

## RESEARCH SEMINAR

DEPARTMENT OF GEOGRAPHY AND RESOURCE MANAGEMENT  
THE CHINESE UNIVERSITY OF HONG KONG

### **From the perspective of local brand equity, how do citizens perceive green, creative and smart brand potential of future Hong Kong?**

4 Apr 2023 (Tues)  
11:00 am –12:00 pm (UTC+8)  
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Valuable city brands built from these development themes may allow local residents to envision the future of Hong Kong. Branding a city based on its unique, strong and valuable attributes should be able to strengthen local identity and capture citizen support. This research identifies the components of local brand equity of green, creative and smart cities of Hong Kong through local resident survey of 250 responses of each city theme and interviews with 46 local citizens. The results show that the city themes consist of some of the components of local brand equity only. Interviewees have varied degrees of understanding of how green, creative and smart city attributes across different districts in Hong Kong. The findings also show some areas of opportunities and threats that have eventually affected the interviewees' perception, confidence and willingness to stay in Hong Kong. Whereas Hong Kong has been well served by its current brand over the years, our city is facing increasing competition both regionally and globally, including challenges imposed by outflows of talents and capital, and debates on declining citizen participation in policy making.

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