



OUR HONG KONG
FOUNDATION
團結香港基金

100TH 週年紀念
Anniversary

Breaking Boundaries to Develop Hong Kong into a Mega Sports Events Capital

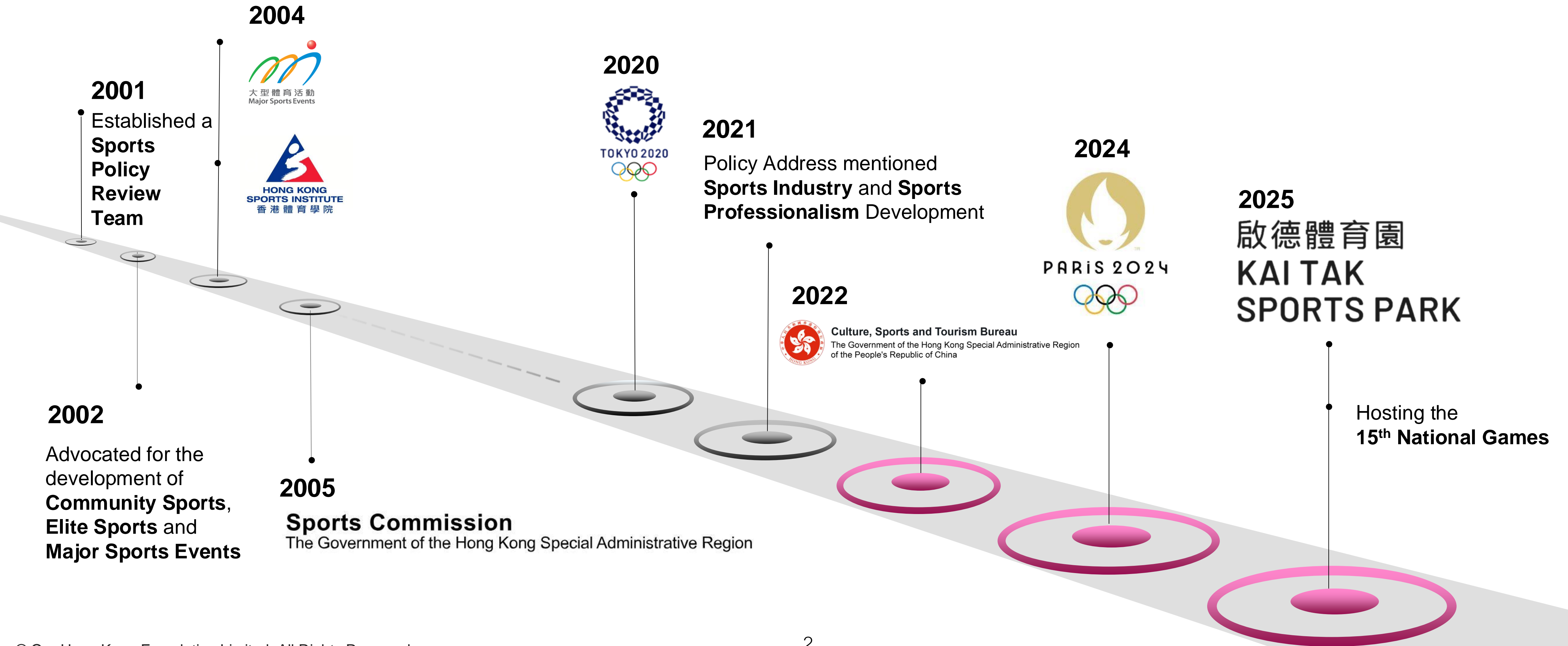
Our Hong Kong Foundation (2024)

Research • Advocate • Engage
研究 • 倡議 • 推動



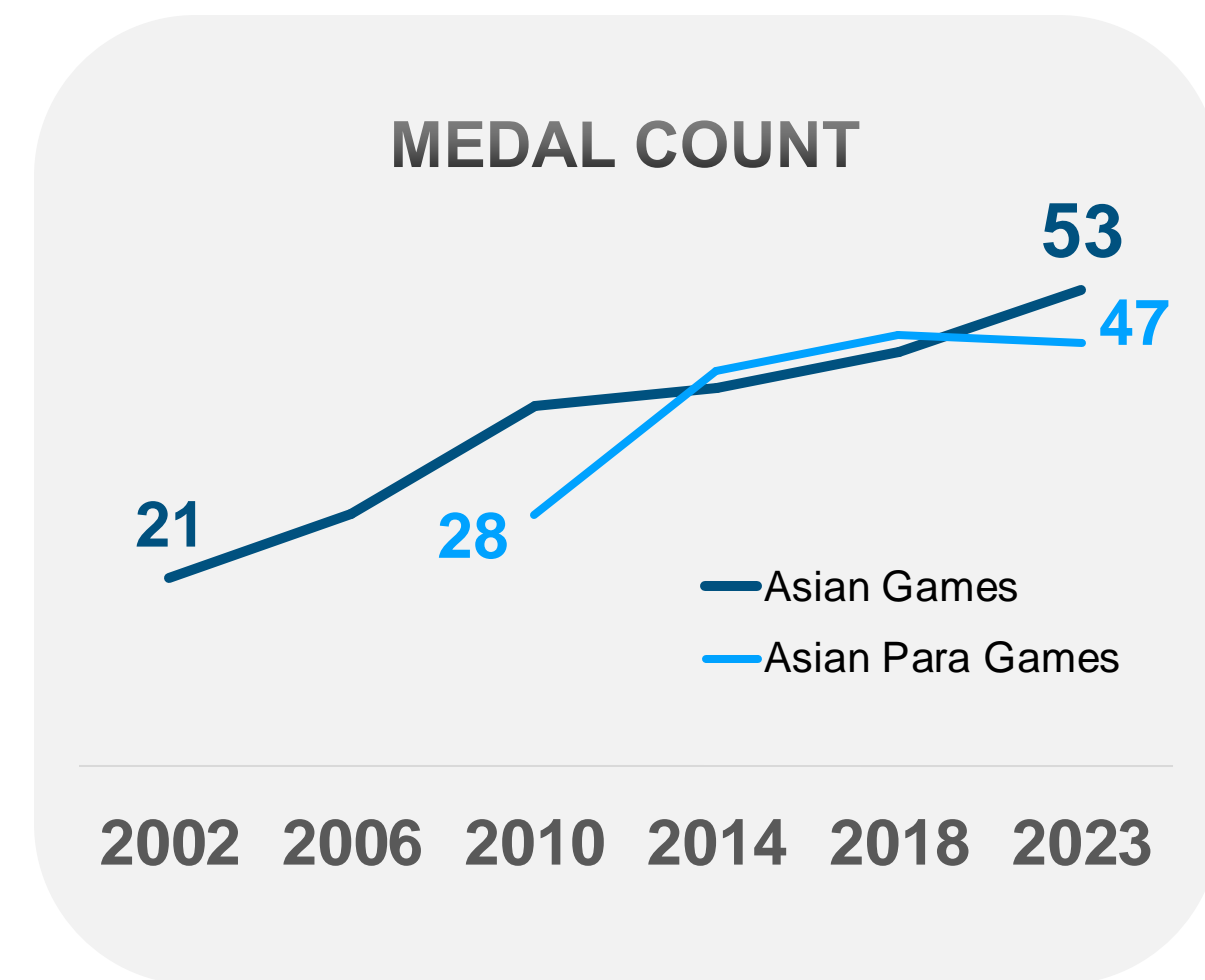
Prime opportunity to propel sports development in Hong Kong

Trajectory of sports development in Hong Kong

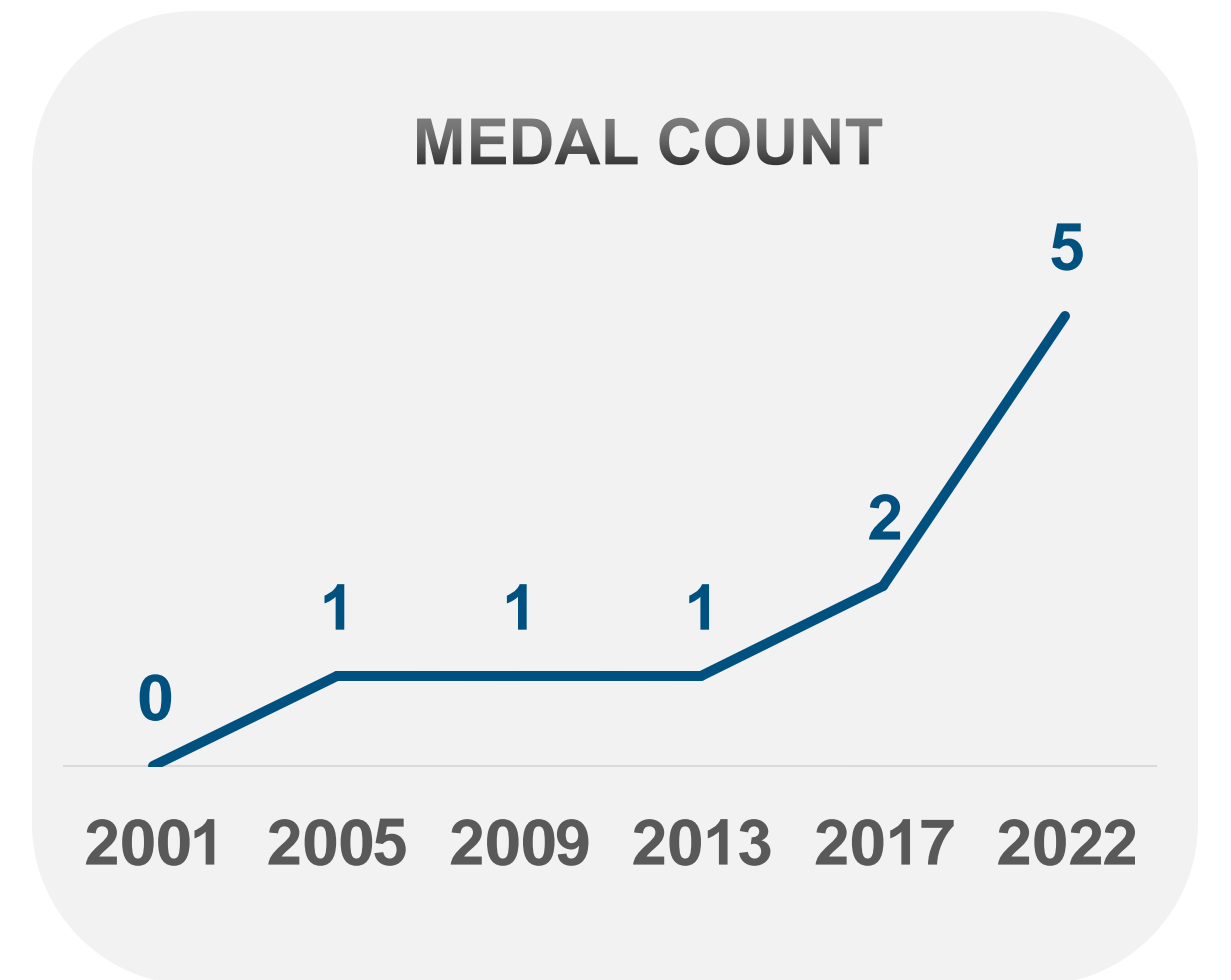


Hong Kong's sports scene has been vibrant in recent years

Hong Kong athletes have continued to make history:



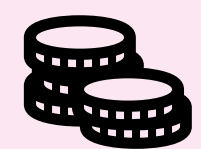
Ranked **12th** out of 45 participating delegations



Ranked **43rd** out of 73 participating delegations

Mega sports events bring immense social and economic benefits

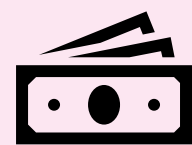
Multi-sports events



Net revenue **€6.7-11.1 billion**¹



Tourists visiting Paris for the Games **2.3-3.1 million**
36% are overseas visitors

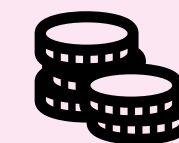


Estimated total tourist spending **€2.6 billion**
Contracts worth **€5 billion** benefit the entire economy



~78% of suppliers are SMEs

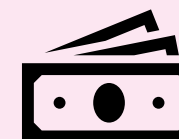
Single-sport events



Economic benefit **HK\$320 million**

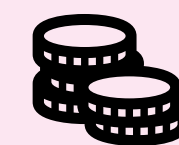


Overseas ticketing sales account for **42%**



Average spending of overseas audience during their stay **HK\$19,000**

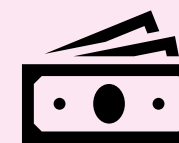
Since 2008, the Singapore Grand Prix has brought a cumulative total of:



S\$2 billion additional tourism receipts



550,000 international visitors



Estimated average spending by overseas visitors **HK\$14,300**



Note: The report was commissioned by the Olympic Committee and takes into account the entire lifecycle of the Paris 2024 Olympic Games (2018-2034), including the preparation, staging and subsequent years.
Sources: The Center for Law and Economics of Sport (2024), Ministry of Trade and Industry of Singapore (2024), F1 Destination (2024), The World Games (2022), South China Morning Post (2018)

Hong Kong should seize the opportunity to develop sports tourism



To **implement “Sports+” initiatives**...
develop **sports tourism** and other industries.

— 14th Five Year Plan for Sports Development (2021)



To promote the in-depth integration of outdoor sports and tourism.

The total outdoor sports industry is targeted to surpass RMB 3 trillion by 2025.

— Outdoor Sports Industry Development Plan (2022-2025)



The HKSAR Government will continue to actively promote Hong Kong as a mega events capital
attracting overseas visitors to Hong Kong and **promoting the development of the local sports, tourism and cultural industries.**

— Chief Executive John Lee



UN Tourism

UNITED NATIONS
WORLD TOURISM ORGANIZATION

Sports tourism is a fundamental axis, generating around **10% of the world's expenditure on tourism**. It has **an estimated growth rate of 17.5%** between 2023-2030

— UN World Tourism Organization



Mega sports events as a starting point to develop the sports industry

The government promotes sports development through five major principles:

Elite Sports



Sports Professionalism



Major Sports Events



Sports Industry



Community Sports



Employment Opportunities

Demand for talents in mega events management and planning will rise



Mega Events Economy

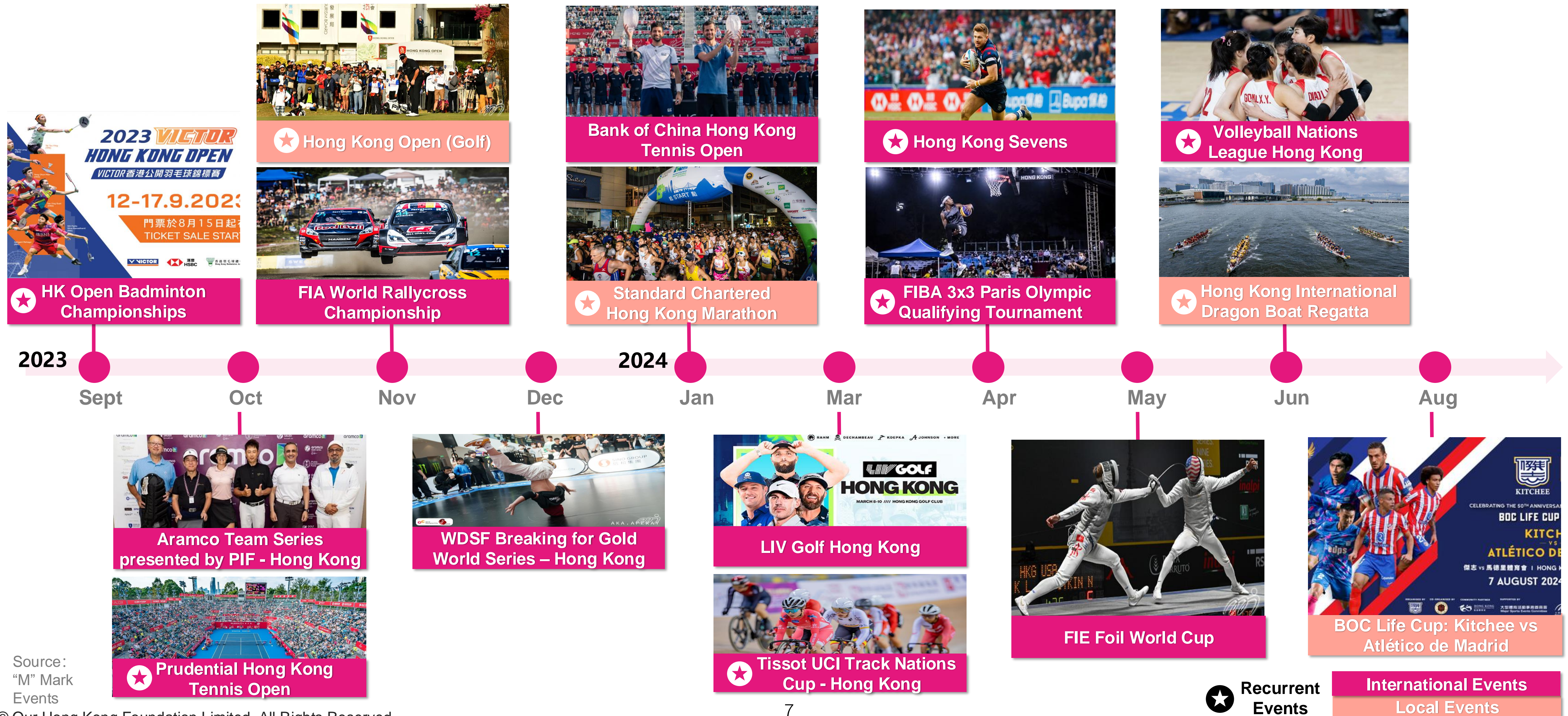
The 2024 Hong Kong Rugby Sevens brought \$320 million of economic benefits



Kai Tak Sports Park

The opening of KTSP will bring larger events and opportunities to Hong Kong

Hong Kong has ample experience in hosting major sports events



Source: "M" Mark Events

★ Recurrent Events

★ International Events
Local Events

Six major directions to become a Mega Sports Events Capital





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10TH 週年紀念
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Part 1: Events Bidding & Planning

Three-step process: from bidding to hosting an event



Step 1: Events Bidding & Calendar Planning



Step 2: Coordination in Event Support



Step 3: Local & Overseas Promotion



Mega Events Coordination Group

Challenges in the events bidding & planning process



Step 1: Events Bidding & Calendar Planning

- Medium-sized NSAs lack **talent and experience** in bidding for international events;
- Organizers have no right to co-ordinate other events held at the same time



Step 2: Coordination in Event Support

- Local or international non-government organizers lack experience in **organizing events locally**



Step 3: Local & Overseas Promotion

- Insufficient promotion locally; lack of targeted promotion overseas

Step 1: Events Bidding & Calendar Planning



**Step 1: Events Bidding &
Calendar Planning**



**Step 2: Coordination in
Event Support**



**Step 3: Local & Overseas
Promotion**



Current government support in events bidding

The Hong Kong Government provides two levels of endorsement

A. Letter of Support



Provide event bidders with a **letter of support**

B. Financial Support



Offer grants under the **“M” Mark System (MMS)**

Governments in other regions are actively involved in the events bidding process



Sport
SINGAPORE

Singapore
TOURISM
BOARD



2023 Women's World
Floorball Championships



Established a dedicated
bidding committee

اللجنة العليا
للمشاريع والبرث
Supreme Committee
for Delivery & Legacy



FIFA World Cup 2022

Recommendation 1: Establish a permanent Mega Events Office

Establish a permanent Mega Events Office based on the existing Mega Events Coordination Group





大型體育活動事務委員會
Major Sports Events Committee

January 2024
Mega Events
Coordination
Group



HONG KONG
TOURISM BOARD

March 2024
Mega Event
Development &
Advancement team



Mega Events Office



Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China



Financial Services and the Treasury Bureau
The Government of the Hong Kong Special Administrative Region



Commerce and Economic Development Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China



HONG KONG TOURISM BOARD
香港旅遊發展局



食物環境衛生署
Food and Environmental Hygiene Department



香港貿易發展局
Hong Kong Trade Development Council



政府新聞處
Information Services Department



康樂及文化事務署
Leisure and Cultural Services Department



運輸署
Transport Department



民政事務總署
Home Affairs Department

And more relevant departments...

Main Functions



Letter of Support
(Rec. 2)



Funding
(Rec. 2)



Consultation
(Rec. 2)



Co-bidding
(Rec. 2)



Technical Support
(i.e. Transport)
(Rec. 3)



Coordination
(Rec. 3,12)



Calendar Planning
(Rec. 4)



Promotion
(Rec. 5,11)



License Management
(Rec. 8)

Recommendation 2: Provide different levels of bidding support and bid for large-scale events more actively

Proactively offer different levels of support to meet events' needs

- 1 Consult with industry regularly +
Request NSAs to submit medium-term event hosting plan



In 2017, all NSAs to develop a **medium-term plan for development in the next 5-10 years** covering:

- ✓ How to strengthen marketing & technology application
- ✓ How to increase self-generated income & secure new private sponsorships
- ✓ Setting specific targets for commercialization process

Facilitate government planning of NSA-organized events

- 2 After collecting and collating information on upcoming/prospective events, **evaluate their scale and value to provide different levels of support**, deploying resources accordingly at an early stage

Mega Events Office

A. Letter of Support



B. Flexible Financial Support



+ C. Consultation



+ D. Direct Involvement in Bidding



Recommendation 3: Promote "Sports + Arts + MICE" together

Singapore uses MICE events to maximize economic benefits



At least 28 MICE events were held during F1 race week:



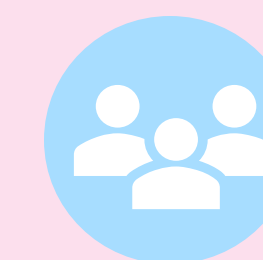
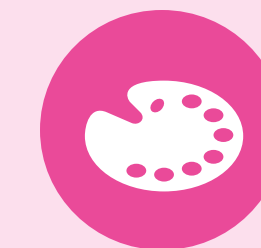
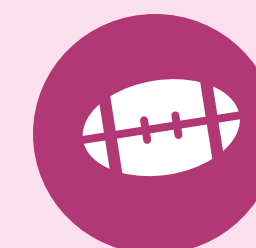
Coordinate and promote in a bundled manner

MEGA EVENTS OFFICE

- Strategically plan the Mega Events Calendar
- Promote **Sports + Arts + MICE** event combinations



Example:

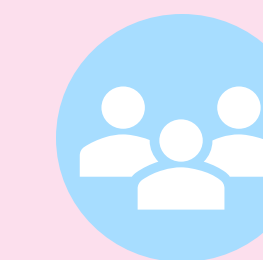


Hong Kong Sevens
Apr 5-7

Art Basel
Mar 26-30

Fortune Innovation Forum
Mar 27-28

Potential Combinations:



Nov



Oct-Nov



Oct-Nov & Dec

Step 2: Coordination in Event Support



Step 1: Events Bidding & Calendar Planning



Step 2: Coordination in Event Support



Step 3: Local & Overseas Promotion



Mega Events Coordination Group

Recommendation 4: Strengthen tailored support for organizers

Provide event preparation and logistical support for local & international private and non-governmental organizations



First non-NSA “M” Mark event had shortened tracks and race delay:

- Delay in material transport due to **late approval of storage site**
- **Only 2 weeks** for track and venue construction
- **Road closure plan approved only the day before race**



Organized by non-NSA (non-“M” Mark event):

- **Chaotic arrangements**, resulting in almost 1-hour delay on opening day
- Dissatisfaction with **obstructed view** despite high-ticketed price
- **Organizer lacked experience in organizing large-scale events**

Mega Events Office

1 Mega Events Office to **serve as a central point** to streamline license application process

Examples:



Temporary Places of Public Entertainment License
42 days



Temporary Food Factory License
12 working days



Temporary Liquor License
14 working days



民政事務總署
Home Affairs Department

Trade Promotion Competition License
At least 2 weeks



Examples:



etc....

Step 3: Local & Overseas Promotion



Step 1: Events Bidding & Calendar Planning



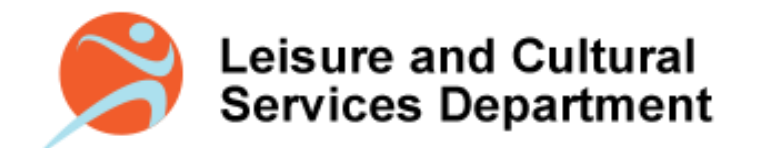
Step 2: Coordination in Event Support



Step 3: Local & Overseas Promotion



Hong Kong Economic and Trade Office (London)
The Government of the Hong Kong Special Administrative Region



Recommendation 5: Increase local & overseas promotion

5.1 Promote public-private partnerships to leverage existing infrastructure for promotional purposes



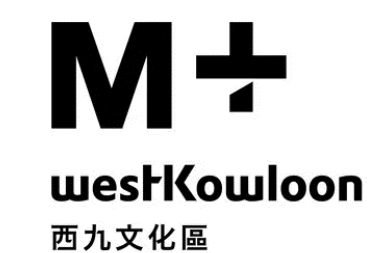
Major traffic highways



LCSD venue façades



Public transportation



M+ façade

Reference the marketing strategies used in the District Council Elections, **use diversified channels** to build anticipation and create a **welcoming atmosphere**

Recommendation 5: Increase local & overseas promotion

5.2 Upgrade Tourism Board's Representative Offices into Worldwide Offices to promote sports events



Worldwide Offices (WO) (15)

Beijing, Shanghai, Guangzhou, Chengdu, Tokyo, Seoul, Taipei, Singapore, Sydney, London, Paris, Frankfurt, New York, Los Angeles, Toronto

✓ **Responsible for marketing, such as PR & media promotion, industry support, etc.**

Representative Offices (RO) (6)

Dubai, Bangkok, Manila, New Delhi, Jakarta, Kuala Lumpur

✓ **Provide enquiry services for tourism industry/media/consumers only.**

1 Review HKTB's Office Organization

- ✓ Add new Worldwide and Representative Offices
- ✓ Upgrade ROs in the Middle East & ASEAN into WOs



2 Enhance HKTB's role in supporting event organization

- ✓ Collaborate with local media to promote events overseas
- ✓ Liaise with local sports associations

Recommendation 5: Increase local & overseas promotion

5.3 Enhance synergies between overseas government offices for sports events promotion



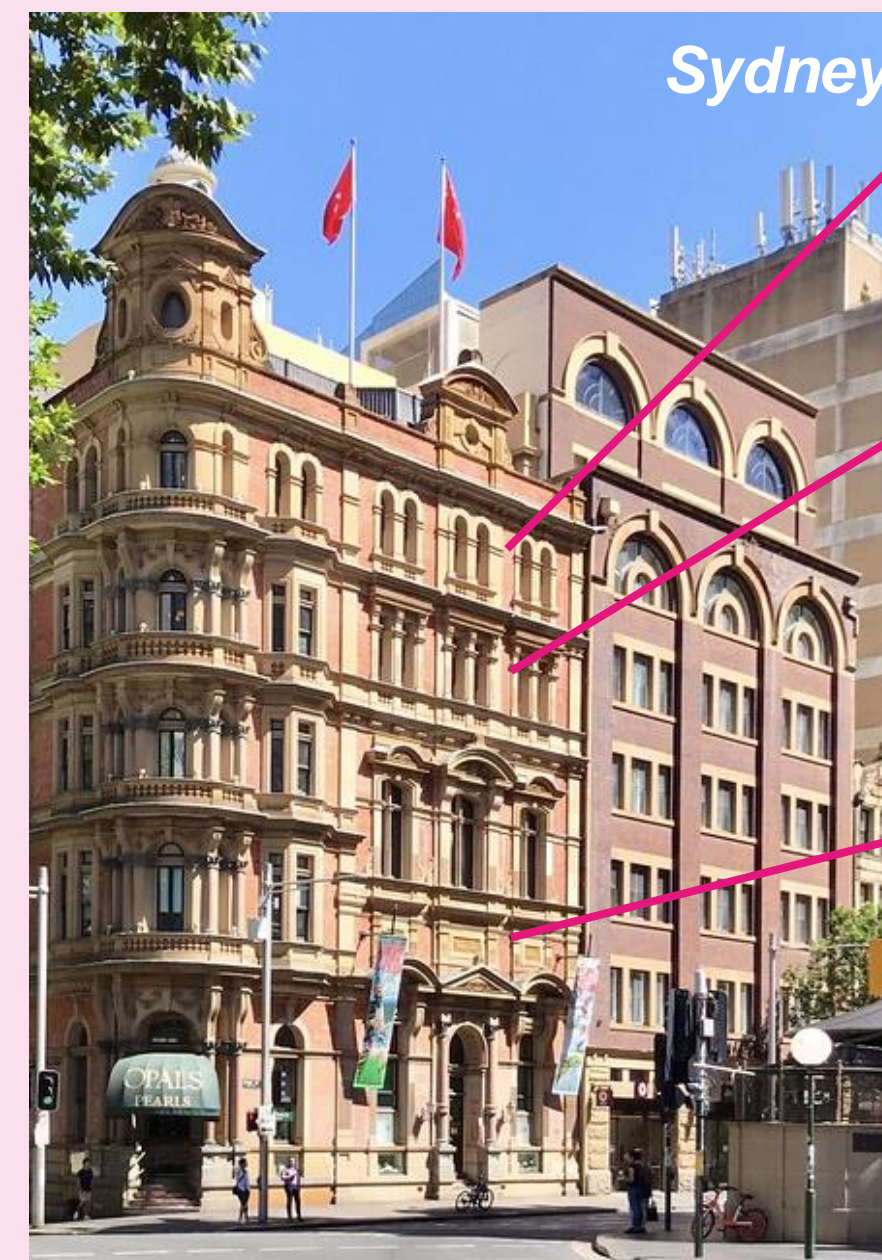
14 cities have offices for HKTB, HKTDC and HKETO

Guangzhou, Chengdu, Tokyo, Taipei*, Singapore, Sydney, Beijing, Shanghai, London, New York, Toronto, Dubai, Bangkok, Jakarta

7 cities have offices for HKTB and HKTDC/HKETO

Seoul, Paris, Frankfurt, Los Angeles, Manila, New Delhi, Kuala Lumpur*

3 Promote synergies between HKTB, HKTDC & HKETO



Level 4



Level 3



Level 1



Hong Kong Economic and Trade Office, Sydney
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

- ✓ Organize sports-related MICE to facilitate sponsorships & partnerships
- ✓ Complement HKTB's global promotion activities, such as "Hello, Hong Kong!" through talks & seminars
- ✓ Promote Hong Kong events to residents through regular newsletters & social media

Note: HKETO's Taipei Office is temporarily suspended, and they are considering establishing an office in Kuala Lumpur.

Source: HKTB, HKETO, HKTDC

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Part 2: Sports Infrastructure



Major sports event venues in Hong Kong

	Background	Facilities	Past Major Sports Events
 <p>Leisure and Cultural Services Department</p>	<ul style="list-style-type: none"> LCSD maintains and operates a wide range of facilities that serve Hong Kong's recreational and sporting needs 	<ul style="list-style-type: none"> Hong Kong Stadium (40,000 seats) Hong Kong Coliseum (12,500 seats) Queen Elizabeth Stadium (3,500 seats) Victoria Park Center Court (3,600 seats), etc. 	<ul style="list-style-type: none"> Annual BWF World Super Series for badminton FIVB Volleyball World Grand Prix Hong Kong Rugby Sevens, etc.
<p>啟德體育園 KAI TAK SPORTS PARK</p>  <p>SAI SHA</p>	<ul style="list-style-type: none"> KTSP: Major sports and entertainment events Sai Sha: Athlete training, community sports, and small-scale sports and entertainment events To be completed in 2024-25 	<ul style="list-style-type: none"> KTSP: Main stadium (50,000 seats); indoor sports center (10,000 seats); public sports ground (5,000 seats), leisure park, retail and dining outlets Sai Sha: AXA Dreamland multi-purpose stadium (1,500 seats); public sports facilities, leisure park, retail and dining outlet, commercial complex 	<ul style="list-style-type: none"> KTSP: 2025 National Games as co-host with Guangdong and Macao; 2025 Rugby Sevens Sai Sha: World Games Series in October 2024 (qualifying games for three new sport events leading up to 2025 World Games in Chengdu, China)
<p>Private Recreational Clubs</p>	<ul style="list-style-type: none"> Granted sites under the Private Recreational Leases (PRL) to promote sports, esp. those that are less popular 	<ul style="list-style-type: none"> Hong Kong Golf Club Hong Kong Football Club Royal Hong Kong Yacht Club Craigengower Cricket Club, etc. 	<ul style="list-style-type: none"> The Hong Kong Open (Qualifiers) Hong Kong Football Club Open 2023 Hong Kong Squash Championship 2024 International Lawn Bowls Open 2024, etc.

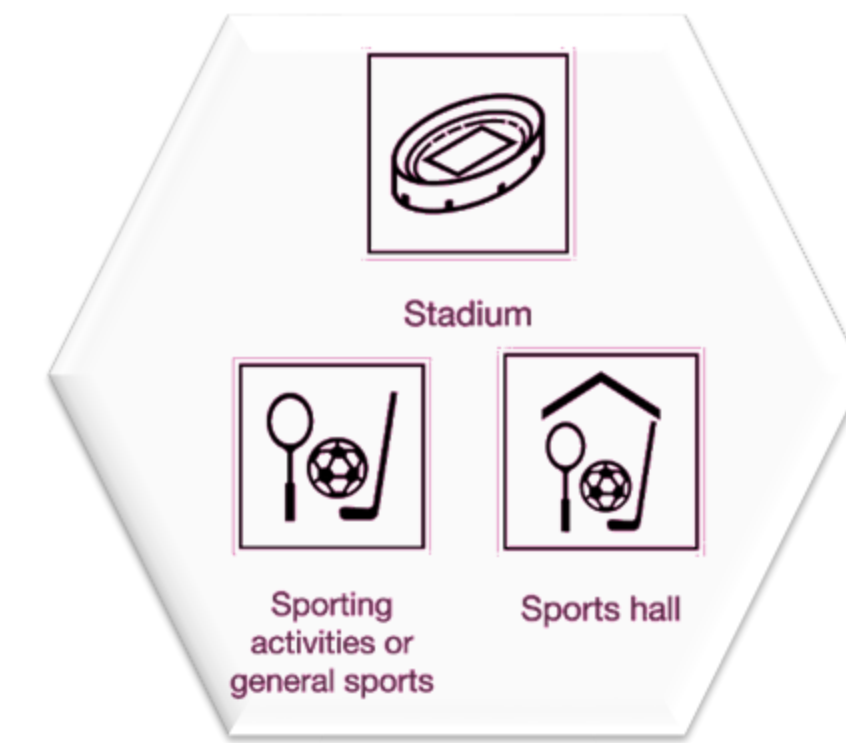
Challenges faced by existing sports facilities

Limited venues that meet capacity requirements for large-scale events as well as international competition standards



1 Capacity constraint

- **Capacity of existing facilities** cannot meet the growing demand for major sports events
- **Lack of flexibility in design**, limiting the types of sporting events (e.g. lack of running track and adjustable seating arrangement)



2 Falls short from meeting international standard

- **Lack of backup facilities** e.g. warm-up track and side fields, purpose-built media centres and anti-doping rooms
- **Lack of hospitality facilities** e.g. pre-match reception suite and VIP room

Recommendation 6: Review and improve LCSD sports facilities

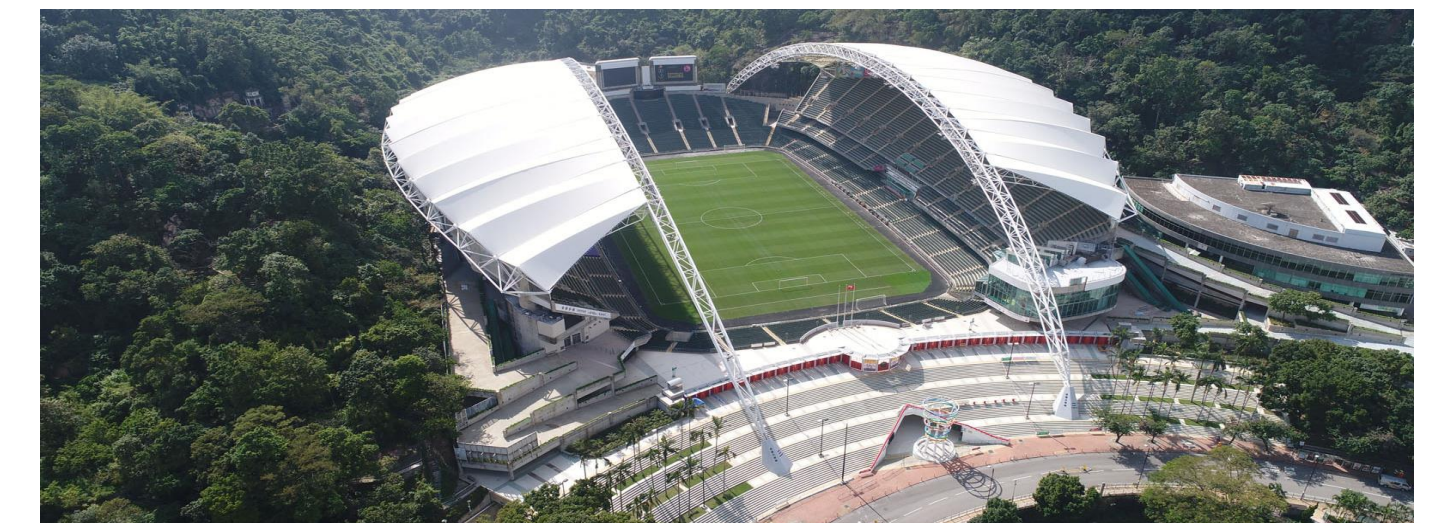
Some of the LCSD facilities are not up to international standards and require improvement to host international events



Hong Kong Coliseum



Victoria Park Tennis Court



Hong Kong Stadium

Year of Opening

- Opened since 1983

Last Renovated

- Ceiling renovation from 2006-2009

Capacity & ancillary facilities have room for improvement

- **Inadequate space**, thus unable to host badminton team competitions that require six courts in parallel
- Lack of warm-up facilities

- Opened since 1982

- Improvement works to Victoria Park Tennis Centre from 2007-2009

- **Space behind court's baseline is less than 6.4 meters**, unable to comply with International Tennis Federation's standard
- Worn out courts with **40 years of history**
- Lack of permanent athlete resting rooms, and gym for tournaments

- Built in 1952; redeveloped in 1994

- Full reconstruction of turf pitch in 2015

- **Lack of flexibility in seating design**, limiting the scale of events
- Lack athlete changing facilities, media centres, etc.

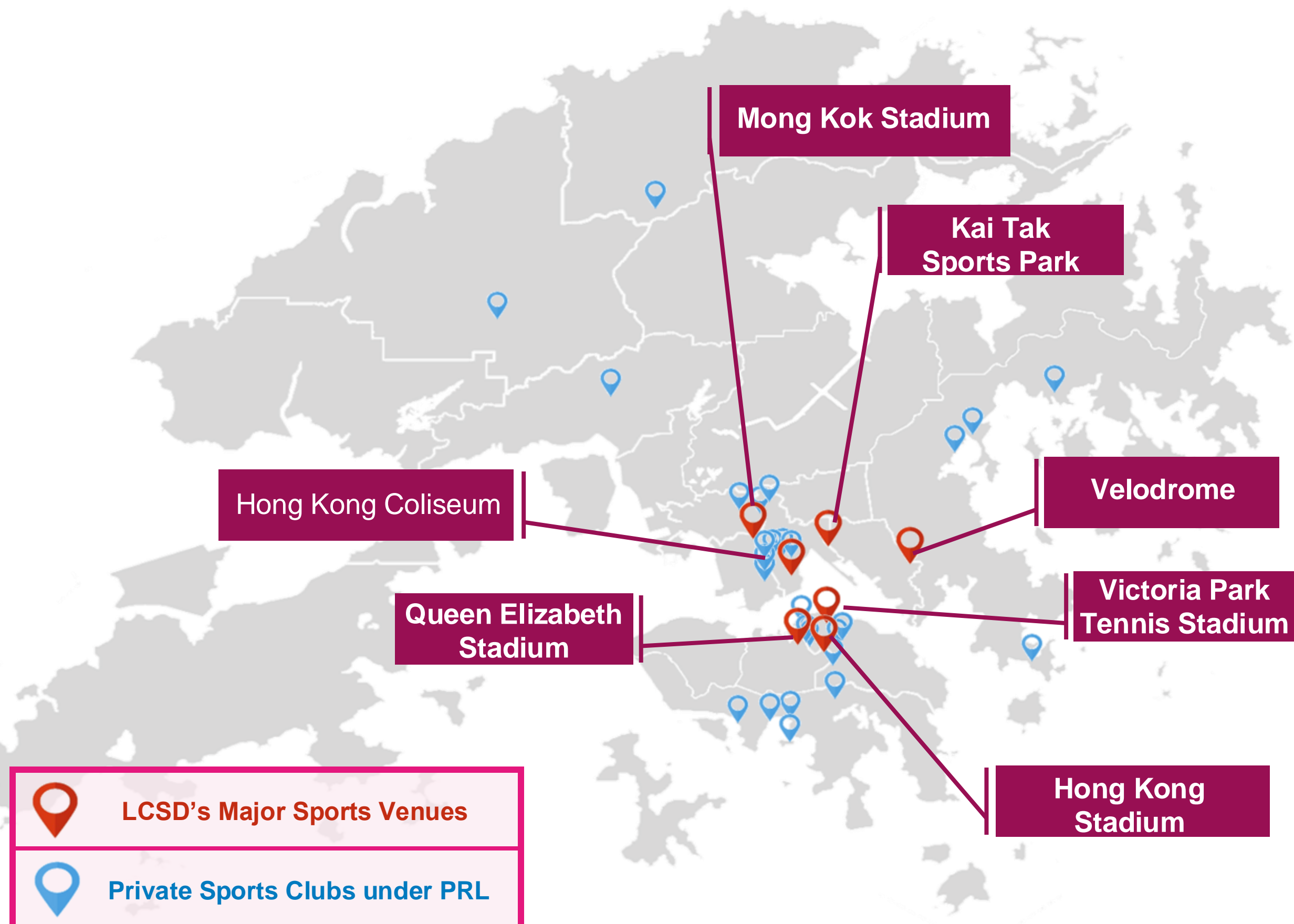


Carry out a **systematic review** of LCSD sport facilities and implement **improvement plans** that prioritize sports venues that can be used to host mega sports events

Recommendation 7: Collaborate with private recreational clubs to increase available venues for sports events and related activities

Proximity of private sports clubs and LCSD sport venues

The Private Recreational Lease (PRL) was introduced in 1969 to provide facilities for less popular sports. 27 out of 66 sites under PRL are held by private sports clubs.

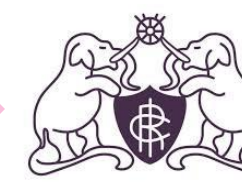


Collaborate with private clubs to increase available venues

Major sports venue



Private sport recreational clubs nearby



Indian Recreational Club



Jardine's Lookout Residents' Association



Kowloon Cricket Club



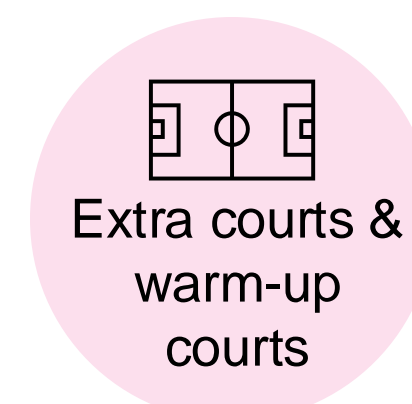
Club de Recreio



Chinese Recreational Club

香港中華遊樂會
CHINESE RECREATION CLUB, HONG KONG

Support international sports events



Culture, Sports and Tourism Bureau
The Government of the Hong Kong Special Administrative Region of the People's Republic of China

Promote the use of facilities in private recreational clubs for event-related activities by **amending Private Recreational Leases (PRL)**



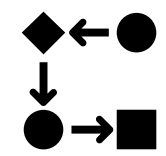
Leisure and Cultural Services Department



Facilitate matching between organizers and private clubs

Lengthy Temporary Places of Public Entertainment (TPPE) Licensing Process

A TPPE License is required for all events held at KTSP



Summary of the application process: FEHD is responsible for processing TPPE license applications and for consulting relevant departments to issue a Letter of Requirements. License will be issued upon compliance.



Purpose: To protect the safety and order of members of the public in places of public entertainment.



Exemption: Any place managed by the **LCSD, the Home Affairs Department, the Legislative Council Commission or the Judiciary** is exempted



Duration: Max. **42 days** depending on the construction scale



Departments involved: Venue inspections involve a number of departments



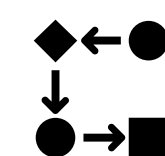
機電工程署
EMSD



路政署
HIGHWAYS
DEPARTMENT



Approval procedures for events held at LCSD facilities

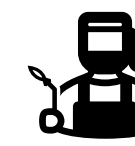


Summary of the application process: LCSD venues are exempted from the TPPE process and may hire Authorized Persons or a Registered Structural Engineer to provide certification on the design and construction if required by LCSD

Event organizers themselves are responsible for:



Laws and T&C Compliance



Qualified professional to supervise installation



Engage Authorized Persons to confirm safety

LCSD to:



Check Authorized Persons' signed report to confirm set-up



Leisure and Cultural
Services Department

In comparison, LCSD's **approval procedures are less complex and more efficient.**

To attract international event organizers, the application process required when utilizing KTSP needs to be streamlined.

Recommendation 8: Simplify KTSP's licensing application process

As the KTSP builds a track record of hosting successful events, KTSP's licensing model could transition to LCSD's model

Kai Tak Sports Park's Licensing Model



Kai Tak Sports Park

Each TPPE application involves various departments:



LCSD Facilities' Approval Model



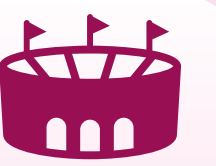
Simplify KTSP's licensing requirements:



Hire **professionals** to conduct inspections and issue certificates, which are eventually verified by government departments.



The **Fire Services Department** remains responsible for the fire safety inspection of each event. Strict safety measures will be maintained.



Increase KTSP's utilization



Reduce licensing barriers



Encourage private sector participation



Retention of strict safety measures

Single and multi-sports events in Hong Kong

Hong Kong has a track record in hosting single-sport events

Examples of recent single-sport events:



Hong Kong Rugby Sevens 2024

- 40k tickets sold with 97k event attendance
- Estimated economic benefit of **HK\$320 million**



International Dragon Boat Races 2024

- 170 teams from 12 countries competed



New World Harbour Race 2023

- 3,000 international swimmers



LIV Golf Hong Kong 2024

- Attended by over 25,000 people
- HK\$300 million in economic gains

Hong Kong lacks facilities to host multi-sports events alone

Little experience hosting multi-sports event alone:



The **2009 East Asia Games** was the first and only international multi-sports games held in Hong Kong



Financial burden to hosting multi-sports events:



2004 Athens Olympics: Venues cost ~ €3 billion but lack of post-Olympic plans left facilities vacant



2009 East Asian Games: HK\$823.6 million to upgrade sports venues, resulting in a deficit of HK\$111.1 million

Recommendation 9: Co-host multi-sports events with the GBA

9.1 Transform the National Games Coordination Office into a permanent office

Experience in co-hosting multi-sports events:



Co-hosted the **2008 Beijing Olympic Games** and **Paralympic Games** for equestrian events



Co-hosted the **2023 Gay Games** with Guadalajara, Mexico



To reduce risk, co-hosting is now a trend:

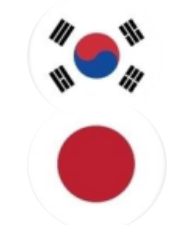
FIFA World Cup



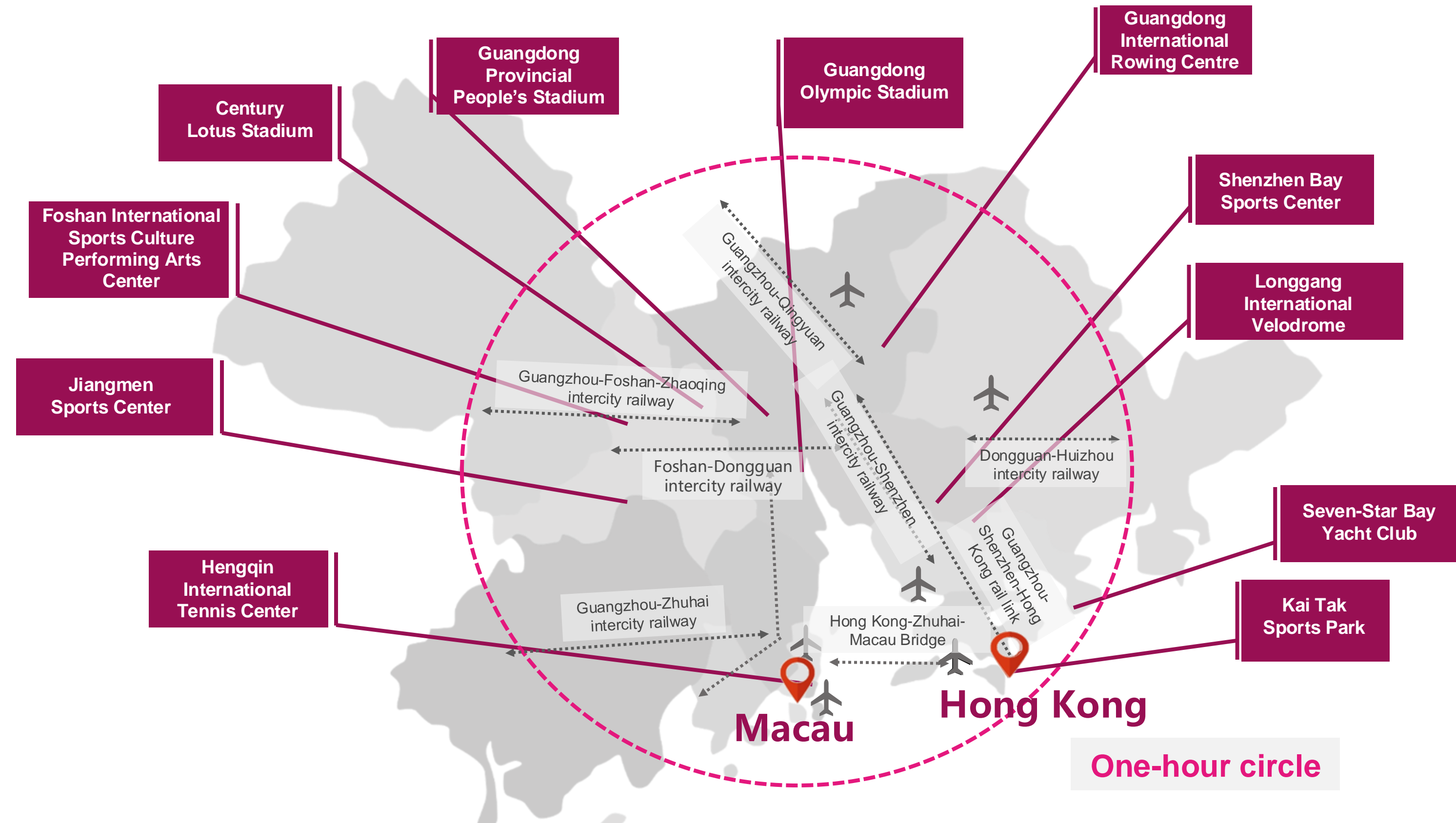
2002



2030



2026



National Games Coordination Office (Hong Kong)

Leverage the upcoming 2025 National Games to continue **co-hosting events with the GBA**

Recommendation 9: Co-host multi-sports events with the GBA

9.2 Co-host and co-organize more regional and world-level multi-sports events





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Part 3 : Sportainment



Forms of Sportainment



Live broadcast



Carnivals



Performances

and more...



Interactive stations



Video games



Educational programmes

Sportainment in Hong Kong



Prudential Tennis Open

- Tournament Village**, Victoria Park
 9 – 15 Oct 2023
- ✓ Star player autograph signing
 - ✓ Interactive tennis-related games



LIV Golf

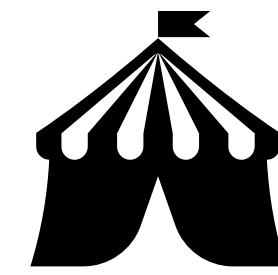
- Fan Village**, Hong Kong Golf Club
 8 -10 Mar 2024
- ✓ DJ show
 - ✓ Kids Zone



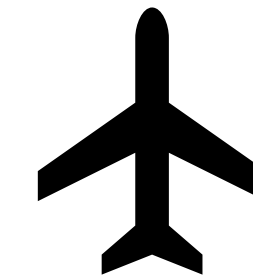
Hong Kong Cyclothon

- Carnival**, WKCD
 13 Oct 2024
- ✓ Cycling equipment market
 - ✓ Wellness activities e.g. yoga

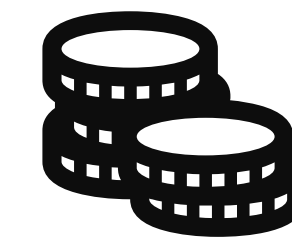
Significance of Sportainment



Event experience



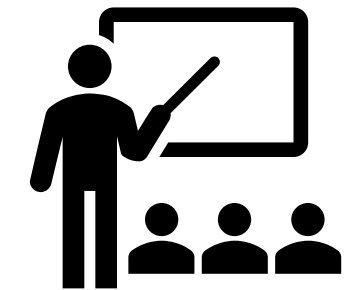
Sports tourism



Economic impact



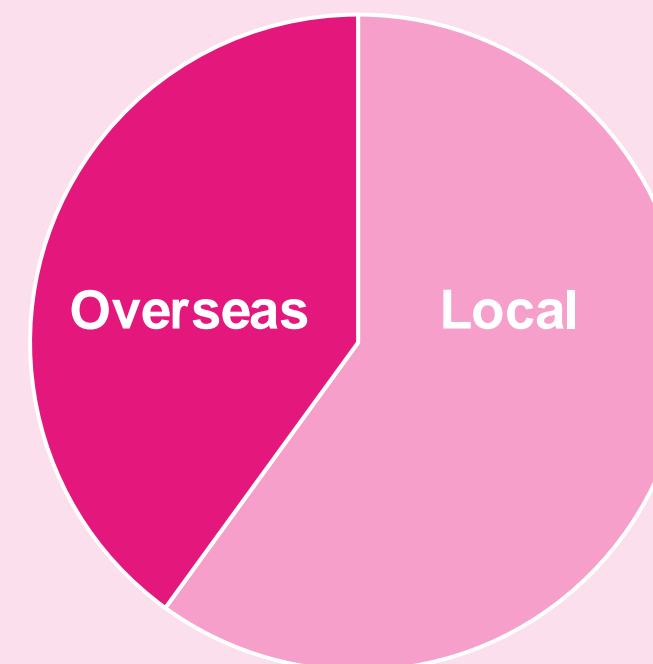
Sports culture



Education

Hong Kong Rugby Sevens

Ticket Sales 2024



Average amount of spending by overseas spectator during their stay

\$19,000

Businesses of bars in Hong Kong Island are reported to have increased by

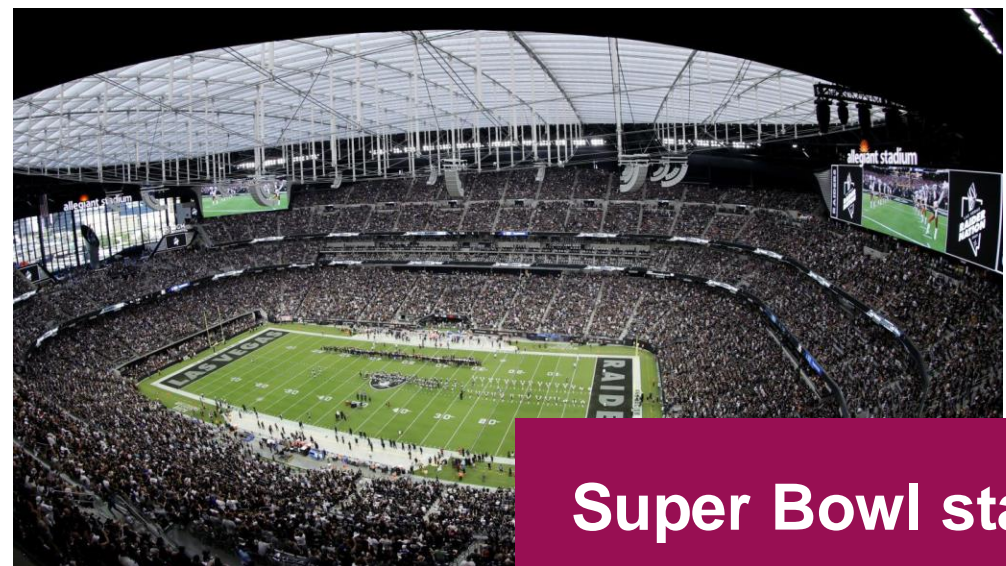
50%

Model 1: Sportainment near event venues

2024 Super Bowl in Las Vegas promoted sportainment at different venues in the vicinity of the stadium



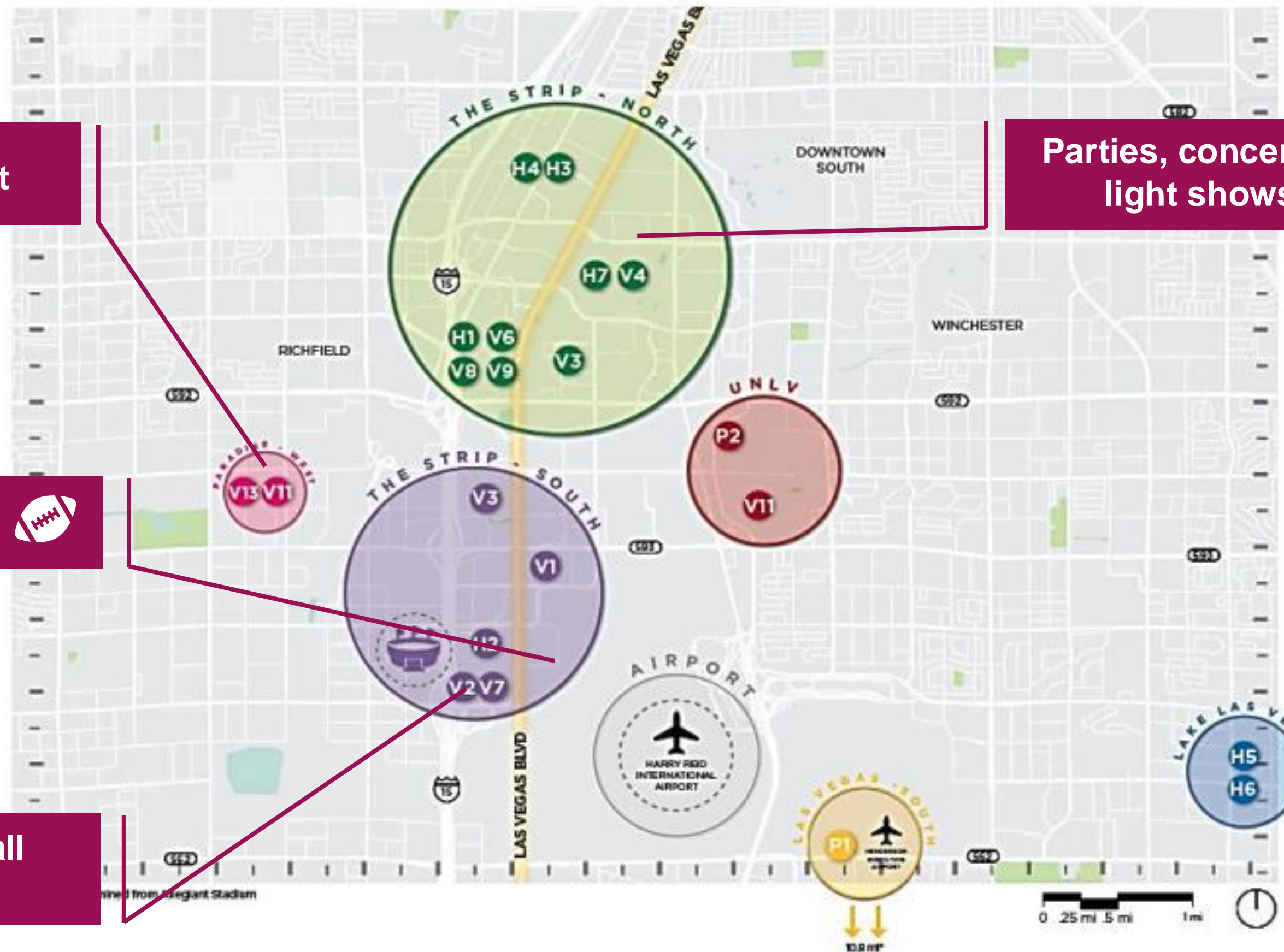
Musical Event



Super Bowl stadium

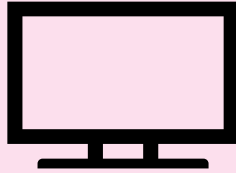
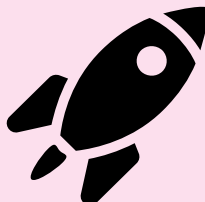


American Football Theme Park

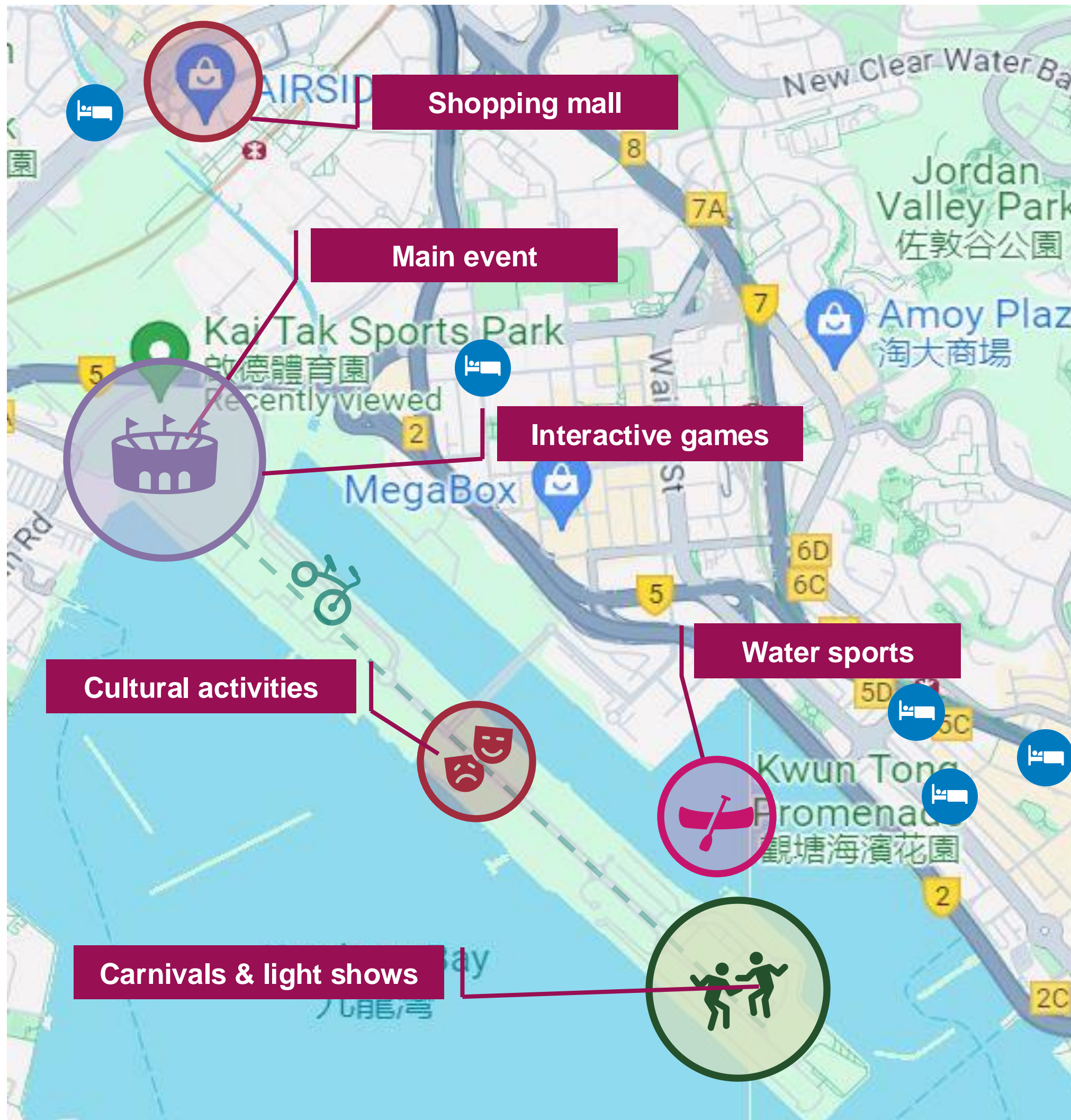


Parties, concerts & light shows



 About **123.4 million viewers** in the US
 Most watched broadcast **since 1969 moon landing**

Recommendation 10: Utilize the Kai Tak Mobile Cabin Hospital area to develop sportainment venues



Kai Tak Mobile Cabin Hospital Area has potential for sportainment

Kai Tak Mobile Cabin Hospital Area:

- 80,000 square metres

Kai Tak Outline Zoning Plan:

- The end of the runway area was originally designed for tourism-related uses including commercial, hotel and entertainment



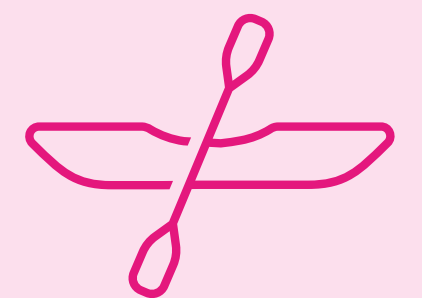
Prime location

- 2.9km away from Kai Tak Sports Park
- Located in the heart of Kowloon



Recreational Activities

- The shared-use GreenWay Network for pedestrians and cyclists is expected to be completed and opened in stages



Sports Facilities

- Water sports facilities, e.g. sailing, rowing

Recommendation 11: Coordinate with industries to develop and promote “Events +” travel packages

Communicate with relevant parties to develop and promote travel packages with sports and entertainment experiences

Hong Kong Sevens: “Event + Flight + Accommodation”



Flight + Event ticket + Hotel accommodation package
Dive straight into the heart of all the action! Elevate your trip with our package that includes airfare, event tickets and hotel accommodation at a 4-star or above for the ultimate Hong Kong Sevens experience.

[Book now](#)

The Masters (USA): “Event + Accommodation + Entertainment + Golf Experience”



Masters Practice & Tournament Day Package

7 NIGHTS BED & BREAKFAST (SUN OR MON ARRIVAL)

- ✓ Masters Practice Ticket (Tue)
- ✓ Masters Tournament Day Ticket (Sat)
- ✓ Masters Golf Transfers
- ✓ YGT Golf Day (Reserve Club) + additional round
- ✓ Masters Gift
- ✓ Hospitality & Live Entertainment
- ✓ 24-hour Representation & Concierge Service



Masters Private Housing Package

7 NIGHTS ACCOMMODATION (MON ARRIVAL)

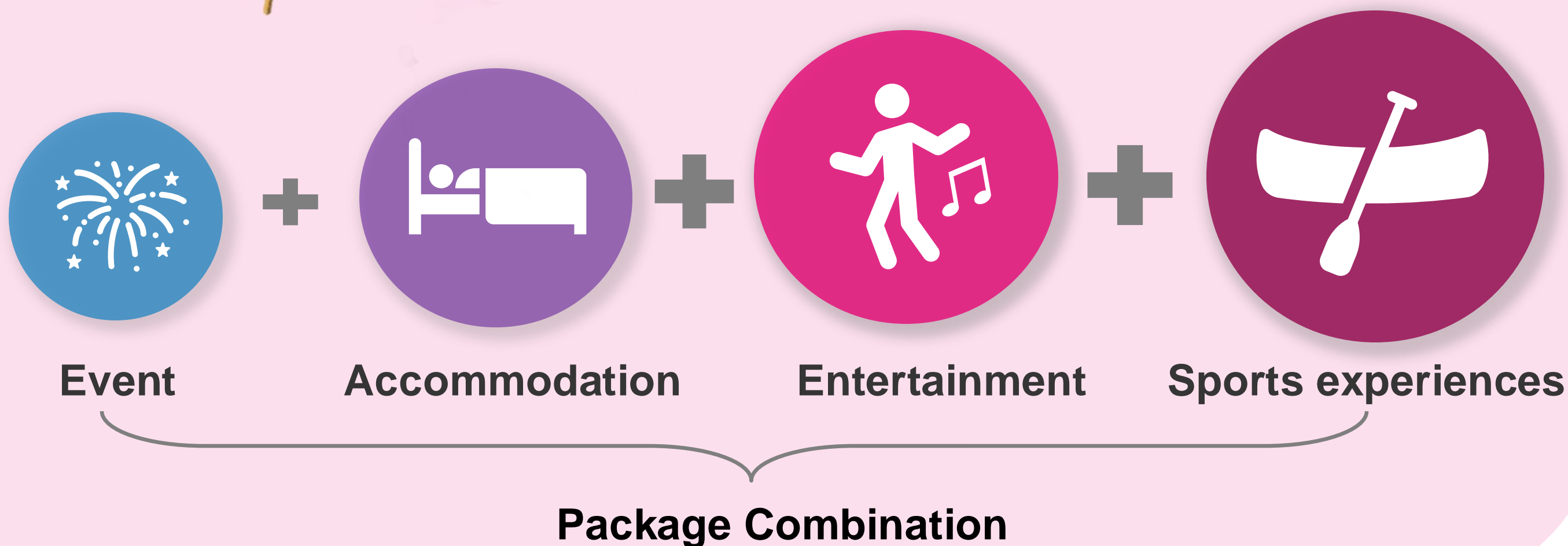
- ✓ 4 Bedroom Private House (based on 8 pax)
- ✓ Masters Practice Ticket (Tue)
- ✓ Masters Tournament Ticket (Sat)
- ✓ Masters Golf Transfers
- ✓ Masters Gift
- ✓ YGT Golf Day (Reserve Club) + additional round
- ✓ Hospitality & Live entertainment
- ✓ House Welcome Pack
- ✓ 24-hour Representation & Concierge



MEGA EVENTS OFFICE



- ✓ Travel Agencies
- ✓ Hotels
- ✓ Cultural Institutions
- ✓ Private Recreational Clubs



Model 2: City-wide sportainment

Singapore's F1 is promoted city-wide through an array of entertaining and educational activities

2023

Singapore Grand Prix truck

brought racing simulators and games across pit stops at community centers, schools and shopping malls



Grand Prix Season Singapore

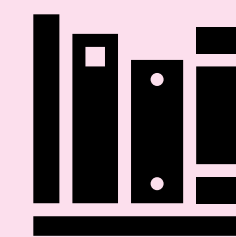
10 days of race-related activities:



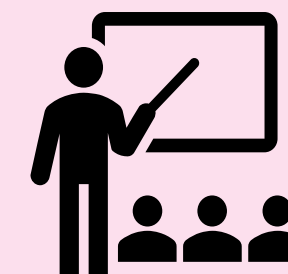
2024

4-month campaign

Phase 1: Educational experiences



F1-themed showcase rotating at **6 public libraries**



Talks at schools covering the science, technology, and engineering behind F1, F1 operations and its impact on automotive industry

Recommendation 12: Develop city-wide sportainment activities

Select significant mega sports events and facilitate the use of different venues to promote city-wide engagement

2-week campaign:

recurrent mega events



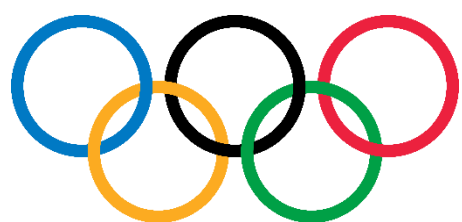
Standard Chartered
Hong Kong Marathon
渣打香港馬拉松
2024



新鴻基地產 香港單車節

1-month campaign:

multi-sports mega events



MEGA EVENTS OFFICE

Could play the role of a **coordinator** to **encourage business sectors** to provide a wide range of sports and recreational activities, and to organize promotional activities in the **community**



Shopping malls



Commercial buildings



District Councils



Schools



Thank you
