

## **Mega events proposals selected to attract more visitors to Hong Kong**

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The Mega Events Fund (MEF) Assessment Committee has decided to support six proposals of mega arts, cultural and sports events to be held in Hong Kong. A total of \$25.2 million will be granted from the MEF to support these events.

Announcing the selection results today (October 22), the Chairman of the MEF Assessment Committee, Mr Jeffrey Lam Kin-fung, said all the projects selected will add colour and vibrancy to our city and help attract more visitors to Hong Kong.

“These mega events will enrich the travel experience of visitors, raise Hong Kong’s profile internationally, showcase Hong Kong’s capability to host world-class events and reinforce our position as the events capital of Asia,” Mr Lam said.

“The events will also help generate economic benefits to Hong Kong by boosting consumption and creating job opportunities in various sectors, and promote development in the arts, cultural and sports sectors.

“It is expected that the six events will attract over 140,000 participants, including both locals and tourists,” he added.

Mr Lam said all 19 applications received in the first-round in July were meticulously scrutinised by the committee in accordance with a marking scheme which takes into account a number of factors such as the economic, publicity and other benefits of the events; the scale of the events; the capability and track record of the applicants; the technical feasibility of

the proposals; and the reasonableness of the budget. He expressed gratitude to all members of the Assessment Committee for their hard work.

Mr Lam also announced that the second-round application of the MEF will open on November 1, 2009 and close at noon on November 30, 2009. Application details, including application form, guide to application and some frequently-asked questions, will be available on MEF's dedicated website <http://www.tourism.gov.hk/english/mef/mef.html> on October 31, 2009.

The \$100 million MEF was established in May this year to implement the Financial Secretary's 2009-10 budget initiative to assist local non-profit-making organisations to host more attractive arts, cultural and sports events over the next three years to further reinforce Hong Kong's position as the events capital of Asia.

The six projects selected in the first-round application of the Mega Events Fund are as follows:

**Swire “Symphony Under the Stars”**

The Hong Kong Philharmonic Orchestra will hold a mega outdoor classical concert on November 13, 2009 at Happy Valley Racecourse to celebrate the 60<sup>th</sup> anniversary of the People’s Republic of China. The organiser intends to break the Guinness World Record by arranging 5 000 participants to play harmonica to a pre-selected tune.

**Hong Kong Tennis Classic 2010 “World Team Challenge”**

The Hong Kong Tennis Patrons’ Association will organise an international tennis tournament from January 6 to 9, 2010 at the Victoria Park. Four international teams with world-class tennis stars from Europe, Russia, the Americas and Asia Pacific will compete for the championship in 16 matches.

**Mui Wo Lantern Festival**

The Hung Shing Festival Preparatory Committee will hold a large-scale cultural festival from March 26 to 29, 2010 in Mui Wo. The Festival will include a series of Chinese traditional custom activities, such as launching of sky lanterns, dragon and lion dances, veritable food carnival, as well as giant basin feast.

## **2010 International a cappella Festival**

The Hong Kong Federation of Youth Groups will organise the above creative performing arts festival from March to April 2010 at various locations of Hong Kong, with participation of more than 70 renowned a cappella groups from all over the world.

## **Hong Kong Musical Festival**

The Springtime Experimental Theatre, Perry Chiu Experimental Theatre, Ah Lo Productions and Chung Ying Theatre Company will jointly hold a large-scale musical festival from March to April 2010. There will be a total of 45 performances of four musicals.

## **Louis Vuitton Hong Kong Trophy**

The Royal Hong Kong Yacht Club will organise a world-class sailing competition from October to December 2010 in the Victoria Harbour. In this event, the world's fastest racing yachts and top sailors will be brought to Hong Kong and spectators will be able to watch the match on both sides of the Harbour. Other side events will also be held.

Ends/Thursday, October 22, 2009