

Regent Hong Kong Honoured to Host World Football Summit as Official Hotel Partner

Hong Kong, September 5, 2025 – Regent Hong Kong was privileged to serve as the official hotel partner for the inaugural World Football Summit in Asia, held in Hong Kong, which united football legends, global industry leaders, and fans to celebrate the sport's future. This milestone event was the first-ever edition of the summit in Asia, drawing more than 3,000 international professionals and over 100 speakers. Regent Hong Kong was delighted to play its part in showcasing the city's renowned hospitality and growing role as a hub for international sports and tourism.

On September 2, Regent Hong Kong warmly welcomed participants with a lively cocktail reception at NOBU Hong Kong. The evening set the stage for meaningful connections, hosting football icons including Rio Ferdinand, Javier Zanetti, Fabio Capello, Pierluigi Collina, and Davor Šuker. The event blended the excitement of football with the hotel's signature hospitality, creating memorable moments for guests who had traveled from around the globe.

On September 3, Regent Hong Kong participated in the summit discussions, as Managing Director Michel Chertouh joined a panel alongside John Sharkey, CEO of Kai Tak Sports Park; Kabir Nagpal, Program Director of World Football Summit; and Mike Yang, Founder & CEO of AquaBloom Group. The panel explored opportunities for Asia to enhance its role in global sports tourism by creating exceptional experiences for teams and fans. The exchange reinforced the powerful synergy between sporting events and hospitality in shaping lasting memories.

Regent Hong Kong had the opportunity of hosting football greats including Rio Ferdinand, Javier Zanetti, Fabio Capello, Pierluigi Collina, and Davor Šuker, along with distinguished summit guests, within the hotel's signature setting of refined comfort and personalized service. By welcoming these icons, Regent reinforced its role as a world-class destination where sporting excellence meets unparalleled hospitality.

In alignment with the World Football Summit's mission, panels and sessions explored themes such as fan engagement in the digital era, football's cultural crossroads, and the dynamic relationship between East and West. Regent Hong Kong was proud to complement this vision by providing an environment that seamlessly combined innovation, cultural exchange, and elevated luxury—offering every guest not only a place to stay, but an unforgettable experience.

“We are truly honored to have been part of the World Football Summit and to welcome such an inspiring group to Hong Kong,” said Michel Chertouh, Managing Director of Regent Hong Kong. “This summit reflects the beauty of uniting sports and hospitality to create special moments. We are grateful to play a small role in this journey and are excited to support Hong Kong’s future as a welcoming sports destination.”

Regent Hong Kong looks forward to building on this partnership and continuing its commitment to creating meaningful connections. By highlighting the city’s blend of culture, world-class hospitality, and sporting passion, the hotel is proud to contribute to Hong Kong’s growing reputation on the global stage.

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About World Football Summit

World Football Summit is a leading international organization for the football industry. Through its platform, we organize events across four continents that bring together key stakeholders from the ecosystem, fostering business opportunities, collaboration, and innovation in the sector. Thousands of professionals representing companies and institutions from around the world actively engage with WFS.

For further press information:

Jenny Chung, Director of Integrated Marketing & Communications

Regent Hong Kong

Tel: 9494 8321 E-mail: jennytszwai.chung@ihg.com

Website: <https://hongkong.regenthotels.com/>

Alice Wong, Assistant Director of Integrated Marketing & Communications

Regent Hong Kong

Tel: 9109 7552 E-mail: alice.wong1@ihg.com

Website: <https://hongkong.regenthotels.com/>

Micky Lau, Communications Manager

Regent Hong Kong

Tel: +852 6337 3465 E-mail: micky.lau@ihg.com

Website: <https://hongkong.regenthotels.com/>

About Regent Hong Kong

Following its reimagining as a majestic haven of discreet luxury on Victoria Harbour, Regent Hong Kong has been named the #1 City Hotel in Asia, as well as the #1 City Hotel in Hong Kong for the second consecutive year, and #14 among the 100 Hotels Voted Best in the World in the Travel + Leisure World’s Best Awards 2025 readers’ survey. It was also named the #1 Hotel in Hong Kong for the second consecutive year at the Travel + Leisure Luxury Awards Asia Pacific 2025. Amidst breathtaking harbourviews and a serene aesthetic by Hong Kong-born design visionary Chi Wing Lo, discover refined hospitality, timeless allure and sophistication. Each of the 497 rooms and suites are crafted as Personal Havens of tranquillity with gracious, intuitive service by Regent Experience Agents, while suite guests also enjoy the exclusivity of Regent Club, a luxury residential retreat with service on your terms. The vibrant Dining Destination entices with a collection of six celebrated restaurants and bars with immersive culinary journeys and mesmerising views of Victoria Harbour and the city skyline. An iconic white marble staircase leads to the large pillarless ballroom, where glamorous galas and Regent weddings are curated for everlasting memories, while bespoke events in ten versatile function rooms showcase unrivalled harbourviews. With its unrivalled Kowloon harbourfront location, the supremely convenient

urban retreat offers easy access to the city's top attractions, including M+, Hong Kong Palace Museum and Kai Tak Sports Park.

Discover more at <https://hongkong.regenthotels.com/>

About Regent Hotels & Resorts

Guests have made grand entrances through the doors of [Regent Hotels & Resorts](#) for more than a century. Born in 1970 and now, part of [IHG Hotels & Resorts](#)' luxury and lifestyle portfolio, Regent's collection of modern hotels and resorts are home to stays both serene and sensational. The type of experiences that spark stories and charm even the most seasoned of travellers.

An invitation to life's most scenic moments, Regent hotels are amongst the most well-known luxury hotels in the world, with 11 open hotels and 9 in the pipeline. The current portfolio includes [Regent Phu Quoc](#), [Regent Chongqing](#), [Carlton Cannes](#), a [Regent Hotel](#), [Regent Shanghai Pudong](#) and [Regent Hong Kong](#). In 2024, [Regent Shanghai on the Bund](#) and [Regent Bali Canggu](#) opened and the brand marked its momentous return to the Americas with [Regent Santa Monica Beach](#). The coming years will see Regent arrive in Jeddah, Kuala Lumpur, Kyoto, Sanya, Shenzhen, and Riyadh.

For more information and to book, visit www.regenthotels.com.