

[HKETO Berlin takes part in Switzerland's biggest public festival \(with photo\)](#)

The Hong Kong Economic and Trade Office, Berlin (HKETO Berlin), has sponsored the 8th Dragon Boat Race of the Züri Fäscht (Zurich Festival) that took place from July 5 to 7 (Zurich time). The race is a popular event of the three-day Züri Fäscht, Switzerland's biggest public festival that is held every three years in Zurich city. The Director of HKETO Berlin, Mr Bill Li, attended this flagship event and presented trophies to the winning teams at the award ceremony on July 7 (Zurich time). HKETO Berlin also hosted a booth to promote Hong Kong to visitors and athletes.

With its ancient Chinese origins dating back more than 2 000 years, dragon boat racing has nowadays become a modern international sport that is nowhere celebrated as much as in Hong Kong. Amongst several competitive and well-attended races in the city, the Hong Kong Dragon Boat Carnival might be the most prominent one. Each summer, the best teams from around the world compete in the heart of Hong Kong at the Victoria Harbour at this multi-day event that is packed with sports action, celebrations, live entertainers, marching bands, lion dances, and of course, the most colourful dragon boats one can imagine!

The dragon boat races alone would be reason enough to visit Hong Kong. But Asia's world city is also the stage for other world-class events. It is not only one of the big financial centres in the world and an international business hub. "With a unique blend of East and West, old and new, Hong Kong is one of Asia's top tourist destinations", Mr Li explained at the margin of the races in Zurich. Hong Kong has a year-round calendar of world-class arts, cultural and sporting events and is home to some of the world's largest trade fairs.

Hong Kong, Asia's World City, offers a full depth of unique experiences awaiting visitors to explore in person.

About HKETO Berlin

HKETO Berlin is the official HKSARG representative in commercial relations and other economic and trade matters in Switzerland as well as Austria, the Czech Republic, Germany, Hungary, Poland, the Slovak Republic, and Slovenia.

