

WORLD HAKKA CONFERENCE WRAPS WITH HORSE RACING CUP

"Wherever there is sunshine, there will be Chinese. Wherever there is Chinese, there will be Hakka." The famous quote was proven right when over 3,000 Hakkas from 24 countries returned to Hong Kong for the 29th World Hakka Conference held from 12–15 October 2017. They gathered under one roof at the Kowloonbay International Trade & Exhibition Centre for a three-day cultural and business exchange. The group represented over 230 Hakka associations globally, with organisations from Peru, Netherlands, Seychelles, Mexico and Suriname joining the fold this year.



Hong Kong hosted the conference for the second time, after a 46-year hiatus since its debut in the city in 1971. The return of the event to Hong Kong in 2017 is historically significant, as this year marks the 20th anniversary of the establishment of the Hong Kong Special Administrative Region (HKSAR), adding symbolic meaning to the nomadic Hakkas returning home for a celebration. Meetings & Exhibitions Hong Kong (MEHK) provided full support from an early stage, offering everything from venue and social event recommendations to creative sponsorship ideas, as a super-connector between Hong Kong Jockey Club (HKJC) and the event organiser.

The Hakka Cup Race thrilled delegates



Delegates enjoyed a thrilling and memorable time at the sponsored Hakka Cup Race held at the HKJC's Sha Tin Racecourse, with branding opportunities throughout the racecourse and private designated areas for conference delegates. The event wrapped up in style, while celebrating the 20th anniversary of the establishment of the HKSAR at the same time. The occasion fully embodied the "horse racing will continue dancing parties will go on" spirit of Hong Kongers, indicating prosperity for the Hakka community for years to come.

The whole-day sponsorship event generated great in-town publicity including live TV broadcast and print media coverage, proving it as a unique sponsorship idea for MICE organisers keen to plan something extraordinary!



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Hong Kong is home to a large minority of Hakkas who have settled here for over 200 years. The city is a cultural hub and a melting pot of thriving East-meets-West arts. Together with the availability of numerous sponsorship options, great support from MEHK, the conference was a truly memorable affair and a wonderful homecoming for the Hakka community.
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*Mr. Yu Pang Chun,
SBS, JP., Chairman of Hong Kong Mei Zhou Association*

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Thank you HKTB for working closely with Mei Zhou Association and make this first-ever Hakka Cup happen! With the help of HKTB, we look forward to welcoming even more MICE groups at our race courses for exciting horse-racing experience through the Hong Kong Rewards! programme.
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*Sandra Chan,
Executive Manager, Racing Marketing & Sponsorship, The Hong Kong Jockey Club*

