foster exchanges and co-operation with Taiwan.

- 5 The Commerce, Industry and Tourism Branch's main responsibilities under this programme are to:
- lead and co-ordinate the work on the Belt and Road Initiative, including strategy formulation and implementation of programmes and initiatives with a view to seeking out Belt and Road related business opportunities;
- formulate policies on promotion of trade in goods and services;
- institute measures and arrangements to facilitate international trade and gain market access for Hong Kong's goods, services and investment;
- formulate policies to attract more external direct investment into Hong Kong;
- foster friendship and understanding between the business communities of Hong Kong and our major markets;
- formulate policies to support SMEs;
- formulate policies relating to IP;
- formulate policies and implementation proposals on the development of a trade single window (SW) in Hong Kong;
- promote and safeguard market access of Hong Kong's goods and services through overseeing Hong Kong's active participation in the multilateral trading system, including seeking further trade liberalisations under the World Trade Organization (WTO);
- foster greater regional co-operation in the Asia-Pacific region through overseeing Hong Kong's active participation in the Asia-Pacific Economic Cooperation (APEC);
- enhance mutually beneficial economic relationship between Hong Kong and the Mainland through CEPA;
- foster closer economic relationship with key trading partners through different means, including the conclusion of co-operation arrangements, free trade agreements (FTAs) and investment promotion and protection agreements;
- provide support to local businesses operating in the Mainland; and
- support the further development of wine-related businesses in Hong Kong.
- 6 During 2017–18, the Branch:
- pursued actively the Belt and Road Initiative by co-organising the second Belt and Road Summit with Hong Kong Trade Development Council (HKTDC) in September 2017, entering into an "Arrangement for Advancing Hong Kong's Full Participation in and Contribution to the Belt and Road Initiative" (the Arrangement) with the Mainland authorities, staging the seminar entitled "Strategies and Opportunities under the Belt and Road Initiative Leveraging Hong Kong's Advantages, Meeting the Country's Needs" in conjunction with the Belt and Road General Chamber of Commerce in Beijing in February 2018, and organising a trade and professional services mission to explore opportunities in Cambodia and Vietnam in March 2018;
- oversaw implementation of measures to strengthen institutional arrangements and support services for promotion of inward investment into Hong Kong;

- worked with the Hong Kong Export Credit Insurance Corporation (HKECIC) to assist Hong Kong exporters;
- worked on the planning for new convention and exhibition facilities to maintain and consolidate the international status of Hong Kong's convention and exhibition industry;
- extended the application period of the \$1 billion Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund) to assist Hong Kong enterprises in enhancing their competitiveness and exploring the Mainland market;
- extended the application period of the time-limited special concessionary measures under the SME Financing Guarantee Scheme (SFGS) of the Hong Kong Mortgage Corporation Limited for one year to 28 February 2018;
- continued to implement the relevant recommendations of the Task Force on Manpower Development of the Retail Industry;
- continued to implement the Professional Services Advancement Support Scheme (PASS) to provide funding
 support for non-profit-making industry-led projects aimed at increasing the exchanges and co-operation of Hong
 Kong's professional services with their counterparts in external markets, promoting relevant publicity activities
 and enhancing the standards and external competitiveness of Hong Kong's professional services;
- continued to implement recommendations of the Working Group on IP Trading to promote Hong Kong as a premier IP trading hub in the region;
- oversaw the preparation for the implementation of the Original Grant Patent system in Hong Kong;
- oversaw the preparation for the application of the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks (Madrid Protocol) to Hong Kong;
- conducted a public consultation exercise on the copyright exceptions under the Marrakesh Treaty to Facilitate
 Access to Published Works for Persons Who Are Blind, Visually Impaired or Otherwise Print Disabled
 (Marrakesh Treaty);
- continued to oversee efforts aimed at promoting awareness of and respect for IP rights in the community and the business sector;
- worked with relevant government departments in refining the SW proposal to take into account the views raised
 in the consultation exercise, continue to engage stakeholders, and made preparations for rolling out the SW in
 three phases;
- monitored the operation of the Government Electronic Trading Services (GETS) and completed the tender exercise for the continuous provision of GETS from 2019 to 2024;
- continued to work with the Customs and Excise Department to promote the Authorised Economic Operator Programme and Free Trade Agreement Transhipment Facilitation Scheme;
- oversaw participation in the work of the WTO, including the Eleventh WTO Ministerial Conference held in Buenos Aires, Argentina in December 2017;
- oversaw participation in the APEC for strengthening regional economic integration, expanding trade, and assessing its progress towards the goal of free and open trade and investment in the region;
- oversaw discussions with the Mainland on further market liberalisation and facilitation of trade and investment through CEPA, and on ensuring smooth implementation of measures announced;
- oversaw discussions with trading partners on enhancements to economic co-operation through establishing, for example, co-operation arrangements, FTAs and investment promotion and protection agreements;
- oversaw the conclusion and signing of an FTA and a related Investment Agreement with the Association of Southeast Asian Nations (ASEAN), a Closer Economic Partnership Arrangement with Macao and the conclusion of negotiation of an FTA with Georgia, as well as the on-going FTA negotiations with Maldives and Australia;
- maintained close liaison with the Mainland authorities and assisted the trade in understanding and coping with challenges arising from the Mainland's new policies and policy adjustments on processing trade;
- · continued efforts in fostering co-operation with Taiwan on trade, investment and tourism fronts; and
- continued to support the further development of wine-related businesses in Hong Kong, including trade and investment promotion, facilitating the movement of wine imports into the Mainland, manpower training and education, benchmarking Hong Kong's wine storage facilities with international standards, combating counterfeits, and collaboration with the trading partners of Hong Kong.

- 7 During 2018–19, the Branch will:
- continue to promote Hong Kong Special Administrative Region's participation in the Belt and Road Initiative by co-organising with HKTDC the third Belt and Road Summit on 28 June 2018, setting up a joint conference mechanism with the Mainland authorities to follow up on the implementation of the Arrangement, and joining hands with HKTDC to identify and explore business opportunities of countries and regions along and relating to the Belt and Road;
- strengthen efforts to promote the business advantages of Hong Kong in the Mainland, Taiwan and overseas, including the economies along the Belt and Road, as well as to attract more multinational companies to set up regional or global operations in Hong Kong;
- continue to strengthen efforts in expanding the network of the overseas Economic and Trade Offices to tap new markets and enhance promotion work;
- continue to monitor developments on various regional economic integration initiatives and explore opportunities for Hong Kong's participation;
- continue to oversee discussions or negotiations with trading partners on enhancements to economic co-operation;
- continue to oversee collaboration among agencies responsible for promoting trade and inward investment;
- continue to work with the HKECIC to assist Hong Kong exporters;
- continue to work with the industry to enhance the appeal of Hong Kong as an international convention, exhibition and tourism capital;
- continue to plan for new convention and exhibition facilities to maintain and consolidate the international status
 of Hong Kong's convention and exhibition industry;
- continue to work with the Trade and Industry Department (TID) and Hong Kong Productivity Council to implement the BUD Fund to support Hong Kong enterprises to develop their brands, upgrade and restructure their operations and promote sales in the Mainland domestic market;
- extend the application period of the time-limited special concessionary measures under the SFGS for one year to 28 February 2019 and continue to monitor its operation;
- work with the TID to consider implementing measures to enhance the various government funding schemes to support Hong Kong enterprises;
- continue to implement the relevant recommendations of the Task Force on Manpower Development of the Retail Industry;
- continue to implement PASS to provide funding support for non-profit-making industry-led projects by trade and industry organisations and professional bodies, etc.;
- continue to promote Hong Kong as a premier IP trading hub in the Asia Pacific region;
- continue to oversee the efforts to press ahead with the establishment of the Original Grant Patent system in 2019 the earliest;
- amend the Trade Marks Ordinance (Cap. 559) for Hong Kong to implement the international trade mark registration system under the Madrid Protocol;
- prepare amendments to the Copyright Ordinance (Cap. 528) to meet the requirements under the Marrakesh Treaty taking into account views received during the public consultation;
- continue to oversee efforts to promote awareness of and respect for IP rights in the community and the business sector, particularly amongst SMEs;
- prepare for the proposed application of the Madrid Protocol to Hong Kong;
- continue to take forward the SW initiative together with relevant government departments, prepare for the launch of SW Phase 1 in mid-2018, and further engage stakeholders to develop implementation proposals for Phases 2 and 3:
- work together with the service providers awarded with the GETS contracts for the period from 2019 to 2024 to prepare for smooth inception of the new contracts;
- continue to work with the Customs and Excise Department to promote the Authorised Economic Operator Programme and Free Trade Agreement Transhipment Facilitation Scheme;
- continue to oversee participation in the work of the WTO;
- continue to oversee participation in the work of the APEC;

- continue to oversee efforts for seeking better market access and facilitation of trade and investment in the Mainland through CEPA, and for ensuring effective implementation of measures announced;
- continue to oversee the signing of an FTA with Georgia upon the completion of the necessary procedures, and the FTA negotiation with Maldives and Australia;
- continue to maintain close communication with the Mainland authorities and assist the trade in adjusting to changes in the Mainland's policies on processing trade;
- continue efforts in fostering co-operation between Hong Kong and Taiwan on trade, investment and tourism matters; and
- continue to support the further development of wine-related businesses in Hong Kong.

Programme (3): Subvention: Hong Kong Trade Development Council

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	389.5	385.5	385.5 (—)	435.5 (+13.0%)
				(or +13.0% on 2017–18 Original)

Aim

8 The aim is to help the HKTDC perform its statutory functions, i.e. to promote, assist and develop Hong Kong's trade with places outside Hong Kong, with particular reference to exports; and to make such recommendations to the Government as it sees fit in relation to any measures which it considers would achieve an increase in Hong Kong's trade.

Brief Description

- **9** A statutory body established in 1966, the HKTDC is the international marketing arm for Hong Kong-based traders, manufacturers and services providers. With more than 40 offices worldwide, including 13 in the Mainland, the HKTDC:
 - promotes Hong Kong as a platform for doing business with the Mainland and throughout Asia, and as a commercial hub for the Belt and Road Initiative;
 - organises trade fairs and major conferences, e-marketplace on hktdc.com, international trade promotion events and business missions to help Hong Kong companies seize opportunities in the Mainland and around the world;
 - provides market information via trade publications, research reports and its research portal, and a market intelligence website "Hong Kong Means Business";
 - provides training programmes and workshops to assist Hong Kong companies to enhance their capabilities; and
 - reinforces Hong Kong as a global marketplace in the Asia-Pacific region through corporate relations and business promotion activities around the world, including support for six bilateral committees and 42 Hong Kong business associations in 31 countries.
 - 10 The key performance measures in respect of promoting Hong Kong's external trade are:

Indicators

	2016 (Actual)	2017 (Actual)	2018 (Estimate)
trade and services promotion			
eventscompanies participating	852 76 871	833 78 015	852 80 008
local fairs	44 < 500	40.4.000	100 1 5
no. of Mainland and overseas buyersno. of fairs	416 539 37	424 082 37	428 165 37
business-matching enquiries worldwide			
no. of business enquiries handled	3 206 000	3 209 279	3 210 000
no. of business connections made	18 602 400	19 777 546	19 800 000
trade publications			
worldwide circulation (million)	3.1	3.1	3.1
no. of issues	130	130	130
no. of advertisers on HKTDC's trade portal (hktdc.com)	34 500	32 430	33 000

Matters Requiring Special Attention in 2018–19

- 11 During 2018–19, the HKTDC will strengthen efforts to:
- capitalise on opportunities arising from new retail and consumption trends; leverage on recovering mature economies and further penetrate emerging markets along the Belt and Road;
- establish Hong Kong as the commercial hub of Belt and Road; showcase the city brand of Hong Kong; and leverage on the Mainland's new economic policies, in particular the Guangdong-Hong Kong-Macao Bay Area (Bay Area); and
- nurture and engage start-ups and young entrepreneurs to go global; and equip HKTDC to assist Hong Kong companies to stay ahead of the curve.

Programme (4): Posts, Competition Policy and Consumer Protection

	2016–17	2017–18	2017–18	2018–19
	(Actual)	(Original)	(Revised)	(Estimate)
Financial provision (\$m)	9.4	9.8	9.6 (-2.0%)	20.0 (+108.3%)

(or +104.1% on 2017–18 Original)

Aim

12 The aims are to promote economic efficiency in the delivery of postal services; to promote competition; and to protect consumer interests.

Brief Description

- 13 The Branch's main responsibilities under this programme are to formulate policies and programmes in relation to postal services, the promotion of economic efficiency and free market through competition, and the protection of consumer interests.
 - **14** During 2017–18, the Branch:
 - monitored the implementation of the Competition Ordinance (Cap. 619) (CO);
 - published the annual report of the Competition Policy Advisory Group (COMPAG) for the year 2016 on the COMPAG website, and continued to co-ordinate the work of government bureaux and departments in promoting competition;
 - monitored the implementation of the amended Trade Descriptions Ordinance (Cap. 362) in tackling unfair trade practices that might be deployed in consumer transactions; and
 - ensured the smooth operation of the Post Office Trading Fund and took measures to improve customer service and productivity where appropriate.

Matters Requiring Special Attention in 2018–19

- 15 During 2018–19, the Branch will:
- continue to monitor the implementation of the CO in tackling anti-competitive conduct in all sectors,
- continue to monitor the implementation of the amended Trade Descriptions Ordinance in tackling unfair trade practices that may be deployed in consumer transactions,
- continue to ensure the smooth operation of the Post Office Trading Fund and improvement in customer service and productivity where appropriate, and
- facilitate the reprovisioning of the Hongkong Post's Headquarters.

Programme (5): Subvention: Consumer Council

	2016–17	2017–18	2017–18	2018–19
	(Actual)	(Original)	(Revised)	(Estimate)
Financial provision (\$m)	115.4	106.6	108.8 (+2.1%)	11 5.6 (+6.3%)

(or +8.4% on 2017–18 Original)

Aim

16 The aim is to protect and promote the interests of consumers of goods and services.

Brief Description

17 The Consumer Council (the Council) is an independent body established under the Consumer Council Ordinance (Cap. 216). The Council discharges its functions by:

- collecting, receiving and disseminating information concerning goods, services and immovable property;
- examining complaints and giving advice to consumers;
- tendering advice to the Government on ways to enhance consumer protection;
- conducting product tests and research;
- encouraging business and professional associations to establish codes of practice to regulate the activities of their members;
- monitoring trade practices;
- facilitating consumers to seek redress through the use of the Consumer Legal Action Fund; and
- · empowering consumers through education and publicity campaigns.
- 18 The key performance measures in respect of protection and promotion of consumer interests are:

Targets

	Target	2016 (Actual)	2017 (Actual)	2018 (Plan)
handling consumer enquiries	8	(======)	(()
telephone calls answered within				
three minutes (%)	80	85	87	85
waiting time for over-the-counter				
enquiry service not to exceed ten minutes (%)	100	100	100	100
issuing reply in writing within	100	100	100	100
15 working days (%)◊	100	100	100	100
handling consumer complaints				
telephone calls answered within three minutes (%)	80	85	85	85
in writing	00	03	03	03
issuing preliminary reply				
within seven working	100	00.0	00.6	00.6
days (%)υnotifying complainants of	100	99.0	99.6	99.6
results/progress within				
16 working days (%)ω	100	99.5	99.8	99.8
publications of "CHOICE" and release of				
product testing, research and survey results once per month (%)	100	100	100	100
results offer per month (70)	100	100	100	100

[♦] This target replaces the previous target "issuing reply in writing (working days)" as from 2018.

Indicators

	2016	2017	2018
	(Actual)	(Actual)	(Estimate)
consumer complaints	25 098	24 881	25 000
	86 188	82 085	83 000
	42	44	43
	31	30	28
	29	22	24
	19	19	20
consumer educational programmes	220	224	220

υ This target replaces the previous target "issuing preliminary reply (working days)" as from 2018.

This target replaces the previous target "notifying complainants of results/progress (working days)" as from 2018.

	2016	2017	2018
	(Actual)	(Actual)	(Estimate)
circulation of publications	307 800	302 950	271 800

- ^ Each year, the Council conducts product tests, consumer surveys, in-depth studies and studies of general interest. Manpower and resources are deployed in accordance with the respective resource demands of researches and studies scheduled for the year.
- # The number of responses to consultation depends on the number of consultations conducted by Government and other public bodies during the year. The figure for the coming year is an indicative forecast only.

Matters Requiring Special Attention in 2018–19

- 19 During 2018–19, the Council will:
- · continue efforts in advocating for policies in support of consumer protection and sustainable consumption, and
- set up online subscription portal of "CHOICE" Magazine and develop the mobile version of Online Price Watch.

Programme (6): Travel and Tourism

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	198.1	239.4	231.6 (-3.3%)	370.8 (+60.1%)
				(+54.00/

(or +54.9% on 2017–18 Original)

Aim

20 The aim is to maintain Hong Kong's position as a key tourist destination in Asia.

- 21 The Branch's main responsibilities under this programme are to:
- · formulate policies on tourism development; and
- co-ordinate implementation of tourism projects and initiatives in consultation with the industry, relevant government departments and agencies.
- **22** During 2017–18, the Branch:
- initiated co-ordination with government departments and relevant bodies on policy and projects/initiatives to promote tourism development. Projects included "Revitalisation of Dr Sun Yat-sen Historical Trail", the "Ani-Com Park@Harbour"Fun"", the "FIA Formula E Hong Kong E-Prix", etc.;
- supported the Hong Kong Tourism Board (HKTB) in continuing its promotion of multi-destination itineraries in key source markets and marketing efforts in new markets as well as non-Guangdong provinces of the Mainland;
- provided funding support to the HKTB in launching pilot schemes on promoting in-depth green tourism, attracting transit passengers and supporting tourism events showcasing Hong Kong's local characteristics;
- co-ordinated with the HKTB and relevant parties to further showcase Hong Kong as a premier destination for fine food and wine;
- collaborated with the HKTB and relevant parties to stage the revamped "A Symphony of Lights";
- continued to work with the HKTB to enhance promotion of Hong Kong as a premier Meetings, Incentive Travels, Conventions and Exhibitions (MICE) destination and offer necessary support to prominent MICE events;
- worked with the HKTB, the tourism sector and relevant government departments to promote the green tourism products on offer in Hong Kong;
- continued to work with the trade, the HKTB, the Travel Industry Council of Hong Kong (TIC), the Council and the Mainland authorities to promote quality and honest tourism;
- continued to monitor and support the operations of the HKTB;
- continued to monitor the operation of the Kai Tak Cruise Terminal and worked closely with the Advisory Committee on Cruise Industry to develop Hong Kong into a leading cruise hub in the region;

- continued to work through the joint venture company to enhance the Hong Kong Disneyland Resort's operational performance and to facilitate the implementation of the Resort's new hotel development and attractions under its expansion and development plan;
- continued with the housekeeping responsibility for the Ocean Park Corporation and facilitated its implementation of the waterpark and hotel projects;
- continued to work with the TIC on the regulation of travel agents, tourist guides and tour escorts under the existing regulatory framework of the travel industry;
- introduced the Travel Industry Bill into the Legislative Council for the establishment of the Travel Industry Authority under the new regulatory framework of the travel industry;
- liaised with relevant Mainland authorities to facilitate the implementation of CEPA and other tourism-related measures, and signed the "Agreement on Further Enhancement of Tourism Co-operation between the Mainland and Hong Kong" with the China National Tourism Administration;
- provided funding support to the TIC in taking forward the Pilot Information Technology Development Matching Fund Scheme for Travel Agents to encourage small and medium-sized travel agents to use information technology, and initiating a training scheme to enhance the service quality of tourism industry members;
- co-ordinated with relevant government departments and the tourism sector to facilitate the smooth operation of the Hong Kong Wetland Park, Ngong Ping 360 and the peak tramway;
- launched the pilot scheme on food trucks; and
- formulated a Development Blueprint for Hong Kong's Tourism Industry (Development Blueprint), setting out development strategies and short, medium to long-term tourism initiatives and measures, with a vision to develop Hong Kong into a world-class premier tourism destination and a mission to ensure the balanced, healthy and sustainable development of the industry.

- 23 During 2018–19, the Branch will:
- take forward the implementation of the Development Blueprint by launching various new initiatives as outlined in the 2018–19 Budget to enrich tourism offerings, support tourist attractions and the tourism sector, promote smart tourism, and elevate the service quality of the travel trade, including:
 - organising a tourism forum under the themes of Belt and Road and Bay Area with business matching conference for the travel trade;
 - supporting the TIC in developing a new web-based tourism resource platform about Belt and Road countries
 and Bay Area cities, and arranging visits for Hong Kong travel agents to the Bay Area to deepen co-operation
 with the Mainland trade and open up related business opportunities;
 - launching a new tourism project along the two sides of the Victoria Harbour (including major tourist spots such as Central and Tsim Sha Tsui) that makes use of augmented reality and multimedia and creative technology to enable visitors to experience the historical landscape and community culture, and carry out a light installation project at the Central Harbourfront;
 - launching new tourism projects with creative, artistic and cultural elements at different districts to open up unique travel experience in Hong Kong with local features, and organise a new pilot arts cum historical, cultural and green tourism event at Yim Tin Tsai;
 - working with relevant government departments, including the Agriculture, Fisheries and Conservation Department, to diversify and promote the green tourism products on offer in Hong Kong through enhancing the tourist-friendliness of hiking trails;
 - supporting the Ocean Park Corporation in promoting education tourism and staging a new 3D projection-cum-water light show to enhance its competitiveness and attract more family segment visitors;
 - launching a new smart travel landing page to provide visitors with information about tourist attractions, transport, retail offers, etc.; and
 - supporting the TIC to continue to implement and enhance the Information Technology Development Matching Fund Scheme for Travel Agents to encourage travel agents to use information technology to elevate their service quality, strengthen their information system security, improve crowd management of inbound tour groups, etc.;
- continue to co-ordinate work on policy and on-going projects/initiatives to facilitate tourism development, including "Revitalisation of Dr Sun Yat-sen Historical Trail", the "FIA Formula E Hong Kong E-Prix" and "A Symphony of Lights" etc.;
- continue to work with the HKTB to enhance promotion of Hong Kong as a premier MICE destination and offer necessary support to prominent MICE events;

- continue to work closely with the Advisory Committee on Cruise Industry, the operators of the two cruise terminals, and the HKTB to develop Hong Kong into a leading cruise hub in the region;
- continue to take forward the expansion projects of the Hong Kong Disneyland Resort under its expansion and development plan, to maintain its attractiveness and competitiveness;
- continue to work closely with the Ocean Park Corporation to facilitate its implementation of the waterpark and hotel projects, with a view to strengthening Hong Kong's position as a premier destination in the region;
- continue to co-ordinate with relevant government departments and the tourism sector to facilitate the smooth operation of the Hong Kong Wetland Park, Ngong Ping 360 and the peak tramway;
- continue to monitor the implementation of the pilot scheme on food trucks and conduct review on the pilot scheme;
- continue to explore the plan to develop the Kai Tak Tourism Node into a world-class tourism, entertainment and leisure attraction;
- continue to liaise with relevant Mainland authorities to facilitate the implementation of CEPA and other tourism-related measures;
- continue to monitor and support the promotion work of the HKTB in key source markets, its marketing efforts in new markets and development and promotion of multi-destination tourism products as enshrined in the Development Blueprint;
- continue to monitor the implementation of pilot schemes by the HKTB on promoting in-depth green tourism, attracting transit passengers and supporting tourism events showcasing Hong Kong's local characteristics;
- continue to work with the HKTB, the tourism sector, tourist attractions and relevant government departments in promoting tourism products in Hong Kong as enshrined in the Development Blueprint;
- continue to work with the trade, the HKTB, the TIC, the Council and the Mainland authorities to promote quality and honest tourism;
- continue to work with the TIC on the regulation of travel agents, tourist guides and tour escorts under the existing regulatory framework of the travel industry; and
- continue to seek the Legislative Council's early approval of the Travel Industry Bill and prepare for the establishment of the Travel Industry Authority.

Programme (7): Subvention: Hong Kong Tourism Board

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	883.2	944.4	951.2 (+0.7%)	950.9 (—)
				(or +0.7% on 2017–18 Original)

Aim

24 The aim is to promote inbound tourism and maximise the socio-economic contribution that tourism makes to Hong Kong.

- 25 The HKTB is a statutory body subvented by the Government. The objectives of the HKTB are to:
- endeavour to increase the contribution of tourism to Hong Kong;
- promote Hong Kong globally as a leading international city in Asia and a world-class tourist destination;
- promote the improvement of facilities for visitors;
- support the Government in promoting to the community the importance of tourism;
- support, as appropriate, the activities of persons and organisations providing services for visitors to Hong Kong;
 and
- make recommendations to and advise the Government on measures which may further any of the foregoing objectives.
- 26 Funds invested by the HKTB in promotional activities aim at stimulating the growth of the number of visitors to Hong Kong and maximising their spending.

27 The effectiveness of the performance of the HKTB cannot be assessed entirely in quantifiable terms. However, the statistics below help illustrate the overall position and forecasts of the Hong Kong tourism industry.

Indicators

	2016 (Actual)	2017 (Revised Estimate) Δ	2018 (Estimate)Δ
visitor arrivals (million)	56.7	58.5	60.6
increase on previous year (%)Ψ	-4.5	+3.2	+3.6
tourism expenditure associated with inbound			
tourism (\$ billion)¶	296.2	301.4	306.6
change over the previous year (%)Ψ	-10.1	+1.8	+1.7
per capita expenditure overnight visitor (\$) Ω	6,599	6,447	6,347
change over the previous year (%)Ψ	-8.8	-2.3	-1.5
length of stay of overnight visitors (nights)β	3.3	3.2	3.1
satisfaction of overnight visitors (score out of 10)β	8.3	8.4	8.4

- Δ The 2018 estimate is subject to changes arising from unforeseen global or regional economic uncertainties, security threats and health risks.
- Ψ The percentage change is based on the comparison of absolute figures before rounding up.
- This includes receipts of Hong Kong-based carriers for the cross-boundary transportation of non-resident visitors as estimated by the Census and Statistics Department. The expenditure was \$52.5 billion for 2016. The projections for 2017 and 2018 are \$52.8 billion and \$52.1 billion respectively.
- Ω Spending by servicemen, aircrew members and transit/transfer passengers is excluded.
- β Length of stay of overnight visitors is derived based on the visitor entry/exit statistics provided by the Immigration Department. Satisfaction score is estimated based on the HKTB's Departing Visitor Survey conducted at major control points throughout the year. It is represented by a ten-point scale, in which "ten" (maximum score) means "very satisfied" and "one" means "very dissatisfied".

- **28** During 2018–19, the HKTB will:
- continue to adopt the following investment strategies to diversify the visitor portfolio, maximise cost-effectiveness and uphold Hong Kong's standing as an international city:
 - putting efforts and resources in 20 key visitors source markets and prioritising marketing resources to areas of growth; and
 - deploying 76 per cent of its total marketing budget to the international markets (i.e. non-Mainland); and the remaining 24 per cent to the Mainland market, of which 80 per cent will be deployed to non-Guangdong region;
- raise Hong Kong's destination appeals through digital marketing, social media and public relations programmes to showcase the diverse experiences and the new tourism offerings that the city offers by:
 - sustaining the new brand campaign "Best of All, it's in Hong Kong" by launching media advertising campaign in source markets and developing new creative assets for experiences, events and districts to showcase the city's unique and diversified experience so as to establish differentiation from other destinations;
 - expanding reach to consumers by utilising social media platforms, working with key opinion leaders to
 co-create sharable content, launching public relations promotion through different digital platforms, including
 the DiscoverHongKong.com website, YouTube and social media sites, and mobile applications, etc.; and
 - continuing to capitalise on high-impact international partnership with regional TV networks to maximise exposure and publicity for Hong Kong;
- drive MICE tourism and consolidate Hong Kong's image as the "World's meeting place" by:
 - continuing to put forward competitive bidding package to win large-scale international MICE events;
 providing support to local associations and tailored services for MICE organisers and visitors, and partnering with association management companies and business associations, with a view to securing more high-profile MICE events to Hong Kong;
 - cultivating the growth of small and medium-sized MICE groups; and
 - continuously showcasing Hong Kong's edges and offerings to entice more MICE organisers to host their events in Hong Kong;

- promote the development of cruise tourism and reinforce Hong Kong's position as a leading cruise hub in the region by:
 - continuing to cultivate key source markets (e.g. Southern and Western China, India, Taiwan and Southeast Asia and North Asia) through consumer demand generation initiatives;
 - continuing to promote the Asia Cruise Cooperation partnering port network and launch trade marketing campaigns, with a view to driving ship deployment to Hong Kong;
 - continuing to promote fly-cruise tourism and rail-cruise tourism, and to launch joint promotion campaigns with cruise lines; and
 - raising Hong Kong's profile and increasing its exposure at international and regional cruise industry events;
 - reinforce the attractiveness of Hong Kong as a travel destination by enriching the city's event offerings by:
 - continuing to stage light shows and "A Symphony of Lights" to showcase the night vista of Hong Kong,
 - enhancing the quality and promotion of home grown events and support international events,
 - promoting Hong Kong's unique historical/heritage/cultural tourism through district programmes of Old Town Central and a new campaign in Sham Shui Po,
 - promoting Hong Kong's green tourism products on offer through "Great Outdoors Hong Kong" campaign,
 and
 - enabling smart travel by enhancing the "My HK Guide" app and providing more services through information technology;
- open up more business opportunities for the travel and related trades by:
 - continuing to waive the participation fee in overseas trade shows and organise travel missions and familiarisation programmes for the travel trade to facilitate their reaching out to counterparts and consumers, while striving to add value to the participants, as well as inviting new members from the Hong Kong travel and related trade to join these activities;
 - generating further exposure of new tour products in visitor source markets by stepping up promotion of these
 products, as well as encouraging the local trade to develop new tour products through the New Tour Product
 Development Scheme; and
 - continuing to promote family and short break campaigns;
- further develop and promote multi-destination tourism products by:
 - capitalising on the commissioning of new major infrastructures in Hong Kong to raise awareness of multi-destination tourism products among visitors in the Mainland and ethnic Chinese in Southeast Asia as well as long-haul markets;
 - drawing arrivals from short-haul markets with significant air capacity growth to Hong Kong; and
 - continuing co-operation with Guangdong, Macao and other regional destinations; and
- enhance visitor satisfaction by launching promotion campaigns to enhance visitors' awareness of the Quality Tourism Services and "Quality and Honest Hong Kong Tours" schemes.

Programme (8): Public Safety

2018–19 (Estimate)	2017–18 (Revised)	2017–18 (Original)	2016–17 (Actual)	
0.5 (—)	0.5 (—)	0.5	0.5	Financial provision (\$m)
(or same as 2017–18 Original)				

Aim

29 The aim is to provide high standards of weather information services for the public and specialised users such as the aviation and shipping community.

- 30 The Branch's main responsibility under this programme is to formulate policies in relation to weather services.
- 31 During 2017–18, the Branch oversaw the provision of weather services to the general public as well as the aviation, shipping and other sectors with special requirements.

Matters Requiring Special Attention in 2018–19

32 During 2018–19, the Branch will continue to oversee the provision of weather information services by the Hong Kong Observatory, including the enhanced provision of such services through social media.

Programme (9): Subvention: Competition Commission

	2016–17 (Actual)	2017–18 (Original)	2017–18 (Revised)	2018–19 (Estimate)
Financial provision (\$m)	79.5	78.7	80.2 (+1.9%)	127.5 (+59.0%)
				(or +62.0% on 2017–18 Original)

Aim

33 The aim is to help the Commission to implement the CO.

Brief Description

- **34** The Commission is an independent statutory body established under the CO in 2013. The Commission's statutory functions are to:
 - investigate conduct that may contravene the competition rules and enforce the provisions of the CO;
 - promote public understanding of the value of competition and how the CO promotes competition;
 - promote the adoption by undertakings carrying on business in Hong Kong of appropriate internal controls and risk management systems, to ensure their compliance with the CO;
 - advise the Government on competition matters in Hong Kong and outside Hong Kong;
 - conduct market studies into matters affecting competition in markets in Hong Kong; and
 - promote research into and the development of skills in relation to the legal, economic and policy aspects of competition law in Hong Kong.
 - 35 The key performance measures are:

Targets#

	Target	2016 (Actual)	2017 (Actual)	2018 (Plan)
handling enquiries and complaints				
acknowledge enquiries or complaints within two working days of receipt (%)	95		_	95
reply to enquiries or complaints on				
the result or progress within 28 working days of receipt (%)	95	_	_	95
handling applications for Decisions and Block Exemption Orders				
acknowledge applications within	0.5			0.5
two working days of receipt (%) respond to requests for fee waiver or	95	_	_	95
reduction within seven working days of receipt (%)	95			95
handling requests for seminars and	75			73
presentations acknowledge requests within				
two working days of receipt (%)	95	_		95
respond to requests within ten working days of receipt (%)	95	_	_	95

Indicators#

	2016 (Actual)	2017 (Actual)	2018 (Estimate)
enforcement			
enquiries or complaints received	1 453	767	800
initial assessments commenced@cases escalated to in-depth investigations (% of cases	70	33	— ∧
initially assessed)@	19	15	— ∧
cases brought to the Competition Tribunalapplications for Decisions and Block Exemption Orders	_	2	— ∧
received	_	1	— ∧
major market study launched	1	1	1
publicity and advocacy major publicity or education campaigns launched events, seminars, conferences and exhibitions	1	2	1
conducted major international events, seminars and conferences	103	84	80
participated in	8	8	8
newsletters published	2	3	3

[#] New targets and indicators as from 2018.

- 36 During 2018–19, the Commission will:
- continue the litigation processes for cases already brought to the Competition Tribunal;
- continue the in-depth investigation with the aim to settling suitable cases by issuing warning notice or commitment or bringing cases to the Competition Tribunal;
- continue to handle complaints of and conduct investigations into cases alleging to contravene a competition rule and to escalate suitable cases to in-depth investigations;
- organise an international conference on competition law;
- continue to promote understanding and compliance of the CO by businesses and the public through campaigns, education programme, outreach activities, publications, seminars and presentations;
- continue to consider applications for Decisions whether or not an agreement or conduct is excluded or exempt from the First or Second Conduct Rules and for Block Exemption Orders; and
- continue to advise the Government and public bodies on competition matters.

[@] The Commission will consider any enquiry and complaint it receives, and escalates those warranting further assessment to the Initial Assessment phase, and subsequently to in-depth investigation.

[∧] Not possible to estimate.

ANALYSIS OF FINANCIAL PROVISION

		2016-17	2017-18	2017-18	2018–19
		(Actual)	(Original)	(Revised)	(Estimate)
		(\$m)	(\$m)	(\$m)	(\$m)
Pro	gramme				
(1)	Director of Bureau's Office	12.4	12.5	12.6	13.2
(2)	Commerce and Industry	196.7	738.2	258.4	599.7
(3)	Subvention: Hong Kong Trade				
	Development Council	389.5	385.5	385.5	435.5
(4)	Posts, Competition Policy and				
	Consumer Protection	9.4	9.8	9.6	20.0
(5)	Subvention: Consumer Council	115.4	106.6	108.8	115.6
(6)	Travel and Tourism	198.1	239.4	231.6	370.8
(7)	Subvention: Hong Kong Tourism				
	Board	883.2	944.4	951.2	950.9
(8)	Public Safety	0.5	0.5	0.5	0.5
(9)	Subvention: Competition				
	Commission	79.5	78.7	80.2	127.5
		1,884.7	2,515.6	2,038.4 (-19.0%)	2,633.7 (+29.2%)

(or +4.7% on 2017–18 Original)

Analysis of Financial and Staffing Provision

Programme (1)

Provision for 2018–19 is \$0.6 million (4.8%) higher than the revised estimate for 2017–18. This is mainly due to the increased provision for salary expenses.

Programme (2)

Provision for 2018–19 is \$341.3 million (132.1%) higher than the revised estimate for 2017–18. This is mainly due to the increase in cash flow requirement for the SFGS – Special Concessionary Measures and the Professional Services Advancement Support Scheme and the provision to the Belt and Road Office and the Single Window Project Management Office, the increased estimate for the subscription to the WTO and increase in departmental expenses. In addition, 15 posts will be created in 2018–19.

Programme (3)

Provision for 2018–19 is \$50.0 million (13.0%) higher than the revised estimate for 2017–18. The increased provision is to strengthen HKTDC's promotion work. The actual amount of annual subvention to the HKTDC is determined having regard to a number of factors, including the Government's financial position and HKTDC's funding requirements, and by way of reference to the total amount of trade declaration charges received in the preceding year.

Programme (4)

Provision for 2018–19 is \$10.4 million (108.3%) higher than the revised estimate for 2017–18. This is mainly due to an injection of \$10 million into the Consumer Legal Action Fund.

Programme (5)

Provision for 2018–19 is \$6.8 million (6.3%) higher than the revised estimate for 2017–18. This is mainly due to the additional funding for enhancements to "CHOICE" Magazine and information technology improvement projects.

Programme (6)

Provision for 2018–19 is \$139.2 million (60.1%) higher than the revised estimate for 2017–18. This is mainly due to the new provision for taking forward new initiatives under the implementation of the Development Blueprint, partly offset by the completion of non-recurrent project on the Mega Events Fund and reduction in operating expenses. In addition, 11 posts will be created in 2018–19.

Programme (7)

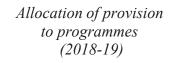
Provision for 2018–19 is comparable to the revised estimate for 2017–18. The expiry of time-limited provision for launching various initiatives (including the celebration of 20th Anniversary of the Establishment of the Hong Kong Special Administrative Region) is basically fully offset by the additional provision for implementing various initiatives to achieve the implementation goals set out in the Development Blueprint, in order to further develop product diversity, drive more high spending overnight visitors, strengthen Hong Kong's destination appeal in source markets, and strengthen support for the travel trade and other relevant players.

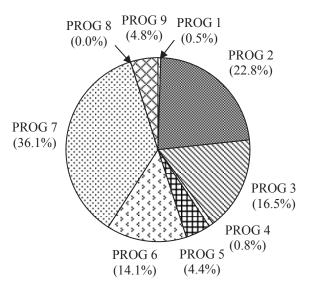
Programme (8)

Provision for 2018–19 is the same as the revised estimate for 2017–18.

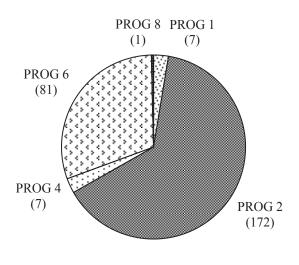
Programme (9)

Provision for 2018–19 is \$47.3 million (59.0%) higher than the revised estimate for 2017–18. This is due to the increased provision to support the operations and litigation work of the Competition Commission.



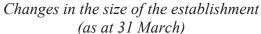


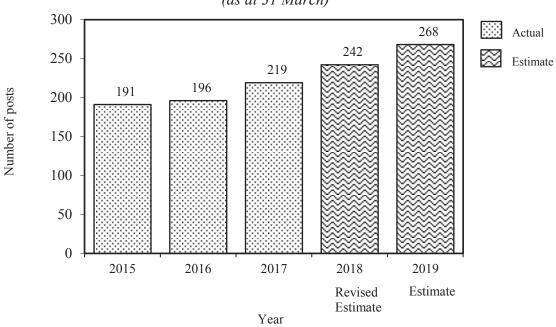
Staff by programme (as at 31 March 2019)



(Provision for PROG 8 represents 0.02 per cent of the overall provision. The percentage is not shown here due to rounding)

(No government staff under PROG 3, 5, 7 & 9)





Sub- head (Code)		Actual expenditure 2016–17	Approved estimate 2017–18	Revised estimate 2017–18	Estimate 2018–19
		\$'000	\$'000	\$'000	\$'000
	Operating Account				
	Recurrent				
000	Operational expenses	1,856,947	2,029,442	2,005,180	2,288,716
	Total, Recurrent	1,856,947	2,029,442	2,005,180	2,288,716
	Non-Recurrent				
700	General non-recurrent	24,448	484,319	31,330	331,606
	Total, Non-Recurrent	24,448	484,319	31,330	331,606
	Total, Operating Account	1,881,395	2,513,761	2,036,510	2,620,322
	Capital Account				
	Subventions				
88F 970	Hong Kong Tourism Board (block vote)	3,294	1,873	1,873	9,733 3,596
	Total, Subventions	3,294	1,873	1,873	13,329
	Total, Capital Account	3,294	1,873	1,873	13,329
	Total Expenditure	1,884,689	2,515,634	2,038,383	2,633,651

Details of Expenditure by Subhead

The estimate of the amount required in 2018–19 for the salaries and expenses of the Commerce, Industry and Tourism Branch is \$2,633,651,000. This represents an increase of \$595,268,000 over the revised estimate for 2017–18 and \$748,962,000 over the actual expenditure in 2016–17.

Operating Account

Recurrent

- 2 Provision of \$2,288,716,000 under *Subhead 000 Operational expenses* is for the salaries, allowances and other operating expenses of the Commerce, Industry and Tourism Branch. The increase of \$283,536,000 (14.1%) over the revised estimate for 2017–18 is mainly due to the increased subventions to the Hong Kong Trade Development Council and the Competition Commission, the increased provision on tourism initiatives and increased provision to support the Belt and Road Office and the Single Window Project Management Office, as well as increased estimate for the subscription to the World Trade Organization.
- 3 The establishment as at 31 March 2018 will be 242 posts including three supernumerary posts. It is expected that there will be a net increase of 26 posts including three supernumerary posts in 2018–19. Subject to certain conditions, the controlling officer may under delegated power create or delete non-directorate posts during 2018–19, but the notional annual mid-point salary value of all such posts must not exceed \$167,794,000.
 - 4 An analysis of the financial provision under Subhead 000 Operational expenses is as follows:

	2016–17 (Actual) (\$'000)	2017–18 (Original) (\$'000)	2017–18 (Revised) (\$'000)	2018–19 (Estimate) (\$'000)
Personal Emoluments				
- Salaries	163,681 7,568 —	198,414 8,128 4	188,497 6,840 4	223,383 8,186 4
- Mandatory Provident Fund				
contribution - Civil Service Provident Fund	208	164	202	169
contribution Disturbance allowance	7,250 171	11,498	8,355	12,864 87
Departmental Expenses				
- General departmental expenses	170,023	249,061	233,620	403,782
Other Charges				
- Subscription to the World Trade Organization	40,168	45,172	40,174	46,060
- Consumer Council	112,079	104,732	106,917	111,984
- Hong Kong-Japan Business	112,077	104,732	100,717	111,704
Co-operation Committee	3,610	3,610	3,610	3,610
- Hong Kong Tourism Board - Hong Kong Trade Development	883,200	944,443	951,193	941,193
Council	389,457	385,523	385,523	435,523
- Competition Commission	79,532	78,693	80,245	101,871
	1,856,947	2,029,442	2,005,180	2,288,716

Capital Account

Subventions

- 5 Subhead 88F Hong Kong Tourism Board (block vote) is for the procurement of computerisation, major systems and equipment. The provision of \$9,733,000 is the cash flow requirement for capital non-works projects for Hong Kong Tourism Board.
- **6** Provision of \$3,596,000 under *Subhead 970 Consumer Council (block vote)* represents an increase of \$1,723,000 (92%) over the revised estimate for 2017–18. This reflects an increase in the cash flow requirement for the implementation of capital non-works projects by Consumer Council.

Commitments

Sub- head Item (Code) (Code) Ambit	Approved commitment	Accumulated expenditure to 31.3.2017	Revised estimated expenditure for 2017–18	Balance
		\$'000	\$'000	\$'000	\$'000
Operating A	ccount				
700	General non-recurrent				
801	Professional Services Advancement Support Scheme	200,000	_	5,000	195,000
802	Injection into Consumer Legal Action Fund	10,000	_	_	10,000
804	Funding for Competition Commission's litigation work§	238,346§	_	_	238,346
818	Measures for Manpower Development of Retail Industry	130,000	34,359	3,208	92,433
833	SME Financing Guarantee Scheme – Special Concessionary Measures	100,000,000	434,000	_	99,566,000
835	Consultancy on the Phase 2 development of the Hong Kong Disneyland Resort	27,300	1,484	2,033	23,783
	Total	100,605,646	469,843	10,241	100,125,562

[§] This is a new item, funding for which is sought in the context of the Appropriation Bill 2018.