

# Hong Kong to showcase gateway role at inaugural China International Import Expo

Hong Kong will showcase its role as a strategic gateway and important hub connecting China to the world at the inaugural China International Import Expo (CIIE) in Shanghai from November 5 to 10.

The CIIE, to be held at the National Exhibition and Convention Center, is the world's first national-level Expo with imports as the theme and is a significant move by the Central Government to actively open the Mainland's markets to the world.

The Expo is jointly organised by the Ministry of Commerce and the Shanghai Municipal People's Government. The World Trade Organization, the United Nations Conference on Trade and Development and the United Nations Industrial Development Organization are organising partners.

The Expo consists of the Country Pavilion for Trade and Investment, the Enterprise and Business Exhibition, and the Hongqiao International Economic and Trade Forum which comprises an opening ceremony, three parallel sessions and the Hongqiao International Business Media and Think Tank Forum.

A Hong Kong Exhibition Area will be set up by the Hong Kong Special Administrative Region Government inside the China Pavilion of the Country Pavilion for Trade and Investment.

Multi-media technologies including an OLED transparent touch screen, mixed reality, holograms, 3D mapping, an interactive magic book and a naked eye 3D display will be used to showcase Hong Kong's strengths, major infrastructure projects, popular tourist attractions, and products and inventions.

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 will also be major themes.

"Daily Highlights" performances at the Hong Kong Exhibition Area will showcase Hong Kong's unique culture and will include a harmonica ensemble, an a cappella group, Chinese-Western music crossover, Cantonese opera excerpts and fashion shows.

The Home Affairs Bureau has recruited more than 20 Hong Kong youth volunteers from Hong Kong and Shanghai to take part in the CIIE.

To fully demonstrate Hong Kong's products and professional services, the Hong Kong Trade Development Council (HKTDC) has helped arrange for Hong Kong enterprises and related organisations to participate in the Enterprise and

Business Exhibition covering both trade in goods and services.

For goods, 22 Hong Kong food enterprises including renowned local brands have registered to take part via the HKTDC, while the HKTDC has helped 15 enterprises or service organisations to take part. Together with other enterprises which have registered for participation with the organiser directly, more than 160 Hong Kong enterprises will take part in the exhibition.

The opening ceremony of the CIIE will be held in the morning of November 5 while the three parallel forums will be held that afternoon on "Trade and Opening", "Trade and Innovation" and "Trade and Investment".

The Trade and Industry Department and the HKTDC will hold a sub-forum entitled "Seminar on 'Hong Kong's Experiences for International Trade': New Horizon•New Technology•New Model" on November 6.

To highlight the role of Hong Kong's services sectors in international trade, a number of trade leaders from the innovation and technology, finance and legal sectors have been invited to discuss topics including the application of big data, support for cross-border businesses provided by Hong Kong financial services and risk management by Hong Kong professional services.