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All New “ICBC (Asia) e-Sports & Music Festival Hong Kong” Featuring the First-ever E-sports, Music and Gourmet Extravaganza

Media can download the press release, photos and videos from the HKTB website:

- FTP (valid until 30 September 2017) : <ftp://emfhk2017-b:445566@ftpsvr01.hktb.com/>
- Press release : http://partnernet.hktb.com/tc/about_hktb/news/press_releases/index.html

The Hong Kong Tourism Board (HKTB) will launch a 3-day extravaganza called “ICBC (Asia) e-Sports & Music Festival Hong Kong” at the Central Harbourfront from 4 to 6 August (Friday to Sunday). Combining exciting e-sports, music and gourmet experiences in one event, the Festival will also include three dynamic, never-seen-before elements, offering visitors and citizens an unforgettable summer experience. “ICBC (Asia) e-Sports & Music Festival Hong Kong” is also one of the events commemorating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR).

Dr. Peter Lam, Chairman of the HKTB said: “Over half of all the overnight vacationers in Hong Kong are young visitors, which is important for both Hong Kong tourism and related industries. With e-sports gaining popularity around the world, in particular among young people, the HKTB aims to combine key elements such as e-sports, music and gourmet food to bring fresh experiences to the younger crowd. It also hopes to strengthen Hong Kong’s position as Asia’s event capital through this large-scale event. The HKTB would like to express its sincere gratitude to the related government departments, as well as all the participating and supporting organisations, in particular the title sponsor, Industrial and Commercial Bank of China (Asia), for their support and assistance.”

Ms Gao Ming, Chairman and Executive Director of Industrial and Commercial Bank of China (Asia) said: “ICBC (Asia) is honored to jointly organise the “ICBC (Asia) e-Sports & Music Festival Hong Kong” with the HKTB to commemorate the 20th Anniversary of the establishment of the HKSAR. We hope to deliver vitality and positive energy through the “e-sports” and “music” elements. As the flagship of the overseas business of Industrial and Commercial Bank of China (ICBC), ICBC (Asia) has been persistent in developing itself

as the “preferred bank in cross-border finance” to provide quality cross-border financial services to its customers in Hong Kong, the Mainland and around the world, as well as to contribute the Hong Kong economy and community through our existing financial resources and platforms.”

Three Key Elements To Make their First Appearance in Hong Kong

The all new “ICBC (Asia) e-Sports & Music Festival Hong Kong” combines three exciting never-seen-before elements:

- **The world’s first ever “Return of the Legends” tournament:** Held on 4 and 6 August, the “Return of the Legends” semi-finals and the final will highlight former professional league players of the online video game “League of Legends” from different regions of the world, such as Europe, Mainland China, Taiwan/ Hong Kong/ Macau, including world championship winners, to compete for glory.
- **First ever SMTOWN SPECIAL STAGE in HONG KONG:** On 5 August, Korea’s hottest stars, including SUPER JUNIOR - D&E、SUPER JUNIOR – YESUNG、SHINee、f(x) Luna、EXO、Red Velvet、NCT 127, and NCT DREAM, will perform their latest hits, and there will be group-crossover performances, as well as exciting performances by different sub-groups.
- **Be the first to experience products never displayed before in Hong Kong:** There will be a Festival Zone featuring many e-sports-related products for visitors to experience firsthand. There will also be gourmet delights suitable for all ages for the enjoyment of visitors and locals alike.

Major networks to provide live broadcasts of the e-sports events

The HKTB will collaborating with key online platforms and will live stream the “Return of the Legends” in six languages (Cantonese, Mandarin, English, Korean, Thai and Spanish).

Ticketing

The priority ticket booking for “ICBC (Asia) e-Sports & Music Festival Hong Kong - SMTOWN SPECIAL STAGE in HONG KONG” will be available from 16 to 18 June for ICBC (Asia) designated credit cardholders while ticket sales for members of the public will be available from 19 June at HK Ticketing. Tickets are limited and available on a first-come, first-served basis. Ticket sales for “Return of the Legends” will be announced later.

The admission fee to the Festival Zone is HK\$10. The entrance will be in Admiralty near Tamar Park (East entrance) during the Festival. Ticket holders of the SMTOWN SPECIAL STAGE in HONG KONG or “Return of the Legends” are entitled to exchange entrance wristbands to the Festival Zone for free on the same day. For more details about “ICBC (Asia) e-Sports & Music Festival Hong Kong”, please visit the website: www.emfhk.com

“ICBC (Asia) e-Sports & Music Festival Hong Kong” is an accredited event celebrating the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR). To share the joy of the 20th Anniversary, the HKSAR Government is joining hands with different sectors to organise a wide variety of activities and events under the theme "Together · Progress · Opportunity". For more details on 20th Anniversary events and activities, please visit: www.hksar20.gov.hk/eng.

Photo Caption 1



(From left to right) Ms Gao Ming, Chairman and Executive Director of the ICBC (Asia), and Dr Peter Lam, Chairman of the HKTb, officiate at the “ICBC (Asia) e-Sports & Music Festival Hong Kong” launch ceremony.

Photo Caption 2



Dr Peter Lam, Chairman of the HKTb (second right), Ms Gao Ming, Chairman and

Executive Director of the ICBC (Asia) (second left), Mr Wang Chaoming, Assistant Chief Executive and Chief Information Officer of the ICBC (Asia) (first left), and Mr Anthony Lau, Executive Director of the HKTB (first right), pose for a group photo.

Photo Caption 3



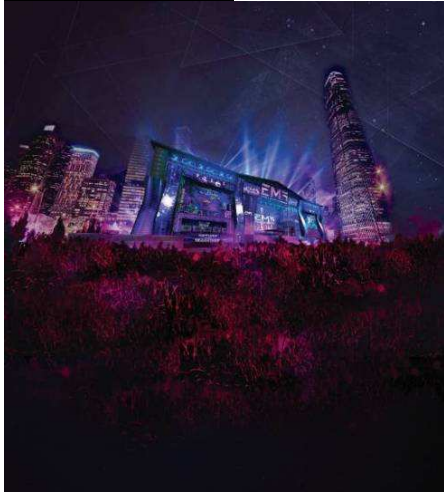
Dr Peter Lam, Chairman of the HKTB (fourth right), Ms Gao Ming, Chairman and Executive Director of the ICBC (Asia) (third left), Mr Wang Chaoming, Assistant Chief Executive and Chief Information Officer of the ICBC (Asia) (second left), Mr Anthony Lau, Executive Director of the HKTB (third right), Mr Aries Sze, Logitech Country Manager - Hong Kong and Taiwan (first left), Mr Frederick Chui, Senior Vice President, Global Data Sales and Presales of PCCW Global Limited (second right), and Mr Tony Wong, Chief Executive Officer and Executive Director of ZOTAC International and PC Partner Group Ltd. (first right), pose for a group photo.

Photo Captions 4 & 5



The Festival Zone at “ICBC (Asia) e-Sports & Music Festival Hong Kong” has many of the latest e-sports-related products for the public to experience firsthand.

Photo Caption 6



The HKTb's brand-new mega event "ICBC (Asia) e-Sports & Music Festival Hong Kong" will be staged from 4 to 6 August, featuring e-sports, music and gourmet food all at one venue.

– Ends –

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