

[SHETO organises diversified events in Shanghai to celebrate 27th anniversary of HKSAR establishment \(with photos\)](#)

To celebrate the 27th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), the Hong Kong Economic and Trade Office in Shanghai (SHETO) unveiled a series of diverse events today (July 1) in Shanghai to encourage Mainland citizens to experience the joy of Hong Kong's return to the motherland.

SHETO today held a reception at Zhang Yuan, a famous Shanghai-styled complex, to celebrate the 27th anniversary of Hong Kong's return to the motherland. Some 130 representatives from relevant government departments, institutions, chambers of commerce, enterprises and Hong Kong groups in Shanghai attended the reception.

Delivering a speech at the reception, the Director of SHETO, Mrs Laura Aron, said the ties between Shanghai and Hong Kong have been strong over the past years. The Sixth Plenary Session of the Hong Kong/Shanghai Co-operation Conference was held in Hong Kong in April this year, where consensus was reached on further measures in 15 co-operation areas. A total of 20 co-operation agreements were signed by government departments and relevant organisations. The successful conference marked a new milestone and created new opportunities for Shanghai-Hong Kong co-operation.

Mrs Aron thanked the Shanghai Municipal Government for its high regard for Shanghai-Hong Kong co-operation over the years, as well as for its continuous support of Hong Kong and SHETO.

The reception also featured performances by several emerging young Hong Kong artists, showcasing the charm of Hong Kong's diverse cultural offerings through performances of Cantonese opera and a string quartet.

SHETO also organised an exhibition at Zhang Yuan with the theme of "Fun in Hong Kong", promoting Hong Kong's diversity and fresh new travel experiences to visitors to implement the concept of "tourism is everywhere in Hong Kong". The exhibition featured various interactive games for the public to experience and feel Hong Kong in different forms. These included using generative artificial intelligence technology to create Hong Kong-themed characters, location identification based on sounds, simulating a tram tour of Hong Kong, and more, all designed to arouse people's interest in visiting Hong Kong and experiencing it first-hand.

The exhibition also presented a calendar of over 100 major events in Hong Kong for the second half of the year, including cultural and artistic events, sports activities, conferences and exhibitions, financial and economic initiatives, festivals and celebrations, and performances in various fields. Additionally, a dedicated area was set up to introduce Hong Kong's

various talent schemes, welcoming talent and professionals from different industries and sectors to develop, work, and settle in Hong Kong.

The exhibition is open to the public from today until July 7 (Sunday) on the first floor of Building W7, Zhang Yuan, Shanghai. Admission is free.

SHETO also collaborated with the Hong Kong Tourism Board to showcase the latest tourism features of Hong Kong by dressing up two sightseeing trams in Shanghai's bustling Nanjing East Road pedestrian mall. These cars will shuttle along the street until July 31. Visitors from around the world and Mainland China can obtain the latest travel information about Hong Kong while experiencing the urban landscape of Shanghai during the ride.

SHETO will continue to hold exhibitions, cultural performances, youth activities, and economic and trade seminars in the East China region (Shanghai, Jiangsu, Zhejiang, Anhui, and Shandong provinces) to comprehensively promote Hong Kong to Mainland audiences. Members of the public can learn more details on SHETO's official WeChat account.



