

## **China Cup International Regatta: committed to promoting sailing in China**

Launch of the "Day of Discovery" sailing initiation and instruction programme.

"Day of Discovery" is the name of the new sailing initiation and instruction launched on 16 April 2009 at the 14th Shanghai International Boat Show by the China Cup International Regatta (CCIR), its strategic partner BENETEAU and sponsor Simpson Marine.

Held at the end of the China Cup International Regatta press conference, the launch ceremony was attended by Mr Li Quanhai, Vice President of the Chinese Sailing Association (Association Chinoise du Nautisme), Mr David Zhong, CEO of the CCIR Management Company, Mr François Rodrigues, Director of BENETEAU China, Mr Mike Simpson, Managing Director of Simpson Marine, many representatives of the Chinese sailing community and a large number of journalists.

"Despite the current economic climate, we remain extremely optimistic about the growth prospects for the marine industry in China. We are proud of the work achieved over the past two years, and feel a strong sense of responsibility to carry on doing our best to promote sailing in China", said CCIR Management Company CEO David Zhong.

"Day of Discovery" is the result of increasingly-close cooperation between the CCIR, BENETEAU and Simpson Marine to promote sailing in China.

The first two events are scheduled for August and November, and are designed to bring the pleasures of sailing to the attention of the wider Chinese public. On both occasions the organisers will invite people from all over China to sail on 10 BENETEAU First 40.7s at Shenzhen. Please visit the CCIR website for more detailed information.

The CCIR also plans to set up a training centre in co-operation with the Chinese Sailing Association. The programme will combine theory and practice, and will be delivered by experienced sailing instructors at the Shenzhen Vanke Longcheer Yacht Club. Sailors from all over the world are warmly invited to take part in this programme.

The aim is to make the sport more accessible to an ever-growing number of Chinese people. Over the last two years, the CCIR has organised a series of holiday camps for children, as well as sailing days for adults at Shenzhen. It has also hosted many team-building seminars and other corporate events. The CCIR also holds an annual auction to raise the funds needed to create more sailing schools in China.

The CCIR publicity campaigns and the annual regatta have done a lot to promote sailing and boost visibility of the sport in the Chinese media. The conviction and continued commitment shown by the CCIR, its partners and the Chinese government, should result in a growing level of enthusiasm for sailing in China in 2009 and the growing Chinese sailing industry.

**Additional Information:**

1. The China Cup International Regatta is organised by the Chinese Sailing Association (Association Chinoise du Nautisme) and the Municipal Government of Shenzhen. It is supported by the Royal Hong Kong Yacht Club and the Shenzhen Longcheer Yacht Club.
2. The China Cup International Regatta is China's premier sailing event and takes place every October.
3. As well as a race from Hong Kong to Shenzhen, coastal events and inshore racing, the regatta also offers plenty of entertainment, including exhibitions, a music festival, a firework display and a forum on sailing and practical sailing issues.
4. For more information, please visit: [www.chncup.com/en/](http://www.chncup.com/en/)