

新聞稿

PRESS RELEASE



For Immediate Release

Celebrating 50th Anniversary of Orient Overseas Container Line Free admission to Maritime Museum and Special Family Programmes on 10 November 2019

Hong Kong, 8 November, 2019 – In celebration of the 50th anniversary of Orient Overseas Container Line Ltd. (OOCL), the well-known Hong Kong liner company will be sponsoring free admission to the Hong Kong Maritime Museum on 10 November (Sunday). The *“OOCL’s 50th Anniversary Free Family Fun Day”* will have a variety of family-friendly activities to spread the joy and celebrate this memorable occasion together with the public.

OOCL, formerly known as Orient Overseas Line, was founded by the shipping tycoon Mr. C Y Tung. Before containerization, Orient Overseas Line offered regular passenger and cargo liner services to many destinations around the world.

In the 1960s, the emergence of containerization revolutionized the mode of shipping which greatly reduced transportation costs and improved operational efficiency.

The year 1969 not only marked the start of containerized trade in Hong Kong, but also the establishment of OOCL when it was renamed as Orient Overseas Container Line, being one of the first shipping company in Asia to transport goods by container. OOCL has been rooted in Hong Kong for 50 years and continues to play an important role in the development of shipping and trade in this dynamic port city.



Oriental Carnival, a passenger and cargo ship sailing through the Victoria Harbor. The plum blossom trademark is still in use today.

香港海事博物館 HONG KONG MARITIME MUSEUM

香港中環八號碼頭 Central Pier No. 8, Hong Kong

T: +852 3713-2500 | F: +852 2813 8033 | E: info@hkmaritimemuseum.org | www.hkmaritimemuseum.org
(Hong Kong Maritime Museum is incorporated with limited liability)

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One of the G-class giant container ship OOCL Hong Kong's maiden call to the Hong Kong Kwai Tsing Container Terminal in July this year. OOCL's G-class giant container ship is one of the world's largest container ships with a carrying capacity of 21,413 TEUs.

Please [click here](#) to download the images.

Activity Highlights	Enrolment Details
<p>Quiz Game and Souvenirs</p>  <p>Complete the quiz game by exploring history of containerization at the reception counter to receive free souvenirs.</p>	<p>B-deck of the Museum, reception</p> <p>10:00-18:30</p> <p>Walk in basis and no booking required.</p> <p>Souvenirs are given on first-come, first-served basis while stock lasts.</p>
<p>KM Koo Ship Bridge Simulator</p> 	<p>A-deck of the Museum</p> <p>14:00-14:30 14:45-15:15 15:30-16:00 16:15-16:45</p> <p>Booking required.</p>

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<p>Guided by the maritime services student from Maritime Services Training Institute (MSTI), visitors can steer container ships and learn the various roles of seafarers in the professional-grade simulator to experience an immersive and authentic 'sea journey' from the Maritime Museum to the Kwai Tsing Container Terminals!</p>	<p>15 participants per session.</p> <p>Admission to this activity is by free ticket. Tickets for all sessions will be distributed at the Ticket Distribution Desk on a first come first served basis while stocks last.</p> <p>All children under 16 must be accompanied by an adult at all times.</p> <p>Visitors who wish to enter the Simulator must have a simulator ticket. Each visitor can only collect one ticket for one session.</p> <p>The final arrangement for the Simulator experience is at the decision of the Hong Kong Maritime Museum and its representatives.</p>
<p>Colouring Corner</p>  <p>Receive the specially designed colouring sheets and show your creativity the colouring corner!</p>	<p>B-deck of the Museum, Harbour Viewing Gallery</p> <p>10:00-18:30</p> <p>Walk in basis and no booking required.</p>
<p>Old Photo Gallery</p> <p>Take a close look on OOCL's commemorative old photos and learn about the little-known stories of containerization.</p>	<p>B-deck of the Museum, Harbour Viewing Gallery</p> <p>10:00-18:30</p> <p>Walk in basis and no booking required.</p>

<p>Postcard Charity Sale</p>  <p>Purchase the limited edition OOCL postcard sets and support the Museum's works.</p>	<p>Postcard sets are for sale in the following locations while stock lasts.</p> <ol style="list-style-type: none">1. B-deck of the Museum, reception 10:00 – 18:302. HKMM Gift Shop, located outside the Museum entrance on the footbridge level 11:00 – 18:30
<p>General Guided Tour</p>  <p>Visitors can find out the fascinating maritime history of Hong Kong and see the whole museum in the 60-minute tour.</p>	<p>14:00 - 15:00 (Cantonese / English) 16:00 - 17:00 (Cantonese)</p> <p>Walk in basis and no booking required.</p>

Visitors' Information on 10 November 2019 (Sunday)

Opening hours: 10:00 – 19:00 (*Free entry. Admission closes at 18:30*)

Activities run from 10:00 – 18:30

Venue: Hong Kong Maritime Museum, Central Pier No. 8, Hong Kong (next to the Observation Wheel)

Enquiries: +852 3713 2500

Website: www.hkmaritimemuseum.org

Instagram: [@hongkongmaritimemuseum](https://www.instagram.com/hongkongmaritimemuseum)

Facebook: <https://www.facebook.com/HKMaritimeMuseum/>

About Hong Kong Maritime Museum

The Hong Kong Maritime Museum (HKMM) was founded by members of the Hong Kong Shipowners Association committed to helping the Hong Kong community and visitors to Hong Kong explore the city's unique maritime heritage. HKMM was named as a TripAdvisor Travellers' Choice Top 10 Museum in China in 2017, and is an independent, non-profit registered charity supported by the shipping industry, the business community, private individuals and the Hong Kong SAR

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Government. HKMM is a cultural institution that tells the story of trade and maritime history in Hong Kong and the Pearl River Delta, and the vital roles ships and the sea play in our past, present and future.

The Museum opened its door to the public at Murray House in Stanley in 2005 and relocated to Central Pier No. 8 in the heart of the Central Harbour Waterfront in 2013. Today the Museum displays about 1,000 objects in 15 galleries, attracting about 130,000 visitors annually. HKMM also houses various event spaces, resource centre, a roof-top social enterprise café, and gift shop that contribute to visitors' experiences. HKMM engages with the community of Hong Kong by actively engaging in education and public programming offered to schools, adults, community groups and families. For more information, please visit www.hkmaritimemuseum.org.

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