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HSBC Named the Exclusive Premier Founding Partner of Kai Tak Sports Park

Empowering Hong Kong's cultural, sports and events landscape and driving the development of a host city economy



HSBC has been named the exclusive Premier Founding Partner of Kai Tak Sports Park (KTSP). Set to officially open in the first quarter of 2025, KTSP is poised to become the largest integrated sports and entertainment landmark in Hong Kong, bringing together sports and cultural enthusiasts from around the world. This long-term collaboration underscores KTSP and HSBC's commitment to supporting Hong Kong's vibrant culture and mega-event economy.

The partnership was unveiled this afternoon at the KTSP and HSBC Partnership Launch Ceremony, held at the Kai Tak Stadium in KTSP, with notable attendees including Mr. George TSOI Kin-Pan, Commissioner for Sports, Ms. Luanne LIM, Chief Executive Officer of HSBC Hong Kong, Mr. Gilbert HO, Co-CEO of Chow Tai Fook Enterprises Limited, Executive Director and Group Co-CEO of NWS Holdings Limited and Mr. John SHARKEY, Project Director of Kai Tak Sports Park Limited. Through this long-term collaboration, KTSP and HSBC aspire to build a dynamic community and are committed to bringing more world-class cultural, sports and entertainment events to Hong Kong.

Mr. John SHARKEY, Project Director, KTSP, stated: "As the home venue for Hong Kong, we sincerely thank HSBC for becoming the Premier Founding Partner of Kai Tak Sports Park. By leveraging Kai Tak Sports Park's world-class multipurpose facilities, we will have international sports and entertainment events. This collaboration aims to develop a platform that boosts the City's reputation and economic activity in this sector, transforming Hong Kong into an Event Capital by injecting continuous new momentum into our local economy."

Ms. Luanne LIM, Chief Executive Officer, Hong Kong, HSBC, said: "I am proud that we are able to support such an incredible landmark. KTSP not only reflects Hong Kong's success on the global stage but also serves as a vibrant hub for our community. I look forward to welcoming our international clients to the Cathay/HSBC Hong Kong Sevens at the Main Stadium next March. This partnership also aligns with our upcoming celebration of 160 years in Hong Kong. We are excited to partner with KTSP to enhance Hong Kong's presence in international sports and entertainment."

Introducing "Championing Hong Kong" Partnership Programme

Through sponsorship and strategic collaboration, HSBC will support KTSP in promoting community sports development and working together to build a healthier and more connected community for all. This programme includes the construction of Hong Kong's first outdoor AirBadminton court at the Kai Tak Mall, a variant that follows similar rules to traditional badminton but uses specially designed wind-resistant shuttlecocks. The community programme alignment between KTSP and HSBC brings opportunity for community activities such as rugby and AirBadminton competitions promoting sports for everyone and raising awareness of the benefit of a physically active lifestyle. We believe that KTSP will further leverage Hong Kong's advantages as a host city, providing more citizens with the opportunity to experience the resilience of Hong Kong athletes first-hand. At the same time, it will cultivate the next generation's involvement in sports, allowing them to showcase their talents on the international stage.

Both KTSP and HSBC will leverage their strengths to collaborate in five key areas for creating unique experiences: brand Integrations, win-win business opportunities, marketing and communications, community engagement, and premium hospitality offerings. These efforts are designed to deliver an exceptional experience for all guests. Additionally, HSBC plans to establish a flagship branch and ATM services in Kowloon East at KTSP, providing convenient access for the Kai Tak community as well as local and international visitors.

The major facilities of KTSP are expected to be completed in phases by the end of 2024, with a grand opening planned for the first quarter of 2025. We look forward to hosting a diverse range of major cultural, sports and entertainment events in Hong Kong for years to come.

Ends/more

Photo Captions:



Mr. Gilbert HO, Co-CEO of Chow Tai Fook Enterprises Limited, Executive Director and Group Co-CEO of NWS Holdings Limited (right), Mr. John SHARKEY, Project Director of Kai Tak Sports Park (left) and Ms. Luanne LIM, Chief Executive Officer, Hong Kong, HSBC (middle), officiated the KTSP Premium Founding Partnership Launch Ceremony.



Witnessed by Mr. George TSOI Kin-Pan, Commissioner for Sports, and the management of Kai Tak Sports Park and HSBC jointly announced the vision and programmes of the Premium Founding Partnership.



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About Kai Tak Sports Park

Kai Tak Sports Park is a fully integrated sports, leisure and entertainment destination. The 28-hectare Sports Park will be part of the redevelopment on the site of the old Hong Kong International Airport in Kai Tak. The Sports Park features a 50,000-seat Main Stadium (named Kai Tak Stadium) with a retractable roof, IndoorSport Centre (named Kai Tak Arena) with the flexibility to host community sports and events of up to 10,000 seats, and a Public Sports Ground (named Kai Tak Youth Sports Ground) with a capacity of 5,000 seats. These venues will be complemented with extensive public open spaces for events and leisure together with retail and harbour front dining spaces.

About The Hongkong and Shanghai Banking Corporation Limited

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group. HSBC serves customers worldwide from offices in 60 countries and territories. With assets of US\$3,099bn at 30 September 2024, HSBC is one of the world’s largest banking and financial services organisations.