

# 香港2009東亞運動會

## Hong Kong 2009 East Asian Games



# 籌備工作的進展

## Progress of Preparation



# 場地準備就緒

## Venue Readiness

22個運動項目 (22 sports)

- 16個政府場地 (16 government venues)
- 4個非政府場地 (4 non-government venues)
- 一些公路路段 (some sections of public roads)





# 場地準備就緒

## Venue Readiness



全新場地：將軍澳運動場

New Venue: Tseung Kwan O Sports Ground



# 場地準備就緒

## Venue Readiness



全新場地：將軍澳運動場

New Venue: Tseung Kwan O Sports  
Ground



# 場地準備就緒

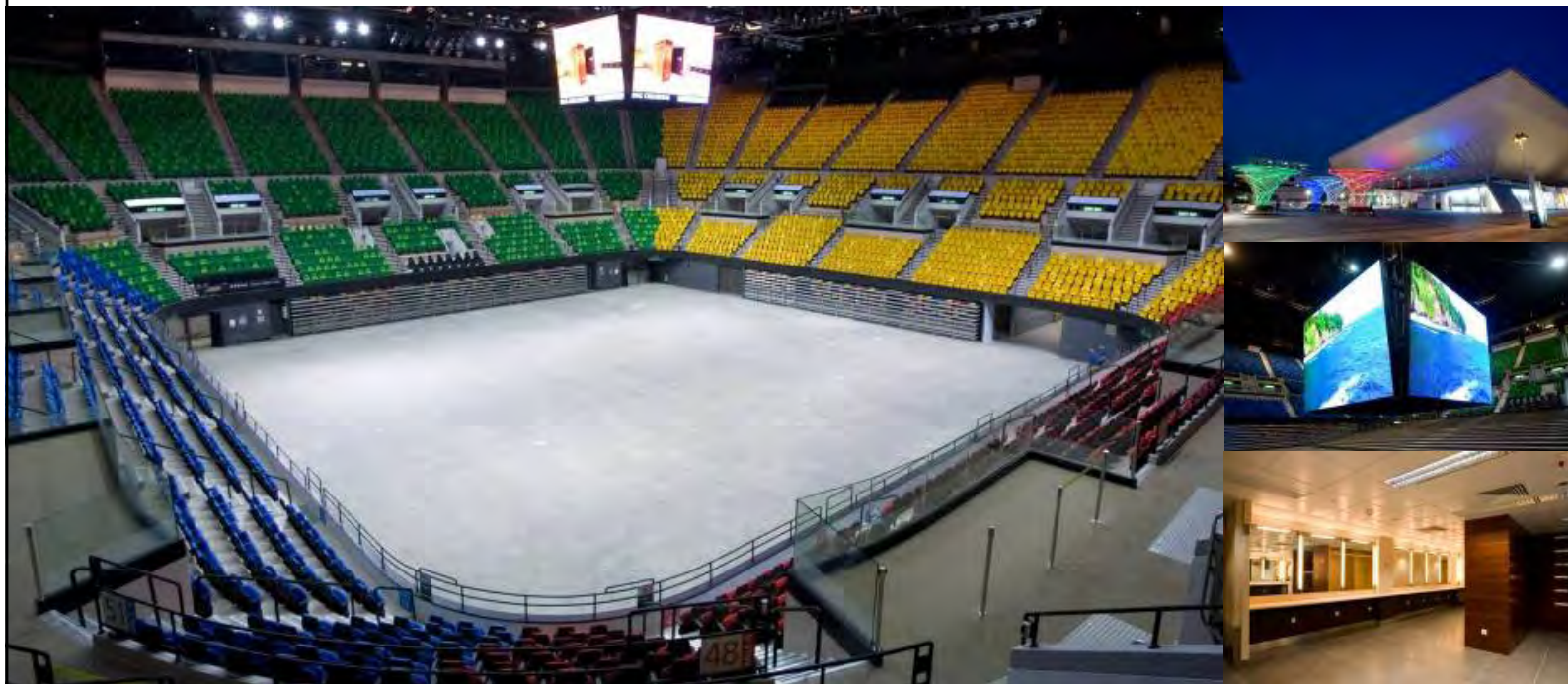
## Venue Readiness



全新場地：香港賽馬會國際小輪車場  
New Venue: HKJC International BMX  
Park

# 場地準備就緒

Venue Readiness



提升現有場地：香港體育館

Upgrade Existing Venues: Hong Kong Coliseum



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# 場地準備就緒

## Venue Readiness



提升現有場地：伊利沙伯體育館

Upgrade Existing Venues: Queen Elizabeth Stadium



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# 場地準備就緒

## Venue Readiness



# 運動員準備就緒

## Athletes Readiness





# 宣傳推廣活動

## Publicity and Promotion Activities



二百天倒數（五月）  
200-day Countdown in  
May





# 宣傳推廣活動

## Publicity and Promotion Activities



城市景觀佈置（六月底）

City Dress-up Programme (End of June)



# 宣傳推廣活動

## Publicity and Promotion Activities



### 宣傳短片及宣傳聲帶

### Announcements of Public Interest



# 宣傳推廣活動

## Publicity and Promotion Activities



一百天倒數及火炬接力傳遞

(29/8/09)

100-day Count-down & Torch Relay





# 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



地區響應活動  
District Support  
Programmes

# 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



教材套

Learning and Teaching Package





# 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



學校火炬接力  
School Torch Relay





# 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



### 新一系列城市景觀佈置

### New Series of City Dress-up Programmes

# 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



的士業團體簡報會  
Briefing for Taxi  
Trade

## 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



公布參賽名單

Announce Participating  
Athletes



# 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



電視特輯《體育的風采》  
TV Series "Glamour of Sport"

## 未來宣傳推廣活動

## Upcoming Publicity and Promotion Activities



小輪車場開幕禮  
Opening of BMX  
Park



# 票務安排

## Ticketing Arrangement



33萬張門票

330,000

Tickets

# 轉播安排

## Broadcasting Arrangements



7個電子傳媒以協作模式轉播

Consortium partnership of 7 local electronic media agencies





# 轉播安排

## Broadcasting Arrangements



現場直播  
Live  
broadcast

# 緊急應變計劃

## Contingency Plan





# 未來路向 Way Forward

Be the Legend  
創造傳奇一刻



Be the Legend  
創造傳奇一刻

多謝  
Thank You

