



PRESS RELEASE 新聞稿

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2019 Hong Kong Dragon Boat Carnival sees stronger line-up of international teams Creative handicrafts and street food reflecting distinctive local culture

Media can download the press release, photos, videos and factsheet via the link below:
<https://hktb.filecamp.com/public/files/3m9q-f310noj6>

Highlights of 2019 Hong Kong Dragon Boat Carnival:

A bigger, stronger cast of dragon boat athletes:

- Close to 5,000 paddlers representing about 180 teams from 16 countries and regions
- The “PRC 70th Anniversary CCB (Asia) Trophy” celebrating the 70th anniversary of the founding of the People’s Republic of China
- Debut of Asian Games medal-winning teams in the races

An intensified dose of local elements:

- First-ever “Discovering Hong Kong Crafts Stories ” Artisanal Market showcasing original local designs
- “Street Food Gala” serving up local and international delicacies

The Hong Kong Dragon Boat Carnival, a phenomenal summer party organised by the Hong Kong Tourism Board (HKTB) and co-organised by the Hong Kong China Dragon Boat Association (HKCDBA), will return this year from 14 to 16 June 2019. Close to 5,000 paddlers from 16 countries and regions will compete in the CCB (Asia) Hong Kong International Dragon Boat Races taking place in Victoria Harbour. For the first time, Asian Games medal-winning teams will be joining the line-up of about 180 dragon boat teams. In addition, the “PRC 70th Anniversary CCB (Asia) Trophy” has been specially created this year to celebrate the 70th anniversary of the founding of the People’s Republic of China (PRC). On land, the carnival at Central Harbourfront will be equally exciting. The carnival will feature the first-ever “Artisanal Market” and “Street Food Gala”, on top of the “Splash Fun Area”, man-made beach and sunset concerts which were hugely popular last year.

HKTB Chairman Dr YK Pang remarked: “With a bigger, stronger cast of dragon boat athletes this year, I am eager to witness the exhilarating races between our homegrown and international teams. The carnival will also feature new local elements, like the “Artisanal Market” and “Street Food Gala”, which we believe will bring more authentic and diversified experience for visitors and locals alike. Combining sports, dining and



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entertainment in one event, the upcoming Hong Kong Dragon Boat Carnival is no doubt a not-to-be-missed summer party.”

HKCDBA President Dr Raymond Ma said: “The Hong Kong International Dragon Boat Races, one of the world’s top professional races, are being staged for the 44th year. This time, about 180 teams from 16 countries and regions will be competing in Hong Kong, the birthplace of modern dragon boat racing. Among them are teams which won medals in the 2018 Asian Games. We at the HKCDBA are grateful for the support of various parties that has facilitated the preparatory work of this important mega event.”

China Construction Bank (Asia) is again the title sponsor of this year’s Hong Kong International Dragon Boat Races, an “M” Mark Event recognised by the Major Sports Events Committee. Vice Chairman and Chief Executive Officer of China Construction Bank (Asia) Mr Zhang Jun said: “This is the seventh consecutive year for CCB (Asia) to become the title sponsor of the internationally renowned “CCB (Asia) Hong Kong International Dragon Boat Races”. To celebrate the 70th anniversary of the founding of the People’s Republic of China, CCB (Asia) has particularly title sponsor the “PRC 70th Anniversary CCB (Asia) Trophy”. As a corporation with deep roots in Hong Kong for over a decade, CCB (Asia) is committed to enhance its social responsibility management by focusing on areas such as financial inclusion and social philanthropy, with the goal to influence our staff, client and the public to step up efforts in community work. In hopes of promoting inclusive arts, CCB (Asia) for the first time sponsor the Arts with the Disabled Association Hong Kong (ADAHK) to setup a booth in the inaugural Artisanal Market at the event. Furthermore, CCB (Asia) will continue to host the “Row for Charity” fundraising activity to let the public experience dragon boating on dry land while doing charity at the same time.”

The 2019 Hong Kong Dragon Boat Carnival will make a perfect weekend programme for visitors and locals alike. Highlights of the event include:

- The “PRC 70th Anniversary CCB (Asia) Trophy”
 - Dragon boat teams representing Mainland China, Hong Kong and Macau will compete in the “PRC 70th Anniversary CCB (Asia) Trophy” commemorating the 70th anniversary of the founding of the PRC;
 - District-based local teams will take part in the “5-hour ENERGY Hong Kong Trophy” to demonstrate the power of teamwork;
 - The popular “Elite Partners Fancy Dress Competition” will see teams paddling in creative costumes.
- First-ever “Discovering Hong Kong Crafts Stories” Artisanal Market



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- 46 booths will be introducing over 100 handmade products encapsulating Hong Kong's local culture and collective memories;
 - The wide variety of products include modernised traditional Chinese candy art craft, Hong Kong-themed embroidered accessories and vintage-style stationery and gadgets;
 - Locals and visitors can take part in free workshops.
- New “Street Food Gala”
 - 16 food booths will present various regional fares including Hong Kong, American and German food. Highlighted food items include Tian Tian's Hainanese Chicken Rice recommended in the Michelin Guide, and coconut dessert by Hong Kong brand SO COCO.
 - 6 food trucks will offer more gourmet options including delicacies exclusive to the Hong Kong Dragon Boat Carnival;
 - Green measures such as reusable tablewares for rent, food waste recycling, water dispensers and waste separation bins will be implemented to support environmental conservation.
 - Family, music and charity elements
 - The man-made beach and “Splash Fun Area” will make a comeback for families to spend quality time in the heart of the city;
 - The public can enjoy live music performances by local indie singers/songwriters at the evening concerts;
 - CCB (Asia) will again organise the “Row for Charity” activity, in which the bank will donate HK\$2,000 to the Arts with the Disabled Association Hong Kong for each kilometre participants rack up on the rowing machine to support local disabled artists.

For more information about the 2019 Hong Kong Dragon Boat Carnival, please refer to the fact sheet or the HKTB website

(www.DiscoverHongKong.com/DragonBoat)



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Photo Caption 1



Officiating at the ceremony are (*from left*) Mr Zhang Jun, Vice Chairman and Chief Executive Officer of CCB (Asia), Dr YK Pang, Chairman of the HKTb, and Dr Raymond Ma, President of the HKCDBA.

Photo Caption 2



HKTb Chairman Dr YK Pang (*fourth right, front row*), HKCDBA President Dr Raymond Ma (*third right, front row*), CCB (Asia) Vice Chairman and Chief Executive Officer Mr Zhang Jun (*fourth left, front row*), CCB (Asia) Deputy Chief Executive Mr Mei Ning (*third left, front row*) and representatives of other supporting organisations and sponsors of the Hong Kong Dragon Boat Carnival pose for a group photo.



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Photo Caption 3 - 5



The Artisanal Market will feature 46 stalls introducing over 100 handmade products that reflect Hong Kong's distinctive local culture and the city's collective memories.

Photo Captions 6 - 7



The "Street Food Gala" will feature 16 food booths and six food trucks serving up Hong Kong, American, German and other regional delicacies, including Hainanese chicken rice from restaurant Tian Tian Hainanese Chicken Rice, and the Classic Burger from The Butchers Truck.



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Photo Captions 8 - 9



As a true summer party, the Hong Kong Dragon Boat Carnival will continue to feature an man-made beach and the “Splash Fun Area”. Lounge chairs and water guns will be available with new water games for the local public and visitors to sunbathe and enjoy a splashing time in Central.

– Ends –

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