



## **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."

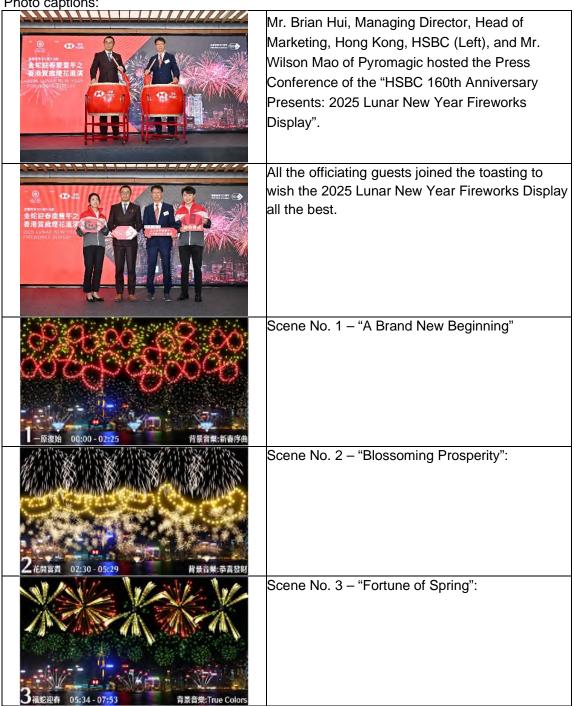
The spectacular event will showcase 23,888 pyrotechnic shells launched from three barges during a 23-minute extravaganza. The performance is divided into nine scenes, with the eighth scene featuring panda patterns as the key highlight. The façades of the HSBC Main Building in Central and the Hong Kong 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:





4 家和年間 07:58 - 11:10 背景音樂:共同家園	Scene No. 4 – "A Harmonious Home Brings Prosperity"
ち盛演世界 11:15 - 12:36 解音和:Opening Up a World of Opportunity	Scene No. 5 – "160 Years of Great Stories"
<b>6</b> 心想事成 12:41 - 15:19 背景音樂:A Sky fall of stars	Scene No. 6 – "May All Your Wishes Come True"
<b>7</b> 語胡蜜蜜 15:24 - 18:10 背景音樂:花火	Scene No. 7 – "Bliss & Bless"
名 を を を を を を を を を を を を を	Scene No. 8 – "Double Luck & Goodness"
9 議院置年 20:55 - 23:06	Scene No. 9 – "Harvesting Year of the Snake"





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## 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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