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HKTB Becomes First Tourism Organisation to Seal a Three-Year Strategic Global Partnership Agreement with Art Basel



The Hong Kong Tourism Board (HKTB) announced today (12 June) a new three-year global partnership with Art Basel, extending their collaboration beyond Hong Kong to all Art Basel shows worldwide. The HKTB is the first tourism organisation to have sealed a deal of this kind with the exhibitor. HKTB Executive Director Mr Dane Cheng and Art Basel CEO Mr Noah Horowitz officially signed the new strategic partnership agreement at Art Basel press conference in Switzerland.

HKTB to participate in all four annual shows | First project to be presented in Art Basel Paris this October

According to the partnership agreement, HKTB will be a Show Partner of Art Basel. Over the next three years, HKTB will bring the city's culture to a global stage by taking part in four annual Art Basel shows worldwide – in Paris, Miami Beach, Hong Kong, and Basel and staging an immersive experience in the show. The first international collaboration between HKTB and Art Basel will be at Art Basel Paris on 18–20 October this year at the Grand Palais in the French capital.

Mr Dane Cheng, HKTB Executive Director said, “The collaboration with Art Basel underscores HKTB’s continuous efforts in promoting Hong Kong on the global stage. By sharing the city’s unique character through immersive experiences on the world’s most prestigious art platform, we hope to inspire travellers to visit our city and discover its thriving creative community and rich cultural experiences.”

Mr Noah Horowitz, Art Basel CEO said, “We are thrilled to build on our longstanding collaboration with HKTB and launch this ambitious initiative. By shining a global spotlight on Hong Kong’s vibrant art scene, this partnership will enhance the experience for our fair visitors while unlocking new opportunities and fostering deeper connections between Hong Kong and art communities around the world.”

Debuting in Hong Kong in 2013, Art Basel has worked with HKTB on several successful joint projects since 2020. In March, HKTB teamed up with Art Basel to present a “Cha Chaan Teng” café experience that highlighted the vibrant living culture of Hong Kong. Visitors enjoyed local delicacies inside the colourful, nostalgic Cha Chaan Teng, including the city’s iconic pineapple buns and milk tea, while experiencing Hong Kong’s east-meets-west culture first-hand.



The interactive “Cha Chaan Teng” experience at Art Basel Hong Kong in March.

Members of the media can download the press release and photos from the following links:

Press release: <https://www.discoverhongkong.com/eng/hktb/newsroom/press-releases.html>

Photos: <https://assetlibrary.hktb.com/assetbank-hktb/action/browseItems?categoryId=1570&categoryId=2&cachedCriteria=1>

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