2008 Olympic & Paralympic Equestrian Events

Briefing for Sports Commission
25 July 2008
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
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 Company (executive arm of Equestrian Committee)

The Equestrian Committee (Hong Kong) of Beijing Organizing Committee for the Games of the XXIX Olympiad (the Equestrian Committee)

Hong Kong Jockey Club (responsible for design & construction of the competition venues)

Steering Committee on Olympic and Paralympic Equestrian Events

- Coordination Committee on Culture, Education and Community Involvement
- Coordination Committee on Quarantine and Medical Services
- Coordination Committee on Security and Accreditation
- Coordination Committee on Media, Publicity and Community Relations
- Coordination Committee on Transport and Traffic Arrangement
- Coordination Committee on Airport Reception and Accommodation

Legend:
- Policy level
- Strategy level
- Coordination level
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.)
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
Overall security of the Equestrian Events is under the control of the Police.

The Police will be responsible for the security outside competition venues.

The Equestrian Company will be responsible for the security within competition venues under the monitoring of the Police.
Security

Scope:

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

Hong Kong Flower Show 2008

International Olympic Committee Olympic Treasure Exhibition China (Hong Kong) Tour
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
Progress of Preparation for the 2008 Olympic & Paralympic Equestrian Events

• Major Exhibitions
Publicity Initiatives

- Local and Overseas Promotion

<table>
<thead>
<tr>
<th>Local Promotion</th>
<th>Overseas Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Local events</td>
<td>- Overseas events</td>
</tr>
<tr>
<td>- Social media</td>
<td>- Print media</td>
</tr>
<tr>
<td>- Sponsorship</td>
<td>- Television</td>
</tr>
<tr>
<td>- Public talks</td>
<td>- Online campaigns</td>
</tr>
</tbody>
</table>

![Image of local promotion event]

![Image of overseas promotion event]
City Dress-up

- Banner Designs
  - Tourist directional signs
- Street Decorations
  - On-street Parking meters
  - Lamp-post buntings
  - Traffic signal poles
City Dress-up
Olympic & Paralympic Equestrian Events

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

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

Victory Ceremony

*Hong Kong Olympic Equestrian Venue (Sha Tin)*
Progress of Preparation for the 2008 Olympic & Paralympic Equestrian Events

Competition Venue - Sha Tin

100 X 80m all-weather competition arena

Training arena
Progress of Preparation for the 2008 Olympic & Paralympic Equestrian Events

Competition Venue - Sha Tin

Main stabling complex

Air-conditioned stables
Progress of Preparation for the 2008 Olympic & Paralympic Equestrian Events

Competition Venue - Beas River

Sand training arena

Cross-country course
Progress of Preparation for the 2008 Olympic & Paralympic Equestrian Events

Competition Venue - Beas River

A fence on the cross-country track

Cooling tank
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 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