

Sydney ETO promotes Hong Kong's strengths in Sydney Lunar New Year Dragon Boat Festival (with photos)

â€‹The Hong Kong Economic and Trade Office, Sydney (Sydney ETO) promoted Hong Kong's strengths and vibrancy at the Sydney Lunar New Year Dragon Boat Festival held in Sydney, Australia, from February 16 to 18.

Over 200 teams and 3 500 paddlers competed in various races during the three-day event in Darling Harbour. The Sydney ETO formed a team with the Consulate-General of the People's Republic of China in Sydney for the first time to compete on February 16, showcasing this Chinese traditional sport to the public in Australia.

The Sydney ETO set up a marquee during the Dragon Boat Festival to promote the latest developments in Hong Kong, notably the exciting international sports events held in the city and various talent attraction initiatives rolled out by the Government. Souvenirs carrying the Brand Hong Kong theme were very well received.

Speaking at the award presentation ceremony of the Dragon Boat Festival, the Director of the Sydney ETO, Miss Trista Lim, said that the Sydney ETO has been supporting the Festival for years to showcase Chinese culture to the local community. She also took the chance to promote Hong Kong's dynamism as Asia's Events Capital, noting that a wide variety of mega events will be held in the city, including the Hong Kong International Dragon Boat Races to be held in June this year.

Miss Lim presented trophies of the Hong Kong Talent Cup, the Hong Kong Vibrant Cup and the Hong Kong Metropolis Cup at the ceremony.

The Sydney Lunar Festival, organised by the City of Sydney, is one of the largest celebrations of the Lunar New Year outside Asia. Spanning from February 10 to 25 this year, the celebration features an array of programmes including a lantern display, cultural performances and drone shows.

The Sydney Lunar New Year Dragon Boat Festival, which is the biggest event of its kind in the southern hemisphere, was a highlight of the Sydney Lunar Festival, attracting tens of thousands of spectators.

â€‹The Sydney ETO also displayed Hong Kong-themed banners with new year greetings in major locations across Sydney during the festive period.

