

Panel on Commerce and Industry

HKSAR's Participation in the World Exposition 2010 Shanghai China

PURPOSE

We last reported to Members on 17 February 2009 the progress on our preparations for the Hong Kong Special Administrative Region (HKSAR)'s participation in the World Exposition 2010 Shanghai China (Shanghai Expo). This paper updates Members on the latest development.

LATEST DEVELOPMENT

Hong Kong Pavilion

2. In LC Paper No CB(1)768/08-09(05), we informed Members of the progress on our planning for the detailed design and construction of the Hong Kong Pavilion (HK Pavilion) and of our target to commence construction in April 2009. Progress has been on schedule. The detailed layout plans for the HK Pavilion were approved by the Bureau of Shanghai World Expo Coordination (SEB) on 31 March 2009 and the site was handed over from SEB on the same day. In July 2009, the foundation works for Pavilion were completed. The superstructure of the Pavilion was subsequently also completed on schedule in October 2009. As at 1 December 2009, the facade installation works were in good progress. In parallel, we are proceeding with internal fitting-out works, for installation of exhibits to start in late February/early March. We aim at having the Pavilion ready by early April 2010, in order to allow time for commissioning and trial runs before the Shanghai Expo officially opens on 1 May 2010.

3. The HK Pavilion will occupy a site of 600 square metres, located at the southwest forecourt of the China Pavilion. It will be 18 metres tall, with a gross floor area of 1,390 square metres spread over three levels. After deducting the area for services and support facilities, it will have a net exhibition area of 800 square metres.

The small size of the Pavilion and its design represents a city confined by its physical boundaries but opened up to reveal the infinite potential within.

4. Under the overall theme of “Hong Kong – A City of Unlimited Potential”, the three exhibition levels will highlight different aspects of Hong Kong's connectivity and creativity:

- (a) the ground level's theme is “Tangible Connectivity” – Hong Kong's connectivity to the world and China. This level also brings out the theme of the city's unlimited potential;
- (b) 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; and
- (c) 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 area that cover almost 70% of Hong Kong's land mass.

An artistic impression and the section elevation of the HK Pavilion is at **Annex I**.

5. We continue to work closely with the SEB to ensure effective coordination and smooth implementation of the plans for HKSAR's participation in Shanghai Expo, including the construction and operation of the HK Pavilion and the organisation of other cultural and promotional activities.

6. At the Panel meeting held on 17 February 2009, we advised Members that in accordance with the established rules of World Expo, the HK Pavilion would have to be demolished after the conclusion of Shanghai Expo but that we would, as far as practicable, negotiate with the SEB for its possible preservation after the event. We have raised the matter with senior SEB officials and will continue to pursue the proposal. In the event that the HK Pavilion cannot be

preserved in situ, we will consider re-provisioning it, in whole or in part, in Hong Kong.

UBPA Exhibition

7. In LC Paper CB(1)768/08-09(05), we informed Members the progress of our participation on the Urban Best Practices Area (UBPA) Exhibition of the Shanghai Expo. Through the exhibition, we will showcase Hong Kong's experience in the extensive use of smart card technology, and demonstrate how we have used innovative ways to improve efficiency in everyday city life.

8. Regarding the tendering for the exhibition works, we commissioned in June and September this year respectively the "Design and Execution" (D&E) and "Project Management" (PM) contracts for the exhibition. The D&E contractor is responsible for the detailed design and set-up of the UBPA Exhibition, design and production of exhibits and content, production of an online exhibition, maintenance during the Expo period, and dismantling of the exhibition after conclusion of the Expo as well as shipping of key exhibition components back to Hong Kong. The PM contractor will perform project management services for the exhibition to ensure that the D&E contractor would efficiently perform the exhibition design and execution work according to the work plan.

9. We are working with our contractors to implement the exhibition design and produce the exhibition content. Site preparation works will begin shortly, while the actual setting up of exhibition structure is expected to commence in mid January 2010. We expect to complete installation of exhibition hardware and software by mid March 2010 and begin a trial run in April 2010.

10. The design of our UBPA Exhibition will be innovative. The exhibition façade comprises LED displays. Images shown on the façade will change to reflect the visitor flow and pattern. (An external view of the exhibition is at **Annex II**.) Interactive devices will be installed at the façade to allow visitors to experience Hong Kong's unique connectivity. These devices will be connected with similar devices installed at the HK Pavilion as well as locations in Hong Kong, so that the users are able to interact in real-time with each other in different locations. A 360-degree screen will be set up inside the exhibition with video projection to introduce to visitors the various contrasts of Hong

Kong including city and nature, tradition and modernity, east and west culture, as well as development and conservation, through multiple sound and visual effects. After viewing the film on the 360-degree screen, virtual hosts will lead visitors through the normal city life of Hong Kong citizens to demonstrate how smart card and Radio Frequency Identification (RFID) technologies are being extensively used in our city to enhance quality of living and efficiency.

Cultural programmes and promotional activities

11. At the Panel meeting held on 17 February 2009, we informed Members of our plan to organise a series of promotional activities and cultural programmes in the run-up to and during the Shanghai Expo for raising public awareness of HKSAR's participation in the Shanghai Expo and showcasing the city's creative talents in different fields. Since then, we have organised a number of activities, both in Hong Kong and Shanghai, to enhance publicity. We have also mapped out a framework for coordinating and implementing the various programmes and events.

12. During the six-month Expo period, we will adopt different themes for each month to promote green living (May), tourism (June), "One Country, Two Systems" (July), youth and cultural exchange (August), and creative industries (September and October). A range of activities is being developed to showcase Hong Kong's strengths in these areas. These will include film shows, a fashion exhibition, forums, seminars, cultural and performing arts programmes and exhibitions. We are discussing with related sectors ways to enrich these activities. We are also working with different organisations within the creative industries to organise a series of events during September and October 2010 to promote Hong Kong's creativity.

13. A five-day "Hong Kong Week" will be held from 18 to 22 October 2010. "Hong Kong Week" will provide a kaleidoscope of activities for visitors, including opening and closing ceremonies, a daily parade and a wide range of performances and activities each day highlighting the diversified cultural scene and movie industries.

14. We will organize a total of 18 performing arts programmes in 47 performances (including the "Hong Kong Week" programmes from 18 to 22 October 2010) during the Expo period between May and October

2010. They will be staged at the Expo site venues as well as other performing arts venues in Shanghai, including the Shanghai Grand Theatre, Shanghai Oriental Art Center, Shanghai Concert Hall and Shanghai Theatre Academy. Programmes include Cantonese opera, Chinese and western music, dance, drama, opera, music theatre and multi-media performances. The programmes embrace different art forms demonstrating the creativity and rich diversity of local artists whereby a platform for exchange will be provided for local artists as well as young talents.

15. Two visual art exhibitions, namely *Legacy and Creations : Transformation of Ink Art* and *Legacy and Creations : Transformation of the East and West* will be also be presented at the Shanghai Art Museum (4 July to 27 July 2010) and the Shanghai Museum of Contemporary Art (15 October to 10 November 2010) respectively. The former features the development and innovations of ink art in Hong Kong while the latter highlights the assimilation and transformation of western and Chinese aesthetics in shaping the uniqueness of Hong Kong art. Over 140 works by noted and young Hong Kong artists will be showcased.

16. To mark the 400-day, 300-day and 200-day countdowns to the Shanghai Expo, a number of publicity activities were staged, including the commencement of works ceremony for the Hong Kong Pavilion on 10 April 2009; a two-week exhibition on Hong Kong's participation in the Shanghai Expo from 1-14 July 2009; the foundation completion ceremony for the Hong Kong Pavilion on 2 July 2009; and the structure completion ceremony for the Hong Kong Pavilion on 12 October 2009. All the events were covered extensively by the mass media, in particular the above-mentioned exhibition has attracted more than 36,000 Mainland and overseas visitors.

17. In collaboration with the SEB and its authorized agent, two ceremonies were held in April and June 2009 to launch the ticketing sales to groups and individuals in Hong Kong. In June and July 2009, advertisements were placed on public transport including buses, trams and MTR. In August 2009, publicity posters were displayed in the pedestrian subway in the Salisbury Road. We have also launched an official website for HKSAR's participation in the Shanghai Expo on 1 May 2009 to coincide the one-year countdown to the opening of the Shanghai Expo. This website is updated regularly and will be enriched with more features such as e-cards.

18. There will be more publicity programmes in the coming months. To increase awareness of the Shanghai Expo and HKSAR's participation in the event, we have co-organised with the SEB, China Travel Service and the Chinese Manufacturers' Association an exhibition at the 44th Hong Kong Brands and Products Expo at Victoria Park from 12 December 2009 to 4 January 2010, which will include a "Hong Kong at Shanghai Expo" fun day on 25 December 2009. To tie in with the 100-day countdown, a pre-Expo Forum in Hong Kong will be held in conjunction with SEB on 21 January 2010, under the theme "Vertical Density, the Public Dimension: Dialogue between Hong Kong - Shanghai - New York". Policy makers, academics, professionals and Government officials from Shanghai, New York and Hong Kong will participate. We will continue to promote HKSAR's participation in the Shanghai Expo through various channels such as outdoor advertising, publications, videos, exhibitions, press conference, website, e-cards, TV specials and commemorative stamps.

National education

19. To leverage on the Shanghai Expo, the Education Bureau (EDB) is organizing the "World Expo 2010 Shanghai China" National Education Activity Series. Activities include "Expert Talks on National Education" and a series of learning related student design competitions. The activities aim to encourage students to understand the Shanghai Expo, and to inquire into the directions of the developments of Shanghai, Hong Kong and other Mainland cities. These will help enhance students' national identity and also their concern and passion over the developments of our country.

20. The first expert talk was held on 10 November 2009 on the theme of "Explore Shanghai Expo and Understand Our Motherland". It introduced the Shanghai Expo as well as the architectural features of the HK Pavilion to teachers and students from secondary and primary schools. The second talk is scheduled to be held in late January 2010 in which officials from the SEB and other representatives will be invited as speakers.

21. Apart from expert talks, EDB is organizing a series of competitions including "E-card Design Competition", "Award Scheme for Project Learning" and "Better Community Design Competition" for secondary and primary schools. Teachers and students from the winning

teams will be arranged to participate in the “Hong Kong Schools Exchange Tour of Expo Shanghai China” which is scheduled for June 2010.

22. EDB is also developing a learning website entitled “Teaching and Learning Resources on World Expo 2010 Shanghai China”. It will include the history and background information of World Expo, and provide exemplars of teaching and learning activities as well as reading materials for both teachers and students.

Expo On-line

23. In LC Paper No. CB(1)768/08-09(05), we have reported to Members that, as an integral part of HKSAR’s participation in the Shanghai Expo, Hong Kong will participate in the “Expo Shanghai Online” hosted by the Expo Organizer by constructing an Online HK Pavilion and an Online HKUBPA exhibition. Development of the Online HK Pavilion and Online HKUBPA Exhibition is underway. The appearance, interior layout and exhibits of the online versions of the HK Pavilion and the HKUBPA Exhibition will respectively be the same as the real ones. The online exhibitions will employ virtual technology to allow online visitors to roam freely within the exhibition as if they are physically visiting the actual exhibition. They will provide a virtual experience for online visitors and those unable to make it to Shanghai. Both online exhibitions will be launched on the same day as opening of the Shanghai Expo, on 1 May 2010.

BACKGROUND

24. The Shanghai Expo will be held in Shanghai from 1 May 2010 to 31 October 2010. Up to now, over 240 countries and international organizations have confirmed their participation. Under the theme of “Better City, Better Life”, the Shanghai Expo is expected to attract 70 million visitors. It will be the largest in Expo history and also the most significant international event to be held in China after the 2008 Beijing Olympics.

25. In June 2008, the Finance Committee (FC) approved the upgrading to Category A of the public works programme item for the design and build of the HK Pavilion, at an estimated cost of \$145.40 million. In July 2008, the FC further approved a non-recurrent commitment of \$201 million to meet the expenditure required for

operating the HK Pavilion, the design and implementation of Hong Kong's UBPA Exhibition and for organising various activities and events associated with Hong Kong's participation in the Shanghai Expo. We continue to report progress to this Panel from time to time and the last report was made on 17 February 2009.

Constitutional and Mainland Affairs Bureau

December 2009

Annex I



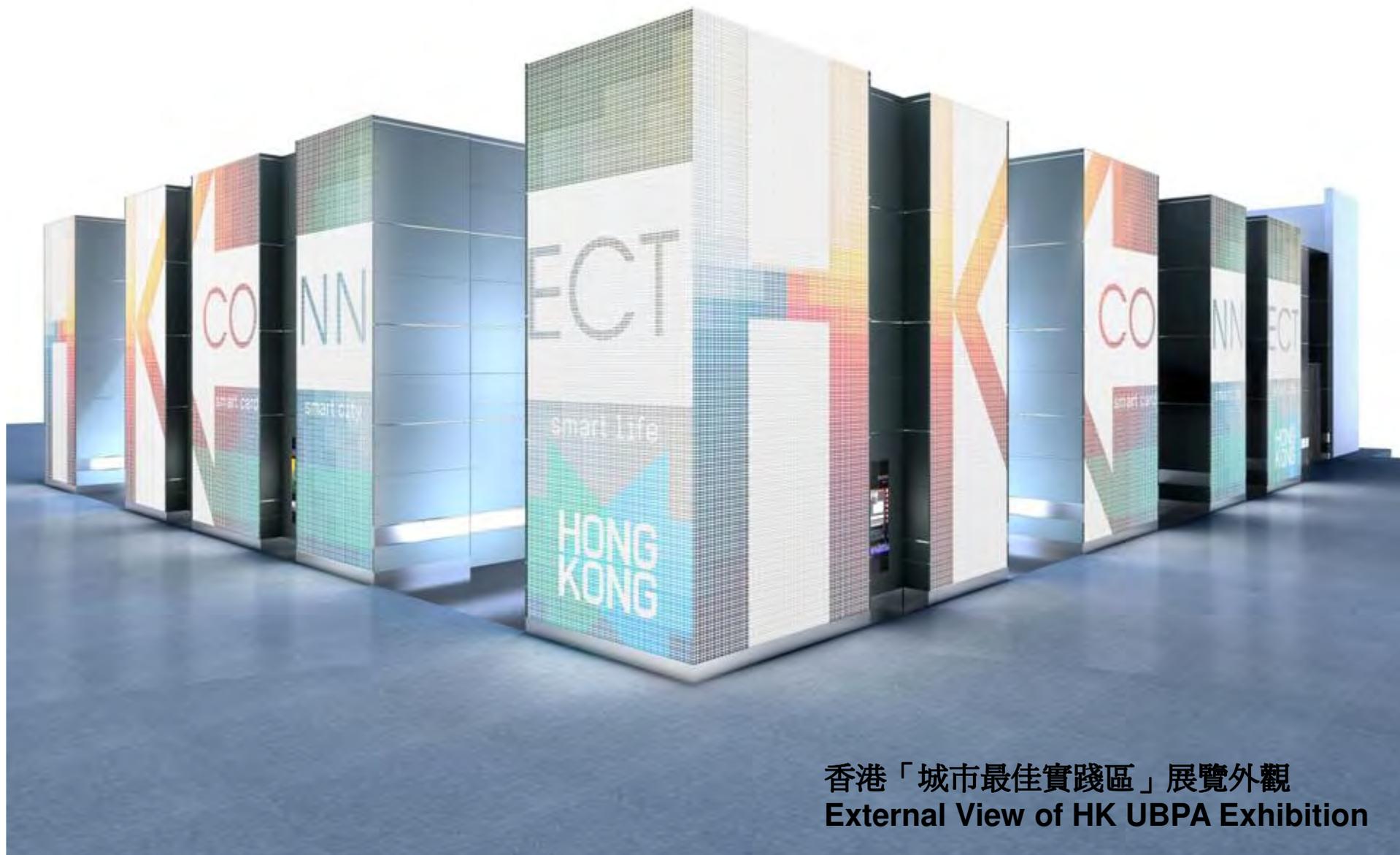
日景透视
Day View Perspective



夜景透视
Night View Perspective



剖面图
Section Elevation



香港「城市最佳實踐區」展覽外觀
External View of HK UBPA Exhibition