

“M” Mark status awarded to Prudential Hong Kong Tennis Open 2018 and New World Harbour Race 2018

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

October will be an exhilarating month for major sports events. The Major Sports Events Committee (MSEC) has awarded "M" Mark status to the following major sports events that will be held in October: the Prudential Hong Kong Tennis Open 2018 (October 6 to 14) and the New World Harbour Race 2018 (October 21).

The Chairman of the MSEC, Mr Karl Kwok, said today (September 28) that those events, like all "M" Mark events, will add colour and vibrancy to Hong Kong and 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 (NSAs) 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 the beginning to 12 in 2018. So far, around \$124.3 million has been approved to support recognised "M" Mark events.

For details of other "M" Mark events, please visit www.mevents.org.hk. The "M" Mark applications for smartphone users are available for downloading from iTunes as well as Google Play.