

PRESS RELEASE
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Swire Pledges HK\$50m for the HK Phil in Largest Corporate Sponsorship Donation in Orchestra's History

Three-year funding term will mark 21 years of principal patronage, boosting the HK Phil's community engagement efforts and international reach



[10 April 2024, Hong Kong] After 18 years of a flourishing partnership between the Swire Group (Swire) and the Hong Kong Philharmonic Orchestra (HK Phil), we are delighted to announce today that Swire will be continuing its sponsorship of the HK Phil as Principal Patron for another three years, from April 2024. This commitment includes a generous grant exceeding HK\$50 million, marking the biggest corporate donation in the orchestra's history.

Since 2006, Swire has been Principal Patron of the HK Phil, and has bolstered the orchestra's long-term mission to promote artistic excellence, expand access to classical music, enhance cultural participation in Hong Kong and the Chinese Mainland and elevate the city's global reputation. For this latest sponsorship term, emphasis is given to community and youth engagement.

In addition to the ever-popular outdoor extravaganza "Swire *Symphony Under The Stars*", Swire and the HK Phil are excited to launch "Swire Music for Everyone", a brand-new educational programme that invites audiences to dive-deep into specific orchestral works. The "Swire Community Concert" series will be expanded, reaching a wider audience, and giving special attention to ensuring the concerts are enjoyable and accessible to people of all abilities and needs. Swire will also support other community initiatives, including performances at Swire venues in Hong Kong, as well as ticket giveaways to local non-profit organisations. By providing complimentary access to these initiatives, Swire aims to help maximise access to high-quality orchestral musical performances for the community.

Together with the regular concert series, "Swire Maestro Series", "Swire Denim Series" and "Swire Family Series", all the programmes allow the HK Phil to present a variety of music experiences to different groups of the public. For this sponsorship term, the orchestra will develop online content tailored to young people and audiences less familiar with orchestral music, and will expand its social media presence in the Chinese Mainland and internationally.

Mr Guy Bradley, Chairman of Swire Pacific Limited, said, "I am delighted we are extending our sponsorship of the HK Phil once again, a development that will mark 21 years of our enduring partnership. Sharing the same value as the HK Phil, Swire is committed to bringing classical music closer to local communities, especially the younger listeners – and our HK\$50 million grant underscores that commitment. World-class orchestral music has the power to bring positive energy to audiences in Hong Kong, and also cements our city's reputation as an East-

meets-West centre for international cultural exchange, as described in the 14th Five-Year Plan. Both the HK Phil and Swire are keen to help strengthen Hong Kong's cultural connections to the rest of the Greater Bay Area, the Chinese Mainland and the wider world."

Mr David Cogman, Chairman of the Board of Governors of the HK Phil, said, "We are deeply grateful to the Swire Group for its unwavering backing as Principal Patron over the years. Alongside the long-term support and partnership of the Hong Kong Government, Swire is providing the largest corporate sponsorship in our history. This will enable the orchestra to continue to flourish as Asia's foremost classical orchestra, bringing the best of classical music to Hong Kong, and will open doors to many new opportunities around the world. We are excited about continuing our partnership with Swire for many years to come."

Named "Orchestra of the Year" at the 2019 *Gramophone Awards*, the HK Phil is Hong Kong's cultural ambassador and is committed to participating in cultural exchange work, showcasing the artistic excellence of Hong Kong to audiences around the world. Riding on the success of recent tours in the Mainland and internationally, the orchestra will continue to expand its footprint to more places in the coming years, including the Greater Bay Area and more cities in the Mainland, as well as cities in Asia, Europe and South America, fostering artistic and cultural exchange between China and the rest of the world.

Collaborating with internationally renowned conductors and soloists, the orchestra presents more than 150 concerts and attracts more than 200,000 music lovers annually. The HK Phil continues to present excellent performances with world-class musicians to engage Hong Kong audiences and attract overseas audiences to enjoy the cultural vibrancy of Hong Kong, the orchestra also promotes the work of local talented musicians by inviting home grown soloists, premiering new work by Hong Kong composers, and launching initiatives to promote cross-discipline collaboration with Hong Kong artists.

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Mr Raistlin Lau, Under Secretary for Culture, Sports and Tourism (centre), Mr Guy Bradley, Chairman of Swire Pacific Limited (left) and Mr David Cogman, Chairman of the HK Phil Board of Governors (right) officiate the renewal ceremony.

Photo Credit: Eric Hong / HK Phil

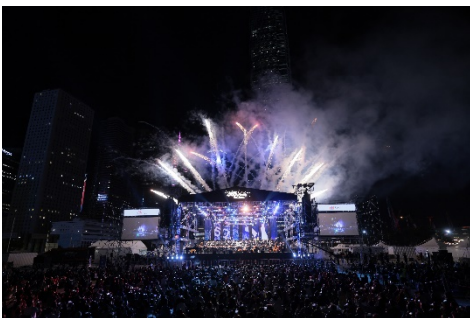


(From left)

- Mrs. Mabel Lee, Board Member of the HK Phil
- Ms May Lam-Kobayashi, Deputy Director, Public Affairs of Swire Properties Limited
- Mr James Tong, Director, Group Public Affairs of John Swire & Sons (H.K.) Limited
- Mr Tim Blackburn, Chief Executive of Swire Properties Limited
- Mr Augustus Tang, Director of John Swire & Sons (H.K.) Limited
- Mr Guy Bradley, Chairman of Swire Pacific Limited
- Mr Raistlin Lau, Under Secretary for Culture, Sports and Tourism
- Mr David Cogman, Chairman of the HK Phil Board of Governors
- Mr Benedikt Fohr, Chief Executive of the HK Phil

- Ms Angela Yau, Board Member of the HK Phil
- Mr Glenn Fok, Board Member of the HK Phil
- Dr Lilian Leong, Board Member of the HK Phil
- Mr Fan Ting, Board Member of the HK Phil
- Mr Sonny Yau, Board Member of the HK Phil

Photo Credit: Eric Hong / HK Phil



Swire Symphony Under The Stars 2023

Photo Credit: Eric Hong / HK Phil



Swire Community Concert

Photo Credit: Ka Lam / HK Phil



Music Director Jaap van Zweden and the HK Phil at the Tonhalle Zurich

Photo Credit: Desmond Chan / HK Phil



Music Director Jaap van Zweden and the HK Phil

Photo Credit: Ka Lam / HK Phil

About the Hong Kong Philharmonic Orchestra

The Hong Kong Philharmonic Orchestra (HK Phil) is regarded as one of the leading orchestras in Asia. Professionalised in 1974, the orchestra celebrates its 50th anniversary during the 2023/24 season. Collaborating with internationally renowned conductors and soloists, the orchestra presents more than 150 concerts and attracts more than 200,000 music lovers annually. The HK Phil promotes the work of Hong Kong and Chinese composers, commissions new works, nurtures local talent and runs extensive education and community programmes. With Music Director Jaap van Zweden since 2012, the HK Phil has toured Europe, Asia, Australia and extensively across Mainland China. Long Yu has been Principal Guest Conductor since the 2015/16 Season, and Lio Kuokman was appointed Resident Conductor in December 2020. The HK Phil won the prestigious UK classical music magazine *Gramophone's* 2019 Orchestra of the Year Award – the first orchestra in Asia to receive this accolade. Recent recording projects with Jaap include the complete *Ring* Cycle by Richard Wagner, Mahler's Symphony no. 10 (concert version ed. Mengelberg/Dopper), and Shostakovich's Symphony nos. 5, 9 and 10.

For more information, please visit hkphil.org.

About the Swire Group

The Swire Group is a highly diversified global corporation, with businesses encompassing property, beverages and food chain, aviation, marine, as well as trading and industrial activities. Its core businesses are mainly focused on Asia, with its key operations in Hong Kong and the Chinese Mainland. Within Asia, Swire's activities primarily come under the Group's publicly quoted arm, Swire Pacific Limited (HKSE: 00019/00087), which is the largest shareholder in two Hong Kong listed companies: Swire Properties and Cathay Pacific Airways.

For more information, please visit www.swire.com.

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Hong Kong Philharmonic Orchestra

Music Director: Jaap van Zweden, SBS

Principal Guest Conductor: Long Yu

Resident Conductor: Lio Kuokman, JP

The Hong Kong Philharmonic Orchestra (HK Phil) is recognised as one of Asia's foremost classical orchestras. Presenting more than 150 concerts over a 44-week season, the HK Phil attracts more than 200,000 music lovers annually. The HK Phil won the prestigious UK classical music magazine *Gramophone's* 2019 Orchestra of the Year Award – the first orchestra in Asia to receive this accolade.

Jaap van Zweden, SBS, one of today's most sought-after conductors, has been the orchestra's Music Director since the 2012/13 Season, a position he will hold until the end of the 2023/24 Season. Following his tenure as Music Director, he will hold the title of Conductor Laureate. Jaap van Zweden has also been Music Director of the New York Philharmonic since the 2018/19 Season. Long Yu has been Principal Guest Conductor since the 2015/16 Season. Lio Kuokman, JP, was appointed Resident Conductor in December 2020.

Under the dynamic leadership of Jaap van Zweden, the HK Phil has attained new heights of artistic excellence, receiving international critical acclaim. The orchestra successfully completed a four-year journey through Wagner's *Ring* Cycle, performing and recording one opera from the cycle annually from 2015 to 2018. The concert performances were well received, and the live Naxos recordings were praised by critics, and garnered the *Gramophone* Orchestra of the Year Award 2019.

The HK Phil has toured extensively across Mainland China. The orchestra undertook a major tour in 2017 to Seoul, Osaka, Singapore, Melbourne and Sydney in celebration of the 20th anniversary of the establishment of the Hong Kong Special Administrative Region. In the 2023/24 Season, the orchestra will embark on global tours to more than 18 cities.

Conductors and soloists who have recently performed with the orchestra include Anja Bihlmaier, Stéphane Denève, Christoph Eschenbach, Paavo Järvi, Andrés Orozco-Estrada, Tarmo Peltokoski, Vasily Petrenko, Krzysztof Urbanski, Ning Feng, Boris Giltburg, Leonidas Kavakos, Olivier Latry and Akiko Suwanai. The HK Phil promotes the work of Hong Kong and Chinese composers through an active commissioning programme, and it has released recordings on the Naxos label featuring Tan Dun and Bright Sheng, each conducting their own compositions.

The HK Phil runs diverse education and community programmes in schools, hospitals and outdoor spaces, bringing music into the hearts of tens of thousands of children and families every year.

The Swire Group has been the Principal Patron of the HK Phil since 2006. Through this current sponsorship donation, which is the largest amount received in the orchestra's history, Swire endeavours to foster access to classical music and stimulate cultural participation in Hong Kong and the Chinese Mainland – a critical aspect of this is to engage with the community, especially young people. The sponsorship will also help promote local artistic excellence and enhance Hong Kong's reputation as one of the great cities in the world.

Thanks to a significant subsidy from the Government of the HKSAR and long-term funding from Principal Patron Swire, the Hong Kong Jockey Club Charities Trust and other supporters, the HK Phil now boasts a full-time annual schedule of core classical repertoire and innovative popular programming, extensive education and community programmes, and collaborations with, amongst others, Hong Kong Ballet, Opera Hong Kong and the Hong Kong Arts Festival.

Originally called the Sino-British Orchestra, it was renamed the Hong Kong Philharmonic Orchestra in 1957 and became fully professional in 1974. The HK Phil is a registered charitable organisation.

The Hong Kong Philharmonic Orchestra is financially supported by the Government of the Hong Kong Special Administrative Region and is a Venue Partner of the Hong Kong Cultural Centre. Swire is the Principal Patron of the Hong Kong Philharmonic Orchestra.