

Task Force on Harbourfront Developments on Hong Kong Island

For discussion
on 7 September 2018

TFHK/08/2018

Proposed Short Term Tenancies for Government Land at Central Harbourfront for Staging The ABB FIA Formula E Championship 2019 Hong Kong E-Prix

PURPOSE

This paper aims to seek the views of the Members of the Task Force (“the Members”) on the proposed Short Term Tenancies (“STT”) of five Government sites in the new Central Harbourfront area for the staging of The ABB FIA Formula E Championship, 2019 Hong Kong E-Prix in March 2019.

BACKGROUND

2. The ABB FIA Formula E Championship is the first international racing series competing between electric-powered single-seater racing cars sanctioned by the FIA, which is the international governing body of motorsports. The Championship comprises a series of races staged in different cities around the globe. The series was inaugurated in season 2014/15 and debuted in Hong Kong in its third season in 2016/17.

3. Following the success of 2016 event and with the support from the Government and supporting parties, the organizer of The Championship, the Formula E Operations Limited (“FEO”), and Formula Electric Racing (Hong Kong) Limited (“FERHK”), the license holder for operating The Championship in Hong Kong, staged the races again in Hong Kong at the Central Harbourfront on 2-3 December 2017. The event successfully attracted more than 27 000 spectators to watch the race and participate in various related activities, which increased by 35% as compared with the 2016 event. On the other hand, onsite media attendance increased by 89% to 474. Media outlets from across the world broadcasted the event to over 25.4 million spectators globally and the event aroused media attention by generating more than 7 000 global

Task Force on Harbourfront Developments on Hong Kong Island

TFHK/08/2018

print and more than 6 000 online coverages, producing an overall readership of 3.5 billion.

4. FEO and FERHK are committed to staging the car race in Hong Kong again. The proposed 2019 Hong Kong E-Prix is scheduled for 9-10 March 2019 (Saturday to Sunday). It will be the first stop in Asia for the fifth season of The Championship in 2018/19.

2019 HONG KONG E-PRIX

5. The Championship races typically take place on “street circuits”. Last two years, the Hong Kong E-Prix was staged in the new Central Harbourfront area, mainly along Lung Wo Road, with the magnificent view of Victoria Harbour and Central as backdrop. With the endorsement from FIA, the proposed racetrack for Hong Kong E-Prix 2019 will be the same as that in the previous years. It is a track of 1.86 kilometers with 10 turns (2 hairpin turns) and 555 meters straight road. The design of racetrack alignment is at **Annex I**.

6. The overall layout of 2019 Hong Kong E-Prix will be similar to that of 2017. The pitlane, main grandstands and Emotion Club, which is a giant marquee for VIP, will be erected in the existing Central Harbourfront Event Space. Spectator stands will be erected in the nearby area, including the five Government sites. In order to ensure the safety of both racing car drivers and spectators, temporary safety barriers will be installed along the racetrack. The safety barriers will be set up during night time to minimize disruption to the traffic and public.

7. The 2019 Hong Kong E-Prix will be back to a single-header race format (i.e. there will only be one main race on Sunday in 2019 instead of two races on two event days in 2017) with 22 world-class drivers from 11 international teams weaving their way through one of the most technically challenging circuits on the innovative street racing series. In season five, more big-name manufacturers have committed to race in Formula E - including BMW and Nissan in tandem with the new-look car and battery,

Task Force on Harbourfront Developments on Hong Kong Island

TFHK/08/2018

along with Mercedes-Benz and Porsche which also plan to join the following year.

8. Another new feature will be the Gen2 Formula E cars. The all-new Gen2 Formula E car promises to be the biggest star of season five, with its increased power and energy storage capacity creating room for a host of innovative rules changes, like increased power available to the drivers and, most notably, the elimination of car swaps next season, for the first time in Formula E history, as one car will be able to complete a full E-Prix on a single battery charge. The Gen2 car could accelerate from 0 km/h to 100km/h in 2.8 seconds and go on to a top speed of 280km/h which add more excitement to car-racing lovers.

9. Formula E car races aside, FERHK is planning to host some supporting events and entertainment activities to enhance the overall carnival ambience and encourage participation from the community and visitors. To share the excitement and innovation of Formula E with the community, a certain proportion of E-village tickets will be distributed to the under-privileged groups free-of-charge for public participation.

10. From double-header race format back to single-header, it is expected that the road closure period of 2019 Hong Kong E-Prix will be shortened. Same as previous years, FERHK will consult different Government Departments, District Councils, stakeholders including public and private transport operators, transport trades and the buildings in the vicinity of the event site to garner their support in staging the race.

11. Pedestrian route accessibility will be designed to ensure that the Harbourfront will stay open to the general public. Members of the public who are not participants of the event can continue to enjoy the Harbourfront during the STT rental period.

12. Environmental protection is always a top priority of FERHK. The Championship will help spread the message of environmental protection, as it features racing cars fully powered by electric energy which generates no tailpipe emission during operation. Meanwhile, it will help arouse public awareness and interest in

Task Force on Harbourfront Developments on Hong Kong Island

TFHK/08/2018

electric vehicles as well as promote the use of clean and sustainable energy. FERHK will also observe the sustainability requirements to minimize the amount of materials used for setting up the event and recycle those materials as far as possible. For instance, recycling bins will be set up at the E-village; caterer will be invited to recycle glass bottles; and sustainable materials will be used for building temporary structures like reusing the marquee.

13. Information on the proposed STT including the required area, proposed land usage and rental periods as well as the preliminary plan of the events is provided at **Annex II**. The Government land involved in the proposed STT is shown as Zones 1 to 5 on pages 14-22 of **Annex II**.

BENEFITS OF THE RACE TO CENTRAL HARBOURFRONT

14. From the Harbourfront enhancement's point of view, Hong Kong E-Prix will make use of the existing roads in the new Central Harbourfront area to create an exciting and challenging temporary street circuit, thereby adding vibrancy to the Harbourfront by attracting a broad demographic of local residents and non-local visitors to visit and enjoy this prominent waterfront location. At the same time, staging the race with the backdrop of our iconic city centre skyline and Victoria Harbour will showcase some of the best scenic features of Hong Kong to worldwide audience through TV broadcast of the race. It will further reinforce the profile of Victoria Harbour as a world-class asset. The event will help enhance our city's image as a metropolis and reinforce the status of Hong Kong as a premier and diverse tourist destination.

VIEWS SOUGHT

15. Members' views are invited on the STT proposal for the staging of 2019 Hong Kong E-Prix in the new Central Harbourfront area in March 2019.

**Task Force on Harbourfront Developments
on Hong Kong Island**

TFHK/08/2018

**Formula Electric Racing (Hong Kong) Limited
August 2018**

Annex I

2019 Hong Kong E-Prix

Event date: 9 - 10 March, 2019

Urban track of approximately 2km

10 turns (2 hairpin turns)

Main Straight: 555m on Long Wo Road

Major Landmarks: IFC, HK Observation Wheel, Star Ferry Pier, City Hall

Backdrop: Victoria Harbour

11 teams, 22 racers





THE ABB FIA FORMULA E CHAMPIONSHIP 2019 HONG KONG E-PRIX

LAND USE PROPOSAL

Last updated: as of AUG, 2018





2017 ACHIEVEMENT

FACTS of 2017 HKT Formula E HK E-Prix

- **Race Format** - *Asia's First and Only double-header event* with two full days international racing
- **Guests Hospitality** - *Largest Scale of any Formula E race* with 7 Corporate Suite and 2,500 pax EMOTION Club
- **Overall Capacity** - *Doubled* from 21K to 41K people from 2016
- **Media Center** – *Doubled the size* from 2016 and *Largest in capacity* of any Formula E race to cater up to 500 international and local press
- **Participation** – *Soaring numbers of more than 1,000 international and local staff members* including 500 on-site staff, 300 volunteers from public and corporate recruitment, 250 on-site securities, global and local partners, etc.

Achievements in Season 4

- ✓ **Worldwide Viewership** - *Increased by 40%* (from 18.1M in 2016 to 25.4M in 2017); **48% increase** in Hong Kong and China TV audience (from 3.3m in 2016 to 5.1m in 2017)
- ✓ **Overall Readership** - *Significant increased by 192%* (from 1.2bn in 2016 to 3.5bn in 2017). Overall print media coverage **up to 7000+** with social media coverage **over 6,000+**
- ✓ **PR Value** – *Significant increased by 115%* (from 27M in 2016 to 58M in 2017)
- ✓ **Live Attendance** - *Increased by 35%* (from 20K in 2016 to 27K in 2017) and **media attendance by 89%** (from 250 in 2016 to 474 in 2017) of which *60% is overseas media*
- ✓ **International Visitors' Attendance** - *Increased by 5%* (from 25% in 2016 to 30% in 2017)
- ✓ **Regional Media Partnership** - *Successful launched* with influential regional media outlets i.e. CNBC, SCMP, Sina Weibo, Sina Sports etc.

Global Exposure

Live Interview at CNBC

- Alan Fang, CEO of Formula Electric Racing HK
- James Barclay, Team Director of Jaguar










Overseas and Local Media Attendance **474**
(89.6% increment)








2017/18 FORMULA E CHAMPIONSHIP CALENDAR

ROUND

1	Hong Kong		December 2, 2017
2	Hong Kong		December 3, 2017
3	Marrakesh		January 13, 2018
4	Santiago		February 3, 2018
5	Mexico City		March 4, 2018
6	Punta Del Este		March 17, 2018
7	Rome		April 14, 2018

ROUND

8	Paris		April 28, 2018
9	Berlin		May 19, 2018
10	Zurich		June 10, 2018
11	New York City		July 14, 2018
12	New York City		July 15, 2018

Hong Kong is the first Asian city to host a double-header race



#11
ABT Schaeffler Audi Sport
ABT Schaeffler FE02

Audi Sport
ABT SCHAEFFLER
FORMULA E TEAM



#66
Daniel
Abt



#27
Robin
Frijns

Andretti Formula E
Andretti ATEC-02

MS Amlin
ANDRETTI



#28
Antonio
Felix da Costa



#2
Sam
Bird

DS Virgin Racing
DS-Virgin DSV-02

DS AUTOMOBILES
Virgin
RACING



#37
Jose
Maria Lopez



#19
Felix
Rosenqvist

Mahindra Racing
Mahindra M3 ELECTRO

Mahindra
RACING
FORMULA E TEAM



#23
Nick
Heidfeld



#3
NEXTEV NIO
NEXTEV TCR Formula 002

NEXTEV
NIO Formula-e Team



#88
Oliver
Turvey



#20
Mitch
Evans

Panasonic Jaguar Racing
Jaguar I-Type 1

Panasonic
JAGUAR
RACING



#47
Adam
Carroll



#9
Sebastien
Buemi

Renault e.dams
Renault Z.E.16

RENAULT
e.dams



#8
Nico
Prost



#4
Tom
Dillmann

Venturi Formula E
Venturi VM200-FE-02

VENTURI
FORMULA E TEAM



#5
Maro
Engel



#7
Jerome
D'Ambrosio

Faraday Future Dragon Racing
Penske 701-EV

FARADAY FUTURE
DRAGON RACING



#6
Loic
Duval



#25
Jean-Eric
Vergne

TECHEETAH
Renault Z.E.16














TECHEETAH
FORMULA E TEAM



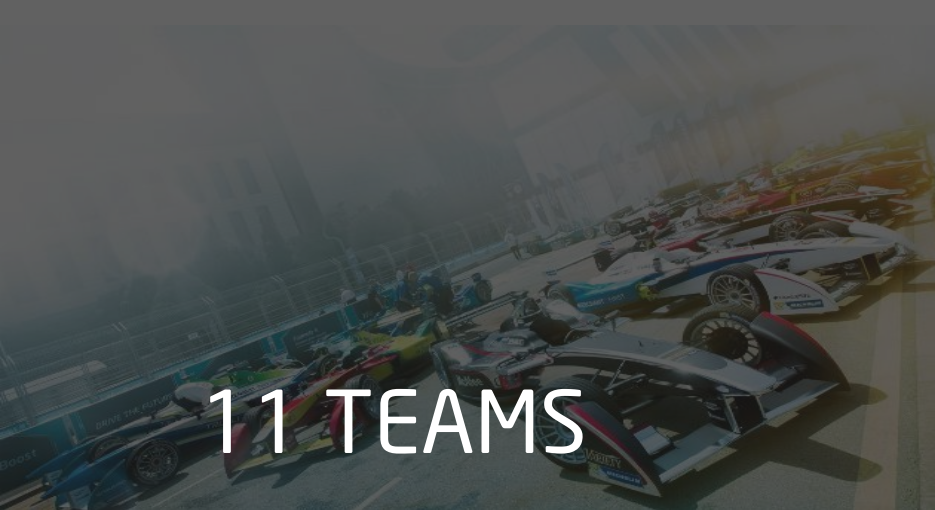
#33
Stephane
Sarrazin

MOVING AHEAD... 2018/19

SEASON 5 - CALENDAR

ROUND 1	AD DIRIYAH, SAUDI ARABIA*		15 TH DEC 2018
ROUND 2	MARRAKESH, MOROCCO		12 TH JAN 2019
ROUND 3	TBA		26 TH JAN 2019
ROUND 4	MEXICO CITY, MEXICO		16 TH FEB 2019
ROUND 5	HONG KONG, CHINA		10 TH MAR 2019
ROUND 6	SANYA, CHINA*		23 RD MAR 2019
ROUND 7	ROME, ITALY		13 TH APR 2019
ROUND 8	PARIS, FRANCE		27 TH APR 2019
ROUND 9	MONACO, MONACO*		11 TH MAY 2019
ROUND 10	BERLIN, GERMANY		25 TH MAY 2019
ROUND 11	ZURICH, SWITZERLAND**		9 TH JUNE 2019
ROUND 12	NEW YORK CITY, USA		13 TH JULY 2019
ROUND 13	NEW YORK CITY, USA		14 TH JULY 2019

*Subject to circuit homologation
**Subject to ASN approval, circuit homologation and final approval of the city



11 TEAMS



22 DRIVERS



Gen2 CAR

The 2018/19 FIA Formula E Championship (SEASON 5)

R 7 | 10 JUN 2017
GERMANY BERLIN, DE

R 8 | 01 JUL 2017
BELGIUM BRUSSELS, BE

R 9 | 15 JUL 2017
USA NEW YORK CITY, US

R 10 | 16 JUL 2017
USA NEW YORK CITY, US

R 11 | 29 JUL 2017
CANADA MONTREAL, CA

R 12 | 30 JUL 2017
CANADA MONTREAL, CA



R 1 | 09 OCT 2016
HONG KONG, HK

R 2 | 12 NOV 2016
MARRAKESH, MA

R 3 | 18 FEB 2017
ARGENTINA BUENOS AIRES, AR

R 4 | 01 APR 2017
MEXICO MEXICO CITY, MX

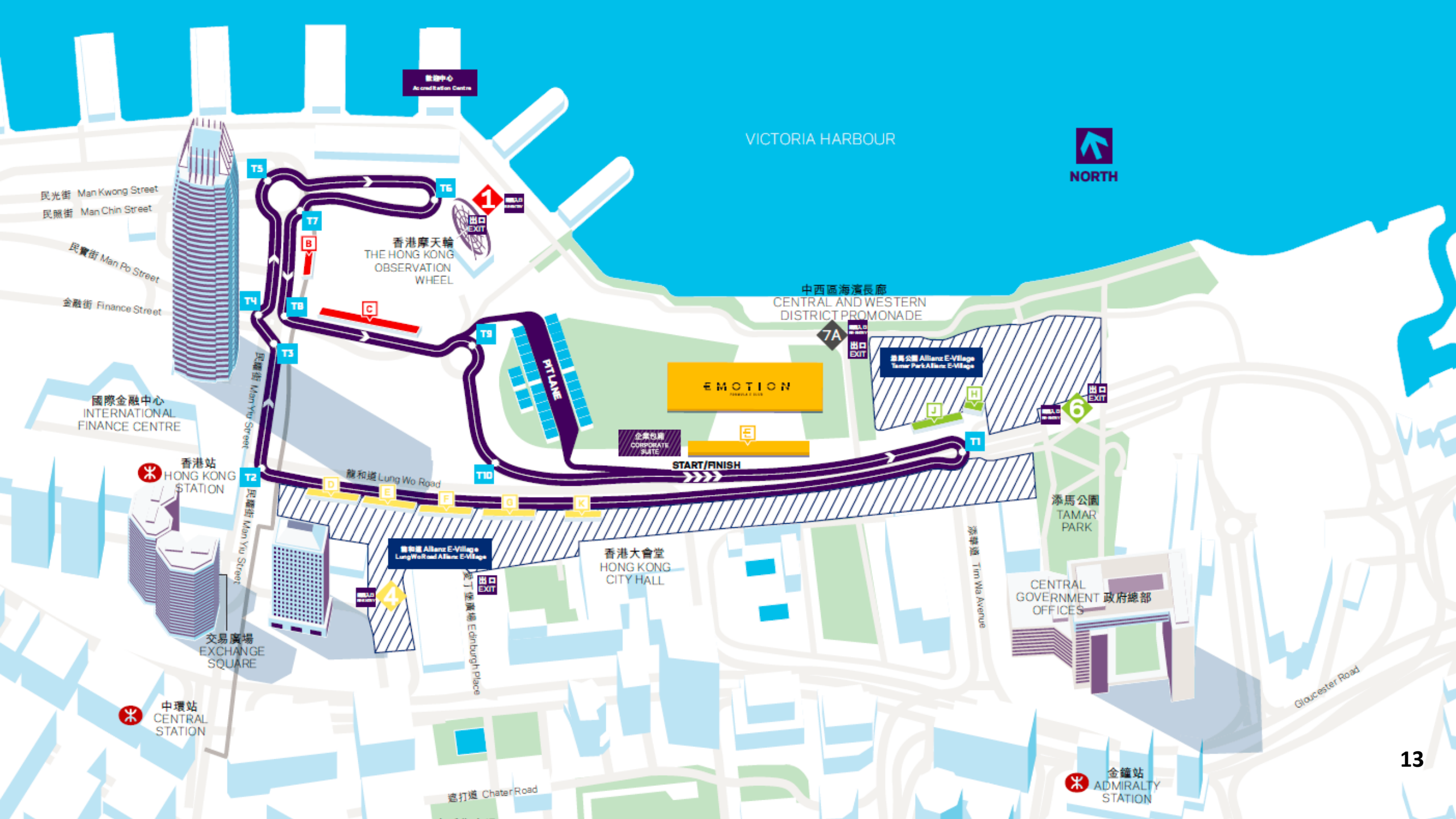
R 5 | 13 MAY 2017
MONACO, MC

R 6 | 20 MAY 2017
FRANCE PARIS, FR

13 RACES in 12 CITIES across 5 CONTINENTS

DETAILS OF HONG KONG E-PRIX 2018/19

- Tentative event date: **9 & 10 March, 2019**
- Urban Track: 1.86km
- Turns: 10 with 2 hairpin turns
- Main Straight (Lung Wo Road)
- Race Team: 11 (BMW joining as new team)
- E-Village: Tamar Park area



民光街 Man Kwong Street
民照街 Man Chin Street
民寶街 Man Po Street
金銀街 Finance Street

國際金融中心
INTERNATIONAL FINANCE CENTRE

香港站
HONG KONG STATION

交易廣場
EXCHANGE SQUARE

中環站
CENTRAL STATION

註冊中心
Accreditation Centre

香港摩天輪
THE HONG KONG
OBSERVATION
WHEEL

PLANE

EMOTION

企業包廂
CORPORATE SUITE

START/FINISH

龍和道 Alliant E-Village
Lung Wo Road Alliant E-Village

渣打銀行
渣打廣場 E-dinburgh Place

香港大會堂
HONG KONG
CITY HALL

中西區海濱長廊
CENTRAL AND WESTERN
DISTRICT PROMENADE

添馬公園 Alliant E-Village
Tamar Park Alliant E-Village

添馬公園
TAMAR
PARK

CENTRAL GOVERNMENT
OFFICES 政府總部

金鐘站
ADMIRALTY
STATION

VICTORIA HARBOUR



LAND USAGE PLAN

PROPOSED EVENT LAYOUT

* Subject to further discussion with respective government departments

Restricted Area

- Storage

e-Village

- e-Village

Grandstand

- Grandstand

VIP Area

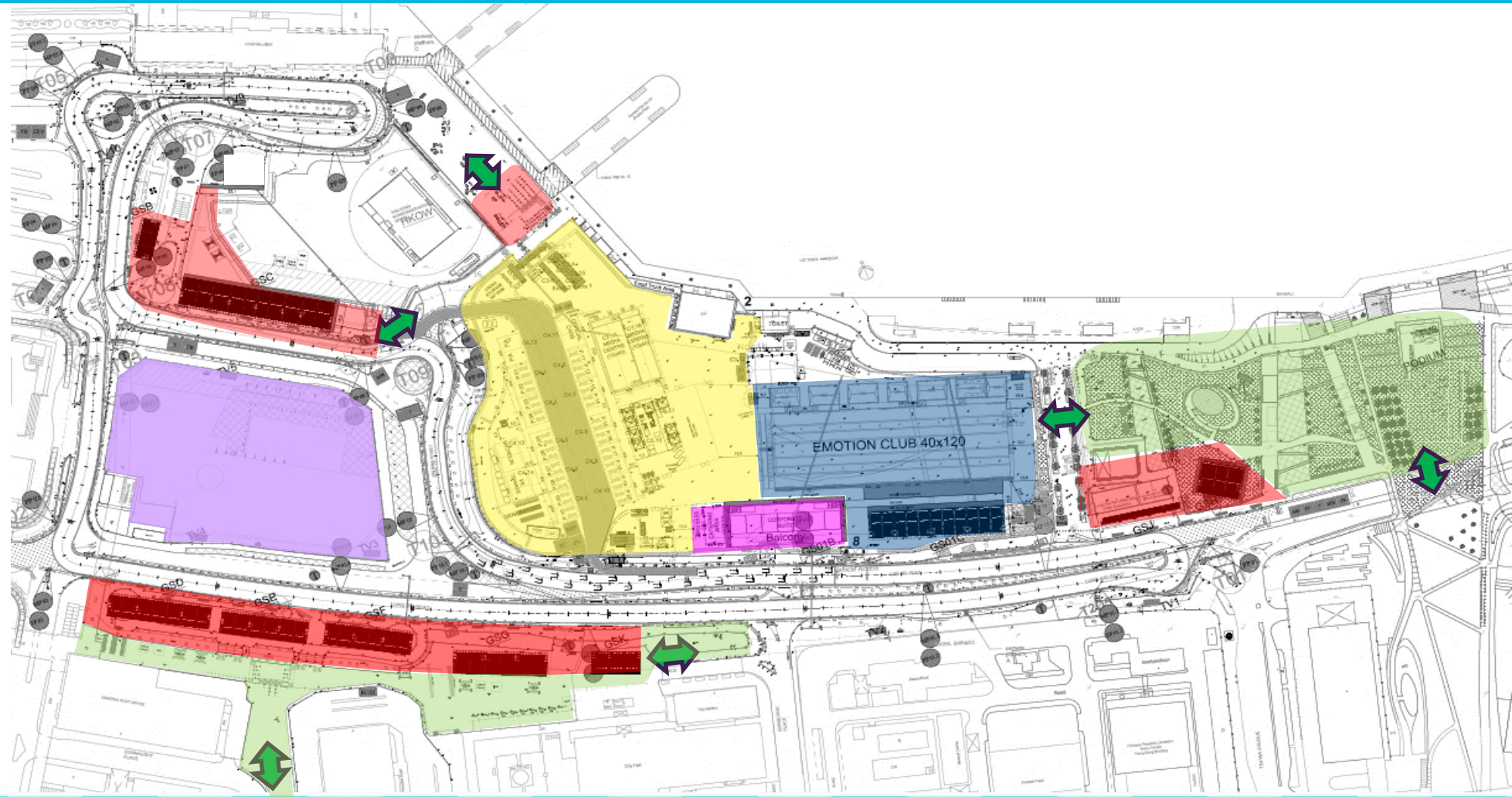
- Emotion Club

VIP Area

- Corporate Suite

Restricted Area

- Pitlane
- Paddock



PROPOSED LAND USAGE



ZONE 1A

Rental period: 5 Mar – 12 Mar 2019 (8 days)
Area: 1,500sqm



ZONE 1B

Rental period: 25 Feb – 15 Mar 2019 (19 days)
Area: 3,825sqm
Occupied area for GS/CS: 2,900sqm



ZONE 2

Rental period:
Zone 2A: 23 Feb – 20 Mar 2019 (26 days)
Zone 2B: 1 Mar – 18 Mar 2019 (18 days)
Area: 11,951sqm



ZONE 3

Rental period: 26 Feb - 14 Mar 2019 (17 days)
Area: 3,848sqm
Occupied area for GS/CS: 1,500sqm



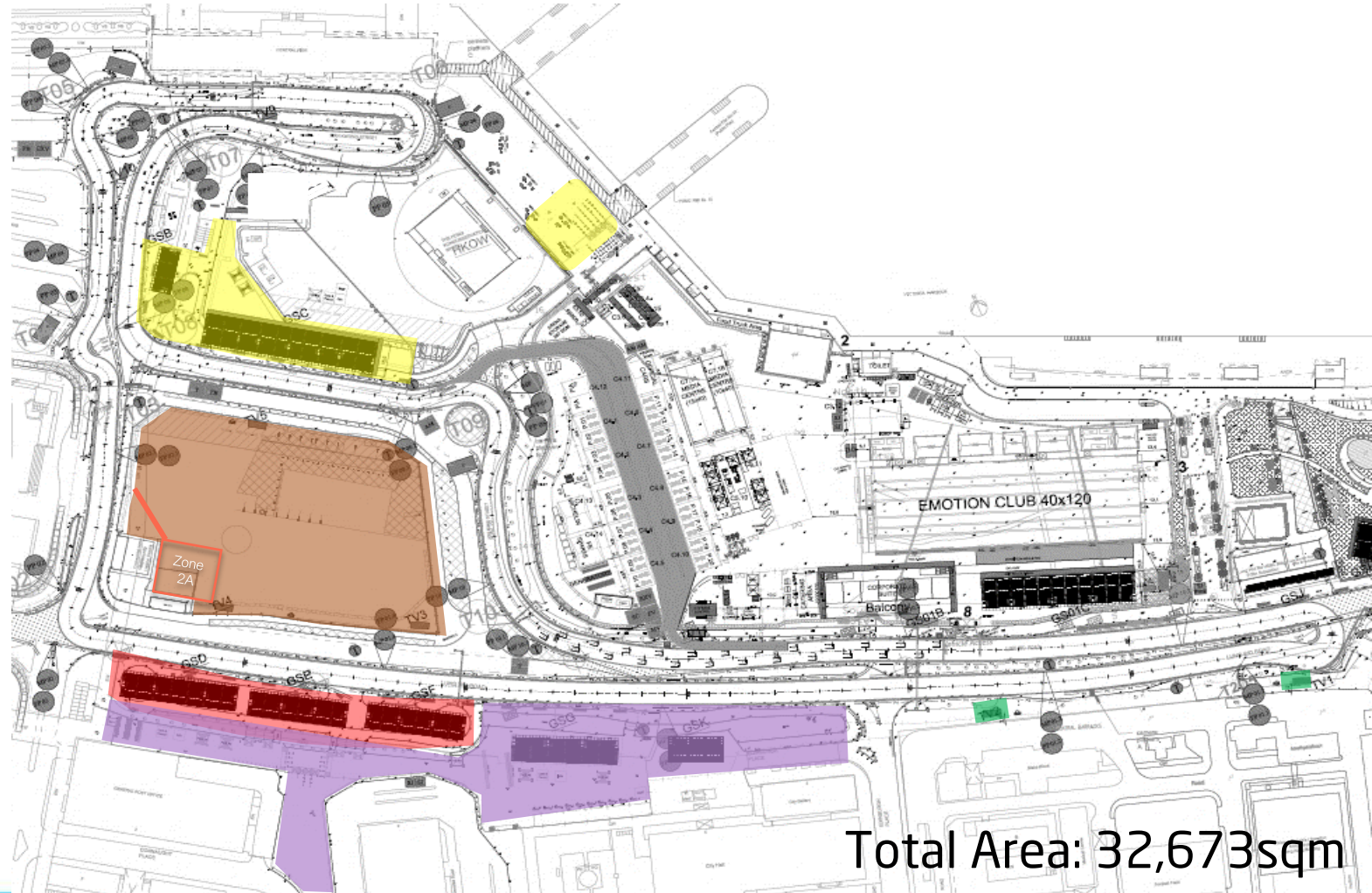
ZONE 4

Rental period: 3 Mar - 12 Mar 2019 (10 days)
Area: 11,291sqm
Occupied area for GS/CS: 1,000sqm



ZONE 5

Rental period: 4 Mar - 12 Mar 2019 (9 days)
Area: 258sqm



Total Area: 32,673sqm

ZONE 1A

RENTAL PERIOD

- 5 Mar – 12 Mar 2019
(8 days)

TOTAL AREA

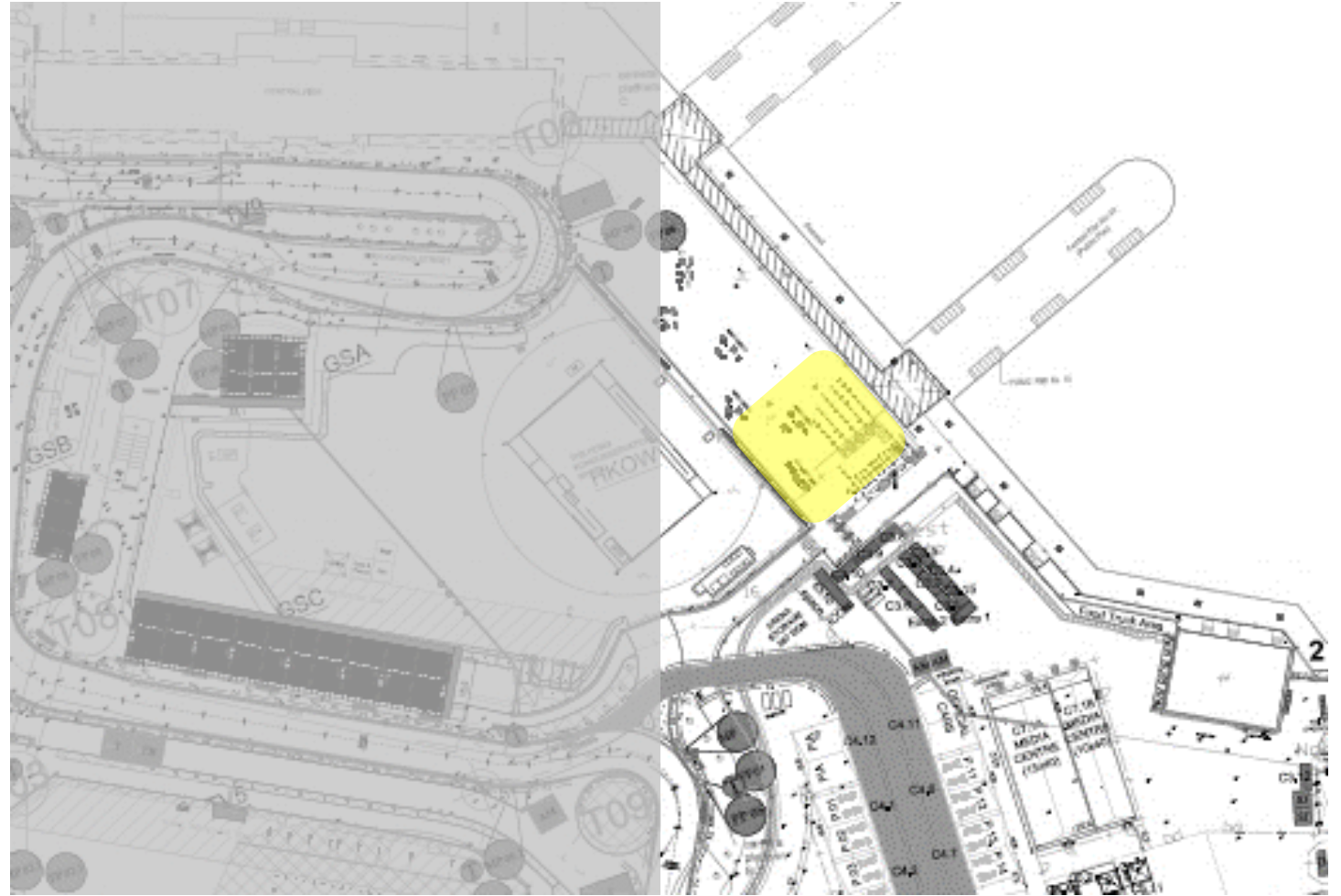
- 1,500sqm

AREA OF GS/CS

- N/A

USAGE

- Entrance Area
- Merchandises
- Functional Booth
- Food and Beverages



ZONE 1B

RENTAL PERIOD

- 25 Feb – 15 Mar 2019
(19 days)

TOTAL AREA

- 3,825sqm

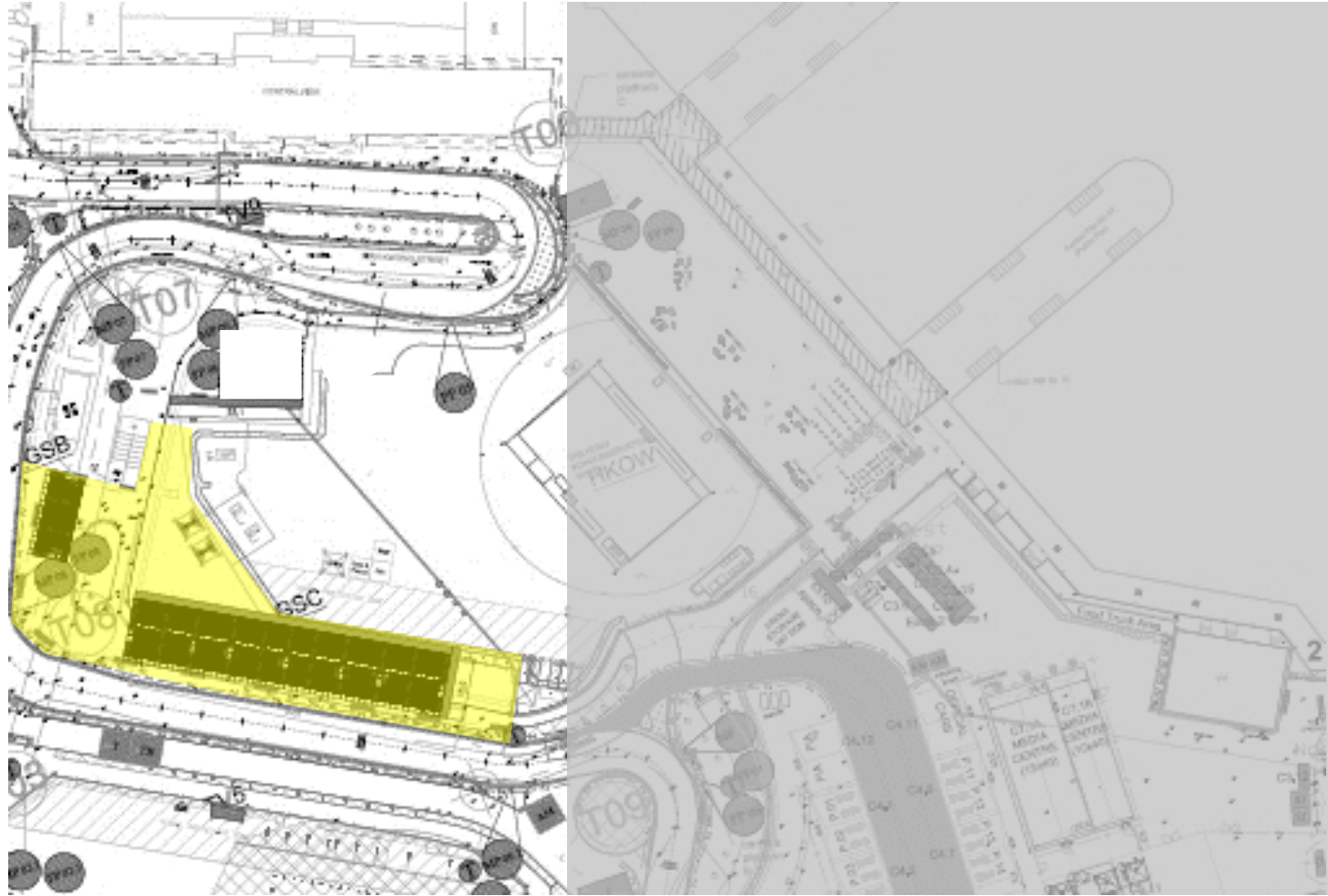
AREA OF GS

- 2,900sqm

USAGE

GRANDSTAND Ticket Holder ONLY

- Grandstand
- Functional Booth
- Food and beverages



ZONE 2

RENTAL PERIOD

- Zone 2A: 23 Feb – 20 Mar 2019 (26 days)
- Zone 2B: 1 Mar – 18 Mar 2019 (18 days)

TOTAL AREA

- 11,951sqm

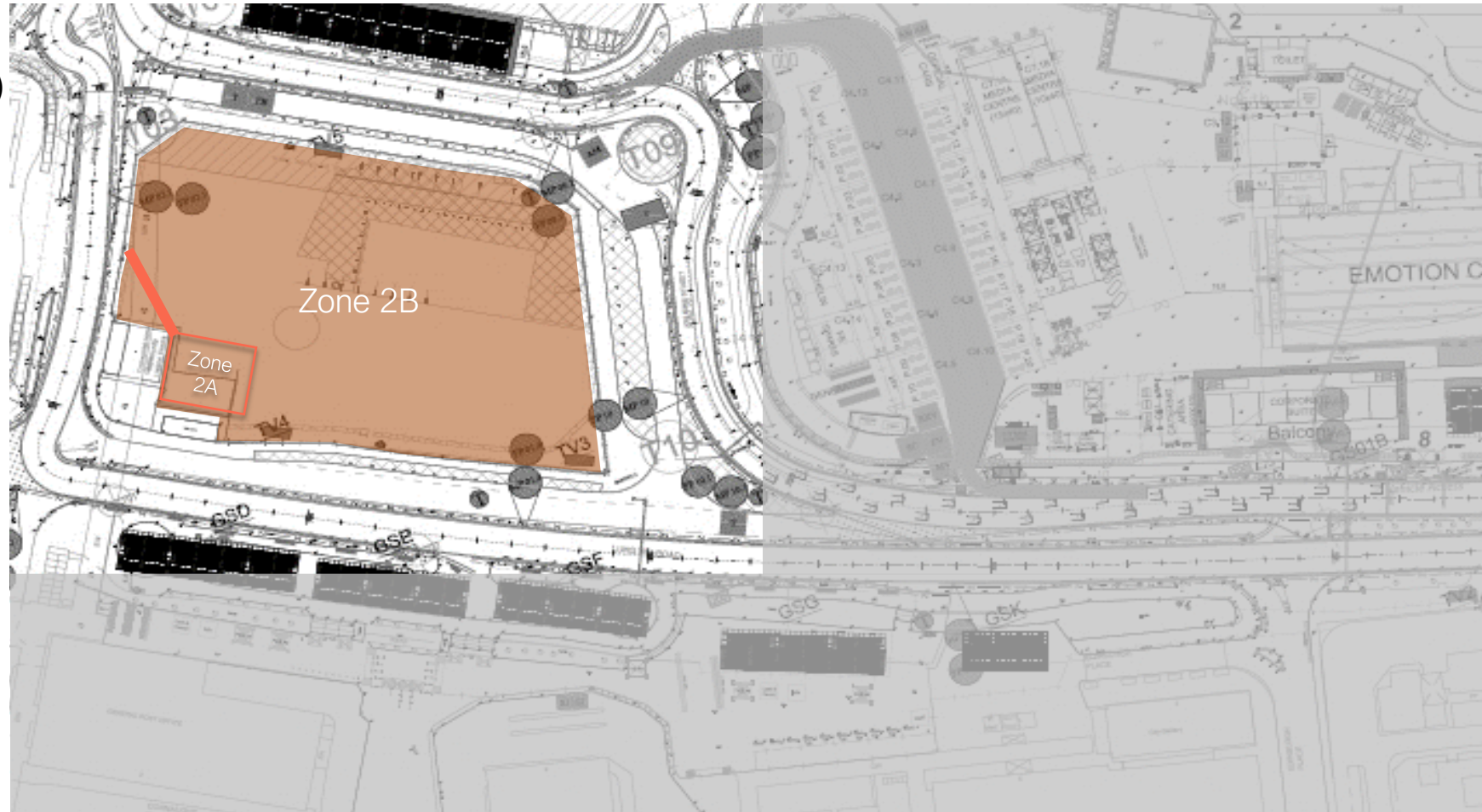
AREA OF GS/CS

- N/A

USAGE

Restricted area

- Storage
- LED SCREENS



ZONE 3

RENTAL PERIOD

- 26 Feb – 14 Mar 2019
(17 days)

TOTAL AREA

- 3,848sqm

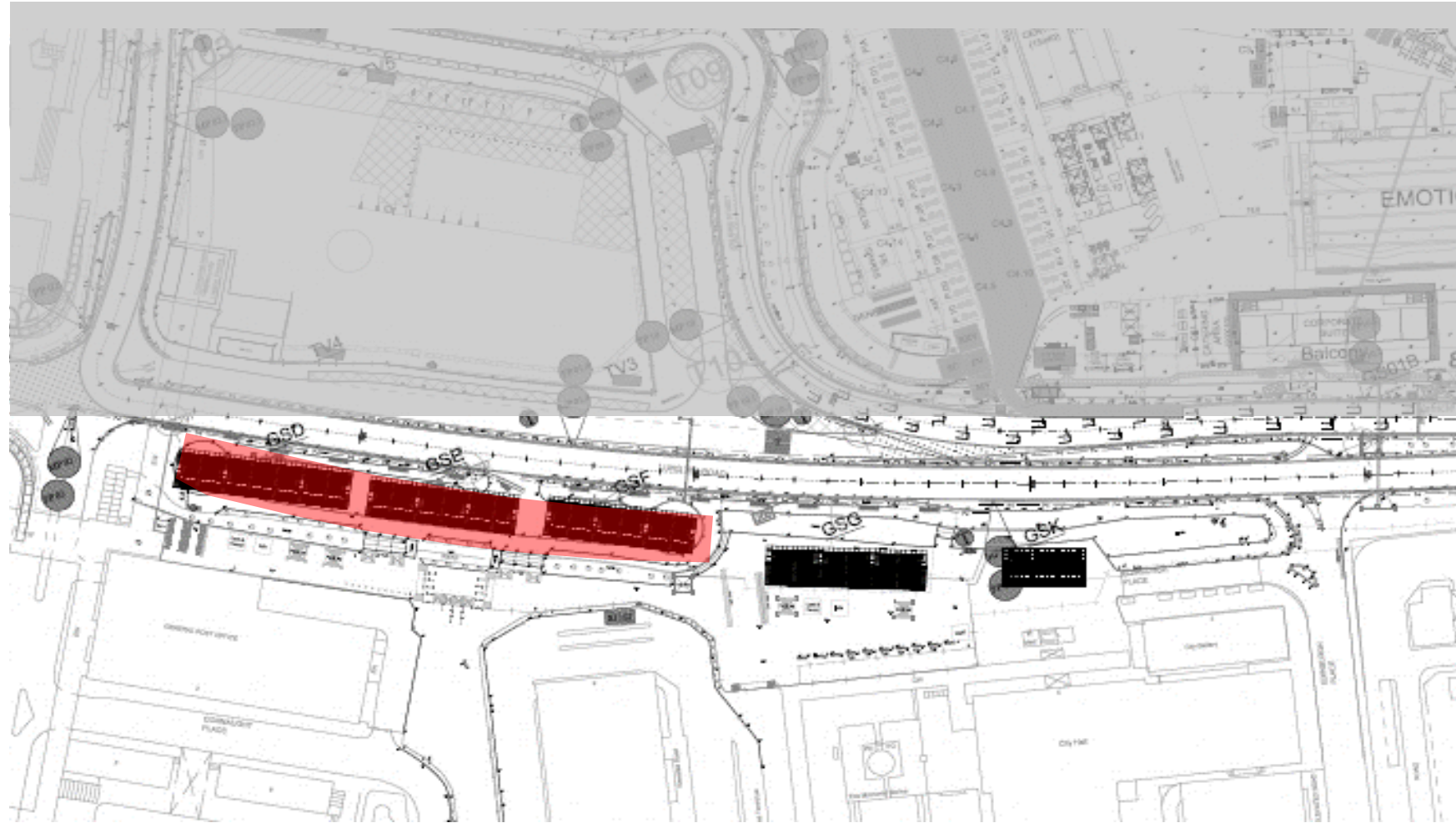
AREA OF GS/CS

- 1,500sqm

USAGE

GRANDSTAND TICKET HOLDER ONLY

- Entrance Gates
- Grandstand



ZONE 4

RENTAL PERIOD

- 3 Mar – 12 Mar 2019
(10 days)

TOTAL AREA

- 11,291sqm

AREA OF GS/CS

- 1,000sqm

USAGE

GRANDSTAND & E-VILLAGE TICKET

HOLDER ONLY

- Entrance Gates
- Grandstand
- E-Village
- Functional Booth
- Food & Beverage
- Merchandise



ZONE 5

RENTAL PERIOD

- 4 Mar – 12 Mar 2019
(9 days)

TOTAL AREA

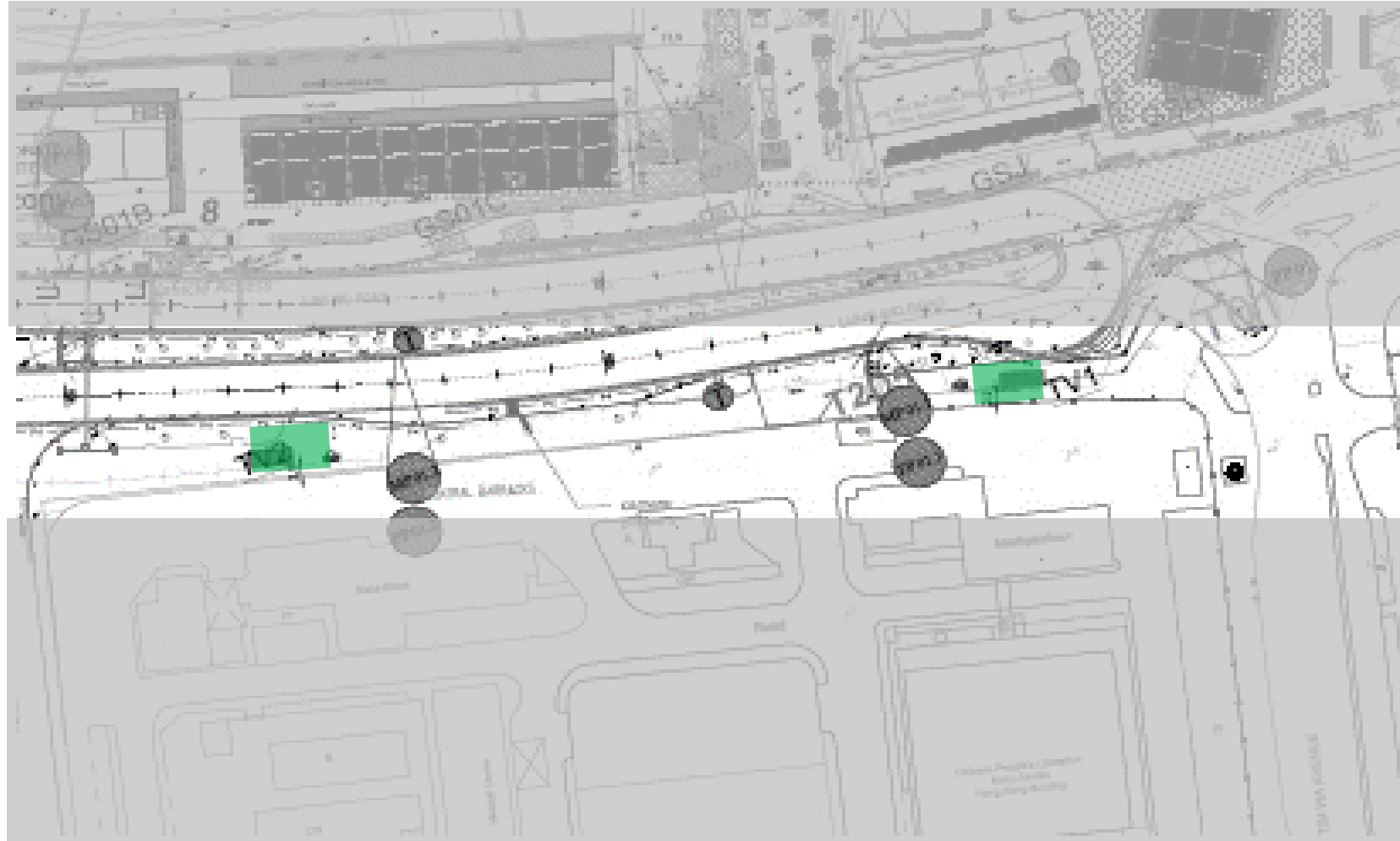
- 258sqm

AREA OF GS/CS

- N/A

USAGE

- LED Screens



A large crowd of people is gathered at an outdoor event, many holding up their phones to take photos. The scene is filled with numerous blue and purple balloons floating in the air. In the background, a city skyline with several tall buildings is visible under a hazy sky. The text "Thank you and see you on track!" is overlaid in the center of the image.

Thank you
and
see you on track!