

CHAIRMAN'S STATEMENT

主席報告



The National 14th Five-Year Plan includes a dedicated chapter on supporting the development of Hong Kong into a hub for arts and cultural exchanges between China and the rest of the world. West Kowloon can certainly contribute to this. It is able to offer visitors an arts and cultural journey with a holistic experience, and is set to create multiple synergies with regional and international arts and culture partners.

國家《「十四·五」規劃綱要》中的《港澳專章》提出支持香港發展中外文化藝術交流中心，西九可提供豐盛的文化之旅，與亞洲和國際的藝術文化界發揮協同效應。

Over the past year, the pandemic has become a part of our lives here in Hong Kong and around the world. Under the 'new normal' as redefined by the pandemic, the Authority has stood in solidarity with the arts and cultural communities. In a time of adversity, when venues were closed and programmes cancelled, we worked together with our partners to make essential changes and engage audiences through various online platforms. The result was a triple-win situation for the industry, the public and West Kowloon, one that saw Hong Kong's 'self-strengthening' spirit brought into full play.

As the Xiqu Centre, Freespace, the Art Park, the Waterfront Promenade and the Arts Pavilion have all entered operation, the District has gradually taken on a distinct shape. Our society is certainly gaining much from the tangible and intangible benefits we have created for the community. Whenever I see visitors to the District and their families and friends immersing themselves, some together with their lovable pets, in the District's arts and cultural facilities, watching the sunset and sharing the photos online that captured the invaluable memories, I am absolutely convinced that our efforts to develop the West Kowloon project have not been in vain.

過去一年，疫情已成為全世界，包括香港人生活的一部份。面對疫情下的社會新常態，管理局積極支持藝術文化界，與他們共渡時艱，即使場地關閉，節目取消，亦能合力變通，透過網上和社交媒體繼續和觀眾互動，為業界、市民大眾和西九創造三贏，發揮香港人自強不息的精神。

戲曲中心、自由空間、藝術公園、海濱長廊和藝術展亭已先後投入運作，西九已逐漸成形，為社會帶來有形和無形的效益。每當我看到一家大小、三五知己，有些更攜同可愛的寵物，在西九享受各種藝術文化設施、欣賞日落，拍下照片於網上分享，為生活留下珍貴回憶，我絕對相信我們發展西九所付出的努力是沒有白費的。

Hong Kong is soon to welcome the completion of two world-class museums in the District. M+ will open at the end of this year as the first global museum of contemporary visual culture in Asia. HKPM, expected to open in the middle of next year, will promote the understanding and appreciation of Chinese art and culture from a Hong Kong perspective and with a global vision. Another top performing arts venue, LTC is expected to be completed in 2024. The Authority is confident that these new world-class arts and cultural landmarks will greatly enhance the brand equity of the District, further boost its reputation and raise public awareness. They will not only provide fresh and unique experiences for arts and culture lovers, but also make the District a must-visit destination for local, regional and international visitors.

The District enjoys superb views across Victoria Harbour with only a short walk from the High Speed Rail Hong Kong West Kowloon Station and the Airport Express Kowloon Station. The District is thus well-positioned to take on the role of an arts and cultural hub under the Culture and Tourism Development Plan for the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), and we are ready to promote arts and culture and tourism to other GBA cities. In addition, the 'Outline of the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Long-Range Objectives Through the Year 2035' supports Hong Kong to develop into a hub for arts and cultural exchanges between China and the rest of the world. West Kowloon can certainly contribute to this. It is able to offer visitors an arts and cultural journey with a holistic experience, and is set to create multiple synergies with regional and international arts and culture partners. These opportunities will help drive footfall and generate business growth contributing to the District's future development.

All developments emphasise the importance of the '3 Rs' – 'the right time, the right place, and the right people'. In the post-pandemic period, M+ and HKPM will provide the public and tourists with a new experience, creating a 'right time' opportunity for the District to expand its income and generate new business. However, our financial challenges remain, as our operating expenses will increase as the District grows. It is therefore imperative that we tap into the 'right place' we have – by maximising the brand equity of the District and its world-class arts and cultural assets and forging ahead with the commercial development of the Hotel/Office/Residential (HOR) projects on top of the Integrated Basement (IB). These projects will deliver an important source of recurrent income that will make the District's operations and development sustainable in the long run. As for the 'right people', I must thank the HKSAR Government, my fellow Board Members, the members of the Committees, the Subsidiaries, the Consultation Panel and other Panels, for their valuable time, and for the opinions and suggestions they have provided. I would also like to thank the WKCDA team, including all our front-line and behind-the-scenes staff, who have risen to the challenges of a very tough year.

香港即將迎接兩所在西九落成的世界級博物館。M+是亞洲首間當代視覺文化博物館，將於今年年底開幕；預計明年年中開幕的香港故宮文化博物館，將從香港的角度出發，以全球的視野，促進對中國文化藝術的理解和欣賞。另一個頂級表演藝術場地——演藝綜合劇場，亦預計於2024年完工。管理局有信心這些世界級藝術文化新地標將大幅提升西九的品牌和知名度，為藝術文化愛好者帶來嶄新體驗之餘，令西九成為本地、大中華以及國際訪客必到的新景點。

西九的地理位置得天獨厚，面向維多利亞港，坐擁壯麗海景，毗鄰高鐵香港西九龍站和機場快綫九龍站，正好肩負起《粵港澳大灣區文化和旅遊發展規劃》提及香港成為藝術及文化樞紐的角色，向大灣區其他城市推廣香港的文化藝術和旅遊。此外，《中華人民共和國國民經濟和社會發展第十四個五年規劃和2035年遠景目標綱要》提出支持香港發展中外文化藝術交流中心，西九可提供豐盛的文化之旅，與亞洲和國際的藝術文化界發揮協同效應。這些契機都有助帶動西九的人流和為日後的發展帶來更多商機。

所有發展都講求「天時、地利、人和」。在後疫情時期，M+和香港故宮文化博物館將為市民大眾及旅客送上新體驗，為西九未來開創收入的良好「天時」機遇，但營運開支亦隨之增加，西九繼續面對嚴峻的財務挑戰。故此，我們必須善用「地利」，藉著西九的品牌和世界級的藝術文化資產，積極推展綜合地庫上蓋的酒店／辦公室／住宅商業發展，這些項目將為西九提供重要的經常性收入來源，幫助西九能繼續長遠營運發展。在「人和」方面，我必須感謝香港特區政府、董事局成員、各委員及各附屬公司董事局成員、諮詢會以及其他小組的成員付出的寶貴時間和提出的意見。還有管理局團隊，包括前線和幕後員工，在艱難的一年迎難而上。

The West Kowloon project represents a long-term investment of Hong Kong, and the District is a place owned by everyone living in the city. The primary objective behind its development was, and remains, to develop Hong Kong into a world-class international arts and cultural metropolis, and to connect Hong Kong's arts and culture communities with their international counterparts. As we move ahead, with the continued support of all sectors of our society, we are confident that the District is ready to scale new heights and establish itself as one of the best and most vibrant arts and cultural districts in the world.

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唐英年, 大紫荊勳賢, GBS, JP

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西九文化區管理局董事局主席

西九是屬於所有香港人，亦是香港一項長遠的投資，其發展初心，是要將香港構建為一個躋身國際的世界級藝術文化大都會，促進香港藝術文化界與國際的交流和連繫。展望未來，憑藉社會各界繼續支持西九，我們定可將西九發展成為全球其中一個嶄新並最富活力的藝術文化區。

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