



HONG KONG PAVILION 2023

香港馆

HONG  
KONG

The large graphic text 'HONG KONG' is the central focus of the page. The letters are rendered in a bold, sans-serif font. Each letter is filled with a pattern of horizontal lines, with the density of the lines varying to create a sense of depth and texture. The 'H' and 'K' have vertical lines on their stems, while the 'O's are filled with concentric circles. The 'N' and 'G' also feature horizontal line patterns. The text is arranged in two rows: 'HONG' on top and 'KONG' below it.



**HONG KONG PAVILION 2023**  
**香港馆**





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# 设计概念

## Design Concept

### 携手共创新篇章

#### Heralding A New Chapter: Collaborate and Innovate

香港馆的创作主题是「携手共创新篇章」。展馆的设计灵感来自于「揭开中的书本」。

展馆采用相连的展板作为主要设计元素，呈现出可持续的设计理念。同时，展馆会采用可重复使用的物料，如环保的LED灯和播放荧幕，以及铝金属框架，使整个展馆具有高科技、现代和未来感。

The theme of the Hong Kong Pavilion is "Heralding a New Chapter: Collaborate and Innovate". The design concept of the Pavilion is inspired by "An Opening Book".

The Pavilion adopts continuous panels as the main element to present a sustainable design concept. It is built with reusable materials such as environmentally friendly LED lights and running screens, as well as aluminum components, making the entire Pavilion a high-tech, modern, and futuristic structure.





# 香港的营商优势

## Hong Kong's Business Advantages

### 享誉国际 独特优势

#### Leverage Hong Kong's International Reputation and Unique Advantages



- 在「一国两制」下，香港享有独特的双重优势，我们既是中国的一部分，同时拥有本身的经济、社会及法律制度。
- 开放的自由市场，让资金、货物和资讯自由流通，奠定香港成为国际金融、贸易、航运及物流中心的地位。
- 健全的普通法制度行之有效，大量法律专才拥有丰富国际经验，是亚太区主要的国际法律服务及争议解决中心，在仲裁及调解服务方面更是声誉卓著。
- 拥有世界级的基建、交通与通讯网路和优质的商业服务水准。
- 熟悉内地文化和营商模式，兼具国际视野，同时具备广泛的国际经验和网路。
- Under "One Country, Two Systems", Hong Kong enjoys unique and dual advantages of being part of China, but with its own economic, social and legal systems.
- A free and open market with free flows of capital, goods and information. Hong Kong is an international financial, trade, maritime and logistics hub.
- Practising the robust common law system, with abundant legal professionals and international expertise, Hong Kong is a leading centre for international legal services and dispute resolution in the Asia-Pacific region, with highly regarded arbitration and mediation services.
- World-class infrastructure, transport links, communication networks and business services.
- Deep understanding of the Mainland's culture and business operations, complemented with a global outlook, broad international experience and extensive international networks.





# 一带一路倡议

## The Belt and Road Initiative

### 一带一路 引领未来

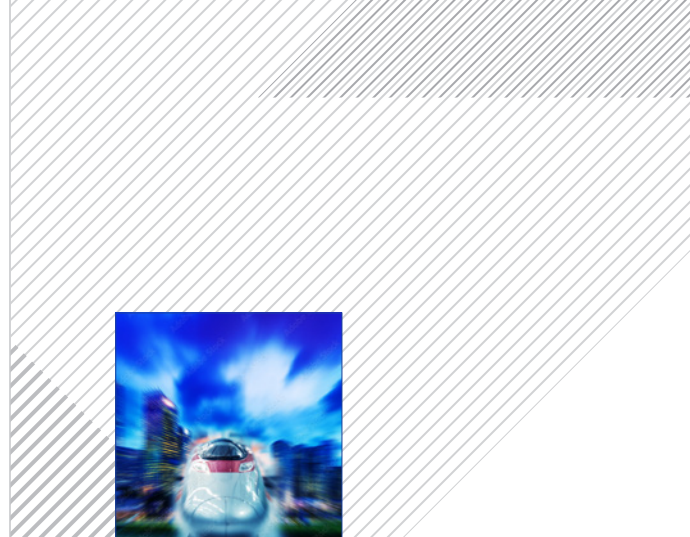
#### The Belt and Road Initiative - A Roadmap to the Future

- 「一带一路」倡议推动建设「丝绸之路经济带」和「21世纪海上丝绸之路」，旨在促进经济要素有序自由流动、资源高效配置和市场深度融合，推动沿线各国实现经济政策协调，开展更大范围、更高水准、更深层次的区域合作，共同打造开放、包容、均衡、普惠的区域经济合作架构。
- The Belt and Road Initiative (BRI) proposes developing the Silk Road Economic Belt and 21<sup>st</sup> Century Maritime Silk Road with the intention of promoting economic cooperation among countries along the proposed routes. The Initiative has been designed to enhance orderly free-flow of economic factors and efficient allocation of resources. It is also intended to further market integration and create a regional economic cooperation framework of benefit to all.

### 香港在「一带一路」的优势

#### Strengths of Hong Kong in the Belt and Road Initiative

- 香港拥有开放和自由的市场，资金、货物及资讯自由流通，是全球最便利营商的地方之一。
- 位于亚洲心脏地带，**四小时**航程内可抵达亚洲主要市场、**五小时**可接触全球近半人口。
- **全球三大金融中心之一**，并在2022年亚洲经济体中人才吸引力**排名第二**。
- Hong Kong has a free and open market with free flows of capital, goods and information. Hong Kong is one of the world's easiest place to do business.
- Located in the heart of Asia, Hong Kong is within **4-hour** flight of major Asian cities, and **5-hour** flight for reaching half the world's population.
- Ranked among the **three largest** financial centres in the world, and **ranked 2<sup>nd</sup>** among Asian economies in attracting global talents in 2022.



想了解更多香港在“一带一路”的优势，请扫二维码：  
Please scan the QR Code for more information on the  
strength of Hong Kong in the Belt and Road Initiative:





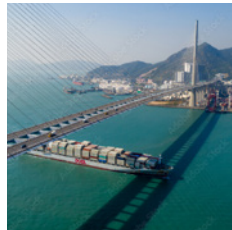


# 粤港澳大湾区优势

## The Guangdong-Hong Kong-Macao Greater Bay Area Advantages

### 协同发展 互联互通 Fostering Economic Growth through Interconnectivity

- 粤港澳大湾区包括广东省广州、深圳、珠海、佛山、惠州、东莞、中山、江门和肇庆九市及香港和澳门两个特别行政区。大湾区总面积约 56,000 平方公里，2021 年总人口逾 8,669 万，2021 年本地生产总值约 19,572 亿美元，较 2020 年上升 17%；此外，2021 年的本地生产总值已较纽约大都会区及三藩市湾区的本地生产总值高。
- 港珠澳大桥、广深港高铁香港段的开通，有助香港与大湾区城市形成「一小时生活圈」，促进区域人流和物流，推动经济发展与合作。
- The Greater Bay Area (GBA) covers nine municipalities including Guangzhou, Shenzhen, Zhuhai, Foshan, Huizhou, Dongguan, Zhongshan, Jiangmen and Zhaoqing in Guangdong Province, and the two special administrative regions of Hong Kong and Macao. The total area is around 56,000 sq. km. In 2021, the total population was over 86.7 million, the GDP was about USD 1,957 billion, increased by 17% when compared with 2020; In addition, the GDP of GBA was higher than the New York Metropolitan Area and San Francisco Bay Area in 2021.
- The opening of the Hong Kong-Zhuhai-Macao Bridge and the Hong Kong Section of the Guangzhou-Shenzhen-Hong Kong Express Rail Link has formed a "one-hour living circle" between Hong Kong and the cities in the GBA, promoting regional flows of people and goods as well as facilitating economic development and cooperation.



### 香港在大湾区的独特优势 Hong Kong's Unique Advantages in the Greater Bay Area

- 香港是大湾区最国际化的城市，具备便利营商的环境、优良的法治传统、自由的经济制度、完善的资讯科技基础设施建设及金融体系，并拥有高端人才及熟悉国际市场的专业服务业。
- 香港将进一步打通大湾区人流、物流、资金流、信息流，强化与内地省市的区域性合作机制，加强大湾区城市之间的高水平合作。
- Being the most international city in the Greater Bay Area, Hong Kong has a business-friendly environment, good tradition of the rule of law, free economic system, and well-established information technology infrastructure and financial system, as well as a wealth of high-end talents and professional services with extensive knowledge on global markets.
- Hong Kong will further enhance the flow of people, goods, capital, and information in the GBA to strengthen the regional co-operation with inland provinces and cities, and strengthen high-level co-operation among cities in the GBA.

想了解更多香港在大湾区的独特优势，请扫二维码：  
Please scan the QR Code for more information on Hong Kong's unique advantages in the Greater Bay Area.





# 国际金融中心 International Financial Centre

## 重塑世界经济新格局 Reshaping World Economic Landscape

香港是全球领先的国际金融中心，具有稳定而灵活的资本市场，货币、商品、资金、资讯和人才可自由流通，是内地企业走向国际的理想融资平台。

- 全球**四大**金融中心之一，**资金自由流通**。
- 约 **170** 家外资及本地银行，全球 100 家顶尖银行有超过 70 家在港营运。
- 全球**最大**的离岸人民币业务中心，约 **71%** 的人民币支付交易经香港处理。
- 截至 2021 年底，香港是**亚洲第二大**私募基金中心。

另外，在《十四五规划纲要》下的国家发展大局中，中央政府继续支持香港巩固国际金融中心地位，积极发展香港成为全球离岸人民币业务枢纽及国际资产管理中心及风险管理中心。

Hong Kong is a world-leading international financial centre with a stable and flexible capital market and free flow of capital, commodities, information and talent, providing an ideal financing platform for Mainland enterprises to go global.

- Hong Kong is one of the **Top 4** financial centres in the world with **free flow of capital**.
- **About 170** foreign and local banks operate in Hong Kong, **over 70** are the world's top 100.
- World's **largest** offshore Renminbi business centre, about **71%** of renminbi transactions are settled via Hong Kong.
- Hong Kong is the **2<sup>nd</sup> largest** private equity centre in Asia as at the end of 2021.

Under the national development with the 14th Five-Year Plan, the Central Government continuously supports Hong Kong to strengthen Hong Kong's status as the international financial centre, and develop the city as a global offshore Renminbi business hub, an international asset management centre and a risk management centre.



想了解更多香港金融服务业优势，请扫二维码：  
Please scan the QR Code for more information on the strength of Hong Kong's financial services:







# 世界级专业服务平台

## World-Class Professional Services

### 专业服务云集 助内地企业拓展海外市场

#### A Professional Services Hub to Support Mainland Companies "Go Global"

香港拥有众多具有国际视野的专业服务人才，涵盖法律、会计及审计、资讯科技、物流和供应链管理、广告和设计等服务领域，能有效地支援各行各业的发展。

- 超过 **900** 家律师事务所，**逾半国际 100** 大律师事务所香港设有据点。
- 香港仲裁条例获公认为世界上**最完备**的仲裁法例之一。
- 超过 **6,000** 家会计、审计和税务谘询服务公司。
- 超过 **10,000** 家公司提供优质管理、谘询及顾问服务。

如《十四五规划纲要》提及，香港将进一步深化与内地就民商事司法及争议解决等相关工作，并加强与国际和区域之间的法律合作，以继续推动香港成为亚太区国际法律、交易及解决争议服务中心。

Hong Kong offers a wide range of professional services workforce with global perspective in legal, accounting and auditing, information technology, logistics and supply chain management, advertising and design sectors, which effectively support the development of various industries.

- Hong Kong is home to some **900** law firms, including **more than half** of the **top 100 global law firms**.
- The Hong Kong Arbitration Ordinance is recognised as one of the world's **most comprehensive** arbitration legislations.
- **6,000+** accounting, auditing and tax consulting services companies.
- **10,000+** companies provide quality management, consulting and advisory services.

As charted in the 14<sup>th</sup> Five-Year Plan, Hong Kong will further the work with the Mainland on judicial and dispute resolution matters in civil and commercial cases, as well as strengthen the international and regional legal cooperation, promoting Hong Kong's status as an international legal, deal-making and dispute resolution hub in the Asia-Pacific region.

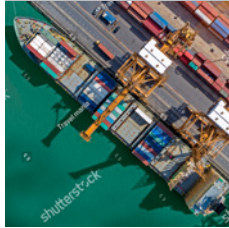


想了解更多香港专业服务业优势，请扫二维码：  
Please scan the QR Code for more information on the strength of Hong Kong's professional services:





# 国际物流、航运及空运枢纽 International Logistics, Maritime and Aviation Hub



## 掌握机遇 迎变起航

### Capturing Opportunities amidst Volatility

香港是环球物流、空运及海事服务的枢纽，亦是地区贸易中心，可以担当「一带一路」各国及地区在陆路、铁路、航空及海上交通合作及物流融合的促进者。

- 香港国际机场多年为**全球最繁忙**的机场之一，2022年航空货运量约**420万**公吨，航线遍及全球约**220**个目的地。
- 全球**最繁忙**和**最高效率**的货柜港之一，2022年处理了**1,670万**个标准货柜箱，每周提供约**270**班货柜船，服务遍及全球约**600**个目的地。

在《十四五规划纲要》的国家发展蓝图中，香港将透过发展机场岛上的三跑道系统、高端物流中心、航天城项目、以及亚洲国际博览馆区域等提升香港作为国际航空枢纽之地位。

As a logistics, aviation and maritime services hub and a regional trading centre, Hong Kong can facilitate cooperation in road, rail, aviation and maritime transport among the “Belt and Road” countries and regions.

- Hong Kong International Airport (HKIA) had been the **world’s busiest airport** for many years. In 2022, HKIA handled some **4.2 million tonnes** of total cargo throughput, with airlines connecting to around **220** worldwide destinations.
- Hong Kong is one of the **busiest** and **most efficient** international container ports in the world. In 2022, it handled **16.7 million** twenty-foot equivalent units (TEUs) of containers and provided about **270** container liner services every week to around **600** destinations worldwide.

In the blueprint for national development as provided by the 14th Five-Year Plan, Hong Kong will enhance its status as the international aviation hub by developing the Hong Kong International Airport’s Three-runway System, the premium logistics centre, the SKYCITY project and the future development of Asia World-Expo, etc. on the Airport Island.



想了解更多香港物流服务业优势，请扫二维码：  
Please scan the QR Code for more information on the strength  
of Hong Kong's logistics services:







# 区域知识产权贸易中心 Regional Intellectual Property (IP) Centre

## 开放式创新：转变中推动协作

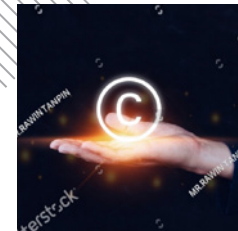
### Open Innovation: Driving Collaboration in Times of Change

香港一直是全球各类知识产权的主要交易市场，拥有完善的知识产权保障制度及大量专业人才，可提供的支援服务包括知识产权组合管理、经纪、估价及尽职调查等。

- 在瑞士洛桑国际管理发展学院公布的《2022 年全球竞争力报告》中，香港在知识产权保护方面排名世界**第十**。
- 2021 年，香港共处理逾 **20,000** 多宗专利申请和 **29,000** 宗商标申请，是全球 20 大专利申请中心之一，大部分申请来自海外。
- 多年来香港一直是亚洲各类知识产权的**主要交易市场**，亦是区内表现卓越的**解决知识产权争议中心**。
- 跟随《十四五规划纲要》中的国家发展蓝图及行动纲领，香港将于全方位打造成为区域知识产权贸易中心。

Hong Kong is an IP trading platform with a sound IP legal system and substantial professional workforce. It provides various support services, including IP portfolio management, IP brokerage, valuation and due diligence for projects.

- In the World Competitiveness Yearbook (WCY) 2022 Hong Kong **ranked tenth** in the world in terms of IP protection.
- Hong Kong handled more than **20,000** patent applications and **29,000** trademark applications in 2021, and is one of the world's top 20 IP application centres for patents. Most of the patent applications were from overseas.
- Hong Kong has been a **key trading platform** for different types of IP business in Asia, and also an **IP dispute settlement centre** in the region.
- Following the blueprint and action agenda for national development in the 14th Five-Year Plan, Hong Kong will gather efforts on all fronts to develop as an IP trading hub in the region.



想了解更多香港知识产权服务优势，请扫二维码：  
Please scan the QR Code for more information on the strength  
of Hong Kong's IP services:







# 世界级基建及房地产服务 World-Class Infrastructure & Real Estate Services (IRES)

## 连系基建发展 引发经济动力

### Integrator for Infrastructure Development to Stimulate Economic Growth

香港是亚太区基建服务枢纽，在管理大型工程项目方面具有丰富的知识和国际经验。香港的专业人才不单具备国际认可的技术，更拥有项目管理及顾问的专业知识，管理 BOT (兴建、营运、转移) 项目成绩卓越，与国际基建公司亦有多年合作经验，是内地工程界走向国际的最佳合作伙伴。

- 拥有超过 **2,700** 家达国际水准的建筑设计、测量及工程服务企业，超过 **26,100** 间建造业公司。
- 基础建设水准位列**全球第十四** (瑞士洛桑国际管理发展学院《2022 年全球竞争力报告》)。
- 香港特区政府创新及科技基金自设立以来，已批准了超过 **220** 个环境技术相关的研发项目，总资助额逾 **4.7 亿** 港元。

Hong Kong is an infrastructure development services hub in the Asia-Pacific region with solid experiences in managing large-scale infrastructure projects. Hong Kong offers expertise and skills that are internationally recognised and professional know-how in the fields of project management and consultation. Experiences in managing BOT (Built-Operate-Transfer) projects have also proven to be excellent. With years of experiences collaborating with international infrastructure companies, Hong Kong is the best partner of Mainland's engineering sector to reach the international markets.

- **2,700+** world-class architectural design, surveying and engineering companies, and **26,100+** construction companies.
- Ranked **14<sup>th</sup>** in infrastructure **in the world**. (World Competitiveness Yearbook (WCY) 2022).
- Since the HKSAR Government established the Innovation and Technology Fund, it has already approved **220+** projects related to environmental technology, with the total funding amount exceeded **HK\$470 million**.



想了解更多香港基建及房地产服务优势，请扫二维码：  
Please scan the QR Code for more information on the strength  
of Hong Kong's IRES services:







# 国际创新科技中心 International Innovation & Technology Centre

## 香港 · 驱动创科

### Hong Kong: Technology in Action

生物科技、人工智能、智慧城市及金融科技是香港创科领域具有优势的四大范畴。香港拥有完善的科技基础设施、充满活力的人才和成熟的资本市场，是孵化初创企业的理想之地。

- 根据 2022 年全球创新指数 (Global Innovation Index), 由香港、深圳及广州的创新及科技业组成的广深港科技集群是**世界第二活跃科技集群**。
- 根据《2020 年全球竞争力报告》，香港在通讯科技应用**亚洲排名第二，全球排名第三**。
- **超过 800 家**金融科技企业及**超过 3,900 间**初创企业，目前有**超过 10 间**独角兽（估值逾 10 亿美元的初创企业）在香港建立总部。
- 《十四五规划纲要》亦确立了明确发展方向，香港将继续积极参与大湾区其他城市在创科方面的合作，建设成为国际创新科技中心。

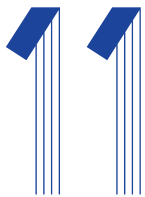
Biotechnology, artificial intelligence, smart city and fintech are the four main areas of innovation & technology development in Hong Kong. With sound and adequate technological infrastructure, energetic personnel and a mature capital market, Hong Kong is definitely an ideal platform to nurture start-ups.

- Hong Kong's innovation and technology sector together with that of Shenzhen and Guangzhou – the Shenzhen-Hong Kong-Guangzhou technology cluster – ranks as the **world's 2<sup>nd</sup> most vibrant** according to the Global Innovation Index 2022.
- According to the Global Competitiveness Report 2020, Hong Kong ranked **2<sup>nd</sup> in Asia and 3<sup>rd</sup> globally** in terms of ICT adoption.
- **800+ fintech** companies and **3,900+** start-ups are operating in Hong Kong. **10+** unicorn companies (start-ups valued over US\$1bn) have their headquarters located in the city.
- The 14<sup>th</sup> Five-Year Plan has also set out clear direction that Hong Kong will actively collaborate with other GBA cities in the I&T sector, to play a role in developing into an international I&T hub.



想了解更多香港创科科技行业优势，请扫二维码：  
Please scan the QR Code for more information on the strength  
of Hong Kong's innovation and technology industry:

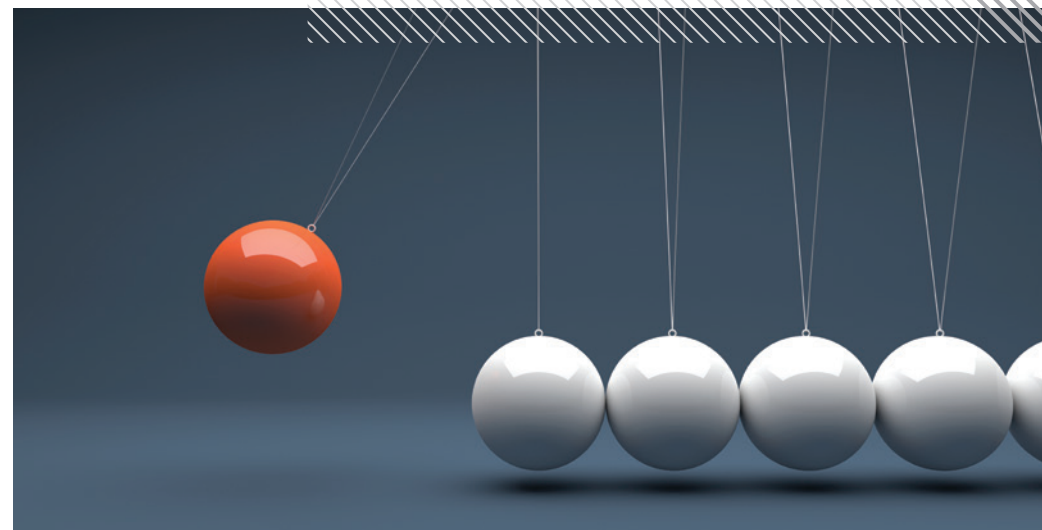
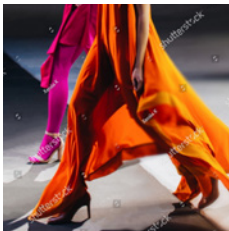




## 亚洲时尚潮流之都 Asia's Lifestyle and Trendsetting Hub

香港是中西文化荟萃的国际大都会，汇集不少全球顶尖的品牌和具有创意的设计师，领导亚洲时尚潮流。

As a cosmopolitan city and regional lifestyle trendsetter, Hong Kong is renowned for its fusion of Eastern and Western cultures, bringing together many of the world's top brands and unique creative designers to lead the Asian lifestyle trend.



## 「一站式」设计及推广服务 One-stop Solution for Branding, Design and Marketing Services

香港的设计师、营销及品牌顾问经验丰富且具有环球视野，能为内地企业制订更全面的品牌发展策略，并提供适切的产品设计服务，协助内地企业「转型升级」，走向国际。

The global perspective of Hong Kong designers, marketers and branding consultants can bring in comprehensive branding strategies and product design services for Mainland enterprises, assist Mainland enterprises to move up the value chain and expand into international markets.



想了解更多香港设计及推广服务行业优势，请扫二维码：  
Please scan the QR Code for more information on the strength  
of Hong Kong's design and marketing industry:





# 12

## 推动内销市场 Promoting the Domestic Market



国家「十四五」规划已加快形成以国内大循环为主体、国内国际双循环相互促进的新发展格局。在「双循环」下，香港企业积极利用「一带一路」倡议和粤港澳大湾区建设的双引擎开拓内销市场，把握内地所带来的无限商机，亦借此为内地消费群引入优质的香港品牌产品。

The National 14<sup>th</sup> Five-Year Plan has accelerated the establishment of a new development pattern featuring “dual circulation”, which takes the domestic market as the mainstay while enabling domestic and foreign markets to interact with each other. Under the “dual circulation” strategy, Hong Kong companies will leverage on the twin engines of the Belt and Road Initiative and the Greater Bay Area Development to capture the ample business opportunities arising from the domestic sales market, and to introduce high-quality Hong Kong branded products to Mainland consumers.



# 13

## 国际贸易推广平台 International Trade Promotion Platform

### 世界级展览 对接全球供应商及买家 World-Class Exhibitions Connecting Global Suppliers and Buyers

- 香港是**全球十大**商品贸易经济体系之一，已发展成为区内首要的会议展览中心。香港是一个自由港，位处亚洲中心位置，对外航空联系十分完善，参展商及买家进入香港均非常方便，因而成为举办国际会议和展览的理想地点。
- 香港贸发局每年在香港主办**30**多项大型展览会，其中**10**项是相关行业在亚洲最大的采购平台，而电子、珠宝、礼品、钟表及灯饰**5**项展览会，规模更是全球最大。这些展览会吸引约**39,000**名参展商及超过**720,000**名买家参加。
- Being the **world's top ten** merchandise trading economy, Hong Kong has developed into a premier convention and exhibition centre in the region. As a free port with superb air connectivity at the heart of Asia, travel to Hong Kong is convenient, making the city a preferred location for staging international conventions and exhibitions.
- The HKTDC organises more than **30** large-scale exhibitions a year in Hong Kong, connecting around **39,000** exhibitors and more than **720,000** buyers. **10** of these events are the largest marketplaces of their kind in Asia, five of which are the world's largest, covering the electronics, jewellery, gifts, watches & clocks and lighting sectors.



