

“Immersive Hong Kong” roving exhibition opens in Shanghai

The "Immersive Hong Kong" roving exhibition, organised by the Information Services Department (ISD) of the Hong Kong Special Administrative Region to showcase the charm and vibrancy of Hong Kong through interactive art technology, opened in Shanghai today (June 19).

Co-organised by the Hong Kong Economic and Trade Office in Shanghai (Shanghai ETO) and with the theme of "Hong Kong – Where the World Looks Ahead", the exhibition invites visitors from Shanghai and the Yangtze River Delta to explore the unique opportunities and potential for tourism, education, business and investment in Hong Kong.

The exhibition enables visitors to delve into different virtual scenes representing the city, with a creative twist. The five thematic zones, namely "Financial Bridgehead", "I&T Brain Bank", "Blossoming Creativity", "Diversity and Greenery" and "Buzzing Sports Action", feature multiple interactive art projections, light box installations and naked-eye 3D displays, representing the multifaceted appeal of Hong Kong.

Visitors may also enjoy Hong Kong's vibrant and colourful skyline, illustrated by Hong Kong artist Messy Desk (Jane Lee), at a photo corner in the venue. Promotional videos on Hong Kong and digital panels with information about the city, as well as insights from Mainland companies about their experiences in Hong Kong, are also on display, explaining why the city is one of the most desirable places to visit, study, live, work and invest.

Speaking at the opening ceremony today, the Director of Information Services, Mrs Apollonia Liu, said that the exhibition will be held in three Mainland key node cities along the Belt and Road with Shanghai as the first stop, followed by Qingdao and Chengdu.

She said, "Hong Kong and Shanghai are two pearls of the country, one being the core city in the Guangdong-Hong Kong-Macao Greater Bay Area, and the other being the leading city in the Yangtze River Delta urban agglomeration. There have been many fruitful outcomes from Shanghai-Hong Kong co-operation over the years. Taking economic and trade ties as an example, Hong Kong is Shanghai's major export market and Shanghai's largest source of investment outside Mainland China."

Mrs Liu added that Shanghai and Hong Kong enjoy close arts and cultural ties, noting that the West Kowloon Cultural District Authority is also staging their WestK Shanghai Week 2025 in co-operation with a number of arts institutions in Shanghai and with the staunch support of the Shanghai Municipal Government to showcase the new landscape of Hong Kong's arts and cultural development. She looked forward that WestK Shanghai Week 2025 would achieve a synergistic effect with the "Immersive Hong Kong" roving exhibition.

Introducing the highlights of the exhibition, Mrs Liu said that the thematic zone "Buzzing Sports Action" was especially set up to serve as pre-event publicity for the 15th National Games to be co-hosted by Hong Kong, Guangdong and Macao in November this year. She also said that China's national treasures, giant pandas, are featured in naked-eye 3D displays and interactive games for the first time, inviting visitors to experience the vibrancy of Hong Kong as an "events capital".

Mrs Liu hoped that the exhibition could attract friends from the Mainland to learn more about Hong Kong and spark their interest in visiting the city, and come to Hong Kong in future for business and investment, employment and entrepreneurship, injecting impetus to the further growth of Hong Kong.

To give Shanghai audiences a taste of Hong Kong's cultural offerings, a jazz performance by two young Hong Kong music talents, harmonicist Cy Leo and pianist Freeman Lok, will be staged at the exhibition venue on June 21.

An interactive game, "Snap a cool shot @Immersive Hong Kong", which will be held during the exhibition period, will offer attractive prizes sponsored by Cathay Pacific for two winners. The winner of the Grand Prize will receive a pair of round-trip business class air tickets from Shanghai to Hong Kong, while the runner-up will receive a pair of round-trip economy class air tickets of the same itinerary.

The exhibition is being held at Xintiandi Style I, a major Hong Kong-based shopping centre in Shanghai, until June 29. Admission is free.

Shanghai is the sixth stop of the exhibition, following its successful staging by the ISD in cities on the Mainland, the Association of Southeast Asian Nations and the Middle East between July 2023 and January 2025.

In addition to the Shanghai ET0, other supporting organisations of the exhibition include the Belt and Road Office of the Commerce and Economic Development Bureau, Hong Kong Talent Engage, Cathay Pacific, the Hong Kong Trade Development Council, the Hong Kong Tourism Board, the Kai Tak Sports Park and the West Kowloon Cultural District Authority.

More information on the exhibition is available on the [dedicated page](#) on the Brand Hong Kong website and the [Shanghai ET0 website](#).