



FOR IMMEDIATE RELEASE

Standard Chartered Hong Kong Marathon Expo 2026 Opens with Free Public Admission and Over 25% Increase in Exhibitors

Hong Kong, 14 January 2026 – The four-day Standard Chartered Hong Kong Marathon Expo (SCHKM Expo) 2026 officially opened today at the Kai Tak Arena, Kai Tak Sports Park. This year's Expo boasts a significant expansion, with the number of exhibitor booths increasing by over 25%, and overseas marathon organisers joining the SCHKM Expo for the first time. This initiative maximises the economic impact of the Standard Chartered Hong Kong Marathon 2026 as an "M" Mark mega event to boost Hong Kong's marathon economy and to enhance the image of Hong Kong as Asia's sports event capital.

The inaugural edition of the SCHKM Expo took place last year at the then-newly established Kai Tak Sports Park, attracting as many as 110,000 runners and members of the public and generating immense footfall and spending. Following last year's encouraging sales, booth sizes have been enlarged so that exhibitors may unlock greater commercial opportunities and contribute to the development of Hong Kong's sports industry. The organisers of the highly popular Gold Coast Marathon and Amazing Thailand Marathon Bangkok have also joined the SCHKM Expo. Their presence offers local runners more information on global races, making the SCHKM Expo a premier exchange platform for international marathons.

To further enrich the experience for both runners and the general public, the organiser has added various photo installations and interactive game booths this year, allowing visitors to immerse themselves in the joy of sport through interactive play. For the first time, the much-loved Runners' Wall will also feature Youth Run participants. Furthermore, a Bib Check Station has been set up within the venue, enabling runners to verify their racer information on their timing chips after collecting their bibs.

With Standard Chartered Bank (Hong Kong) Ltd. as the title sponsor, the Standard Chartered Hong Kong Marathon 2026 is also sponsored by adidas Hong Kong Limited, Thong Sia Watch Co., Ltd, A.S. Watson Group (HK) Ltd., POAD MEDIA Limited, GP Batteries International Limited, Inchcape Hong Kong Limited (Crown Motors Limited), Regal Hotels International, Hisamitsu Pharmaceutical (Hong Kong) Co., Limited, Otsuka Pharmaceutical (H.K.) Ltd., Shiseido Hong Kong Limited, Shun Hing Group, Hengan Pharmacare Co., Ltd., Kao (Hong Kong) Ltd, WL Centralin (HK) Co., Limited, GARMIN, Pocari Sweat and China Mobile. Supporting organisations include the Information Services Department, Hong Kong Tourism Board, Leisure and Cultural Services Department and TIML MOM Limited.

The Standard Chartered Hong Kong Marathon 2026 is proud to be an "M" Mark event, helping enhance the image of Hong Kong as Asia's sports event capital. The "M" Mark, awarded by the Major Sports Events Committee, symbolises intense, spectacular and signature events in the territory's sports calendar.



Event Details of the Standard Chartered Hong Kong Marathon Expo 2026

Date: 14-17 January 2026 (Wednesday to Saturday)

Time: Wednesday – Friday 3:00 p.m. – 9:00 p.m.
Saturday 9:00 a.m. – 4:00 p.m.

Admission Fee: Free

Venue: Kai Tak Arena Grand Hall, Kai Tak Sports Park (38-39 Shing Kai Road, Kowloon, Hong Kong)

Transportation: **MTR:** Visitors to Kai Tak Sports Park can take the Tuen Ma Line and alight at Kai Tak or Sung Wong Toi Station. Walking distance to the Kai Tak Sports Park is approximately 5 to 10 minutes from each of these stations. Kai Tak Station is recommended for visitors to Kai Tak Arena.

Bus: Kai Tak Sports Park is located close to three major bus stops: Kowloon City Bus Interchange (also known as Regal Oriental Hotel Bus Stop and Sung Wong Toi Park Bus Stop), Argyle Street Playground Bus Stop, and Kowloon City Ferry Bus Terminus. More than 60 bus routes are available in the vicinity of Kai Tak Sports Park. For details, please visit <https://www.kaitaksportspark.com.hk/transportation>.

Ferry: Visitors travelling from North Point can take a ferry to Kowloon City Ferry Pier and then walk to Kai Tak Sports Park.



For high-resolution photos, please refer to the link here: <https://shorturl.at/gMmlH>

	<p>Photo 1 The Standard Chartered Hong Kong Marathon Expo 2026 officially opened today at Kai Tak Arena, Kai Tak Sports Park. This four-day event is free to attend and is set to boost visitor numbers and spending.</p>
	<p>Photo 2 The Organiser has expanded the SCHKM Expo, featuring over 25 per cent more exhibitor booths and sometimes bigger booth space to enhance the visitor experience and boost the marathon economy.</p>
	<p>Photo 3 For the first time, the SCHKM Expo welcomes international marathon organisers, including the highly popular Gold Coast Marathon and Amazing Thailand Marathon Bangkok. This offers local runners more information on global races, making the SCHKM Expo as a premier exchange platform for international marathons and showcasing Hong Kong's charisma as Asia's event capital.</p>



Standard
Chartered
Hong Kong
Marathon
渣打香港馬拉松
2026



	<p><u>Photo 4</u> To further enhance the visitor experience, the SCHKM Expo has offers various photo opportunities for guests.</p>
	<p><u>Photo 5</u> For the first time, the much-loved Runner's Wall will also feature Youth Run participants, creating cherished memories for runners of all ages.</p>

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About the Standard Chartered Hong Kong Marathon

The Standard Chartered Hong Kong Marathon, organised by the Hong Kong, China Association of Athletics Affiliates, is Hong Kong's largest participatory annual sporting event, attracting over 78,000 local and overseas participants each year. Standard Chartered has been the title sponsor since the first Standard Chartered Hong Kong Marathon in 1997 and also sponsors marathons in seven other cities globally, including Hanoi, Jersey, Kuala Lumpur, Nairobi, Singapore, Stanley and Taipei as well as a 10km run in Shanghai and a 5km run in London.