



19-21 February 2016 AsiaWorld-Expo

For Release

VIP Ringside Hospitality & Fine Dining at Longines Masters of Hong Kong 2016

*'See and be seen' at prestigious VIP Masters Club
by 2 Michelin-starred Chef Yves Mattagne*



(Hong Kong, 21st December, 2015) – Prestigious ringside VIP tables are the ‘place to see and be seen’ at Asia’s most glamorous equestrian event, the Longines Masters of Hong Kong 2016.

The VIP Masters Club by 2 Michelin-starred Chef Yves Mattagne offers the most exclusive seats in the arena along with gourmet fine dining when the international series returns to AsiaWorld-Expo from February 19-21.

Exclusive tables for 8 guests offer full-service gastronomic menus including fine wine & Champagne Barons de Rothschild for Friday dinner, Saturday lunch & dinner and Sunday lunch priced from HK\$50,000-70,000 – with all four sessions from HK\$160,000-200,000.

Yves Mattagne is a famous television chef who has starred in shows like ‘Masterchef France’ and Chef Patron of one of the best restaurants in Belgium, the 2 Michelin star ‘Sea Grill’ in the centre of Brussels. The gastronomic flagship at the Radisson Blu Royal hotel is famed for premium seafood complemented by classic rich French sauces and exotic ingredients.

He replicates his much-lauded gourmet cuisine at the Longines Masters of Hong Kong 2016, presenting top notch delicacies and freshest seafood from caviar and lobster to oysters, crab, foie gras and truffle on four different menus over the 3 days.

Champagne Barons de Rothschild, fine Bordeaux wines and souvenir photos are also included in the VIP packages. But space is limited to just 90 tables in the exclusive VIP Masters Club, available on a ‘first come, first served’ basis, so early reservation is essential at lmhk@fasttrackagency.com.

The 4th edition of the Longines Masters of Hong Kong is the last leg of an intercontinental series which opened in Los Angeles in October and continued to Paris in December – contested by top international showjumpers including World Number 1 Scott Brash, British riding legend John Whitaker, U.S. Number 1 Beezie Madden, U.S. Number 2 Kent Farrington and 2012 Olympic Gold Medalist Steve Guerdat.

Alongside world-class showjumping is a jamboree of entertaining riding competitions among local jockeys, artistic equestrian performances, with a ‘Prestige Village’ entertainment hub of catwalk fashion shows, Champagne and wine tastings, contemporary art exhibition and live DJ entertainment. Designed to appeal to the entire family, there are also Master Classes in riding, autograph sessions and a ‘Kids Club’ to occupy the young ones.

Event founder Christophe Ameeuw of Belgium-based EEM is on a mission to ‘reinvent showjumping’, gathering under one roof the best of the sport, entertainment and glamour in three iconic cities. This glamour is the key and VIP Masters Club is the prestigious pinnacle of the glamour,’ he said.

No better example of the event’s ‘glamour factor’ was the celebrity turnout on the first-leg of its road to Hong Kong, with Hollywood out in force in a star-studded VIP gallery including director Steven Spielberg, Bill Gates, Bo Derek, rock and roll legend Bruce Springsteen and action star Jean Claude Van Damme.

Another distinguishing factor is the competition format adopting the ‘Grand Slam’ concept of tennis, challenging riders to win the three consecutive Grands Prix events in Los Angeles, Paris and Hong Kong. The ultimate prize for all three is a million euros, while two successive wins earn 500,000 euros and two wins out of three earn 250,000 euros.

The signature ‘Longines Grand Prix’ competition is on Sunday, the final day.

The action starts on Friday evening with two events presented by the Hong Kong Jockey Club, which partners the series. Hong Kong’s top jockeys face the unfamiliar challenge of a showjumping course for the ‘Hong Kong Jockey Club Trophy’, while ‘The HKJC Race of the Riders’ is an entertaining relay.

Saturday is headlined by speed & skill with the ‘Longines Speed Challenge’, the only speed competition of its kind in the world, and the Laiterie de Montaigu Trophy.

In between the main events are elegant dressage performances, and for the first time in Hong Kong, 4-a-side polo exhibition matches between four international teams, sponsored by Shanghai Tang.

Previous editions attracted more than 20,000 visitors, as the event enhances Hong Kong’s reputation as Asia’s ‘Equestrian Capital’.

Mr Ameeuw added: ‘The Longines Masters of Hong Kong is firmly established as a major ‘must-go’ sporting and social event in Asia. As the series continues to attract record-breaking attendances of sports fans, families and celebrities, it is living up to its fame as the world’s premier 6-star equestrian competition.’

To purchase tickets to The Longines Masters of Hong Kong 2016, visit:
www.longineshkmasters.com or <http://venue.cityline.com>

For corporate hospitality, email: lmhk@fasttrackagency.com

Ticket details:

Sessions	Prestige Seats	Standard Seats
Session 0- 19 Feb 2016, 3:00pm-6:00pm	Free admission	Free admission
Session 1 - 19 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 2 - 20 Feb 2016, 9:00am-6:00pm	n/a	\$330
Session 3 - 20 Feb 2016, 6:00pm-12:00am	\$720	\$590
Session 4 - 21 Feb 2016, 9:00am-6:00pm	\$980	\$850

Prestige Village Tickets

Admission to the Prestige Village will be **free** from Friday to Sunday for all visitors.

The free access will permit entry to the Prestige Village exhibitions, shops and activities, but a separate purchased ticket will be required to enter the main competition area to watch the equestrian competitions and shows. **However, due to capacity limitations, free admission will be limited to a first-come, first-served basis upon arrival.**

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Editors’ Notes:

Official Trailer for The Longines Masters Series 2015-2016 ‘We Ride the World’: <https://youtu.be/DGtw5rkV2Fo>

ABOUT THE LONGINES MASTERS

Established in three of the world’s most iconic cities—Los Angeles, Paris and Hong Kong—the unique Longines Masters series is recognized by the Fédération Equestre Internationale and is one of the most prestigious equestrian competitions worldwide. Created by EEM, the concept of

the Masters was born in 2009 with the first edition of the Gucci Paris Masters, now renamed the Longines Masters of Paris. Inspired by the Grand Slam tournaments in tennis, the circuit rapidly developed abroad, with the Longines Masters of Hong Kong in 2013 and the Longines Masters of Los Angeles in 2014.

The world's best riders and horses compete for one million dollars in prize money at each leg of the series. In addition, any rider who consecutively wins the Longines Masters Grand Prix in Paris, Hong Kong and Los Angeles will be rewarded with one million euros Masters Grand Slam Super bonus. For two successive victories, the rider will be awarded €500,000, and winners of two non-successive victories within a series of three Longines Masters Grand Prix will receive a €250,000 bonus.

These events are broadcast in more than 120 countries and reach up to 550 million households. Every edition of the Masters is a must-attend event that brings together sports enthusiasts, amateurs, celebrities and corporate decision-makers from around the world, who come to enjoy a unique experience, boasting exceptional sport, entertainment, glamour, gastronomy and contemporary art.

- Longines Masters of Hong Kong 19th to 21st February 2016
- Longines Masters of Los Angeles 29th September to 2nd October 2016
- Longines Masters of Paris 1st to 4th December 2016

ABOUT EEM

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeuw and his team have set for themselves! For over ten years they have been dedicated to bringing equestrian sports to the international front stage. Inspired by the Grand Slam in tennis and its legendary tournaments, EEM gathers under one roof the best of the sport, entertainment and glamour.

2009 was a crucial milestone for EEM with the revival of the Jumping de Paris and the creation of the Gucci Paris Masters, as it marked the beginning of their international development. EEM then set off to conquer new continents. An Asian edition took place in Hong Kong in 2013, followed in 2014 by the first American stage of the Longines Masters in Los Angeles. This first edition on the American continent was welcomed by renowned sports channel ESPN with the headline "The Next Big USA Sport".

In 2015 the intercontinental trilogy becomes the Longines Masters, presented by EEM.

ABOUT LONGINES

Longines has been based in Saint-Imier in Switzerland since 1832. Its watchmaking expertise reflects a strong devotion to tradition, elegance and performance. Longines has generations of experience as the official timekeeper of world championships and as a partner of international sporting federations. Over the years, Longines has established solid, long-term relationships with the sporting world. Renowned for the elegance of its timepieces, Longines is a member of the Swatch Group Ltd., the world's leading manufacturer of horological products. Using the winged hourglass as its emblem, the brand has outlets in over 140 countries. www.longines.com



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#LIVE Masters



Two Michelin-starred Chef Yves Mattange is to serve up ringside fine dining at the Longines Masters of Hong Kong 2016.



UK legend, John Whitaker, takes a victory lap after winning the Longines Grand Prix at the Longines Hong Kong Masters 2015.

Issued on behalf of EEM World by GHC Asia Public Relations Hong Kong

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