



PRESS RELEASE 新聞稿

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The Hong Kong Dragon Boat Carnival Features the First Greater Bay Area Trophy Turning the Central Harbourfront into a Summer Party

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- FTP (valid until 30 August 2018) : <ftp://2018HKDBC-b:445566@ftpsvr01.hktb.com/>
- Press release: https://partnernet.hktb.com/en/about_hktb/news/press_releases/index.html

Organised by the Hong Kong Tourism Board (HKTb) and co-organised by the Hong Kong China Dragon Boat Association (HKCDBA), the Hong Kong Dragon Boat Carnival will return to the Central Harbourfront and Victoria Harbour from 22 to 24 June. This year, about 160 teams from Hong Kong, the Mainland and overseas will participate in the CCB (Asia) Hong Kong International Dragon Boat Races, and for the first time, a “Greater Bay Area Trophy” race will be staged. In addition to the adrenaline-pumping dragon boat races, new elements, such as an artificial beach and “Splash Fun Area” will be added to the Carnival, making it a must-go event for all. A fascinating line-up of 14 food trucks will also take part in the Carnival, presenting their signature delicacies and special offers to visitors. Sunset concerts at the Carnival will feature live performances on Saturday and Sunday evenings, guaranteeing a fun summer party for the public.

HKTb Chairman Dr Peter Lam said, “The Carnival attracts top dragon boat teams from around the world every year. Apart from the international races, a Greater Bay Area Trophy will be staged for the first time in this edition to promote exchanges in the Guangdong-Hong Kong-Macao Bay Area, with teams from Hong Kong, Macao and nine other cities in the Greater Bay Area battling for glory. Another new addition to the event is the “Milk Tea Trophy” race, with representatives of Hong Kong-style diners (aka *cha chaan teng*) battling against each other, adding to the variety of races. And various new elements will be introduced onshore to elevate the summer party vibe. On behalf of the HKTb, I would like to express my sincere gratitude to the relevant government departments, and to all sponsors and supporting organisations, especially China Construction Bank (Asia) for their longstanding support, which has made possible the splendid programmes featured this year to enrich the Carnival.”



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HKCDBA Chairman Mr Arnold Chung said, “The Hong Kong International Dragon Boat Races are one of the world most professional competitions, attracting an impressive line-up of world-class teams to the city every year. This year’s edition has attracted over 4,500 athletes from 15 countries and regions, including Hong Kong and the debuting Israeli team. We would like to extend our appreciation to all the supporting parties for facilitating such a large-scale international dragon boat competition in the magnificent Victoria Harbour and for their contribution to promoting dragon boat heritage.”

CCB (Asia) is once again the title sponsor for this year’s CCB (Asia) Hong Kong International Dragon Boat Races, a recognised “M” Mark Event by the Major Sports Events Committee. Mr Zhang Jun, Vice Chairman & Chief Executive Officer of CCB (Asia), said, “This is the sixth consecutive year our bank has title-sponsored the CCB (Asia) Hong Kong International Dragon Boat Races, which is an internationally renowned mega-event. As the first Chinese-established bank in Hong Kong, with roots firmly planted here for more than a century, CCB (Asia) is dedicated to offering a wide array of banking products and services to our customers. We have title-sponsored several international mega-events in recent years as part of our corporate social responsibility initiatives. Apart from promoting the Dragon Boat Festival as traditional Hong Kong cultural heritage, we wish to incorporate charitable elements in the dragon boat races and bring positive energy to the public. This year we will continue to organise “Row for Charity”, inviting members of the public to experience the joy of paddling while supporting charity at the same time. Furthermore, we are continuing our collaboration with Arts with the Disabled Association Hong Kong by inviting its artists to design the “CCB (Asia) ‘Hong Kong Spirit’ Dragon Boat Display” and promoting inclusive art to the public. The “CCB (Asia) HKCEA Dragon Boat Invitational Race” has been introduced this year as a platform to strengthen links and communication among Chinese enterprises, by inviting them to participate in this exciting and popular mega-event in Hong Kong, bringing new vitality to the CCB (Asia) Hong Kong International Dragon Boat Races.”

Packed with breathtaking races and savoury delicacies, as well as charitable and entertaining elements, the Hong Kong Dragon Boat Carnival is a fun-filled party for all. Highlights of the event include the following:



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- **Creative international dragon boat races**
 - Over 4,500 athletes and about 160 teams from 15 countries and regions will participate, including the debut appearance of the Israeli team.
 - The new “Greater Bay Area Trophy” race will see dragon boat teams from 11 cities in the Greater Bay Area competing: Jiangmen, Guangzhou, Foshan, Dongguan, Zhaoqing, Shenzhen, Huizhou, Zhongshan, Zhuhai, Macao and Hong Kong.
 - A new “CCB (Asia) HKCEA Dragon Boat Invitational Race” will be introduced this year, with representatives of various renowned Chinese enterprises competing for the trophy.
 - In the new “QTSA x Black & White HK Style Milk Tea Trophy” race, nine renowned Hong Kong-style diners (a.k.a. *cha chaan teng*) will compete in a vastly different arena than they normally do.
 - In the “Elite Partners Fancy Dress Competition”, paddlers will dress up in creative, eye-catching outfits to compete for the Best Costume Award.
 - Dragon boat athletes from around the world will compete for the “Hong Kong Airlines – Hong Kong Trophy”, and the top three performing teams will receive complimentary tickets from Hong Kong Airlines.
- **Introducing new elements to make the event a summer party for all**
 - An artificial beach (about the size of two basketball courts) and a “Splash Fun Area” will be set up at the Central Harbourfront. Beach umbrellas, lounge chairs and giant pool floats will be provided in the artificial beach area, allowing members of the public to indulge in sunbathing in the heart of the city. Visitors can also bring along their own water blasters for a downtown water fight in the “Splash Fun Area”, next to the Hong Kong Observation Wheel.
 - Fourteen food trucks will gather at the venue to present their signature delicacies and introduce special offers to visitors.
 - Sunset concerts will be held on Saturday and Sunday evenings, with local musicians performing at the event to turn up the heat.
 - Artist Liu Tung-mui from Arts with the Disabled Association Hong Kong (ADAHK) was commissioned by CCB (Asia) to craft a new design for the “CCB (Asia) ‘Hong Kong Spirit’ Dragon Boat Display”, which will be exhibited at the Carnival for the public to take pictures with.



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- **“Row for Charity” in support of ADAHK**
 - Visitors can join the CCB (Asia) Row for Charity initiative on-site to experience dragon boat paddling and to show their support for the development of inclusive art. CCB (Asia) will sponsor HK\$2,000 to ADAHK for every kilometre visitors rack up on the rowing machine, so the higher the mileage the participants chalk up, the more funds will be raised to ADAHK.

About the Hong Kong Dragon Boat Carnival

Date	22-24 June 2018 (Friday to Sunday)
Programme Highlights & Schedule	<ul style="list-style-type: none">• <u>CCB (Asia) Hong Kong International Dragon Boat Races:</u> 22 June (Friday) – 12:30pm to 6pm 23 June (Saturday) – 8:30am to 5pm 24 June (Sunday) – 8:30am to 4:30pm• <u>Sunset Concerts</u> 23-24 June (Saturday and Sunday) – 6pm to 8pm Highlights: 23 June – Subyub Lee, Tse Chin Tung + Tse Chin Lui 24 June – Mr. Wally• <u>Food Trucks Gala</u> 22 June (Friday) – 1pm to 8pm 23-24 June (Saturday and Sunday) – 10am to 8pm <i>(*Please visit the FTP link provided to download information on the food trucks.)</i>
Venue	Central Harbourfront (near Central Pier No. 10)
Admission	Free
Details	www.Discoverhongkong.com/DragonBoat



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Photo Caption 1



Officiating at the ceremony are (from left) Mr Zhang Jun, Vice Chairman & Chief Executive Officer of CCB (Asia), Dr Peter Lam, Chairman of the HKTG, and Mr Arnold Chung, Chairman of the HKCDBA.

Photo Caption 2



Dr Peter Lam, Chairman of the HKTG (*third left, front row*), Mr Arnold Chung, Chairman of the HKCDBA (*third right, front row*), Mr Zhang Jun, Vice Chairman & Chief Executive Officer of CCB (Asia) (*second left, front row*), Ms Miranda Kwok, President & Executive Director of CCB (Asia) (*first left, front row*), Mr Anthony Lau, Executive Director of the HKTG (*second right, front row*), and Mr Ken Chan, Chairman of the QTSA (*first right, front row*) were joined by representatives from other sponsors and supporting organisations for a group photo.



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Photo Caption 3



CCB (Asia) commissioned an artist with a disability to design the “CCB (Asia) ‘Hong Kong Spirit’ Dragon Boat Display”, which will be showcased at the Carnival; CCB (Asia) has also organised the Row for Charity initiative this year to support the development of inclusive art. Dr Peter Lam, Chairman of the HKTDB (*third left*), Mr Zhang Jun, Vice Chairman & Chief Executive Officer of CCB (Asia) (*second right*), Ms Miranda Kwok, President & Executive Director of CCB (Asia) (*second left*), Mr Arnold Chung Chairman of the HKCDBA (*first right*), and artist Ms Liu Tung-mui (*third right*) gathered for a group photo at the press conference.

Photo Caption 4



Members of the West Dragon Sport Association shared their preparation strategies for the “Greater Bay Area Trophy” race at the press conference. The team will represent Hong Kong in the first-ever Greater Bay showdown.



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Photo Caption 5



Nine renowned Hong Kong-style diners (a.k.a. *cha chaan teng*) joined the newly introduced “QTSA x Black & White HK Style Milk Tea Trophy” race. Mr Ken Chan, Chairman of the QTSA (*first right*), hopes to promote local *cha chaan teng* culture to visitors through the races. Some of the participating diners will offer complimentary milk tea to visitors at the Carnival.

Photo Caption 6



To heat up the summer party, an artificial beach (about the size of two basketball courts) and a “Splash Fun Area” will be set up at the Central Harbourfront. Beach lounge chairs and water blasters will be provided to allow members of the public to indulge in sunbathing and water play in the heart of Central.

– Ends –

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