

# **“M” Mark status awarded to LIV Golf Hong Kong 2024, 2024 Tissot UCI Track Nations Cup – Hong Kong, China and 2024 World Triathlon Cup – Hong Kong**

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

The Major Sports Events Committee (MSEC) has awarded "M" Mark status to three major international sports events to be held in March this year, namely LIV Golf Hong Kong 2024 (March 8 to 10), 2024 Tissot UCI Track Nations Cup – Hong Kong, China (March 15 to 17) and 2024 World Triathlon Cup – Hong Kong (March 23 and 24).

The Chairman of the MSEC, Mr Wilfred Ng, said today (March 1) that like all other "M" Mark events, these events will not only showcase Hong Kong's capability to host world-class sports events and promote sports development, but also add colour and vibrancy to Hong Kong, bring in more visitors from abroad and enhance Hong Kong's position as a centre for major international sports events.

"The 'M' Mark recognition for these events signifies that they meet the Committee's criteria for large-scale international sports events. These competitions are significant not only to the sports sector, but also the entire Hong Kong. I hope that these events will be held successfully and provide an unforgettable experience for all those involved, allowing them to experience the city's charm as an events capital," Mr Ng said.

The "M" Mark System aims to encourage and help local "national sports associations" and private and non-government organisations to organise more major international 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 events.

For details of "M" Mark events, please visit [www.mevents.org.hk](http://www.mevents.org.hk).