

ICBC (Asia) Sponsors Finale Performance of the Hong Kong Arts Festival for Three Consecutive Years Classical Ballet Performance Drew Curtains at the 43rd Hong Kong Arts Festival

31 March 2015, Hong Kong – ICBC (Asia) sustained its support for Hong Kong’s cultural and artistic development with its third exclusive sponsorship of the Finale Performance of the Hong Kong Arts Festival. This year’s Finale Performance *Jewels* was presented with a new touch by the world-class Bolshoi Ballet, concluding the 43rd Hong Kong Arts Festival on a perfect note.

As the final highlight of the 43rd Hong Kong Arts Festival, the Bolshoi Ballet was invited to perform Balanchine’s masterpiece, *Jewels*. Through a captivating blend of brand-new costumes and unique stage design with the music of Fauré, Stravinsky and Tchaikovsky, the performance presented unforgettable enjoyment and won a standing ovation from delighted spectators.

Many distinguished guests including customers and business partners were invited by ICBC (Asia) to experience the performance, in order to express appreciation to their continuous support. ICBC (Asia) also hosted a pre-event cocktail reception for the guests to feel the glamor and atmosphere of *Jewels*, with attendance of government officials, representatives of the Hong Kong Arts Festival and guests..

“ICBC (Asia) is honored to exclusively sponsor the finale performance of the Hong Kong Arts Festival for three consecutive years,” said **ICBC (Asia) Chairman and Chief Executive Chen Aiping** at the pre-event cocktail reception. “Balanchine’s *Jewels* was the first ever full-length abstract ballet, through which he redefined ballet as an art form for the 20th century. Balanchine merged traditional Russian ballet techniques with new world dynamism to create numerous masterpieces. It is coherent to ICBC (Asia)’s determination to pursue innovation and excellence, in order to enhance our competitive edge. Adhering to our corporate beliefs “Serving Customers, Rewarding Shareholders, Development of Employees, Giving Back to Society”, we are committed to realizing our corporate social responsibilities and to supporting the promotion of arts and cultural activities in Hong Kong.”

The Hong Kong Arts Festival is an important cultural occasion in Asia. The 43rd Festival gathers more than 1,400 artists from all over the world to stage 137 performances. *Jewels*, performed by the Bolshoi Ballet, is the finale performance of the 43rd Hong Kong Arts Festival. It is renowned as one of Balanchine’s most recognizable masterpieces. The jewel-themed triptych was inspired by the beauty of precious stones, with each of its three acts signifying a dazzling gem and a different city:

Emeralds in dreamy French romance evoking Paris; *Rubies* representing the jazz-age Broadway of New York; and *Diamonds* with the classical grandeur of Imperial St. Petersburg.

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(Photo 1) Caption: Chairman and Chief Executive of ICBC (Asia) Chen Aiping delivered a speech at the pre-event cocktail reception.



(Photo 2) Caption: Chairman and Chief Executive of ICBC (Asia) Chen Aiping (*third from left*) and the ICBC (Asia) management team led a toasting ceremony to celebrate the partnership between the Hong Kong Arts Festival and ICBC (Asia).



(Photo 3) Caption: (left to right) Hong Kong Arts Festival Chairman The Honourable Ronald Arculli, The Honourable Mr Tsang Tak-sing, Acting Chief Secretary for Administration of the HKSAR, and ICBC (Asia) Chairman and Chief Executive Chen Aiping as seen at ICBC (Asia)'s pre-performance reception at the 43rd Hong Kong Arts Festival Finale.

Industrial and Commercial Bank of China (Asia) Limited

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