

SHKP malls gear up for Paris 2024 Olympics 新地商場全力支持巴黎奧運



Gearing up for the Paris 2024 Olympics, the Group has stepped up as the venue sponsor for the Sports Federation & Olympic Committee of Hong Kong, China's (SF&OC) "Road to Paris" roving promotion. This exciting partnership will see SHKP malls host a series of Olympics-themed campaigns to generate support for Hong Kong athletes in the lead-up to the global sporting event.

At the kickoff ceremony for "Road to Paris" held at apm, Kwun Tong, Group Executive Director Christopher Kwok (first left, left photo) said: "SHKP malls will present live broadcasts of the games and roll out various promotional activities, offering special privileges for The Point members. We believe that by bringing major events to different districts through our mall network, it will help boost the economy, drive local tourism and the retail market in alignment with the government's vision of 'tourism is everywhere in Hong Kong'."

From early June to mid-July, 10 SHKP malls will host a series of Olympic and sports-themed events, including exhibitions, interactive game booths, athlete photo exhibitions, sports experiences and athlete sharing sessions.

隨著 2024 巴黎奧運會即將展開，集團很榮幸成為中國香港體育協會暨奧林匹克委員會（港協暨奧委會）「邁向巴黎奧運 Road to Paris」巡迴推廣活動的場地贊助商，讓連串奧運造勢活動在旗下商場舉行，與市民一同為香港運動員打氣。

集團執行董事郭基泓（左圖左一）在觀塘 apm 舉行的「邁向巴黎奧運 Road to Paris」啟動禮上表示：「奧運期間，新地各區商場都會直播賽事，同時推出一連串精彩推廣活動及 The Point 會員優惠，希望借力體育盛事『拼經濟』，亦希望響應政府『香港無處不旅遊』的理念，透過新地商場網絡，將盛事帶到各個社區，振興本地旅遊業同消費市道。」

集團 10 個商場由六月初至七月中，會舉辦一系列的奧運及體育主題活動，包括展覽、互動攤位遊戲、運動員相展、運動體驗及運動員分享會等。