

Connect to Hong Kong at Shanghai Expo

Hong Kong is delighted to take part in World Exposition 2010 Shanghai China (Shanghai Expo) to showcase the city's connectivity and creativity. Hong Kong's participation involves four aspects:

- Constructing and operating a stand-alone Hong Kong Pavilion under the theme "Hong Kong – Potential Unlimited"
- Taking part in the Urban Best Practices Area Exhibition under the theme "Smart Card • Smart City • Smart Life"
- Taking part in Expo Shanghai Online to provide netizens with a realistic, virtual experience of Hong Kong's participation in Shanghai Expo
- Organising events and activities before and during the Expo period to promote Hong Kong's innovation and creativity in cultural and other different fields.

Hong Kong Pavilion - 'Hong Kong – Potential Unlimited'

The Hong Kong Pavilion has a sleek contemporary look to showcase the infinite imagination and creativity of Hong Kong and its people.

It will provide visitors with a stunning impression of Hong Kong as a modern, open, free and transparent society.

The pavilion's three exhibition levels highlight different aspects of Hong Kong's connectivity and creativity.

- The ground level's theme is "Connected to the Global Village" – Hong Kong's connectivity to the world and China. This level also brings out the theme of "Hong Kong - Potential Unlimited"
- The mid-level's theme is "Connected by Ideas, Information and Diversity" – the connectivity of ideas and knowledge coupled with the free flow of money and information.
- The top level's theme is "Connected to Nature". It showcases Hong Kong's rich natural heritage and the manner in which the dense urban cityscape co-exists sustainably with extensive swathes of greenbelt, wetland and woodland areas that cover almost 70 per cent of Hong Kong's land mass.



Hong Kong to stage a feast of events says CS

Hong Kong is gearing up to stage a feast of events and activities during the six-month Expo period, the Chief Secretary for Administration, Mr Henry Tang, said.

More than 55 events had been lined up for the Expo period, including an exciting performing arts programme, exhibitions, seminars, and major promotional activities for the tourism, design and branding, and film sectors.

Exhibitions and promotions on photography, fashion as well as comics and animation were also planned.

"We are aiming to make a big splash in Shanghai during the Expo period," said Mr Tang.

"Expo provides us with a great opportunity to showcase the talent, creativity, innovation and quality of our people to both national and global audiences."

During Hong Kong Week (October 18 to 22), about 20 events and activities will be held both inside and outside the Expo Park.

Ceremonial events are also planned to mark the opening of the Hong Kong Pavilion and Hong Kong's Urban Best Practices Area exhibition on May 1, SAR Establishment Day on July 1, and Hong Kong Week on October 18.

Highlights of the six-month events programme would include:

- A major promotion by the Hong Kong Tourism Board in June, which will include high-profile exposure, activities and events in the prime areas of Xintiandi and Huaihai Road shopping precinct.
- A premium 'Style Hong Kong Show' by the Hong Kong Trade Development Council in a prime Nanjing Road East pedestrian mall from October 15 to 19.
- A six-month exhibition – "Hong Kong: Creative Ecologies" – by the Hong Kong Design Centre to promote Hong Kong's strengths and expertise in design, branding and creative industries. The exhibition will be curated by renowned designer Kai-yin Lo and include workshops, seminars and professional exchanges.
- Thematic exhibitions inside the Hong Kong Pavilion each month on different topics, including green living, transport and connectivity, 'One Country, Two Systems', banking, the artworks by Professor Jao Tsung-i and the creativity of Hong Kong industries.
- Conferences and seminars on green technologies, Hong Kong's connectivity, legal services, financial services, creative industries and investment promotion.



Hong Kong's UBPA Exhibition - 'Smart Card • Smart City • Smart Life'

The Shanghai Expo includes a new concept – the Urban Best Practices Area (UBPA) – that reinforces the Expo theme of "Better City, Better Life".

UBPA exhibition cases have been chosen on a competitive basis, with applications screened by a committee that included experts from United Nations agencies, international organisations and Mainland authorities.

Of 106 applications from different cities around the world, 59 were approved for the UBPA, including Hong Kong's proposal to highlight the extensive use of smart card technology in the city.

Hong Kong's exhibition – "Smart Card • Smart City • Smart Life" – demonstrates how smart cards have made daily city life easier and more efficient for millions of people in the city.



Online Hong Kong Pavilion and Online UBPA Exhibition

A "virtual pavilion" and a "virtual UBPA exhibition" built for the Expo Shanghai Online project will be launched on May 1, 2010. The online pavilion and exhibition provide netizens with a realistic, virtual experience of Hong Kong's participation in the Shanghai Expo.

Kaleidoscope of cultural talent on show

Hong Kong's performing arts groups and visual artists will join forces to stage the largest scale cultural programme organised outside of Hong Kong.

It is a rare opportunity for so many groups to join hands to participate in such a mega event.

Under the theme "Creativity • Connectivity • Vibrance", the cultural performances and the visual art exhibitions reflect the diversity and creativity of Hong Kong artists.

During Shanghai Expo, 24 arts groups of Hong Kong will showcase their talent in 26 programmes at not only the Shanghai Expo site but also prominent performing arts venues in Shanghai, including the Shanghai Grand Theatre, Shanghai Oriental Art Center, Shanghai Theatre Academy and Shanghai Concert Hall.

Genres covered include Cantonese opera, Chinese and western music, dance, drama, opera, music theatre and multi-media performances.



Revitalised BrandHK

BrandHK's revitalised graphic design will be introduced to a global audience at Shanghai Expo as soon as they enter the Hong Kong Pavilion, and Hong Kong's Urban Best Practices Area Exhibition. The original dragon emblem launched in May 2001 has received a makeover that makes it more contemporary and lively and will be seen by tens of thousands of Expo visitors during the six-month Expo period.



For more information and all the latest updates on Hong Kong's participation in Expo, please visit our website: www.hkexpo2010.gov.hk