



Standard Chartered
SOCCER SEVENS
HKFC 2024

Standard Chartered Priority Private Takes Centre Stage as Title Sponsor for the 2024 HKFC Soccer Sevens



Standard Chartered Priority Private launch sponsorship of HKFC Soccer Sevens

VIPs (L-R) Neil Jensen, Chairman, Hong Kong Football Club; Scott Semple, Chairman of the HKFC Soccer Sevens Organising Committee; Stephen Man, Managing Director, Head, Consumer, Private and Business Banking, Hong Kong, Standard Chartered; Yvonne Lam, Managing Director, Head, Affluent Segment & Strategic Alliance, Hong Kong, Standard Chartered.

Credit: HKFC Soccer Sevens

HONG KONG, 6 March 2024 – The Hong Kong Football Club is pleased to announce Standard Chartered Priority Private as the new title sponsor of the HKFC Standard Chartered Soccer Sevens.

This prestigious partnership heralds a new chapter for the event, which is set to celebrate its 25th year and will further captivate fans at the Hong Kong Football Club from 24 to 26 May 2024 with the addition of a Women's Tournament for the first time.

The HKFC Soccer Sevens has been a highlight on the Hong Kong football calendar since its inception in 1999 and the 2024 edition promises to deliver unparalleled excitement and competition.

Twenty-six teams will be split between the Main Event and the Masters Tournament while an eight team Women's Tournament will also be introduced.

With 16 teams vying for the title in the Main Event, including 10 overseas-based clubs making the journey to Hong Kong, this year's competition is poised to be among the most fiercely contested yet.

“The Hong Kong Football Club is delighted to extend a warm welcome to Standard Chartered Priority Private as the title sponsor for the HKFC Soccer Sevens as we proudly celebrate the tournament's 25th anniversary this year,” said Scott Semple, Chairman of the HKFC Soccer Sevens Organising Committee.

“Our shared passion for the beautiful game adds even more significance to this milestone occasion. Together, we are dedicated to elevating the tournament's legacy and enriching its cherished traditions.

“In May, we eagerly anticipate the return of some of the world's finest young talents to our pitch while also introducing, for the first time, the Women's Tournament as we look to encourage even greater participation through the HKFC Soccer Sevens.

“Standard Chartered Priority Private's sponsorship marks a significant commitment to nurturing the next generation of football talent and expanding the global football community, underscoring the HKFC Soccer Sevens' role in advancing the sport's development and enhancing cross-cultural exchanges through competition.”

The roll call of past participants in the HKFC Soccer Sevens is a who's who of world football, with Manchester City, Atletico Madrid, Arsenal and Urawa Red Diamonds among the former winners.

English Premier League outfit Aston Villa are the tournament's most successful club, winning a record seventh HKFC Soccer Sevens title in 2023 with victory over Hong Kong's Tai Po FC in the final at Sports Road.

“We are very excited to be the title sponsor of the HKFC Soccer Sevens, a landmark event in Hong Kong's sporting calendar. With its rich history, this partnership provides a unique platform for Standard Chartered Priority Private to connect with the passionate local and global sports community. We look forward to partnering with the Hong Kong Football Club in curating more special experiences for enthusiastic fans, HKFC members, as well as our own clients.” Stephen Man - Managing Director, Head, Consumer, Private and Business Banking, Hong Kong, Standard Chartered Bank (Hong Kong) Limited.

“At Priority Private, we aim to help our clients seize sophisticated investment opportunities from across our international hubs with our advisory expertise and sharp insights. Our clients can benefit from a dynamic portfolio curated to meet their wealth objectives, enabled by our SC-INSEAD Wealth Academy trained experts, and enjoy the privileges of the exclusive Priority Private Global Experiences programme. With that, we are very excited to contribute to this event and look forward to creating memorable experiences for all who participate and attend.” Yvonne Lam - Managing Director, Head, Affluent Segment & Strategic Alliance, Hong Kong, Standard Chartered Bank (Hong Kong) Limited.

Standard Chartered Priority Private

Standard Chartered Priority Private helps clients achieve their goals with sophisticated wealth solutions. Whatever client's financial priorities are, we take it a step further by tapping onto our global network, supported by our senior Relationship Managers, investment advisors and product specialists. We also offer curated privileges suited to client's lifestyle, including exclusive converge services and invitations to unique experiences. For added comfort and privacy, we also have flagship Wealth management centres that are exclusive to Priority Private clients in Causeway Bay Lee Garden, Tsim Sha Tsui K11 and Admiralty Pacific Place.

ENDS



Standard Chartered
SOCCER SEVENS
HKFC 2024

Notes to Editor:

For more information, visit:

Website: www.hksoccersevens.com

YouTube: <https://www.youtube.com/@hkfcsocket7s>

Facebook: <https://www.facebook.com/hkfcsocketsevens>

X: <https://twitter.com/hksoccer7s>

Instagram: <https://www.instagram.com/hksoccersevens/>

Hashtag: #hksoccer7s

About Standard Chartered

We are a leading international banking group, with a presence in 52 of the world's most dynamic markets and serving clients in a further 64. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

For more stories and expert opinions please visit [Insights](#) at sc.com. Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

About Hong Kong Football Club

Hong Kong Football Club (HKFC) was founded in 1886 with a mission to facilitate the development of sporting activities in Hong Kong. Our vision is to be recognised as one of the leading not-for-profit sports clubs in the world. We started with two main sports: rugby and soccer, and with the dedication and enthusiasm of our members, we have evolved into a club which promotes, hosts and plays a total of 11 different sports including hockey, squash, lawn bowls, netball, tennis, badminton, swimming and triathlon, golf and tenpin bowling.

Regarded as one of the finest sporting clubs in Asia, the 64,000-square-metre Club building offers the largest range of facilities among all the sports clubs in Hong Kong. HKFC not only provides Hong Kong with a world-class venue for many major international sports events, such as Rugby Tens and Soccer Sevens tournaments, but also plays a key contributor to Hong Kong's thriving sporting and social community.

Website: www.hkfc.com

Media Enquiries:

Distributed on behalf of Hong Kong Football Club by Ludus Concepts. For more information contact:

- Chloe Biggs: e: chloe@ludus-concepts.com M: +852 98638058