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PRESS RELEASE

Harbour Business Forum Invites The People of Hong Kong to Share Harbourfront Designs

[14 March 2006, Tuesday] – The Harbour Business Forum (HBF) today launched the “My Harbour” Design Competition for all people in Hong Kong to share their drawings, models and multimedia depictions of their ideal Victoria Harbour. The best works, as selected by a prestigious judging panel, will be showcased in various venues throughout Hong Kong from June to July 2006.

The competition follows a public opinion survey commissioned by the Harbour Business Forum on the public’s attitudes towards the harbour. The results showed that Hong Kong people want a greener harbourfront with promenades and leisure activities and improved water and air quality. In organising the competition, Harbour Business Forum hopes that the children and families of Hong Kong will bring those wishes to life in their paintings, drawings, models and multimedia presentations.

“The survey results clearly showed that the harbour is treasured by Hong Kong people,” said Mr. Vincent Cheng, spokesperson for the Harbour Business Forum and chairman of the Hongkong and Shanghai Banking Corporation Ltd. “Harbour Business Forum wants to provide a collection of inspirational ideas for government officials, the business community, and other harbour stakeholders who will be moulding the shape of the future harbour. We realize the future of the harbour is much more than the business or government view. We are pleased to support the competition which provides an opportunity for everyone in Hong Kong to share their dreams, which can help shape the future design,” he added.

The “My Harbour” Design Competition is open to all ages, with five categories (Family, Primary P.1-3, Primary P.4-6, Secondary S1-7 and Open categories) for students, adults and families. Submissions can be in 2D, 3D and multimedia formats, giving free rein to the imagination and creativity of the public. The “My Harbour” Design Competition is not soliciting professional design proposals.

“We have a rare opportunity to plan our harbour for the future. It is vital for the next generation to have their say in how it will look for them and their children. HBF wants these ideas to encourage positive collaboration between all stakeholders, including the government, to plan for the best possible harbour for generations to come,” remarked Mr. Cheng.

The deadline for entry submissions is 23 April 2006. The five judges are:

- Mr. Gary Chang, Managing Director, Edge Design Institute Limited
- Mr. Desmond Hui, Director, HKU Centre for Cultural Policy Research
- Mr. Freeman Lau, Chairperson, Hong Kong Design Centre
- Ms. Alice Mak Ka Pik, illustrator and creator of the “McMug and McDull” cartoon
- Ms. Ada Wong Ying Kay JP, Chairperson, Hong Kong Institute of Aesthetic Education

Twenty-six winning entries will be exhibited at major shopping malls around Hong Kong. The winner of the Grand Prize will receive two roundtrip tickets to Sydney, Australia. Others will receive cash prizes of HK\$3,000, HK\$2,000 and HK\$1,000 and the first prize

winners will also get a harbour helicopter tour.

The competition is supported by the Hong Kong Arts Centre (HKAC) and the Hong Kong Institute of Aesthetic Education (HKIAE), which conducted workshops and ferry rides for students and groups to foster an appreciation of the harbour and provide inspiration for their competition entries.

The sponsors of the competition include Cathay Pacific, Convey, Focus Media, Harbour Cruise Bauhinia, Harbour City, Heliservices HK Ltd., HOK International, JCDecaux Texon Media, Metro Radio, MTR Corporation, PCCW, POAD, South China Morning Post, Sun Hung Kai Properties, Supersun, Swire Properties, Times Square and Young Post.

For more information on the competition, please visit the official website at <http://www.myharbour.hk>. For enquiries, please contact:

General: Mr. Ngai, tel: 2234 6424; email: peter@bbluesky.com

Competition: Ms. Suen, Hong Kong Institute of Aesthetic Education, tel: 2824 5319, email: wfsuen@hkac.org.hk

Photos of the "My Harbour" Design Competition Opening Ceremony can be downloaded from the following link:

http://www.bbluesky.com/download/myharbour_photos.zip

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About the Harbour Business Forum (<http://www.harbourbusinessforum.com>)

Formed in June 2005 by the Business Environment Council, Harbour Business Forum is a business coalition with over 120 business members, led by some of the largest corporations in Hong Kong. Its mission is to see Hong Kong's harbour and harbourfront become a genuinely vibrant, accessible and sustainable world-class asset for Hong Kong's best long-term economic, social and environmental interests. HBF aims to engage with relevant stakeholders and the government in order to agree upon, and implement, a common and integrated vision for the harbour.

About the Hong Kong Arts Centre (<http://www.hkac.org.hk>)

The Hong Kong Arts Centre was founded in 1977. It is a community-driven, self-financed art organization. HKAC embraces artistic independence and is committed to promoting contemporary art and art education in the territory.

About the Hong Kong Institute of Aesthetic Education

The Hong Kong Institute of Aesthetic Education (formerly the Aesthetic Education Project) was founded in 2001 by the Hong Kong Arts Centre and Ming-ri Arts Education Institute. It was registered as an independent, non-profit organization in 2004, and its vision is to provide quality art education and enhance the artistic and cultural atmosphere of Hong Kong.