



第四屆 香港國際文化創意博覽會

The 4th ART HONG KONG EXPO

ART HONG KONG EXPO | 香港
| 文博會

15-18.5.2026

亞洲國際博覽館·香港
AsiaWorld-Expo, Hong Kong

第五屆 一帶一路國家 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 EXPO 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 concrete implementation of the national 14th Five-Year Plan's support for developing Hong Kong into a "hub for cultural and artistic exchange between China and the world," as well as the 2023 "Thousand Sails Going Global" initiative for international cultural trade launched by the Ministry of Commerce and five other ministries. It serves as a solid bridge for promoting Chinese culture globally and has been highly recognized by the Department of Industrial Development of the Ministry of Culture and Tourism for its value and far-reaching significance.

In 2025, the Art Hong Kong Expo has been officially designated as a key event under the "Thousand Sails Going Global" initiative, becoming a national flagship project for cultural exchange abroad.

中华人民共和国商务部办公厅
 中共中央宣传部办公厅
 中华人民共和国文化和旅游部办公厅
 国家广播电视总局办公厅
 中国外文出版发行事业局办公室
 中国国际贸易促进委员会办公室

商办服贸函〔2025〕394号

商务部等6部门办公厅(室)关于印发
 对外文化贸易“千帆出海”行动计划

序号	报送单位	活动(项目)名称	组织单位	活动(项目)时间	活动(项目)地点	内容简介	联系人	联系方式
165	深圳市	香港国际文化创意博览会	紫荆文化集团指导, 香港艺术发展局、香港旅游发展局、文化和旅游部艺术发展中心、中国对外文化集团特别支持, 讯通展览公司(中国香港)、深圳市数字创意产业协会、中国对外艺术展览有限公司、深圳国际文化产业博览交易会有限公司主办	2025年5月30日-6月2日	中国香港	第三届香港国际文化创意博览会以打造中国文化出海平台为主题定位, 展览面积扩大至五万平方米, 涵盖数字创意馆、艺术美学馆、国际文旅贸易馆、非物质文化遗产馆、中医文化馆、国潮美学馆、国际馆、特色城市馆等, 全面展示国内外文化创意产业的多元魅力与创新活力。	皮取兵	0755-82255045 13823758404 sundanp90210163.com

Art Hong Kong Expo — Organizational Structure

Organizer

Hong Kong Cultural Expo Group
Limited (Preparatory)

Guiding Organization

Bauhinia Culture Group Co., Ltd.

Special Supporting Organizations

Hong Kong Arts Development Council
Hong Kong Trade Development Council
Hong Kong Tourism Board

Co-Organizers

China Arts & Entertainment Group
Arts Development Center of the Ministry of Culture and
Tourism of The People's Republic of China
Paper Communication Exhibition Services (Hong Kong)
Shenzhen Digital Creative Industry Association
Shenzhen International Cultural Industry Fair Co., Ltd.

Joint Organizers

Guoshen Cultural Development (Shenzhen)
Co., Ltd.
Suzhou Cultural and Creative Exhibition
Co., Ltd.

香港文博会基本情况 General Profile of the Art Hong Kong Expo

协办单位 Co-organizers



海南省国际文化交流中心
Hainan International Culture Exchange Center



万里茶道国际交流中心
The Tea Road Cooperative



雲峰畫苑
WAN FUNG ART GALLERY



大中华非洲商会
African General Chamber of Commerce (Greater China)



亚洲国际基金会 亚洲文化艺术基金会
Asian Culture and Art Foundation (Hainan)



中国国际创意设计推广周全球智库
CHINA INTERNATIONAL CREATIVE DESIGN PROMOTION WEEK GLOBAL THINK TANK



藝谷
ART VALLEY



雅文传播
YoyWow



双招双引



廣州工商業聯合會



广东省国际文化交流中心
GUANGDONG INTERNATIONAL CULTURE EXCHANGE CENTER



辽宁省创意产业协会
LIAONING ASSOCIATION OF CREATIVE INDUSTRIES

支持机构 Supporting Organizations



Consulate General of the Russian Federation in the HKSAR, PRC



Zambian Consulate in Hong Kong



Consulate General of the Islamic Republic of the Sudan in Hong Kong, PRC



The Lao People's Democratic Republic



South African Consulate General in Hong Kong SAR



CONSULATE GENERAL OF MYANMAR IN HONG KONG



Consulate General of the Republic of Maldives in Hong Kong



CONSULATE GENERAL OF THE REPUBLIC OF SERBIA IN HONG KONG



Consulate General of Nigeria in Hong Kong



the Government of the Republic of the Congo



CONSULATE OF THE REPUBLIC OF THE UNION OF MYANMAR



香港中醫學會
Hong Kong Association of Traditional Chinese Medicine



Philippine Consulate in Hong Kong



ASIAN ACADEMY OF ARTS



HKAIM



香港註冊中醫學會
Hong Kong Traditional Chinese Medicine Practitioners Association



The Hongkong Hotel Generalists' Association



THE HONG KONG SOCIETY



HONG KONG 3D PRINTING ASSOCIATION



COPYRIGHT SOCIETY OF AUTHORS, COMPOSERS AND MUSIC PUBLISHERS IN HONG KONG



Association of International Cultural Exchanges



The Education Institute of Hong Kong



Technology and Higher Education Institute of Hong Kong



Strategy Consulting Office, Ministry of Communication and Culture (EMCA)



Korea Culture Contents Licensing Association



Yngjan Society of China



INTELLECTUAL PROPERTY OFFICE

香港文博会基本情况 General Profile of the Art Hong Kong Expo

文化艺术创新发展大使
Ambassador for Cultural
& Artistic Innovation
Development

吕三石 著名书画家
LUI SAN SHI Famous Artist in Chinese Painting & Calligraphy

战略媒体合作机构
Strategic Media
Partnership



学术战略支持机构
Academic Strategic
Support Agency



中医文化馆支持单位
Supporting Organization of
Chinese Medicine Zone



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

Zimbabwe
Consulate in
Hong Kong

South African
Consulate General
in Hong Kong SAR
& Macau SAR

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

Technological &
Higher Education
Institute of
Hong Kong

The HongKong
Hainan Commercial
Association

Hong Kong
3D Printing
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

The 1ST

24-27 May 2023

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

The 2ND

16-19 May 2024

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

The 3RD

30 May – 1 Jun 2025

Year 2026

**Venus: AsiaWorld-Expo
Scale: 8 Exhibition Halls
Area: 50,000 sqm.**

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

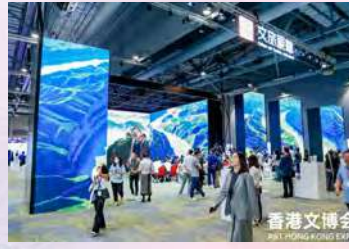
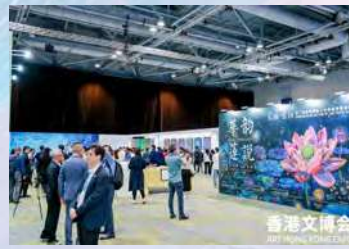


Deputy General Manager of China Arts & Entertainment Group



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



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



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



International Digital Esports League – Hong Kong Stop



A MANIFESTO Art Charity Gala



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



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



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

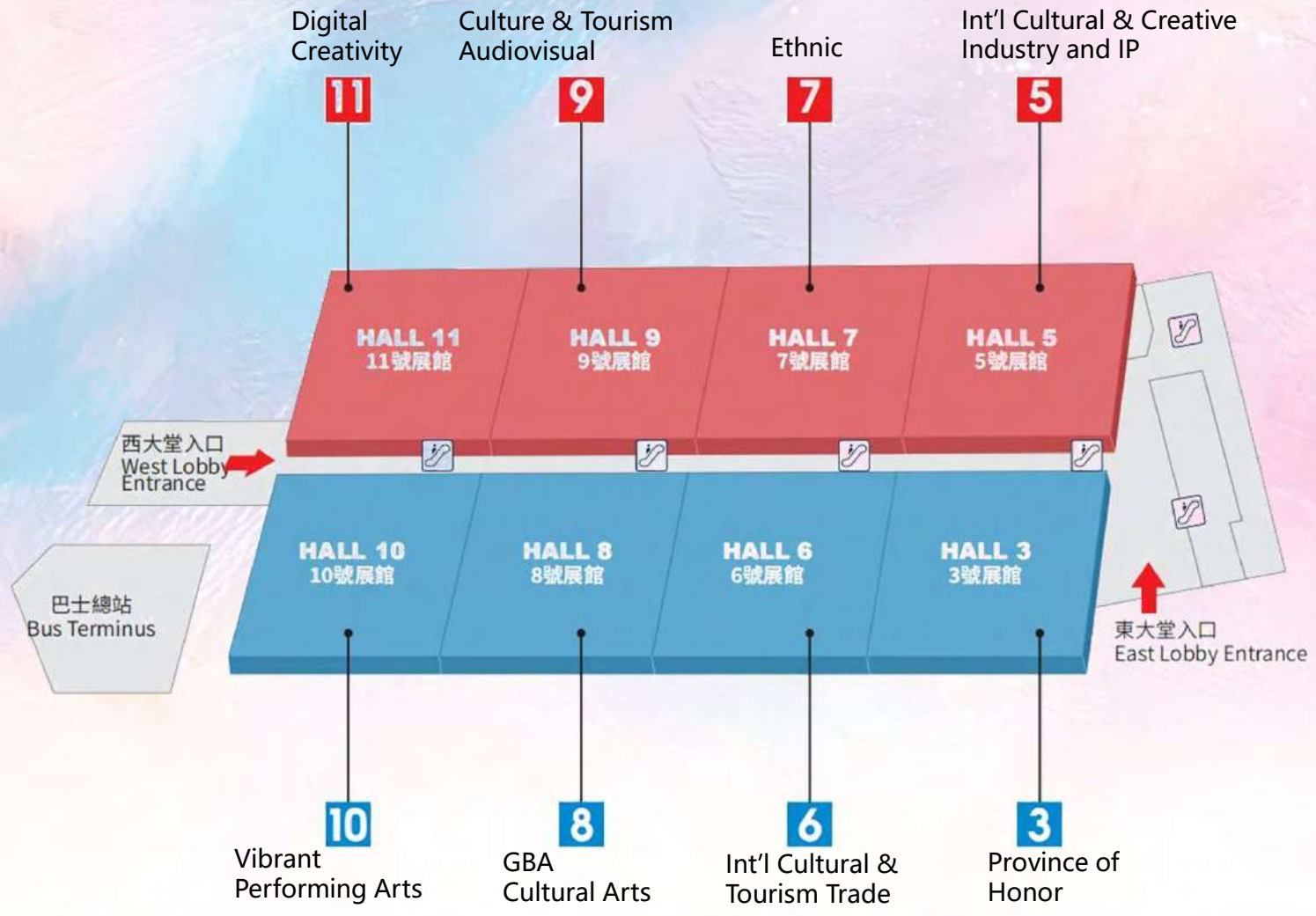
Art Hong Kong Expo — Historical Media Impact

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.



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



The 4th Art Hong Kong Expo — 2026 Featured Events



Welcome to the 4th Art Hong Kong Expo

AsiaWorld-Expo — A World-Class
Exhibition Venue in Hong Kong, China

- **The 4th Art Hong Kong Expo Main Forum: Special Session on Sino-Foreign Cultural Exchange and Cultural Tourism**
Organizing Unit: Organizing Committee of the Art Hong Kong Expo
- **The 1st Hong Kong International AI Film Festival**
Organizing Unit: Shenzhen Digital Creative Industry Association
- **2026 China Digital Creativity Expo Program Series**
 - ◆ Digital Creative Technology Innovation Summit
 - ◆ Digital Asset Finance Summit
 - ◆ Digital Creative Awards CeremonyOrganizing Unit: Organizing Committee of the China Digital Creativity Expo
- **Showcase of Signature Performances at the 4th Art HK Expo**
Organizing Unit: China Arts and Entertainment Group
- **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
- **Art Hong Kong Expo Sub-Venues**
 - ◆ Sub-venues will be established at key sites such as the Hong Kong Arts Development Council Art Museum, the Hong Kong Palace Museum, and the Hong Kong Polytechnic University.
- **International Metaverse AI Digital Cultural Expo**
 - ◆ Features include online showroom, multilingual interaction, international trade, auction, and product traceability.

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.



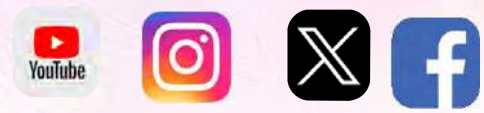
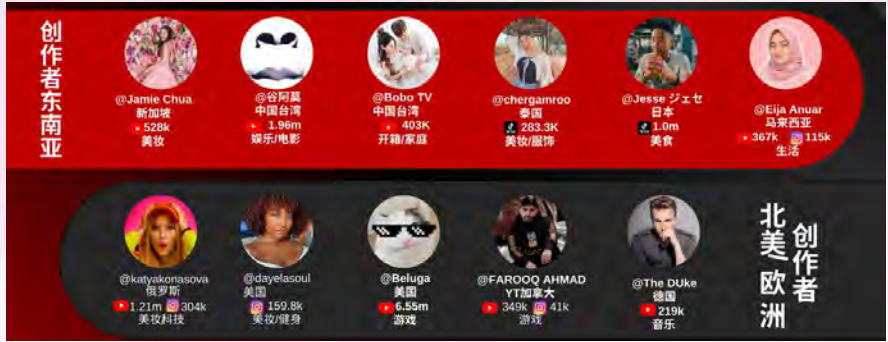
The 4th Art Hong Kong Expo — Publicity Plan

【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.



The 4th Art Hong Kong Expo — Cooperation Model

Title sponsorship



Activities & Tournaments



Showcase Forum



Exhibit and Showcase



Auction Transaction



国际平台 合作共赢 PLATFORM 合作共赢

Procurement of Cultural Products



The 4th Art Hong Kong Expo — Booth Rental

Options of Participation 参展类别	Price 价格
<p>□ 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</p>	<p>HK\$ 44,258 CN¥40,000 US\$ 5,688 3m x 4m = 12 m² 3米x4米=12平方米</p>
<p>□ 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</p>	<p>HK\$ 33,186 CN¥30,000 US\$4,266 3m x 3m = 9 m² 3米x3米=9平方米</p>
<p>□ 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</p>	<p>HK\$ 19,906 CN¥18,000 US\$ 2,560 3m x 2m = 6 m² 3米x2米=6平方米</p>
<p>□ Raw Space 净地 Raw space only, exhibitors set up stand at their own expenses. 参展商自费建造摊位</p>	<p>HK \$3,318/m² CN¥ 3,000 / m² US\$ 426 / m² Min.36m²最少36平方米</p>

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



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欢迎您的到来

WELCOME TO THE 4th ART HONG KONG EXPO



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