

2016國際汽聯電驅方程式錦標賽 - 香港站 FIA Formula E Championship - Hong Kong ePrix 2016

立法會經濟發展事務委員會
LegCo Panel on Economic Development

2015年10月26日的會議
Meeting of 26 October 2015



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甚麼是電驅方程式錦標賽？ What is Formula E?

- 1st** 首個純電力驅動的單座賽車賽事
First fully electric single-seater race series

- 1st** 首次在城市中心見證電動車競賽與娛樂的結合
First championship using urban centre locations for electric-car races & entertainment

- 1st** 首項展現可持續動力與電驅汽車研發的體育運動
First sport providing a framework for sustainable mobility and electric car research and development

- 1st** 全球首個讓車迷能真正參與的賽事：“Fanboost” 投票系統
First global sport to offer real fan participation with its innovative ‘Fanboost’ voting tool



能源
Energy

環境
Environment



娛樂
Entertainment

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13/9
2014

首賽季在北京奧林匹克公園拉開帷幕

Inaugural season began in Beijing with a race in the Olympic Park

首賽季在倫敦圓滿結束，中國國家賽車隊納爾森·皮蓋特
奪得年度車手總冠軍

First season successfully concluded in London with Nelson Piquet Jr.
from Team China claiming the Driver's Title

28/6
2015

15-16
賽季
Season

8家製造商獲得自主研發動力系統許可；第二賽季於2015年
10月在北京展開

8 manufacturers are allowed to develop their own powertrain
systems; second season commenced in Beijing in October 2015

首賽季: 賽事精彩回顧 Season 1: Race Highlights

VIDEO



中環新海濱
Central Harbourfront



在8日(週六)及9日(週日)
比賽後: 舉辦其他周邊娛樂活動
Support & entertainment activities
on the 8th (SAT) and after the race on
the 9th (SUN)



第三賽季揭幕站
First stop of the third season



具挑戰性的街道賽道
Challenging street race circuit

對香港的裨益 Benefits to Hong Kong



旅遊業發展
Tourism
Development

社區參與
Community
Participation

活化海濱
Harbourfront
Vibrancy

賽車運動發展
Motorsports
Development

環保概念
Environmental
Protection

城市品牌
City Branding

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對香港的裨益 Benefits to Hong Kong 社區參與 Community Participation

電驅方程式與我 學生與院校

1. 電驅方程式實習 / 獎學金

時間：2016年7-9月
對象：大專院校及學生
簡介：透過實習計劃挑選學生加入電驅方程式工作團隊，讓他們拓展技能及累積經驗
宣傳計劃：在傳媒及社交媒體、網站發佈實習生體驗報導

2. 電驅方程式學院賽

時間：2016年5-10月
對象：教育機構及學生
簡介：為學生而設的官方周邊賽事。10支隊伍將利用自己製作的迷你電驅賽車在賽道上比賽。推廣可持續發展的工程及科技
宣傳計劃：在傳媒及社交媒體上推廣有關賽事

Formula E and Me

Students and Schools

- 1 FE Internships/scholarships
Timeframe: July-September 2016
Audience: Tertiary educational institutions and students

What: An internship campaign for select students to work with Formula E to further develop their skills and to gain real-life experience

PR programme: Media and social media; website updates with reports from interns
- 2 FE School Series
Timeframe: May-October 2016
Audience: Educational institutions and students

What: Official support series for students. Ten teams make their own mini electric race car, which then competes in a special support race on the full-size track. Promotes sustainable engineering and technology.

PR Programme: promotion of the campaign to the media and via social media.

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對香港的裨益 Benefits to Hong Kong 社區參與 Community Participation

- 香港史無前例的盛事
First and foremost an event for Hong Kong
- 讓本地市民感到自豪及建立歸屬感
Create a sense of pride and ownership with the local community
- 鼓勵居民參與賽事（義工參與、電驅方程式學院賽）
Engagement with the local community (participation of volunteers, Formula E Schools' Series)
- 為香港市民提供一個票價合理的多元體育盛事
Reasonable ticket prices provide an inclusive sporting event which belongs to HK people
- 邀請本地機構參與設置臨時賽道、相關基礎設施、餐飲服務及其他工作，創造本地就業機會
Use of local companies for the set-up of circuit, related infrastructure, food and beverage and other requirements which create job opportunities for local people

對香港的裨益 Benefits to Hong Kong 活化海濱 Harbourfront Vibrancy

- 電驅方程式錦標賽香港站將在中環海濱現有道路上設置富挑戰性的臨時街道賽道
The Hong Kong ePrix makes use of the existing roads in the Central Harbourfront area to create an exciting and challenging temporary street circuit
- 透過全球電視傳播賽事，向世界展示香港市區的建築物及維多利亞港的優美景色，提升香港及中環海濱的國際形象



The backdrop of the Hong Kong skyline and spectacular Victoria Harbour showcases the Central Harbourfront area and Hong Kong at its best to an international audience via worldwide TV broadcast of the race

- 透過舉辦是次賽事，提升中環海濱的活力形象，吸引本地各階層居民及外地遊客參與
Enhances the vibrancy of the Central Harbourfront area with an event which will appeal to both a broad demographic of local residents and non-local visitors alike

對香港的裨益 Benefits to Hong Kong

環保概念 Environmental Protection

- 純電力驅動的賽車，比賽期間不會排放廢氣

Fully-electric cars which ensure no emission during the race

- 提高社會對電驅汽車的興趣，推廣潔淨能源及其可持續發展

Accelerating the interest in electric vehicles and promoting clean energy and sustainability

- 與政府的環保政策目標一致，推廣使用電動汽車，減少街道空氣污染及溫室氣體排放

In line with the Government's environmental policy objective to promote the use of electric vehicles in Hong Kong to alleviate roadside air pollution and reduce greenhouse gas emission



對香港的裨益 Benefits to Hong Kong

城市品牌 City Branding

- 香港與電驅方程式錦標賽的共同特點：創新、先進、有遠見、高端、重視可持續發展

Hong Kong and Formula E: Shared characteristics – innovative, cutting-edge, forward-looking, sophisticated, focus on sustainability

- 透過電視向全球180個國家、數十億觀眾轉播街道賽事，推廣香港作為多元化旅遊目的地的形象

Street circuit visually showcases Hong Kong as a diverse visitor destination to worldwide TV audience of billions with the race broadcast in 180 countries

首賽季媒體統計 Season 1 Media Stats

- 2014-2015賽季累計觀眾人數為**107.6 億**
The 2014-2015 season generated a cumulative audience of **10.76 billion**
- **6,851**小時電視轉播，收看觀眾達**1.903億人**
6,851 hours of dedicated TV coverage broadcasting resulted in a **190.3 million** cumulative audience
- 環球電視新聞累計觀眾**6.722億人**
Global TV News generated **672.2 million** cumulative audience
- 出版刊物及網絡報導覆蓋讀者群約**47億人**
Print and online press coverage brought **4.7 billion** total readership
- 全球共**361,500**人到現場親身觀賽
361,500 spectators experienced the action onsite worldwide
- 全球**52億人**透過電驅方程式社交媒體關注賽事
Formula E social media resulted in **5.2 billion** global impressions

對香港的裨益 Benefits to Hong Kong 旅遊業發展 Tourism Development

- 吸引本地居民、外地高消費遊客及賽車運動愛好者來港觀賞賽事

Appeal to locals and non-local high-spending visitors as well as motorsports lovers coming to Hong Kong for the event

- 鞏固香港作為「亞洲盛事之都」的地位，展示香港舉辦大型盛事的能力

Reinforce Hong Kong's status as the events capital of Asia and showcase our ability to host mega-events

- 舉辦盛事能彰顯香港強大的組織力，推動會展旅遊業的發展

Staging of mega event illustrates Hong Kong's formidable organisational capabilities to benefit the development of the MICE tourism industry

分站賽 (Race)

比賽日觀眾 (Attendance)

中國，北京	75,000
馬來西亞，布特拉再也	91,000
烏拉圭，埃斯特角	*10,000
阿根廷，布宜諾斯艾利斯	*20,000
美國，邁阿密	33,000
美國，長灘	23,000
摩納哥，蒙地卡羅	*23,000
德國，柏林	21,000
俄羅斯，莫斯科	10,000
英國，倫敦（第一輪）	28,500
英國，倫敦（第二輪）	27,000

賽季總計 (Season Total) 361,500

對香港的裨益 Benefits to Hong Kong 賽車運動發展 Motorsports Development



“我們知道香港有很多人喜愛賽車運動，所以希望藉著今次賽事，與FIA可發展長遠的合作關係”
余錦基，香港汽車會會長，2013 年9 月

“We know there is huge interest in motor racing in Hong Kong and we hope this will be the start of a long relationship, especially with the FIA”

Lawrence Yu Kam-Kee, President, Hong Kong Automobile Association, Sept-2013

- 香港賽車運動始源於1950年代，明年將首度重回香港
Motorsports returns to Hong Kong for the first time since the 1950s
- 滿足本地市民對世界級賽車運動的盼求
Satisfy the public's demand for an international, world-class motorsports event in Hong Kong
- 向世界展示香港具能力舉辦世界級賽車運動
Showcase to the world that Hong Kong is able to host a world-class motorsports event
- 為香港日後利用街道賽道舉辦其他國際盛事奠定基礎
Pave the way for other world-class mega events using the street circuit in Hong Kong

- 香港特別行政區政府歡迎在香港舉辦更多盛事，並認同這項盛事能為香港帶來不同的裨益：

The Hong Kong SAR Government welcomes the staging of more events in Hong Kong and appreciates the benefits to be brought by the event from various angles:

- | | |
|-----------------------------------|------------------------------------|
| ■ 社區參與 (Community Participation) | ■ 城市品牌 (City Branding) |
| ■ 活化海濱 (Harbourfront Vibrancy) | ■ 旅遊業發展 (Tourism Development) |
| ■ 環保概念 (Environmental Protection) | ■ 賽車運動發展 (Motorsports Development) |

- 旅遊事務署一直協調相關政府部門，為活動提供適切及可行的協助

Tourism Commission has been coordinating among relevant Government departments to provide the event with necessary assistance as appropriate

- 香港特別行政區政府的支援只限於在中環新海濱提供符合國際安全標準的路段，以便舉辦街道賽事及確保賽車手和觀眾的安全

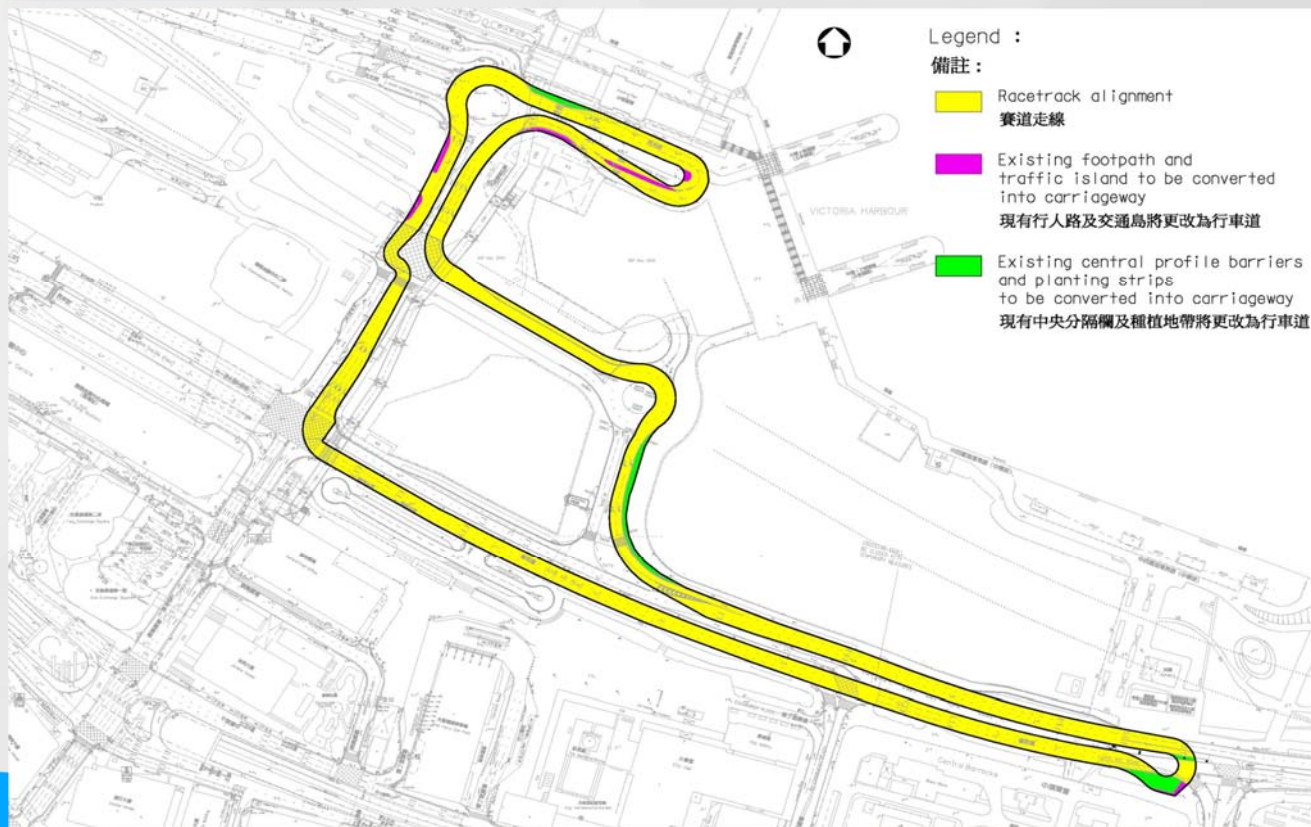
The Hong Kong SAR Government's support is limited to providing road sections in the new Central Harbourfront which can meet the international safety standards for the staging of a street-circuit race to ensure safety provisions to both car drivers and spectators

- 香港特別行政區政府原則上同意：
 - 1) 在中環海濱進行小規模道路更改工程，以便賽道能符合國際汽聯的安全標準；以及
 - 2) 在賽事當天提供必要的市政支援服務（如人潮控制）

The Hong Kong SAR Government has agreed in-principle to:

- a) carry out minor-scale road modification works in the Central Harbourfront area to ensure that the race track meets the safety requirements of the FIA; and
- b) provide necessary municipal services (e.g. crowd control) during the event

小規模道路更改工程 Minor Road Modification Works



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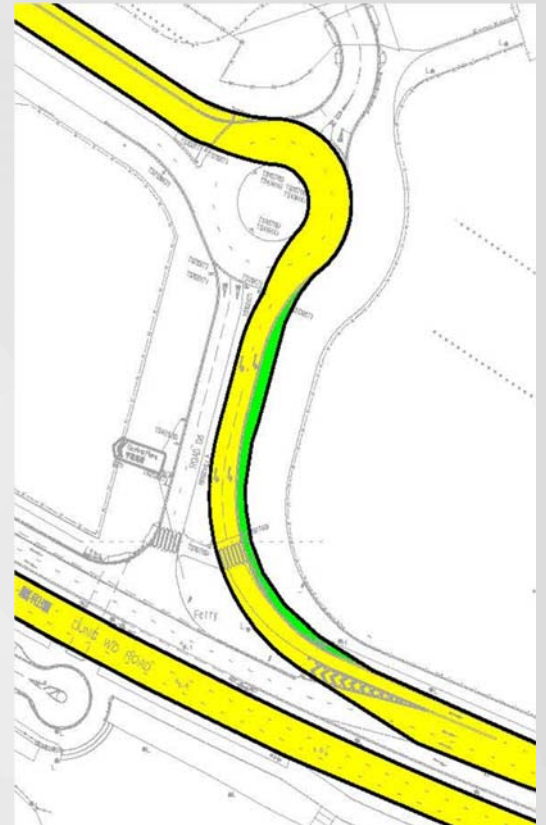
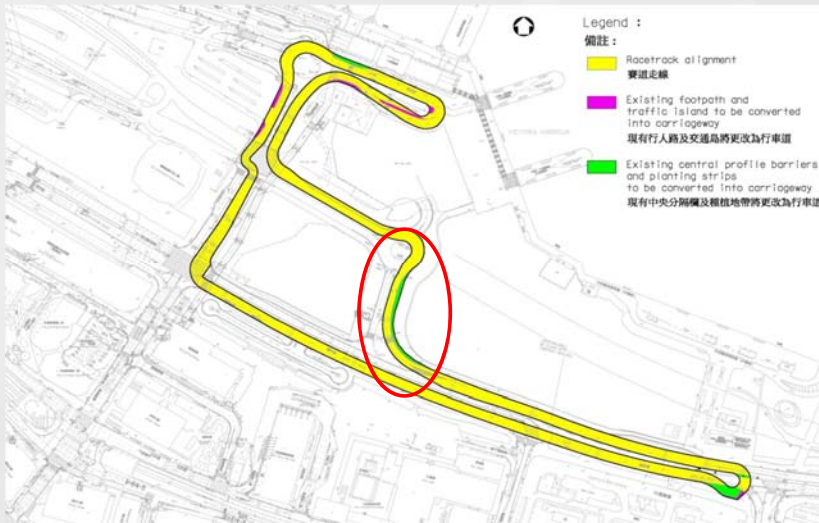
小規模道路更改工程 Minor Road Modification Works

工程範圍及性質

Scope and nature

- 更改部分現有行人路、道路中央分隔欄及種植地帶為行車路
Conversion of some existing footpaths, central profile barriers and planting strips to carriageway
- 移植和移除樹木，及補償性栽種樹木
Tree transplantation, felling and compensatory work
- 遷移相關街道設施（如街燈及交通指示牌等）
Relocation of associated street furniture (including street lightings and traffic signs, etc.)

(1) 於耀星街進行的小規模道路更改工程
The minor road modification works in Yiu Sing Street

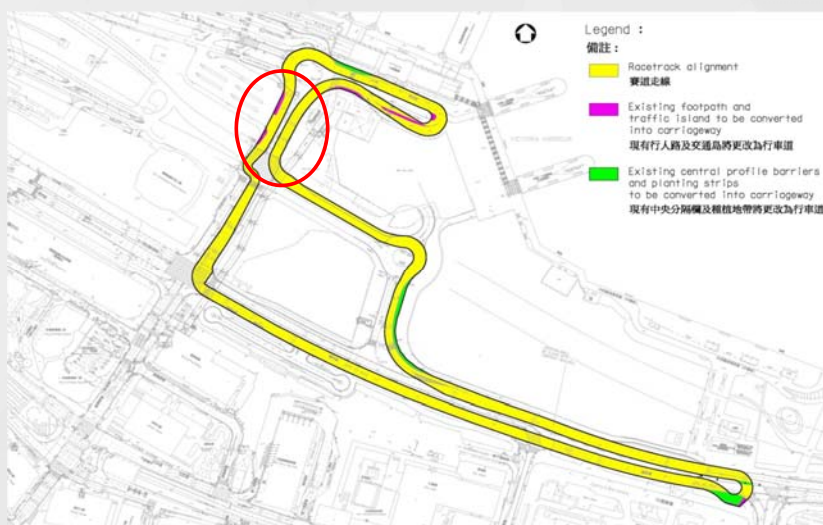


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(2) 於民耀街進行的小規模道路更改工程
The minor road modification works in Man Yiu Street

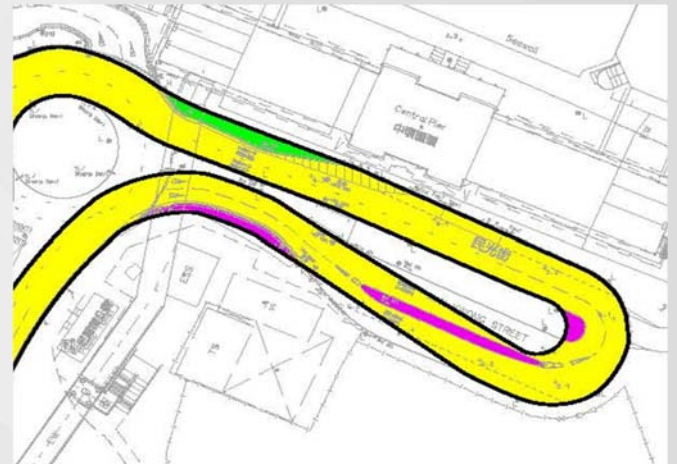
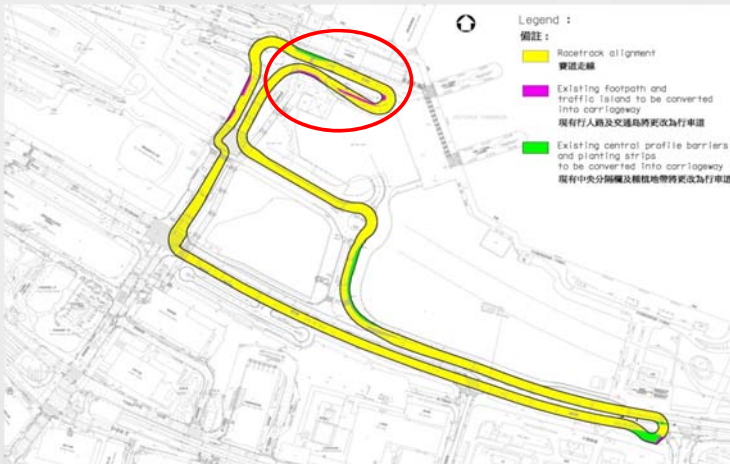


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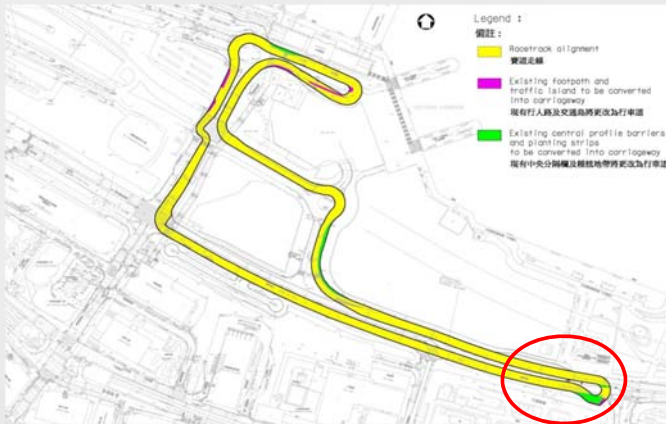


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(3) 於民光街進行的小規模道路更改工程 The minor road modification works in Man Kwong Street



(4) 於龍和道進行的小規模道路更改工程 The minor road modification works in Lung Wo Road



小規模道路更改工程 Minor Road Modification Works

- 與一般道路維修工程無異，施工期間或會對道路使用者造成不便。臨時交通安排已適切地實行；有需要時工程會在夜間進行，以盡量減低可能對交通的影響

Similar to other road maintenance works in general, inconvenience to road users may be caused during the construction period. Temporary traffic arrangements have been put in place and works will be carried out in the night time if necessary to minimize the possible disturbance to the traffic

- 小規模道路更改工程完成後，道路線形、行車線安排及行人路線將維持不變。在比賽結束後，不會對現有道路線形和道路使用者造成太大影響

The road alignment, traffic lane configuration and pedestrian routes will remain unchanged upon the completion of the minor road modification works. No material impact on road alignment and road users in the area after the race

- 小規模道路更改工程不涉及建設新的道路或大幅擴展現有道路，亦不會限制海濱的未來發展

The minor road modification works do not involve construction of new road or major extensions of existing roads. It will not pose constraint on future harbourfront development

小規模道路更改工程 Minor Road Modification Works

10/2015

動工日期
Commencement of works

9/2016

預計完工日期
Anticipated completion

約\$2千萬元
Around \$20 million

預算開支
Estimated cost

賽事可能涉及的交通影響 Potential Traffic Impact of the Race

- 為確保在賽事舉行前預先採取必要的措施及臨時交通安排，主辦機構已聘請交通顧問，進行詳細的交通影響評估

The event organizer has engaged a traffic consultant to carry out a thorough Traffic Impact Assessment study to ensure necessary measures and temporary traffic arrangements to be undertaken in advance of the race

- 設置臨時賽道及比賽當天或會為附近交通及道路使用者帶來影響。不過，設置臨時賽道只會在深夜進行，而比賽在星期日舉行，緊接的星期一則是公眾假期。我們會盡量減低對附近交通及道路使用者可能帶來的影響

There may be traffic disruption to the traffic and road users when setting up the temporary racetrack and on the race day. While the set-up works will only be carried out in the midnight, and the race is to be held on Sunday with a public holiday on the following Monday. The possible disruption to the traffic and road users will be minimized as far as possible

- 香港具管理大型活動的豐富經驗，如香港馬拉松
Rich experience with managing large-scale events, such as the Hong Kong Marathon
- 正與香港警務處及運輸署保持緊密聯繫，以確保臨時交通安排能順利執行
Closely liaising with the Hong Kong Police Force and Transport Department to ensure the smooth operation of the temporary traffic arrangements

重要日期 Key Dates

9/10/2015

宣布電驅方程式錦標賽香港站將於2016年10月舉行
Announcement of the staging of the race in Hong Kong in October 2016

3/2016

國際汽聯宣布2016-17賽季電驅方程式錦標賽賽曆
FIA's Announcement of the 2016-17 Formula E Championship calendar

9/10/2016

電驅方程式錦標賽香港站
Hong Kong ePrix

- 主辦機構正著手進行相關的籌備及宣傳工作

Organizer has embarked on various preparatory work and publicity activities

- 主辦機構會與持分者保持聯絡，適時匯報最新發展

Organizer will maintain liaison with relevant stakeholders and update them on the latest development in due course



謝謝！ Thank You!