

EXPO

第四屆香港國際文化創意博覽會 The 4th ART HONG KONG EXPO

15-18.5.2026

文博會

亞洲國際博覽館 ■ 香港 AsiaWorld-Expo, Hong Kong - 第五屆 文化藝術交流博覽會 The 5th Belt & Road National ART & CULTURE EXPO

第八屆香港國際藝術及收藏品 博覽會
The 8th Hong Kong Int'l Arts & Collectibles

2026 中國 數字創意博覽會 2026 DIGITAL CREATIVITY EXPO

www.arthkexpo.com





Art Hong Kong Expo — Core Positioning

Establishing a launchpad for CHINESE CULTURAL EXPORTS

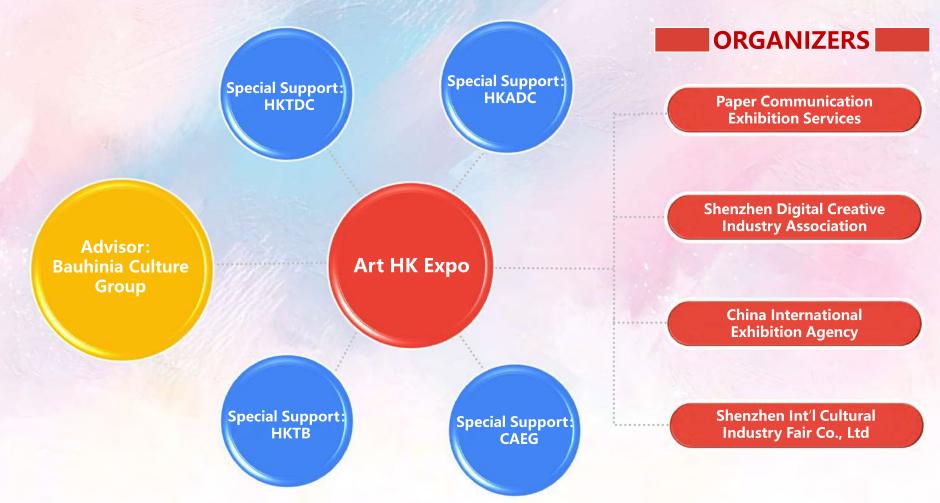
The hosting of the Art Hong Kong Expo is a profound implementation of the national 14th Five-Year Plan, which explicitly supports Hong Kong's development into a "center for cultural and artistic exchange between China and the world," as well as the "Thousand Sails Going Global" initiative launched in 2023 by the Ministry of Commerce and five other departments. It serves as a solid bridge for Chinese culture to reach the world, and its value and far-reaching significance have been highly recognized by the Industry Development Department of the Ministry of Culture and Tourism.

In August 2025, the Art Hong Kong Expo was officially designated as a key initiative under the 'Thousand Sails Going Global' action plan.





Art Hong Kong Expo — Organizational Structure





Art Hong Kong Expo — Supporting Organizations (Partial)

Consulate General of the I.R. of Iran in Hong Kong and Macao

Consulate General of the Russian Federation in HKSAR PRC South African

Consulate General

in Hong Kong SAR

& Macau SAR

Zimbabwe Consulate in Hong Kong Consulate General of Hungary in Hong Kong

Consulate General of I.R. of Pakistan

Consulate General of the F.R. of Nigeria

Honorary Consulate of U.R. of Tanzania in HKSAR

Consulate General of Myanmar in Hong Kong

Philippine Consulate General in Hong Kong Hong Kong 3D Printing Association

Technological & Higher Education Institute of Hong Kong

The HongKong Hainan Commercial Association

Maritime
Silk Road Society



Art Hong Kong Expo — Overview of Previous Editions

Year 2023

Venus: AsiaWorld-Expo

Scale: 4 Exhibition Halls

Area: 22,720 sqm.

No. of booths: 1136

No. of exhibitors: 654

No. of visitors: 20276

Year 2024

Venus: AsiaWorld-Expo

Scale: 5 Exhibition Halls

Area: 28,400 sqm.

No. of booths: 1262

No. of exhibitors: 702

No. of visitors: 29030

Year 2025

Venus: AsiaWorld-Expo

Scale: 8 Exhibition Halls

Area: 50,000 sqm.

No. of booths: 1555

No. of exhibitors: 812

No. of visitors: 36126

Year 2026

Venus: AsiaWorld-Expo

Scale: 8 Exhibition Halls

Area: 50,000 sqm.

The 1ST

24-27 May 2023

The 2ND

16-19 May 2024

The 3RD

30 May – 1 Jun 2025

The 4TH

15-18 May 2026

Art Hong Kong Expo — Overview of Previous Editions

Some Notable Guests

The Art Hong Kong Expo has received strong support from the Industry Development Department of the Ministry of Culture & Tourism, relevant functional departments of the HKSAR, and cultural authorities in Shenzhen. It has attracted participation from consulates and enterprises representing over 30 countries.



Deputy Director-General of the Industrial Development Department, Ministry of Culture and Tourism of China

Chairman of the Hong Kong Arts Development Council



Chairman of the Organizing
Committee of the Art Hong Kong Expo



Deputy Director of the Shenzhen Municipal Bureau of Culture, Sports and Tourism



Deputy General Manager of Bauhinia Culture Group



Consular Representative of Russia in H.K.



Executive Chairman of the Organizing Committee of the Art Hong Kong Expo



Former Chairman of the Shenzhen Art Expo Company



Deputy General Manager of China Arts & Entertainment Group



Consular Representative of Zimbabwe in H.K.



Art Hong Kong Expo — **Highlights of Past Exhibitors**





Art Hong Kong Expo — Signature Activities Through the Years

Creating a comprehensive 'Expo + Forum + Contest' ecosystem.



Hong Kong Int'l Cultural & Creative Industries Forum 2025 – Global Cultural Exchange Spotlight



A MANIFESTO Art Charity Gala



Hong Kong Int'l Cultural & Creative Industries Forum 2025 – Spotlight on Cultural Tourism



[Ali in the sky, HK is so nice to meet you] Tibet Ngari Cultural & Tourism Showcase



2025 Glorious Healing China – Global TCM Forum & Authentic Herbal Export Summit (Hong Kong)



2025 World United Design Summit (Hong Kong) & 2nd Digital Creative Expo



International Digital Esports League – Hong Kong Stop



¶ Youth as splendid as brocade ¶ – 2025 Hong Kong Chinese Costume Culture Expo & Inaugural Miss Hanfu Pageant



Art Hong Kong Expo — Historical Media Impact

Based on data from the monitoring system:

- > Between 00:00 on May 13 and 24:00 on May 25, 2024, the 2nd Hong Kong International Cultural and Creative Expo generated a total of 2,417 pieces of related media coverage. Of these, 1,811 were from traditional media outlets, reflecting strong engagement from newspapers, magazines, and broadcast channels. In addition, 309 short video posts were collected across popular platforms such as Douyin, Bilibili, Xiaohongshu, Kuaishou, Du Xiaoshi, and Sina Weibo Video, showcasing the event's vibrant presence in the digital content space. The remaining 297 entries came from other social media platforms, with the majority of dissemination concentrated on Weibo and WeChat. Altogether, the event achieved an estimated total exposure of over 14 million views, underscoring its growing influence and promotional effectiveness across both traditional and new media landscapes.
- From 00:00 on May 12 to 00:00 on June 10, 2025, the 3rd Hong Kong International Cultural and Creative Expo generated a total of 2,388 pieces of related media coverage. This included 9 newspaper articles, 981 online news reports, 231 app-based news items, 550 video media entries, 20 topic forum posts, 400 WeChat public account articles, and 202 Weibo posts. The overall media exposure reached nearly 500 million views. Social media dissemination was primarily concentrated on online platforms, video content, and WeChat public accounts. Notably, website-based coverage accounted for 41% of the total, with detailed reporting and high-authority media sources contributing to the impact. The media virality rate reached an impressive 528.57%, reflecting strong amplification across digital channels.
- Authoritative central media outlets such as People's Daily, People.cn, Xinhua News Agency, China News Service, China Daily, and Ta Kung Wen Wei provided high-level coverage of the event. Online media ensured broad dissemination, while social media platforms generated significant buzz. Together, these efforts not only showcased the scale and achievements of the event, but also effectively promoted the international dissemination and exchange of Chinese culture.





本述文化产业综合情。国家级文化项目与产业政策或课费中负租,油磨、影假、新媒体平台等多元内存货相展示。在国际文库贸易地中。近10个国家的参照和保护员由国际。10个国家的少年企业需量地库平底于至均匀。产业政信和创新产品。率地贯文化进产组运用按字化于段。为传统技艺主人新生机,并编集课债金人包运搬货业基础支充。

由中国广播电极社会组织联合会特级的"文旅规斯"规区再度亮相香港文场 会。今年活动的主题是"成设备"一台牌情品结件计划国际传播运动。文等会 开展当日下半分了"活运动发布仪式"、("成型图"、文章、为意点。发布"动 运输"一台国际合作传播方面的优质语目。指在信息带准美大湾区区位优势推 运输时间补贴。

活动中,一颗短扁一多业态包件模式纷纷呈现。其中,一颗短扁,国际传播"以 经松易槽的为式焊接语言如文化障碍,传递不同国家和民族的故事与情感。 成为文化交流的新表点。

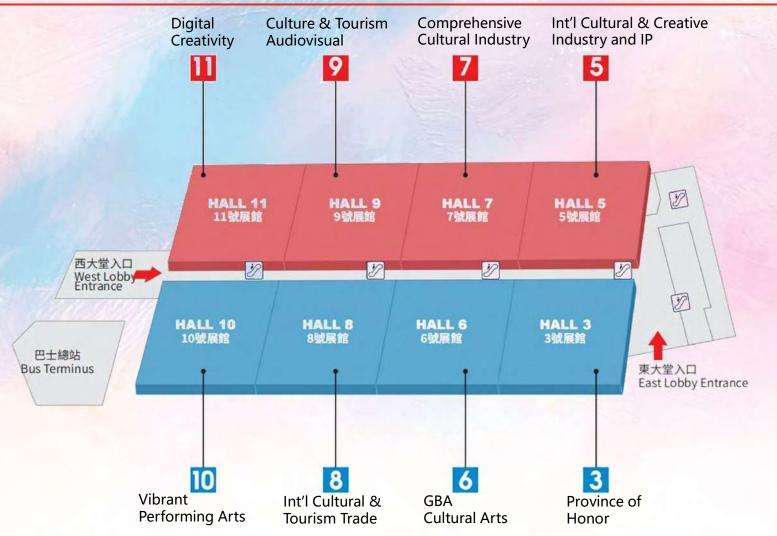
本語香港文博会主办单位之一中国时外文化集团相关负责人表示。希望指动 图多内地文化企业编订香港宝取出海第一步,但归多元文化交融其生。更为 文化允许少标长远发展注入模大比较







The 4th Art Hong Kong Expo — Spatial & Thematic Layout



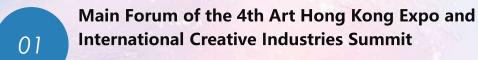


The 4th Art Hong Kong Expo — Some Featured Events

03



Welcome to the 4th Art Hong Kong Expo AsiaWorld-Expo — A World-Class Exhibition Venue in Hong Kong, China



Organizing Unit: Organizing Committee of the Art Hong Kong Expo

O2 Al International Short Film Festival – Debut Edition
Organizing Unit: Shenzhen Digital Creative Industry Association

The 3rd Digital Creativity Expo

- Digital Creativity and Tech Innovation Summit Forum
 - Digital Asset Finance Summit Forum
 - Entrepreneurial and Creative Innovation (ECI) Awards

Organizing Unit: Organizing Committee of the Art Hong Kong Expo

O4 Showcase of Signature Performances at the 4th Art Hong Kong Expo

Organizing Unit: China Arts and Entertainment Group Ltd.

Collectibles Showcase at the 4th Art Hong Kong Expo & Grand Opening of the Cultural China Calligraphy and Painting Academy

Organizing Unit: China Arts and Entertainment Group Ltd.



The 4th Art Hong Kong Expo — Publicity Plan

[Brilliant Hong Kong and Macao, a Cultural Bridge]

Landmark Location Showcase: Large outdoor billboards featuring iconic sites in Hong Kong (such as Victoria Harbour) and Macao (such as the Ruins of St. Paul's) illuminate the highlights of the Cultural Expo.



Social Media Amplification: Popular social media platforms in Hong Kong and Macao were used to share exciting previews and interactive topics related to the Art Hong Kong Expo.











Celebrity Empowerment: Prominent figures from the political, business, and entertainment sectors of Hong Kong and Macao actively participated in promotional efforts. Through interviews, video features, and other media formats, their involvement significantly boosted public attention and engagement.



- Creative workshops were held both online and offline, attracting strong public participation.
- Local television and radio stations provided special coverage of the Art Hong Kong Expo.



The 4th Art Hong Kong Expo — Publicity Plan

[Art Hong Kong Expo, Share Globally]

A New Perspective on International Promotion

Global Mainstream Media Public Relations



Digital Promotion: Leveraging mainstream social media platforms, Key Opinion Leaders (KOLs) were engaged to share exciting previews and interactive topics about the Cultural Expo.











Cultural Education: Exhibitions and lectures are organized through overseas Chinese Cultural Centers.



The 4th Art Hong Kong Expo — Publicity Plan

[Chinese Elegance on the Global Stage] — The Core of Cultural Showcase

National-Level Media Collaboration: Promotional efforts were conducted through authoritative outlets such as China Central Television (CCTV) and People's Daily.

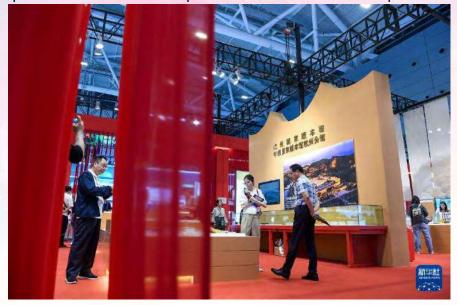


Outdoor Advertising: Billboards placed in high-traffic areas frequented by premium target audiences, such as airports and tourist attractions.

Short Videos: Promotional content distributed via Key Opinion Leaders (KOLs) on platforms like Douyin, Bilibili, and Kuaishou.

Culture and Tourism Collaboration: Video and advertising campaigns launched through official apps or mini-programs of regional tourism authorities, including Shanghai, Jiangsu, Harbin, and Zibo.

Online-Offline Integration: Touring exhibitions were held in cities such as Beijing and Shanghai, while livestreaming platforms were used to expand the event's reach and impact.





The 4th Art Hong Kong Expo — SZ-HK Shuttle Service

During the 4th Art Hong Kong Expo, a free direct shuttle service between Shenzhen and Hong Kong will be launched, providing seamless connectivity for cultural and creative industry professionals and investors from both cities. This "one-stop" convenience acts as an accelerator for the flow of creative resources, aligning with the deep integration needs of the Shenzhen–Hong Kong cultural and creative industry chain. It supports the development of a collaborative ecosystem of "Culture + Technology + Industry" and promotes the cultural-economic integration of the Greater Bay Area.





SDCA

The 4th Art Hong Kong Expo — Cooperation Model

Title sponsorship





Activities & Tournaments









Exhibit and Showcase



Procurement of Cultural Products



Auction Transaction

The 4th Art Hong Kong Expo — Booth Rental

Options of Participation 參展类別	Price 价格
□ Type A (For Paintings) A类(画区) Each sized 3m x 4m x 3mH. Includes hollow timber-framed wall panels in a painted white finish, foamboard fascia with company name, 1 square table, 6 long arm spotlights, 2 chairs. 每个 3米x 4米x 3米高,包括一组白色空心木结构板、公司招牌板、一张方桌、六支长臂射灯、两张椅子	HK\$ 44,258 CN¥40,000 US\$ 5,688 3mx4m=12㎡ 3米x4米=12平方米
□ Type B (Standard Booth) B类 (标准展位) Each sized 3m x 3m x 2.5mH. Includes white aluminum system wall panels, foamboard fascia with company name, 4 long arm spotlights, 2 chairs, 1 square table. 每个3米x3米x2.5米高,包括三面铝制围板、公司招牌板、四支长臂射灯、两张椅子、一张方桌	HK\$ 33,186 CN¥30,000 US\$4,266 3m x 3m=9m² 3米x3米=9平方米
□ Type C (Standard Booth) C类 (标准展位-IP文创潮玩) Each sized 3m x 2m x 2.5mH. Includes white aluminum system wall panels, foamboard fascia with company name,4 long arm spotlights, 2 chairs, 1 square table. 每个3米x2 米x2.5米高,包括三面铝制围板、公司招牌板、四支长臂射灯、两张椅子、一张方桌	HK\$ 19,906 CN¥18,000 US\$ 2,560 3m x 2m = 6 m ² 3米x2米=6平方米
□ Raw Space 净地 Raw space only, exhibitors set up stand at their own expenses. 参展商自费建造摊位	HK \$3,318/m² CN¥ 3,000 / m² US\$ 426 / m² Min.36m²最少36平方米

Remark: 10% surcharge applies to booths located at corner positions.



新四屆香港國際文化創意博覽會 The 4th ART HONG KONG EXPO

欢迎您的到来

WELCOME TO THE 4th ART HONG KONG EXPO



香港文博会ArtHKexpo



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