



# Press Release

Hong Kong, 29 May 2014

## **Kick-off in Hong Kong Gateway to Germany Allianz Junior Football Cup 2014**

- *“Allianz Junior Football Cup 2014” sponsored by Allianz Global Investors, will be held on 5 and 6 July 2014*
- *Over 750 youth football players, aged 16 or below to participate in the tournament; First time to include U17 Girls category*
- *Two Most Valuable Players will be selected to represent Hong Kong to participate in the “Allianz Junior Football Camp” in Germany to practise with FC Bayern München*

The Allianz Junior Football Cup 2014, a mega event sponsored by Allianz Global Investors (“AllianzGI”), will be held on 5 and 6 July at the newly renovated King George V School.

As one of the leading youth football events in Hong Kong, the Allianz Junior Football Cup 2014 continues its commitment to promoting football as a sport to young people. For the first time, the tournament will include a Girls category. A total of 64 Boys and Girls teams, comprising more than 750 young players aged 16 or below, will be competing in the tournament.

Sponsored by AllianzGI and fully supported by the Hong Kong Football Association, a Most Valuable Player (MVP), will be selected from the Boys U17 and the Girls U17 teams respectively. The two candidates will represent Hong Kong to go to Germany and take part in the 6<sup>th</sup> Allianz Junior Football Camp (“Camp”) organized by AllianzGI and its parent company Allianz. They will be among some 80 youth players from 30 countries to receive football training from official coaches of FC Bayern München at the renowned Allianz Arena. They will be able to get a taste of the life of professional football players while enriching their cultural experience.

Douglas Eu, CEO Asia Pacific of Allianz Global Investors said: “We are honoured to be the title sponsor of the tournament. Football is the oldest sport in history, and its vast influence has gone beyond the realm of sport. Through our sponsorship, we create an opportunity for local players to enjoy football while broadening their horizon and drawing inspirations for their day-to-day life.”

Mr Eu added: “AllianzGI and its parent company Allianz have a long history of commitment to international football development. This is evidenced by our long-standing support for FC Bayern München, the fact that the team’s home stadium the Allianz Arena is named after Allianz, as well as the continuous growth of Allianz Junior Football Camp, which gathers young football talents from around the world. Looking ahead, we will further promote football and the football spirit to more places around the globe.”



Event Ambassador Lo Kwan Yee, Captain of Kitchee Football Team, said: "It is a great pleasure to be the Event Ambassador of the tournament this year. I have been passionate about football since I was young. Football is a sport that can help young people to build up their mental strength and resilience. This year, we have our first ever girl category. So both male and female players are afforded a once-in-a-life-time opportunity to join a world-class football training programme in Germany. I hope everyone will seize this opportunity."

Founded in 2009, the Allianz Junior Football Camp is a six-day programme designed for young footballers. To date, over 250 teenagers have taken part in the annual adventure. The 6<sup>th</sup> Camp this year will be held in late August, where selected participants will receive football training from official coaches of FC Bayern München. They will also get a chance to meet FC Bayern stars and watch FC Bayern match at the Allianz Arena to get the first-handed experience of the German football fever.

#### Notes to editors:

#### Allianz Junior Football Cup 2014

- Registration will be opened from 29 May to 18 June 2014
- Four categories: Boys U17, U15, U13 and Girls U17
- One MVP will be selected from Boys U17 and Girls U17 respectively. These 2 players will participate in the Allianz Junior Football Camp in Germany organised by Allianz and FC Bayern München
- Interested parties may apply through mail, fax, email or online registration
- Due to limited quota, entry is available on a first-come, first-served basis
- For more information, please visit [www.facebook.com/allianzjuniorfootballcup](http://www.facebook.com/allianzjuniorfootballcup)

#### Photo Captions



(2<sup>nd</sup> left) Douglas Eu, CEO Asia Pacific of Allianz Global Investors, (2<sup>nd</sup> right) Mark Sutcliffe, Chief Executive Officer of the Hong Kong Football Association and the two event ambassadors, (1<sup>st</sup> right) Raymond Wong and (1<sup>st</sup> left) Lo Kwan Yee, officiated at the press conference of the Allianz Junior Football Cup 2014.



Photo 2  
Daniel Tong, who participated in the 2009 Allianz Junior Football Camp shared his unforgettable experience.



Photo 3:  
Event ambassador Lo Kwan Yee demonstrated his football skills on stage to encourage young players to take part in the Allianz Junior Football Cup 2014.

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### **About Allianz Junior Football Camp**

The Allianz Junior Football Camp is part of the global Allianz initiative "Football for life". Its aim is to help connect football enthusiasts from all over the world and to facilitate intercultural exchange.

In 2009 Allianz hosted its first international football camp in Munich with 34 Kids from 9 different countries. Until 2013 Allianz invited almost 250 kids from 30 different countries to be part of this unforgettable experience. Its continuing success has led to a record number of applications from teenagers this year, with over 80 participants coming from all over the world.

During the six days of the Allianz Junior Football Camp, the teenagers will have the once-in-a-lifetime opportunity to practice with FC Bayern München coaches and to make new friends from several countries all over the world. To make the trip to Germany an unforgettable experience, the camp consists of several football activities: Practicing with FC Bayern coaches, meeting FC Bayern stars, Allianz Arena tour, watching FC Bayern match, having 5-on-5 tournament. In addition, the young teenagers will get the chance to watch some famous sights of Munich. To top these unforgettable days off, the young boys and girls have the opportunity to share typical dances and costumes from their countries with the rest of the group at the farewell party on the last evening.

One of the highlights of the Allianz Junior Football Camp will be a visit to the Allianz Arena to watch FC Bayern München play. The iconic Allianz Arena took three years to build, and since its official opening on May 31, 2005, has hosted nearly 18 million fans and over 300 matches - including the opening match and semi-finals of the 2006 FIFA World Cup and the 2012 UEFA Champions League Final.

The Allianz Arena is the flagship amongst the Allianz Family of Stadiums, which include Allianz Stadium in Sydney, Australia; Allianz Park in London, UK; Allianz Riviera in Nice, France; and also Allianz Parque in Sao Paulo, Brazil.

### **About Allianz Group**

Together with its customers and sales partners, Allianz is one of the strongest financial communities. Over 83 million private and corporate customers insured by Allianz rely on its knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks.

In 2013, around 148,000 employees in over 70 countries achieved total revenues of 110.8 billion euros and an operating profit of 10.1 billion euros. Benefits for our customers reached 93.9 billion euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an aging society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE. Allianz Group is headquartered in Munich, Germany.

### **About Allianz Global Investors**

Allianz Global Investors ("AllianzGI"), an integral part of Allianz Group's global asset management business, is a diversified active investment manager with a culture of risk management. With 23 offices in 18 countries, we provide global investment and research capabilities with consultative local delivery. We have more than EUR 358 billion in AUM<sup>1</sup> for individuals, families and institutions worldwide and employ over 500 investment professionals.

At Allianz Global Investors, we follow a two-word philosophy: Understand. Act. It describes how we look at the world and how we behave. We aim to stand out as the investment partner our clients trust by listening closely to understand their challenges, then acting decisively to provide them with solutions that meet their needs.

<sup>1</sup> Data as at 31 March 2014.



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