

“M” Mark status awarded to Kitchee vs Manchester City – Jockey Club Kitchee Centre Cup

The following is issued on behalf of the Major Sports Events Committee:

The Major Sports Events Committee (MSEC) has awarded "M" Mark status to Kitchee vs Manchester City – Jockey Club Kitchee Centre Cup, which will be held on July 24.

To provide the public with more opportunities to watch high-level matches, the funding scope of the "M" Mark scheme was expanded in April 2019 to cover exhibition matches or tournaments that are organised by national sports associations. These matches shall involve world-class top athletes or teams. Kitchee vs Manchester City – Jockey Club Kitchee Centre Cup is the first exhibition match to be awarded "M" Mark status.

The Chairman of the MSEC, Mr Karl Kwok, said today (July 17) that the exhibition match, like all "M" Mark events, will add colour and vibrancy to Hong Kong. Apart from promoting football culture in Hong Kong, it can help attract more visitors.

"'M' Mark events showcase Hong Kong's capability to host world-class events and reinforce its position as the events capital of Asia," Mr Kwok said.

"'M' Mark events also help generate economic benefits for Hong Kong by attracting tourists. They also instil a sustainable sporting culture in the community, and help foster a sense of pride and social cohesion," he added.

The "M" Mark System was launched in 2004 to help local national sports associations organise more major sports events and nurture them into sustainable undertakings. Sports events meeting the assessment criteria will be granted "M" Mark status by the MSEC. Funding support will also be provided to some of the event organisers.

The number of recognised "M" Mark events increased from four in 2005 to 12 in 2018. So far, around \$146.31 million has been approved to support recognised "M" Mark events.

For details of other "M" Mark events, please visit www.mevents.org.hk.