



Government calls for industry support for Hong Kong Maritime Week 2017

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The deputy secretary of the Transport and Housing Bureau (Transport) Ms Joey Lam has made an impassioned plea for Hong Kong's maritime sector to get fully behind this year's Hong Kong Maritime Week (19-26 November).

"We hope to attract the maritime industry's whole-hearted participation in this year's Hong Kong Maritime Week," she says.

"Members of the industry can do this either through actually organising events or simply attending and encouraging others to join the many exciting programmes we expect to host this year."

Ms Lam is solid in her belief that Hong Kong Maritime Week 2017 will be the perfect platform to bring together industry participants from home and abroad. Not only to promote maritime but also to originate a multitude of business opportunities that will continue to benefit visitors long after the doors have closed on the week-long celebration.

"I would urge all to make use of this platform in the interests of making the industry truly united and to be afforded the opportunity to gain from the synergies that are generated from such a union. Put simply, we need to grow together," she says.

Ms Lam was the powerhouse behind the success of Hong Kong Maritime Industry Week in 2016. The event, which included the flagship Asia Logistics and Maritime Conference, attracted more than 20,000

local and overseas visitors despite the extraordinarily short lead-time of less than six months given to organise it.

“I was deeply gratified that our maritime industry responded so positively to our invitation to participate. And I was very happy to see that the events the industry organised were of such high quality,” she says.

The satisfaction was mutual with hundreds of companies and individuals hailing it as a much-needed venture that had served to consolidate and promote the sector.

“We now see extraordinary interest in organising an even bigger show this year. But we do need the collective willpower of everybody to ensure it works,” say Ms Lam.

An advantage of the greater lead-time this year is the opportunity it offers for the Hong Kong Maritime and Port Board to more effectively reach out to the international maritime community and encourage its greater participation this year.

“We would definitely like to attract more international participation. We are actively looking into ways that we can reach out to our overseas partners and keep them updated with our progress and alert them to the programme’s highlights,” she says.

“We are not looking to necessarily offer large individual sponsorships. Rather we hope to offer assistance to ensure the success of those wishing to hold events and the overall quality of Hong Kong Maritime Week,” she adds.

While the overall structure of Hong Kong Maritime Week 2017 is expected to be broadly similar to its predecessor an important addition will be the inclusion of the student-focussed programmes previously scheduled under the broad heading of Maritime Awareness Week.

“We decided to fold the activities previously associated with Maritime Awareness Week into the Hong Kong Maritime Week because of the obvious synergies it would present. We also want to exploit the advantages of allowing the Maritime Services Training Institute and the Hong Kong Maritime Museum to reach out to both students and to the broader community,” says Ms Lam.

“The Maritime Museum is one of our most important stakeholders. By being drawn into Hong Kong Maritime Week it can widen its target audience. And by combining the two events we can effectively augment our promotion efforts,” she adds.

If you or your company would like to hold an event during Hong Kong Maritime Week or if you have an idea that you think could help ensure its success please contact Ms Jade Fung at cbfung@thb.gov.hk