

3 July 2009

Panel on Home Affairs
Legislative Council
Legislative Council Building
8 Jackson Road
Central
Hong Kong

Dear Sir,

Re: Hong Kong Jockey Club's proposal on extra race days

Established in 1953, Shun Hing Group is the sole agent for Panasonic brand products in Hong Kong and Macau. The Group comprises a diverse array of business and subsidiaries, including audio-visual equipment and home appliances, telecommunications hardware, office furniture and office automation equipment, engineering and contracting services, electronic products repair and maintenance services, logistic support services, advertising, system installation and maintenance, and property investment in China.

Our company has been the sponsor of the Panasonic Cup for the past 25 years and we have been benefiting from our association with The Hong Kong Jockey Club and their races immensely over the years.

The Club is actually a natural partner in our business. Firstly, horse racing is a unique activity in Hong Kong and a day (or an evening) at the races is a perfect occasion to bring our local and overseas business associates and guests for entertainment. Secondly, horse racing and indeed the Club and the racecourses are very much iconic images of Hong Kong and there are lots of similarities between the Club and our company as we both enjoy local recognition and reputation.

The sponsorship of the Panasonic Cup goes beyond business entertainment and corporate promotion. Our company is very pleased to know that our sponsorship given to the event and the revenue thus generated go to nowhere but the community in the form of tax revenue and charitable donations.

It is therefore our view that the proposal to increase five extra race days should be given favourable consideration. Similarly, the proposal to have 20 simulcasts of international races a year should also be granted because many in the business community see these simulcasts as opportunities for business entertainment.

We hope that members of the Home Affairs Panel would take our views into account in your deliberation of the proposals.

Yours truly,
David MONG
Managing Director
Shun Hing Electronic Trading Co., Ltd.
Cc: Ms Betty Fong, Secretariat, Panel on Home Affairs, Legislative Council