

CONTROLLING OFFICER'S REPLY

FHB(FE)181

(Question Serial No. 2993)

Head: (49) Food and Environmental Hygiene Department

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

Programme: (3) Market Management and Hawker Control

Controlling Officer: Director of Food and Environmental Hygiene (Miss Vivian LAU)

Director of Bureau: Secretary for Food and Health

Question:

The Food and Environmental Hygiene Department will provide a flexible mix of trade and carry out promotional activities for public markets. As such, apart from publicity materials, i.e. the "Recipes of Chef's Daily Recommendation" and "Market Newsletter", which are only one-way disseminator of information, will there be any new initiatives? Will the Department consider organising activities that encourage public participation? What is the estimated expenditure in this respect?

Asked by: Hon WONG Yuk-man (Member Question No. 42)

Reply:

As an on-going initiative, besides the display of "Recipes of Chef's Daily Recommendation" and the publication of "Market Newsletter", the Food and Environmental Hygiene Department will continue to conduct various promotional activities in public markets, including games booths, exhibitions, talks, cooking demonstrations and distribution of souvenirs as well as other promotional activities, that could help attract members of the public to visit public markets. The estimated cost of market promotional activities in 2016-17 is \$7 million.

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