

New HKETONY Director promotes Hong Kong at dragon boat festival in Atlanta (with photos)

â€‹The new Director of the Hong Kong Economic and Trade Office, New York (HKETONY), Ms Maisie Ho, officiated at the Atlanta Hong Kong Dragon Boat Festival on September 9 (Atlanta time) as her first duty visit since assuming the post last month.

During the opening ceremony at the Lake Lanier Olympic Park, Ms Ho said HKETONY has taken great pride in introducing and supporting the event since its inception in 1995, as it aligns perfectly with its mission to foster and strengthen the cultural, business and economic ties between Hong Kong and Atlanta.

"Today we celebrate the Festival's remarkable journey from modest beginnings with only seven racing teams in 1995 to the grand multicultural event as we see it, bringing people together from diverse backgrounds. The Festival has transcended its sporting origins to become a symbol of Hong Kong's vibrancy, vitality and dynamism," she added, while taking the opportunity to invite spectators to visit Hong Kong and explore the abundant and exciting opportunities for study, work, business and leisure.

This year's festival was joined by 64 teams, comprising over 1 500 competitors from Florida, Georgia, North Carolina, South Carolina and Tennessee. Among them were members of the Hong Kong Student Association at the Georgia Institute of Technology, competing as the HKETONY Dragon Riders team. The event also saw a record three teams comprised of breast cancer survivors taking part.

The HKETONY set up a festival booth with Hong Kong-themed games and souvenirs. Videos showcasing Hong Kong's attractions and opportunities were also featured at the event.



