

Secretary for Commerce and Economic Development to kick off
tourism promotion campaign in Shanghai

The Secretary for Commerce and Economic Development, Mrs Rita Lau, will depart for Shanghai tomorrow (May 31) to officiate at the opening ceremony of the "Now Shanghai! Next Hong Kong!" campaign, a large-scale tourism promotion event aimed at attracting Expo 2010 Shanghai China (Shanghai Expo) visitors to Hong Kong and promoting "Festive Hong Kong 2010".

Organised by the Hong Kong Tourism Board, the event is one of the signature promotion programmes to be staged by Hong Kong in Shanghai during the Shanghai Expo period. A wide range of tourism promotion activities will be held to highlight Hong Kong's rich attractions.

Mrs Lau will also visit the "Hong Kong: Creative Ecologies - Business, Living, Creativity" exhibition, a six-month event organised by Hong Kong Design Centre and supported by the CreateSmart Initiative to promote Hong Kong's design and creative industries during the Shanghai Expo.

She will also visit The Bridge 8, a cluster of creative and technology services developed from revitalised factories.

Mrs Lau will return to Hong Kong on June 2.

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