

4 July 2009

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

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

Dear Sir,

Chow Tai Fook Jewellery Company Limited is a subsidiary of Chow Tai Fook Group, a substantial private enterprise established and owned by Dr. Cheng Yu Tung and his family. With 80 years of history, we are renowned for our quality service, design excellence and distinct craftsmanship. Currently, we have over 700 retail outlets and franchises in over 60 cities in China, Hong Kong, Macau, Taiwan and Malaysia. We rank number one in annual sales amongst all the diamond merchants in Hong Kong and China, and our annual total sales exceed US\$1 billion.

In view of the successful partnership with the Club in the Chinese New Year Raceday in the last two years, we have brought the partnership to the next level by sponsoring the Chow Tai Fook Bauhinia Sprint Trophy on 10 January 2009, which served as a lead-in to the Chinese New Year Raceday.

With an attendance of nearly 80,000 people, the Chinese New Year Raceday is no doubt a key entertainment for fellow Hong Kong citizens and tourists, especially those from the Mainland. As a business which relies heavily on tourist arrivals and spending, sponsorship of the races not only brings us intangible benefits such as improved brand equity and status but actual revenue to our bottom line.

Chow Tai Fook Jewellery Company Limited therefore highly supports the proposal to increase local race days and the simulcasts of international races as these will strengthen Hong Kong's attraction as a tourism destination.

We hope the Panel on Home Affairs would give kind consideration to our views.

Yours truly,

Koo Tong Fat
Director of Chow Tai Fook

cc: Ms Betty Fong, Secretariat, Panel on Home Affairs, Legislative Council