

參與世博 連繫香港

Connect to Hong Kong at Shanghai Expo

上海世界博覽會是香港展示實力的絕佳機會，讓內地及全球的參觀者可以親身感受香港內通外連、創意無限、魅力非凡的優勢。歡迎您與香港一起體驗上海世博會。

Shanghai Expo provides an excellent opportunity to showcase Hong Kong's connectivity, creativity and attractions to audiences in the Mainland and around the world. We warmly welcome you to be part of the Hong Kong experience at Shanghai Expo!



香港館
Hong Kong Pavilion



城市最佳實踐區香港展覽
Hong Kong's UBPA Exhibition

香港館設計比賽

Hong Kong Pavilion Design Competition

2008年2月，香港特別行政區政府（特區政府）邀請香港的設計和建築等相關業界的專業人士參與香港館概念設計比賽。

比賽由特區政府主辦，並得到香港建築師學會贊助。

比賽反應熱烈，參賽作品達80件。

作品由政務司司長唐英年擔任主席的七人小組評選，評選結果於2008年4月14日宣佈。

冠軍作品題為「無限空間」，由陳維正和施琪珊所設計，得獎作品外型吸引，象徵香港社會現代化、自由開放和高度透明，使參觀者印象深刻。

設計概念其後由香港館的設計及建造總承建商與其顧問團隊進一步落實和深化。

In February 2008, Hong Kong's design and building related professionals were invited to take part in a competition to provide the design concept for the Hong Kong Pavilion.

The competition was organised by the HKSAR Government and sponsored by the Hong Kong Institute of Architects (HKIA).

The competition was well received, attracting 80 entries.



The winning entries were assessed by a seven-member selection panel chaired by the Chief Secretary for Administration, Mr Henry Tang, and the results were announced on April 14, 2008.

Designed by Billy Chan Wai-ching and Ida Sze Ki-ehan, the winning entry – entitled "Pavilion of Infinity" – provides visitors with an eye-catching impression of Hong Kong as a modern, open, free and transparent society.

The concept has been developed and enhanced by the project's design and build contractor in collaboration with its project architects and design consultants.



香港館 無限城市 – 香港

The Hong Kong Pavilion Hong Kong – A City with Unlimited Potential



香港館位於中國國家館西南側，以「無限城市 – 香港」為主題，總展覽面積800平方米。

展館外觀呈現現代簡約風格，展示香港和香港人的無限潛能及創意。展館的三層展區，以不同主題讓觀眾體驗香港的內通外連，創意無限。

底層的主題是「有形的連繫」，展示香港與國內及全世界的連繫。

中層的主題是「無形的連繫」，展示香港在資金、貨品、人流及資訊的自由來往，意念與知識的交流。

頂層以「與自然的連繫」為主題，展現在香港這個建築物稠密的都市，有多達七成面積是綠色地帶、濕地和林區。

Under the theme of "Hong Kong - A City with Unlimited Potential", the Hong Kong Pavilion is located at the southwest forecourt of the Chinese National Pavilion. It has an exhibition area of 800 square metres.

The Pavilion has a sleek contemporary look to showcase the infinite imagination and creativity of Hong Kong and its people. Its three exhibition levels highlight different aspects of Hong Kong's connectivity and creativity.

The ground level's theme is "Tangible Connectivity" – Hong Kong's connectivity to the world and China.

The mid-level's theme is "Intangible Connectivity" – the connectivity of ideas coupled with the free flow of money and information that define Hong Kong and are crucial for our future development.

The top level's theme is "Connectivity 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.



上海世博會城市最佳實踐區香港展覽

Hong Kong's UBPA Exhibition at Shanghai Expo

「智能卡·智能城市·智能生活」

2010年上海世博會將會加入一個嶄新概念——城市最佳實踐區（實踐區），以更好演繹世博的主題「城市，讓生活更美好」。

實踐區的展出案例須經甄選，由聯合國機構、國際組織和中國政府有關部門及組織的專家組成的遴選委員會評選出參展方案。

合共有106個來自世界不同城市的方案參選，最終有59個獲遴選委員會接納於實踐區展出，其中包括以智能卡為主題的香港案例。

香港的展覽——「智能卡·智能城市·智能生活」——將顯示智能卡的廣泛使用如何使城中數百萬市民的都市生活更方便、更有效率——這正好是「城市，讓生活更美好」的最佳例子。

"Smart Card · Smart City · Smart Life"

Shanghai Expo 2010 will include a new concept – the Urban Best Practices Area (UBPA) – that will reinforce 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 all over 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" – will demonstrate how smart cards have made daily city life easier and more efficient for millions of people in the city – a perfect example of "Better City, Better Life".



在上海世博會舉行期間的活動

Activities during Shanghai Expo period

香港會在上海世博會園區內外安排連串活動和演藝節目及視覺藝術展覽，宣揚香港不同領域的創意才能。

為期五天的「香港周」定於2010年10月18日至22日舉行，包括開幕式、閉幕式、文藝表演、巡遊及展覽等。

Hong Kong will organise a series of activities, including performing arts programmes and art exhibitions, both within and outside the Expo site to promote our innovation and creativity in different fields.

A five-day "Hong Kong Week" will be held from October 18 to 22, 2010. This will feature opening and closing ceremonies and complementary activities each day. "Hong Kong Week" will provide a kaleidoscope of activities for visitors, including cultural performances, a parade and exhibitions.



網上香港館及網上城市最佳實踐區香港展覽 Online Hong Kong Pavilion and Online Hong Kong's UBPA Exhibition

香港將於上海世博會之前和期間在互聯網上提供參博訊息。

體驗型的網上香港館及城市最佳實踐區香港展覽將在2010年5月1日上線，這將成為2010年網上世博會的一部分。

模擬展館提供互動平台，讓瀏覽者在虛擬世界身歷其境。

Hong Kong will have a considerable online presence before and during Expo.

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

香港參展上海世博會專題網頁

香港特區官方世博網頁是宣傳香港參博的重要媒介，介紹香港在上海世博會之前及期間舉行的節目和活動。詳情請瀏覽 www.hkexpo2010.gov.hk。



Website on Hong Kong's Participation

The official website on Hong Kong's participation in Expo provides a major publicity, promotional and communications channel for the events and activities planned before and during Expo.

Please take a look at www.hkexpo2010.gov.hk.