



19-21 February 2016 AsiaWorld-Expo

For Release

## **LONGINES MASTERS RETURNS TO HONG KONG FOR THE ASIAN LEG OF PRESTIGIOUS GLOBAL SHOWJUMPING SERIES**

*Tickets now on sale for the 4<sup>th</sup> edition of the 'Longines Masters of Hong Kong' the last stop of the intercontinental circuit after Los Angeles and Paris.  
19-21 February 2016 at AsiaWorld-Expo*



*(Hong Kong, 12 November 2015)* – Tickets are now on sale for the Hong Kong return of the glamorous international equestrian series, the Longines Masters.

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

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, the Longines Masters of Hong Kong offers a rich and exciting programme both in the main competition ring and in the Prestige Village. The hub of backstage entertainment incorporates a chic programme including an Opening Gala, live concerts, artistic equestrian performances, Master Classes by international riders, autograph sessions, an art exhibition, champagne and wine tastings, and a 'Kids Club'.

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

The Masters Club by Michelin-starred Chef Yves Mattagne will once again offer guests an outstanding gourmet experience with fine dining at the heart of the action and with unrivalled views of the competition.

Christophe Ameeuw, CEO and founder of Belgium-based EEM, creator and organiser of the Series 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."

The 4<sup>th</sup> edition of the Longines Masters of Hong Kong will present 6 different elite International Showjumping Classes over three exciting days.

Friday night is the Hong Kong Jockey Club Trophy, followed by 'The HKJC Race of the Riders' where Hong Kong's best jockeys will be challenged over a showjumping course.

The Saturday lunch time session will feature The Laiterie de Montaigne Trophy whilst Saturday evening will be a night of speed and 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 incisive French rider Julien Epaillard beat Scott Brash, the world No. 1, by only a quarter of a second.

On Sunday, the final day, the show will open 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 Whitaker last year. The winner of this 1.60m Olympic-level class will become eligible for the Masters Grand Slam Super Bonus.

The Longines Masters of Hong Kong is delighted to present this year an Indoor Polo Exhibition Tournament presented by Shanghai Tang, marking the return of polo to Hong Kong for the first time in 30 years.

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** during the prestige village opening hours from Friday to Sunday for all visitors as well as for the Friday afternoon session.

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 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
- Longines Masters of Los Angeles September 2016

#### ABOUT EEM

To reinvent Show Jumping! What an ambitious goal EEM CEO and Founder Christophe Ameuw 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**



The Shanghai Tang catwalk at the Longines Masters Hong Kong 2015.



The new Longines Masters Series trophy was unveiled at the Longines Masters of Los Angeles 2015.



The Hong Kong Jockey Club, one of the main event sponsors, presents the award for the 'HKJC Race of the Riders' at the Longines Masters Hong Kong 2015.



Marco Kutscher, winner of the Longines Grand Prix at the Longines Masters of Los Angeles 2015, makes an incredible jump.

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

Media Contacts:

Ms. Olivia Pye, Senior Account Manager | English Language Media

Ms. Rita Yeung, Account Manager | Chinese Language Media

[Olivia.pye@ghcasia.com](mailto:Olivia.pye@ghcasia.com) | [Rita.Yeung@ghcasia.com](mailto:Rita.Yeung@ghcasia.com)