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30th April 2008

Clerk to Legislative Council
Panel on Commerce and Industry
Legislative Council Secretariat
Legislative Council Building
8 Jackson Road
Central
(Attn: Ms YUE Tin-po)

Dear Ms YUE,

Panel on Commerce and Industry
Meeting on 15 April 2008
Re: HKSAR's participation in the Shanghai Expo

At the meeting of Legislative Council Panel on Commerce and Industry on 15 April 2008 (vide LC Paper No. CB(1)1211/07-08(06)), the Administration undertook to provide the following written information for Members' reference -

- (a) a detailed breakdown of the expenditure items of Hong Kong Special Administrative Region's participation in the Shanghai Expo listed at the Annex to the above paper; and
- (b) a detailed description of HKSAR's proposal for the Urban Best Practices Area Exhibition, with particular reference to the smartcard systems implemented/to be implemented in Hong Kong which would be showcased to audiences during the Shanghai Expo.

The supplementary information on the breakdown of expenditure items mentioned in item (a) above is attached at the **Annex**. The document has incorporated the inputs of relevant bureaux/departments on the estimated expenditure regarding HKSAR's participation in the Shanghai Expo.

CEDB will provide further information on HKSAR's proposal for the Urban Best Practices Area Exhibition as requested shortly.

Yours sincerely,

(Edwin Lau)

for Secretary for Constitutional and Mainland Affairs

c.c. Secretary for Commerce and Economic Development
(Attn: Mr Alan SIU)

**HKSAR's Participation in the Shanghai Expo -
Supplementary Information on the Breakdown
of the Preliminary Estimated Expenditure**

Main Expenditure Items		Estimated Expenditure (\$ million)
I.	Capital Works Expenditure	145.4
1.	<i>Design and construction of the HK Pavilion, and related works</i>	145.4
	This includes –	
	i) <i>Design and construction of the HK Pavilion</i> : including design, site works, foundation, building, building services, drainage, external works, demolition and site restoration, consultant's fees, and duty visits for work inspection.	69
	ii) <i>Exhibits</i> : including exhibition design, production of exhibits, procurement and installation of audio-visual, interactive and other equipment, systems programming, testing and commissioning, installation and dismantling of exhibits/exhibition equipment, consultancy and project management.	47.5
	iii) <i>Special Provision</i> : including provisions for construction price increase and RMB fluctuation.	28.9
II.	Non-recurrent Expenditure	234.2
2.	<i>Expenditure relating to HKSAR's participation in the UBPA Exhibition</i>	77.2
	This includes –	
	i) <i>Fitting-out and structural work</i> : including fitting-out, structural set-up and dismantling of the exhibition with the use of metal frames and supporting structures,	24.7

ceiling, flooring, woodwork, sound and lighting system with interactive lighting effects, air-conditioning and wiring, etc.;

- ii) *Equipment and display*: including LED outer walls and circular screen, interactive LED panels programmed with special effects, computers and audio-visual accessories, etc.; and 25.9
- iii) *Software and interactive elements, design, art direction, event and project management*: including the production of exhibition content, video, animation, games, interactive elements for display in various parts of the exhibition, the set-up, programming and commissioning of the audio-visual equipment as well as interactive elements, realisation of the conceptual design, directing and co-ordinating the design and art work for the exhibition, development of web site for the exhibition, event and project management, etc.. 26.6

3. *Other related activities during the exhibition period* 70

During the six-month exposition period, a series of activities as outlined below will be held to promote Brand Hong Kong and our cultural, arts and creative industries –

- i) *Hong Kong Week Activities*: including opening and closing ceremonies/performances, cultural and performing arts shows, seminars, exhibitions, fashion shows, movie show, parades; and
- ii) *Other activities/events throughout the 6-month exposition period*: including about 30 performing arts shows, and 20 seminars and forums on various topics.

The estimated expenditure for this item is \$78 million, of which \$8 million will be absorbed through internal redeployment. We will continue to work with the

creative industry and other stakeholders to fine-tune the activity programme.

4. *Souvenirs and publicity* 20

The budget includes promotional leaflets about Hong Kong, give-away souvenir items, TV/radio programmes, advertising, web site development, documentary video, press tours, etc.. The estimated expenditure on this item is \$30 million, of which \$10 million will be absorbed through internal redeployment.

5. *Others* 45

This item covers –

- i) Operating expenditure for the HK Pavilion and UBPA exhibitions during the exposition period, including provisions for interpreters, technical staff, cleansing and security, insurance utilities, etc. based on the information provided by the Shanghai Expo Bureau.
- ii) Staffing support including civil service, non-civil service and locally-engaged staff.
- iii) Logistical support including setting up a temporary office and local transportation.
- iv) Provision for Hong Kong based officers to station in Shanghai on a need basis.

6. *Contingency (about 10%)* 22

To cater for contingency expenses in respect of the non-recurrent expenditure under items 2, 3, 4 and 5 above during the preparation and Expo exhibition period.

Total (I+ II) = 379.6

Say 380