

Taxi associations help promote East Asian Games (with photos)

In a briefing today (September 29) for the taxi trade on the Hong Kong 2009 East Asian Games (EAG) arrangements, the Under Secretary for Home Affairs, Ms Florence Hui, called on the trade to help promote the EAG to local people and tourists as it was the frontline service provider for visitors to Hong Kong. Representatives of the taxi trade underscored their full support and co-ordination and would help to recommend the EAG events and activities to tourists.

Today's briefing was held at the Lecture Hall of the Hong Kong Heritage Discovery Centre in Kowloon Park, Tsim Sha Tsui. It was attended by representatives of the taxi associations from the urban areas and the New Territories.

Ms Hui said at the briefing that the EAG would attract more than 10,000 overseas visitors and 200,000 local citizens to watch the competitions at various venues during the Games period between December 5-13. She hoped that the briefing could facilitate the taxi trade to be prepared.

She expressed thanks to the taxi trade for its participation and support of the EAG and said publicity material such as stickers would be distributed to them later. She appealed to the taxi trade to make use of the publicity material to promote the EAG to the visitors.

The Chief Executive Officer of 2009 East Asian Games (Hong Kong) Limited, Mr Johnny Woo, briefed the trade on the EAG events, venues, competition schedules and publicity programmes. He also introduced the time and locations of the opening and closing ceremonies, various cultural night shows, the hotels of EAG guests and athlete delegations, as well as the EAG media centre which would operate between November 23 and December 14 to serve about 1,700 media representatives. Location maps of the EAG competition venues were also distributed to the representatives during the briefing session.

Also attending the briefing were the Legislative Councillor Ms Miriam Lau; the Director of Leisure and Cultural Services, Mrs Betty Fung and the Principal Transport Officer (Urban) of the Transport Department, Mr Albert Su.

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