

## Press Release

21 January 2025

### **HSBC Sponsors 2025 Lunar New Year Fireworks Display Igniting HSBC 160th Anniversary Celebrations**

**Download photos and animations via: <https://shorturl.at/0La9L>**

HSBC announced today its title sponsorship of the Lunar New Year fireworks display, celebrating both Hong Kong's festive traditions and the bank's 160<sup>th</sup> anniversary. Titled "HSBC 160th Anniversary Presents: 2025 Hong Kong Lunar New Year Fireworks Display", the event promises to light up the Victoria Harbour to welcome the Year of the Snake.






The fireworks extravaganza, coordinated with the Culture, Sports and Tourism Bureau of the Hong Kong SAR Government and exclusively sponsored by HSBC, will light up the Victoria Harbour at 8:00pm on Thursday, 30 January. The display marks the beginning of HSBC's 160th anniversary celebrations. The festivities are an open invitation for everyone in Hong Kong to celebrate the Lunar New Year, and share hopes for the city's continued prosperity.





**Luanne Lim, Chief Executive Office, Hong Kong at HSBC** said, "The Lunar New Year is an important festival and is set to draw many visitors to Hong Kong this year. HSBC is excited to play a role in the celebrations by presenting spectacular fireworks display for both residents and tourists alike. This March also marks HSBC's 160th anniversary, and we have curated a lineup of events to commemorate the milestone. Highlights include the upcoming Picasso exhibition at M+, the Hong Kong Sevens tournament debuting at the Kai Tak Sports Park, the HSBC Global Investment Summit, and the HSBC Hong Kong Community Festival. Additionally, special celebrations will be held at our iconic head office in Central. We invite everyone to join the celebrations, reflect on our shared history, and look forward to the future together."

The spectacular event will showcase 23,888 pyrotechnic shells launched from three barges during a 23-minute extravaganza. The performance is divided into nine scenes, with the eighth scene featuring panda patterns as the key highlight. The façades of the HSBC Main Building in Central and the Hong Kong Convention & Exhibition Centre in Wanchai will also present a new LED light show to complement the fireworks.

To fully enjoy the fireworks display, viewers are encouraged to tune in to Radio Television Hong Kong Radio 4 (FM 97.6 to 98.9) on their mobile phones or other devices for synchronised music during the show. The display can be viewed from numerous vantage points on both sides of the Victoria Harbour, including Tsim Sha Tsui, the Mid-Levels, Central, Wan Chai, Causeway Bay, the East Coast Park Precinct and the Hung Hom Bypass.

Photo captions:

	<p>Mr. Brian Hui, Managing Director, Head of Marketing, Hong Kong, HSBC (Left), and Mr. Wilson Mao of Pyromagic hosted the Press Conference of the “HSBC 160th Anniversary Presents: 2025 Lunar New Year Fireworks Display”.</p>
	<p>All the officiating guests joined the toasting to wish the 2025 Lunar New Year Fireworks Display all the best.</p>
	<p>Scene No. 1 – “A Brand New Beginning”</p>
	<p>Scene No. 2 – “Blossoming Prosperity”:</p>
	<p>Scene No. 3 – “Fortune of Spring”:</p>

 <p>4 家和年豐 07:58 - 11:10 背景音樂:共同家園</p>	<p>Scene No. 4 – “A Harmonious Home Brings Prosperity”</p>
 <p>5 盛演世界 11:15 - 12:36 背景音樂:Opening Up a World of Opportunity</p>	<p>Scene No. 5 – “160 Years of Great Stories”</p>
 <p>6 心想事成 12:41 - 15:19 背景音樂:A Sky full of stars</p>	<p>Scene No. 6 – “May All Your Wishes Come True”</p>
 <p>7 甜甜蜜蜜 15:24 - 18:10 背景音樂:花火</p>	<p>Scene No. 7 – “Bliss &amp; Bless”</p>
 <p>8 添福添喜 18:15 - 20:50 背景音樂:Rickshaw Chase</p>	<p>Scene No. 8 – “Double Luck &amp; Goodness”</p>
 <p>9 瑞蛇豐年 20:55 - 23:06 背景音樂:金蛇狂舞</p>	<p>Scene No. 9 – “Harvesting Year of the Snake”</p>



滙豐香港160週年  
HSBC 160th Anniversary



**For media enquiries, please contact:**

**HSBC**

Josephine Lee

Tel: (852) 2996 6559

Email: [josephine.p.w.lee@hsbc.com.hk](mailto:josephine.p.w.lee@hsbc.com.hk)

Wilfred Lee

Tel: (852) 2288 1180

Email: [wilfred.k.k.lee@hsbc.com.hk](mailto:wilfred.k.k.lee@hsbc.com.hk)

**Hill and Knowlton**

Yury Leung

Tel: (852) 5137 6651

Email: [yury.leung@hillandknowlton.com](mailto:yury.leung@hillandknowlton.com)

Madison Wai

Tel: (852) 9306 1632

Email: [madison.wai@hillandknowlton.com](mailto:madison.wai@hillandknowlton.com)

**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\$3,099 billion at 30 September 2024, HSBC is one of the world's largest banking and financial services organisations.

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