

“Immersive Hong Kong” roving exhibition in Dubai fostering mutual relations and exchanges (with photos)

The "Immersive Hong Kong" roving exhibition is now being held in Dubai, the United Arab Emirates (UAE), by the Information Services Department (ISD) of the Hong Kong Special Administrative Region Government (HKSARG) in collaboration with the Hong Kong Economic and Trade Office in Dubai (Dubai ETO) to promote business and cultural relations and exchanges between the two places.

"Since the establishment of the Dubai ETO in 2021, we have witnessed ever closer ties between Hong Kong and the Middle East, with the Chief Executive and various Principal Officials from the HKSARG having visited the Middle East to strengthen bilateral ties and explore opportunities for collaboration on all fronts. We will continue to engage stakeholders in the Gulf Cooperation Council for deepening relations and telling the good stories of Hong Kong in the region," said the Director-General of the Dubai ETO, Mr Damian Lee.

"In this regard, we have brought the 'Immersive Hong Kong' exhibition to Dubai to introduce to the cosmopolitan population here the wonderful and exciting facets of Hong Kong," he added.

The Minister of State for Foreign Trade of the UAE, His Excellency Dr Thani bin Ahmed Al Zeyoudi, who visited the exhibition today (December 24) at the invitation of the Dubai ETO, said the exhibition provides an important platform for the people of the UAE to explore the potential of Hong Kong across tourism, business and investment sectors.

Highlighting the city's distinctive role as a gateway to Mainland China, he emphasised that strengthening investment and trade partnerships with Hong Kong plays a key role in supporting broader strategic co-operation between the UAE and China, whilst helping to unlock new business opportunities between the Emirati-Chinese business communities.

The Consul General of the UAE in Hong Kong, His Excellency Shaikh Saoud Ali M. A. Almualla, who earlier visited the exhibition, also noted the huge potential for closer bilateral ties.

"There are many similarities between the UAE and Hong Kong, such as economic ambition, cultural inclusivity, and a vision of continued growth and global collaboration. Both places offer a thriving environment for business and personal development, making them ideal partners in fostering deeper trade and investment ties across regions," he said.

Themed "Hong Kong – Where the World Looks Ahead", the "Immersive Hong

Kong" roving exhibition is part of the ISD's external promotional campaign to showcase the city's new attractions, advantages and opportunities. It is now on display at The Beach, Jumeirah Beach Residence, until January 5, 2025. Admission is free.

More information on the exhibition is available on the dedicated page of the Brand Hong Kong website (www.brandhk.gov.hk/en/campaign/hkpromotion-middle-east) as well as the website of the Dubai ETO (www.hketodubai.gov.hk/en/index.html).

