

# Successful conclusion of BMW Around the Island Race for Coastal Rowing highlights Hong Kong as hub for international sporting events bringing business opportunities for multiple sectors (with photos)

The BMW Around the Island Race (ATIR) for Coastal Rowing, held on November 30 and December 1, 2024, was successfully concluded. Hosted by the Royal Hong Kong Yacht Club and co-organised by the Hong Kong, China Rowing Association, the event took place at the Victoria Harbour, bringing together over 400 participants from Hong Kong, the Mainland, New Zealand, South Africa, Singapore, the USA etc, including world champions from 2023 and 2024. To mark the occasion, the Director-General of Investment Promotion at Invest Hong Kong (InvestHK), Ms Alpha Lau, officiated at its medal presentation ceremony to celebrate the exceptional achievements of the athletes.

Ms Lau said, "Hong Kong has always been a destination for major events, from arts and culture to sports. Our city has hosted international large-scale sports competitions including Hong Kong Sevens, the Hong Kong Marathon and the Hong Kong Tennis Open, to name a few. During the upcoming 15th National Games, we will organise eight competition events including fencing, track cycling, rugby sevens, golf, triathlon, beach volleyball, men's handball, and under-22 men's basketball. Hong Kong's participation in the National Games will further solidify our position as a premier sports destination."

She added, "Sports events have a profound economic impact. Sports industry brings in economic growth, ranging from sports operation, education, sports-related goods, sports tourism and all kinds of supporting services to sports activities, all contributing to our local economy. Most important of all, Hong Kong is an ideal location to do business, and events like Around the Island Race offers a fantastic opportunity for companies to connect with their target customers and markets, from sports drinks to sports tech, from local sports fan engagement to global sports tourism."

The ATIR is a 45km coastal rowing competition around Hong Kong Island, starting and finishing at the iconic Victoria Harbour. Beyond the competition, the event also features a 45km indoor rowing challenge hosted at the race village on Kellett Island, engaging over 20 teams from schools, corporations, and sports clubs, including youth, adults and para-athletes.

According to the latest figures from the Census and Statistics Department, Hong Kong's sports and related activities contributed HK\$62

billion to the local economy in 2022, accounting for 2.2 per cent of the city's Gross Domestic Product and creating 74 000 job opportunities. With the Kai Tak Sports Park set to open soon, along with the co-hosting of the 15th National Games by Guangdong, Hong Kong, and Macao next year, it is expected to drive robust growth in related industries such as sports tourism, sports technology, and equipment manufacturing.

Looking ahead, InvestHK is committed to supporting international sports events that enhance the city's global standing and drive positive economic impact. As a strategic gateway to Mainland China and the Asia-Pacific, combined with its business-friendly environment, the city offers a dynamic platform for companies to unlock growth in one of the world's most vibrant and rapidly expanding regions.

