



19-21 February 2016 AsiaWorld-Expo

For Release

**HONG KONG'S EQUESTRIAN ENTHUSIASTS COME TOGETHER TO CELEBRATE THE UPCOMING 'LONGINES MASTERS OF HONG KONG 2016'**

*Tickets now on sale for 4<sup>th</sup> edition of 'Longines Masters of Hong Kong'  
Final Asian leg of global showjumping series  
19-21 February 2016 – AsiaWorld-Expo*



*(Hong Kong 13 November 2015)* – The Hong Kong return of the world's most glamorous international equestrian series, the Longines Masters, was officially launched at a VIP reception in Central last night.

The world's top international showjumpers and horses will again compete at the 'Longines Masters of Hong Kong' during three days of thrilling sporting action and entertainment from 19-21 February 2016 at AsiaWorld-Expo.

Welcoming sponsors, partners and equestrian fans to the launch reception, Fabien Grobon, General Manager of Belgium-based EEM World, creator and organiser of the Longines Masters,

said: “Now in its fourth year, 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, the Longines Masters is living up to its fame as the world’s premier 5-star equestrian competition.”

Longines Masters fans were also delighted to hear the news that the 2016 event will also feature an Indoor Polo Exhibition Tournament presented by Shanghai Tang, marking the return of polo to Hong Kong for the first time in 30 years.

Inspired by Grand Slam tournaments in tennis, the Longines Masters is renowned among the world’s most prestigious equestrian showcases – bringing the best of showjumping, entertainment and glamour under one roof in three iconic cities across three continents.

Hong Kong is the third and final leg of the 2015/2016 season, which opened in Los Angeles in October and continues to Paris in early December.

Alongside world-class showjumping and artistic equestrian performances in the main competition ring, the Longines Masters of Hong Kong notches up the glamour with a chic programme in the ‘Prestige Village’. As well as hosting the Opening Gala and private concerts, this hub of backstage entertainment incorporates Master Classes by international riders, autograph sessions, a contemporary art exhibition, champagne and wine tastings, live DJ entertainment and a ‘Kids Club’.

The Masters Club by 2 Michelin-starred Chef Yves Mattagne will once again offer guests an outstanding gourmet experience of fine dining at the heart of the action with unrivalled views of the competition. VIP Tables for eight in an exclusive ringside location offer four full-service meals with complimentary wine & Champagne 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. A 20% discount is offered for ‘early bird’ reservations made by 1 December 2015.

Prestigious partner brands such as Longines, Massimo Dutti and Shanghai Tang will be featuring their latest collections, while the world’s leading makers of equestrian equipment will be present, including Hermès Sellier.

The 4<sup>th</sup> edition of the Longines Masters of Hong Kong features six elite international showjumping classes over three exciting days.

Friday evening is the Hong Kong Jockey Club Trophy with Hong Kong’s top jockeys challenged over a showjumping course for ‘The HKJC Race of the Riders’.

The Saturday is headlined by speed & skill with the Longines Speed Challenge. It is the only speed competition of its kind in the world – with an identical course over all three legs encouraging riders to improve on their speed from one continent to the next. Last year’s event in Hong Kong saw French rider Julien Epailard beat world No. 1 Scott Brash by only a quarter of a second.

On Sunday, the final day, the show opens with the Massimo Dutti Trophy followed by the grand finale of the event: the Longines Grand Prix, which was won by legendary British rider John

Withaker last year. The winner of this 1.60m Olympic-level class will be eligible for the Masters Grand Slam Super Bonus.

The Longines Masters of Hong Kong 2016 is once again supported by the Hong Kong Jockey Club, with major sponsors including, Shanghai Tang, Massimo Dutti and Mercedes.

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

For corporate hospitality, visit: <http://www.fasttrackagency.hk>

**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.**

*[ends]*

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 Los Angeles 1<sup>st</sup> to 4<sup>th</sup> October 2015
- Longines Masters of Paris 3<sup>rd</sup> to 6<sup>th</sup> December 2015
- Longines Masters of Hong Kong 19<sup>th</sup> to 21<sup>st</sup> February 2016

#### ABOUT EEM

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameeru 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](http://www.longines.com)



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**#LIVEMasters**



Fabien Grobon, General Manager of EEM World, creator and organiser of the Longines Masters, welcomed sponsors, partners and equestrian fans at the launch reception.



Raphael Le Masne de Chermont, Executive Chairmain of Shanghai Tang, Christophe Ameeuw CEO and Founder of EEM World, and Andreas Binder, President & CEO of Mercedes-Benz Hong Kong,



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

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