



35th ASIAN RACING CONFERENCE HONG KONG 2014



Bringing racing

TO NEW HEIGHTS

With more than 800 delegates converging on the city from some 40 racing jurisdictions worldwide, the 35th Asian Racing Conference (ARC) in Hong Kong from 5-8 May 2014 was not only the biggest in the 54-year history of the event, but possibly the largest single gathering ever of racing officials and administrators from around the globe.

Organised by the Asian Racing Federation (ARF) and The Hong Kong Jockey Club, it brought together a “Who’s Who” of leading experts in their fields, both from within racing and the wider business community – all motivated to embrace a common global vision and set the agenda for the racing industry around the world.

Discussion topics ranged from the future of wagering, broadcasting technology, breeding and drug control to the use of social media in sport and how to connect racing to popular culture. It ensured that the conference lived up to its reputation of being the most important and prestigious event of its type in the world, serving as a marketplace for ideas and fostering the innovation and reform for which it has become famous.

Perhaps no better illustration of this was the issuing of tablet mobile devices to each participant on arrival, enabling instant paperless communication between organisers and delegates in keeping with today’s faster-paced but more socially-conscious world.

“It is very fitting that the ARC is being held here in Hong Kong,” observed ARF Chairman Dr Koji Sato during a glittering opening ceremony on 5 May, at which Chief Executive of the Hong Kong SAR Leung Chun-ying struck a ceremonial gong to declare the event open. “Hong Kong is one of the leading racing jurisdictions in the world. It is a global giant in terms of its wagering operations, it stages spectacular international racing events and it has a highly respected role as a major contributor to charity and to the community.”

This was the third time Hong Kong had hosted the ARC, the previous occasions in 1978 and 1991, but significantly it was the first time since the city’s reversion to Chinese sovereignty in 1997, providing a chance to show the racing world that Deng Xiaoping’s famous pre-Handover pledge – “the racing will continue” – was more than being



Club Chairman T. Brian Stevenson gives a welcome address to delegates.
馬會主席施文信致辭歡迎各代表。

第三十五屆亞洲賽馬會議在二〇一四年五月五日及六日於香港舉行，吸引來自全球四十多個地區、逾八百名業界人士出席，參與人數不但為會議創辦五十四年來歷屆之冠，更稱得上是匯聚全球賽馬專家及管理人員的最大型會議。

本屆會議由亞洲賽馬聯盟及香港賽馬會舉辦，匯聚馬壇及其他相關專業領域享負盛名的專家，為全球馬壇訂立發展目標，抱著同一願景努力向前。

今屆會議內容全面，涵蓋範疇包括賽馬博彩發展、廣播技術、育馬及藥物控制，以至社交媒體在體育項目方面的應用及如何將賽馬運動與流行文化連繫起來。亞洲賽馬會議向來被譽為全球最重要及最享負盛名的馬壇會議，本屆會議亦不負所望，結集各專家意見，推動馬壇創新及改革。

在今次會議中，每位參與會議的人士均獲發一部平板電腦，方便主辦單位與各與會代表即時以電子渠道溝通；此一創新之舉既能減少用紙，同時更緊貼社會快速節奏之趨勢，加強與會人士的互動溝通。

五月五日，會議開幕儀式隆重舉行，並由香港特別行政區行政長官梁振英作為主禮嘉賓。隨著行政長官手上大槌一揮，擊響銅鑼，象徵第三十五屆亞洲賽馬會議正式揭幕。在開幕儀式上，亞洲賽馬聯盟主席佐藤浩二醫生表示：「亞洲賽馬會議在香港舉行，可謂最適合不過。香港賽馬會是世界上最重要的賽馬機構之一。就投注規模而言，

堪稱業界巨人。它也舉辦精彩的國際賽馬盛會，並且作為慈善及社區的最大資助機構而備受推崇。」

這次是香港繼一九七八年及一九九一年後，第三次主辦亞洲賽馬會議，亦是一九九七年回歸中國後首次以東道主身分舉辦此項盛事，向全球展現由鄧小平提出的回歸後「馬照跑」承諾得以兌現。事實上，香港自二十三年前舉辦亞洲賽馬會議後，不論在賽馬業及其他相關項目上，均取得長足發展，現已成為全球賽馬業的領導者之一。

亞洲賽馬聯盟秘書長夏定安亦同意佐藤醫生的觀點。他認為，亞洲地區基於經濟及地緣政治因素，現今於世界賽馬運動的角色舉足輕重，很快更會成為全球賽馬中心，這解釋了為何來自全球參與今屆會議的人數為歷屆之冠。

馬會主席施文信在開幕儀式上致辭，他表示，亞洲賽馬會議現已成為全球最大型的賽馬會議，主要由於亞洲賽馬聯盟的二十一個成員，目前每年舉行的賽事多達五萬五千場，差不多佔全球賽事數目的百分之四十。亞洲賽馬聯盟成員在二〇一二年合共錄得七百五十億美元的投注額，佔全球賽馬投注額差不多百分之六十。成員國同時每年培育出約三萬五千匹高質素的純種馬，差不多佔全球總產量的百分之四十。

施文信續稱，香港第三次獲選主辦亞洲賽馬會議，實在非常榮幸。他表示：「賽馬是香港的世界

級品牌之一，但同樣重要是其獨特營運模式及組織結構，均屬社會創新的典範，而且透過馬會的非牟利營運模式，令到香港整個社會都能受惠。」

香港特別行政區勞工及福利局局長張建宗於「賽馬對社會的影響」小組會議中，向與會代表強調，馬會在政府致力建設一個「更關懷友愛、更具凝聚力」的社會時，承擔了「加強、支援及補充政府工作」的重任。

張建宗告訴與會代表，馬會不但為政府帶來可觀而穩定的稅收，而且創造了大量就業機會，同時也是本港主要的慈善資助機構。他總結道：「簡而言之，馬會不僅是國際級賽馬機構，也是大力推動社會長期發展的重要動力。」

五月七日，亞洲賽馬會議賽馬夜於跑馬地馬場上演，讓與會代表親身感受本港一流賽馬活動的熱鬧氣氛。五月八日，會議閉幕禮在沙田馬場舉行。典禮包括亞洲賽馬聯盟授旗儀式，由第三十六屆亞洲賽馬會議主辦機構、來自印度的代表接過旗幟，下屆會議將於二〇一六年初在印度孟買舉行。

閉幕禮另一焦點，乃大會宣佈委任馬會行政總裁應家柏為亞洲賽馬聯盟新任主席。這是應家柏第二次擔任這個職位；他現時亦是國際賽馬組織聯盟副主席。

亞洲賽馬會議 推動賽馬業創高峰

fulfilled. Indeed, Hong Kong has made enormous strides since its previous staging of the ARC 23 years ago, both on and off the track, and is now considered one of the world's leading horse racing jurisdictions.

ARF Secretary General Andrew Harding echoed Dr Sato's view, adding that Asia was the new powerhouse of horse racing in terms of economics and geopolitics, and would soon become the epicentre. This explained the record number of participants from all over the world, he said.

Club Chairman T. Brian Stevenson told delegates that the ARC had become the largest racing conference in the world, not least because the 21 full members of the ARF now ran over 55,000 races a year, accounting for almost 40% of the total worldwide. Their combined turnover in 2012 topped US\$75 billion, representing nearly 60% of all the money wagered globally on horse racing; and their breeding industries foaled some 35,000 high-quality thoroughbreds a year, close to 40% of the world's total.

It was a great honour for Hong Kong to be chosen as host city for the third time, Mr Stevenson said, observing that "horse racing is one of Hong Kong's world-class brands but equally importantly its method of operation and structure is by way of a unique model of social innovation which benefits the entire Hong Kong community through the Jockey Club's not-for-profit business model".

Addressing delegates at a plenary session examining "The Community Impact" of horse racing, Secretary for Labour and Welfare of the Hong Kong SAR Matthew Cheung Kin-chung also acknowledged the Club's instrumental role in "augmenting, supplementing and complementing the Government's efforts in building a more caring, compassionate and cohesive society".

Mr Cheung said the Club not only generated substantial and stable tax revenue for the Government, but also created considerable job opportunities and served as a major charitable benefactor. "In short, the Jockey Club is far more than a powerhouse of horse racing of international standing. It is an important social engine generating



Secretary for Labour and Welfare Matthew Cheung praises the Club for complementing the Government's efforts to build a more caring, compassionate and cohesive society.

勞工及福利局局長張建宗讚揚馬會配合政府，共建更關懷團結的社會。

immense horse power to propel the long-term social development of Hong Kong," he remarked.

An ARF-themed racenight at Happy Valley Racecourse on 7 May allowed delegates to experience first-hand the vibrancy of the city's top-quality racing in action, before a dazzling closing ceremony at Sha Tin the following day at which the ARF flag was handed over to the host of the 36th ARC, India, which will hold the event in Mumbai in early 2016.

Another landmark announcement was the appointment of Club Chief Executive Officer Winfried Engelbrecht-Bresges as the new ARF Chairman. This will be a second term of office for Mr Engelbrecht-Bresges, who is also Vice-Chairman of the International Federation of Horseracing Authorities.



Chief Executive of the HKSAR Leung Chun-ying strikes a gong to declare the 35th ARC officially open.

香港特區行政長官梁振英敲響銅鑼，象徵第三十五屆亞洲賽馬會議正式開始。

MAKING A DIFFERENCE IN THE WORLD OF RACING



Club CEO Winfried Engelbrecht-Bresges tells delegates how the Club's customer-centric approach has helped keep the sport relevant and grown the industry.

馬會行政總裁應家柏闡述馬會以客為先的理念如何有助本港馬壇保持競爭力和持續發展。

Likened to the Group of 8 of the racing world, the 35th ARC was a meeting of great minds whose ideas were presented and discussed with a view to making a positive difference in the world of racing.

Outlining the success story of Hong Kong racing on the opening day, Club CEO Winfried Engelbrecht-Bresges highlighted the Club's investment in facilities using a customer-centric approach, in order to keep the sport relevant and grow the industry in what is a very competitive entertainment gaming market.

"Wagering revenue is the lifeblood of racing. We are competing for the attention, time and entertainment dollar of our current and future customers," he remarked. "If we want to have a sustainable business model, we have to make sure we grow our wagering income."

In a subsequent session, Executive Director of Customer and Marketing Richard C K Cheung explained the Club's mould-breaking engagement strategy, using in-depth customer analytics to connect with current and potential customer segments. Based on these findings, he said, the Club had created customer-focused venues under the Club's Racecourse Master Plan, made good use of emerging technologies and introduced experience-enhancing initiatives such as the Happy Wednesday brand.

As a result, he said, the Club had seen the number of racegoers aged below 35 increase by 43% since the 2010/11 season, while turnover from new and younger racegoers had risen by 40%.

Meanwhile, in a session at which various Asian jurisdictions shared their different approaches to the hosting of major racing events, the Club's Executive Director of Racing William A Nader explained the evolution of the iconic Hong Kong International Races. Delegates were told that "state-of-the-art quarantine facilities, outstanding hospitality and a comprehensive marketing and media strategy have all been keys in the growth and success of this meeting, which is now the world's third biggest single raceday in terms of prize money on offer".

Also attracting much attention from delegates worldwide were two sessions dedicated to "Racing and Breeding in Mainland China" – a first for the ARC. Other topics included cutting-edge technology in sports TV, drug control in horse racing and the international movement of horses.

Summing up the four days of meetings, business forums and social events at the closing ceremony held at Sha Tin Racecourse, Dr Sato said it had been "a tremendous conference with 15 different sessions, all important to bring racing to new heights".



The Asian Racing Federation Trophy meeting at Happy Valley (above and left) was a sporting highlight of the Conference. 於跑馬地舉行的亞洲賽馬聯盟錦標賽馬夜(上圖及左圖)是會議的焦點活動。

亞洲賽馬聯盟錦標 2014

ASIAN RACING FEDERATION TROPHY

香港賽馬會
The Hong Kong Jockey Club



第三十五屆亞洲賽馬會議邀請多位具分量的專家講者主持講座及研討會，聚首一堂推動賽馬業在國際層面上進一步發展，被視為賽馬業界的八大工業國高峰會 (Group of 8)。

馬會行政總裁應家柏在會議首日闡述香港賽馬業的成功模式。他特別提到馬會抱以客為先的理念，於馬場設施作出龐大投資，務求保持賽馬運動的競爭力，在競爭激烈的娛樂消閒博彩市場中持續發展。

應家柏向與會者表示：「博彩收入是賽馬業的命脈。賽馬業必須爭取現有顧客或未來顧客對賽馬活動的注視，以及他們對賽馬此項消閒娛樂投放的時間和金錢。如果我們希望賽馬業能持續發展，必須確保博彩收入維持增長。」

其後，馬會市場及客戶事務執行總監張之杰在另一座談會上，介紹馬會創新的顧客策略，透過深入分析現有和潛在顧客，與他們連結起來。張之杰解釋，馬會根據分析結果，按照馬場發展大綱增設了各項設施，滿足不同顧客群組的需要，並善用先進科技推廣賽馬，同時推出多姿多采的活動，例如 Happy Wednesday 品牌，以提升顧客的體驗。

他透露，馬會自二〇一〇/一一年度馬季推出創新的顧客策略以來，三十五歲以下的入場人數上升了百分之四十三，而來自較年青新顧客的投注額則上升百分之四十。

此外，在另一座談會上，多名來自亞洲各地賽馬業的要員分享他們舉辦大型賽馬日的策略。馬會賽馬事務執行總監利達賢在會上闡述香港國際賽事這項馬壇矚目盛事的演變歷程，他表示：「這項盛事現已成為全球賽事總獎金第三高的單一賽馬日，其發展及成功關鍵在於先進的馬匹檢疫設施、卓越的款待服務及全方位的市場推廣和媒體宣傳策略。」

另一備受世界各地與會代表注目的研討會題為「中國大陸的賽馬及育馬業」，共分兩節舉行，乃首次在亞洲賽馬會議上討論的議題。其他議題包括最新體育運動電視廣播科技、馬匹藥物管制及馬匹國際運送安排。

會議閉幕典禮在沙田馬場舉行。經過四天的會議、業務研討會及聯誼交流活動，佐藤醫生總結道：「這是一個十分成功的會議，一共舉行了十五場不同的研討會，全是非常重要的會議，有助於推動全球賽馬業更上一層樓。」

馬壇巨匠 共迎挑戰



At the closing ceremony, it is announced that India will become the host country for the 36th Asian Racing Conference. 閉幕儀式上公佈第三十六屆亞洲賽馬會議將於印度舉行。