

## Hutchison Telecom Hong Kong continues as Official Partner of Art Basel Hong Kong

**Our largest dedicated 5G mobile broadband for the show in recent years  
ensures seamless communications experience at Hong Kong Super March's mega event**

**Hong Kong, 17 March 2025** - Hutchison Telecommunications (Hong Kong) Limited (HTHK; the Group) announced its continued role as an Official Partner of Art Basel Hong Kong 2025. For the fourth consecutive year, HTHK's 3Business division will provide dedicated 5G mobile broadband services for exhibitors and a bespoke 5G solution for the organiser, infusing the event with cutting-edge technology.

Art Basel Hong Kong, a globally premier art show for Modern and contemporary art, stands as the highlight of "Hong Kong Super March". HTHK elevates the event experience for both local and overseas visitors alike by delivering advanced 5G services.

Kenny Koo, Executive Director and CEO of Hutchison Telecommunications Hong Kong Holdings Limited, said: "Hong Kong hosts a series of world-class events year-round, leveraging our expertise as the leading operator of integrated 5G radio systems at the Hong Kong Convention and Exhibition Centre, we provide Art Basel Hong Kong with exceptional 3Business 5G mobile broadband and an upgraded 5G smart people-counting solution. This ensures exhibitors enjoy a seamless communications experience while showcasing the diverse applications of 5G at mega exhibitions to a global audience."

### **50% expanded 5G mobile broadband coverage for comprehensive connectivity**

Spanning two floors of the Hong Kong Convention and Exhibition Centre, including exhibition halls, meeting rooms and concourse areas, this year's 5G mobile broadband coverage has increased by 50% compared to last year. The event will feature 240 leading galleries from 42 countries and territories, including 23 newcomers, with over half hailing from the Asia-Pacific region.

The 3Business technical team has meticulously designed a comprehensive 5G mobile broadband coverage plan tailored to the venue's characteristics and layout, supported by expert technical assistance. Exhibitors and crews can rely on smooth, high-speed, and ultra-low latency 5G mobile broadband, as well as seamless Wi-Fi connectivity, elevating their communication experience.

### **Providing an enhanced 5G Smart people counting solution for effective crowd management**

3Business will also provide an upgraded 5G smart people counting solution with an improved user interface. This solution delivers real-time data on visitor flow across exhibition halls, enabling the organiser to manage crowds efficiently. Additionally, it offers valuable data analysis to inform future event planning.

Art Basel Hong Kong 2025 will run from 28 to 30 March 2025 at the Hong Kong Convention and Exhibition Centre, with preview days on 26 to 27 March 2025.

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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 including the Art Basel App and initiatives such as the *Art Basel and UBS Global Art Market Report* and the Art Basel Awards. Art Basel’s Global Lead Partner is UBS. For further information, please visit [artbasel.com](http://artbasel.com).

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