



HKFC Soccer Sevens Enters New Era With Launch of Women's Tournament



Kitchee Women's Team - Credit: Kitchee

HONG KONG, 9 April 2024 – The Hong Kong Football Club will celebrate the 25th anniversary of the HKFC Soccer Sevens with the launch of the first Women's Tournament taking place during the 2024 edition of the event, running from 24-26 May.

Eight women's teams from across Hong Kong and Macau will go head-to-head in the inaugural competition, joining the 26 teams in the Main Event and the Masters Tournament at HKFC's headquarters at Sports Road.

"We're delighted to confirm the launch of the first HKFC Soccer Sevens Women's Tournament and hope through this initiative we can play a role in further developing the women's game, both in Hong Kong and beyond," says HKFC Soccer Sevens Organising Committee Chairman, Scott Semple.

"We look forward to welcoming those participating in this landmark event and have ambitions to grow the competition in a manner similar to how the Main Event and the Masters Tournament have become world renowned since their launch in 1999.

"Women's football is gaining increased attention globally, as we saw last year with record attendance and viewing figures for the FIFA Women's World Cup in Australia and New Zealand, while Hong Kong already holds a special place within the women's game in Asia."



Standard Chartered SOCCER SEVENS HKFC 2024

Organising the HKFC Standard Chartered Soccer Sevens Women's Tournament will be another first for a city that has a significant track record in promoting and developing the women's game for more than 50 years.

Hong Kong was home to the ground-breaking Asian Ladies Football Confederation when it was founded in 1968 and the city played host to the inaugural Asian Women's Championship in 1975.

The competition, now known as the AFC Women's Asian Cup, was held in Hong Kong on three subsequent occasions, in 1981, 1986 and 1989, to cement the city's status as being integral to the women's game in Asia.

The first-ever HKFC Soccer Sevens Women's Tournament will feature Grace Citizen, Chelsea FC Soccer School, Kitchee, Sha Tin Sport Association, Soar 247 FC, WSE (Woofoo Social Enterprises), Hong Kong Football Club and the Macau Football Association.

Andy Cheung, Head Coach of Kitchee Women's Team said: "Women's soccer has been popular around the globe for decades, and it's gaining traction across Asia, especially in Hong Kong in recent years, so I am really grateful to learn that there will be a new addition of women's competition in this year's Soccer Sevens. As the Kitchee Women's Team Head Coach, I can say that this new competition is not only a platform for the girls and women to compete at the highest levels, but also allows those soccer enthusiasts to dream of things bigger than themselves and believe in their capabilities. This competition is going to be a great, and I am really looking forward to it."

The draw for this year's event will be conducted at the Hong Kong Football Club on April 12 and the action will kick off with the Women's Tournament and Masters Tournament on May 24. The Main Men's Event on May 25, with all three competitions running through until May 26.

ENDS

Notes to Editor:

For more information, visit:

Website: www.hksoccersevens.com

YouTube: <https://www.youtube.com/@hkfcsoccer7s>

Facebook: <https://www.facebook.com/hkfcscoccersevens>

X: <https://twitter.com/hksoccersevens>

Instagram: <https://www.instagram.com/hksoccersevens/>

Hashtag: #hksoccer7s

Standard Chartered Priority Private

Standard Chartered Priority Private helps clients achieve their goals with sophisticated wealth solutions. Whatever client's financial priorities are, we take it a step further by tapping onto our global network, supported by our senior Relationship Managers, investment advisors and product specialists. We also offer curated privileges suited to client's lifestyle, including exclusive converge services and invitations to unique experiences. For added comfort and privacy, we also have flagship Wealth management centres that are exclusive to Priority Private clients in Causeway Bay Lee Garden, Tsim Sha Tsui K11 and Admiralty Pacific Place.

About Standard Chartered



Standard Chartered
SOCCER SEVENS
HKFC 2024

We are a leading international banking group, with a presence in 53 of the world's most dynamic markets and serving clients in a further 64. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

The history of Standard Chartered in Hong Kong dates back to 1859. It is currently one of the Hong Kong SAR's three note-issuing banks. Standard Chartered incorporated its Hong Kong business on 1 July 2004, and now operates as a licensed bank in Hong Kong under the name of Standard Chartered Bank (Hong Kong) Limited, a wholly owned subsidiary of Standard Chartered PLC.

For more stories and expert opinions please visit [Insights at sc.com](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).

About Hong Kong Football Club

Hong Kong Football Club (HKFC) was founded in 1886 with a mission to facilitate the development of sporting activities in Hong Kong. Our vision is to be recognised as one of the leading not-for-profit sports clubs in the world. We started with two main sports: rugby and soccer, and with the dedication and enthusiasm of our members, we have evolved into a club which promotes, hosts and plays a total of 11 different sports including hockey, squash, lawn bowls, netball, tennis, badminton, swimming and triathlon, golf and tenpin bowling.

Regarded as one of the finest sporting clubs in Asia, the 64,000-square-metre Club building offers the largest range of facilities among all the sports clubs in Hong Kong. HKFC not only provides Hong Kong with a world-class venue for many major international sports events, such as Rugby Tens and Soccer Sevens tournaments, but also plays a key contributor to Hong Kong's thriving sporting and social community.

Website: www.hkfc.com

Media Enquiries:

Distributed on behalf of Hong Kong Football Club by Ludus Concepts. For more information contact:

- Chloe Biggs: e: chloe@ludus-concepts.com M:+852 98638058