



Media Alert

LONGINES MASTERS SCOOPS TOP HONOUR FOR ASIA'S BEST LIVE SPORTING EXPERIENCE

Final leg of world's most glamorous show jumping series in Hong Kong voted region's 'Best Live Experience at a Professional Sporting Event' at SPIA 2016 awards

(Hong Kong October 17) – The Longines Masters of Hong Kong won the Gold Award for 'Best Live Experience at a Professional Sporting Event' at the Sports Industry Awards Asia (SPIA) 2016 held earlier this week in Bangkok.

The SPIA 2016 awards honour rights holders, marketing agencies, sports brands, events, organisations and venue operators in 19 sporting categories across 17 Asian countries.

The Longines Masters is renowned as the 'Grand Slam Indoor of Show Jumping', staged in three of the world's most iconic cities – Los Angeles, Paris and the third and final leg in Hong Kong

The series created by Belgium-based equestrian sport promoters EEM uniquely combines world-class showjumping with entertainment, glamour, gastronomy and contemporary art.

The 2016 edition recently launched in Los Angeles, and continues to Paris from 1-4 December before culminating in Hong Kong from 10-12 February, 2017.

Among ten other finalists for the 'Live Experience' award were the BNP Paribas WTA Finals Singapore, Sime Darby LPGA by IMG Hong Kong, HSBC World Golf Championship Shanghai, Malaysia Grand Prix Formula E and ONE: Kingdom of Champions Singapore.

"We are honoured and delighted to be recognised for the thrilling and stylish live experience of attending the world's most glamorous show jumping competition," said EEM CEO and Founder Christophe Ameeuw. "As we embark on season two riding the world, the series has succeeded in making a mark in not just the equestrian community, but across the sporting world."

For more information, please visit the official SPIA Asia 2016 website www.aisaawards.com.



Longines Masters of Hong Kong 2016 at Asia World Expo

A selection of high resolution images of the winners is available at:

<https://drive.google.com/drive/folders/0B40oIA-Y531hakt1YWZpQmIJMlk?usp=sharing>

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