



HONG KONG DRAGONS FOOTBALL CLUB

Long-Term Goal

GREG EWINS, ZINLAP LAMA and DARREN MAIDEN have strived to provide a growing football community the best experience of the sport, and more opportunities to play.

In 1998, Gregory Keith Ewins established a company under the name of Addvantage Sports. It was founded on the principles of offering the growing local communities on Lantau Island, particularly the youth, the chance to play football in a safe and fun environment.

“We became a founding member of the Hong Kong Junior Football League in 1999,” says Ewins. “Playing in the HKJFL and playing other teams from all over Hong Kong was a major contributing factor in our decision to expand. With continued growth all over the city, we became Hong Kong Dragons Football Club in 2010.”

Professional Standard

“In the last 15 years our industry has grown massively due the popularity of children playing and watching football, along with the increase of those playing at school through coordinated lessons and activities, the introduction of the well-run junior football league and the various tournaments in Hong Kong,” says Ewins, Director of Coaching.

In response to growing demand, Ewins along with partners Zinlap Lama and Darren Maiden brought in a number of professional coaches and opened more venues meeting the company’s high standards. Lama and Maiden have been and remain instrumental in making HK Dragons FC what it is today.

HK Dragons FC maintains a com-



mendable degree of professionalism in all areas. “Our coaching staff at HK dragons is one of the most qualified and experienced in Hong Kong,” says Manager and Head Coach Darren Maiden. “We follow a ‘player-first’ approach, which helps us coach a variety of age groups, from under 4 through under 21.”

The company’s quality service and structured, professional coaching program offers people from all communities and backgrounds the chance to play, learn the game and have fun.

The Good Fight

The limited space in Hong Kong is an especially pressing concern for its Football community. For HK Dragons FC, it has become a greater challenge to accommodate the rising number of active football enthusiasts.

“The availability and costs of booking venues has long been an issue,” shares Ewins. “Fees are rising at double the rate

of inflation and have been for over five years. Booking pitch space has become harder due to the lack of new facilities. The increase in market demand compels us to explore other areas of sport in order to maintain our high standards of service.”

Although growth in Lantau is restricted at present, Ewins, Lama and Maiden are hopeful that the government will provide more pitch space. On their end, the company’s work ethic, together with noted skill and professionalism of its coaching staff continues to draw new participants, and as the numbers swell, it could hasten the realization of new playing areas. The uphill battle is its own reward, a testament to the unquestionable love of the sport held by HK Dragons FC and the football community of Hong Kong. ■

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