

## MAINLAND COMPANY MAKES ITS MARK

Many of the upper-tier corporate boxes adopted closed-door policies after the global financial crisis of 2007-08, not wanting to be seen to be living by excess. Coupled with the change in stadium rules a few years ago limiting the number of guests, the boxes have changed markedly.

One box this year was a breath of fresh air and harked back to the boxes of yore. For the first time, a Chinese listed company has hosted a box at the Sevens, and for Bo Wang, executive director of Fullshare, it was full transparency. "We are excited to be the first mainland-headquartered, Hong Kong-listed company to have a box at the Sevens. We've been in Hong Kong



**Alina Lee, Bo Wang and Ellen Costa in the Fullshare box.**

for three years and identified that the Sevens was a great community and international event."

From Learjet pilots to former rugby players and the ubiquitous corporates stopping by, the box's beach resort theme, resplendent with sand floor and rattan bar, did feel like a mini holiday, aptly chosen for the company which is named the official tourism partner of the Cathay Pacific/HSBC Hong Kong Sevens 2018. Fullshare operates a number of prestigious tourism businesses in

Australia and Singapore, and also has direct or indirect investment in several well-known online travel agency platforms in the China market (i.e. Tuniu & Lvmama). The company is now focused on developing its tourism portfolio globally. Wang said: "We've entered into the full gamut of the Sevens experience. On Friday, as part of our community outreach, 30 St Christopher's foster care children came into our box and enjoyed rugby quizzes. "Saturday and Sunday it was down to networking, demonstrating that we are an international company on the lookout for overseas investors. The Sevens is a great showcase for our company."