



A guide to Events and Activities

# Connect to Hong Kong at Shanghai Expo

May 1 to Oct 31, 2010

# Message

**H**ong Kong will stage a feast of events and activities during the six-month World Exposition 2010 Shanghai China (Shanghai Expo) period.

More than 55 events are planned, including an exciting performing arts programme, exhibitions, seminars, and major promotional activities for the tourism, design and branding, and film sectors.

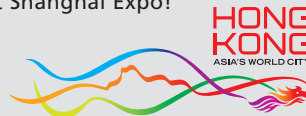
Exhibitions and promotions on photography, fashion as well as comics and animation are also planned.

Hong Kong Week, from October 18-22, will provide a tremendous opportunity to showcase Hong Kong's creative talent, with about 20 events and activities planned around that time both inside and outside the Expo Park.

We aim to make a big splash in Shanghai. Expo provides a great opportunity to showcase the talent, creativity, innovation and quality of our people to both national and global audiences.

Everyone involved in these events is pulling out all stops to make each one a great success that will not only reflect positively on Hong Kong, but also underscore our commitment to contribute wholeheartedly to Shanghai's Expo efforts.

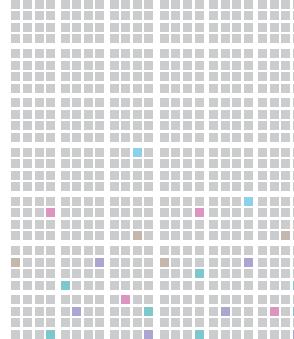
I look forward to seeing you all "Connect to Hong Kong at Shanghai Expo!"



**Henry Tang**  
*Chief Secretary  
for Administration  
Hong Kong Special  
Administrative Region  
Government*

*Chairman  
Steering Committee  
for HKSAR's Participation  
in Shanghai Expo 2010*

# Our Sponsors



We'd like to say a big "THANK YOU!" to all of our sponsors, whose contributions have helped to promote Hong Kong at Shanghai Expo.

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The Dragon Foundation

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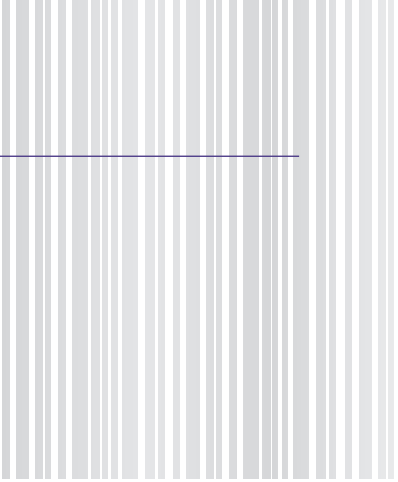
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*The information in this booklet  
is correct as of Mar 26, 2010.  
For updated details, please visit:  
[www.hkexpo2010.gov.hk](http://www.hkexpo2010.gov.hk)*

## Introduction

# Connect to Hong Kong at Shanghai Expo

May 1 to October 31, 2010

**H**ong Kong is delighted to be taking part in Shanghai Expo to showcase our connectivity and creativity. Our participation involves four aspects:

- Constructing and operating a stand-alone Hong Kong Pavilion under the theme “Hong Kong – Potential Unlimited”
- Taking part in the Urban Best Practices Area (UBPA) Exhibition under the theme “Smart Card • Smart City • Smart Life”
- Taking part in Expo Shanghai Online to provide netizens with a realistic, virtual experience of Hong Kong’s participation in Shanghai Expo
- Organising events and activities before and during the Expo period to promote Hong Kong’s innovation and creativity in cultural and other different fields.

### Hong Kong Pavilion—“Hong Kong—Potential Unlimited”

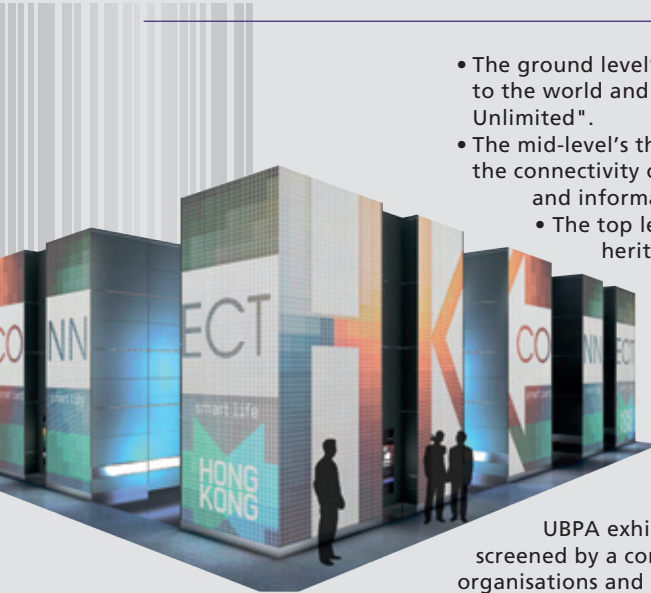
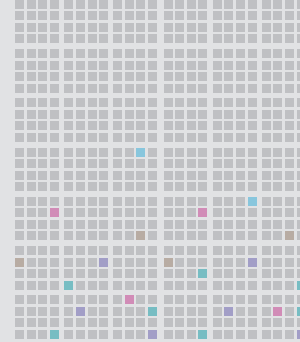
The Hong Kong Pavilion has a sleek contemporary look to showcase the infinite imagination and creativity of Hong Kong and its people.

It will provide visitors with a memorable impression of Hong Kong as a modern, open, free and transparent society.

The pavilion’s three exhibition levels highlight different aspects of Hong Kong’s connectivity and creativity.



*Hong Kong Pavilion*



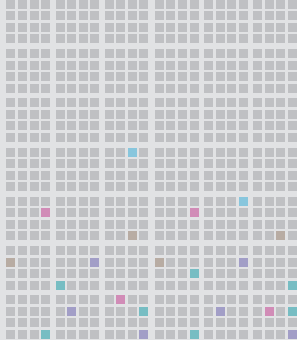
*Hong Kong's Urban Best Practices Area Exhibition*

- The ground level's theme is "Connected to the Global Village"— Hong Kong's connectivity to the world and China. This level also brings out the theme of "Hong Kong — Potential Unlimited".
- The mid-level's theme is "Connected by Ideas, Information and Diversity"— the connectivity of ideas and knowledge coupled with the free flow of money and information.
  - The top level's theme is "Connected 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.

### Hong Kong's UBPA Exhibition — "Smart Card • Smart City • Smart Life"

Shanghai Expo includes a new concept—the Urban Best Practices Area (UBPA)—that reinforces 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 around 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"— demonstrates how smart cards have made daily city life easier and more efficient for millions of people in the city.

## Kaleidoscope of Activities and Events

Hong Kong will organise more than 50 events and activities, including performing arts programmes and art exhibitions, both within and outside the Expo site to promote the city's innovation and creativity in different fields.

## Online Hong Kong Pavilion and Online Hong Kong UBPA Exhibition

A "virtual pavilion" and a "virtual UBPA exhibition" built for the Expo Shanghai Online project will 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 Shanghai Expo.

We warmly welcome you to be part of the Hong Kong experience at Shanghai Expo! For details of our events, activities and latest happenings, please visit [www.hkexpo2010.gov.hk](http://www.hkexpo2010.gov.hk).



The background features a teal grid pattern on the left side that tapers into a white space. On the right side, there are vertical teal bars of varying heights, creating a bar chart effect.

**MAY**

2010

*Connect to HK*

**Green City**

# MAY 2010

Connect to HK Green City



Date	Event	Venue	Organiser	Enquiries	Map
1/5/2010	Opening of Hong Kong Pavilion	Hong Kong Pavilion, Expo Park Zone A, Pudong	HKSARG	(852) 2842 8891	A5
1/5/2010	Opening of Hong Kong's Urban Best Practices Area Exhibition	Hall B4-2, Expo Park Zone E, Puxi	HKSARG	(852) 2189 2329	A1
1/5/2010 – 22/5/2010	"Green Living in Hong Kong" Exhibition	Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong	Environment Bureau, HKSARG	(852) 2594 6231	A5
6/5/2010	Seminar on "Green Technologies, Planning and Opportunities"	Grand Hyatt Shanghai Hotel, Pudong	Environment Bureau of HKSARG, Federation of Hong Kong Industries, Hong Kong Environmental Industry Association, Guangdong Province Housing and Urban-Rural Construction Department, and Secretariat for Transport and Public Works of Macao SAR Government	(852) 2594 6231	B9
8/5/2010	Yat Po Singers "Rock Hard"	Shanghai Grand Theatre, Drama Theatre	Shanghai Spring International Music Festival	(852) 2601 8814	C15

Date	Event	Venue	Organiser	Enquiries	Map
11/5/2010 – 12/5/2010	Cinematic Theatre “Waiting for the Match”	Shanghai Theatre Academy, Academy Theatre	Shanghai Modern Drama Valley	(852) 2567 5888	C21
13/5/2010 – 14/5/2010	Alice Theatre Laboratory “Seven Boxes Possessed Of Kafka”	Shanghai Theatre Academy, Duanjun Theatre	Shanghai Modern Drama Valley	(852) 2784 7938	C21
13/5/2010 – 17/5/2010  14/5/2010	“Asian Fashion Blooming” Special Present For 2010 Shanghai Expo  Hong Kong Fashion Show	Shanghai Fashion Centre, Grand Show Hall	Shanghai International Fashion Culture Festival Organizing Committee, Shanghai Fashion Week Organizing Committee, Shanghai Textile (Group) Co. Ltd.	(86) 21 6386 5618	
15/5/2010 – 31/10/2010	“Hong Kong: Creative Ecologies – Business, Living, Creativity” Design Exhibition	The Bridge 8, Phase 3, 550 Jumen Road, Luwan District	Hong Kong Design Centre	(852) 2522 8688 <a href="http://www.creativeecologies.hk">www.creativeecologies.hk</a>	C20
15/5/2010	Hong Kong Chinese Orchestra “HKCO Concert”	Shanghai Concert Hall	Shanghai Spring International Music Festival	(852) 2601 8814	C18
16/5/2010 – 17/5/2010	Class 7A Drama Group “Death” (Shanghai version)	Shanghai Theatre Academy, Duanjun Theatre	Shanghai Modern Drama Valley	(852) 2582 0274	C21
23/5/2010 – 22/6/2010	“HKIA: Global Connectivity. World-class Service” Exhibition	Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong	Hong Kong International Airport	(852) 2181 8888	A5

# Hong Kong: Creative Ecologies – Business, Living, Creativity Design Exhibition

**Organiser** Hong Kong Design Centre

**Date** May 15 – October 31

**Venue** The Bridge 8, Phase 3, 550 Jumen Road,  
Luwan District, Shanghai

**Time** 10am – 7pm daily

“Hong Kong : Creative Ecologies – Business, Living, Creativity” will consist of a series of exhibitions and fringe programmes to highlight to a global audience the innovation, competitive edge, multi-cultural and entrepreneurial spirit of Hong Kong designers.

The exhibition will present a compelling and persuasive story about Hong Kong as a creative work in progress, how creative ecologies – physical, social, economic and cultural have fostered Hong Kong’s ability to harness and attract the creative class worldwide. It will display the energy, style, innovation and branding power of Hong Kong’s design industry and the creative community clustered around it.



# Green Living in Hong Kong Exhibition

**Organiser** Environment Bureau, HKSARG

**Date** May 1 – 22

**Venue** Hong Kong Pavilion Atrium,  
Expo Park Zone A, Pudong

The exhibition will showcase green living concepts in Hong Kong.



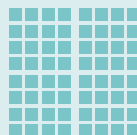
## Seminar on Green Technologies, Planning and Opportunities



**Organisers** Environment Bureau, HKSARG; Federation of Hong Kong Industries; Hong Kong Environmental Industry Association; Guangdong Province Housing and Urban-Rural Construction Department; Secretariat for Transport and Public Works of Macao SAR Government

**Date** May 6

**Venue** Grand Hyatt Shanghai Hotel,  
Pudong



The seminar will share details of the HKSAR's environmental policy that encourages the development and implementation of green technologies for industries in the Pearl River Delta (PRD). It will also cover the joint regional planning study "The Regional Co-operation Plan on Building a Quality Living Area", as well as the business opportunities arising from this.

The half-day seminar will include speakers from trade associations, industry and government.

# HKIA : Global Connectivity. World-class Service Exhibition

**Organiser** Hong Kong International Airport  
(HKIA)

**Date** May 23 – June 22

**Venue** Hong Kong Pavilion Atrium,  
Expo Park Zone A, Pudong

The exhibition will showcase the unparalleled connectivity of HKIA and its contributions to Hong Kong.



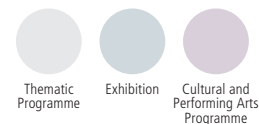
**JUN** 2010

*Connect to HK* Destination City



# JUN 2010

Connect to HK Destination City



Date	Event	Venue	Organiser	Enquiries	Map
15/5/2010 – 31/10/2010	"Hong Kong: Creative Ecologies – Business, Living, Creativity" Design Exhibition	The Bridge 8, Phase 3, 550 Jumen Road, Luwan District	Hong Kong Design Centre	(852) 2522 8688 www.creativeecologies.hk	C20
1/6/2010 – 15/6/2010	Tourism promotion campaign "Festive Hong Kong 2010"	Xintiandi	Hong Kong Tourism Board and Tourism Commission, HKSARG	(86) 21 6385 1242	C19
4/6/2010	The Hong Kong Ballet "Summer Delights"	Shanghai Oriental Art Center, Oriental Opera Hall	Shanghai Oriental Art Center Management Co., Ltd.	(852) 2601 8814	B11
10/6/2010	The Hong Kong Academy for Performing Arts School of Dance "Crossing Borders"	Shanghai Theatre Academy, Academy Theatre	HKAPA School of Dance	(852) 2601 8814	C21
12/6/2010	The Hong Kong Academy for Performing Arts School of Dance "Arts • Travel • Two Cities"	Museum of Contemporary Art, Shanghai	Museum of Contemporary Art, Shanghai	(852) 2601 8814	C16

Date	Event	Venue	Organiser	Enquiries	Map
18/6/2010	Seminar on "Green Transport in Hong Kong, Asia's world city"	Shanghai International Convention Centre, Pudong	The Centre of Urban Studies and Urban Planning of The University of Hong Kong, HKSARG, Hong Kong Institute of Planners and the Chartered Institute of Logistics and Transport in Hong Kong	(852) 2219 4894 / (852) 2859 2721	B8
19/6/2010 – 20/6/2010	City Contemporary Dance Company "DELTA – site specific dance gala"	Shanghai Times Square (19/6/2010) and PLAZA 353 (20/6/2010)	City Contemporary Dance Company	(852) 2601 8814	C12
23/6/2010 – 15/7/2010	"One Country, Two Systems" Exhibition	Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong	Constitutional and Mainland Affairs Bureau, HKSARG	(852) 2810 2197	A5
25/6/2010	City Contemporary Dance Company "Tales of Two Cities – Hong Kong • Shanghai • Eileen Chang"	Shanghai Grand Theatre, Drama Theatre	City Contemporary Dance Company	(852) 2601 8814	C15

# Festive Hong Kong 2010

**Organisers** Hong Kong Tourism Board,  
Tourism Commission, HKSARG

**Date** June 1 – 15

**Venue** Xintiandi



In support of Hong Kong's participation in the Expo 2010 Shanghai China, the Hong Kong Tourism Board (HKTB) will launch a series of exciting activities in Xintiandi from 1 – 15 June 2010. Xintiandi will be dressed up as a mini Hong Kong to promote the city's numerous colourful festivals and cultural celebrations that will take place during "Festive Hong Kong 2010". These activities will include spectacular performances by major tourist attractions, for example Hong Kong

Disneyland and Ocean Park Hong Kong. Other programmes on offer are various interactive games and daily lucky draws where visitors can win free return tickets to Hong Kong, sponsored by Dragonair and Cathay Pacific Airways, plus many other great prizes.



Seminar on

# Green Transport in Hong Kong, Asia's World City

**Organisers** Centre of Urban Studies and Urban Planning  
of The University of Hong Kong; HKSARG;  
Hong Kong Institute of Planners; Chartered  
Institute of Logistics and Transport in Hong Kong

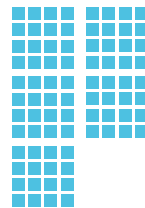
**Date** June 18

**Venue** Shanghai International Convention Centre, Pudong

The seminar will present the planning and management of Hong Kong's green transport and infrastructure.

Speakers at the half-day seminar will include international experts, representatives from the transport and infrastructure sectors, and HKSARG officials.





# One Country, Two Systems Exhibition

**Organiser** Constitutional and Mainland Affairs Bureau,  
HKSARG

**Date** June 23 – July 15

**Venue** Hong Kong Pavilion Atrium,  
Expo Park Zone A Pudong

The exhibition will showcase Hong Kong's return to the motherland, the establishment of the HKSAR, and the strengths of the HKSAR under the principle of "One Country, Two Systems" and the Basic Law.

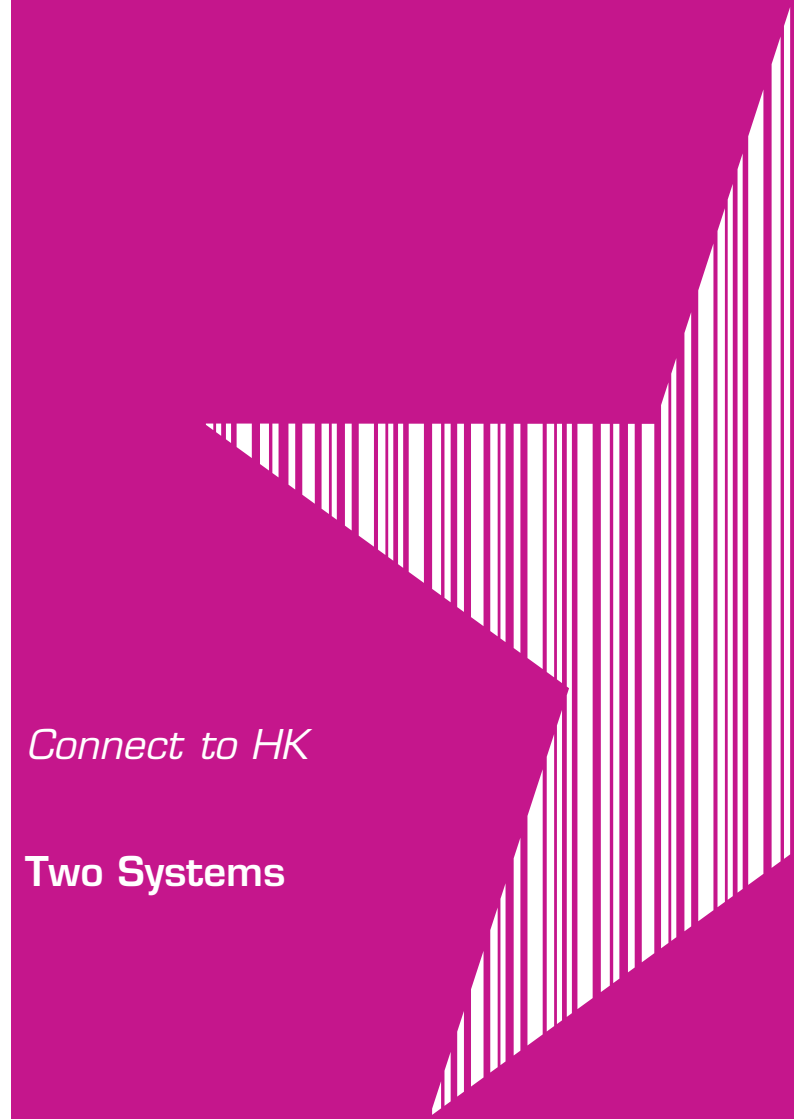




**JUL** 2010

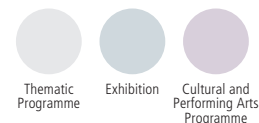
*Connect to HK*

**One Country, Two Systems**



# JUL 2010

Connect to HK One Country, Two Systems



Date	Event	Venue	Organiser	Enquiries	Map
15/5/2010 – 31/10/2010	“Hong Kong: Creative Ecologies – Business, Living, Creativity” Design Exhibition	The Bridge 8, Phase 3, 550 Jumen Road, Luwan District	Hong Kong Design Centre	(852) 2522 8688 www.creativeecologies.hk	C20
23/6/2010 – 15/7/2010	“One Country, Two Systems” Exhibition	Hong Kong Pavilion, Expo Park Zone A, Pudong	Constitutional and Mainland Affairs Bureau, HKSARG	(852) 2810 2197	A5
1/7/2010	HKSAR Establishment Day Activities	Hong Kong Pavilion, Expo Park Zone A, Pudong	HKSARG	(852) 2810 2197	A5
6/7/2010	Hong Kong Legal Services Forum: “Hong Kong Legal Services – Global Vision”	Pudong Shangri-La Shanghai	Department of Justice, HKSARG	(86) 21 6352 8488 www.doj.gov.hk/legalservicesforum/	B10
9/7/2010 – 10/7/2010	Hong Kong Dance Company “Qingming Riverside”	Shanghai Grand Theatre, Lyric Theatre	Hong Kong Dance Company; Shanghai Grand Theatre	(852) 2601 8814	C15

Date	Event	Venue	Organiser	Enquiries	Map
16/7/2010 – 9/8/2010	"Legacy and Creations – Ink Art vs Ink Art" Exhibition	Shanghai Art Museum	Leisure and Cultural Services Department, HKSARG; Shanghai Art Museum	(852) 2721 0116	C14
16/7/2010 – 15/8/2010	"Stories Behind Banknotes" Exhibition	Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong	The Hongkong and Shanghai Banking Corporation Limited		A5
21/7/2010	Finance Forum	Pudong Shangri-La Shanghai	Hong Kong Exchanges and Clearing Limited; Invest Hong Kong, HKSARG; Financial Services and the Treasury Bureau, HKSARG	corpcom@hkex.com.hk	B10
22/7/2010 – 25/7/2010	Edward Lam Dance Theatre "Great Expectations"	Shanghai Oriental Art Center, Oriental Opera Hall	WuShangShenCai	(852) 2601 8814	B11

Hong Kong Legal Services Forum

# Hong Kong Legal Services — Global Vision



**Organiser** Department of Justice, HKSARG

**Co-organisers** Hong Kong Trade Development Council  
Hong Kong Bar Association  
Law Society of Hong Kong  
Hong Kong International Arbitration Centre  
Asia Office of the International Court of Arbitration, International Chamber of Commerce

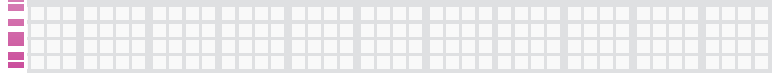
**Date** July 6

**Venue** Pudong Shangri-La Shanghai

“Hong Kong Legal Services – Global Vision” will promote Hong Kong’s strength as a leading legal services and dispute resolution centre.

The Forum will attract some 400 participants, including foreign and Mainland enterprises in the Yangtze River Delta region; Mainland legal practitioners and corporate counsel; and Mainland government officials.

The HKSAR Secretary for Justice will officiate at the opening. Moderators and speakers will be leading legal practitioners (solicitors and barristers) and prominent arbitrators experienced in cross-boundary legal transactions and international arbitrations as well as senior members of the Department of Justice.



# Finance Forum



The Forum will discuss the roles of Hong Kong and Shanghai in facilitating financial reform in the Mainland, the development of China's capital markets and Renminbi, and financial regulatory reform shaping the international financial landscape. The invitation-only event will attract about 400 high-level financial services leaders.

Keynote speakers will include HKSARG Principal Officials, as well as senior representatives from financial regulatory bodies, exchanges and other major financial institutions in Hong Kong and the Mainland of China.

**Organisers** Hong Kong Exchanges and Clearing Limited; Invest Hong Kong, HKSARG and the Financial Services and the Treasury Bureau, HKSARG

**Date** July 21

**Venue** Pudong Shangri-La Shanghai





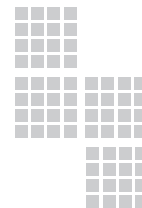
# Stories Behind Banknotes Exhibition

**Organiser** The Hongkong and Shanghai Banking Corporation Limited

**Date** July 16 – August 15

**Venue** Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong

Exhibits on display will provide visitors with insights on the development of Hong Kong banknotes, and the relationship between their design and Hong Kong's socio-economic transformation.



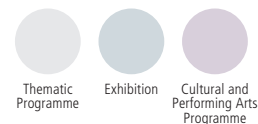


**AUG** 2010

*Connect to HK Cultural City*

# AUG 2010

Connect to HK Cultural City



Date	Event	Venue	Organiser	Enquiries	Map
15/5/2010 – 31/10/2010	“Hong Kong: Creative Ecologies – Business, Living, Creativity” Design Exhibition	The Bridge 8, Phase 3, 550 Jumen Road, Luwan District	Hong Kong Design Centre	(852) 2522 8688 www.creativeecologies.hk	C20
8/2010	Photo Exhibition	To be confirmed	Hong Kong Institute of Professional Photographers	(852) 2579 1983 www.hkipp.org	
8/2010	Youth Study Tours	Shanghai	Commission on Youth	www.coy.gov.hk	
16/8/2010 – 20/8/2010 (Tentative)	“Passing on the Torch: Exploring and Embracing Chinese Culture” National Education Exchange Programme	Shanghai	Education Bureau, HKSARG	(852) 2153 7483 www.ebd.gov.hk/cd/mce	
16/8/2010 – 30/9/2010	Passion for Hong Kong: Exhibition of Works by Professor Jao Tsung-i	Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong	Home Affairs Bureau, HKSARG; Jao Tsung-i Petite Ecole of the University of Hong Kong	(852) 2594 5696/ (852) 2241 5598 www.hku.hk/jaotipe	A5
19/8/2010 – 20/8/2010	Hong Kong Arts Festival and the Chinese Artists Association of Hong Kong “Hong Kong Cantonese Opera Treasures”	Shanghai Theatre Academy, Academy Theatre	Hong Kong Arts Festival	(852) 2601 8814	C21
20/8/2010 – 21/8/2010	Musica Viva and The Hong Kong Academy for Performing Arts Alumni Association “The Legend of Zhang Baozai”	Shanghai Grand Theatre, Drama Theatre	Musica Viva; The Hong Kong Academy for Performing Arts Alumni Association	(852) 2601 8814	C15

# National Education Exchange Programme

## Passing on the Torch

### Exploring and Embracing Chinese Culture



**Organiser** Education Bureau, HKSARG

**Date** August 16 – 20 (Tentative)

**Venue** Shanghai

The Education Bureau will arrange for about 500 students and teachers to take part in exchange and learning activities in Shanghai. The aim is to deepen national education through Mainland exchanges, which help students to align learning experiences with curriculum objectives and content.

Apart from visiting the Expo Park, participants will also visit the Shanghai Urban Planning Exhibition Center, the Pudong financial district and other areas of interest in the city.

# Youth Study Tours



Organiser Commission on Youth

Date August

Venue To be confirmed

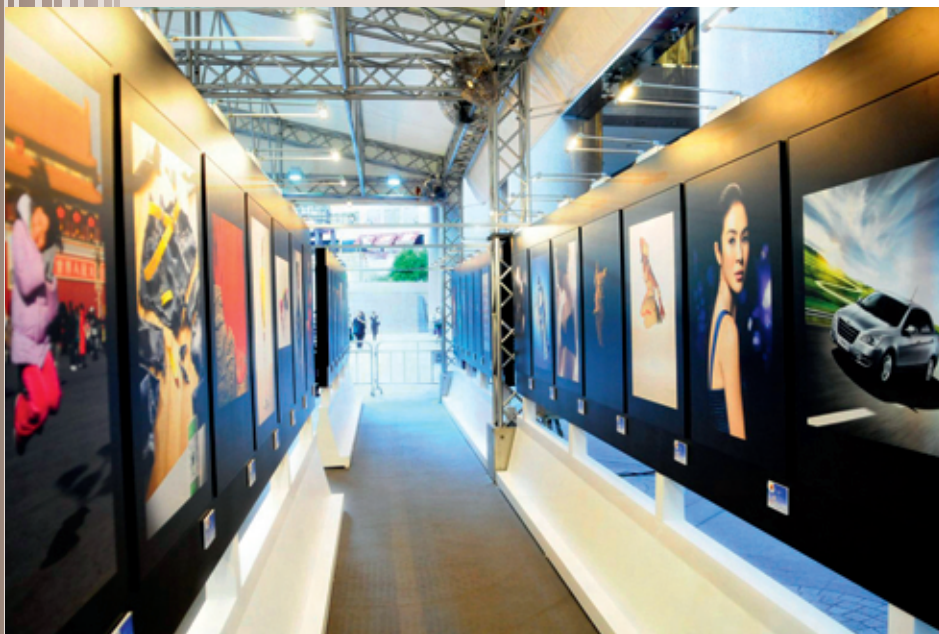
The Commission on Youth encourages community groups to visit the Shanghai Expo for study tours this year under the Commission's "Community Participation Scheme for Organising Study Tours to the Mainland".

# Photo Exhibition

Organiser Hong Kong Institute of Professional Photographers (HKIPP)

Date August

Venue To be confirmed



The HKIPP plans to organise a 4-week photo exhibition to demonstrate Hong Kong's infinite creativity and to capture the characteristics of Hong Kong as a modern, vibrant and interconnected city as well as a city of unlimited potential. The exhibition will showcase the creative talents of Hong Kong photographers, foster exchanges among the industry, and promote industry professionalism in the fields of photography, design and advertising.



# Passion for Hong Kong:

## Exhibition of Works by Professor Jao Tsung-i

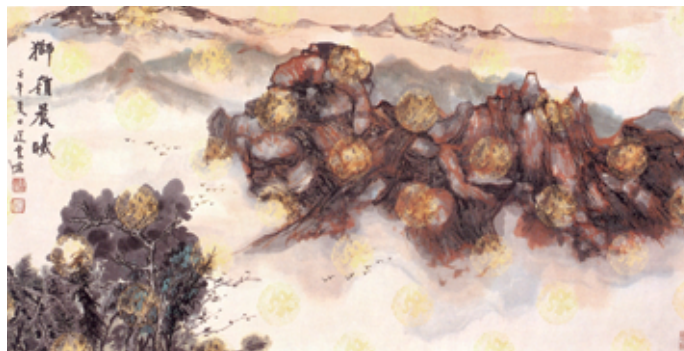
**Organisers** Home Affairs Bureau, HKSARG and  
Jao Tsung-i Petite Ecole of the  
University of Hong Kong

**Date** August 16 – September 30

**Venue** Hong Kong Pavilion Atrium,  
Expo Park Zone A, Pudong

A lasting impression of Hong Kong is provided through this striking display of Chinese painting and calligraphy by eminent scholar Professor Jao Tsung-i. On show are couplets and poems that reveal the artist's passion for the city and paintings of its extraordinary landscapes.

Professor Jao is one of the world's most renowned contemporary sinologists, known for his wide-ranging achievements spanning literature, history, philosophy, art and music. He has been honoured with a host of accolades in recognition of his accomplishments.



The background is a solid blue color. It features several white geometric patterns: a large circle with vertical stripes in the top left; a grid of squares in the top right; a grid of squares in the middle left; a diagonal stripe pattern in the bottom left; a diagonal stripe pattern in the bottom center; and a grid of squares in the bottom right.

**SEP**  
**2010**

*Connect to HK*  
*Creative City I*

Date	Event	Venue	Organiser	Enquiries	Map
15/5/2010 – 31/10/2010	"Hong Kong: Creative Ecologies – Business, Living, Creativity" Design Exhibition	The Bridge 8, Phase 3, 550 Jumen Road, Luwan District	Hong Kong Design Centre	(852) 2522 8688 www.creativeecologies.hk	C20
16/8/2010 – 30/9/2010	Passion for Hong Kong: Exhibition of Works by Professor Jao Tsung-i	Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong	Home Affairs Bureau, HKSARG; Jao Tsung-i Petite Ecole of the University of Hong Kong	(852) 2594 5696/ (852) 2241 5598 www.hku.hk/jaotipe	A5
9/2010	Hong Kong Comics and Animation Exhibition	To be confirmed	Hong Kong Comics and Animation Federation	(852) 2788 5968	
3/9/2010– 5/9/2010	Hong Kong Arts Festival and Fredric Mao Theatre Project "The Liaisons"	Shanghai Theatre Academy, Academy Theatre	Hong Kong Arts Festival	(852) 2601 8814	C21
4/9/2010	Hong Kong Philharmonic Orchestra "Bank of Communications brings to you: Hong Kong Phil in Beethoven 9"	Shanghai Oriental Art Center, Oriental Concert Hall	Shanghai Oriental Art Center Management Co., Ltd.	(852) 2601 8814	B11

Date	Event	Venue	Organiser	Enquiries	Map
14/9/2010 & 16/9/2010	ICT Industry Competition and Exchange Programme "Hong Kong Digital Entertainment Showcases"	To be confirmed	Hong Kong Cyberport Management Company Limited	(852) 3166 3788 / (852) 3166 3729 www.hkdes.asia	
16/9/2010	Seminar on "Chinese Brands – Now and the Future"	Shanghai International Convention Centre, Pudong	The Association of Accredited Advertising Agencies of Hong Kong and Hong Kong Trade Development Council	(852) 2882 8161 www.aaaa.com.hk	B8
21/9/2010	Expansion through Business Presence in Hong Kong – Seminar on Innovation and Technology	Hong Kong Economic and Trade Office in Shanghai, HKSARG	Invest Hong Kong, HKSARG	(86) 21 6351 2233 Ext. 124	C17
24/9/2010 – 25/9/2010	Theatre du Pif "The Will to Build (Revival version)"	Shanghai Grand Theatre, Drama Theatre	Leisure and Cultural Services Department, HKSARG; The Center for China Shanghai International Arts Festival	(852) 2601 8814	C15

Seminar on

# Chinese Brands — Now and the Future



**Organisers** The Association of Accredited Advertising Agencies of Hong Kong (HK4As) and the Hong Kong Trade Development Council

**Date** September 16

**Venue** Shanghai International Convention Centre, Pudong

The HK4As plans to conduct a global study on the world's perceptions towards Mainland brands. The results of the study will be released at the seminar. The study aims to reinforce Hong Kong's unique and strategic position as an international city of China, and to showcase the world-class quality of Hong Kong's professional services sector. Target subjects of the research include business leaders, marketing professionals, government officials, academia and Expo patrons.

# ICT Industry Competition and Exchange Programme

## Hong Kong Digital Entertainment Showcases

The “Hong Kong Digital Entertainment Showcases (HKDES)” comprises two competitions: “Geeks: Hong Kong Digital Game Development Competition 2010” and “Gags: Amazing Cities Animation Competition”. Both competitions serve to cultivate exchanges between the young and professional creative talents in Hong Kong and the Mainland.

The “Geeks” competition invites students and professionals to design online education games under the theme of Hong Kong’s UBPA Exhibition “Smart Card•Smart City•Smart Life”. The “Gags” competition provides a platform for students and professionals to produce a short animation about city life to match the Expo theme of “Better City, Better Life”.

Other programmes include pre-competition seminars and a media partnership with RTHK which will produce a TV series promoting the event.



<b>Organiser</b>	Hong Kong Cyberport Management Company Limited
<b>Co-organisers</b>	Hong Kong Digital Game-based Learning Association; MAYAN: Hong Kong MAYA User Group; Internet Professional Association
<b>Date</b>	September 14 and 16
<b>Venue</b>	To be confirmed

# Hong Kong Comics and Animation Exhibition



**Organiser** Hong Kong Comics and Animation Federation

**Date** September

**Venue** To be confirmed



The exhibition will present the distinctive edges of Hong Kong's animation and comics industry. Besides a one-month exhibition, the programme includes an opening ceremony, a sharing session and 3 interactive activities with comics and animation artists.

The exhibition will illustrate the history, development and achievements of the comics and animation industry, Hong Kong key comic figures, new generation comics, cross-over comics genre, art education programmes, as well as popular and independent comic artists and their works. Renowned Hong Kong comic artists, animation workers and artists will speak at the opening ceremony and sharing session. During the sharing session and interactive activities, speakers will discuss the industry's latest developments and prospects to foster exchanges and interaction with participants.

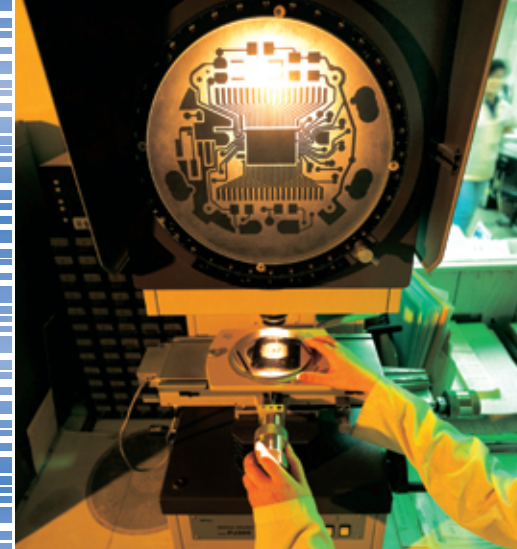


# Seminar on Innovation and Technology Expansion through Business Presence in Hong Kong

**Organiser** Invest Hong Kong, HKSARG

**Date** September 21

**Venue** Hong Kong Economic and  
Trade Office in Shanghai, HKSARG



InvestHK, in collaboration with the Shanghai Federation of Industry and Commerce, will organise a seminar on innovation and technology. The seminar aims to introduce the enduring advantages of Hong Kong's business environment to Mainland enterprises in the innovation and technology sector. Speakers will include representatives of the Innovation and Technology Commission (ITC), Hong Kong Science and Technology Parks (HKSTP), and the Hong Kong Applied Science and Technology Research Institute Company Limited (ASTRI). Mainland enterprises with successful experience of operating in Hong Kong will be invited to share their experience at the seminar.



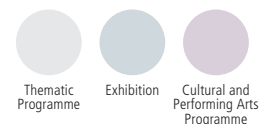


**OCT**  
2010

*Connect to HK*  
**Creative City II**

# OCT 2010

Connect to HK Creative City II



Date	Event	Venue	Organiser	Enquiries	Map
15/5/2010 – 31/10/2010	“Hong Kong: Creative Ecologies – Business, Living, Creativity” Design Exhibition	The Bridge 8, Phase 3, 550 Jumen Road, Luwan District	Hong Kong Design Centre	(852) 2522 8688 www.creativeecologies.hk	C20
1/10/2010 – 30/10/2010	Creativity of Hong Kong Industries Exhibition	Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong	The Chinese Manufacturers’ Association of Hong Kong	(852) 2542 8677	A5
10/2010	“Fashion Visionaries • Hong Kong” Fashion Show and Exhibition	To be confirmed	Hong Kong Fashion Designers Association	(852) 2330 1738 www.hkfda.org	
13/10/2010	Expansion through Business Presence in Hong Kong – Seminar on Creative Industries	Hong Kong Economic and Trade Office in Shanghai, HKSARG	Invest Hong Kong, HKSARG	(86) 21 6351 2233 Ext. 124	C17
15/10/2010 – 19/10/2010	Style Hong Kong Show	Century Plaza, Nanjing Road, Shanghai	Hong Kong Trade Development Council	(852) 2584 4425	C13
15/10/2010 – 12/11/2010	“Legacy and Creations - Art vs Art” Exhibition	Museum of Contemporary Art, Shanghai	Leisure and Cultural Services Department, HKSARG; Museum of Contemporary Art, Shanghai	(852) 2721 0116	C16

Date	Event	Venue	Organiser	Enquiries	Map
16/10/2010 – 18/10/2010	Zuni Icosahedron “Danny Yung Experimental Theatre : Flee by Night”	Shanghai Theatre Academy, Duanjun Theatre	Leisure and Cultural Services Department, HKSARG; Zuni Icosahedron; The Center for China Shanghai International Arts Festival; Shanghai Theatre Academy	(852) 2601 8814	C21
16/10/2010 – 19/10/2010	Spectacular for Expo by Hong Kong Police Band	Century Plaza (16-17/10/2010) Celebration Square Pudong Expo Park (18-19 /10/2010)	Hong Kong Police Band	(852) 2814 4291	C13 A3
18/10/2010 – 22/10/2010	Film Shows	To be confirmed	Hong Kong Film Development Council	(852) 2594 5705 fso@create.gov.hk	
18/10/2010 – 22/10/2010	Mobile Film Talent Exchange Forum and Showcase	To be confirmed	Hong Kong Wireless Technology Industry Association	(852) 2989 9163 www.hkwtia.org	
18/10/2010	Opening Ceremony of Hong Kong Week	Baosteel Stage (Large), Expo Park, Pudong	HKSARG	(852) 2842 8891	A6
18/10/2010 – 22/10/2010	Cantonese Opera Performances	Baosteel Stage (Small) and Interactive Zone, Expo Park, Pudong	Hong Kong Children and Juvenile Chinese Opera Troupe	(852) 2787 7853	A6

Date	Event	Venue	Organiser	Enquiries	Map
18/10/2010 – 22/10/2010	Budding Winter	Baosteel Stage Interactive Zone, Expo Park, Pudong	Home Affairs Bureau, HKSARG (Presenter)	(852) 6380 5903 www.buddingwinter.hk	A6
18/10/2010 – 22/10/2010	Parade	Bo Cheng Lu, Expo Park, Pudong	HKSARG	(852) 2842 8891	A7
10/2010	Ambassador Visit by Hong Kong Youth Symphony Orchestra	To be confirmed	Leisure and Cultural Services Department, HKSARG	(852) 2601 8814	
19/10/2010 – 20/10/2010	Hong Kong Fringe Club “Swing for All”	Baosteel Stage (Large), Expo Park, Pudong	Leisure and Cultural Services Department, HKSARG; The Center for China Shanghai International Arts Festival	(852) 2601 8814	A6
20/10/2010	Opera Hong Kong “My China Heart”	Celebration Square, Expo Park, Pudong	Leisure and Cultural Services Department, HKSARG; The Center for China Shanghai International Arts Festival	(852) 2601 8814	A3
21/10/2010 – 22/10/2010	Hong Kong Fringe Club “Contemporary Jazz featuring Ted Lo and Eugene Pao”	Baosteel Stage (Large), Expo Park, Pudong	Leisure and Cultural Services Department, HKSARG; The Center for China Shanghai International Arts Festival	(852) 2601 8814	A6

Date	Event	Venue	Organiser	Enquiries	Map
21/10/2010 – 22/10/2010	Hong Kong Singer-songwriters “Generation – Singer – Songwriters Concert”	Celebration Square, Expo Park, Pudong	Leisure and Cultural Services Department, HKSARG; The Center for China Shanghai International Arts Festival	(852) 2601 8814	A3
21/10/2010	Hong Kong’s Urban Best Practices Area Exhibition thematic seminar and exchange programme “Hong Kong Smart City+”	Lecture Hall, 3/F, Exploring of Future City Pavilion, Urban Best Practices Area, Expo Park Zone E, Pudong	GS1 Hong Kong and Hong Kong Public Key Infrastructure Forum Limited	(852) 2189 2329	A2
22/10/2010	Hong Kong Sinfonietta “A Soldier’s Story” cum Closing Ceremony of Hong Kong Week	Shanghai Oriental Arts Center, Oriental Concert Hall	Leisure and Cultural Services Department, HKSARG; The Center for China Shanghai International Arts Festival	(852) 2601 8814	B11

# Style Hong Kong Show

**Organiser** Hong Kong Trade Development Council

**Date** October 15 – 19

**Venue** Century Plaza, Nanjing Road, Shanghai

The “Style Hong Kong Show” is a large-scale outdoor event to promote Hong Kong brands. Century Plaza, one of the highest traffic areas in Shanghai, will be dressed up as a trendy Hong Kong street. Exhibitions will showcase Hong Kong’s innovative designs and premium products. Performances will also be staged, including an appearance by a well-known Hong Kong artiste who will be the “Style Hong Kong” ambassador.





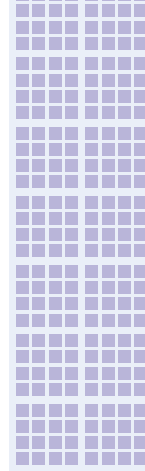
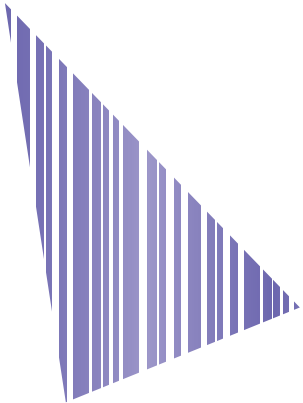
# Creativity of Hong Kong Industries Exhibition

**Organiser** The Chinese Manufacturers' Association of Hong Kong

**Date** October 1 – 31

**Venue** Hong Kong Pavilion Atrium, Expo Park Zone A, Pudong

The exhibition will showcase the creativity of Hong Kong industries.





# Fashion Visionaries • Hong Kong

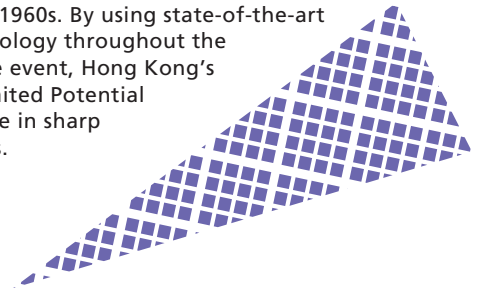
## Fashion Show and Exhibition

**Organiser** Hong Kong Fashion Designers Association (HKFDA)

**Date** October

**Venue** To be confirmed

HKFDA will stage a fashion show, under the main theme of "Fashion Visionaries • Hong Kong". As a prelude to the exhibition, Hong Kong fashion designers will present their inspiring collections with a fashion show. The three-week "Fashion Visionaries Exhibition" will include "Fashion Creations" and "Fashion in Movies". Its featured designers' outfits will present the history and development of Hong Kong's fashion since 1960s. By using state-of-the-art technology throughout the entire event, Hong Kong's Unlimited Potential will be in sharp focus.



# Film Shows

**Organiser** Hong Kong Film Development Council

**Date** October 18 – 22

**Venue** To be confirmed

A series of activities are being planned to be staged in Shanghai, including a gala premiere-cum-opening ceremony, a “Classic Hong Kong Film Retrospective” for 5 days, and exchange programmes for Hong Kong filmmakers and Mainland film producers and distributors.







**Date** October 18 – 22

**Venues** Expo Park and other locations in Shanghai



## Hong Kong Week

Hong Kong Week (October 18-22) showcases the city's rich and diverse culture and creativity. It kicks off with a not-to-be-missed Opening Ceremony and features a daily parade highlighting Hong Kong's cosmopolitan East-meets-West character.

The Style Hong Kong Show (October 15-19) will see Shanghai's Century Plaza transformed into a Hong Kong-themed street complete with our famous brands, innovative designs and premium products.

The Hong Kong Police Band (October 16-19) will provide a singing, drumming and pipes extravaganza covering everything from Scottish folk music to a Chinese music ensemble. And the Hong Kong Fringe Club will take you on a dance down memory lane with "Swing for All" (October 19-20) and "Contemporary



Jazz featuring Ted Lo and Eugene Pao" (October 21-22) in toe-tapping feast of Jazz, Pop and Rock. Also, meet the inspiration behind the music at the "Generation-Singer-Songwriters Concert" (October 21-22).

No Hong Kong experience would be complete without Opera. World-renowned tenor Warren Mok headlines Opera Hong Kong "My China Heart" (October 20) while the "Cantonese Opera performances and exhibition" run throughout the week with performances, workshops and photo opportunities. And don't miss Hong Kong young talent at its creative best in the week-long Budding Winter exhibition. A rousing Closing Ceremony, featuring the Hong Kong Sinfonietta (October 22), will complete a memorable Hong Kong Week at the Shanghai Expo.



# Hong Kong Sinfonietta

## A Soldier's Story cum Closing Ceremony



**Date** October 22

**Time** 7:30pm

**Venue** Shanghai Oriental  
Art Center,  
Oriental Concert Hall



The closing programme of Hong Kong Week is Hong Kong Sinfonietta's presentation of Igor Stravinsky's *"A Soldier's Story"*, an unprecedented collaboration of music, dance and drama.

With the participation of the most sought-after stars in the Hong Kong performing arts field, this project amasses the extraordinary talent of Music Director Yip Wing-sie, choreographer Yuri Ng and renowned dancers Xing Liang, Shirai Tsuyoshi, Jay Jen Loo and Abby Chan, award-winning visual director Ewing Chan, and lighting designer Billy Chan.

This unique crossover production originally debuted in 2005 and received critical acclaim for its interpretation, including the "Hong Kong Dance Award" in 2008. In this concert, the Hong Kong Sinfonietta will also play Stravinsky's *"Three Pieces for Clarinet"* and *"Jeu de Cartes"* under the baton of Yip Wing-sie.

# Mobile Film Talent Exchange Forum and Showcase

**Organiser** Hong Kong Wireless Technology Industry Association

**Date** October 18 – 22

**Venue** To be confirmed

“The Hong Kong Mobile Film Showcase” will present the award-winning mobile films of The Hong Kong Mobile Film Production Contest. Handpicked by a team of experts including film directors, film critics, animation specialists and industry leaders, the award-winning films will be screened to arouse further interest in Hong Kong’s creativity.

“The Mobile Film Talent Exchange Forum” will allow industry professionals and contest winners from the Mainland and Hong Kong to share experience on mobile film production and discuss the industry’s prospects. In addition, film directors will be invited to speak at the Forum.



# Hong Kong's UBPA Exhibition Thematic Seminar and Exchange Programme

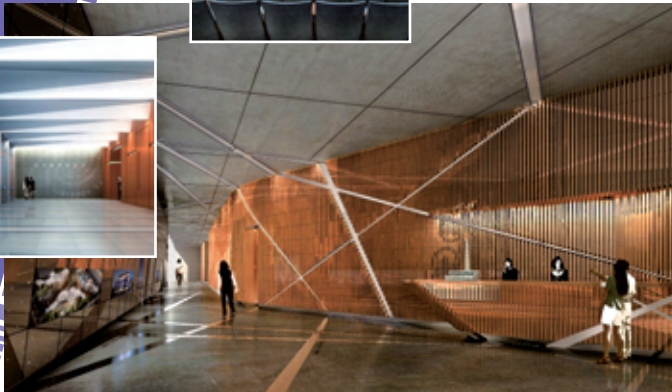
## Hong Kong Smart City+



**Organisers** GS1 Hong Kong and Hong Kong Public Key Infrastructure Forum Limited

**Date** October 18 – 22

**Venue** Lecture Hall, 3/F, Exploring of Future City Pavilion, Urban Best Practices Area, Expo Park Zone E, Puxi



A panel of early-adapters of, and professionals and experts in, Radio Frequency Identification (“RFID”) technology and/or Public Key Infrastructure (“PKI”) technology will present views on how such technologies can bring about the “Smart Card•Smart City•Smart Life” vision and how this will evolve in the future. Reference videos will be used to showcase the practical applications that make Hong Kong a pioneer city of applying these types of smart card technologies. This forum will be followed by the Hong Kong Smart City+ award presentation, and winning case sharing that recognises the creative development and/or application of such technologies.

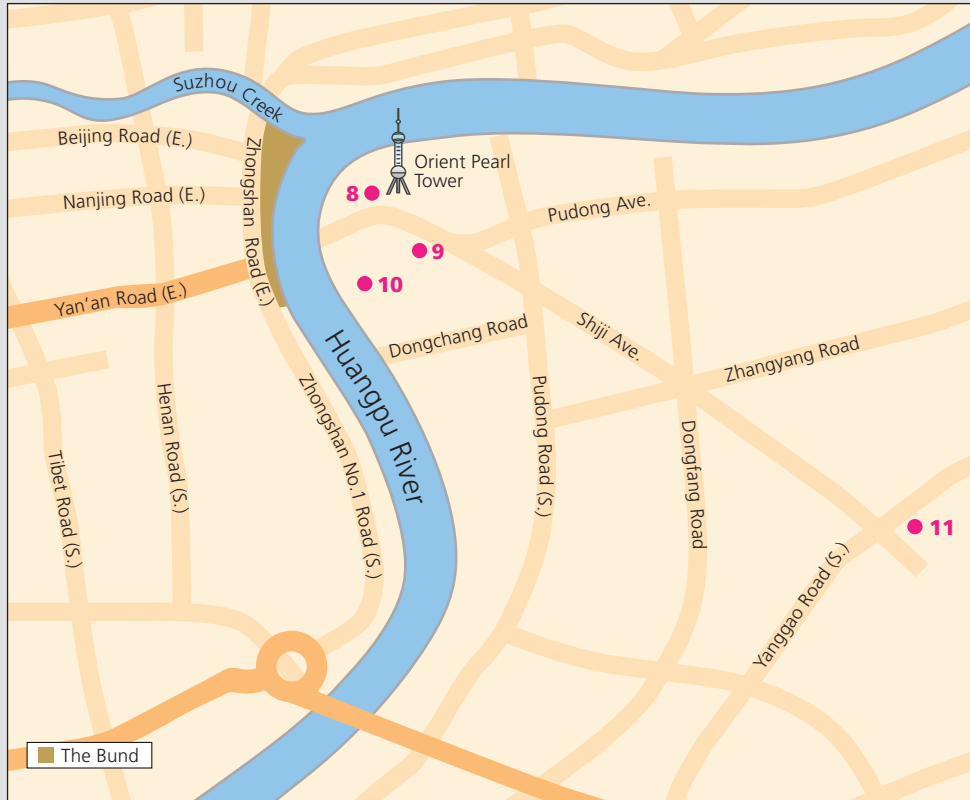
## MAP A *Shanghai Expo site*



### Venues

- 1** Hong Kong's Urban Best Practices Area (UBPA) Exhibition
- 2** UBPA Square
- 3** Celebration Square
- 4** China Pavilion
- 5** Hong Kong Pavilion
- 6** Baosteel Stage
- 7** Bo Cheng Lu  
(Note: Starting point of Hong Kong Week parade)

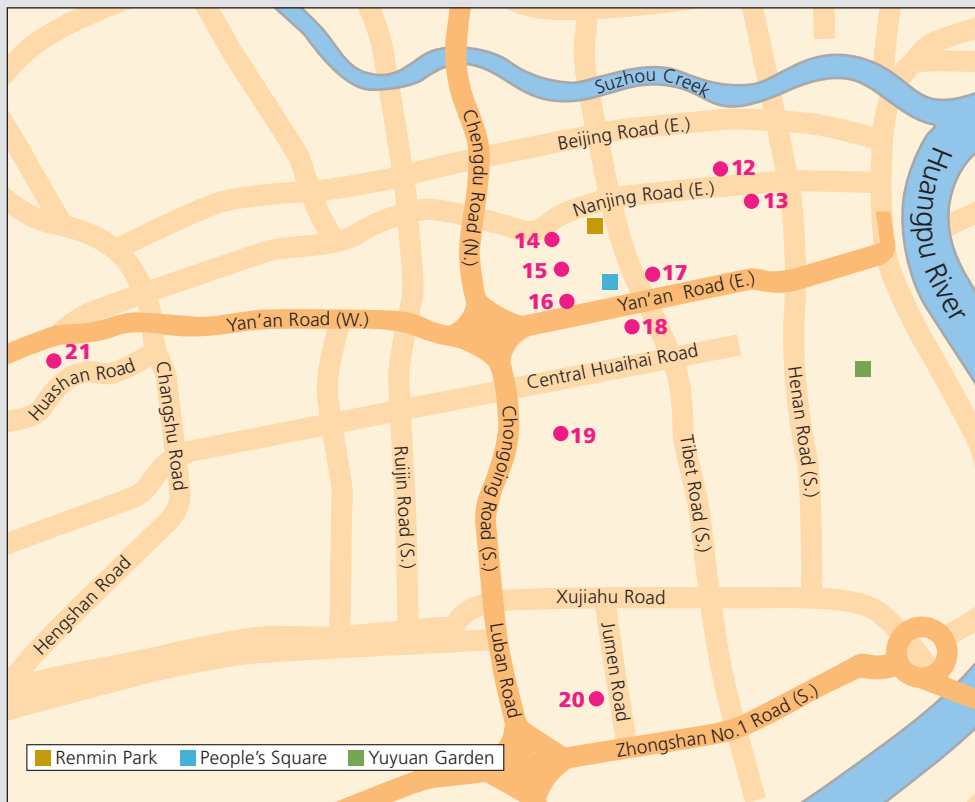
## MAP B Pudong area, Shanghai (East of Huangpu River)



### Venues

- 8** Shanghai International Convention Centre
- 9** Grand Hyatt Shanghai Hotel
- 10** Pudong Shangri-La Shanghai
- 11** Shanghai Oriental Art Center

## MAP C *Puxi area, Shanghai*



### Venues

- 12** PLAZA 353,  
353 Nanjing Road (E.)
- 13** Century Plaza, Nanjing Road
- 14** Shanghai Art Museum
- 15** Shanghai Grand Theatre
- 16** Museum of Contemporary  
Art, Shanghai
- 17** Hong Kong Economic and  
Trade Office in Shanghai,  
HKSARG
- 18** Shanghai Concert Hall
- 19** Xintiandi
- 20** The Bridge 8, Phase 3,  
550 Jumen Road
- 21** Shanghai Theatre Academy

# Stamp Issue to Commemorate Hong Kong's Participation in Shanghai Expo



### \$1.40 – Dragon Dance

A traditional festive performance, the dragon dance is a distinct heritage of Chinese society. It is an icon of living cultural traditions in Hong Kong, a dynamic city where East meets West, and old merges with new.

### \$2.40 – Green Leaf

A symbol of beautiful nature, the green leaf represents an essential element of a vibrant ecology — the harmonious coexistence of modern architecture and the natural environment.

\* The images are for reference only.



### \$3 – Tsing Ma Bridge

A magnificent landmark, this bridge connects the Hong Kong International Airport with other major trunk roads to form an extensive transport network, securing closer links with Mainland and other parts of the world.

### \$5 – Smart Card

An exemplary technological innovation that brings breakthroughs to our city life, the smart card testifies to our commitment to developing innovation and technology for a better future with enhanced efficiency and quality of life.

\* Other philatelic products are also available.



To allow you to “pre-experience” the excitement of Hong Kong's participation in Shanghai Expo, Hongkong Post will issue the “Hong Kong's Participation in Expo 2010 Shanghai China” set on 27 April 2010. This set of four stamps features an ingenious integration of our harbour view with images of a dragon dance, a green leaf, Tsing Ma Bridge and a smart card which highlights our uniqueness as a cosmopolitan city of pluralistic culture, quality life and sustainable development. This perfectly complements the Shanghai Expo theme of “Better City, Better Life”. The Shanghai Expo emblem and the Hong Kong Pavilion in the lower corners symbolise Hong Kong's participation in this spectacular event.

This set of stamps and the associated philatelic products will be on sale at all post offices in Hong Kong and Hongkong Post's internet shopping mall – “ShopThruPost” ([www.shophtrupost.hk](http://www.shophtrupost.hk)) – from 27 April 2010. While stock lasts.

Hongkong Post Philatelic Bureau Hotline: (852) 2785 5711  
 Hongkong Post Stamps website: [www.hongkongpoststamps.com](http://www.hongkongpoststamps.com)



[www.hkexpo2010.gov.hk](http://www.hkexpo2010.gov.hk)

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