

## Mega Events Fund to support three mega events

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The Government announced today (May 8) that the Mega Events Fund (MEF) Assessment Committee, after deliberation on the fourth round of applications under the Tier-two Scheme, has earmarked a maximum of \$27.5 million to support three mega events to be held in Hong Kong.

"After careful deliberation, the MEF Assessment Committee (MEFAC) has earmarked a maximum of \$27.5 million to support three mega events, namely the 2015 Hong Kong Dragon Boat Carnival, the Hong Kong Tennis Open 2015 and the Hong Kong Open. The organisers expect that over 220 000 visitors and locals will participate in the three mega events. The MEFAC considers that the three mega events will help enhance Hong Kong's international profile and reinforce the city's status as the events capital of Asia. They will add colour and vibrancy to Hong Kong and attract more visitors to our city," a Government spokesman said.

Details of the abovementioned three MEF-supported mega events are as follows:

### (1) 2015 Hong Kong Dragon Boat Carnival

The 2015 Hong Kong Dragon Boat Carnival (the Carnival) is jointly organised by the Hong Kong China Dragon Boat Association and the Hong Kong Tourism Board, and will be staged at the Victoria Harbour along the Tsim Sha Tsui East promenade from July 3 to 5 this year. This year, the Carnival will comprise various exciting activities including the Hong Kong International Dragon Boat Races and a BeerFest. The Carnival is expected to attract more than 165 000 participants, including over 41 000 visitors. The MEF funding ceiling is \$5.5 million.

### (2) Hong Kong Tennis Open 2015

The Hong Kong Tennis Open 2015 is organised by the Hong Kong Tennis Association, and will be staged at the Victoria Park from October 10 to 18 this year. This international tennis tournament will draw the participation of a number of world-class professional tennis players, and will be broadcast around the world. The organiser will carry out promotional activities and arrange opportunities for participating players to promote Hong Kong. This mega event is expected to attract about 21 000 participants, including over 2 000 visitors. The funding ceiling is \$7 million.

### (3) Hong Kong Open

The historic golf tournament is organised by the Hong Kong Golf Association, and will be staged at the Hong Kong Golf Club in Fanling from October 22 to 25 this year. With the support of the MEF, this prestigious international golf tournament will have an enhanced lineup with the participation of the world's top professional golf players, and will be broadcast around the world. The organiser will carry out promotional activities and arrange opportunities for participating players to promote Hong Kong. The mega event is expected to attract over 35 000 participants, including over 9 000 visitors. The funding ceiling is \$15 million.

The MEFAC, chaired by Mr Jeffrey Lam and comprising members from the relevant fields, is responsible for considering applications and monitoring the progress of the MEF-funded events. In assessing the applications, the MEFAC takes into account a number of factors including the expected economic, publicity and other benefits of the events; the scale of the events; the background, governance structure, resources, capability and track record of the applicants; the technical feasibility of the events; the reasonableness of the budget and so forth.

The MEF was established in 2009 for a term of three years. An allocation of \$150 million was made in 2012-13 to extend the operation of the MEF for five years under a modified two-tier scheme. Under the two-tier scheme, Tier-one aims to attract internationally acclaimed mega events to Hong Kong, and Tier-two is an enhanced version of the previous scheme which aims to provide funding support to local non-profit-making organisations to host mega arts, culture, sports and entertainment events in Hong Kong.

The fifth round of applications under the Tier-two Scheme is expected to commence this June. Further announcements will be made in due course. For details of the MEF, please visit the MEF dedicated website ([www.tourism.gov.hk/english/mef/mef\\_tier2.html](http://www.tourism.gov.hk/english/mef/mef_tier2.html)). Interested parties are also welcome to contact the Secretariat to the MEFAC (Tel: 2810 2500; fax: 2121 8791; email: [mefsecretariat@cedb.gov.hk](mailto:mefsecretariat@cedb.gov.hk)).

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