

Project management contract awarded for Hong Kong's Urban Best Practices Area exhibition at Shanghai Expo 2010

The Government has today (Sept 4) awarded a contract for the project management services for Hong Kong's exhibition at the Urban Best Practices Area (UBPA) at World Exposition 2010 Shanghai China (Shanghai Expo).

The Acting Permanent Secretary for Commerce and Economic Development (Communications and Technology), Mr Alan Siu, and the Managing Director of Hypsos Leisure Asia Limited, Mr George Tat Leung Ng, signed the contract.

The theme of Hong Kong's UBPA Exhibition is "Smart Card, Smart City, Smart Life".

"Our UBPA exhibition will demonstrate how Hong Kong extensively uses innovative ways and technology to improve efficiency in daily city life," said Mr Siu.

"We will highlight Hong Kong's local and global connectivity in the exhibition with a highly interactive and memorable experience for visitors that will bring out the Expo theme of 'Better City, Better Life'."

Under the contract, Hypsos will provide project management services to ensure that the design and setup of Hong Kong's UBPA Exhibition is completed in an efficient, timely and cost-effective manner by the design and construction contractor.

The exhibition will include simulation devices, multi-media technology, animation and videos to enhance the visitor experience.

The outer wall of the exhibition will comprise LED displays that change according to the number of people inside the exhibition, making the exterior of the exhibition dynamic,

colourful and constantly changing - just like what Hong Kong is.

The exhibition will highlight Hong Kong's unique strengths in connectivity, creativity and innovation by demonstrating the extensive use of smart card technology in our daily city life.

Existing smart card applications such as the Octopus card, Smart Identity (ID) card and the Autotoll System used in areas such as public transport, shopping, immigration clearance and travel convenience will be shown.

New smart card applications in areas such as education and medical services, as well as various applications of Radio Frequency Identification (RFID) technology will also be demonstrated.

Construction work and exhibition set-up will be completed by early March 2010, with the exhibition due to go 'live' to the public on Expo opening day on 1 May 2010.

Shanghai Expo will be held from 1 May to 31 October on the waterfront of the Huangpu River between Nanpu Bridge and Lupu Bridge.

The 530-square metre Hong Kong UBPA Exhibition will be located in the UBPA site in Expo Zone E on the Puxi side.

Some 241 countries and international organisations will take part in Shanghai Expo, which is expected to attract more than 70 million visitors.

Besides taking part in the UBPA Exhibition, the HKSAR Government will build a stand-alone Hong Kong Pavilion situated near the China Pavilion, and organise a series of events, activities and promotions before and during the Expo period.

Hong Kong will also construct a 'virtual' pavilion, and a 'virtual' UBPA exhibition as part of the Expo Online project.

The Government has launched an official website - www.hkexpo2010.gov.hk - which will be the main online communications platform for Hong Kong's presence at the Expo.

Ends/Friday, September 4, 2009

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