

**CONTROLLING OFFICER'S REPLY**

**HYAB112**

**(Question Serial No. 0621)**

Head: (74) Information Services Department

Subhead (No. & title): (000) Operating Expenses

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Acting) (Ms Jaime OR)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

Regarding the slanderous remarks made by external opposition forces, how many additional resources have been allocated to the Information Services Department and related departments for "international public relations" and "telling the good stories of Hong Kong"? Is there any synergy with national security expenditures?

Asked by: Hon HO Kwan-yiu, Junius (LegCo internal reference no.: 26)

Reply:

As the Government's news and communications agency, the Information Services Department (ISD) has been showcasing and publicising Hong Kong's strengths and opportunities outside Hong Kong through various means, widely disseminating favourable news or information about the city, organising promotional activities and producing publicity materials, with a view to supporting the promotional work and activities of the Hong Kong Economic and Trade Offices (ETOs) on the Mainland and abroad. The ISD also keeps closely monitoring media reports on Hong Kong worldwide to learn about the views of people across different sectors, so that relevant departments may firmly rebut and resolutely refute any false, biased, misleading, or defamatory information targeting Hong Kong (including untrue reports or even malicious smears detrimental to national security), in order to set the record straight. The above measures fall under the scope of work of Programme (1) Public Relations Outside Hong Kong of the ISD. No itemised breakdown of the relevant expenditure is maintained.

As the official overseas representatives of the Government, the overseas ETOs are committed to maintaining close communication and exchanges with the international community and overseas stakeholders (including government officials, think tanks, media organisations, academics, cultural and business groups, and other key opinion leaders in the countries under their purview). They promote and explain the Hong Kong Special Administrative Region (HKSAR) Government's important policies and Hong Kong's unique advantages under "one country, two systems". The ETOs also meet with the media from time to time and proactively publish articles in the media to refute the slanderous remarks made by external opposition forces, so as to set the record straight. They also actively support and participate

in various conferences and fora organised by local governments, business organisations and groups, so as to enhance the publicity and promotion work for Hong Kong, as well as tell the good stories of Hong Kong. The above work is a part of the overall work of the ETOs, and the relevant expenditure and estimate cannot be quantified separately.

The funding arrangement for the expenditure for safeguarding national security in the HKSAR is made in strict accordance with the relevant requirements in The Law of the People's Republic of China on Safeguarding National Security in the HKSAR.

- End -

**CONTROLLING OFFICER'S REPLY**

**HYAB113**

**(Question Serial No. 0243)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Acting) (Ms Jaime OR)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The Information Services Department (ISD) is committed to publicity outside Hong Kong and estimates that the expenditure for publicity outside Hong Kong, including expenses of visitors to Hong Kong and overseas speaking engagements, will amount to about \$72.53 million in 2026-27. Please provide relevant details of the Sponsored Overseas Speaking Engagement Programme over the past year, including destinations, themes of the speaking engagements, persons sponsored for overseas speaking engagements, their background and the expenditure incurred; and the estimated details of relevant programme in the next year.

Asked by: Hon LAM Lam, Nixie (LegCo internal reference no.: 29)

Reply:

In 2025-26, the Information Services Department (ISD) sponsored 4 speakers from the aviation and logistics, financial and innovation and technology fields to visit countries in Asia, North America and ASEAN respectively under the Sponsored Overseas Speaking Engagement Programme. The itineraries included giving speeches at publicity and promotion activities held by relevant overseas Economic and Trade Offices (ETOs) and at seminars with international elements. The related expenses were about \$145,000.

In 2026-27, ISD will continue to work with the overseas ETOs to identify suitable overseas speaking occasions and invite different speakers to give speeches so that overseas audiences can fully understand Hong Kong's latest developments, and their perception of Hong Kong can be enhanced.

- End -

**CONTROLLING OFFICER'S REPLY**

**HYAB114**

**(Question Serial No. 0224)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Acting) (Ms Jaime OR)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It is mentioned in the Programme that publicity efforts to showcase the potentials, advantages and opportunities of Hong Kong will continue to be made in a multi-faceted and comprehensive manner via extensive multimedia channels and networks. In this connection, will the Government inform this Committee of the following:

1. In the course of expanding its multimedia networks to showcase opportunities of Hong Kong, whether the Government has conducted targeted external publicity for potential investors, family offices and senior management of multinational enterprise groups of emerging markets (e.g. Association of South East Asian Nations (ASEAN), the Middle East and Central Asia); and
2. Apart from traditional hit rate and the number of views, whether the Information Services Department (ISD) has co-operated with Invest Hong Kong (InvestHK), Office for Attracting Strategic Enterprises (OASES) or other government departments to develop Key Performance Indicators (KPIs) which can better reflect real economic benefit, e.g. to trace the conversion rate of actually leading to business consultation or investment intention after publicity events were held?

Asked by: Hon LAMPORT Jonathan Stuart (LegCo internal reference no.: 20)

Reply:

1. While continuing to consolidate its ties with traditional economies, this term of Government also proactively explores emerging markets. In formulating its multimedia publicity plans, the Information Services Department (ISD) has consistently aligned with the aforementioned development strategy, extending the publicity focus to emerging markets such as ASEAN and the Middle East while targeting at audience including investors, entrepreneurs, professionals and senior executives, with the aim of raising international interest in and awareness of Hong Kong's unique advantages and boundless opportunities. Promotional channels mainly include banner and video advertisements on different websites, social media platforms and media outlets; digital

out-of-home advertisements; boosting of social media posts; and influencer collaboration, etc.

2. ISD's publicity efforts are geared towards promoting Hong Kong as Asia's world city and an events capital abound with opportunities. Through showcasing to the world the appeal of Hong Kong as an open, inclusive, safe and stable city underpinned by the rule of law, it promotes Hong Kong's new potentials, advantages and opportunities to overseas audiences, with a view to attracting people from all over the world to get acquainted with Hong Kong, visit Hong Kong, and subsequently come to Hong Kong to do business, invest, work or start a business, thereby further injecting impetus to the growth of Hong Kong. The specific tasks of attracting investment and talent are carried out by subject departments, including the Office for Attracting Strategic Enterprises (OASES) and Invest Hong Kong (InvestHK).

OASES adopts a multi-pronged and proactive strategy to enhance the efficiency and effectiveness of attracting investment and talent. It measures performance primarily through tangible economic outcomes, including enterprise engagement, negotiation progress, and successful business establishment.

InvestHK actively carries out its investment promotion work worldwide, attracting and assisting overseas and Chinese Mainland companies to establish and expand their businesses in Hong Kong. In addition to traditional metrics such as click-through rates and number of views, various performance indicators are also in place to evaluate the effectiveness of its promotional activities, including conversion into new leads and prospects. Through these performance indicators, the department can more accurately assess the effectiveness of its promotional activities and adjust its strategies accordingly to better serve Hong Kong's economic development.

- End -

**CONTROLLING OFFICER'S REPLY**

**HYAB115**

**(Question Serial No. 0225)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not specified

Programme: (1) Public Relations Outside Hong Kong

Controlling Officer: Director of Information Services (Acting) (Ms Jaime OR)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

It is mentioned in the Programme that publicity measures will be implemented to promote the city's soft power, holding of the Asia-Pacific Economic Cooperation (APEC) Finance Ministers' Meeting, hosting of the 94th INTERPOL General Assembly, and the achievements made by the Hong Kong Special Administrative Region (HKSAR) in the run-up to the 30th Anniversary of its establishment. In this connection, will the Government inform this Committee of the following:

1. the holding of the APEC Finance Ministers' Meeting and hosting of the INTERPOL General Assembly will attract senior echelon of top political and business sectors and law enforcement agencies from around the world to Hong Kong. When co-ordinating the external promotion of Hong Kong, is there any inter-departmental mechanism in place to seize the golden opportunities of inbound visits by these global decision-makers to arrange dedicated business environment and infrastructure visits (e.g. visits to Northern Metropolis and Hetao Shenzhen-Hong Kong Science and Technology Innovation Co-operation Zone), with a view to facilitating business exchanges or side meetings among the local business sector and delegations from various countries, so that the impact of international conferences can be directly converted to tangible outcomes of attracting enterprises and investments; and
2. During the run-up to the 30th Anniversary of the Establishment of HKSAR is the optimal time to showcase Hong Kong advancing from stability to prosperity while strengthening the confidence of foreign companies. In planning for relevant publicity measures, whether the Information Services Department will actively invite local major chambers of commerce, foreign-invested enterprises which have taken roots in Hong Kong for years and multinational brands to collaborate on publicity to tell the good stories of Hong Kong by sharing their business success here.

Asked by: Hon LAMPORT Jonathan Stuart (LegCo internal reference no.: 21)

Reply:

1. Hong Kong will host the Asia-Pacific Economic Cooperation (APEC) Finance Ministers' Meeting (FMM) and hold the 94th INTERPOL General Assembly in 2026. The Hong Kong Special Administrative Region (HKSAR) Government will make good use of these high-level international platforms to actively showcase and promote Chinese culture to visitors from around the world, along with Hong Kong's unique appeal and boundless opportunities as an international metropolis. This includes the thriving development of Hong Kong and its robust capabilities in organising meetings, conventions and exhibitions, and incentive travel activities.

For APEC FMM, the HKSAR Government has established the Steering Committee on the Preparatory Work for APEC FMM 2026 to facilitate the successful hosting of the FMM in Hong Kong through close interdepartmental collaboration. We will also make good use of the FMM programme arrangements to showcase Hong Kong's latest developments in areas such as finance, commerce and technology, for example, through the use of exhibition booths around the conference area for this purpose when setting up the meeting venue. Meanwhile, we also plan to arrange visits for participants to key infrastructure and facilities relevant to Hong Kong's business environment and the development of industry digitalisation technologies, so as to enable attendees to discover firsthand the boundless opportunities offered by Hong Kong as an international metropolis.

Regarding the 94th INTERPOL General Assembly, the HKSAR Government has established a three-tier steering structure to take forward the organisation and co-ordination work. Under this structure, the Police Force is working closely with various government bureaux and departments through the inter-departmental working group chaired by the Secretary for Security. With the goal of showcasing Hong Kong's charm through extensive publicity and a wide array of side events during this international conference, and concurrently demonstrating our hospitality to the participants and their entourage through professional reception arrangements, we will leverage this opportunity to tell the good stories of our country and Hong Kong.

2. The Government will set up, for the celebration of the 30th Anniversary of the Establishment of the Hong Kong Special Administrative Region (the 30A celebration), a steering committee in 2026-27 to steer on the overall planning, strategy formulation and coordination. A dedicated team and an office will also be established to plan and coordinate a series of celebration programmes, including large-scale festivities with signature events, community engagement projects, as well as promotional activities in major Mainland/overseas cities. The Information Services Department will make good use of this occasion to join hands with various sectors of the community, including the business sector, to tell the good stories of Hong Kong through various channels, demonstrating to the international community the unique strengths, boundless opportunities and achievements of the city under "One Country, Two Systems".

-End-

**CONTROLLING OFFICER'S REPLY**

**(Question Serial No. 2109)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not specified

Programme: (1) Public Relations Outside Hong Kong  
(2) Local Public Relations and Public Information  
(3) Public Opinion

Controlling Officer: Director of Information Services (Acting) (Ms Jaime OR)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The Information Services Department (ISD) is responsible for monitoring the public opinion expressed on traditional media and popular social media platforms, and disseminating government information via various digital platforms. In this connection, will the Government inform this Committee of the following:

- (1) the breakdown of (i) the number of followers/subscribers; (ii) the total number of posts; (iii) the average number of interaction of each post (including like, comment and share); and (iv) the total number of views of the videos of the official accounts of the ISD over the past three years by platforms (Facebook, Instagram, WeChat, Weibo, X, Xiaohongshu, Douyin and YouTube);
- (2) for the online government news bulletin – news.gov.hk, what were the number of views over the past three years; will the Government optimise the functions of the website to facilitate the use by the media and the public;
- (3) is there any specific digital media strategy in place targeting the youth and overseas audiences; whether more online interaction with the public will be considered to enhance policy explanation; and
- (4) whether artificial intelligence (AI) or big data analytics tools are introduced to assist the monitoring of public opinion; if yes, what is the cost for developing or subscribing to the relevant system?

Asked by: Hon WONG Kam-leung, Ken (LegCo internal reference no.: 14)

Reply:

(1) The Information Services Department (ISD) has set up a number of social media accounts under news.gov.hk, Tamar Talk and Brand Hong Kong. The statistics of these accounts in the past three years are as follows:

(i) news.gov.hk:

	Facebook	Instagram (Chi)	Instagram (Eng)	Weibo	WeChat	X (Chi)	X (Eng)	ISD's Douyin account	ISD's YouTube account
Year	Number of followers								Number of subscribers
2023	170 787	86 734	13 067	1 232 240	63 574	84 062	49 393	Not yet set up	73 057
2024	174 884	100 249	14 378	1 234 739	70 774	94 391	56 333		73 258
2025	186 284	112 095	16 631	1 236 404	79 520	101 544	60 597	7 884*	76 991
Year	Total number of posts (Average number of interaction of each post including like / emoji, comment and share)								Total number of videos (Average number of interaction of each video including like / emoji, comment and share)
2023	2 077 (85)	317 (87)	104 (23)	1 270 (Statistics were not kept)	642 (Statistics were not kept)	2 813 (19)	2 345 (15)	Not yet set up	2 416 (22)
2024	2 102 (118)	359 (418)	142 (33)	1 260 (Statistics were not kept)	881 (Statistics were not kept)	2 685 (11)	2 137 (10)		2 075 (34)
2025	2 093 (135)	351 (150)	103 (27)	1 103 (Statistics were not kept)	879 (Statistics were not kept)	2 322 (13)	1 949 (10)	134* (340)	2 149 (18)
Year	Total video views								
2023	3 428 338	3 048 368	72 539	Statistics were not kept		Only textual summary of the report is uploaded onto the platform with a hyperlink to news.gov.hk website to facilitate viewing of short videos		Not yet set up	7 326 307
2024	9 682 234	10 919 473	1 570 102						3 699 525
2025	24 224 541@	14 584 170@	1 886 720@					1 359 120*	2 813 194

\* ISD's Douyin account was launched in mid-November 2025.

@ In view of enhanced publicity for the National Games, a substantial increase of the figures was recorded.

(ii) Tamar Talk:

Year	Facebook	Xiaohongshu
	Number of followers	Number of fans
2023	53 000	Account not yet set up
2024	54 500	500**
2025	56 500	58 491

Year	Total number of posts (Average number of interaction of each post including like / emoji, comment and share)	
2023	781 (53)	Account not yet set up
2024	877 (70)	64** (13)
2025	922 (88)	493 (149)
Year	Total video views	
2023	790 000	Account not yet set up
2024	953 700	374**
2025	1 398 800	2 752 089

\*\* Tamar Talk Xiaohongshu account was set up and commenced trial operation in February 2024. It was verified and formally launched in October 2024.

(iii) Brand Hong Kong:

	Facebook	Instagram	X	Weibo	WeChat/ WeChat Video	YouTube
Year	Number of followers					Number of subscribers
2023	152 298	22 838	Account operation was temporarily suspended <sup>^</sup>	82 604	97 729	6 911
2024	181 722	25 680	8 737	87 230	107 064	7 966
2025	204 710	27 179	9 118	89 150	169 543	8 897
Year	Total number of posts (Average number of interaction of each post including like / emoji, comment and share)					Total number of videos (Average number of interaction of each video including like / emoji, comment and share)
2023	505 (12 846)	290 (2 217)	Account operation was temporarily suspended <sup>^</sup>	239 (Statistics were not kept)	245 (Statistics were not kept)	249 (35)
2024	821 (6 177)	394 (1 201)	402 (17)	396 (Statistics were not kept)	376 (Statistics were not kept)	209 (50)
2025#	660 (1 994)>	304 (241)>	313 (19)	308 (Statistics were not kept)	331 (Statistics were not kept)	127*** (63)
Year	Total video views					
2023	34 768 160	10 882 774	Account operation was temporarily suspended <sup>^</sup>	Statistics were not kept		252 786
2024	33 756 657	110 909 793	11 142			773 712
2025	29 358 235>	23 433 484>	8 108			245 514¶

- ^ X account ceased operation starting from the end of August 2020.
- # The total number of posts in 2025 was more than that of 2023, but fewer than that in 2024. The higher number of posts in 2024 was a result of an increase in posts on topics including remarkable achievements of the Hong Kong, China delegation at the Paris 2024 Olympic Games, “Immersive Hong Kong” exhibitions (Southeast Asian cities), increase of the number of pandas in Hong Kong to six, promotion of the Mainland Travel Permit for Hong Kong and Macao Residents (Non-Chinese Citizens), the Belt and Road Initiative and talent attraction, etc.
- > The social media platform changed its algorithm in February 2025 and the relevant figures have recorded a drop since then.
- \*\*\* In 2025, fewer videos were uploaded to YouTube primarily due to the allocation of more resources to the newly operated Xiaohongshu and Douyin accounts. Additionally, promotional resources for the 15th National Games, the 12th National Games for Persons with Disabilities and the 9th Special Olympics Games were mainly focused on the Chinese Mainland’s social media platforms.
- ¶ The total number of video views in 2025 was similar to that of 2023 but not as high as that in 2024. This was mainly because a Brand Hong Kong promotional video launched in 2024 garnered over 500,000 views, lifting the total number of video views in 2024 to over 700,000. The video was the first one launched by Brand Hong Kong after Hong Kong's return to normalcy. The higher number of views was believed to be related to the Government's enhanced efforts to promote Hong Kong after the pandemic, thereby increasing international attention on Hong Kong.

(2) Number of views of news.gov.hk in the past three years:

Year	Number of views
2023	341 501 587
2024	389 250 808
2025	417 439 799

The “news.gov.hk” website serves to disseminate government news and information. Generally speaking, depending on newsworthiness, importance, or the level of interest, “news.gov.hk” stories are prepared based on the information released in press conferences by government bureaux and departments, as well as press releases issued through the ISD, supplemented by short videos or photos. The aim is to draw public attention to government news through diverse formats. The editorial team of “news.gov.hk” also produces exclusive features on government news and its work in a concise and vivid style from an interesting angle. The number of views of the website has steadily increased in the past three years. The ISD will continue to keep abreast of the latest market developments and global trends, and from time to time review the effectiveness of the “news.gov.hk” in disseminating government information and promoting government messages, as well as the website's functionality.

(3) With the rapid development of social media, citizens are actively expressing their opinions online. To keep up with the times, the ISD has been reaching out to a wider and more diverse audience by establishing various dedicated pages and social media accounts. The “news.gov.hk” launched its Facebook page in November 2014, and expanded to Instagram and WeChat in the following November, thereby disseminating government information more broadly while enhancing communication with the public. Subsequently, in December 2019, the ISD launched the Tamar Talk Facebook page,

which provides practical and easy-to-understand information on important government news and issues of public concern, and plays a clarifying role against fake news and misinformation. In response to the latest trends in the use of social media by the public, the ISD launched the Tamar Talk Xiaohongshu account and started its trial operation in February 2024, with a view to connecting with more members of the public through the platform and providing information of the Hong Kong Special Administrative Region Government. The account was officially verified and launched in October in the same year. The “news.gov.hk” then launched a WhatsApp channel in May 2024 while the ISD Douyin account was set up in November 2025. Together with the Instagram account of Tamar Talk just opened in mid-March 2026, they will further increase information dissemination channels and enhance communication with citizens from all walks of life.

Brand Hong Kong formulates an annual digital communications strategy to disseminate government information and publicity messages to audiences outside Hong Kong, including people of different age groups and sectors such as investors, entrepreneurs, professionals and senior executives, to promote Hong Kong’s potential, advantages and opportunities through various channels including social media platforms and digital media. Promotional channels include banner and video advertisements on different websites, social media platforms and media outlets, digital out-of-home advertisements, boosting of social media posts and influencer collaboration, etc.

The ISD will continue to keep track of the latest market developments and global trends, and from time to time review the format and channels for disseminating government information and promoting government messages.

- (4) In view of the enormous volume of information available on the Internet, the ISD procures online public sentiment analysis services from the market as necessary to leverage latest technologies such as AI and big data analytics, together with manual analysis and compilation, for the purpose of gauging online sentiment and public opinion in a more comprehensive and timely manner, thereby helping policy bureaux and departments better identify key social concerns and trends of public opinions. In the 2025-26 year, the revised estimated expenditure on related services was approximately \$3.8 million.

- End -

**CONTROLLING OFFICER'S REPLY**

**HYAB117**

**(Question Serial No. 2110)**

Head: (74) Information Services Department

Subhead (No. & title): (-) Not specified

Programme: (1) Public Relations Outside Hong Kong  
(4) Civic Responsibility

Controlling Officer: Director of Information Services (Acting) (Ms Jaime OR)

Director of Bureau: Secretary for Home and Youth Affairs

Question:

The Information Services Department will provide public relations support for a number of major events, including the Asia-Pacific Economic Cooperation (APEC) Finance Ministers' Meeting, the 94th INTERPOL General Assembly and the 2026 Population Census, etc. In this connection, will the Government inform this Committee of the following:

- (1) in respect of the above three specific major events, their respective estimates for public relations and publicity;
- (2) for major international events like the APEC Finance Ministers' Meeting and the 94th INTERPOL General Assembly, is there any specific strategy to make use of these opportunities to tell the world the good stories of Hong Kong; and
- (3) regarding the publicity on "patriotic education" and "promoting the greater integration of Hong Kong into the overall development of the country", the specific publicity plans in the coming year; the increase or decrease of relevant estimates as compared with that of in 2025-26?

Asked by: Hon WONG Kam-leung, Ken (LegCo internal reference no.: 15)

Reply:

- (1) The Information Services Department (ISD) will carry out public relations and publicity work of two mega events, namely the Asia-Pacific Economic Cooperation Finance Ministers' Meeting (APEC FMM) and the 94th INTERPOL General Assembly, as part of its efforts to promote public relations outside Hong Kong. The related expenditure will fall under Programme (1) Public Relations Outside Hong Kong of ISD's budget estimates. As for the "2026 Population Census", the ISD is providing the relevant department with professional and technical support for publicity, which forms part of the ISD's regular duties.
- (2) Hong Kong will host the APEC FMM and hold the 94th INTERPOL General Assembly in 2026. The Hong Kong Special Administrative Region (HKSAR) Government will

make good use of these high-level international platforms to actively showcase and promote Chinese culture to visitors from around the world, along with Hong Kong's unique appeal and boundless opportunities as an international metropolis. This includes the thriving development of Hong Kong and its robust capabilities in organising meetings, conventions and exhibitions, and incentive travel activities.

For APEC FMM, the HKSAR Government has established the Steering Committee on the Preparatory Work for APEC FMM 2026 to facilitate the successful hosting of the FMM in Hong Kong through close interdepartmental collaboration. We will also make good use of the FMM programme arrangements to showcase Hong Kong's latest developments in areas such as finance, commerce and technology, for example, through the use of exhibition booths around the conference area for this purpose when setting up the meeting venue. Meanwhile, we also plan to arrange visits for participants to key infrastructure and facilities relevant to Hong Kong's business environment and the development of industry digitalisation technologies, so as to enable attendees to discover firsthand the boundless opportunities offered by Hong Kong as an international metropolis.

Regarding the 94th INTERPOL General Assembly, the HKSAR Government has established a three-tier steering structure to take forward the organisation and co-ordination work. Under this structure, the Hong Kong Police Force is working closely with various government bureaux and departments through the inter-departmental working group chaired by the Secretary for Security. With the goal of showcasing Hong Kong's charm through extensive publicity and a wide array of side events during this international conference, and concurrently demonstrating our hospitality to the participants and their entourage through professional reception arrangements, we will leverage this opportunity to tell the good stories of our country and Hong Kong.

- (3) In 2025, the ISD undertook a series of key initiatives to promote patriotic education. Major initiatives included arranging exchange tours for the media to the Chinese Mainland to learn about the latest developments in the Guangdong-Hong Kong-Macao Greater Bay Area and the 80th anniversary of victory in the War of Resistance; collaborating with the Radio Television Hong Kong to produce a mini-drama to commemorate the 80th anniversary of the victory in the War of Resistance; placing advertisements and advertorials in newspapers in support of the 15th National Games; and producing souvenirs for distribution to primary school students. Under the steer of the Working Group on Patriotic Education, the ISD will build on the above initiatives in formulating publicity plan for the coming year.

As regards the publicity of the HKSAR Government's efforts in "promoting the greater integration of Hong Kong into the overall development of the country", the ISD will continue to promote and publicise the concept of "integration into national development" through various projects. Publicity channels include producing promotional content in collaboration with major media outlets on the Chinese Mainland and overseas; placing advertisements; inviting non-local media to visit Hong Kong to report on the relevant initiatives carried out by the HKSAR Government, and utilising multimedia channels and networks, such as social media and digital media, for promotional purpose.

The above publicity initiatives fall under the scope of work of Programme (1) Public Relations Outside Hong Kong and (4) Civic Responsibility of the ISD. While the department does not maintain itemised breakdown of the relevant expenditure, the estimated expenditure in 2026-27 is expected to be broadly comparable to that for the 2025-26 financial year.

- End -