

中華人民共和國香港特別行政區
Hong Kong Special Administrative Region
of the People's Republic of China

25th 周年紀念
ANNIVERSARY

A New Era
Stability · Prosperity · Opportunity





We're going through a **cultural and generational shift** — don't get left behind.



WHO AM I

我是谁？







A FORCED

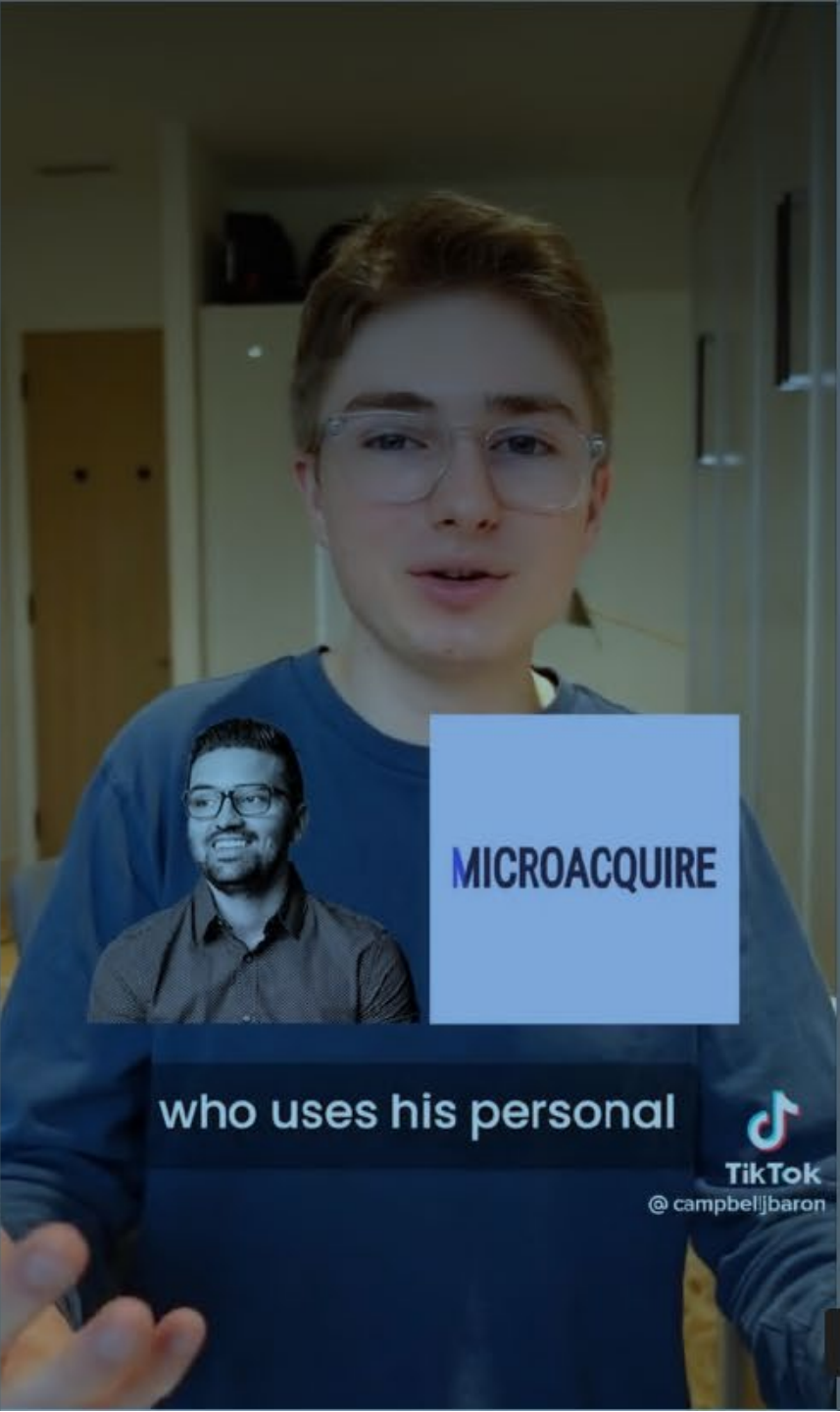
cultural shift



WHICH IS FORMING

the passion economy

Reply to lz1z1z's comment
哇，你很厉害！ do you have any tips and tricks for learning? I've been learning mandarin for 3 years now and I still can't speak it 😭





A UNIQUE

generational shift



1980

1990

2000

2020

2030

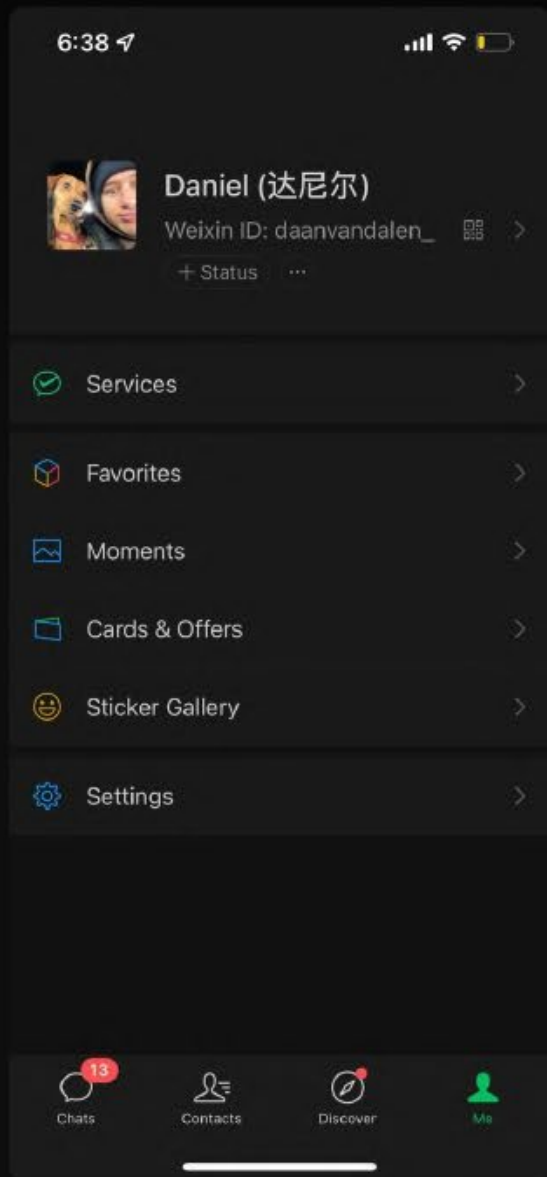
2040





TWO SHIFTS

both accelerated by technology



THE DIGITAL INFRASTRUCTURE OF

China / 中国



SHORT VIDEO

\$1.7 billion in sales, in one day.



WHICH MAKES THE

greater bay area / 粤港澳大湾区



I DON'T DO BUSINESS CARDS

Let's connect