



# Creative Craftsmanship Development Challenge or Opportunity?

*According to this study, businesses in the creative crafts offer alternative careers for young people but the shortage of space and lack of artisanal talent create hurdles for those who want to enter the field.*

The creative economy is growing worldwide and opening businesses in various forms of craft has become popular among the younger generation in Hong Kong. However, 28.2% of the respondents to this survey thought the greatest hurdle for developing craftsmanship was lack of talent. 23% thought it was lack of space.

Cases involved in the study, including those related to leather ware, glassware, clocks and watches, clothing, jewellery and handmade beer, show that the growth of such business is certainly limited by shortage of space. Such artisanal work requires more space for the creation and retail of products than internet-based business do, for example. Nevertheless, all such businesses need to overcome management and technical problems and for craft-related businesses to scale up, the need to become involved in mass production means that space is crucial.



## Comments from think tank members

**Jess Yeung, convener** "It is worthwhile to support creative craftsmanship for the sake of economic diversification. Furthermore, a 'Creative Craftsmanship Cluster' could be set up and operated in a non-commercial manner in order to offer affordable rents to craft businesses. A 'Craftsmanship Accelerator Programme' could also be designed to nurture businesses that have the potential to grow into successful Hong Kong brands."

**Aaron Mou, member** "Creative craft production should be scaled up in order to make greater economic impact. The government should subsidize the use of technology and automation for this purpose. It should also provide trade financing services via financial institutions in order to relieve the difficulties faced by small creative craftsmanship businesses in commercial trade."

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520 Hong Kong residents aged 18 or above took part in a random sample telephone survey.

19 young people working in creative craftsmanship and 7 experts or academics were also interviewed.

**Full details** [in Chinese]

[yrc.hkfyg.org.hk/news.aspx?id=be10d3f7-9d17-48a7-b741-37f51c1db4cc&corpname=yrc&i=9551](http://yrc.hkfyg.org.hk/news.aspx?id=be10d3f7-9d17-48a7-b741-37f51c1db4cc&corpname=yrc&i=9551)

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