

----- Forwarded by Betty WW FONG/LEGCO on 2009/07/07 AM 09:50 -----



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2009/07/07 AM 09:46

Subject Written Support to the HKJC for extra race day

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,

Founded in 1875, Audemars Piguet is a world renowned Swiss watchmaker with three production sites, fourteen distribution subsidiaries and sixteen boutiques around the world. We offer a broad range of products encompassing watches with complex movements, jewellery-watches as well as a line of jewellery.

Our brand has been the sponsor of the Audemars Piguet QE II Cup for the past ten years and we are very proud to have established the relationship over the years.

As one of the most important racing events in the international horse racing calendar since 1999, the Audemars Piguet QE II Cup has emerged as the pilgrim of nobility and prestige. Our long term partnership with this exclusive event is a constant motivation to share our brand values of Tradition, Excellence and Daring.

The Audemars Piguet QE II Cup is a very prestigious international event in its own right. Each year, some thirty to forty horses – including the best in the world – would be flown in to Hong Kong to participate in the races. Our sponsorship and association with such a world famous event undoubtedly add value to our corporate brand image. As a sponsor, we are extremely pleased to see that the standard of the races has made great strides since our first sponsorship year. Today, anyone in the world who is a serious racing fan would look forward eagerly every year to the event.

Hong Kong is an international financial centre and the business hub of Asia with many multinational companies strategically locating their regional headquarters here. It is a pity

that we do not have many events that are of a similar stature as the Audemars Piguet QE II Cup. There is a considerable demand for sponsorship opportunities but the choices are limited. The situation could be improved if the proposal to increase extra race days and simulcast of international races are approved.

We therefore wish to see that the proposals to increase five extra race days and to have 20 simulcasts of international races be granted as this would bring considerable benefits to Hong Kong in the long run.

Yours truly,

David von Gunten
CEO

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

Karen Yong
Regional Marketing Manager

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