

The Newly Revamped ICBC (Asia) Xplore Visa Card Ella Koon Discovers Stylish Living Attitude

3 April 2014, Hong Kong – Over the years, Industrial and Commercial Bank of China (Asia) Limited ("ICBC (Asia)") is committed in providing a wide range of comprehensive and caring services to customers in different segments. To fulfill the needs of the young generation nowadays, ICBC (Asia) had revamped the Xplore Visa Card recently with a new card face design, and exceptional privileges and benefits, making the card “the most outstanding one among all.

The new Xplore Visa Card is the first Visa Signature card comes with VISA payWave function. With its brand new stylish design on outlook using light painting on a galaxy background which gives the card a much younger look and a more stylish feel. For the card privileges, Xplore Visa Card is the only card in Hong Kong offering a series of unique benefits related to pets. Plus the “real” lifestyle benefits - “Buy One for Two” offers in Pacific Coffee, MCL movie tickets and many more. All these privileges and benefits are specially designed to meet the young generation’s demand in a stylish and tasteful lifestyle.

To show the new charisma of the newly revamped Xplore Visa Card, ICBC (Asia) held the “ICBC Xplore Visa Card Press Conference” today at the Mira Shopping Mall. Honorable guests from ICBC (Asia) Credit Card Centre General Manager, Mr. Arthur Tai, Visa Hong Kong & Macau Country Manage, Mr. Tom Tobin and artist Ms. Ella Koon were invited to the press conference. Ella is excited about the newly revamped Xplore Visa Card, she also shared her way to explore her stylish lifestyle through the benefits of Xplore Visa Card.

The most outstanding selection of Ella Koon: Xplore Visa Card, the card of lifestyle revolution

Coffee shop is always popular for young artists and trendy youngsters to gather while 3D latte art has been very popular in recent years too. Mr. Day Ng, a professional barista was invited to the event to showcase his 3D latte art masterpiece. He also taught Ella Koon the technique of making 3D latte art. They made a masterpiece together and the audience was very involved throughout. The lively atmosphere adapted well to the outstanding characteristic of the Xplore Visa Card.

Other than making the 3D latte art masterpiece, Ella shared the story about her most outstanding stage performance as well as her selection criteria of the most outstanding credit card in the market, which said card's features must be have a high revelency to her lifestyle, while fulfilling the desire to explore.

Unique pet caring service and “Buy One Get Two” outstanding privileges

Later on, Ella shared her joy and the fun moments she has with her pets. For all the pet lovers, Xplore Visa Card provides a series of unique benefits related to pets, it is so comprehensive such as pet supplies, pet entertainment, pet hotel, pet training, pet photography, pet grooming and many more. Apart from the privileges for pets, the card also comes with some “real” lifestyle benefits - the “Buy One Get Two” offer, including, buy one get one free movie tickets at MCL, buy one get one free coffee at Pacific Coffee, discount privilege at caffè HABITŪ Lan Kwai Fong, Hutchsion House, Wanchai Queen’s Road and Tsimshatsui The Element outlets, and also buy one get one free lunch offer from The Mira Hong Kong Michelin recommended restaurants Cuisine Cuisine and WHISK etc. All these privileges are specially picked for someone like Ella, who has preference in a stylish and tasteful lifestyle. Together with the payWave function, Xplore Visa Card can provide a complete solution to every shopping experience.

Finally, all the guests were invited to come on stage to join the ceremony. The guests lighted up the beautiful Hong Kong skyline and the newly revamped Xplore Visa Card came out flashing to the starry night, shining over the Victoria Harbour. The General Manager of ICBC (Asia) Credit Card Centre, Mr. Arthur Tai then presented the first Xplore Visa Card to Ella. Ella was very pleased and said she is very ready for the new shopping experience to enrich her lifestyle.

At the end of the event, customers at the Mira Shopping Mall can apply the Xplore Visa Card directly there, and they can also take pictures with the tailor-made giant 3D latte art props.

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Industrial and Commercial Bank of China (Asia) Limited

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