

EASL SCORES BY ELEVATING BASKETBALL IN ASIA

The “champions league of Asian basketball”, East Asia Super League (EASL), aims to tap into the region’s growing excitement for the game.



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HENRY KERINS
Chief Executive Officer
EASL

we would not be able to pursue the scale of growth we are now targeting across Asia,” he added.

Aside from its business-friendly environment and region-leading sports and entertainment industries, the city plays a key role as a connector in the Guangdong-Hong Kong-Macao Greater Bay Area (GBA), which Kerins calls “one of the most culturally rich and sports passionate regions in the world”. With its presence at the centre of this thriving ecosystem, EASL is able to engage with the megalopolis’ many young and affluent sports lovers in an impactful way while also laying the foundation for broader growth across the region.

EASL’s Commitment to Community and Sports Culture

As the “champions league of Asian basketball”, EASL’s commitment to its

Headquartered in Hong Kong, EASL aims to elevate basketball across the region by uniting elite clubs in high-stakes competitions. Since its inaugural season in 2023, the championship has expanded to 12 teams, bringing Asia’s top basketball talent together for thrilling showdowns watched by millions of fans.

A Global Stage for Asian Basketball

At the centre of all the action is Hong Kong. “As our headquarters, the city is the beating heart of everything we do and the place where our ambitions for Asian basketball truly take shape,” said Henry Kerins, Chief Executive Officer of EASL.

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home region extends beyond the courts and into local communities. For example, as part of the Jockey Club Believe & Bounce Basketball Programme, the league works with the Hong Kong Federation of Youth Groups to provide training, competitions and other sports-related activities to young students and underprivileged groups.

All these efforts are part of EASL’s mission of presenting and celebrating basketball in a way that resonates with local viewers. “Everything we do is designed to show fans that this league represents them. Their culture. Their cities. Their players. Their voice in the global basketball community,” Kerins explained. “EASL is here to give fans world-class basketball that feels personal, meaningful and proudly Asian.”



EASL

- EASL is officially backed by the International Basketball Federation (FIBA)
- The League’s 2025-2026 season consists of 12 teams from the top basketball leagues in Asia

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