

**Panel on Commerce and Industry**

**HKSAR'S Participation in the  
World Exposition 2010 Shanghai China**

**PURPOSE**

This note sets out HKSARG's preparations for participating in the World Exposition 2010 Shanghai China ("World Expo 2010 Shanghai"), and our overall approach in taking forward the project.

**WORLD EXPO 2010 SHANGHAI**

2. The World Expo 2010 Shanghai will be held in Shanghai from 1 May to 31 October 2010. This is the first registered World Expo to be held in a developing country, and another major international event to be held in China after the 2008 Beijing Olympics. As at 10 December 2007, 158 countries and 24 international organizations have enrolled. The organiser of the World Expo 2010 Shanghai (the "Organiser") estimates that the Expo will attract more than 70 million visitors, of which more than 90% are expected to be Mainland visitors.

3. Paragraph 61 of the Chief Executive's 2007-08 Policy Address says that "World Expo 2010 Shanghai will provide an excellent opportunity for us to publicise Hong Kong's quality city life and position as a creative capital. ..., we will organise a series of campaigns to promote Hong Kong's image." We intend to make full use of the opportunity by participating in the following two exhibitions and other related activities held during the Expo period —

- (a) constructing a stand-alone Hong Kong Pavilion ("HK Pavilion") within the China Exhibition Area at Zone A.
- (b) submitting a bid for participating in the "Urban Best Practices Area" Scheme (the "UBPA Scheme") at Zone E.

Annex

A map showing the locations of Zones A and E is given at the **Annex**.

## THE HK PAVILION IN THE CHINA EXHIBITION AREA

4. In August 2007, we received a proposal from the Organiser inviting HKSAR's participation in the event in our capacity as a Special Administrative Region of the host country, and suggesting that HKSAR may construct a stand-alone Hong Kong Pavilion within the China Exhibition Area at Zone A. The Organiser has reserved a site of about 600 m<sup>2</sup> for the HK pavilion, with construction floor area of about 1 100 m<sup>2</sup>, and net display area of about 800 m<sup>2</sup>.

5. All other Mainland provinces/regions/municipalities directly under the Central Government will join the event. Macao SAR has also confirmed its enrolment. This provides an excellent opportunity to promote HKSAR's image by showcasing Hong Kong at its best to both the Mainland and international audiences. We have indicated to the Organiser HKSAR's in principle support for the event, and that we would endeavour to complement the preparation and publicity work of the Organiser. But details of HKSAR's participation in the event will be subject to confirmation.

### Theme of HK Pavilion

6. The theme of World Expo 2010 Shanghai is "Better City, Better Life", with five sub-themes, namely : blending of diverse cultures in the city; economic prosperity in the city; innovation of science and technology in the city; remodelling of urban communities; and rural-urban interaction. Having regard to paragraph 61 of the 2007-08 Policy Address stated in paragraph 3 above, and the theme of the World Expo 2010 Shanghai, we consider that the HK Pavilion should highlight Hong Kong's quality city life and our leading position as a creative capital.

7. After some initial discussions among the concerned bureaux/departments, we propose the theme of "**Hong Kong — A City With Unlimited Potential**" to showcase Hong Kong's unique strength on connectivity with the Mainland and the world, in terms of both hardware and software. The proposed theme covers the following six thematic components —

- (a) excellent infrastructure and connectivity with the Mainland and the world;
- (b) well-connected and highly efficient domestic transportation network and services;

- (c) advanced and seamless IT and telecommunication infrastructure;
- (d) free flow of money, goods and information;
- (e) cultural diversity, harmony and creativity; and
- (f) sustainable and quality city life.

8. Given the compact size of the HK Pavilion, advanced technologies including multi-media and interactive elements will be adopted to bring out the theme and key messages. Given that the HK Pavilion will likely be a temporary structure for the period of the Expo, due regard will be given to incorporating environmentally-friendly features in the design of and materials used for the pavilion.

### **Design and Construction of the HK Pavilion**

9. Upon completion of the HK Pavilion Theme Statement, we need to proceed to finalise the design of the HK Pavilion for incorporation into the HK Pavilion Exhibition Project (i.e. HK Pavilion's detailed exhibition proposal). The overall time-frame is tight. The Architectural Services Department (ArchSD), as the works agent, estimates that the design and construction works from the phase of concept design will take about 22 months to complete, and the exhibits installation, testing and commissioning works will take another 5 months.

10. The external design of the HK Pavilion will give visitors an important first impression of Hong Kong's exhibition. Both the external and internal design of the HK Pavilion should preferably have a strong Hong Kong flavour and of a high standard commensurate with other advanced countries. Given the significance of the project and the expected keen public interest, we plan to launch in January to March 2008 a **concept design competition** for the HK Pavilion, which will be open to all Hong Kong professionals with the required qualifications in the relevant areas of architecture, planning and design, etc. We intend to invite The Hong Kong Institute of Architects to act as a sponsoring organisation for the concept design competition. This will enable us to tap the best creative ideas of local professionals, at the same time giving due regard to practical issues such as constructability, functional requirements and budgetary considerations in coming up with the concept design for the HK Pavilion. HKSARG will retain

the intellectual property of the winning designs of the competition but has no legal obligation to adopt the winning design. The winning design is intended to be novated to a **Design and Build** contractor for detailed design and construction. The latter should be an experienced contractor with proven capability of implementing such works in the Mainland to ensure smooth and timely delivery of the project.

## **HKSAR's PARTICIPATION IN THE URBAN BEST PRACTICES AREA SCHEME**

11. Apart from our participation in Zone A exhibition as set out above, we are also planning to participate in the UBPA Scheme at Zone E in collaboration with our creative industry, non-government organisations and other relevant bodies and enterprises. The UBPA Scheme was first proposed in the Shanghai's bid for Expo 2010. It is going to be the focus of the Expo. We consider this a good opportunity to showcase Hong Kong as a city of creativity and innovation.

12. The UBPA Scheme is set up with the aim to exemplify the main theme of World Expo 2010 by demonstrating best practice cases in the world which are worth studying and for other parties to model on. The exhibition will cover the following themes –

- (a) livable cities;
- (b) sustainable urbanisation;
- (c) protection and utilisation of historical heritages; and
- (d) technological innovation in built environment.

13. Old factory buildings in the designated area for UBPA will be preserved and renovated as exhibition pavilions. The Organiser plans to provide 30 lots with about 800 m<sup>2</sup> to 1 000 m<sup>2</sup> each to successful candidates for them to exhibit their cases (we understand that number of lots will be increased to 45). The participants will be mainly cities, but the exhibition is also open to international organisations, corporations, NGOs, etc. So far, the Organiser has already received applications from over 130 cities and organisations. The competition is likely to be keen. The applications will be screened by a selection committee comprising members from relevant United Nations agencies and international organisations as well as from relevant

Mainland authorities and urban administrations to select the suitable cases for the exhibition.

### **HKSAR's Proposal**

14. After discussions and brainstorming with representatives of our creative industries, we propose to build on the Zone A theme and develop it to drill on social innovation, i.e. how we make use of design, technology, innovation, creativity, etc. to tackle some of the most common urban-living problems in our city thus achieving the theme of the World Expo 2010, i.e. "Better City, Better Life". Demonstration case studies can be on how we could provide better health care for the elderly, how to make our school curriculum more innovative, or conservation of environment, etc. The presentation should be innovative and forward looking. Simulation devices, multi-media technology, animation, videos, etc could be used to enhance the impact of the exhibition on the visitors. We would also explore the distribution of HK-designed quality souvenirs to the visitors so as to promote Hong Kong branding.

15. We need to submit our application proposal to the Organiser before the deadline of 31 January 2008. The Commerce and Economic Development Bureau will, under the leadership of the Financial Secretary, coordinate with the relevant Government bureaux/departments as well as the creative industries on HKSAR's application for and participation in the UBPA Scheme. We will engage a professional agent to help prepare our bid.

### **OTHER RELATED WORLD EXPO ACTIVITIES**

16. In addition to the planned Zone A HK Pavilion and Zone E UPBA exhibitions, we also intend to organise/participate in other related activities, such as seminars, "Internet World Expo", "Hong Kong Day/Week", parades and cultural performances to complement the Organiser's overall plan and the themes of the above exhibitions. In response to the Organiser's suggestion for HKSARG to assist in encouraging renowned international brand name enterprises of Hong Kong to participate in the Enterprise Pavilion exhibition in accordance with the relevant scheme, we are gathering the related information and studying how to take forward the initiative.

### **FINANCIAL AND MANPOWER IMPLICATIONS**

17. In respect of Zone A exhibition, the preliminary estimated capital cost for the design and construction of the Hong Kong Pavilion is \$62.7

million (in September 2007 prices). Apart from the capital cost, additional expenditure will also be incurred for the software components, various exhibition activities, and running of the HK Pavilion at Zone A. The exact financial implication for the latter will be assessed and finalised in due course. The cost for organising the concept design competition for the HK Pavilion will be absorbed within SCMA's operating expenditure envelope.

18. Regarding manpower support, at the initial stage, one time-limited post each of Chief Executive Officer and Architect will be created from 2008-09 to 2010-11 to support the project. An additional allocation of \$846,000 in 2008-09 and \$1.69 million from 2009-10 to 2010-11 has been earmarked under Head 144 – Government Secretariat: Constitutional and Mainland Affairs Bureau to fund these two time-limited posts.

19. As the Zone A exhibition progresses, we will take into consideration further implementation details and requirements, and revise the actual financial and manpower implications of the proposal.

20. As regards our proposed participation in the UBPA Scheme, additional funding and civil service resources will be needed if our bid to participate in the UBPA Scheme is successful. We will assess the requirement and make a joint bid with Zone A exhibition to seek the resources required through established mechanism in due course.

## **ECONOMIC IMPLICATIONS**

21. The proposal in respect of HKSARG's preparations for participating in the World Exposition 2010 Shanghai ("the Proposal") will help enhance HKSAR's image, showcase our various strengths and attractions, promote our broader commercial interests to both the Mainland and international audiences, and further strengthen our economic relations with Shanghai. According to a preliminary assessment by the Government Economist, the quantifiable parts of the economic benefits are likely to be felt mainly in the inbound tourism industry, roughly generating \$288 million (main scenario) to \$432 million (high scenario) additional income to Hong Kong.

## **PUBLIC CONSULTATION**

22. On top of LegCo consultation, we also intend to conduct focus group discussions with representatives of the relevant stakeholders, including the commerce and industry sector, creative industry, tourism and the relevant

professional bodies in Hong Kong. The first of such sessions was held in mid-November with representatives from the major chambers of commerce, Trade Development Council and the Hong Kong Tourism Board. The Financial Secretary also met with the creative industries in November to discuss our participation in the UBPA Scheme. Further focus group discussions will be conducted as preparation work progresses.

## **ENVIRONMENTAL IMPLICATIONS**

23. The HK Pavilion at Zone A would be a temporary structure for 6 months to be constructed in the Mainland, while Hong Kong's participation in the UBPA scheme at Zone E will not involve construction of any new building. A Preliminary Environmental Review for the proposal has not been conducted.

24. During construction, we will control possible noise, dust and site run-off nuisances to within the standards and guidelines prescribed by the Organiser through implementation of mitigation measures in the relevant contracts.

25. Due regard will be given to incorporating environmentally-friendly features in the design of and materials used for the HK Pavilion.

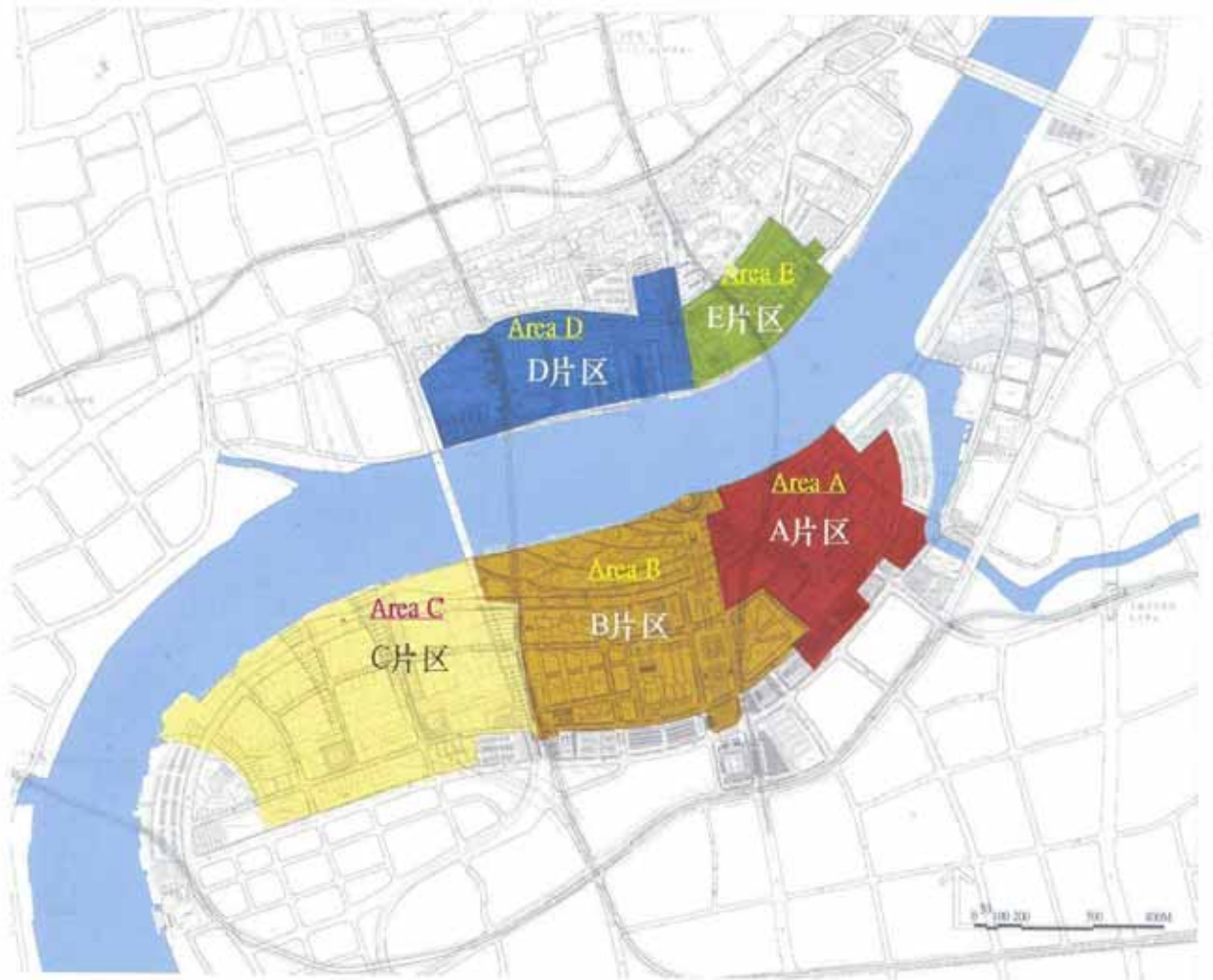
## **NEXT STEP**

26. We plan to submit the proposal to the Public Works Subcommittee and the Finance Committee of the Legislative Council in April/May 2008 and seek the necessary funding support for the related capital works.

## **BACKGROUND**

27. HKSARG attaches great importance to the project, and has set up a Steering Committee under the chairmanship of the Chief Secretary for Administration to give steer to the planning and delivery of the project and coordinate cross-bureau efforts. Members include the Financial Secretary and representatives from the concerned bureaux and departments.

Constitutional and Mainland Affairs Bureau  
December 2007



Area A A片区	<ul style="list-style-type: none"> <li>● 中国馆 China Pavilion</li> <li>● 外国国家馆 (亚洲和大洋洲国家) Pavilions of Foreign Countries (Asia Pacific)</li> </ul>
Area B B片区	<ul style="list-style-type: none"> <li>● 主题馆 Theme Pavilion</li> <li>● 公共活动中心 Public Activities Area</li> <li>● 演艺中心 Art and Culture Centre</li> </ul>
Area C C片区	<ul style="list-style-type: none"> <li>● 外国国家馆 (欧洲、美洲和非洲国家) Pavilions of Foreign Countries (others)</li> <li>● 国际组织馆 Pavilions of International Organisations</li> </ul>
Area D D片区	<ul style="list-style-type: none"> <li>● 企业馆 Pavilions of Enterprises</li> </ul>
Area E E片区	<ul style="list-style-type: none"> <li>● 企业馆 Pavilions of Enterprises</li> <li>● 世界博物博物馆 World Expo Museum</li> <li>● 城市最佳实践区 Urban Best Practices Area</li> </ul>