



**Genting Hong Kong Limited**  
(Continued into Bermuda with limited liability – Registration No.29337)  
(formerly known as Star Cruises Limited)

---

**PRESS RELEASE**

**FOR IMMEDIATE RELEASE**

---

## **GENTING HONG KONG SIGNS STRATEGIC COOPERATION AGREEMENT WITH CHINA MERCHANTS GROUP**

***To jointly develop Tai Zi Bay, Shekou, Shenzhen into an international cruise homeport***

**Hong Kong**, 11 April 2016 – Genting Hong Kong, a leading global leisure, entertainment and hospitality enterprise, has entered into a strategic cooperation framework agreement with China Merchants Shekou Holdings to jointly develop Tai Zi Bay, Shekou, Shenzhen into an international cruise homeport with the goal to accelerate the growth of the cruise industry in China.

The announcement was made at the Memorandum of Understanding (MoU) signing ceremony at the China Merchants Hall, Hilton Shenzhen Shekou Nanhai on 9 April 2016.

The MoU was signed by Mr. Ang Moo Lim, Executive Vice President, Sales of Genting Hong Kong and President of Star Cruises, and Mr. Xu Yongjun, Managing Director of China Merchants Shekou Industrial Zone Holdings Co., Ltd. Also during the press conference, Genting Hong Kong announced the future homeport deployment of SuperStar Virgo at Tai Zi Bay, Shekou from November 2016, marking another milestone in Star Cruises' illustrious history when it will become the first international cruise line to choose Shenzhen as its homeport.

"A pioneer in the cruise industry in China over 20 years ago, Genting Hong Kong has, over the years, developed Sanya, Haikou, Shanghai, Xiamen, Guangzhou, Shenzhen homeports, not to mention the evergreen homeports of HK and Taipei, making us the cruise company with the longest history and with the most homeports in Greater China," said Tan Sri Lim Kok Thay, Chairman and Chief Executive Officer of Genting Hong Kong.

He added, "Having observed the great potential of Shenzhen, from as early as 2002, we operated cruises to Vietnam from the old Shekou Port. We are pleased to see the development of Tai Zi Bay and even happier to ink a strategic alliance with China Merchant Group today, to join hands in developing cruise tourism in China."

Mr. Li Jianhong, Chairman of China Merchants Group has full confidence in the future prospects of the China cruise market: "Asia's cruise industry is booming and China is expected to become the fastest-growing country in the world as international cruise lines ramp up their operations in response to surging demand from China's emerging middle class."

"Already well-known for its business strength in finance, property, logistics and trading, China Merchant Group is poised to enhance its international reputation through developing high-end cruise industry ecosystems through our collaboration with Genting Hong Kong and via expansion in cruise industry construction and operation, including cruise terminal construction and management, fleet development, maintenance and repair. The Tai Zi Bay Cruise Terminal, the only cruise port in China capable of accommodating 220,000-ton cruise liners, which will start service in November this year, will be a very important waterway portal for Shenzhen and will improve the city's international standing as a modern, world-class metropolis," he added.



# GENTING

## HONG KONG

**Genting Hong Kong Limited**  
(Continued into Bermuda with limited liability – Registration No.29337)  
(formerly known as Star Cruises Limited)

Cruising has become more popular in China in recent years. In 2015, more than 1.2 million Chinese travelers joined cruises and this number is expected to rise to 4.5 million in five years. In response to the increasing demand in the market and to help develop the cruise industry in the country, Genting Hong Kong is strengthening its strategic deployment plan in Southern China and will offer a wide range of products optimized for Chinese travelers, providing them with easy access to cruises right from their doorstep.

SuperStar Virgo will debut her inaugural homeport in Tai Zi Bay, Shekou, Shenzhen from November 2016, offering a 4-night cruise calling at Halong Bay and Sanya; a 5-night cruise calling at Nha Trang, Da Nang and Sanya as well as a 7-Night cruise calling at Halong Bay, Da Nang, Nha Trang and Ho Chi Minh City. Among the host of upgraded leisure and entertainment activities available for guests on board, SuperStar Virgo will also continue to feature BEATSHIP by Zouk, an all-inclusive one of a kind party and DJ event experience by Asia’s most famous nightlife brand.



Genting Hong Kong entered into a strategic cooperation framework agreement with China Merchants Shekou Holdings to jointly develop Tai Zi Bay, Shekou, Shenzhen into an international cruise homeport. The Chairman of China Merchants Group Limited, Mr. LI Jian Hong (4<sup>th</sup> from left) and Genting Hong Kong’s Chairman and Chief Executive Officer Tan Sri LIM Kok Thay (3<sup>rd</sup> from right) attended the Memorandum of Understanding (MoU) signing ceremony together with members of their management teams.

###

### **About Genting Hong Kong Limited (“Genting Hong Kong”)**

Genting Hong Kong is a leading corporation principally engaged in the business of cruise and cruise related operations along with leisure, entertainment and hospitality activities.



**Genting Hong Kong Limited**

(Continued into Bermuda with limited liability – Registration No.29337)  
(formerly known as Star Cruises Limited)

As a pioneer in the Asian cruise industry, Genting Hong Kong took on the bold initiative to grow the Asia-Pacific as an international cruise destination with the founding of Star Cruises, “The Leading Cruise Line in the Asia Pacific”, in 1993. To further expand its cruise portfolio in the region, Genting Hong Kong launched Dream Cruises, the first-ever Asian luxury cruise line to cater to the premium market. Recognized as “The World’s Most Awarded Luxury Cruise Line”, Crystal Cruises extends Genting Hong Kong’s reach in the global up-scale market. The establishment of the Lloyd Werft Group in 2016 through the integration of Lloyd Werft shipyard in Bremerhaven and Nordic Yard’s three shipyards in Germany will capitalize on the growing demand for new cruise ships and realize the company’s global expansion plans for its three cruise brands.

Initiating the Group’s foray into land-based attractions, Resorts World Manila was the first integrated resort in the Philippines when it opened in 2009. A one-stop, non-stop entertainment and leisure destination, Resorts World Manila features world-class entertainment, unique events, and exciting lifestyle options throughout its extensive premises. Genting Hong Kong’s investment in iconic Singapore nightlife brand Zouk – a world-class entertainment institution and trendsetter in Asia’s dance music scene, and perennial top-ten fixture in the annual DJ Mag Top 100 Clubs global poll - further diversifies the company’s appeal to a younger and more dynamic clientele.

For more information about Genting Hong Kong, please visit [www.gentinghk.com](http://www.gentinghk.com).

**For media enquiry, please contact:**

Desmond Chung  
Corporate Communications  
Tel: (852) 2378 5924  
Email: [desmond.chung@gentinghk.com](mailto:desmond.chung@gentinghk.com)

Christine Li  
Corporate Communications  
Tel: (852) 2378 2960  
Email: [christine.li@gentinghk.com](mailto:christine.li@gentinghk.com)

