**Press Release**

# Entrepreneurial Artist Shares His Business Start-up Experience With Microfinance Scheme Borrowers

The Hong Kong Mortgage Corporation Limited (HKMC) today (Wednesday) organised a seminar titled "Creativity x Start-up x Innovation" which invited a famous Hong Kong entrepreneurial artist Jim Chim to share his successful business start-up story with the Microfinance Scheme borrowers. The seminar was attended by over 100 borrowers.

"Chim is a pioneer in integrating art and business in Hong Kong. Turning his creative ideas into real businesses, Chim demonstrates that effective commercial operation can open up more space for artists. He successfully infuses economic productivity into art, creating a completely new cultural industry model. His creativity and his willingness to make proactive changes to cope with the market trend are what business starters can learn about," said the Chief Executive Officer of the HKMC, Mr Raymond Li.

Having a mission to develop art and culture into a self-sufficient industry, Chim founded the Hong Kong's first cultural business that based on performing arts in 2008.

"I love my business and have integrated my personal belief - Pleasure, Imagination and Play - into my company's core value. Finally, I successfully open up a new market in Hong Kong. Therefore, I encourage entrepreneurs to inject creativity and innovation into their businesses. They will then be able to create a new market and explore new business opportunities," said Jim Chim.

To strengthen the social capital in Hong Kong, the HKMC launched the Microfinance Scheme in collaboration with six banks and five non-governmental organisations in June 2012. The Microfinance Scheme has approved 89 applications as of end-September 2013, with a total loan amount of around HK$23.85 million.

The Microfinance Scheme offers three types of loans, namely Micro Business Start-up Loan, Self-employment Loan and Self-enhancement Loan. The target borrowers are business starters, self-employed persons and people who wish to achieve self-enhancement through training, upgrading of skills or obtaining professional certification. In addition to providing financial support, the Scheme also provides auxiliary services such as mentorship and training to help borrowers set up or expand their own businesses. From time to time, the HKMC organises networking sessions and invites renowned entrepreneurs to share their start-up stories with the borrowers.

For enquiries about the Microfinance Scheme, please call the hotline: 2536 0707.

The Hong Kong Mortgage Corporation Limited
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Photo caption:

Jim Chim shares his experience with the Microfinance Scheme borrowers in the seminar titled “Creativity x Start-up x Innovation”. Senior Vice President (Operations) of the HKMC, Mr Stanley Chan presents a souvenir to Chim.