

7 September 2023

HSBC CITY BADMINTON COMMUNITY ACTIVATION*Kick-start the VICTOR Hong Kong Open 2023*

HSBC today launched a four-day City Badminton Community Activation to welcome the return of the HSBC Badminton World Federation (BWF) World Tour to Hong Kong for the first time since 2019. Being held at Tsuen Wan's Discovery Park (D-Park), City Badminton will offer exclusive AirBadminton coaching clinics on a full-sized badminton court.

Speaking at the kick-off ceremony, **Luanne LIM, Chief Executive, Hong Kong, HSBC**, "Hong Kong loves badminton and is proud of our home-grown athletes. Putting the city back on the HSBC BWF World Tour after a three-year hiatus means a lot to the local sports scene and our community. From supporting the Cathay/HSBC Hong Kong Sevens, the Fairbreak Invitational Tournament of women's cricket to local golfers, HSBC has been a key partner in this mission to reinforce Hong Kong's reputation as an international city where the world meets for sports, for cultural exchange, and for business."

Members of the HSBC Badminton Team also joined the ceremony. Established more than 25 years ago, this team of employees have recently won multiple championships in tournaments among local companies.

Vincent WONG, Hong Kong Badminton Men's Singles Team Coach, Daniel CHAN, Paralympian Bronze Medallist, Christy CHENG and Fion GOT, members of the Hong Kong China Women's Elite Rugby Team were invited to play friendly matches at the ceremony. WONG also introduced AirBadminton, a newly developed form of the traditional game, to the audience and encouraged the public to join City Badminton to get to know more.



City Badminton is open to the public from 7 to 10 September. Aside from coaching sessions, participants can try the Jump Test, Footwork Challenge and Target Game in the game zone, all contributing to the three main attributes of a top badminton athlete. Participants can also join a lucky draw to win two tickets to the VICTOR Hong Kong Open 2023 from 12 to 17 September at the Hong Kong Coliseum.

In addition, students of the HKSAR Government's Strive & Rise Programme are invited to join a coaching session with HSBC volunteers.

Since 2018, HSBC has been the Principal Global Partner, Global Banking Partner and Global Development Partner of the BWF. HSBC is also the Title Sponsor of the BWF World Tour and BWF World Tour Finals. Earlier this year, HSBC renewed their partnership into a new cycle for another four years until 2026. The HSBC BWF World Tour covers 11 markets in the region, including Hong Kong and mainland China.

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Note to editors:

Photo caption	
	<p>Luanne LIM, Chief Executive, Hong Kong, HSBC (back row, third from right) and Brian HUI, Head of Customer Proposition and Marketing, Wealth and Personal Banking, Hong Kong, HSBC (back row, third from left) attended the launch event for HSBC's four-day City Badminton Community Activation at Tsuen Wan's Discovery Park to welcome the return of the HSBC BWF World Tour to Hong Kong for the first time since 2019.</p>
	<p>Vincent WONG, Hong Kong Badminton Men's Singles Team Coach (second from right), Daniel CHAN, Paralympian Bronze Medallist (second from left), Christy CHENG (first from left) and Fion GOT (first from right), members of the Hong Kong China Women's Elite Rugby Team teamed up for friendly matches at the launch event.</p>



Luanne LIM, Chief Executive, Hong Kong, HSBC (front row, second from the right) tried the skill-based games with HSBC Badminton Team members and HSBC volunteers.

The Hongkong and Shanghai Banking Corporation Limited

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