



New Imagination DMC China

Proudly Present China's New Image



China



How do you put a word that means
China?
You just can't.
China is everything.
This magical land is just so vast, so
diverse, with such long history, so
many achievements.
China has everything to offer.



China Overview



Overview

China is the world's most populous country. It has a continuous culture stretching back nearly 4,000 years and originated many of the foundations of the modern world. The economy of China is the world's second largest economy by nominal GDP and the world's largest economy by purchasing power parity according to the IMF. Until 2015, China was the world's fastest-growing major economy, with growth rates averaging 10% over 30 years. This thriving old nation has everything to offer and full of inspirations.

From collapsing sections of the Great Wall, temple-topped mountains to island-hop in Hong Kong or bike between fairy-tale karst pinnacles around Yángshuò, China is heaven for both culture and nature lovers. For MICE industry, while China's history, culture and majestic landscape maintain as the resource for MICE creativity, China's modern development is another aspect full of inspiration.

Basic Facts

Area: 9,596,961 km²

Capital: Beijing

Largest city: Shanghai

Official language: Standard Chinese

Official script: Simplified Chinese[

Ethnic groups: 91.51% Han; 55 minorities

Religion: Chinese Folk Religion/irreligious : 73.5%

Buddhism: 15.87%

Other: 11%

Time zone: China Standard Time (UTC+8)

[Despite geographically, time zone in China spans from UTC+5 to UTC+9, all China use same time zone as UTC+8, where majority of the population resides]

Population: 1.4 Billion (2016)

GDP: 11.9 Trillion

Per Capita: 8583

Currency:

Mainland: Renminbi (Yuan), CNY.

1 USD = 6.5 CNY (2017)

Hong Kong: Hong Kong Dollars, HKD

1 USD = 7.7 HKD (2017)

Electricity Voltage: 220V, 50HZ, AC

Internet: Internet usage is under severe censor in China. Popular Website/APP like Google, Facebook, Twitter, Instagram are banned in China.

Most Popular Instant Messenger: WeChat



Why China? Too Significant to Be Ignored

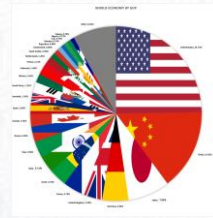


Third Largest Country in area in the World

The reason can be quite simple: this country is too significant to be ignored! It is such a huge country, playing such an important role in the world. It is just a bucket list for anyone!



Population Take up 1/5 of the world



Second largest economy, only after the United States



One of the Four Ancient Civilizations, its ideology have shaped the whole East Asia.



World's Biggest Communism Country



Why China?

So Convenient to Connect

Connectivity is just superb in China! Largest international airports make you feel like this once far-away country is right next door. Plus, the highspeed rail way just connects every corner of the country, come and experience the renowned speed.

200 airports in 2015 with around 240 planned by 2020. Easily Connect with every corner of the world.

Longest Highspeed railway system in the world, experience the renowned plane-on-ground speed of Chinese highspeed train. You

72-Hour Visa-Free Transit in any mainland cities. Connecting with Hong Kong(which is visa free for most countries) will make your journey more unforgettable.

Longest highway system in the world, your exploration of the vast country have never been easier.



Why China? Culture and Heritage



5000 Years of History. Terra Cotta Warriors tell stories of two millennium, Forbidden Cities see the up-and-downs for 5 Centuries, the bund in Shanghai mark 100 years of modernization. Total 52 sites are listed in UNESCO World Cultural and Natural Heritage.



(Relatively) Isolation from the world, China has develop their own unique civilization for so long. From art ,literature, language to ideology, everything is so unique from the rest of the world.



Oh Chinese Cuisine! The nation's pride ! Modern "Eight Cuisines" of China are Anhui, Cantonese, Fujian, Hunan, Jiangsu, Shandong, Sichuan, and Zhejiang cuisines. So many options, so many flavors, so unforgettable.



Tradition art forms are surviving and thriving in modern China. Kungfu not only stays at an martial art form but also heavily impact the movie industry; Taichi is part of people's daily morning exercise; Peking Opera keep conveying the beauty of East.



Why China? Diversity



- China has great physical diversity. The eastern plains and southern coasts of the country consist of fertile lowlands and foothills and is the location of most of China's agricultural output and human population. The southern areas of the country (South of the Yangtze River) consist of hilly and mountainous terrain. The west and north of the country are dominated by sunken basins (such as the Gobi and the Taklamakan), rolling plateaus, and towering massifs.(see red remarks on the map)
- There are 56 ethnicities officially recognized by Chinese government, and many of those ethnicities have their own languages.(see blue remarks on the map)
- distinct Chinese regions such as Hong Kong and Macau could retain their own economic and administrative systems, while the rest of China uses the socialism with Chinese characteristics system. (see green remarks on the map)
- The economy development within China is very diverse as well, there are international metropolitan like Shanghai, and also under developed rural areas like Guizhou.(See black remarks)

Why China?

Great hospitality Infrastructure

Accommodation: China's hotel industry offers more than 10,700 hotels which have adopted the new classification system designed to attract the international market, among which more than 850 are 5 stars. China is also home to some of the most unique boutique hotels.



Ritz Carlton Shanghai, its rooftop bar has the best view of the city.



Aman Fuyu Hangzhou, village of China in 18th Century



Hotel Eclat Beijing, a hotel or museum. It has the largest collection of art pieces by Dali.



Temple Restaurant Beijing, French fine dining in a once-abandoned temple.



Yoofoo Elite, Chinese fine dining in a century garden/mansion/villa.



Sevva, rooftop restaurant in the most prestige location of Shanghai.



Have your event like a king in the Forbidden City, Beijing



Sky 100, Hong Kong's highest.



Not just some regular outdoor event, it is an event outdoors at the Great Wall.

Dining:

The unique and diverse culture of China has allowed the country to provide authentic flavors of all kinds. The metropolises like Shanghai or Hong Kong also bring you the ingredients from all over the world.

Venue:

Historical, exclusive, breathtaking, nature-immersing, unforgettable.. China has it all.

Why China? New Image, New Inspiration

Just when you think you know enough about China, your knowledge won't keep up to the nation's rapid development. China is now moving forward into a brand "New Era", with leading in some aspect of high technology. Some of the achievement of development has become people's daily life. And here is where we step in, proudly present China's New Image to your client, the new image of China is full of inspiration.



New Image 1: Greatest

Infrastructure

China's infrastructure is truly second to none. Every corner of the nation now is so assessable. The Greatest thing concerning the MICE industry is the high speed rail-way system. Your MICE journey could not be easier with it!

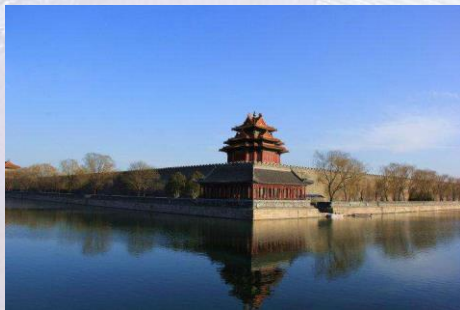


New Image 2: Cashless Society

Thanks to the development of online payment, pay with your phone without cash is everywhere in China, literally. Let alone malls, supermarkets, even the vendors in grocery market, street artists accept payment from phone! All they need is a QR Code and a phone!

New Image 5: Green Green Land

You may heard of the smog in Beijing, but things are changing now. China government has invested so much in improving the environment. Take Beijing as example. Air quality of 226 days out of Year 2017 is good or fine.



New Image 3: E-commerce everywhere

Everything can be bought online in China and we buy everything online in China! EThe e-commerce also stretches out to offline! Most notable one is E-bike, station free sharing bike that you can just scan with your phone and ride away!



New Image 4: Leading in high technology

Not just "made in China", now things "invented in China"! China are now leading in super computer, AI, high speed railway, solar power, drone etc. Some of these technology are already easily available for event industry, like hologram, drone, APP development, they will just make our event much cooler!

New Image 6: modern clean safe

In most cities of China, you will see a China of modern, clean and safe. The old under developed China has long gone in the cities of China.



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Shanghai

Country's Pride and Showcase



Shanghai Overview



Overview

Shanghai is China's largest and most populous city, and is also the country's showcase. China's booming economy is evident all over the city, where an unprecedented building boom has been taking place for the past two decades. The city is divided into two halves, Puxi and Pudong (meaning the West and East sides of the river, respectively), bisected by the Huangpu River. Puxi is the old part of Shanghai, and contains the historic Bund and French Concession as well as the city's best selection of shopping, dining, and sightseeing options. Pudong, by contrast, is more business-oriented, with a futuristic skyline that, amazingly, was all farmland just 15 short years ago. Numerous bridges, tunnels, and a convenient subway line connect the two sides.

Basic Facts

Area: 6342 Km²
Population: 24.2 Million
GDP: US\$ 477 Billion
Per Capita: USD 19,751
Time Zone: CST (UTC+8)
Currency: China Yuan
Airports: Shanghai Hongqiao Airport ;
Shanghai Pudong International Airport
5* Hotel Price Range: USD 87-USD 296
Dinner Price Range: USD 40 per person
Average Price for a tour guide(8 hours):
USD 90

Climate

Shanghai weather is generally mild and moist, with four distinctive seasons - a pleasant warm spring, a hot rainy summer, a comfortable cool autumn, and an overcast cold winter. The weather of Shanghai in July and August is the hottest, with more than 10 days' high temperatures above 35 C (95 F). The coldest period is from late January to early February. The location at the estuary of the Yangtze River to the East China Sea makes the city so wet that it rains for about one third of the year.

Why Shanghai? Showcase of China's Modernization



Shanghai has the longest history of modernization in China starting from 1842. Until 1842 Shanghai's location made it merely a small fishing village. After the first Opium War, however, the British named Shanghai a treaty port, opening the city to foreign involvement. The village was soon turned into a city carved up into autonomous concessions administered concurrently by the British, French, and Americans, all independent of Chinese law. Each colonial presence brought with it its particular culture, architecture, and society. Shanghai became an important industrial center and trading port that attracted not only foreign businesspeople (60,000 by the 1930s) but also Chinese migrants from other parts of the country. In its heyday, Shanghai was the place to be -- it had the best art, the greatest architecture, and the strongest business in Asia. With dance halls, brothels, glitzy restaurants, international clubs, and even a foreign-run racetrack, Shanghai was a city that catered to every whim of the. However, with the Communist Party takeover of the mainland in 1949, trade was limited to other socialist countries, and the city's global influence declined. In the 1990s, the economic reforms introduced by Deng Xiaoping resulted in an intense re-development of the city, aiding the return of finance and foreign investment to the city. It has since re-emerged as a hub for international trade and finance.

Today, beauty and charm coexist with kitsch and commercialism. From the colonial architecture of the former French Concession to the forest of cranes and the neon-lighted high-rises jutting above the city, Shanghai is a city of paradox and change.



Why Shanghai?

Melting Pot of China Diversity



As the most developed city in China, the long modernization history and impeccable economy power of Shanghai make the city a melting pot of China. It has attracted a large proportion of Chinese who have chosen to live as migrant workers in Shanghai rather than in their hometown.. Between 2000 and 2010 Shanghai's population grew by around 40%, driven by massive internal migration. Now about 10 million of its residents are migrants (without household registration in Shanghai).

This diversity is reflected in the languages. The local dialect of natives is Shanghainese .Mainland migrant workers contribute Mandarin to this linguistic mix. Those from Hong Kong and the southern Guangdong Province bring Cantonese.

All this diversity creates a demand for a wide variety of cuisine and real East-West fusion, with restaurants reflecting regional varieties of Chinese cuisine, including spicy Hunan and Sichuan, salty duck from Nanjing, Cantonese barbecue pork and dim sum, and North China specialties alongside the traditionally sweet Shanghai favorites.



Why Shanghai? China's True Cosmopolitan City



Shanghai is the largest and most cosmopolitan city in China, and its glamour has long been a draw for foreigners from all over the world. For more than 150 years, people from overseas have found a home away from home here.

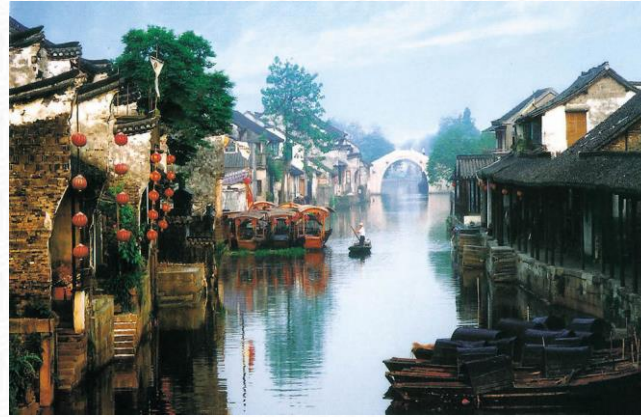
Architecture is one leading example of the cosmopolitan. Where else in the world can one stroll along a riverbank in front of European architecture, evoking the flavor of the Thames embankment in London, and yet gaze across that river and see a most modern version of Manhattan with Chinese characteristics, such as the famous Oriental Pearl TV Tower in the Lujiazui Financial Center? Head further inland in Puxi (the older side of Shanghai) and one finds the former French Concession with Parisian style villas.

Shanghai is a bustling metropolis, a captivating mix of East and West, this shows in the dining. From regional Chinese cuisine to modern international fare, cheap and cheerful street eats to cutting edge avant-garde gastronomy, Shanghai has everything.

Nightlife of Shanghai is best showcase of Shanghai's cosmopolitan. In the first half of the 20th century, Shanghai was the most notorious city in Asia for drinking and revelry, rivaling Paris and New York. Nowadays Nightclubs and bars are booming. Barflies now have a choice of everything from glamorous art deco lounges to the seediest watering holes. Shanghai's new wealth has triumphantly manifested itself in countless swanky venues and buzzing sports bars.



Why Shanghai? Ancient Water Towns Surrounded



Surrounded by rivers, lakes and canals, three parts of China comprise a “golden triangle” of historical towns that mostly run on the water. Shanghai, Suzhou and Hangzhou form this pyramid-shaped area known as the “Venice of the East,” filled with thousands of years of history and cities built around complex canal systems. Here, locals and tourists still get around by hand-controlled boats—and sometimes, the captain will even serenade you with a traditional Chinese folk song.

There are totally 8 ancient water towns within 130Km distance from Shanghai downtown , they're all located within a day's drive from Shanghai and won't take you more than a day or two to explore. Among the 8 towns, the closest one is Qibao, only 21 Km away while Zhujiajiao with good hospitality facility and only 50Km away, is the most frequent visited one for visitors based in Shanghai. Further away, Wuzhen is located 130km outside of Hong Kong, now it is one of the most famous MICE destination, with World Internet Conference held here annually.



Why Shanghai?

Lower Cost to Enjoy a World-Class City

Among 5 international metropolis(Shanghai, Hong Kong, Singapore, Tokyo and Seoul) in Asia Pacific. Shanghai is the most cost effective. You can spend a relatively less to enjoy the most luxury and exclusive experience. Please see the comparison chart as below.

| City | 5* Hotel Price Range(USD)* | Meal for 2 People, Mid-range Restaurant, Three-course | Taxi 1km (Normal Tariff) | Imported Beer (0.33 liter bottle) | |
|-----------|----------------------------|---|--------------------------|-----------------------------------|--|
| Shanghai | 87.00 - 296.00 | 28 | 0.40 | 3.95 | |
| Hong Kong | 188.01 - 564.67 | 45 | 1.08 | 6.38 | |
| Singapore | 292.37 - 419.85 | 46 | 0.42 | 7.6 | |
| Tokyo | 263.14 - 501.77 | 47 | 3.84 | 5.62 | |
| Seoul | 191.99 - 429.18 | 40 | 0.94 | 5.1 | |

As we can see, Shanghai's travel price is significantly lower than any other cities listed. Shanghai would be your best choice if you want to enjoy the glamor of world-class city and while you are budget sensitive.

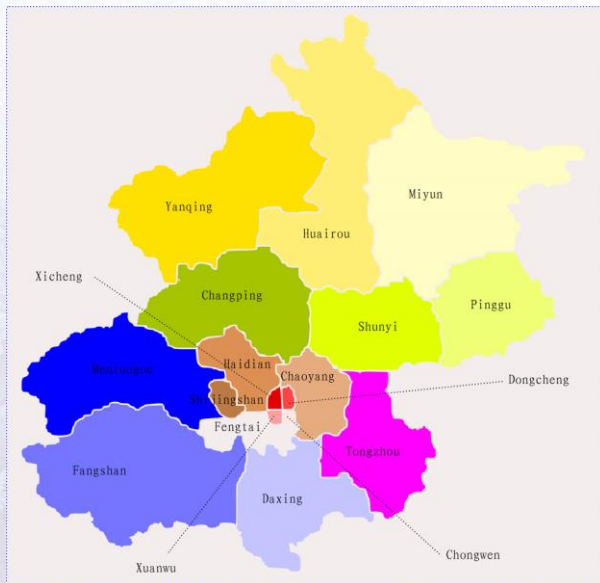


A nighttime aerial photograph of the Forbidden City in Beijing. The image shows the vast complex of traditional Chinese architecture, with numerous palaces and courtyards. The central focus is the main entrance, the Meridian Gate, which is brightly lit with warm yellow lights. The surrounding walls and gates are also illuminated. In the background, the modern city lights of Beijing are visible under a dark blue night sky. The text "Beijing" is overlaid in a large, white, serif font, and "Cultural Core of China" is overlaid in a smaller, white, sans-serif font below it.

Beijing

Cultural Core of China

Beijing Overview



Overview

Beijing (北京 Běijīng) is the capital of the most populous country in the world, the People's Republic of China. With a population of 21.5 million people, it is the nation's second-largest city after Shanghai. It was also the seat of the Ming and Qing dynasty emperors until the formation of a republic in 1911. Beijing is the political, educational and cultural centre of the country and as such it is rich in historical sites and important government and cultural institutions.

The city is marked by its flatness and arid climate. There are only three hills to be found in the city limits (in Jingshan Park to the north of Forbidden City) and mountains surround the capital on three sides. Like the configuration of the Forbidden City, Beijing has concentric "ring roads", which are actually rectangular, that go around the metropolis and serve as good reference points as one attempts to move about the city

Basic Facts

Area: 16,411 km²

Population: 21.7 Million

GDP: US\$ 700 Billion

Per Capita: USD 32,300

Time Zone: CST (UTC+8)

Currency: China Yuan

Airports: Beijing Capital International Airport; Beijing Daxing International Airport (under construction)

International Airport

5* Hotel Price Range: USD 69-USD 299

Dinner Price Range: USD 40 per person

Average Price for a tour guide(8 hours):

USD 90

Climate

Weather in Beijing can be tricky because during the peak summer months of July and August you typically get high temperatures and humidity along with fairly frequent rainfall. With this in mind, April, May, September, and October are generally the best months to visit, with generally pleasant temperatures without much rainfall. Winters get very cold, but at least snowfall rarely accumulates to much.

Why Beijing?

History History History



As a city combining both modern and traditional architecture, Beijing is a megacity rich in history. The city's history dates back three millennia. As the last of the Four Great Ancient Capitals of China, Beijing has been the political center of the country for much of the past eight centuries. With mountains surrounding the inland city on three sides, in addition to the old inner and outer city walls, Beijing was strategically poised and developed to be the residence of the emperor and thus was the perfect location for the imperial capital. Beijing was the largest city in the world by population for much of the second millennium A.D. The city is renowned for its opulent palaces, temples, parks, gardens, tombs, walls and gates. Its art treasures and universities have made it center of culture and art in China. Few cities in the world have served for so long as the political headquarters and cultural centre of an area as immense as China. Beijing has seven UNESCO World Heritage Sites – the Forbidden City, Temple of Heaven, Summer Palace, Ming Tombs, Zhoukoudian, as well as parts of the Great Wall and the Grand Canal, all popular locations for tourism. Siheyuans, the city's traditional housing style, and hutongs, the narrow alleys between siheyuans, are major tourist attractions and are common in urban Beijing.



Why Beijing?

Where Old & New Harmonize



In 2015, 52 companies of the Fortune Global 500 company headquarters were located in Beijing, more than any other city in the world,[23] including state-owned enterprises State Grid, China National Petroleum, and Sinopec Group, ranked 2nd, 3rd, and 4th, respectively.[24] Beijing CBD is quickly becoming the center for Beijing's economic expansion, rapid modernization, and radically changing skyline, with the ongoing or recently completed construction of multiple skyscrapers. Beijing's Zhongguancun area is also known as China's Silicon Valley and China's center of innovation and technology entrepreneurship.[25] According to the 2016 InterNations Expat Insider Survey, Beijing ranked first in Asia in the subcategory "Personal Finance Index," a measure of expats' salaries versus cost of living in the city.[26] Expats live primarily in urban districts such as Dongcheng and Chaoyang in the east, or in suburban districts such as Shunyi.[27]

With the rich history and modern achievement, old and new co-exist in the city harmonically. An upscale shopping with Louis Vuitton Store may have centuries of history, a humble looking courtyard might well converted into a luxury boutique hotel; best French restaurant may find itself in a once-abandoned temple.





Undoubtedly, Beijing is the cultural center of China. Beijing has endowed too many connotations for culture. Beijing is just like the thickest encyclopedia, containing the cultural heritage of 5,000 history of China, absorbing the exploding knowledge of the current society, and foretelling the scenarios of the future development. If you are an out-comer, you might find it hard to locate a portal for merging into the melting pot of Beijing culture, as the culture in Beijing is so complicated and elaborate that it deserves a life time to probe into. As the capital for several ancient dynasties, Beijing owns plenty of royal elements in its cultural system.

Nevertheless, Beijing has never given up its noble taste for elite culture. Beijing is never stingy in offering compliments for the true talents. No matter you arise from the lowest grass-root level, or descends from a royal family, you are always respected in Beijing if you stand out uniquely and brilliantly.



Why Beijing? Have your Event Like an Emperor

China's long history and rich heritage site has provided lots of options of historical venues for your events. You are truly having experience only emperor can experience in ancient time while having events in such venues.



Imperial Ancestor Hall, part of the Forbidden City, the palace for 5 centuries. Ideal venue for event up to 600 PAX.



TRB, a French dining restaurant converted from an ancient temple. Combining with surrounding venue spaces. The place is best for private dining and small meeting.



Outer Square of Yongding Gate, a section of Old City Wall. Great for big event.



The Great Wall, landmark and pride of China. The most prestige venue of all. Promotion event, fashion show, gala dinner can all be held here. Pic is an event of promoting Star War in China. We don't own the credit, please don't use it for publicity.



Beihai Park, the back Garden of the ancient palace. A small section of the park is available for private event up to 100 PAX.



Summer Palace, Palace where ancient emperors escape heat. A restaurant found inside can serve as a venue for gala dinner, best for ancient China theme.

Why Beijing? Gateway to a journey of thousand year civilization

Think Beijing has a long history already? Well it is , however the city only preserves last 500 years of the long civilization of 5000 years, and the highlights of the heritage sites are also only dating back to 500 years ago. Go deeper ? The surrounding cities the best place to go .



Xi'an, a city serving as the first capital of ancient China Empire Qin(BC 221-BC207), and some other most important dynasties of China like Han and Tang. Home of Terracotta Army , only 5 hours by high speed train from Beijing.



Shaolin Temple, origination of China Kungfu, history dating back to 1500 years ago. 3 hours away from Beijing by high speed train.



The **Yungang Grottoes**, a **UNESCO Heritage site**, masterpiece of early Chinese Buddhist cave art, only 2 hours from Beijing by high speed train.



Mogao Cave, The caves contain some of the finest examples of Buddhist art spanning a period of 1,000 years from 336 AD, comprising the largest, most richly endowed, and longest used treasure house of Buddhist art in the world. Beijing is the best gateway to access to the site.



Mount Wutai, host to over 53 sacred monasteries, is only 2 hours by high speed train from Beijing



An aerial night view of the Hong Kong skyline, showing a dense cluster of illuminated skyscrapers and buildings along the waterfront. The Victoria Harbour is visible in the center, with several boats and lights reflecting on the water. In the background, dark mountains are silhouetted against a deep blue twilight sky. The overall scene is vibrant and captures the essence of a major global metropolis at night.

Hong Kong

World's Asian City

Overview

Hong Kong has a global outlook and combines the best of East and West. It is a world in a city. In Hong Kong, rule of law is upheld and every effort is made to ensure a just, corruption-free society where people can feel secure and businesses can compete on a level playing field. Energetic, vibrant, flexible - these are the words most often used to describe Hong Kong. Pluralistic and tolerant, Hong Kong has a rich culture and traditions, and a modern cityscape that contrasts with a rural landscape full of varied plant and animal life. Globally connected with a first-rate infrastructure and communications network, Hong Kong is the gateway to China and the rest of the world.



Basic Facts

Status : Special administrative region with a different society, law economical system from mainland China.

Area: 2755 Km²

Population: 7.4 Million

GDP: US\$ 453 Billion

Per Capita: USD 44,999

Time Zone: CST (UTC+8)

Currency: Hong Kong Dollars

Airports: Hong Kong International

Airport

5* Hotel Price Range: USD 188-USD 564

Dinner Price Range: USD 60 per person



Climate

Hong Kong is barely tropical, so the temperatures are generally pleasant all year round, though it's also quite humid most of the time, and especially during the summer. As with most tropical locations, the rain tends to come in bursts rather than a long and slow grind, so it's usually simple enough to find shelter for an hour or so until it clears up. During the worst rainy months from June through August the city does have a tendency to get flooded, so if you get unlucky you might have a tough time moving around.

Why Hong Kong? Where East Meets West



With a remarkable history that moves through Chinese immigration, colonization by the British and subsequent handover into a Special Administrative Region of China, it should come as no surprise that Hong Kong is such a melting pot of Eastern and Western characteristics. A casual walk around the Central and Western District, you can easily understand how this East-meets-West heritage has given the city a style that is just its own—that has to be seen to be understood.

Everywhere you step in Hong Kong, you'd be hard-pressed to miss signs of the city's unique fusion of East and West—a complex multicultural vibe that makes it such a unique and easy-to-navigate travel destination. Hong Kong's Chinese and British make-up runs through its fabric: it's in the very stone of its preserved buildings and the old-fashioned street signs, on the racks of local fashion designers and the tables of the best restaurateurs. From this cultural fusion—these leftovers from the past—emerges a new, modern Hong Kong.



Why Hong Kong?

World's Freest Economy



A powerful combination of factors – prime location, high-speed communications, free flow of information, unrestricted capital flows and the world's freest economy – has made Hong Kong a leading international business and financial centre. Hong Kong's many advantages are enhanced by talented people, world-class infrastructure, well-developed international and domestic transport networks, quality business support services and financial infrastructure of the highest world standards.



Why Hong Kong? World's Aviation Hub of connections



Strategically situated at the heart of Asia, Hong Kong is superbly connected to the world and the Mainland of China. The city's highly efficient public transport system and state-of-the-art telecommunications are highly acclaimed.

Within a four-hour flight of major Asian cities and a five-hour flight from half the world's population, Hong Kong is an important gateway to the Mainland of China – the world's most populous consumer market and largest manufacturing base.



Why Hong Kong? An Eventful City



There's a lot happening in Asia's world city.

A magnificent mix of old and new, a dazzling fusion of East and West, Hong Kong is a compact global city.

It is a thriving arts and cultural hub. Orchestras, jazz ensembles, film and art festivals, international acts, local super stars and street performers offer a feast of events throughout the year.

A variety of arts festivals manifest the diversity and vibrancy of Hong Kong's cultural life. On the calendar are Hong Kong Arts Festival, Hong Kong International Film Festival and Le French May in spring, Chinese Opera Festival and International Arts Carnival in summer, and, in alternate autumns, New Vision Arts Festival and World Cultures Festival.

Those keen on performing arts will be spoilt for choice in the city that boasts nine major groups and nearly 1 000 troupes, staging over 8 000 performances, which draw millions every year.

Hong Kong also celebrates with great enthusiasm traditional festivals such as the Lunar New Year, Mid-Autumn Festival, Tai Hang Fire Dragon Dance, Cheung Chau Bun Festival and Dragon Boat Festival.

Sports fans have their pick of a host of world-class events – Hong Kong Sevens, Hong Kong Marathon, Hong Kong Golf Open, Formula E Race, Volvo Ocean Race and for horse-racing enthusiasts, Hong Kong International Races, to name a few.

Why Hong Kong? Green Hong Kong



Hong Kong's urban cityscape is world famous but visitors are often surprised to learn that most of the territory is green. A short distance from Hong Kong's commercial district, you can enjoy a serene hiking trail or enjoy spectacular harbour views from a ferry to an outlying island. Few cities in the world can claim a stunning harbour, a UNESCO-listed geopark and nature hikes so close to bustling urban centres. About three-quarters of Hong Kong's total area of 1 108 square kilometres is countryside.

Hong Kong has 24 country parks and 22 special areas, including scenic mountains, forests, grasslands, marshes, reservoirs, coastline and islands, designated for conservation, education and recreation. There are also five marine parks and one marine reserve covering a total area of 2 430 hectares, including scenic coastal areas and important marine habitats.

Hong Kong is committed to becoming a cleaner, greener metropolis through a range of air quality improvement measures, encompassing environmental protection, energy, transport and planning, as well as co-operation with neighbouring Guangdong province.

To promote a low-carbon, energy-saving lifestyle, the Government is promoting green buildings. The Zero Carbon Building in Kowloon Bay, a collaboration between the Government and the Construction Industry Council, helps promote good practices in the construction industry.



A New World Full of Inspiration is Awaiting.



**New Imagination
DMC China**

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