



## PRESS RELEASE

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### Tsim Sha Tsui Clock Tower Lit Up in Celebration of Europe Day 2018

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

- FTP (valid until 30 June 2018 for downloading photos) :  
<ftp://2018EUChina-b:445566@ftpsvr01.hktb.com>
- Press release : [http://partnernet.hktb.com/en/about\\_hktb/news/press\\_releases/index.html](http://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html)

In celebration of Europe Day, the Clock Tower in Tsim Sha Tsui was illuminated in blue, the colour of the European Union (EU) flag, this evening as part of the framework of the 2018 EU-China Tourism Year. From 7pm to 11pm, the illuminated Clock Tower built a symbolic EU-Hong Kong Bridge of Light. The event also celebrated the 25<sup>th</sup> anniversary of the establishment of the EU Office in Hong Kong.

Dr Jolita Pons, Head of the Political, Press and Information Section of the European Union Office to Hong Kong and Macao, said, "This symbolic bridge of light is a reminder of the strong friendship between the people of the EU and Hong Kong. We hope it will encourage the people of Hong Kong to learn more about the EU and vice versa."

Dr Peter Lam, HKTB Chairman, said, "Hong Kong has always been a popular destination for European travellers. In 2017 alone, we welcomed nearly two million visitors from Europe. As two of Hong Kong's major new infrastructure projects, the Hong Kong-Zhuhai-Macau Bridge and the Express Rail Link Hong Kong Section, are about to commence operations, the HKTB encourages visitors from the EU to come and experience the added convenience and unlimited travel possibilities between Hong Kong and the Mainland provided by these new transport links."

The EU-Hong Kong Bridge of Light is part of a series of activities organised in celebration of the 2018 EU-China Tourism Year. On 2 March during the Chinese Lantern Festival, more than 50 iconic landmarks across 18 countries in Europe, including the Grand Place in Brussels and the Little Mermaid in Copenhagen, were lit up in red to signify the

building of a symbolic bridge of light between the EU and China. Today, on Europe Day, over 30 landmarks and historical monuments across China, such as the Summer Palace in Beijing and the Great Wall, were also lit up in support of the initiative.

The 2018 EU-China Tourism Year aims to promote mutual understanding, as well as cultural and tourism exchanges between Chinese and European communities.

### **Photo caption 1**



Officiating at the light-up ceremony were Dr Peter Lam, Chairman of the HKTB, and Dr Jolita Pons, Head of the Political, Press and Information Section of the European Union Office to Hong Kong and Macao.

## Photo caption 2



The Clock Tower in Tsim Sha Tsui was illuminated in blue, the colour of the European Union (EU) flag, from 7pm to 11pm today to build a symbolic bridge of light between the EU and China.

– Ends –

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