

**ICBC (Asia) Advocates the Development of International Arts
Through Sponsorship of the Hong Kong Arts Festival Finale
For the Fourth Consecutive Year**

20 March 2016, Hong Kong – **ICBC (Asia)** has strived to promote the development of international arts in Hong Kong, forming part of its commitment to corporate social responsibility. For the fourth year in a row, ICBC (Asia) is the exclusive sponsor of the finale performance of the Hong Kong Arts Festival. This year's ballet performance, *The Sleeping Beauty* concluded the 44th Hong Kong Arts Festival on a perfect note.

As the final highlight of the Festival this year, the Mikhailovsky Ballet, one of the top three Russian ballet companies, was invited to present the timeless classic – *The Sleeping Beauty*. Retaining all of the elegance and magic of this famous ballet, renowned Spanish choreographer Nacho Duato interpreted in his own style and gilded with enchanting images, humour and his trademark musicality. His unique interpretation of *The Sleeping Beauty* was performed by over 80 talented ballet dancers in step with Tchaikovsky's unforgettable score, and enchanted the audience with grand backdrops and hundreds of lavish costumes.

To celebrate the finale performance of the 44th Hong Kong Arts Festival, ICBC (Asia) held a pre-event cocktail, which was hosted by ICBC (Asia) Chairman and Executive Director Chen Aiping, in the presence of government officials, representatives of the Hong Kong Arts Festival and distinguished guests of ICBC (Asia). The venue was exquisitely decorated, enabling its guests to indulge in the timeless romance and enchantment of *The Sleeping Beauty*.

In his welcome remarks, **Mr. Chen Aiping, Chairman and Executive Director of ICBC (Asia)**, said, "The enduring Mikhailovsky Ballet always strives for the pursuit of a higher performance skill and emotional expression, which precisely corresponds to ICBC (Asia)'s spirit. In order to keep up with the ever changing economic environment, ICBC (Asia) continues to accelerate its business growth and enhance profitability by transforming service philosophies and expanding its global vision. In the pursuit of continuous innovation and excellence, we are committed to providing the best financial solutions and dedicated services for our valued customers. We also

hope to give back to society through our ongoing support to the cultural and arts development in Hong Kong, and share high-quality cultural life with the society.”

By leveraging the geographical advantages of Hong Kong as an international financial centre and being as the flagship of ICBC's overseas banking business, ICBC (Asia) had received various awards regarding quality cross-border services. Proactively adapting to the changes in the international financial world, ICBC (Asia) upholds its strategy of “Rooted in Hong Kong, Backed by Mainland, Toward Asia” while keeping abreast of the latest market developments and exploring new opportunities, so as to become an outstanding cross-border financial service provider.

The Hong Kong Arts Festival is a premier cultural event in Asia. The 44th Hong Kong Arts Festival featured more than 1,400 outstanding artists from Hong Kong and overseas to present 119 wonderful performances for audiences.

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(Photo 1) Caption: Chairman and Executive Director of ICBC (Asia) Chen Aiping delivered a speech at the pre-performance cocktail reception for the 44th Hong Kong Arts Festival Finale.



(Photo 2) Caption: Chairman and Executive Director of ICBC (Asia) Chen Aiping (middle) 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 Victor Cha, The Honourable Mrs Carrie Lam Cheng Yuet-ngor, Chief Secretary of Government of the HKSAR, and ICBC (Asia) Chairman and Executive Director Chen Aiping as seen at ICBC (Asia) 's private reception for the 44th Hong Kong Arts Festival Finale.



Industrial and Commercial Bank of China (Asia) Limited

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