

For Information

Legislative Council Panel on Commerce and Industry

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

Purpose

This paper reports on the Hong Kong Special Administrative Region (HKSAR)'s participation in the World Exposition 2010 Shanghai China (Shanghai Expo) and addresses the questions raised by Members in previous discussions on the project, particularly in relation to the sponsorship of the underprivileged to visit the Shanghai Expo and to the preservation/reprovisioning of the Hong Kong Pavilion (HK Pavilion) after the Shanghai Expo.

Shanghai Expo

2. The Shanghai Expo was held from 1 May 2010 to 31 October 2010 under the theme "Better City, Better Life". It was the largest in Expo history, both in terms of geographical size and in terms of numbers. The Shanghai Expo Park occupied a total area of 5.28 square kilometres along the banks of the Huangpu River. A total of 246 participants, including 190 countries and 56 international organisations, took part in the event. Over the six-month period, the Expo drew a record number of 73.08 million visitors; with the highest single-day admission reaching a record-breaking 1.03 million on 16 October.

HKSAR's participation

3. We have, since December 2007, regularly updated Members on our plans and the progress of preparations for our participation in the Shanghai Expo. In brief, the key components of Hong Kong's participation were –

- (a) constructing and operating a stand-alone HK Pavilion under the theme “Hong Kong – Potential Unlimited”;
- (b) participating in a dedicated exhibition entitled “Smart Card · Smart City · Smart Life” in the Urban Best Practices Area (UBPA);
- (c) organising a series of cultural performances and promotional activities, including a “Hong Kong Week”; and
- (d) developing an Online HK Pavilion and an Online UBPA Exhibition, as part of the “Expo Shanghai Online” hosted by the Expo Organiser.

4. Hong Kong’s participation in the Shanghai Expo has been the largest, most comprehensive and longest running promotional effort ever undertaken by Hong Kong at an international event. The main activities and results are highlighted below –

- (a) during the six-month period from 1 May to 31 October 2010, the HK Pavilion and Hong Kong’s UBPA Exhibition (HK UBPA Exhibition) received over 3.3 million visitors. According to our daily exit surveys, over 95% of the visitors found the experience interesting and satisfying;
- (b) during the Hong Kong Week held on 18 to 22 October, about 200,000 Expo visitors attended the performances, the daily parade and other activities organised in the Expo Park by 12 Hong Kong groups;
- (c) we organised 69 promotional events, both inside and outside the Expo Park, covering a broad range of topics including green living, “One Country, Two Systems”, tourism, branding, film, fashion, design, smart card technology and creative industries such as photography, comics and animation, and art;
- (d) at the HK Pavilion, we mounted different thematic exhibitions at the Atrium every month to provide insight and to let visitors understand the lifestyle and achievements of

Hong Kong. The themes of the monthly exhibitions included –

- "Green Living in Hong Kong";
- "Hong Kong International Airport: Global Connectivity · World-class Service";
- "One Country, Two Systems";
- "Stories Behind Banknotes";
- "Passion for Hong Kong: Exhibition of Works by Professor Jao Tsung-i"; and
- "Creativity of Hong Kong Industries";

- (e) outside the Expo Park, we organised an extensive array of promotional events, including the "Festive Hong Kong Celebration" by the Hong Kong Tourism Board; the "Hong Kong: Creative Ecologies" exhibition by the Hong Kong Design Centre; the two preparatory forums of the "Chinese Creative Industries Forum" by the Hong Kong Institute of Contemporary Culture; the "Hong Kong · City" photo exhibition by the Hong Kong Institute of Professional Photographers; the "Hong Kong Comics and Animation Carnival" by the Hong Kong Comics and Animation Federation; the "Hong Kong Digital Entertainment Showcases" by Hong Kong Cyberport Management Company Limited; the "Style Hong Kong" exhibition by the Hong Kong Trade Development Council; the "Fashion Visionaries · Hong Kong" fashion show and exhibition by the Hong Kong Fashion Designers Association; the "Hong Kong Film Retrospective 2010" by the Hong Kong Film Development Council; the "Hong Kong - Shanghai Mobile Film Exchange Forum" by the Hong Kong Wireless Technology Industry Association; and Hong Kong's UBPA Exhibition Thematic Seminar and Exchange Programme "Hong Kong Smart City+" by GS1 Hong Kong and Hong Kong Public Key Infrastructure Forum Limited;

- (f) we hosted two major forums on legal and financial services, respectively entitled "Hong Kong Legal Services: Global Vision" and "Stronger Links, Stronger Markets: Hong Kong, the Mainland and the World". We also organised six seminars for presentation and exchange of ideas on green technologies, green transport, creative industries, branding promotion and promotion of trade in Hong Kong and China;
- (g) during the Expo period, Hong Kong organised 34 cultural and performing arts programmes, involving 100 performances, in Shanghai. The programmes covered a diversity of performances by outstanding local artists and performing groups in Cantonese opera, Chinese music, jazz, experimental theatre, drama, Canto-pop, modern dance, ballet and classical music. They attracted on average over 90% attendance and a total audience of 17,000 people. In addition, the two visual arts exhibitions held at the Shanghai Art Museum and Museum of Contemporary Art, Shanghai, received some 40,000 visitors;
- (h) a total of 4,700 students and teachers also took part in exchange programmes to Shanghai to enhance national education and learn more about the world through the Expo platform;
- (i) in Hong Kong, eight large-scale and 20 medium to small-scale roving exhibitions were held to inform the local public of Hong Kong's Expo presence. They were all well received, with the large-scale exhibitions attracting more than 220,000 visitors; and
- (j) the virtual HK Pavilion and HK UBPA Exhibition of the Expo Shanghai Online provided cyber visitors with a realistic experience of the two exhibitions. In addition, a dedicated website and a Youtube channel were created to engage netizens. The youth.gov portal managed by the Efficiency Unit established a "Shanghai Wall Post" site and opened a facebook page to encourage young people to take an active interest in the Expo. It attracted more than 2,000 registered members and more than 1,000 postings of photographs. Hong Kong's internet-based Expo outreach

was the largest and most sustained project by the HKSAR Government. The videos and news reports hosted by the website had received some 63 million hits.

Community participation

5. Community involvement was a significant feature of HKSAR's participation in the Shanghai Expo. The overall design of the HK Pavilion was based on the winning entry of the concept design competition held by the Government in 2008. The detailed design and construction of the HK Pavilion and the HK UBPA Exhibition were outsourced to private contractors through open tenders. A large number of our promotional events, including conferences and exhibitions, were organised in conjunction with major local non-government organisations. All our Expo-related cultural performances in Shanghai were staged by Hong Kong artists and artist groups. Over 100 Hong Kong volunteers were recruited by the Expo Organiser to perform various duties at the Expo Park, including helping with day-to-day operation, visitor surveys and guiding service for visitors at the HK Pavilion. Another 80 young ambassadors took part in an exchange programme during which they introduced the Hong Kong city lifestyle to the visitors of the HK UBPA Exhibition. The Hong Kong Economic and Trade Office in Shanghai also arranged some 80 Hong Kong university students doing internship at the office to perform volunteer services at the HK Pavilion and HK UBPA Exhibition.

6. We also promoted visits by different sectors of the community, especially in encouraging support for students and the underprivileged to visit the Shanghai Expo. In this connection, Members had asked, at the Panel meeting held on 15 December 2009, the Administration to provide information on the programmes for subsidising the different community sectors for visiting the Shanghai Expo.

7. To promote the opportunity for underprivileged members of the community to visit the Shanghai Expo, the Constitutional and Mainland Affairs Bureau established a "Visit Expo · Explore Shanghai" Sponsorship Scheme. Under this Scheme, non-government organisations (NGOs) may apply for funds to organise Expo visits for the low income, mentally or physically disadvantaged, or other underprivileged groups. These NGOs included the subvented

organisations of the Social Welfare Department, member organisations of The Hong Kong Council of Social Service and ethnic minority organisations. \$4.18 million was given to 38 organisations in sponsorship of over 900 participants and supporting personnel for their visits to the Shanghai Expo.

8. Moreover, we also encouraged private organisations and individuals to sponsor and to organise similar visits. As a result, two local commercial companies had organised their own visits for 81 underprivileged persons and students. The Hong Kong Federation of Youth Groups also organised a “Special Train to World Expo 2010 – Better City Built by Our Youth” for 500 students from low income families to visit the Shanghai Expo, with its own funds and \$1.78 million from private sponsorship.

9. The Commission on Youth, overseen by the Home Affairs Bureau, allocated \$ 9.67 million to sponsor 71 youth organisations to organise 76 study tours to the Shanghai Expo, benefitting about 4,300 Hong Kong youths. It also sponsored the recruitment and training of some 100 Hong Kong volunteers to serve at the Shanghai Expo.

10. The Education Bureau organised the “Passing on the Torch: Exploring and Embracing Chinese Culture National Education Exchange Programme” with an allocation of \$7.8 million for sponsoring 1,200 senior students and teachers to visit the Shanghai Expo. In addition, it co-organised with the Home Affairs Bureau a subsidy programme “Hong Kong and Macao Student Tour of the Shanghai World Expo” with a funding of \$8.6 million for 3,500 students and teachers.

Reprovisioning of the HK Pavilion and the HK UBPA Exhibition

11. At previous meetings, some Members asked about the possibility of preserving the HK Pavilion after Expo. At the Panel meeting held on 15 December 2009, we reported that we had raised the matter with the Bureau of Shanghai World Expo Coordination (SEB) and would negotiate with SEB for the preservation of the Pavilion.

12. According to established rules of the World Expo, the HK Pavilion should be demolished and the site returned to the Organiser after the Expo. The SEB has since advised that while they appreciated the intent of the proposal, they were unable to make an exception for the HK Pavilion. Hence, we have proceeded with the removal of the exhibits

and the structure. Similarly, the venue for the HK UBPA Exhibition would also be returned to SEB after dismantling.

13. Since it is not possible to preserve the HK Pavilion and the HK UBPA Exhibition in situ, we have to consider the alternative of preserving at least part of the exhibitions elsewhere. Meanwhile, we were advised that the SEB would construct a Museum of Expo 2010 Shanghai China (the Expo Museum) as a permanent legacy of the Shanghai Expo. In this connection, SEB had invited us to donate some items for future display at the Expo Museum to be opened in May 2012. We considered this a worthwhile initiative and would help serve our objective of maintaining a continued presence and a lasting memory of the HKSAR's participation in the Expo.

14. Having regard to the criteria set out in SEB's invitation, we have therefore selected for donation to the Expo Museum a number of items which were closely related to HKSAR's participation in the Shanghai Expo. These included a model of the HK Pavilion, the replica of Golden Bauhinia Statue that was displayed at the middle-level of the HK Pavilion, the lighting art-piece of "The Infinite Constellation" hung from the ceiling at the atrium of the HK Pavilion, the signage of HK Pavilion that was displayed at the main entrance, a set of souvenir stamps and Front Day Cover commemorating HKSAR's participation in the Shanghai Expo, copies of Basic Law and the then President Jiang Zemin's speech at the Ceremony for the Establishment of the HKSAR in 1997, a full set of the souvenirs distributed at the Hong Kong Pavilion and a set of wristbands with Radio Frequency Identification feature that were distributed at the HK UBPA Exhibition.

15. As regards the other exhibits, some were borrowed from the Hong Kong Heritage Museum and the Hong Kong Museum of History, and would be returned there and the respective parties for continued custody and future display. They include particularly the Golden Bauhinia Statue presented by the State Council, the lecterns used in the 1997 Hong Kong Handover Ceremony, and specimens of passports and identification documents of different periods. We have arranged for the videos "Connected to Nature – Hong Kong Wetland Species", "Hong Kong Insects" and "Hong Kong Mammals, Reptiles and Amphibians" to be shown at the Hong Kong Wetland Park. We would also further explore the possibility of showing the 3D video and other

key components of the HK Pavilion at other suitable venues in Hong Kong.

16. As for the HK UBPA Exhibition, we are making arrangements for part of the Exhibition to be displayed in Hong Kong for the continued promotion of the use of smart card technologies. On the other hand, we shall see to the installation of a server for the virtual UBPA Exhibition in Hong Kong for access by our citizens.

Constitutional and Mainland Affairs Bureau

Commerce and Economic Development Bureau

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