

## **HSBC BWF World Tour Launch Guangzhou, China**

**Subtitles [ST]:**

HSBC is the Global Banking Partner of the Badminton World Federation (BWF) and Title Sponsor of the new HSBC BWF world tour.

**Helen Wong, Chief Executive, Greater China, HSBC [HW]:**

We are very excited to be here in Guangzhou to announce our latest global sports partnership. This region is considered the home of badminton, and it is a very popular sport in China and the Pearl River Delta in particular. As a long-term sponsor, HSBC will be there every step of the way, building deeper relationships with athletes, fans, customers and employees.

**[ST]:**

27 tournaments, 20 markets: Thailand, Malaysia, Indonesia, India, Switzerland, Germany, UK, New Zealand, Australia, US, Singapore, Spain, Japan, Mainland China, Korea, Taiwan, Denmark, France, Macau, Hong Kong. Finals: Guangzhou.

**[HW]:**

Well I followed badminton for many years and I play a bit myself, so to me personally this is a great chance to be able to see how the game is conducted and played, and how it is organised – I thought that will be interesting as well. As we know, badminton is a very popular sport, but very much focused in Asia. We know that 80 per cent of the fan base for badminton actually comes from Asia. That goes hand in hand with our pivot to Asia strategy. So this time we would hope to promote it and sponsor a lot of the events not just in Asia, but around the world.