

More than Football

Tapping on the strong link with the Mainland China, Futbol Club Barcelona and LaLiga de Fútbol Profesional sports association established their presence in Hong Kong for ambitious growth in the region.



Jordi Camps
 Head of Business Development, APAC
 FC Barcelona

Football is an all-time loved sports in Hong Kong. Youngsters and adults alike follow their favourite teams at matches and practise goal-scoring at football fields. This passion has caught the attention of Futbol Club Barcelona (Barça) and LaLiga de Fútbol Profesional (LaLiga) sports association to set up their offices in Hong Kong.

Barça opened its Asia headquarters in Hong Kong in 2013 with the goal to get closer to their fans in Asia Pacific and to reach out to partners and sponsors. "The Hong Kong office is instrumental in helping us bring our unique style of play and values-driven approach to learning for young footballers," said Jordi Camps, Head of Business Development, APAC, FC Barcelona. There are 11 schools in the region, including three in Mainland China, three in Japan, two in India, two in Australia and one in Singapore.

Since the club's office establishment in Hong Kong, it has enjoyed the benefits of Hong Kong's strategic location to increase its number of Asian sponsors from five in 2013 to 15 in 2018, including Maybank, Kopi Singa, Head & Shoulders and Rakuten, which became the main global partner and the first-ever official innovation and entertainment partner for Barça.

Founded in 1984, LaLiga is a sports



Eduard Castell
 Delegate
 La Liga Global Network HK

association comprising all clubs in the first and second division of the national Spanish football competition. There are nine offices and 44 delegates around the world with an aim to be close to the broadcasters,



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offer value to the product and to grow their fans base. Eyeing on the great potential in the Hong Kong market, LaLiga has assigned a dedicated person in the city to engage with the local community.

"The Hong Kong government and the Hong Kong Jockey Club are investing in football for children. I do believe there are many talented young footballers here. With our expertise worldwide, we can help a lot in making football bigger", Eduard Castell, Delegate of LaLiga Global Network Hong Kong, said.

To echo Castell's view on Hong Kong young footballers' promising development, Barça finds that having a Hong Kong-based operation helps the organisation. "Hong Kong is the ideal location for us because it has a sophisticated business environment, a vibrant creative community and strong links to the Mainland China," Camps enthused.

To further develop the football culture, the Club has opened a football academy that can enrol 1,000 children and the interactive Barça experience area in Haikou in 2017 with Mission Hills Group. In addition, it collaborates with Shimao Group to promote sports and active lifestyle in urban communities for the young generation. LaLiga also started an educational project since 2015 with CEAIE (China Education Association for International Exchange) under the Ministry of Education to conduct international educational exchanges and cooperation.

InvestHK has been assisting Barça and LaLiga since their inception in Hong Kong by providing market information and publicity support. Barça began with a team of five with multicultural background in Hong Kong and has since then grown to 14 now to meet the rapidly growing need of the dynamic Asian sports market.

Futbol Club Barcelona

- Futbol Club Barcelona opened its Asia headquarters in Hong Kong in 2013 and has a team of 14 in the Hong Kong office now
- Barça has increased its number of Asian sponsors from five in 2013 to 15 in 2018
- LaLiga de Fútbol Profesional has its representative office in Hong Kong to promote Spanish football to the local community

 Fcbarcelona.com
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