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At 2006 Cultural & Creative Industry Development International Forum yesterday, Ms Helene George, Director of Creative Economy Pty Ltd., pointed out that creativity was one of most important things in business operation.

She also stated that innovation and product/service standards are also very important. In-depth understanding of the market is crucial for businesses to make profit and the key to success is to understand the customer needs and gain insight of current market situation.

Based on the basic competences, businesses must gain practice/experience in the aspect of creativity. Businesses also need to enhance the productivity and sustainability of the local cultural and creative industries, and streamline the

capitalization process of creative industries. Only with the well-balanced, dynamic business development, the value for the customers could be maximized.

'Streamline the process', as advocated by Ms Helene George, who stressed the importance of an efficient process to enable creativity to be capitalized in market.

'I hope we will be able to cooperate with Beijing to develop the cultural and creative industries in Beijing, and in China with joint efforts', the optimistic view of Chinese market was expressed by Ms Helene George.