

HKETO Jakarta celebrates Year of Snake in Penang (with photos)

â€‹The Hong Kong Economic and Trade Office, Jakarta (HKETO Jakarta) hosted a Chinese New Year dinner in Penang, Malaysia, today (February 25) to celebrate the Year of the Snake. Some 220 guests from the local government, business, academic, cultural and media sectors attended the event.

In her welcome speech, the Director-General of the HKETO Jakarta, Miss Libera Cheng, said that Hong Kong and Penang share a similar historic and cultural background. The HKETO Jakarta worked closely with the Penang State Government last year to strengthen bilateral exchanges, working together to facilitate numerous Hong Kong teams' participation at the Penang International Dragon Boat Regatta and the Penang International Lion Dance-on-Stilts Competition, as well as the inaugural performances by the Hong Kong Chinese Orchestra and the Hong Kong Dance Company in Penang.

"Over the past year, Hong Kong-based airlines have significantly expanded passenger services according to the direction set under the Policy Address. Hong Kong has now become one of Penang International Airport's most frequent routes beyond the Southeast Asia region," said Miss Cheng.

She added that visitor arrivals from Malaysia increased by 50 per cent year-on-year in 2024, fully reflecting Hong Kong's glamour. With the grand opening of Kai Tak Sports Park on March 1, a host of sports and entertainment events are set to take place at this iconic venue. Meanwhile, Hong Kong is also committed to enriching visitors' travel experience, including products related to the panda economy. The Hong Kong Special Administrative Region Government will take forward the relevant measures in the Development Blueprint for Hong Kong's Tourism Industry 2.0 promulgated in December 2024 to attract more tourists from Malaysia and beyond.

"The robust air connectivity of our two cities will also enable Penang enterprises to export a diverse range of products to the world seamlessly via Hong Kong, leveraging Hong Kong International Airport's advantages as the world's busiest cargo airport and the various high value-added logistics facilities therein."

Dignitaries attending the dinner included the Chief Minister of Penang, Mr Chow Kon Yeow; the Chinese Consul-General in Penang, Mr Zhou Youbin; the Director of Malaysia of the Hong Kong Trade Development Council, Ms Hoh Jee Eng; the President of the Hong Kong-Malaysia Business Association, Dato' Dixon Chew, and senior representatives from other major local business chambers.

Also joining the event were the Penang State Executive Councillor for Tourism and Creative Economy, Mr Wong Hon Wai, the Penang State Executive Councillor for Youth, Sports and Health, Mr Daniel Gooi Zi Sen, and other key

local officials.

