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# Consumer Corner

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## HSBC Mega Hong Kong Sale

(NAPSA)—Hong Kong—a tourist destination already known as a shopper's paradise—is getting even more consumer-friendly with a citywide sale, complete with special offers for visitors, sweepstakes, theme shopping and



**Sale of the century? Hong Kong will soon host a citywide shopping bonanza.**

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more.

An estimated 79 percent of visitors to this Asian metropolis spend at least part of the time shopping, and the HSBC Mega Hong Kong Sale—to be held June 15 to August 31—will likely bring that number even higher. The sale will feature four themed shopping promotions: Fashion & Beauty; Jewelry & Watches; Consumer Electronics; and Chinese Traditions.

Meanwhile, when visitors aren't shopping, they can explore a culture rich in history and traditions by taking a tour in Victoria Harbor on a traditional *duk ling* (Chinese junk), or by attending one of the many classes and tours that will be available, including: Pearl and Jade Appreciation; Cantonese Opera Appreciation; Fung Shui, Kung Fu and Tai Chi; and Heritage & Architecture Walks.

While some other destinations compete on price, Hong Kong is considered unbeatable in Asia for range and quality—as well as having a reputation as the region's #1 center for trendy fashions.

To learn more about the HSBC Mega Hong Kong Sale, visit the Hong Kong Tourism Board Web site at [www.DiscoverHongKong.com](http://www.DiscoverHongKong.com).