

HKETO, Brussels supports Belgian sports event and promotes Hong Kong's image as a green and dynamic city (with photos)

Seizing the opportunity of the annual, cosmopolitan sports event to promote Hong Kong as a green, dynamic and healthy international city, the Hong Kong Economic and Trade Office in Brussels (HKETO, Brussels) was one of the main sponsors of the 2022 Run & Bike event held by non-profit sports organiser Binotan in Vilvoorde, Belgium on January 8 (Brussels time). The event was held in accordance with the COVID-19 protocol.

Participants were members of the diplomatic community, the business sector and European and international institutions and their families. The 125 teams were each composed of one runner and one mountain biker, and the event comprised a competition of 8-kilometre or 16-kilometre, as well as family and children's race.

Participants and volunteers received Brand Hong Kong sports caps and goodie bags with publications showing Hong Kong's manifold attractions as a green and sports-friendly city.

The Acting Deputy Representative of the HKETO, Brussels, Mr Henry Tsoi, said Hong Kong possesses some of the world's most spectacular hiking and mountain bike trails located in its beautiful country parks, which together with nature reserves make up 40 per cent of Hong Kong's territory. Mr Tsoi welcomed participants to visit Hong Kong, an international city which hosts a large number of major sports events throughout the year, after the COVID-19 pandemic.



