



2010 Shanghai World Expo – Huge Expo, Huge Opportunity **2010上海世博會給我們帶來了什麼**

2010 World Expo will be held in China's eastern city of Shanghai from 1st May, 2010 to 31st October, 2010 with the theme "Better City, Better Life". It will be the first city in a developing country to host such a world event. Together with the Beijing Olympics, the expo will mark China's emergence as one of the 21st century's major political economic powers.

It is predicted that the local and overseas visitors will be reached to 70 million, mainly from China, despite the current gloomy world economy.

The six-month expo scheduled for 2010 will cost about 38 billion yuan (US\$4.59 billion) to pull down old buildings and construct the new venue. It will have an apparent effect to pull the export-oriented economy of Shanghai-centered Yangtze River Delta. In terms of utilisation, 58% is earmarked for land acquisition of existing industrial and residential property, and 42% for construction of facilities.

Opportunities for both domestic and overseas companies

Business opportunities are the most evident benefits of hosting a World Expo. In its history, the impact of World Expo on the host's economy usually lasts four years after the event. It serves as a bridge to long-term economic and trade cooperation among countries.

Professional services in technological innovation and information technology application, convention and exhibition, finance, tourism, hotel investment and management etc will bring both domestic and overseas companies great business opportunities.

Technological Innovation. Technical innovation is the soul of the World Expo, most of the projects like city planning and construction, urban safety and modern transportation etc have to be backed by the technologies.

Convention and Exhibition. The hosting of large-scaled and high quality conventions and exhibitions will promote one city's fame and the economy. Currently, a sector to benefit from the Expo is convention and exhibition in Shanghai, where the quality is in need of upgrading. For Chinese companies, to cooperate with the world's first-class foreign enterprises will offer a good opportunity for them to accumulate international related experiences. Another sector to benefit from the Expo is project construction and management. As for housing construction, two million sqm of exhibition halls and supporting facilities will be built inside the Expo Park. With a lot of experts who are experienced in managing such projects in the mainland, Hong Kong companies should be able to benefit in terms of design, construction and operation of infrastructure projects like Expo Village, Expo Park, etc. Hong Kong, as compared with overseas company, is also benefit in terms of languages and cultural communication.

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Financial Services. Estimated to cost over 38 billion yuan (US\$4.59 billion) in direct investment, the Expo is more than a huge exhibition. Hong Kong, Asia's financial centre, generates business opportunities as the 2008 Beijing Olympics in terms of handling Expo's financial projects.

Tourism. According to government estimated targets, the Expo will attract more than 200 participating countries, regions and organisations. For flights between overseas and Shanghai with a stopover in Hong Kong, Hong Kong thereby may generate demand for those tourists and related services in the SAR.

Hotel investment and management. The substantial influx of tourists into Shanghai will certainly translate into huge demand for hotel rooms. Hence, comprehensive supporting services are required to accelerate the development of Shanghai's tourism industries as well as hotel service industry. In light of the business opportunities presented by the World Expo, many international industry players, which already have a presence in Shanghai, are planning for massive expansion. Meanwhile, the domestic budget hotels are also vying for a piece of the Shanghai market. Meanwhile, publicity and promotion require high-quality advertising and public relations.

Others. In terms of marketing and brand development, the licensing of the Expo emblem, logo and mascot also offers a wealth of business opportunities for domestic and overseas enterprises. Equally opportunities also lie in the logistics sector as the predicted participation of over 200 countries and organisations. Shanghai's current transportation capacity, delivery of exhibits and other modern logistics services are facing unprecedented challenges and opportunities.

Hong Kong enjoys a rich advantage in these areas given the early market access under CEPA with mainland. Hong Kong is also the largest pool for foreign capital in Shanghai. Due to its thorough understanding of the Shanghai market and first mover advantage, Hong Kong has higher chances of success in the Expo. There is no doubt the Shanghai will present to the world a successful, splendid and unforgettable exposition. **PKF**

備受矚目的2010上海世界博覽會將於2010年10月1日至31日在中國上海這座美麗的城市舉行。作為首次在發展中國家舉辦的綜合性世界博覽會，上海世博會將會是一場探討新時代人類城市生活的偉大盛會，它的舉辦將與北京奧運一起被列為中國21世紀頭十年中的兩大盛世，為中國政治經濟的崛起注入新的力量。屆時，包括上海在內的長江三角洲城市進入“世博機遇期”。如果從前瞻性布局的角度來看，投資者應該積極挖掘其中潛在的市場機會！特別是在技術創新及信息技術運用領域、會展、金融服務、旅遊業、酒店管理及投資等領域。從對公司影響方面來看，建築建材、旅遊酒店、商業零售、物流、航空機場等相關的公司將明顯受益。

首先，技術創新是世博會的靈魂，大多數項目，如城市規劃與建設，城市安全和現代運輸等都基於技術的支持。其次，會展業務有待提高。舉辦大型高質的會議及展覽將極大的促進一個城市的知名度和經濟的發展，對於中國企業來說，與世界一流的外國企業合作，對自身在國際相關經驗的積累上會有很大的幫助和促進作用。在項目建設與管理方面，上海世博會將加大園區展館及相關配套基礎設施建設及周邊正式鐵路公路的建設，特別是在城市交通、環境等方面的改進。憑借擁有許多相關經驗的專家，香港公司將受益於此類設計、建造和營運的基礎設施項目，相較海外公司，香港在語言及文化交流方面亦占優勢。

另外，旅遊業資源有待挖掘。7000萬人次將直接帶動旅遊服務、商業零售業的大發展，給第三產業成長提供了機會。同時，預計大量遊客將會通過香港國際機場轉機，為香港的相關服務行業帶來了機會。金融服務方面，預計上海世博會的場館及周邊基礎設施建設將至少投入約380億元（約合45.9億美元）的資金，大大加速了金融發展環境的優化，而香港作為亞洲金融中心，在處理世博會財務項目方面將會創造一定商機。

潛力行業的帶動。世博會會徽、會標及吉祥物的特許經營同樣蘊藏著豐富的商機。而在物流方面，預計上海世博會會吸引來自200多國參展國家、地區和組織，屆時預計會在物流服務上帶來巨大的挑戰與商機，如運輸能力、通關效率、展品運輸等物流服務上都需加快與國際接軌。

自回歸以來，香港與內地的關係不斷深化，特別是最近幾年，在CEPA實施的大背景下，兩地的經貿合作邁上了新的里程。現今，香港已成為上海吸收外資的最大來源地，上海世博會的舉行將為香港在多個行業創造商機。

當這個擁有全球1/4人口的國度承受著當代世界巨大的期盼時，我們相信，它將一如北京奧運，在2010年為世界上演一場“城市讓生活更美好”的偉大盛會。

2010
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