

## Exhibition hall boosts economic and cultural ties between Hong Kong and Inner Mongolia (with photo)

Inner Mongolia Shi Qi Group today (April 24) officially opened its Hong Kong exhibition hall by staging its debut seminar to strengthen the economic ties between the two places, as well as promote Inner Mongolia's agricultural and livestock products and culture to the world via Hong Kong's international platform.

Located at a grade-A commercial office tower next to the harbourfront promenade in Tsim Sha Tsui, the new venue is named Hong Kong Kublai's Exhibition Hall and has a floor area measuring 1 322 square metres. Its facilities include an exhibition hall that can be used to promote the autonomous region's agricultural and livestock products, plus a meeting zone, conference rooms, a joint office area and a smart video system with which exhibitors can meet their business partners, organise promotional events and foster brand co-operation.

The seminar was hosted by the China Council for the Promotion of International Trade Inner Mongolia Autonomous Region Committee and organised by the Group's Inner Mongolia Grasslands Cultural Protection and Development Foundation. It also had the support of the People's Government of the Inner Mongolia Autonomous Region.

The spokesperson for the Group said, "Hong Kong is not only the third largest financial centre in the world, but also a significant centre for international economic, trade, shipping and innovation and technology activities. The city is one of the freest and most competitive economies in the world. We can leverage all these advantages to take Inner Mongolian brands to the international markets."

The spokesperson added, "The grassland culture in Inner Mongolia is unique. Apart from promoting the agricultural and livestock products, the exhibition hall can help us showcase our traditional tourism, culture and emerging green tourism. We also plan to open a fine-dining restaurant in Hong Kong to offer popular Mongolian food. By and large, we aim to promote Inner Mongolian culture, tourism, food and art, as well as its brands, to Hong Kong and other countries around the globe."

Associate Director-General of Investment Promotion Dr Jimmy Chiang said, "Hong Kong as a global business centre serves as the international gateway for Mainland companies. The new exhibition hall offers a perfect point for business people from around the world to learn more about Inner Mongolia's brands and for Inner Mongolia companies to connect with the world."

About Inner Mongolia Shi Qi Group

Founded in May 1997 and formerly a wholly state-owned enterprise, the Group was restructured as a joint stock company in 2000. It has since diversified into businesses including textiles, fashion, hotels, wine and cultural industries. For more information, please visit [www.shiqi.group](http://www.shiqi.group).

#### About Invest Hong Kong

Invest Hong Kong is the department of the Hong Kong Special Administrative Region Government responsible for attracting foreign direct investment and supporting overseas and Mainland businesses to set up or expand in Hong Kong. It provides free advice and customised services for overseas and Mainland companies. For more information, please visit [www.investhk.gov.hk](http://www.investhk.gov.hk).

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