

Shanghai Expo mascot Haibao moves to Sha Tin Park

The Shanghai Expo mascot Haibao is making a new home in Sha Tin Park.

Haibao has been making friends for the past six months at Victoria Park but has moved across the harbour in his quest to promote Expo 2010 in Hong Kong.

Created from the Chinese character for 'people', Haibao moved yesterday (Dec 1) to be in place for the 150-day countdown to Expo today.

The Shanghai Expo mascot will remain at Sha Tin until May 31, 2010 before venturing back across the harbour to Hong Kong Park.

Haibao's city tour is an integral part of the Government's ongoing efforts to promote Hong Kong's participation in the Shanghai Expo.

Other publicity programmes coming up include a promotional booth at the Hong Kong Brands and Products Expo in Victoria Park from December 12 to January 4, which will include a "Hong Kong at Shanghai Expo" fun day on December 25.

To tie in with the 100-day countdown, a pre-expo forum will be staged in Hong Kong on January 21 under the theme "Vertical Density, the Public Dimension : Dialogue between Hong Kong - Shanghai - New York".

Policy makers, academics, professionals and Government officials from Shanghai, New York and Hong Kong will participate.

The Shanghai Expo will be held from May 1 to October 31, 2010.

More than 240 countries, cities and international organisations will participate in the Expo, which is expected to attract 70 million visitors from the Mainland and worldwide.

Hong Kong's participation covers four aspects: building a stand-alone Hong Kong Pavilion; taking part in the Urban Best Practices Area (UBPA) exhibition; taking part in Expo Shanghai Online; and, organising a range of events and activities before and during the six-month Expo period.

Under the theme "Hong Kong - A City with Unlimited Potential", the Hong Kong Pavilion has a sleek contemporary design to showcase the infinite imagination and creativity of Hong Kong and its people. The Pavilion's three exhibition levels will highlight different aspects of Hong Kong's connectivity and creativity.

The theme of Hong Kong's UBPA exhibition is "Smart Card · Smart City · Smart Life". The exhibition will showcase how Hong Kong's extensive use of smart card technology has improved the efficiency and quality of daily city life.

For more details on Hong Kong's participation in Expo, visit www.hkexpo2010.gov.hk.

Ends/Wednesday, December 2, 2009

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