



Creating
Value for

HONG KONG

Mile
香港一哩錦標
Able One
Jeff Lloyd
「步步穩」— 勞愛德

Sprint
香港短途錦標
Lucky Nine
Brett Prebble
「天久」— 柏寶

Cup
香港盃
California Memory
Matthew Chadwick
「加州萬里」— 蔡明紹





Where would Hong Kong be without the Jockey Club?

That's a rhetorical question that has sometimes been asked over the years, and it's not as far-fetched as it might sound.

For in truth, the Club plays a significant role in many of the things that have made Hong Kong internationally famous as a great place to live in, visit, or do business – its dynamic lifestyle, its low tax regime and its noted “can do” spirit, to name but a few. In all these areas, the Club has a long track record of creating value for Hong Kong.

In particular, the Club's world-class horse racing operations have contributed enormously to building the Hong Kong Brand overseas, with millions of racing fans all over the world closely following the progress of Hong Kong horses and the results of its major races.

Horse racing has become synonymous with the city's vibrant and freewheeling lifestyle, something well recognised by China's then paramount leader Deng Xiaoping when he pledged that “the racing will continue, the dancing will stay” after the territory's return to Chinese sovereignty in 1997. He knew what the sport meant to Hong Kong people, and understood the importance of maintaining this famous and distinctive characteristic of the city's way of life.

Indeed, the racing has not only continued but further blossomed

since the Handover, adding significantly to Hong Kong's international sporting reputation. In 1997, there were no locally-trained horses at all in the world rankings, although it took only another year for a runner called *Johan Cruyff* to make that breakthrough. But 14 years on, the World Thoroughbred Rankings for 2011 show a record 21 local horses listed, placing Hong Kong sixth in the world behind long-standing racing powerhouses the USA, Great Britain, Australia, France and Japan. All of these rivals have far more horses in training than Hong Kong's modest 1,200, and all have their own breeding industries too.

In 1997, the Hong Kong International Races comprised three events carrying International Group Two status; today they feature four races all run at the premier International Group One level and attract a Who's Who of the leading horses and their owners, trainers and jockeys from around the world, as well as bringing the international media and thousands of overseas racing fans to Hong Kong. The event has become widely recognised as the “Turf World Championships” of the sport, and TV coverage of the races is broadcast to up to a billion racing fans worldwide, bringing the colour and excitement of Hong Kong right into their living rooms.

Last season, Hong Kong horses saw off some of the world's top-rated challengers to claim three of the four titles for the home team, a feat achieved only once before in 2002. The Hong Kong Sprint was claimed by *Lucky Nine*, the Mile by *Able One* and the Cup by *California Memory*, with only the Hong Kong Vase breaking the sequence when it was won by France's Melbourne Cup hero *Dunaden*.

Hong Kong also now stages two more International Group One races, the Audemars Piguet QE II Cup and the BMW Champions Mile, which are run a week apart and are fast building their own reputation as a Spring International Festival.

Whilst all these top races are run at Sha Tin and make good use of the world-class racecourse, stabling, training and veterinary care services there, the Club's iconic Happy Valley Racecourse plays its own valuable

role in promoting the vibrancy of Hong Kong to overseas visitors. Night racing at “The Valley” has become one of the city’s must-see tourist attractions, with tens of thousands of visitors each year coming to soak up the electrifying floodlit atmosphere of this historic city-centre racetrack, hemmed in on every side by tall buildings. There is no other racecourse in the world quite like it.

The local population’s love of the sport pays big dividends for the public purse, too. In 2011/12 season, total racing turnover exceeded HK\$86 billion – almost as much as the annual turnover for the whole of North American racing, which takes in some 100 racecourses. This alone generated some HK\$10.2 billion in Government betting duties.

Adding the Club’s football betting and Mark Six lottery operations to the equation, too, the total contribution to public spending in 2011/12 through betting duties and taxes was a record HK\$16.17 billion. This equates to 6.8% of all taxes collected by the Inland Revenue Department during the year.

Over the years, this huge contribution to the public purse has played a significant role in keeping Hong Kong’s tax rates low, which is one of the city’s major attractions to international investors and an important source of stability in the economy. Given that total Salaries Tax collected by the Government now stands at around HK\$52 billion, it has been estimated that taxpayers would have to fork out around one-third more if the Jockey Club no longer existed – a sobering thought indeed!

In addition, the Club’s donations of more than HK\$1.5 billion a year to the community in recent years, covered in more detail in the accompanying articles, support hundreds of different community and charitable causes citywide. Over the decades, Charities Trust funding has helped build schools, hospitals, community centres and recreational facilities, as well as supporting countless social welfare projects that would not normally qualify for public funding.

The Club’s extensive racing, betting, customer and membership operations also sustain 26,000 jobs, making the Jockey Club one of the city’s largest employers. It plays an especially valuable role in providing flexible job options for such groups as housewives who have young children to look after, but need to take up part-time work to support their families, and university students who need extra funds to cover their studies. Indeed, the Club provides more than 10% of all part-time jobs in Hong Kong.

As many of the Club’s services are now telephone or computer-based,

the Club has in recent years been able to relocate some of its customer service operations from the racecourses to more remote areas where jobs are most needed. A case in point is the Telebet Centre opened by the Club in the disadvantaged area of Tin Shui Wai in 2009, creating some 2,500 jobs at a time of severe economic challenge in Hong Kong and worldwide.

On top of this, the Club’s raceday operations indirectly create employment for thousands more local residents, especially in the transport, catering, retail and media sectors.

At an international level, the Club’s expertise in horse racing, football betting and lotteries management is much in demand elsewhere. The success and professionalism of Hong Kong’s racing and betting operations is widely admired worldwide, as is the Club’s not-for-

profit business model. Club executives hold a number of key positions in regional or international racing and lotteries organisations, and are often invited to be keynote speakers at major conferences.

The area of veterinary care and laboratory services is one particular field where Hong Kong is considered to rank among the world leaders. The Club’s Racing Laboratory at Sha Tin is one of only five laboratories worldwide recognised by the International Equestrian Federation (FEI) as Reference Laboratories for conducting equine sample testing for prohibited substances, and has provided such support for both Olympic and regional competitions.

Another area where the Club’s expertise is considered second to none is football betting. Hong Kong is now the world’s largest football betting market in turnover terms, and took just two years to reach that level after the Government authorised the Club to offer regulated football betting services in 2003, as a means of stemming then-rampant illegal football betting in the city. The Club’s highly-sophisticated risk management systems – needed to meet the huge popularity of In Play betting that has grown from the live TV coverage of top matches – were all developed in-house.

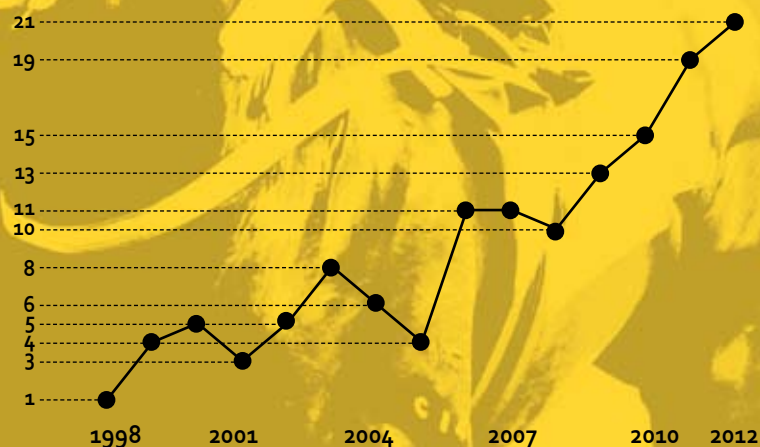
On the lotteries side, the Club has provided professional and technical

The World Thoroughbred Rankings for 2011 show a record 21 Hong Kong horses listed

2011年世界馬匹排名創紀錄

21匹香港賽駒上榜

Number of Hong Kong racehorses listed on the World Thoroughbred Rankings
歷年在世界馬匹排名上榜的香港賽駒數目



創造價值 提升香港地位

沒有馬會，香港會變成怎樣？這個經常被引用的反問句，其實並不如表面般不著邊際。因為馬會在建設繽紛生活面貌；保障低稅率制度；以及確立積極的「做得到」精神等範疇貢獻良多，令香港成為安居樂業、熱鬧好客的城市，蜚聲國際。馬會一直馬不停蹄，為香港各個層面創造美好價值。

由馬會營運的世界級賽馬娛樂，每年吸引全球數以百萬計馬迷，緊貼留意多項重要賽事及香港賽駒的表現，令香港品牌廣傳千里，名聞遐邇。

賽馬娛樂凸顯香港繽紛活力，是已故中國領導人鄧小平在談及香港九七回歸，承諾「馬照跑、舞照跳」時強調的本土生活風尚。他了解賽馬對港人的特殊意義，明白維持這極具代表性的生活元素是何等重要。

事實上，賽馬在回歸後不僅沒有戛然而止，更進一步蓬勃發展。九七回歸之年，香港仍未有任何一匹本土訓練的賽駒獲世界馬匹排名。翌年，「告魯夫」實現了零的突破。但更叫港人自豪的是在回歸短短十四年

後，共有二十一匹本地賽駒在二〇一一年度的世界馬匹排名中榜上有名，再次刷新紀錄。以上榜馬匹數目而言，香港在一眾賽馬強國及地區中排行第六，僅次於規模龐大、擁有育馬工業的美國、英國、澳洲、法國和日本，對於馬匹數量僅約一千二百匹的香港來說，成績委實相當出色。

一九九七年，香港國際賽事系列只涵蓋三項國際二級賽；今天，同一系列包羅四項國際一級賽，吸引全球知名的馬主和練馬師派遣頂級名駒及騎師角逐，成為全球媒體和馬迷踴躍緊貼跟進的國際盛事。被冠以「世界草地錦標賽」美名的香港國際賽事，獲轉播至多個國家及地區，將

“The racing will
continue, the
dancing will stay.”

「馬照跑，舞照跳。」

Pledge made by China's then
paramount leader Deng Xiaoping
before reunification

已故中國最高領導人鄧小平
在回歸前許下的承諾

The rejuvenated *adrenaline* bar and lounge with its revolutionary ibu interactive table is one of the two new venues at Happy Valley Racecourse designed to attract younger, more tech-savvy customers to horse racing.

翻新後設有革命性ibu互動遊戲桌面的*adrenaline*是跑馬地馬場的消閒新熱點，吸引愛好新科技的新世代顧客享受賽馬娛樂。



was specially developed by the Club and creates a whole new interactive racing experience for its customers.

In the public stand of the racecourse, meanwhile, a new racing-themed restaurant, The Gallery, offers an equally exciting new experience for today's switched-on generation, who can bring along or borrow iPads to make use of several tailor-made racing apps to enhance

advice to a number of other operators nationally or internationally, including the China Welfare Lottery Issuing Centre under the Ministry of Civil Affairs, and the China Sports Lottery Administration Centre which operates the country's largest sports lottery network, with over 19,000 retail shops nationwide.

Conscious of the ever-growing competition from other forms of entertainment, especially from offshore gaming operators in the region, the Club is now investing billions of dollars in upgrading its racecourse and training facilities to ensure that they continue to set world-leading standards and attract new generations to the incomparable thrill of horse racing. Phase 1 of the Club's Racecourse Master Plan, commenced in 2008, has already seen many of the Owners', Members' and public facilities at both racecourses restyled and upgraded, with higher patronage being recorded as a result.

Phase 2 of the Master Plan is now well under way, involving further expenditure of up to HK\$3.6 billion between 2011 and 2014. In this phase, a particular focus area is creating exciting new venues targeted at different customer segments, such as the young professional set, frequent racegoers and the rapidly-growing number of visitors from Mainland China and overseas. The goal is to package racing as an entertainment for all walks of life.

Two recently-opened facilities at Happy Valley offer a prime example of this. The rejuvenated *adrenaline* bar and lounge is a stylish venue aimed at young professionals who are not necessarily well-versed in horse form and picking winners, but see a night at the races as a wonderful social and networking occasion. At its centrepiece is the revolutionary ibu, an interactive multi-touch table that provides a wealth of real-time data and video records of the horses and jockeys involved at the touch of a fingertip, and also enables bets to be placed and paid for with a contactless smart card system. The first of its kind in the world, the ibu



needs and wants extensively. We found that younger customers face significant hurdles when taking the first steps into the analysis needed to play this intriguing mind game. They prefer something intuitive and interactive which suits their technology-savvy lifestyle. They also enjoy more sociable environments in which to connect with each other."

Besides creating new hardware at the racecourses, the Club is putting considerable efforts into developing the software side. Nearly all venues are now Wi-Fi enabled, and special mobile betting apps have been developed for iPhones, iPads and Android-based smartphones and tablets, all of which have proved hugely popular. On the meeting front, the regular Happy Wednesday theme nights at Happy Valley, centred around the trackside Beer Garden, have become the "talk of the town" among partygoers, attracting over 2,000 people each night. For visitors to Hong Kong, there are also now foreign language zones at both racecourses to cater for their needs.

The next stage of the Racecourse Master Plan will see glasslines extended in the Members area of Sha Tin Racecourse Grandstand I to provide more indoor air-conditioned seats offering prime views of the racing. Various betting halls will also be renovated and upgraded, ensuring a new generation racecourse with a more comfortable environment.



香港熱鬧繽紛的動感魅力，傳送全球近十億馬迷的眼前。

去季，香港賽駒力拒外來強敵，在香港國際賽日奪取了四項錦標的其中三項，自二〇〇二年以來再次奪得三冠佳績。「天久」、「步步穩」及「加州萬里」分別奪得香港短途錦標、香港一哩錦標及香港盃，僅香港瓶失落於來自法國的墨爾本盃盟主「多利得」手中。

現時，香港亦有主辦愛彼錶女皇盃及寶馬冠軍一哩賽兩項國際一級賽事，兩者的賽期相距一星期，成為近年冒起極快的春季國際賽馬嘉年華。

擁有世界級馬場、馬廐、馬匹訓練和馬匹護理設施的沙田馬場，是上演這些國際級賽事的當然舞台；而極具代表性的跑馬地馬場，則肩負起向外地訪客宣揚香港「樂在此」魅力的重任。近年，以「快活週三派」為題的夜馬派對成為矚目的旅遊景點，每年吸引成千上萬旅客踏足這被高廈環抱的市中心歷史名勝，體會熱鬧醉人的場內氣氛，享受全球只此一家的賽馬體驗。

本地市民對賽馬運動的熱愛，亦對庫房貢獻良多。二〇一一/一二季度的賽馬投注總額超過八百六十億港元，直逼北美洲約一百個馬場全年的賽馬總投注額，而單是博彩稅一項，這一季度已向政府庫房繳納約一百零二億港元。

連同轄下的足球博彩及六合彩業務，馬會於二〇一一/一二年度繳納的博彩稅及其他稅項達破紀錄的一百六十一億七千萬港元，相當於本港庫房全年稅收總和的百分之六點八。

歷年來，如此龐大的稅款讓香港得以維持低稅率政策，成為吸引國際投資者的主要亮點，有助維持香港經濟穩健。以目前本港薪俸稅收入維

持於五百二十億港元水平計算，如撇除馬會對庫房的貢獻，本地納稅人將要多交約三分之一的稅款——光想想也教人捏一把汗！

此外，馬會近年每年捐款逾十五億港元，支持全港數以百計社區及慈善項目（詳情於另文闡述）。過去數十年，馬會慈善信託基金曾撥款資助多個學校、醫院、社區中心及康樂設施的援建項目，亦曾支持無數個不獲政府撥款的社會福利計劃。

馬會龐大的賽馬、投注、客戶及會員業務，亦衍生二萬六千個職位，使之成為全港最大的僱主之一。馬會提供具彈性的工作機會，在協助照顧幼兒的主婦及大專學生幫補家庭生計或學費開支方面尤有貢獻；事實上，來自馬會的兼職職位，佔全港同類職位總和逾百分之十。

馬會現時的服務泰半以電話或電腦為工具，因此馬會近年得以將部分顧客服務工作由馬場遷往就業機會匱乏的偏遠地區。其中，二〇〇九年，馬會於偏遠社區天水圍設立電話投注中心，在香港以至環球經濟備受嚴峻考驗時，為該區創造近二千五百個職位空缺。

此外，馬會舉辦賽馬亦間接為數以千計港人創造就業機會，較突出的行業有交通運輸、餐飲、零售及傳播媒體。

在國際層面上，馬會在賽馬、足球博彩和獎券業務管理方面的豐富經驗和知識，為各地提供了可資借鑒的楷模。香港賽馬及博彩業務的驕人成就、專業精神，以至非牟利的經營模式均備受推崇。馬會行政人員在區內甚或國際賽馬及獎券機構分掌多個重要職位，也經常獲邀在業內主要會議中作專題演講。

香港的馬匹護理及化驗服務，亦在全球居領導地位。馬會位於沙田的賽事化驗所，是全球僅五間獲國際馬術運動聯合會指定的馬匹違禁物參考化驗所之一，曾為奧運會及區內大型競技項目提供支援服務。

馬會另一個首屈一指的專業範疇是足球博彩。以投注總額計算，目前本港足球博彩市場的規模位居世界之首。如此佳績，馬會於二〇〇三年獲港府授權營辦規範化足球博彩，以打擊日益猖獗的非法賭波活動後僅兩年已取得。其中，為應對因電視直播頂級賽事急增的即場投注需求而

The Club's Racing Laboratory is one of only five reference laboratories worldwide recognised by International Equestrian Federation.

馬會的賽事化驗所是全球僅五間獲國際馬術運動聯合會指定的參考化驗所之一。

A way from the racecourse, the Club is developing a major new horse training centre over the Mainland border at Conghua, near Guangzhou, which will include a number of new features impossible to offer within the limited confines of Sha Tin, such as an uphill training track. When the first phase is launched, up to one-third of the horses currently stabled at Sha Tin will be transferred to this new venue. This will also enable the existing 30-year-old training facilities at Sha Tin to be brought back up to world-class standards.

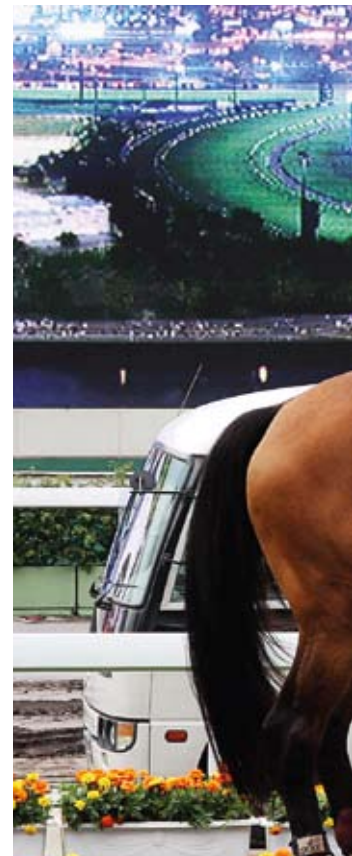
This will be the Club's first equine-related presence on the Mainland, although the Beijing Hong Kong Jockey Club Clubhouse has already been flying the flag for Brand Hong Kong in the Chinese capital since April 2008. Besides providing a valuable service to the many Hong Kong-based Members who visit Beijing for business or leisure, the clubhouse has built up its own strong following among Beijing's corporate elite. It is one of the best hospitality experiences to be found anywhere in China and exemplifies the Club's commitment to excellence.

The Club is now hoping that the Conghua Horse Training Centre will play a similar role in promoting the Hong Kong Brand within Southern China, and perhaps pave the way for future equine sports developments nationwide. The Conghua authorities see the centre as providing an important boost for employment and tourism in this county level city, which is already famous for its greenery and hot springs.

The site was previously used to stage the equestrian events of the Guangzhou 2010 Asian Games, for which the Club designed and built venues to top international standards at its own cost, attracting many favourable comments from officials and competitors. The Club also provided professional veterinary and technical supporting services during the Games. It was the first major international equestrian event to be staged in Mainland China, made possible by a pioneering equine quarantine agreement forged between Hong Kong and Mainland authorities with the Club's support, whereby a Specific Equine Disease-Free Zone (SEDFZ) was established between Hong Kong and Conghua.



Hong Kong's staging of the equestrian events of the Beijing 2008 Olympics with the Club's support put the city firmly on the international sporting map. 香港在馬會支持下協辦北京二〇〇八年奧運馬術項目，進一步鞏固香港於國際體壇的地位。



Exemplifying the growing trend of Pan-Pearl River Delta co-operation, the SEDFZ remains as a lasting legacy of the 2010 Asian Games and a model for the future development of equestrian sports in China.

And, of course, the reason why the Club was asked to take a lead role in this project was the huge success of the equestrian events of the Beijing 2008 Olympics and Paralympics, staged in Hong Kong to great international acclaim.

If there is a supreme example of the value that the Club creates for Hong Kong, then surely this project is it. Quite simply, it would not have been possible for Hong Kong to have seized this opportunity of becoming an Olympic co-host city without the Club's long experience in organising world-class horse racing events, and its willingness and ability to invest some HK\$1.2 billion in creating the equestrian venues.

Besides giving Hong Kong people a once-in-a-lifetime chance to watch Olympic competition on home soil, the Olympic equestrian events put Hong Kong firmly on the international sporting map and demonstrated its dynamism to the world. The facilities created by the Club set a number of Olympic "firsts", from the first-ever on-site laboratory for equine sample testing to the first-ever 100% recycling of stable wastes.

Most of all, Hong Kong's staging of the Olympic equestrian events provided a perfect example of the city's famed "can do" spirit, with the Olympic venues being created in record time of under two years.

Probably no other city in the world could have matched this feat. But then no other city has The Hong Kong Jockey Club, dedicated throughout its 128-year history to creating value for the community it serves.



設的精密風險管理系統，更是由馬會自行研發。

在獎券業務方面，馬會屢向國內及海外同儕提供專業及技術建議，包括中國民政部轄下的中國福利彩票發行管理中心，以及經營全國最大體育彩票網絡，管理共一萬九千多個零售網點的中國體育彩票管理中心。

為應付來自其他娛樂行業——特別是區內一眾離岸博彩娛樂機構——的激烈競爭，馬會現正注資數以十億計港元，開展連串優化馬場及訓練設施的工程項目，以確保本港的賽馬娛樂維持世界級優越地位，為新一代優尚顧客締造更精彩的賽馬體驗。馬場規劃大綱內第一期工程於二〇〇八年展開，至今已為多項馬主、會員及公眾席設施進行翻新和優化，吸引更多顧客享用。

目前，第二期工程正進行得如火如荼。此期工程耗資三十六億港元，計劃於二〇一一年至二〇一四年集中增建以不同顧客群為對象的新一代娛樂熱點，照顧專業新貴、馬場常客及近年急增的內地及海外訪客等不同層面的需求，旨在為他們提供全面的賽馬娛樂。

兩個剛於跑馬地開業的消閒熱點，正好彰顯馬會在這方面的決心和成就。翻新後的adrenaline提供格調時尚的社交空間，讓新一代優尚顧客樂聚暢飲，享受非一般的賽馬娛樂新體驗。在新加入的多項娛樂元素中，最矚目的是革命性科技設施ibu，其多點觸控桌面顯示賽事的即時資訊，以及馬匹和騎師的錄像短片，並配備儲值卡系統，供顧客輕鬆下注。全球首創的ibu娛樂設施由馬會及其委託供應商共同研發，締造別具創意及充滿互動樂趣的賽馬娛樂。

與此同時，位於公眾看台的全新賽馬主題餐廳The Gallery月見凡，亦為擁抱數碼科技的新一代打造精彩刺激的賽馬娛樂新領域，讓他們利用自攜或餐廳提供的iPad，透過多個特別開發的賽馬主題apps，包括最受歡迎的免費下載app「模擬賽馬」，接收實時賽馬資訊，並以立體電腦動畫模擬實際賽事，讓顧客在彈指間可簡單輕鬆地領略選馬技巧及享受箇中樂趣。

馬會行政總裁應家柏表示，坊間有部分人誤解賽馬屬於老一輩人士的玩意，馬會肩負起改變這個觀念的挑戰。他說：「我們細心聆聽顧客的心

聲，並作出全面和深入的研究，以了解顧客的期望及需求。我們發現，年輕顧客對賽馬這項需要費心思及進行分析的運動，會覺得不知如何入手。他們期望能夠透過一些直接及互動的方式學習賽馬，也期望透過參與賽馬活動體驗悠閒的社交生活。」

除硬件設施外，馬會同時投入不少資源發展軟件配套。現時，馬會轄下大部分場地設施均提供Wi-Fi無線上網服務。馬會亦開發多個手機程式軟件，供馬迷下載至iPhone、iPad以及使用Android平台的智能手機及平板電腦使用，大受馬迷歡迎。

此外，定期於週三夜間賽事期間在跑馬地馬場內啤酒園舉行的「快活週三派」主題活動，已成為城中型男美女的聚會蒲點，每次夜賽吸引超過二千名入場人士。而馬會亦於兩個馬場設立外語專區，讓旅客享受賓至如歸的禮遇。

未來的馬場規劃大綱工程將包括為沙田馬場第一座看台會員席擴建玻璃幕牆，提供更多享有空氣調節的室內座位，讓會員可於舒適的環境下近距離觀賞精彩的賽事。另外，多個投注大堂亦將翻新，締造優越的馬場新體驗。

馬場以外，馬會亦選址內地毗鄰廣州的從化，興建全新的馬匹訓練中心，增設如上斜訓練跑道等多項沙田馬場不足以容納的大型新設施。預計於工程竣工後，目前於沙田接受訓練的馬匹，將有多達三分之一可移師從化新場地受訓。此舉亦可騰空落成逾三十年的沙田馬房作全面翻新，將相關設施提升至世界一流水平。

這是馬會首次於內地營運與馬匹相關的項目。但馬會在內地的足跡，可追溯至二〇〇八年四月進駐首都的北京香港馬會會所。除了為北上的香港會員提供商務及休閒設施外，北京會所在當地的公司客戶群之中亦樹立顯赫的聲譽，傳揚馬會以客為尊及追求卓越的優秀文化。

馬會期望未來的從化馬匹訓練中心亦肩負同樣的使命，向華南地區推廣馬會品牌，甚或為發展全國賽馬運動發展奠定基礎。此外，從化當局更希望藉此項目刺激當地的就業市場和旅遊業發展，令這個國內著名的溫泉之鄉更具競爭活力。

從化馬匹訓練中心原址為廣州二〇一〇年亞運會馬術項目的比賽場地，由馬會斥資設計和興建；除符合國際水準外，更贏得主辦單位及各參賽者的稱譽。與此同時，馬會亦為比賽提供專業的獸醫及技術支援服務。期間馬會協助中港兩地政府達成先導性的馬匹檢疫協議，建立一個覆蓋由香港至從化的「無規定馬屬動物疫病區」，讓內地得以成功舉辦首項國際馬術賽事。

「無規定馬屬動物疫病區」彰顯泛珠三角日益緊密的發展趨勢，是廣州二〇一〇年亞運會留下的一份影響深遠的傳承貢獻，為中國發展馬術運動起著正面的示範作用。

馬會獲邀參與廣州亞運馬術項目，原因自是與北京二〇〇八年奧運及殘奧馬術項目在港舉行，並獲得空前成功有關。

若論馬會如何為香港創造美好價值，自然不得不提京奧馬術項目。由於馬會在主辦世界級賽馬活動方面累積了豐富經驗，並且願意投放約十二億港元興建馬術場地，香港遂能把握這個機會晉身奧運比賽項目協辦城市的行列。

京奧馬術項目除為港人締造一生難得的機會親睹奧運及殘奧比賽在本土上演外，亦大大提升香港在國際體壇上的地位，將香港熱鬧繽紛的魅力宣示全球。同時，由馬會設立的多項設施更贏得多個「奧運第一」的稱譽，包括首個在奧運會及殘奧會場地的馬匹樣本化驗所，為馬匹進行藥檢，以至首次實現百分百循環再造馬房廢料。

更重要的是香港在短短兩年間，實現了成功舉辦奧運馬術項目的夢想，為港人引以為傲的「做得到」精神作出完美的示範。

這項卓越的成就唯香港獨有；也只有香港幸得香港賽馬會在一百二十八年來風雨同路，服務社群，為香港創造美好價值。