MEDIA RELEASE

Hong Kong to host Societe Generale’s Rugby World Cup 2019 Fanzone

[Hong Kong, 2 September 2019]: Hong Kong has been confirmed as host for Societe Generale’s Rugby World Cup 2019 Fanzone. The Fanzone is set to offer fans a site to soak up the atmosphere of one of the world’s largest sporting events as it comes to Asia for the first time.

Located at the iconic Hong Kong’s AIA Vitality Park (Observation Wheel) on the Harbour Front, the Fanzone will be operational for 44 days of the tournament from September 20 until November 2, every day from 11am to 11pm.

Presented by Societe Generale, Worldwide Partner and Official Bank of Rugby World Cup 2019 (RWC 2019) and delivered in partnership with the Hong Kong Rugby Union (HKRU), the Fanzone will be accessible to anyone willing to experience RWC 2019 with all matches broadcast live on a super-sized high-res LED screen. A range of rugby-themed activities, presence of rugby legends, activations and live music will be offered to visitors.

In addition, the Fanzone will welcome kids from local schools and charities for dedicated rugby clinics outside of RWC 2019 live matches. This initiative led by Societe Generale and HKRU Community Foundation embodies the desire of both partners to support rugby as a channel for education and social inclusion.

Hikaru Ogata, Chief Executive Officer for Societe Generale, Asia Pacific, highlights how the RWC 2019 Fanzone embodies Societe Generale’s long-term commitment to the game of rugby: “Societe Generale has been supporting rugby for more than 30 years; today we support teams and tournaments from grassroots to top level, strongly associating our brand with the sport’s values. We are proud to be associated with Rugby World Cup 2019; Societe Generale’s RWC 2019 Fanzone will contribute to promote the tournament and rugby in Hong Kong, as well as being a fantastic place for all rugby fans to share their passion and emotions this event is able to create.”

Robbie McRobbie, HKRU Chief Executive Officer, says the site would provide a fantastic place for locals and visitors alike to gather and enjoy the spirit of the tournament. “We are extremely excited to be partnering with our great friends Societe Generale on Hong Kong’s first ever Rugby World Cup Fanzone,” R.McRobbie said. “This is the first time the tournament has been hosted in
Asia, and we expect an unprecedented level of interest. Both the HKRU and Societe Generale have a strong track record of community outreach and engagement, and we’ll be working together to make sure there is plenty of fun for the whole family to enjoy throughout the 44 days of the Fanzone. Whatever your favourite team, there’s only one place to go and enjoy all the Rugby World Cup action –Societe Generale’s RWC 2019 Fanzone, see you there!”

Ross Mitchell, General Manager of Asia Rugby echoed these sentiments, expressing his excitement for Hong Kong to play such an important role in Asia’s first ever Rugby World Cup: “The stage is set for the first ever RWC to be held in Asia; and we couldn’t be more excited that Societe Generale, in partnership with the Hong Kong Rugby Union, are staging one of two official RWC FanZones outside of Japan, bringing the buzz of the event to Hong Kong.”

“Rugby fever is spreading through the continent and it only seems natural for Hong Kong, one of our major ‘players’ in the region, to get involved in the action. Thank you to Societe Generale and the HKRU for this great initiative, and I look forward to seeing you all down at the AIA Vitality Park in the next 6 weeks to join the party!” said R.Mitchell.

General Admission will be free and open to the public on a first-come / first-served basis. Entry will work on an RFID wristband system, integrating cashless payments for F&B purchases to ensure a hassle-free Fanzone experience.

RWC 2019 matches are scheduled on 26 of the 44 days of the tournament; outside of matches, a mini rugby pitch in the Fanzone will host rugby clinics with local schools and charities as part of the Hong Kong Rugby Union Community Foundation’s legacy activities. For any interest, full event and contact details will be available on the Fanzone website (www.sgfanzone.hk).

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About Rugby World Cup 2019:

Played every four years, Rugby World Cup 2019 is the ninth edition of the event and will feature 20 teams playing across 12 cities stretching from Japan's northern main island of Hokkaido to Kyushu in the southwest.

It is the first time the event will be held in Asia outside of the traditional rugby strongholds, having started in 1987 with an event held jointly by Australia and New Zealand. The tournament has also been hosted across Britain and Ireland, France and South Africa.

About Societe Generale and Rugby World Cup:

A longstanding partner of Rugby World Cup, Societe Generale is supporting the Tournament for the sixth time in 2019 as a Worldwide Partner and Official Bank.

Societe Generale has been supporting rugby since 1987. The history between rugby and SG, which started by supporting the French rugby team – which SG still supports, celebrating 30 years in 2017 – evolved together since, both growing international. The first rugby world cup took place in 1987; SG was involved in the 1991 and 1999 editions, organised by England and Wales respectively, with some games in France. Since France hosted RWC in 2007, SG has continuously supported Rugby World Cup, becoming one of World Rugby’s long-standing partners as SG developed its international footprint. Today, rugby’s strong values of commitment and team-spirit are deeply embedded in Societe Generale’s culture and identity, making the bank a natural partner for Rugby World Cup.

In addition, Societe Generale has been present in Japan for nearly 45 years and supporting Rugby World Cup 2019 illustrates our strong commitment to Japan and the Asia-Pacific region.

About Hong Kong Rugby Union:

The Hong Kong Rugby Union (HKRU) was founded in 1952 and became an affiliated union of World Rugby in 1988. In 1968, the HKRU became a founding member of Asia Rugby and remains committed to the development of the game in Asia. The HKRU has hosted the world-famous Cathay Pacific/HSBC Hong Kong Sevens since 1976 and remains the only Union to have hosted two sevens World Cups in 1997 and 2005. In 2008, the HKRU hosted the first ever neutral venue Bledisloe Cup - hosting a second match in 2010. In 2013, the HKRU hosted the first British & Irish Lions match played in Asia and the following year hosted the first regional Olympic qualifier tournament for Rugby Sevens. The HKRU is a member of the Sports Federation & Olympic Committee of Hong Kong, China and provides competitive and social rugby opportunities for men and women at every age and skill level, with a thriving community of over 10,000 players. To learn more please visit www.hkrugby.com, www.facebook.com/hkrugby and twitter.com/HongKongRugby.
Societe Generale

Societe Generale is one of the leading European financial services groups. Based on a diversified and integrated banking model, the Group combines financial strength and proven expertise in innovation with a strategy of sustainable growth, aiming to be the trusted partner for its clients, committed to the positive transformations of society and the economy.

Active in the real economy for over 150 years, with a solid position in Europe and connected to the rest of the world, Societe Generale has over 149,000 members of staff in 67 countries and supports on a daily basis 31 million individual clients, businesses and institutional investors around the world by offering a wide range of advisory services and tailored financial solutions. The Group is built on three complementary core businesses:
• French Retail Banking, which encompasses the Societe Generale, Crédit du Nord and Boursorama brands. Each offers a full range of financial services with omnichannel products at the cutting edge of digital innovation;
• International Retail Banking, Insurance and Financial Services to Corporates, with networks in Africa, Russia, Central and Eastern Europe and specialised businesses that are leaders in their markets;
• Global Banking and Investor Solutions, which offers recognised expertise, key international locations and integrated solutions.

Societe Generale is included in the principal socially responsible investment indices: DJSI (World and Europe), FTSE4Good (Global and Europe), Euronext Vigeo (World, Europe and Eurozone), four of the STOXX ESG Leaders indices, and the MSCI Low Carbon Leaders Index.