

CUSTOMER  
CONNECT  
COMPETE  
CREATE



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5th–8th May 2014 Hong Kong  
**1<sup>st</sup> Announcement**



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I am delighted to invite you to attend the 35th Asian Racing Conference (ARC), which we will host in Hong Kong in May 2014. The ARC has developed into the largest thoroughbred racing conference in the world, drawing delegates from every corner of the globe. Recognising this, we are preparing to stage a conference that will be highly valuable to your commercial endeavours at the same time as being unforgettably enjoyable.

This is the third occasion on which we have hosted an ARC. Our first was in 1978, and we followed up in 1991. The growth path of Hong Kong racing in the 20 or so years since then is a story in itself, and we are eager to show you what has been created here. All the more so because 2014 marks the 130th anniversary of the HKJC.

The HKJC's focus can be explained very simply. For us the customer is everything, and it is appropriate therefore that this will be the core theme of the conference. Through this prism we will explore three facets of racing's relationship with its customers – connecting, competing and creating. International experts in fields such as commerce, technology and marketing will join industry leaders from around the world. Together we will set about identifying all the emerging issues that are important to your organisations, and developing new ideas and strategies that will be the key to our future success.

All of this in the fabulous city that is Hong Kong. A thriving metropolis which is synonymous with excitement, a modern city built on an ancient civilisation and situated at an intersection of cultures.

I extend a warm invitation to join us at the 35th ARC. You are guaranteed to find it an immensely worthwhile experience.

本人誠意邀請您蒞臨將於2014年5月舉行，由香港賽馬會主辦的第35屆亞洲賽馬會議。亞洲賽馬會議是全球最大型的賽馬會議，每年都會吸引來自世界每個角落的代表。有見及此，我們正密鑼緊鼓地為今次會議作預備，務求讓您的業務獲得裨益之餘，也令您有一個愉快難忘的體驗。

這次是本會第三次主辦亞洲賽馬會議。第一及第二次分別在1978年及1991年舉辦。在這20多年間，香港賽馬業發展迅速，我們希望能向您們一一介紹。此外，2014年也正是馬會的130週年紀念。

本會的焦點很清晰，對我們而言，客戶就是一切，而這亦是今次會議的主題。我們將探討賽馬和客戶關係當中的重要元素－聯繫、競爭力和創造力。來自世界不同行業，例如商務、科技和市場推廣的從業員等都會來到這裡，跟全球賽馬業的領導聚首一堂，透過探討對您的機構影響重要的議題，發展出新的概念和策略，務求成為我們日後成功的關鍵。

這一切都會發生在香港這頂級的城市。這多姿多采的國際大都會，是一個建築在古老文明上的現代化城市，屹立在中西文化的交匯點上。

我誠意邀請您參與第35屆亞洲賽馬會議。您必定能從中獲得無比珍貴的體驗。

T. Brian Stevenson SBS JP 施文信  
**The Hong Kong Jockey Club Chairman**  
香港賽馬會主席



香港賽馬會  
The Hong Kong Jockey Club

# CUSTOMER顧客 CONNECT連繫 COMPETE競爭 CREATE創造



Koji Sato 佐藤浩二  
**Asian Racing Federation Chairman**  
亞洲賽馬聯盟主席



On behalf of the Executive Council of the Asian Racing Federation, it is with great pleasure to invite you to the 35th Asian Racing Conference (ARC) to be held in Hong Kong in May 2014.

The ARCs are the global conference for a global sport. They provide a forum for industry leaders from around the world to meet together, to identify emerging issues, and to develop new strategies.

The evidence clearly demonstrates how successful this forum has been. The ARCs have been the genesis of major breakthroughs in both the commercial and regulatory facets of the industry, including global commingling of betting of pools, harmonization of key rules of racing and drug control.

I look forward to the 35th ARC with tremendous anticipation. Hong Kong is truly one of the great success stories of world racing. It produces spectacular and international racing events, it generates one of the highest levels of wagering turnover in the world, and is highly respected as a major contributor to charity and to the community.

The theme for the 35th ARC focuses on “4-C's”, which are “CUSTOMER. CONNECT. COMPETE. CREATE”. The ARC provides great opportunity, not only for the ARF member countries but for all the racing community worldwide to share experience and knowledge for the future of racing. I know that the Hong Kong Jockey Club will draw on all of its professionalism and experience in hosting the 35th ARC. And, as everyone who has ever attended the HKJC Longines International Races will know, they will be a fabulous host.

I look forward to sharing with you the experience of the 35th ARC, full of “3-D's”, “Delightful” experience, with “Diversity” of topics in “Dynamic” city of Hong Kong.

我很高興能在此代表亞洲賽馬聯盟的行政局邀請您出席於2014年5月在香港舉辦的第35屆亞洲賽馬會議。

亞洲賽馬會議是一個為全球性運動所舉行的全球會議，讓來自世界各地的行業領導一同探討新興議題及一起制定新策略。

從過往的記錄可看到此會議一直都很成功。由起始到現在已分別於行業的商務和規管方面有重大的突破，包括世界性的匯合彩池、協調賽事規例和藥物監控。

我熱切期待第35屆亞洲賽馬會議。香港絕對是全球賽馬史中，其中一個非常成功的例子。她舉辦的國際賽事極為精彩，是世界最高博彩營業額地區之一，同時亦在慈善和社會上擔當重要的角色。

第35屆亞洲賽馬會議的主題是4個以英文字母“C”開頭的字－“顧客. 連繫. 競爭. 創造” (CUSTOMER. CONNECT. COMPETE. CREATE)。亞洲賽馬會議不單為亞洲賽馬聯盟的成員國提供一個很好的機會，更為世界各國的賽馬組織就賽馬的未來互相分享經驗和知識。我相信香港賽馬會將會竭盡所能，運用其專業精神和經驗來主辦第35屆亞洲賽馬會議。如您曾出席由他們舉辦的浪琴表香港國際賽事，就會體驗到他們是一個出色的主辦機構。

我期望很快便能與您感受充滿“立體感”(3-D's)的第35屆亞洲賽馬會議經驗：在“動感之都”(Dynamic)香港，一同“愉快”(Delightful)地探討“多樣化”(Diversity)的議題。



# CONFERENCE 會議流程 PROGRAMME

MAY

02  
FRI

03  
SAT

04  
SUN

05  
MON

06  
TUE

07  
WED

08  
THU

09  
FRI

10  
SAT

Early Registrations 提前登記

Asian Stud Book  
Committee Meeting / Stewards Meeting  
亞洲血統紀錄冊會議/董事會議

Asian Pattern Committee Meeting /  
IFHA Executive Council Meeting  
亞洲分級委員會會議/  
國際賽馬組織聯盟行政會議

ARF Executive Council Meeting  
亞洲賽馬聯盟行政會議

ARF Management Committee Meeting  
亞洲賽馬聯盟管理委員會會議

Opening Ceremony & Welcome Dinner  
開幕典禮及歡迎晚宴

Race Meeting  
賽馬日

Business Programme / Accompanying Persons' Tour 商務項目/陪伴人員活動

Social Night  
社交晚會

Evening Race  
Meeting  
(ARF Trophy Race)  
亞洲賽馬聯盟  
錦標賽馬日

Closing Ceremony &  
Farewell Dinner  
結幕禮及歡送晚會

Race Meeting  
賽馬日

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# ACCOMMODATION

住宿



Located on the prime waterfront on Hong Kong Island, Grand Hyatt Hong Kong is directly connected to the Hong Kong Convention and Exhibition Centre and is only minutes away from the business and shopping areas in Central and Admiralty. Over 60% of rooms and suites command beautiful harbour views. The hotel is home to nine world-class restaurants and bars offering a range of authentic cuisines. Selection includes steakhouse, authentic Italian, home-style Cantonese, traditional Japanese fare, alfresco dining and exciting buffets. Leisure facilities include Plateau Spa, a 50-metre outdoor heated swimming pool, 24-hour fitness studios, a 400-metre jogging track and more.

香港君悅酒店臨海而建，與香港會議展覽中心直接連接，毗鄰中環和金鐘商業購物區。6成以上客房坐擁維港景色。9間餐廳及酒吧提供高級國際餐餚，當中包括廣東菜、意大利菜、日本菜及扒房。康樂設施包括水療中心、50米室外恆溫泳池、健身中心及400米緩跑徑。

Room Rate 房間價格

| Room Type 房間種類                    | Single 單人  | Double 雙人  |
|-----------------------------------|------------|------------|
| Grand Room<br>君悅園景客房              | HK\$3,000+ | HK\$3,200+ |
| Grand Harbour View Room<br>君悅海景客房 | HK\$3,400+ | HK\$3,600+ |
| Club Room<br>嘉賓軒園景客房              | HK\$4,400+ | HK\$4,800+ |
| Club Harbour View Room<br>嘉賓軒海景客房 | HK\$5,000+ | HK\$5,400+ |



Room Rate 房間價格

| Room Type 房間種類             | Single 單人 / Double 雙人  |
|----------------------------|--|
| Garden View Room<br>花園景觀客房 | HK\$2,200+<br><br>Harbour View Room supplement :<br>HK\$500 per room per night<br><br>海港景觀客房另加：<br>每房每晚HK\$500 |

Adjacent to the Hong Kong Convention and Exhibition Centre, the 857-room Renaissance Harbour View Hotel Hong Kong enjoys panoramic views of the Victoria Harbour.

It is less than five minutes by taxi to the central business district and major shopping areas, and is only a 10-minute walk to the Wanchai MTR subway station. The iconic Star Ferry to Tsim Sha Tsui is just steps away.

With completion of recent renovation, this unique hotel offers modern guestrooms and superb dining options, notably the award-winning Dynasty Restaurant providing Cantonese cuisine, with state-of-the-art amenities to ensure guests have an inspiring stay.

香港萬麗海景酒店位於香港會議展覽中心側，飽覽維港美景，位置優越。鄰近中環商務區及購物商場，離灣仔地鐵站及天星渡輪碼頭僅五分鐘路程。最新完成裝修工程，新客房設計時尚舒適。4間餐廳及酒廊供應各式中西佳餚。

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# ACCOMMODATION

## 住宿



Novotel Century Hong Kong hotel is located in the bright and bustling heart of the Victoria Harbour. Surrounded by boutique shops, tiny yet delicious eateries and authentic local markets, as well as being convenient to the business and convention district, Novotel Century is the perfect base for exploring this colorful and cosmopolitan metropolis. The hotel seamlessly blends tradition and modernity in Hong Kong.

Novotel Century has 511 rooms, where you can appreciate the simple pleasures - leisure facilities, foot spa facility, food and beverage outlets, and a state-of-the-art health club. Fitness amenities include a gym, outdoor pool and a sauna. The hotel's three restaurants and bar span the four corners of the globe with their cuisine selection.

世紀香港酒店位於璀璨繁華的港灣中心，周圍商鋪林立，亦有細小而美味的食肆及真正的本地市場，而且與各會議及商業地區交通便利，世紀香港酒店完美地結合香港傳統及摩登的特色，實在是發掘這個多姿多采都市的最佳起點。世紀香港酒店共有511間酒店客房，讓你領略到簡單的喜悅—消閒活動、足療按摩、餐飲設施及先進的健身中心。健身設備包括一個健身室、室外游泳池及桑拿浴室。酒店的三間餐廳及一間酒吧包羅萬有，集合各地菜式。

### Room Rate 房間價格

| Room Type 房間種類       | Single 單人 / Double 雙人 |
|----------------------|-----------------------|
| Standard Room<br>標準房 | HK\$1,350+            |



FOR ANY FURTHER  
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