

APRIL
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Keynote Speech 3 :

Time: 09:00 - 10:30

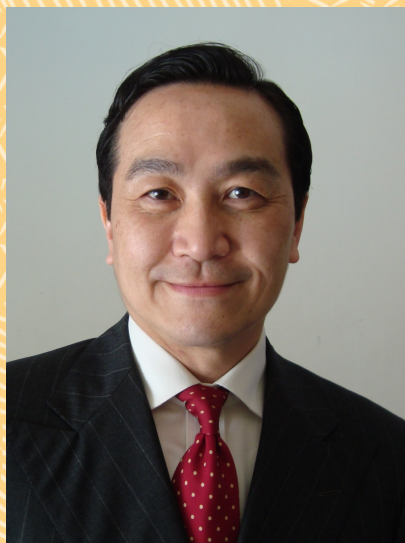
Venue: CPD-LG.10

**The First
Global
Creative
Industries
Conference**

Cantopopsibility: Reflections on the Crisis of Cantopop as a Creative Industry

**From Culture to
Business and Vice
Versa**

Prof. Stephen Yiu-wai Chu



Stephen Yiu-wai Chu is Professor & Director of the Hong Kong Studies Program, School of Modern Languages and Cultures, The University of Hong Kong. His research interests focus on Hong Kong culture, globalization and postcolonial discourse. His academic essays appear in, among others, *Social Analysis*, *boundary 2*, *Inter-Asia Cultural Studies*, *Visual Anthropology*, *Popular Music*, *Journal of Chinese Cinemas* and *International Journal of Cultural Studies*. His most recent monograph is *Lost in Transition: Hong Kong Culture in the Age of China* (Albany: SUNY Press, 2013). He is a big fan of Cantopop. Over the past two decades he has published more than ten books on Hong Kong Cantopop lyrics.

Abstract

According to *Baseline Study on Hong Kong's Creative Industries* conducted by The University of Hong Kong for the Central Policy Unit of the Hong Kong SAR Government in 2003: "The music industry in Hong Kong is dominated by Cantopop in production and sales. It constitutes a major part of the entertainment business of the territory in terms of employment and contribution to GDP. It is also a major part of the popular cultural phenomenon of Hong Kong, which 'has significant influence in the region and also a large market in every community overseas'." But while creative industries are viewed by the government to be vital to the future success of Hong Kong, people tend to think that Cantopop has been declining significantly over the past decade. This talk examines the crisis faced by Cantopop – once the trend-setter of Chinese popular music – as a creative industry. It is argued that the decline of Cantopop has to be explored in the light of the recent development of Hong Kong culture per se. As Cantopop continues to struggle to regain momentum, the valued synergy among popular cultures, inter alia, would be an indispensable factor.

