

Press Release

## **Hutchison Telecom Hong Kong continues as Official Partner of Art Basel Hong Kong offering exhibitors and organiser 5G mobile broadband service and solution**

### **Introducing 3Business 5G Smart People Counting Solution to elevate experience of exhibitors and visitors**

**Hong Kong, 21 March 2024** - Hutchison Telecommunications (Hong Kong) Limited (HTHK; the Group) announced its participation in Art Basel Hong Kong 2024 (BAHK), as an Official Partner. As part of this partnership, 3Business will provide dedicated 5G mobile broadband service for exhibitors and offer a smart solution within the halls, contributing to the theme of "Art March" and showcasing Hong Kong's competitive edge as the "Events Capital in Asia".

This marks HTHK's third consecutive year of collaboration with BAHK. Kenny Koo, Executive Director and CEO of Hutchison Telecommunications Hong Kong Holdings Limited, said: "At HTHK, we are committed to integrating 5G technology into various aspects of daily life through our brands. Leveraging our position as a leading operator of building integrated 5G radio system at the Hong Kong Convention and Exhibition Centre, we are able to provide 3Business 5G mobile broadband and 5G smart people counting solution to BAHK, effectively showcasing the practical applications of 5G in conferences and exhibitions."

#### **3Business building the perfect 5G mobile broadband coverage for the show**

The show spans two floors in the Hong Kong Convention and Exhibition Centre. With 242 leading galleries from 40 countries and territories across seven curated sectors, this year's fair boasts 65 more exhibitors compared to the previous edition. To ensure seamless connectivity, 3Business technical team has meticulously designed a comprehensive 5G mobile broadband coverage tailored to the venue's characteristics and layout. Exhibitors and crews can expect smooth, high-speed, and ultra-low latency 5G mobile broadband service courtesy of 3Business's technical expertise and dedicated technical support.

In addition, 3Business will offer its 5G smart people counting solution in the show. This innovative solution provides real-time information on the flow of people in each exhibition hall, enabling the organiser to make effective crowd control arrangements. The solution also offers data analysis, serving as a reference for future event planning.

Art Basel Hong Kong 2024 will run from 28 to 30 March 2024 in the Hong Kong Convention and Exhibition Centre, with First Choice and Preview on 26 to 27 March 2024.

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### **About Hutchison Telecommunications (Hong Kong) Limited**

Hutchison Telecommunications (Hong Kong) Limited (“HTHK”) offers diverse and advanced mobile telecommunications services under the SUPREME, 3 Hong Kong, SoSIM and MO+ brands, which addresses the different segments of the rapidly changing needs of Hong Kong’s consumer market. HTHK is also dedicated to developing business and enterprise solutions in the corporate market spanning mobile commerce, information technology, smart city, the Internet of Things and big data. HTHK has launched 5G broadband services in both the consumer and enterprise markets, providing high-speed indoor and outdoor internet access. Leveraging a robust 5G network, HTHK has also extended the deployment of 5G solutions including 5G 4K live broadcasting, virtual reality and real-time data transmission to various verticals. HTHK plays a prominent role in developing a new economy ecosystem, channelling the latest technologies into innovations that set market trends and steer industry development. For more information on HTHK, visit [www.hthkh.com](http://www.hthkh.com).

### **About Art Basel**

Founded in 1970 by gallerists from Basel, Art Basel today stages the world’s premier art shows for Modern and contemporary art, sited in Basel, Miami Beach, Hong Kong, and Paris. Defined by its host city and region, each show is unique, which is reflected in its participating galleries, artworks presented, and the content of parallel programming produced in collaboration with local institutions for each edition. Art Basel’s engagement has expanded beyond art fairs through new digital platforms and initiatives such as the Art Basel and UBS Global Art Market Report. Art Basel’s Global Media Partner is The Financial Times. For further information, please visit [www.artbasel.com](http://www.artbasel.com).

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