[Hong Kong Exhibition Area at China International Import Expo well-received (with photos)](#)

   The inaugural China International Import Expo (CIIE) in Shanghai concluded today (November 10) with the Hong Kong Exhibition Area set up by the Hong Kong Special Administrative Region Government receiving overwhelming response from visitors from all over the world, effectively promoting Hong Kong's role as a strategic gateway and important hub connecting China to the world.

   Themed "Hong Kong In", the Hong Kong Exhibition Area was located inside the China Pavilion of the Country Pavilion for Trade and Investment. Rich in content, the exhibition introduced Hong Kong's strengths, major infrastructure projects, popular tourist attractions, and innovation and technology products and inventions. The visitors could also learn about Hong Kong's participation in the Belt and Road Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area development, its contributions to the reform and opening up of the country, and the implementation of "one country, two systems" and the Basic Law.

   With the use of various multimedia technologies, such as a transparent projection touch screen, mixed reality, holograms, 3D mapping, an interactive magic book and a naked eye 3D display, visitors could view the exhibition content in an interactive way.

   To showcase Hong Kong's unique diversified culture, "Daily Highlights" performances, including a harmonica ensemble, an a cappella group, Chinese-Western music crossover, Cantonese opera excerpts and fashion shows, were performed by various youth art groups, artists and organisations at the Hong Kong Exhibition Area, giving visitors a taste of Hong Kong's glamour from different perspectives.

   Meanwhile, more than 160 Hong Kong enterprises took part in the Enterprise and Business Exhibition. The Hong Kong Trade Development Council set up a Hong Kong Services Zone and a Hong Kong Product Zone to exhibit a wide array of quality products and services to international exhibitors and buyers.