

HSBC Indonesia Celebrates the Spirit of the Kapal Api Group Indonesia Open 2023 with a One-of-a-Kind Experience for Badminton Fans

JAKARTA. PT Bank HSBC Indonesia (HSBC Indonesia) energized the BWF World Tour event Kapal Api Group Indonesia Open 2023 by hosting a series of events summarized in a program titled #HSBCSuperFans for badminton fans and HSBC customers in Indonesia. This program series is part of HSBC's global sponsorship of the BWF World Tour, which began in 2018.

The series of #HSBCSuperFans events have been started by HSBC Indonesia since early May, including the "1 Point Surprise" program which occurs every weekend. Customers participating in this promotion can swap 1 HSBC credit card point for a complimentary ticket to the Kapal Api Group Indonesia Open 2023 tournament. Furthermore, the Top Spender program at Central Park allows 10 HSBC Indonesia credit card clients who make the most transactions at Central Park throughout May to receive free tickets. The #HSBCSuperFans Road to Kapal Api Group Indonesia Open 2023 program also featured a meet and greet with Indonesian badminton legends Rudy Hartono, Liliyana Natsir, and Tontowi Ahmad on June 10, 2023 at Neo Soho Central Park.

For a select group of customers, HSBC Indonesia additionally offers one-of-a-kind and unforgettable experiences at the Kapal Api Group Indonesia Open 2023 tournament, which will take place from June 13–18, 2023. Before the final match begins, for instance, there can be a coin toss opportunity or a lottery for a special BWF coin. Selected customers get the chance to witness firsthand how unique it is to throw a coin in the center of Istora to decide which athlete will start the game. Additionally, HSBC Indonesia offers a backstage tour experience in which selected consumers get to see all operations behind the field firsthand, from visiting the athlete's locker room to watching the warm-up session, to peeking at the behind-the-scenes activity in the broadcasting room, multimedia, and press conferences.

This year, HSBC Indonesia issued more free VIP tickets for customers in the semifinal and final matches than last year. This is a once-in-a-lifetime opportunity, as the Indonesian Badminton Association (PBSI) reported that online ticket sales for the Kapal Api Group Indonesia Open 2023 sold out in a single day on May 25. HSBC Indonesia customers will also get the opportunity to meet Indonesian badminton athletes during the match period.

"HSBC Indonesia is committed to badminton because we understand the Indonesian people's passion for this sport, which has long made Indonesia proud on the international stage. We will always make more opportunities available to customers and badminton fans to help proud athletes reach the top of the world," stated Francois de Maricourt, President Director of HSBC Indonesia. This sponsorship from HSBC Indonesia is part of HSBC's global support as the HSBC BWF World Tour's primary sponsor for the next four years, or until 2027 on a global scale.

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