



2008 Olympic & Paralympic Equestrian Events

Briefing for Sports Commission
25 July 2008

奧運馬術在香港
Olympic & Paralympic
Equestrian Events in Hong Kong

Beijing 2008 Olympic and Paralympic Games



Beijing Olympics: 8-24 Aug 2008

Equestrian Events in Hong Kong: 9-21 Aug 2008



Beijing Paralympics: 6-17 Sep 2008

Equestrian Events in Hong Kong: 7-11 Sep 2008

HK Co-hosts the 2008 Olympic and Paralympic Equestrian Events

- On 13 July 2001, the International Olympic Committee (IOC) awarded the 2008 Olympic Games to Beijing
- On 8 July 2005, IOC accepted Beijing Organising Committee for the Games of XXIX Olympiad (BOCOG)'s proposal of staging the Equestrian Events in Hong Kong



HK Co-hosts the 2008 Olympic and Paralympic Equestrian Events

Major Benefits:

- A historic event for Hong Kong to participate in the first-ever Olympic Games hosted by China
- Enhance public interest in sports and reinforce Hong Kong's image as the capital for major sports events
- Create economic benefits for the society
- Establish Hong Kong's status as Asia's World City

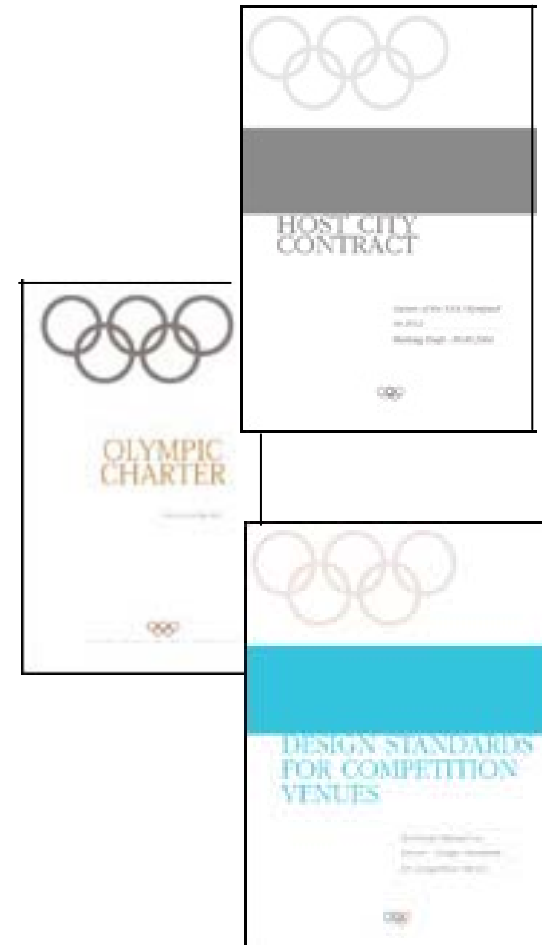


HK Co-hosts the 2008 Olympic and Paralympic Equestrian Events

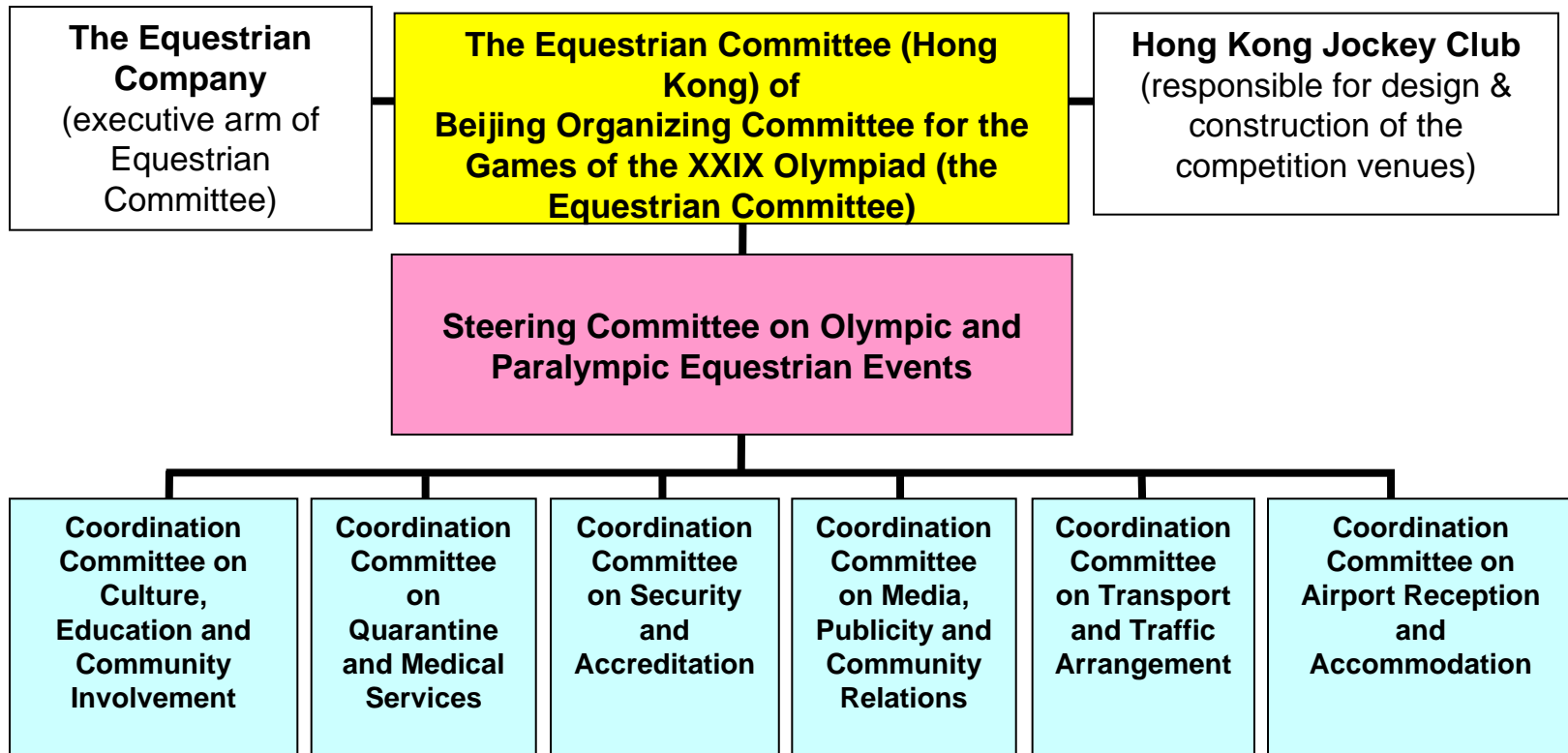
In organising the Equestrian Events,

we need to :

- abide by IOC rules;
- be consistent with the standards set by BOCOG; and
- operate within the legal framework of the HKSAR under the One Country Two System Principle.



Institutional Framework



The Equestrian Committee

Establishment:

- Established in October 2005
- Formulate policies and provide guidance for the preparation and running of the Equestrian Events
- Liaise with BOCOG concerning the preparation of the Equestrian Events and report on the progress

The Equestrian Committee

- Patron
 - Chief Executive



- President
 - Chief Secretary for Administration



The Equestrian Committee

- Vice-Presidents
 - President of SF&OC
 - Executive Vice-President of BOCOG
 - Chairman of HKJC
- Executive Vice-President
 - Secretary for Home Affairs



Arrangement between BOCOG & HKSARG

-Major stakeholders and partners –

- SF&OC
- HKJC - Outstanding Contributor of the 2008 Olympic Equestrian Events
- Hong Kong Golf Club (HKGC)
- Hong Kong Sports Institute (HKSI)
- Hong Kong Paralympic Committee and Sports Association for the Physically Disabled
- Hong Kong Equestrian Federation
- Equestrian Company
- Relevant senior government officials (including Secretary for Security, Secretary for Food and Health, Permanent Secretary for Home Affairs, etc.)



香港賽馬會
The Hong Kong Jockey Club

Key Government Functions

- Security
- Traffic and Transport Arrangement
- Medical Services
- Food safety
- Quarantine
- Intellectual Property Protection
- Meteorological Services
- Exercises/drills
- Public Consultation
- Media Centre
- Hospitality
- Ticketing
- Promotion & Community Involvement

Security



Security

Scope:

- Security of competition venues
- Security of non-competition venues
- Security of transport



Screening



Police Special Duties Unit



Explosive Ordnance Disposal Bureau



VIP Protection Unit



Marine Police



Force Search Unit



Aerial surveillance

Traffic and Transport Arrangement

- Work out transport and traffic arrangements for spectators, VIPs, athletes, media and officials
- Make necessary arrangement for road diversion and prohibited zone



Medical Services



Designated and back-up hospitals for the Equestrian Events

Food Safety

- Formulate a comprehensive food safety strategy
- Sign an agreement with the Mainland's General Administration of Quality Supervision, Inspection and Quarantine to assure food safety by focusing on the source of food supply during the Games



Quarantine

Quarantine before leaving : 7 days

Quarantine after arrival: 10 days

(Permitted to engage in training and competition)

Quality of health :

- common health certificates
- vaccination
- no signs of getting infectious diseases
- no infection of ectoparasites
- suitable for transportation



IP Protection

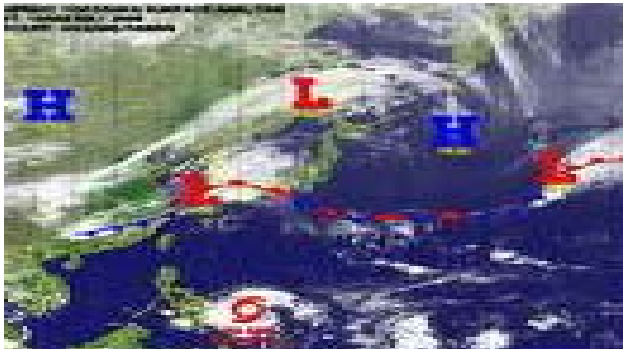
- Multi-pronged approach

- Education and publicity
- Pre-emption
- Persuasion and appeal for support
- Engagement of local stakeholders
- Clean venue and city dress-up
- Recruitment of brand protection volunteers
- Law enforcement of existing IP legislation
- Non-compliance and infringement follow up



Meteorological Services

- FEI experts satisfied with the findings of the study with HKO on the impact of the hot and humid summer in Hong Kong on the horses and athletes. Appropriate adjustments on the timing of competitions and facilities for horses have been made.
- Provide venue-specific weather forecast during the Events



Exercises/Drills

- Relevant Government departments and NGOs in HKSAR have prepared their own contingency plans to cope with emergencies that may arise during the Equestrian Events
- Departments / organisations will conduct training and drills in respect of their own professional areas to make their staff familiarise with their respective contingency plans
- HKSARG will arrange joint exercises



Public Consultation

- Shatin and North Districts
- DC Chairmen
- Residents of HKJC Staff Quarters
- Transport Operators
- Consulate Corps
- Tourism Sector
- Civil Servants
- Other stakeholders



Media Centre

Service for Non-accredited Media

- Media centre will be set up at the Exhibition Hall of City Hall for non-accredited national/international media.
- Operation period: 7 to 22 August



International Dignitary Programme

Nature of Visit

- Visit in private capacity to Beijing and to other co-host cities, including Hong Kong
- Flights and accommodation to be arranged by respective NOCs / NPCs and relevant costs to be borne by respective NOCs / NPCs or CGs
- OIAC / PIAC accreditation required

International Dignitary Programme

Airport Reception

- Dignitaries arriving
 - by commercial flights
 - By private jet



- Liaison Officer

- Dedicated Liaison Officers to be appointed for the Dignitary delegations throughout the visit

Ticketing

- About 200,000 tickets for Olympic Equestrian Events and 70,000 tickets for Paralympic Equestrian Events
- China Travel Service has been appointed as the official ticket agent for the Equestrian Events
- Enthusiastic response to Olympic equestrian ticket sales



Promotion and Community Involvement

- Olympic Torch Relay (2.5.2008)

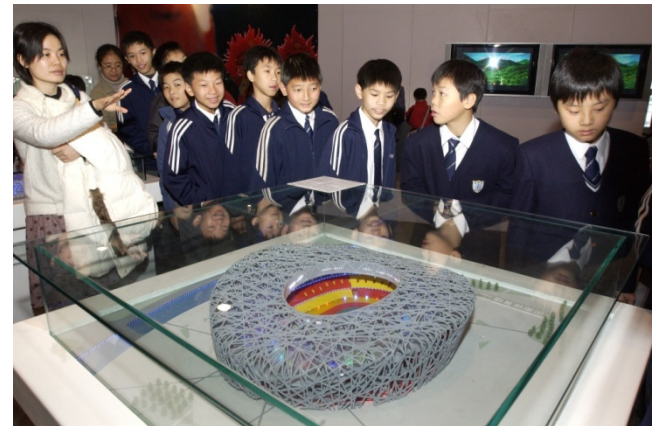


Promotion and Community Involvement

- **Highlights of Cultural, Educational and Community Involvement Activities**



Spectacular lantern display



**International Olympic Committee
Olympic Treasure Exhibition China
(Hong Kong) Tour**



Hong Kong Flower Show 2008

Promotion and Community Involvement

- Highlights of Youth and School Activities



Promotion and Community Involvement

- Highlights of District Activities



Wall Painting Competition



Sports Day



Carnival



Promotion and Community Involvement

- **Highlights of District Activities (Cont'd)**



Festive Lighting and Lantern Display

Olympic-themed decorations

Forthcoming Major Carnivals

- Live Sites by HKSARG



Forthcoming Major Carnivals

- **Olympic-themed Piazza by the Hong Kong Tourism Board**



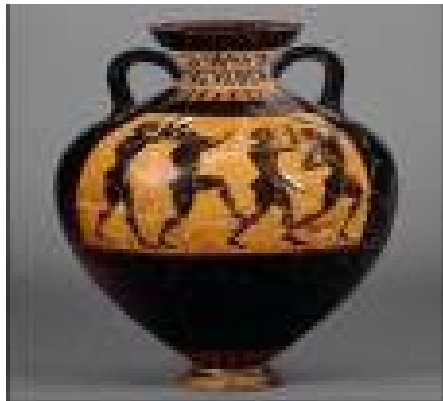
Cultural Programmes

- Entertainment Programmes



Cultural Programmes

- Major Exhibitions



Publicity Initiatives

- Local and Overseas Promotion



Beijing - Hong Kong - Sharing the Olympic Spirit

Olympic Equestrian Events Competition Dates August 2008

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

News

- Swiss Dressage withdraws no effect on Games (2008-01-30)
- Tender Notice - Provision of Security Guard Services and Transport Services (2008-01-09)
- Phase 2 Ticket Reservation for Beijing Olympics opens on 20 December (2007-12-20)
- The Olympic Equestrian Company has prepared a series of e-cards for you to send questions to friends and family (2007-12-11)
- Ticket order for Paralympics opening/closing ceremonies to begin December 10 (2007-12-03)
- Sha Tin updates the Olympic spirit (2007-12-01)

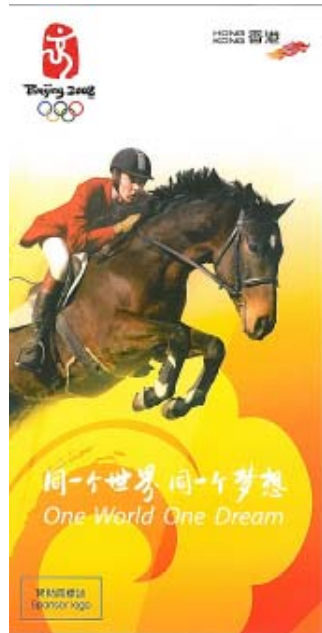
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Acknowledgments: We would like to thank the Hong Kong SAR Government, Hong Kong Jockey Club, HK HoughtonFEI, Getty Images, Quality Photo Workshop & King Kai for providing some of the pictures on this website.
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City Dress-up

- **Banner Designs**



**On-street
Parking meters**



**Lamp-post
buntings**

- **Street Decorations**



Tourist directional signs



**Traffic
signal poles**

Olympic & Paralympic Equestrian Events

Dressage



Jumping



Eventing



Competition Schedule (Olympic)

Date	Session	Start Time	Events	Venue
2008-8-9 (Saturday)	EQ01	06:30	Team/Individual Eventing Dressage - Day 1	
	EQ02	19:15	Team/Individual Eventing Dressage - Day 1	
2008-8-10 (Sunday)	EQ03	06:30	Team/Individual Eventing Dressage - Day 2	
2008-8-11 (Monday)	EQ04	08:00	Team/Individual Eventing Cross-Country	
			19:15	
2008-8-12 (Tuesday)	EQ05	22:45	Eventing Jumping - Individual Final	
			Team & Individual Eventing Victory Ceremony	
2008-8-13 (Wednesday)	EQ06	19:15	Team Dressage Grand Prix & Individual Dressage 1st Qualifier - Day 1	
			Team Dressage Grand Prix & Individual Dressage 1st Qualifier - Day 2	
2008-8-14 (Thursday)	EQ07	19:15	Team Dressage Victory Ceremony	
			Individual Jumping - 1st Qualifier	
2008-8-15 (Friday)	EQ08	19:15	Individual Dressage Grand Prix Special - 2nd Qualifier	
2008-8-16 (Saturday)	EQ09	19:15	Individual Dressage Grand Prix Special - 2nd Qualifier	
2008-8-17 (Sunday)	EQ10	19:15	Team Jumping Final - Round 01 & Individual Jumping 2nd Qualifier	
			Team Jumping Final - Round 02 & Individual Jumping 3rd Qualifier	
2008-8-18 (Monday)	EQ11	19:15	Team Jumping Victory Ceremony	
			Individual Dressage Final Grand Prix Freestyle	
2008-8-19 (Tuesday)	EQ12	19:15	Individual Dressage Victory Ceremony	
			Rest Day	
2008-8-20 (Wednesday)			Rest Day	
2008-8-21 (Thursday)	EQ13	22:10	19:15 Individual Jumping Final Round A	
			Individual Jumping Final Round B	
			Individual Jumping Victory Ceremony	

Competition Schedule (Paralympic)

Date	Session	Start Time	Events	Venue
2008-9-7 (Sunday)	EQ01	07:30	Team Test - Grades III & II	
	EQ02	19:15	Team Test - Grades Ib, Ia & IV	
2008-9-8 (Monday)	EQ03	07:30	Individual Championship Test - Grade II Victory Ceremony - Grade II	
	EQ04	19:15	Individual Championship Test - Grade IV Victory Ceremony - Grade IV	
2008-9-9 (Tuesday)	EQ05	17:00	Individual Championship Test - Grades Ia, III & Ib Victory Ceremony - Grades Ia, III, Ib & Team Test	
	EQ06	07:30	Individual Freestyle Test - Grades IV & II	
2008-9-10 (Wednesday)	EQ07	19:15	Individual Freestyle Test - Grades II & IV Victory Ceremony - Grades II & IV	
	EQ08	07:30	Individual Freestyle Test - Grades III, Ia & Ib	
2008-9-11 (Thursday)	EQ09	19:15	Individual Freestyle Test - Grades Ia, Ib & III Victory Ceremony - Grades Ia, Ib & III	

Victory Ceremony



[Hong Kong Olympic Equestrian Venue \(Sha Tin\)](#)

Competition Venue – Sha Tin



Training arena

100 X 80m all-weather competition arena

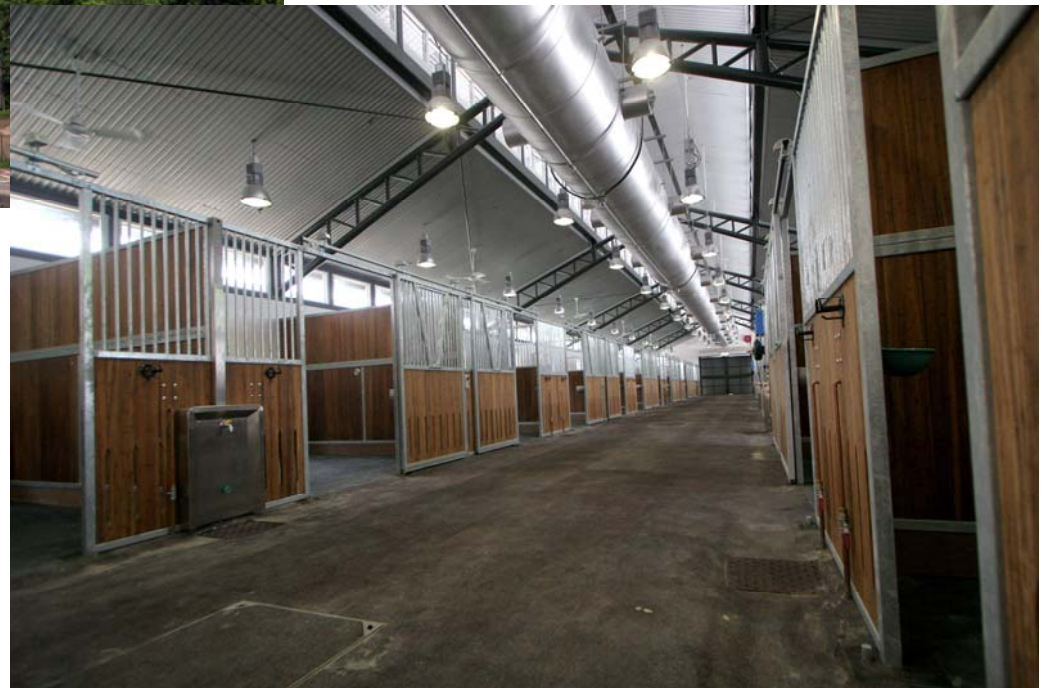


Competition Venue – Sha Tin



Main stabling complex

Air-conditioned stables



Competition Venue – Beas River



Cross-country course

Sand training arena



Competition Venue – Beas River



Cooling tank

A fence on the cross-country track



Non-Competition Venues

- Olympic / Paralympic Village – Royal Park Hotel
- Ms Elsie Leung appointed as Mayor
- Olympic Family Hotel – Kowloon Shangri-la
- Media / NTO hotel – Regal Riverside Hotel



Medical Services

- Medical services on site
- Prince of Wales Hospital – for athletes
- North District Hospital – for Cross-Country Competition
- Queen Elizabeth Hospital – for Olympic / Paralympic Family Members



Medication & Doping Control

For Athletes

- BOCOG team in charge of sampling and Delivery
- Samples to be centrally tested in Beijing
- Work procedures tested, including delivery procedures

For horses

- Samples to be tested in Hong Kong Jockey Club's Equine Laboratory

Veterinary Services

- Scope Includes:
 - Medication Treatment
 - Clinical Care
 - Clinical Pathology
 - Emergency Support
 - Surgical Care



- Operation procedures well tested in Test Event

Media Services

- 564 accredited media



Catering Services

- Olympic / Paralympic Village - catering provided by hotel
- Service provider appointed for service at Competition Venues

Reception Services

- 4 reception counters at airport
- Immigration & Customs Services for designated visitors
- Hospitality service at the 2 competition venues
- Protocol offices at the Olympic Family Hotel, Olympic Village and Olympic Equestrian Venue (Sha Tin)

Traffic & Transport Services

- About 500 cars, vans and buses to cater for transport needs of athletes, officials and participants
- About 90 feeder buses for spectators
- Transport services for wheelchair user spectators
 - Advance Booking for coach services will be available



Traffic and Transport Arrangement - Horses

- Arrange the arrival of horses by air
- Arrange the transportation of horses from airport to the competition venues and between venues
- Procedures well tested during Test Event
- Arrange with Macau SAR for contingency airport in Macau



Volunteers

- 1,800 Olympic volunteers and 600 Paralympic volunteers
- 16,000 applications
- Undergoing training



HK Team

- HK will have our own team to participate in the 2008 Olympic Equestrian Events (Jumping)
 - Kenneth Cheng
 - Samantha Lam
 - Patrick Lam
 - Jennifer Lee (tentative)
- Nelson Yip will take part in the 2008 Paralympic Equestrian Events

China Team

- Mainland China will participate in 2008 Equestrian Events:
 - Dressage (Individual)
 - Jumping (Team)
 - Eventing (Individual)



THANK YOU